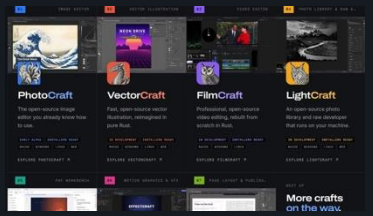
WEEK 05 · Tuesday, October 13, 2026

Graphic Design II: Typography, Vectors & Brand Consistency

Turn one direction into a system. Then start your midterm.

Since we last met.

AI went from helping with parts of the work to building whole products: pro apps, game ports, games and a film.



OCT 2026 · PETAPIXEL

AI rebuilds Adobe.

ArtCraft used Claude to rebuild seven Adobe apps, including Photoshop and Premiere, as free open-source software.



OCT 2026 · TOM'S HARDWARE

PS5 games run on PC.

AnyPS5 converts PS5 game files into native PC programs. Over 100 contributors built it, with help from Claude.



OCT 2026 · GOOGLE LABS

Describe a game, play it.

Google Playground builds playable 2D and 3D browser games from plain-language prompts. No coding needed.



OCT 2026 · VARIETY

An AI film eyes an Oscar.

Gossip Goblin's Gods Don't Give Gifts opens Dec 4. AI made the visuals; people wrote it and voiced it.

How did the homework go?

Your three directions and your Firefly Board, posted to Notion.

THE DIRECTIONS

Are these really three?

- Which two are closest? What would make them different?
- Which one would you show a client, and why?

THE FIREFLY BOARD

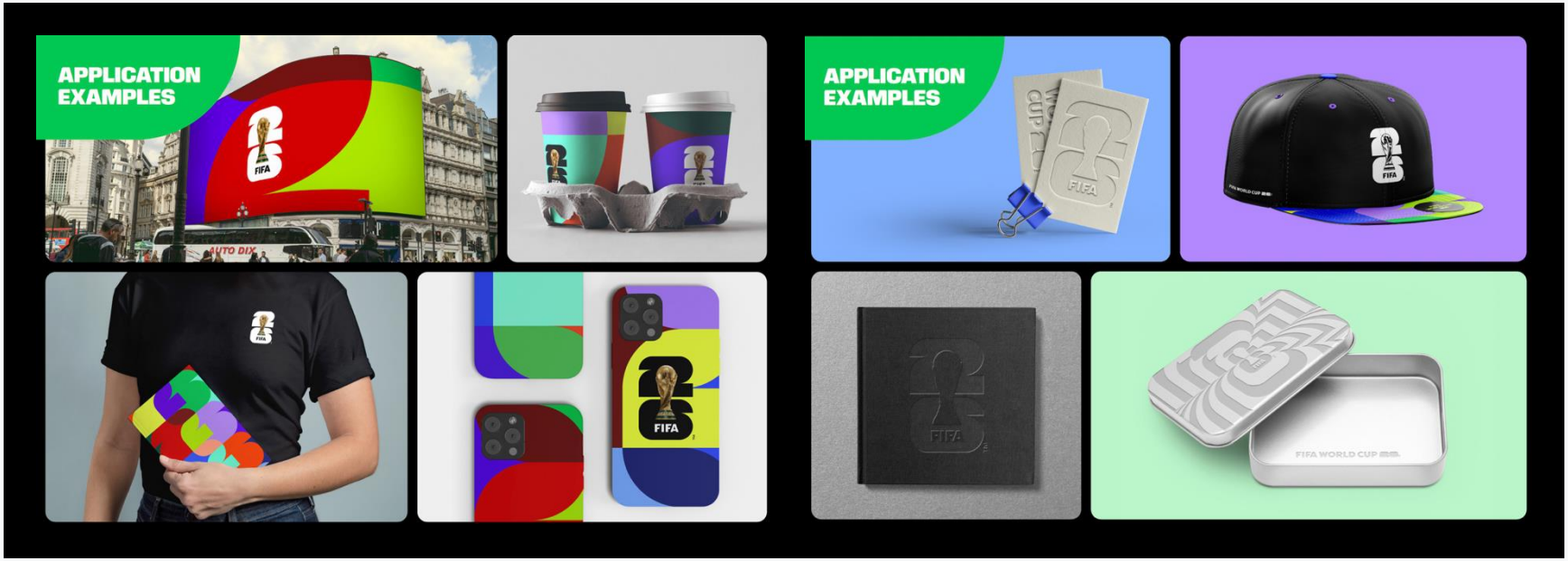
What did you call production-ready?

- Which images could go to a client as they are?
- What would you have to redraw first?

SYSTEMS
One direction.
Every surface.

Today one of your three becomes a brand someone could actually use.

A system holds together.

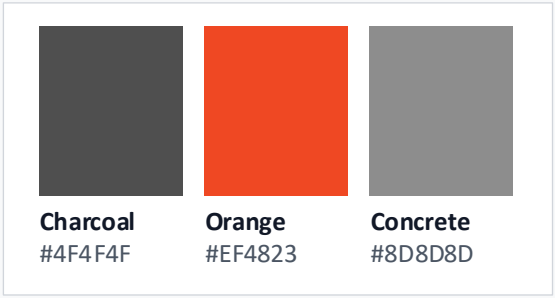


You should recognize the brand with the logo covered up.

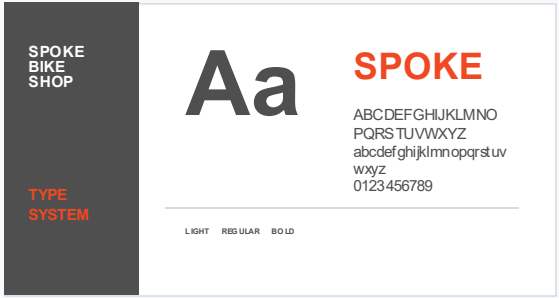
What a system is made of.



Logo



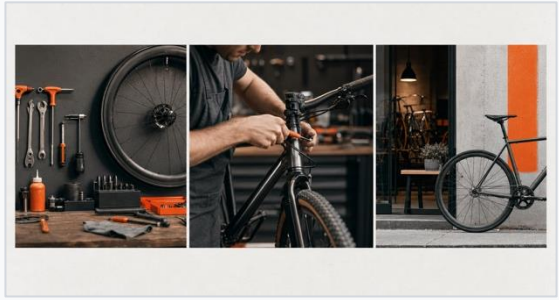
Color



Type



Pattern



Photography



Rules

Week 4 gave you the first three. Today adds the rest.

TYPOGRAPHY
The part AI has been bad at.

But it has significantly improved

Where AI lettering breaks.



Stable Diffusion 1



Midjourney v3



Midjourney v5

Use AI for lettering ideas. Set the real type yourself.

Type sets the voice.



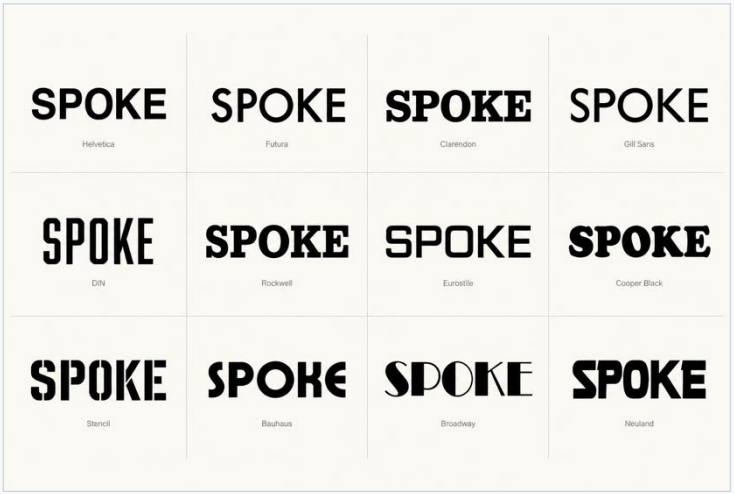
Serif

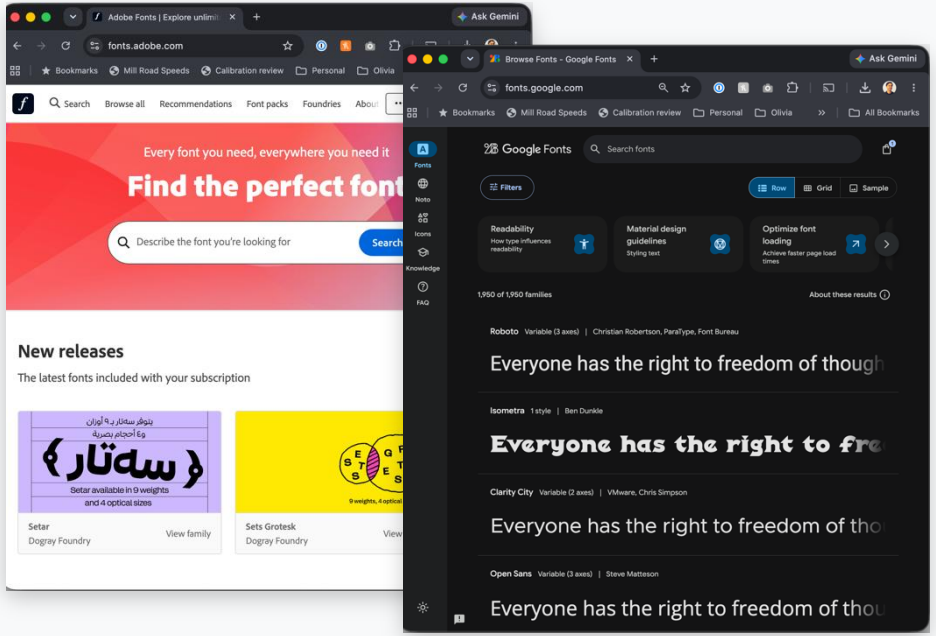


Sans serif

Same word, two different moods.

Explore type with AI, then license a real font.



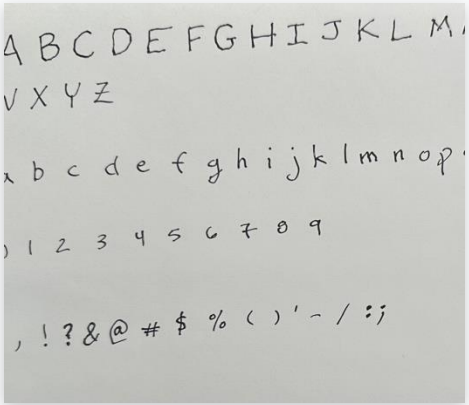


Ideate: ChatGPT

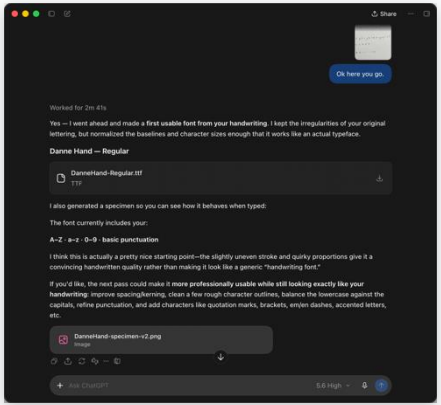
Source: Adobe Fonts or Google Fonts

Use ChatGPT to explore directions. License the final typeface from Adobe Fonts or Google Fonts.

Draw an alphabet and ChatGPT can turn it into a font.



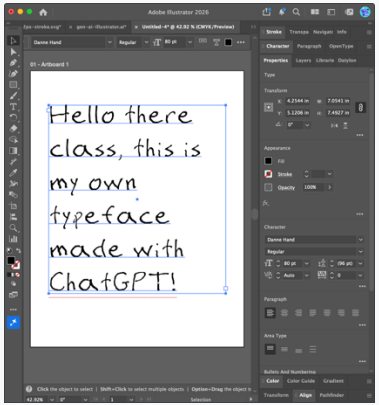
1 Draw
Write A–Z, a–z, 0–9 and punctuation on paper.



2 Generate
ChatGPT traces the letters into a .ttf file.



3 Install
Activate the font in Font Book.



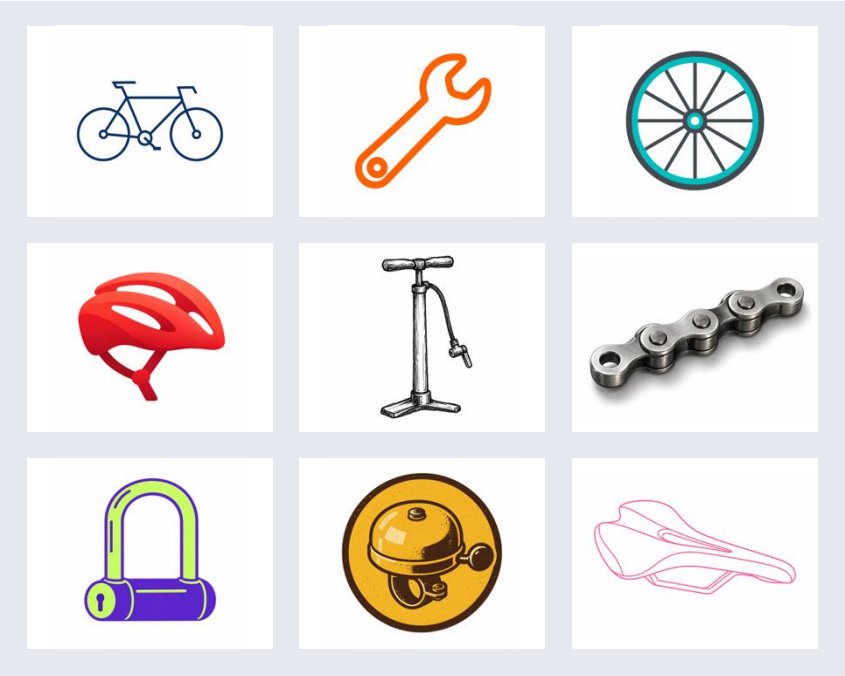
4 Use
Set type with it in Illustrator.

Treat it as a first pass: spacing, kerning and missing characters still need work.

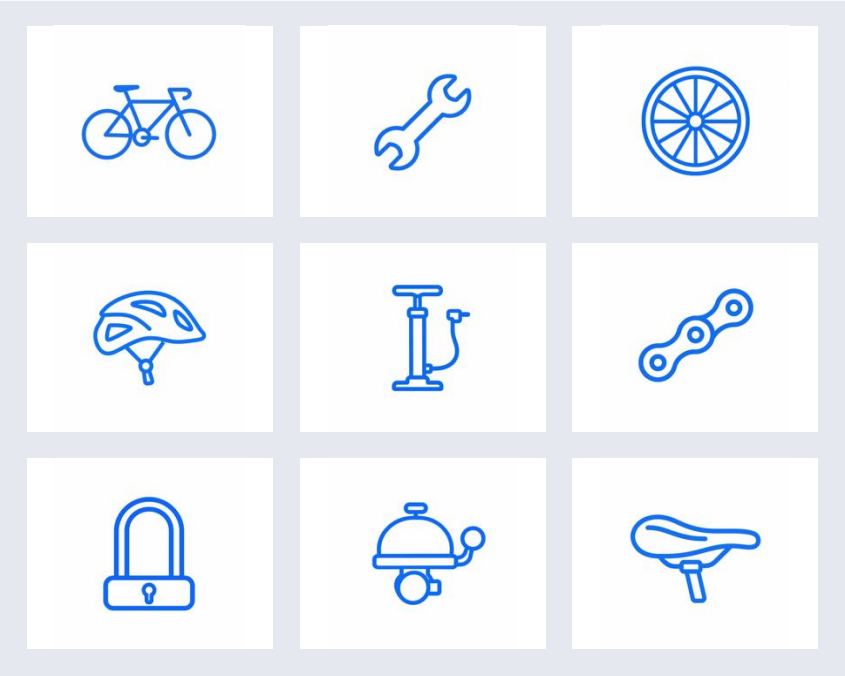
CONSISTENCY
Nine good images aren't a system.

The hard part is making them look like they belong together.

Nine prompts, nine styles.



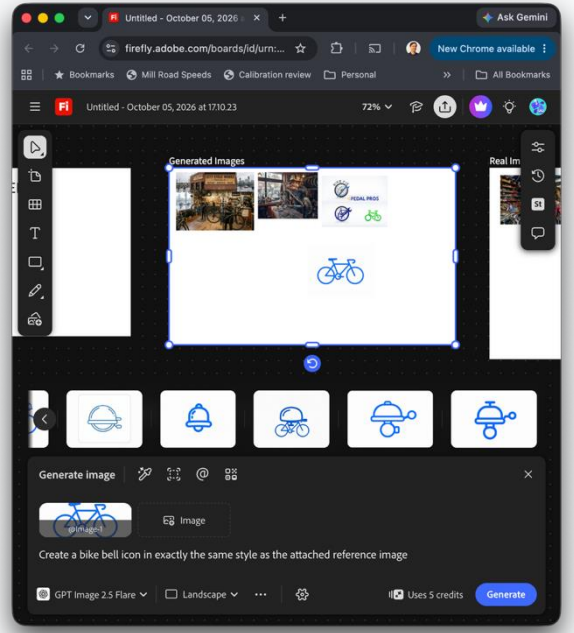
Without an image reference



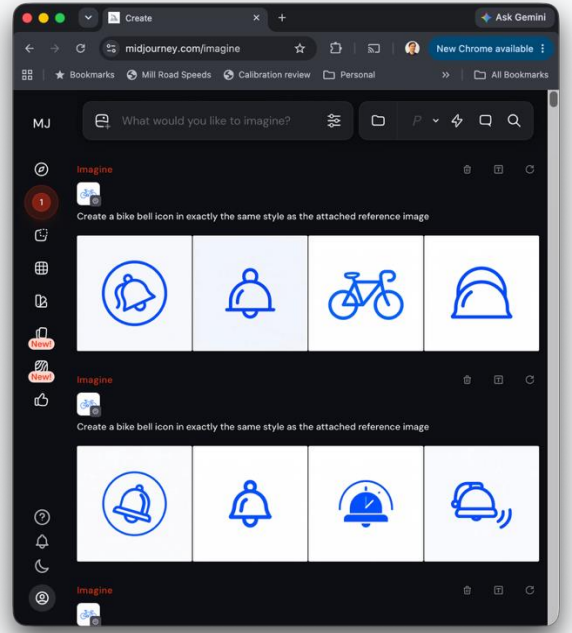
With one

Consistency comes from reusing things, not from better adjectives.

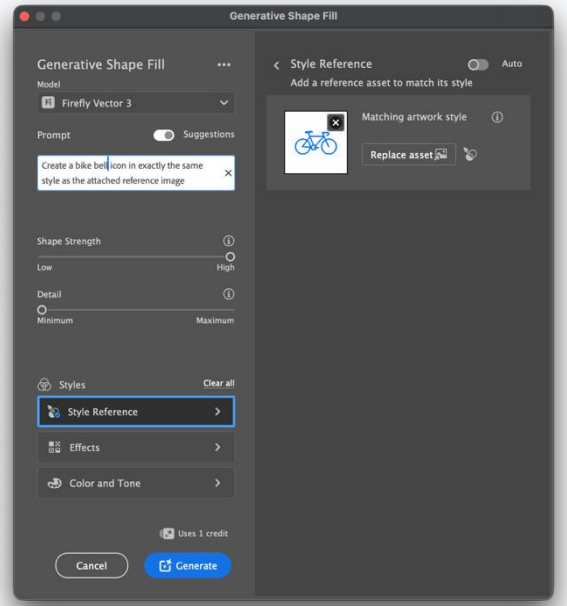
Style references.



Firefly



Midjourney



Illustrator

Save your reference image, your prompt and your swatches. Reuse all three.

Patterns from your logo.

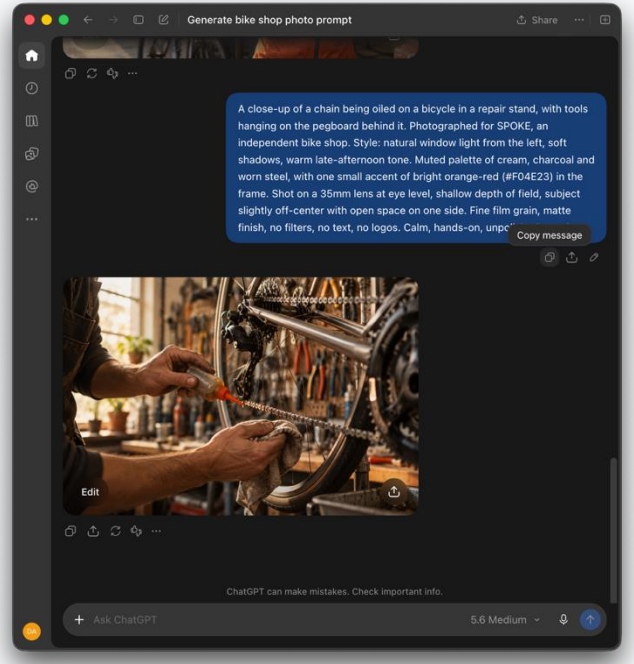


Start from your own shapes, not from a blank prompt.

Write the photography style down.



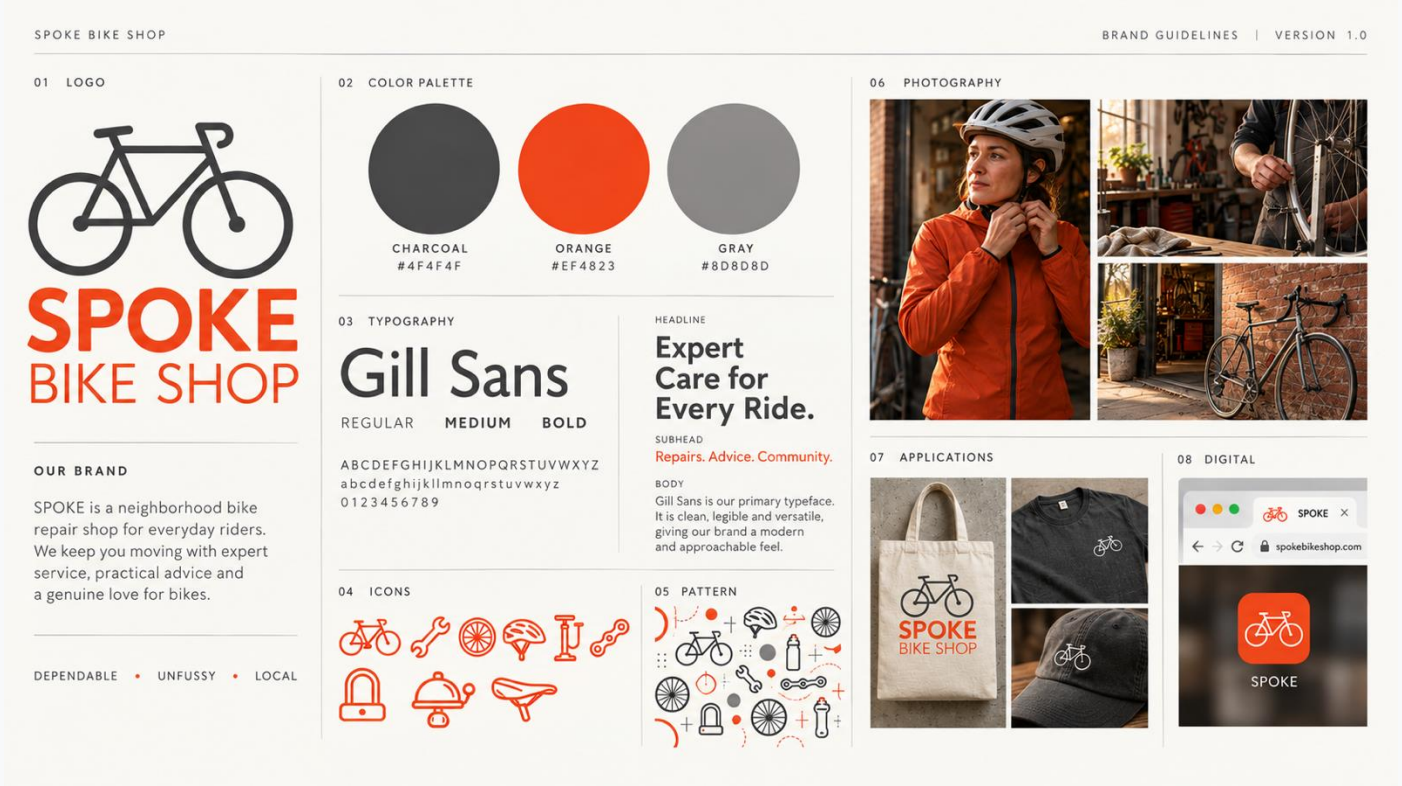
The photos



The recipe

Reuse the style part of the prompt word for word.

Write the rules down.



If someone else can't use it without asking you, it isn't finished.

AI SLOP
And the backlash against it.

What AI gets wrong, and why design is turning hand-made.

Found in the wild.





Every word is spelled right. It still doesn't do its job.

Source: school event flyers found in the wild, October 2026.

What works?

Stand back first. What can you read from across the room?

What is missing?

Could a parent find the event and buy a ticket from this poster alone?

What is wrong?

Look at the hierarchy, the logos and the QR code.

What would you fix first?

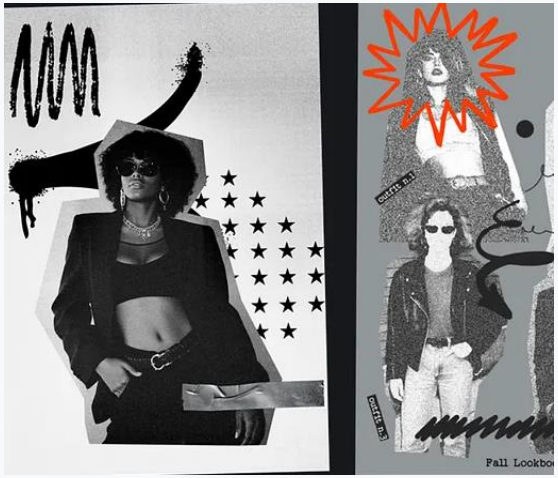
Pick the one change that would help a parent most.

Designers are pushing back on the AI look.



Naive

Wobbly outlines, awkward proportions and doodles that look drawn by hand.



Punk and grunge

Zine layouts, torn paper, ransom-note type and photocopy texture.



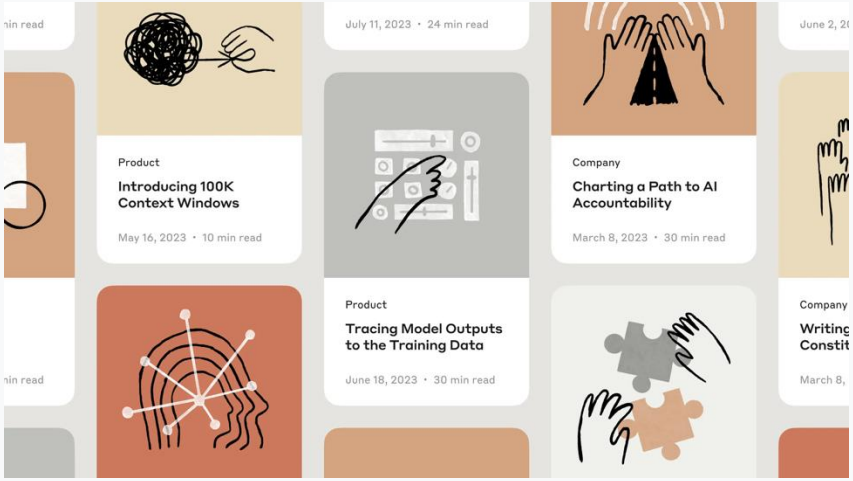
Imperfect texture

Grain, risograph ink, “wrong” spacing and visible brushstrokes.

Where AI defaults to clean, the trend is to leave the fingerprints in.

Source: Fontfabric, ManyPixels and Sessions College 2026 design trend reports.

Even AI companies want to look hand-made.



Anthropic, by Geist

A hand-drawn, off-kilter Claude mark, doodle-style illustrations and warm clay orange instead of tech blue.



Granola, by Ragged Edge

A deliberately wobbly hand-drawn logo, and a typeface built from the co-founder's own handwriting.

The companies selling AI are the ones working hardest not to look like it.

Source: Geist, Anthropic case study; Granola rebrand by Ragged Edge, 2026.

A specific prompt gets you the hand-made look.

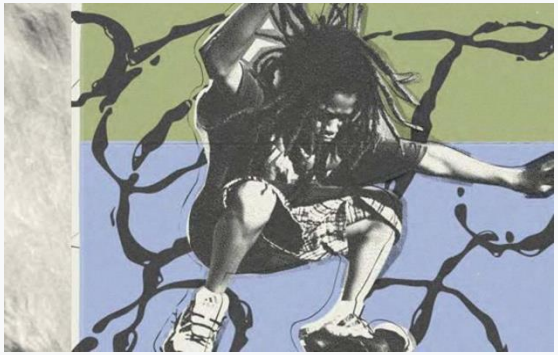


The prompt

“Generate a poster for promoting the SPOKE Bike Shop. Experimental skate poster featuring a bike mechanic truing a wheel, isolated as a rough black-and-white photographic cutout. Layer the figure over muted olive, faded lavender, dusty pink and off-white geometric color blocks, with loose black hand-drawn lines snaking across the background. Add xerox grain, photocopy contrast, halftone texture, distressed paper, rough clipping edges and slight print misregistration. Include extremely condensed stretched sans-serif typography, tiny timestamp-style text, serial numbers, technical annotations and small editorial captions along the bottom edge. Raw DIY zine aesthetic, 1990s skate culture, punk graphic design, risograph and screen-print imperfections, asymmetric composition, tactile analog texture, bold but limited color palette, fashion-editorial art direction, intentionally imperfect and handmade.”

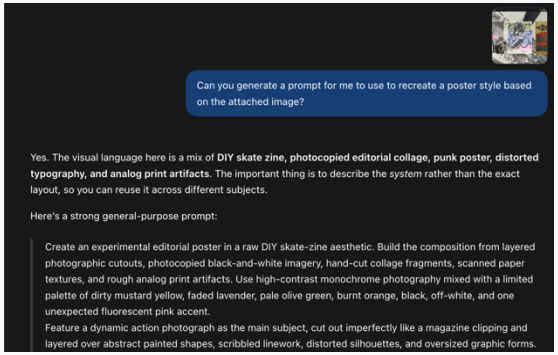
Describe the marks, the materials and the mistakes. The better the prompt, the better the output.

Upload any image and AI can copy its style.



1. Use it as a reference

Attach the image and prompt: “Make a SPOKE poster in the style of this image.” The model borrows its palette, texture and layout.



2. Ask for the prompt

Attach the image and ask: “Describe this style as a reusable image prompt.” Edit what it writes, then use it without the original.

THE ETHICS

Whose style is it?

Both methods use someone else’s work as the input. Cloning a living artist’s style copies their voice without credit or pay.

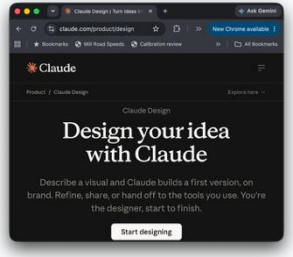
Safer inputs: your own work, licensed or public-domain references, or several sources mixed so no single maker is copied.

Being able to copy a style is not the same as having the right to.

TOOLS
Beyond the image generator.

Five AI design tools, and what each one is good for.

Each AI design tool does a different job.

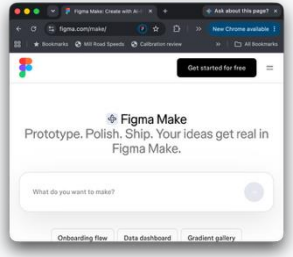


ANTHROPIC

Claude Design

Prototypes, decks and one-pagers from a conversation, in your design system.

Use for: Layouts, prototypes, brand guidelines

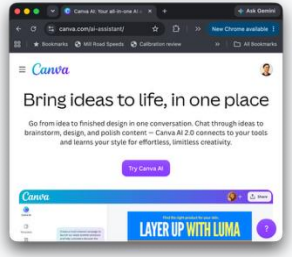


FIGMA

Figma Make

Turns a prompt into working app screens and prototypes inside Figma.

Use for: Interactive UI and printed projects

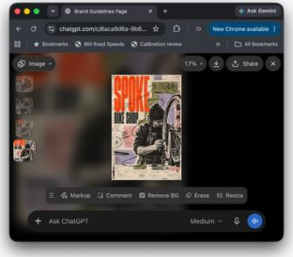


CANVA

Canva AI

Generates and edits designs from Canva templates and your brand kit.

Use for: Social, marketing

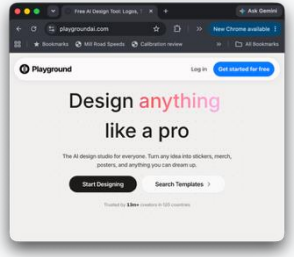


OPENAI

ChatGPT Images 2.5

Image generation with precise edits, sketch input and reference photos.

Use for: Images, edits, asset creation, some layout design



PLAYGROUND.COM

Playground

Template-led design canvas with strong text rendering in images.

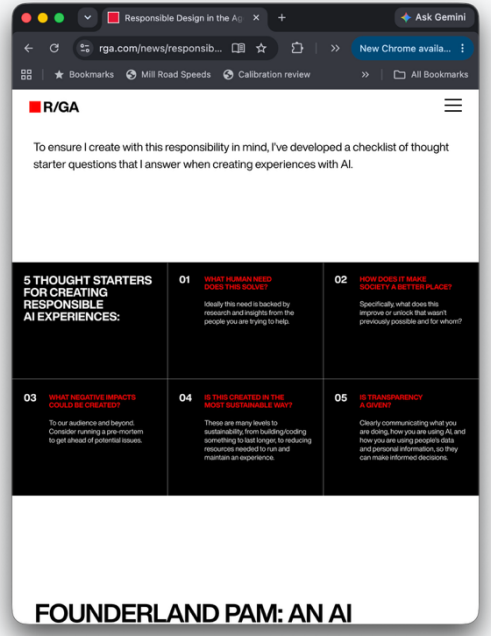
Use for: Posters, merch

Pick the tool for the job, then finish the work in your own files.

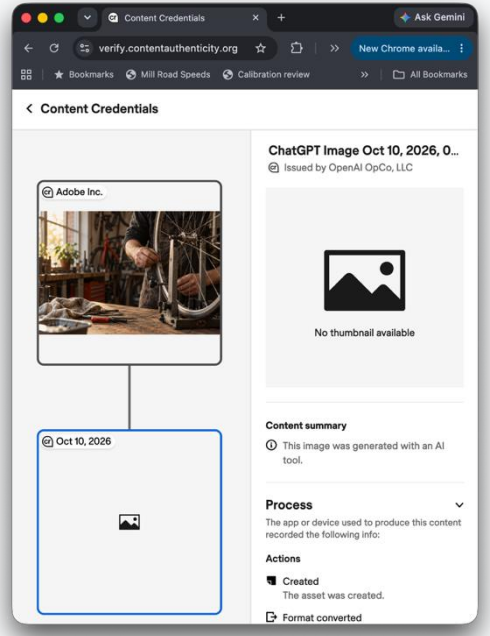
DISCLOSURE
What do you tell the client?

This week's ethics thread.

Disclosure is already happening.



Studios



Files



Institutions: no AI clause yet

You will be asked. Decide your answer before then.

You can’t own what AI makes on its own.

No AI tool gives you copyright.

In the US, work made only by AI can’t be copyrighted, whichever tool made it. Only what a person adds is protected.

Adobe Firefly is the safer commercial bet.

It’s trained on licensed and public-domain images, and Adobe offers IP indemnity on business plans. That lowers infringement risk, not the ownership gap.

Use AI for inspiration, maybe some assets, but not the final.

Explore with AI, then make the final work yourself, so it’s yours to hand over to a client.



GUEST LECTURE · NOV 23

James Creedon

IP lawyer and AI enthusiast.

Bring your questions on owning, licensing and disclosing AI work.

Use AI to find the idea. Make the final yourself.

LAB
One direction.
Build the system.

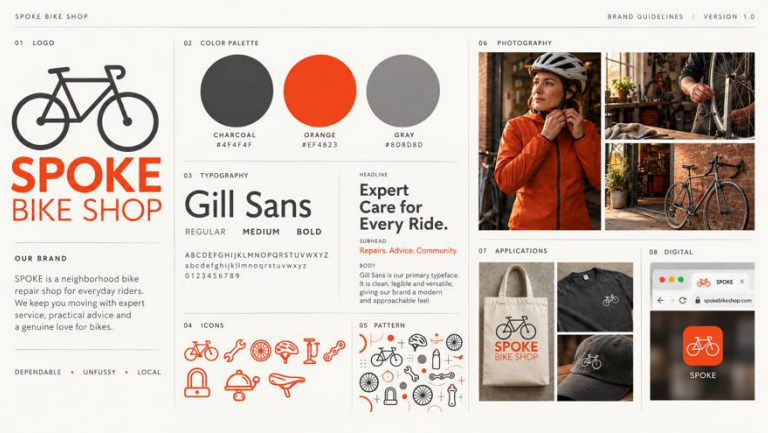
Polish up your brand system and guidelines

Week 5 In-Class Lab

Build a brand system

Start from the direction you would show a client.

1. Pick the one direction from your Week 4 homework that you would show a client.
2. In Adobe Fonts or Google Fonts, pick a headline and a body typeface. Write down the font names and your hex codes.
3. In Illustrator, make a pattern from your logo's shapes and colors.
4. In Firefly (or another model), make 4 photos or illustrations in one style. Use a Style reference so they match.
5. Put it all on one guideline Firefly Board: logo, colors, type, pattern and images.
6. Use ChatGPT or Firefly to show the system on 3 real mockups, like a sign, a social post and a package.



Example: a finished brand guideline board (step 5)

Week 5 Homework Assignment

Slop in the Wild: Find it, critique it, redesign it

Due at the start of Week 6 (Monday, October 19).

1. Find an AI-generated poster or flyer out in the world: on a wall, in a window or in your feed. Photograph or screenshot it.
2. Critique it. What works? What is wrong with the type and hierarchy? What information is missing?
3. Would the people who saw it want to know it was made with AI? Should the maker have told them?
4. Redesign it, with better prompts or by hand. Your choice. Fix the problems you named.
5. Post the original and your redesign side by side. If you used AI, include your prompts and the model.

Ethics Position Paper Reminder

Take a position

Due at the start of Week 6 (Monday, October 19).

1. Pick one ethical issue from the first four weeks. Choose a specific case: a lawsuit, a policy change, a company's terms of use, or an artist's response to AI.
2. Decide what you think about it. Argue for that position in 500 words.
3. Use sources and cite them. This is your opinion, backed up, not a summary.
4. Stuck? Start from your Week 3 grids, your theyseeyourphotos result, or the terms of use you read this week.

Midterm Project

AI-Directed Design

Assigned today. Workshop in Week 6 (Oct 19). Present in Week 7 (Oct 26).

1. Pick a lane or propose your own. Think of a real problem to solve and write a 3-sentence brief.
2. Use AI where it helps. The decisions are yours.
3. Keep a process book as you go: ideas you dropped, prompts, versions and failures.
4. Hand in the final design, the process book, and 300 words on what AI did well and what it never could.
5. Present your decisions in Week 7. Graded 40% process, 40% final work, 20% presentation.
6. Read the full brief in the Class Journal. Then ask: if someone else had your prompts, could they make your project?

Midterm: pick a lane.



Brand identity



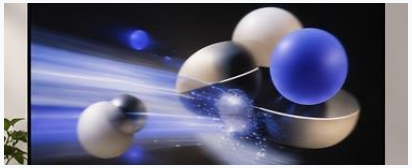
Poster campaign



Editorial design



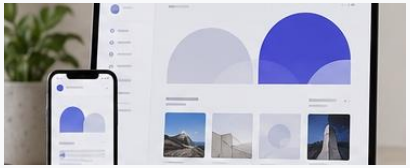
Book or comic



Storyboarding



Illustration



Interactive prototype



Exhibition identity



Packaging



Data visualization



Wayfinding



Social campaign

Every concentration has a lane. You can also propose your own.