WSQ – Generating Visual Designs and Graphics with ChatGPT

2 Days Course • Instructor-Led Training

Course Overview

This 2 days course will get you started on Artificial Intelligence (AI) using ChatGPT and related tools and how they can be used to create accurate, royalty free and original artwork for your personal and corporate projects. The first day will get you started on harnessing the power of AI online with current tools and a comprehensive overview of how these tools work. With rapid change and evolution of these tools in mind, we will learn how to select, intelligently control input, achieve desired output for various objectives.

Course Outcome

The main purpose of this course is to be able to use AI to rapidly generate graphics applicable to your projects. Be it marketing, social media, blogs, corporate websites – visually communicating your message with the right images, tone and content will be the takeaway by learners after this course.

Assessment Tools:

- Written Assessment
- Practical Performance

Course Outline

3 Modules

Module 01: Introduction to AI, ChatGPT and content creation

- What is ChatGPT and what can it do?
- How does ChatGPT generate natural and engaging responses?
- What are the main components and features of ChatGPT?
- Customizing prompts for ChatGPT
- Use markdown, tags, settings, context and rules to control ChatGPT's output
- Common pitfalls and errors when using ChatGPT
- AI ethics and responsibility
- Using Bing Chat, OpenAI and Bard
- Generating text content with AI Tools

Module 02: Using AI tools for creating graphics

- Types of graphics - 2D and 3D
- Graphic, lettering, perspective and design theory
- Understanding and researching your target audience
- How to generate graphics with Leonardo.ai and related tools
- Microsoft Designer, DALL-E
- Demo: Adobe Firefly

Module 03: Using web tools for editing and modifying graphics

- Distributing and printing results
- Understanding printing materials