Course Title:

"A 3 day workshop on Artificial Intelligence in Media & Entertainment: Tools, Techniques, and Applications"

Day 1: AI Foundations & Industry Overview

Objective: Understand AI concepts, trends, and its impact on media and entertainment.

Sessions:

1. **Introduction to AI in Media & Entertainment**
   o What is AI? Key concepts: Machine Learning, Deep Learning, NLP, Computer Vision
   o Evolution of AI in media: from recommendation engines to content generation
   o Industry trends: OTT platforms, gaming, digital marketing, virtual production
2. **AI Use Cases in Media**
   o Content recommendation systems (Netflix, Spotify)
   o Automated video/audio editing and enhancement
   o AI-generated scripts, music, and graphics
   o Deepfake technology and ethical considerations
3. **Hands-On Session:**
   o Explore AI tools like RunwayML, Descript, Lumen5
   o Demo: Generate a short video clip or music snippet using AI
4. **Discussion & Q/A:**
   o Challenges of AI adoption in media
   o Copyright, data privacy, and creative ethics

Day 2: AI Techniques & Tools for Media Professionals

Objective: Learn AI techniques and tools for content creation, personalization, and analytics.

Sessions:

1. **AI for Content Creation**
   o Text-to-image and image-to-video generation (MidJourney, DALL·E)
   o AI-assisted video editing (scene detection, automated captions)
   o Voice synthesis and dubbing using AI (ElevenLabs, Murf.ai)
2. **AI for Marketing & Audience Engagement**
   o Predictive analytics for content performance
   o Personalized recommendation systems
   o Sentiment analysis on social media and reviews
3. **Hands-On Session:**
   o Build a basic recommendation system for video/music
   o Generate AI graphics or short video for a given script
   o Perform sentiment analysis on social media content
4. **Discussion & Q/A:**
   o ROI of AI in media production
   o How AI transforms audience engagement strategies

Day 3: Advanced AI Applications & Future Trends

Objective: Explore advanced AI applications and integrate AI in business workflows.

Sessions:

1. **AI in Film, Gaming, & Virtual Production**
   o Virtual characters and environments
   o Motion capture and AI-driven animation
   o AI in gaming: procedural content generation, player behavior analysis
2. **Ethics, Governance & Risk Management**
   o Bias in AI-generated content
   o Intellectual property considerations
   o Combating misinformation and deepfake misuse
3. **Capstone Hands-On Project:**
   o Participants create a mini project: AI-assisted short video, marketing campaign, or AI-driven content recommendation demo
   o Showcase and peer feedback
4. **Future Trends & Career Paths**
   o Generative AI, Metaverse, and immersive media
   o Skills required for AI roles in media & entertainment
5. **Wrap-Up & Certification**

Learning Outcomes:

By the end of the course, participants will be able to:

- Understand AI concepts and their relevance to media & entertainment.
- Apply AI tools for content creation, editing, and marketing.
- Analyze audience behavior using AI-driven analytics.
- Recognize ethical considerations in AI applications.

Instructor: Mr Suresh Tripathi is a founder of Geosun Pty Ltd an Australian company registered in year 2000 to provide AI corporate training, data center solutions and data pipeline end-to-end cloud platform. He has nearly 25+ years of work experience in digital data analytics integrated with AI and tech platforms. His education qualifications include master degree in Statistics from India, master degree in Geostatistics from Australia and master degree in Geoscience from Australia. He completed his AI certificate courses from Stanford Business School from California and High Impact Leadership from Cambridge University, UK. He has worked in Australia and US focusing his career on data strategy, tech platforms, and developing in-house training. He has worked with range of industries in Australia and US that include Deloitte, Flybuys, Ambulance Victoria, CFA (Emergencies Services), Avexa, Covance, Avance Clinical (Pharmaceuticals), Intelligen, Commonwealth Bank, Hackett Group (US), Health and Safety Sphera Solutions(US), Vic Government (Environment, water and energy), Waste Management (US), Outfront Media (US), Adani Mining (Australia) and Fura Gems Industries (Dubai).

Fee: Rs 50,000 per participant plus GST payable to GeosunAI Tech Cloud Pvt Ltd. RTGS/Cheque/ PhonePe via below link form.

Bank: Punjab National Bank

Account Name: NB, GeosunAI Tech Cloud Pvt Ltd

Account No.: 1228102100001295