

# Generative AI Certificate (Self-Paced)

Build practical AI skills at your own pace with this self-paced certificate program spanning business, marketing, design, data analytics, and more. Learn how to use generative AI to streamline Excel workflows, create compelling video and graphic content, analyze data efficiently, and increase productivity across everyday professional tasks.

Group classes in Live Online and onsite training is available for this course. For more information, email [onsite@graduateschool.edu](mailto:onsite@graduateschool.edu) or visit: <https://www.graduateschool.edu/certificates/generative-ai-certificate-self-paced>



[CustomerRelations@graduateschool.edu](mailto:CustomerRelations@graduateschool.edu) •  
[\(888\) 744-4723](tel:(888)744-4723)

## Course Outline

This package includes these courses

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

## Generative AI with ChatGPT (Self-Paced)

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

- Understand the fundamentals of generative AI, including its applications and potential impact across various industries.
- Learn how generative AI models like GPT and Stable Diffusion work at a conceptual level.
- Learn how to write prompts that generate useful responses
- Gain hands-on experience with popular generative AI tools and platforms.
- Discover practical ways to integrate generative AI into creative workflows, problem-solving, and innovation.
- Analyze examples of generative AI in action and explore its ethical implications.
- Develop a foundational understanding to continue learning and working with generative AI technologies.

## ChatGPT Level 2 (Self-Paced)

Build on your foundational skills with advanced techniques to customize ChatGPT's behavior, enhance its research abilities,

and explore voice, image, and project-based tools. This hands-on course is ideal for users looking to work more efficiently and creatively with the latest features in ChatGPT.

- Compare different ChatGPT models to understand their strengths, limitations, and ideal use cases
- Use reasoning and research models effectively, including how to leverage deep research features and connected apps
- Train ChatGPT to reflect your unique writing style or tone using targeted prompts and style adjustments
- Customize ChatGPT with saved preferences and learn how to create and manage personalized instructions
- Work with Projects and Custom GPTs to organize tasks, files, and workflows tailored to your specific goals
- Explore ChatGPT's voice and image generation capabilities, including hands-on practice using Sora for visual outputs

## **AI for Workplace Productivity with Microsoft Copilot (Self-Paced)**

Build efficiency and creativity with Microsoft Copilot, the AI assistant integrated into Microsoft 365, in this self-paced course.

Through guided, hands-on lessons, you'll learn how to confidently apply Copilot across everyday workplace tools and tasks to improve productivity and decision-making.

- Learn AI fundamentals and how large language models generate responses
- Write effective prompts and refine Copilot output for different work scenarios
- Use Copilot across Microsoft 365 apps, including Word, Excel, PowerPoint, Outlook, Teams, and OneDrive
- Streamline tasks such as drafting emails, summarizing meetings, analyzing data, and creating documents
- Create AI-generated images and graphics while understanding best practices and limitations
- Compare Copilot with ChatGPT and GitHub Copilot to choose the right tool for each task
- Explore emerging AI tools and mobile apps to extend your workflow beyond the desktop

## **AI for Marketing Bootcamp (Self-Paced)**

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 Course (Self-Paced)**

Discover how artificial intelligence is revolutionizing graphic design through hands-on projects that integrate tools like Adobe Firefly, MidJourney, and ChatGPT. Learn to streamline workflows, enhance visual assets, and create cohesive brand packages using cutting-edge 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 denoising techniques
- Use ChatGPT and Notion AI to develop creative briefs, brand names, and design concepts
- Build mood boards, style guides, and concept sets with free and paid AI design tools
- Assemble a complete brand identity using multiple AI platforms within a simulated design workflow

## **AI for Video & Motion Graphics (Self-Paced)**

Discover how to leverage generative AI to enhance your video and motion graphics projects. Create visual and audio assets, integrate AI tools into your workflow, and understand copyright and data privacy considerations when using AI-generated content.

- Understand how generative AI tools function and their applications in creative production
- Apply AI across all stages of a motion design or video project: research, scripting, design, animation, audio, and final delivery
- Craft effective prompts for text, image, audio, and video AI tools to produce practical results
- Create AI-enhanced visual assets, scripts, voiceovers, and animatics
- Use ChatGPT to generate and run basic JavaScript/ExtendScript code to automate repetitive tasks in Adobe Creative Cloud
- Complete a short motion graphics or video project fully enhanced with AI tools from start to finish

## **AI for Data Analytics Course (Self-Paced)**

- Overview of popular AI tools and platforms like IBM Watson, Google AI, Tableau, and Microsoft Azure AI
- Learn automated data cleaning methods and how to handle missing data and outliers using AI tools
- Use AI tools to generate summary statistics, visualize data distributions, and detect patterns
- Understand regression, classification, and clustering, and use AI tools to build and evaluate predictive models
- Explore applications of NLP for text analysis and automated time series forecasting with AI tools