

Google AI Integration for Media and Entertainment

This course equips media and entertainment professionals with the skills to leverage a suite of Google AI tools, including Gemini and Gemini Notebook, 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 Gemini Notebook for 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.

**DURATION**

2-3 hours

**LEVEL**

200 - Intermediate

**FORMAT**

Instructor-led

**SCALABLE**

1-50, scaled to 1000

What you'll learn

- Utilize the core features of Gemini to streamline creative workflows from ideation to asset creation.
- Leverage Gemini Notebook to securely query and synthesize vast information and research to accelerate decisions across the entire media production pipeline.

Overview	3 modules
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
Products	• Gemini Notebook Enterprise • Gemini Enterprise • Google Workspace App Composer • Gemini for Google Workspace • Google Gemini • Veo • Nano Banana • Miro
Prerequisites	• Google Workspace basics • Gemini familiarity • Miro familiarity • Google Labs familiarity • Gemini Notebook familiarity • Basic research principles • Digital document management • Gemini Gems familiarity • Generative AI prompting • Production workflow knowledge • Visual storytelling vocabulary
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.

Module 01

Prompt Guidelines

Topics	• Prompt structure • Prompt tips
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.
Activities	• 1 prompt example

Module 02

Gemini for Workspace Integration

Topics	• Use case 1: Initial concept development and scriptwriting • Use case 2: Visualizing film concepts • Use case 3: Animating concept art for a proof-of-concept teaser
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.
Activities	• 3 use case demos

Module 03

Gemini Notebook Enterprise Integration

Topics	• Use case 1: Concept development and world-building • Use case 2: Deep-dive research and scriptwriting • Use case 3: Post-production and marketing campaign
Objectives	• Master Gemini Notebook's multi-format source support and sharing capabilities. • Apply Gemini Notebook's conversational chat and citation features for informed content creation. • Leverage Gemini Notebook's pattern recognition and insights for strategic planning and reporting.
Activities	• 3 use case demos