

GEN AI Image Creation Exercise

- Identify a local business (restaurant, car dealer, hotel etc) and their logo. Use the current logo of the local business as the “human” generated logo.
- Conduct some basic research on the company to understand its brand identity, values, and target market. Develop a design brief for the local business that outlines what the new logo should represent.
- Develop an “AI” generated logo for this local business manually and using Dall -E or Google’s Image Fx. Use the design brief as a guide for the logo.
 - Please note that you need a paid account for Dall-E and Google’s Image Fx service is free. You are free to either of these services or any other GEN AI image creator that you are already familiar with.
- Submit both your logos in “jpg” format by **Wednesday, March 12 at 9 pm**. Please *identify your team’s number, the name of your local business, and tell me which of your logos is human and which one is AI generated*.
- I will conduct a survey after collecting all the logos that presents the human generated logo and the AI generated logo of the local business. For each logo, the survey will ask respondents to answer the following questions:
 - Rate the logo (5 stars: being Love IT, to 1 Star: Hate IT).
 - How likely are you to visit the local business based on this logo. (use a scale of 1 to 5; 1 being very likely and 5 being very unlikely).
- **On Friday, March 14 at 9:30 am**, be prepared to present:
 - A description of your local business
 - The human and AI generated logos
 - Your team’s assessment of these logos. How do these logos compare with respect to;
 - Aesthetics
 - Representations of the unique selling points of the product
 - Inviting consumers to try the product
- I will present the mean score of logo rating and visit intentions from my survey for your human and AI generated logo.

Example – Vibe Kayaks

1. Design Brief for Vibe Kayaks

Company Name: Vibe Kayaks

Industry: Kayaks, outdoor activity, fishing boats.

Target Audience: Young to middle-aged adults who enjoy outdoor activities, fishing, and kayaking.

Company Values & USP:

1. Fishing: designed specifically for fishing.
2. Variety: provides a wide variety of products catered to different fishing enthusiasts and hobbyists.
3. Features: Durable, aesthetic, affordable, speed and comfort.

Design Requirements:

1. The logo must be vibrant and dynamic, reflecting the immersive, outdoor experiential nature of the business.
2. The logo should capture the spirit of kayaking in southeastern United States.
2. It should incorporate elements that represent Bass fishing, comfort, and stability.
3. It should be versatile and scalable, working effectively across various mediums such as the website, app, retail stores, and promotional materials.

Design Objectives:

1. Convey the USP of the company through the design, helping Vibe Kayak to stand out in a competitive market.
2. Create a brand that resonates with the Fishing community and showcases product features that align with customer preferences.
3. Evoke a sense of excitement and anticipation, encouraging potential customers to try the variety of products on offer.
4. Create a memorable visual identity that aligns with the company's brand values and appeals to the target audience.

Design Constraints:

1. The design should not be too complex, as it needs to be easily recognizable and understandable.
2. It should adhere to the color palette associated with the brand.
3. The design should be culturally sensitive, ensuring it reflects the outdoor fishing culture.

Guidelines for AI-Generated Design Process:

Translate the Brief into AI Instructions: DALL-E, Image Fx or similar AI tools often work with text prompts. Teams need to translate their design brief into concise, clear instructions. For instance, if the brief says the logo should be "modern and youthful, featuring a cat and relating to tech," an instruction could be "a modern, youthful logo featuring a stylized cat interacting with a computer."

Iterate and Experiment: AI image generation isn't a one-shot process. Teams should generate multiple variations of their logo by slightly altering their instructions or parameters. This iterative process encourages exploration of the full creative potential of AI.

Understand AI Limitations: While AI can create impressive visuals, it lacks understanding of deeper context, cultural nuances, or specific brand identities. Teams should consider this when interpreting the AI-generated images. An AI might create a visually stunning logo, but it may not effectively represent the company's values or appeal to the target audience.

Selecting a Design: When selecting a final AI-generated design, teams should consider not only visual appeal, but also relevance to the design brief and potential effectiveness in a real-world marketing scenario.

Document the Process: Take notes or screenshots documenting their AI design process. This can help you reflect on the experience, and it can also be useful material for your presentation.

Evaluation: Evaluate the AI-generated logo objectively. How well does it meet the design brief? Is it visually appealing and appropriate for the target audience? What are the strengths and weaknesses of the design?

Image Fx Prompts

Here are a few examples of prompts that could be given to Image Fx for generating logos for Vibe Kayaks:

generate a logo for vibe kayaks that includes a picture of someone fishing bass on the kayak. you can use a river in the southeastern united states as background. include the words "Vibe", "comfort" and "stability"

Here is the response from Image Fx



Here is a response that you can provide to this image. Add the following to your previous prompt.

"ensure the region you are showing is the southeast of united states. provide me options in the logo for a standing option. This brand is preferred for bass fishing. Use more vibrant colors."

Here are the responses from Image Fx



Another possible response you can provide;

a colorful vector illustration of a man kayak fishing for bass in a river in the southeastern United States, with the words "VIBE" in a bold font

Here is the response from Image Fx:



A more comprehensive prompt you can provide;

Vector illustration of a man kayak fishing for bass in a river in the southeastern United States. The man is wearing a red fishing vest and a blue hat, and is holding a fishing rod with a lure attached. The river is surrounded by lush green trees, and the sun is shining brightly. Bold text in the top left corner reads "VIBE". In the bottom of the picture, in a bold and distinctive font, the phrase "enjoy the comforts of fishing" is displayed.

Here are the responses from Image Fx:

