

Task 1: Comparative Research

Compare at least 2 AI image generators (e.g., DALL·E vs Midjourney).

Evaluate them based

on:

- Image quality
- Prompt accuracy
- Style flexibility
- Usability
- Licensing & terms

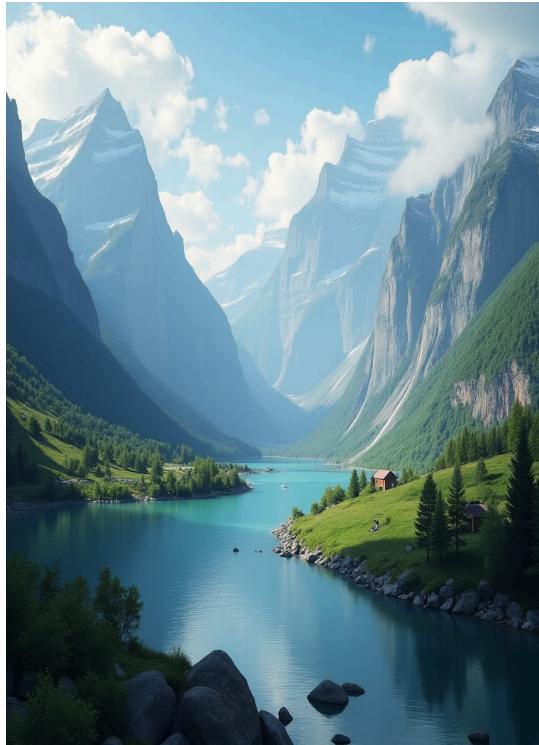


Image from image.art

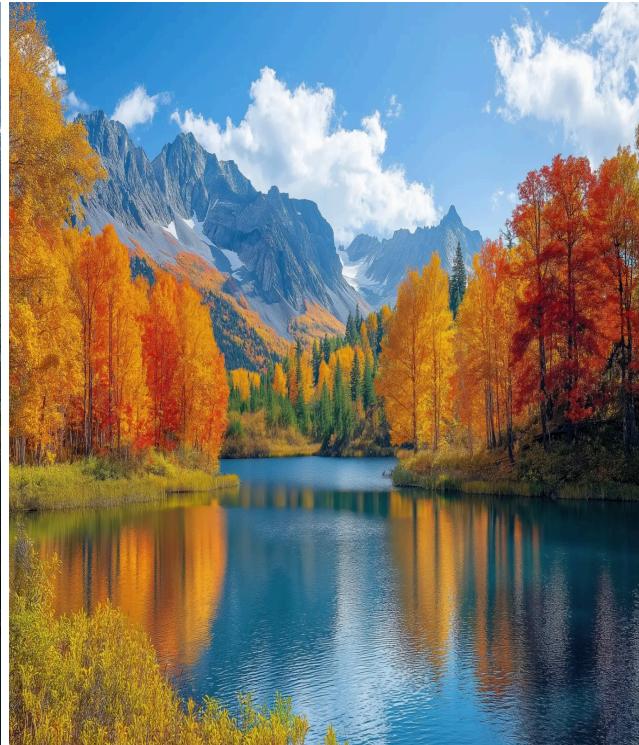


Image from DALL-E



Comparative Research: DALL·E vs ImageArt (Artbreeder)

1. Image Quality

- **DALL·E:** Produces **high-resolution, photorealistic images** with fine detail. Great at natural landscapes, realistic textures, and blending complex objects.

- **ImageArt/Artbreeder**: Produces **artistic and stylized images**, often leaning toward painterly or surreal aesthetics. Quality depends heavily on user edits (gene sliders).

 Winner: **DALL·E** (better realism and detail)

2. Prompt Accuracy

- **DALL·E**: Strong at following **complex prompts** exactly (e.g., "a steampunk city under moonlight with flying airships and glowing lanterns"). Can generate both realistic and fantasy settings accurately.
- **ImageArt**: Less literal — more about **exploration and blending** than prompt-to-image precision. Works better when modifying existing images than from text alone.

 Winner: **DALL·E** (better for precise prompts)

3. Style Flexibility

- **DALL·E**: Flexible across **photorealism, digital art, oil painting, 3D render, sketch styles**, etc. But style changes require clear prompts.
- **ImageArt**: Excellent for **customizable blending and experimentation** (users can evolve images by tweaking genetic sliders). Strong for artistic freedom and unique styles.

 Winner: **ImageArt** (better for free-form artistic experimentation)

4. Usability

- **DALL·E**: Simple web interface; type a prompt → get images. Easy for beginners. Integrated into tools like ChatGPT for direct use.

- **ImageArt**: Has a **learning curve**—users must experiment with sliders and "gene editing" for good results. Not as direct as typing a sentence.

 Winner: **DALL·E** (easier, faster for beginners)

5. Licensing & Terms

- **DALL·E**: OpenAI allows users to **own the images they generate**, even for commercial use, but with restrictions (no illegal/misleading use, no copying celebrities, etc.).
- **ImageArt**: Artbreeder allows sharing, remixing, and collaboration. Some creations are under **Creative Commons**, but not always fully free for commercial use unless you have a **paid plan**.

 Winner: **DALL·E** (clearer ownership rights for generated images)

Task 2: Visual Design Project

- Create a poster for a fictional event or product



Final Conclusion

DALL·E 3 produces **photorealistic, prompt-accurate images** with clear commercial licensing, making it ideal for professional marketing. **Midjourney** excels at **artistic and creative visuals**, but may interpret prompts more loosely.

For the *Lumière Eyewear HyperShade Collection* poster, a **futuristic design** with neon-lit cityscape, reflective sunglasses, and modern typography was created, showing how AI can generate **engaging marketing visuals** quickly.

In short: DALL·E 3 is best for precise, commercial-ready content, while Midjourney is great for creative exploration.