



AI creative workflow Course Outline





Duration: 3 Days

Related Courses:

Adobe Sensei, Canva, Photoshop, Principles of Design, Topaz Labs, Luminar AI, Hotjar, UserTesting, Illustrator, After Effects

Course Overview and Objectives:

AI is being adopted by different types of creatives in diverse ways to enhance their creativity, improve productivity, streamline processes, and explore new creative horizons.

This course outline covers a range of topics from foundational AI concepts to practical applications to equip modern designers with modern solutions.

Recommended Resources:

"Artificial Intelligence: A Guide for Thinking Humans" by Melanie Mitchell

"Artificial Intelligence for Designers" by Patrick Hebron

Pre-requisites:

A basic to intermediate knowledge of design and software

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Essential AI Tools for Designers

- Introduction to the course structure
- Objectives and outcomes
- Overview of AI in the design industry

Understanding AI

- Basic concepts of AI
- History and evolution of AI
- Types of AI (Narrow AI, General AI, Machine Learning, Deep Learning)
- Automated colour correction

Overview of AI in Design

- Current applications of AI in design
- Benefits and challenges of integrating AI into design processes
- Case studies of AI in design

Concept development

- Brainstorming
- Idea generation
- Collaborative artboards
- Inspiration

Machine and Deep Learning

- What is machine learning?
- Types of machine learning (supervised, unsupervised, reinforcement learning)
- Key algorithms and techniques

Deep Learning Essentials

- Introduction to neural networks
- Convolutional Neural Networks (CNNs) for image processing
- Generative Adversarial Networks (GANs) for creative design

Tools and Framework

- Overview of popular AI tools and framework (TensorFlow, PyTorch, Keras)
- Setting up the environment for AI projects

AI-Powered Design Tools

- Tools and applications (Adobe Sensei, Canva, etc.)
- Practical examples of AI in graphic design

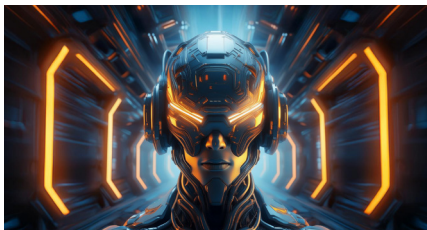
Design creation and enhancement

- Neural Filters for photo enhancement and manipulation
- Content-Aware Fill
- Automated colour correction



Batch Processing

AI allows simultaneous application of edits, effects, batch processing, significantly reducing manual workload and saving time.



Automated Repetitive tasks

AI can handle time-consuming and repetitive tasks such as resizing images, converting file formats, or organizing assets, freeing up time for more creative work and less repetitive tasks.



Predictive Analytics

AI can predict trends and consumer behaviour, allowing creatives to make data-driven decisions that will keep them ahead of the curve.

UX/UI Design

- User behaviour analysis and prediction
- Automated prototyping and wireframing
- Personalization and A/B testing

Meta AR/VR

- AR filters and effects for interactive Facebook and Instagram stories/posts
- Oculus VR for enhanced experiences

Photography and Visual Arts

- AI photo editing assistance
- Sky Replacement
- Skin enhancement
- Automated background removal
- Colour grading for images enhancement
- Face recognition for organisation and management
- Tagging and categorising images for organisation and management

Editing Image and Videos

- Automated editing techniques
- Style transfer and creative effects
- Video editing with AI
- Batch processing

Meta Videos and Audio Processing

- Automatic captioning
- Voice commands

Animation and Motion Graphics

- AI in character animation
- Motion graphics automation
- Case studies and practical applications
- Automated key framing

Typography and Layout

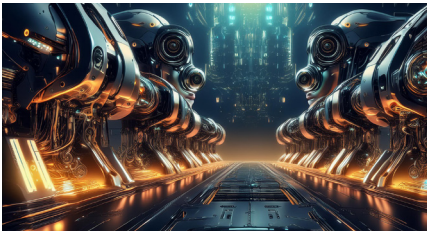
- Automated font pairing and selection
- Handwriting and font conversion
- Responsive and adaptive design
- Layout generation with AI

Creative Collaboration

- AI managed version control for real-time project collaboration
- Project management (design process tracking)

User Research and Testing

- AI tools for user research (Hotjar, UserTesting)
- A/B testing and multivariate testing with AI



Data-Driven Design

- Importance of data in design
- Responsive and adaptive design
- Collecting and analysing design data
- Meta User behaviour analysis

Real-Time Collaboration

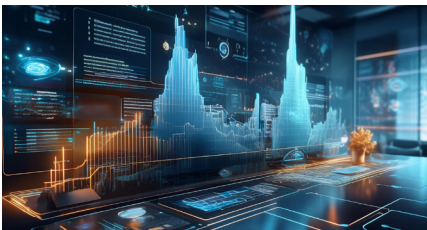
AI-powered platforms enable real-time collaboration between team members, allowing seamless communication and feedback.

Personalization and Predictive Design

- Using AI for personalized user experiences
- Predictive design techniques
- Meta AI algorithm analysis (user interactions, preferences and behaviours) for personalised content
- Meta Targeted ads

Meta Natural Language Processing (NLP)

- Chatbots and virtual assistance
- Translation services



Audience Analysis

AI can analyse audience data to provide insights into preferences, behaviours and trends, helping creatives tailor their work to meet specific audience needs and interests.

Ethical Considerations

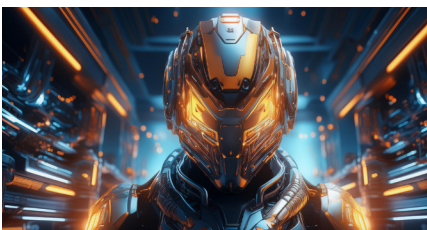
- Ethical implications of AI in design
- Bias and fairness in AI algorithms
- Privacy and data security

Future Trends in AI and Design

- Emerging trends and technologies
- The future of human-AI collaboration in design
- Preparing for the future: skills and learning

Project Planning and Proposal

- Selecting a project topic
- Defining objectives and outcomes
- Project proposal submission



Project Development

- Implementing AI tools and techniques
- Regular progress reviews and feedback

Rapid prototyping

AI allows for quick and efficient prototyping of ideas and concepts, enabling creatives to experiment with different approaches and iterate rapidly.

We offer online support to clients on content covered on our courses.