Google Cloud

Google AI Integration for Media and Entertainment

Key information

Course code	Google AI Integration for Media and Entertainment
Course version	1.0
Course title	Google AI Integration for Media and Entertainment
Description	This course equips media and entertainment professionals with the skills to leverage a suite of Google AI tools, including Gemini and NotebookLM, to transform the entire creative production pipeline. It will demonstrate how to utilize Gemini in Workspace for rapid ideation, scriptwriting, and synthesizing creative feedback. You'll then leverage NotebookLM Enterprise to securely query and synthesize vast information from diverse sources to build and maintain an in-depth, source-grounded knowledge base for world-building, research, and creative consistency. This course empowers creative professionals to implement AI-driven solutions that accelerate initial development, enhance research capabilities, and foster greater creative alignment. An optional Appendix provides additional content on developing specialized capabilities for custom content generation and workflow automation with Gemini Gems, as well as integrating NotebookLM and Gemini for a unified approach to comprehensive data synthesis and actionable report generation.
What you'll learn	- Utilize the core features of Gemini to streamline creative workflows from ideation to asset creation. - Leverage NotebookLM to securely query and synthesize vast information and research to accelerate decisions across the entire media production pipeline.
Duration	3 hours
Level	Intermediate

Format	Instructor-led

Content overview

Who this course is for	Writers; Production Assistants; Content Creators; Social Media Coordinators; Script Supervisors; Creative Executives; Producers; Creative Project Managers; Graphic Designers; Motion Designers; Concept Artists
Total modules	3
Total videos	0
Total Labs	0
Total classroom activities	0
Prerequisites	Google Workspace basics; Gemini familiarity; Miro familiarity; Google Labs familiarity; NotebookLM familiarity; Basic research principles; Digital document management; Gemini Gems familiarity; Generative AI prompting; Production workflow knowledge; Visual storytelling vocabulary
Products	Gemini for Google Workspace Google Gemini Veo Nano Banana NotebookLM Miro (3rd party)
Not covered	Theory and in-depth explanations of Google AI tools. The course requires a basic-level understanding of the tools and what each one offers.

Content breakdown

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Module 1 title	Prompt Guidelines
Module 1 topics	1. Prompt structure 2. Prompt tips
Module 1 objectives	● Use the core components of effective prompt structure for AI models. ● Apply prompting techniques and tips to optimize AI model responses for specific tasks.
Module 1 activities	1 prompt example
Module 2 title	Gemini for Workspace Integration
Module 2 topics	1. Use case 1: Initial concept development and scriptwriting 2. Use case 2: Visualizing film concepts 3. Use case 3: Animating concept art for a proof-of-concept teaser
Module 2 objectives	● Integrate Google AI tools into creative workflows for enhanced productivity. ● Utilize Gemini in Workspace for concept ideation and content development. ● Enhance creative collaboration in M&E with Gemini for Google Workspace.
Module 2 activities	3 use case demos
Module 3 title	NotebookLM Enterprise Integration
Module 3 topics	1. Use case 1: Concept development and world-building 2. Use case 2: Deep-dive research and scriptwriting 3. Use case 3: Post-production and marketing campaign
Module 3 objectives	● Master NotebookLM's multi-format source support and sharing capabilities. ● Apply NotebookLM's conversational chat and citation features for informed content creation. ● Leverage NotebookLM's pattern recognition and insights for

	strategic planning and reporting.
Module 3 activities	3 use case demos