



# AI Technologies in Media

Course ID #: 7000-1158-ZZ-Z

Hours: 7

Delivery Method: Group Internet Based

## Course Content

### Description:

In audio, video, image, gaming, and other media production industries, artificial intelligence (AI) has been a truly disruptive force—enabling a higher level of results in a fraction of the time. The rapid pace at which AI is growing can be overwhelming, and fears of AI tools replacing human workforces are growing.

This course is designed to help media professionals understand the basics of AI and leverage the assistive and generative AI tools available to create high-quality productions and production assets. It will give you the essential knowledge of AI you'll need to remain competitive, productive, and relevant in these fast-paced and exciting times.

### Objectives:

Upon successful completion of this course, students will:

- Describe fundamental AI concepts.
- Identify AI concepts and tools related to text and coding.
- Identify AI concepts and tools related to images and video.
- Identify AI concepts and tools related to audio.
- Solve media production problems with AI.
- Identify challenges associated with AI.

### Prerequisites:

To ensure your success in this course, you should have a foundational knowledge of the media industry you are focused in—audio, video, image, gaming, coding, etc. You should also have a basic understanding of the computers, software, and related hardware systems used in these industries.

### Target Audience:

This course is primarily designed for media professionals working in the audio, video, image, gaming, and coding industries who are interested in understanding the AI tools available. It's a great starting point to unlocking new production opportunities and augmenting existing workflows with AI tools. This course is for individuals who want to become more agile in the fast-paced media landscape.



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## Topics:

### AI Fundamentals

- AI Concepts
- Assistive and Generative AI Concepts

### Text and Coding AI Concepts and Tools

- Text and Coding AI Concepts
- Assistive and Generative Text and Coding AI Tools

### Image and Video AI Concepts and Tools

- Image and Video AI Concepts
- Assistive and Generative Image and Video AI Tools

### Audio AI Concepts and Tools

- Audio AI Concepts
- Assistive and Generative Audio AI Tools

### Solving Media Production Problems with AI

- AI Implementations in Video Production Workflows
- AI Implementations in Audio Production Workflows
- AI Implementations in Game Design Workflows

### Identifying the Challenges of AI

- Identify the Shortcomings of Assistive and Generative AI
- Identify Ethical Risks of Assistive and Generative AI

**Register for this class by visiting us at:**

**[www.tcworkshop.com](http://www.tcworkshop.com) or by calling us at 800-639-3535**

***NASBA CPE details are provided on the following pages.***



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## NASBA Information

**Level:** Intermediate

**Advanced Preparation:**

**Attendance Requirement:** To be awarded the full credit hours, you must sign in and attend the entire course.

**Recommended Field(s) of Study:** Computer Software & Applications

**Recommended CPEs:** 7.80

### **Policies: Course Registration, Cancellation, Refund, and Complaint Resolution**

For more information regarding administrative policies such as complaint and program cancellation policies, please contact our offices at 800-639-3535 or visit us at: [www.tcworkshop.com](http://www.tcworkshop.com)

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NOTE: Since our information is in multiple places on our website or in PDF format that is sent to clients, we have provided our normal course content with the NASBA Information added along with links to our policy page on the web. We will add our name to the Official National Registry Statement after we are approved.