

Creative AI with Adobe: Boost Your Visual Workflow

Introduction to AI in Graphic Design

- Overview of generative AI
- Challenges and benefits in the creative workflow

Photoshop & Generative AI

- Using intelligent selection tools (Object Selector, Sky, Subject)
- Creating layer masks
- Removing unwanted elements using Generative Fill
- AI-powered background replacement
- Adobe Generative Expand: how it works and best practices

Workshop 1 – Retouch an existing image using AI tools

Objective: Remove an element, change the background, and apply a mask using the AI extension

Illustrator & Generative AI

- Generate simple graphic elements via prompts (objects, icons, scenes)
- Apply visual reference styles
- Use filtered searches and get tailored results
- Create generative vector patterns
- AI-powered recoloring of illustrations

Workshop 2 – Create a mini brand identity using AI

Objective: Generate a set of assets (icon, pattern, recoloring) from a simple creative brief

New: InDesign & Image Generation

- Generate images directly in InDesign from a prompt
- Choose and adapt styles to match your layout
- Use cases: cover images, ambient illustrations
- Hands-on: quickly build a layout using a generated image
- Professional workflow insights (validation, editing in Photoshop/Illustrator)

Workshop 3 – Design a cover or promo sheet using AI-generated visuals

Objective: Use image generation in a layout tailored to the document's style and purpose