5 Ways to Accelerate Your Visual Production



Artificial Intelligence in Photoshop: 5 Ways to Accelerate Your Visual Production

Artificial intelligence is gradually transforming how professionals work in Photoshop. Tasks that once required lengthy manual adjustments can now be completed more efficiently using automatic selection tools, Generative Fill, and Generative Expand.

For graphic designers, photographers, and communication professionals, these features offer a clear advantage: they make it possible to produce content more efficiently, adapt visuals to additional formats, and explore several creative directions without starting from scratch.

However, AI alone cannot guarantee professional results. A strong understanding of selections, masks, layers, and image-editing techniques remains essential for controlling generated content and maintaining visual consistency.

1. Quickly Isolate a Subject or Object

An accurate selection is often the first step toward a successful image edit. Photoshop now uses artificial intelligence to automatically identify key elements within an image, such as a person, an object, or the background.

These selections can then be refined to edit a specific area without affecting the rest of the composition. They are particularly useful for:

- cutting out a subject;
- changing a background;
- applying a local adjustment;
- creating compositions from multiple images;
- preparing visuals for digital or print applications.

Automation saves valuable time, but creative judgment remains essential. Hair, complex edges, transparent areas, and low-contrast regions often require additional manual adjustments.

2. Edit Without Altering the Original Image

Layer masks make it possible to hide or reveal specific parts of a layer without permanently deleting pixels. This non-destructive approach provides greater flexibility throughout the creative process.

For example, a background can be replaced while preserving the ability to refine the subject’s edges later. An edit can also be adjusted, disabled, or adapted to create a new version of the project.

Masks become especially important when artificial intelligence is integrated into the workflow. They allow users to control generated areas, combine multiple results, and apply the necessary corrections without compromising the original file.

3. Remove Unwanted Elements

An object, person, or distracting detail can disrupt the balance of a photograph. Photoshop’s intelligent features analyze surrounding pixels to reconstruct an area after an unwanted element has been removed.

This capability can be used to:

- clean up a photograph;
- remove a distracting object;
- correct part of a setting;
- simplify a composition;
- prepare an image for an advertising campaign.

Results may vary depending on the complexity of the scene. Repeating textures, shadows, reflections, and perspective can create inconsistencies. Careful review and additional retouching are therefore often necessary to

achieve a realistic result.

4. Add or Replace Content with Generative Fill

Generative Fill allows users to add, replace, or transform part of an image using a selection and a written prompt.

A creative professional can use it to test a new object, change the atmosphere, replace a background, or generate several versions of the same composition. This approach supports creative exploration by making it easier to compare multiple directions before selecting the most relevant one.

The quality of the result depends on several factors:

- the accuracy of the selection;
- the clarity of the prompt;
- the lighting in the original image;
- the perspective;
- the desired level of realism;
- the consistency between existing and generated elements.

A prompt guides the generation process, but it does not replace creative intent. The professional must still select, refine, and properly integrate the AI-generated content.

5. Adapt an Image to Different Formats

A photograph created for a horizontal layout may not be suitable for a vertical social media post, a website banner, or a printed poster.

Generative Expand makes it possible to enlarge the canvas and automatically create the missing content around an image. It can extend a landscape, complete a setting, or create enough space to add a headline and call to action.

This feature makes it easier to adapt the same visual to several communication materials:

- social media posts;
- digital advertising banners;
- newsletters;
- presentations;
- posters;
- web pages.

The details added by AI must still be reviewed carefully. Repeated elements, imprecise textures, and visual distortions may become noticeable, particularly in large-format applications.

The Importance of a Structured Workflow

Generative features are most effective when they are integrated into a clear

and organized working method.

A professional workflow may include the following steps:

1. Define the visual’s objective, audience, and format.
2. Prepare the image and organize the layers.
3. Create an accurate selection of the area to be modified.
4. Generate or remove the desired content.
5. Compare the available variations.
6. Refine the result using masks and retouching tools.
7. Check the visual consistency and technical quality.
8. Export the file in a format suited to its intended use.

This approach reduces dependence on automatic results. It combines the speed of artificial intelligence with the precision of traditional Photoshop techniques.

Why Take a Course on AI in Photoshop?

Independent experimentation can help users discover the basic features, but structured training provides a clearer understanding of how to integrate them into a professional production workflow.

Doussou Formation’s **Artificial Intelligence in Photoshop** course is designed for graphic designers, photographers, and regular Photoshop users. It covers advanced selections, masks, non-destructive editing, object removal, Generative Fill, background replacement, and image expansion.

Through demonstrations and hands-on workshops, participants learn how to combine Photoshop’s fundamental techniques with the new possibilities offered by artificial intelligence. The course is available through live online or in-person sessions, depending on availability.

View the Artificial Intelligence in Photoshop course