COURSE SYLLABUS

AI for Graphic Design (Self-Paced)

Harness the power of advanced AI tools and features in Photoshop, Illustrator, InDesign, and other Adobe applications through hands-on practice in this course.

Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/ai-for-graphic-design-self-paced



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Course Outline

Session 1: Foundations & Visual Generation

Introduction to AI in Design

- What is AI, and how does it generate visual content
- How AI is transforming design workflows
- Examples of AI-generated visuals in real-world projects

Adobe AI Tools

- Illustrator: Text-to-vector, auto-coloring, Firefly integration
- Photoshop: Generative fill, AI background removal, object expansion
- InDesign: AI-assisted layouts, background/content-aware expansion

AI Image Generators

- Tools: Midjourney, Leonardo AI, DALL·E 3
- Prompt writing tips
- Free vs. paid versions
- Use cases: mood boards and style scapes, concept art, branding assets

Copyright, Ethics & AI

- Ownership of AI-generated designs
- Terms of service and licensing rules
- Ethical concerns in client work and publishing

Session 2: Productivity, Advanced Workflows & Toolkits

AI for Brainstorming & Creativity

- Prompt engineering for visuals
- ChatGPT for creative briefs, naming, and taglines
- Moodboard and style guide creation with apps such as Notion AI or Canva AI

Free AI Tools for Designers

- Overview and demonstration of tools like Remove.bg, Clipdrop, Khroma, Photopea
- Mini-challenge: Visual creation using two free tools

Paid AI Tools Worth the Investment

- Runway ML, Topaz AI, Vectorizer.ai, Krea.ai
- Advanced tools for image editing, vector conversion, and experimentation

Enhancing Image Quality with AI

- Sharpening blurry images
- Upscaling low-res images
- De-noising vintage or scanned materials

AI Workflow Simulation

- End-to-end workflow to create a brand identity
- Combining multiple AI tools to build a logo, visual assets, and a mockup
- Real-time feedback and iteration

Wrap-Up + Q&A + Resource Pack

- A cheat sheet of tools
- Prompt libraries and guides
- Communities and sources to stay updated

Final Deliverables (Design-Based Only)

AI-Enhanced Poster or Social Media Graphic

Created using Adobe Illustrator or Photoshop with AI features.

Visual Concept Set

3–5 AI-generated images for a branding or packaging project using tools like Midjourney, Leonardo AI, or ChatGPT.

AI Moodboard or Style Guide

Created with Notion AI, Canva AI, or Milanote based on a theme or project.

Image Enhancement Set

Includes before-and-after versions using AI tools for sharpening, de-noising, and upscaling.

Final Brand Package

Includes logo, one social media post, and 1 product or packaging mockup created using a combination of AI tools.