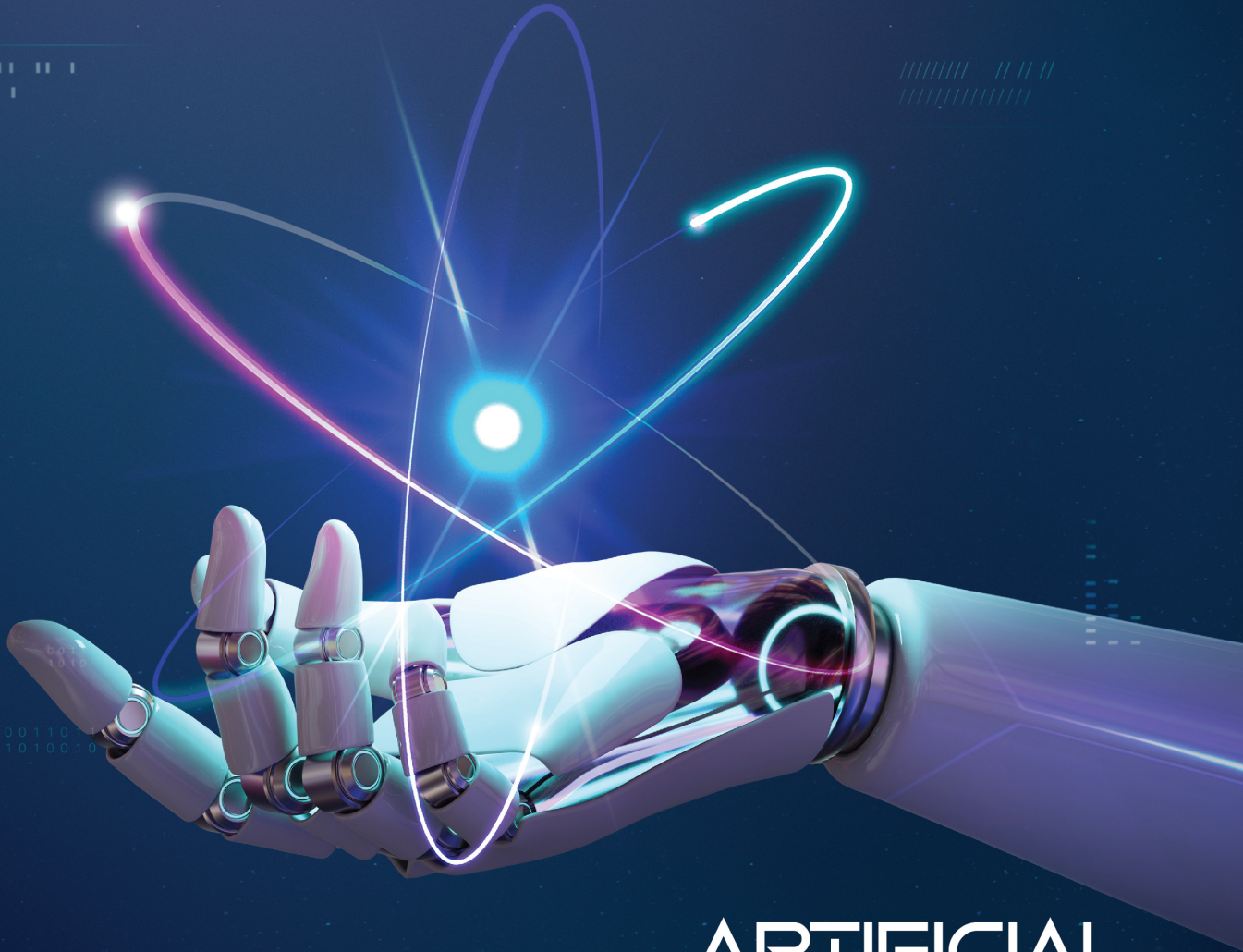


# RISE

*Catalysing Global Research Excellence*



ARTIFICIAL  
INTELLIGENCE (AI):  
Embracing the Future

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## ABOUT THE MAGAZINE

RISE Magazine is published by Office of the Deputy Vice-Chancellor (Research and Innovation) with aims to highlight a research and innovation on multidisciplinary expert of fields in UiTM. It serves as a platform for researcher to showcase their high quality and impactful findings, activities and innovative solution through publication. Contribution of these ideas come from academicians, researchers, graduates and universities professionals who will enhance the visibility of research and stride to elevate Universiti Teknologi MARA to global standards. This is an effort to promote research as a culture that is accepted by all expertise.

## ABOUT UiTM

Universiti Teknologi MARA (UiTM) is a public university based primarily in Shah Alam, Malaysia. It has grown into the largest institution of higher education in Malaysia as measured by physical infrastructure, faculty and staff, and student enrollment. UiTM is the largest public university in Malaysia with numerous campuses throughout all 13 states in Malaysia. There is a mixture of research, coursework and programmes offered to the students. The Office of the Deputy Vice-Chancellor (Research and Innovation) also known as PTNCPI (*Pejabat Timbalan Naib Canselor (Penyelidikan dan Inovasi)*) serves as a *Pusat Tanggungjawab* (PTJ) for navigating the research and innovation agenda of the university to achieve UiTM's goals. The PTNCPI office strives to mobilize faculty and campuses, fostering collaboration among researchers, with the aim of transforming the University into a Globally Renowned University by 2025



# Training Companies Tapped into the AI World

**I**n my opinion, the rise of Midjourney AI has revolutionized the way we create images and videos, and its applications extend far beyond the realm of art and design. As a result, companies like Karyative Ventures and Midjourney Mahir Malaysia are now conducting training classes on Midjourney AI to provide a valuable insights to brand owners, photographers, and graphic designers who want to stay ahead of the curve and take advantage of this exciting technology.

Midjourney AI training can help individuals and organizations save time and resources by automating repetitive tasks and optimizing workflows. This is especially valuable for smaller businesses or independent creators who may not have access to the same level of resources as larger organizations. By learning how to use Midjourney AI effectively, they can work more efficiently and effectively and achieve results that otherwise would have been difficult or impossible to achieve through traditional methods alone.



Trainers from these companies provide two modes of classes: online or face-to-face. For a fee, the modules are conducted professionally with a program module consisting of the "Beginners Guide to Midjourney Masterclass" by Karyative Ventures and "*Kelas Asas Aplikasi Midjourney dalam Perniagaan*" by Midjourney Mahir Malaysia. These training companies aim to attract brand owners, photographers, and graphic designers. However, the program is not limited to these targets alone; the class is open to other individuals as well, as long as people like to learn. Besides the existing training company mentioned, there are also self-taught learners such as Hafiz Ismail, who is a commercial photographer who embarked on a photography journey into AI. He developed his artwork using AI and is remarkably good at it. His work can be viewed on his website called *AI Generated Images by Hafiz*. He also provides classes to people in the photography industry to learn more about utilizing Midjourney AI. The fee is also affordable for beginners.



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To sum, I believe that the benefits of the Midjourney AI training extend far beyond only these groups, as anyone who wants to leverage the power of this technology can benefit from learning how to use it effectively. By offering comprehensive training programs that cover everything from the basics to advanced techniques and strategies, companies like Karyative Ventures and Midjourney Mahir Malaysia help level the playing field and give individuals and organizations tools of all kinds that they need to succeed in an increasingly AI-driven world.

