

AN OVERVIEW • PREPARED BY CALE FROMBACH

AI training for working *creative teams.*

A six-session program that gets your designers, illustrators, editors, and motion artists fluent in today's AI image and video tools — without asking them to become prompt engineers.

Your team is curious about AI. This course gives them *a map*.

Not a commercial pitch, not a productivity drill. An honest, structured program built around what's actually possible right now — the tools that matter, the vocabulary that sticks, and a way of thinking that holds up as the space keeps moving.

For working creatives — and what they *leave with*.

WHO IT'S FOR —

Your designers, illustrators, editors, motion artists, and art directors. People already fluent in Photoshop, Illustrator, Premiere, After Effects, Resolve. Strong visual literacy. Know what good looks like.

What they don't yet have is a mental model for how generative AI works, a vocabulary for discussing it, or a framework for choosing the right tool for a given task.

WHAT THEY LEAVE WITH —

- A shared mental model for how image and video AI actually works
- Fluency with the hosted platforms worth knowing in 2026
- A framework for picking the right tool for the right job
- Working knowledge of licensing and what's safe to use commercially
- Enough confidence to keep learning as the space evolves

Taught by someone who actually *ships*.

I'm the founder and technical director of Frombach Studios. Over the last several years I've built AI pipelines for real studio productions — including animation workflows currently in use on shipping series and brand work for Fortune 100 clients. Your team gets the perspective of someone who uses these tools under deadline pressure, not just as a hobbyist.

300+

PRODUCTION
MODELS TRAINED

15+*yrs*

CREATIVE PRODUCTION
EXPERIENCE

20+

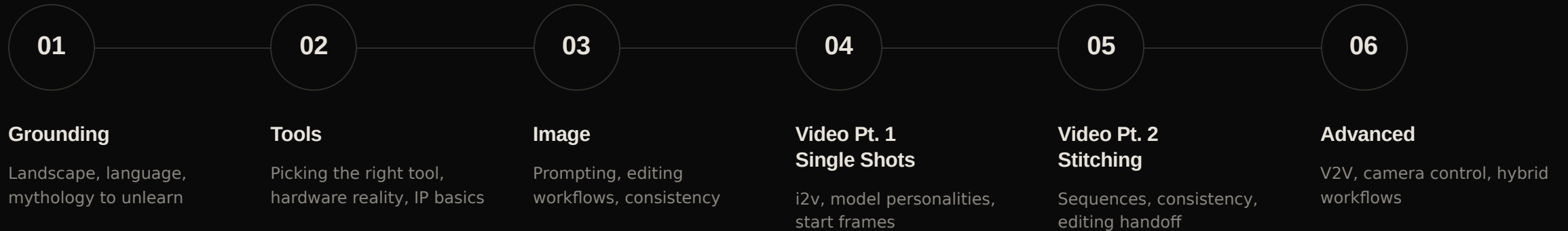
AI FILM AWARDS
& HONOURS

5+

FORTUNE 100
CLIENTS

The *six core sessions*.

ZERO AI EXPERIENCE → CONFIDENT HOSTED-PLATFORM FLUENCY



START HERE

6 SESSIONS • 60-90 MIN EACH • ~10 HOURS TOTAL PER LEARNER

FLUENT →

The *current* models.

A curated, current set — real breadth without drowning the team in options. Every model on this list earns its place, and the selection gets refreshed each time the course runs.

Image / *generation*

STILL CREATION & EDITING

Midjourney

Flux

Nano Banana Pro

Seedream

GPT Image

Video / *generation*

MOTION & SEQUENCES

Veo

Kling

Seedance

Runway

Hailuo

This list will look different in three months. *That's the point.*

Going *deeper*.

Four optional sessions for studios going into custom training and self-hosted production. Recommended if your team will own the pipeline long-term — most cohorts start with the core six and add advanced sessions once they know what they actually need.

07

ComfyUI Foundations

The control layer. Node graphs from scratch — including hosted options like ComfyCloud so the team can start without buying hardware.

08

Production ComfyUI

Real pipelines. Wan video workflows, batching strategies, API integrations, and how to stop hand-crafting every frame.

09

Model Training

Custom LoRAs for client IP, brand looks, character consistency. We train one together in your studio's style.

10

Commercial Work

IP, ethics, and shipping it. Practical checklists, the ethics conversations clients now expect, and what shipping commercial AI work actually looks like.

How this actually *runs*.

FORMAT

Lecture + *live demo*

In-person or live remote. Recorded for anyone who misses, and for new hires later. Lots of room for questions.

SESSION LENGTH

60–90 *minutes each*

About 10 hours total per team member across the core program. Designed to fit inside a normal week, not displace it.

MATERIALS

Resource pack *per session*

Platforms covered, signup links, free-tier limits, starter prompts. A shared workspace for between-session questions.

CADENCE

Weekly, *biweekly*, or intensive

Six weeks (weekly), twelve weeks (biweekly) for a lighter load, or two weeks intensive if the team has breathing room.

GROUP SIZE

4–20 *people*

Ideal at 4–12 for interaction and questions. Scales up with a more lecture-weighted balance if needed.

PRICING

Finalized in *scoping call*

Investment, timeline, and exact deliverables tailored to your team, your cadence, and any case-study or capstone work.

Let's see if this *fits your team.*

Thirty minutes. Tell me what you're trying to do. I'll tell you whether this program is the right move — and **what you'd do instead** if it isn't.

01 / SCOPE CALL

30 minutes

A real conversation. Your goals, your stack, your team. *No deck.*

02 / PROPOSAL

Within 1 week

Short, specific. Curriculum tailored to your work, *fixed price.*

03 / KICKOFF

2–4 weeks out

First session locked. Materials sent. *Your team starts before week one.*

EMAIL

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BOOK A CALL

calendly.com/cale-frombach

ELSEWHERE

frombach.ca