

# AI-Enhanced Visual Marketing

## Day 1

Topic	Description	Content Covered	Learning Outcomes
<b>Block 1: Introduction to Visual Marketing</b>	Overview of visual marketing's role in branding, communication, and social storytelling across channels	Retailing disruption, visual brand system, cross-channel visual consistency, visual strategy to optimize shopping experience	Participants will understand why visual marketing is more important than ever in the omni-channel world of retail and the role of visual strategy in creating meaningful customer experiences
<b>Block 2: The Mechanism of Visual Marketing at Critical Touchpoints</b>	How consumers notice and process visual information both on-shelf and in social feeds and how they make decisions	Top-down vs. bottom-up processes, visual search, salience maps, meaning maps, perceptual fluency, eye-tracking, Hick's Law, gaze cascade	Participants will understand that customer journey is a series of touchpoints and visual marketing principles help guide a brand's success at each of these touchpoints
<b>Block 3: Visual Vocabulary, Theories, and Principles</b>	How to use key visual cues (color, shape, form, movement, etc.) in visual messaging and how visual information conveys complex meaning through the semiotics of signs, codes, and rhetorical figures	Gestalt principles, low-level and high-level visual features, semiotics and cultural meaning, visual rhetorical messages	Participants will understand the visual vocabulary and principles of visual theories and how these impact visual communication and marketing
<b>Block 4: Application to Social Media, Advertising, and Packaging</b>	How visual content can be used in social media, advertising, and packaging to generate emotional and behavioral responses	Basic emotion theory, Facial Action Coding Systems (FACS), use of emotions in marketing appeals, emotion induced social sharing	Participants will understand visual content can evoke strong emotions and social influence for advertising and social media campaigns



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## Day 2

Topic	Description	Content Covered	Learning Outcomes
<b>Block 5: AI-Powered Visual Content Creation</b>	Using AI tools to rapidly generate and iterate visual marketing materials	AI image generation tools, AI-powered design platforms, prompt engineering for visual content, brand consistency in AI-generated visuals	Participants will be able to use AI tools to create compelling visual content while maintaining brand consistency and quality standards
<b>Block 6: AI-Enhanced A/B Testing &amp; Optimization</b>	Leveraging AI for rapid visual testing and data-driven optimization	AI-powered A/B testing platforms, automated visual variant generation, statistical significance and AI interpretation, real-time optimization algorithms	Participants will learn to design and execute AI-enhanced visual experiments to validate marketing hypotheses and optimize performance
<b>Block 7: AI for Color, Shape, and Movement Analysis</b>	Using AI to analyze and optimize visual elements for maximum impact	AI color palette generation, shape and composition analysis, video content optimization for social platforms, motion graphics, and AI animation tools	Participants will understand how to use AI to analyze and optimize color psychology, shape effectiveness, and movement patterns for social media impact
<b>Block 8: Implementation Strategy &amp; Capstone Project</b>	Developing an integrated visual-AI marketing solution and implementation roadmap	Capstone project development, AI tool selection and integration, team training and workflow optimization, ROI measurement and success metrics	Participants will create a comprehensive visual-AI marketing strategy for their organization and develop an implementation roadmap



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## Additional Program Components

**Capstone Project:** Develop an integrated visual-social marketing solution that combines theoretical principles with AI-powered execution, demonstrating measurable improvements in engagement metrics.

**AI Tool Workshop:** Hands-on sessions with industry-leading AI platforms where participants create real visual content for their brands using course principles.

**Peer Review & Coaching:** Structured feedback sessions on visual analyses, AI-generated content, and project drafts to refine strategy and execution.



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