

Generative AI Series: Empowering Creativity with AI

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

Step into the future of creative work! This hands-on course empowers professionals in design, media, advertising, gaming, and more to harness AI tools, supercharge ideation, streamline creative workflows, and elevate the quality of their output.

Delve into the synergistic potential between AI and traditional design methods and explore a myriad of AI platforms like Midjourney, Leonardo.ai and With a strong emphasis on ethical considerations, practical skills, and design thinking, participants will learn to navigate and leverage AI to revolutionize visual communications.

Programme Code	P0000201/10015207
Date & Time	10, 13, 17 & 20 Mar, 2026 7pm-10pm (Total 12 hours)
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Course fee	HK\$4,500 / HK\$4,050 [^] <i>(^Group discount will be offered to enrolment of 2 people or above, please contact us for details)</i>

Course Highlight

- **Historical and Technological Synergy:** examine the evolution of Generative AI and its integration with traditional design tool
- **Expertise in AI Platforms:** gain hands-on experience with advanced AI art platforms like Leonardo.ai, mastering prompt engineering to fine-tune AI outputs
- **Ethical Practice & Visual Mastery:** learn to ethically harness AI while mastering the identification and manipulation of visual elements such as color, texture, and composition
- **Commercial Insight & IP Navigation:** explore the commercial use of AI art with a focus on copyright and intellectual property considerations to ensure responsible creation
- **Prompt Engineering & Design Thinking:** enhance creative AI outcomes through prompt engineering strategies, coupled with design thinking principles for innovative and user-centric art solutions

Course Outline

Session	Course Outline
<p>Session 1 (3 hrs)</p> <p>AI-Powered Ideation & Research and Project Briefing</p>	<ul style="list-style-type: none"> • Introduction to AI in the Creative Industry <ul style="list-style-type: none"> • Explore how AI is transforming creative fields from design to film, advertising to gaming and how we can fit different tools in our current workflow. • AI-Assisted Research and Insight Generation <ul style="list-style-type: none"> • Learn to use AI tools for trend spotting, audience research, and inspiration gathering. • Supercharging Idea Generation <ul style="list-style-type: none"> • Techniques for using AI to spark and refine ideas. • Copyright, Ethics, and Responsible AI Use <ul style="list-style-type: none"> • Understand legal and ethical considerations for AI-generated content. • Recommended Platforms: ChatGPT, Perplexity, Notion AI, Midjourney, Miro
<p>Session 2 (3 hrs)</p> <p>Creation—AI as Your Creative Partner</p>	<ul style="list-style-type: none"> • Boosting Workflow Efficiency <ul style="list-style-type: none"> • Discover how AI automates repetitive tasks and accelerates your creative process. Save time on replicative tasks and complex scheduling. • Creating Across Mediums: 2D, 3D, and Beyond <ul style="list-style-type: none"> • Hands-on with AI tools for generating visuals, from illustrations to 3D models, UI/UX to video. • Audio, Game, and Multimedia Content Generation <ul style="list-style-type: none"> • Experiment with AI-driven tools for sound design, music, and game assets. • Integrating AI into Creative Pipelines <ul style="list-style-type: none"> • Practical strategies for blending AI with traditional workflows.
<p>Session 3 (3 hrs)</p> <p>Refinement and Quality Enhancement</p>	<ul style="list-style-type: none"> • Elevating the Quality of Creative Output <ul style="list-style-type: none"> • Use AI to upscale images, enhance audio, and polish your projects. • Collaborative AI: Working with Teams and Clients <ul style="list-style-type: none"> • Best practices for using AI in collaborative, client-facing environments. • Case Studies: AI Success Stories in Creative Industries <ul style="list-style-type: none"> • Analyze real-world examples of agencies, studios, and artists transforming their work with AI. • Mini Project: From Idea to Prototype <ul style="list-style-type: none"> • Guided session where participants apply AI tools to develop a creative prototype, with peer/instructor feedback.
<p>Session 4 (3 hrs)</p> <p>The Future of AI in Creativity</p>	<ul style="list-style-type: none"> • Comparing AI Tools: Features, Costs, and Suitability. • Exploring AI's Potential <ul style="list-style-type: none"> • Interactive discussion on how AI is opening new creative possibilities in advertising, film, gaming, architecture, fashion, and more. • Emerging Trends: What's Next for Creative AI? <ul style="list-style-type: none"> • Stay ahead with insights on generative AI, real-time collaboration, and personalization. • Capstone Presentations & Networking <ul style="list-style-type: none"> • Participants showcase their mini-projects, receive feedback, and connect with fellow creatives.

Mr. Eddy Hui

Eddy Hui is an User Experience Design Consultant and the former CEO of the Hong Kong Designers Association. He is one of the early adopters of interactive and transmedia design since the 90s. His works have been exhibited in Asia, America and Europe. He has also served as the Head of the Department and Associate Professor in a design institute to nurture design thinking to different stakeholders in design education, including students, teachers, corporates and general public. He has completed multiple generative art and blockchain projects with different local and international corporations.



The course welcomes **creative professionals** seeking to harness the transformative power of AI in their work. Ideal for **graphic designers, digital artists, and creative directors**, this course is also perfect for **UI/UX designer, marketing specialists and product designers** eager to incorporate AI into their visual strategies. It caters to educators in design and technology, aiming to equip their students with future-ready skills as well as innovators and tech enthusiasts looking to explore the frontier of AI-generated art will find this course invaluable.

Enrolment method

- Scan the QR code to complete the enrolment and payment online
- Special discount will be offered to group enrolment of 2 or above and alumni of our previous Generative AI courses, please contact Ms. Yan WAI at 2788 5794 or Ms. Jasmine CHAN at 2788 5634 or training_2213@hkpc.org for more details.

