COURSE SYLLABUS

Generative AI Certificate

Master AI technologies for business, marketing, design, data analytics, and more in this cutting-edge certificate program. In this program, you'll learn how to optimize Excel workflows, create stunning video content, create captivating graphics, analyze data efficiently, boost workplace productivity, and more with the power of generative AI.

> Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.nobledesktop.com/certificates/generative-ai



hello@nobledesktop.com • (212) 226-4149

Course Outline

This package includes these courses

- Generative AI with ChatGPT (6 Hours)
- ChatGPT Level 2 (6 Hours)
- AI for Workplace Productivity with Microsoft Copilot (6 Hours)
- AI for Marketing Course (18 Hours)
- AI for Graphic Design (12 Hours)
- AI for Video & Motion Graphics (12 Hours)
- AI for Data Analytics (12 Hours)

Attend the AI for the Workplace with Claude course for free as part of this certificate. Choose your date after you register for the program.

AI for the Workplace with Claude

Generative AI with ChatGPT

Harness the creative power and efficiencies of AI with this hands-on workshop. Explore the cutting-edge world of artificial intelligence and learn how to generate text, ideas, images, and more with ChatGPT.

- Understand the fundamentals of generative AI and its applications and potential impact across industries
- Learn how generative AI models like GPT and Stable Diffusion work at a conceptual level
- Write effective prompts that generate accurate, useful, and creative responses
- Gain hands-on experience with popular generative AI tools and platforms
- Integrate generative AI into creative workflows, problem-solving, and innovation
- Analyze real-world examples of generative AI in action and explore its ethical implications

ChatGPT Level 2

Build on your foundational ChatGPT skills with advanced techniques for choosing the right AI models, improving prompts, customizing responses, and using tools such as Deep Research, Agent Mode, Projects, and Custom GPTs. This hands-on course is ideal for users who want to work more efficiently, automate workflows, and take advantage of the latest advanced features in ChatGPT.

- Compare ChatGPT models to understand their strengths, limitations, usage limits, and ideal use cases
- Learn when to use Deep Research, Web Search, Thinking Models, and Agent Mode for different types of tasks and workflows
- Improve your prompt engineering skills by using ChatGPT to write, optimize, and refine prompts using proven best practices
- Customize ChatGPT's writing style and responses to sound more natural, personalized, and aligned with your needs
- Use Projects and Custom GPTs to organize files, instructions, workflows, and AI tools tailored to specific goals
- Explore introductory "vibe coding" techniques to generate code, build simple workflow tools, and understand the risks and limitations of AI-assisted coding

AI for Workplace Productivity with Microsoft Copilot

Discover how to boost efficiency and creativity with Microsoft Copilot, the AI assistant integrated into Microsoft 365. This course provides practical, hands-on training to help you apply Copilot across workplace tools and tasks.

- Understand the fundamentals of AI and how large language models (LLMs) like Copilot work
- Learn how to write effective prompts and refine Copilot responses across different workplace scenarios
- Explore how to use Copilot in Microsoft 365 apps, including Word, Excel, PowerPoint, Outlook, Teams, and OneDrive
- Automate and enhance everyday tasks such as email writing, meeting notes, data analysis, and document summarization
- Create AI-generated images and graphics, and understand the limitations and best practices of generative AI
- Compare Copilot with ChatGPT and GitHub Copilot, and identify when to use each for maximum productivity
- Stay up-to-date with the latest AI tools and mobile apps to extend your workflow beyond the desktop

AI for Marketing Course

Learn how to incorporate AI in your marketing strategy with this in-depth course. Explore how to use AI-driven tools to help your SEO, SEM, social media marketing, analytics tracking, paid advertising, and more.

- Leverage AI-driven strategy in your marketing campaigns
- Integrate AI into SEO, SEM, content, advertising, and analytics
- Measure the real-world impact of your AI marketing efforts
- Complete a capstone project to showcase your work

AI for Graphic Design

AI is transforming the creative industry, and this course will show you how to harness AI tools to work faster, generate ideas, and enhance your design workflow. Tailored for graphic and visual designers, you'll explore how AI integrates into Adobe Creative Cloud apps and other leading AI platforms to help create, refine, and optimize professional design work. By the end of this course, you'll be able to:

- Understand how AI can support graphic design workflows, including ideation, image generation, research, writing, and automation, while learning the strengths and limitations of AI tools.
- Use leading AI platforms such as ChatGPT, Google Gemini, Adobe Firefly, and Midjourney to generate and refine images, create visuals from prompts, and explore creative directions.

- Leverage AI-powered features in Adobe Photoshop, Illustrator, and InDesign to remove distractions, expand and edit images, generate content, improve image quality, streamline repetitive tasks, accelerate production workflows, and more.
- Evaluate AI tools and workflows for commercial design projects, including topics such as copyright, data privacy, resolution limitations, and best practices for professional use.

AI for Video & Motion Graphics

Learn how to integrate generative AI into your video and motion graphics projects. This course covers AI-powered asset creation, workflow development, and the legal implications of AI-generated content.

- Understand how generative AI tools work and how they apply to creative production
- Use AI to support each stage of a motion design/video project: research, scripting, design, animation, audio, and delivery
- Prompt effectively across different AI tools (text, image, audio, video) for usable results
- Create AI-enhanced visual assets, scripts, voiceovers, and animatics
- Generate and run basic JavaScript/ExtendScript code using ChatGPT to automate repetitive tasks in Adobe Creative Cloud apps
- Deliver a short motion graphics or video piece enhanced by AI tools from start to finish

AI for Data Analytics

- Use AI tools to clean, explore, analyze, visualize, and report on datasets.
- Write stronger prompts for data work using a simple analytical prompt framework.
- Validate AI-generated results with a structured 7-step checklist.
- Build and evaluate predictive models through natural language, without coding.
- Document your workflow with an AI Traceability Document for accountability and reproducibility.
- Present and defend AI-assisted findings in professional settings.
- Read a forecast for its uncertainty rather than its headline number, and know the four things that quietly break one
- Get themes and sentiment out of thousands of free-text comments, and run the check that decides whether to believe them
- Catch the harder errors that survive a first check: fabricated figures, trends that reverse when you split the data, and models that memorized instead of learned