ONLINE MARKETING ACADEMY

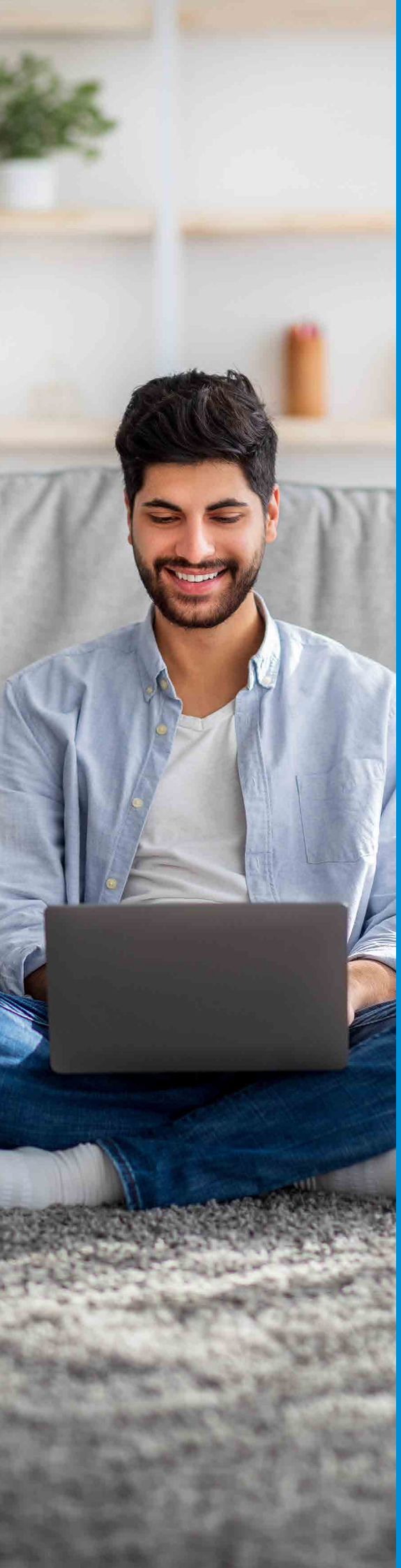
Optisage Technology

AI & AIGC Creator Foundation

HRD CORP CLAIMABLE

SME 100 Awards FAST MOVING COMPANIES





Course Overview

AI is no longer just a productivity tool, it is becoming a new engine for content creation, marketing, and business growth. **AI & AIGC Creator Foundation** is a practical course designed to help beginners, entrepreneurs, marketers, and content creators turn AI into a real commercial advantage. Learn an end-to-end AIGC workflow spanning text, image, video, and audio creation using powerful tools including Kling AI, Jimeng AI, YG Lumina AI, Suno AI, ChatGPT, Gemini, Google Flow, and more.

Through hands-on exercises and real-world cases, you will discover how to create marketing copy, product visuals, commercial posters, cinematic videos, and music while reducing production costs and time. Move from AI curiosity to AI-powered creation and monetisation.

Course Content

» Module 1
Icebreaking & Enlightenment - Unveiling AI & AIGC

Focus on understanding generative mechanics and productivity bottlenecks.

- **Core Concept:** Deconstructing the core difference between analytical AI and Generative AI (AIGC), and analysing the industry shift from traditional "Three-High" production to high-frequency AI iteration.
- **Learning Outcome:** Participants will understand the underlying mechanics of multimodal AI and identify concrete efficiency bottlenecks in their current workflows.

» Module 2
Viral Copywriting Generation - The Science of Words

Focus on high-conversion social media and ad copy.

- **Core Concept:** Taming social media algorithms using LLMs (such as ChatGPT Enterprise, Gemini Series, Doubao) through the "Universal Golden Prompt Formula" (Role, Context & Task, Style & Format, Example).
- **Learning Outcome:** Ability to generate targeted, high-conversion copy (Xiaohongshu notes, SEO blogs, ad scripts) in under 1 minute.

» Module 3
Product Shots & Commercial Poster Generation - The Embodiment of Vision

Focus on studio-quality light-asset visual rendering.

- **Core Concept:** Light-asset visual rendering using tools like Google Flow, Midjourney, DALL-E 3, Stable Diffusion, and YG Lumina AI platforms. Mastering character/product consistency and film-grade parameters (Rembrandt lighting, Golden Hour, Rule of Thirds, Negative Prompts).
- **Learning Outcome:** Production of studio-quality marketing posters and e-commerce main images without physical photography rentals.

» Module 4
Solo AI Video Generation - The Evolution from Text to Cinema

Focus on end-to-end cinematic video production.

- **Core Concept:** Operating as a "one-person film crew" using tools like Google Flow, Sora Studio, Veo Series, Kling AI, and Jimeng AI. Controlling Motion Weight, Text-to-Video, and Image-to-Video pipelines.
- **Learning Outcome:** Transformation of static assets into smooth, cinematic video clips with storytelling cohesion.

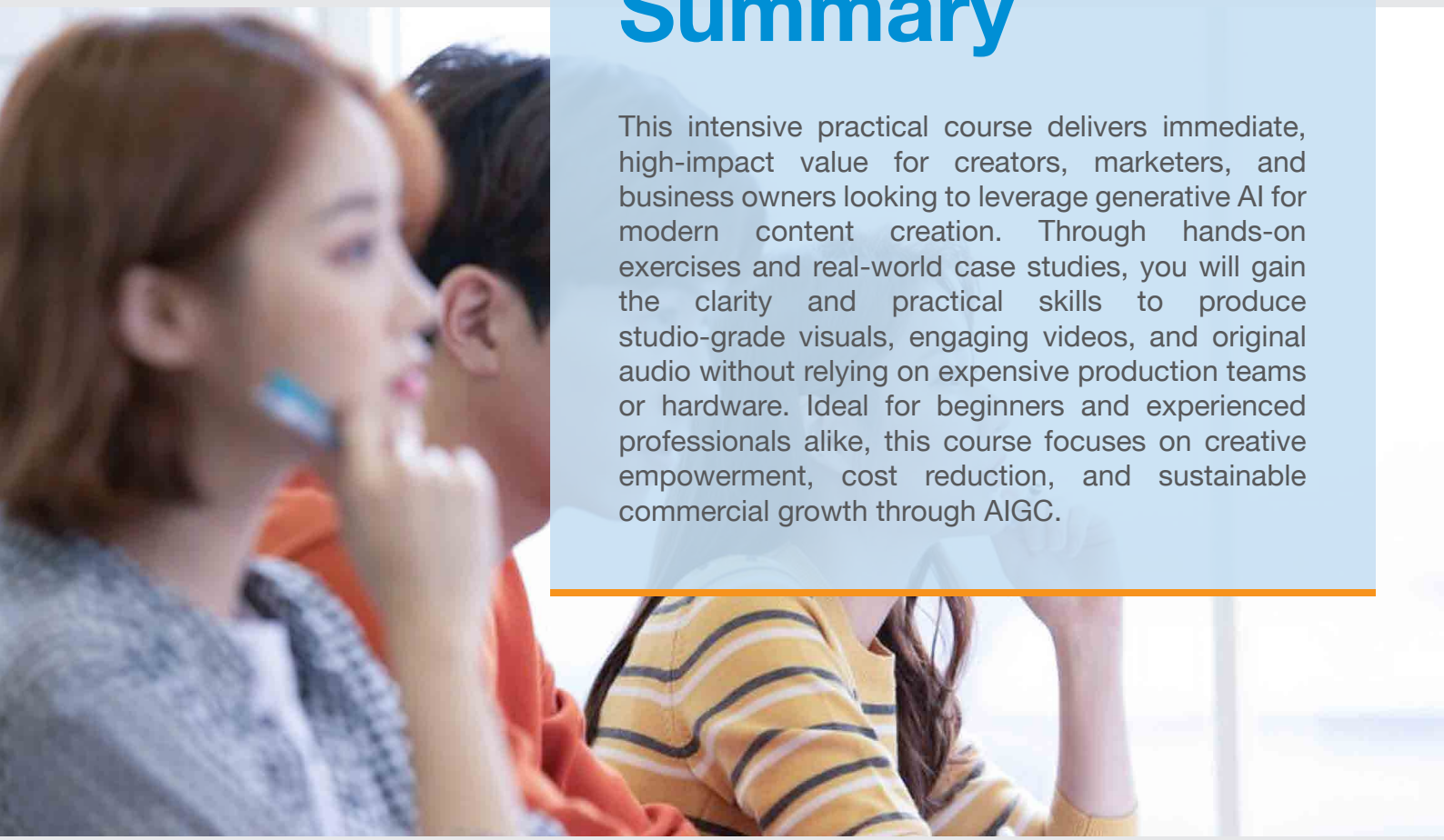
» Module 5
Audio Synthesis & Commercial Monetisation - The Convergence of Future Content

Focus on soundtrack creation and business value extraction.

- **Core Concept:** Commercial music and lyric generation via Suno AI, audio-visual beat alignment, and mapping AIGC skills to commercial monetisation models.
- **Learning Outcome:** Creation of original, copyright-compliant audio tracks aligned with video timing, and a clear execution plan for monetisation.



Course Summary



This intensive practical course delivers immediate, high-impact value for creators, marketers, and business owners looking to leverage generative AI for modern content creation. Through hands-on exercises and real-world case studies, you will gain the clarity and practical skills to produce studio-grade visuals, engaging videos, and original audio without relying on expensive production teams or hardware. Ideal for beginners and experienced professionals alike, this course focuses on creative empowerment, cost reduction, and sustainable commercial growth through AIGC.

Course Objectives

- Build a comprehensive AIGC content creation pipeline across text, image, video, and audio formats.
- Master advanced prompt engineering techniques to generate high-converting marketing copy and scripts in under a minute.
- Produce studio-quality commercial product shots and marketing posters while eliminating physical photography costs.
- Deploy Text-to-Video and Image-to-Video tools to act as a "one-person film crew" for cinematic storytelling.
- Generate original, copyright-compliant AI music tracks aligned with video timing for commercial use.
- Connect AIGC production workflows directly to real-world business models, brand building, and commercial monetisation.

Course
Learning Outcomes



1. Generate commercial product visuals, marketing posters, and digital assets using ChatGPT, Google Flow, and YG Lumina AI without expensive photoshoots.
2. Control AI visual outputs by mastering lighting, composition, camera angles, character consistency, and negative prompts.
3. Produce dynamic AI videos from text prompts and static images using Google Flow, Kling AI, Jimeng AI, and Yu Guang AI.
4. Master Text-to-Video and Image-to-Video pipelines to transform raw ideas into cohesive visual stories.
5. Create original, copyright-compliant AI music and lyrics using Suno AI to complement commercial video projects.
6. Apply the Universal Golden Prompt Formula to generate high-conversion copy across social channels in under a minute.
7. Operate effectively as a solo "one-person film crew" to execute end-to-end creative campaigns.
8. Map newly acquired AIGC skills directly to commercial monetisation models and business growth opportunities.

Testimonials

I would like to thank the trainers for sharing their knowledge on the application and operational skills of AI in marketing and business. This course has been engaging, filled with surprises, and has equipped me with new skills.

Kelvin Lok Kerk Tee
Genting Property Sdn Bhd

I attended this course via Zoom. Overall, the training experience was great. Trainer was kept the presentation more lifestyle with examples that were applicable to what we faced in daily lives. He was able to answer my questions asked and very helpful.

Lim Chai Chin
Big Grain Capital Sdn Bhd

My company has enrolled me in one of their courses, and I'm impressed with the quality of the training. The materials were comprehensive, the trainer was knowledgeable, and the content delivered was solid and well-structured, Which is actually helping me in improving business knowledge. I would highly recommend this academy to anyone who is looking to upskill their career.

Ch'ng Shee Kei
VMM Holdings Sdn Bhd

Thank you Mr Martin for the training session, he is well delivered his knowledge and making the training interesting, overall quite enjoy this lesson and know more about prompt for AI. Maybe can have more question on classpoint, excited to answer it.

Jong Siaw Tsui
Pansar Company Sdn Bhd

Certified Trainer



Johnson Lai

HRD Corp Accredited Trainer

Johnson Lai is a pioneer in the digital marketing landscape, holding the distinction of being one of the first few Facebook Certified Lead Trainers in Malaysia and the first to achieve this prestigious badge in Johor Bahru. With a rare combination of MBA-level strategic thinking and deep-in-the-trenches technical execution, Johnson doesn't just teach theory, he delivers actionable, ROI-focused frameworks that empower businesses to dominate their digital space.

Koh How Tze

Co-Founder of Crypto Valley Malaysia (CVM)

Koh How Tze is a seasoned technology strategist and futurist with over 25 years of experience in ICT, retail, and media. Unlike typical technical trainers who focus only on coding, Koh specializes in applying emerging technologies to business. He created the ABCDE Framework, which combines Artificial Intelligence, Blockchain, Connectivity, Data, and Ethics. This framework helps Malaysian SMEs transition to the new digital economy.



Course Duration:
2 Days

Time:
9:30am - 5:30pm

Course Fee:
RM2,700 + 8% SST
*per pax

Delivery Method:
Online (Zoom)



ONLINE MARKETING ACADEMY

Optisage Technology

Managed By Optisage Technology Sdn Bhd
(Company No.200601035725 (755484-A))

**14-01 & 14-02, Jalan Molek 1/9,
Taman Molek 81100 Johor Bahru,
Johor, Malaysia.**

+6011-1144 5462

+6011-1144 5462

www.OnlineMarketing-Academy.com

info@OnlineMarketing-Academy.com

@OnlineMarketingAcademy.org

@online.marketing.academy

@online.marketing.academy

@onlinemarketing-academy

@MyGuruOnline

HRDCORP CLAIMABLE

SME 100 Awards
FAST MOVING COMPANIES®