



# AI4 Youth Media

Artificial Intelligence for Youth Media

# **AI Toolkit 02**

## **Visual Generation & Design**

### **Social / Poster / Thumbnail / Carousel**

#### **Purpose**

- A shortlist of tools for rapid, high-quality visual content creation.
- Supports outputs: social posts, posters, thumbnails, and carousels.
- Includes a responsible-use checklist (rights, bias, disclosure).

#### **Typical workflow**

Brief & audience -> Style references -> Generate variants -> Select + refine -> Layout & typography -> Review -> Publish

# Tools at-a-glance

Pick one generator + one design/layout tool. Standardize prompt templates and review rules across your team.

Tool	Use it for	Quick notes (strengths + caution)
<b>Adobe Firefly</b>	Image generation and editing; useful inside Adobe workflows.	Good for variations and production pipelines. Confirm usage rules in your context.
<b>Canva</b>	Template-driven social graphics, posters, carousels, resizing.	Excellent for speed and consistency. Avoid an over-templated look.
<b>Midjourney</b>	Stylized key art, moodboards, thumbnail concepts.	Strong aesthetic range. Review for originality and rights-sensitive topics.
<b>DALL-E</b>	General image generation for quick drafts and illustrations.	Good for ideation. Avoid relying on generated text inside images.
<b>Stable Diffusion (local)</b>	On-device generation for privacy-sensitive work; fine control.	High control and privacy. Requires setup and careful model selection.
<b>Figma</b>	Layout, grids, typography, and consistent carousel frames.	Best for repeatable design systems. Keep human design review.
<b>Adobe Express</b>	Fast publishing-ready social outputs and brand assets.	Good for quick output. Confirm sizes, safe areas, and exports.
<b>Background removal + Upscaling</b>	Cutouts and resolution boosts for final assets.	Saves time; check artifacts and archive originals.

## Tip

Lock a small set of platform sizes (e.g., 1080x1920, 1080x1350, 1920x1080) and keep text inside safe margins.

## Prompt templates (copy/paste)

- **Style anchor:** Create 6 visual directions for [TOPIC]. For each: mood, palette (3-5 colors), composition notes, suggested fonts.
- **Thumbnail key art:** Generate 6 thumbnail concepts for [VIDEO TITLE] about [TOPIC]. Constraints: high contrast, 1 focal subject, clean background, leave space for text.
- **Carousel set:** Plan a 6-slide Instagram carousel on [TOPIC]. Output: slide copy + visual direction + icon/illustration ideas. Keep consistent layout.
- **Poster concept:** Create a poster layout for [EVENT/PROJECT]. Include headline, subhead, date/time, location, QR placeholder. Provide 3 variants.
- **Image generation prompt:** [SUBJECT], [ACTION], [SETTING], [STYLE], lighting notes, minimal clutter, no text, aspect ratio [AR].
- **Iteration prompt:** Keep composition; change only palette to [PALETTE], add negative space, reduce background detail by 30%.
- **Negative prompt:** Avoid: blurry, low-res, distorted hands, extra limbs, text artifacts, watermarks, logos.

## Responsible use (starter checklist)

- Copyright: avoid imitating a specific living artist's signature style; avoid copyrighted logos/characters unless licensed.
- Likeness & consent: do not generate identifiable real people without permission; take extra care with minors.
- Bias & representation: check for stereotypes; request diverse options and review with human judgment.
- Disclosure: follow your project/outlet rules for labeling AI-assisted visuals.
- Provenance: keep prompts and source files; when available, export with content credentials/metadata.
- News context: avoid misleading visuals; use clear captions and verification notes when needed.

## Quick selection guide

- Fast, template-driven social design: Canva or Adobe Express.
- Brand-oriented workflows: Adobe Firefly + Creative Cloud.
- Highly stylized concepts: Midjourney.
- Privacy-sensitive or custom control: Stable Diffusion (local) + Figma for layout.
- Large formats: add upscaling for posters/thumbnails.