



crews

Where you belong

TRAINING

AI & Video

LEARNING OBJECTIVES

- Understand how artificial intelligence is used in video creation and post-production
- Discover AI tools for editing, scene generation, voice synthesis and avatars
- Learn how to integrate AI into professional video workflows
- Identify creative opportunities as well as technical and ethical limitations

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Content creators, videographers, editors, communication managers, digital marketing teams, agencies, or anyone regularly producing video

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE

- Inter-company training: €1,790 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to AI applied to video
 - Overview of AI technologies in audiovisual production
 - Examples of fully generated or AI-assisted videos
 - Types of tools: editing, animation, voice, scripting, avatars
- Video content generation using AI
 - Creating animated visuals
 - Using prompts to produce realistic video sequences
 - Animating photos or illustrations from text
- Avatars and synthetic voices
 - Creating video avatars
 - Generating natural voice-overs
 - Voice personalisation, lip sync, multilingual output
- Automated editing and post-production
 - Automatic footage cutting, AI titling, subtitles
 - AI-optimised templates for reels and shorts
 - Creating formats adapted for social media (duration, language, layout)
- Scripting and storyboarding with AI
 - Using GPT to generate a video script
 - Automatic creation of visual storyboards
 - Scene planning, scouting, virtual equipment
- Creative stakes and AI limitations
 - Authenticity, image rights, legal mentions
 - Video fake news, deepfakes and transparency
 - The role of the human creator in the value chain
- Practical workshop
 - Creating a complete AI-generated video capsule (from idea to export)
 - Testing multiple tools based on participant needs
 - Video presentation and group analysis

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to integrate AI tools into their video production, save time, enhance creativity and relevance, while respecting professional standards.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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