

Dive into the future of content creation. Harness the power of AI to elevate the creative skills

CONTENT CREATION USING AI



PG DEPARTMENT
OF ENGLISH

INTRODUCTION

Understand the basics of writing, story telling and visual communication.

Explore various AI platforms that can help you brainstorm ideas and enhance your content.



Visual Content Creation

WHAT YOU WILL LEARN

SEO BASICS

Understand how to optimize your content for search engines to reach a wider audience .

ETHICS IN AI

Discuss the ethical considerations of using AI in creative work

WRITING WITH AI

Learn how to use AI to improve your writing process from drafting to editing.

COURSE OVERVIEW

Course will guide you through fundamentals of content creation while incorporating AI tools & techniques



CONTENT WRITING SYLLABUS FIRST BA ENGLISH LITERATURE

Content writing and creation tailored for first-year English Literature students, integrating the use of Chat GPT for various activities and guidance.

This course covers various aspects of content writing and creation, including copywriting, SEO, blogging, visual content, and social media. The use of Chat GPT can enhance activities such as crafting persuasive copy and brainstorming content ideas. Adjust the specifics to align with your students' needs and the course's objectives.

Week 1: Introduction to Content Writing (4 hours)

Day 1 (2 hours)

- Course Introduction, Objectives, and Expectations
- Understanding the Role of Content in Advertising

Day 2 (2 hours)

Types of Content: Text, Visual, Video, and Interactive

Content Writing vs. Copywriting: Key Differences

Week 2: Crafting Compelling Copy (4 hours)

Day 3 (2 hours)

Elements of Effective Copy: Headlines, Hooks, and Calls to Action

Workshop: Writing Attention-Grabbing Headlines

Day 4 (2 hours)

Psychology of Persuasion in Copywriting or Elements of Creative Writing: Character development and setting.

Crafting Persuasive Copy with Chat GPT

Week 3: SEO and Content Optimization (4 hours)

Day 5 (2 hours)

Introduction to SEO (Search Engine Optimization)

Writing SEO-Friendly Content with Keyword Research

Day 6 (2 hours)

On-Page SEO: Meta descriptions, alt tags, and more

Optimizing Content for SEO (Workshop)

Week 4: Blog Writing and Article Creation (4 hours)

Day 7 (2 hours)

Structure and Formatting of Blog Posts

Writing Engaging Blog Posts

Day 8 (2 hours)

Research Techniques for In-Depth Articles

Crafting Informative and Shareable Articles

Week 5: Visual Content and Graphics (4 hours)

Day 9 (2 hours)

09:00 AM - 10:30 AM: Importance of Visual Content in content creation

10:45 AM - 12:00 PM: Creating Graphics and Visual Content

Day 10 (2 hours)

09:00 AM - 10:30 AM: Tools for Designing Visual Content

10:45 AM - 12:00 PM: Incorporating Visuals in Text-Based Content

Week 7: Content Promotion and Distribution (4 hours)

Day 11 (2 hours)

Content Distribution Strategies: Owned, Earned, and Paid

Email Marketing and Newsletter Content

Day 12 (2 hours)

Influencer Marketing and Collaborations

Measuring Content Performance and ROI

Week 8: Final Projects and Course Conclusion (2 hours)

Day 12 (2 hours)

Student Presentations: Showcasing Content Creation Projects

Course Reflection, Feedback, and Certificates

COURSE CODE- CPCC58

Certificate Course Completion Report: Content Creation Using AI and ChatGPT

Introduction: From February 2024 to March 2024, PG Department of English successfully completed a certificate course for first year BA English Literature students on Content Creation Using AI and ChatGPT. This course provided comprehensive training in utilizing artificial intelligence tools, specifically focusing on ChatGPT, for creating engaging and relevant content across various platforms.

Course Overview: The course spanned eight weeks and was structured to cover both theoretical foundations and practical applications of AI in content creation. Topics included leveraging generative models, and integrating AI into content marketing strategies. Each module was designed to build upon the previous one, ensuring a progressive learning experience.

Key Learning Objectives:

1. **Fundamentals of AI:** Students gained insights into how AI processes language and understands context, which is fundamental for effective content generation.
2. **ChatGPT Features and Applications:** Students learnt to utilize OpenAI's ChatGPT for generating text, brainstorming content ideas, and refining language to suit different target audiences.
3. **Content Strategy Development:** The course equipped students with skills to develop content strategies that incorporate AI-generated content effectively, ensuring alignment with marketing goals and audience engagement.

Hands-On Projects: Throughout the course, practical projects were assigned to apply theoretical knowledge. These projects included creating blog posts, social media content, and email newsletters using AI-generated text. Feedback from instructors and peers helped refine students' approach and improve the quality of the content produced.

Learning outcome:

- The certificate course on Content Creation Using AI and ChatGPT has been instrumental in enhancing skills and knowledge in leveraging artificial intelligence for content creation purposes.
- The hands-on experience and comprehensive curriculum have prepared students to effectively utilize AI technologies in their professional endeavors, contributing to more innovative and engaging content strategies.
- This course completion marks a significant milestone in continuous professional development.

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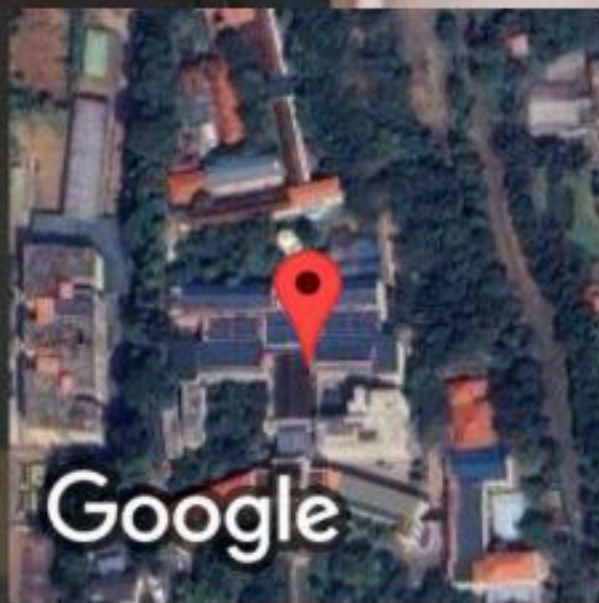
Certificate
Distribution

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GDEPT 23



GPS Map Camera

Irinjalakuda, Kerala, India
9647+995, Irinjalakuda, Kerala 680125, India
Lat 10.356068°
Long 76.21356°
13/03/24 11:36 AM GMT +05:30



Google

ATTENDANCE LIST

		5 th Jan	12 th Jan	19 th Jan	2 nd Feb	9 th Feb	16 th Feb	23 rd Feb	March 7 th	Exam March 8 th
Roll No:	Name									
1435	Abhilash Mathew	P	A	P	A	P	P	A	A	<i>Abhilash</i>
1436	Adith M Balakrishna	P	A	A	P	P	P	P	P	<i>Adith</i>
1436 A	Adithya T J	P	P	A	P	P	A	P	P	<i>Adithya</i>
1437	Adnan P N	P	A	A	A	P	A	P	A	<i>Adnan</i>
1439	Alakananda Vaikattil Mahesh	P	A	P	A	P	A	A	P	<i>Alakananda</i>
1440	Alenteena George	P	P	P	P	P	P	P	A	<i>Alenteena</i>
1441	Anna Sonnet	A	A	P	P	A	P	A	P	<i>Anna</i>
1442	Anush Kumar S	P	P	P	A	A	A	A	A	<i>Anush</i>
1443	Archana Anil	P	P	P	P	P	P	A	A	<i>Archana</i>
1444	Arya P Prkashan	P	P	A	P	A	A	A	A	<i>Arya</i>
1445	Aswani Krishnakumar	P	P	P	P	P	P	A	P	<i>Aswani</i>
1447	Diya Benni	P	P	A	P	P	P	P	P	<i>Diya</i>
1448	Diya Paulson	P	P	P	A	A	P	P	P	<i>Diya</i>
1449	Drisya Dileep	P	P	P	P	P	P	P	P	<i>Drishya</i>
1450	Durgadas M J	P	P	A	A	P	P	A	P	<i>Durgadas</i>
1451	Ebin K Varghese	A	A	A	P	P	P	P	P	<i>Ebin</i>
1452	Fathima Rishana E A	P	P	P	P	P	P	A	A	<i>Fathima</i>
1453	Fathimathul Najiha K H	P	P	P	P	P	P	P	A	<i>Fathima</i>
1454	Godcy Rose George	P	P	A	P	P	P	P	P	<i>Godcy</i>
1455	Gopika Prakashan	P	P	P	P	P	P	P	P	<i>Gopika</i>
1456	Gopika V	P	P	A	P	P	P	P	P	<i>Gopika</i>
1457	Harinandan PA	P	P	P	P	P	P	A	P	<i>Harinandan</i>
1458	Innocent Sonnet	A	P	P	P	A	P	P	P	<i>Innocent</i>

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1436 A	Adithya T J	P	P	A	P	P	A	P	P	<i>Adithya</i>
1437	Adnan P N	P	A	A	A	P	A	P	A	<i>Adnan</i>
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1441	Anna Sonnet	A	A	P	P	A	P	A	P	<i>Anna</i>
1442	Anush Kumar S	P	P	P	A	A	A	A	A	<i>Anush</i>
1443	Archana Anil	P	P	P	P	P	P	A	A	<i>Archana</i>
1444	Arya P Prkashan	P	P	A	P	A	A	A	A	<i>Arya</i>
1445	Aswani Krishnakumar	P	P	P	P	P	P	A	P	<i>Aswani</i>
1447	Diya Benni	P	P	A	P	P	P	P	P	<i>Diya</i>
1448	Diya Paulson	P	P	P	A	A	P	P	P	<i>Diya</i>
1449	Drisya Dileep	P	P	P	P	P	P	P	P	<i>Drishya</i>
1450	Durgadas M J	P	P	A	A	P	P	A	P	<i>Durgadas</i>
1451	Ebin K Varghese	A	A	A	P	P	P	P	P	<i>Ebin</i>
1452	Fathima Rishana E A	P	P	P	P	P	P	A	A	<i>Fathima</i>
1453	Fathimathul Najiha K H	P	P	P	P	P	P	P	A	<i>Fathima</i>
1454	Godcy Rose George	P	P	A	P	P	P	P	P	<i>Godcy</i>
1455	Gopika Prakashan	P	P	P	P	P	P	P	P	<i>Gopika</i>
1456	Gopika V	P	P	A	P	P	P	P	P	<i>Gopika</i>
1457	Harinandan PA	P	P	P	P	P	P	A	P	<i>Harinandan</i>
1458	Innocent Sonnet	A	P	P	P	A	P	P	P	<i>Innocent</i>

ATTENDANCE LIST

1459	Janna Jasmine	P	P	P	P	P	P	P	A	<i>[Signature]</i>
1460	Kevin D Coth	P	P	A	A	P	P	A	P	<i>[Signature]</i>
1461	Krishnalaya Raj KB	P	P	A	P	P	P	A	P	<i>[Signature]</i>
1462	Krishnapriya BS	P	A	P	P	P	P	P	A	<i>[Signature]</i>
1463	Layona CT	P	P	P	A	A	P	P	A	<i>[Signature]</i>
1464	M V Alwyn	P	P	P	P	P	P	P		<i>[Signature]</i>
1466	Mariam Salva KN	P	A	P	P	P	P	P	P	<i>[Signature]</i>
1468	Mohammed Safvan CS	P	P	P	P	P	A	A	A	<i>[Signature]</i>
1469	Mohammed Nadir VN	P	P	P	P	P	P	P	A	<i>[Signature]</i>
1470	Muhammed Yasin AM	P	P	P	P	P	P	P	A	<i>[Signature]</i>
1471	Nadiya KN	P	P	P	P	P	P	P	A	<i>[Signature]</i>
1472	Nandana Das	A	P	P	P	P	P	P	A	<i>[Signature]</i>
1474	Nayan Deep	P	P	A	P	P	P	A	P	<i>[Signature]</i>
1475	Neha S Lal	P	A	P	P	P	P	P	P	<i>[Signature]</i>
1476	Niveditha KS	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1478	Raihanath KM	P	P	P	P	P	P	P	A	<i>[Signature]</i>
1479	Ranjana Das	A	P	P	P	P	P	P	A	<i>[Signature]</i>
1480	Sai Mahadev Satish Kumar	A	P	P	P	A	P	A	P	<i>[Signature]</i>
1481	Sandhra Sureshkumar	P	P	P	P	A	P	P	A	<i>[Signature]</i>
1483	Sara Jojy	A	A	A	P	P	P	P	P	<i>[Signature]</i>
1484	Seion Eldho Markose	P	P	P	P	P	P	P	P	<i>[Signature]</i>
1486	Sherin PK	A	A	A	A	A	A	A	A	A
1487	Sivapriya T U	A	P	P	P	P	P	A	P	<i>[Signature]</i>
1488	Soyal Tony	A	A	P	A	A	P	P	P	<i>[Signature]</i>

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1459	Janna Jasmine	P	P	P	P	P	P	P	A	Handwritten signature
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1461	Krishnalaya Raj KB	P	P	A	P	P	P	A	P	Handwritten signature
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1464	M V Alwyn	P	P	P	P	P	P	P		Handwritten signature
1466	Mariam Salva KN	P	A	P	P	P	P	P	P	Handwritten signature
1468	Mohammed Safvan CS	P	P	P	P	P	A	A	A	Handwritten signature
1469	Mohammed Nadir VN	P	P	P	P	P	P	P	A	Handwritten signature
1470	Muhammed Yasin AM	P	P	P	P	P	P	P	A	Handwritten signature
1471	Nadiya KN	P	P	P	P	P	P	P	A	Handwritten signature
1472	Nandana Das	A	P	P	P	P	P	P	A	Handwritten signature
1474	Nayan Deep	P	P	A	P	P	P	A	P	Handwritten signature
1475	Neha S Lal	P	A	P	P	P	P	P	P	Handwritten signature
1476	Niveditha KS	P	P	P	P	P	P	P	P	Handwritten signature
1478	Raihanath KM	P	P	P	P	P	P	P	A	Handwritten signature
1479	Ranjana Das	A	P	P	P	P	P	P	A	Handwritten signature
1480	Sai Mahadev Satish Kumar	A	P	P	P	A	P	A	P	Handwritten signature
1481	Sandhra Sureshkumar	P	P	P	P	A	P	P	A	Handwritten signature
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