
PAIR Hands-on AI Masterclass Learning Objectives

Overview

The PAIR Hands-on AI Masterclass develops practical AI capability across three levels: Fundamentals, Proficiency, and Mastery. Each level combines guided instruction and AI-personalised and marked activities that mirror real work. Content is updated monthly to reflect the latest model and tool developments.

1. FUNDAMENTALS

Approx. 2 hours

Write

- Understand how to initiate a writing task using AI
- Generate a first draft with AI, to overcome writer's block
- Understand different approaches to prompt engineering and when to apply them
- Formulate effective prompts to improve AI responses
- Iteratively develop your prompts
- Identify opportunities for applying AI to writing within your role

Research

- Understand how to initiate a research task using AI
- Conduct real-time web searches with AI
- Evaluate the accuracy of AI-generated information
- Iterate on AI research results by providing specific context and feedback Incorporate AI into a structured research workflow
- Identify opportunities for applying AI-powered research to your role

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2. PROFICIENCY

Approx. 4 hours

Ideas

- Understand how AI can enhance creativity and idea generation.
- Explore how AI can assist with market research to inspire new ideas. Leverage AI to brainstorm and develop creative solutions.
- Use AI to refine, downselect, and re-organise ideas into actionable plans.
- Apply AI-driven hypothesis generation to help you design a pilot study of your idea. Identify opportunities to integrate AI into your ideation process

Prototype

- Understand how to create clickable prototypes using AI tools like ChatGPT Canvas and Claude 3.7 for fast, iterative design.
- Explain tricky concepts in a clear, visual manner by using AI-generated interactive prototypes.
- Share and ‘remix’ your prototypes using AI for collaborative feedback and improvements.
- Understand the limitations of AI-generated prototypes and the importance of quality assuring them.
- Identify opportunities to integrate AI into your work

Analyse Data

- Explore and describe an unfamiliar dataset with AI Analyse data with AI
- Visualise data with AI to uncover patterns, trends, and insights Link your own datasets into AI tools
- Identify opportunities to apply AI-driven data analysis and visualisation to your profession or field

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Images

- Understand how to analyse images using AI
- Transform unstructured image data into usable formats with AI
- Use AI to compare and contrast images
- Generate custom images with AI, and understand the limitations in AI image generation
- Create visually engaging presentations using AI
- Identify opportunities for applying AI image analysis and generation to your work

Agents 1

- Understand what an AI agent is
- Explore available AI agents and understand which agent to use for which task
- Create your first agent
- Manage the privacy setting of your agents so they're shared appropriately
- Identify opportunities for applying AI agents to your role

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3. MASTERY

Approx 6 hours

Workflow

- Understand how you can personalise AI to achieve more tailored results
- Explore available AI personalisation settings, including data protection and style preferences
- Identify opportunities for applying personalisation to your own AI workflows

Advanced research & reasoning

- Understand how to use advanced AI research functionality
- Conduct deep and tailored web searches suited to your role using AI
- Understand the latest breakthroughs in reasoning models
- Apply the latest reasoning models to solve multi-step problems
- Identify opportunities for applying AI research and reasoning tools to your role

Advanced prompting & agents

- Explore advanced prompting techniques from competition-winning prompts
- Craft your own more advanced AI prompts that incorporate these techniques
- Understand advanced techniques for building different types of Agents
- Learn how to share agents you've created
- Understand the importance of testing and quality assurance of agents
- Build your own advanced AI Agent
- Explore ways in which you can incorporate advanced Agents into your work to save you time

Questions? Please contact

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