

Hands-On with Artificial Intelligence: ChatGPT & Dall-E for Business Use

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

Course Fee: HK\$4,500 (May apply up to HK\$3,000 subsidy)



*Maximum saving, with the final grant subjects to approval.

The development of Artificial Intelligence (AI) has reached an explosive critical point, where it's so powerful that it threatens to replace human being in the labour market. OpenAI's latest AI ChatGPT and Dall-E is capable of making legal contracts, medical diagnosis, business copywriting, customer service, story writing, or even academic papers, computer programs that invade computers, art generation, just to name a few. In fact, ChatGPT is a set of "text generation" technology, letting AI make judgments through the text you input, and produce corresponding responses. As ChatGPT becomes more mature, the search engine giant Google may be subversively affected too, and it is bound to affect the global entrepreneurial environment.

In this hands-on master course, you will learn how to harness the power of ChatGPT and Dall-E, a cutting-edge AI tool, to produce high-quality content for various occasions. Whatever industry you're from, these new technologies will bring impacts that you've never imagined.

Upon completion of the course, you will have a fundamental understanding of how to use ChatGPT and Dall-E to produce high-quality content for business, automating your workload and saving you time and effort.

Programme code	10014511-05
Date & Time	12 · 14 · 19 & 21 March 2024 19:00 – 22:00 (Total 12 hours)
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Course fee	HK\$4,500* <i>(May apply up to HK\$3,000 subsidy after NITTP approved; Group discount will be offered to enrolment of 2 people or above, please contact us for details)</i>

Course Highlight

- One of the very few local courses conducted in Cantonese, with hands-on activities
- Suitable for Live ChatGPT & Dall-E demo professionals of all levels, from beginners to advanced users. We will cover the basics of ChatGPT & Dall-E and how it works, as well as more advanced techniques for maximizing its potential in your work.
- Taught by industry veteran with 20 years of IT experience

Course Outline

Session Details

Lesson 1 - Acquire Proficiency in the Core Technology of Text Generation

- Overview of text generation tools such as Chatgpt, Poe, Perplexity.ai and Bing etc
- Skilfully harness ChatGPT's writing style and explore applications across different industry
- Analyze the technical constraints associated with Chatgpt and address solution

Lesson 2 – Advanced Applications of Chatgpt

- Explore Chrome Extensions and Plugins for Chatgpt
- Application of Open AI API
- Prompts engineering for non- programmers to write simple code
 - Code generation, Code debug, UX writing

Lesson 3 – Introduction to Image Generation

- Overview of image generation tools such as Dall-E, Midjourney, etc
- Explore prompt engineering for different image style
- Explore application cases in Industries such as Advertising, Logo Design, Interior Design, Digital Marketing, and Web Design, etc

Lesson 4 – Explore other AI – Assisted tools

- Whisper API : generate multilingual subtitles for YouTube videos, enabling seamless localization and broader audience reach
- AI – driven Video and music generation
- AI voice replication and virtual Avtar creation: explore AI tools for replicating human voices, enabling personalized voiceovers and virtual avatars
- Leverage AI-powered interior design tools

Mr Keith Li

Keith is the Co-Founder and Chief Executive Officer of Innopage Limited, a company specializing in Mobile Apps and Blockchain / Web3 projects development. Since 2010, under Keith's leadership, Innopage has received numerous local and international awards for its innovative products. In addition to his professional pursuits, Keith serves as a part-time lecturer at local universities. Currently, he also holds the position of Chairman of the Hong Kong Wireless Technology Industry Association (WTIA).



Enrolment method

- Scan the QR code or visit below link for enrollment.

<https://www.hkpcacademy.org/10014511-05-genai-chatgpt/>

- **NITTP Training Grant Application** Companies should submit their NITTP training grant application for their employee(s) via <https://nittp.vtc.edu.hk/rtp/login> at least five weeks before course commencement. Alternatively, application form could be submitted to the Secretariat in person, by post, by fax or by email to nittp@vtc.edu.hk together with supporting documents.

