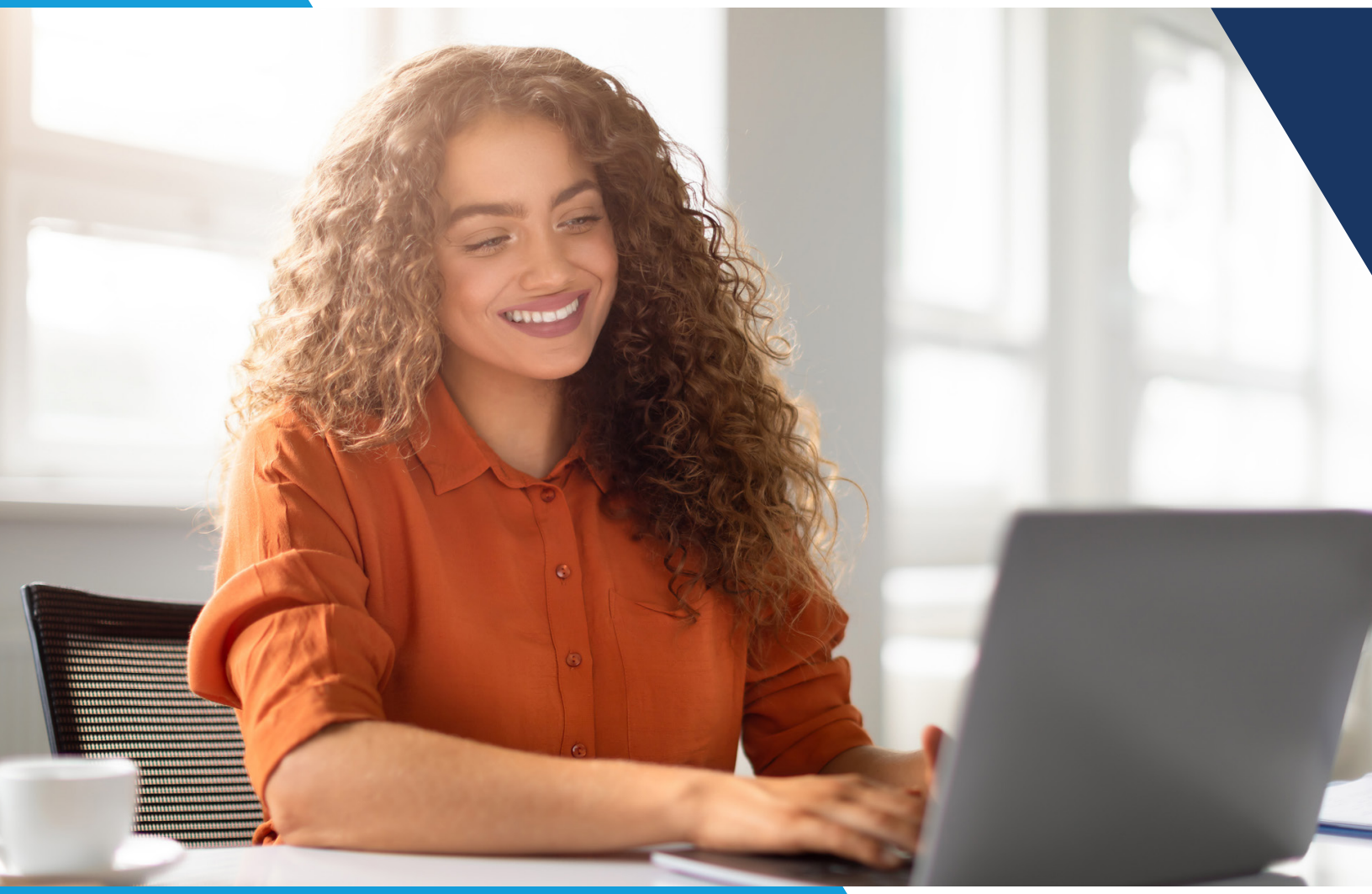
CertNexus®

AI Technologies in Media AIM-110 Blueprint

Date Issued: 6/16/2025
Date Modified: 6/23/2025
Version: 1.0



AI in MEDIA™

CertNexus AI Technologies in Media (Exam AIM-110) Blueprint

Exam Information

Candidate Eligibility

The AI Technologies in Media assessment requires no application fee, supporting documentation, or other eligibility verification measures for you to be eligible to take it. Simply purchase an access key for the AI Technologies in Media (Exam AIM-110) course from the CertNexus Store. This course includes access to the credential process directly through the CHOICE platform.

Exam Prerequisites

Successful candidates should have knowledge of fundamental computing concepts, as well as knowledge of assistive and generative AI as they pertain to the media industry. It is recommended that candidates acquire media-driven AI knowledge by attending the *AI Technologies in Media (Exam AIM-110)* course prior to taking the assessment.

Exam Specifications

Number of Items: 25

Passing Score: 80% or 20/25 items

Duration: Estimated 20–45 minutes; candidates may retake as many times as desired.

Exam Delivery: Online through the CHOICE platform

Item Formats: Multiple Choice

Upon successful completion, candidates will earn the AI Technologies in Media credential.

Exam Description

Target Audience:
The AI Technologies in Media assessment is primarily designed for media professionals working with audio, video, images, text, and code, who are interested in leveraging the power of AI in those fields. Other individuals who wish to explore AI solutions in media are also candidates for this assessment.

Exam Objective:
Upon successful completion of the AIM-110 assessment, media professionals will demonstrate an understanding of what AI is, how it relates to and can benefit media production in a variety of fields, how it can be used to solve media-related problems, and how to identify the challenges of using AI.

Copyright © 2025 by CertNexus Inc. (a division of Logical Operations).
All rights reserved.
CertNexus AIM-110 Exam objectives are subject to change without notice.

To ensure that candidates possess the aforementioned knowledge, skills, and abilities, the AIM-110 assessment will test them on the following domains with the following weightings:

Domain	% of Examination
1.0 Identify AI Fundamentals	16%
2.0 Identify AI Concepts and Tools for Text and Coding	16%
3.0 Identify AI Concepts and Tools for Images and Video	16%
4.0 Identify AI Concepts and Tools for Audio	16%
5.0 Solve Media Production Problems with AI	20%
6.0 Identify AI Challenges	16%
Total	**100%**

The information that follows is meant to help you prepare for your credential assessment. This information does not represent an exhaustive list of all the concepts and skills that you may be tested on during your assessment. The domains, identified previously and included in the objectives listing, represent the large content areas covered in the assessment. The objectives within those domains represent the specific tasks associated with the job role(s) being tested. The information beyond the domains and objectives is meant to provide examples of the types of concepts, tools, skills, and abilities that relate to the corresponding domains and objectives. All this information represents the industry-expert analysis of the job role(s) related to the credential and does not necessarily correlate one-to-one with the content covered in your training program or on your assessment. We strongly recommend that you study independently to familiarize yourself with any concept identified here that was not explicitly covered in your training program or products.

Domains and Objectives

Domain 1.0 Identify AI Fundamentals [16%]

Objective 1.1 Define fundamental AI terms and concepts.

- Artificial intelligence
  - General vs. narrow AI
  - Recent history/timeline
  - Enabling technologies
- Machine learning
  - Algorithm vs. model
  - Datasets
  - Approaches (supervised vs. unsupervised)
- Deep learning
  - ANN
  - Network parameters/weights
  - Hyperparameters
  - Applications
    - NLP
    - Computer vision

Copyright © 2025 by CertNexus Inc. (a division of Logical Operations).
All rights reserved.
CertNexus AIM-110 Exam objectives are subject to change without notice.

- Model checkpoints
- AI modalities
  - Text
  - Code
  - Images
  - Video
  - Audio
  - Virtual asset
  - Multimodal

Objective 1.2 Define assistive and generative AI terms and concepts.

- Assistive vs. generative AI
- Generative AI
  - Key organizations
  - Key resources
- Generative AI approaches
  - GAN
  - VAE
  - GPT
  - Diffusion
  - RLHF
- Prompting
  - Prompt engineering
  - In-context prompting
- Fine-tuning models
- API access
- Myths and misconceptions

Domain 2.0 Identify AI Concepts and Tools for Text and Coding [16%]

Objective 2.1 Identify AI concepts related to text and coding.

- History and enabling technologies
- Generative technologies for text and coding
  - GPTs
  - BERTs
  - LSTMs
  - GRUs
  - VAEs
  - GANs
- LLMs
- Tokens
- Text-generation approaches
  - Autocompletion
  - Instruction following
  - Chatbots
  - Speech to text
  - Transcription
  - Assistive AI with text

Copyright © 2025 by CertNexus Inc. (a division of Logical Operations).
All rights reserved.
CertNexus AIM-110 Exam objectives are subject to change without notice.

- Code-generation approaches
  - Code refactoring
  - Code testing
  - Code debugging
  - Code comment and documentation
  - Assistive AI with code
- Prompt engineering
  - Delimiters
  - In-context prompting
  - Condition validation
  - Personas

Objective 2.2 Identify AI tools related to text and coding.

- Common text-generation tools
  - OpenAI GPT models
  - ChatGPT
  - Gemini
  - LLaMA
  - Microsoft Bing and Copilot
  - Jasper
  - Claude
- Common code-generation tools
  - GitHub Copilot
  - Amazon Q Developer
  - CodeT5

Domain 3.0 Identify AI Concepts and Tools for Images and Video [16%]

Objective 3.1 Identify AI concepts related to images and video.

- History and enabling technologies
- Images vs. video
- Generative technologies for images and video
  - Diffusion
  - GANs
  - VAEs
  - FNNs
  - CNNs
  - RNNs
  - LSTMs
  - GRUs
- Image-generation approaches
  - Text to image
  - Image to image
  - Image editing and inpainting
  - Image control
  - Image upscaling
  - Assistive AI with images

Copyright © 2025 by CertNexus Inc. (a division of Logical Operations).
All rights reserved.
CertNexus AIM-110 Exam objectives are subject to change without notice.

- Video-generation approaches
  - Text to video
  - Image to video
  - Text + image to video
  - Video to video
  - Frame interpolation
  - Video customization
  - Assistive AI with video
- Prompt engineering
  - Negative prompting
  - Weighted prompting
  - Image interrogation
  - Aspect ratio
- Fine-tuning image and video models

Objective 3.2 Identify AI tools related to images and video.

- Common image-generation tools
  - DALL·E
  - Imagen
  - Stable Diffusion
  - Adobe Firefly
- Common video-generation tools
  - Sora
  - Veo
  - Adobe Firefly

Domain 4.0 Identify AI Concepts and Tools for Audio [16%]

Objective 4.1 Identify AI concepts related to audio.

- History and enabling technologies
- Generative technologies for audio
  - RNNs
  - LSTMs
  - CNNs
  - U-Nets
  - BERTs
  - GPTs
  - GANs
  - GRUs
  - DDPMs
  - LDMs
  - FNNs
- Audio-generation approaches
  - Text to audio
  - Text to speech
  - Audio to audio
  - Audio editing and cleaning
  - Assistive AI with audio

Copyright © 2025 by CertNexus Inc. (a division of Logical Operations).
All rights reserved.
CertNexus AIM-110 Exam objectives are subject to change without notice.

- Prompt engineering
  - Context clues
  - Text chunking
  - Experimentation
- Fine-tuning audio models

Objective 4.2 **Identify AI tools related to audio.**

- Common audio-generation tools
  - Whisper
  - WaveNet
  - Google Translate
  - Magenta
  - Siri
  - Alexa Natural language processing
  - iZotope RX
  - Acoustica
  - VALL-E

Domain 5.0 Solving Media Production Problems with AI [20%]

Objective 5.1 **Implement AI into video-production workflows.**

- Stages of video production
  - Pre-production
  - Production
  - Post-production
- Story ideation
  - Inspiration
  - Creativity
  - Finessing content
- Scripting
- Production management
  - Script breakdowns
  - Storyboarding
  - Shot lists
  - Planning, scheduling, and budgets
- Asset generation
  - Videos
  - Stills
  - Audio
- Asset management
  - DAM systems
  - MAM systems
  - PAM systems
- Video editing and effects
  - NLEs
  - Visual recognition
  - Alternatives to dialogue replacement and dubbing

Copyright © 2025 by CertNexus Inc. (a division of Logical Operations).
All rights reserved.
CertNexus AIM-110 Exam objectives are subject to change without notice.

Objective 5.2 **Implement AI into audio-production workflows.**

- Types and stages of audio production
  - Music production
  - Radio advertisements
  - Podcast production
  - Audio for video
- Content ideation
- Asset generation
  - Speech
  - Singing voices
  - Musical instruments
  - Musical performances
  - Sound effects
  - MIDI files
- Audio editing and effects
  - Mixing and processing
  - Stem splitting
  - Dialogue noise and reverb reduction
  - Dialogue editing
  - Audio repair/restoration
  - DAWs
  - Mastering
  - ADR

Objective 5.3 **Implement AI into game-design workflows.**

- Stages of game design
  - Pre-production
  - Production
  - Release
- Story ideation
- Script generation
- Production and project management
- Asset generation
  - NPC behavior
  - PCG
  - Code
  - Videos
  - Images
  - Audio
  - Virtual assets

Domain 6.0 Identify AI Challenges [16%]

Objective 6.1 **Identify shortcomings of assistive and generative AI.**

- Confabulation/hallucination
- Misinformation and misleading content

Copyright © 2025 by CertNexus Inc. (a division of Logical Operations).
All rights reserved.
CertNexus AIM-110 Exam objectives are subject to change without notice.

- Cost
  - Monetary cost of implementation
  - Training time cost
  - Output time cost
- Lack of fine-tuned control
- Limitations of training data
- Hardware requirements
- Reliance on external factors
  - Cloud services
  - Foundational models
- Industry-specific risks
- Adversarial vulnerabilities

Objective 6.2 Identify ethical risks of assistive and generative AI.

- Privacy issues
- Accountability issues
- Transparency/explainability issues
- Fairness/non-discrimination issues
- Safety/security issues

Copyright © 2025 by CertNexus Inc. (a division of Logical Operations).
All rights reserved.
CertNexus AIM-110 Exam objectives are subject to change without notice.

AI Initialisms

Acronym	Expanded Form
ADR	Automated dialogue replacement
AGI	Artificial general intelligence
AI	Artificial intelligence
ANN	Artificial neural network
API	Application programming interface
ASR	Automatic speech recognition
BERT	Bidirectional encoder representations for transformers
CNN	Convolutional neural network
DAM	Digital asset management
DAW	Digital audio workstation
DDPM	Denoising diffusion probabilistic model
DDSP	Differentiable digital-signal processing
DL	Deep learning
FNN	Feedforward neural network
GAN	Generative adversarial network
GPT	Generative pre-trained transformer
GPU	Graphics processing unit
GRU	Gated recurrent unit
IDE	Integrated development environment
LDM	Latent diffusion model
LLaMA	Large Language Model Meta AI
LLM	Large language model
LSTM	Long short-term memory
MAM	Media asset management
MIDI	Musical Instrument Digital Interface
ML	Machine learning
NLE	Non-linear editor
NLP	Natural language processing

Copyright © 2025 by CertNexus Inc. (a division of Logical Operations).
All rights reserved.
CertNexus AIM-110 Exam objectives are subject to change without notice.

AI Initialisms (continued)

NPC	Non-player character
PAM	Production asset management
PCG	Procedural content generation
RLHF	Reinforcement learning from human feedback
RNN	Recurrent neural network
SD	Stable Diffusion
STT	Speech to text
TTS	Text to speech
VAE	Variational autoencoder

Copyright © 2025 by CertNexus Inc. (a division of Logical Operations).
All rights reserved.
CertNexus AIM-110 Exam objectives are subject to change without notice.

CertNexus offers personnel certifications and micro-credentials in a variety of emerging technology skills including Cybersecurity, Cyber Secure Coding, the Internet of Things (IoT), IoT Security, Data Science, Artificial Intelligence, and Data Ethics. For a complete list of our credentials visit https://certnexus.com/certification/.

CERTNEXUS®
1150 University Ave, Suite 20, Rochester, NY 14607
1-800-326-8724 | info@certnexus.com
certnexus.com