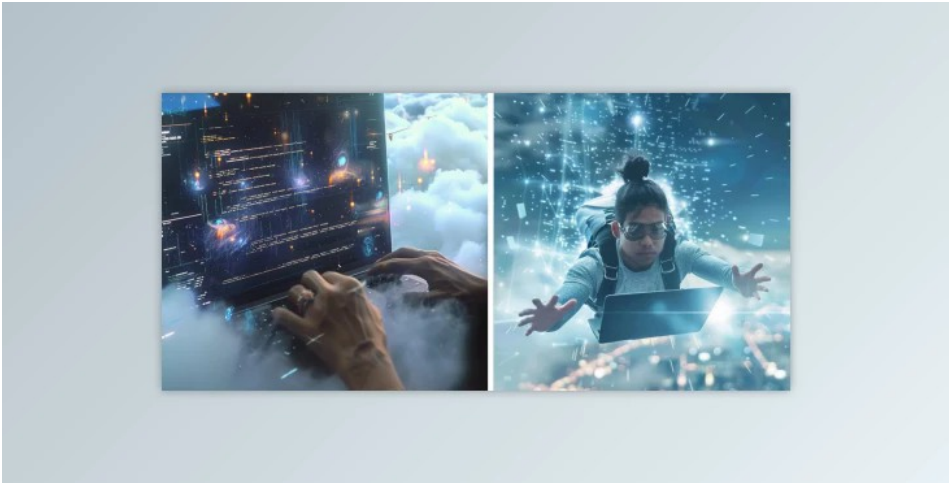




Prompt Engineering for Creatives: AI Workflows for Branding (Feat. Midjourney & Canva)

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Prompt Engineering for Creatives: AI Workflows for Branding (Feat. Midjourney & Canva): Unlock the boundless potential of AI with this class, designed to enhance your understanding of prompt engineering and unleash your creativity:

- Prompt Engineering: Master guiding AI interactions to achieve desired outcomes.
- Understanding AI's Role: Gain insights into the fundamentals of AI in visual content creation, focusing on Midjourney for practical exercises.
- Crafting the Perfect Prompt: Learn how to design prompts that yield distinctive and on-brand imagery, utilizing Canva for practice.
- Brand Aesthetics & AI: Explore strategies for conveying your brand's ethos and values through AI-generated content.
- Project & Toolkit: Dive into your final project by creating a series of AI-generated images that narrate your brand's story, with a suggested focus on creating a postcard.

Challenge the boundaries of your creativity with AI. Begin with a brainstorming exercise to unlock the vast expanse of your imagination.



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