

AI Image Generation Workbook

Your First AI-Generated Visuals

Course: The AI Marketing Advantage

Module 2: AI-Powered Content Creation and SEO

Lesson 2.3: AI for Image Generation

Objective: Practice using an AI image generation tool to create visuals for a marketing campaign, focusing on effective prompt engineering and iterative refinement.

Instructions:

This workbook guides you through creating your first AI-generated images. Choose *one* of the AI image generation tools discussed in Lesson 2.3 (DALL-E 2, Midjourney, Stable Diffusion, or Canva AI). Sign up for a free account or trial.

Step 1: Choose a Marketing Campaign

Select a *fictional* or *real* marketing campaign (e.g., launching a new product, promoting an event, building brand awareness). This will provide the context for your image generation.

- **My Campaign:** [Space for student to write]

Step 2: Define Your Visual Needs

Determine the types of visuals you need for your campaign (e.g., social media posts, website banners, blog illustrations). Be specific about the purpose of each image.

- **Image 1:** [Space for student to write purpose and description]
- **Image 2:** [Space for student to write purpose and description]
- **(Add more image entries as needed)**

Step 3: Craft Effective Prompts

For *each* image you need, develop a clear and specific prompt. Use the following structure as a guide:

- **Subject:** (What is the main subject of the image?)
- **Art Style:** (Photorealistic, digital art, oil painting, cartoon, etc.)
- **Lighting:** (Bright, soft, dramatic, backlit, etc.)
- **Color Palette:** (Dominant colors, mood)
- **Camera Angle:** (Close-up, wide shot, bird's-eye view, etc.)
- **Aspect Ratio:** (1:1 for Instagram, 16:9 for a banner, etc.)
- **Additional Details:** (Any other specific elements or instructions)

Image 1 Prompt:

- **Subject:** _____
- **Art Style:** _____
- **Lighting:** _____
- **Color Palette:** _____
- **Camera Angle:** _____
- **Aspect Ratio:** _____
- **Additional Details:** _____

(Repeat this prompt structure for each image)

Step 4: Generate and Refine Images

- Input your prompts into your chosen AI image generation tool.
- Generate the initial images.
- Carefully review the results. Do they match your vision?
- Iterate on your prompts! Try different variations of your keywords, add more details, change the style, or adjust the composition.
- Use the tool's features to generate variations of promising images.
- Repeat this process until you are satisfied with the results.

Step 5: Select and Download

Choose the best image(s) for your marketing campaign and download them in the appropriate format and resolution.

Step 6: Reflection (Optional)

Briefly answer the following questions:

- What did you find most challenging about this process?
- What did you find most helpful about using the AI tool?
- How did you refine your prompts to improve the results?
- What are your key takeaways from this exercise?