

AI Prompt Engineering for Creative & Design Teams

Tool-Focused Prompting Workshop

Duration: 16 Hours | Format: 4 Sessions x 4 Hours | Delivery: Instructor-Led

Course Objective

This 16-hour workshop, delivered across four 4-hour sessions, builds consistent, tool-specific prompting skills across the team to reduce prompt iterations and improve output quality when generating image, video, and text content. Participants will practice structured prompting directly inside the team's existing toolset — Adobe Firefly, Magnific, Synthesia, ChatGPT Enterprise, and Microsoft 365 Copilot — moving from prompting fundamentals through advanced image refinement, video generation, ideation, and everyday productivity use cases. By the end of the course, learners will be able to write and iterate on prompts efficiently, manage AI tool credits deliberately, and apply the right tool to the right creative task.

Prerequisites

- Basic computer literacy and comfort navigating web-based applications
- A background in graphic design, visual communication, or a related creative role
- Familiarity with standard design tools (e.g., Adobe Creative Suite) is helpful but not mandatory
- No prior experience with AI tools or prompt writing is required
- Access to a laptop with a stable internet connection for following demonstrations

License / Access Requirements

- Active ChatGPT Enterprise seat
- Active Microsoft 365 Copilot license
- Adobe Firefly access (with sufficient generative credits for the practice exercises)
- Magnific account access
- Synthesia account access

Session-wise Course Content (4 Sessions x 4 Hours)

Session 1 — Foundations & Image Prompting Basics (4 hours)

Module 1: Introduction to Generative AI for Creative Work & the Team's Tool Landscape

(90 minutes)

Course Outcomes:

- Explain, at a conceptual level, how AI image and video generation tools work
- Map the team's current AI toolset — ChatGPT Enterprise, Microsoft 365 Copilot, Adobe Firefly, Magnific, and Synthesia — to where each fits in a creative production workflow
- Identify where prompt engineering sits in the content pipeline, from brief to final asset

- Discuss current use of, and interest in, these tools within the team

Tools / Demos: ChatGPT Enterprise, Microsoft 365 Copilot, Adobe Firefly, Magnific, Synthesia (overview)

Module 2: Prompting Fundamentals for AI Image Generation (Adobe Firefly) *(150 minutes)*

Course Outcomes:

- Apply the anatomy of an effective prompt — subject, style, composition, lighting, mood — inside Adobe Firefly
- Use descriptive, design-specific language to guide Firefly's output toward a brief
- Compare outputs from basic vs. detailed prompts to see how specificity reduces iteration
- Draft prompts for sample creative briefs and generate first-pass images in Firefly

Tools / Demos: Adobe Firefly

Session 2 — Advanced Prompting & Image Refinement (4 hours)

Module 3: Advanced Prompting Techniques for Better Visuals (Adobe Firefly & Magnific) *(120 minutes)*

Course Outcomes:

- Control style, tone, and visual consistency across a set of generated images
- Guide composition, color palette, and framing through prompt structure
- Diagnose common prompting pitfalls and troubleshoot unexpected results
- Refine a single prompt across multiple iterations to converge on a usable output faster

Tools / Demos: Adobe Firefly, Magnific

Module 4: Editing & Refining AI-Generated Images through Prompts *(120 minutes)*

Course Outcomes:

- Apply iterative editing approaches — generative fill, inpainting, and re-prompting — in Firefly
- Use Magnific to upscale and enhance AI-generated images without losing prompt-driven detail
- Maintain creative direction and brand consistency across successive prompt edits
- Refine a sample image end-to-end using prompt-based adjustments

Tools / Demos: Adobe Firefly, Magnific

Session 3 — Video Generation & AI-Assisted Ideation (4 hours)

Module 5: AI Video Generation & Prompting Techniques (Adobe Firefly & Synthesia) *(120 minutes)*

Course Outcomes:

- Distinguish when to use Adobe Firefly vs. Synthesia for a video brief: Firefly for prompt-driven b-roll, mood clips, and short-form marketing visuals; Synthesia for avatar-led, narrated video such as explainers, talking-head content, and training pieces
- Apply prompting considerations specific to generative video in Firefly: motion, pacing, scene description, and camera control (pan/zoom/static framing)

- Generate and adjust a short prompt-driven video clip in Adobe Firefly for a marketing use case
- Script and produce a short avatar-led video in Synthesia, applying tone, pacing, and language settings appropriate to the intended audience
- Discuss how the two tools combine in a single deliverable — e.g., a Synthesia avatar segment intercut with Firefly-generated b-roll

Tools / Demos: Adobe Firefly, Synthesia

Module 6: AI for Creative Ideation & Concept Exploration (ChatGPT Enterprise & Copilot) *(120 minutes)*

Course Outcomes:

- Use ChatGPT Enterprise and Microsoft 365 Copilot as brainstorming and mood-boarding aids
- Apply prompting techniques for rapid concept variation and visual exploration
- Generate multiple concept directions from a single creative brief
- Balance AI-assisted ideation with original creative direction

Tools / Demos: ChatGPT Enterprise, Microsoft 365 Copilot

Session 4 — Everyday Workflows, Credit Management & Wrap-Up (4 hours)

Module 7: Prompting for Everyday Creative Workflows & Productivity (Copilot & ChatGPT Enterprise) *(90 minutes)*

Course Outcomes:

- Integrate ChatGPT Enterprise and Copilot into routine creative tasks — mockups, references, drafts
- Apply time-saving prompting patterns for repetitive visual and text tasks
- Identify workflow moments across the team where these tools can reduce turnaround time

Tools / Demos: ChatGPT Enterprise, Microsoft 365 Copilot

Module 8: Managing AI Tool Credits & Maximizing Output Quality *(60 minutes)*

Course Outcomes:

- Structure prompts to reduce the number of iterations needed to reach an approved output
- Apply a prompt-first, credit-aware workflow across Firefly, Magnific, and Synthesia
- Build a personal checklist for reviewing a prompt before spending generation credits on it

Tools / Demos: Adobe Firefly, Magnific, Synthesia

Module 9: Other Relevant AI Applications for Creative Teams *(60 minutes)*

Course Outcomes:

- Explore adjacent AI-assisted capabilities within Firefly and Magnific: style transfer, upscaling, and text/caption generation
- Apply considerations around originality, licensing, and responsible use of AI-generated content
- Identify additional use cases worth exploring further as a team

Tools / Demos: Adobe Firefly, Magnific

Module 10: Wrap-Up & Q&A *(30 minutes)*

Course Outcomes:

- Recap key takeaways from all four sessions
- Open Q&A and discussion on applying the toolset to live projects

Tools / Demos: All tools covered (recap)