



AI for Creatives

JANUARY 2026

AI For Creatives



Audience
Media, Marketing, A/V, Graphic teams



Capacity
25 max



Duration
18 hrs

Day	Time	Title	Type
Day 01	09:00 – 12:00	Demystifying AI: Benefits, limitations, ethical considerations <ul style="list-style-type: none"> Exploring AI landscape: Types of creative AI tools Introduction to Text-to-Image Generators & AI Music platforms (Demos) 	Training
		<ul style="list-style-type: none"> Brainstorming Campaign Ideas: Advertising/design campaign concepts suitable for AI tools Text Prompt Exploration: Experimenting with text prompts on Text-to-Image platforms 	Project
	13:00 – 16:00	<ul style="list-style-type: none"> Crafting Effective Text Prompts for Desired Visuals (Nouns, verbs, etc.) Advanced Prompt Engineering Techniques (Iteration, reference images) Creating Music from Text Prompts, Emotions, and Moods (Suno.ai Deep Dive) 	Training
		<ul style="list-style-type: none"> Refining Visuals & Storytelling: Analyzing visuals, refining prompts, developing narratives Generating & Integrating Music: Experimenting with AI music, integrating music with visuals 	Project
Day 02	09:00 – 12:00	<ul style="list-style-type: none"> Introduction to AI Voice Cloning & Generation (Elevenlabs.ai Demo) Emotional Cues & Voice Style Customization for Voiceovers Leveraging AI for Creative Storytelling Techniques Introduction to Speaking Avatars & Deepfakes (Synthesia/DI-D Demo) 	Training
		<ul style="list-style-type: none"> Exploring basic functionalities of speaking avatar software (Synthesia/DI-D) Voiceover & Narrative Development: Generating AI voiceovers, editing/refining for clarity, developing final narrative incorporating visuals, music, and voiceover 	Software Exploration Project
	13:00 – 16:00	<ul style="list-style-type: none"> Introduction to AI Video Generation Platforms (Luma AI Demo) Storyboards & Scripts for AI Video Creation Combining AI-Generated Elements: Strategies for cohesive project creation 	Training
		<ul style="list-style-type: none"> Exploring basic functionalities of chosen video generation platform (Luma AI or Dream Machine) AI Video Experimentation (Optional): Experimenting with AI Video generation; primary focus remains AI Voiceovers & Storytelling 	Software Exploration Project
Day 03	09:00 – 12:00	<ul style="list-style-type: none"> Students work on a project in Groups 	Student Project/ Hackathon
	13:00 – 16:00	<ul style="list-style-type: none"> Students present completed advertising/design projects utilizing AI visuals, music, voiceovers, and narrative 	Presentations
		<ul style="list-style-type: none"> Instructor provides individual feedback on ideas, execution, AI tool use, and overall effectiveness 	Evaluation

About Synaptica

Synaptica is an applied artificial intelligence company focused on transforming complex business challenges into intelligent, scalable products. We operate at the intersection of AI strategy, software engineering, and industry-specific innovation, helping organizations move from experimentation to measurable outcomes.

Mission

At Synaptica, we empower organisations to unlock the full potential of Artificial Intelligence by transforming visionary ideas into executable strategies and intelligent systems. Through expert consultancy, applied AI design, and tailored software development, we guide businesses from ideation to implementation, bridging innovation with measurable operational and economic impact across the GCC and beyond.

Vision

To build a future where artificial intelligence is seamlessly woven into business strategy and operational infrastructure, empowering organisations to move from ideation to execution and lead with intelligence. Synaptica aspires to become a trusted builder of applied AI systems and knowledge platforms in the Middle East, advancing responsible AI adoption and strengthening the region's role in the global AI ecosystem.

Values

Intelligence with Purpose

We build artificial intelligence to solve real problems and deliver measurable impact. Innovation is meaningful only when it improves decisions, operations, and outcomes.

Regional Relevance, Global Standards

We build AI solutions grounded in the language, culture, and regulatory realities of the Middle East while meeting global technology and engineering standards.

Knowledge as Infrastructure

We believe structured knowledge, language, and domain expertise are the foundations of intelligent systems. Building knowledge platforms enables long-term intelligence and innovation.

From Strategy to Systems

We move beyond ideas and prototypes into operational intelligent systems. Execution is the bridge between innovation and value.

Responsibility by Design

Trust, transparency, and ethical AI development are embedded into every system we create. Responsible AI is a foundational principle, not an afterthought

The senior team behind Synaptica has more than 40 years' of experience in developing Digital Transformation strategies in GCC/MENA



THE SCIENCE OF CONNECTIONS

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