



BRAINWAVE AI
EMPOWERING MINDS, INSPIRING FUTURES

Professional Certificate in

AI-POWERED CONTENT CREATION & DIGITAL MEDIA PRODUCTION

Course Catalog



4 Months



Absolute Beginner to Practical Level



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Professional Certificate in AI-Powered Content Creation & Digital Media Production

Course Duration

4 Months

Level

Absolute Beginner to Practical Level

Main Tools Covered

Windows / Computer Basics

File Explorer

Google Chrome / Microsoft Edge

Gmail

CapCut Desktop

Canva

Audacity

ElevenLabs

AI Prompting

ChatGPT

Google Gemini

Microsoft Copilot

Perplexity

Adobe Firefly

Ideogram

Suno

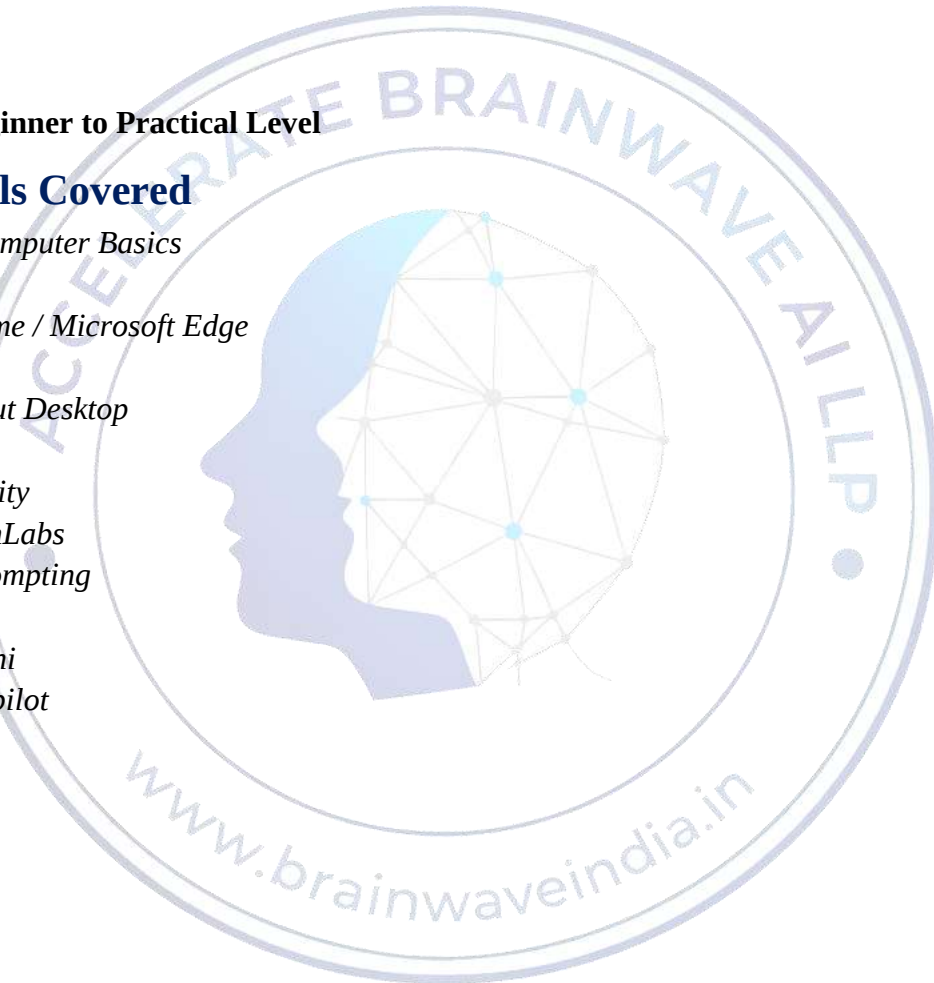
Runway

Pika

Canva AI

Google Drive

YouTube Studio



Course Objective

This course is designed for absolute beginners. It starts with essential computer and internet skills and then teaches students how to create modern digital content using text, images, audio, video, Generative AI tools, design tools, editing tools, cloud storage, and publishing platforms.

Students will learn the complete workflow:

Computer → Internet → Idea → Prompt → Design → Audio → Video → Edit → Store → Publish

MODULE 1: INTRODUCTION TO COMPUTER

1. Computer Basics

What is a Computer?

Uses of a Computer

Desktop Computer

Laptop Computer

Basic Parts of a Computer

Monitor

Keyboard

Mouse

CPU / System Unit - Basic Idea

Speakers / Headphones

Microphone

Webcam

Printer - Basic Idea

2. Hardware and Software Basics

Meaning of Hardware

Meaning of Software

Operating System - Basic Idea

Windows - Basic Introduction

Application / App

Installing and Opening an Application - Basic Idea

3. Windows Desktop Basics

Desktop

Icons

Start Menu

Taskbar

Search



Notification Area

Open, Minimize, Maximize and Close a Window

Switch Between Applications

4. Keyboard and Mouse Basics

Single Click

Double Click

Right Click

Drag and Drop

Scroll

Typing Basics

Enter

Spacebar

Backspace

Delete

Shift

Caps Lock

Ctrl

Alt

Arrow Keys

5. Common Keyboard Shortcuts

Ctrl + C - Copy

Ctrl + V - Paste

Ctrl + X - Cut

Ctrl + Z - Undo

Ctrl + S - Save

Ctrl + A - Select All

Alt + Tab - Switch Applications

6. Files and Folders

What is a File?

What is a Folder?

File Name

File Extension - Basic Idea

Create a Folder

Rename a File or Folder

Copy and Move Files

Delete and Restore Files

Recycle Bin

File Explorer

Downloads Folder

Documents Folder
Pictures Folder
Videos Folder

7. Storage Basics

Internal Storage
Hard Disk Drive (HDD) - Basic Idea
Solid State Drive (SSD) - Basic Idea
USB / Pen Drive
Memory Card
Cloud Storage - Basic Idea
Basic Units: KB, MB, GB, TB

8. Basic Computer Practical

Turn on and shut down the computer correctly
Open and close an application
Create a folder for a digital media project
Copy, move, rename and delete a file
Use common keyboard shortcuts
Locate downloaded images, audio and video files

MODULE 2: INTRODUCTION TO INTERNET

1. Internet Basics

What is the Internet?
Uses of the Internet
Website
Web Page
Home Page
Web Browser
Search Engine
Link / Hyperlink
URL / Web Address - Basic Idea
Internet Connection
Wi-Fi
Mobile Data / Hotspot - Basic Idea

2. Web Browser Basics

Google Chrome
Microsoft Edge
Address Bar



Back and Forward Buttons
Refresh
Home Page
New Tab
Close Tab
Bookmarks / Favorites
Browser History - Basic Idea
Downloads

3. Searching the Internet

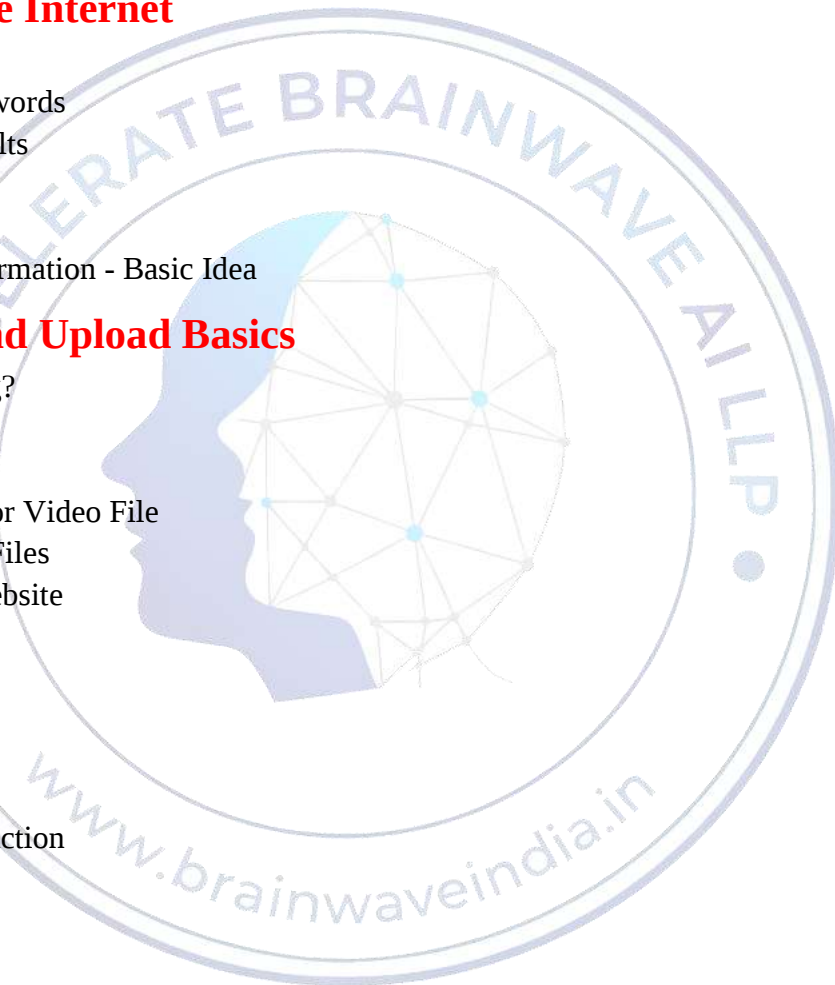
Using Google Search
Entering Search Keywords
Opening Search Results
Searching for Images
Searching for Videos
Finding Reliable Information - Basic Idea

4. Download and Upload Basics

What is Downloading?
What is Uploading?
Download an Image
Download an Audio or Video File
Locate Downloaded Files
Upload a File to a Website
Attach a File

5. Email Basics

What is Email?
Email Address
Gmail - Basic Introduction
Sign In and Sign Out
Inbox
Compose
To
Subject
Message
Attachment
Send
Reply
Forward



6. Google Account Basics

What is a Google Account?

Signing In

Google Drive - Basic Introduction

Google Docs - Basic Introduction

Google Slides - Basic Introduction

YouTube - Basic Introduction

7. Internet Safety

Strong Password

Do Not Share Passwords or OTPs

Phishing - Basic Awareness

Suspicious Links and Attachments

Safe Downloads

Privacy Basics

Log Out on Shared Computers

8. Basic Internet Practical

Open a browser and visit a website

Search for information using Google

Download and locate an image

Create and send a simple email with an attachment

Upload a file to Google Drive

Open an online AI or content creation tool safely

MODULE 3: DIGITAL MEDIA BASICS

1. Introduction to Digital Media

What is Digital Media?

What is Digital Content?

Types of Digital Content

Image

Audio

Video

Text

Graphics

Animation

Social Media Content



2. Applications of Digital Content

Education
YouTube
Social Media
Advertising
Business
Training
Marketing
Personal Branding
Product Promotion

MODULE 4: IMAGE BASICS

What is a Digital Image?

Pixel
Resolution
Image Dimensions
Image Quality
Aspect Ratio
Crop
Resize
Rotate
Scale
Transparency
Opacity
Background
Layers
Image Compression

Image Formats

JPG/JPEG
PNG
GIF
SVG
WebP

Practical

Resize an image
Crop an image
Remove background



Create transparent PNG
Select correct image format

MODULE 5: COLOR BASICS

What is Color?
Primary Colors
Secondary Colors
RGB
Hue
Saturation
Brightness
Contrast
Warm Colors
Cool Colors
Neutral Colors
Color Wheel
Complementary Colors
Tint
Shade
Gradient
Opacity
Color Temperature
White Balance
Basic Color Correction

Practical

Create color combinations
Adjust brightness and saturation
Choose readable text/background colors

MODULE 6: TEXT & FONT BASICS

What is Text?
Font
Font Family
Font Size
Font Style
Bold
Italic
Underline
Text Color

Alignment
Letter Spacing
Line Spacing
Text Position
Text Background
Stroke
Shadow
Opacity



Types of Text Used in Media

Heading
Subheading
Body Text
Title
Subtitle
Caption
Lower Third
Call-to-Action

Practical

Create a simple title design using correct font, size, color, and alignment.

MODULE 7: AUDIO BASICS

What is Audio?
Sound Wave
Frequency
Hertz
Amplitude
Volume
Sample Rate
Bit Depth
Bitrate
Mono
Stereo

Audio Formats

MP3
WAV
AAC



Audio Content

- Voice-over
- Background Music
- Sound Effects
- Narration

Practical

- Record voice
- Adjust volume
- Add background music
- Export audio

MODULE 8: VIDEO BASICS

- What is Digital Video?
- Video Clip
- Frame
- Frame Rate
- FPS
- Resolution
- Bitrate
- Codec
- Video Compression

Video Resolutions

- 720p
- 1080p
- 2K
- 4K

Common Frame Rates

- 24 FPS
- 25 FPS
- 30 FPS
- 60 FPS

Aspect Ratios

- 16:9
- 9:16



1:1

4:3

Video Formats

MP4

MOV

WebM

MODULE 9: BASICS OF ARTIFICIAL INTELLIGENCE

What is Artificial Intelligence?

AI in Everyday Life

Machine Learning - Basic Idea

Generative AI

Large Language Models

AI Models

Training Data

AI Input and Output

AI Text Generation

AI Image Generation

AI Audio Generation

AI Voice Generation

AI Video Generation

Multimodal AI

Important AI Terms

Prompt

Token

Context

AI Model

Inference

Hallucination

Bias

Guardrails

Responsible AI



MODULE 10: GENERATIVE AI TOOLS FOR DIGITAL CONTENT

1. Introduction to Generative AI

What is Generative AI?

How Generative AI Creates New Content

Generative AI Input and Output

Text Generation

Image Generation

Audio Generation

Voice Generation

Music Generation

Video Generation

Multimodal Generation

2. Text Generation Tools

ChatGPT

Creating an Account / Signing In

Chat Interface

Entering a Prompt

Generating Ideas

Generating Titles and Headlines

Writing Captions and Social Media Posts

Writing Video Scripts

Writing Voice-over Scripts

Summarizing and Rewriting Text

Follow-up Prompts

Google Gemini

Opening Gemini

Entering Prompts

Generating Text and Ideas

Summarizing Content

Working with Images and Supported Files

Basic Multimodal Use

Microsoft Copilot

Opening Copilot

Asking Questions

Generating Content

Creating Summaries



Generating Social Media Ideas
Basic Image Generation

Perplexity

AI-Assisted Search
Finding Information
Researching Content Ideas
Reviewing Sources and Citations

3. AI Image Generation Tools

ChatGPT Images

Text-to-Image
Image Editing with Instructions
Creating Posters and Social Media Graphics

Adobe Firefly

Text-to-Image
Generative Fill - Basic Idea
Text Effects and Design Assets

Canva AI

AI Image Generation
AI Design Assistance
Background Removal
AI Text Assistance

Ideogram

Generating Poster-Style Images
Generating Images with Text
Creating Advertisement Graphics

Leonardo AI

Generating Illustrations
Creating Creative Visuals
Basic Style Selection

4. AI Audio and Voice Generation Tools

ElevenLabs

Text-to-Speech
Selecting an AI Voice
Voice Style and Tone
Speed and Pauses

Pronunciation
Multilingual Voice
Downloading Generated Audio

Murf AI

Text-to-Speech Basics
Voice-over Creation
Voice Selection

Speechify

Text-to-Speech Basics
Converting Written Text to Audio

5. AI Music Generation Tools

Suno

Text-to-Music
Generating Songs
Generating Background Music
Prompting for Music Style and Mood

Udio

AI Music Generation
Generating Music from a Description
Creating Background Music

6. AI Video Generation Tools

Runway

Text-to-Video
Image-to-Video
Basic AI Video Editing

Pika

Text-to-Video
Image-to-Video
Short AI Video Clips

Google Veo

Text-to-Video - Basic Concept
Prompting for Scenes and Actions

OpenAI Sora

Text-to-Video - Basic Concept

Creating Video Scenes from Prompts

Kling AI

Text-to-Video

Image-to-Video

HeyGen

AI Avatar Videos

Talking Presenter Videos

AI Voice and Translation Basics

Synthesia

AI Presenter Videos

Avatar-Based Educational Videos

7. Basic Generative AI Workflow

Idea → Prompt → Generate → Review → Edit → Export → Publish

8. Practical Activities

Generate a social media caption using ChatGPT

Generate a short video script using Gemini or ChatGPT

Research a content topic using Perplexity

Generate a poster image using an AI image tool

Generate an AI voice-over using ElevenLabs

Generate background music using Suno

Generate a short AI video using Runway or Pika

Import AI-generated media into Canva or CapCut

Create one complete AI-assisted digital content project

9. Responsible Use of Generative AI

Copyright and Ownership Awareness

Privacy

Consent

Deepfake Awareness

Misinformation

Fact Checking
AI Bias
Hallucination
Responsible Prompting and Publishing

MODULE 11: AI PROMPTING FOR CONTENT CREATION

Prompt Basics

What is a Prompt?
Why Prompts Matter
Prompt vs Question

Simple Prompt Structure

Role + Task + Context + Audience + Format

Prompt Elements

Role
Task
Context
Audience
Tone
Length
Style
Output Format
Constraints

Basic Prompting Techniques

Zero-Shot Prompting
Few-Shot Prompting
Role Prompting
Follow-up Prompting
Prompt Refinement



MODULE 12: PROMPTS FOR DIGITAL CONTENT

Text Content Prompts

Topic Ideas
Headline

Caption
Social Media Post
Blog Ideas

Video Prompts

Video Ideas
Video Script
Reel Script
YouTube Short Script
Educational Video Script
Promotional Video Script
Storyboard
Scene Planning

Image Prompts

Text-to-Image Prompt
Poster Prompt
Thumbnail Prompt
Product Advertisement Prompt
Educational Illustration Prompt
Social Media Graphic Prompt

Audio Prompts

Voice-over Script
Podcast Script
Narration Script

YouTube Prompts

Video Title
Description
Thumbnail Text
Keywords
Hashtags
Call-to-Action

MODULE 13: CANVA BASICS

Introduction to Canva
Creating an Account
Canva Interface
Templates

Custom Size
Text
Images
Shapes
Icons
Graphics
Backgrounds
Layers
Transparency
Alignment
Colors
Fonts

MODULE 14: CANVA CONTENT CREATION

Students will create:

Social Media Post
Instagram Post
Poster
Advertisement
YouTube Thumbnail
YouTube Banner
Reel Cover
Presentation Slide
Educational Graphic
Infographic
Product Advertisement

Canva AI Basics

AI Design Assistance
AI Image Tools
Background Removal
AI Text Assistance

MODULE 15: CAPCUT DESKTOP BASICS

Introduction to CapCut Desktop
Installing CapCut
Creating a Project

CapCut Interface
Media Panel
Preview Window
Timeline
Track
Playhead
Properties Panel

Importing Media

Video
Images
Audio

MODULE 16: BASIC VIDEO EDITING IN CAPCUT

Select Clip
Move Clip
Trim
Split
Cut
Delete
Crop
Resize
Rotate
Flip
Scale
Position
Opacity
Freeze Frame
Reverse Video

MODULE 17: TEXT IN CAPCUT

Add Text
Titles
Subtitles
Captions
Font
Font Size
Color
Alignment
Position



Stroke
Shadow
Background
Text Duration
Text Animation

Animation Types

In
Out
Loop

MODULE 18: CAPCUT AUDIO

Add Music
Add Sound Effects
Import Audio
Voice-over
Adjust Volume
Mute
Fade In
Fade Out
Separate Audio
Extract Audio
Audio Synchronization

MODULE 19: CAPCUT CAPTIONS

Manual Captions
Auto Captions
Speech-to-Text
Edit Captions
Caption Styling
Caption Timing
Subtitle Translation
Bilingual Captions

MODULE 20: TRANSITIONS, EFFECTS & FILTERS

Transitions

- Fade
- Dissolve
- Slide
- Zoom

Effects

- Video Effects
- Motion Effects
- Body Effects

Filters

- Applying Filters
- Adjusting Filter Intensity

MODULE 21: CAPCUT ADVANCED BASICS

- Overlay
- Picture-in-Picture
- Layers
- Keyframes
- Position Animation
- Zoom Animation
- Masks
- Chroma Key
- Green Screen
- Background Removal
- Auto Cutout
- Slow Motion
- Speed Control
- Speed Curve
- Video Stabilization

MODULE 22: COLOR CORRECTION IN CAPCUT

Brightness
Contrast
Saturation
Exposure
Temperature
Tint
Highlights
Shadows
Sharpness
Filters

MODULE 23: AUDACITY

Introduction

What is Audacity?
Audacity Interface
Audio Track
Waveform

Recording

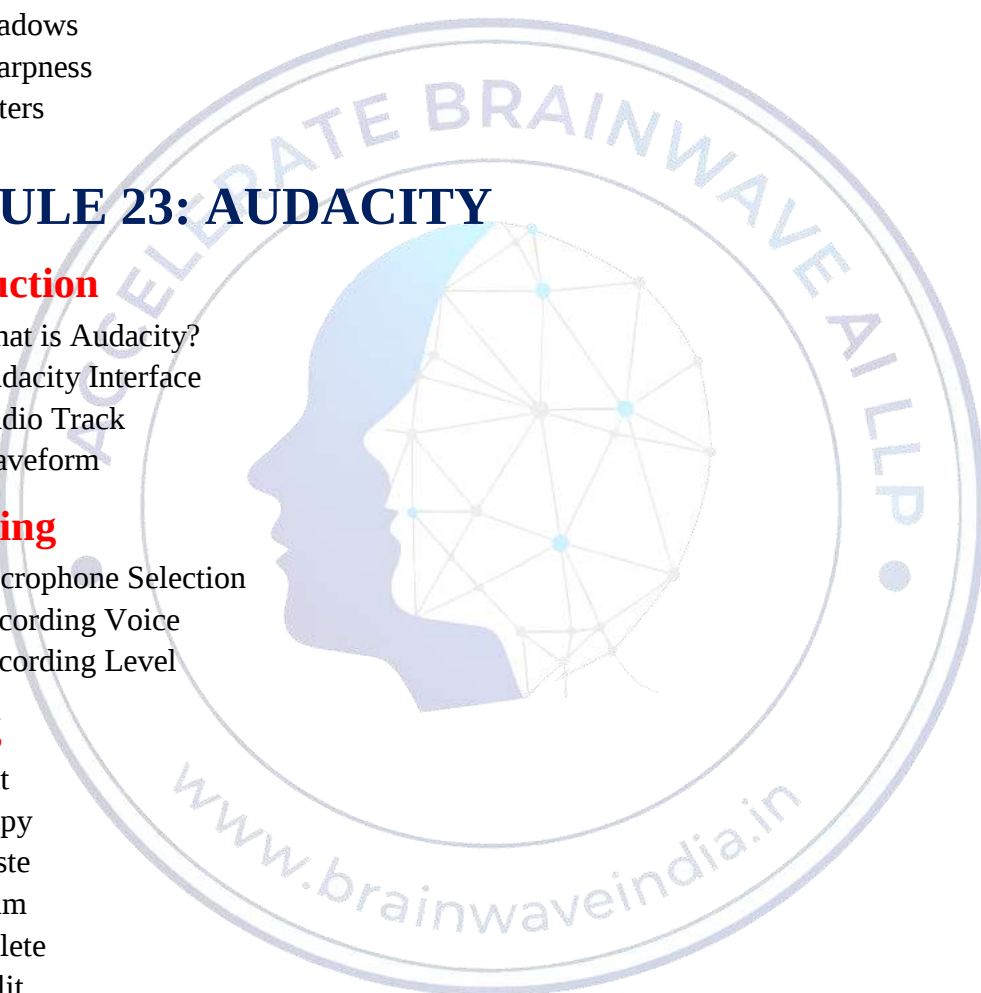
Microphone Selection
Recording Voice
Recording Level

Editing

Cut
Copy
Paste
Trim
Delete
Split

Audio Enhancement

Volume
Amplify
Normalize
Noise Reduction
Fade In
Fade Out



Export

MP3
WAV

MODULE 24: ELEVENLABS

Introduction to AI Voice
Text-to-Speech
ElevenLabs Interface
Selecting AI Voice
Preparing Voice Script
Voice Style
Tone
Speed
Pauses
Pronunciation
Multilingual Voice
Downloading Audio
Importing AI Voice into CapCut

Responsible AI Voice

Consent
Voice Misuse
Fake Voice Awareness

MODULE 25: COMPLETE AUDIO WORKFLOW

Script → ElevenLabs → Audio → Audacity → CapCut

Students learn how to:

Write script
Generate AI narration
Clean audio
Export audio
Add it to video
Synchronize voice and visuals

MODULE 26: GOOGLE DRIVE

- Introduction to Google Drive
- Creating Folders
- Uploading Files
- Downloading Files
- Sharing Files
- Sharing Folders
- Viewer
- Commenter
- Editor
- Backup
- Cloud Storage

Recommended Project Structure

Project

- Script
- Images
- Audio
- Videos
- Canva Designs
- CapCut Project
- Thumbnail
- Final Export

MODULE 27: YOUTUBE BASICS

- What is YouTube?
- YouTube Channel
- Creating a Channel
- Channel Name
- Profile Picture
- Banner
- About Section

MODULE 28: YOUTUBE STUDIO

- YouTube Studio Dashboard
- Upload Video

Video Title
Description
Thumbnail
Playlist
Audience
Visibility
Subtitles
Comments
Copyright

Basic Analytics

Views
Watch Time
Subscribers
Impressions
Click-Through Rate
Audience Retention



MODULE 29: YOUTUBE SHORTS & SOCIAL VIDEOS

Short-Form Video
9:16 Format
Hooks
Short Scripts
Captions
Music
Text
Call-to-Action
YouTube Shorts
Instagram Reels
Social Media Videos

MODULE 30: CONTENT CREATION WORKFLOW

Pre-Production

Select Topic

Identify Audience
Research
Generate Ideas
Write Prompt
Create Script
Storyboard
Collect Media

Production

Record Video
Record Audio
Generate AI Voice
Create Graphics

Post-Production

Video Editing
Audio Editing
Titles
Captions
Transitions
Effects
Color Correction
Export

Publishing

Thumbnail
Title
Description
Upload
Publish
Analyze



MODULE 31: TYPES OF CONTENT STUDENTS WILL CREATE

Educational Video
Tutorial Video
YouTube Video
YouTube Short
Instagram Reel

Promotional Video
Product Advertisement
AI Voice Video
Presentation Video
Social Media Post
YouTube Thumbnail
Poster
Digital Advertisement

MODULE 32: COPYRIGHT & RESPONSIBLE CONTENT CREATION

Copyright Basics
Using Images Legally
Using Music Legally
Stock Media
Royalty-Free Media
AI-Generated Content
Privacy
Consent
Deepfake Awareness
Misinformation
Fact Checking
Responsible AI Use



MODULE 33: PRACTICAL PROJECTS

Project 1: Canva Poster

Create a promotional poster.

Project 2: YouTube Thumbnail

Design an attractive thumbnail.

Project 3: Audio Project

Record and clean voice using Audacity.

Project 4: AI Voice Project

Generate narration using ElevenLabs.

Project 5: CapCut Video

Create a 1-minute edited video.

Project 6: Educational Video

Create a 3-5 minute educational video.

Project 7: Reel / Short

Create a 30-60 second vertical video.

Project 8: Product Advertisement

Create a short product promotional video.

FINAL CAPSTONE PROJECT

Students create one complete digital media project.

Step 1

Choose a topic.

Step 2

Generate ideas using AI.

Step 3

Write the script using prompting.

Step 4

Design graphics in Canva.

Step 5

Record or generate voice.

Step 6

Edit audio in Audacity.

Step 7

Edit video in CapCut.

Step 8

Add titles, captions, effects and transitions.

Step 9

Create thumbnail in Canva.

Step 10

Store files in Google Drive.

Step 11

Upload the video using YouTube Studio.

Step 12

Check basic analytics.

4-Month Distribution

Month	Major Topics
Month 1	Computer Basics, Windows, Files & Folders, Keyboard/Mouse, Internet Basics, Browser, Search, Email, Downloads/Uploads, Digital Media Basics, Image, Color, Text & Font
Month 2	Audio & Video Basics, AI Basics, Generative AI Tools, ChatGPT, Gemini, Copilot, Perplexity, AI Image, AI Audio/Voice, AI Music, AI Video, Prompting, Canva
Month 3	CapCut Desktop, Video Editing, Text, Audio, Captions, Transitions, Effects, Keyframes, Green Screen, Color Correction, Audacity
Month 4	ElevenLabs, Google Drive, YouTube, YouTube Studio, Social Videos, Content Workflow, Copyright, Practical Projects, Capstone

Course Outcome

After completing this course, students will be able to:

Use a computer, keyboard, mouse, Windows desktop, files and folders confidently
Use a web browser, search the internet, download/upload files and use basic email safely
Use common Generative AI tools for text, image, audio, voice, music, and video creation
Generate content ideas, captions, scripts, and summaries using AI
Create AI-generated images for posters, thumbnails, and social media
Generate AI voice-overs and background music
Create short AI-generated video clips and combine them with CapCut

- Understand digital media fundamentals
- ❖ Create graphics and thumbnails
- ❖ Write effective AI prompts
- ❖ Generate scripts using AI
- ❖ Record and edit audio
- ❖ Generate AI voice
- ❖ Edit videos professionally at a beginner-to-intermediate level
- ❖ Create captions and subtitles
- ❖ Produce Reels and Shorts
- ❖ Create educational and promotional videos
- ❖ Organize digital projects
- ❖ Publish videos on YouTube
- ❖ Use AI responsibly in content creation



Complete Course Workflow

COMPUTER → INTERNET → IDEA → GENERATIVE AI → AI PROMPT → SCRIPT → AI IMAGE / AI AUDIO / AI VIDEO → CANVA → CAPCUT → GOOGLE DRIVE → YOUTUBE STUDIO → PUBLISH



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