

Prompt Engineering for AI Image Generation

Length: 1/2 Day

Summary: Artificial intelligence (AI) tools can be used in a business setting to create images that are unique, high quality, and cost effective. In response to your written prompt describing what you require in an image, these tools can quickly produce art, illustrations, diagrams, sketches, graphical concepts, and a wide range of other images, enabling you to save time and money designing and developing new graphic concepts, custom images, and product designs.

Course Objectives: In this course, you will generate images effectively using AI tools.

You will:

- Select and use a generative AI tool to create images from text prompts.
- Describe your desired content and style sufficiently for a generative AI tool to produce the image you want.
- Use AI image-generation tools effectively and ethically within a business context.

Target Student: This course is designed for people who want to develop the skills needed to put generative AI-based image-generation tools to work in their own tasks and workflows.

Course Prerequisites: To ensure your success in this course, you should have at least a basic understanding of computers and other electronic devices used in the enterprise. You should be comfortable using Microsoft® Windows® and using a web browser to access the Internet.

COURSE CONTENT

Lesson 1: Using AI to Generate an Image

Topic A: Generate an Image

Topic B: Select an Appropriate AI Image-Generation Tool

Lesson 2: Getting the Image You Want

Topic A: Describe the Subject Matter of Your Desired Image

Topic B: Describe the Style of Your Desired Image

Lesson 3: Implementing Image Generation in a Business Setting

Topic A: Leverage the Variability of AI-Generated Images

Topic B: Handle Ethical Concerns