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INTENSIVE

COURSE ROADMAP

Work with AI

Learn, Create, Automate

Learn to use AI in your work across six live sessions: research, write, analyze information, create useful outputs, and automate repeatable tasks. Practise with Claude through a project you choose, and build a workflow you can adapt to your own tasks.

6	18	2	7–12
live sessions	teaching hours	weeks	seats only

Instructor · Hady Khatab — AI engineer & content creator

raqyan.com/en/course-ai

COURSE ROADMAP

How you learn in this course

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For young Arabs, 15–35 - anywhere in the region

No coding experience required · An active Claude Pro subscription is required before Session 1, billed separately

THE JISR METHOD

We explain in Arabic and keep English terms unchanged

We help you understand what each term means and how to use it, through clear examples and practical exercises — across Ground, Rise and Peak, from the first session to the last.

- 8–10 English terms per session
- Arabic examples and practical application
- A glossary for later reference
- Opportunities to practise using the terms



The English term — You understand and use it

THE PATH

Ground → Rise → Peak





Ground
Understand it, then talk to it
Sessions 1–2

Rise
Make it work for you
Sessions 3–4

Peak
Prepare and present
Sessions 5–6

FORMAT
Live online · 3 sessions a week · Saudi time (UTC+3)

COMMITMENT
~12 hours a week including practice

PRIOR EXPERIENCE
None required at all

PROJECT
Groups of 2–3 · each explains their own contribution

EXAMPLE PROJECT · A CONTENT SERVICE FOR CAFÉS — YOU APPLY THE SAME TECHNIQUES TO YOUR OWN IDEA

Idea → First sample → Workflow → Identity → Proposal → Delivery

COURSE ROADMAP

The six sessions

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GROUND

Understand it, then talk to it · Sessions 1–2

1 What AI actually is

Understand the machine before you use it, and choose your tool and model deliberately.

WHAT YOU'LL LEARN

- **How it works** How a model generates an answer, why it sometimes invents, and how generation differs from search and calculation tools
- **Where knowledge comes from** Trained knowledge, live search, supplied files, and connectors
- **What it remembers** Conversation context, memory, and project materials — and how to check them
- **Choosing the tool** Claude, ChatGPT and Gemini on the same task, and when Claude isn't the best fit
- **Choosing the model** Start with Sonnet. Use Haiku for simpler tasks and Opus when the task needs deeper reasoning — and set effort
- **Using it safely** Privacy, approved sample data, and cost: Pro, credits, and API

WHAT YOU'LL BUILD

With your group, choose a problem and a simple idea, clarify it with Claude, and separate facts from assumptions.

WHAT YOU'LL LEAVE WITH **A one-page idea brief and a checklist that guides the rest of the course**

2 How to talk to Claude

Learn how clear instructions and useful context improve your results.

WHAT YOU'LL LEARN

- **Prompt structure** Goal → audience → inputs → output → constraints → quality checks
- **Useful context** Reference files and examples instead of description alone, and a role only when it helps
- **Language** When to write your instructions in Arabic and when in English
- **When it goes wrong** Was it the prompt, the model, or the task? Plus missing inputs and conflicting instructions
- **Checking and research** Invented facts, fabricated sources, calculations and dates — and one focused research question whose sources you verify
- **What you keep** A personal prompt library, and a tour of Skills, Plugins and Claude Code

EXAMPLE APPLICATION

Build a café brief and a prompt that turns it into ideas and captions, then produce three posts and check them.

WHAT YOU'LL LEAVE WITH **The tested prompt, your first service sample, and a short sourced research note**

COURSE ROADMAP

The six sessions

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RISE

Make it work for you · Sessions 3–4

3 Automation with Cowork

A repeatable workflow with clear checks and human review.

WHAT YOU'LL LEARN

- **Cowork tools** Delegating multi-step work, and cloud execution versus local file access
- **Organising materials** Files and Projects, and account-stored materials versus local folders
- **Skills, Plugins, Connectors** Packaging your instructions and checks, inspecting what access they request, granting the least that works
- **Designing the process** From intake to delivery: run it manually once, then automate the repeatable part
- **Review and failure** A human review point before any external action, missing inputs, and suspicious instructions in source content
- **Testing** Original, new and incomplete cases — and inspecting a real run, not just scheduling one

EXAMPLE APPLICATION

Build the workflow: café brief → content plan → captions → quality check → human review.

WHAT YOU'LL LEAVE WITH **A workflow tested on three cases, and a scheduled task with an inspected run**

4 Design and visual production

Apply AI design techniques to a full identity and campaign.

WHAT YOU'LL LEARN

- **Brand foundations** Visual identity, design system, and brand tone and personality
- **Graphics and product presentation** AI graphic design, product photography, and mockups
- **Character consistency** Character sheets: consistent views and expressions across scenes
- **Motion and audio** Commercial video, logo animation, voiceover and sound
- **Hands-on vs demonstration** You build the identity, design system, tone and graphics yourself. Video, animation and audio are instructor-demonstrated with prepared outputs to practise on — no extra subscription needed

EXAMPLE APPLICATION

Create an identity and campaign for a sample café: logo, brand guide, post, and an ad script.

WHAT YOU'LL LEAVE WITH **A brand guide, branded post, character sheet, product image, mockups, and a video draft**

COURSE ROADMAP

The six sessions

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PEAK Prepare and present · Sessions 5–6

5 Claude for business

Prepare clear professional documents and check their accuracy.

WHAT YOU'LL LEARN

- **Client documents** Proposals, scopes, reports and decision memos — and inspecting the exported file before sending
- **Professional communication** Negotiation, payment follow-up, saying no, difficult conversations — drafts only
- **Research and analysis** Building on your Session 2 question, with sources verified
- **Numbers** A small table, checking missing values and calculations, reading a chart and catching a misleading conclusion
- **Decision support** Separating evidence, assumption and recommendation — Haiku for simple extraction, Opus for harder analysis
- **Pricing** Quotations and cost calculations with labelled assumptions. AI-generated pricing suggestions need market validation

WHAT YOU'LL BUILD

Prepare a proposal, a checked cost table, and a reply template for customer enquiries.

WHAT YOU'LL LEAVE WITH **A proposal, a checked cost table, and a customer reply template**

6 Final project presentation and discussion

Present what you built, run it on a new input, and explain your decisions.

WHAT YOU'LL LEARN

- **Assembling** Idea brief, prompt and sample, research note, workflow, visual assets, and business document
- **Presenting** A live presentation of your work — with an English presentation exercise supported in Arabic
- **Running it** Running your workflow on a new input in front of the room
- **Explaining** Your instructions, model choices, sources, checks, and the mistakes you caught and corrected
- **Assessment** AI use, verification steps, output quality, and individual understanding. Launch and sales are optional and ungraded
- **After the course** One improvement and one skill to keep practising

WHAT YOU'LL BUILD

Present the whole project, enter a new brief, and explain every decision you made.

WHAT YOU'LL LEAVE WITH **An assessed live presentation, and a verifiable Raqyan certificate of completion**

COURSE ROADMAP

What you walk out with

Practical files you can reuse and AI skills you can apply to your own tasks.

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REUSABLE SKILLS AND MATERIALS

Prompt library
Your tested prompts, ready to reuse

Research note
Sources checked and claims verified

Tested workflow
Works on new and incomplete inputs, with human review

Your own Skill
Your instructions, examples and checks, packaged and tested

Reviewed business doc
A proposal or scope, inspected before sending

Checked cost table
Labelled assumptions, verified calculations

EXAMPLES FROM THE PRACTICAL PROJECT

Brand guide
Colours, type, spacing and usage rules

Branded post
A post that reflects the visual identity, plus a template

Character sheet
Consistent views and expressions for your brand character

Product image & mockups
The identity on a cup, menu and sign

Video draft
Script, storyboard and a draft with voiceover and sound

Verifiable certificate of completion
Check any certificate by its number at raqyan.com/en/verify · not an accredited qualification

What you need before session one

- A laptop and a stable internet connection
- An active Claude Pro subscription (billed separately)
- The current Claude desktop application
- A personal account with a working login

No academic pre-work, and no prior or coding experience required. Video and audio generation is instructor-demonstrated with prepared outputs to practise on — no extra subscription needed. We send a short setup guide before we begin.

Reserve your seat

Next cohort 1–15 November · registration closes 30 October
WhatsApp +966 56 006 6113 · we confirm your seat within 24 hours

Instructor
Hady Khatab — AI engineer & content creator