

# Generative AI in Action

Case Studies – 2026

**Andrea Spinazzola**

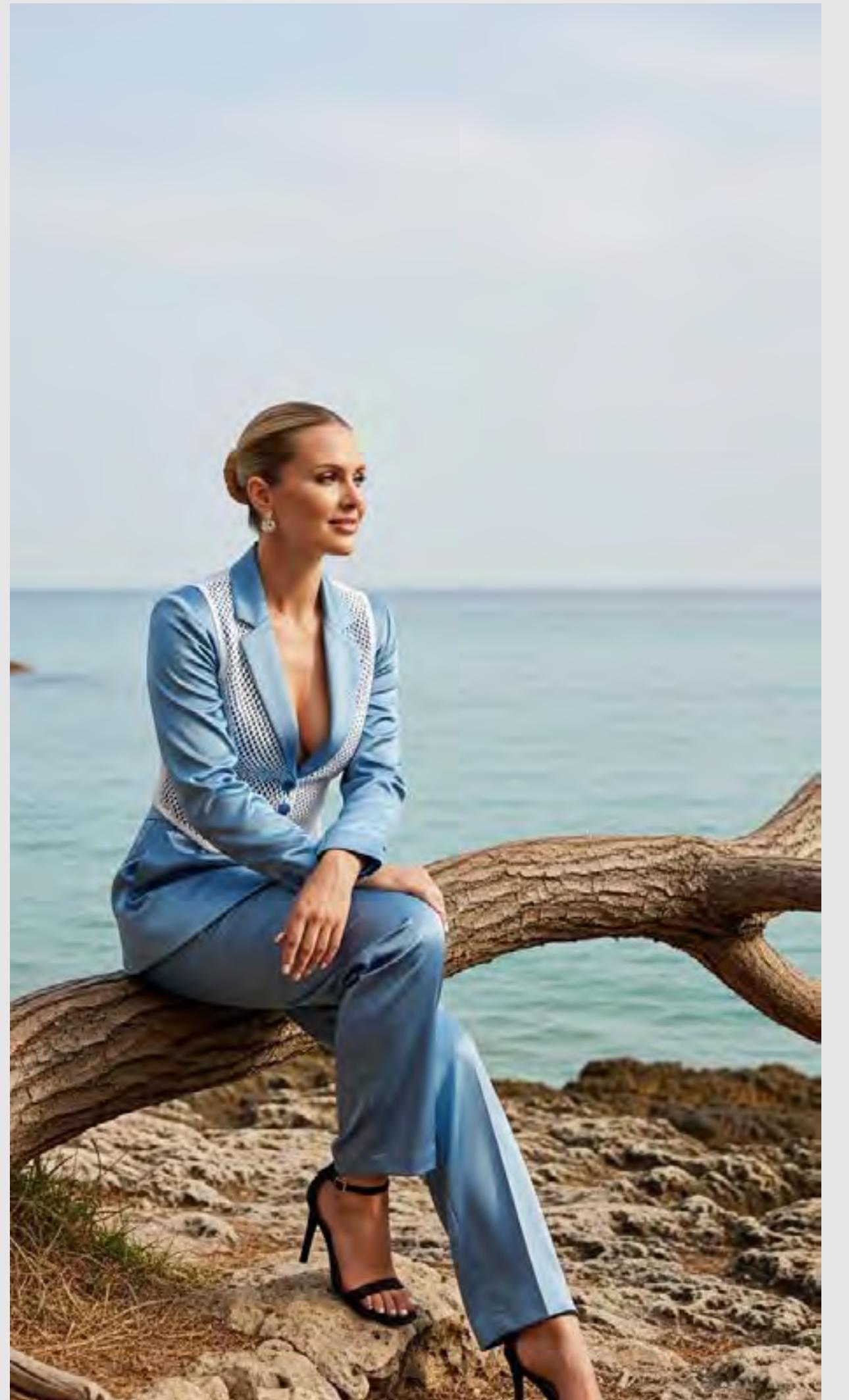
Art Director, teacher and Advisor - Adobe Certified Instructor

# Virtual Models

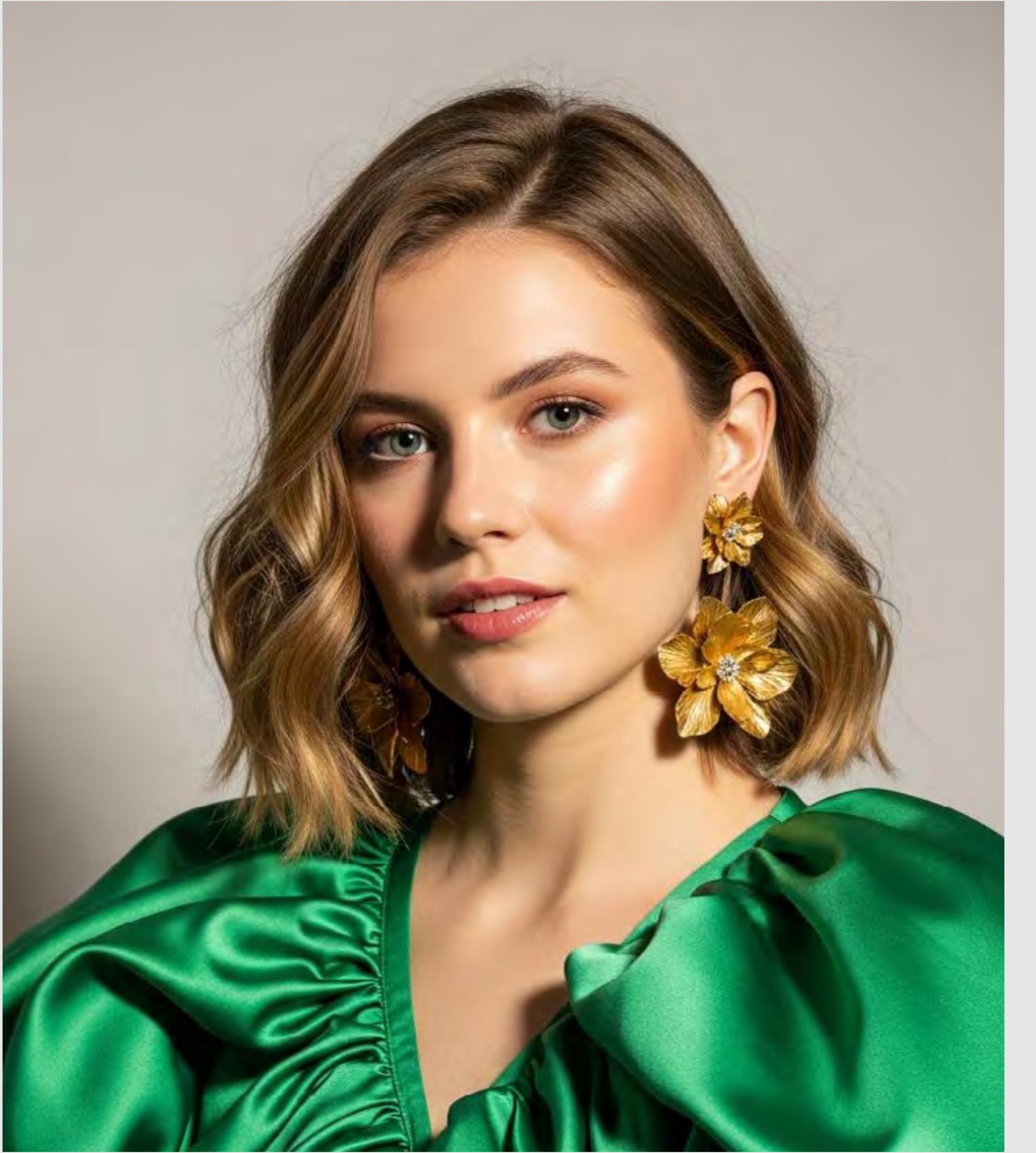


### Prompt

Photorealistic image, a smiling young boy with light skin, bright blue eyes, and short light brown hair, wearing a vibrant yellow cap wearing a white and green camouflage-print t-shirt with a front pocket and olive green cargo shorts, kicking a black and white soccer ball on a grassy field, mid-motion with one leg raised and a joyful expression, on a lively summer beach with golden sand, rows of sunbeds and turquoise beach umbrellas, and the sea shimmering in the background under a clear blue sky, under bright but slightly diffused summer sunlight, with soft shadows and a clear blue sky streaked with wispy clouds, featuring soft sand tones, turquoise sea, vivid blue sky, and a relaxed summer vibe, dynamic full-body shot capturing mid-action, showing movement and energy, with good visibility of the beach background, no text visible.

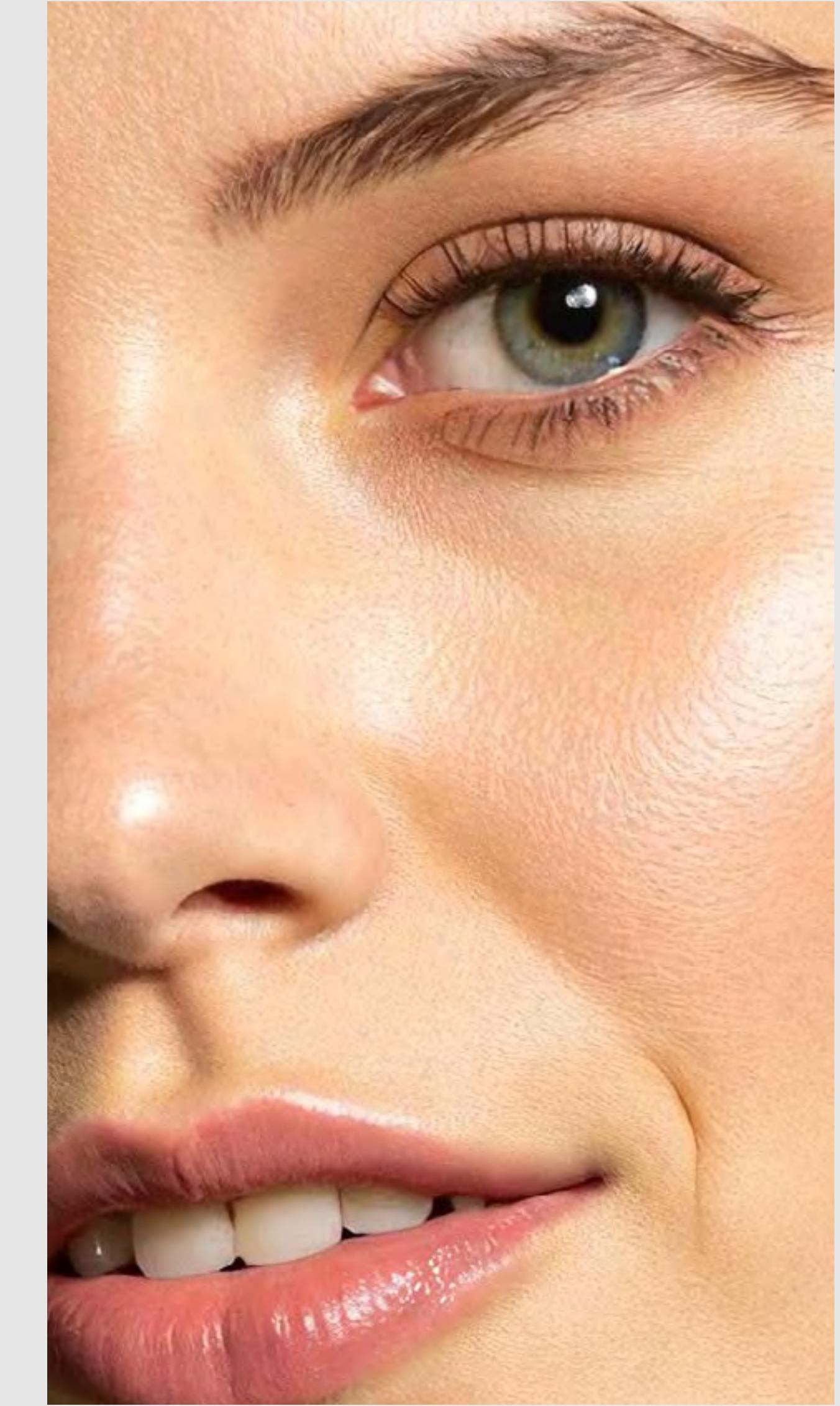






728x728 px

2912x2912 px - Flux Dev in ComfyUI custom workflow



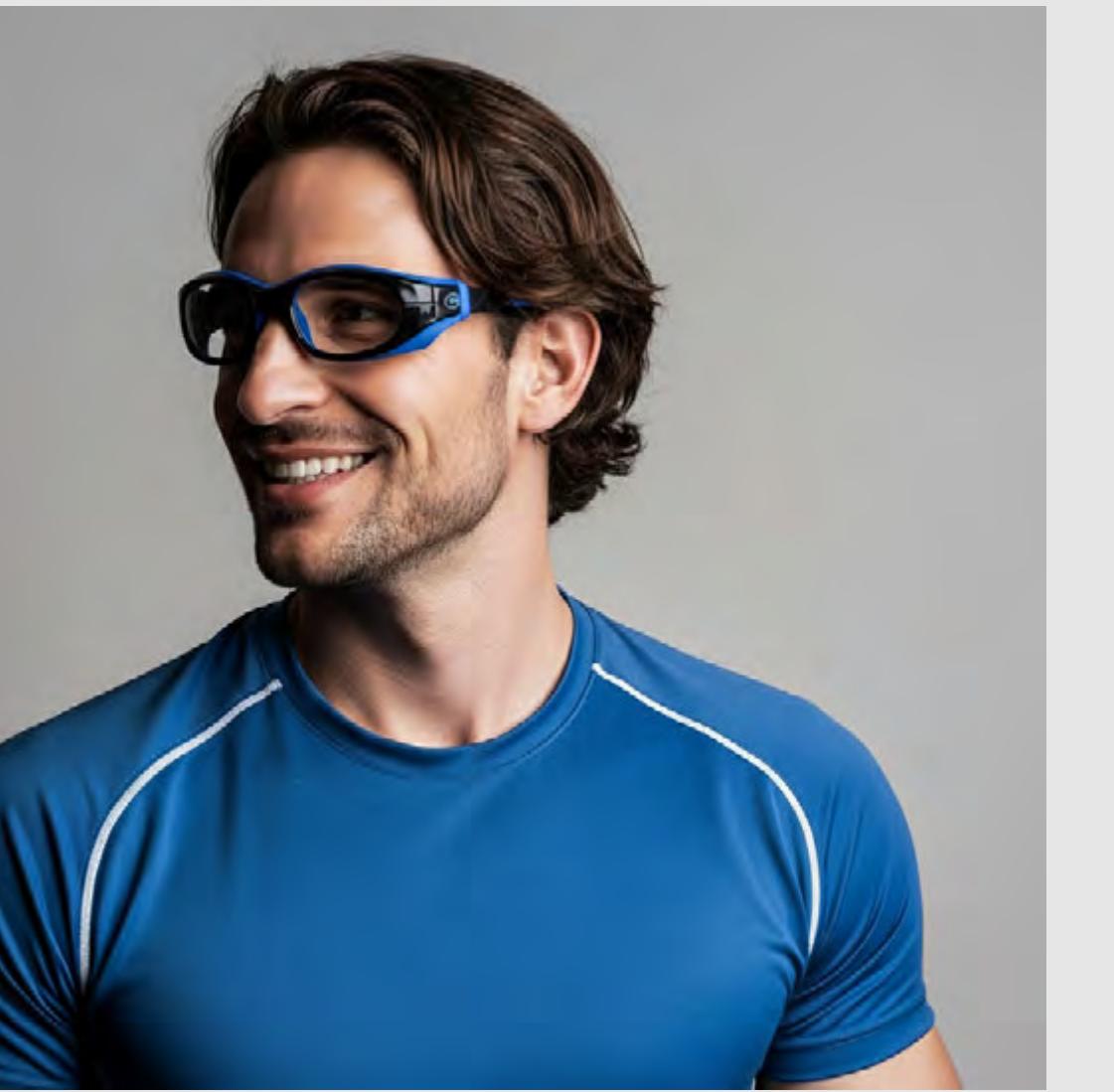
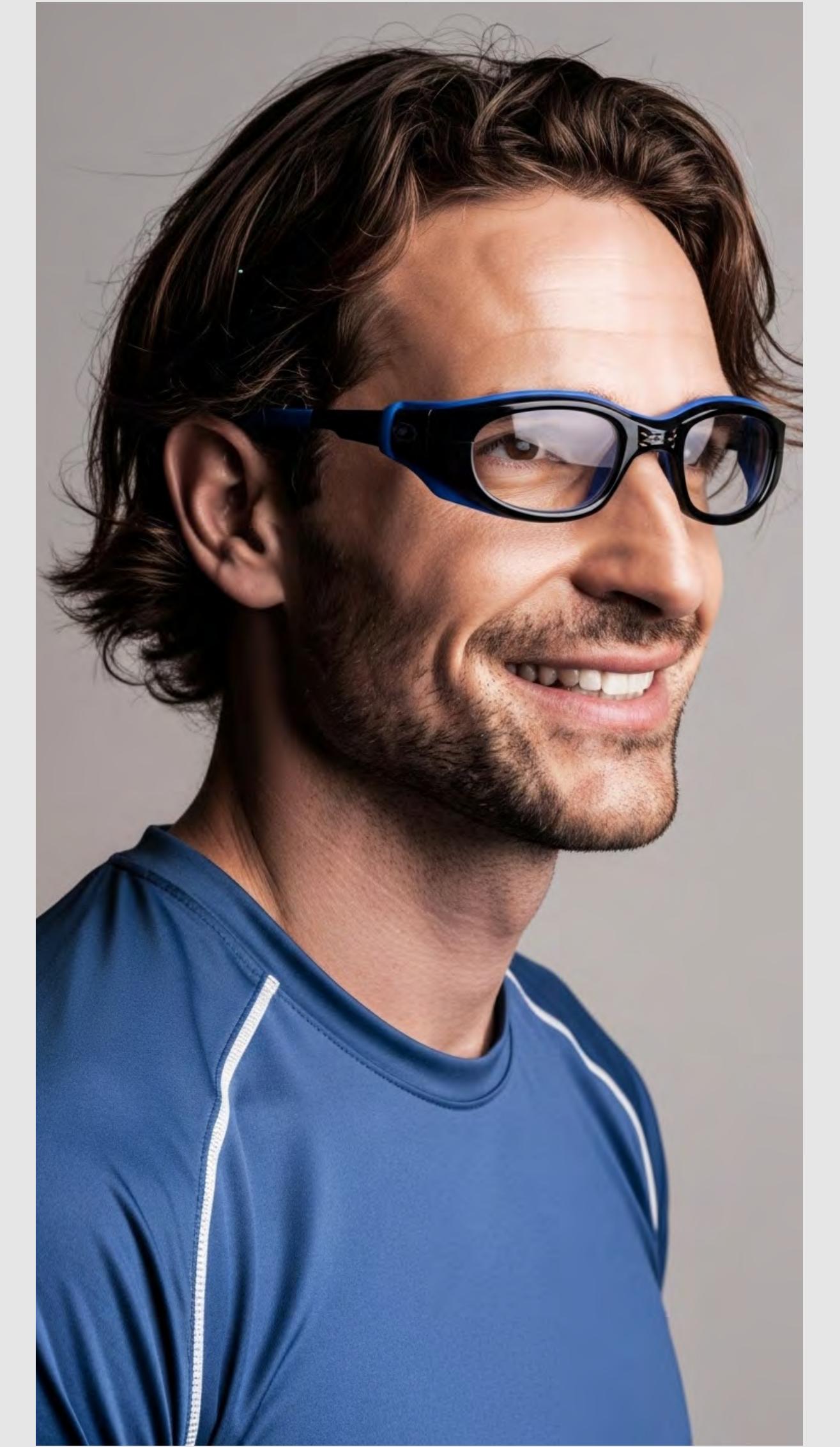
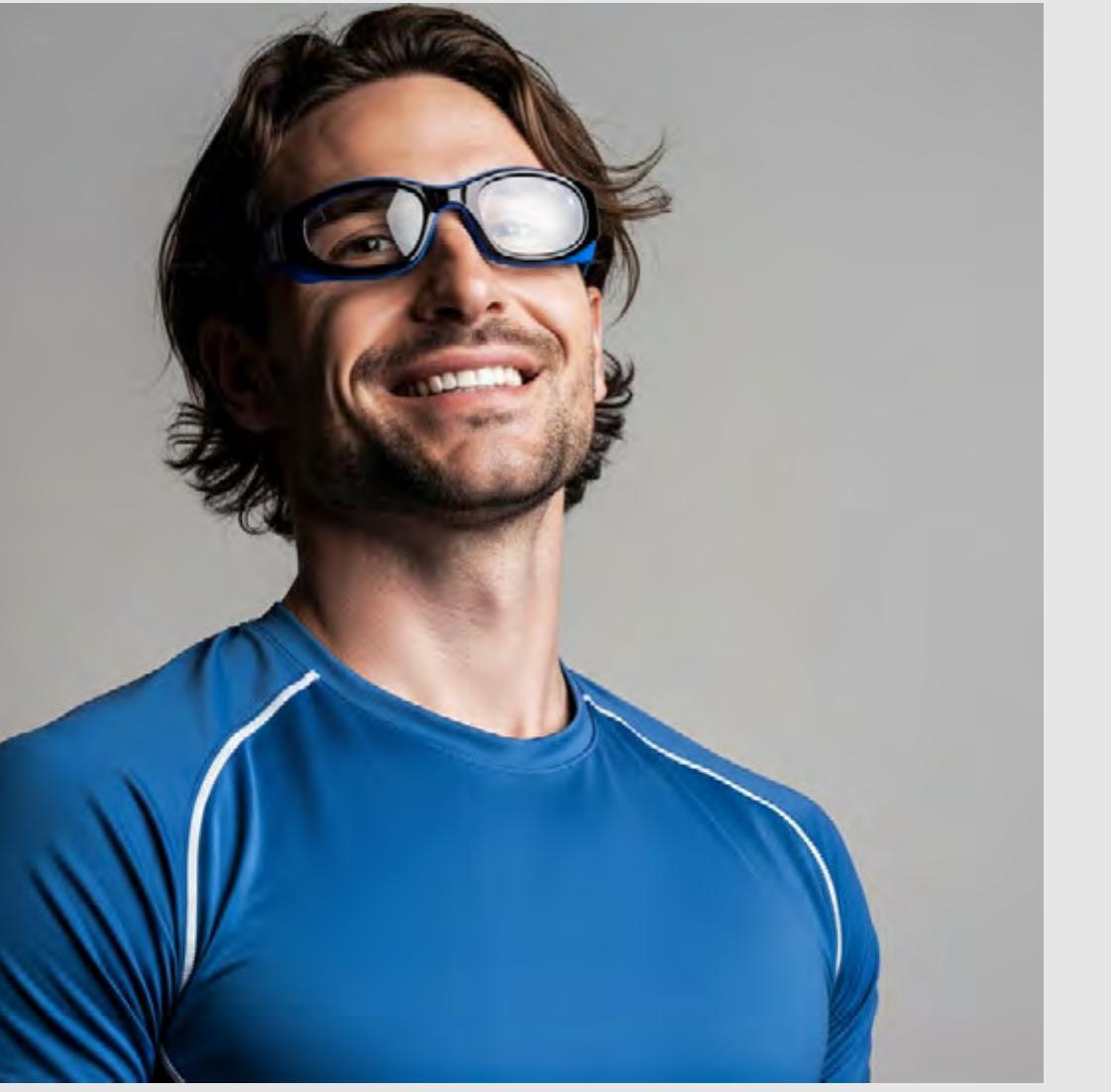
# ADV Campaign

4k Ai Generated Image



Real image reference









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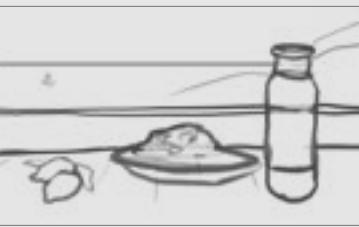
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**Prompt**

The interior of a bar area is shown with a long, dark countertop that curves slightly to the right. Numerous brown leather-topped stools with dark wooden legs are lined up along the front of the bar. Behind the bar, various bottles of liquor and wine are displayed on shelves. A polished brass beer tap system extends across the countertop, with multiple taps featuring different brand labels. Above the bar, recessed warm-toned lights illuminate the space.

To the left of the bar, there are several dark wooden tables of varying sizes, each surrounded by more brown leather-topped stools with wooden legs. The floor in this area is made of light-colored wooden planks arranged in a herringbone pattern. A patterned tile walkway runs between the bar area and the table seating. The walls are a mix of dark wood paneling and red painted surfaces adorned with numerous framed pictures and decorative items. A curved wooden structure with a metal railing and visible stairs leads to another level, partially visible in the background. Above this, a section of the wall features exposed brick and more framed artwork. The overall lighting is dim and warm, creating a cozy and traditional pub-like atmosphere.



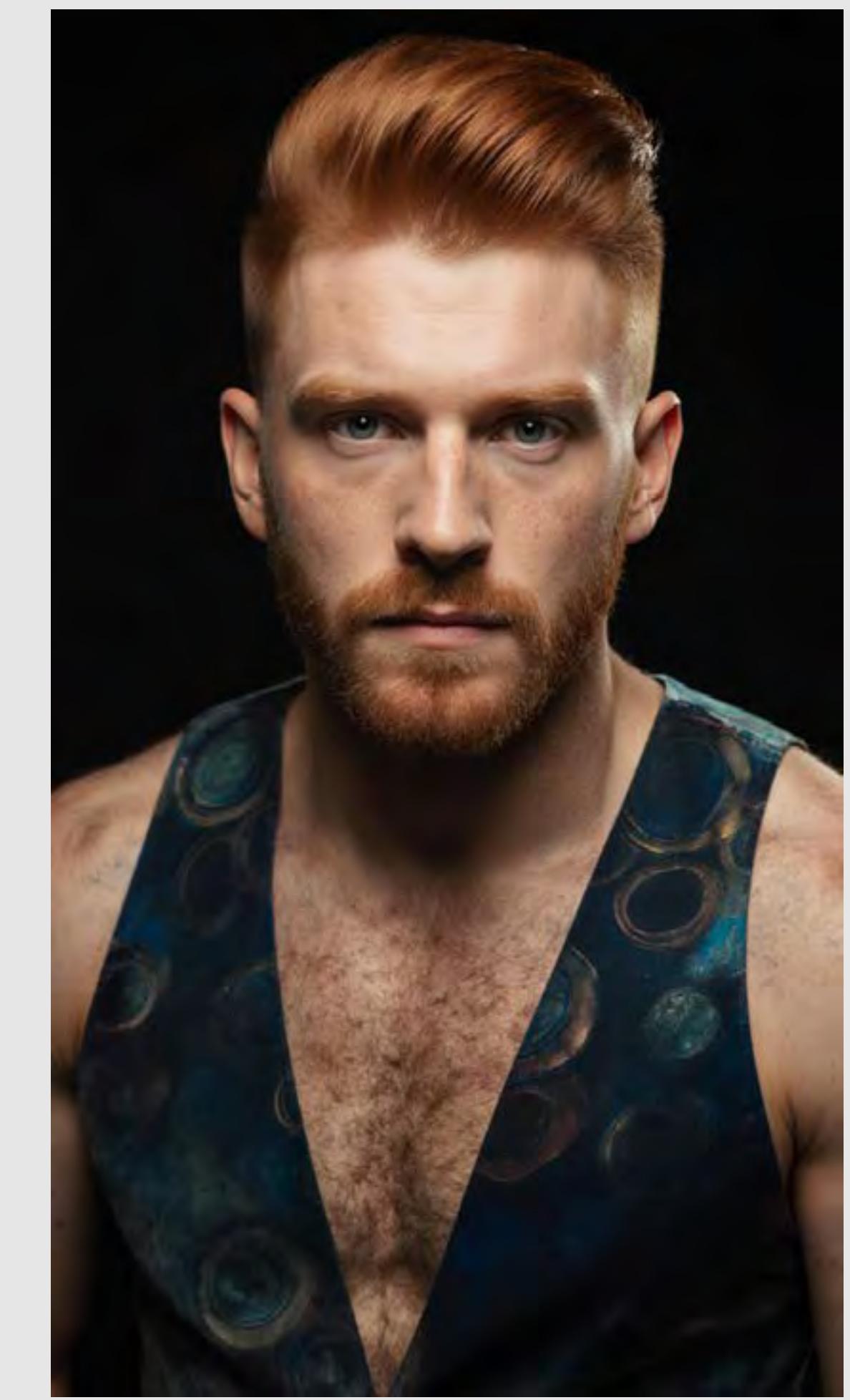
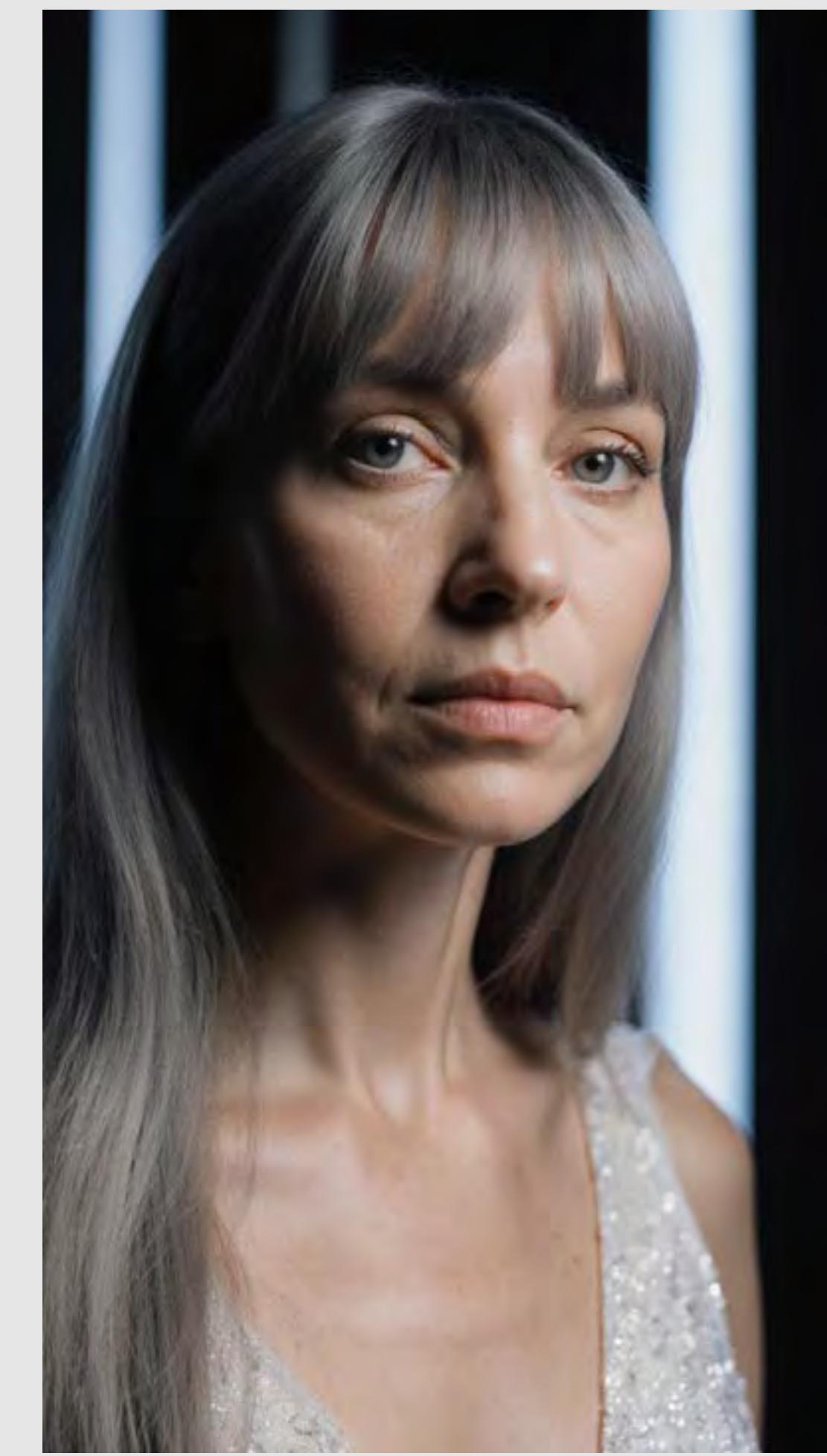
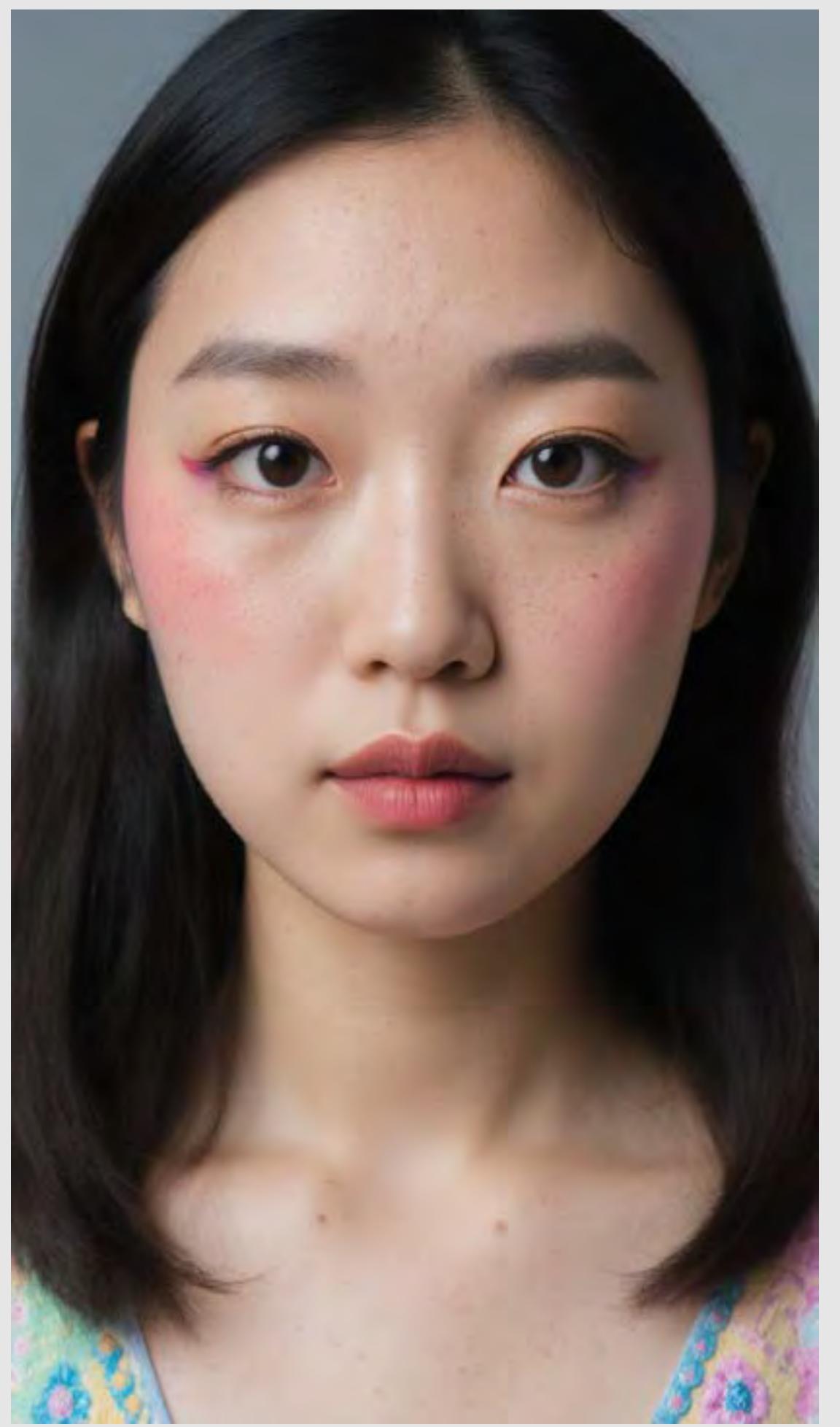


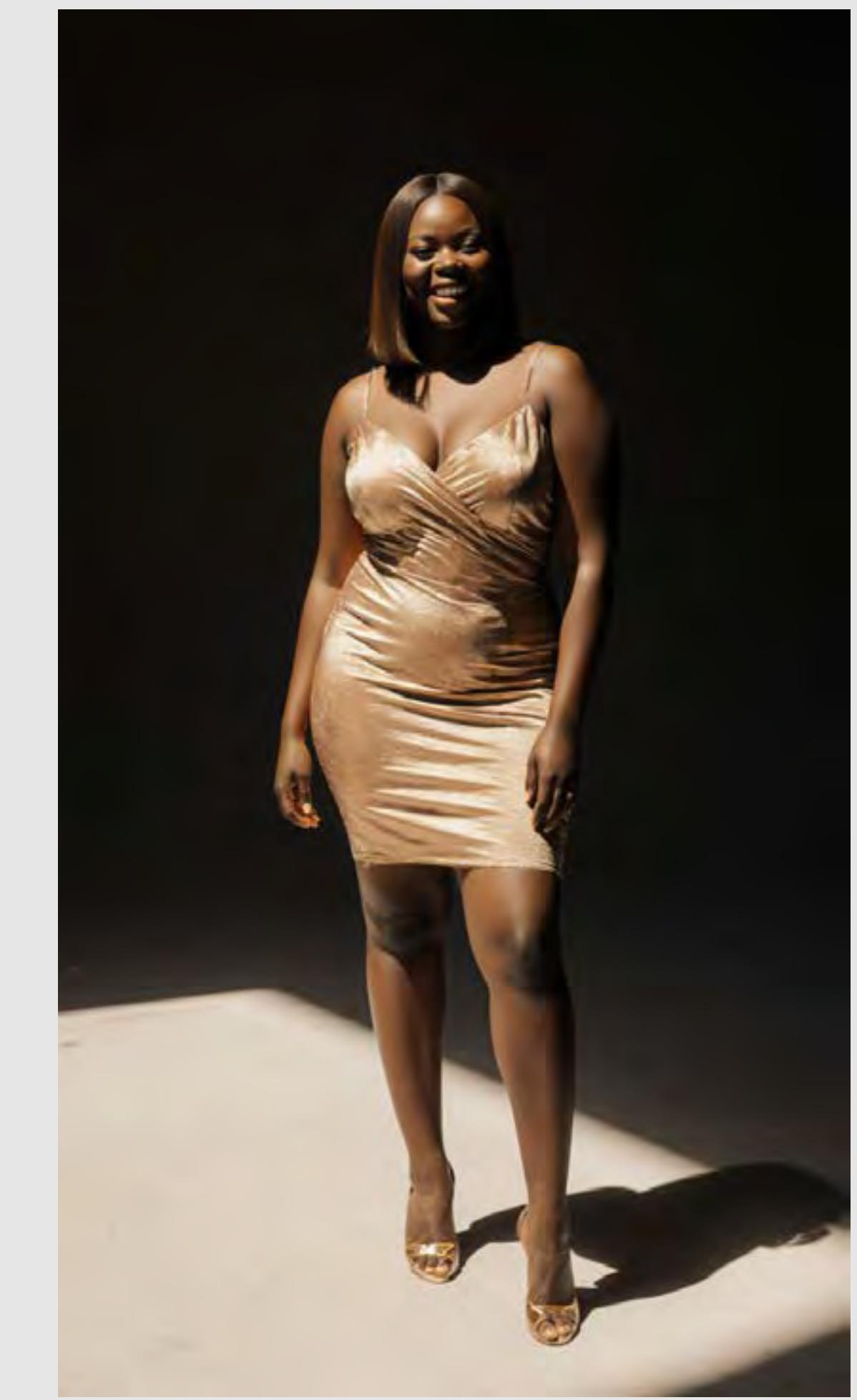


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# Diversity & Inclusivity





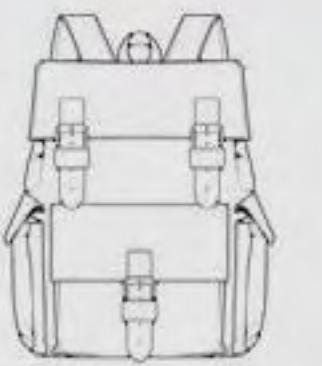




# Prototyping



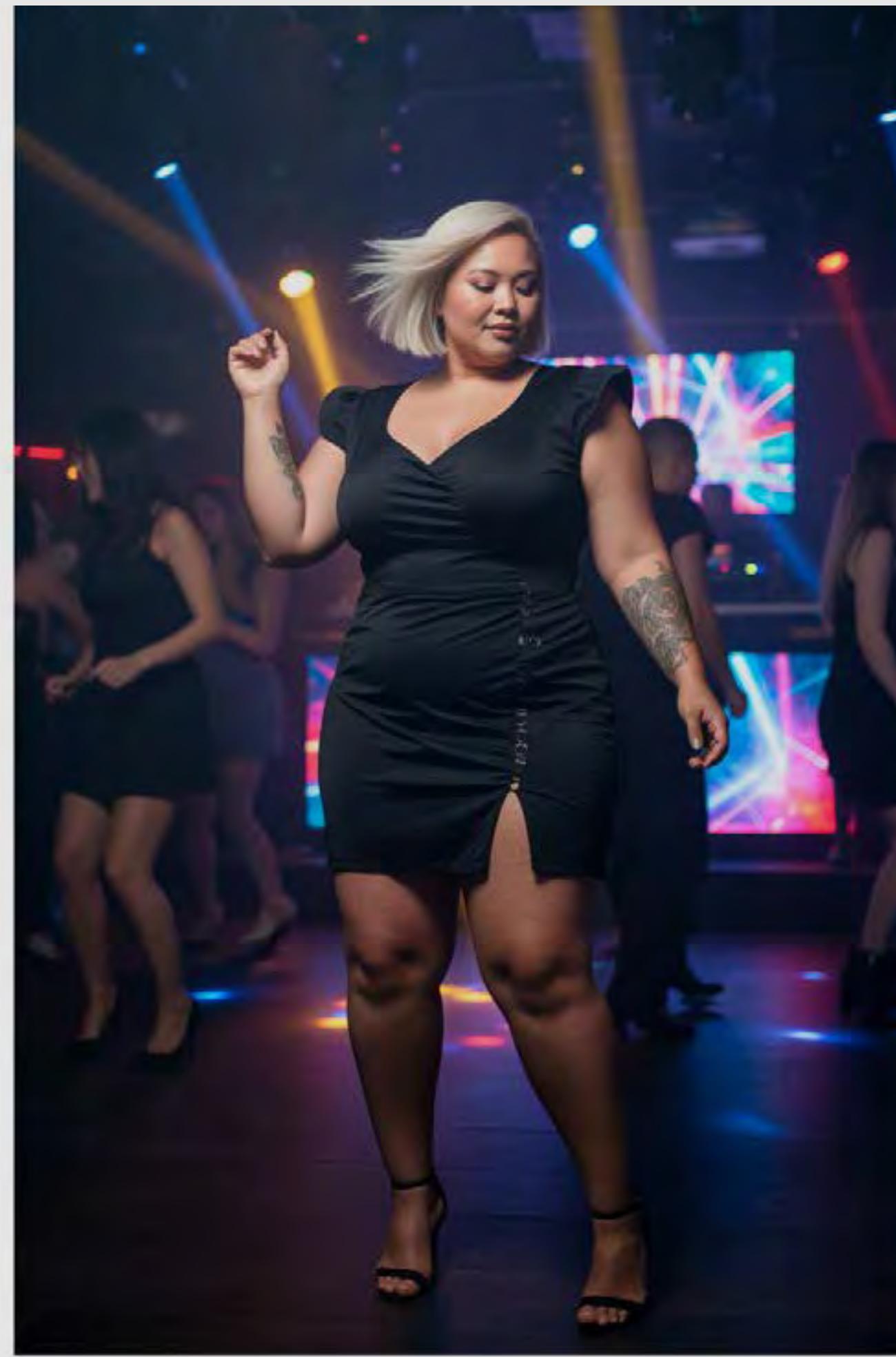




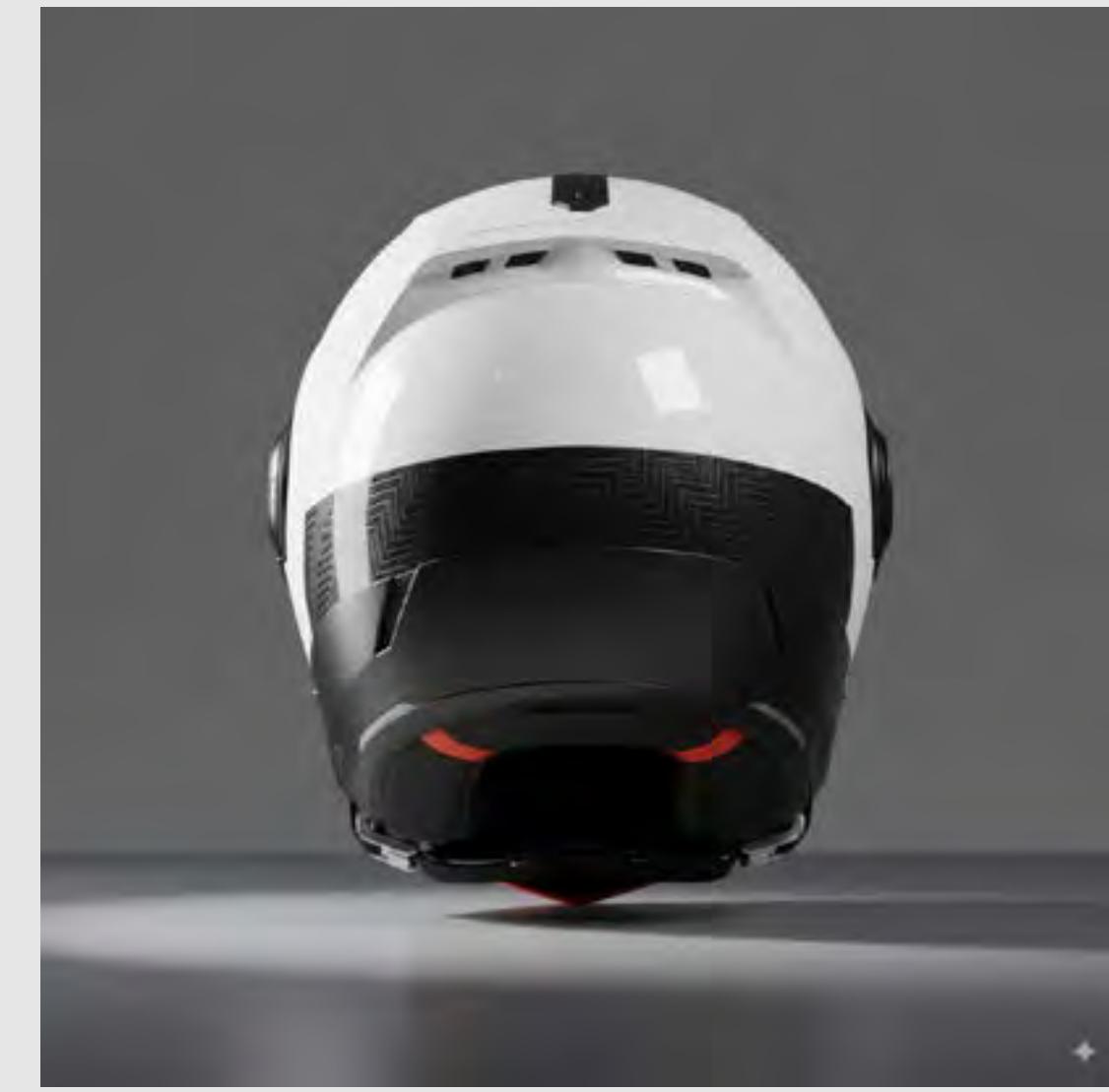
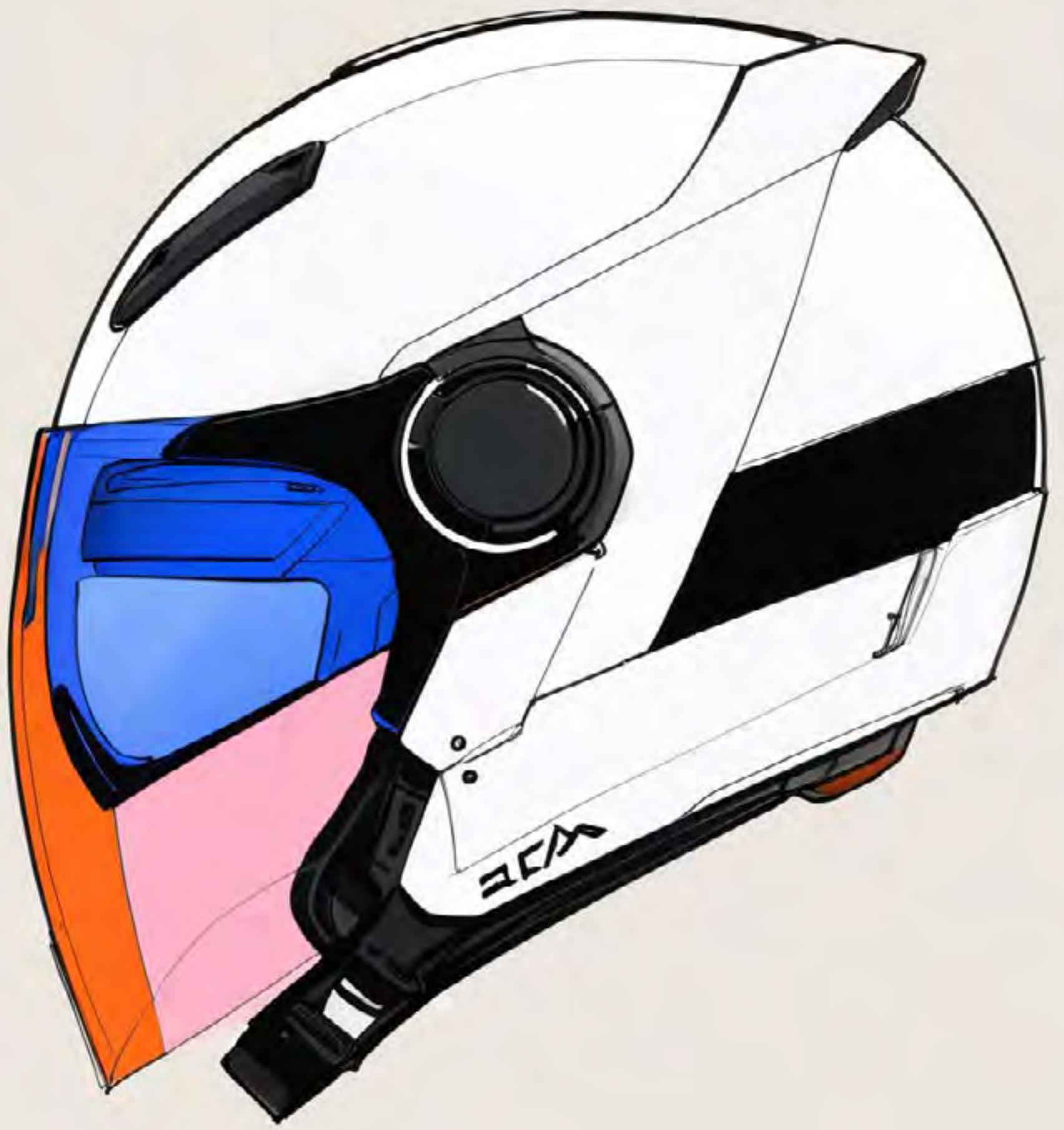


# Virtual Try-On



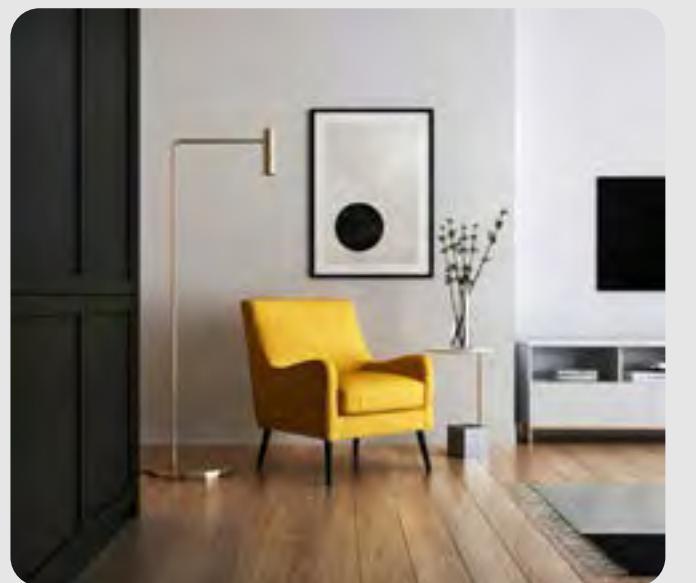


# Pre-Visualization





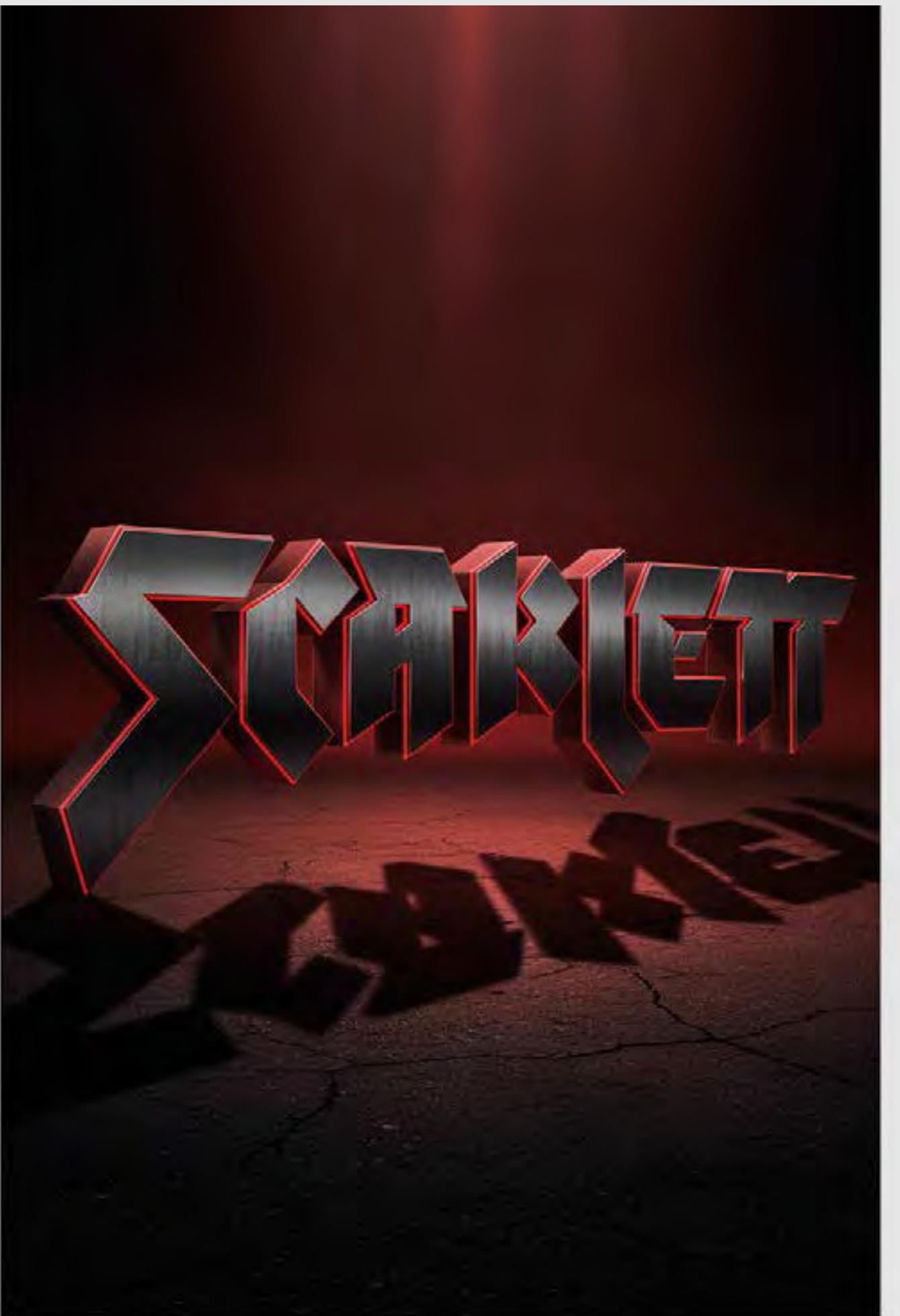






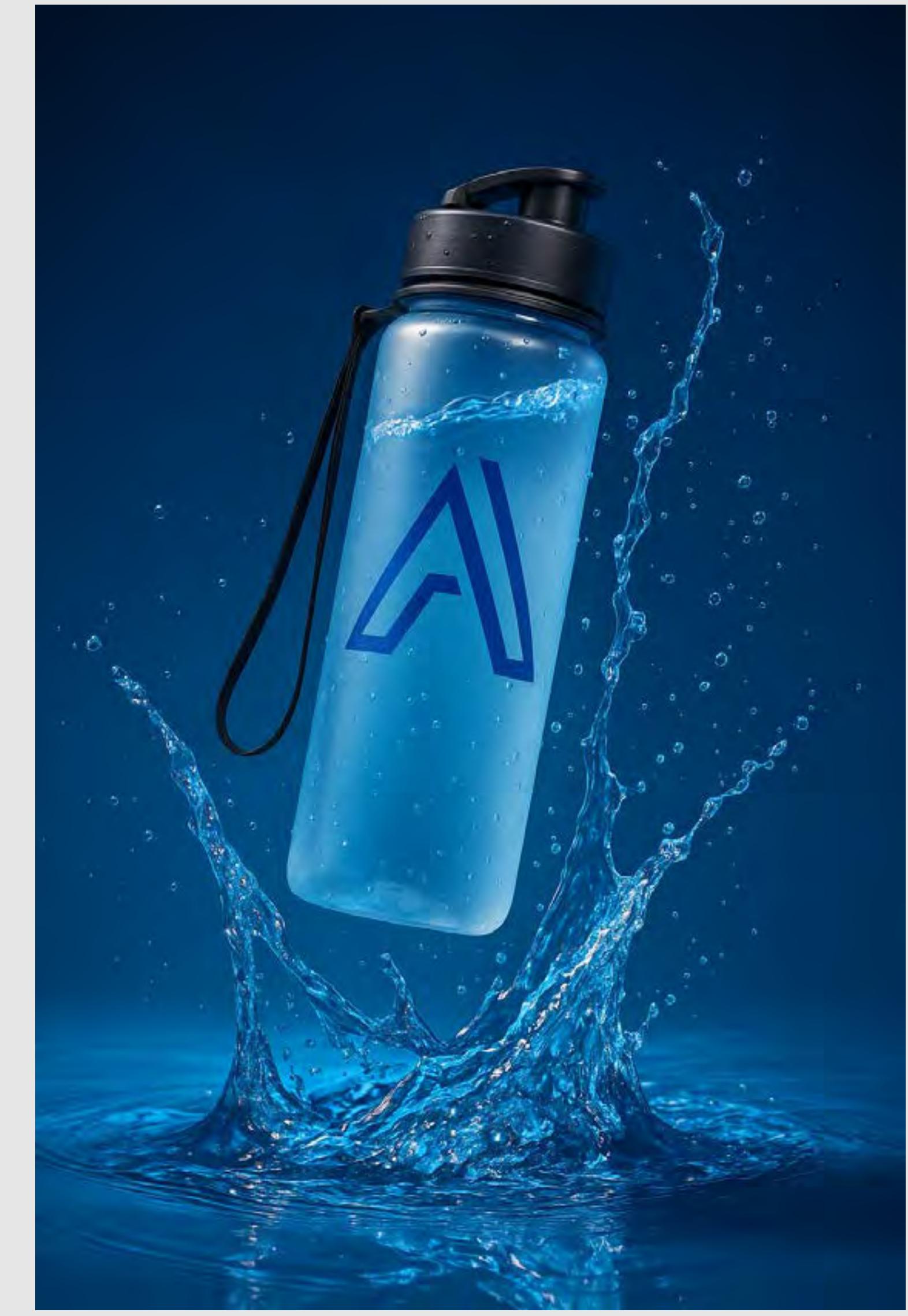
# Design and Mockup

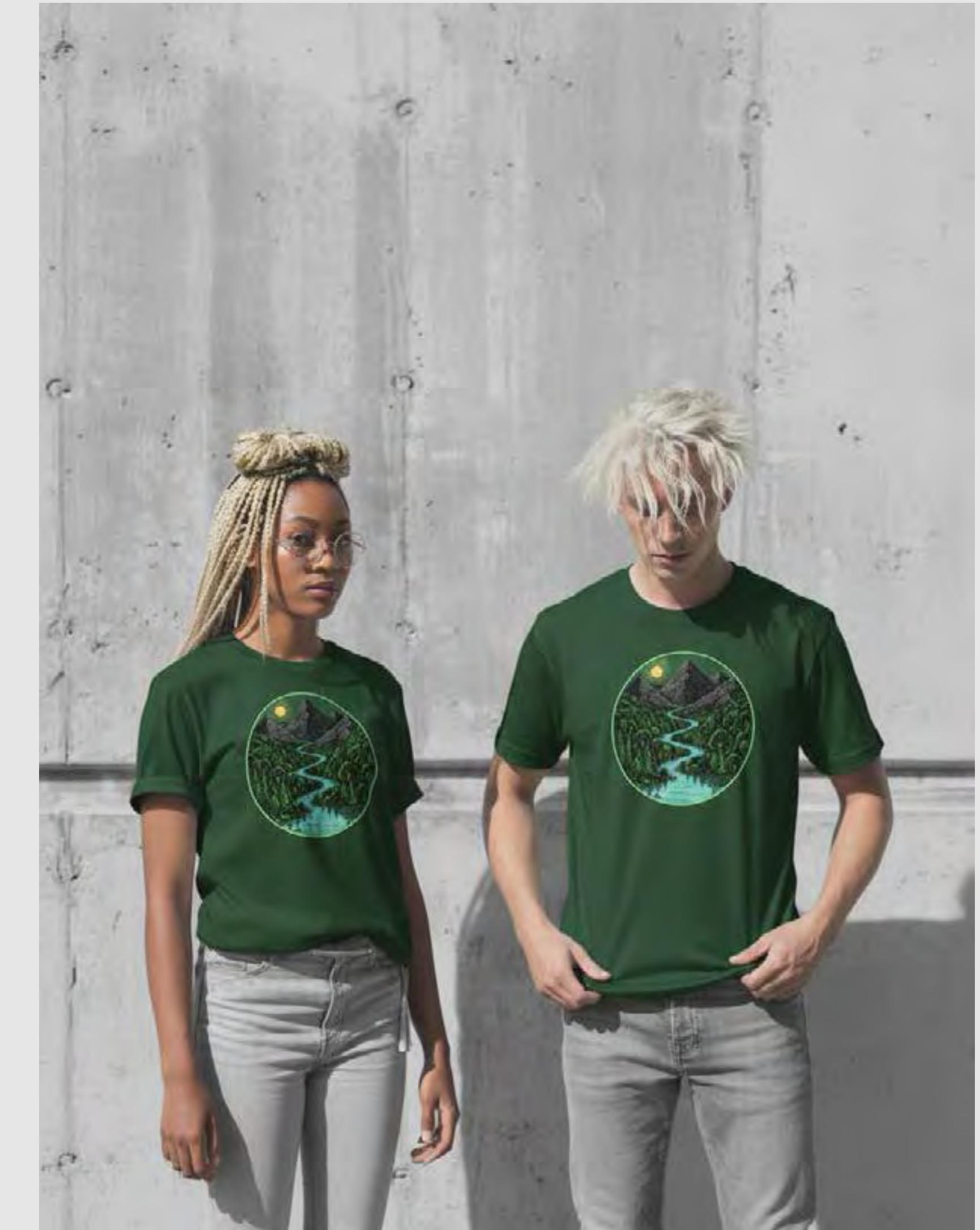
**SCARIETT**



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# Thank you