Generative AI for Video:
From Storyboarding to Production
(vLearn Programme)

Image created by Generative AI

FUTURESKILLS CONNECTION TECHNOLOGY 裝備未來

vLearn HKPC Virtual Learning

Go from text to video with AI! Create storyboards and generate professional videos using free AI tools. Enhance your creative workflow and produce content efficiently!

Programme Code	10017879-06
Programme Duration	47 minutes (Valid until December 2027)
Platform	HKPC Academy vLearn
Medium	Cantonese and Putonghua version (with English and Chinese subtitles)
Course Fee	HK$100 (with 9 vLearn programs for free)
Certificate Award	A *Certificate of Accomplishment will be awarded to participants who have completed the course

*Only English version of Certificate of Accomplishment is provided

Training Objectives

- Gain a foundational understanding of Generative AI and its relevance to video production
- Explore Generative AI tools for storyboarding, as well as text-to-video and image-to-video generation
- Learn how Generative AI can be applied in various business scenarios

Course Outline

1. Introduction to GenAI in Video Production

- What is Generative AI
- Why use Generative AI in Video Production
- Overview of the free AI Tools

2. Using ChatGPT for Storyboarding

- Storyboarding with AI
- Tips for crafting effective prompts for storyboards
- Demonstration: Creating a storyboard for a business and a manufacturer

3. AI for Text-to-Video and Image-to-Video

- Introduction to AI tool
- A step-by-step guide to video generation and best practices, including clear input text and style selection
- Demonstration: Generating a promotional video

4. Integrating Generative AI in Video Production Workflow

- Balancing human creativity and AI in video production
- Common challenges (e.g., inconsistent outputs)
- Practical solutions (e.g., refining prompts, quality checks)
- Case Study

Enrolment Method

Scan the QR code to complete the enrolment and payment online.

http://u.hkpc.org/b3Z

hkpc Academy 生產力學院

Course Title	Learning Objective/Outcomes	Duration
Agile Project Management	• Differentiate between Waterfall and Agile Project Management, noting their pros and cons • Examine the rise and uses of Agile Project Management • Uncover Agile Project Management's significance, mindset, and team structure • Inspire "Empathy" and "Innovation" in Agile Project Management implementation	Around 60 minutes divided into several learning sessions
Customer Centric Marketing: From User Interface to User Experience	• Define good customer experience • Explore the importance of Customer Experience in the Experience Economy • Learn about 4P, 4C, and 4E in marketing and their relationships • Differentiate User Experience (UX), User Interface (UI), and Customer Experience (CX) • Define good UX and the Design Thinking Process	Around 60 minutes divided into several learning sessions
Cyber Security Essentials	• Stay updated on cybersecurity news and trends • Learn about internet security measures to safeguard digital assets • Recognise and prevent phishing attacks • Understand preventive measures to counter cyber threats	Around 60 minutes divided into several learning sessions
ESG in Business Applications	• ESG definition and worldwide/local trends • Impact of global climate change on business sustainability • Implementation of sustainable practices in your company • Employee contributions to company sustainability goals	Around 60 minutes divided into several learning sessions
Understand Artificial Intelligence (AI)	• Gain a foundational understanding of the core technology – AI and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 54 minutes divided into several learning sessions
Understand Blockchain Technologies	• Gain a foundational understanding of the core technology – Blockchain and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 53 minutes divided into several learning sessions
Understand Cloud Computing	• Gain a foundational understanding of the core technology – Cloud and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 50 minutes divided into several learning sessions
Understand Big Data and Data Analytics	• Gain a foundational understanding of the core technology – Big Data and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 60 minutes divided into several learning sessions
AI Gym	• Understand the basic concept of AI Gym • Learn about the AI principles for effectively prompting • Apply the AI framework to make a PowerPoint Presentation	Around 22 minutes

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