

# Course 3, Lesson 4: The AI "Art Director": Generating Your Visual Brand

## 1. Core Concept & Learning Objective

**Concept:** You don't need to be a "graphic designer" to have a stunning visual brand. In 2025, AI "Art Directors" (like Midjourney, DALL-E, or Canva's AI) can generate 100% unique, "on-brand" images, logos, and carousels *from a text prompt*. You just have to learn how to "brief" (prompt) your AI "Art Director" like a "Centaur" CEO.

**Learning Objective:** By the end of this lesson, you will **analyze** 3-5 AI image generation tools. You will **develop** a "Visual Brand" prompt (based on your C1, L3 "MVB") and **generate** a 5-slide "AI-Assisted" Instagram Carousel for one of your "Pillar" topics.

## 2. Interactive Content Activities (3 Activities)

### Activity 1: The "AI Art Director" Tool Audit (Tool Exploration)

- **Description:** We're auditing the 2025 "best-in-class" AI visual tools.
- **Instructions:**
  1. Review 3-5 of these options (many are *inside* tools you already use):
  2. **Canva Magic Media:** (Inside Canva). *Best for "beginners"* (e.g., "A pink laptop on a clean desk").
  3. **Midjourney:** (Via Discord). *Best for "artistic/hyper-real"* (The "pro" tool, has a learning curve).
  4. **DALL-E 3:** (Inside ChatGPT / Microsoft Designer). *Best for "understanding complex prompts".*
  5. **Adobe Firefly:** (Inside Adobe Express). *Best for "commercial-safe"* (trained on Adobe Stock).
  6. **Your "Drill Sergeant" Choice:** Pick one (start with **Canva Magic Media**) for this lesson.
- **Expected Outcome:** You've selected one AI image tool to focus on.

## Activity 2: The "Visual Brand" Prompt (Creative Development)

- **Description:** You can't just prompt: "Make a logo." You need a "Visual Brand" prompt that *teaches* the AI your C1 "MVB."
- **Instructions:**
  1. Open your C1, L3 "Minimum Viable Brand" doc.
  2. Find your "Colors," "Fonts," and "Keywords" (e.g., "Bold," "Minimalist," "Empowering").
  3. **Create your "Visual Prompt":**
    - "My brand is 'Girl Boss Drill Sergeant.'
    - My colors are [e.g., "hot pink, black, white"].
    - My style is [e.g., "bold, clean, minimalist, high-contrast, 'no-fluff'"].
    - My keywords are [e.g., "strong woman," "CEO," "laptop," "strategy," "growth"]."
  4. **Save this prompt** in your "Second Brain" (L2) under "Business SOPs."
- **Expected Outcome:** A "Visual Brand" prompt you can paste into an AI tool to "teach" it your style.

## Activity 3: The "AI-Assisted" Carousel (Tool Exploration)

- **Description:** We're going to combine your "Visual Prompt" (Act 2) with your "Content" (L3) to make a 5-slide carousel in Canva.
- **Instructions:**
  1. Take your "Pillar" idea from L3 (e.g., "The 5 Mistakes Solopreneurs Make with AI").
  2. Open Canva > "Instagram Post (Carousel)" template.
  3. **Slide 1 (Hook):** (Text) "The 5 AI Mistakes..."
  4. **Slide 2 (Mistake #1):** (Text) "Mistake #1..."
    - Now, go to "Magic Media" (in Canva).
    - **Prompt:** "[Paste Your 'Visual Prompt' (Act 2)]... create an image of a frustrated solopreneur looking at a 'loading' screen!"

- Drag the best AI image onto your slide.
5. Slides 3-5: Repeat for "Mistake #2," "Mistake #3," etc.
- **Expected Outcome:** A 5-slide, "on-brand," *visually-stunning* Instagram carousel, created in 15 minutes (a task that used to take 2 hours).

### 3. Assignment & Project Milestone (Portfolio Deliverable)

#### Assignment: The "AI-Generated" Brand Asset Pack

- **Description:** This is your "proof" that you can *direct* your "AI Art Director." You will submit your "Visual Brand" prompt and a *link* to your final "AI-Assisted" Carousel.
- **Step-by-Step Instructions:**
  1. Create a new document titled "[Your Name] - AI Visuals."
  2. **Section 1: The "Visual Brand" Prompt (The "Input")**
    - Paste your complete "Visual Brand" prompt from Activity 2.
  3. **Section 2: The "AI-Assisted" Carousel (The "Output")**
    - Paste the *public "View-Only" link* to your 5-slide Canva carousel (from Activity 3).
  4. **Section 3: The "AI Art Director" (The "Proof")**
    - Take a *screenshot* of your "Canva Magic Media" (or other tool) prompt and the 4 "options" it generated for you.
- **Evaluation Criteria:**
  - *Excellent:* The "Visual Brand" prompt is *detailed* (colors, style, keywords). The "Canva Carousel" link *works*, and the AI images are *on-brand* and *high-quality*. The "Proof" screenshot is included.
  - *Adequate:* The "Visual Brand" prompt is generic (e.g., "Make a logo"). The carousel uses "generic" (non-AI) Canva graphics. The "Proof" screenshot is missing.
- **Connection to Final Project:** This "AI-Generated" Brand Asset Pack (and your "Visual Prompt") is **Section 4: The "AI Art Director" SOP** of your AI-Powered Operations Playbook. This is the "Visual" SOP for your brand.

#### 4. End-of-Lesson Assessment (7 Questions)

1. (MC) What is an "AI Art Director"?
  - A) A "prompt" you use to write a blog post.
  - B) A "tool" (like Midjourney, DALL-E, or Canva Magic Media) that generates *unique images* from a *text prompt*.
  - C) A human graphic designer you hire.
  - D) An AI that "steals" other people's art.
2. (MC) What is a "Visual Brand" prompt (Activity 2)?
  - A) A prompt that *teaches* the AI your "MVB" (colors, style, keywords) so it generates "on-brand" images.
  - B) A prompt asking the AI "What should my brand look like?"
  - C) A prompt to generate a logo.
  - D) A prompt to generate a 5-slide carousel.
3. (MC) For this lesson's "AI-Assisted Carousel," we used **Canva Magic Media** (or a similar tool) to...
  - A) Generate the *text* for the 5 "mistakes."
  - B) Generate the *hook* for the carousel.
  - C) Generate *100% unique, on-brand background images* for each of the 5 slides.
  - D) "Remix" the carousel into a video.
4. (SA) Name 2 of the "AI Art Director" tools we audited (From Activity 1).
5. (SA) What 3 things (from your C1, L3 "MVB") *must* be in your "Visual Brand" prompt?
6. (SA) Why is it "smarter" to use an "AI Art Director" (like Canva Magic Media) than to "manually" search Canva's 1-million-image "stock" library?
7. (Scenario) A student prompts: "Make an image." The AI gives them a "random" (off-brand) image. They say, "This tool sucks." What "Drill Sergeant" feedback would you give them?

Correct Answers: 1(B), 2(A), 3(C) 4. (Example) 1. Canva Magic Media, 2. Midjourney (or DALL-E, Adobe Firefly). 5. 1. Your "Colors," 2. Your "Style" (e.g., minimalist), 3. Your "Keywords" (e.g., CEO, laptop). 6. (Example) "Because 'searching' (manual) takes 30 mins to find an 'okay' image. 'Prompting' (AI) takes 30 seconds to 'generate' a 100% unique image that perfectly matches your prompt (e.g., 'a frustrated solopreneur...')." 7. (Example) "The tool doesn't suck; your prompt sucks. 'Garbage in, garbage out.' You gave the AI zero direction. You must direct your 'Art Director.' Use the 'Visual Brand' prompt (L4, Act 2) to teach it your 'Colors,' 'Style,' and 'Keywords.' Be a 'CEO,' not a 'complainer'."