AI Image Generation

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Welcome & Introduction

- What is Dall-e

- Setting up Dall-e

- Dall-e Features

- Benefits of Dall-e

- Canva AI image generator

WHAT IS DALL·E GPT

Accessibility via ChatGPT 4 or DALL·E GPT

- DALL·E 3 is seamlessly integrated into ChatGPT 4, specifically available to users subscribed to the Plus version, making it accessible for more robust, interactive image generation.
- Advanced features, such as inpainting (editing parts of an image) or higher customization, can be accessed via a custom DALL·E GPT, providing a specialized environment for users who need detailed creative control.
- This integration ensures a streamlined experience for both beginners and professionals looking to experiment with AI-generated imagery.

SETTING UP DALL·E GPT

Steps to Use DALL·E

DALL·E

By ChatGPT

Access the DALL·E GPT

- **Locate and Enable DALL·E GPT**:
  - If you are subscribed to the premium ChatGPT Plus plan, navigate to the **Explore GPTs** section in the ChatGPT interface.
  - Search for the DALL·E GPT or select it from the list of available GPT extensions.
  - Once selected, the DALL·E GPT is enabled, unlocking advanced features for image generation and customization.
- **Advanced Features Overview**:
  - Gain access to tools such as inpainting for editing specific image areas and enhanced prompt-building capabilities to refine your creative process.

Steps to Use the Extended DALL·E - Part 2

Choose Style and Aspect Ratio
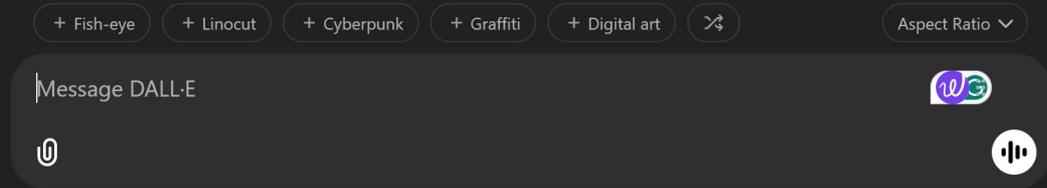
- **Set the Visual Style**:
  - Use the dropdown menu to select from various visual styles, such as "realistic," "cartoon," "pixel art," "watercolor," or "surreal."
  - Choosing a style helps align the generated image with the artistic vision of your project.
- **Define the Aspect Ratio**:
  - Adjust the aspect ratio using the dropdown options (e.g., 1:1 for square, 16:9 for widescreen, or custom ratios) to fit the specific requirements of your design, presentation, or social media post.

Steps to Use the Extended DALL·E - Part 3

Craft the Prompt

- **Use a Descriptive Formula for Prompt Writing**:
  - Employ a structured approach to creating prompts for precise results. A six-part formula might include:
    1. Subject (Who or what is in the image?)
    2. Action (What are they doing?)
    3. Environment (Where is the scene taking place?)
    4. Details (Any specific objects, textures, or secondary elements?)
    5. Lighting (What kind of lighting is present—soft, dramatic, natural, etc.?)
    6. Style (What artistic or visual style do you want—realistic, pixel art, minimalist, etc.?)
- **Example Prompt:** *"Pixel art of a medieval knight standing guard outside a stone castle covered in ivy, with a dramatic sunset in the background."*

Steps to Use the Extended DALL·E - Part 4

Generate and Refine

- **Initial Image Generation**:
  - Submit your crafted prompt and view the resulting image generated by DALL·E.
- **Refine the Output**:
  - If the image doesn't fully match your expectations, use the built-in **select-and-edit tool** to modify specific parts of the image without starting from scratch.
  - Alternatively, adjust the prompt to include more details or clarify ambiguous elements to guide the AI toward better results.
- **Iterative Process**:
  - Experiment with varying styles, aspect ratios, or additional modifiers to further enhance the generated image.

Steps to Use the Extended DALL·E - Part 5

Save or Export

1. **Download the Final Image**:
   - Once satisfied with the image, download it in your preferred format (e.g., PNG or JPG) for use in various projects.
2. **Applications of Generated Images**:
   - Use the image in creative projects, presentations, social media content, marketing materials, or personal artwork.
3. **Storage and Sharing**:
   - Save the image locally or upload it to a cloud storage platform for easy sharing or integration into collaborative projects.

Features of the Extended DALL·E

Pre-defined Styles

Users can select from a range of artistic and visual styles to shape the image output. Options include:

- Black & White
- Illustration
- Pixel art
- Oil painting
- Watercolor
- Abstract
- Surrealism
- Realistic photography
- Cartoon
- Logo Design

Black and White

Illustration

Logo Design

Pixel art

Oil Painting

Watercolor
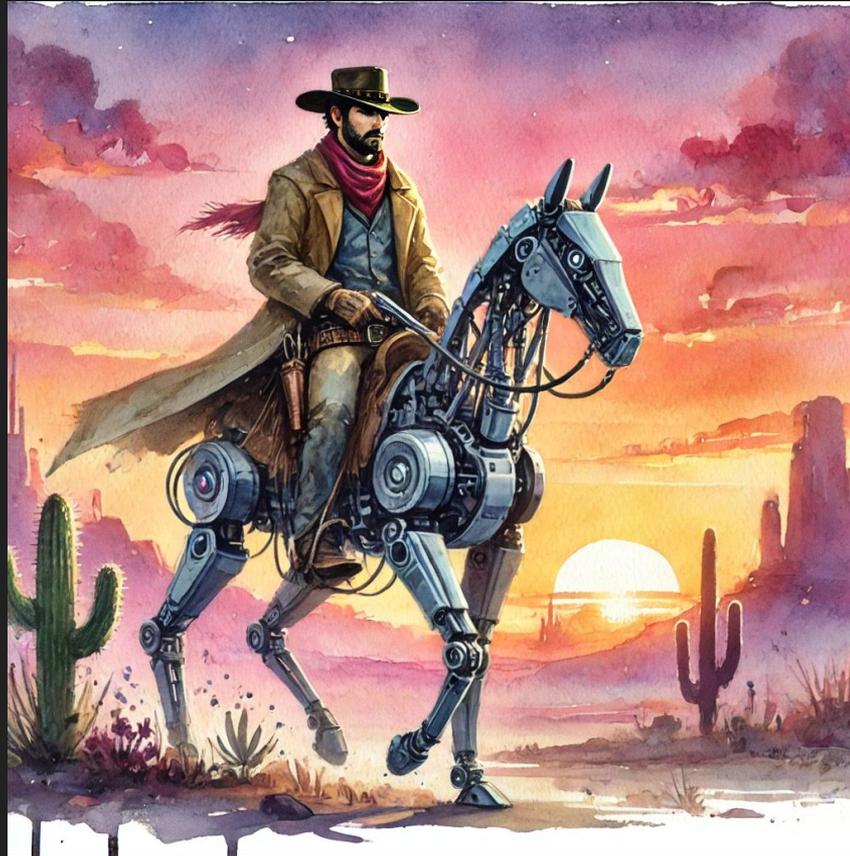
Abstract

Surrealism

Realistic photography

Cartoon

Style-Based Prompt Structuring

Style-Based Prompt Structuring:

- Choosing a style automatically adjusts the underlying prompt parameters, ensuring the generated image matches the chosen aesthetic.
- Example: Selecting "realistic photography" will focus on high-resolution details, accurate textures, and lifelike lighting.

Edit Features

Select an area to edit
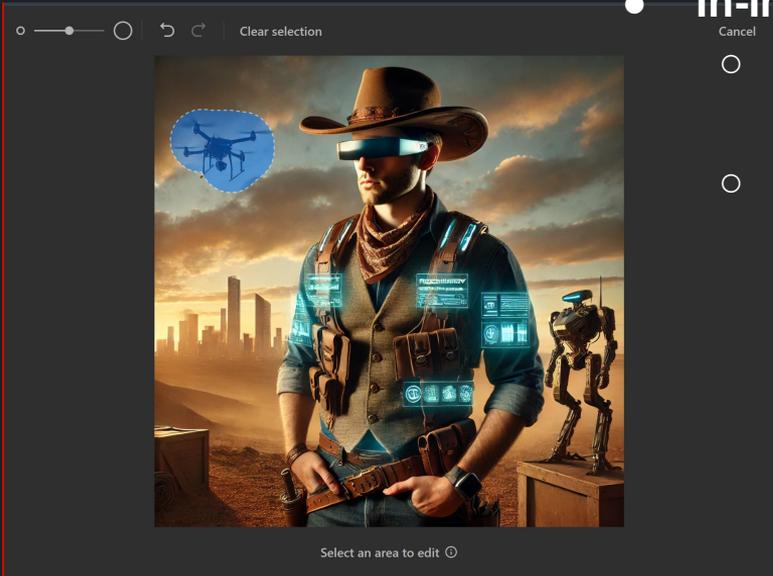
- **In-Image Modifications**:
  - After generating an image, users can refine specific areas without starting over.
  - **How It Works**:
    - Select a region of the image using the editing tool.
    - Input a description of the desired adjustment (e.g., change the background to a forest).
    - DALL·E seamlessly integrates the change into the existing composition.
- **Iterative Customization**:
  - This feature is particularly useful for creating polished, project-ready visuals by fine-tuning details.

Iterative Refinement

Step-by-Step Improvement:

- ○ Users can refine prompts to iteratively improve image outputs.
- ○ Example Workflow:
    - ■ **Step 1**: Generate a basic image using a simple prompt (e.g., *"A serene mountain landscape."*).
    - ■ **Step 2**: Refine the prompt for additional details and style (e.g., *"A serene mountain landscape at sunrise, with vibrant orange and pink hues, in a watercolor style."*).
    - ■ **Step 3**: Use the edit tool to add or adjust specific elements, such as including a river in the foreground.

Original to Revised Compared

Example Prompts

Initial: *"Illustration of a fluffy cat with green eyes sitting on a windowsill."*

Example Prompts

Refined: *"Illustration of a fluffy cat with green eyes sitting on a windowsill at sunset, with warm hues, in the style of Van Gogh."*

Structured Prompt Building

The extended DALL·E interface encourages users to construct prompts with precision by following a six-part formula:

- **Image Type**: Define the type of artwork (e.g., photo, illustration, sketch).
- **Subject**: Specify the main focus of the image (e.g., a golden retriever, a spaceship).
- **Key Features**: Highlight essential details (e.g., fluffy tail, metallic shine).
- **Setting**: Describe the environment or scene (e.g., sitting by a fireplace, in outer space).
- **Color and Mood**: Use specific hues or ambiance (e.g., vibrant turquoise, soft pastels, dramatic lighting).
- **Style**: Optionally add an artistic reference or era (e.g., in the style of Monet, futuristic design).

Alien Planet Exploration
Structured Prompt Example

Subject: An astronaut in a high-tech spacesuit.

Action: Planting a flag on the surface of an alien planet.

Environment: A rocky alien landscape with two moons in the sky and distant alien structures.

Details: Strange glowing plants and a hovering drone capturing the scene. The flag has a futuristic emblem.

Lighting: Natural lighting from two suns, creating dual shadows and a surreal glow.

Style: Sci-fi concept art with a detailed and immersive feel.

Alien Planet Exploration

Ancient Library
Structured Prompt Example

Subject: An elderly scholar in a flowing robe with a long beard.

Action: Reading an ancient scroll at a wooden desk.

Environment: A grand library filled with towering bookshelves and spiral staircases.

Details: The desk is cluttered with candles, quills, and stacks of parchment. A large globe and an open book with glowing text sit nearby.

Lighting: Soft, warm candlelight creating deep shadows and a cozy atmosphere.

Style: Realistic oil painting with rich, warm tones

Ancient Library
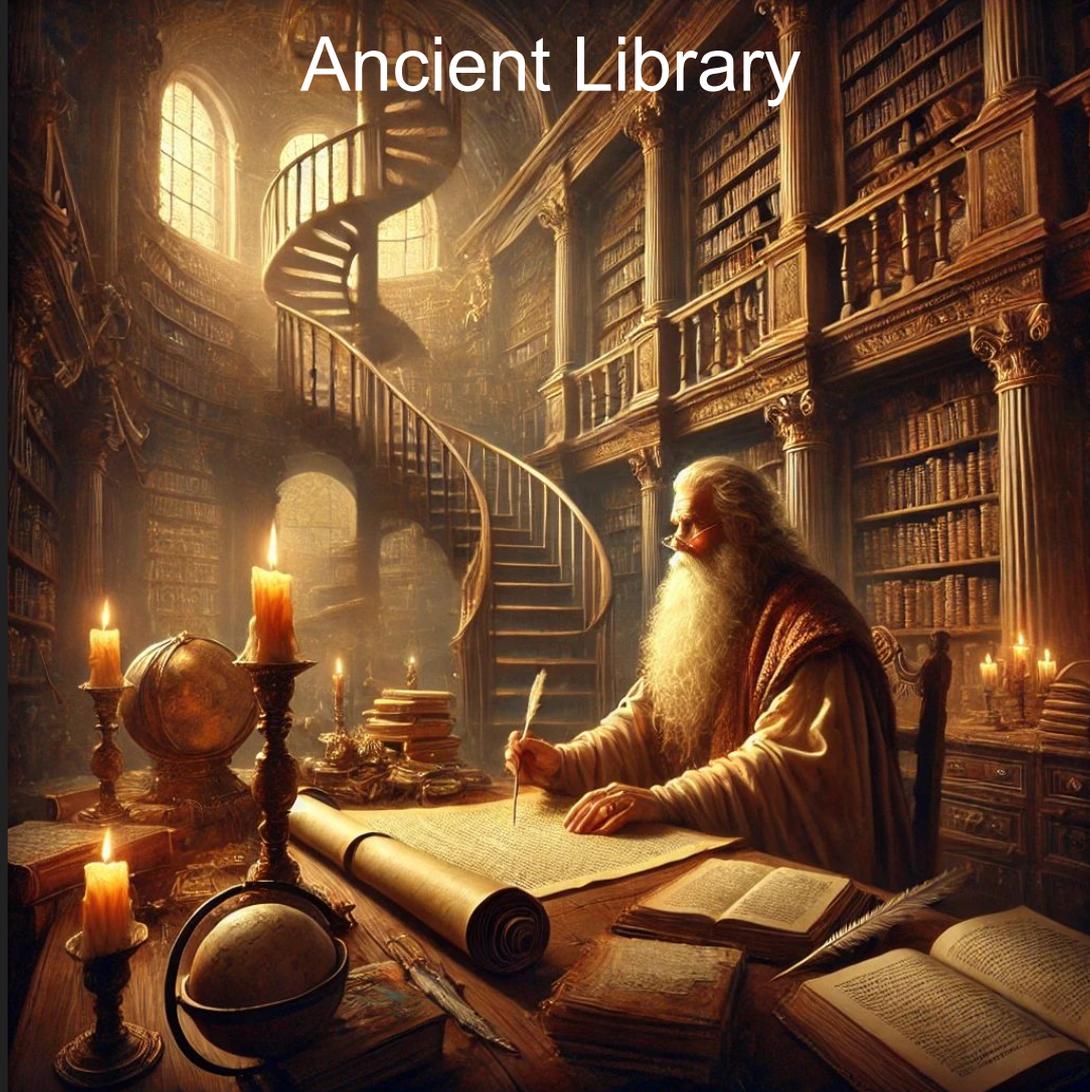
Serene Beach Scene
Structured Prompt Example

Subject: A woman in a flowing white dress with a straw hat.

Action: Walking barefoot along the shoreline, looking at the horizon.

Environment: A tranquil beach with crystal-clear water and soft white sand.

Details: Seashells scattered along the shore, gentle waves lapping at her feet, and a seagull flying overhead.

Lighting: Warm, golden-hour lighting with a soft orange glow.

Style: Impressionist painting with soft brushstrokes and dreamy textures.

Serene Beach Scene

Futuristic Cityscape
Structured Prompt Example

Subject: A lone humanoid robot with sleek metallic features.

Action: Walking through a bustling futuristic city street.

Environment: Neon-lit urban environment with holographic advertisements and flying cars overhead.

Details: The robot is carrying a small glowing orb in its hand, and the street is wet, reflecting the neon lights.

Lighting: Dramatic lighting with neon blues, purples, and oranges.

Style: Cyberpunk aesthetic with a cinematic feel.

Forest Elf Archer
Structured Prompt Example

Subject: A graceful forest elf with long silver hair and pointy ears.

Action: Drawing a bow with a glowing arrow aimed at the sky.

Environment: Deep in a mystical forest with towering trees and glowing mushrooms.

Details: The elf wears intricate leather armor with leaf patterns, and a quiver of arrows is slung across their back. Wisps of magic float in the air.

Lighting: Soft, ethereal light with beams of sunlight streaming through the tree canopy.

Style: Realistic fantasy illustration with fine details and vivid colors.

Forest Elf Archer

Aspect Ratio Options

Supported Aspect Ratios:

- ○ The interface provides three aspect ratio options to fit various creative and practical needs:
  1. **Square (1:1)**: Default setting, ideal for general-purpose images and platforms like Instagram.
  2. **Widescreen (16:9)**: Best suited for banners, YouTube thumbnails, cinematic visuals, or presentations.
  3. **Vertical (9:16)**: Designed for social media stories, posters, or mobile-first content.

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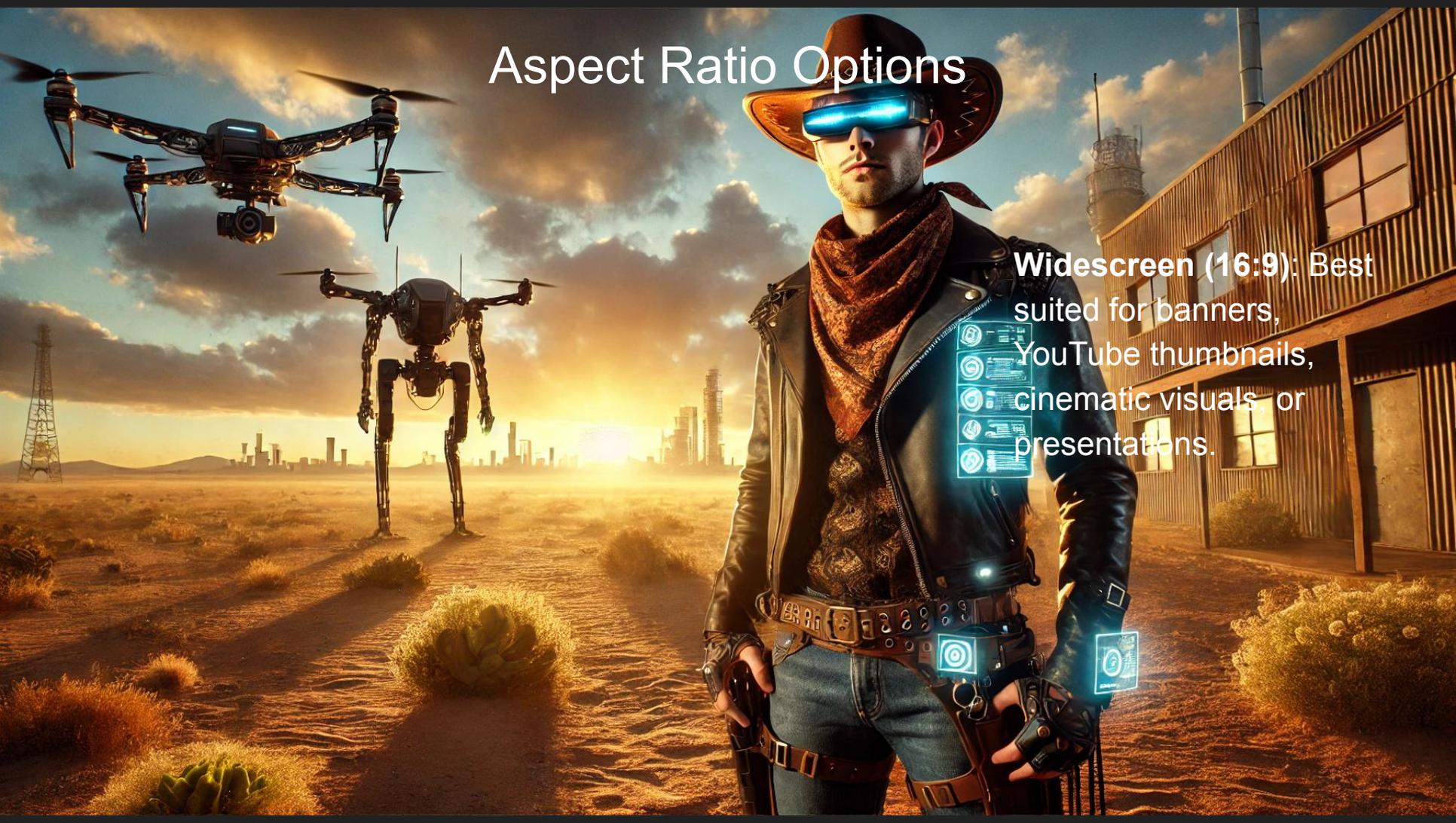
Aspect Ratio Options

Vertical (9:16): Designed for social media stories, posters, or mobile-first content.

BENEFITS TO DALL-E GPT

Benefits of Using the Extended Dalle Interface

- **Ease of Use**: The interface is beginner-friendly, with intuitive controls for style, aspect ratio, and editing.
- **Creative Flexibility**: Advanced tools and formula-guided prompts enable users to explore a wide range of artistic possibilities.
- **Time Efficiency**: Built-in features like pre-defined styles and in-image editing streamline the creative process, reducing the time needed to achieve desired results.
- **Professional Quality**: Refined output capabilities ensure that images are suitable for presentations, marketing, or personal projects.

By leveraging these features, users can unlock the full potential of DALL·E within ChatGPT, transforming their ideas into visually compelling AI-generated art.

EFFECTIVE PROMPTING WITHIN DALL·E GPT

Importance of Descriptive Prompts for Desired Results

Crafting Effective Prompts: Clear, specific, and descriptive language is crucial for guiding the AI to produce images that meet expectations. For example, instead of "a dog," a better prompt might be "a golden retriever puppy sitting on a red cushion in a cozy living room with soft lighting."

Incorporating Context: Adding contextual details such as the setting, colors, mood, or artistic style helps refine the output.

Iterative Prompting: Experimenting with different phrasings or adjusting the level of detail in prompts can further optimize results. Users can refine prompts after observing initial outputs to guide the AI more effectively.

Using Modifiers and Keywords: Including terms like "realistic," "minimalist," "oil painting style," or "futuristic design" allows for greater customization and alignment with creative goals.

Canva AI Image Generator

Getting Started with Canva AI Image Generator

Requirements:

- A Canva account (Free, Pro, Not-for-Profit, or Education versions).
- Free accounts allow **50 lifetime credits**, while paid plans include **500 monthly credits**.

Setup:

- Navigate to Canva and log in or create an account.
- Go to the dashboard and locate the **Text-to-Image** app in the **Apps** section or search for it manually.

Starting a Design:

- Choose an existing template or create a custom design size.
- Examples include Instagram posts, blog visuals, and other media formats.

Getting Started with Canva AI Image Generator

Selecting a Canvas Size:

- Go to "Custom Size" or choose a specific template for platforms like Instagram, Pinterest, or others.
- Example: Instagram portrait size (1080x1350 pixels).

Accessing the Text-to-Image Feature:

- Open the **Apps** section (bottom left).
- Search and install **Text to Image** by Canva.
- Explore options such as styles, aspect ratios, and examples.

Generating an Image:

- Input a detailed prompt for better results (e.g., "koi fish swimming in a pond" with a dreamy style and portrait size).
- Canva generates multiple image variations to choose from.
- Import selected images directly into your canvas.

Use Cases for AI-Generated Images

Social Media Content:

- Ideal for Instagram, Pinterest, and other platforms to boost engagement.
- Example: Create product images for marketing campaigns, such as lipstick packaging ideas.

Creative Design:

- Generate wallpapers, illustrations, and mockups.
- Adjust styles (e.g., ink print or dreamy aesthetic) to match branding.

Product Prototyping:

- Generate visual ideas for packaging or other designs.
- Example: Create variations of lipstick packaging with details like "metallic pink" or "light pink."

Advanced Features and Tips

Using Prompts and Styles:

- Provide detailed prompts for specific results.
- Experiment with Canva's style options for aesthetic consistency across platforms.

Background Removal:

- Use Canva's **Background Remover** or third-party tools like **Remove.bg** to eliminate image backgrounds.

Mockup Creation:

- Integrate images into mockups for professional-looking product displays.
- Use Canva's integration with Smart Mockups for additional functionality.

Practical Examples

Wallpaper Creation:

- Example: iPhone wallpaper with pale blue, pink, and green flowers.
- Add stylistic variations to align with a brand's aesthetic.

Layered Designs:

- Combine multiple images using Canva's layering tools.
- Example: Add a figure in the foreground of a background image for a complete visual.

Using the Text-to-Image Tool in Canva

Creating AI-Generated Images:

- Input prompts detailing the desired content (e.g., "Ambulance driving in 19th-century New York").
- Adjust **styles** (e.g., photo, drawing, minimalist) and **aspect ratios** (square, portrait, landscape).
- Generate images and view four variations for each prompt.

Customization:

- Enhance generated images by:
  - Resizing or adjusting elements.
  - Adding text, headings, and design elements like arrows or icons.
  - Editing colors, fonts, and layouts.

Examples

Creating blog visuals: Maintaining a consistent style for thematic cohesion.

Generating marketing assets: Using prompts for productivity or promotional posts.

Developing custom aesthetics for social media campaigns.

Benefits of Canva's AI Tool

Creative Freedom: Enables the creation of visuals that aren't available in Canva's standard library.

Time Efficiency: Quickly generates designs without requiring advanced skills or external designers.

Commercial Use: AI-generated images can be used for both personal and business purposes (with some copyright limitations)

Caveats and Additional Notes

Limitations:

Canva does not grant exclusive rights to generated images.

There's no clear legal framework for AI-generated image copyrights.

Takeaways:

Canva's Text-to-Image tool is a valuable resource for small businesses and creators.

The tool offers flexibility, customization, and cost-effectiveness for digital content creation.

Call to Action:

Viewers are encouraged to try the tool, leave feedback, and subscribe for more tutorials.

Conclusion

Canva AI Image Generator is a beginner-friendly tool that unlocks creative possibilities.

Useful for businesses, social media creators, and designers without extensive experience.

Encouragement to experiment and share designs for enhanced creativity.

6 AI IMAGE GENERATORS

AI Image Generators, part 1

Midjourney

- **URL**: Midjourney
- **Pricing**:
  - Basic Plan: $10/month
  - Standard Plan: $30/month
  - Pro Plan: $60/month
  - Mega Plan: $120/month
  - https://www.midjourney.com/home
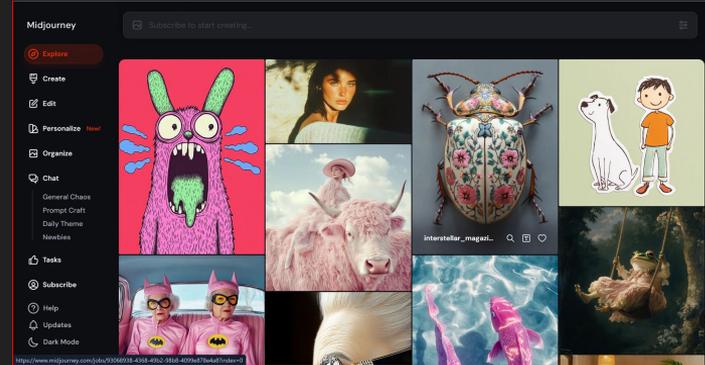
Stable Diffusion

- **Pricing**: Free to use; open-source model. Some platforms may offer paid versions with additional features.
- https://stability.ai/
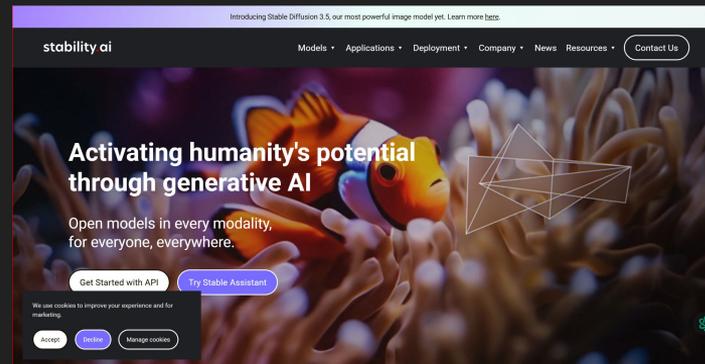
AI Image Generators

Leonardo AI

- **Pricing**:
  - Starter: $7.49/month
  - Advanced: $15.99/month
  - Champion: $30.99/month
- **URL**: [Leonardo AI](#)
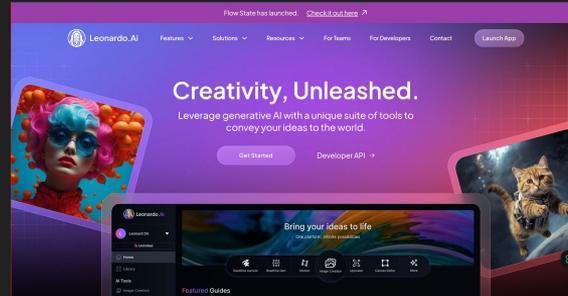
NightCafe

- **Pricing**:
  - Beginner: $6/month
  - Hobbyist: $10/month
  - Enthusiast: $20/month
  - Artist: $50/month
  - **URL**: [NightCafe Creator](#)
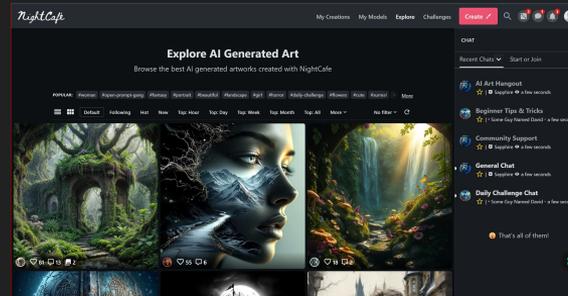
AI Image Generators

Craiyon

- **Pricing**: Free to use with ads; subscription options available for an ad-free experience and faster generation times.
- **URL**: Craiyon

Deep Art Effects

- **Pricing**:
  - Basic Plan: Free with limited features.
  - Pro Plan: Offers advanced features; pricing details available on the website.
  - **URL**: Deep Art Effects
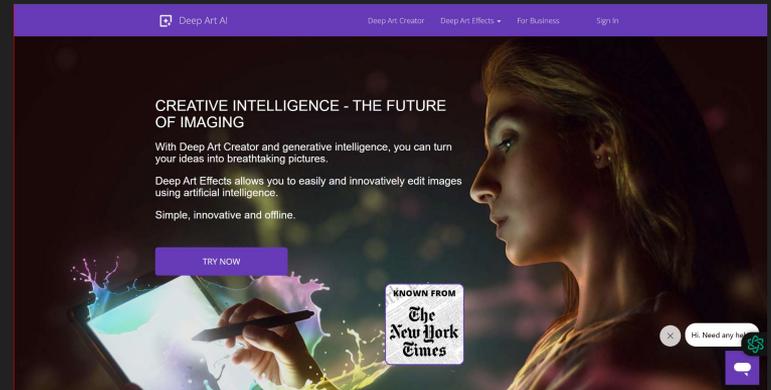
AI Image Generators (Focused)

DALL·E 3

- **Pricing**: Accessible through a ChatGPT Plus subscription at $20 per month. Also available for free via Bing Chat.
- **URL**: [OpenAI's DALL·E 3](#)
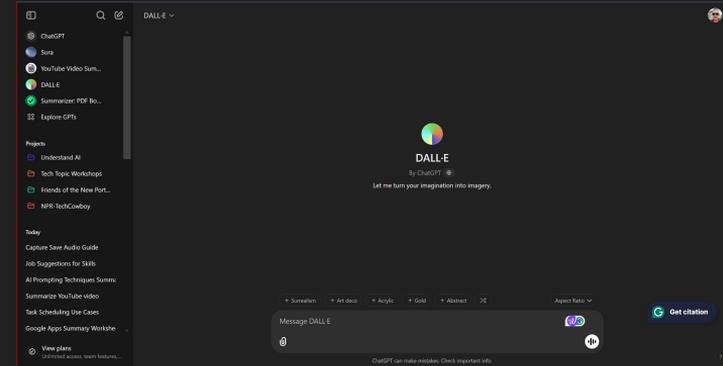
Canva AI Image Generator

- **Pricing**:
  - Free Plan: Includes basic features and templates with limited AI image generation credits.
  - Pro Plan: Priced at $12.95 per month (billed annually), offers access to premium templates, advanced features, and increased AI image generation credits.
- **URL**: [Canva AI Image Generator](#)
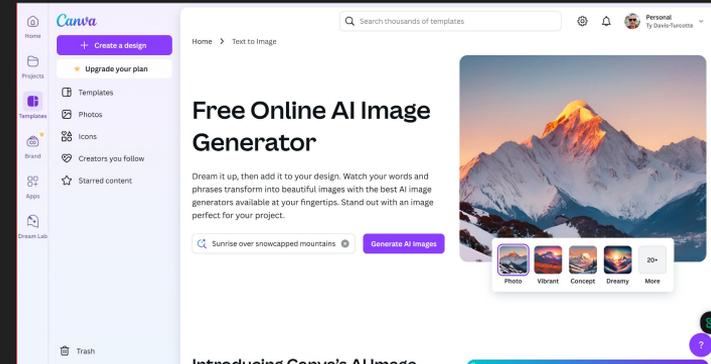
Next Week's Understanding AI Workshop

Voice Conversation

- Overview of how ChatGPT uses voice conversations

Audio Generators

- Hands-on demonstration of various AI Audio generators

Ethical Code

- Discussion of ethics and AI

Advanced Prompting Slidedeck

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