BLACKBIRD FOR TRAINING

# Excellence in Digital Media and Graphic Design Using Artificial Intelligence

1 – 12 November 2027
Amsterdam (Netherlands)



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## Introduction

Designers, content producers and communication teams are now expected to deliver more visual assets, in more formats, on shorter deadlines than ever before. Generative tools have changed how images are edited, how layouts are drafted and how short videos are cut, but they have not changed what makes a design work: hierarchy, typography, colour, composition and a clear message. The Excellence in Digital Media and Graphic Design Using Artificial Intelligence course is built around that balance.

This is a hands-on production course. Rather than focusing on strategy or brand governance, it concentrates on the daily craft of making digital media: retouching and extending photographs with generative fill, removing and replacing backgrounds, upscaling low-resolution files, creating vector illustrations and icon sets, resizing one design into a full set of social and web formats, producing short-form video with automatic captions, and turning data into clear infographics.

Across ten studio days, each session pairs a core design principle with the machine-assisted techniques that speed it up, followed by an exercise in which participants build real assets. By the final day, every participant assembles a complete multi-format media kit and a documented, repeatable production workflow with quality checks, accessibility rules and licensing safeguards they can apply immediately in their own organisation.

## Course Objectives

By the end of this course, participants will be able to:

- Apply the core principles of visual hierarchy, grid systems, typography and colour theory to every digital asset.
- Write precise, reusable image prompts and refine outputs through iteration, seeds, references and style locking.
- Retouch, extend, clean up and upscale photographs using generative fill, inpainting and outpainting.
- Create vector illustrations, icon sets and patterns with generative assistance and finish them by hand.
- Produce consistent social media carousels, banners, thumbnails and web graphics in every required aspect ratio.
- Edit short-form video with automatic transcription, captioning, reframing and audio clean-up.
- Turn figures and reports into readable infographics, charts and presentation visuals.
- Build templates and batch workflows that cut repetitive production time.
- Check every output for accessibility, file optimisation, image rights and responsible disclosure.



# Course Outlines

## Day 1: Design Fundamentals for Screen-Based Media

- Visual hierarchy, alignment, contrast and white space on screens of every size.
- Grid systems and responsive layouts for feeds, stories, websites and email.
- Gestalt principles and how the eye scans a digital layout.
- Where generative tools help and where the designer's judgement must lead.
- Setting up a machine-assisted studio: tools, file structure and working habits.
- Studio exercise: critiquing and redesigning a weak social post using layout principles.

## Day 2: Typography, Colour and Accessible Visual Systems

- Typeface selection, pairing and readability on small screens.
- Variable fonts, type scales and spacing rhythm.
- Colour theory, harmony models and building palettes with generative suggestions.
- Accessible contrast ratios and designing for colour-vision differences.
- Turning type and colour decisions into a simple style sheet.
- Studio exercise: building a type and colour system for a campaign.

## Day 3: Prompt Craft and Image Generation

- Anatomy of an effective image prompt: subject, style, lighting, lens, composition and exclusions.
- Using reference images, seeds and style settings to keep a series visually consistent.
- Comparing output quality across generation models and choosing the right one.
- Building a personal prompt library with reusable templates.
- Recognising and correcting common generation artefacts.
- Studio exercise: generating a consistent five-image visual series.

## Day 4: Photo Editing, Retouching and Enhancement

- Generative fill, inpainting and outpainting for extending and repairing photographs.
- Background removal, object clean-up and compositing.
- Relighting, colour matching and tonal correction.
- Upscaling and sharpening low-resolution files for print and large displays.
- Non-destructive editing with layers, masks and adjustment stacks.
- Studio exercise: producing a campaign hero image from a rough photograph.



## Day 5: Illustration, Icons and Vector Graphics

- Generating illustration concepts and converting them to clean vectors.
- Designing consistent icon families and pictograms.
- Patterns, textures and decorative elements for digital layouts.
- Recolouring and restyling vector artwork in bulk.
- Preparing files for web, print and animation.
- Studio exercise: creating a twelve-icon set with matching spot illustrations.

## Day 6: Multi-Format Content for Social Media and Web

- Platform specifications: aspect ratios, safe zones and file size limits.
- Designing carousels, story frames, banners, thumbnails and email headers as one family.
- Automatic resizing and smart reframing of one master design into many formats.
- Web graphics: hero banners, section images and lightweight export formats.
- Planning a visual content calendar around recurring formats.
- Studio exercise: building a ten-piece social media set from a single brief.

## Day 7: Copy, Layout Automation and Reusable Templates

- Drafting headlines, captions and copy variations with language models, then editing for tone.
- Generating layout variations and selecting the strongest composition.
- Reusable templates, components and locked style elements for teams.
- Data-driven design: filling templates automatically from spreadsheets.
- Batch exporting and naming files at scale.
- Studio exercise: turning one design into a template that generates twenty variations.

## Day 8: Short-Form Video Production and Editing

- Planning short videos: hook, pacing, storyboard and vertical framing.
- Text-based editing, automatic transcription, captions and subtitle styling.
- Audio clean-up, voice enhancement and royalty-free music selection.
- Smart reframing of horizontal footage for vertical platforms.
- Image-to-video clips and generated b-roll.
- Studio exercise: producing a captioned thirty-second reel.

## Day 9: Motion Graphics, Infographics and Presentation Visuals

- Simple motion techniques: animated text, transitions and looping graphics.
- Turning data into clear charts, icons and infographic layouts.
- Choosing the right chart for the message and avoiding misleading visuals.
- Designing presentation slides and report covers that hold attention.
- Animating an infographic for social media.
- Studio exercise: producing a one-page infographic and its animated version.



### Day 10: Production Workflow, Quality Control, Rights and Capstone

- Mapping an end-to-end production pipeline from brief to published asset.
- Version control, asset libraries and approval steps.
- Quality checklists: accessibility, alt text, file compression and export settings.
- Image rights, licensing of generated content, likeness and disclosure practices.
- Measuring output: turnaround time, reuse rate and engagement feedback loops.
- Capstone: presenting a complete multi-format media kit with its documented workflow.

## Why Attend this Course: Wins & Losses!

- Produce professional visual assets faster without sacrificing design quality.
- Master practical photo editing, generation and enhancement techniques.
- Create illustrations and icon sets that match your visual style.
- Deliver consistent content across every social, web and video format.
- Build templates and batch workflows that remove repetitive work.
- Communicate data clearly through infographics and presentation visuals.
- Reduce legal and reputational risk around image rights and disclosure.
- Leave with a finished media kit and a production workflow ready to use.

## Conclusion

Generative tools reward designers who already understand the fundamentals and who know how to direct, correct and finish machine-produced drafts. This BlackBird Training course gives participants both sides of that skill set: the timeless principles of layout, type and colour, and the practical studio techniques that multiply their daily output.

**Participants leave with a portfolio of finished assets, a reusable template library and a repeatable production workflow, ready to raise the quality, speed and consistency of their organisation's digital media from the first week back at work.**

## FAQ

### Who should attend this course?

Graphic designers, content creators, social media and communication officers, marketing coordinators, multimedia producers and anyone responsible for producing visual content for digital channels.

### Do I need previous design experience?

Basic familiarity with any design or editing application is helpful. The first two days review core design principles, then the course moves into practical production work.



## How is this course different from a branding or digital strategy course?

It focuses on the hands-on production of assets: editing images, drawing icons and illustrations, building multi-format content, cutting short videos, designing infographics and running an efficient studio workflow, rather than on brand strategy or leading digital transformation.

## What will I have at the end of the two weeks?

A complete multi-format media kit created during the studio exercises, a set of reusable templates, a prompt library, an icon set and a documented production workflow with quality and rights checklists.

