

LJ Institute of Media & Communications



Report on AI Applications workshop

Date: 19th August, 2025

Time: 11:30 to 15:00

Venue: Computer lab 2, 3rd floor, LJIMC

Participants: MMC sem 1 and BMC sem 5

Resource Person: Kush Mehta

Introduction

On 19th August 2025, the students of BMC Semester 5 and MMC Semester 1 attended an AI Application Workshop (Certification based) which was registration based and open for all at the LJ Institute of Media and Communications (LJIMC). A total of 35 students were present for the session, which was organized by Dr. Divya Soni, Director of LJIMC, and the session was conducted by Mr. Kush Mehta, a Doctoral Scholar from MICA. Known for his research in the intersection of media and technology, Mr. Mehta shared valuable insights into the importance of AI in today's media landscape, helping students understand why AI applications are becoming crucial in their field.

Objectives

- To introduce students to the growing role of Artificial Intelligence in media and communication.
- To provide practical knowledge of AI tools used in content creation, research, and audience engagement.
- To bridge the gap between theoretical concepts and real-world applications of AI.
- To encourage students to think about the ethical challenges and implications of using AI in media.
- To prepare students for the rapidly evolving media industry by enhancing their digital and technological skills.

Process

The AI Application Workshop commenced at 11:30 AM with great enthusiasm. Organized for the students of BMC Semester 5 and MMC Semester 1, the session was also open to non-LJIMC participants with a nominal fee of ₹250. The workshop was conducted by Mr. Kush Mehta, who skilfully guided students through the practical applications of Artificial Intelligence in media and communication. The atmosphere was engaging right from the beginning, as students eagerly interacted and showed curiosity towards the new-age tools being introduced.

During the session, Mr. Mehta introduced participants to a variety of AI tools that are revolutionizing creativity and productivity. Napkin was demonstrated as a tool for simplifying complex ideas through quick visual mind maps, helping in brainstorming and planning. Mapify allowed students to see how AI can create data-driven maps for presentations and research purposes. PDF.AI was highlighted as a resourceful tool to interact with and analyze lengthy PDF documents, saving time and effort. Creative tools like Ideogram/Reve showcased

AI's ability to generate unique visuals and design concepts, while Playground provided an open space to experiment with different AI models for text and creative tasks.

The session also covered advanced tools tailored for media applications. *Decohere* helped in creating professional-level visual designs, while *InVideo.AI* proved useful for automated video creation, making it easier for media students to produce high-quality content. *Suno Scenes* allowed students to generate and customize music or audio elements, while *Speechma* focused on AI-driven speech and voice assistance for communication tasks. Lastly, *Hygen AI* was introduced as a powerful writing assistant that enhances productivity by generating structured and creative content. Throughout the session, students actively asked questions, shared their ideas, and gained hands-on exposure, making the workshop not just informative but also highly interactive and impactful.

Submissions – Students who participated in the workshop were asked to provide their submissions in the session.

Feedback – Students were asked to submit their feedback on the workshop through Google forms.

Certificate distribution – The students who provided submission and feedback were provided with the certificate.

Outcomes

- The workshop proved to be highly beneficial for the students.
- They gained awareness about the latest AI tools, including Napkin and others, and understood how these can be applied in academics as well as daily tasks.
- The interactive session conducted by Kush Sir enhanced students' practical knowledge and encouraged them to explore innovative digital solutions.
- Overall, the workshop increased curiosity, confidence, and enthusiasm among the 35 participants to learn and experiment with AI in the future.

Conclusion

The AI Application Workshop proved to be an enriching learning experience for the students, as it provided valuable insights into practical tools and their real-world applications. The students also submitted their work based on the tools taught during the session in the assigned folder, ensuring hands-on practice. Additionally, feedback was collected from the participants, which highlighted their active involvement and appreciation for the workshop. Overall, the session successfully met its objective of enhancing students' knowledge and skills in AI applications.

Annexures:

Social Media link: <https://www.instagram.com/reel/DNkFseZvJDh/?igsh=MTRocnJ0bDI0d2VkbA==>






LJ Institute of Media & Communications

Invites registration for Workshop on
AI APPLICATIONS

OPEN FOR ALL

**You can scan the QR code to register for
either 18th or 19th August**

Registration Fee Rs.250/-



18.8.25 or 19.8.25
MONDAY OR TUESDAY

11:30 TO 3 PM

**VENUE : 3RD FLOOR,
LJIMC**

Group Picture

