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Using AI to Create Graphics for Event Promotion

TAMU-CC EPIC Conference November 13

Portions of this presentation were created with the help of ChatGPT and Adobe Firefly

Objectives

01. Advantages of Using AI
02. Ethical Concerns of AI
03. Adobe Firefly + Adobe Express
04. Demonstration
05. Q&A
06. Resources

Advantages of AI

SPEED + EFFICIENCY

INCREASED CREATIVITY + INSPIRATION

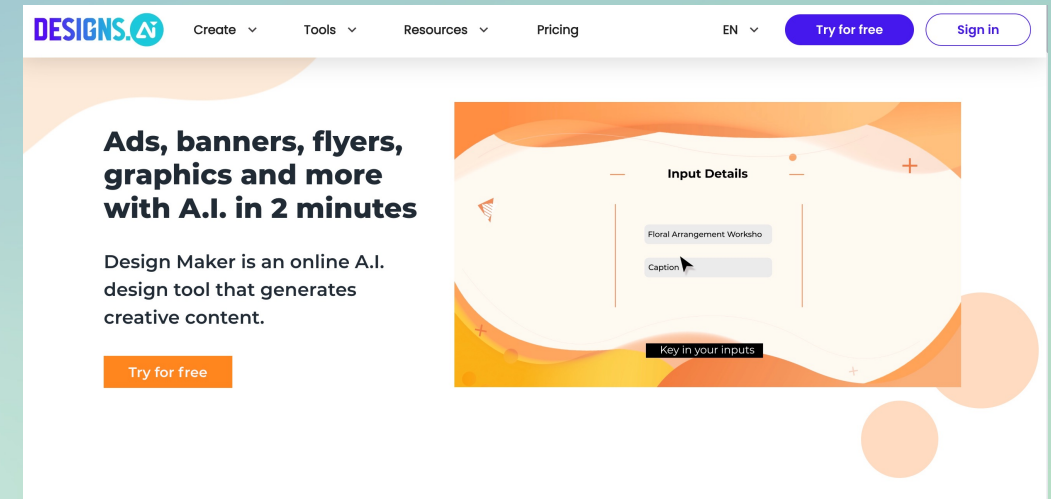
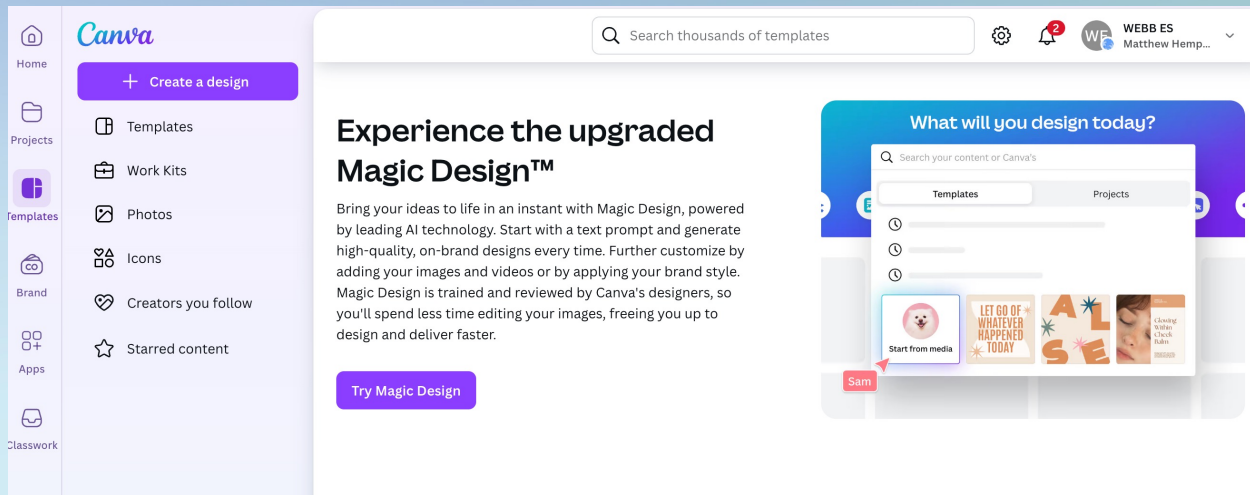
ACCESSIBILITY FOR NON-DESIGNERS

RAPID ITERATION + EXPERIMENTATION

Advantages of AI

EFFICIENCY CREATIVITY ACCESSIBILITY

>> Template Suggestions

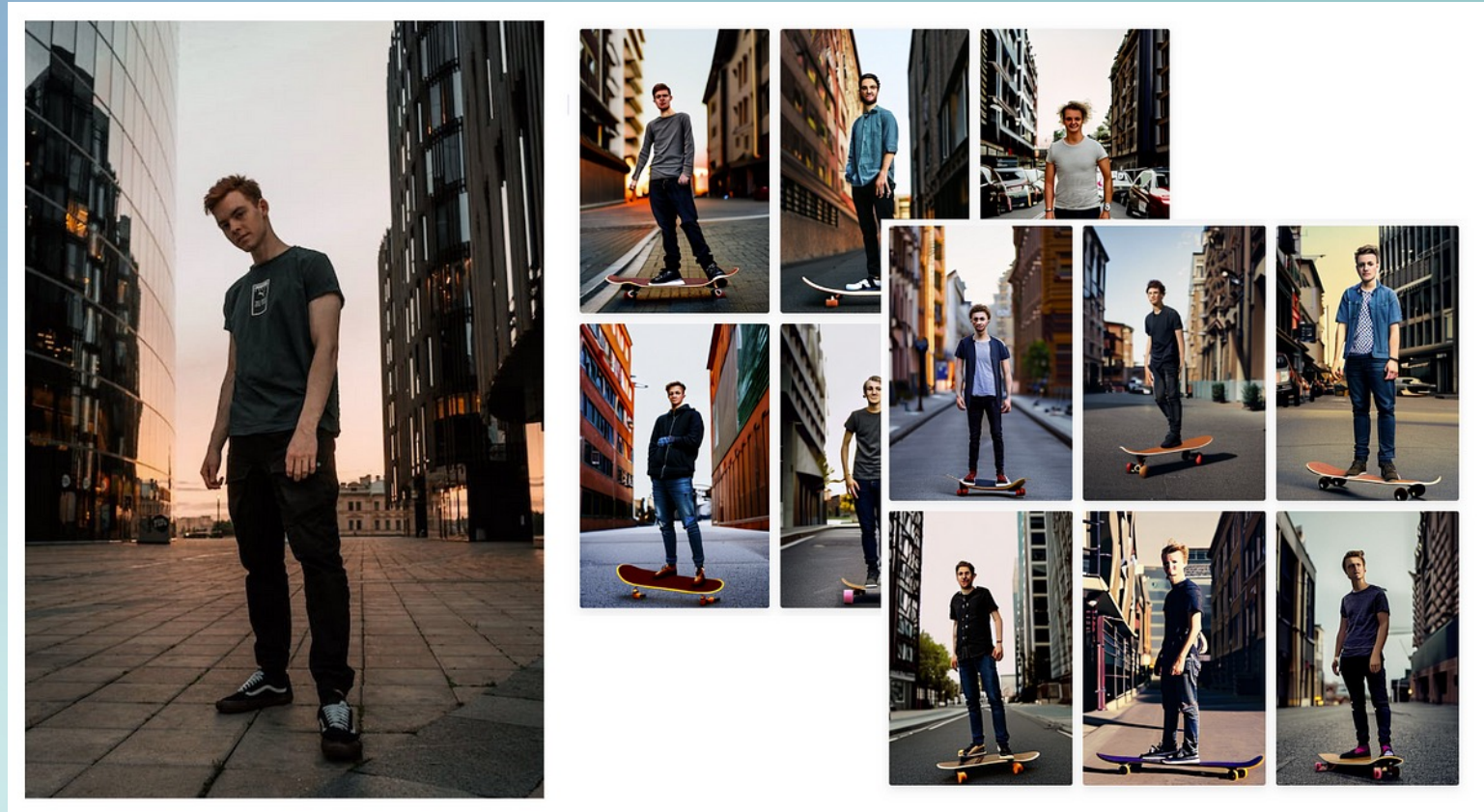


Advantages of AI

EFFICIENCY CREATIVITY ACCESSIBILITY

>> Template Suggestions

>> Mass Production

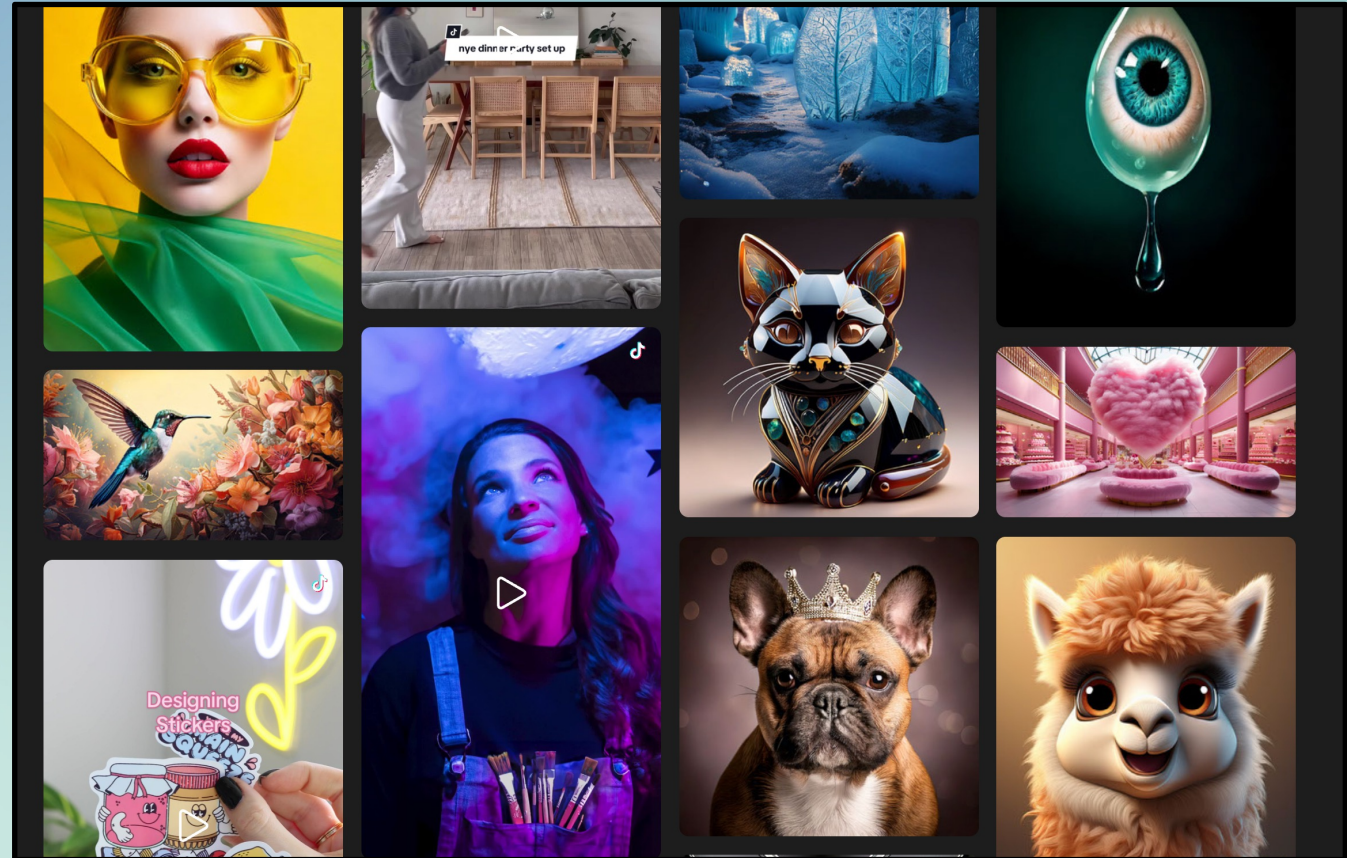


Source: Jim Clyde Monge; Medium.com

Advantages of AI

- >> Idea Generation
- >> Customizable Designs
- >> Access to Unique Styles

EFFICIENCY CREATIVITY ACCESSIBILITY



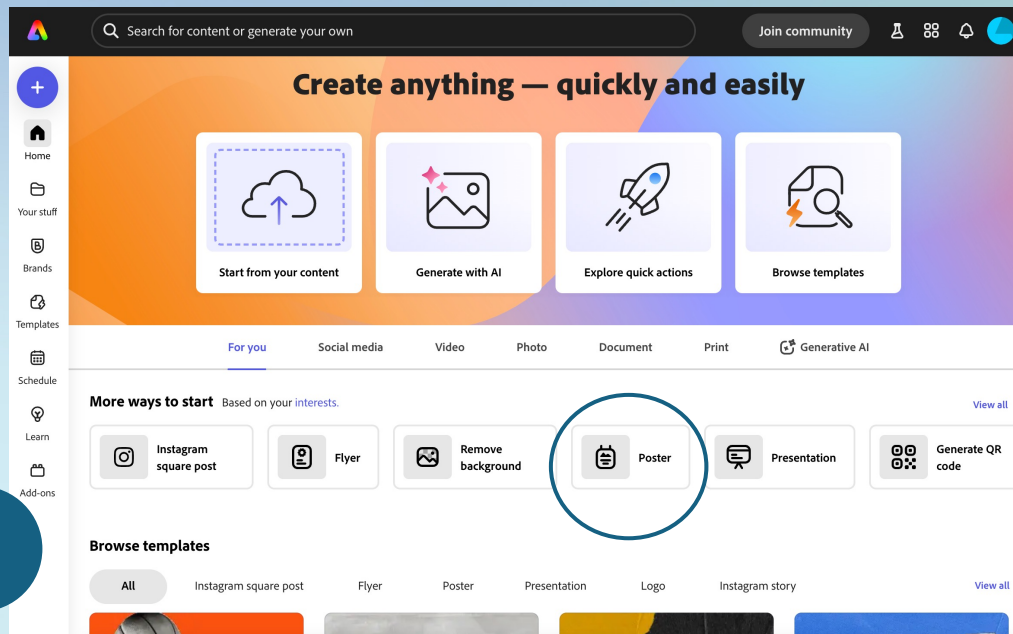
Source: Firefly.Adobe.com

Advantages of AI

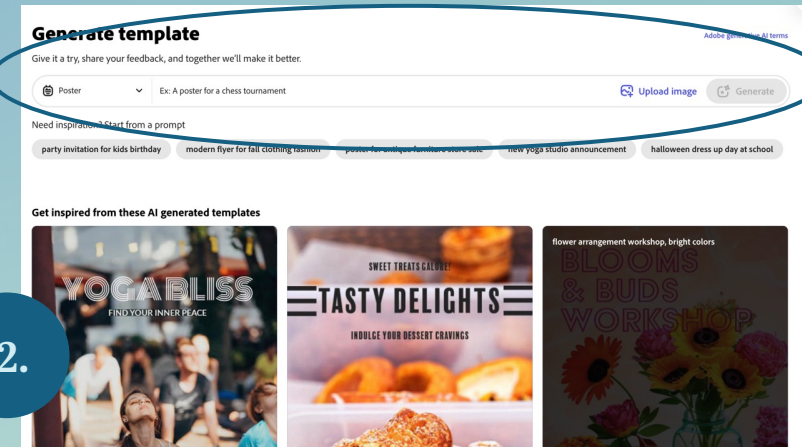
EFFICIENCY CREATIVITY ACCESSIBILITY

>> No Technical Skills Required

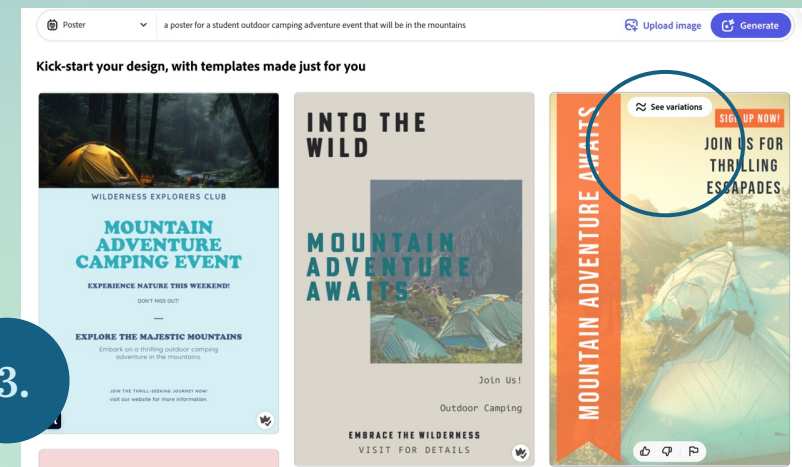
>> Simplified User Interfaces



1.



2.



3.

Ethical Concerns of AI

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MISINFORMATION + MANIPULATION

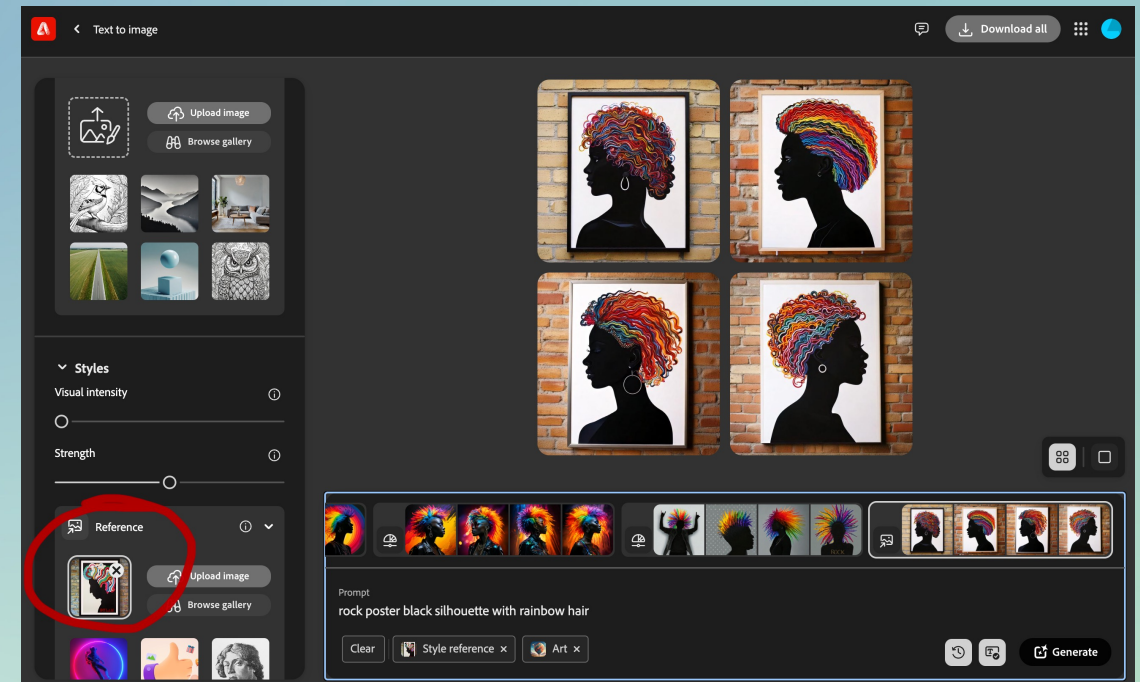
BIAS IN AI MODELS

Ethical Concerns of AI

>> How Close Is Too Close?



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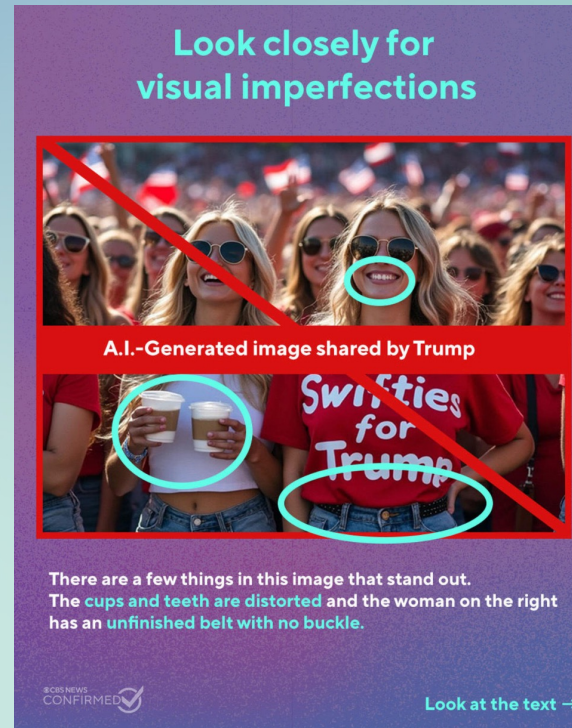
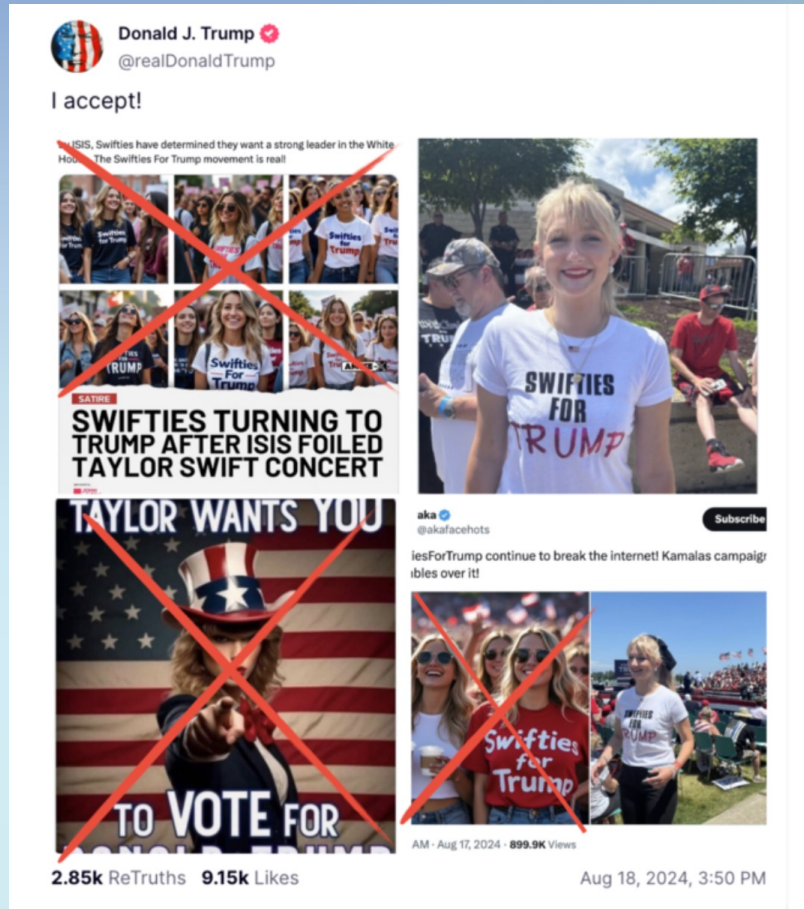
Cancel

Continue

Ethical Concerns of AI

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>> Deceptive or Fake Imagery

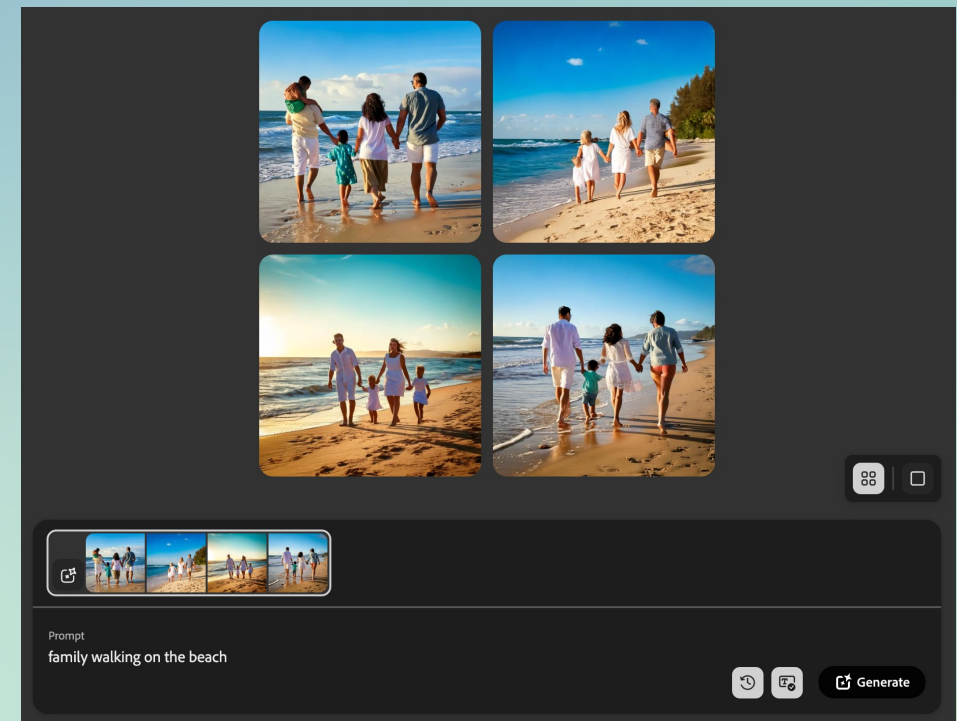
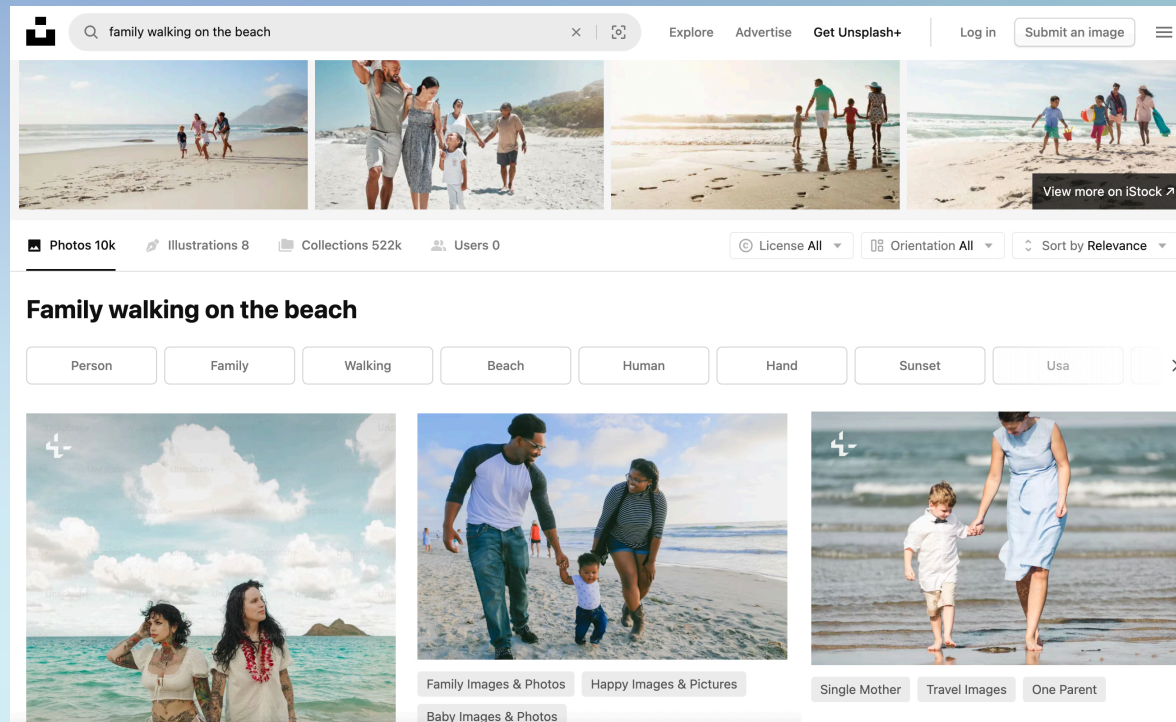


Source: CBSNews.com

Ethical Concerns of AI

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>> Biased Image Results



Sources: Unsplash.com and Firefly.adobe.com

Adobe Firefly + Express

WHAT IS FIREFLY?

KEY FEATURES

SUBSCRIPTION MODELS + USE

ETHICS

Demonstration

ACCESSING FIREFLY (<https://firefly.adobe.com>)

TEXT TO IMAGE

Prompt Writing

Visual Stylization Choices

Advanced: Composition and Styles

GENERATIVE FILL

FINISHING DESIGNS IN EXPRESS

Text to Image

PROMPTS

STYLIZATION

ADVANCED

>> Successful Prompts (Specific, Detailed, Descriptive, Creative)



“a boy and a cat”



Text to Image

PROMPTS

STYLIZATION

ADVANCED

>> Successful Prompts (Specific, Detailed, Descriptive, Creative)



“a boy and a cat”

“A hyper realistic, detailed image of a boy wearing red and white checkered pajamas and a Santa hat, sitting by a Christmas tree with lights, in a dark room, reading a book, with a cat curled up next to him, and presents under the tree, with a fireplace in the background, wide angle with a storybook theme”



Text to Image

PROMPTS

STYLIZATION

ADVANCED

>> Successful Prompts (Specific, Detailed, Descriptive, Creative)

1. **Very Specific**
2. **Detailed**
3. **Describes Surroundings**
4. **Style, theme and camera information**

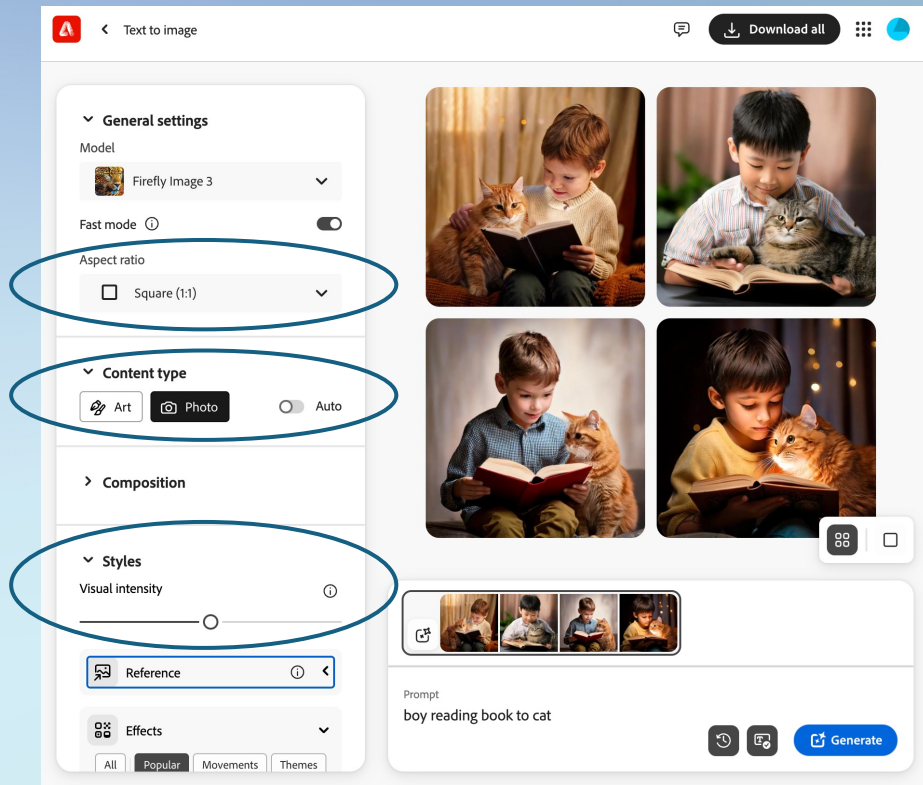
“A hyper realistic, detailed image of a boy reading a book, with a cat curled up next to him, wearing red and white checkered pajamas and a Santa hat, sitting in a dark room by a lit Christmas tree, with a fireplace in the background and presents under the tree, wide angle with a storybook theme”



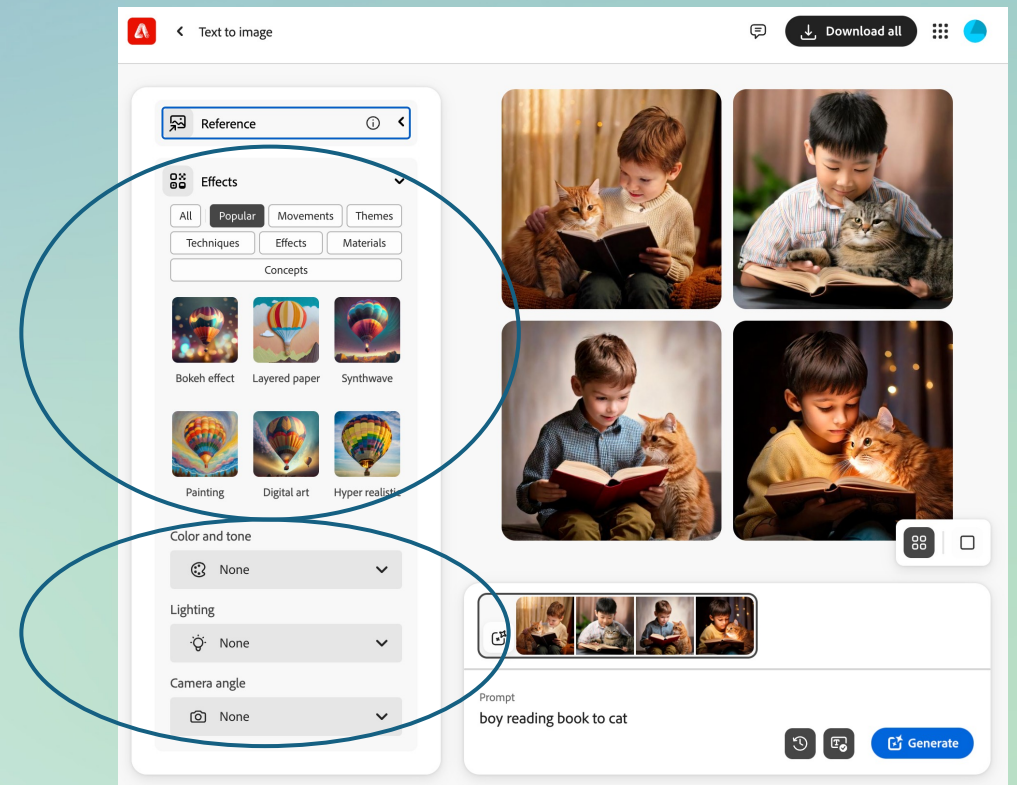
Text to Image

PROMPTS **STYLIZATION** ADVANCED

>> What if you are not good at telling your story with words?



Aspect Ratio
Content Type
Visual Intensity of Styles
Effects
Color and Tone
Lighting
Camera Angle



Text to Image

PROMPTS

STYLIZATION

ADVANCED

>> What if you are ready to make some choices?

Style

Allows You to Control
Results Based Upon
Artistic Mediums,
Lighting, and Textures

“Boy Reading
Book to Cat”



Text to Image

PROMPTS

STYLIZATION

ADVANCED

>> What if you are ready to make some choices?

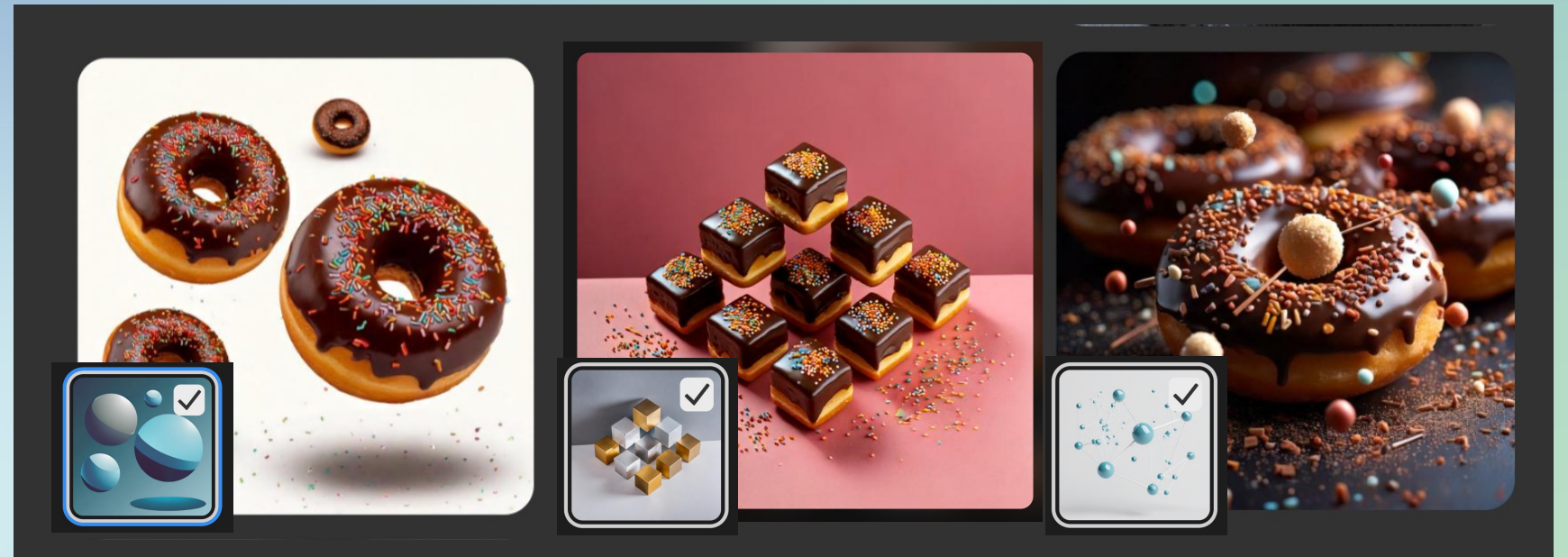
“Donuts with chocolate frosting and sprinkles”

Composition

Allows You to Control

Placement and Shape of

Elements in Output



Text to Image

PROMPTS

STYLIZATION

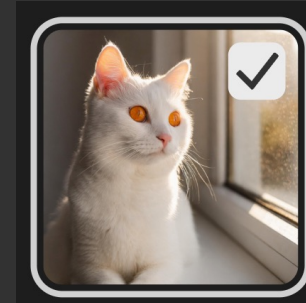
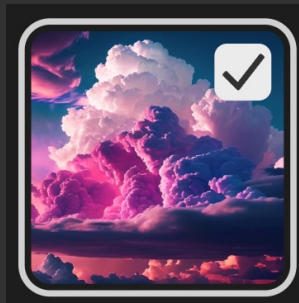
ADVANCED

>> What if you are ready to make some choices?

Using a Reference Image and Applying Composition Choices



Reference Image



Text to Image

PROMPTS

STYLIZATION

ADVANCED

>> Let's Try One Together

Subject (who is your main character?)

Activity (what is your subject doing?)

Location (where is your subject doing what they are doing?)

Circumstances (what are the details about what is happening?)

Background (what is the setting or location?)

Shot Angle (how are we looking at the scene?)

Themes or Mood (what feelings are evoked when looking at the scene?)

Generative Fill

>> Insert

>> Remove

>> Expand

Finishing Designs in Express

>> Shapes

>> Text and Text Effects

>> Resize/Reformat for All Promotion Needs

Questions?

Thank You!

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