



Learn AI for Video Editing and Creative Media Production

19 – 23 September 2027
Amman (Jordan)



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Introduction

The Learn AI for Video Editing and Creative Media Production course introduces learners to the evolving landscape of artificial intelligence in modern video editing and creative media production. It explores how AI-powered tools are transforming traditional editing workflows into faster, more intelligent, and highly automated processes. Participants will gain a strong theoretical understanding of how generative systems enhance storytelling, visual effects, and post-production efficiency. The program explains how AI integrates with professional editing software to help creators produce high-quality digital media. Learners will examine how machine learning models and automation techniques influence creative decision-making. Participants will understand how to apply AI concepts in video production environments strategically.

Targeted Groups

The Learn AI for Video Editing and Creative Media Production training targets professionals seeking knowledge and skills:

- Video editors aim to enhance editing speed and precision using AI tools.
- Content creators developing engaging digital media for social platforms.
- Filmmakers interested in AI-assisted post-production techniques.
- Digital marketers are producing high-impact video campaigns.
- Media production specialists are seeking automation in workflows.
- Graphic designers expanding into motion and video production.
- Communication teams are responsible for creating corporate video content.
- Freelancers building AI-based creative service offerings.

Course Objectives

Participants will achieve the following objectives by completing the Learn AI for Video Editing and Creative Media Production course:

- Understand the fundamentals of AI in video editing and creative production environments and how it reshapes modern media workflows.
- Develop knowledge of AI-driven editing techniques, including automated cutting, scene detection, and smart enhancement tools.
- Explore generative AI applications in video synthesis, visual effects, and content adaptation for multiple platforms.
- Gain the ability to evaluate AI tools for editing efficiency, storytelling improvement, and production optimization.
- Learn how AI supports color correction, audio enhancement, and motion tracking processes.
- Build awareness of ethical and creative considerations when using AI in media production.
- Strengthen conceptual skills in integrating AI technologies into professional creative pipelines.
- Improve decision-making in selecting appropriate AI solutions for different video production needs.

Targeted Competencies

Participants will gain the following competencies during the Learn AI for Video Editing and Creative Media Production program:

- Ability to analyze AI-powered video editing workflows and their practical applications in production environments.
- Skill in identifying suitable AI tools for editing, rendering, and media optimization tasks.
- Understand generative video technologies and their role in creative storytelling.
- Knowledge of automating repetitive editing tasks using intelligent systems.
- Capability to assess AI outputs for quality, consistency, and visual coherence.
- Understand how to integrate AI solutions into existing editing software ecosystems.
- Awareness of content personalization techniques using machine learning models.
- Ability to evaluate trends in AI-driven media production and adapt accordingly.

Studying Scenarios

In this Learn AI for Video Editing and Creative Media Production training, participants develop skills through the following scenarios:

- Analyzing how AI automates video editing tasks in real production environments.
- Evaluating AI-generated video sequences for storytelling accuracy and engagement.
- Studying case examples of automated post-production workflows in media studios.
- Comparing traditional editing techniques with AI-enhanced editing systems.
- Exploring AI use in social media video optimization and content repurposing strategies.
- Reviewing generative AI applications in creating visual effects and motion design.

Course Content

Unit 1: Foundations of AI in Video Editing

- Introduction to AI in video editing environments and media production systems.
- Understanding machine learning concepts applied to creative video workflows.
- Overview of AI video editing course structures and industry relevance.
- Role of automation in modern post-production pipelines.
- Evolution of AI-driven creative media production techniques.
- Basic principles of intelligent video analysis and processing systems.
- Relationship between human creativity and AI-assisted editing tools.

Unit 2: AI Video Editing Tools and Technologies

- Overview of leading AI video editing tools used in professional production.
- Understanding automated scene detection and smart cutting technologies.
- Use of AI for video enhancement, stabilization, and quality improvement.
- Integration of AI plugins into professional editing software platforms.
- Application of AI-based color grading and visual correction systems.
- AI tools for audio cleanup, synchronization, and enhancement in video production.
- Comparative analysis of AI video editing tools and their capabilities.

Unit 3: AI Workflow Automation in Media Production

- Structuring AI-powered workflows for efficient video editing pipelines.
- Automating repetitive editing tasks using intelligent systems and scripts.
- Enhancing productivity through AI-assisted project organization techniques.
- Use of AI in media asset management and content tagging systems.
- Optimizing rendering and export processes using AI optimization tools.
- Workflow integration between AI systems and traditional editing platforms.
- Improving turnaround time in video production through automation strategies.

Unit 4: Generative AI and Creative Media Production

- Introduction to generative AI in video content creation and design.
- Understanding AI-generated visuals and synthetic media production methods.
- Use of AI for storyboard generation and conceptual video design.
- Applications of text-to-video and image-to-video technologies.
- Enhancing storytelling using AI-driven visual effects and transitions.
- Exploring AI in creative adaptation for marketing and advertising videos.
- Ethical considerations in the use of generative media technologies.

Unit 5: Advanced AI Applications in Video Editing

- Advanced techniques in AI-based motion tracking and object recognition.
- Application of predictive AI models in video editing decision-making.
- Using AI for personalized video content and audience targeting.
- Integration of AI analytics in evaluating video performance metrics.
- Future trends in AI for filmmakers and digital media creators.
- Advanced AI-driven post-production enhancement strategies.
- Strategic implementation of AI in large-scale media production environments.

Final Insights & Key Takeaways

This course provides a structured understanding of how artificial intelligence is reshaping video editing and creative media production. It equips learners with the strategic mindset needed to apply AI tools effectively in professional digital content creation workflows.