

Streamline & Scale: Generative AI for Video & Reels

裝備未來
FutureSkills

Join to create stunning videos and reels - **no prior experience needed!**

Learn to streamline the entire video production process using **free AI tools**.

Walk away with your own polished **30 second video**, complete with editing, voiceovers, subtitles, and AI-generated music — ready to share.

Duration

3.5 hours

Language

Cantonese (supplemented with English terminology and handouts)

Course fee

Depends on number of participants, duration, venue and course content

Course Objectives

- Understand the fundamentals and ethics of using Generative AI in multimedia production
- **Use AI tools to generate and edit video content**, and animate images into video
- **Convert text to natural-sounding video and audio formats** using AI speech technologies
- **Create custom AI avatars** and utilise voice and face cloning technologies responsibly
- **Develop engaging AI-generated reels and shorts** for social media promotion

Enquiry / Enrolment

Please contact our consultant for programme arrangement:

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Course Outline

1. Introduction

- Overview of Generative AI in multimedia content creation
- Ethical considerations in using Generative AI

2. AI in Video Editing and Production

- Introduction to AI-powered video editing tools
- Hands-on activity: Enhancing a video clip using AI tools

3. Text-to-Video and Speech Technologies with Prompting Tips

- Overview of text-to-video technologies
- Demonstration of speech-to-text and text-to-speech tools
- Prompting Tips
- Hands-on activity: Creating a video from textual input and adding voiceover using text-to-speech

4. Image-to-Video Generation with Prompting Tips

- From subtle animation to full scene generation
- Prompting Tips
- Hands-on activity: Animate a generated image or photo into a 5-second video clip

5. Creating Viral AI Reels & Shorts

- Tips for successful short video
- Hands-on activity: Generate, edit, and polish a complete vertical video for social media

6. Voice and Face Cloning with AI Avatars and Virtual Characters

- Introduction to voice cloning and face cloning technologies
- Creating AI avatars and virtual characters. UGC testimonial for your brand
- Discussion on the range of applications
- Hands-on activity: Designing and animating an AI avatar for a brand or promotional use case

7. AI Music

- Exploring AI tools for music creation
- Hands-on activity: Composing background music for a video project

8. Social Media Tips for Maximising Promotion Effectiveness