

CODE213 / CREATIVE SKILLS

Artificial Intelligence & Content Creation

FROM IDEA TO PRODUCTION

Create professional visuals and videos.

Use AI to write content, generate visuals, produce video and edit a complete campaign from start to finish.

01

month

32

training hours

08

practical sessions



Adobe Premiere Pro / Higgsfield AI / ChatGPT

Learn. Practice. Build.

01 / LEARN

Turn your ideas into content ready to publish

A practical journey from concept and script to visuals, video shots and a complete edit. Learn how to combine your tools in a clear production workflow, review your results and prepare content for publication.

01 Content strategy

Define your goal, audience, message and editorial calendar.

02 Prompt writing

Write precise prompts and improve your results step by step.

03 Creative writing

Develop ideas, hooks, captions and scripts with ChatGPT.

04 Images & visual identity

Create consistent images, character references and visual scenes.

05 Video direction

Build a storyboard and direct camera and subject movement.

06 Editing & delivery

Assemble shots, text and audio, and prepare your final files.

Who is this programme for?

Content creators, marketers, social media managers, entrepreneurs and students who want to develop their AI content creation skills.

02 / PRACTICE

From concept to final edit

4 weeks / 2 sessions per week / 4 hours per session

01

8 hours

WEEK ONE

Content strategy & ChatGPT

Session 1: Set your goal and audience, explore ideas and write prompts.

Session 2: Develop the hook, video script and creative project bible.

Output: A project brief, content calendar and video script.

02

8 hours

WEEK TWO

AI images & storyboarding

Session 3: Generate images using composition, lighting and references.

Session 4: Refine your images, maintain consistency and build a storyboard.

Output: 3 campaign visuals + a storyboard of 4 to 6 shots.

03

8 hours

WEEK THREE

AI video production

Session 5: Animate images and direct camera and subject movement.

Session 6: Produce the shots, check continuity and refine transitions.

Output: Selected, organised video shots ready for editing.

04

8 hours

WEEK FOUR

Editing & final production

Session 7: Edit in Premiere Pro, add text and balance the audio.

Session 8: Revise, adapt the formats, export and present your project.

Output: A 15-30-second video in 9:16 and 16:9.

 **8 practical sessions / 32 training hours / One project throughout**

03 / BUILD

Start your journey in content creation

Learn, practise and build a mini content campaign ready to present and publish.

15-30

seconds

9:16 / 16:9

Your final project

A promotional video lasting 15 to 30 seconds.
3 campaign visuals and publication captions.
A script, storyboard and reusable prompts.

Your tools during the programme

ChatGPT

Ideas, scripts and content planning.

Higgsfield AI

Image generation and video production.

Adobe Premiere Pro

Editing, text, sound and final export.

Code213 certificate of attendance after completing the programme and final project.



Register now

WhatsApp +213 770 32 84 80

hello@code213.tech / code213.tech

Scan to get in touch

Val d'Hydra, Algiers - Boulevard du 11 Decembre 1960
AXA Assurance building, 1st floor