

Emerging Media Technologies: AR, VR, and AI Integration

COURSE OVERVIEW

This course explores emerging media technologies with a focus on integrating Augmented Reality (AR), Virtual Reality (VR), and Artificial Intelligence (AI). It covers how these technologies are transforming content creation, user experience, and storytelling across media industries. The curriculum includes hands-on projects, case studies, and the latest trends in AI-driven media innovation. Participants will learn to design immersive environments, develop interactive applications, and leverage AI to personalize and enhance AR/VR experiences. The course further prepares delegates to create cutting-edge content and lead technology adoption in dynamic digital media landscapes.

WHO SHOULD ATTEND?

This course is designed for Innovators, digital transformation leaders, creative directors, media technologists, UI/UX designers, developers, and strategists exploring immersive technology adoption for brand storytelling and consumer engagement. It is also suitable for educators, content creators and professionals aiming to leverage on interactive and intelligent systems.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand the foundational concepts and differences between AR, VR, MR (Mixed Reality) and XR (Extended Reality).
- Integrate AR, VR, and AI in media campaigns.
- Design immersive storytelling experiences.
- Apply emerging tech to broadcasting and entertainment.
- Evaluate ethical and regulatory considerations.
- Develop technical skills to create and deploy AR, VR, and XR applications across media platforms.
- Analyze the impact of emerging immersive technologies on audience engagement and content delivery strategies.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The core concept of AI, AR and VR.
- AR/VR for marketing and media engagement.
- AI-enhanced immersive storytelling.
- The design principles and development tools used in building AR/VR applications with AI capabilities.
- The integration of AR, VR and AI in creating intelligent and immersive user experience.
- Ethical implications, governance and societal impact of emerging media technologies.
- Hands-on case studies with emerging tech.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded