

TODDLE MULTIPURPOSE COMPANY

www.toddle.com.np | info@toddle.com.np

STUDENT HANDBOOK

30-Day AI Practical Course

Certificate Course in AI, Prompting & AI Content Creation

Duration: 30 Hours · **Structure:** 6 Weeks × 5 Lessons

Level: Beginner → Intermediate · **Method:** 30% Theory + 70% Practical

Instructor: Madhab Sapkota

School Road, Hetauda-4, Makawanpur
www.toddle.com.np | info@toddle.com.np
Edition: September 2026

Table of Contents

WEEK 1 — AI & PROMPTING

- L1** Introduction to AI & ChatGPT
- L2** Prompt Fundamentals
- L3** Prompt Engineering
- L4** Advanced Prompting
- L5** AI Research & Brainstorming

WEEK 2 — CONTENT WRITING

- L6** Content Strategy
- L7** Blog Writing
- L8** Humanizing AI Content
- L9** SEO Content
- L10** Website & Business Content

WEEK 3 — SOCIAL MEDIA

- L11** Facebook Content
- L12** Instagram Content
- L13** LinkedIn Content
- L14** Reels & Short-Video Scripts
- L15** Content Repurposing

WEEK 4 — AI IMAGE GENERATION

- L16** AI Image Fundamentals
- L17** Image Prompt Engineering
- L18** Advertising Images
- L19** Social Media & Blog Visuals
- L20** Advanced Image Creation

WEEK 5 — AI CONTENT WORKFLOW

- L21** Content Calendar
- L22** Brand Voice
- L23** Complete Content Campaign
- L24** AI + Human Editing
- L25** Fact-Checking & Quality Control

WEEK 6 — FINAL PROJECT

L26 Project Planning

L27 Content Production

L28 Image Production

L29 Portfolio Preparation

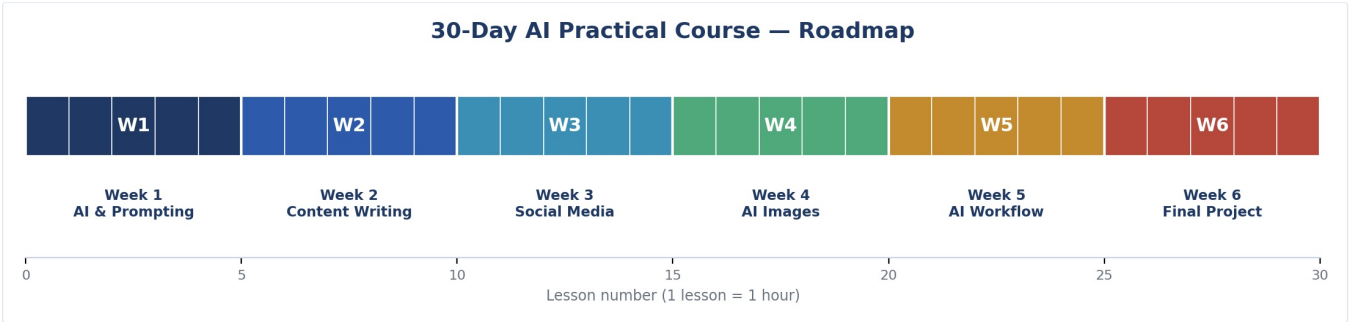
L30 Presentation & Assessment

About This Course

This course introduces learners to the practical use of Artificial Intelligence for communication, research, content creation, digital marketing, social media, visual design, and professional workflows.

The course does not focus only on "using ChatGPT." Students learn how to think with AI, communicate with AI, verify AI outputs, edit AI-generated content, and build complete professional projects using AI as an assistant. By the end of the course, students will create a complete AI-powered content portfolio/project.

Course Roadmap



The 30-day course is organized into six weekly modules of five lessons each.

Course Learning Outcomes

After completing the 30-hour course, students should be able to:

- Explain basic AI concepts.
- Use ChatGPT effectively.
- Write effective prompts.
- Apply advanced prompting techniques.
- Use AI for research and brainstorming.
- Develop content strategies.
- Write blogs and articles with AI assistance.
- Humanize AI-generated content.
- Create SEO-friendly content.
- Create website and business content.
- Create Facebook, Instagram and LinkedIn content.
- Write Reels and short-video scripts.
- Repurpose one piece of content into multiple formats.
- Generate AI images using effective prompts.
- Create advertising and social-media visuals.
- Develop a content calendar.
- Create a consistent brand voice.
- Build complete AI-powered campaigns.
- Combine AI generation with human editing.
- Fact-check AI-generated information.
- Build a professional AI portfolio.
- Present an AI project professionally.

How to Use This Handbook

Each lesson in this handbook follows the same structure: **Learning Objectives**, the **key concept(s)** for the lesson, **example / model prompts** you can reuse or adapt, and the **in-class exercise or homework**. Prompt examples are shown in shaded boxes — copy them into ChatGPT (or another AI tool) and adapt the bracketed details to your own topic. Week-ending lessons also include a graded **Week Project** that feeds into your final portfolio.

WEEK 1 OF 6

AI & Prompting

Lessons 1-5 · Total 5 Hours

- L1 Introduction to AI & ChatGPT
- L2 Prompt Fundamentals
- L3 Prompt Engineering
- L4 Advanced Prompting
- L5 AI Research & Brainstorming

LESSON 1

INTRODUCTION TO AI & CHATGPT

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Understand what AI is
- Understand Generative AI
- Understand Large Language Models
- Understand what ChatGPT can and cannot do
- Learn how to communicate with AI
- Complete their first AI tasks

What is Artificial Intelligence?

Artificial Intelligence, or AI, refers to computer systems designed to perform tasks that normally require human intelligence.

Examples

- Understanding language
- Recognizing images
- Translating languages
- Predicting information
- Generating text
- Creating images
- Analyzing data
- Answering questions

Simple definition: AI is technology that enables computers to perform intelligent tasks.

Traditional Software vs. AI

Traditional software generally follows pre-defined instructions — for example, a calculator that takes "25 + 30" and always outputs "55". AI systems can handle much more open-ended tasks and generate a natural-language response.

EXAMPLE PROMPT

Explain why 25 + 30 is important in a business budget.

What is Generative AI?

Generative AI creates new content. It can generate text, images, audio, video, code, presentations and ideas.

TEXT EXAMPLE

Write a 500-word article about studying in Korea.

IMAGE EXAMPLE

Create a professional classroom scene showing Nepali students learning Korean.

What is ChatGPT?

ChatGPT is an AI conversational system that can assist with tasks such as:

- Writing
- Brainstorming
- Explanation
- Summarization
- Translation
- Research assistance
- Planning
- Coding
- Content creation

Important: AI output should not automatically be assumed to be correct.

AI as an Assistant

A useful mindset: don't treat AI as a replacement for your thinking — treat AI as a powerful assistant.

Human brings

- Goal
- Judgment

AI brings

- Speed
- Ideas

- Experience

- Drafting
- Transformation

Best result = Human + AI working together.

CLASS ACTIVITY

Ask students to give AI three instructions and discuss why the answers are different:

- **Task 1:** Explain artificial intelligence to a 10-year-old.
- **Task 2:** Explain artificial intelligence to a university student.
- **Task 3:** Explain artificial intelligence to a business owner.

Discuss: Why are the answers different?

EXERCISE 1

Write five things you currently do manually that AI could potentially help you with.

Task	How AI Could Help
Writing emails	Draft the email
...	...
...	...
...	...
...	...

HOMEWORK

Ask ChatGPT: "Act as my AI teacher. Explain five practical ways I can use AI in my daily work."

Write down the five answers and identify which one would be most useful to you.

LESSON 2

PROMPT FUNDAMENTALS

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- What a prompt is
- How prompts work
- Good vs. poor prompts
- Context
- Role
- Task
- Format
- Constraints

What is a Prompt?

A prompt is the instruction or input we give to an AI system.

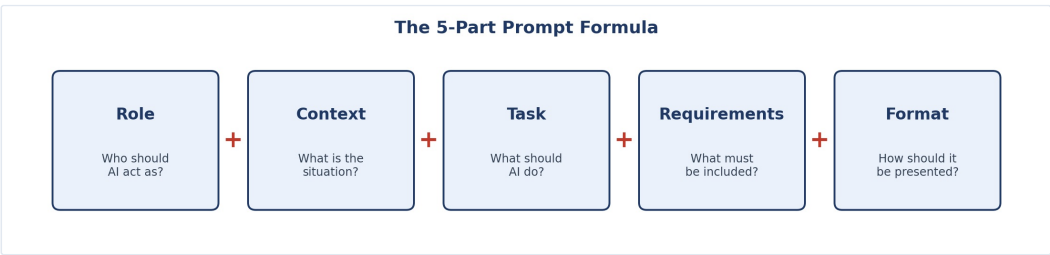
× SIMPLE PROMPT

Write about Korea.

✓ BETTER PROMPT

Write a 500-word beginner-friendly article explaining why international students choose South Korea for higher education.

The 5-Part Prompt Model



The 5-Part Prompt Formula

A practical prompt can contain:

1. Role Tell AI who it should act as <i>e.g. Act as an experienced SEO writer.</i>	2. Context Explain the situation <i>e.g. I operate an education consultancy in Nepal.</i>	3. Task Tell it what to do <i>e.g. Write an article about studying in Korea.</i>
4. Requirements Specify what must be included <i>e.g. Include admission, tuition, visa and scholarship information.</i>	5. Format Tell it how to present the result <i>e.g. Use headings, tables and bullet points.</i>	

Prompt Formula



× POOR PROMPT

Write Facebook post.

✓ BETTER PROMPT

Act as a professional social-media content writer. Write a Facebook post promoting Korean-language classes for Nepali students. Make it friendly, informative and persuasive. Include a strong opening hook, benefits, a CTA and five relevant hashtags.

EXERCISE 2

Improve these prompts using the five-part prompt model (Role + Context + Task + Requirements + Format + Tone):

- A: Write about Korea.
- B: Make a Facebook post.
- C: Write email.
- D: Make advertisement.

HOMEWORK

Create a full 5-part prompt for: "*A Korean language institute wants to attract new students.*"

LESSON 3

PROMPT ENGINEERING

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Prompt engineering
- Specific instructions
- Examples
- Constraints
- Output control
- Iterative prompting

What is Prompt Engineering?

Prompt engineering is the process of designing instructions that help an AI produce a more useful result. Think of it as learning how to communicate effectively with AI.

Prompt Quality

× POOR PROMPT

Write a blog/or Facebook post.

✓ BETTER PROMPT

Act as an experienced educational journalist and SEO content strategist. Write a 1,200-word beginner-friendly article explaining the Korean D-2 student visa for Nepali students. Use clear H2/H3 headings, FAQ questions, examples and a conclusion. Avoid making unsupported claims.

Give AI Examples (Few-Shot Prompting)

Instead of only explaining what you want, show AI an example of the style you want, then ask it to write new content in a similar style. This is called few-shot prompting.

EXAMPLE

Here is the style I want: "Korea has become an increasingly popular destination for international students..." Write the new article in a similar professional but accessible style.

Constraints

Constraints tell AI what NOT to do.

- Do not use complicated vocabulary.
- Do not exaggerate.
- Do not invent statistics.
- Keep the answer under 800 words.
- Use short paragraphs.
- Use Nepali language.
- Include Korean terminology where appropriate.

Iterative Prompting

Do not expect the perfect answer from the first prompt.

Prompt



Review



Improve



Refine

EXAMPLE CHAIN

Rewrite this introduction to make it more engaging.
Then: Make it more professional.
Then: Make it suitable for Google Discover.

EXERCISE 3

Give AI this prompt: "Write an article about AI." Then progressively improve it through three more prompts. Students compare Version 1 → Version 2 → Version 3.

LESSON 4

ADVANCED PROMPTING

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Advanced prompting techniques
- Chain-of-thought-style task decomposition
- Step-by-step workflows
- Self-critique
- Role prompting
- Structured outputs
- Prompt chaining
- Multi-stage generation

Break Large Tasks Into Small Tasks (Task Decomposition)

× INSTEAD OF THIS

Create my entire marketing campaign.

✓ USE THIS — A DECOMPOSED, STEP-BY-STEP WORKFLOW

Step 1: Identify my target audience.
Step 2: Develop five campaign concepts.
Step 3: Select the strongest concept.
Step 4: Create the content calendar.
Step 5: Write the posts.
Step 6: Create image prompts.

AI Self-Review

PROMPT

Review your previous answer for factual errors, unclear statements, repetition and weak arguments. List the problems before rewriting it.

Structured Output

Structured prompts make AI outputs easier to use. Example — ask AI to provide the result in this format:

OUTPUT FORMAT

Title:
Target audience:
Hook:
Main message:
CTA:
Hashtags:

ADVANCED EXERCISE

Create a prompt that asks AI to:

- Generate a Facebook post.
- Critique the post.
- Improve it.
- Provide the final version.
- Provide a CTA.

LESSON 5

AI RESEARCH & BRAINSTORMING

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- AI brainstorming
- Research planning
- Question generation
- Idea expansion
- Research limitations
- Fact verification

Brainstorming

PROMPT

Generate 30 content ideas about learning Korean in Nepal. Group them into beginner, intermediate and advanced topics.

Research Questions

AI can help create research questions.

PROMPT

Create 20 questions a Nepali student might ask before applying to study in Korea.

Important — Research Limitations

AI-generated information may contain incorrect facts, outdated information, invented references and incorrect statistics. Therefore: AI can assist research, but important facts must be independently verified.

WEEK 1 PROJECT — PROMPT PORTFOLIO

Students must create **10 useful prompts** for their own work. Examples:

- Writing prompt
- Translation prompt
- Research prompt
- Social-media prompt
- SEO prompt
- Email prompt
- Brainstorming prompt
- Editing prompt
- Image prompt
- Business prompt

WEEK 2 OF 6

Content Writing

Lessons 6-10 · Total 5 Hours

L6 Content Strategy L7 Blog Writing L8 Humanizing AI Content L9 SEO Content
L10 Website & Business Content

LESSON 6

CONTENT STRATEGY

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Audience
- Content goals
- Content pillars
- Content formats
- Content funnel

The Content Strategy Model

Every piece of content should be planned around five elements: who it is for, what problem it solves, what goal it serves, what the content actually is, and what action it drives.



Worked Example

1. Audience Who is this for? <i>e.g. Nepali students interested in Korea.</i>	2. Problem What's blocking them? <i>e.g. They don't understand the admission process.</i>	3. Goal What should this content achieve? <i>e.g. Generate awareness.</i>
4. Content What will you create? <i>e.g. "Complete Guide to Studying in Korea."</i>	5. CTA What should they do next? <i>e.g. Contact our education team.</i>	

EXERCISE

Create a content strategy for: **A Korean language institute.** Identify:

- Target audience
- 3 problems
- 5 content pillars
- 3 goals
- 5 content formats

LESSON 7

BLOG WRITING

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Blog writing
- Blog structure

Blog Structure



AI Blog Prompt

PROMPT

Act as a professional educational content writer. Write a 1,500-word beginner-friendly article about learning Korean in Nepal. Use clear headings, practical examples, FAQs and a helpful conclusion. Avoid unsupported claims.

EXERCISE

Create a blog outline about: **"How to Start Learning Korean."** Students must produce:

- Title
- Introduction
- 5 H2 headings
- 3 FAQs
- Conclusion

LESSON 8

HUMANIZING AI CONTENT

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Why humanize AI content
- Human editing skills

Why Humanize AI Content?

AI writing can sometimes sound generic, repetitive, predictable, overly formal or emotionless.

- Generic
- Repetitive
- Predictable
- Overly formal
- Emotionless

Human editing adds:

- Experience
- Opinion
- Examples
- Local context
- Personality
- Authenticity

Humanization Formula

AI Draft + Human Experience + Local Context + Editing + Verification

EXERCISE

Take an AI-generated paragraph. Students must:

- Remove unnecessary words.
- Add personal/local examples.
- Change generic language.
- Add a natural sentence.
- Verify facts.

LESSON 9

SEO CONTENT

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Search intent
- Keywords
- Search queries
- Titles
- Headings
- Internal links
- Meta descriptions
- Helpful content

Search Intent — Four Categories

Intent	Example Query
Informational	"What is EPS-TOPIK?"
Navigational	"TODDLE Nepal"
Commercial	"Best Korean language institute in Nepal"
Transactional	"Korean language class admission"

SEO Article Structure

1. Keyword/topic Pick the main topic & target keyword <i>e.g. Study in Korea from Nepal</i>	2. Search intent Identify what the searcher wants <i>e.g. Informational — "How to apply?"</i>	3. Outline Plan headings before writing <i>e.g. Intro → Requirements → Steps → FAQ</i>
4. Content Write clear, helpful content <i>e.g. Beginner-friendly step-by-step guide</i>	5. Internal links Link to related pages <i>e.g. Link to the Korean class page</i>	6. FAQ Answer common questions <i>e.g. Do I need TOPIK to study in Korea?</i>
7. Metadata Write title & meta description <i>e.g. Meta: "Complete guide for Nepali students..."</i>	8. Quality check Verify facts & readability <i>e.g. Check dates, sources, grammar</i>	

EXERCISE

Choose a topic: **"Study in Korea from Nepal."** Create:

- Primary topic
- 5 related queries
- SEO title
- Meta description
- H2 headings
- FAQ

LESSON 10

WEBSITE & BUSINESS CONTENT

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- About Us
- Services
- Mission
- Vision
- FAQs
- Landing pages
- Service descriptions
- Contact pages
- Business profiles

Students Learn to Create

- About Us
- Services
- Mission
- Vision
- FAQs
- Landing pages
- Service descriptions
- Contact pages
- Business profiles

EXERCISE

Create website content for a fictional company. Required pages:

- Home
- About Us
- Services
- FAQ
- Contact

WEEK 2 PROJECT — CONTENT WRITING PORTFOLIO

Students produce:

- 1 blog article
- 1 SEO article
- 1 website page
- 1 FAQ section
- 1 business description

WEEK 3 OF 6

Social Media

Lessons 11-15 · Total 5 Hours

L11 Facebook Content L12 Instagram Content L13 LinkedIn Content L14 Reels & Short-Video Scripts
L15 Content Repurposing

LESSON 11

FACEBOOK CONTENT

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Facebook audience
- Hooks
- Storytelling
- Educational posts
- Promotional posts
- Engagement posts
- CTA

Facebook Formula

1. Hook Grab attention in the first line <i>e.g. Struggling to learn Korean fast?</i>	2. Problem Name the audience's pain point <i>e.g. Most beginners quit after 2 weeks</i>	3. Value Show what's possible <i>e.g. Learn 100 words in 7 days</i>
4. Solution Introduce your offer <i>e.g. Join our beginner Korean course</i>	5. CTA Tell them what to do next <i>e.g. Message us to enroll today</i>	

EXERCISE

Create:

- Educational post
- Promotional post
- Question post
- Storytelling post
- Announcement

LESSON 12

INSTAGRAM CONTENT

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Captions
- Carousel content
- Visual storytelling
- Reels
- Short captions
- Hashtags

Carousel Structure

1. Slide 1 — Hook Stop the scroll <i>e.g. 5 mistakes ruining your application</i>	2. Slide 2 — Problem State the pain point <i>e.g. Mistake #1: applying too late</i>	3. Slide 3 — Explanation Explain why it matters <i>e.g. Late applications miss visa deadlines</i>
4. Slide 4 — Solution Give the fix <i>e.g. Start your application 6 months early</i>	5. Slide 5 — CTA Invite action <i>e.g. Save this post & follow for more tips</i>	

EXERCISE

Create a 7-slide Instagram carousel: "5 Mistakes Students Make When Applying to Study Abroad."

LESSON 13

LINKEDIN CONTENT

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Professional knowledge
- Business insights
- Industry experience
- Career development
- Case studies
- Leadership

LinkedIn Structure

1. Hook Open with a bold statement <i>e.g. AI didn't replace teachers — it changed their job</i>	2. Experience Share a real example <i>e.g. I used AI to plan a lesson in 10 minutes</i>	3. Insight What you learned <i>e.g. AI works best as a teaching assistant</i>
4. Lesson The takeaway for readers <i>e.g. Use AI to save time, not skip thinking</i>	5. Discussion Invite conversation <i>e.g. How are you using AI in your classroom?</i>	

EXERCISE

Write a LinkedIn post about: "How AI is changing education."

LESSON 14

REELS & SHORT-VIDEO SCRIPTS

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Hook
- Problem
- Value
- CTA
- Scene planning
- Voiceover
- Subtitles

30-Second Script

Time	Content
0-3 sec	HOOK
3-10 sec	Problem
10-22 sec	Solution
22-27 sec	Key takeaway
27-30 sec	CTA

EXERCISE

Write a 30-second Reel: **"3 Things You Must Know Before Studying in Korea."** Include:

- Dialogue
- Camera shot
- On-screen text
- B-roll
- CTA

LESSON 15

CONTENT REPURPOSING

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Content repurposing strategy
- Turning one asset into many formats
- Platform-specific adaptation

One Piece of Content Can Become

1. 1 Blog The original long-form article <i>e.g. How to Start Learning Korean</i>	2. 5 Facebook posts Break it into share-worthy points <i>e.g. 5 posts, one tip each</i>	3. 1 LinkedIn post Reframe with a professional angle <i>e.g. Career impact of learning Korean</i>
4. 1 Instagram carousel Turn steps into visual slides <i>e.g. 7-slide carousel</i>	5. 3 Reels Short video hooks from key points <i>e.g. 3 quick video tips</i>	6. 10 short posts Bite-sized quotes or tips <i>e.g. 10 one-line tips</i>

EXERCISE

Take one blog article and transform it into:

- Facebook post
- Instagram carousel
- LinkedIn post
- 30-second Reel
- 5 short posts

WEEK 3 PROJECT — SOCIAL MEDIA CONTENT PACK

Students create a 7-day social-media campaign. Required:

- 3 Facebook posts
- 2 Instagram posts
- 1 carousel
- 1 LinkedIn post
- 2 Reel scripts

WEEK 4 OF 6

AI Image Generation

Lessons 16-20 · Total 5 Hours

L16 AI Image Fundamentals L17 Image Prompt Engineering L18 Advertising Images
L19 Social Media & Blog Visuals L20 Advanced Image Creation

LESSON 16

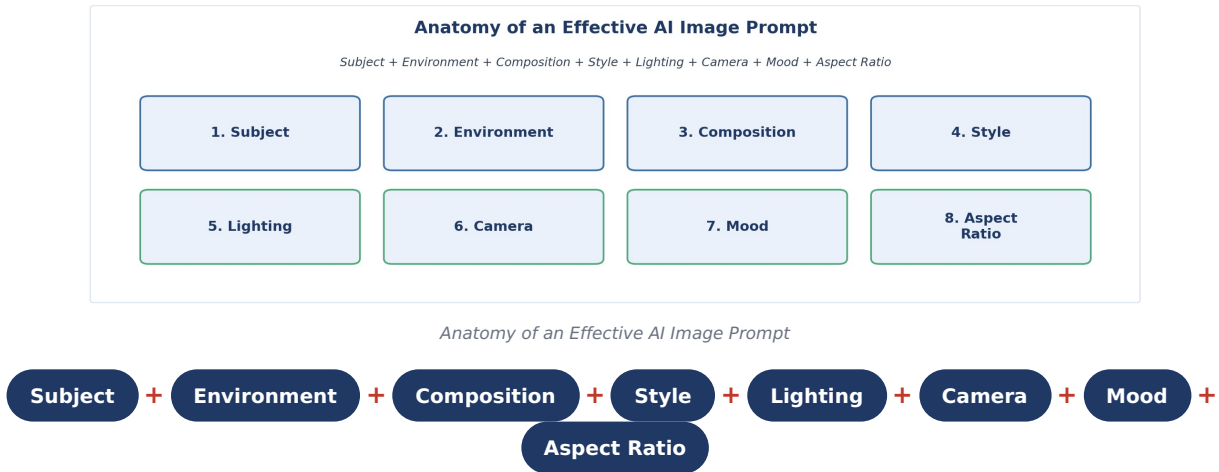
AI IMAGE FUNDAMENTALS

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- What generative image AI is
- Text-to-image generation
- Image styles
- Composition
- Lighting
- Camera concepts
- Aspect ratio

Image Prompt Components



LESSON 17

IMAGE PROMPT ENGINEERING

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Prompt structure
- Strengthening weak prompts
- Detail and specificity
- Applying prompt components

Weak vs. Better Prompt

× POOR PROMPT

Student in Korea.

✓ BETTER PROMPT

A Nepali international student standing on a modern Korean university campus, carrying a backpack, natural expression, realistic photography, soft morning light, professional educational advertising style, wide composition.

EXERCISE

Create prompts for:

- Korean classroom
- University campus
- Office
- Restaurant
- Travel scene

LESSON 18

ADVERTISING IMAGES

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Advertising composition
- Product positioning
- Human subjects
- Space for text
- Brand consistency
- CTA placement

EXERCISE

Create an advertising concept for: **Korean Language Class**. Students must specify:

- Target audience
- Main subject
- Background
- Mood
- Composition
- Text area
- Brand style

LESSON 19

SOCIAL MEDIA & BLOG VISUALS

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Blog featured images
- Facebook graphics
- Instagram visuals
- YouTube thumbnails
- Educational graphics
- Promotional visuals

EXERCISE

Create visual concepts for:

- Blog — "How to Study in Korea"
- Facebook — "Admissions Open"
- Instagram — "5 Korean Words Every Beginner Should Know"

LESSON 20

ADVANCED IMAGE CREATION

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Consistent visual identity
- Character consistency
- Scene consistency
- Composition
- Multiple visual variations
- Professional art direction

ADVANCED EXERCISE

Create a visual campaign containing:

- Hero image
- Social-media image
- Classroom image
- Student image
- Advertisement image

All five should feel like they belong to the same campaign.

WEEK 4 PROJECT — AI VISUAL PORTFOLIO

Create 5 professional AI-generated visuals for one fictional or real brand.

WEEK 5 OF 6

AI Content Workflow

Lessons 21-25 · Total 5 Hours

L21 Content Calendar L22 Brand Voice L23 Complete Content Campaign L24 AI + Human Editing
L25 Fact-Checking & Quality Control

LESSON 21

CONTENT CALENDAR

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Weekly planning
- Monthly planning
- Content pillars
- Platform planning
- Publishing frequency

Sample Content Calendar

Day	Platform	Topic	Format	CTA
Sun	Facebook	Education	Post	Learn more
Mon	Instagram	Korean vocabulary	Carousel	Save
Tue	LinkedIn	Education	Article	Comment
Wed	Facebook	Student story	Story	Contact
Thu	Instagram	Tips	Reel	Follow
Fri	Facebook	FAQ	Post	Message
Sat	Instagram	Motivation	Image	Share

LESSON 22

BRAND VOICE

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Consistent AI writing style
- Brand voice definition
- Vocabulary and tone control

Possible Brand Voices

- Professional
- Friendly
- Educational
- Luxury
- Youthful
- Inspirational
- Corporate
- Trustworthy

Brand Voice Document

We sound

- Helpful
- Professional
- Friendly

We avoid

- Exaggeration
- Fear
- Fake urgency
- Unverified claims

EXERCISE

Create a brand voice guide containing:

- Personality
- Tone
- Vocabulary
- Sentence style
- Words to use
- Words to avoid

LESSON 23

COMPLETE CONTENT CAMPAIGN

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Connecting strategy, content and campaign
- Full campaign system
- Goal-to-CTA content flow

Campaign System

1. Goal What you want to achieve <i>e.g. Generate admissions</i>	2. Audience Who you're targeting <i>e.g. Nepali students, age 18–25</i>	3. Message Core idea to communicate <i>e.g. Learn Korean, study abroad</i>
4. Content pillars Main content themes <i>e.g. Tips, testimonials, FAQs</i>	5. Content calendar When to publish <i>e.g. 3x/week for 4 weeks</i>	6. Social posts Daily engagement content <i>e.g. Facebook & Instagram posts</i>
7. Blog In-depth guide <i>e.g. Complete guide to studying in Korea</i>	8. Images Supporting visuals <i>e.g. Campus & classroom photos</i>	9. Video Short-form video <i>e.g. 30-second Reel</i>
10. CTA Drive the final action <i>e.g. Enroll now</i>		

PRACTICAL PROJECT

Create a campaign for: "New Korean Language Course Admission." Deliver:

- Campaign concept
- Target audience
- Key message
- 7-day calendar
- Blog
- Facebook post
- Instagram carousel
- Reel
- 3 AI image prompts

LESSON 24

AI + HUMAN EDITING

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Review
- Edit
- Verify
- Improve
- Add experience
- Check tone
- Check facts

AI should generate the first draft. The human editor should review, edit, verify, improve, add experience, check tone and check facts.

Editing Checklist

Criterion	Question
Accuracy	Is it correct?
Relevance	Does it answer the audience's question?
Clarity	Can beginners understand it?
Naturalness	Does it sound human?
Brand	Does it match the organization?
SEO	Does it satisfy search intent?
Legal/Safety	Does it contain risky or unsupported claims?

LESSON 25

FACT-CHECKING & QUALITY CONTROL

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Fact-checking AI content
- 8-step quality control system
- Removing unsupported claims

AI Quality Control System

1. Generate Create the first AI draft <i>e.g. Draft blog on Korean visas</i>	2. Identify claims Mark factual statements <i>e.g. Dates, numbers, named entities</i>	3. Verify claims Check against reliable sources <i>e.g. Confirm TOPIK exam dates</i>
4. Check dates Confirm accuracy of dates <i>e.g. Application deadline: March 2025</i>	5. Check names/numbers Confirm spelling & figures <i>e.g. University names, fees</i>	6. Remove unsupported Delete unverifiable claims <i>e.g. Remove vague guarantees</i>
7. Human edit Improve tone & flow <i>e.g. Add local examples</i>	8. Final approval Sign off before publishing <i>e.g. Editor reviews final draft</i>	

EXERCISE

Give students an AI-generated article containing several questionable claims. Students must mark each statement:

- Verified
- Unverified
- Incorrect
- Needs source

WEEK 5 PROJECT — COMPLETE AI CONTENT WORKFLOW

Students must create:

- Brand voice
- Content pillars
- 7-day calendar
- 3 social posts
- 1 blog
- 1 Reel
- 3 image prompts
- Quality-control checklist

WEEK 6 OF 6

Final Project

Lessons 26-30 · Total 5 Hours

L26 Project Planning L27 Content Production L28 Image Production L29 Portfolio Preparation
L30 Presentation & Assessment

LESSON 26

PROJECT PLANNING

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Selecting a project organization
- Defining target audience and goals
- Writing a campaign brief

Students select a real or fictional organization for their final project.

Examples

- Education consultancy
- Korean language institute
- Restaurant
- Hotel
- Travel company
- Clothing brand
- Technology company
- Local business

Project Brief

Business

- Name
- Industry
- Target audience
- Problem
- Goal

Campaign

- Main message
- Platforms
- Content formats
- Timeline

LESSON 27

CONTENT PRODUCTION

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Writing long-form blog content
- Writing multi-platform social posts
- Writing FAQs

Students produce the written content for their final project.

Required Content

- Blog — 1,000-1,500 words
- Facebook posts
- Instagram posts
- LinkedIn post
- Reel script
- FAQ

LESSON 28

IMAGE PRODUCTION

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Producing campaign visuals
- Documenting image prompts

Students Create

Required Visuals

- Main campaign image
- Social-media image
- Blog image
- Advertisement
- Supporting visual

Also Submit

- The image prompts used to create each visual

LESSON 29

PORTFOLIO PREPARATION

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Organizing a professional portfolio
- Structuring project work
- Writing a final reflection

Portfolio Structure

1. Cover Student name	2. About Me Short professional biography	3. AI Skills List AI capabilities
4. Project 1 Content strategy	5. Project 2 Blog writing	6. Project 3 Social-media campaign
7. Project 4 AI image generation	8. Project 5 Complete campaign	9. Prompt Portfolio Best prompts used
10. Final Reflection What did I learn?		

LESSON 30

PRESENTATION & ASSESSMENT

Duration: 1 Hour

Learning Objectives — By the end of this lesson, students will:

- Presenting a final project
- Understanding the assessment criteria
- Meeting final portfolio requirements

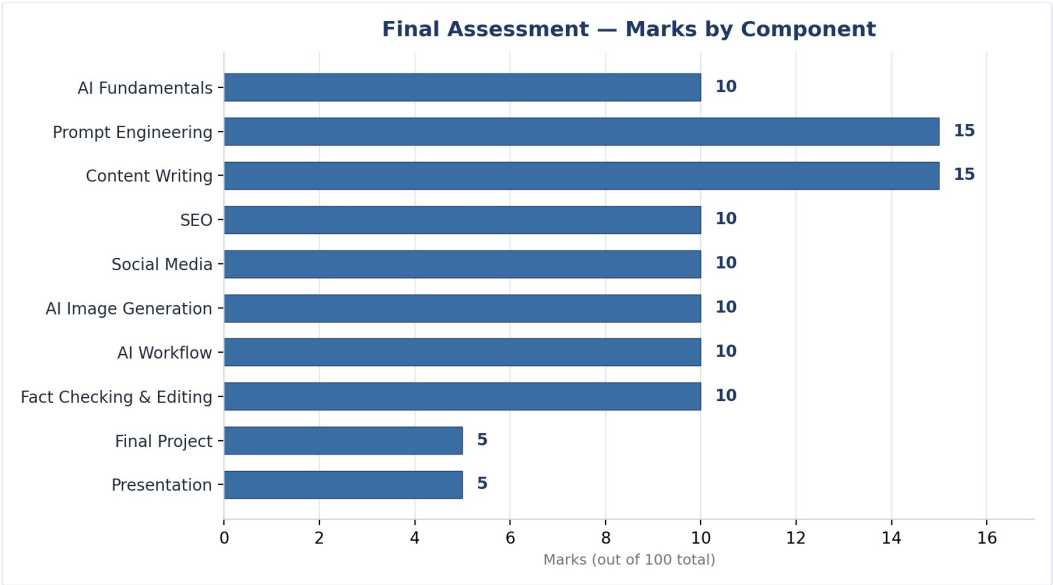
Presentation

Recommended: 5-10 minutes per student.

Presentation Structure

- Introduction
 - Business/project background
 - Target audience
 - Problem
 - AI strategy
 - Content strategy
- Written content
 - Visual content
 - AI workflow
 - Final results
 - Lessons learned

Final Assessment System — 100 Marks



Marks distribution across the 10 assessment components

Component	Marks
AI Fundamentals	10
Prompt Engineering	15
Content Writing	15
SEO	10
Social Media	10
AI Image Generation	10
AI Workflow	10

Fact Checking & Editing	10
Final Project	5
Presentation	5
Total	100

Practical Passing Criteria

Score	Level
80-100	Excellent — AI Content Specialist
70-79	Very Good — AI Content Practitioner
60-69	Good — AI User
50-59	Basic Pass
Below 50	Needs Improvement

Final Project Requirements — AI Content Portfolio

Every student must submit a complete AI Content Portfolio containing:

Written

- ☐ 1 SEO blog
- ☐ 2 Facebook posts
- ☐ 2 Instagram posts
- ☐ 1 LinkedIn post
- ☐ 1 Reel script
- ☐ 1 FAQ

AI

- ☐ 10 best prompts
- ☐ AI workflow
- ☐ Human editing process
- ☐ Fact-checking checklist

Visual

- ☐ 5 AI-generated images
- ☐ Image prompts

Strategy

- ☐ Target audience
- ☐ Content strategy
- ☐ Brand voice
- ☐ 7-day content calendar

Presentation

- ☐ 5-10 minute presentation
- ☐ Final portfolio

Congratulations!

Completing this 30-Day AI Practical Course means you can plan, write, design and fact-check a complete AI-assisted content campaign — from the first prompt to the final published post. Keep building your Prompt Portfolio, keep verifying what AI tells you, and keep the human judgment in every piece of work you publish.

Madhab Sapkota
Instructor

Student Signature

TODDLE MULTIPURPOSE COMPANY

School Road, Hetauda-4, Makawanpur
www.toddle.com.np | info@toddle.com.np