

AICADEMY · Course 2 · Free

Generative AI Essentials.

*Text, images, audio, video, and code, and how
to choose a tool*

With the AICADEMY Team

6 lessons · About 45 minutes · Certificate of completion

*You'll make a real flyer
with AI today.*

Independent course. Not affiliated with any AI company. · Content checked Oct 2026

How this course works

Same rhythm as Course 1

Watch

Six short lessons. Pause and rewind whenever you like.

Make

A real one-page flyer, with text and a picture made using AI.

Quiz

Ten questions. Score 8 or more to pass. Retake as often as you need.

Certificate

Ready the moment you pass, with a link anyone can verify.

You need A free ChatGPT account and a free Claude account. The free plans are enough for everything here.

By the end of this course

Five things you'll be able to do

1 Name the five kinds of generative AI
Text, images, audio, video, and code, and what each is for

2 Use a chat assistant well
Follow-ups, context, and when to start a new chat

3 Ask for a good picture
Subject, style, setting, mood, and format

4 Use voices and faces responsibly
Consent first, and label what AI made

5 Choose a tool wisely
Free or paid, privacy settings, and five questions to ask

LESSON 1 OF 6

What *generative* means

Some AI sorts things. Generative AI makes things.

Same learning, different job

AI that sorts or predicts

It looks at something and gives a label or a number.

Spam or not spam? Which route is fastest? Is this a cat?

Generative AI

It makes something new that didn't exist a moment ago.

Write a birthday message. Draw a cat in a raincoat. Read this text aloud.

A food critic sorts dishes. A chef makes new ones. Both learned from tasting.

What it can make today

Text

Emails, essays, summaries, translations, and chat answers

Images

Pictures, illustrations, logos to start from, and photo edits

Audio

Natural voices, transcripts, and music

Video

Short clips from a description, and edits to existing video

Code

Programs, websites, and fixes, explained in plain words

Mixed

Many tools now combine these: a chat that also draws or speaks

How it makes something new

Patterns in, new combinations out

It learned patterns

From millions of examples: how sentences flow, what a sunset looks like, how a voice rises at a question.

It combines them

Your request picks which patterns to mix. A cat, plus a raincoat, plus watercolor style.

Usually new, not copied

It builds a fresh result each time. But it can still end up close to work it learned from.

Remember

Like Course 1: it predicts what fits, so check facts in text and details in pictures. Copyright gets its own lesson in Course 4.

LESSON 2 OF 6

Text: *chat assistants*

The tool you'll use most, and how to get more from it.

What chat assistants do well

Five everyday jobs

1

Write

A first draft of an email, a post, a speech, or a story

2

Summarize

The key points of a long article, a report, or your own notes

3

Explain

A hard idea in simpler words, with an example or a comparison

4

Translate

Between languages, and between formal and casual

5

Rewrite

Shorter, friendlier, clearer, or in a different format, like a table

A chat remembers, until it doesn't

How context works

Same chat

It remembers what you said earlier, so you can say "make it shorter" without repeating everything.

New chat

Starts fresh. It doesn't see your other chats, unless the tool has a memory feature that's turned on.

Very long chat

There's a limit. Early details can fade, and answers can drift.

Tip One topic per chat. When answers get muddled, start a new chat with a short summary of what you need.

Follow-ups make it better

One request, three small nudges

Write a short flyer text for a community book swap.

"Bring a book, take a book! Join our Community Book Swap and discover your next great read..."

Make it friendlier and shorter. Add: Saturday, 10 AM, City Library garden. Free entry.

Give me three options for the headline.

Don't start over. Nudge.

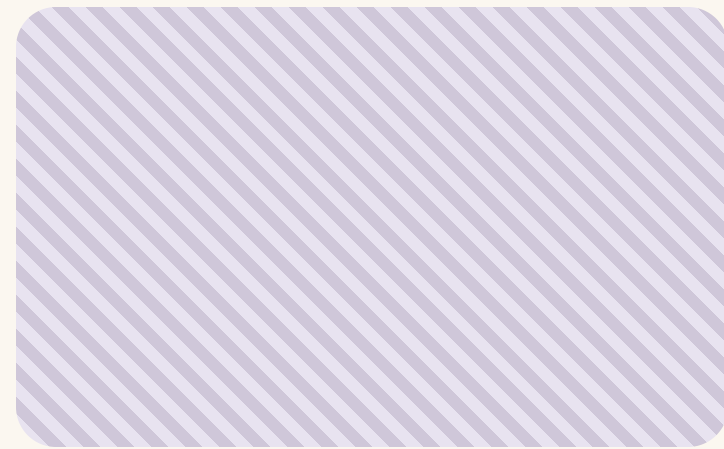
LESSON 3 OF 6

Images and *design*

Describe a picture in words, and watch it appear.

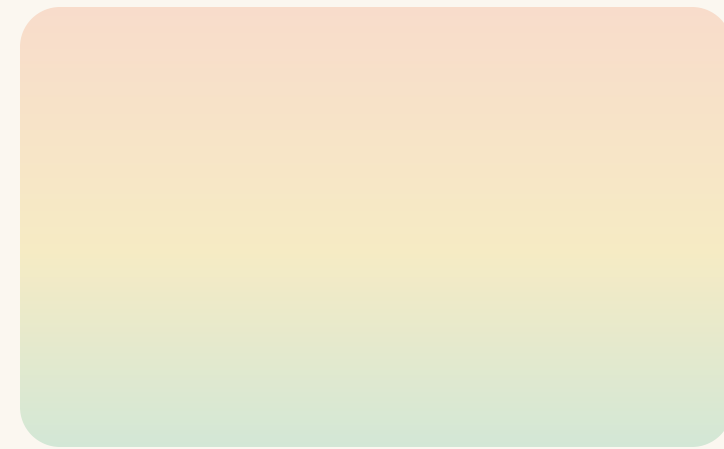
How image generators work

From noise to picture, step by step



Noise

Starts as random speckles



Shapes

Rough colors and layout appear



Details

Edges and shapes sharpen



Picture

A finished image

Guided by words At every step, your description steers what the picture becomes. Change a word, get a different picture.

Describe it well

Five parts of a good picture request

Part	Ask yourself	Example
Subject	What's in the picture?	A stack of colorful books on a garden table
Style	Photo, watercolor, cartoon, flat illustration?	Bright flat illustration
Setting	Where, and when?	A sunny park, morning light
Mood	How should it feel?	Warm and welcoming
Format	What shape, and where will it go?	Portrait, for the top half of a flyer, no text

Weak vs strong

"books picture" → "A bright flat illustration of colorful books on a garden table in morning light, warm and welcoming, portrait, no text."

Check before you use it

Image tools still make these mistakes

Hands and small details

Extra fingers, odd ears, or objects melting into each other

Text in pictures

Letters can come out misspelled or jumbled. Add important words yourself.

Looks too real

A realistic photo of a real place or person can mislead people. Label it as AI-made.

Edit with words Most tools let you fix things by asking: "Remove the extra cup", "make the sky bluer", "wider, for a banner".

LESSON 4 OF 6

Audio and *video*

Powerful tools, and the people behind every voice and face.

What's possible now

Four kinds of audio and video tools

Text to speech

Natural voices that read your words aloud, like the narrator of this course.

Transcription

Turns a recording into text: meeting notes, lecture notes, captions.

Music and sound

Background music or sound effects from a short description.

Short video

Clips of a few seconds from a description, or edits to your own video.

Honest use This course is narrated by an AI voice reading a script we wrote, and we tell you so. That's the habit to copy.

Voices and faces belong to people

Consent comes first

Ask first

Never copy someone's voice or face without clear permission.

Label it

Say when a voice, photo, or video was made or changed with AI.

No fakes of real people

Don't make a real person appear to say or do something they didn't.

Follow the rules

Tools, schools, and workplaces have rules. Many ban this outright.

If you wouldn't want it done with your face, don't do it with theirs.

LESSON 5 OF 6

AI that writes *code*

You don't need to be a programmer to use it.

Three things anyone can try

Explain

"What does this code do? Explain it like I'm new." Paste a few lines, get plain words.

Make

"Make a simple web page that counts down to Saturday." Many chat tools can show it working right in the chat.

Fix

"I got this error message. What does it mean, and how do I fix it?"

Same rules Code can look right and still be wrong. Test it, and never paste passwords or private keys into a chat.

An AI that works inside your project folder

```
> Add a "student discount" line to the café menu page
● Reading menu.html and cart.js...
● Plan: add a 10% discount line under the total
Edit cart.js?  } Yes   No
✓ Done. Test passed. Ready for you to review.
```

Reads

It looks through the files in your project to understand them.

Acts

It edits files and runs commands, asking your permission first.

Checks

It runs tests, so you can see that the change works.

LESSON 6 OF 6

Choosing a *tool*

Free or paid, and what to check before you sign up.

Free or paid?

Start free. Upgrade only for a reason.

	Free plans	Paid plans
Daily use	Limited. You may hit a cap and wait	Much more use per day
Images	Fewer, and slower	More, and faster
Models	Good, sometimes not the newest	Usually the strongest models
Extras	The basics	Bigger files, more features, longer chats
Cost	Nothing	A monthly fee, often with a yearly discount

Rule of thumb Use the free plan until you hit the same limit again and again. Then you know what you'd be paying for.

Two minutes that are worth it

ChatGPT

Settings › **Data controls**. Look for the switch about using your chats to improve the model.

Claude

Settings › **Privacy**. Look for the switch about using your chats to improve the models.

Your choice On or off is up to you. Just choose on purpose.

Either way

Don't paste passwords, ID numbers, or other people's private details.

Menu names change over time. If you can't find it, search the tool's help pages for "privacy settings".

Before you sign up

Five questions for any AI tool

1

What does it cost, now and later?

Free trials can turn into monthly charges. Check before you add a card.

2

What happens to my data?

Is it used for training? Can I switch that off?

3

Can I delete my chats and account?

A good tool makes this easy to find.

4

Who is it for?

Check the minimum age and the terms. Some tools are 18 and over.

5

Who made it?

A known company with a clear privacy policy, or an unknown app asking for lots of permissions?

Your activity · about 15 minutes

Make a one-page event flyer

1

Words, with Claude or ChatGPT

Ask for flyer text for a community book swap: Saturday, 10 AM, City Library garden, free entry. Nudge it twice.

2

A picture, with ChatGPT

Write a five-part image request: subject, style, setting, mood, format. Portrait, no text.

3

Put it together

Ask Claude to lay out a one-page flyer with your text, or use any editor you like. Add the picture.

4

Check and submit

Check the date, time, and spelling. Add "Image made with AI". Submit a screenshot.

Quiz and certificate

Ten questions. Eight to pass.

The quiz

Ten multiple-choice questions on all six lessons. About ten minutes.

Pass mark

Score 8 or more. Missed it? Review the lesson, wait ten minutes, and try again.

Your certificate

Ready the moment you pass, with your name, the date, and a link anyone can verify.

Starter Path

Two of four done after this one. Finish all four free courses for the Starter Path certificate, plus 20% off the Claude Code course.

Cheat card · screenshot this

Generative AI on one card

Generative Makes new things, instead of sorting them

Chat One topic per chat. Nudge with follow-ups

Check images Hands, text, and anything that looks too real

Code Explain, make, fix. Then test it

Five kinds Text · images · audio · video · code

Pictures Subject · style · setting · mood · format

Voices, faces Consent first. Label what AI made

Choosing Start free. Check privacy. Ask five questions

Next · Course 3

Prompting Fundamentals

Vague in, vague out

See weak and strong requests side by side

Four parts

What, where, limits, and done when

Fix a weak answer

Follow-ups, and when to start fresh

Reusable prompts

Save the ones that work

Continue to Course 3

Get great answers on the first or second try.