BLACKBIRD FOR TRAINING

Excellence in Digital Media and Graphic Design Using Artificial Intelligence: Essentials

18 – 22 January 2027
Amsterdam (Netherlands)



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Introduction

In many organisations, the people who produce posters, social posts, newsletters and slide decks are not trained designers. Communication officers, marketing coordinators, public relations staff, executive assistants and team leaders are regularly asked to "make something that looks professional" by tomorrow. Today's AI-powered tools make that realistic, but only for people who know what good looks like and how to ask the software for it.

The Excellence in Digital Media and Graphic Design Using Artificial Intelligence: Essentials course is a one-week, beginner-friendly programme for these everyday creators. It starts with a handful of simple visual rules anyone can learn, then shows participants how to use conversational assistants, browser-based editors and template platforms to produce polished images, posts, flyers, presentations and short clips in minutes rather than hours.

No previous design training is required. Every session is built around realistic office tasks, such as announcing an event, summarising a report visually or preparing a leadership presentation, so participants go home with ready-made pieces, personal templates and the confidence to keep improving on their own.

Course Objectives

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

- Use four simple visual rules, contrast, repetition, alignment and proximity, to make any layout look professional.
- Describe the image they need in plain language and guide an AI assistant to a usable result.
- Fix everyday photo problems such as poor lighting, cluttered backgrounds and wrong sizes in a few clicks.
- Build social posts, flyers, invitations and one-page summaries from smart templates.
- Turn an outline or document into a clean, well-structured slide presentation.
- Record and trim short videos on a phone and add automatic subtitles.
- Present simple numbers as clear charts and mini infographics.
- Respect brand guidelines, copyright and accessibility when publishing visual content.



Course Outlines

Day 1: Visual Communication Basics for Non-Designers

- Why some visuals grab attention and others get ignored.
- The four everyday rules: contrast, repetition, alignment and proximity.
- Choosing fonts and colours safely, and working within a brand guide.
- Tour of beginner-friendly AI design assistants and what each is best at.
- Setting up a personal toolkit and folder system for visual work.
- Practice: giving an ordinary office notice a professional makeover.

Day 2: Making and Improving Pictures with AI

- Writing a clear picture request in everyday words.
- Adjusting results: asking for changes, trying alternatives and keeping a consistent look.
- One-click fixes: brightening, cropping, straightening and erasing unwanted objects.
- Cutting out people and products and placing them on clean backgrounds.
- Deciding between stock photos, your own photos and generated pictures.
- Practice: preparing a set of images for an internal campaign.

Day 3: Posts, Flyers, Invitations and Presentations

- Working with smart templates and brand kits on design platforms.
- Instant resizing of one design for different social channels and print.
- Letting AI draft headlines and short texts, then editing them to sound human.
- Turning an outline or report into a structured slide deck.
- Slide clarity: one message per slide, readable text and strong visuals.
- Practice: producing an event invitation, a matching post and a five-slide briefing.

Day 4: Quick Video and Simple Visual Data

- Filming usable video with a phone: light, sound and steady framing.
- Trimming clips, adding music and generating subtitles automatically.
- Turning photos and text into short animated stories.
- Picking the right simple chart and removing clutter from it.
- Building a one-page visual summary of a report.
- Practice: creating a thirty-second update video and a mini infographic.



Day 5: Publishing Responsibly and Working Faster

- Checking every piece against the brand guide before it goes out.
- Copyright basics for images, music, fonts and AI-generated content.
- Accessibility essentials: readable colours, alt text and captions.
- Saving personal templates and checklists to speed up future work.
- Knowing when to hand a job to a professional designer.
- Showcase: presenting a personal portfolio of the week's work.

Why Attend this Course: Wins & Losses!

- Produce professional-looking visuals without formal design training.
- Save hours each week on posts, flyers and presentations.
- Reduce dependence on busy design teams for everyday requests.
- Keep all visual materials consistent with the organisation's brand.
- Avoid common copyright and accessibility mistakes.
- Leave with ready-to-use templates and finished pieces.

Conclusion

Good visual communication is no longer reserved for specialists. With a few core principles and the right AI assistants, any professional can create material that is clear, attractive and on brand. This BlackBird Training programme gives everyday creators exactly that combination in a single practical week.

Participants return to work with a personal toolkit, a library of templates and a portfolio of finished pieces, ready to handle routine visual requests quickly and confidently.

FAQ

Who is this course for?

Communication, marketing and public relations staff, executive assistants, coordinators, trainers, team leaders and anyone who regularly creates visual content without being a trained designer.

Do I need any design software experience?

No. The course uses beginner-friendly, browser-based tools and starts from the basics.

How does this differ from the 2-week programme?

This one-week Essentials course is designed for non-designers and focuses on everyday office content. The two-week programme is aimed at designers and content producers and goes much deeper into professional production techniques.



What will I take away?

A set of finished posts, flyers, a short presentation, a short video and a mini infographic, plus personal templates and checklists.

