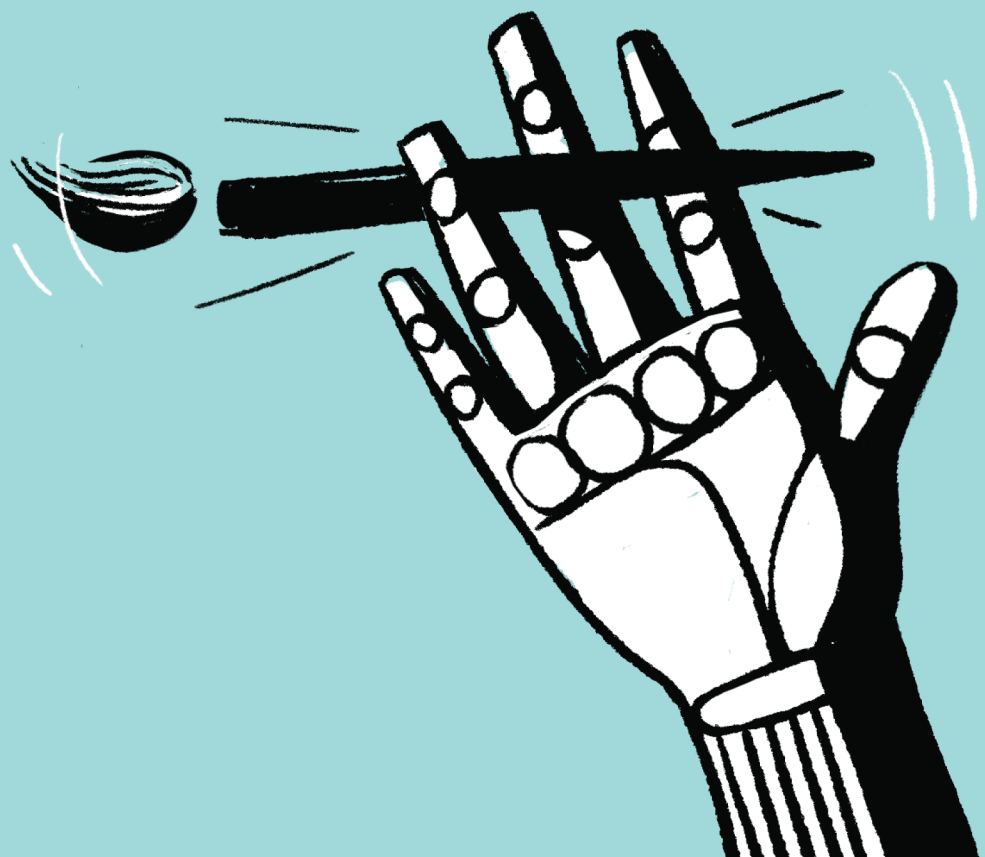


Learn n²

From Brief to Visual:

Designing with AI



We Saw a Gap



We built the Bridge.

Learn n' Digital isn't just another online course platform. It's a community of practitioners who refused to settle for theory-only education.

Learn n' Digital is where Arab marketers come to get serious — about their skills, their careers, and their impact.



When we started Learn n' Digital, the landscape was full of courses that were either too generic, too outdated, or too disconnected from **how marketing actually works** in our region. Students were graduating from programs with certificates they couldn't back up in a real interview.

Business owners were **spending money on agencies** without understanding what they were paying for. Freelancers were offering services they'd half-learned from YouTube. We built Learn n' Digital for all of them.

Not as a platform. As a community with a mission — to make practical, honest, industry-level digital marketing education accessible to every ambitious Arab professional, wherever they are.

02



8.000+

Students
Trained



100%

Practitioner-
Led Curriculum



25+

Countries
Represented

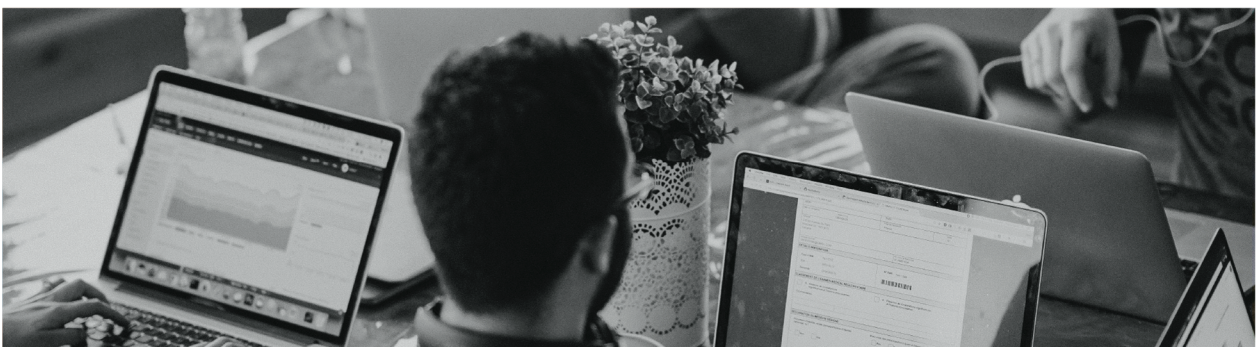
When you join Learn n' Digital, **you don't just get a diploma.**

You get a network that **stays with you long after** graduation.

Why This Exists

Are you stuck — with nothing to show for your efforts?

Most marketers spend years learning scattered tactics with no strategy, no results, and no credential to prove their skills. This diploma changes all of that.



Course introduction

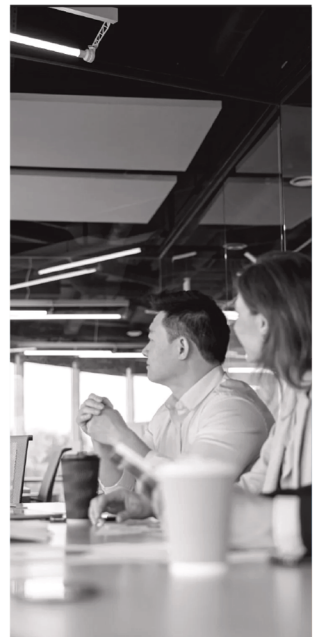


From Brief to Visual: Designing with AI is a practical, project-based course designed to help creative professionals integrate artificial intelligence into their design workflow.

Throughout the course, participants will learn how to transform a creative brief into a clear visual concept, write effective prompts, generate and art-direct AI visuals, refine images, and combine AI outputs with typography and brand elements using Photoshop. They will also explore AI video production, including image-to-video techniques, camera movement, shot planning, and video prompting.

By the end of the course, participants will complete a fully integrated advertising project—from analyzing the brief and developing the creative direction to producing campaign visuals, variations, and a short promotional video.

The course is ideal for graphic designers, social media designers, content creators, and creative professionals who want to use AI as a practical creative partner—not simply as an image-generation tool.



05

Full Curriculum



15 Total Hours
5 Sessions

Duration Per Session:
3 Hrs



Session 01 — AI Design Thinking & Prompting

- ▶ Understand the role of artificial intelligence in the design process and learn how to analyze a creative brief and transform it into a clear idea and visual direction.

Participants will also learn the fundamentals of prompt writing and how to refine prompts to achieve better and more accurate results.

Session 02 — AI Image Generation & Art Direction

- ▶ **Create advertising images and visuals using AI while learning how to control:**
 - Composition
 - Lighting
 - Camera angles
 - Colors
 - Mood

Participants will also learn how to use visual references and refine generated results to create a consistent and cohesive art direction.



Session 03 — AI Editing & Professional Design Workflow

▶ Learn how to edit and enhance images using AI, including:

- Adding new elements
- Removing unwanted elements
- Replacing objects
- Expanding images
- Improving image quality

Participants will then combine AI-generated outputs with typography and brand elements to create a professional final design using Photoshop.

Session 04 — AI Video for Designers

Learn how to transform static images and designs into videos using AI.

▶ This session covers:

- Image-to-video techniques
- Writing effective video prompts
- Controlling object movement
- Controlling camera movement
- Planning shots
- Producing a short promotional video



Session 05 — Final AI Advertising Project

Apply the complete AI design workflow to a realistic creative brief.

▶ Participants will:

- Analyze the creative brief
- Develop the creative idea
- Define the visual direction
- Generate and edit images
- Design the key visual
- Create campaign variations
- Produce a short promotional video
- Present and review the final project

Workshop Target Audience



This workshop is designed for:

- Graphic Designers
- Social Media Designers
- Content Creators
- Creative Professionals
- Anyone interested in integrating AI into their creative workflow

Experience Level: Beginner to intermediate level in AI tools

Basic knowledge of graphic design principles and design software is recommended.

Final Workshop Outcomes



By the end of the workshop, participants will be able to use artificial intelligence as part of a complete and professional design workflow.

They will be able to:

- Analyze creative requirements and briefs
- Develop creative ideas and visual directions
- Write and refine effective prompts
- Generate and art-direct AI images
- Edit and enhance AI-generated visuals
- Integrate typography and brand elements
- Create professional final designs
- Transform static designs into short promotional videos
- Build a complete AI-powered advertising project from concept to final execution

How will I Learn?



Our approach is rooted in the belief that effective learning must be practical, structured, and personalized.

1. Theory:

Every journey begins with a solid foundation. We equip learners with the core concepts, frameworks, and principles, ensuring that practical application is always backed by deep, structured understanding.

2. Learn by Doing (practical):

Every concept is paired with hands-on exercises, real-world case studies, and actionable frameworks that learners can apply immediately in their professional context

3. Structured Progression:

We guide learners through a clear, stage-by-stage journey - from foundational knowledge to advanced application - ensuring no one is left behind and no one is held back.

4. Feedback & Assessment:

Regular checkpoints, quizzes, and project reviews ensure that learners are not only consuming content but truly internalizing and applying it.

5. Lifetime support and mentorship:

The journey doesn't stop after the session ends or even after the course ends. Learn n' team and instructors provide you with lifetime support to ensure your learn n' journey and even your work, and interviews go as smoothly as possible.

Course Requirements: ↘**▶ Device:**

A laptop is highly recommended for a smoother learning experience (a phone can be used, but is limited)

▶ Internet Connection:

Stable internet access to attend live sessions and complete activities.

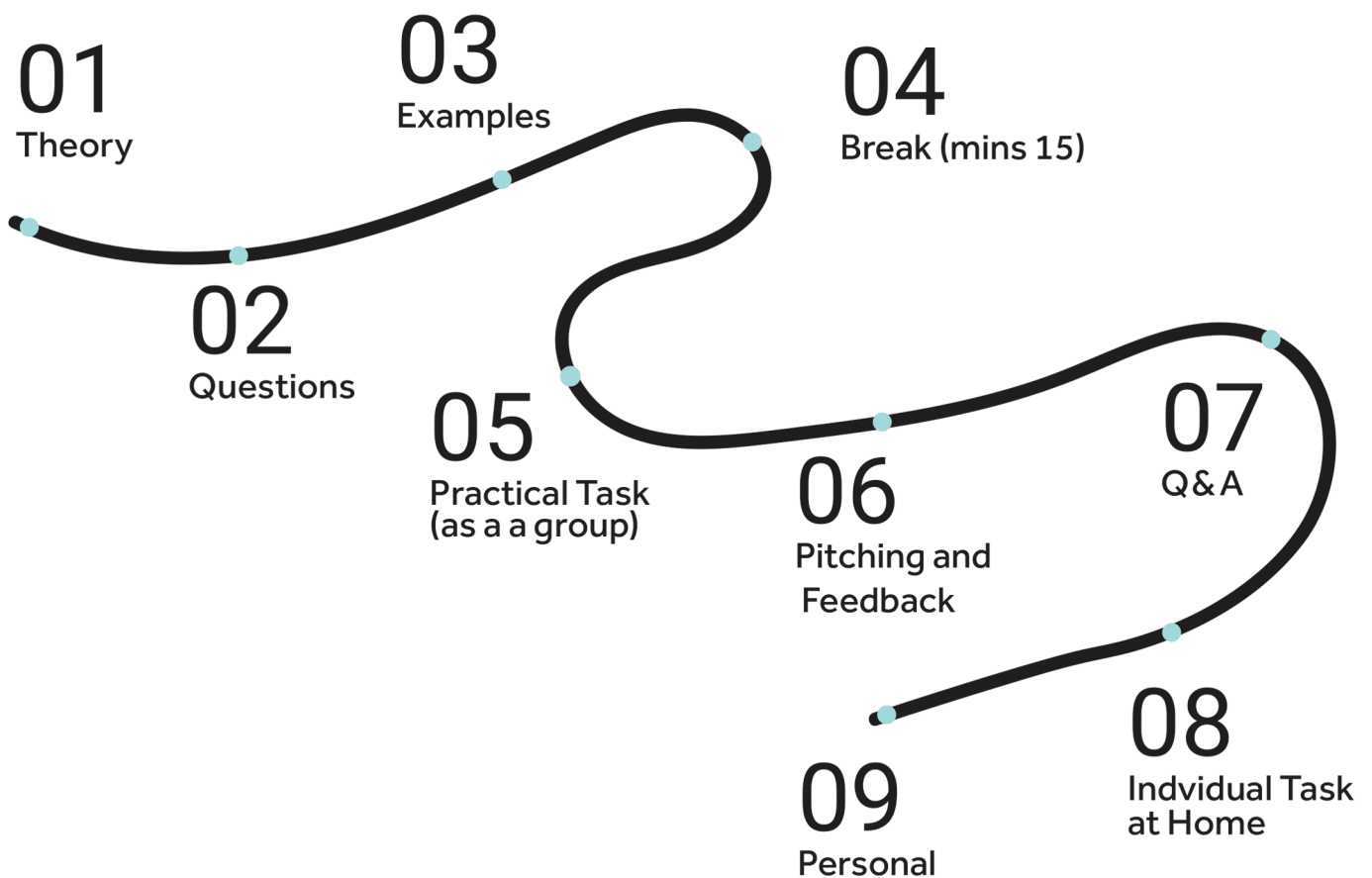
▶ Platform:

Zoom

▶ Internet Problems:

In case a trainee misses sessions due to internet problems, he/she can watch the recorded session that will be sent to him/her. If the person misses lot of sessions, Learn n' can let him join the next round without any extra fees.



Session Flow:

We are International



	Learn n' Digital (Live)	VS	Recorded Courses
 Flexibility	Fixed schedule	1	High
 Completion rate	High	2	Very low
 Updates	Regularly updated to reflect market trends	3	Static content
 Application	Fixed schedule	4	High
 Interaction	High (real-time)	5	None/limited
 Learning Depth	Deeper (guided)	6	Depends on self-discipline

Our Diploma

Live

Interactive

%100 Practical

Our Trainer



► Mohamed Thabet:

is an Art Director, Graphic Designer, and educational content creator with 9 years of experience in branding, advertising campaigns, and visual content. As Co-Founder and CEO of Creatives Circus, he has led creative teams and worked with major brands and organizations across Egypt and Saudi Arabia in diverse industries. His expertise also includes using AI to create and edit visuals and produce advertising videos.

The investment



It's more than Just a Workshop, Your investment also gives you:

- **Lifetime access** to the recorded sessions.
- **Special discounts** for the family.
- **Free consultation session** with our Experts.
- Lifetime **support**.
- Lifetime **mentorship**.
- Exclusive access to **Learn n' Plus community**.
- Exclusive **free workshops and webinars**.
- **Expert feedback** and project reviews.
- **Networking** with International marketers.
- **Portfolio-ready work**, job recommendations & internships.

Course pricing:

180 \$

5 SESSIONS

15 HOURS

Are you Learn n' Family member?

Ask for your special discount

18

READY TO GET STARTED?



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