Title: How can designers use AI to be more creative & efficient (A practical guide)

Title option 2: The most practical guide to using AI as a designer

Title option 3: This AI design guide will improve your creative process 10x

Hello Creatives,

One question.

How many times in the past 18 months have you heard that AI is here to *enhance, not replace, your job*?

Countless, right?

But nobody tells you exactly how.

I mean, sure, they might show you some tools to experiment with or some hacks to get designs quickly. You've probably tried AI for yourself.

But have you found anything that truly integrates with your workflow, boosting speed without sacrificing quality?

Is there even a practical way to achieve this?

Let's find out...

In this edition, we will be looking at:

- How you can use AI "practically" to automate your creative process
- Updates in your favorite tools related to AI
- Some other tasks you can do as a designer with AI
- ICYMI: AI x Design news from the last month

How Can You Use AI to Automate Your Creative Process?

The usual creative process of a designer includes the following:

1. **Inspiration**
2. **Ideation**
3. **Creation**

AI today can help you in all these three areas.

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1. Inspiration

Rapid Insight

Any good design begins with a concept—a brilliant insight.

Now you can keep scrolling Pinterest & Behance randomly for hours waiting for something to click.

Or you can use AI to generate ideas relevant to your project, which can be the starting point for your project. You keep thinning the herd until you find one that fits perfectly.

For example - you want to design ideas for let's say an Instagram ad for an AI girlfriend. This should be fun!
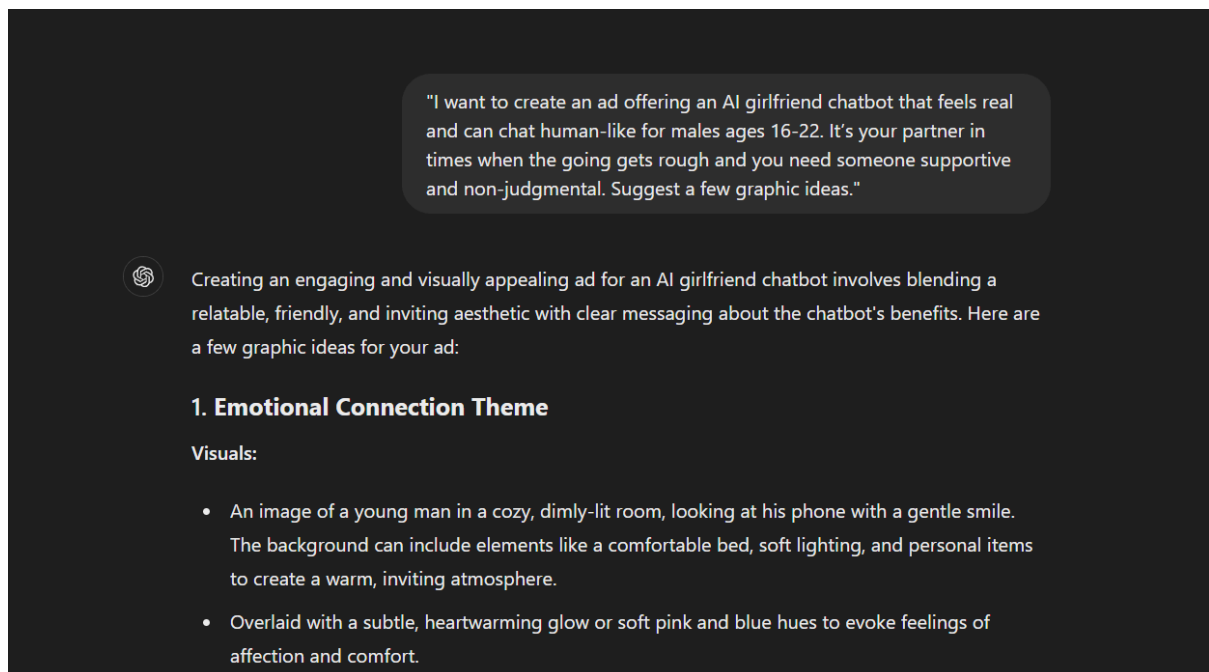
Prompt:

"I want to create an ad offering [your product] and evoke [the desired feeling]. Suggest a few graphic ideas to pair with it."

💡 **Tip:** The more context you provide, the better the ideas.

Prompt Example:

"I want to create an ad offering an AI girlfriend chatbot that feels real and can chat human-like for males ages 16-22. It's your partner in times when the going gets rough and you need someone supportive and non-judgmental. Suggest a few graphic ideas."

Let's put this into chatGPT and see what we can come with up:
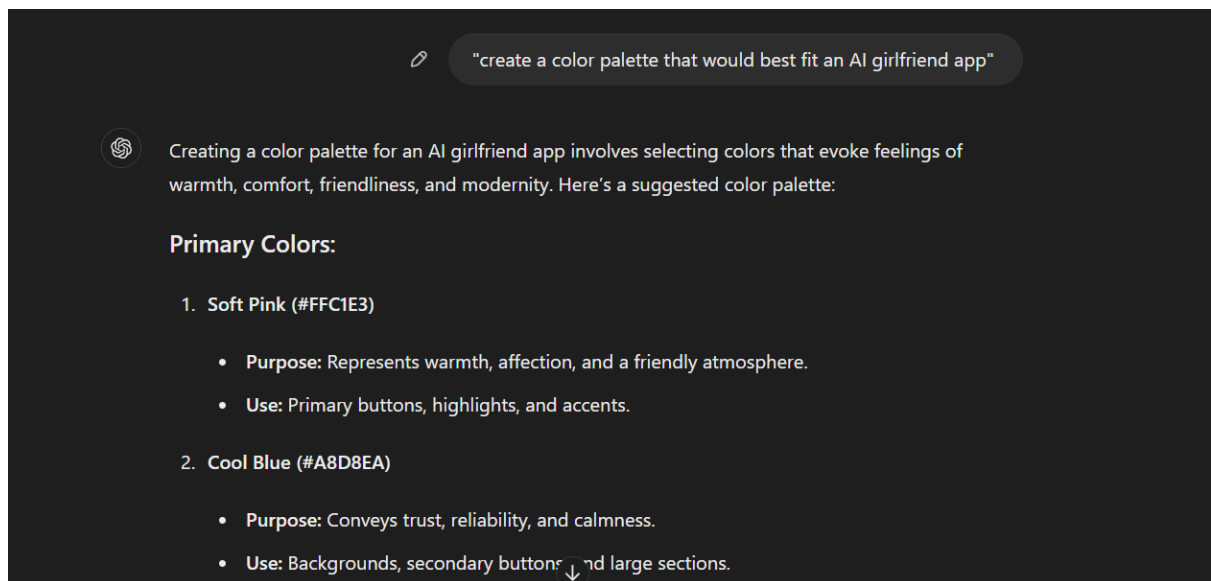

This can be a solid starting point.

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2. Ideation

Once you have a rough concept in your mind, you can move on to ideating the design elements.

- **Color Palette & Fonts**

Color Palette: ChatGPT can provide a color palette according to your exact needs, with its reasoning. You can use it as-is or experiment further.

Prompt: "Create a color palette that would best fit an AI girlfriend app."

This is the color palette ChatGPT generated. You can use it as it is or experiment further.

If this doesn't spark your creativity, you can generate random color palettes using AI.
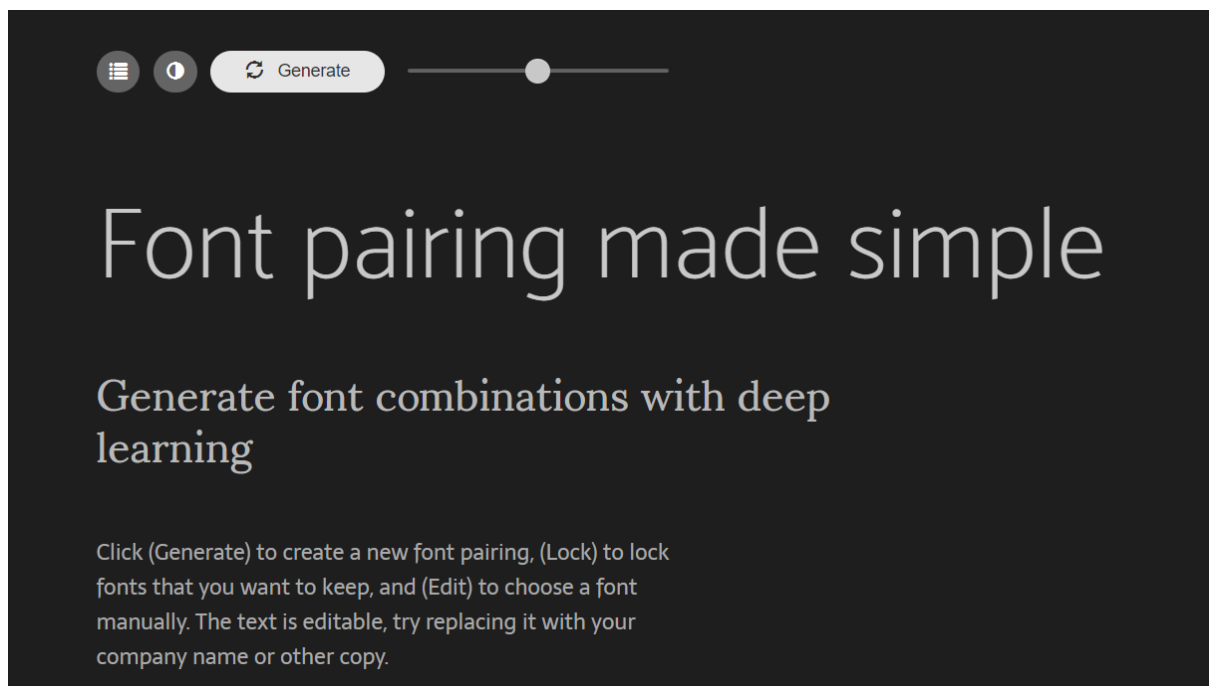
Tools for Color Palettes:

- **Colors**
- **Adobe Color**
- **Color Hunt**

The tool Khroma, goes one step further by asking you to select fifty colors you're attracted to, then generating color combinations and complete color palettes relevant to you.

💡 **Tip:** If you have some images in mind, tools like Adobe Color and Coolors can automatically generate color palettes from images.

Font Combinations:

For font combinations and typography, tools like Fontjoy and Canva's font pairing tool use AI to suggest font combinations that work well together.
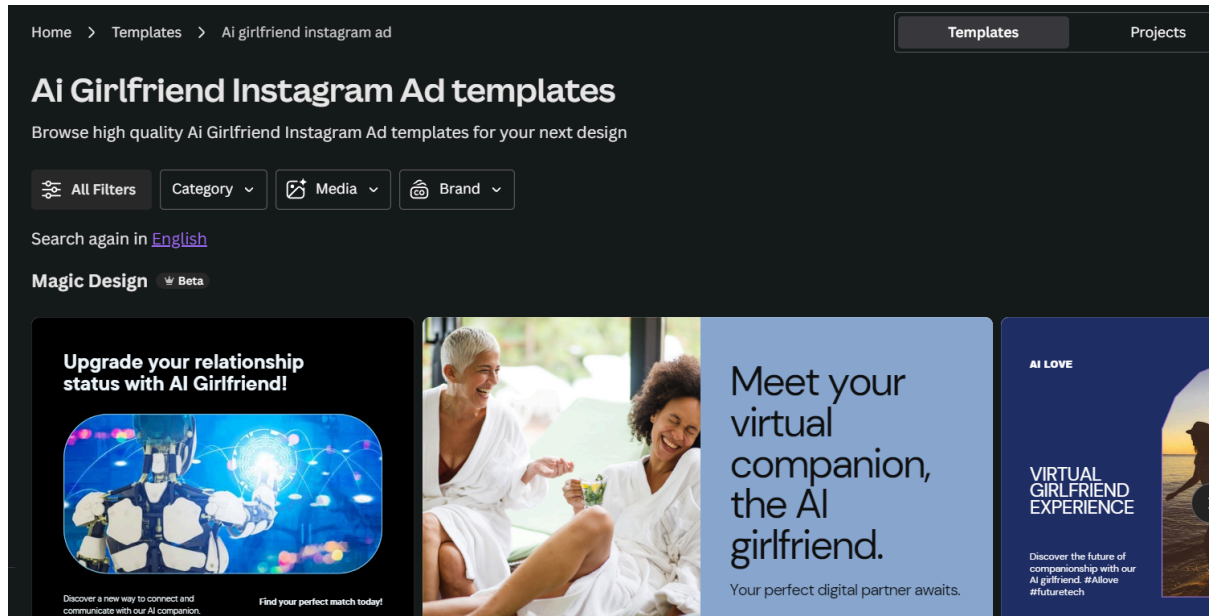

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3. Creation

Now, after having a few concepts and design elements in mind, you can start the actual design.

Layouts

Ideating layouts is always a headache, especially when you have a creative block. You see all these great designs everywhere, but you can't visualize what would suit your project.
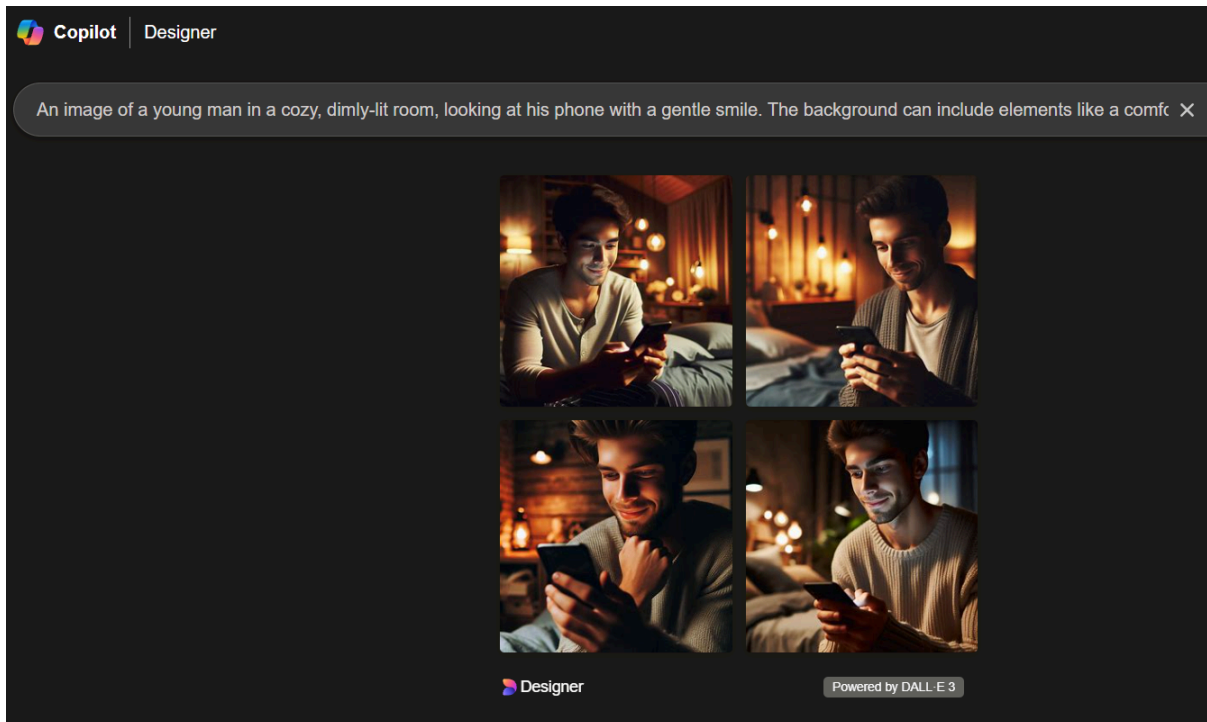
We can use AI tools like Canva and Adobe Spark for this now. You can search for templates by prompting now.

Imagery

this is AI's forte. From minimalist art to fancy detailed images. You can generate it all in clicks.

Let's take the AI girlfriend idea we generated above and see what kind of results we can generate.

Not bad. This can be a great starting point

Some popular Image Generation Tools:

- MidJourney
- Bing Create
- DALL-E
- NightCafe Creator (for modifying existing images using AI)

Some tools, including MidJourney and NightCafe Creator, allow you to upload your photographs and use them as a base for modifications.

The Actual Creation

Now, once you have all the armory, you are all set to create. Even here, AI can be of big help. AI tools can now automate many design tasks, and industry-standard tools like Adobe Suite and Canva are incorporating fantastic AI upgrades.

Auto-Adjustments:

- **Adobe Photoshop's Auto-Tone, Auto-Contrast, and Auto-Color** can enhance images with AI-driven adjustments.

Background Removal:

- Use **Remove.bg** or Photoshop's AI-powered "Select Subject" and "Remove Background" features.

Image Upscaling:

- Tools like **Let's Enhance** and **Topaz Gigapixel AI** upscale images while preserving or improving quality.

Automatic Kerning and Spacing:

- AI features in design software adjust kerning, tracking, and line spacing for optimal readability and aesthetic appeal.

Most of the industry standard design tools have an AI upgrade now. Let's see what all it is...

AI updates in your favorite tools

Adobe Creative Cloud

Adobe Photoshop

- **Generative Fill:** Fill incomplete images by asking what you need. You can now add, extend, or remove content from images by typing a description. Photoshop will analyze the context and make the changes.
- **Neural Filters:** Simplify complex photo editing tasks with AI-driven enhancements, like Skin Smoothing and Style Transfer.
- You can also remove backgrounds & upscale images in Photoshop now.

Adobe Illustrator

- **Auto Recolor:** Instantly swap your artwork's color palette using AI.

- **Enhanced Pattern Creation:** Automate the alignment and distribution of elements, with complete symmetry and balance.

Canva

- **Magic Resize:** Turn an Instagram post design into a Twitter post design automatically. The dimensions change without losing layout integrity.
- **Design Suggestions:** AI analyzes your content and suggests design improvements, like font pairings and color combinations.

Canva recently had Canva Create 2024, its signature annual event where they announced exciting updates. Here are the top AI upgrades announced at this year's event, last month:

- **Canva Grab:** It lets you can grab & edit any photo elements by simply clicking on them. No more wasting time lasso tooling every image.
- **Magic Media:** As if Canva's repository of elements wasn't enough, you can create a new image, vector, or video right in Canva now.
- **Blend:** This is a fun one. Whenever you get a group photo clicked, there's always this one person who misses out. And wiith the most common excuse ever.

  Canva's blend tool can fit that person right into the picture as if they were present.

  This mode allows external elements to be a part of your original image to look real. Well, almost.

- **Magic Switch:** This tool was already there but now it got an upgrade. If you don't know, this mode allows you to transform your designs into any type of document instantly. Now you can even apply the style of your brand to the design you have created. Just one click and the design will adapt to your brand kit.

Figma

- **Smart Layouts:** Automatically adjust the positioning and spacing of elements.
- **Component Suggestions:** Figma now suggests relevant components and design patterns based on your project.

Sketch

- **Assistive Design Features:** Recommending improvements and enhancements, like optimizing layer structures.
- **Prototype Automation:** Automate interactive prototype creation by predicting user flows and linking screens.

Some additional things you can do with AI

UI Generation

- Tools like **Uizard** creates wireframes, mockups, prototypes, and UI designs from sketches or written descriptions.

Generating Illustrations

- **AutoDraw by Google** lets you quickly produce professional illustrations with pre-drawn images.

Deep Art Effects

- **DeepArt Effects** creates images in the style of famous art movements like surrealism and cubism.

Generating Logos

- Tools like **Looka** help you create logos tailored to your brand's identity by generating multiple logo options based on your preferences.

I will end this newsletter edition with a cliche quote & some AI x design news from the past month.

"AI won't replace you, A designer using AI will"

Now the news...

ICYMI: AI X Design news in last month

- **Figma got a chatgpt upgrade:**
  https://x.com/Abmankendrick/status/1790045908127596612?t=BN2oNBQJ3vX2LYZLEtQ1JQ&s=19
- **Lens blur in Adobe Lightroom:**
  https://www.popsci.com/adobe-lightroom-ai-tools/
- **MS Paint got an AI upgrade:**
  https://www.engadget.com/microsoft-paint-is-getting-an-ai-powered-image-generator-that-responds-to-your-text-prompts-and-doodles-190653716.html
- **Nike is developing their own generative AI model:**
  https://www.dezeen.com/2024/05/07/nike-ai-model-john-hoke/
- **Motiff unveiled a revolutionary AI tool:**
  https://egov.eletsonline.com/2024/06/motiff-unveils-ai-powered-design-tool-set-to-transform-ui-design-landscape/

How's your experience using AI for design been? Share it with me by replying to this email.

I am sending a list of 20+ rare AI design tools to everyone who replies.