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BEGINNER · FROM ZERO

COURSE ROADMAP

Content Creation with AI

صناعة المحتوى بالذكاء الاصطناعي

Build one brand. Tell its story. Make it move.









Everything here was made with AI — and you'll learn to make it too

8	4	0	1
live sessions	weeks	experience needed	brand you build

Live online · Instructor: Hady Khattab

raqyan.com/en/course-content

COURSE ROADMAP

What you'll make in 4 weeks

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You build **one brand** from zero, step by step. Here is an example — **Sahar**, a made-up coffee brand. You'll follow the same steps with your own brand idea.

1



Brand identity
Logo, colours, fonts, voice

2



Graphic design
Instagram-ready posts

3



Character design
The same in every shot

4



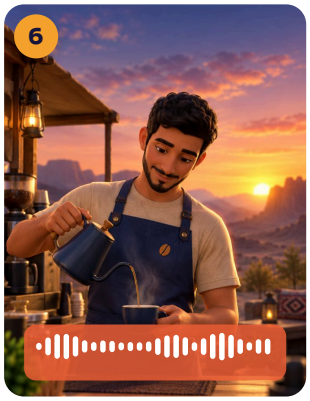
Product photos
Studio quality, made with AI

5



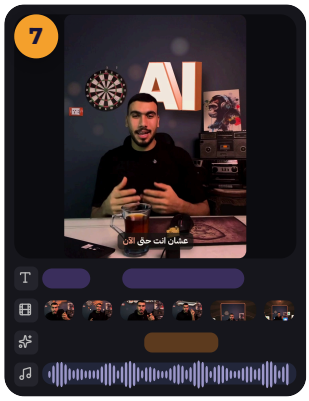
Script & storyboard
Every shot, planned

6



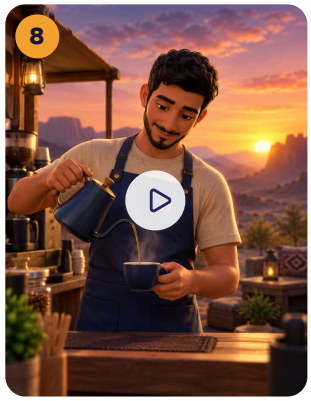
AI video & voice
Clips with an Arabic voice

7



Video editing
Clips, captions, motion

8



Final story video
Shown at demo day

Sahar examples were generated with AI for this roadmap — "Sahar" is fictional. The editing example is from a real edited video.

No design, editing or AI experience needed.
Just a laptop, internet, and 2–3 hours a week to practise.

WHO IT'S FOR

- Complete beginners
- Students
- Small business owners
- Anyone starting a personal brand
- Future freelancers

COURSE ROADMAP

How it works

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WEEK 1

Your brand

Plan it and build its identity

Ground

WEEK 2

Your visuals

Designs, character, product photos

Rise

WEEK 3

Your story

Script, storyboard, video, voice

Rise

WEEK 4

Your video

Edit, publish, show it

Peak

Live online
Saudi Arabia time

2 sessions a week
3 hours each

7–12 seats
Small group, real attention

Arabic explanation
English tool names kept

Setup video first
Ready before session 1

2–3 hours practice
Each week, at your pace

WORDS YOU'LL HEAR

We explain in Arabic and keep the English tool words — so you can keep learning anywhere. **That's our Jisr method.**

Prompt
What you write to tell AI what you want

Brand identity
How your brand looks and sounds, everywhere

Character sheet
Your character from every angle, so it stays the same

Storyboard
A quick sketch of every shot before you make it

Voice-over
The voice that tells your story

Motion graphics
Text and shapes that move on screen

YOUR INSTRUCTOR

HK

Hady Khattab · Co-founder — AI Engineering & Content Creation

Leads Raqyan's AI curriculum and makes the academy's own content with the same tools you'll use in this course.

Week 1 · Your brand

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GROUND

2 SESSIONS · 6 HOURS

1 SESSION 1

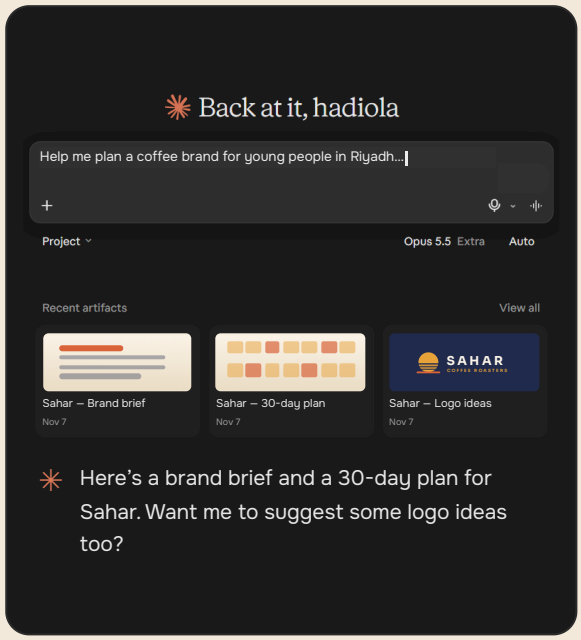
Start your brand

See how AI makes content, then plan what your brand will post.

YOU'LL LEARN

- How to talk to AI — writing good prompts
- Choosing your audience and platform
- Planning 30 days of ideas with Claude

YOU'LL MAKE
A brand brief + a 30-day plan



EXAMPLE · SAHAR

2 SESSION 2

Build your brand identity

Learn the design basics, then create how your brand looks and sounds.

YOU'LL LEARN

- Colours, fonts and layout — the basics
- Your brand name, logo and icon
- How your brand talks — its voice

YOU'LL MAKE
Your brand identity board



EXAMPLE · SAHAR

Between sessions: Finish your brand identity — about 2–3 hours on your own.

Week 2 · Your visuals

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RISE

2 SESSIONS · 6 HOURS

3 SESSION 3 Instructor review

Graphic design

Design modern posts and carousels in **Claude Design**, with Arabic type that looks right.

YOU'LL LEARN

- Layout, hierarchy and bold type
- Posts, ads and carousels
- Saving your style as templates (a design system)

YOU'LL MAKE
3 designs + a carousel · your first post goes live



EXAMPLE · SAHAR

4 SESSION 4

Character & product photos

Generate a character who looks the same every time — and studio-quality product photos.

YOU'LL LEARN

- Writing image prompts
- A character sheet: angles and expressions
- Professional product shots: light, angle, background

YOU'LL MAKE
Your character sheet + product photos



EXAMPLE · SAHAR

Between sessions: Publish your first design and test your character in new scenes.

Week 3 · Your story

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RISE

2 SESSIONS · 6 HOURS

5 SESSION 5 Instructor review

Script writing & storyboard

Write a short Arabic script, then sketch every shot before making any video.

YOU'LL LEARN

- Hooks and simple story structure
- Arabic scripts with Claude — Saudi dialect too
- A storyboard: one sketch per shot

YOU'LL MAKE
Your script + storyboard



SCRIPT · سكربت

المشهد ١: الشمس تطلع على الكشك... لقطة واسعة
صوت: «قبل ما يصحى الكل...»
المشهد ٢: فهد يصب القهوة لقطة متوسطة
صوت: «...فيه أحد مجهّز لك أول فنجال.»

EXAMPLE · SAHAR

6 SESSION 6

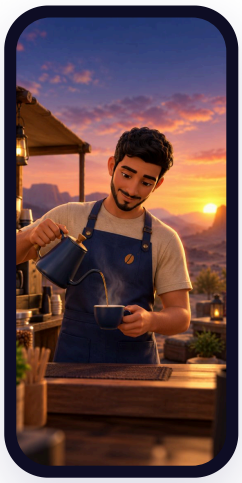
AI video & voice-over

Turn your images into video clips and give your story a voice.

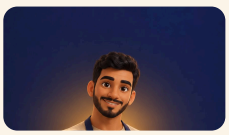
YOU'LL LEARN

- Turning images into video
- Keeping your character the same in every shot
- Arabic voice-over with ElevenLabs

YOU'LL MAKE
Video clips + a voice track



Image



AI video

Arabic voice-over

EXAMPLE · SAHAR

Between sessions: Polish your script after the review, then make all your clips.

Week 4 · Your video

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PEAK

2 SESSIONS · 6 HOURS

7 SESSION 7

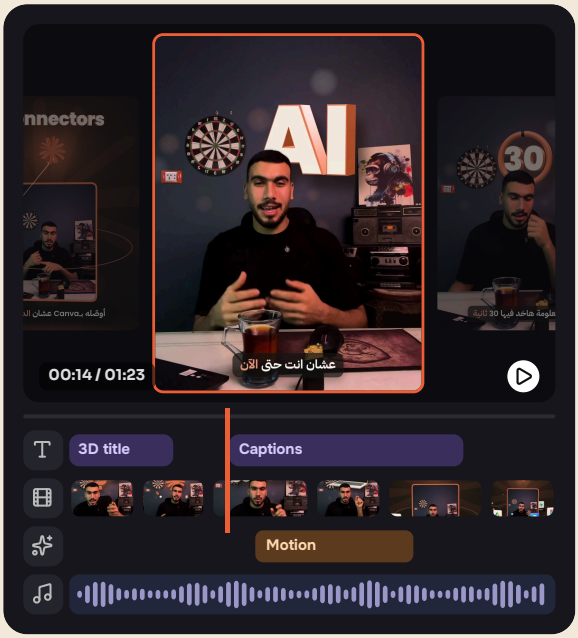
Video editing & motion

Put it all together: clips, voice, music, captions and moving titles.

YOU'LL LEARN

- Editing in CapCut: cuts and pacing
- Motion graphics with Claude and our toolkit
- Arabic captions, music and sound

YOU'LL MAKE
The first full version of your video



EXAMPLE · A REAL EDIT

8 SESSION 8

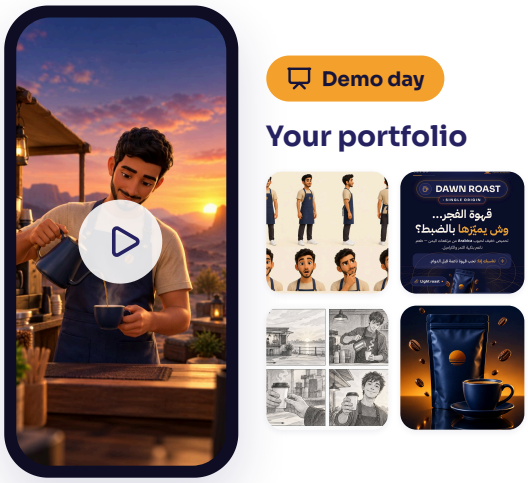
Finish and show it

Polish your video, publish it, and present everything you made.

YOU'LL LEARN

- Improving your work with feedback
- Versions for Reels, TikTok and Snapchat
- Using AI responsibly

YOU'LL MAKE
Your final story video + portfolio



EXAMPLE · SAHAR

Between sessions: Final touches — then show your work at demo day.

COURSE ROADMAP

What you leave with

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Demo day

A real brand, ready to show

On the last day you present your brand, your designs and your finished story video to the group.

- ✓ Brand identity
- ✓ Character sheet
- ✓ Script + storyboard
- ✓ 3 designs + a carousel
- ✓ Product photos
- ✓ Final story video



The Raqyan Creator Toolkit — yours to keep

Our own production setup, so even beginners can make motion graphics.

Ready templates · Claude skills · Prompt library

Certificate of completion

Verify it by number at raqyan.com/verify. Not an accredited qualification — your portfolio is the real proof.

WHAT YOU NEED

A laptop · Internet · Free accounts we set up together

Some tools need a paid plan — we tell you exactly which before you join

Build one brand. Tell its story. Make it move.

Reserve your seat

Next cohort dates to be announced

Register · raqyan.com/en/join?course=content-creation

WhatsApp +966 56 006 6113 — we confirm your seat within 24 hours

Course fee

~~SAR 1,400~~

SAR 699

8 live sessions · 24 hours