

## AI Graphic Design Course

### Learn AI in Graphic Design

This AI Graphic Design course is a hands-on class designed for experienced creatives seeking to enhance their workflows with artificial intelligence. Tailored to designers already using Adobe Creative Cloud tools like Photoshop, Illustrator, and InDesign, as well as other tools such as Figma, this workshop introduces participants to ways in which AI-powered capabilities can improve productivity and creativity. Learn to integrate Adobe Firefly and other tools to automate repetitive tasks, accelerate ideation, and enable new forms of creative expression. Through practical exercises and project-based learning, you will gain confidence in using prompts effectively, image generation, and AI-assisted design. Ethical considerations and legal compliance are also addressed to ensure responsible use of AI.

### What you learn in this AI Graphic Design course

- How artificial intelligence is reshaping graphic design and creative workflows
- The fundamentals of AI-generated visual content, including prompt design and output control
- How to use Adobe Firefly within Photoshop, Illustrator, and InDesign for generative design
- Methods for using AI within Figma to speed iteration
- Best practices for using AI tools such as MidJourney, DALL-E, Runway ML, Loeonardo AI
- Techniques to enhance image quality using AI including adjusting resolution, sharpening, and background removal
- How to use AI to brainstorm creative briefs, generate style guides, and accelerate concept development with Open AI and Copilot
- The ethical and legal considerations of working with AI-generated content
- Using AI tools on branded projects, from concept through final designs
- Hands-on AI for graphic design projects using multiple AI tools

### AI Graphic Design Course Topics

#### Foundations of AI in Design

- Introduction to AI for creative professionals
- What is AI and how it generates visual content
- Examples of AI-generated content in branding and design
- Overview of key terminology

#### Adobe Creative Cloud AI Integration with Firefly AI

- **Overview of Adobe Firefly:** It's value in commercial projects and its interface
- **Photoshop + Firefly:** Using generative fill, object expansion, AI background removal
- **Illustrator + Firefly:** Generating vector artwork, recoloring, AI patterns
- **InDesign + Firefly/Sensei:** AI layout assistance, content-aware adjustments

#### Figma AI

- Using Figma AI in prototyping and design

### Using AI Image Generators

- Overview of tools: MidJourney, Leonardo.ai, DALL-E 3, Runway ML
- Writing prompts for visual quality and stylistic control
- Use cases from concept to completion

### AI for Creative Ideation and Creative Briefs

- Using ChatGPT and Coilot for creative briefs and initial concepts
- Creating style guides and mood boards with AI, including Notion
- Prompt engineering strategies for idea generation

### Additional Free and Paid AI Tools for Designers

- **Free AI tools for design:** Remove.bg, Clipdrop, Khroma, Photopea
- **Additional Paid AI tools for design:** RunwayML, Topaz AI, Vectorizer.ai, Krea.ai,
- **AI use cases:** background removal, sharpening, vector conversion

### Image Enhancement with AI

- **Sharpen Blurry Images:** Improve clarity and detail in soft or out-of-focus images
- **Upscale Without Losing Quality:** Enlarge images using AI while preserving sharpness
- **Clean Up Aged Artwork:** Reduce noise and smooth imperfections in older images
- **Remove Unwanted Objects:** Erase elements from photos with AI inpainting
- **Adjust Lighting and Tone:** Use AI to enhance exposure, contrast, and mood
- **Match Visual Styles:** Use AI for consistent color grading or effects across multiple assets
- **Replace or Extend Backgrounds:** Use AI to swap or expand image backgrounds

### AI Workflow Project

- Build an AI-assisted brand identity:
  - Mood board and creative brief
  - Logo and visual assets
  - Packaging or Collateral
  - Marketing mockups

### Course Review and Resources

- Useful prompt libraries
- Resources for current AI developments
- Review of best practices
- Q&A

### Custom, private, and corporate AI Graphic Design courses

This AI Graphic Design course is also available as a private class. Curriculum can be customized for your specific needs. Figma classes can be delivered at your location, online, or in our classrooms. For more information, call 781-376-6044 to speak with an American Graphics Institute training consultant or [contact us](#).