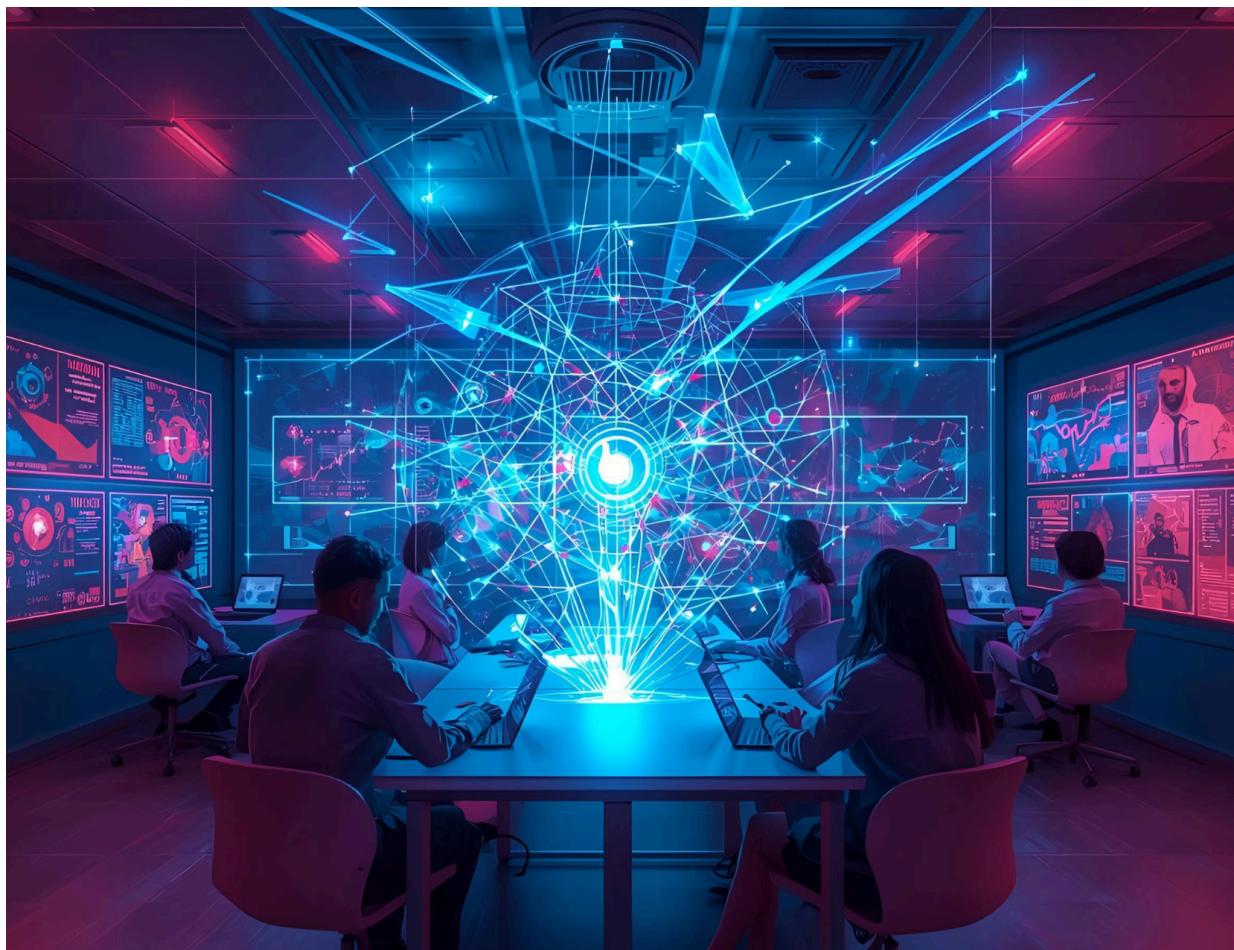




e-Magine! Course Curriculum

Generative AI and Digital Marketing Training/Internship Program



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MODULE #1 - ORIENTATION

LESSON PLAN INFORMATION

CATEGORY: Foundation	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 1
TOPIC: Orientation/Pre-workshop	TIME: 3hrs

MATERIALS

- AMA recommended Ai Website (handout) link: [Training Slides](#)

LESSON OVERVIEW

INTRODUCTION

- Introduction of AMA and the E-magine initiative
- Paperworks and requirement by DEED
- Generative AI Fundamentals Training
- Understanding LLMs, how it works and its role
- Explore real-world use

TEACHER'S NOTES

- Check with Trainees to ensure laptop is compatible with application
- Give time for questions
- Allow quick breaks after long intervals

GROUP BRAINSTORM

- Watch 4 short tutorial videos
- Take and pass knowledge test
- Earn Generative AI Fundamentals badge

DESCRIPTION



This module provides all the necessary tools for your learning journey and establishes a solid foundation in AI and its applications. This Orientation provides a comprehensive introduction to understanding of how Large Language Models work.

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. These applications are growing daily. Organizations that harness this transformative technology successfully will be differentiated in the market and be leaders in the future. Get up to speed on generative AI with this free on-demand training from Databricks. Website link below:

<https://www.databricks.com/resources/learn/training/generative-Ai-fundamentals>

Here is how it works:

- Watch 4 short tutorial videos
- Pass the knowledge test
- Earn a badge for Generative AI Fundamentals you can share on your LinkedIn profile or résumé

Videos included in this training:

- Welcome and Introduction to the Course
- LLM Applications
- Finding Success With Generative AI

- Assessing Potential Risks and Challenges

Earn your badge today and share your accomplishment on LinkedIn or Résumé. Also will work with NorthStar Digital Literacy County's badges - [Northstar Digital Literacy](#)

OBJECTIVE

This module provides all the necessary tools for your learning journey and establishes a solid foundation in AI and its applications. This Orientation provides a comprehensive introduction to understanding of how Large Language Models work.

STEP BY STEP

Start by having students create accounts on the Databricks learning platform at databricks.com. Guide them through the account setup process by navigating to the registration page, entering their email address, creating a secure password, and verifying their email. Watch the first tutorial video; Welcome and Introduction to the Course; together as a group. Pause frequently to explain key concepts like machine learning, neural networks, and how large language models process text. Use simple analogies - explain that LLMs work like very sophisticated autocomplete systems that predict the next word based on patterns learned from millions of text examples. After the video, facilitate a group discussion asking students to share what they found most surprising or confusing. Address misconceptions immediately. Common misconceptions include thinking AI is truly intelligent rather than pattern-matching, or that AI will immediately replace all jobs rather than augmenting human capabilities.

STUDENT ASSIGNMENT

Complete the remaining three Databricks videos.

Assessing Potential Risks and Challenges as homework. Take notes on three specific use cases that interest them personally. Pass the knowledge test and share their badge completion screenshot in the class discussion forum.



MODULE #1 - FINANCIAL LITERACY

LESSON PLAN INFORMATION

CATEGORY: Foundation	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 2
TOPIC: Financial Literacy	TIME: 3hrs

MATERIALS

- Ai-powered financial tools for money management
- Recommended website handout

LESSON OVERVIEW

INTRODUCTION

- Understanding financial management skills
- Learn fundamentals of budgeting, saving, & investing

TEACHER'S NOTES

- Check with Trainees to ensure laptop is compatible with application
- Give time for questions
- Allow quick breaks after long intervals

GROUP BRAINSTORM

- Training on Ai-powered financial tools
- Training on Budgeting, saving, & investing

DESCRIPTION



This module 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.

OBJECTIVE

Develop a strong understanding of financial management skills in today's digital Age. Learn the fundamentals of budgeting, saving, and investing to build financial stability.

STEP BY STEP

Begin by discussing how AI and automation are changing the job market and economy. Demonstrate three AI-powered financial tools: Mint for budgeting, Personal Capital for investment tracking, and YNAB (You Need A Budget) for zero-based budgeting.

Show students how to connect bank accounts securely, categorize expenses automatically, and set financial goals within each platform. Walk through creating a basic budget using one of these tools. Start with income, subtract fixed expenses (rent, utilities, loan payments), then allocate remaining funds to categories like food, entertainment, and savings.

Emphasize the 50/30/20 rule: 50% needs, 30% wants, 20% savings and debt repayment. Introduce basic investment concepts relevant to the AI age: index funds that

track technology sectors, REITs for real estate exposure, and the importance of diversification when industries are rapidly changing.

STUDENT ASSIGNMENT

Set up one AI-powered financial app and track expenses for one week. Create a basic budget with at least 5 categories. Write a one-page reflection on how AI tools made budgeting easier or more difficult than traditional methods.



MODULE #1 - STATE OF AI

LESSON PLAN INFORMATION	
CATEGORY: Foundation	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 3
TOPIC: State of Ai	TIME: 3hrs

MATERIALS

- Ai Gears

LESSON OVERVIEW

INTRODUCTION

- Understanding Ai Technological Progress
- Intro to Ai & machine learning concepts
- Demo Ai products Ar/Vr, 3D

TEACHER'S NOTES

- Check with Trainees to ensure laptop is compatible with application
- Give time for questions
- Allow quick breaks after long intervals

GROUP BRAINSTORM

- Training on Ai learning concepts
- Training on Ai progression
- Hands on Ai gears

DESCRIPTION



AI is a Tool to Extend Human Capabilities, Not Replace Them.

Introduction to AI and Machine Learning concepts, and explain a range of immersive technologies, including augmented reality (AR), virtual reality (VR), and mixed reality(MR), grouping together as the new term - Extended Reality (XR) and how these technologies have been applied to video

games, social media, and other new forms of entertainment. Hosting hands-on demo with diverse AI products with AR/VR, 3D, etc.

OBJECTIVE

Understanding the current state of AI and its role as a tool to extend human capabilities rather than replace them.

Gain an introduction to core AI and Machine Learning concepts, including how these technologies function.

STEP BY STEP

Present the current state of AI using recent statistics and examples. Show how AI is being integrated into everyday tools: smartphone cameras use AI for photo enhancement, streaming services use AI for recommendations, and cars use AI for safety features. Emphasize that AI is already everywhere, not a future technology. Demonstrate the difference between AI, machine learning, and deep learning using visual diagrams. Explain that AI is the broad field, machine learning is a subset focused on learning from data, and deep learning uses neural networks inspired by the brain. Introduce Extended Reality (XR) as the umbrella term for AR, VR, and MR. Show practical examples: AR filters on Instagram, VR training simulations for medical students, and MR applications in manufacturing where digital information overlays physical objects. Set up stations around the room where students can experience

different XR applications on smartphones or tablets: AR apps like Google Lens for object recognition, simple VR experiences using cardboard viewers, and mixed reality demos if available. Discuss how AI enhances XR experiences through object recognition, spatial understanding, and personalized content generation.

STUDENT ASSIGNMENT

Try three different AR apps on their smartphones (Google Lens, Snapchat filters, and one educational AR app). Write a brief report describing each experience and how AI might be working behind the scenes to enable these features.



MODULE #2 - GENERATIVE AI

LESSON PLAN INFORMATION

CATEGORY: Creation	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 4
TOPIC: Writing & Text	TIME: 3hrs

MATERIALS

- ChatGPT & DeepSeek Instruction  Handouts

LESSON PLAN

INTRODUCTION

- Intro to Ai-generated text
- Writing with Ai - ChatGPT, DeepSeek, Liner, & Claude.ai
- Prompt engineering with Ai
- Evaluate strengths and limitations of Ai

TEACHER'S NOTES

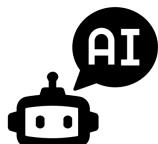
- Update Laptop
- Give time for questions & break between sessions

GROUP BRAINSTORM

- Training with Ai engines
- Allow group hands on generation before prompt training
- Group discussion of strengths and limitations

DESCRIPTION

Writing + Prompt Engineering



Step by Step Guideline
Chat GPT & Deep Seek

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.

OBJECTIVE

Understand what generative AI is and how it is changing writing and communication. Use tools like ChatGPT, DeepSeek, Liner, and Claude.ai to generate, summarize, and refine text.

Apply prompt engineering techniques to improve the quality of AI-generated responses. Evaluate the strengths, limitations, and appropriate uses of AI text generation.

STEP BY STEP

Guide students through creating accounts on ChatGPT, Claude.ai, and DeepSeek. For ChatGPT, navigate to openai.com, click "Try ChatGPT," and create an account using email or Google sign-in. Repeat similar processes for Claude (claude.ai) and DeepSeek (chat.deepseek.com). Demonstrate the basic interface of each tool. Show students how to enter prompts, review responses, continue conversations, and start new chats. Explain the importance of clear, specific

instructions when communicating with AI. Practice with simple prompts together: "Write a professional email declining a job interview," "Summarize the benefits of renewable energy in 100 words," and "Create a grocery list for a healthy week of meals for two people." Have students try these same prompts on different AI tools to compare responses. Introduce the concept of AI hallucination - when AI generates plausible-sounding but incorrect information. Demonstrate this by asking for specific statistics or recent events and showing how responses might contain inaccuracies.

STUDENT ASSIGNMENT

Use each AI tool (ChatGPT, Claude, DeepSeek) to write three different types of content: a formal business letter, a creative story beginning, and a recipe. Compare the responses and note differences in style, accuracy, and usefulness.



MODULE #2 - GENERATIVE AI #2

LESSON PLAN INFORMATION	
CATEGORY: Creation	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 5
TOPIC: Digital Art/ Photo	TIME: 3hrs

MATERIALS

- Night Cafe instructions
- Leonardo instructions
- Intro to Image generation
- Slides & Handout Link:  [LESSON PLAN #5 Photo](#)

LESSON PLAN

INTRODUCTION

- Intro to Ai-generated photo
- Generating with Ai - Dallie, Night Cafe, & Leonardo
- Intro to image prompting with Ai

- Applied learned materials to create original visual contents

TEACHER'S NOTES

- Update laptop (if necessary)
- Give time for questions & break between lessons
- Allow students free generation before prompt training
- Cover Copyright consideration in Ai generation

GROUP BRAINSTORM

- Demonstrate the digital art creation
- Allow group hands on generation before prompt training
- Group discussion of strengths and limitations

DESCRIPTION

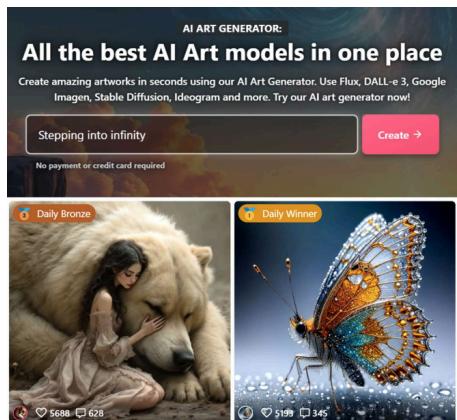


Image Generation Software

- Dallie
- Night Café
- Leonardo

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.

OBJECTIVE

Understand how generative AI tools (DALL-E, NightCafe, Leonardo) create digital images and artwork. Use AI-powered platforms to generate, modify, and enhance images. Apply AI-assisted design workflows to create original visual content.

STEP BY STEP

Guide students through account creation on DALL-E (via OpenAI), NightCafe, and Leonardo AI. For DALL-E, use existing ChatGPT accounts and navigate to the image generation feature. For NightCafe, visit nightcafe.studio and create a free account. For Leonardo, go to leonardo.ai and sign up for their free tier.

Explain how AI image generation works using diffusion models - start with random noise and gradually refine based on text descriptions. Use simple analogies like sculpting from clay or developing a photograph. Demonstrate basic prompt structure for images: subject, style, composition, lighting, and technical details. Show examples: "A professional headshot of a confident businesswoman, corporate style, soft lighting, high resolution" versus "A confident businesswoman."

Practice creating simple images together: "A cozy coffee shop interior with warm lighting," "A modern minimalist website homepage design," "A vintage travel poster for Paris." Have students generate variations and observe differences between platforms. Introduce style keywords and modifiers: photorealistic, cartoon, watercolor, digital art, vintage, modern, etc. Show how these dramatically change output results.

STUDENT ASSIGNMENT

Generate 10 images across different categories using various AI platforms: 2 professional headshots, 2 product mockups, 2 social media graphics, 2 artistic illustrations, and 2 concept designs. Document which prompts and platforms worked best for each category.



MODULE #2 - GENERATIVE AI #3

LESSON PLAN INFORMATION

CATEGORY: Creation	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 6
TOPIC: Graphic Design	TIME: 3hrs

MATERIALS

- Canva - graphic designing samples  [Training Slides](#)

LESSON PLAN

INTRODUCTION

- Ai's integration with graphic designing
- Learning graphic design software - Canva
- Used knowledge to create postcards, eMagazine, comic strips, & infographics

TEACHER'S NOTES

- Update laptop (if necessary)

- Give time for questions & break between lessons
- Clear distinction between Ai generation and graphic designing
- Ai is for enhancement

GROUP BRAINSTORM

- Demonstrate the graphic designing
- Hands on instruction
- Group discussion along the way

DESCRIPTION



Graphic Design Software

- Canva

Graphic Design Projects

- Postcards
- eMagazine
- Infographic

This session focuses on AI's role in graphic design, enhancing creativity and efficiency. 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.

OBJECTIVE

Understand how AI integrates into graphic design to improve creativity and efficiency. Use Canva and AI-powered features to create marketing materials in diverse formats (postcards, infographics, comic strips, eMagazines). Apply design principles (layout, color, typography) while leveraging AI tools.

STEP BY STEP

Set up Canva accounts and explore the AI features within the platform. Navigate to canva.com, create accounts, and locate AI tools: Magic Design, Background Remover, Magic Eraser, and Text to Image features. Demonstrate how to integrate externally generated AI images into Canva designs. Show proper importing techniques, resizing for different formats, and maintaining

image quality across different design templates. Practice creating complete design projects: design a postcard using AI-generated backgrounds and Canva text tools, create an infographic combining AI visuals with data visualization, and develop a comic strip using AI characters with Canva layout tools. Show professional design principles: color theory, typography selection, white space usage, and visual hierarchy. Demonstrate how AI can assist with these principles while human creativity guides overall composition. Create templates for future use: social media post templates, business card designs, and presentation slide masters that incorporate AI-generated elements with professional design standards.

STUDENT ASSIGNMENT

Create a complete brand identity package using AI and Canva: logo concepts (generated in AI), business card design, social media template, and one marketing poster. Ensure consistent colors, fonts, and style across all materials. Present your brand package with a brief explanation of design choices.



MODULE #2 - GENERATIVE AI #4

LESSON PLAN INFORMATION

CATEGORY: Creation	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 7
TOPIC: Audio / Podcasting / Music	TIME: 3hrs

MATERIALS

- [Suno.com](https://suno.com)
- NotebookLM website

LESSON PLAN

INTRODUCTION

- Understanding Ai in audio
- Learning Ai audio tools - Suno & NotebookLM
- Convert speech to text / vice versa
- Create podcast segments

TEACHER'S NOTES

- Update laptop (if necessary)
- Give time for questions & break between lessons
- Audio - transcribing, voice over, music & podcasting creation

GROUP BRAINSTORM

- Demonstrate text and speech conversion with Ai
- Hands on creation
- Group discussion along the way

DESCRIPTION



Voice-over technology: This session examines how AI enhances audio processing and transcription accuracy. Participants will experiment with AI tools for converting speech to text, generating voiceovers and creating music/podcastins. Practical exercises will help them understand real-world applications of AI in media production. Interactive exercises will include creating podcast segments using AI-generated voices.

OBJECTIVE

Understand the role of AI in audio processing, transcription, and media production.

Use AI tools (e.g., Suno, NotebookLM) to create, edit, and enhance audio content.

Convert speech to text with improved accuracy using AI transcription tools.

STEP BY STEP

1. Set up Suno AI accounts at suno.com and explore the interface. Explain how AI music generation works by learning patterns from existing music and creating new compositions based on text descriptions of style, mood, and instruments. Demonstrate basic music generation by creating simple tracks together. Start with clear descriptions: "Upbeat acoustic folk song with guitar and light percussion, happy and energetic mood," or "Ambient electronic background music, calm and focused, suitable for studying." Practice describing musical elements that AI can understand: tempo (slow, medium, fast, BPM), instruments (acoustic guitar, piano, synthesizer, drums), genres (folk, electronic, classical, jazz), and moods (happy, sad, energetic, calm, mysterious). Show students how to generate multiple variations of the same prompt to find the best results. Explain that AI music generation often requires several attempts to achieve desired outcomes. Discuss

copyright and licensing considerations for AI-generated music. Explain when it's appropriate to use AI music for personal projects, commercial applications, and how to provide proper attribution.

2. Access Google's NotebookLM at notebooklm.google.com using Google accounts. Upload source materials like articles, research papers, or personal notes to create AI-generated podcast discussions between two AI hosts. Demonstrate how to prepare source materials for optimal podcast generation: organize information clearly, include diverse perspectives, and ensure content is substantial enough for meaningful discussion (at least 2-3 pages of material). Practice creating AI podcasts from different types of content: upload a research article about a topic of interest and generate a podcast discussion, use personal notes about a hobby or expertise area, and try current events articles to create news-style discussions.

STUDENT ASSIGNMENT

1. Create three different AI-generated music tracks for specific purposes: background music for a presentation, intro music for a podcast, and ambient music for studying. Each track should be 1-2 minutes long with clear descriptions of intended use and style choices.
2. Create a complete 10-15 minute podcast episode on a topic you're knowledgeable about. Use NotebookLM to generate an AI discussion from your source materials, then edit it by adding personal intro/outro, background music from your Suno creations, and any necessary corrections or clarifications. Include show notes with source citations.



CROWN
COLLEGE



MODULE #2 - GENERATIVE AI #5

LESSON PLAN INFORMATION

CATEGORY: Creation	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 9
TOPIC: Video	TIME: 3hrs

MATERIALS

- Vidu, MiniMax, & CapCut  Handout

LESSON PLAN

INTRODUCTION

- The role of Ai in video
- Learning the basics of video editing
- Ai video generation

TEACHER'S NOTES

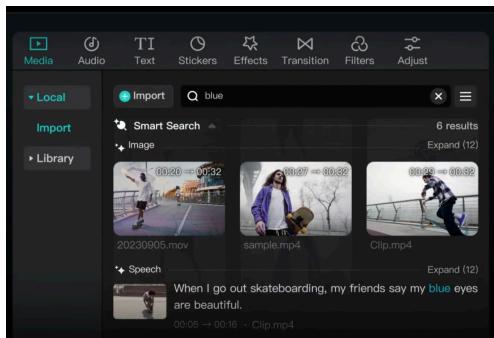
- Update computer software (if necessary)

- Give time for questions & break between lessons
- More hands-on time

GROUP BRAINSTORM

- Demonstrate the use of editing software
- Allow hands on following instruction
- Group discussion along the way

DESCRIPTION



Participants will explore AI-driven video editing and production tools. The session will cover automated video generation techniques and their applications. 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.

OBJECTIVE

Recognize how AI is transforming video editing, production, and storytelling. Use AI tools (e.g., Vidiu, MiniMax, CapCut) for video creation and editing. Apply automated video generation techniques to produce short clips.

STEP BY STEP

Download and install CapCut on computers or mobile devices. Explore the AI features within CapCut: automatic captions, background removal, voice enhancement, and smart cutting tools. Import video footage (provided sample clips or students' own recordings) and demonstrate basic editing workflows: trimming clips, arranging sequences, adding transitions, and adjusting audio levels. Show the timeline interface and essential editing tools.

Practice using CapCut's AI features: generate automatic captions for dialogue, use background removal to change video backgrounds, apply AI-powered color correction, and experiment with automatic beat-matching for music synchronization. Demonstrate how to combine AI-generated video clips with traditional footage: maintaining consistent color grading, matching frame rates, creating smooth transitions between AI and real footage, and balancing different visual styles.

Show text and graphics capabilities: adding titles, lower thirds, and call-to-action elements that complement AI-generated content. Practice creating professional-looking text animations and graphic overlays.

STUDENT ASSIGNMENT

Create a 60-second promotional video combining AI-generated clips with traditional footage or images. Include automatic captions, background music, text overlays, and at least three different AI features from CapCut. Focus on telling a cohesive story about a personal project or interest.



MODULE #2 - GENERATIVE AI #6

LESSON PLAN INFORMATION

CATEGORY: Creation	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 9
TOPIC: Storytelling & Video Editing	TIME: 3hrs

MATERIALS

- Storytelling curriculum  Slides
- Davinci Resolve Website
- Recommended Website  Handout

LESSON PLAN

INTRODUCTION

- Learning the basics of storytelling
- Learning Davinci Resolve
- Ai tech in editing software
- Video creation

TEACHER'S NOTES

- Update Davinci software (if necessary)
- Give time for questions & break between lessons
- Editing software is complicated, students may need more time

GROUP BRAINSTORM

- Demonstrate the use of editing software
- Allow hands on following
- Group discussion along the way

DESCRIPTION

Scriptwriting



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.

OBJECTIVE

Understand how AI supports storytelling through audio and video enhancement. Apply AI-assisted editing techniques using DaVinci Resolve and Adobe Express Premiere. Improve sound quality, visuals, and overall production value with AI-driven tools.

STEP BY STEP

Teach fundamental storytelling structure for short videos: hook (first 3 seconds to grab attention), context (establish the situation), conflict or challenge (what problem needs solving), and resolution (how it's resolved). Practice identifying these elements in successful online videos.

Demonstrate how to storyboard AI video projects using simple sketching or digital tools. Show students how to plan shot sequences, transitions, and pacing before generating AI content. This planning reduces costly regeneration and creates more coherent final videos.

Practice creating different video formats: social media teasers (15-30 seconds), educational explainers (60-90 seconds), and promotional content (30-60 seconds). Each format requires different storytelling approaches and pacing considerations.

Show advanced CapCut techniques: keyframe animation for custom motion effects, audio ducking to balance voice and music, color correction for professional appearance, and export settings for different platforms (Instagram, YouTube, TikTok).

Demonstrate how to create video templates for consistent branding: intro/outro sequences, lower third designs, color schemes, and font choices that can be reused across multiple projects.

STUDENT ASSIGNMENT

Plan and create a complete 2-3 minute video project that tells a personal story or explains a concept you're passionate about. Use storyboarding, combine multiple AI-generated clips with your own footage, include professional editing techniques, and optimize for a specific social media platform. Include a brief written explanation of your storytelling choices and technical decisions.



MODULE #2 - GENERATIVE AI #7

LESSON PLAN INFORMATION

CATEGORY: Creation	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 10
TOPIC: Ai Ecosystem w/ Professionals	TIME: 3hrs

MATERIALS

- Technology literacy based on Ai's active industry

LESSON PLAN

INTRODUCTION

- Experience-driven framework to technology literacy
- Technology literacy needed for Ai product design
- In-demand industry areas

TEACHER'S NOTES

- Give time for questions & break between lessons

GROUP BRAINSTORM

- Explore in-demand industries areas where AI is being actively used
- Group discussion along the way

DESCRIPTION

AI Ecosystem with Industry Professionals

- Experience-driven framework to technology literacy
- Technology literacy needed for AI product design
- In-demand industry areas

OBJECTIVE

Recognize the importance of technology literacy for AI product design and application. Explore in-demand industry areas where AI is being actively applied.

STEP BY STEP

Begin with a discussion about technology literacy, asking students what it means and why it's important in today's digital world. Explain that technology literacy is not just knowing how to use tools but understanding how technologies—especially AI—work and impact society.

Guide students to analyze case studies of successful AI products. Have them identify what technological skills or knowledge contributed to those products' success.

Transition into exploring in-demand industry areas where AI is being actively applied—such as healthcare, finance, education, manufacturing, and entertainment. Present data or videos showing real-world use cases.

STUDENT ASSIGNMENT

Encourage students to research and present one industry area of interest, explaining how AI is transforming it and what skills are needed to participate in that field.

Conclude with a reflection or discussion on how developing technology literacy prepares individuals to contribute meaningfully to AI innovation and responsible application.



MODULE #3 - Digital Marketing #1

LESSON PLAN INFORMATION	
CATEGORY: Distribution	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 11
TOPIC: Digital Marketing #1	TIME: 3hrs

MATERIALS

- Meow Wolf Training Notes Handouts
- SEO Notes Slides

LESSON PLAN

INTRODUCTION

- How Ai is incorporated into digital marketing
- Real world AI impact on marketing strategies
- How Ai improves SEO performance

TEACHER'S NOTES

- Give time for questions & break between lessons
- Cover SEO analysis and content optimization

GROUP BRAINSTORM

- Demonstrate real-world AI impact in Marketing
- Group discussion along the way

DESCRIPTION



How to incorporate AI into Digital Marketing (Overview of AI Digital Marketing tools, Google Bard, Bing AI, ChatGPT) – Participants will incorporate AI-powered tools like Google Bard, Bing AI, and ChatGPT for digital marketing. The session covers how AI enhances content creation, audience engagement, and campaign automation. Real-world examples will demonstrate AI's impact on marketing strategies.

AI Digital Marketing with SEO Part 1 (SEO Audit, Research & Analysis, Basic SEO) – Participants will gain an understanding of how AI enhances digital marketing strategies. The session covers automated SEO analysis and content optimization techniques. Hands-on exercises will demonstrate AI-driven marketing campaign improvements. Interactive case studies will explore successful AI marketing strategies.

OBJECTIVE

Understand how AI tools can be applied to digital marketing strategies. Learn about real-world examples of AI's impact on marketing strategies. Demonstrate how AI can improve SEO performance and digital marketing campaigns.

STEP BY STEP

Introduce SEO basics using AI-powered research tools. Set up accounts on SEMrush (free trial), Ahrefs (limited free version), or use free alternatives like Google Keyword Planner and Ubersuggest. Show students how these tools use AI to analyze search patterns and competition.

Demonstrate keyword research workflow using AI assistance. Start with broad topic ideas, use AI tools to expand keyword lists, analyze search volume and competition data, and identify long-tail keyword opportunities that are easier to rank for.

Practice on-page SEO optimization with AI help. Take existing web content and use AI to suggest title tag improvements, meta descriptions that increase click-through rates, header structure optimization, and internal linking strategies.

Show students how to use AI for content gap analysis: identify topics competitors rank for that you don't, discover question-based keywords that suggest content opportunities, and find related keywords to expand existing content comprehensively.

Demonstrate AI-powered SEO audit techniques: use tools to identify technical SEO issues, analyze site speed and mobile optimization, check for broken links and crawl errors, and generate prioritized fix lists for immediate improvements.

STUDENT ASSIGNMENT

Conduct a complete SEO audit of an existing website (personal, school, or local business with permission). Use AI tools to identify 10 specific improvement opportunities, create an action plan with priorities, and write optimized content for 3 target keywords. Include before/after examples showing your optimization suggestions.



MODULE #3 - Digital Marketing #2

LESSON PLAN INFORMATION	
CATEGORY: Distribution	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 12
TOPIC: Digital Marketing #2	TIME: 3hrs

MATERIALS

- Ai Social Media Advertising  Slides
- SEO Notes  Slides

LESSON PLAN

INTRODUCTION

- Advance SEO training
- Ai automation into social media management & advertising

TEACHER'S NOTES

- Give time for questions & break between lessons

GROUP BRAINSTORM

- Demonstrate real-world AI impact in Marketing
- Group discussion along the way

DESCRIPTION



AI Digital Marketing with SEO Part 2 (Optimize your website, Creating Content, Building Links)

– This session dives deeper into optimizing online presence using AI-driven insights. Participants will learn advanced SEO tactics for maximizing digital visibility. AI-powered tools for social media ad placement and audience targeting will be explored. Live demonstrations will help participants understand data-driven marketing strategies.

AI Digital Marketing with Social Media Marketing (Learn how to run ads on social media) –

Participants will explore AI's role in streamlining social media management and advertising. The session covers automation, content scheduling, and data-driven decision-making. Students will practice using AI to create effective ad campaigns. A focus on analytics will teach participants how to measure campaign success.

OBJECTIVE

Apply advanced SEO tactics using AI-driven insights to improve website visibility. Optimize website performance and content for higher search rankings. Apply AI tools to optimize content delivery and audience engagement.

STEP BY STEP

Set up Google Search Console and Google Analytics accounts for website performance tracking. Walk students through the verification process: adding HTML tags, DNS verification, or Google Tag Manager installation depending on website platform access.

Demonstrate AI-powered website analysis using tools like Screaming Frog (free version), GTmetrix, or PageSpeed Insights. Show students how to interpret technical SEO data: page load speeds, mobile usability scores, crawl errors, and broken link identification.

Practice content optimization using AI suggestions. Take existing web pages and use AI to improve readability scores, optimize for featured snippets, enhance semantic keyword usage, and create better user experience through improved structure and navigation.

Show link building strategies enhanced by AI: use tools to identify link opportunities, create outreach templates that get responses, find broken link replacement opportunities, and analyze competitor backlink profiles for strategic insights.

Demonstrate local SEO optimization for businesses: optimize Google My Business listings, create location-specific content, manage online reviews, and use AI to identify local keyword opportunities and competition analysis.

STUDENT ASSIGNMENT

Optimize an existing website page for SEO using AI tools. Create before/after comparisons showing improvements in title tags, meta descriptions, header structure, content optimization, and technical issues. Include a measurement plan showing how you'll track improvement results over time.



MODULE #3 - Digital Marketing #3

LESSON PLAN INFORMATION	
CATEGORY: Distribution	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 13
TOPIC: Digital Marketing #3	TIME: 3hrs

MATERIALS

- Adwords  Slides

LESSON PLAN

INTRODUCTION

- Social media management with Hootsuite
- Google Ads

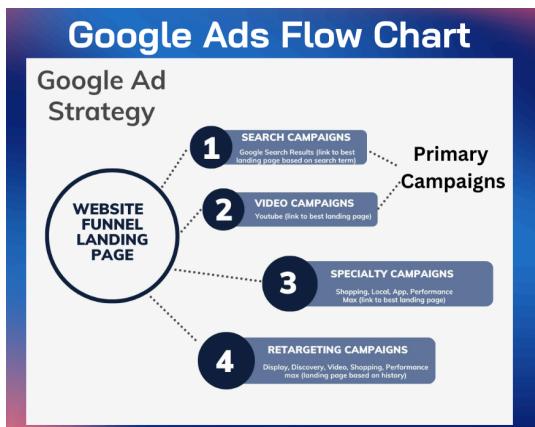
TEACHER'S NOTES

- Give time for questions & break between lessons

GROUP BRAINSTORM

- Set up and manage AI enhanced ad campaigns
- Group discussion along the way

DESCRIPTION



AI Digital Marketing with Social Media

Management (Learn how to manage social media)

with Hootsuite - Participants will learn how to use AI-driven tools like Hootsuite to automate social media management. This includes scheduling posts, monitoring engagement, and analyzing performance metrics. The session will emphasize efficiency and strategic content planning.

AI Digital Marketing with Google Ads (Learn how to run ads on Google Search Engine)

– This session will introduce participants to running AI-enhanced ad

campaigns on Google Search. They will learn how to create targeted ads, optimize bidding strategies, and track key performance indicators (KPIs). Practical exercises will help reinforce campaign setup and management skills.

OBJECTIVE

Use AI-driven tools such as Hootsuite to automate social media workflows. Schedule posts strategically to maximize audience reach. Set up and manage AI-enhanced ad campaigns on Google Search.

STEP BY STEP

Set up Facebook Business Manager and explore AI-powered ad targeting features. Walk through account creation, pixel installation for website tracking, and audience creation using Facebook's AI suggestions based on existing customer data or lookalike audiences.

Create social media ad campaigns using AI assistance for copy and creative development. Practice writing ad headlines and descriptions that AI tools suggest will perform well, select images that AI analysis indicates will get high engagement, and set up A/B testing for continuous optimization.

Demonstrate Instagram and LinkedIn advertising differences: visual-first content for Instagram Stories and feed ads, professional content for LinkedIn sponsored posts and InMail campaigns, and cross-platform campaign coordination for maximum reach.

Show students how to use Hootsuite or similar social media management platforms with AI features: automated posting schedules, AI-suggested optimal posting times, content curation recommendations, and performance analytics that guide future content decisions.

Practice crisis management and community engagement strategies: develop response templates for common customer service scenarios, create escalation procedures for negative feedback, and use AI sentiment analysis to monitor brand mentions across platforms.

STUDENT ASSIGNMENT

Create and launch a complete social media advertising campaign (using small test budgets or simulation mode). Include campaign objectives, target audience definitions, creative assets (images, videos, copy), budget allocation, and success metrics. Run the campaign for one week and provide performance analysis with optimization recommendations.



MODULE #3 - Digital Marketing #4

LESSON PLAN INFORMATION	
SUBJECT/COURSE: Distribution	NAME: E-Magine
GRADE: Post-secondary Edu	DATE: Lesson 14
TOPIC: Digital Marketing #4	TIME: 3hrs

MATERIALS

- Ai content & Tool creation  Slides

LESSON PLAN

INTRODUCTION

- Explore Bing Ads in Ai optimization
- Ai Digital Marketing with Google Analytics, Search Console, & Google Tag Manager.

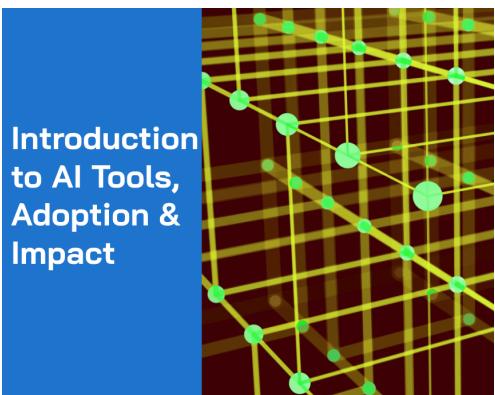
TEACHER'S NOTES

- Give time for questions & break between lessons

GROUP BRAINSTORM

- Learning how to set up and analyze performance data
- Learning how to create, manage, and analyze ad campaigns
- Group discussion along the way

DESCRIPTION



AI Digital Marketing with Bing Ads (Learn how to run ads on Bing Search Engine) – Participants will explore Bing Ads and how AI can optimize search engine marketing. They will learn to create, manage, and analyze ad campaigns for better reach and conversion rates. The session will compare Bing Ads with Google Ads for strategic advertising decisions.

AI Digital Marketing with Google Analytics, Search Console, Google Tag Manager (measure traffic, conversion lead & sales tracking, KPI) – This session

covers essential tools for tracking website traffic, conversions, and user engagement. Participants will learn how to set up and analyze performance data. Hands-on exercises will help them measure and refine digital marketing efforts.

OBJECTIVE

Explore Bing Ads and understand how AI optimizes search engine marketing. Use Google Analytics, Search Console, and Tag Manager to measure website traffic and user behavior.

STEP BY STEP

Set up comprehensive analytics tracking using Google Analytics 4, Facebook Pixel, and platform-specific analytics tools. Show students how to create custom dashboards that track metrics most relevant to their marketing objectives.

Demonstrate conversion tracking setup: define what actions count as conversions (purchases, sign-ups, downloads), implement tracking codes correctly, and create conversion funnels that show where potential customers drop off in the process.

Practice data interpretation and decision-making: analyze which content types drive the most engagement, identify the most valuable traffic sources, understand customer journey patterns, and use data insights to optimize future marketing efforts.

Show students how to create automated reporting systems: set up Google Analytics reports that email weekly summaries, create social media performance dashboards, and establish key performance indicator tracking that alerts you to significant changes.

Demonstrate ROI calculation for different marketing activities: calculate cost per acquisition for paid advertising, measure organic social media value, assess email marketing return on investment, and create frameworks for comparing effectiveness across different marketing channels.

STUDENT ASSIGNMENT

Create a comprehensive analytics dashboard for your marketing campaign from Session 6. Include traffic sources, engagement metrics, conversion tracking, and ROI calculations. Provide actionable insights and recommendations for campaign improvement based on data analysis. Present your findings as a professional marketing report with visualizations and next-step recommendations.



MODULE #3 - Digital Marketing #5

LESSON PLAN INFORMATION	
CATEGORY: Distribution	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 15
TOPIC: Digital Marketing #5	TIME: 3hrs

MATERIALS

- Training Material & handouts

LESSON PLAN

INTRODUCTION

- Intro to social media strategies
- Social media outreach

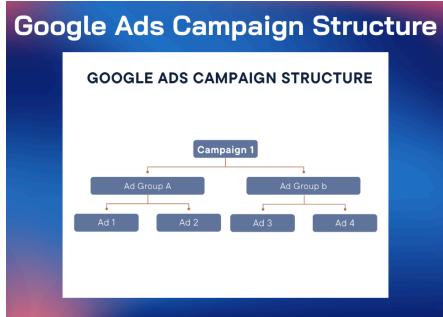
TEACHER'S NOTES

- Give time for questions & break between lessons

GROUP BRAINSTORM

- Create a social media strategy
- Learn social media outreach & collaboration approach
- Group discussion along the way

DESCRIPTION



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/ads/analytical data.

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. Case studies will demonstrate best practices for successful influencer partnerships.

OBJECTIVE

Develop a comprehensive social media strategy tailored to business objectives. Identify target audiences and select the most effective platforms. Learn effective outreach and collaboration techniques.

STEP BY STEP

Begin the session by explaining the purpose and value of a social media strategy, using examples of successful brand campaigns. Guide participants to identify their target audiences by analyzing demographics, interests, and online behavior. Teach them how to set clear, measurable objectives—such as increasing engagement, driving sales, or building brand awareness. Help participants evaluate and select the most effective social media platforms for their goals. Walk them through planning and scheduling content, including posts, ads, and tracking performance using analytical tools. Next, introduce Influencer Marketing by discussing its growing role in digital branding.

Provide guidance on how to reach out and collaborate with influencers effectively, emphasizing relationship building and contract clarity. Show how to align influencer partnerships with brand goals and use metrics to measure campaign success. Conclude with case studies that highlight best practices and real-world examples of successful influencer collaborations to reinforce learning.

STUDENT ASSIGNMENT

Students will apply what they've learned by designing a comprehensive social media strategy for a chosen brand or organization (real or hypothetical) and incorporating an influencer marketing component.



MODULE #3 - WEB DEVELOPMENT #1

LESSON PLAN INFORMATION	
CATEGORY: Distribution	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 16
TOPIC: Web Development #1	TIME: 3hrs

MATERIALS

- Training Material & handouts

LESSON PLAN

INTRODUCTION

- Introduction to website development

TEACHER'S NOTES

- Give time for questions & break between lessons

GROUP BRAINSTORM

- Understanding fundamentals of web development
- Recognizing importance of policies & compliance
- Group discussion along the way

DESCRIPTION



Introduction to Website Development (Website Hosting, SSL, Website Domain Name, Website Security, Website Privacy Policy) – Participants will explore the fundamentals of website hosting, domain names, SSL certificates, and security measures. The session emphasizes best practices for privacy policies and compliance. Attendees will gain an overview of setting up a secure and professional website.

OBJECTIVE

Understand the fundamentals of website hosting and domain registration. Recognize the importance of privacy policies and compliance requirements.

STEP BY STEP

Begin by introducing the core components of website development, explaining how hosting, domain names, and SSL certificates work together to make a website accessible and secure. Show participants how to choose and register a domain name that reflects their brand or purpose. Guide them through selecting a reliable hosting provider and setting up their hosting account. Demonstrate how to install and configure an SSL certificate to ensure data security and build user trust. Discuss essential website security practices, such as using strong passwords, regular backups, and software updates. Conclude by reviewing privacy policies and compliance requirements, helping participants understand how to create a transparent policy that protects user data and aligns with legal standards.

STUDENT ASSIGNMENT

Students will write a 1-2 page showing what they learned about how hosting, domain names, SSL certificates, and security practices work together to make a website safe and accessible.



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MODULE #3 - WEB DEVELOPMENT #2

LESSON PLAN INFORMATION

CATEGORY: Distribution	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 17
TOPIC: Web Development #2	TIME: 3hrs

MATERIALS

- Word Press Slides Slide

LESSON PLAN

INTRODUCTION

- WordPress Basics
- Create with WordPress

TEACHER'S NOTES

- Give time for questions & break between lessons

GROUP BRAINSTORM

- Practical exercises
- Group discussion along the way

DESCRIPTION



WordPress Web Development Basics (Setting up a website, e-commerce feature, content creation) – This session covers setting up a WordPress website, including themes, plugins, and content creation. Practical exercises will guide them in building a functional website from scratch.

OBJECTIVE

Set up a WordPress website using themes and plugins. Create and publish content effectively within WordPress.

STEP BY STEP

Walk through WordPress installation process step-by-step: access hosting control panel (cPanel), locate WordPress installer, configure database settings, choose admin credentials, and complete initial setup. Emphasize strong password creation and security best practices.

Set up essential security measures immediately after installation: install security plugins like Wordfence or Sucuri, configure two-factor authentication, update all plugins and themes to latest versions, and establish regular backup schedules using plugins like UpdraftPlus.

Demonstrate SSL certificate installation and verification: ensure HTTPS is working properly, update WordPress settings to use secure URLs, test certificate functionality, and understand why SSL is crucial for SEO and user trust.

STUDENT ASSIGNMENT

Purchase hosting and domain name for a personal or business website project. Complete WordPress installation, implement basic security measures, and create a security checklist with regular maintenance tasks. Document your setup process with screenshots and lessons learned.



MODULE #3 - WEB DEVELOPMENT #3

LESSON PLAN INFORMATION	
CATEGORY: Distribution	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 18
TOPIC: Web Development #3	TIME: 3hrs

MATERIALS

- WordPress Slides  [Slide](#)

LESSON PLAN

INTRODUCTION

- WordPress customization & optimization
- Theme settings and Plugins

TEACHER'S NOTES

- More Hands-on
- Give time for questions & break between lessons

GROUP BRAINSTORM

- More time for practices
- Group discussion along the way

DESCRIPTION



WordPress Backend
WordPress dashboard
This is where you, as the administrator, can manage your site's content, plugins, write blog posts, create new pages, and manage user settings.
Dashboard
Media
Comments
Plugins
Tools

WordPress Web Development Basic, PART 2 – This session builds on the previous workshop, focusing on website customization and optimization. Participants will explore advanced theme settings, plugins, and performance enhancements. Hands-on practice will help refine their WordPress skills.

OBJECTIVE

Demonstrate hands-on skills in refining and personalizing a WordPress site.

STEP BY STEP

Demonstrate advanced customization options: create custom menus and navigation structures, set up widget areas for sidebars and footers, configure homepage settings (static page vs blog posts), and organize content with categories and tags.

Show students how to optimize website performance: compress images using plugins like Smush, implement caching for faster page loads, minimize CSS and JavaScript files, and optimize database performance with cleanup plugins.

Practice mobile responsiveness testing: use built-in browser tools to test different device sizes, ensure content displays properly on smartphones and tablets, optimize images for different screen resolutions, and prioritize mobile user experience.

Set up Google Analytics and Search Console integration: install tracking codes correctly, verify website ownership with Google, submit XML sitemaps for better indexing, and understand how to interpret basic traffic data.

Demonstrate backup and maintenance procedures: schedule regular backups, test backup restoration process, update WordPress core and plugins safely, and create maintenance schedules for ongoing website health.

STUDENT ASSIGNMENT

Optimize your WordPress website for performance and SEO. Implement caching, image optimization, and speed improvements. Set up analytics tracking and submit your site to Google Search Console. Create a maintenance checklist for ongoing website care and document your optimization results with before/after performance scores.



MODULE #3 - WEB DEVELOPMENT #4

LESSON PLAN INFORMATION	
CATEGORY: Distribution	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 19
TOPIC: Web Development #4	TIME: 3hrs

MATERIALS

- WordPress Slides  [Slide](#)

LESSON PLAN

INTRODUCTION

- WordPress Woocommerce
- Wordpress Shopify E-commerce

TEACHER'S NOTES

- More Hands-on
- Give time for questions & break between lessons

GROUP BRAINSTORM

- More time for practices
- Group discussion along the way

DESCRIPTION



WordPress Web Development Basic, PART 3 (WOOCOMMERCE) –

Participants will learn how to integrate WooCommerce into WordPress to build an online store. The session covers product listing, payment processing, and customer management. Best practices for e-commerce success will be emphasized.

WordPress Web Development Basic, PART 4 (SHOPIFY

E-COMMERCE) –

This workshop introduces Shopify as an alternative e-commerce solution. Participants will explore store setup, product management, and payment integration. The session will compare Shopify and WooCommerce for different business needs.

OBJECTIVE

Integrate WooCommerce into WordPress to create a functional online store. Add and manage product listings, including descriptions, pricing, and inventory.

STEP BY STEP

1. WooCommerce:

- Install and configure WooCommerce plugin on existing WordPress sites. Run through the setup wizard: choose store location, select industry type, configure product types (physical, digital, or both), set up payment methods, and establish shipping options.
- Demonstrate product creation process: add simple products with descriptions and images, create variable products with different sizes or colors, set up digital products with download links, and organize products using categories and tags for easy navigation.
- Show students how to configure essential WooCommerce settings: payment gateways like PayPal and Stripe, shipping zones and rates for different locations, tax settings for applicable regions, and inventory management for stock tracking.

- Practice creating compelling product pages: write persuasive product descriptions, upload high-quality images from multiple angles, set competitive pricing strategies, and configure related product suggestions to increase average order value.
- Set up essential WooCommerce extensions: install plugins for abandoned cart recovery, customer review management, email marketing integration, and analytics tracking for comprehensive store performance monitoring.

2. Shopify:

- Create Shopify accounts and explore the platform differences from WooCommerce. Navigate to shopify.com, start free trial, and complete store setup wizard including store name, address, and basic product categories.
- Demonstrate Shopify's streamlined product management: bulk import products using CSV files, create product collections for better organization, set up automated inventory tracking, and configure product variants with different pricing and stock levels.
- Show students Shopify's built-in marketing tools: discount code creation, abandoned cart recovery emails, SEO optimization features, and social media integration for direct selling on Facebook and Instagram.
- Practice customizing Shopify themes: browse theme stores for professional designs, modify colors and fonts to match brand identity, customize homepage layouts with featured products and promotional banners, and optimize mobile responsiveness.
- Compare WooCommerce vs Shopify advantages: WooCommerce offers more customization control and lower ongoing costs, while Shopify provides easier setup and built-in hosting with higher monthly fees but less technical maintenance required.

STUDENT ASSIGNMENT

Create a complete online store with at least 10 products across different categories. Include detailed product descriptions, pricing, shipping options, and payment gateway setup. Test the complete customer purchase journey from product browsing to checkout completion. Document any challenges encountered and solutions implemented.

Create the same product catalog from your WooCommerce store in Shopify. Compare the setup process, features, costs, and user experience between both platforms. Write a detailed comparison report recommending which platform would be better for different types of businesses.



MODULE #3 - WEB DEVELOPMENT #5

LESSON PLAN INFORMATION	
CATEGORY: Distribution	INITIATIVE: E-Magine
LEVEL: Post-secondary Edu	DATE: Lesson 20
TOPIC: Web Development #5	TIME: 3hrs

MATERIALS

- Training Materials

LESSON PLAN

INTRODUCTION

- World Wide Web3
- Advanced Generative Ai Workflow

TEACHER'S NOTES

- More Hands-on
- Give time for questions & break between lessons

GROUP BRAINSTORM

- More time for practices
- Group discussion along the way

DESCRIPTION

World Wide Web3 – An idea for a new iteration of the World Wide Web which incorporates concepts such as decentralization, blockchain technologies, and token-based economics.

Designing Advanced Generative AI Workflows – This module will focus on building and deploying advanced Generative AI solutions and agents using Retrieval Augmented Generation (RAG) and fine-tuned LLMs. You will learn to implement these technologies securely and responsibly for both private and public applications.

OBJECTIVE

Understand the evolution from Web1 and Web2 to Web3. Explore how decentralization changes data ownership and control.

STEP BY STEP

Introduce Web3 concepts using simple analogies: Web1 was read-only (like newspapers), Web2 is read-write (like social media), and Web3 is read-write-own (users control their data and digital assets). Explain decentralization using examples like email vs social media messaging.

Demonstrate blockchain basics using visual tools: show how blocks contain transaction data, how chains connect chronologically, and how decentralization means no single authority controls the network. Use blockchain explorers like Etherscan to show real transactions.

Set up cryptocurrency wallets using beginner-friendly options like MetaMask or Trust Wallet. Guide students through wallet creation, private key security, and basic transaction understanding. Emphasize security practices and never sharing private keys.

Explore decentralized applications (dApps) that students can use: OpenSea for NFT marketplaces, Uniswap for decentralized exchanges, and ENS domains for blockchain-based website addresses. Show how these differ from traditional centralized applications.

Discuss practical Web3 applications relevant to creative professionals: NFT marketplaces for digital art, decentralized content platforms, blockchain-based copyright protection, and cryptocurrency payment integration for freelance work.

STUDENT ASSIGNMENT

Research three Web3 platforms relevant to your career interests. Create accounts where possible (using test networks to avoid real money transactions). Write a report comparing Web3 vs traditional alternatives, including advantages, disadvantages, and potential future adoption scenarios.