

Taktika práce s AI - kombinování modelů

Course code: AIKMD

Komplexní dvoudenní vhled do světa generativní AI. Kurz provede účastníky od základních principů jazykových modelů přes pokročilé datové analýzy až po tvorbu multimédií. Důraz je kladen na kritické myšlení, bezpečnost a okamžité využití v praxi.

Who Is This Course For?

Managers, creatives, and specialists who want to gain an in-depth understanding of current AI models and learn how to combine them to tackle complex professional challenges.

What You Will Learn

- How to objectively compare and select LLM models (ChatGPT, Claude, Gemini, Perplexity, Copilot).
- The basics of coding and advanced data work using AI.
- How to create professional videos, presentations, and audio content in just minutes.
- How to use AI for specific needs (travel, translations, PDF analysis).

Prerequisites

General computer literacy. Prior experience with AI is not required but is an advantage.

Course Outline

Chapter 1: Mindset and Text Models

- Introduction to LLMs, safety, and the issue of hallucinations and bias.
- The big comparison: When to choose which LLM.
- Voice control and mobile applications in the field.

Chapter 2: Creative Kickstart

- Prompting basics and visual content generation.
- Music creation and playful forms of AI.

Chapter 3: Expanding into the World of Data and Code

- Basics of Vibe coding and HTML coding with AI assistance.
- Deep Research and in-depth document analysis in NotebookLM.

Chapter 4: The Multimedia Future

- Lightning-fast presentation creation in Gamma.
- Video models (Sora, Kling, Heygen) and their practical applications.

Chapter 5: A Tailored AI Ecosystem

- Practical applications: DeepL, PDFGear, Lovable, and more.
- Individual consultations on participants' specific needs.

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