

## Transform Data into Visuals with Generative AI (vLearn Programme)

Image created by Generative AI

CONNECTION TECHNOLOGY 裝備未來  
**FUTURE SKILLS**

**vLearn**  
HKPC Virtual Learning

Say goodbye to unimpressive data charts. Using free AI tools to transform complex information into impactful infographics, enabling you to communicate insights effectively and elevate your professional storytelling.

|                    |                                                                                                |
|--------------------|------------------------------------------------------------------------------------------------|
| Programme Code     | 10017879-15                                                                                    |
| Programme Duration | 50 minutes<br>(Valid until December 2027)                                                      |
| Platform           | HKPC Academy vLearn                                                                            |
| Medium             | Cantonese and Putonghua version<br>(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

- Understand the fundamentals of Generative AI and its role in data visualisation
- Learn how Generative AI tools can streamline infographic creation
- Apply Generative AI tools to develop business-focused infographics
- Recognise the ethical, copyright, and data integrity considerations

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## Course Outline

### 1. Introduction to GenAI and Infographics

- What is Generative AI (GenAI)?
- Why infographics matter in the age of data overload
- The AI-Design Synergy: Enhancing creativity and productivity
- Overview of AI tools: Canva, Napkin AI, Poe's visual tools
- Business cases

### 2. From Concept to Visualisation

- From text prompt to visual infographic
- Designing business dashboards and storytelling visuals
- Using AI for conceptual diagram generation
- Editing, refining, and branding AI-generated visuals
- Business cases

### 3. Visual Creativity with AI Tools

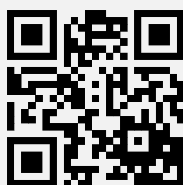
- Using AI for idea visualisation
- Enhancing infographic components (icons, illustrations)
- Combining AI-generated elements with human design input
- Business cases

### 4. Best Practices, Ethics, and Future Trends

- Dos and Don'ts in AI-generated infographics
- Copyright and data privacy concerns
- AI as a co-designer: balancing automation and human creativity

## Enrolment Method

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



<http://u.hkpc.org/b5T>



| Course Title                                                              | Learning Objective/Outcomes                                                                                                                                                                                                                                                                                                                                                                                                  | Duration                                                 |
|---------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| <b>Agile Project Management</b>                                           | <ul style="list-style-type: none"> <li>Differentiate between Waterfall and Agile Project Management, noting their pros and cons</li> <li>Examine the rise and uses of Agile Project Management</li> <li>Uncover Agile Project Management's significance, mindset, and team structure</li> <li>Inspire "Empathy" and "Innovation" in Agile Project Management implementation</li> </ul>                                       | Around 60 minutes divided into several learning sessions |
| <b>Customer Centric Marketing: From User Interface to User Experience</b> | <ul style="list-style-type: none"> <li>Define good customer experience</li> <li>Explore the importance of Customer Experience in the Experience Economy</li> <li>Learn about 4P, 4C, and 4E in marketing and their relationships</li> <li>Differentiate User Experience (UX), User Interface (UI), and Customer Experience (CX)</li> <li>Define good UX and the Design Thinking Process</li> </ul>                           | Around 60 minutes divided into several learning sessions |
| <b>Cyber Security Essentials</b>                                          | <ul style="list-style-type: none"> <li>Stay updated on cybersecurity news and trends</li> <li>Learn about internet security measures to safeguard digital assets</li> <li>Recognise and prevent phishing attacks</li> <li>Understand preventive measures to counter cyber threats</li> </ul>                                                                                                                                 | Around 60 minutes divided into several learning sessions |
| <b>ESG in Business Applications</b>                                       | <ul style="list-style-type: none"> <li>ESG definition and worldwide/local trends</li> <li>Impact of global climate change on business sustainability</li> <li>Implementation of sustainable practices in your company</li> <li>Employee contributions to company sustainability goals</li> </ul>                                                                                                                             | Around 60 minutes divided into several learning sessions |
| <b>Understand Artificial Intelligence (AI)</b>                            | <ul style="list-style-type: none"> <li>Gain a foundational understanding of the core technology – AI and its relevance in today's business landscape</li> <li>Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation</li> <li>Discuss the challenges and ethical considerations associated with this technology</li> </ul>         | Around 54 minutes divided into several learning sessions |
| <b>Understand Blockchain Technologies</b>                                 | <ul style="list-style-type: none"> <li>Gain a foundational understanding of the core technology – Blockchain and its relevance in today's business landscape</li> <li>Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation</li> <li>Discuss the challenges and ethical considerations associated with this technology</li> </ul> | Around 53 minutes divided into several learning sessions |
| <b>Understand Cloud Computing</b>                                         | <ul style="list-style-type: none"> <li>Gain a foundational understanding of the core technology – Cloud and its relevance in today's business landscape</li> <li>Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation</li> <li>Discuss the challenges and ethical considerations associated with this technology</li> </ul>      | Around 50 minutes divided into several learning sessions |
| <b>Understand Big Data and Data Analytics</b>                             | <ul style="list-style-type: none"> <li>Gain a foundational understanding of the core technology – Big Data and its relevance in today's business landscape</li> <li>Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation</li> <li>Discuss the challenges and ethical considerations associated with this technology</li> </ul>   | Around 60 minutes divided into several learning sessions |
| <b>AI Gym</b>                                                             | <ul style="list-style-type: none"> <li>Understand the basic concept of AI Gym</li> <li>Learn about the AI principles for effectively prompting</li> <li>Apply the AI framework to make a PowerPoint Presentation</li> </ul>                                                                                                                                                                                                  | Around 22 minutes                                        |