

AI-Powered Graphic Design: Mastering Generative Tools

15 – 19 March 2027
Paris

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Training Center

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Ref: 103600532_81440 **Date:** 15 – 19 March 2027 **Location:** Paris **Fees:** 5700 Euro

Course Overview

This course focuses on the new era of creative intelligence, where artificial intelligence in creative industries has become a key driver reshaping design thinking, idea generation, and visual identity development.

This AI Graphic Design Course aims to move participants beyond a basic technical understanding of tools toward a deeper comprehension of how machine learning models operate and how they "think" generatively when creating images and visual concepts.

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The program emphasizes generative design and advanced prompt engineering, combining theoretical foundations with practical applications using AI tools to produce professional-quality designs. Participants will explore platforms such as ChatGPT, Midjourney, DALL·E, Adobe Firefly, Runway ML, and Blender within a professional organizational context.

The course also addresses digital transformation in graphic design, focusing on design automation and improving design quality using AI. In addition, it explores the ethics of artificial intelligence in design and methods for managing AI-driven creativity to ensure responsible and effective use within organizations.

Target Audience

- Graphic designers at all levels
- Brand and corporate identity managers
- Marketing and creative teams
- Visual media and digital content specialists
- Digital transformation leaders
- UX/UI managers and designers
- Entrepreneurs in creative industries

Target Departments

- Design and Corporate Identity Management
- Marketing and Corporate Communications
- Digital Transformation Departments
- Innovation and Product Development
- Media and Public Relations Departments
- UX and Digital Design Teams

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Target Industries

- Advertising and marketing agencies
- Media production companies
- Technology and digital application companies
- Education and training institutions
- E-commerce companies
- Gaming and creative industry companies
- Government entities and public sector organizations

Course Objectives

By the end of this course, participants will be able to:

- Explain the evolution of artificial intelligence in creative design
- Describe how machine learning and generative models produce visual content
- Analyze opportunities and challenges related to AI in creative industries
- Apply generative design principles to develop a complete visual identity
- Conduct prompt engineering workshops for designers to build structured and precise prompts
- Use Midjourney and DALL·E to generate brand-related images
- Create AI-generated mood boards and color palettes
- Develop a framework for managing AI-driven creativity within design teams

Training Methodology

This course adopts an interactive training approach that combines conceptual learning with intensive practical application.

Sessions begin by introducing strategic concepts related to digital transformation in graphic design, followed by practical exercises simulating real-world professional environments.

Participants will engage in both individual and group activities to generate creative ideas using artificial intelligence and build visual identities through generative design.

The course also includes structured critique sessions to analyze AI-generated outputs and improve accuracy and quality. Participants will take part in prompt engineering workshops, experimenting with different prompts and observing how modifications affect visual results.

Additionally, the program includes applied case studies, structured feedback sessions, and short daily projects to strengthen practical understanding and connect theoretical concepts with real organizational contexts.

Course Tools

- Practical frameworks for building generative design projects
- Visual output quality evaluation models
- Templates for developing AI-based visual identities
- Applied examples of graphic design automation
- Ethical evaluation models for AI use in design
- Real-world case studies from professional environments

The course focuses on delivering practical insights and applied examples rather than providing software tools directly.

Course Agenda

Day 1: The New Era of Creative Intelligence

- **Topic 1:** Evolution of Artificial Intelligence in Creative Design
- **Topic 2:** How Machine Learning Models Think Creatively
- **Topic 3:** Generative Models and Their Mechanisms for Image Creation
- **Topic 4:** AI in Creative Industries and Digital Transformation in Graphic Design
- **Topic 5:** Organizational Opportunities for Graphic Design Automation
- **Topic 6:** Technical and Ethical Challenges in Creative AI Use
- **Review:** Analyzing the Impact of Artificial Intelligence on the Role of Designers

Day 2: AI-Powered Design Platforms

- **Topic 1:** Using ChatGPT for Creative Idea Generation
- **Topic 2:** Using Midjourney for Visual Identity Development
- **Topic 3:** Using DALL·E for Advertising Campaign Design
- **Topic 4:** Adobe Firefly in Professional Design Workflows
- **Topic 5:** Runway ML for Motion Visual Content
- **Topic 6:** Blender and AI-Supported 3D Design
- **Review:** Comparing Platforms and Selecting the Most Suitable Tool

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Day 3: Generative Design as an Organizational Workflow

- **Topic 1:** Principles of Generative Design
- **Topic 2:** Building Visual Concepts Using AI Tools for Professional Design
- **Topic 3:** Improving Design Quality Using Artificial Intelligence
- **Topic 4:** Visual Consistency in Brand Identity
- **Topic 5:** Applications of Artificial Intelligence in Visual Media
- **Topic 6:** Generating Creative Ideas with AI Within Teams
- **Review:** Mini Project for Developing a Visual Concept

Day 4: Advanced Prompt Engineering for Designers

- **Topic 1:** The Art and Science of Prompt Engineering
- **Topic 2:** Building Structured Prompts for Consistent Results
- **Topic 3:** Smart Input Frameworks for Controlling Artistic Style
- **Topic 4:** Controlling Composition, Colors, and Creative Direction
- **Topic 5:** Correcting Errors and Improving Outputs
- **Topic 6:** Measuring Output Quality and Refining Prompts
- **Review:** Practical Evaluation of the Prompt Engineering Workshop

Day 5: Comprehensive Practical Application

- **Topic 1:** Creating AI-Based Mood Boards
- **Topic 2:** Designing Intelligent Color Palettes
- **Topic 3:** Developing a Complete Visual Identity Using Midjourney and DALL·E
- **Topic 4:** Integrating AI Outputs into Organizational Workflows
- **Topic 5:** Managing Creativity Using Artificial Intelligence
- **Topic 6:** The Future of the Graphic Design Profession
- **Review:** Final Project Presentations and Feedback

FAQ

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No formal prerequisites are required to join this course. However, participants with a background in graphic design, marketing, or digital content creation will benefit more, as the course focuses on applying AI within professional creative workflows rather than basic design fundamentals.

How long is each day's session, and what is the total course duration?

Each training day typically runs for 4 to 5 hours, combining conceptual learning with hands-on workshops. The course is delivered over one week, totaling approximately 20 to 25 hours of structured training and practical application.

What practical skills will participants gain from this course?

Participants will learn how to use AI tools such as Midjourney, DALL·E, and other platforms to create professional designs, build visual identities, develop mood boards, and apply prompt engineering techniques. They will also gain the ability to manage AI-driven creativity and integrate it into organizational workflows.

How This Course Differs from Other Courses

This course goes beyond simply introducing AI tools by focusing deeply on generative design principles and advanced prompt engineering. It builds a real understanding of how generative models operate and how designers can guide them intelligently to produce consistent results aligned with corporate identity.

The course combines AI-driven creative innovation with intensive practical application, making it a comprehensive generative design training program suitable for organizations seeking digital transformation in graphic design rather than basic tool training.

The final outcome is not only learning how to use AI platforms but gaining the capability to lead AI-supported creative processes confidently and professionally.