



A FOUR-WEEK LIVE MASTERCLASS

THE CREATIVE AI MASTERCLASS

Live, practical training to help you think, create and build with AI
— across text, images, video, audio and creative systems.

STARTS

Mon 17 Aug 2026

FORMAT

8 live sessions

PRICE

R2,750

SEATS

45 only

CONTENTS

What will be covered

01	The big idea	Why creative AI matters and who the masterclass is for
02	The format	How the four weeks and eight live sessions work
03	The curriculum	Foundations, images, multimedia and personal systems
04	Why it works	Community, resources, recordings and practical support
05	Join me	Trainer, pricing and how to secure a seat



YOUR TRAINER

Garth Manthé

Founder & Creative Director, BYCOB

Creative strategist, creative director and AI trainer who has trained close to **400 people** over the past two years – helping brand, agency and business teams use generative AI to think more creatively, make better work and build practical systems.

01 • THE BIG IDEA

AI is not a **shortcut machine.**

Used well, it becomes a creative capability layer that helps you think wider, make faster and build better work — without losing the judgement, taste and point of view that make the work yours.

We're building a community of *creative AI natives*

Not people who depend on one magic tool. People who know how to think, brief, direct, critique, edit and combine tools to make the work genuinely better.

Over four weeks we move from foundations to image creation, multimedia storytelling and a personal system you can keep using long after the course ends.

creative confidence, not tool dependency

WHO IT'S FOR

Made for people who make things

Marketers & strategists

Sharper research, stronger briefs, better campaign territories and content with a clearer point of view.

Designers & creatives

More control over image and video tools, stronger visual consistency and less generic output.

Founders & owners

Practical AI support across thinking, marketing, content, research and operations.

Freelancers & independents

Expand what you can deliver without a full production team for every experiment.

No prior experience required. New to AI, already experimenting, or somewhere in the messy middle — you'll fit right in.

OUTCOMES

What you'll walk away able to do

- Understand what modern AI can help with across thinking, writing, research, images, video, audio and systems.
- Turn rough thoughts and real briefs into stronger ideas, campaign directions and useful outputs.
- Plan and create short AI-assisted video, audio and multimedia sequences.
- Prompt with clearer intent, better context and reusable creative briefs.
- Generate, edit and refine images with more control, consistency and commercial awareness.
- Build a personal creative AI workflow that combines the right tools with human judgement.

02 • THE FORMAT

Live, small and hands-on.

Two live sessions a week. Every session recorded. Learn the thinking on Monday, then bring the work to Wednesday and build it properly.

HOW THE SESSIONS WORK

One rhythm, twice a week

MONDAYS • 2-4PM SAST

Core session

The teaching session — frameworks, current tools, live demonstrations and the reasoning behind each creative approach. Ends with a practical brief you can apply to real work.

WEDNESDAYS • 2-4PM SAST

Practical session

The working session — homework review, live troubleshooting, model comparisons and guided practice. The focus isn't perfect output; it's understanding what worked, what broke and what to do next.

The same call link is used throughout. Every session is recorded for catch-up and future reference.

SCHEDULE AT A GLANCE

Four weeks, eight sessions

WEEK	CORE · MONDAY 2-4PM	PRACTICAL · WEDNESDAY 2-4PM
1	17 Aug — Foundations, prompting & sharper creative thinking	19 Aug — Creative Capability Lab
2	24 Aug — Image prompting, creative possibility & responsible visual creation	26 Aug — Image Editing & Visual Consistency Lab
3	31 Aug — Motion, sound & multimedia storytelling	2 Sep — Multimedia Production Lab
4	7 Sep — Workflows, agents & your creative AI operating system	9 Sep — Build & Review Your System

The cohort runs from Monday 17 August to Wednesday 9 September 2026.

GETTING SET UP

All you need is a laptop

- ✓ A laptop and a stable internet connection
- ✓ Free accounts on ChatGPT, Gemini and Claude — paid tiers optional
- ✓ Headphones are useful for the video and audio week
- ✓ WhatsApp for the community and session reminders
- ✓ Google Drive for recordings, weekly PDFs, resources and playbooks

A USEFUL PROMISE

You don't need to subscribe to every platform. We'll show you what's useful, what's hype, and what may be worth paying for in your own work.

03 • THE CURRICULUM

Foundations, then images, then motion, then a **system that keeps working after the course ends.**

WEEK 1 • 17 & 19 AUGUST

FOUNDATIONS & PROMPTING

Expand what you think AI can help with — how the major tools differ, how context changes the answer, and how to think, expand, make and improve instead of jumping to the final output.

WEEK 1 **Foundations, prompting & sharper creative thinking**

CORE TOPICS

- What generative AI can actually help with across the creative process
- Choosing ChatGPT, Gemini and Claude by creative job, not brand loyalty
- Better briefs and prompts: context, intent, constraints, examples and format
- Creative prompt types: expansion, perspective, tension, cliché-breaking, transformation, critique and systems

WEDNESDAY · CREATIVE CAPABILITY LAB

Apply the prompting framework to your own work live, with feedback from the group and from Garth.

YOU LEAVE WITH

A reusable prompting framework, a personal creative capability map and prompts you can apply to real work immediately.

WEEK 2 • 24 & 26 AUGUST

IMAGES & VISUAL CONTROL

From basic image prompting to directing visuals with purpose — stronger briefs, reference-led generation, editing almost-good outputs, visual consistency and responsible, commercial-ready work.

WEEK 2 **Image prompting, possibility & responsible creation**

CORE TOPICS

- Basic to advanced prompting: subject, hierarchy, environment, composition, camera, lighting and style
- Reference-led generation, image-to-image, inpainting, outpainting and controlled editing
- Creative applications: visual metaphors, fictional products, campaign worlds, prototypes and hyper-local ideas
- Product and person consistency, text in images, consent, copyright, trademarks, disclosure and commercial accuracy

WEDNESDAY • CONSISTENCY LAB

Edit, refine and keep visuals consistent across a set — live, with group critique.

YOU LEAVE WITH

A repeatable image workflow, practical exercises for your own work and a stronger way to judge, edit and refine visual output.

WEEK 3 • 31 AUGUST & 2 SEPTEMBER

MOTION, SOUND & MULTIMEDIA

AI video isn't one prompt. Plan a story, choose the right creation mode, direct movement, maintain continuity, and combine generated footage with voice, music and sound.

WEEK 3 **Motion, sound & multimedia storytelling**

CORE TOPICS

- Text-to-video, image-to-video, first-frame, first-and-last-frame, reference-led and video-to-video workflows
- Choosing current video models by the shot and the kind of control required
- The MOTION framework for subject movement, camera behaviour, timing, end state and non-negotiables
- Beat sheets, storyboards, style frames, shot lists and audio maps
- Voice, dialogue, sound effects, music, dubbing, avatars and multimedia production

WEDNESDAY • MULTIMEDIA PRODUCTION LAB

Build a short sequence end to end — planning, generating and assembling live.

YOU LEAVE WITH

A storyboard, a set of planned shots and a rough 15–30-second multimedia sequence.

WEEK 4 • 7 & 9 SEPTEMBER

YOUR AI OPERATING SYSTEM

The final week turns everything into a practical system built around your role, your work and the outputs you create repeatedly. The goal isn't more tools — it's a better way of working.

WEEK 4 **Workflows, agents & your creative AI operating system**

CORE TOPICS

- Choosing a personal tool stack by job and removing what doesn't earn a place
- Reusable project context, knowledge bases, prompt systems and creative templates
- Mapping repeatable workflows from brief and research to copy, visuals, video and final delivery
- Where agents and automations remove repetitive work, and where human judgement must stay
- Building a personal creative AI operating system and a realistic 30-day implementation plan

WEDNESDAY · BUILD & REVIEW YOUR SYSTEM

Pressure-test your system live with Garth and the group.

YOU LEAVE WITH

A documented creative AI system, one repeatable end-to-end workflow and a clear plan for using it after the masterclass.

TOOLS WE WORK WITH

The tools, and where they fit

Examples we explore across the four weeks — not a promise that every paid feature is included.

ChatGPT

Creative thinking, prompting, research, writing, image creation, project context and reusable systems.

Gemini & Google AI Studio

Multimodal research, visual analysis, image and video experimentation and connected Google workflows.

Claude

Long-form thinking, structured documents, artefacts, editing and building polished creative material.

Image tools

ChatGPT Images, Google image models, Ideogram, Recraft and Magnific for generation, editing, text and finishing.

Video & audio tools

Veo, Runway, Kling, Luma, Firefly, Pika, Seedance and voice or music tools for motion and multimedia.

Canva & Adobe tools

Layout, compositing, typography, editing and turning generated material into finished work.

04 • WHY IT WORKS

Small groups, real work, practical homework and a community that keeps the learning alive.

THE WHATSAPP COMMUNITY

Where the learning keeps moving

the bit people don't leave

The live sessions are where you learn. The community is the main hub for session reminders, links, questions, new tools and work-in-progress feedback — and all resources live in Google Drive, easy to reach through it.

- Direct access to Garth between sessions
- One recurring session link and clear reminders
- Weekly PDFs, recordings, homework and resource links
- Tool and model updates as the landscape changes
- A place to share experiments while work is still in progress
- A network and resource stream that continues after the course

WHAT'S INCLUDED

One price. Everything in.

- ✓ 8 live online sessions – four core, four practical, two hours each
- ✓ The Creative AI Playbook and weekly participant PDFs
- ✓ A Google Drive content hub with recordings and resources
- ✓ The WhatsApp Community for reminders, support and tool updates
- ✓ Every recording, available during and after the masterclass
- ✓ Prompts, templates, model guides and practical checklists
- ✓ Homework designed around your own role, business or real work
- ✓ Bonus update sessions when a major tool or feature is worth unpacking

THE DIFFERENCE

Intentional work, not AI slop

WHAT WE BUILD

- ✓ A clear point of view before the prompt
- ✓ Prompts and briefs that carry real context
- ✓ Visual systems, not one lucky image
- ✓ Stories and sequences, not disconnected clips
- ✓ Workflows you can repeat and improve

WHAT WE AVOID

- ✗ Ten generic options that all sound the same
- ✗ One vague prompt followed by blind hope
- ✗ Pretty visuals with no idea behind them
- ✗ Chasing every new tool simply because it launched
- ✗ Automating weak thinking faster

05 • JOIN ME

Secure one of 45 seats for August.

Bookings open Friday 24 July 2026.

YOUR SEAT

R2,750

Per person. Everything included.

SEATS BOOKINGS OPEN

45 only Fri 24 Jul 2026

Three steps to your seat

1

Book

Complete the booking form on the Creative AI Masterclass website.

2

Pay

Complete payment to secure your place.

3

You're in

Receive onboarding, the recurring session link, WhatsApp Community access and the content hub.

Seats are confirmed by completed payment, not by form submission.



READY WHEN YOU ARE

THINK WITH IT. MAKE WITH IT. **BUILD A SYSTEM AROUND IT.**

Starts Monday 17 August 2026 · Live online ·
Mondays & Wednesdays · 2:00–4:00pm SAST

Book your seat — R2,750

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