

CERTIFICATE PROGRAM

AI IN DIGITAL MEDIA:

TOOLS, STRATEGY & CREATIVE PRODUCTION

Smarter **tools**. Strategic **ideas**.
Creative **impact**.

PROGRAM AT A GLANCE



DATES

Nov-Dec 2026



TIMING

5:30 PM - 8:30 PM



DURATION

40 Hours



LOCATION

CIS, USJ Beirut



EARLY BIRD FEES

Before October 21, 2026

850 \$



FEES

1000 \$

ABOUT THIS PROGRAM

The AI in Digital Media: Tools, Strategy & Creative Production certificate program equips professionals with the strategic knowledge and practical skills needed to integrate Artificial Intelligence into modern digital media, marketing, and communication.

Designed for digital marketers, social media managers, content creators, designers, creatives, and communication professionals, the program combines interactive learning, live AI demonstrations, hands-on workshops, real-world case studies, and project-based practice.

Participants will learn to apply AI to content strategy, branding, copywriting, visual creation, video, audio, and workflow integration while developing coherent, multi-platform digital campaigns aligned with brand identity.

By the end of the program, participants will be equipped to build and execute complete AI-driven campaigns, evaluate AI-generated outputs, and use AI tools ethically, responsibly, and effectively within real-world professional environments.



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MODULES AND LEARNING OUTCOMES

A structured learning journey to understand the strategic role of AI in digital media and develop the practical skills needed to create, produce, and execute AI-powered content and campaigns.

Modules	Learning Outcomes	Key Focus
1 Foundations & Strategy	- Understand how AI is transforming digital media, marketing, and advertising. - Apply AI to marketing strategy, consumer insights, copywriting, and storytelling. - Use prompt engineering to generate effective creative outputs. - Understand ethical, legal, and responsible AI practices. - Integrate AI tools into practical digital-media workflows.	- AI in Digital Media - Marketing Strategy & Consumer Insights - AI-Powered Copywriting - AI-Powered Storytelling - Creative Ideation - Prompt Engineering - Ethics & Legal Considerations - AI Workflow Integration
2 Applied Workshops & Projects	- Create AI-powered visual, video, and audio content. - Develop creative concepts using generative AI tools. - Integrate AI-generated avatars and characters into digital content. - Assemble AI-powered assets into coherent digital campaigns. - Develop and present a complete AI-driven project.	- Visual Creation & Art Direction - Creative Concept Development - Video Generation & Motion - Avatar & Character Integration - Audio & Voice Direction - Campaign Assembly - Personal / Client Mini Project - Capstone Project & Peer Review



WHO SHOULD ATTEND

This program is designed for professionals looking to integrate AI into digital media, strengthen their creative workflows, and develop practical skills for producing AI-powered content and campaigns:

- Digital marketers
- Social media managers
- Content creators
- Designers and creative professionals
- Communication and advertising professionals
- Junior to mid-level professionals seeking to upskill in AI



CERTIFICATE AWARDED

Upon successful completion of the program, participants will receive a certificate delivered by the Professional Training Center at USJ, as well as a Maxwell Leadership Certificate.

DATES

- November 4, 6, 11, 13, 18, 20, 25, 27 2026, from 5:30 p.m. to 8:30 p.m.
- December 2, 4, 9, 11, 16, 18 from 5:30 p.m. to 8:30 p.m.



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MEET YOUR TRAINERS



Mr. Samir Mehanna

Digital & social media marketing director, Instructor and trainer, with strong professional experience across multiple platforms and industries, dedicated to helping businesses enhance their online presence through creative digital marketing strategies and innovative social media exposure. Strong background in digital performance and analytics, and a proven track record of delivering successful results for a range of clients in the MENA and EU.



Mr. Zahy Adass

E-commerce and Sales Specialist with over 10 years of experience driving growth across diverse markets and business environments. Proven track record in building and managing online sales channels, developing data-driven strategies, and leading cross-functional teams. Skilled in key account management, B2B and B2C sales, and client relationship development. Known for delivering measurable results through a mix of strategic planning and hands-on execution.



Mr. Jad Bekai

Senior Art Director with over 14 years of experience in the design industry, with significant contributions across Lebanon, Saudi Arabia, Qatar, and the United Arab Emirates. Leads dynamic creative teams in delivering compelling design solutions for a diverse client portfolio. Known for a strategic approach to visual communication and strong expertise in graphic design and animation, playing a key role in shaping impactful brand narratives. Brings a proven track record of translating concepts into visually striking, effective outcomes.

