

# Prompt to Product: Teaching Generative AI in Design

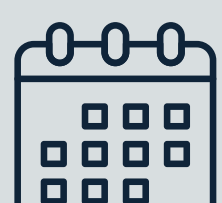
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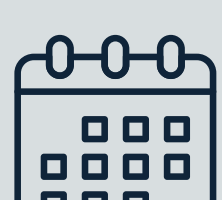
As **generative AI** tools reshape visual communication, instructors must help students build both **technical skills** and **critical awareness**.

## Background


- **Generative Artificial Intelligence (AI)** produces content from user prompts.
- Graphic designers & educators debate AI's role, attempting to balance concerns about ethics, accuracy, creativity, with increased efficiency.
- Taught a three-day generative AI unit with 21 students enrolled in a graphic design course.


## Generative AI Design

 **Days 1 & 2:** Used generative AI features in Adobe Firefly & Illustrator to modify or create new graphics.

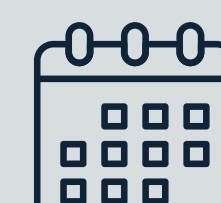
 Learned to write prompts for generative AI during design activities.

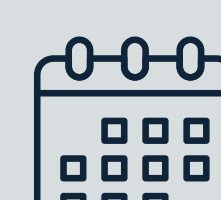
## Role-Play

 **Day 3:** Examined concerns of ethics & bias in generative AI by portraying roles of consumers, creators, CEOs, & designers.

 Analyzed their views & represented others affected by generative AI.

## Reflection

 Answered open-ended questions about **realism** of their graphics & what **benefits & limitations** they discovered from their generative AI explorations.

 Shared ideas in small group & class discussions.

## Findings

### Benefits:

- Easy addition or removal of elements using the generative fill tool.
- Increased creativity due to greater options for image creation.
- Faster image creation.
- Simplified style or color changes.
- Creation of specific photos without stock images.

### Limitations:

- Uniformity of edits.
- Unrealistic graphics due to filters, colors, or lighting.
- Robotic-looking flaws.
- Need precise prompts due to misinterpretation.
- Limited variations within generated content.

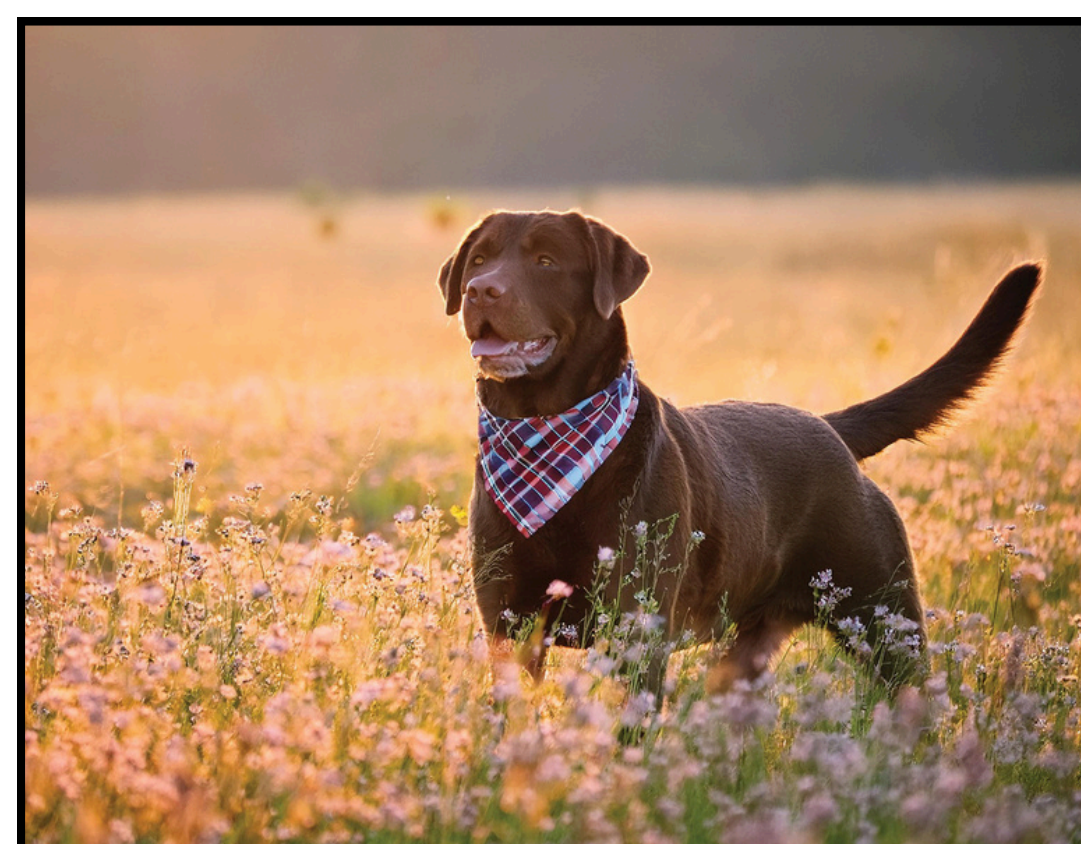
Multiple respondents acknowledge a learning curve in prompt development. Overall, students found generative AI tools to be **useful, but imperfect**.

## Recommendations

We encourage instructors to pair generative AI instruction with **critique and prompt refinement** to foster ethical and creative design practices.



Adobe Firefly



Created & modified photos using styles, aspect ratios, & content types



Modified existing photo using generative fill



Adobe Illustrator



Created scalable vector graphics by generating subjects & scenes



Recolored vector artwork



Scan for resources