



Syllabus of Value Added Course

Certificate Course in AI in media Production

COURSE CODE: CCTIED	L:2	T/P:0	CREDITS: 2	TOTAL MARKS:100
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Course Overview:

Artificial Intelligence (AI) is revolutionizing media production by enhancing creativity, efficiency, and personalization. It streamlines tasks like video editing, scriptwriting, and sound design, allowing creators to produce high-quality content faster. AI tools can generate visuals, automate subtitles, and suggest edits, saving time and resources. In journalism, AI aids in data analysis and real-time reporting. It also personalizes content delivery based on user preferences, boosting engagement. From film to newsrooms, AI empowers creators with innovative tools, transforming traditional workflows and expanding storytelling possibilities across platforms. Its growing role signals a dynamic shift in how media is produced and consumed.

Course Outcomes:

1. Students will gain foundational knowledge of how Artificial Intelligence is transforming various aspects of media production, including content creation, editing, and distribution.
2. Students will gain hands-on experience in using AI-powered tools and software for tasks such as video editing, scriptwriting, voice synthesis, and visual effects.
3. Students will gain hands-on experience in using AI-powered tools and software for tasks such as video editing, scriptwriting, voice synthesis, and visual effects.
4. Students will gain the skills to plan and produce media projects using AI, demonstrating creative and technical proficiency in integrating AI tools into their production processes.
5. Students will gain teamwork and project management skills through collaborative assignments that simulate real-world, AI-enhanced media production scenarios.

Module 1

Introduction to AI in Media (5 hrs)

Module 2

- AI in Content Creation (5 hrs)

Module 3

- AI in Post-Production and Editing (5 hrs)

Module 4

- AI in Audience Analysis and Personalization (5 hrs)

Module 5

- Ethical Considerations and Future Trends (5 hrs)

Module 6

- Ethical Concerns and Future Prospects (5 hrs)

Examination Scheme:

Components	Marks	Grading Marks
Quiz Tests/Class Assignments/ Home Assignments	40	4
Seminar/ Class Presentations/ Class Performance	30	3
Viva-voce	30	3
Total	100	10

References:

1. McStay, A. (2018). *Emotional AI: The rise of empathic media*. SAGE Publications.
2. Sundar, S. S., & Marathe, S. S. (2010). *Personalization vs. customization: The importance of agency, privacy, and power usage in interactive media*. *Human Communication Research*, 36(3), 298–322.
3. Davenport, T. H., & Ronanki, R. (2018). *Artificial intelligence for the real world*. *Harvard Business Review*, 96(1), 108–116.
4. Jin, D. Y. (2021). *Artificial Intelligence in Cultural Production: Critical Perspectives on Digital Platforms*. Palgrave Macmillan.
5. Adobe. (2023). *AI and Machine Learning in Creative Cloud*. Retrieved from: <https://www.adobe.com/sensei.html>
6. Future Today Institute. (2023). *Tech Trends Report: Media and Entertainment*. Retrieved from: <https://futuretodayinstitute.com/>

7. Knight, W. (2019). *The AI tools that are transforming media production*. MIT Technology Review. Retrieved from: <https://www.technologyreview.com>