

AI for Image Generation

A Creative Design Workshop

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Workshop in a Box Series



Workshop Agenda



01. Decoding the Tech

Understanding AI and diffusion models.

02. The Toolkit

DALL·E, Midjourney, and Leonardo.

03. The Syntax

Mastering image prompting techniques.

04. The Market

Branding & design use cases.

05. The Sprint

Practical activity & poster design.

Decoding the Technology

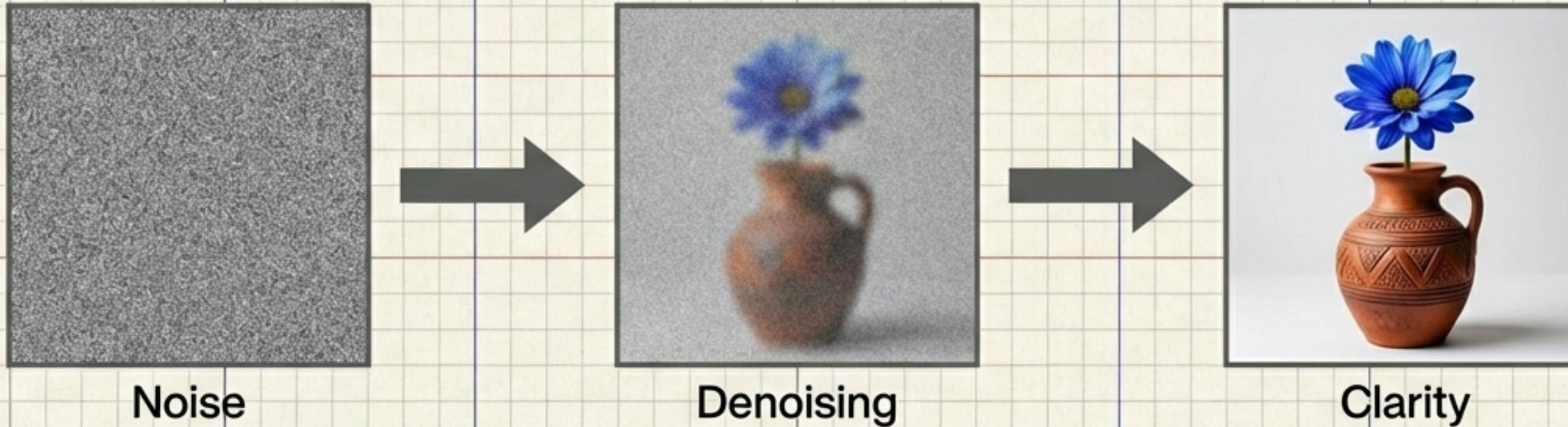
The Definition

- **Core Function:** Creating high-fidelity images using text-based prompts.
- **The Engine:** Based on ‘Diffusion Models’—a process of refining random noise into structured data.

The Value

- **Efficiency:** Dramatically accelerates the “mind-to-canvas” pipeline, reducing production time.
- **Application:** Widely adopted in modern prototyping, storyboarding, and marketing workflows.

The Diffusion Process



The Generative Landscape

Selecting the right tool for the job.

DALL·E



The Conversationalist

Terracotta Clay Crimson Pro

Best for ease of use and rapid ideation through natural language.

Midjourney

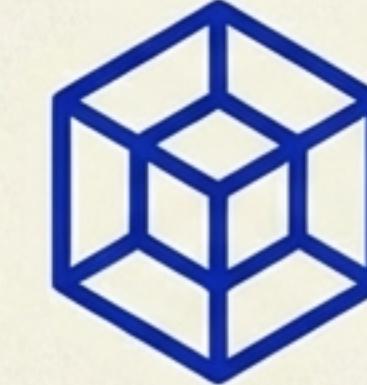


The Artist

Terracotta Clay Crimson Pro

Best for high-end aesthetics, texture, and artistic styling.

Leonardo AI



The Asset Builder

Terracotta Clay Crimson Pro

Best for game assets, consistency, and granular control.

Tool 01: DALL·E

- **Mechanism:** Text-to-image generation.
- **Usability:** Extremely easy to use; conversational interface.
- **Strength:** Best for realistic images and quick concepting.
- **Ecosystem:** Fully integrated with ChatGPT.

The Designer's Edge

Use DALL-E to refine your composition ideas with conversation before moving to more complex renderers.



Tool 02: Midjourney

- **Output:** High-quality, artistic, and stylized images.
- **Interface:** Discord-based tool (requires command-line interaction).
- **Audience:** Highly popular among professional designers and digital artists.
- **Strength:** Style-focused generation (lighting, texture, mood).

The Designer's Edge

Don't just describe the subject; describe the art style (e.g., "oil painting," "cinematic lighting").



Tool 03: Leonardo AI

- **Specialty:** Game design assets and character sheets.
- **Function:** Asset generation with high consistency.
- **Strength:** Granular control over specific styles and models.
- **Access:** Available in Free + Paid versions.

The Designer's Edge

Use Leonardo when you need specific assets that must match a pre-existing design system.





Prompt Engineering 101

The Syntax of Creation

Subject Description + **Style & Mood** + **Lighting & Colors** + **Camera Angle & Quality** = **OUTPUT**

Bad Prompt

A dog.



Good Prompt

A futuristic robotic dog sitting on a neon street, cyberpunk style, cinematic lighting, highly detailed, 8k.



Commercial Applications

From Concept to Campaign

Posters & Banners



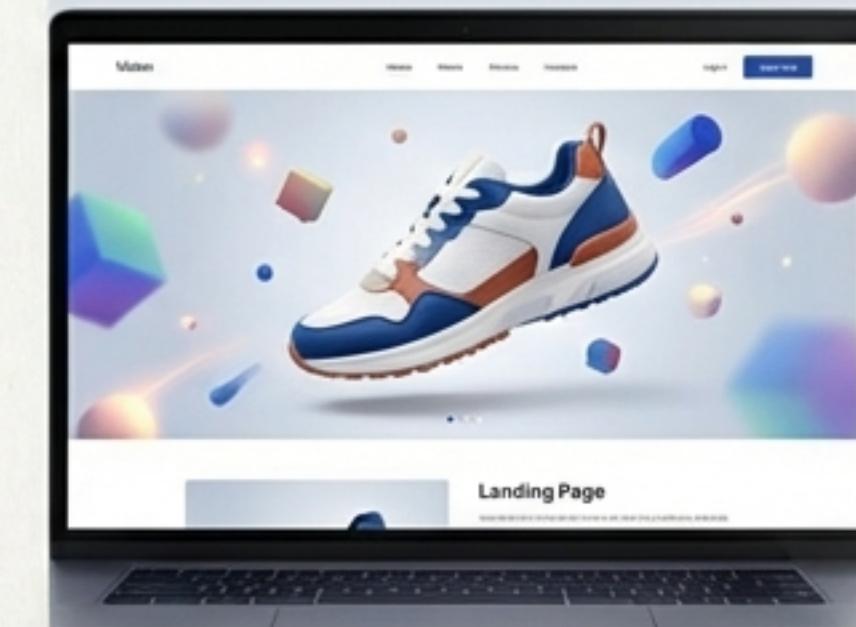
Social Media Creatives

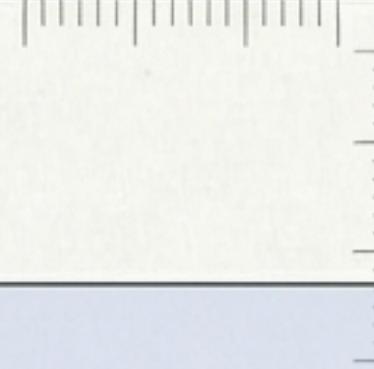


Logos & Concepts



Marketing Visuals





The Ethical Designer

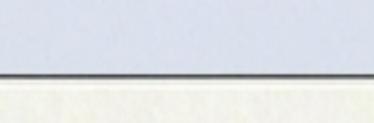
The Don'ts

- **Copyright Misuse:** Do not assume you own prompt outputs outright without checking platform terms.
- **Brand Imitation:** Never copy existing brand logos or protected IP directly.

The Do's

- **Refine & Edit:** Always refine prompts and edit outputs; don't use raw generation as final.
- **Human Touch:** Human creativity matters—AI is the brush, you are the artist.

“AI generates the pixels; you generate the meaning.”



The Design Sprint

Practical Assignment: AI Poster & Creative Design

1 Ideate



Choose a brand or topic
(e.g., "A sustainable
sneaker brand").

2 Engineer



Write a structured
image prompt applying
the formula.

3 Generate



Create the poster visual
using one of the tools.

4 Iterate



Refine the design.
Change lighting, adjust
style, or composite text.



Before (Raw Generation)



After (Refined Poster)



Toolkit & Takeaways



DALL·E	For Speed & Chats
Midjourney	For Art & Texture
Leonardo	For Assets & Control

The future isn't AI replacing designers.
It's designers who use AI replacing
those who don't.

