

Certificate in Mobile Video Production with AI for Commercial and Social Media Use

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

This course aims to equip participants with practical skills to use AI tools across the full video content workflow—from ideation and scripting to shooting, editing, and automation.

By the end of the two days, learners will understand how AI can enhance video production for social, marketing, and corporate communication, while also recognising where human creativity, judgment, and ethical responsibility remain essential.

Programme code	P0000252
Date and time	21 & 28 August 2026 09:30-16:30 (Total 12 hours)
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon
Language	Cantonese
Course fee	HK\$3,200
Target Audience	- Those who are interested in video/micro movie production or working in video production industry - Entrepreneur, marketing and corporate communication practitioners

Learning Outcomes

* Equipment required: smartphone and tablet

- Differentiate between tasks best handled by humans and tasks that can be supported or generated by AI in video creation.
- Apply prompt engineering techniques to generate concepts, hooks, scripts, shot lists, and storyboards for different industries and campaigns.
- Use AI tools to transform brand or campaign information into structured video content plans.
- Describe the concept of agentic AI and identify how AI assistants can automate multi-step creative workflows.

Course Outline

Topic	Activities
Day1: AI-Driven Video Creation	From zero to complete AI-assisted video workflow in a day. - AI era of video production - How AI is changing pre-production, production and post - Human–AI collaboration: what still must be shot, what can be generated - AI for concept, script & storyboard - Prompt engineering, re-engineering - Use LLMs to generate ideas, hooks, content for different industries - Turn brand / campaign info into scripts, shot lists and storyboards - Smartphone shooting with AI (short, focused) - Use AI-powered camera / editing apps (auto reframing, sky replacement, background blur, cleanup) - Import footage into AI-assisted editors (e.g. auto cut, auto captions) - Use AI to remove silences, generate captions, translate and repurpose formats - Class exercise
Day2: AI Content Factory for Social & Corporate	Turn AI + video into a repeatable content system. - Generative visuals & video - Text-to-image: brand styles, thumbnails, product key visuals - Text-to-video: explainer clips, B-roll, background scenes - Generative audio - Voice-cloning with AI tool - AI music and sound design for ads, reels and corporate - Combine AI images/video with smartphone material into one coherent story - Design templates in Canva or similar tools so non-creatives can reuse the system - Automation & Agentic AI - What is agentic AI: AI “assistants” that can plan, call tools, and chain tasks for you. - Demo: simple ComfyUI workflow (e.g. turn prompts into a set of stylised key visuals) and how such workflows can be triggered or reused. - Ethical Challenges of generative AI.

A Certificate of Completion will be awarded to participants who have attended 75% or above of the course and passed an assessment.

Trainer Profile

Lui Yuen Ping, Esther

Founder of Movement Academy, AI Integration Specialist

With a portfolio spanning award-winning direction and large-scale corporate media training, Esther Lui helps professionals master the intersection of art and technology. Having trained teams at over 500 corporations, Esther specialises in optimising creative workflows through AI integration. Her expertise lies in making advanced AI text-to-image and video editing tools intuitive for creators at all levels. By combining her extensive production experience with a forward-thinking approach to AI, Esther equips her clients with the skills needed to lead in an evolving digital era.



Secure Your Seat

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



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