Streamlining Video Production with Generative AI

FUTURESKILLS
CONNECTION TECHNOLOGY 裝備未來

Join this practical workshop to leverage AI tools for video production, even if you have no prior knowledge in this field!

Participants will learn how to **utilise AI tools to streamline the entire video production process**, making it accessible and achievable for everyone.

Upon completion of the training, **participants will create a 1-min video using FREE AI tools that incorporates features such as video editing, voiceovers, subtitles, background music and songs.**

Programme code	10016520-08
Date and time	04 Mar 2025 (Tue) 14:00 - 17:30 [Total: 3.5 hours]
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK$1,100/ HK$990* *Group discount for 2 or more

Course Objectives

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

- Understand the fundamentals and ethics of using Generative AI in multimedia production

- Use AI tools to enhance video content

- Convert text to natural-sounding video and audio formats

- Create custom AI avatars and utilise voice and face cloning technologies responsibly

- Gain social media tips for effectively utilising AI-generated content

Inquiry: Ms Maggie CHEUNG｜+852 2788 5013｜maggiecheung@hkpc.org
Ms Becky YU｜+852 2788 5029｜beckyyu@hkpc.org

Course Outline

1. Introduction

- Overview of Generative AI in multimedia content creation
- Ethical considerations in using Generative AI

2. AI in Video Editing and Production

- Introduction to AI-powered video editing tools
- Hands-on activity: Enhancing a video clip using AI tools

3. Text-to-Video and Speech Technologies

- Overview of text-to-video technologies
- Demonstration of speech-to-text and text-to-speech tools
- Hands-on activity: Creating a short video from textual input and adding voiceover using text-to-speech

4. Voice and Face Cloning

- Introduction to voice cloning and face cloning technologies
- Discussion on the range of application
- Hands-on activity: Creating a simple dialogue using cloned voices

5. AI Avatars and Virtual Characters

- Creating AI avatars and virtual characters
- Hands-on activity: Designing an AI avatar for a brand

6. AI-Generated Music and Songs

- Exploring AI tools for music creation
- Hands-on activity: Composing background music for a video project

7. Social Media Tips for Maximising Promotion Effectiveness

Award of Certificate

A Certificate of Attendance will be awarded to participants who have completed the course.

Target Audience

Anyone who are interested in Video Production such as
- Marketing professionals
- Creative professionals
- Video editors
- AI enthusiasts
- Practitioners in media and technology fields

Trainer's Profile

Ivan SO is a seasoned trainer with 18 years of SEO and WordPress experience. He built dozens of sites to test SEO and hundreds of WordPress & WooCommerce sites. Recently, he conducted a number of ChatGPT and Generative AI sharing sessions for the public and corporates.

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR

2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form to: *HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Maggie CHEUNG)*.
    Please indicate the course name and course code on the **back of the cheque and envelope**. OR

3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.
    Office hours: Monday to Friday 09: 00 - 18: 00

http://u.hkpc.org/bmH