COURSE SYLLABUS

AI for Graphic Design

Leverage the power of cutting-edge AI tools and features in Photoshop, Illustrator, InDesign, and other Adobe apps in this hands-on class.

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-graphic-design



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Course Outline

AI Uses for Graphic Design

- What AI can do for designers
- How AI can improve productivity, quality, and creativity
- Real-world examples of AI-generated design work
- Understanding when AI should and should not be used

Adobe Creative Cloud Plans & AI Features

- Standard vs. Pro Creative Cloud plans
- Generative credits and unlimited access
- Checking your Adobe Firefly plan and AI credit balance
- Using Adobe and non-Adobe generative AI models

Data Privacy, Copyright, & Legal Considerations

- How AI model training can affect privacy
- Disabling training in ChatGPT
- Copyright, commercial use, and liability concerns

Ways Graphic Designers Can Use AI

- Create, edit, and iterate on graphics
- Speed up repetitive workflows
- Generate creative directions and design ideas
- Research topics, audiences, and industries
- Draft and rewrite marketing copy, proposals, emails, and case studies
- Write scripts and automations for design apps

AI Image Generation Tools: ChatGPT, Adobe Firefly, & More

- ChatGPT
- Adobe Firefly

- Google Gemini Nano Banana
- Midjourney

Generating Images with ChatGPT

- Creating images from text prompts
- Specifying art style, lighting, and color palette
- Refining generated images
- Generating images in a similar photographic style

Generating Images with Adobe Firefly

- Creating images in Adobe Firefly
- Choosing Firefly models and image settings
- Generating images with a similar style

Changing Images & Removing Elements

- Using AI generators such as ChatGPT or Adobe Firefly, versus working inside Photoshop
- Removing objects and making minor or major changes to images

AI Features in Adobe Photoshop

- Remove unwanted objects such as products, wires, cables, and people
- Understand AI resolution limitations
- Increase image resolution with AI upscaling tools
- Create AI-powered selections with Select Subject, Select People, and Object Selection
- Use Harmonize to blend objects naturally into scenes
- Rotate objects in 3D space with AI-powered object rotation

AI Features in Adobe Illustrator

- Generate vector graphics, scenes, subjects, and icons with AI
- Use Firefly and partner AI models such as Ideogram and Gemini Nano Banana
- Generate repeating patterns with AI
- Recolor artwork using text prompts with Generative Recolor
- Experiment with prompts, detail settings, and AI-generated variations

AI Features in Adobe InDesign

- Apply and generate Style Packs with AI
- Generate images directly inside layouts
- Know when to use Photoshop instead for higher resolution or more control

Non-Visual Uses for AI

- Research, writing, and inspiration
- Reviewing and improving content

Using AI to Build Custom Automations

- Automating repetitive design workflows
- Understanding how and why AI can help designers write code (without them having to understand the code)
- Using AI to create scripts for Adobe apps