

# **Paper Name -AI-Powered Creative Writing**

## **Certification Programme**

**Paper Code – VOC150**

### **Course Objective –**

This AI Programme empowers participants to leverage AI effectively to enhance creativity and help them become proficient writers well-versed in traditional methods and AI advancements.

### **Course Content -**

#### **Unit - 1 Theory**

Understanding creative writing. Learning writing techniques to convey emotions to engage readers. Overview of AI into creative writing. AI tools for creative writing. Learning ChatGPT. Art of prompting. Giving more power to prompt engineering. Understanding advance prompting. Image generation. Ethical responsibilities in writing. Content posting. Plagiarism checking. Soft skills.

#### **Unit - 2 Theory/ Practical**

AI for multi-media. Multimedia creativity. Creating non-fictional video channels. Creating storytelling channels. AI-assisted video editing and transcription.

#### **Unit - 3 Practical**

Creating audio books. Creating talking presentations. AI-assisted resume and cover letter writing. Email management. Social media postings and its automation.

#### **Unit - 4 Practical**

Writing Books, Articles, Blogs, Scripts, Newsletters, Novels And Short Stories.

**Total weightage of Theory - 40% of marks, 15 hours (1 Credit)**



**Total weightage of Practical - 60% of marks, 30 hours + 30 hours (2 Credit)**

### **Practicum Work -**

At least 4 activities should be given. Two activities will be selected by the students for their assessment of Practicum Work.

**ACTIVITY 1:** Students will create an audio story book and storytelling channel.

**ACTIVITY 2:** Students will launch an AI-powered non-fictional channel.

**ACTIVITY 3:** Students will develop a blogsite and then a newsletter to promote and support this website.

**ACTIVITY 4:** Students will write a book or a novel and develop a social media plan to promote it.

### **Learning Outcomes –**

Enhanced creativity, Advanced writing skills, Increased proficiency, Networking Opportunities, Industry relevance, Portfolio development, Personality make-over, Soft Skills Development, Ethical understanding in creative writing, Interdisciplinary learning.

### **Job Prospects-**

Students undertaking this programme can anticipate diverse job prospects in fields such as content creation, digital marketing, journalism AI research and storytelling industries, where expertise in creative writing and AI technologies is highly sought. Alternatively, they may pursue a career as freelancers as well.

### **Skill Partner-**

**SNS Innovation Labs Pvt. Ltd.**

### **Suggested Reading –**

1. The Creative Curve: How to Develop the Right Idea at the Right Time by Allen Gannett
2. Exploring AI Tools: A Comprehensive Guide To ChatGPT And Beyond Satyen Srivastava