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AI Graphic Design Course

This hands-on AI Graphic Design course explores how designers can use AI as a creative partner throughout the design process - from research and ideation to image generation, branding, production, and refinement.

The goal is not simply to learn a collection of AI tools, but to learn how to direct them with purpose - using your own research, design knowledge, and creative judgment to produce stronger work.

What you'll explore

- How AI is changing the way designers research, brainstorm, create, and produce visual work
- How to use AI to generate ideas faster, explore more directions, and streamline repetitive tasks
- Why critical thinking, design judgment, and human creativity remain essential

What you'll take away

- A practical understanding of where AI fits within a professional design workflow
- A repeatable framework for writing stronger prompts
- Experience choosing the right AI tool for different creative tasks
- Greater confidence experimenting with new visual directions quickly
- The ability to evaluate AI output instead of simply accepting what it generates
- Ways to work faster without sacrificing thoughtful, strategic design

Research, strategy, and ideation

- Use ChatGPT to support audience research, discovery, and competitive thinking
- Develop customer questions, surveys, interview prompts, personas, and scenarios
- Brainstorm campaign ideas, taglines, social concepts, & marketing directions
- Create mind maps, brand purpose statements, mood boards, and creative briefs
- Organize projects, files, and knowledge so AI can provide more relevant results

Prompting for stronger visual results

- Build effective prompts using subject, action, environment, style, composition, lighting, mood, camera angle, and focal point
- Learn how specificity improves control and reduces generic results
- Use archetypes, visual styles, materials, textures, and design movements to guide creative direction

- Refine prompts for different AI platforms and creative goals
- Use reference images to control style, composition, character, and content

AI image generation and editing

- Generate original imagery for campaigns, branding, social media, posters, mockups, and presentations
- Compare leading image-generation tools including GPT Image, Midjourney, Leonardo.ai, Runway, Krea, and Adobe Firefly
- Use inpainting to add, remove, or replace parts of an image
- Use outpainting and generative expand to extend compositions and change aspect ratios
- Combine multiple images and visual references into new compositions
- Enhance, upscale, recolor, and refine AI-generated and existing imagery

Adobe AI tools

- Use Photoshop Generative Fill, Generate Image, Generative Expand, reference images, and AI-assisted editing tools
- Use Illustrator to generate vectors, scenes, subjects, icons, and patterns
- Create mockups and production-ready variations using generative tools
- Explore Firefly for image generation, vector generation, remixing and video,
- Understand how AI works alongside traditional Photoshop and Illustrator skills rather than replacing them

Figma, Canva, and production workflows

- Explore Figma for generating and refining designs from text and existing screens
- Use Canva Magic Studio for imagery, resizing, and background removal
- See how Microsoft Copilot can be used for research, writing, imagery, and presentation support
- Apply AI to real production tasks such as resizing, formatting, organizing, and creating design variations

Hands-on design projects

- Develop branding and visual directions for a product, company, or class project
- Create campaign concepts, posters, social media graphics, and marketing assets
- Experiment with mood boards, packaging, mockups, presentations, and promotional imagery
- Generate, edit, and combine images using multiple AI tools
- Practice moving from an AI-generated idea to a refined, designer-directed final result