



# e-Magine! Initiative

**Asian Media Access' "Generative AI & Digital Marketing" online training**

60 hours Training and 18 hours internship – 6 hours a week for 13 weeks

**13 weeks – online – every Mon/Tue 5:30-8:30pm – We will reserve 8:00 – 8:30pm each day as Case Management Time for diverse group check-ins.**

02/17 & 02/18  
02/24 & 02/25  
03/03 & 03/04  
03/10 & 03/11  
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03/24 & 03/25  
03/31 & 04/01  
04/07 & 04/08  
04/14 & 04/15  
04/21 & 04/22  
04/28 & 04/29  
05/05 & 05/06  
05/12 & 05/13

## Project Contact

Participants will be split into 3 groups:

- **Group 1 with eligibilities and hourly payment** – hosted by East Side Neighborhood Services, led by Perris Johnson, [PJohnson@esns.org](mailto:PJohnson@esns.org)
- **Group 2 with eligibilities and attendance stipends** – hosted by Asian American Business Resilience Network, led by Bobby Yang, [bobby@aabrn.org](mailto:bobby@aabrn.org)
- **Group 3 without payment, but FREE to join and learn** – hosted by Asian Media Access, led by Stephen J. Lu, [stevelu@amamedia.org](mailto:stevelu@amamedia.org), Lily Do, [lily.do@amamedia.org](mailto:lily.do@amamedia.org)

## Introduction

Asian Media Access (AMA), with funding from the City of Minneapolis, is proud to announce its inaugural e-Magine Initiative: Generative AI and Digital Marketing Training/Internship Program at Feb 17, 2025. This 13-week, free online program offers six hours of training per week, equipping participants with the skills needed to thrive in high-demand IT jobs or launch their own freelancing businesses in AI and digital marketing.

The curriculum divided into 2 parts – one part for CREATION, and another part for SHARING/DISTRIBUTION, and covers a wide range of topics, including overview of generative AI tools (such as ChatGPT, Dallie, Nightcafe and Pika, etc.), social media management tools, WordPress/web development, along with couple sessions on life skills and financial literacy. Participants will also engage in hands-on internship office hours, where they will develop their own AI portfolios, including images, videos, postcards, and infographics, culminating in a final eMagazine showcase.

Please log in to the Zoom Meeting every class time -

<https://us02web.zoom.us/j/85148587391?pwd=ew0E0qtbq2bFInHAPIBCtc3iJ9CE4u.1>

### Curriculum

Date/Time	Theme
<p>02/17</p> <p><b>5:30-8:30pm</b></p>	<p><b>Welcome to the e-Magine Initiative and Logistics (1 hr)</b></p> <p><b>Orientation – State of AIs (1.5 hr)</b> - AI is a Tool to Extend Human Capabilities, Not Replace Them</p> <ul style="list-style-type: none"> <li>• State of AI: Technological Progress – AI as a tool to extend human capabilities rather than replace them. AI advancements continue to revolutionize industries, increasing efficiency and productivity. Understanding AI's role in society helps individuals adapt to the evolving technological landscape. Ethical considerations and responsible AI usage remain critical in ensuring equitable benefits for all. Participants will also explore real-world examples of AI applications in different sectors, highlighting both opportunities and challenges.</li> <li>• Introduction to AI and Machine Learning – Fundamental concepts and an overview of immersive technologies including Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (MR), collectively known as Extended Reality (XR). These technologies enhance user experiences by merging digital and physical environments. Learning about XR applications provides insight into the future of interactive media and communication. Hands-on activities will allow participants to engage with these technologies firsthand, fostering a deeper understanding of their impact.</li> </ul>
<p>02/18</p> <p><b>5:30-8:30pm</b></p>	<p><b>Generative AI Fundamentals (1 hr)</b></p> <ul style="list-style-type: none"> <li>• Generative AI, such as ChatGPT and Dolly, has undoubtedly changed the technology landscape and unlocked transformational use cases, such as creating original content, generating code and expediting customer service. And the technology's applications are growing daily.</li> </ul> <p><b>Case Demo – AMA’s Bicultural Active Lifestyle Living eMagazine (30 min)</b></p> <p><b>CREATION - Generative AIs - #1 (1 hr)</b> - This session explores how AI-generated text is transforming content creation and communication. Participants will learn how to use AI-powered text tools for writing, summarization, and brainstorming. Ethical considerations and limitations of AI-generated content will also be discussed. Hands-on exercises will allow participants to generate and refine AI-written content.</p> <ul style="list-style-type: none"> <li>• ChatGPT</li> </ul>

	<ul style="list-style-type: none"> <li>• DeepSeek</li> <li>• GetLiner</li> </ul>
<p>02/24</p> <p>5:30-8:30pm</p>	<p><b>Work Readiness Training and Support Services (1 hr)</b></p> <p><b>AI Ecosystem with Financial Literacy 101 (1.5 hr)</b></p> <ul style="list-style-type: none"> <li>• Experience-driven framework to technology literacy</li> <li>• Technology literacy needed for AI product design</li> <li>• In-demand industry areas</li> </ul> <p><b>Case Demos</b> – Showcasing diverse AI products incorporating AR/VR, 3D, and other emerging technologies. Participants will explore real-world case studies of AI-driven innovations. These demos highlight AI’s capabilities in transforming industries such as entertainment, healthcare, and education. Understanding AI’s impact helps in envisioning future applications in various sectors. Interactive discussions will encourage participants to analyze potential improvements and ethical concerns.</p>
<p>02/25</p> <p>5:30-8:30pm</p>	<p><b>CREATION - Generative AIs - #2</b></p> <p><b>Images Creation (1.5 hr)</b> - participants will explore the power of AI in image generation and digital art creation. The session will include demonstrations of AI-assisted design workflows. Students will create their own AI-generated images to apply newly learned skills. A discussion on ethical and copyright considerations in AI-generated art will be included.</p> <ul style="list-style-type: none"> <li>• Canva</li> <li>• Dallie</li> <li>• Night Café</li> <li>• Leonardo</li> </ul> <p><b>CREATION - Generative AIs - #3</b></p> <p><b>Graphic Design 101 (30 min)</b></p> <p><b>Canva 101 (1 hr)</b> - This session focuses on AI's role in graphic design, enhancing creativity and efficiency with diverse templates. Participants will learn to use AI tools to design visually appealing marketing materials. Hands-on activities will guide them in creating professional-quality graphics. Case studies will demonstrate how businesses use AI for branding and advertising.</p> <ul style="list-style-type: none"> <li>• Postcards</li> <li>• Infographic</li> <li>• eMagazine</li> </ul>
<p>03/03</p> <p>5:30-8:30pm</p>	<p><b>CREATION - Generative AIs - #4</b></p> <p><b>Audio (1 hr)</b> - This session examines how AI enhances audio processing and transcription accuracy. Participants will experiment with AI tools for converting speech to text and generating voiceovers. Practical exercises will help them understand real-world applications of AI in media</p>

	<p>production. Interactive exercises will include creating podcast segments using AI-generated voices.</p> <ul style="list-style-type: none"> <li>• Transcribing</li> <li>• Voice Over</li> </ul> <p><b>Case Demo (1.5 hr) – Podcasting – TWIN CITIES RADIO NETWORK</b></p>
<p>03/04</p> <p><b>5:30-8:30pm</b></p>	<p><b>CREATION - Generative AIs - #5</b></p> <p><b>Basic Storytelling Skills - Video Production and Script Writing 101 (30 min)</b></p> <p><b>Videos (1.5 hr)</b> - This session focuses on AI's role in automated video generation techniques and diverse applications.</p> <ul style="list-style-type: none"> <li>• Pika</li> <li>• MiniMax</li> </ul> <p><b>Audio/Video Enhancement (30 min)</b>- Participants will explore AI-assisted editing techniques for enhancing video and audio quality. The session will include best practices for refining digital content using AI tools. Hands-on activities will help students apply AI-driven enhancements to their own media projects. A discussion on the role of AI in professional filmmaking and content creation will be included.</p> <ul style="list-style-type: none"> <li>• DaVinci Resolve</li> </ul>
<p>03/10</p> <p><b>5:30-8:30pm</b></p>	<p><b>CREATION - Generative AIs - #6</b></p> <p><b>Audio/Video Enhancement (1.5 hr)</b> - Participants will explore AI-driven video editing and production tools. The session will cover video enhancement tools, like lighting, movements, etc. Hands-on exercises will allow students to create short AI-generated videos. Industry experts will showcase innovative uses of AI in film and media production.</p> <ul style="list-style-type: none"> <li>• DaVinci Resolve</li> </ul> <p><b>Video Footage Creations and Practices of Video Editing (1 hr)</b></p>
<p>03/11</p> <p><b>5:30-8:30pm</b></p>	<p><b>Financial Literacy</b> - This session will provide participants with an understanding of financial management skills in the digital age. Topics will include budgeting, investing, and understanding the economic impact of AI-driven automation. Practical activities will involve AI-powered financial tools for money management.</p>
<p>03/17</p> <p><b>5:30-8:30pm</b></p>	<p><b>DISTRIBUTION - Social Media Management #1</b></p> <ul style="list-style-type: none"> <li>• How to incorporate AI into Digital Marketing (Overview of AI Digital Marketing tools, Google Bard, Bing AI, ChatGPT)</li> <li>• AI Digital Marketing with SEO Part 1 (SEO Audit, Research &amp; Analysis, Basic SEO)</li> </ul>
<p>03/18</p> <p><b>5:30-8:30pm</b></p>	<p><b>DISTRIBUTION - Social Media Management #2</b></p> <ul style="list-style-type: none"> <li>• AI Digital Marketing with SEO Part 2 (Optimize your website, Creating Content, Building Links)</li> </ul>

	<ul style="list-style-type: none"> <li>AI Digital Marketing with Social Media Marketing (Learn how to run ads on social media)</li> </ul>
03/24  5:30-8:30pm	<b>DISTRIBUTION - Social Media Management #3</b> <ul style="list-style-type: none"> <li>AI Digital Marketing with Social Media Management (Learn how to manage social media) with Hootsuite</li> <li>AI Digital Marketing with Google Ads (Learn how to run ads on Google Search Engine)</li> </ul>
03/25  5:30-8:30pm	<b>DISTRIBUTION - Social Media Management #4</b> <ul style="list-style-type: none"> <li>AI Digital Marketing with Bing Ads (Learn how to run ads on Bing Search Engine)</li> <li>AI Digital Marketing with Google Analytics, Search Console, Google Tag Manager (measure traffic, conversion lead &amp; sales tracking, KPI )</li> </ul>
03/31  5:30-8:30pm	<b>DISTRIBUTION - Social Media Management #5</b> <ul style="list-style-type: none"> <li>Creating a Social Media Strategy: This workshop would focus on teaching participants how to develop a comprehensive social media strategy. It would include identifying target audiences, setting objectives, choosing the right platforms, and planning content.</li> </ul>
04/01  5:30-8:30pm	<b>DISTRIBUTION - Social Media Management #6</b> <ul style="list-style-type: none"> <li>Content Creation Bootcamp: A hands-on workshop where participants learn to create compelling content for social media. This could include graphic design basics, video production, writing engaging posts, and using tools like Canva or Adobe Spark.</li> </ul>
04/07  5:30-8:30pm	<b>DISTRIBUTION - Social Media Management #7</b> <ul style="list-style-type: none"> <li>Influencer Marketing: Participants would learn how to identify, reach out to, and collaborate with influencers. The workshop would cover how to align influencer partnerships with brand goals and measure the impact of these collaborations.</li> </ul>
04/08  5:30-8:30pm	<b>DISTRIBUTION - Web Development #1</b> <ul style="list-style-type: none"> <li>Introduction to Website Development (Website Hosting, Ssl, Website Domain Name, Website Security, Website Privacy Policy)</li> </ul>
04/14  5:30-8:30pm	<b>DISTRIBUTION - Web Development #2</b> <ul style="list-style-type: none"> <li>WordPress Web Development Basics, PART 1 - This session provides a foundational understanding of WordPress, one of the most popular content management systems (CMS) in the world. Participants will learn how to install WordPress, navigate the dashboard, and create basic content using the Gutenberg block editor.</li> </ul>
04/15  5:30-8:30pm	<b>DISTRIBUTION - Web Development #3</b> <ul style="list-style-type: none"> <li>WordPress Web Development Basic, PART 2 - In this session, participants will explore how to personalize their WordPress websites using themes, menus, and widgets. They will learn how to install and customize themes, plugins, add essential plugins, and create user-friendly navigation menus.</li> </ul>

04/21  <b>5:30-8:30pm</b>	<b>DISTRIBUTION - Word Press/Web Development #4</b> <ul style="list-style-type: none"> <li>WordPress Web Development Basic, PART 3 - This session dives into advanced WordPress functionalities, incorporating SEO optimization, website security, and performance improvements. Participants will learn how to use plugins for SEO, secure their websites, and optimize site speed.</li> </ul>
04/22  <b>5:30-8:30pm</b>	<b>DISTRIBUTION - Word Press/Web Development #5</b> <ul style="list-style-type: none"> <li>WordPress Web Development Basic, PART 4 - The final session introduces participants to eCommerce using WordPress, focusing on the WooCommerce plugin. Attendees will learn how to set up an online store, add products, configure payment gateways, and manage orders. By the end of the session, participants will have a basic eCommerce store ready to launch.</li> </ul>
04/28  <b>5:30-8:30pm</b>	<b>Internship Office Hours #1</b> <ul style="list-style-type: none"> <li><b>Interactive Storytelling 101 (1.5 hrs)</b> - Given new Design challenges, learn how to bridge designs and technical teams through compelling storytelling and agile workflows, fostering seamless and collaborative product design journeys.</li> <li><b>Developing own AI Portfolio (1 hr)</b> – 10 images</li> </ul>
04/29  <b>5:30-8:30pm</b>	<b>Internship Office Hours #2</b> <ul style="list-style-type: none"> <li>Developing own AI Portfolio – 2 videos</li> </ul>
05/05  <b>5:30-8:30pm</b>	<b>Internship Office Hours #3</b> <ul style="list-style-type: none"> <li>Developing own AI Portfolio – 2 videos</li> </ul>
05/06  <b>5:30-8:30pm</b>	<b>Internship Office Hours #4</b> <ul style="list-style-type: none"> <li>Developing own AI Portfolio – 4 postcards, and 4 infographics</li> </ul>
05/12  <b>5:30-8:30pm</b>	<b>Internship Office Hours #5</b> <ul style="list-style-type: none"> <li>Developing own AI Portfolio – putting all products into 1 eMagazine</li> </ul>
05/13  <b>5:30-8:30pm</b>	<b>Celebration</b> <ul style="list-style-type: none"> <li>Sharing/Presenting Products</li> <li>Giving out Awards</li> <li>Closure with freelancing opportunities</li> </ul>