



TRAINING PROGRAM - GENERATIVE AI VIDEOS

Last Updated: June 10, 2024

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Training Objectives:

At the end of this training, you will be able to:

- Discover the world of Generative AI and understand the basics of how they work.
- Know the legal framework and understand the importance of data.
- Master the concept of 'prompts' and know how to make them effective and appropriate.
- Implement simple and advanced prompts in tools such as Runway, Capcut, Opus, etc.
- Create content, edit your content, or master post-production.
- Know and understand the limits and risks of generative AI.

Methods, Modalities, and Teaching Resources:

The training is delivered in-person (intra or extra) or remotely.

The trainer alternates between theory, demonstration, questioning, and practical exercises/simulations.

Depending on the training, the teaching resources used include:

- Trainer's Mac or PC computers, internet connection, whiteboard (if needed), projector.
- Course materials and exercises.
- Pre- and post-training evaluation questionnaire.

In the case of training at an external site, the client ensures and commits to having all the necessary resources for the smooth running of the training.

Prerequisites:

None



Target Audience:

Anyone needing or wanting to be sensitized or trained on these new technologies and work methods.

Who is this training for:

Who is this training for: All video professions: director, community manager, marketing, etc.

This training:

- Is led by a consultant trainer whose technical, professional, and pedagogical skills have been validated by a diploma and/or tested by Trusty Academy.
- Includes a follow-up of its execution by an attendance sheet signed by the trainees and the trainer each half-day.
- Includes a pre- and post-training questionnaire and a summary of the training sent 7 days after the session.
- Provides a training certificate at the end of the session.

Program:

Day 1 :

09:00 - 10:30

1. Introduction to Generative AI

- A. Understanding weak and strong AI, Deep Learning, Machine Learning.
- B. Importance of data and legal framework.
- C. Presentation of relevant existing applications for content creation.

10:30 - 11:15

2. Video Design

- A. Scriptwriting assisted by generative text AIs.
- B. Creating moodboards.
- C. Defining needs.



11:15 - 12:30

3. Image Animation and Video Creation

- A. Creating videos from prompts (Runway, Pika, Kaiber, Haiper).
- B. Animating images (Runway).
- C. Style changes (Pika).

13:30 - 14:30

4. Audio Management

- A. Audio Dubbing (Eleven Labs).
- B. Sound Effects.
- C. Creating Avatars.

14:30 - 16:00

5. Post-Production: Editing, Color Grading, and Subtitling

- A. Assisted Editing, with CapCut.
- B. Green Screen Management.
- C. Subtitling.

16:00 - 17:00

6. Conclusion and Recommendations

- A. Summary of acquired skills and best practices.
- B. Discussion on newsletters, podcasts, and creatives to follow to stay updated.
- C. Issuance of participation certificates and training evaluation.

Day 2: Upon request, customized and personalized training.

Evaluation Methods:

- During the training, through productions.
- At the end of the training via an evaluation questionnaire.



Training Accessibility:

Trusty Academy is committed to facilitating access to its training programs for people with disabilities.