

Trend-Driven AI Visuals: Create Inclusive and Automated Social Media Content in 6 Hours

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

Unlock the future of social media content creation!

In this hands-on workshop, participants will learn to harness AI for crafting inclusive visuals.

By mastering automation workflows, creating diverse content, and using ComfyUI, attendees will streamline their creative process and design an effective week-long content plan. Elevate your digital presence with innovative AI solutions!

Programme code	P0000191
Date and time	23 March 2026 09:30-16:30
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon
Language	Cantonese
Course fee	HK\$1,500 *(Early-bird: HK\$1,350, applicable on or before 9 Mar 2026)
Target Audience	Social media managers, content creators, solo entrepreneurs, and marketers with basic computer skills- no coding required.

Learning Outcomes

By the end of this course, participants will master AI-driven automation for social media visuals, creating inclusive content aligned with the latest trend.

- **Develop automated pipelines:** Design and execute workflows from prompt ideation to text-to-image/video generation.
- **Craft inclusive visuals:** Generate diverse, ethnic-representative images and videos using targeted prompts, avoiding stereotypes while matching platform formats.
- **Build ComfyUI proficiency:** From basics (node graphs, samplers) to automation (batch generation, upscaling, variations) for scalable "image factories".

Course Outline

1. Overview & AI Trend on social media

- Role of AI in social media: ideas, images, videos, variations; humans focus on brand and strategy.
- Map the pipeline: prompt ideation → image/video generation → export for platforms → light scheduling/automation.

2. Text-to-image for posts

- Prompt engineering for social posts: subject, style, mood, format (square, 9:16, banner), prompt structure, negative prompts.
- Choose style and aspect ratio, export with free application.
- Exercise: create mini set of on-brand images for one campaign.

3. Text-to-video & image-to-video

- Why short vertical video matters; where AI clips fit (B-roll, hooks, quote videos).
- Storyboard creation (shot scale, camera lens, camera movement)
- Text-to-video: short 5–10s clips from prompts.
- Image-to-video: animate an AI image made earlier.
- Hands-on exercise

4. Weekly workflow for your automation

- Reusable prompt templates: “Monday tip”, “before/after”, “quote of the week”, kept in a simple prompt library.
- Design a one-week AI content plan: 3–5 posts with prompts, tools, and formats defined.

5. ComfyUI automation for social media post

- What is ComfyUI?
- Node-based workflows for repeatable image generation.
- Starter graph: text prompt → model → sampler → save image.
- Text-to-image workflow; adjust prompt, size, and a few key settings; generate social-ready images.
- Add enhancement (upscale/sharpen) and batch settings to output for social posts.

A Certificate of Attendance will be awarded to participants who have attended 75% or above of the course.

Trainer Profile

Esther LUI Video Artist & Founder of Movement Studio

Esther, award winning director, conduct media training over 100 Corporates. She has extensive experience in video production, training of art and editing with AI tools. The projects she has participated in include: music video (MV) director of "Supper Moment - Love is Nearby"; producer of "Ian Chan – Got U" ; " Kelly Chen – Piece of You"...etc.



Secure Your Seat

1. Scan the QR code to complete the enrolment
2. Upon confirmation of sufficient enrolment, programme details and payment information will be sent to your registration email.

