AI Technologies in Media (Exam AIM-110)

Course Specifications

Course Number:

CNX9999

Course Length:

1 day

Course Description

Overview:

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.

This course is created by Be Licensed in partnership with CertNexus (a division of Logical Operations). It is also designed to assist students in preparing for the CertNexus® AI Technologies in Media (Exam AIM-110) credential.

Course Objectives:

In this course, you will identify ways in which assistive and generative AI can bring significant value to your productions. You 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.

Target Student:

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.

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.

Course-Specific Technical Requirements

Course Content

Lesson 1: AI Fundamentals

Topic A: AI Concepts

Topic B: Assistive and Generative AI Concepts

Lesson 2: Text and Coding AI Concepts and Tools

Topic A: Text and Coding AI Concepts

Topic B: Assistive and Generative Text and Coding AI Tools

Lesson 3: Image and Video AI Concepts and Tools

Topic A: Image and Video AI Concepts

Topic B: Assistive and Generative Image and Video AI Tools

Lesson 4: Audio AI Concepts and Tools

Topic A: Audio AI Concepts

Topic B: Assistive and Generative Audio AI Tools

Lesson 5: Solving Media Production Problems with AI

Topic A: AI Implementations in Video Production Workflows

Topic B: AI Implementations in Audio Production Workflows

Topic C: AI Implementations in Game Design Workflows

Lesson 6: Identifying the Challenges of AI

Topic A: Identify the Shortcomings of Assistive and Generative AI

Topic B: Identify Ethical Risks of Assistive and Generative AI