

## Task 1: Comparative Research – Canva AI vs Gamma AI

AI image generators are powerful tools that convert text prompts into visuals. In this task, I compared **Canva AI** and **Gamma AI** based on image quality, prompt accuracy, style flexibility, usability, and licensing/terms.

### 1. Image Quality

- *Canva AI*: The images generated are photorealistic and very high in quality. In fact, the visuals almost look “too perfect,” which makes them less realistic and easily recognizable as AI creations.
- *Gamma AI*: The quality is also good, but the images are clearly identifiable as AI art, often leaning more towards illustrated or stylized outputs.

### 2. Prompt Accuracy

- *Canva AI*: Canva followed prompts quite well, producing variations in ethnicity and even generating images with two female figures as parents, showing inclusivity.
- *Gamma AI*: Prompt accuracy was average. For example, when “parents” were specified, the photorealistic option only showed a single male figure, and there was less diversity in ethnicity or representation.

### 3. Style Flexibility

- *Canva AI*: Users need to specify the desired art style directly in the prompt. It does allow modifications, but flexibility depends heavily on how well the prompt is written.
- *Gamma AI*: Offers built-in options to select different art styles directly from the interface. This makes experimenting with visual styles easier and more user-friendly.

### 4. Usability

- *Canva AI*: The interface is simple and intuitive. However, downloading images is restricted on the free plan, forcing me to take screenshots instead, which reduced convenience.
- *Gamma AI*: Very easy to use and allowed me to download images directly to my system. However, the platform uses a point system—initially providing 400 free points, after which additional points must be purchased.

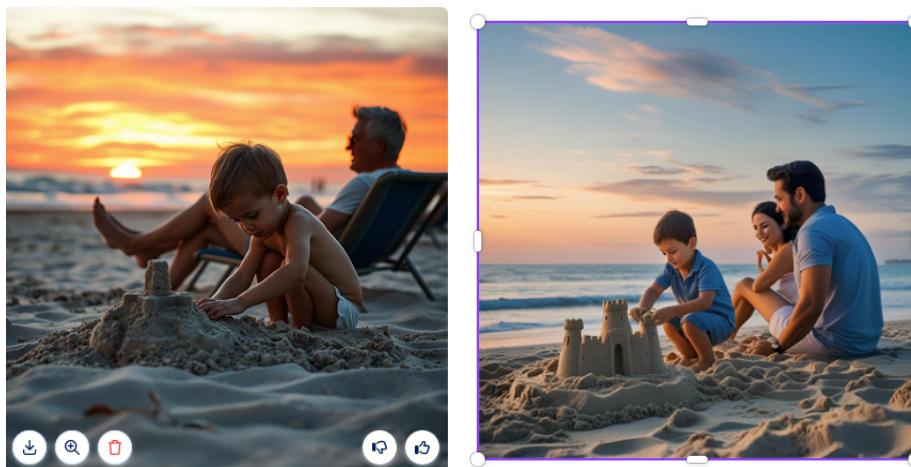
## 5. Licensing & Terms

- *Canva AI*: The free plan has limitations on downloading and exporting, and many advanced features are locked behind a paid subscription.
- *Gamma AI*: The usage is initially free with credits but shifts to a paid model once credits are exhausted. Downloads are straightforward, but frequent usage may require purchasing points.

## Conclusion

Both Canva AI and Gamma AI are effective tools for generating AI images, each with strengths and limitations. Canva produces high-quality, realistic visuals with strong prompt accuracy but suffers from download restrictions on the free plan. Gamma, on the other hand, offers more flexibility in art styles and easy downloading but has average prompt accuracy and a credit-based limitation. Overall, Canva is more suited for photorealistic professional projects, while Gamma is better for creative or illustrative styles.

### Images created by canva :



### Images created by Gamma:



## Task 2: Visual Design Project – Poster Creation

For this task, I chose to create a **poster for a fictional event** titled “*Sunset Stories: Family Beach Festival*.” The goal was to design an engaging and visually appealing poster that communicates the theme of family bonding and togetherness at the beach during sunset.

### 1. Concept and Theme

The theme centers on joy, stories, and relaxation shared by families at the seaside. The sunset backdrop symbolizes warmth and positivity, while families building sandcastles and enjoying the shore convey the essence of togetherness.

### 2. Design Process

I used AI image generation tools to create the poster background and layout.

- The **visuals** were generated to include a vibrant sunset, families on the beach, and children building sandcastles.
- I carefully edited the **text** to ensure clarity and professionalism. The poster prominently features the event title at the top, a short tagline in the middle, and the event details at the bottom.

### 3. Challenges Faced

One major challenge was that AI tools often produced spelling mistakes or unclear text. To resolve this, I generated the poster background using AI and then refined the text manually. This ensured the poster looked professional and accurate.

### 4. Final Outcome

The final poster features:

- **Title:** *Sunset Stories*
- **Subtitle:** *Family Beach Festival*
- **Tagline:** “An evening of joy, stories, and togetherness by the shore.”
- **Details:**
  -  Date: 15th September 2025
  -  Venue: Blue Horizon Beach, Goa
  -  Time: 4:00 PM – 9:00 PM

The result is a vibrant, family-friendly design that captures the essence of the fictional event while showcasing the creative potential of AI image generation tools.

# SUNSET STORIES

## FAMILY BEACH FESTIVAL

An evening of joy, stories, and  
togetherness by the shore.

15th September 2025  
Venue: Blue Horizon Beach, Goa  
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