

# Assignment 05: Assignment and practice of AI Image Generator

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## Task 1: Comparative Research

### Canva AI vs Adobe Firefly (2025): Comparison

Here's an expert breakdown of **Canva AI** and **Adobe Firefly** for AI image generation, using your criteria plus key recent insights.

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#### 1. Image Quality

- **Canva AI:** Good quality for web/social graphics. Supports multiple art styles but images sometimes feel generic and lack the realism/polish of specialist tools. Best for templates, quick content, and marketing use—photo-style outputs are less reliable.
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#### 2. Prompt Accuracy

- **Canva AI:** Magic Media and Text-to-Image work well for simple, direct concepts, but struggle with complex prompts (e.g. subtle relationships, intricate details). Best results require editing after generation. Great for drafts, but not final art.
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#### 3. Style Flexibility

- **Canva AI:** Multiple preset art styles (Watercolor, Retrowave, Neon, etc.) and quick edit options (Magic Edit, Magic Eraser, filters), but core AI image range is more limited. Best for adapting stock assets and branding, not for bespoke illustration.

**Adobe Firefly:** Delivers high-end, photorealistic, and richly detailed imagery. The latest Firefly Image 3 model produces impressive lighting, complex structures, and nuanced scenes. Ideal for professional campaigns, product visuals, and creative assets with exceptional fidelity.

**Adobe Firefly:** Advanced prompt understanding handles long/complex requests and fine details. Text renderings are clear and accurate; scenes reflect prompt specifics closely. Especially strong in visual ideation and assets for posters, ads, or storytelling.

**Adobe Firefly:** Deep style control. Structure Reference and Style Reference features allow users to match specific layouts or styles. Huge variety: custom backgrounds, poses, moods, colors—ideal for professional artists, agencies, and advanced creators.

## 4. Usability

Feature	Canva AI	Adobe Firefly
Interface	Web, drag-and-drop, mobile/web, easy	Integrated with Adobe Creative Cloud
Learning Curve	Beginner, template-driven	Moderate, best for Adobe users
Collaboration	Real-time, cloud-based (Canva Teams)	Team-friendly, but more specialized
Export & Sharing	Fast, multiple formats, direct to social	Integrated into pro workflows

- **Canva AI:** Extremely user-friendly, even for non-designers; streamlined for rapid, collaborative content creation with millions of stock assets and templates; ideal for schools, small businesses, social teams.

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## 5. Licensing & Terms

- **Canva AI:** Broad commercial use for generated designs. The free plan is generous; Pro/Teams unlock deeper brand controls, more templates, and extended AI tool usage. Canva’s Brand Hub helps teams keep content on-brand at scale.
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# Example Prompt: ‘A steampunk city under moonlight with flying airships and glowing lanterns.’

- **Canva AI:** Will likely create a fun, stylized city scene that fits a template or art style—good for social/media use but not hyper-detailed or uniquely creative; manual editing/refinement recommended.
- **Adobe Firefly:** Produces a richly atmospheric, precisely composed cityscape with realistic lighting, airships, and glowing lanterns—suitable for product launches, campaigns, or advanced creative projects. Results reflect the prompt’s complexity and ambiance very well.

## Summary Table

Criterion	Canva AI	Adobe Firefly
Image Quality	Good for social/web, generic outputs	High-end, photorealistic, nuanced
Prompt Accuracy	Simple, best for drafts	Advanced, details/fidelity strong
Style Flexibility	Multi-style, limited depth	Deep style/preset control, best for pros
Usability	Beginner-friendly, speedy	Moderate, best for Adobe users
Licensing	Broad commercial rights	Enterprise-grade, ethical, clear

## Recommendations

- **Canva AI:** Quick, collaborative creation and easy-to-use templates for brands seeking speed and simplicity.
- **Adobe Firefly:** Professional-grade, imaginative, and high-fidelity visuals for those needing creative control and detail—especially if you work in the Adobe ecosystem.

Feature / Tool	Adobe Firefly AI	Canva AI Video Generator	ImagineArt Video Studio
<b>Ease of Use</b>	Advanced, but intuitive for Adobe users	Extremely user-friendly for beginners	Easy-to-use, beginner-friendly
<b>Customisation Options</b>	Advanced editing tools	Template-based, with integrated tools	Full control over video aspects
<b>Model Variety</b>	Single model with integrated features	Template-based with a couple of available video generation models	Multiple models for different styles
<b>Video Output Quality</b>	High-quality, cinematic	Good quality, fast output	Cinematic, photorealistic quality
<b>Platform Support</b>	Desktop-focused, Adobe ecosystem	Web-based, integrated with tools	Web-based, full integration with AI models
<b>Price</b>	Subscription-based with free trial	Free version available, Pro version paid	Subscription-based with credits system
<b>Video Length</b>	Supports all lengths (based on project)	Short-form videos (mostly)	Supports short-form videos (Imagine Shorts offers long-form video generation)
<b>Target Audience</b>	Professional creators, marketers	Small businesses, content creators	Beginner-friendly. Professional creators, agencies, marketers
<b>Additional Tools</b>	Photoshop, Illustrator integration	Design templates, stock footage, and music	Text-to-video, Image-to-video, voiceover

# Adobe Firefly





# Canva AI



**Prompt Details:** A bustling steampunk city bathed in the ethereal glow of moonlight, showcasing intricate clockwork architecture adorned with glowing lanterns casting long shadows. Numerous airships, their metallic bodies gleaming under the moonlight, navigate the night sky, their lights twinkling like distant stars. The scene is rendered in a detailed, high-resolution style, emphasizing the textures of metal, brass, and leather, with a color palette dominated by cool blues, warm oranges, and deep browns.

## Task 2: Visual Design Project



**Prompt Details:** *Create a vibrant, futuristic poster for a Galactic Music Festival featuring alien DJs, neon colors, planets in the background, and a night sky with stars, in a cyberpunk art style."*