ARTIFICIAL INTELLIGENCE 101 LinkedIn Learning Path

June 2025 ◆ The Artificial Intelligence 101 LinkedIn Learning Path was developed by the IATSE Education and Training Department for use by IATSE workers. Its purpose is to provide IATSE workers with information on the fundamentals of current Artificial Intelligence (AI) technologies to better understand how these technologies could affect the labor movement, the entertainment industry, and our work. In addition to understanding AI technologies, the Learning Path also includes courses on the responsible use of AI and AI applications. The courses in this Learning Path are organized into three sections: Understanding AI, Responsible AI, and Using AI. If you are unfamiliar with AI technologies, begin with the "Understanding AI" section, but of course, any of these courses will expand your understanding of AI. *Note that due to the changing nature of new technologies, some courses may be periodically updated, and the information listed here may change.*

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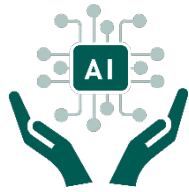
For more information regarding your free LinkedIn Learning subscription please visit the IATSE Training Trust Fund website at: https://www.iatsetrainingtrust.org/lil. To find the courses listed below, simply type "Artificial Intelligence 101" into the LinkedIn Learning search bar. LinkedIn Learning provides many other courses dealing with various facets of AI. This Learning Path is meant to be a starting point.

UNDERSTANDING AI Artificial Intelligence (AI) is a broad term used for several technologies that are designed to simulate human intelligence. To expand on this definition, according to IBM's website, *"Artificial intelligence (AI) is technology that enables computers and machines to simulate human learning, comprehension, problem solving, decision making, creativity and autonomy."* Forms of AI have been around for decades, but technological advancements of recent years have made AI a household term. AI is a tool and learning how to use this tool properly is a necessary craft skill. The following courses were curated to increase your understanding of emerging AI technologies, specifically technologies that fall under the umbrella of "Generative AI."

INTRODUCTION TO ARTIFICIAL INTELLIGENCE ◆ Doug Rose ◆ 2 hours 26 minutes ◆ Artificial Intelligence (AI) is not just for Computer Scientists, and it is not new. AI has been around for over half a century, and it is commonly used outside of the data/computer science realm. Join instructor Doug Rose as he delivers a comprehensive breakdown of AI for business professionals. This course will cover what it means for a system to display "intelligence," learning algorithms and techniques involved in machine learning, artificial neural networks, Generative AI architecture, and much more. Take your time reviewing this course if you are new to AI systems. The information is simplified but the subject matter is complex, especially if you are not used to working with math and computer science terms. You can always pause the course and come back to it later if you need a break.

RESPONSIBLE AI Artificial Intelligence is another tool in our mission to bring entertainment to the world, and it is one that must be used ethically and responsibly. The following section includes courses that explore some of the ethical considerations of implementing and using AI technologies at work. AI is powerful, and we all know that with great power comes great responsibility.

GENERATIVE AI: BUSINESS AND LEGAL CONCERNS FOR CREATIVES ◆ Seth C. Polansky ◆ 33m ◆ In this course instructor Seth C. Polansky provides an analysis of the current organizational and legal implications of Generative AI, with a focus on creative professionals. This course reviews topics such as Generative AI legal issues, including contracts, licenses, deliverables, and risks associated with various Generative AI services. This course is great for anyone interested in getting an understanding of ethical, social issues as well as the current legal landscape of how the AI revolution is and might continue to impact creatives.

GENERATIVE AI HAS AN INTELLECTUAL PROPERTY PROBLEM ◆ Gil Appel, Juliana Neelbauer, and David A. Schweidel ◆ Harvard Business Review ◆ April 7, 2023 https://hbr.org/2023/04/generative-ai-has-an-intellectual-property-problem

ETHICS IN THE AGE OF GENERATIVE AI ◆ Vilas Dhar ◆ 39m ◆ In this course instructor Vilas Dhar provides a quick, yet solid introduction to the ethical concerns around Generative AI. This course was designed for business leaders and developers who create and deploy AI technologies, but the information provided is useful to anyone who wants a better understanding of how AI can be used responsibly.

USING AI AI is a tool, and like any tool it is important to know how to use it properly. The following courses will help you get started with using common AI technologies. This section will not make you an expert at using AI, but it may be helpful to think of learning how to work with AI as a craft skill. Consistent practice will help you improve. DISCLAIMER: Using AI tools and AI-generated content in a professional setting may have legal risks and implications. Always check with your supervisor before using AI tools at work.

GENERATIVE AI IMAGING: WHAT CREATIVE PROS NEED TO KNOW ◆ Ben Long ◆ 48 minutes ◆ Join photographer and publishing professional Ben Long as he explores key Generative AI tools such as DALL-E, Midjourney, and Stable Diffusion. This course does not teach you how to use specific AI tools in depth, but it does provide an overview of how these tools work and describes how they can fit into creative workflows. Ethical and legal concerns related to using Generative AI technologies at work are also addressed.

PROMPT ENGINEERING: HOW TO TALK TO AIS ◆ Xavier Amatriain ◆ 29 minutes ◆ If you are looking for a quick introduction to prompt engineering, then this is the course for you. Join Xavier Amatriain, Vice President of Engineering and AI Product Strategy at LinkedIn, and learn how to design, use, and fine-tune prompts that interact directly with large language models (LLMs). This course includes downloadable exercise files that will help hone your new AI skills after the video is over.

PROMPT ENGINEERING WITH CHATGPT ◆ Ronnie Sheer ◆ 1 hour 3 minutes ◆ Join instructor Ronnie Sheer as he provides a comprehensive guide to effectively using ChatGPT in a professional environment. Explore best practices and advanced techniques such as personas, task splitting, custom instructions, multimodality, Socratic prompting, and more. This course debunks some myths and misconceptions about AI and equips you with skills required to leverage powerful prompt engineering techniques with ChatGPT. **We strongly recommend completing this course before moving on to Ronnie Sheer's course, *"Introduction to Prompt Engineering for Generative AI."***

INTRODUCTION TO PROMPT ENGINEERING FOR GENERATIVE AI ◆ Ronnie Sheer ◆ 1 hour 3 minutes ◆ Prompt engineering is the process of "generating input" by creating and refining prompts for AI systems and is key to using Generative AI tools successfully. But prompt engineering is also a skill that takes practice to cultivate. Join software developer and instructor Ronnie Sheer as he introduces you to large language models (LLMs) and how to engineer prompts to get the most out of this technology.

GPT-4: OPENAI'S GPT MODEL AND WHAT YOU NEED TO KNOW ◆ Jonathan Fernandes 31 minutes ◆ AI technologies are evolving fast, and we must stay up-to-speed on the latest trends. In this course, data science consultant and AI expert Jonathan Fernandes will give us an overview on what is new with the next generation of GPT – GPT-4 – in an approachable, easy-to-follow course designed for both technical and non-technical learners.

USING AI IMAGERY FOR ILLUSTRATION AND DESIGN ◆ George Maestri ◆ 1 Hour 55 minutes ◆ This course offers an in-depth look into prompt engineering. Instructor George Maestri shows designers and illustrators how Generative AI tools and traditional editing applications can be used together throughout the creative process. Explore the different applications and uses of Generative AI tools and how they can be implemented as a "creativity copilot" in your design process.

HOW TO RESEARCH AND WRITE USING GENERATIVE AI TOOLS ◆ Dave Birss ◆ 1 hour 15 minutes ◆ Join instructor Dave Birss for a crash course in Generative AI and learn how to get started with prompt engineering for ChatGPT and other AI chatbots to improve your researching and writing skills. By using hands-on, practical strategies Dave Birss will teach you how to summarize complex information, view subjects from multiple perspectives, build user personas and strategic models, analyze writing style, outline ideas, and generate new content.