

## **Module 1: Creating Titles and Thumbnails for Book Covers, TV Shows and Movie Posters**

**Duration:** 1.5 hours

**Price:** 400 MYR

**Description:** Learn to design impactful titles for book covers, tv shows and movie posters using advanced graphic design tools.

### **Agenda:**

- 1. Brainstorm Title Ideas with ChatGPT** (30 minutes)
  - Generate creative and engaging title concepts using ChatGPT.
  - Discuss how to choose the right words and style to fit the theme of the book or movie.
  - Practical Exercise: Create a list of potential titles for a given project.
- 2. Design with Adobe Illustrator** (30 minutes)
  - Introduction to Adobe Illustrator: Tools and interface.
  - Techniques for creating and refining titles using vector graphics.
  - Practical Exercise: Design a title using different fonts, styles, and effects.
- 3. Enhance Visuals with DALL-E 3** (20 minutes)
  - Overview of DALL-E 3 and its capabilities.
  - How to generate complementary images and graphics to support your title.
  - Practical Exercise: Create visuals that align with your title design.
- 4. Utilise Adobe Firefly** (10 minutes)
  - Apply finishing touches with Firefly's advanced features.
  - Tips for ensuring visual consistency and impact.

- **Practical Exercise:** Finalise the title design with additional effects and adjustments.

**Outcome:** Professional-quality titles for book covers and movie posters/tv shows that stand out.

## **Module 2: Logo Design and Branding**

**Duration:** 2 hours

**Price:** 400 MYR

Description: Master the art of logo design and branding to create strong visual identities for businesses.

### **Agenda:**

1. **Brainstorm Logo Concepts with ChatGPT** (30 minutes)
  - Generate unique and meaningful logo ideas using ChatGPT.
  - Discuss the importance of symbolism, colour, and typography in logos.
  - Practical Exercise: Develop a list of potential logo concepts for a hypothetical business.
2. **Design Logos in Adobe Illustrator** (50 minutes)
  - Introduction to Adobe Illustrator for logo design.
  - Techniques for creating scalable and versatile logos.
  - Practical Exercise: Design a logo from scratch, focusing on simplicity and recognizability.
3. **Generate Visual Elements with DALL-E 3** (20 minutes)
  - Use DALL-E 3 to create supporting graphics and brand elements.
  - Practical Exercise: Generate complementary visuals that can be integrated into the brand identity.
4. **Refine Designs with Adobe Firefly** (20 minutes)

- Apply finishing touches using Firefly's tools for final adjustments.
- Ensure consistency and professional quality in the final design.
- Practical Exercise: Finalise the logo and prepare it for various applications (e.g., business cards, website, merchandise).

**Outcome:** A distinctive and professional logo with a cohesive brand identity.

### **Module 3: Social Media Content Creation**

**Duration:** 2 hours

**Price:** 400 MYR

**Description:** Create engaging and effective social media content that can be repurposed across different platforms.

#### **Agenda:**

##### **1. Brainstorm Content Ideas with ChatGPT (30 minutes)**

- Develop long-form content ideas using ChatGPT.
- Discuss how to structure content for maximum impact.
- Practical Exercise: Create a detailed outline for a blog post.

##### **2. Write the Blog Post (40 minutes)**

- Tips for writing compelling and SEO-friendly blog posts.
- Practical Exercise: Write a blog post based on the outline.

##### **3. Repurpose Content for Social Media (30 minutes)**

- Techniques for breaking down long-form content into social media posts.
  - Practical Exercise: Create social media posts from the blog content for platforms like Facebook, Instagram, LinkedIn, and Twitter.
4. **Design Visuals with Adobe FireFly and DALL-E 3** (20 minutes)
- Use Adobe Spark and DALL-E 3 to create eye-catching visuals for social media.
  - Practical Exercise: Design graphics and images to accompany social media posts.

**Outcome:** A comprehensive piece of content that can be effectively used across multiple social media platforms.

**Module 4:** Crafting Business Radio Jingles

**Duration:** 1.5 hours

**Price:** 400 MYR

Description: Learn to create professional radio jingles that effectively promote your business.

**Agenda:**

1. **Brainstorm with ChatGPT** (30 minutes)
  - Generate creative jingle ideas and themes using ChatGPT.
  - Discuss the elements of a successful jingle (e.g., melody, rhythm, message).
  - Practical Exercise: Develop a script and theme for a sample jingle.
2. **Compose and Produce in Udio** (50 minutes)
  - Introduction to Udio: Tools and interface.

- Techniques for composing and producing jingles, including adding music and effects.
  - Practical Exercise: Create a jingle, record vocals, and mix with background music.
3. **Design Visuals with DALL-E 3** (10 minutes)
- Create images for promoting the jingle online using DALL-E 3.
  - Practical Exercise: Design promotional visuals that align with the jingle.

**Outcome:** A complete, catchy radio jingle ready for broadcast and online promotion.

## **Module 5: AI-Powered Video Content Creation**

**Duration:** 2 hours

**Price:** 400 MYR

**Description:** Produce engaging video content using AI tools.

### **Agenda:**

1. **Brainstorm Video Concepts with ChatGPT** (30 minutes)
  - Develop ideas for video topics and scripts using ChatGPT.
  - Discuss storytelling techniques and video structure.
  - Practical Exercise: Create a script and storyboard for a sample video.
2. **Generate Thumbnails with AI** (20 minutes)
  - Create compelling video thumbnails using AI tools.
  - Practical Exercise: Design a thumbnail that captures the essence of the video content.
3. **Create Visuals with Stable Diffusion** (40 minutes)

- Enhance your video with AI-generated images and graphics using Stable Diffusion.
  - Practical Exercise: Integrate generated visuals into the video.
4. **Add Stock Music from Motion Array** (30 minutes)
- Integrate high-quality stock music to elevate the video's audio quality.
  - Practical Exercise: Select and add appropriate background music to the video.

**Outcome:** A polished video ready for social media, YouTube, or your website.

## **Module 6: Custom GPTs for Business FAQs**

**Duration:** 2 hours

**Price:** 400 MYR

**Description:** Build custom GPT models tailored to answer frequently asked questions specific to different businesses.

### **Agenda:**

1. **Brainstorm FAQs with ChatGPT** (30 minutes)
  - Identify common questions and answers using ChatGPT.
  - Discuss how to structure and categorize FAQs.
  - Practical Exercise: Develop a list of FAQs for a hypothetical business.
2. **Set Up Custom GPT Models** (50 minutes)
  - Develop and train GPT models to handle specific queries.
  - Introduction to tools and platforms for training custom GPTs.

- Practical Exercise: Train a custom GPT model with the generated FAQs.
3. **Integrate with Websites** (20 minutes)
    - Embed GPT-based chatbots into business websites.
    - Practical Exercise: Implement a chatbot on a sample website.
  4. **Optimise Responses** (20 minutes)
    - Continuously improve the accuracy and relevance of responses.
    - Techniques for monitoring and refining chatbot performance.
    - Practical Exercise: Test and optimise the chatbot's responses.

**Outcome:** An AI-driven FAQ system that enhances customer support and engagement.

## **Module 7: Simple Landing Pages with Hostinger and AI Builder**

**Duration:** 1.5 hours

**Price:** 300 MYR

**Description:** Learn to create effective and attractive landing pages using Hostinger's AI builder.

### **Agenda:**

1. **Brainstorm with ChatGPT** (30 minutes)
  - Generate ideas and content for your landing page using ChatGPT.
  - Discuss the elements of a successful landing page (e.g., headline, call-to-action).

- Practical Exercise: Develop a content outline for a landing page.
2. **Introduction to Hostinger AI Builder** (20 minutes)
    - Overview of Hostinger's AI builder features and capabilities.
    - Practical Exercise: Familiarise yourself with the AI builder interface.
  3. **Step-by-Step Build** (30 minutes)
    - Create a simple landing page using Hostinger.
    - Practical Exercise: Build a landing page following a guided tutorial.
  4. **Design Tips and Best Practices** (10 minutes)
    - Enhance your landing page's design and functionality.
    - Practical Exercise: Apply design improvements and finalise the landing page.

**Outcome:** A professionally designed landing page ready to attract visitors and capture leads.

## **Module 8: Conversion Optimization for eCommerce and Websites**

**Duration:** 2 hours

**Price:** 400 MYR

**Description:** Improve your current website or eCommerce store by analysing and implementing UX best practices.

### **Agenda:**

1. **Analyse Current Site with UX Tools** (1 hour)

- Introduction to Analysis Tools:
  - Google Analytics: Understanding user behaviour, traffic sources, and conversion rates.
  - Ahrefs: Analysing backlink profiles and organic search traffic.
  - Check SSL: Ensuring your site is secure with SSL certificates.
  - Google PageSpeed Insights: Assessing and improving page load times.
  - Ubersuggest: Keyword research and site audit tools.
  - SimilarWeb: Competitor analysis and traffic insights.
  - WebPageTest: Detailed performance metrics and optimization suggestions.
  - Pingdom: Monitoring site speed and uptime.
- **Practical Exercise:** Perform a comprehensive analysis of a sample website using the above tools. Document findings and identify areas for improvement.

## 2. **Identify Conversion Barriers** (20 minutes)

- Discuss Common UX Issues:
  - Navigation problems, unclear CTAs, and poor mobile responsiveness.
  - Issues related to content readability, trust signals, and loading times.
- **Practical Exercise:** Identify and document conversion barriers on a sample site. Propose specific solutions to address these issues.

## 3. **Competitor Analysis (20 minutes)**

- Skyscraper Technique:
  - Learn how to use the skyscraper technique to improve your content and outperform competitors.
  - Analyse competitors' strengths and weaknesses, and identify opportunities for improvement.

- Practical Exercise: Conduct a competitor analysis for a sample website. Identify key takeaways and develop an action plan for enhancements.

#### 4. Implement UX Improvements (20 minutes)

- Best Practices for UX Design:
  - Simplifying navigation, optimising page layouts, and enhancing visual appeal.
  - Improving content quality, adding trust signals, and ensuring mobile-friendliness.
- **Practical Exercise:** Apply design and content improvements to the sample website based on the analysis and identified barriers.

#### 5. A/B Testing (10 minutes)

- Introduction to A/B Testing:
  - Learn the basics of A/B testing and how it can help optimise conversion rates.
  - Tools and techniques for setting up and running A/B tests.
- **Practical Exercise:** Plan an A/B test for one of the identified barriers on the sample website. Discuss how to measure and analyse the results.

**Outcome:** Enhanced user experience and improved conversion rates for your website or eCommerce store.

### Module 9: Pitch Deck Creation and Redesign

**Duration:** 2 hours

**Price:** 400 MYR

**Description:** Learn to create compelling pitch decks from scratch or redesign existing ones to better attract investors and stakeholders.

## Agenda:

### Part A: Creating a New Pitch Deck

1. **Brainstorm and Outline with ChatGPT** (30 minutes)
  - Conceptualise the Pitch:
    - Use ChatGPT to brainstorm ideas and structure the pitch.
    - Identify key messages, value propositions, and target audience needs.
  - **Practical Exercise:** Create an outline for a new pitch deck based on your business goals.
2. **Designing the Pitch Deck** (50 minutes)
  - Visual Design Principles:
    - Learn about effective design principles for pitch decks.
    - Use tools like PowerPoint, Keynote, or Canva to create visually appealing slides.
  - Design a sample pitch deck, incorporating best practices in layout, colour schemes, and typography.

### Part B: Redesigning an Existing Pitch Deck

3. **Analysing the Current Pitch Deck with ChatGPT** (30 minutes)
  - **Identify Weaknesses and Strengths:**
    - Use ChatGPT to evaluate the current pitch deck.
    - Identify areas for improvement, such as clarity, visual appeal, and content relevance.

- **Practical Exercise:** Perform a critical analysis of an existing pitch deck.

#### 4. **Implementing Improvements and Redesign** (40 minutes)

- Redesign Strategies:
  - Apply improvements based on the analysis.
  - Enhance visual elements, streamline content, and incorporate new insights.
- **Practical Exercise:** Redesign the pitch deck, focusing on making it more engaging and persuasive.

**Outcome:** A professional and compelling pitch deck, either newly created or effectively redesigned, that clearly communicates your business value and attracts investor interest.

## **Elevator Pitch**

Are you looking to elevate your small business's digital marketing, UX design, and web development without the high costs of outsourcing? Join our workshops, starting at just 300 MYR, and learn from an industry expert how to master SEO, create compelling content, design impactful visuals, and build and optimise websites. Why spend thousands on agencies or hire a junior with a steep learning curve when you can gain these skills yourself? Our comprehensive workshops offer practical, hands-on training that will save you time and money, providing the tools you need to boost your online and offline presence and drive business growth.

I bring real-world experience to these courses, having honed my skills working with renowned organisations such as the Discovery Channel, where I developed engaging graphics and visual content. I've built numerous websites, helping businesses improve their online presence and conversion rates. You can see examples of my work and successes in my portfolio at [www.uxfol.io/kriszward](http://www.uxfol.io/kriszward). Invest in your success and take control of your digital strategy today!"

### **Unique Selling Proposition (USP)**

"Compared to the cost and learning curve of hiring a junior employee or outsourcing to expensive agencies, our workshops empower you to bring these essential skills in-house. This investment not only saves money but also enhances your ability to respond swiftly to market changes, ensuring sustained growth and competitiveness."