TECNIA
INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
DELHI INDIA

Department of Journalism & Mass Communication

Value Added Course | Session : 2024-25

Certificate course in AI in media production

Preface

The integration of Artificial Intelligence (AI) in media production is transforming the landscape of content creation, storytelling, and audience engagement. From automated video editing and scriptwriting to personalized content recommendations and virtual anchors, AI is revolutionizing how media is produced, distributed, and consumed. This preface aims to introduce readers to the dynamic intersection of AI and media, where creativity meets technology to enhance efficiency, accuracy, and innovation.

As media platforms evolve rapidly in the digital era, the use of AI has become essential in managing vast volumes of data, streamlining production processes, and delivering tailored content experiences. This work explores the impact of AI tools in journalism, filmmaking, broadcasting, and digital content creation, highlighting both the opportunities and ethical considerations.

By understanding the role of AI in media production, we can better appreciate its potential to redefine the future of communication, storytelling, and entertainment in a technology-driven world.

Duration: 30 Hours

Days & Time
Morning	Thursday 11:30am – 12:30pm
Evening	Friday 03:00pm-04:00 pm
	Thursday & Friday 05:00pm-06:00

RESOURCE PERSONS:

Ms. Preeti Nagar   Dr. Goapal Thakur

Registration:

01/01/2025 - 15/01/2025

Learning Outcomes:

- Learners will be able to identify and explain various AI technologies used in media production, including automated editing, content generation, voice synthesis, and data-driven storytelling.
- Students will develop practical skills in using AI-powered tools for video editing, script writing, image enhancement, and sound design to enhance productivity and creativity.
- Learners will understand how to integrate AI into traditional media workflows, improving efficiency while maintaining creative control and content quality.
- Students will be able to critically analyze the ethical implications, biases, and limitations of AI in media, including issues related to misinformation, deepfakes, and copyright.

Notes:

1. Interested students must fill in the registration form by 15th January 2025, by 5:00 pm.

2. 75 percentage attendance is mandatory to get the certificates.

3. Assessment will be held on the basis of Quiz test, class presentation followed by viva voce.

Module :

- Introduction to AI in Media
- AI in Content Creation
- AI in Post-Production and Editing
- AI in Audience Analysis and Personalization
- Ethical Considerations and Future Trends

*For any queries related for the VAC certificates courses, Please feel free to contact Mr. Ashish Kumar (VAC Coordinator) 7991153753
Email id: ashishkumarjohar@gmail.com