



CREATIVE MEDIA **FUNDAMENTALS**

EXTRAORDINARY IMAGES WITH ADOBE FIREFLY



CMF021

GET TO KNOW ADOBE FIREFLY

You can't turn a corner these days without running into something about AI – artificial intelligence. Firefly is a new product from Adobe that uses AI to generate images. You can use Firefly to create brand new images or to enhance your existing photos or artwork.

Some of the amazing things you can do with Adobe Firefly include:

- Generating photorealistic and artistic images from everyday text.
- Influencing image style, lighting, color, and composition with the click of a few buttons.
- Adding, replacing, and removing objects in your own images by just brushing over them.
- Creating one-of-a-kind text effects from simple text prompts.

The results are immediate and really extraordinary!

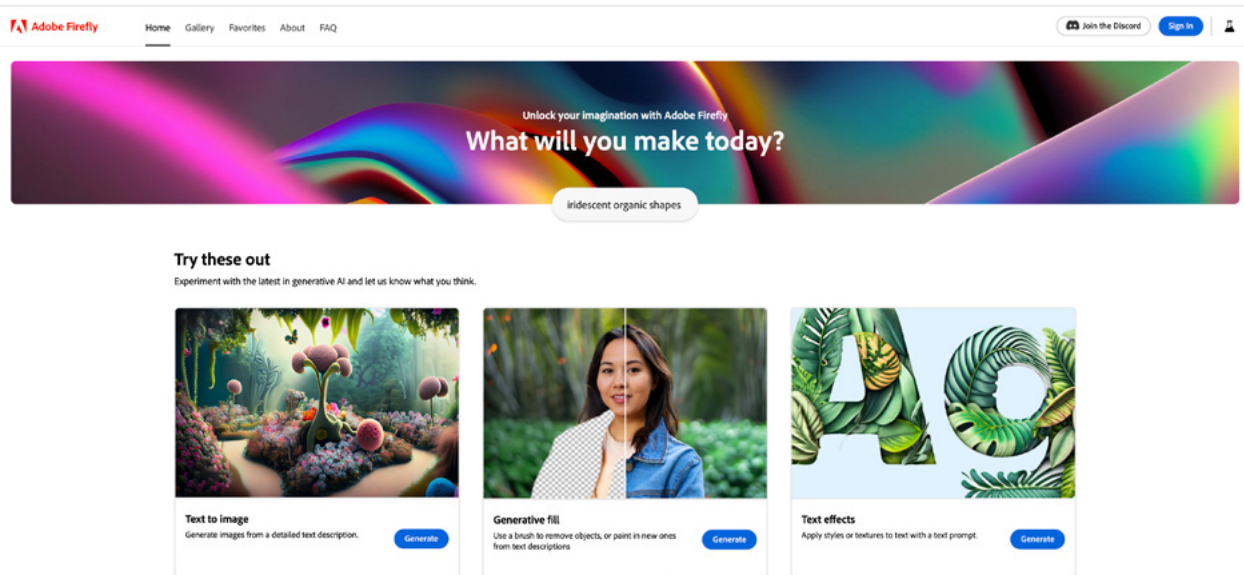
What do you need to use Adobe Firefly? Very little other than your imagination. Advanced image editing skills aren't necessary; it's all done with everyday text and a few simple online tools. Firefly is a web application, so there's nothing to download or install.

All you need is a web browser on a phone, tablet or computer; an internet connection; and a free Adobe ID, which you can get at adobe.com.

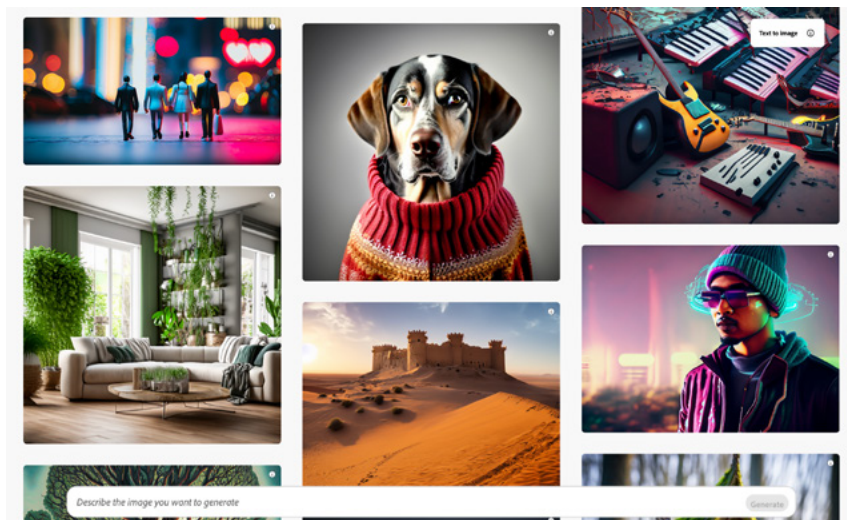
GET STARTED

Are you ready? Then open a web browser on any device, navigate to firefly.adobe.com, and sign in with your Adobe ID.

On the Firefly landing page you'll see various modules, which you can think of as features. Some modules are live, and some may still be in development.



Click on a module, like the Text to image module, and get inspired by the community feed. It gives you a sense of what others are making and the text prompts they used. You can click on any of thumb to try them out in that module yourself.



CREATE AN IMAGE IN THE TEXT TO IMAGE MODULE

In Firefly's Text to image module, you can make a photorealistic looking image or art in different styles by typing a text prompt. You can also use the built-in style buttons to quickly enter more input about the image you want, like whether it should resemble a photograph or art, its aspect ratio, and what styles you'd like it to have.

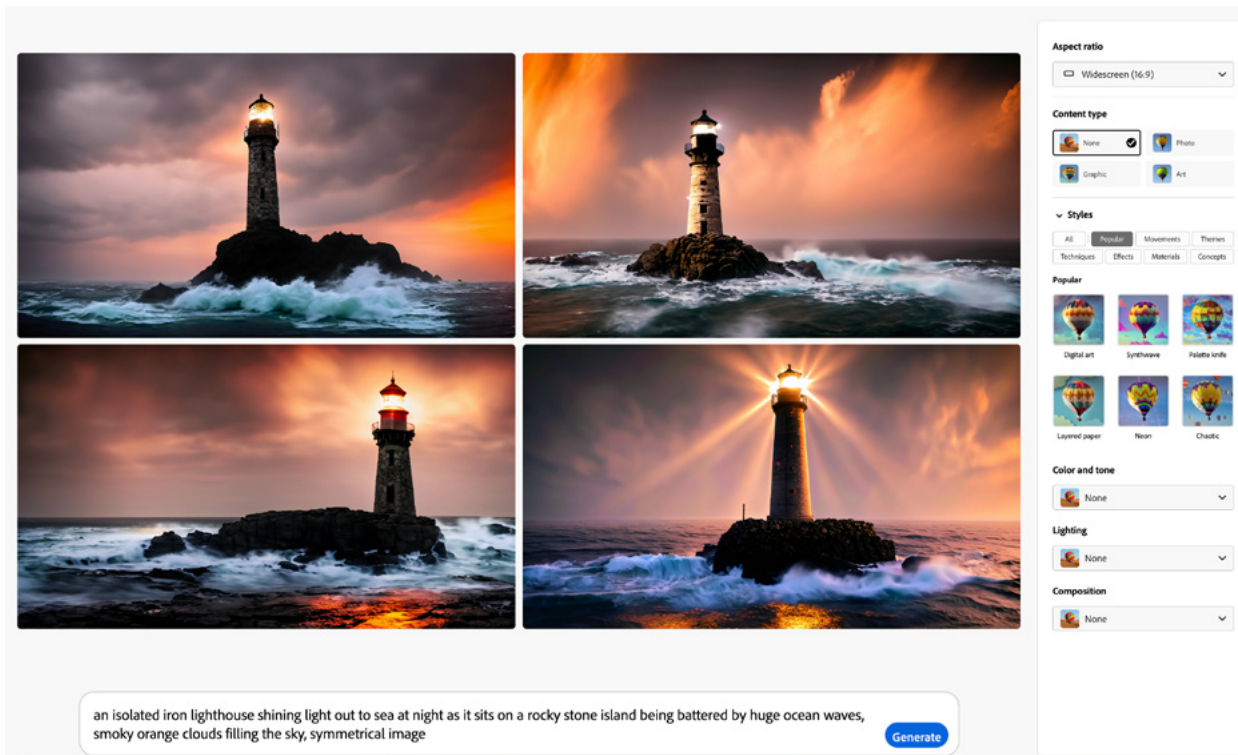


an isolated iron lighthouse shining light out to sea at night as it sits on a rocky stone island being battered by huge ocean waves, smoky orange clouds filling the sky, symmetrical image

Generate

STEPS

- Type a text prompt that describes the image you want. Stick with nouns and adjectives. You don't need to include instructional verbs like "add" or "create". Punctuation doesn't matter, and there is no need for symbols, codes, or special terminology. Just use natural, everyday language.



- When you click Generate, you get several variations in the image thumbnails. If you want more variations, click Refresh.
- You can see a larger version of any image by clicking its thumbnail.
- In the large version, you can click the Similar button to get more, similar variations.
- Every time you generate an image, Firefly creates something new. So if you see a variation you like, use the Favorite button to Favorite it temporarily. Even better, click the Download button to download it if your device allows that.

The important thing to remember is that every image Firefly generates is something new that doesn't exist. It is not copied and pasted from anywhere else. So where does that new content come from? It's generated by a machine learning model that has been trained on millions of images. The model creates new content based on what it has learned about other images, combined with your text prompts and other inputs.

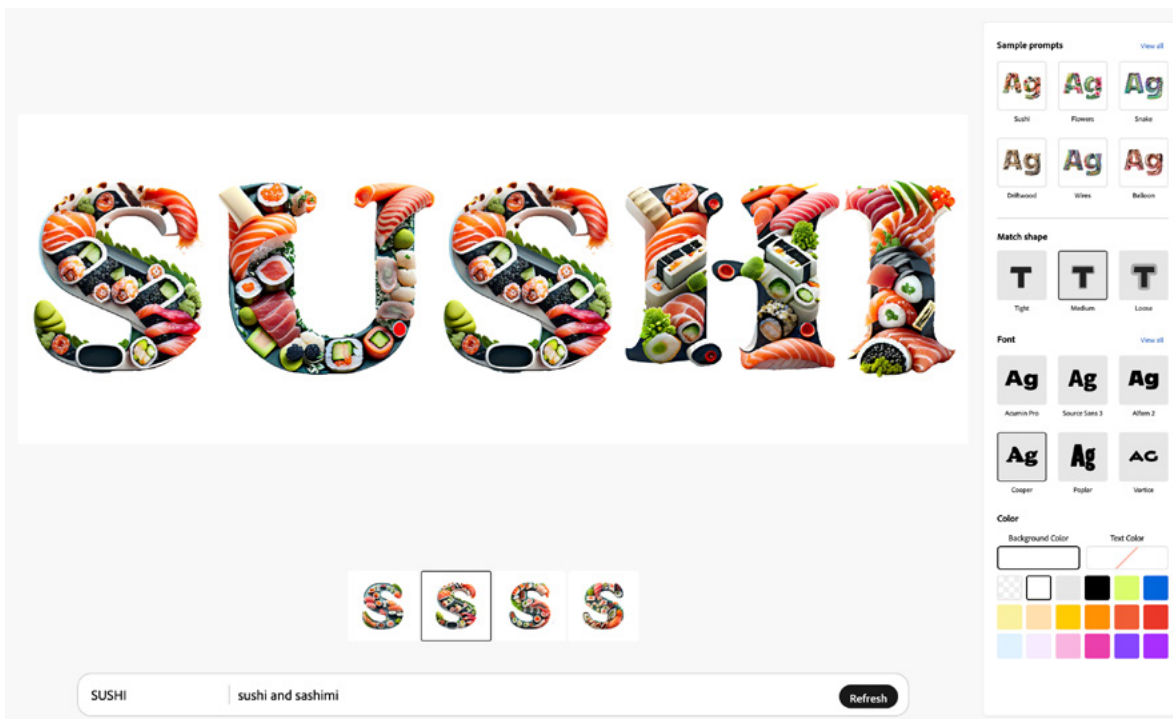
GENERATE TEXT WITH SPECIAL EFFECTS IN THE TEXT EFFECTS MODULE

You can generate a word or a short phrase with really special text effects. You can download the resulting text headline and use it in a social media post or in another app.



STEPS

- Go back to the Firefly landing page and click the Text Effects module.
- Check out the inspiration feed and click on of those images to try its prompt yourself if you like.
- Type a word or a couple words for your headline in the Text field.



- Then type a natural language text prompt to the right of that, following the text prompt suggestions in the Text to image section.
- Explore the buttons on the right and click any that you like.
- Generate some variations. Refresh if you want more variations.
- Download any variations you like. You can choose to download text with a transparent background, so it looks good wherever you decide to use it.

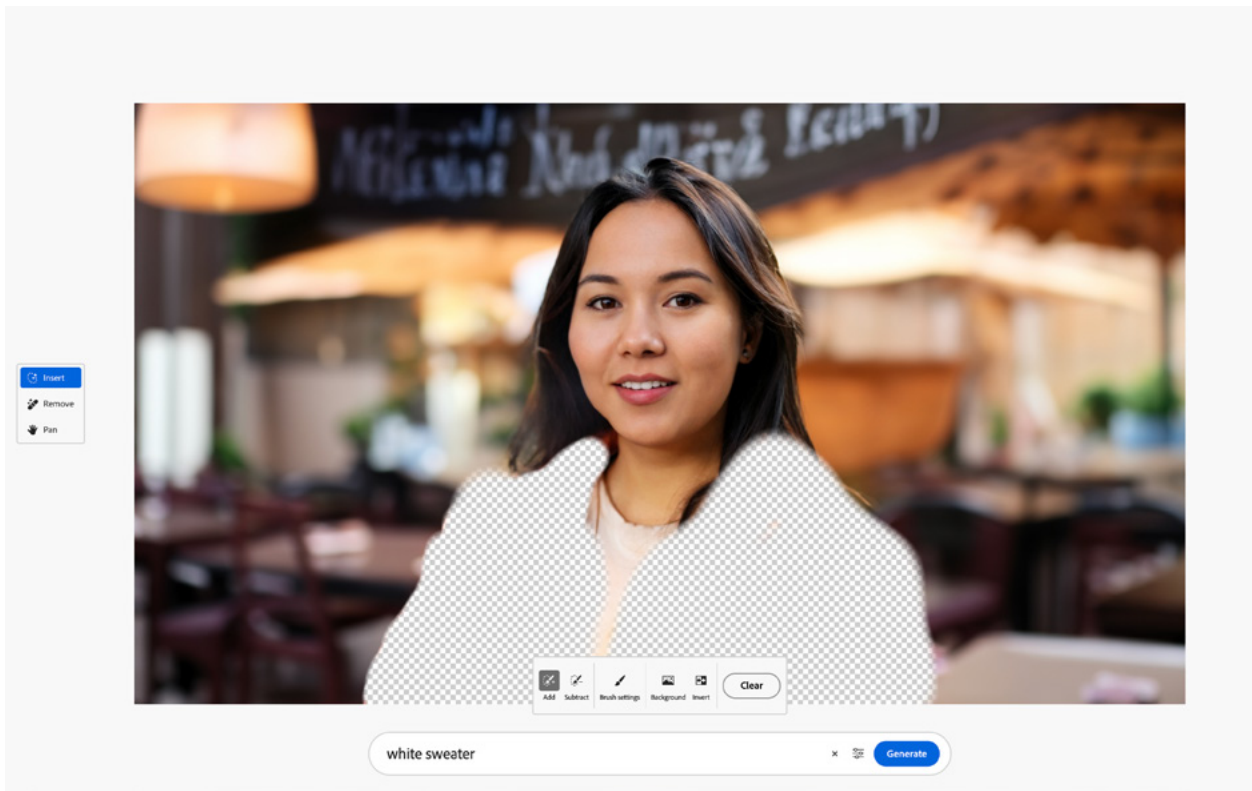
ADD OR REPLACE OBJECTS IN THE GENERATIVE FILL MODULE

You can add, replace, and remove objects in your own images in the Generative Fill module. This is the first module we've covered where you can upload and work on your own image.



STEPS

- Go back to the Firefly landing page and click the Generative Fill module.
- Click on of the images in the inspiration feed if you like or upload your own image (8 or 16 bit RGB image; not a raw image)



- Choose the Insert button on the left and the Add button on the bottom.
- Brush over an area where you want to add or replace an object. The content in that area is hidden by a gray and white checkerboard.
- If you brush over an area you didn't mean to, switch to the Subtract button and brush again to bring that area back into view.
- In the text prompt field, enter a natural language description of an object, following the text prompt suggestions in the Text to image section above. Click Generate.
- Review the variations.
- If you see one you like, click Keep. Then you can add more objects or remove objects.
- Use the Download button to download any variations you like.

REMOVE UNWANTED CONTENT IN THE GENERATIVE FILL MODULE

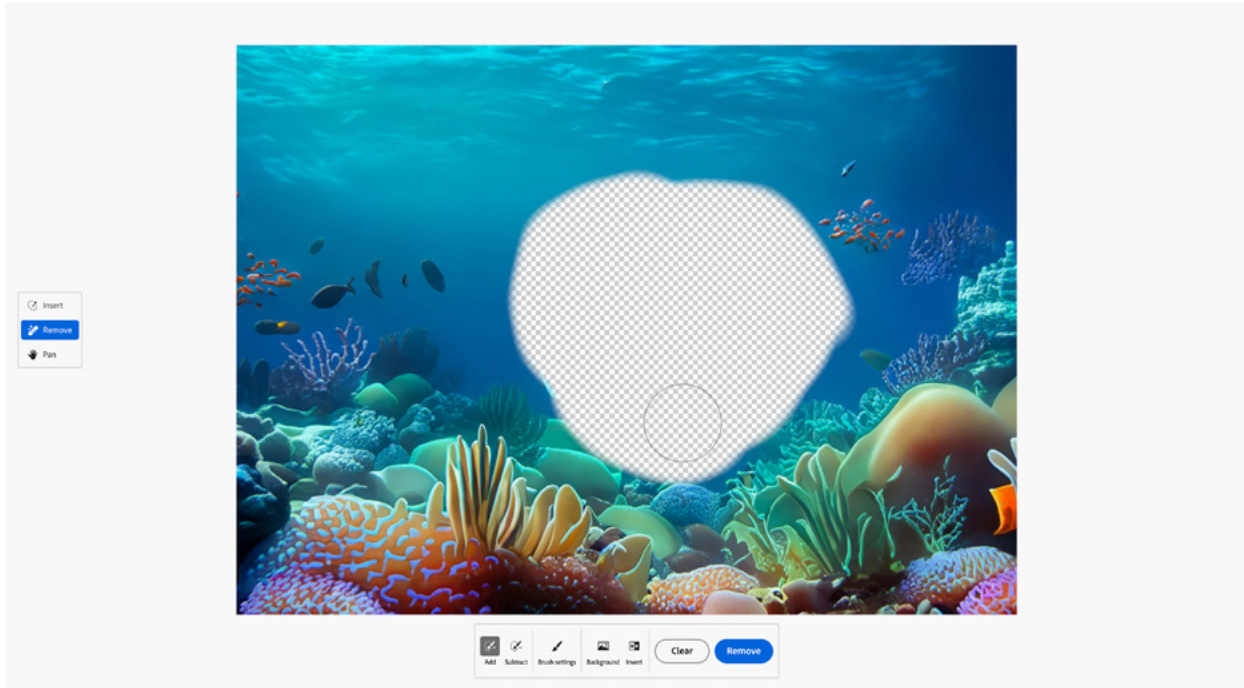
You can instantly remove unwanted or distracting content in your own image in the Generative Fill module.



STEPS

- Go back to the first screen of the Generative Fill module and upload your own photo or artwork.
- Choose the Remove button on the left and the Add button on the bottom.
- Brush over an area where you want to remove content.
- You do not have to enter a text prompt when you are removing content. The text prompt is optional.
- Click the Remove button in the text prompt.
- Review the variations.

- If you see one you like, click Keep. Then you can continue to remove or add content.
- Use the Download button to download any variations you like.



WRAP UP

Give these techniques a try in Firefly on your phone or tablet, and share the results you like best.

There's a lot more you can do to your images in Firefly. New capabilities, improvements, and modules are often added as this exciting technology progresses. So keep exploring and enjoying Adobe Firefly.

