

A22A |

Create Commercial Quality Content with AI

2-DAY INTENSIVE TRAINING



HRDC Claimable

Proven Frameworks & AI Stack

Hands-On Training

ABOUT THE COURSE

A22A offers two distinct AI training courses, each course is a 2-day hands-on program designed to produce commercial-quality content at scale.

COURSE A

AI IMAGE GENERATION WITH
NODE-BASED AUTOMATION

COURSE B

AI VIDEO PRODUCTION

Location

Sunway Velocity Hotel, Kuala Lumpur

Time

9:00 am — 5:00 pm (Both days)



The course is designed for:

FOR Brand Owners and Marketing Teams

looking to scale content production while reducing costs

FOR Content Creators

seeking to implement AI into their current workflows

FOR Brand Managers

who need consistent, high-quality visual content

FOR Creative Professionals

across industries ready to adopt AI to produce content



100% HRDC CLAIMABLE

Zero out-of-pocket cost

10% BUNDLE DEAL

Enroll in both courses

ADDITIONAL 10%

if registering with more than 1 participant

TECHNOLOGIES & TOOLS

Participants will work with industry-leading AI platforms and tools:



Weavy



Claude



KlingAI

SHOTDECK

 Higgsfield



sync.

ElevenLabs



Milanote

COURSE A

AI IMAGE WITH NODE-BASED AUTOMATION

WHAT YOU'LL LEARN

3 PROMPT FRAMEWORKS

to create any images
(product, human, illustration)

1 AI FRAMEWORK

to translate creative thoughts
into tangible visuals

HANDS-ON PROJECT:

Design Node-based automation workflows
to mass produce AI images



OUTCOMES

- 1** Bulk produce commercial quality images with consistency and accuracy.
- 2** Learn node-based automation. Build automation workflows without coding.
- 3** Eliminate manual prompting. Learn to design LLM systems that write high quality prompts for you.
- 4** Eliminate photographers, studios, and models, thus reducing production costs.
- 5** Achieve brand consistency. Create AI images at scale that fits your brand identity.



COURSE A

AI IMAGE WITH NODE-BASED AUTOMATION

Utilise AI with Structured Frameworks

Apply the Prompt Frameworks to generate brand-consistent images across different subjects (products, humans, environments) and visual styles.

Apply systematic prompting techniques that produce predictable, high-quality visual outputs.

Design Node-Based Workflows

Implement node-based automation workflow to create a content pipeline.

Integrate Large Language Models (LLM) into workflows for context awareness and to automate the prompt-writing process.

Integrate graphic elements such as logo and text into the visuals created.

Build reusable workflow templates that can be adapted for different projects and content needs.

Produce Tangible Deliverables

Produce visuals without traditional photography.
Eliminate the need for photographers, studios, or product shoots.

Improve productivity by 10x by producing images with a fully automated content pipeline.

Produce 2 node-based workflows during the course, ready for social media or marketing use

Elevate Creative Direction

Translate brand guidelines into AI prompt parameters that generate visuals aligned with brand standards.

Maintain creative control throughout the AI generation process via mood boards, environment reference, and character sheet.

Understanding how different prompt elements affect final outputs.

COURSE B

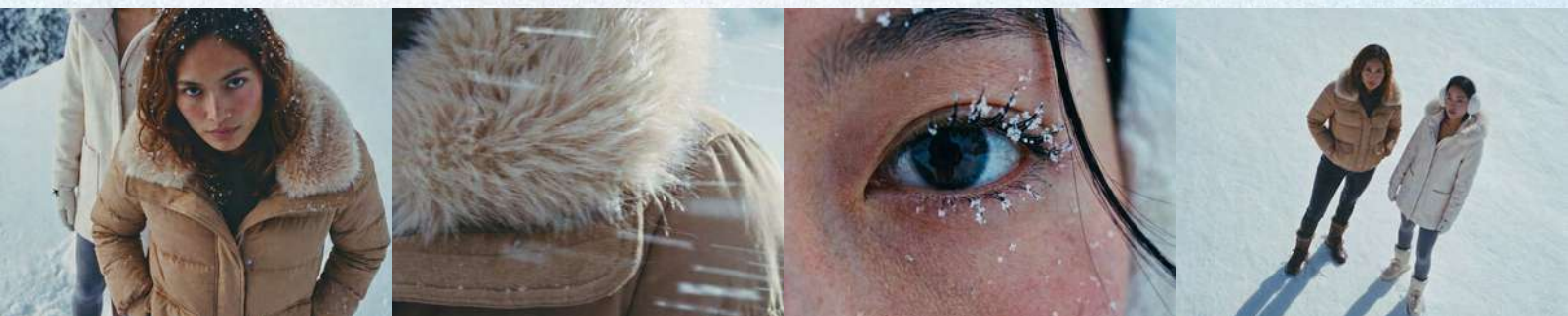
VIDEO PRODUCTION

WHAT YOU'LL LEARN

AI FRAMEWORKS
for video generation

EXECUTE END-TO-END AI WORKFLOWS
from concept to video export

HANDS-ON PROJECT:
Complete 2 finished video assets
during the course



OUTCOMES



- 1** Produce ads-quality video with AI visuals and audio. No cameras, actors, or location scouting needed.
- 2** Generate ultra-realistic clips: product hero video, UGC videos & commercial video.
- 3** Generate localised voiceovers, sound effects, and music.
- 4** Execute a complete end-to-end video workflow. From concept to final export, using AI tools at every stage.
- 5** Reusable frameworks for any format, social media content, explainer videos, AI Influencer videos, and brand campaigns.

COURSE B

VIDEO PRODUCTION

Utilise AI with Structured Frameworks

Generate production-ready assets across different subjects (products, humans, environments) and visual styles (animation, graphic, photorealistic).

Generate ultra-realistic clips: product hero video, UGC videos & commercial video.

Generate localised voiceovers, sound effects, and music.

Design AI Video Production Workflows

Execute a complete end-to-end video production workflow from initial concept development through final export, using AI tools at every stage.

Troubleshoot common generation issues to achieve desired creative outcomes.

Select the most suitable AI models and platforms for specific production needs.

Produce Tangible Deliverables

Produce 4 completed video assets during the course with AI-generated visuals and audio, ready for social media or marketing use.

Create videos without traditional video shooting. Eliminate the need for cameras, actors, or location scouting.

Improve productivity by producing visuals in a fraction of the time compared to traditional methods.

Elevate Creative Direction

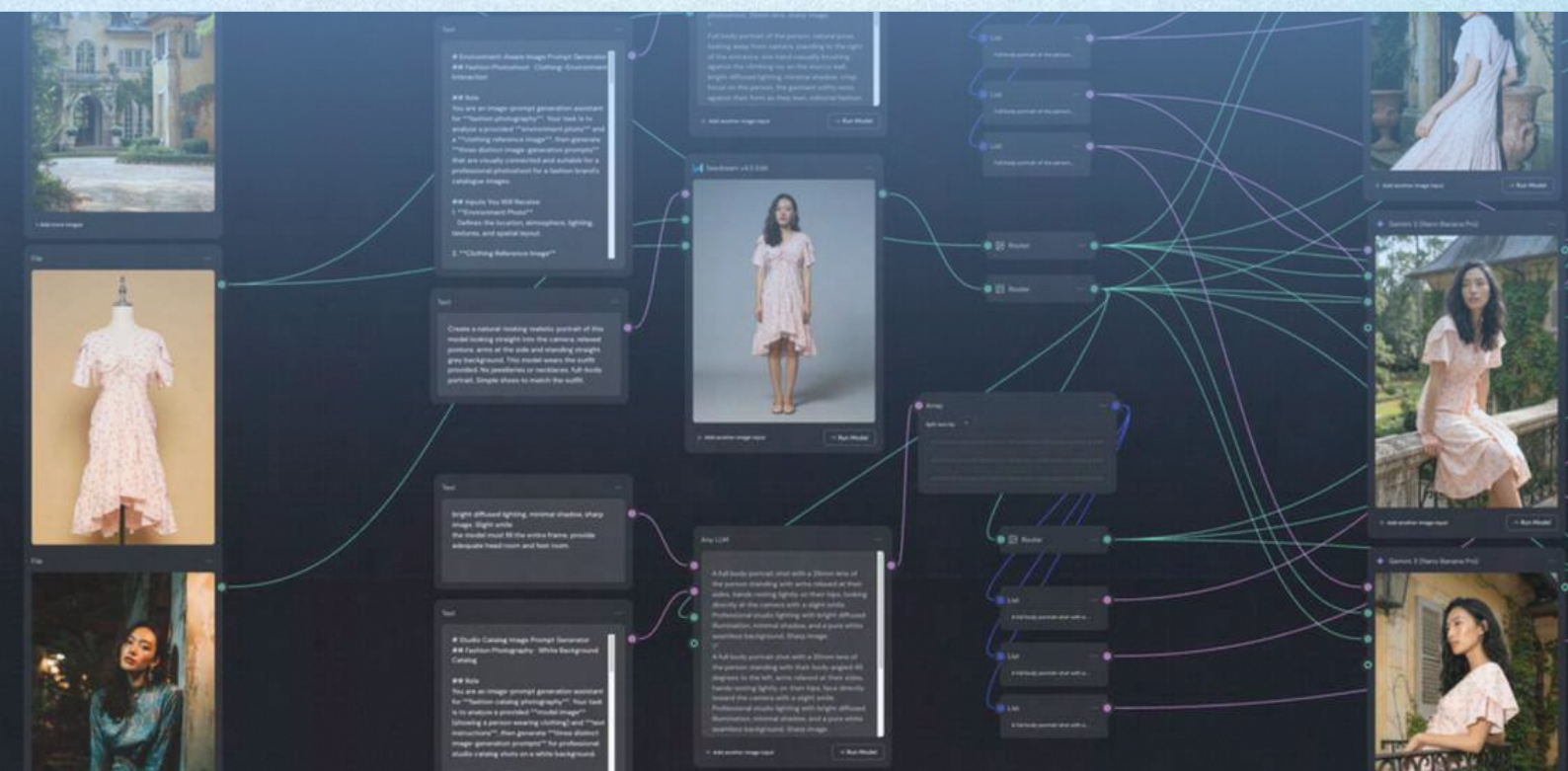
Translate creative concepts into AI prompts that generate visuals aligned with brand standards and campaign objectives.

Maintain creative control throughout the AI generation process via mood boards, environment reference, and character sheet.

Adapt the AI frameworks to different content types (social media content, explainer videos, product demonstrations, AI Influencer videos, brand campaigns).

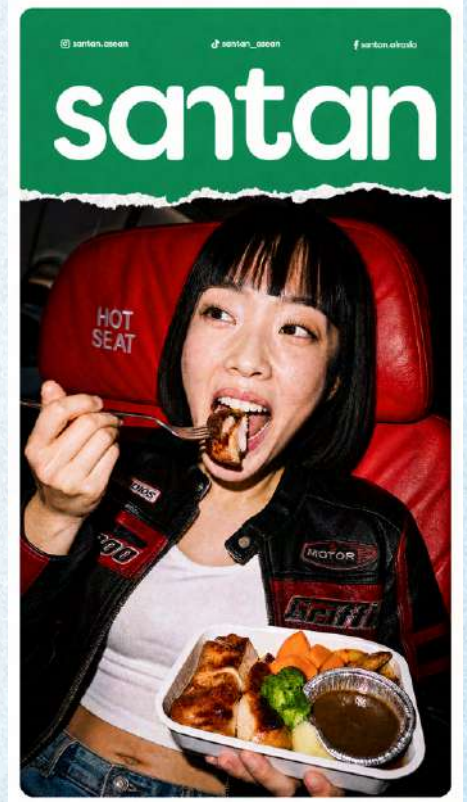
SAMPLE PROJECT

FASHION PHOTOSHOOT



SAMPLE PROJECT

PRODUCT PHOTOSHOOT



SAMPLE PROJECT

CHANGING TARGET DEMOGRAPHIC



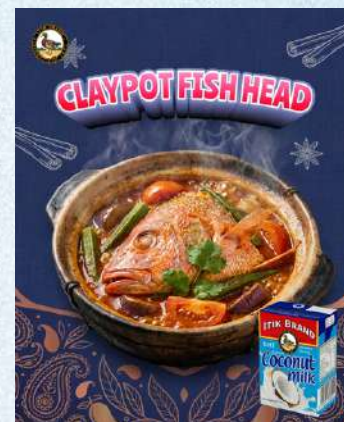
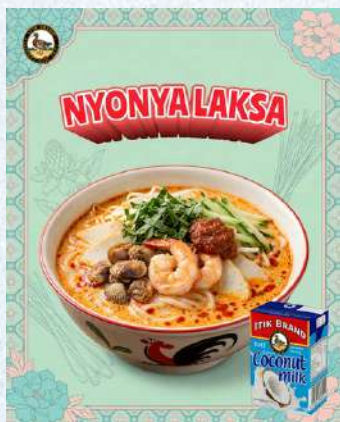
Malay Family

Chinese Family

Indian Family



SAMPLE PROJECT FOOD GRAPHIC DESIGN



Food Selector



Brand Asset



Final Images



Reference Image & Font Style



Image Generation



SAMPLE PROJECT

PRODUCT CUSTOMISATION



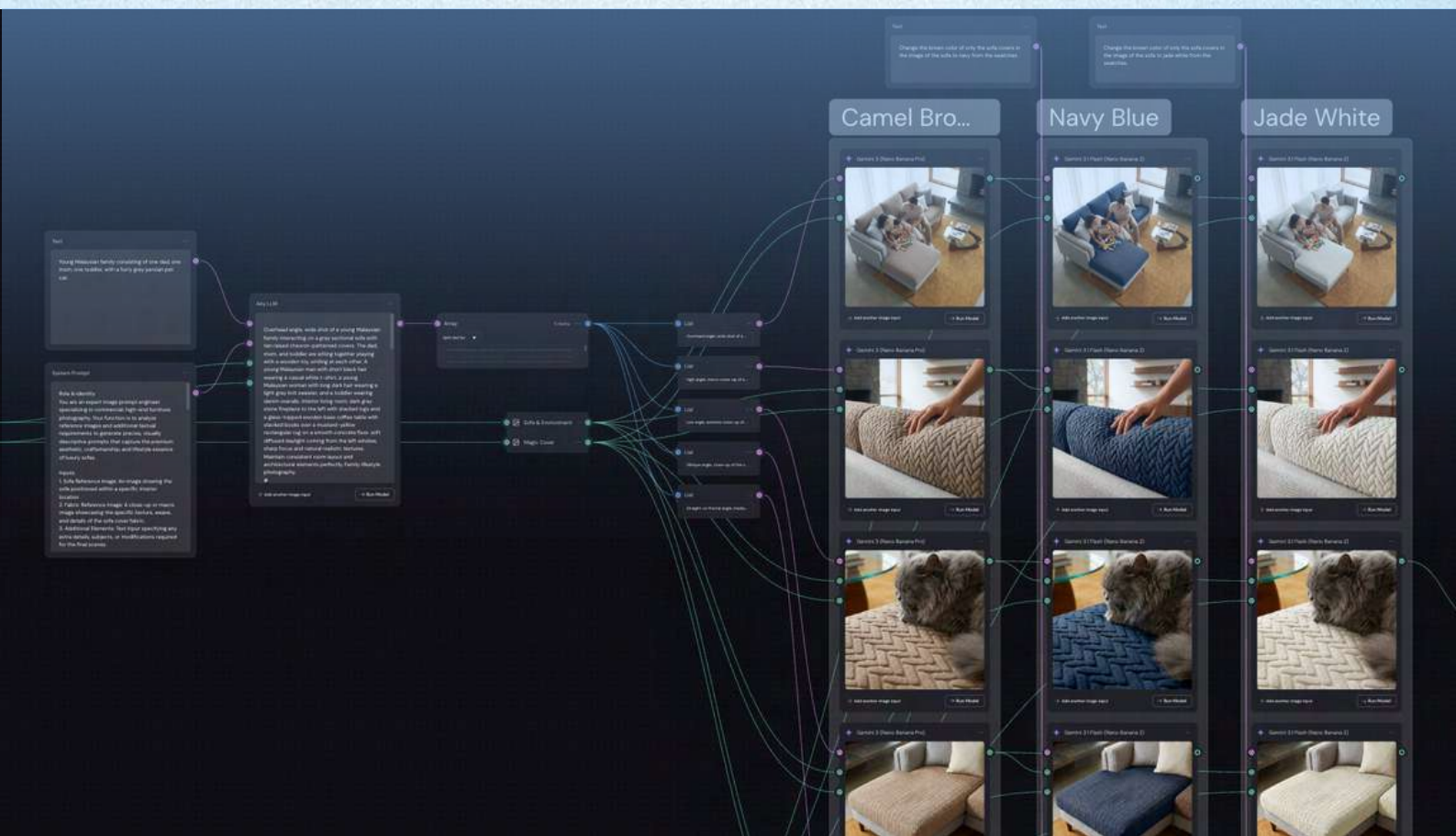
Camel Brown



Navy Blue



Jade White



SAMPLE PROJECT

REAL ESTATE



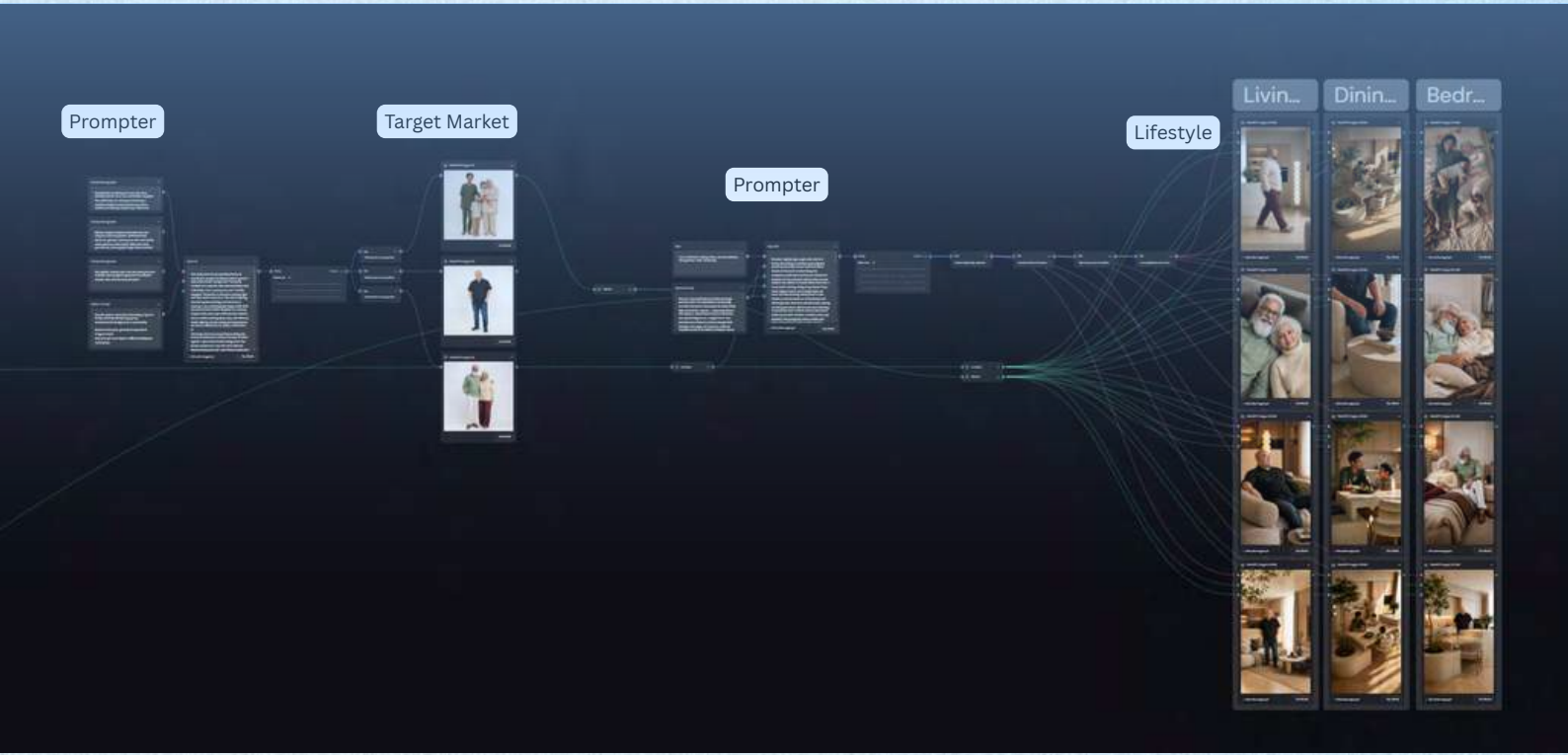
Kitchen



Living Room



Bedroom



SAMPLE PROJECT E-COMMERCE PRODUCTS



SAMPLE PROJECT VIDEOS



Video Link

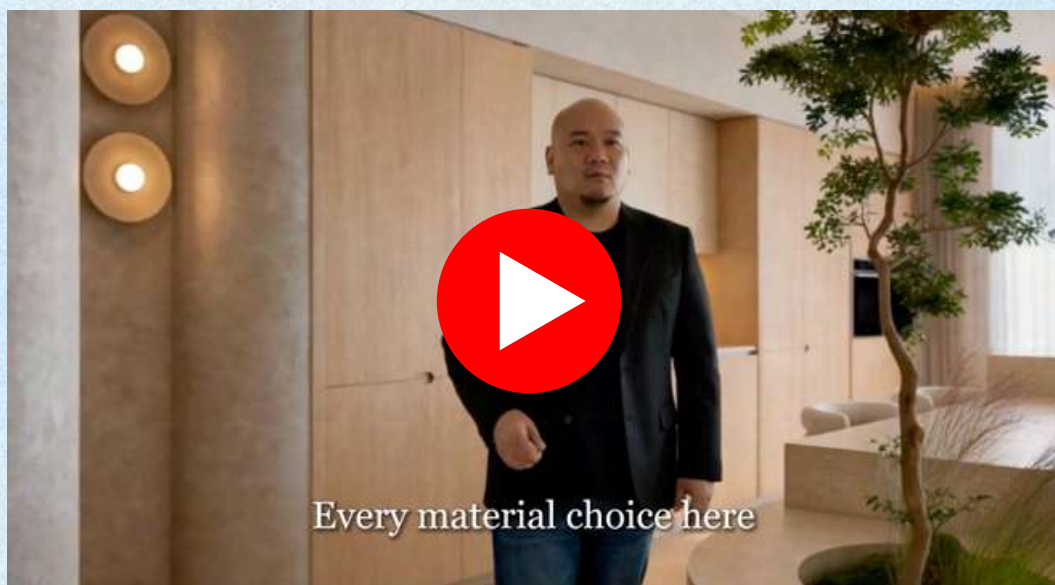
https://drive.google.com/file/d/14zhOxQNsfFljy-QqRCQN3RTDp09VBTS7/view?usp=drive_link

SAMPLE PROJECT VIDEOS



VIDEO LINK

https://drive.google.com/file/d/1p0F1trz9pDDHm1IAPdzoaXBISYBC7mCI/view?usp=drive_link



VIDEO LINK

https://drive.google.com/file/d/1p0F1trz9pDDHm1IAPdzoaXBISYBC7mCI/view?usp=drive_link

TRAINER PROFILE

Thomas Au is a creative director who helps Malaysian marketing teams master AI content creation through proven methods used in real client projects.

- 8+ years of experience in the creative industry
- Worked on local & international movies, documentaries, and commercials across 7+ countries
- Pioneered AI workflows for creatives for Z21 Studio, helped improve productivity by more than 3x.
- Trained 500+ people on AI creatives in Malaysia & Singapore



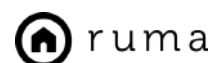
From film sets across Asia, Africa, and Europe, Thomas' hands-on production experience shapes his AI training approach.



PAST TRAININGS



Trusted By

The logo for naelofar, featuring the brand name in a bold, lowercase, sans-serif font.The logo for chuck's, featuring the brand name in a bold, lowercase, sans-serif font with an apostrophe in the 's'.The logo for funding societies, featuring a colorful geometric icon composed of four triangles meeting at a central point, followed by the brand name in a sans-serif font.The logo for ruma, featuring a circular icon with a stylized house shape inside, followed by the brand name in a lowercase, sans-serif font.The logo for central i city, featuring a colorful sunburst icon to the left of the brand name in a sans-serif font.The logo for ELKEN, featuring a stylized icon of three overlapping circles in blue and pink, followed by the brand name in a bold, uppercase, sans-serif font.The logo for PropertyGuru, featuring a stylized red icon of a house with a roof, followed by the brand name in a sans-serif font.The logo for tealive, featuring the brand name in a lowercase, sans-serif font with a small orange dot above the 'i'.The logo for Gote, featuring the brand name in a bold, uppercase, sans-serif font.The logo for ZALORA, featuring the brand name in a bold, uppercase, sans-serif font.The logo for ASPC RTIO, featuring the brand name in a bold, uppercase, sans-serif font inside a rectangular frame that resembles a document or folder.The logo for DASHER, featuring a stylized white icon of a person running or jumping, followed by the brand name in a bold, uppercase, sans-serif font.The logo for Photobook Malaysia, featuring a blue square icon with a white lowercase 'p', followed by the brand name in a sans-serif font.The logo for 2117., featuring the brand name in a bold, uppercase, sans-serif font.The logo for Dettol, featuring a green circular icon with a white cross inside, followed by the brand name in a bold, uppercase, sans-serif font.The logo for Tefal, featuring the brand name in a bold, uppercase, sans-serif font.The logo for TOMEI, featuring the brand name in a bold, uppercase, sans-serif font.The logo for Samsonite, featuring the brand name in a bold, uppercase, sans-serif font.The logo for Z21, featuring the brand name in a bold, uppercase, sans-serif font.The logo for accenture, featuring the brand name in a lowercase, sans-serif font with a small blue triangle above the 't'.The logo for ECOWORLD, featuring the brand name in a bold, uppercase, sans-serif font.The logo for hygr, featuring the brand name in a lowercase, sans-serif font inside a green rectangular frame.The logo for NASTY, featuring the brand name in a bold, uppercase, sans-serif font.The logo for WAH CHAN, featuring the brand name in a bold, uppercase, sans-serif font with 'since 1955' in a smaller font below it.The logo for TINKER SOCIETY, featuring the brand name in a bold, uppercase, sans-serif font.The logo for OCBC, featuring a red circular icon with a stylized white 'O' inside, followed by the brand name in a bold, uppercase, sans-serif font.

Transform your content creation and marketing capabilities today.

Contact us for bookings or more details

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