COURSE SYLLABUS

Generative AI Certificate Online

Develop in-demand AI skills for business, marketing, design, data analytics, and beyond in this forward-thinking certificate program. Learn how to use generative AI to streamline Excel workflows, produce engaging video and graphics, analyze data more effectively, and increase productivity across the workplace.

> Group classes (Live Online) and onsite training are available for this course. For more information, email partnerships@vdci.edu or visit: https://vdci.edu/courses/generative-ai-certificate-online



admissions@vdci.edu • (619) 758-9300

Course Outline

This package includes these courses

- Generative AI with ChatGPT Course Online (6 Hours)
- ChatGPT Level II Course Online (6 Hours)
- AI for Workplace Productivity with Microsoft Copilot Course Online (6 Hours)
- AI for Marketing Course Online (18 Hours)
- AI for Graphic Design Course Online (12 Hours)
- AI for Video & Motion Graphics Course Online (12 Hours)
- AI for Data Analytics Course Online (12 Hours)

Attend the AI for the Workplace with Claude course for free as part of this certificate.

AI for the Workplace with Claude

Generative AI with ChatGPT Course Online

Tap into the creative potential and productivity benefits of AI with this self-paced course. Explore the fast-evolving world of artificial intelligence and learn how to use ChatGPT to generate text, ideas, images, and more for practical, real-world applications.

- Understand the fundamentals of generative AI and its impact across a range of industries
- Learn, at a conceptual level, how generative models such as GPT and Stable Diffusion work
- Practice writing effective prompts that produce clear, useful results
- Gain hands-on experience with popular generative AI tools and platforms
- Explore practical ways to apply generative AI to creative workflows, problem-solving, and innovation
- Review real-world examples of generative AI and discuss ethical considerations
- Build a strong foundation for continued learning and working with generative AI technologies

ChatGPT Level II Course Online

Build on your foundational ChatGPT knowledge with this course that explores advanced ways to customize behavior, improve research capabilities, and use voice, image, and project-based tools. Designed for independent learners, this course helps you work more efficiently and creatively with the latest ChatGPT features on your own schedule.

- Compare different ChatGPT models to understand their strengths, limitations, and best use cases
- Use reasoning and research models effectively, including deep research features and connected apps
- Shape ChatGPT's responses to match your writing style or tone using targeted prompts and adjustments
- Customize ChatGPT with saved preferences and create personalized instructions
- Organize work with Projects and Custom GPTs to manage tasks, files, and workflows
- Explore voice and image generation tools, including hands-on practice with Sora for visual outputs

AI for Workplace Productivity with Microsoft Copilot Course Online

Learn how to increase efficiency and spark creativity with Microsoft Copilot, the AI assistant built into Microsoft 365. This course offers hands-on, practical training to help you use Copilot effectively across everyday workplace tools and tasks.

- Understand the basics of artificial intelligence and how large language models, such as Copilot, generate responses
- Learn how to write clear, effective prompts and fine-tune Copilot's output for different workplace tasks
- Use Copilot within Microsoft 365 apps, including Word, Excel, PowerPoint, Outlook, Teams, and OneDrive
- Automate and improve everyday work like drafting emails, summarizing meetings, analyzing data, and creating documents
- Generate AI-based images and graphics while learning best practices and understanding the limits of generative AI
- Compare Copilot with tools like ChatGPT and GitHub Copilot to know when each is most useful
- Keep current with emerging AI tools and mobile apps to extend your workflow beyond the desktop

AI for Marketing Course Online

Learn how to apply AI within your marketing strategy through this in-depth, self-paced course. Explore the use of AI-driven tools to strengthen SEO and SEM efforts, improve social media marketing, support analytics tracking, enhance paid advertising, and more.

- Leverage AI-based approaches to plan and execute marketing campaigns
- Apply AI across SEO, SEM, content creation, advertising, and analytics workflows
- Evaluate and measure the real-world impact of AI-powered marketing initiatives
- Complete a capstone project that demonstrates your skills and practical application

AI for Graphic Design Course Online

Explore how artificial intelligence is transforming graphic design with hands-on projects that integrate tools like Adobe Firefly, Midjourney, and ChatGPT. Learn to streamline creative workflows, enhance visual assets, and build cohesive brand packages using leading AI platforms.

- Generate vector illustrations, photo edits, and layouts using AI tools in Illustrator, Photoshop, and InDesign.
- Create original visuals through prompt-based image generation with Midjourney, Leonardo AI, and DALL·E 3.
- Enhance and restore images with AI-powered sharpening, upscaling, and de-noising techniques.
- Use ChatGPT and Notion AI to develop creative briefs, brand names, and design directions.

- Build mood boards, style guides, and concept sets with free and paid AI design tools.
- Assemble a complete brand identity using multiple AI platforms in a simulated design workflow

AI for Video & Motion Graphics Course Online

Learn how to incorporate generative AI into your video and motion graphics projects. This course explores AI-powered asset creation, workflow integration, and the legal considerations surrounding AI-generated content.

- Understand how generative AI tools function and how they are used in creative production
- Apply AI across every stage of a motion design and video project, including research, scripting, design, animation, audio, and delivery
- Write effective prompts for text, image, audio, and video-based AI tools to produce usable results
- Create AI-enhanced visual assets, scripts, voiceovers, and animatics
- Generate and run basic JavaScript and ExtendScript code with ChatGPT to automate repetitive tasks in Adobe Creative Cloud applications
- Complete a short motion graphics or video project from start to finish using AI tools

AI for Data Analytics Course Online

- Get an overview of widely used AI tools and platforms such as IBM Watson, Google AI, Tableau, and Microsoft Azure AI
- Learn how to automate data cleaning and manage missing values and outliers using AI-powered tools
- Use AI to generate summary statistics, create visualizations, and uncover patterns in data
- Understand regression, classification, and clustering, and apply AI tools to build and evaluate predictive models
- Explore natural language processing for text analysis and automated time series forecasting with AI tools