YOUR FIRST TWO WEEKS WITH AI

Start curious.
Leave creating.

A welcoming first step into AI.
With Ruth Edward.





2 WEEKS

10 guided learning days

ONE PROJECT. YOURS.

THE EXPERIENCE

You belong here.

No technical background needed. Bring a question, a little curiosity, and a task you would love to make easier.

01

Find your feet.

Understand AI. Ask better questions. Check what comes back.

02

Make it yours.

Create visuals, plan a video, and build a small project.

The rhythm

Explore

See a clear example.

Try

Practise on your idea.

Refine

Make one thing better.

The programme is a proposed learning outline. Session length, dates, fees, and support are agreed with Ruth before booking.

WEEK 01 / YOUR FOUNDATION

Your foundation.

Learn what to ask, what to check, and when to use AI.

01 Meet your AI co-pilot

What AI can help with, where it makes mistakes, and how to keep personal information private.

MAKE Try a useful everyday task, then check the answer in your own words.

02 Ask for what you mean

Build prompts with a goal, context, audience, constraints, and a clear output format.

MAKE Refine the same prompt three ways and compare the results.

03 Research with care

Find sources, compare claims, spot uncertainty, and know when an answer needs verification.

MAKE Create a short research brief on a topic you care about.

WEEK 01 / YOUR OWN VOICE

Your own voice.

Write with a clear purpose. Keep your own voice.

04 Write in your own voice

Use examples and editing to shape tone while keeping your own point of view.

TRY IT

Turn one idea into an email, a caption, and a short script.

KEEP A small content pack and a personal voice guide.

05 Build a useful workflow

Connect planning, drafting, and review into a process you can repeat.

TRY IT

Choose one task and design a three-step AI-assisted workflow.

KEEP A workflow card with a human quality check.

WEEK 02 / IDEAS INTO MOTION

Ideas into motion.

Build a visual direction, then give it a story.

06 Find a visual direction

Describe composition, light, subject, and style; review outputs and label generated media.

MAKE Develop a visual brief and explore a small moodboard.

07 Turn an idea into video

Shape a hook, a short script, and a scene plan before choosing production tools.

MAKE Storyboard a 30-second tutorial, story, or product explainer.

08 Make a content system

Adapt one strong idea for different formats without repeating it mechanically.

MAKE Build a simple one-week content plan with a clear purpose for each piece.

WEEK 02 / SOMETHING TO SHARE

Something to share.

Put your skills together and prepare to share.

09 Build your mini project

Bring your prompts, writing, and visual choices together around one audience and goal.

TRY IT

Assemble a useful guide, a product explainer, or a personal creative story.

KEEP A complete first draft with assets and source notes.

10 Share, refine, keep going

Review accuracy, clarity, originality, and audience fit; choose your next learning steps.

TRY IT

Improve your mini project and explain the decisions behind it.

KEEP A finished mini project and a realistic 30-day practice plan.

07 / YOUR PROJECT

From a blank page to something yours.

Choose one audience. Give them one useful thing.



A FRAME FROM RUTH'S STUDIO

THREE WAYS TO BEGIN

01

A useful guide

Answer a real question.

02

An explainer

Introduce a product.

03

A visual story

Bring an idea to life.

AI-generated concept / for creative inspiration

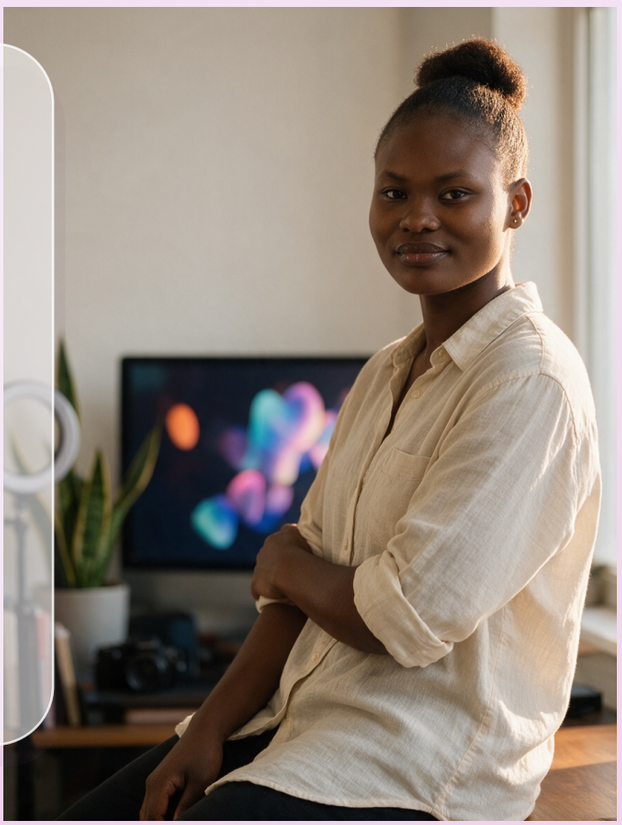
YOUR NEXT CHAPTER

A little help.
A lot of possibility.

Learn with Ruth.

Choose a private session, a small group, or learning for your team. Tell Ruth what you want to understand or create.

Bring along
A laptop, internet access, and a real task to practise on. Tool access and any subscription costs will be discussed before your class.



Ready for your first step?

Explore the class and prepare your enquiry.

getruthai.com/learn