Gen AI for Designers Training Course

Master the art of creating visual content with generative AI

Course Dates

Please note: This course is currently only available in-house

Generative AI (Gen AI) is transforming the creative industry, offering new ways to conceptualise, create and refine visual content. But what does this mean for professional designers and visual content creators?

This hands-on training course introduces AI-powered tools, while addressing practical applications, workflow integration and ethical considerations.

Designed for experienced designers who are new to, or less familiar with Gen AI, this training course provides clear, practical guidance on how AI can enhance rather than replace creative processes. The workshop is highly interactive, with hands-on exercises, live demonstrations, and discussions to ensure practical learning.

During the course, you will learn hands-on, with tools like Adobe Firefly, Firefly in Photoshop, Illustrator and Adobe Express, and MidJourney, with a chance to create your own content, to bring learned concepts to life.

The course can be tailored to participants' specific needs based on a pre-course briefing. This ensures that the tools and examples align with your own tech stack and real-world use cases in different industries.

Course Programme

Introduction to Generative AI & Trends

- What is Generative AI, and why does it matter for designers?
- Key AI trends shaping design workflows
- Real-world examples of how design teams use AI today
- Interactive discussion: How do you currently approach conceptualisation and iteration? Where could AI fit in?

Mastering Prompting & AI as a Creative Partner

- Writing effective prompts for image generation and creative ideation
- Iterative design with AI – refining outputs through structured prompting
- Hands-on practice: Experimenting with structured prompts using Adobe Firefly & MidJourney

Conceptualising with AI & the Iterative Design Process

- Using AI for brainstorming, visualising concepts, and client mock-ups
- When to use AI vs traditional design methods
- AI-powered rapid iteration (Firefly, Photoshop AI, MidJourney)
- Practical exercise: Using AI to generate and refine creative concepts for a brief

Hands-On with AI-Powered Design Tools

- A deep dive into AI tools within Adobe Creative Suite and beyond
- Participants will choose two tools to focus on, based on their needs:
  - Adobe Firefly – text-to-image, generative fill, reference image-based styles
  - Photoshop AI – generative expand, content-aware fill, AI-powered layer masking
  - Illustrator AI – vectorising AI-generated content, generative recolour
  - InDesign AI – text-to-layout automation, content placement
  - Adobe Express – AI-powered social content & animation
  - MidJourney – advanced image generation, stylisation & iteration
- Exercise: Participants apply AI to a real-world design challenge using the tools of their choice

AI Ethics & Professional Best Practices

- Copyright, licensing, and commercial use of AI-generated content
- AI in originality and creative authorship
- Best practices: Transparency in client work & AI disclosure
- Interactive case study discussion: AI-generated vs human-created work in professional design contexts

Ask Me Anything & Wrap-Up

- Open forum to address participant questions and concerns
- Key takeaways and action points from the day
- A look ahead: where AI is heading next for designers

Benefits

Following this training course, you will understand:

- ✓ The generative AI landscape and how it is impacting visual content creation
- ✓ The tools and tech stack used by visual creatives for gen AI
- ✓ How to optimise "prompting" for image creation, ideation and refinement
- ✓ How to use gen AI visual tools for specific use cases in your industry or team
- ✓ A deep into the tool(s) of your choice to fully understand its capabilities
- ✓ Issues around copyright, licensing and commercial use
- ✓ Future trends in generative AI-powered content creation

All attendees receive an attendance certificate, digital copies of course material and four weeks post course support online.

Audience

The Gen AI For Designers course is suited to professionals working in visual design and creative content. Typical attendees are:
- Graphic Designers – agency or in-house looking to integrate AI tools
- Brand & Marketing Designers – those working on branding, campaigns and digital marketing visuals
- Art Directors & Creative Leads – who need to guide teams on AI-enhanced creative workflows
- Social Media & Digital Content Creators – professionals producing AI-enhanced visuals for digital platforms
- Visual Storytellers – those working in editorial, advertising and content marketing

No prior experience of using Gen AI tools for visual content generation is required.

What people say

This course was a real eye-opener to the world of AI. It made the subject feel much less daunting and allowed us all to grow in confidence within our job roles. With a small group we were open to discussions and able to ask questions. Already looking for other courses run by Emarketeers on other subjects.

Bev Parkes, Graphic Designer
Delamere Dairy

Jeremy is a polished presenter and experienced creative who certainly knows his stuff! A very informative and useful course on Ai for Graphic Designers – Thank you

Ruth Drage, Graphics Production Manager
The Open University

Jeremy presented a really in-depth course in AI for designers. It was at such a comfortable pace that I was able to absorb what was said. Recommended!

Ben Kemp, Graphic Designer
MS-UK

Jeremy ran a great Gen AI session for designers – he really knows his stuff! He was patient, open to any questions, and made it good fun. He got everyone involved and presented in a clear, engaging way.

Lee Hickman, Graphic Designer
SeeAbility