

AI for Beginners

GoSkills online course syllabus

Wednesday, September 3, 2025

Skill level	Lessons	Pre-requisites
Beginner	26	None
Estimated study time	Instructors	
2h for all materials	Jim Sterne Madecraft	

Introduction

- 1 Introduction**

This lesson will give you a conceptual framework so that you can articulate what artificial intelligence is and how powerful it can be.

What is Artificial Intelligence?

- 2 AI: not what you see in the movies**

Self-aware, robot warriors subjugating humanity is the stuff of science fiction. Science fact is far more interesting - and useful. After watching this lesson, you'll be able to identify the difference and how it helps keep you from sounding clueless,
- 3 How AI came about**

Artificial intelligence has been on the drawing board for 70 years. After this lesson, you'll be able to discuss where AI has evolved from and why you are prepared to be using it successfully.
- 4 AI is an umbrella term**

Today's new tools will dictate tomorrow's success. After this lesson, you'll be able to articulate what artificial intelligence is and how your marketing efforts can make the most of it.

What is Natural Language Processing?

- 5 Ability to turn speech to text**

Natural language processing is a large part of artificial intelligence. After this lesson you'll be able to identify how hard it is to turn speech to text, realize how you're using it already, and be able to see ways it might be useful.
- 6 Ability to turn text to meaning**

Being able to read and being able to understand are different. After this lesson, you'll be able to see where a computer's ability to comprehend has limits.

- 7 Ability to analyze meaning for sentiment
A huge portion of the brain is dedicated to grasping how others feel - beyond what they say. After this lesson, you'll be able to critique a machine's inability to truly understand humans and why that's not so bad.
- 8 Ability to imitate human speech
An artificial intelligence bot can converse with humans - even with voice. After this lesson you'll be able to explain the value and limitations of chatbots and smart speakers, how they might be useful, and where they are simply not ready for prime time.
- 9 Ability to write
Was this sentence written by a human? Are you sure? This lesson will help you discern how close computers are to writing like humans... and how far away they are.

What is Computer Vision ?

- 10 Recognize objects
How does a computer "see"? After this lesson you'll know how machines imitate vision for facial recognition and augmented reality.
- 11 Interpret video + deep fakes
Don't believe everything you see. This lesson raises some serious questions you should be asking about fake news and fake videos.
- 12 Computer vision uses
There are plenty of good uses for computer vision and video manipulation from shopping to Zoom backgrounds to medicine. After this lesson, you will be able to come up with new ideas about the future of computer vision.

What is Machine Learning?

- 13 ML is a new way of programming
Machine Learning is very different from other programming. After this lesson you'll be able to converse knowledgeably about the key fundamentals of machine learning and why it is so powerful.
- 14 Supervised Learning
Supervised Learning lets you train the computer to identify objects, sounds, and patterns very quickly and at scale. This lesson will allow you to imagine whole new ways to use Machine Learning.
- 15 Unsupervised Learning
Unsupervised Learning can find patterns in data that humans would never see. After this lesson you'll be able to spot where this unique type of artificial intelligence can be used in all walks of life.
- 16 Reinforcement Learning
Reinforcement Learning is the workhorse of AI. After this lesson, you'll see how this tool can improve a wide variety of tasks that we used to think only humans could perform.

Putting Machine Learning to Work

- 17** ML is good at these things
Artificial Intelligence is very good at two types of data manipulation: Dimensionality and cardinality. After this lesson, you'll be able to distinguish these two capabilities and identify where they can be put to work.
- 18** What AI needs to work
AI needs a lot of clean, trustworthy data and a very clear problem to solve. After this lesson, you'll have a better idea of when to NOT use artificial intelligence, that will make you the smartest person in any room.
- 19** Checklist for AI projects
There are a few things you'll need to make an AI project successful. If you know these things and the sequence they come in, you'll be able to contribute to any AI project as a valuable member of the team.
- 20** AI warnings
Artificial intelligence is not inherently dangerous, but it can cause you some problems. After this lesson, you'll be able to spot the issues that AI can cause.

The Human Side of AI

- 21** Roles you might play
There are lots of different talents and skills needed to make AI work well. After this lesson, you'll be able to identify where you would be happiest and most productive on an AI project.
- 22** Augment yourself
You can use AI to give yourself superpowers. After this lesson, you'll have a clear picture of how you might train your own squad of AI-powered bots.
- 23** Why humans will always be needed
AI cannot do it all. This lesson points out where humans will always be needed. After this lesson, you'll know exactly where to focus your studies to ensure you'll always have a job.

The Future of AI

- 24** Long list of uses
There are many ways AI is being used today. This lesson delivers a list of uses to help you understand the state of the art today.
- 25** The future of AI
AI is such a new tool that we are still coming up with new ways to put it to work. After this lesson, you'll be able to see the possibilities and come up with your own new ideas.

Conclusion

- 26** In your hands

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