

AI x Design

Professor Danne Woo

aixdesign.danne.design

DESN 370

Fall 2024

Monday 1:40 PM – 5:30 PM

Klapper 107 / Hybrid

Communication Design and AI

“create a full branding mockup, logo, banner, flyer, business card, loyalty card, book, for a business about dog hygiene product, orange color theme, brand name "RUFF", simplified minimalistic dog face logo”
- Mid Journey v6.1



Communication Design and AI



Branding



Graphic Design

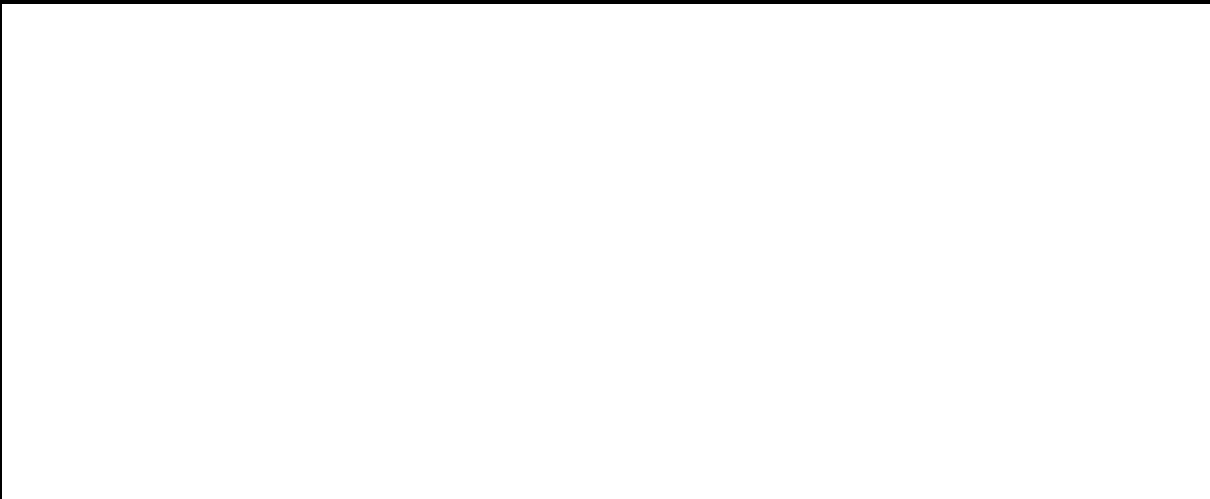
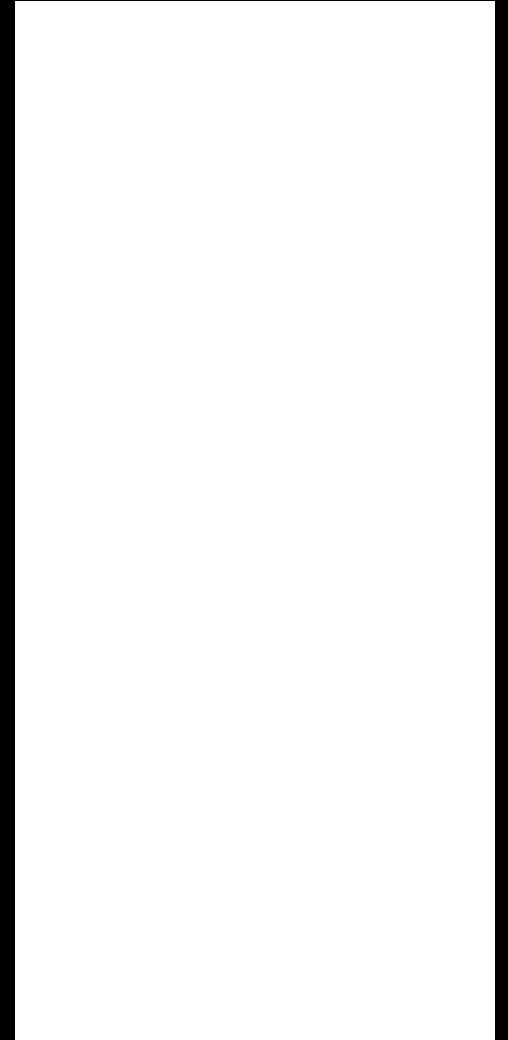


Marketing and Advertising

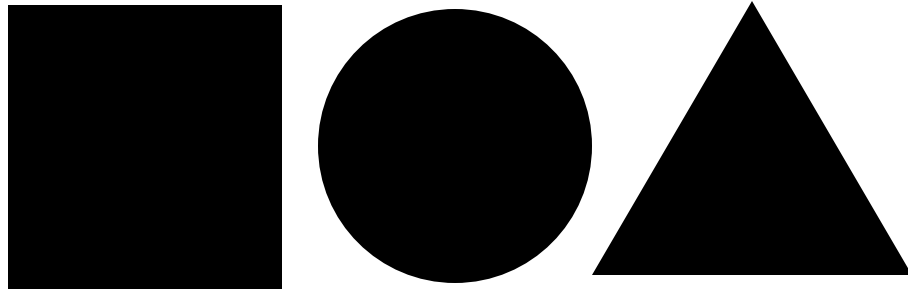
Graphic Design 101

- Form
- Color
- Type
- Grid
- Logo and Identity
- Brand Guidelines

Form



Form



Form

The screenshot shows a browser window with the address bar displaying "jessicahische.is". The website header features the name "JESSICA HISCHE" next to a profile icon, and navigation links for "Work", "Thoughts", "Resources", "About", and "Shop". A "Hello!" greeting is prominently displayed. Below this, five categories are listed: "ADVERTISING", "BOOKS", "MISCELLANY", "EDITORIAL", and "IDENTITY", each with a "Most Recent" label. The "ADVERTISING" category shows a chocolate bar with a Starbucks logo. "BOOKS" features a red book cover with a white geometric design and the text "THE CIRCLE" and "DAVE GIGGERS". "MISCELLANY" displays a yellow background with the text "WE DON'T KNOW". "EDITORIAL" shows a red and white graphic with the text "THE BEST". "IDENTITY" features a portrait of a man with the text "Family Tree" and "FINDING HIMSELF, ONE RELATIVE AT A TIME". Below the categories, there are two sections: "Read / Listen" with "SELECTED INTERVIEWS:" and "Buy" with "LETTERPRESS PRINTS, FONTS, & MORE". The interview section lists "Design Matters with Debbie Millman", "Your Dreams, My Nightmares with Sam Weber", and "The Great Discontent". The "Buy" section shows a partial view of a letterpress print with a green and white design.

Jessica Hische - Home
jessicahische.is

JESSICA HISCHE
Work Thoughts Resources About Shop

Hello!

Most Recent
ADVERTISING

Most Recent
BOOKS

Most Recent
MISCELLANY

Most Recent
EDITORIAL

Most Recent
IDENTITY

grande extra hot
with chocolate

THE CIRCLE
DAVE GIGGERS

WE DON'T KNOW

THE BEST

Family Tree
FINDING HIMSELF, ONE RELATIVE AT A TIME

Read / Listen
SELECTED INTERVIEWS:

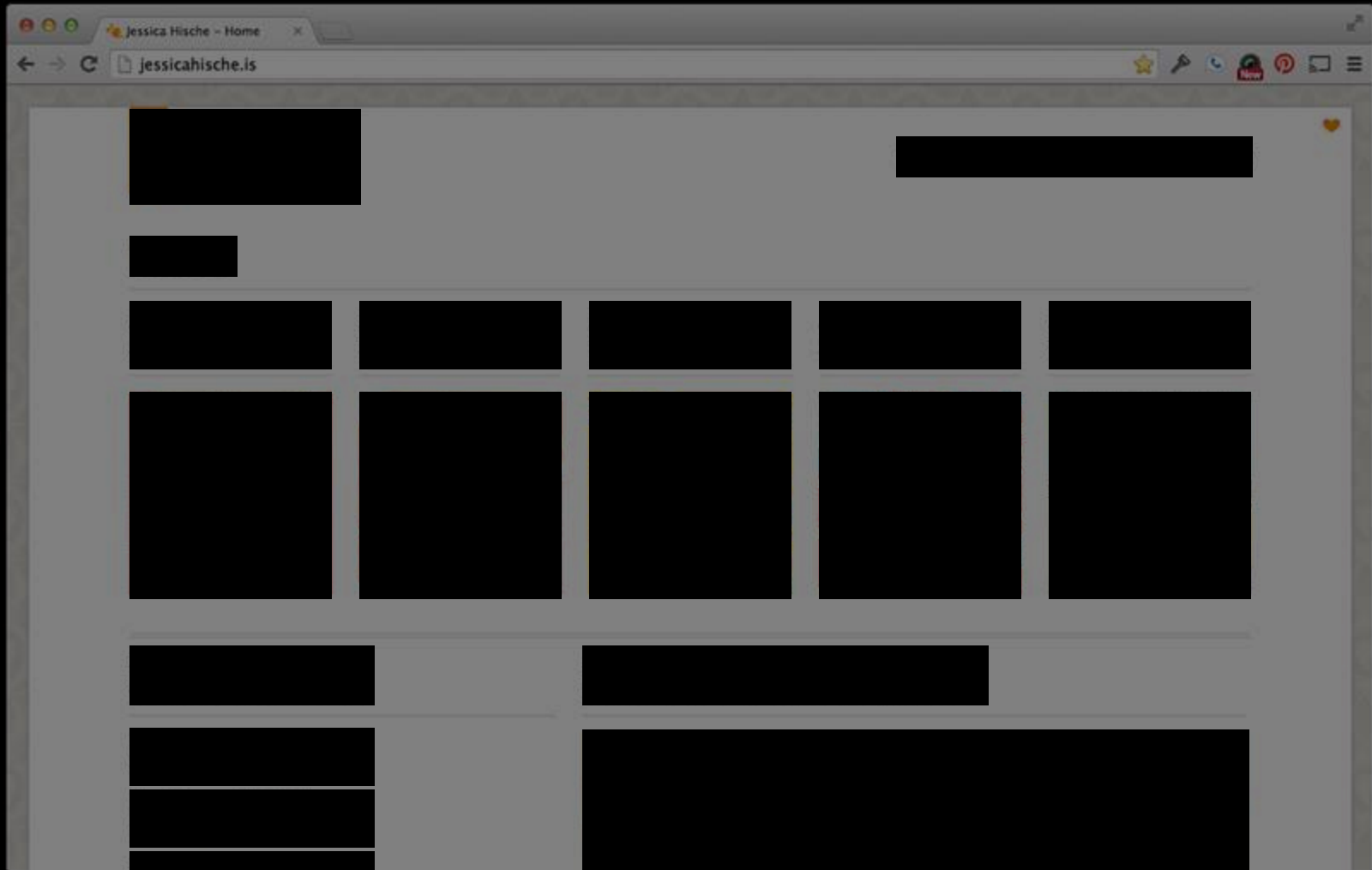
Buy
LETTERPRESS PRINTS, FONTS, & MORE

Design Matters
with Debbie Millman

Your Dreams, My Nightmares
with Sam Weber

The Great Discontent

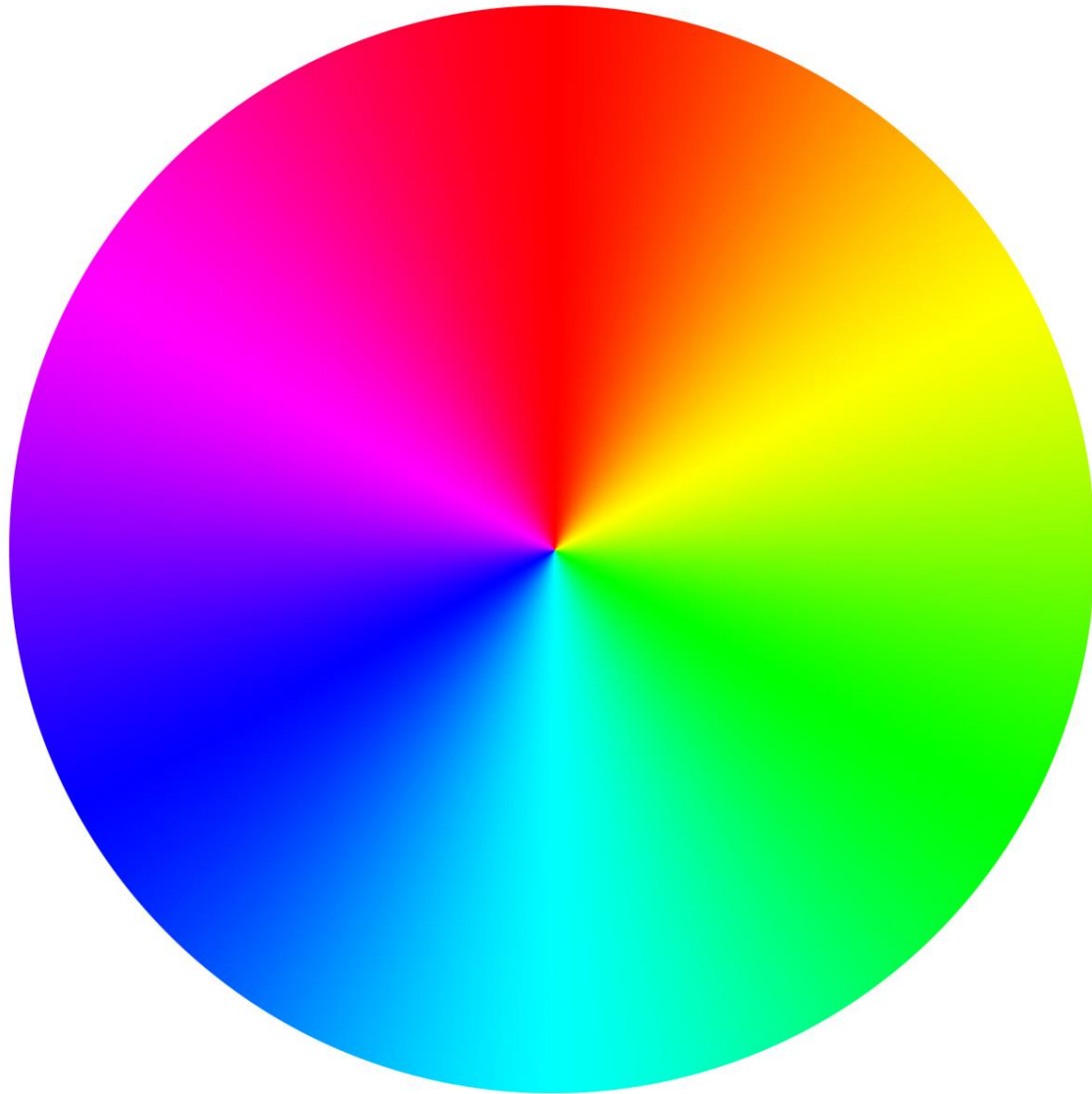
Form



Color

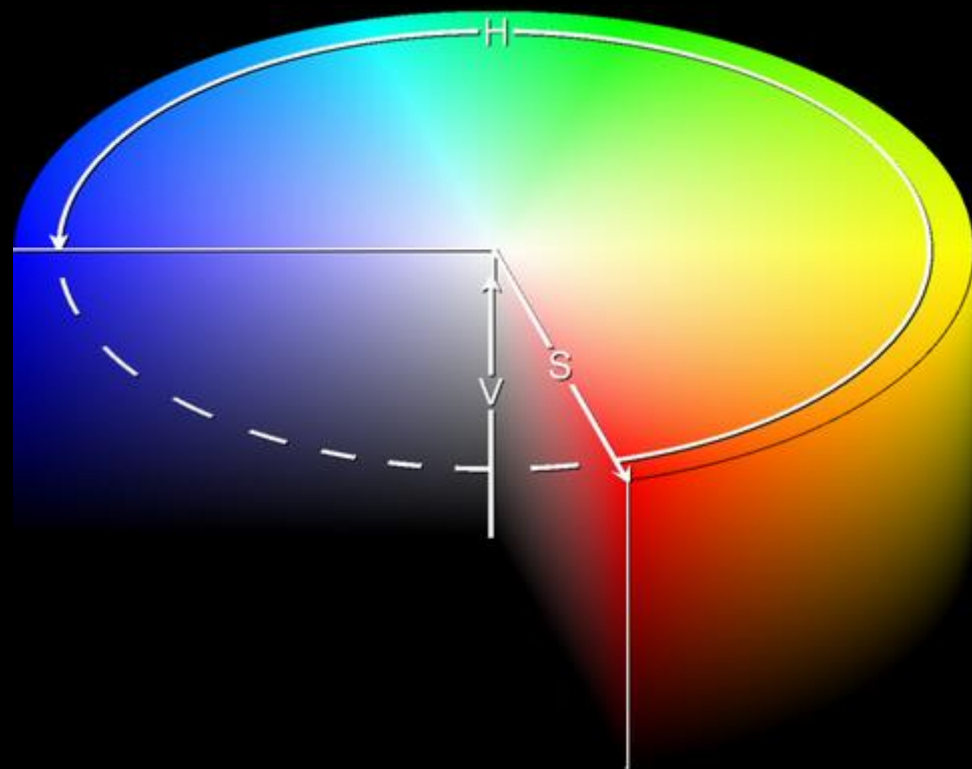


Color

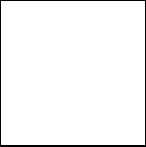
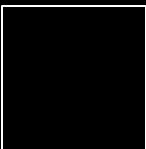
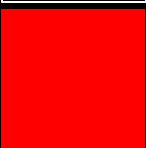
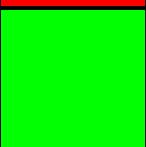
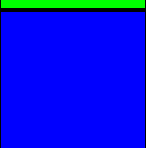
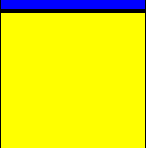
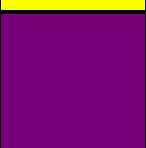


Color

000000	000033	000066	000099	0000CC	0000FF
003300	003333	003366	003399	0033CC	0033FF
006600	006633	006666	006699	0066CC	0066FF
009900	009933	009966	009999	0099CC	0099FF
00CC00	00CC33	00CC66	00CC99	00CCCC	00CCFF
00FF00	00FF33	00FF66	00FF99	00FFCC	00FFFF
330000	330033	330066	330099	3300CC	3300FF
333300	333333	333366	333399	3333CC	3333FF
336600	336633	336666	336699	3366CC	3366FF
339900	339933	339966	339999	3399CC	3399FF
33CC00	33CC33	33CC66	33CC99	33CCCC	33CCFF
33FF00	33FF33	33FF66	33FF99	33FFCC	33FFFF
660000	660033	660066	660099	6600CC	6600FF
663300	663333	663366	663399	6633CC	6633FF
666600	666633	666666	666699	6666CC	6666FF
669900	669933	669966	669999	6699CC	6699FF
66CC00	66CC33	66CC66	66CC99	66CCCC	66CCFF
66FF00	66FF33	66FF66	66FF99	66FFCC	66FFFF
990000	990033	990066	990099	9900CC	9900FF
993300	993333	993366	993399	9933CC	9933FF
996600	996633	996666	996699	9966CC	9966FF
999900	999933	999966	999999	9999CC	9999FF
99CC00	99CC33	99CC66	99CC99	99CCCC	99CCFF
99FF00	99FF33	99FF66	99FF99	99FFCC	99FFFF
CC0000	CC0033	CC0066	CC0099	CC00CC	CC00FF
CC3300	CC3333	CC3366	CC3399	CC33CC	CC33FF
CC6600	CC6633	CC6666	CC6699	CC66CC	CC66FF
CC9900	CC9933	CC9966	CC9999	CC99CC	CC99FF
CCCC00	CCCC33	CCCC66	CCCC99	CCCCCC	CCCCFF
CCFF00	CCFF33	CCFF66	CCFF99	CCFFCC	CCFFFF
FF0000	FF0033	FF0066	FF0099	FF00CC	FF00FF
FF3300	FF3333	FF3366	FF3399	FF33CC	FF33FF
FF6600	FF6633	FF6666	FF6699	FF66CC	FF66FF
FF9900	FF9933	FF9966	FF9999	FF99CC	FF99FF
FFCC00	FFCC33	FFCC66	FFCC99	FFCCCC	FFCCFF
FFFF00	FFFF33	FFFF66	FFFF99	FFFFCC	FFFFFF



Color

Color	RGB	Hexadecimal (Hex)	HSB/HSV
	255, 255, 255	#FFFFFF	300, 0, 100
	0, 0, 0	#000000	300, 0, 0
	255, 0, 0	#FF0000	0, 100, 100
	0, 255, 0	#00FF00	120, 100, 100
	0, 0, 255	#0000FF	240, 100, 100
	255, 255, 0	#FFFF00	60, 100, 100
	120, 0, 120	#800080	300, 100, 48

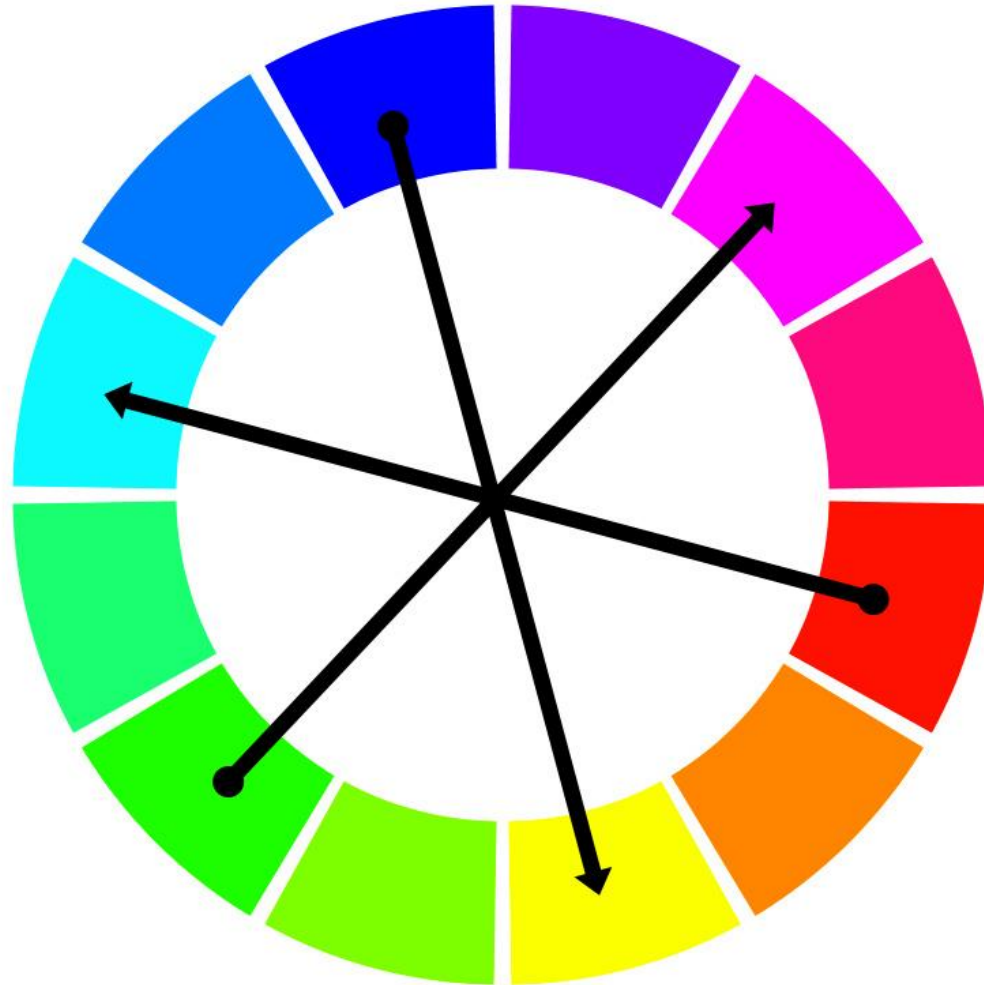
Color



Color



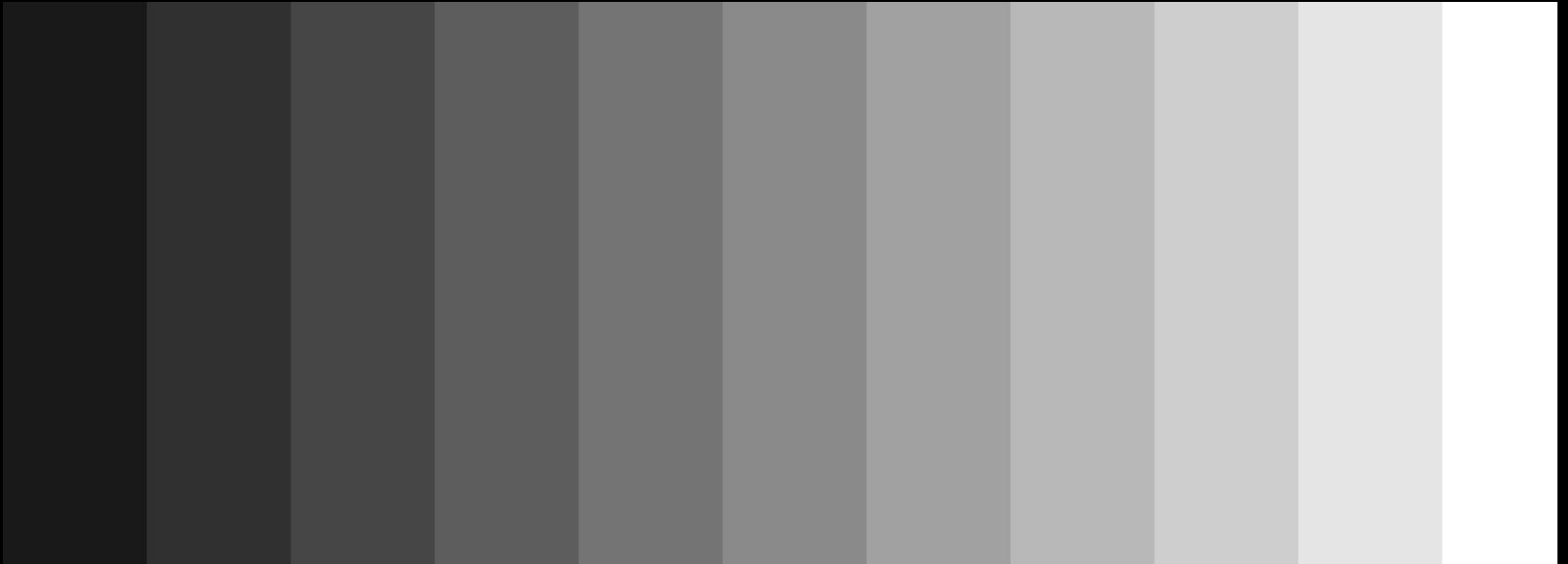
Color



Color



Color



Color

BLACK sophistication power mystery formality evil death	GRAY stability security strength of character authority maturity	PURPLE royalty luxury dignity wisdom spirituality passion vision magic
YELLOW joy cheerfulness friendliness intellect energy warmth caution cowardice	WHITE freshness hope goodness light purity cleanliness simplicity coolness	PINK romance compassion faithfulness beauty love friendship sensitivity
RED danger passion daring romance style excitement urgency energetic	BLUE peace stability calmness confidence tranquility sincerity affection integrity	GREEN life growth environment healing money safety relaxation freshness

Color



Color



Color



Type



these are serifs

Times New Roman

SERIF FONT



Arial

SANS-SERIF FONT

Type

Baskerville

Arial

Century

Impact

Garamond

Helvetica

Georgia

Verdana

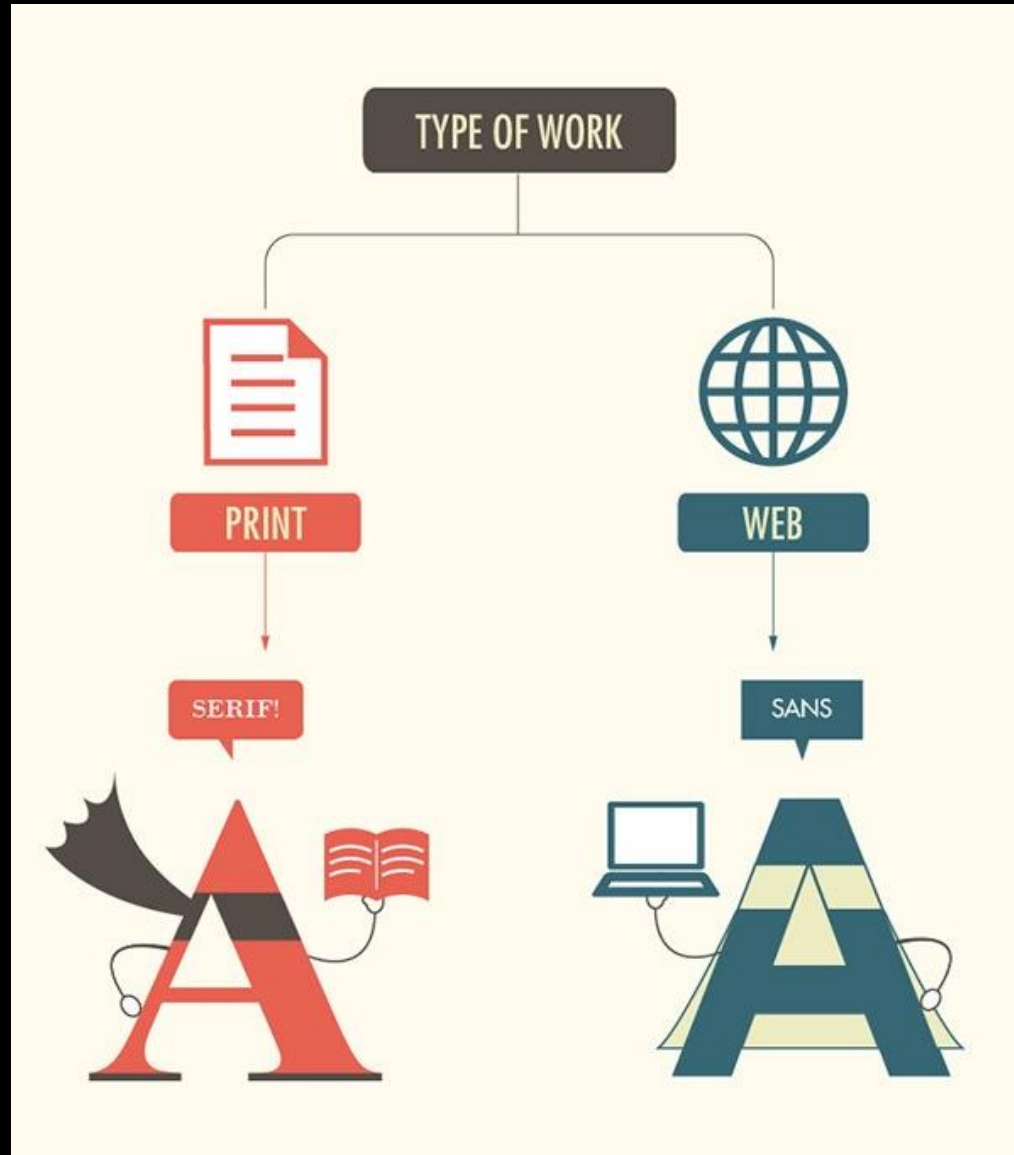
Times New Roman

Tahoma

Type

The screenshot displays the Google Fonts website interface. At the top, the browser address bar shows "fonts.google.com". The main navigation includes a search bar, a "Sort by Trending" dropdown, and a "View selected families" button. Below the navigation, there are several featured cards: "Readability", "Material design guidelines", "Optimize font loading", "Google Fonts API", and "Self-hosting web fonts". The main content area shows a list of font families, with the first one being "Roboto" (12 styles by Christian Robertson). The text "Everyone has the right to freedom of thought, conscience and religion; this r" is displayed in the Roboto font. Below it, "Afacad Flux" (Variable, 2 axes by Kristian Möller, Dicotype) is shown with the same text. Next is "Sixtyfour Convergence" (Variable, 4 axes by Simon Cozens, Jens Kutilek) with the text "Everyone has the right to freedom" in a red, pixelated font. Finally, "Edu Australia VIC WA NT Hand Guides" (Variable, 1 axis by Tina Anderson, Corey Anderson) is shown with the text "Everyone has the right to freedom of thought, conscience and religion; this right in" in a cursive font. On the left side, there is a sidebar with a "Filter" section containing dropdowns for "Language", "Writing system", and "Language", and buttons for "Variable" and "Color". Below that, there are buttons for "Decorative stroke" (Serif, Slab Serif, Sans Serif) and "Classification".

Type



Type



Metal Inoxidável

Nesta edição especial, apresentamos o guitarrista dos Metallica, Robert Trujillo, sobre a relação muito especial que mantém com o surf e com Portugal, onde partilha com o guitarrista Kirk Hammett costume fazer umas ondas nos intervalos dos concertos.

inside SURFportugal vol25 #1

A Criação do Stake

Grande da edição inaugural do Sagres Surf Culture, evento que reunia profissionais de diversas áreas culturais num fórum multidisciplinar sem precedentes na história do surf nacional.

Os 25 Melhores Surfistas Portugueses De Sempre

Depois de consultarmos os mais respeitados surfistas nacionais e de um intenso brainstorming editorial, apresentamos os 25 melhores surfistas portugueses de sempre, pelas palavras daqueles que, entre os seus pares, melhor os conhecem e mais admiram.

O Rio Que Não

Numa edição especial e duas mãos, João Vidente e João Adão ocupam no Volcom Fill Pro e ao dia em que o 3 no 12 se surfou o título de uma das mais épicas sessões de que há memória em Cloudbreak, avaliando as consequências da decisão para a ASP e os seis atletas.

Secções

18 TAKE OFF 24 DROP 24 TUNEL DO

TEMPO 26 VOZ DA TRIBO 28

ONLINE 30 NOVIDA

34 DEDRIO 32 ONDASSONORAS

36 SOFÁ SURFIN 36 AGUEIRO

40 SAL NA

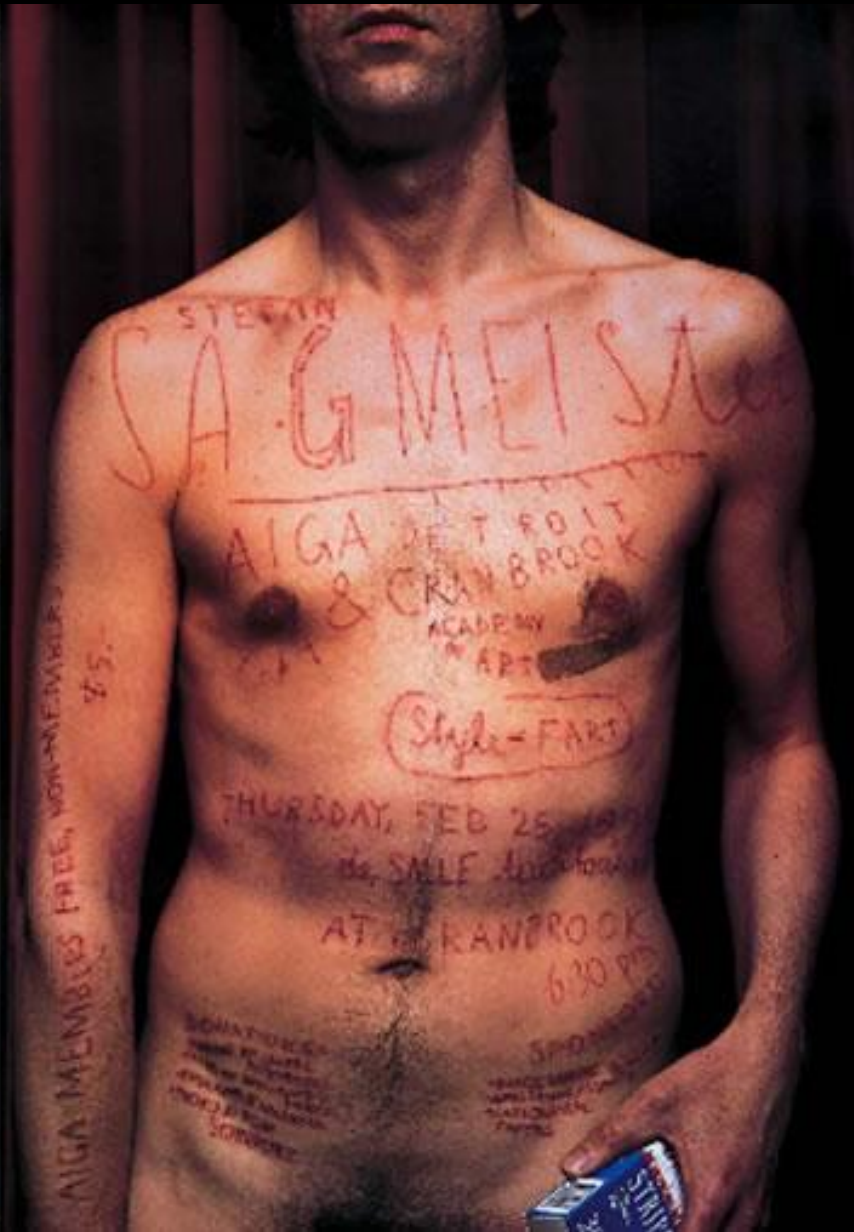
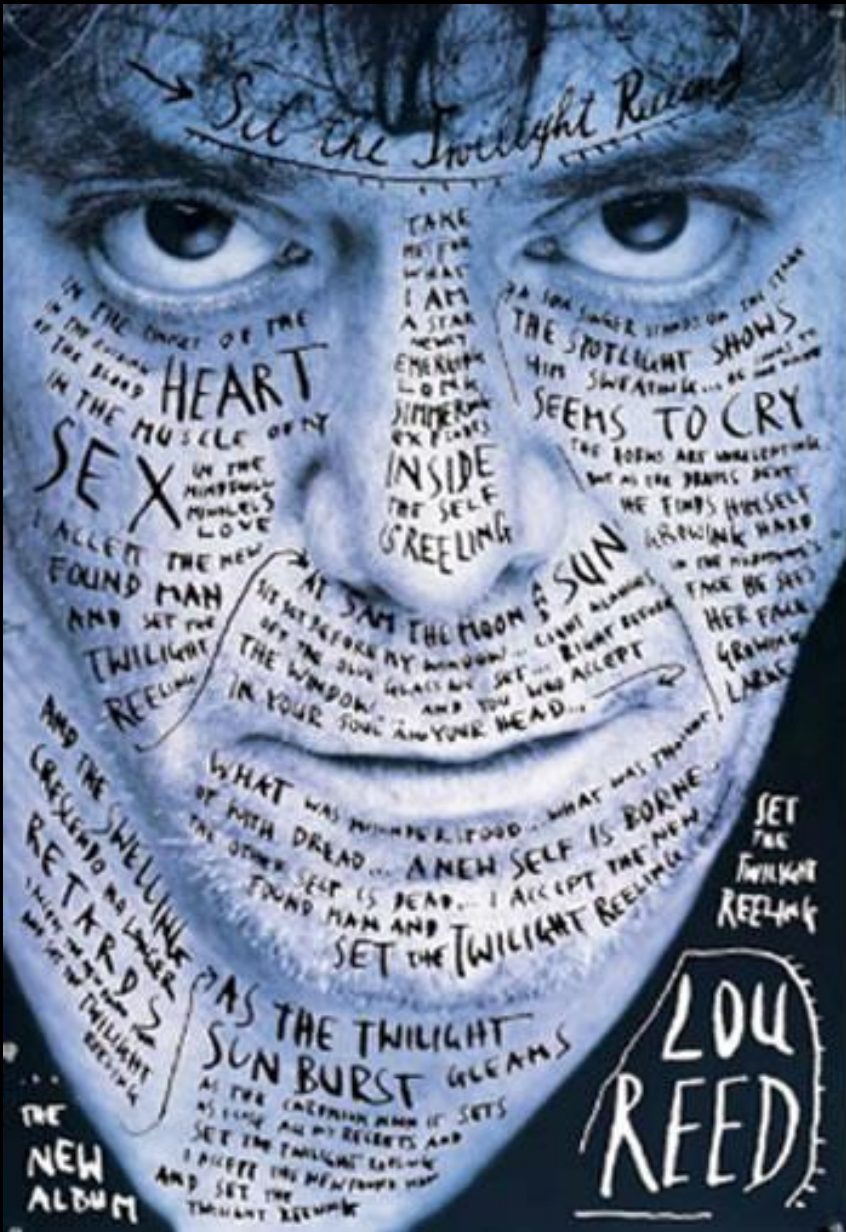
43 SURFOLDGEA 43 TEMPESTADE EM

102 BEACH

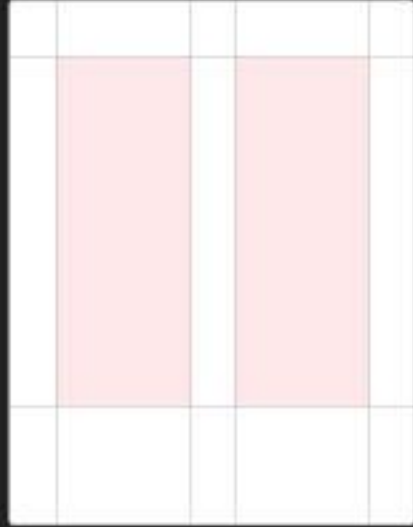
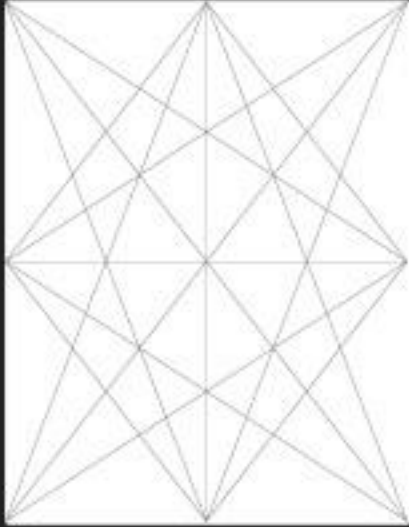
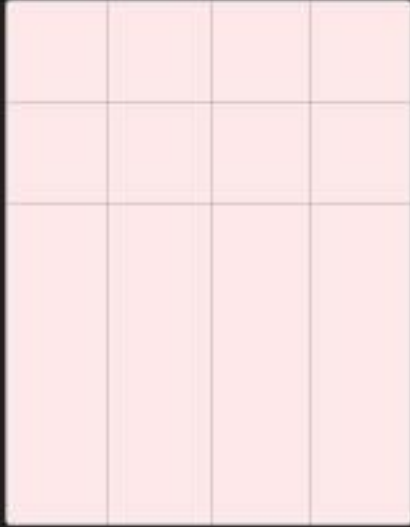
104 SHAPE ROOM 108 SHOW

110 ROOM 110 CLOSE OUT 112 UMA PARA SAIR

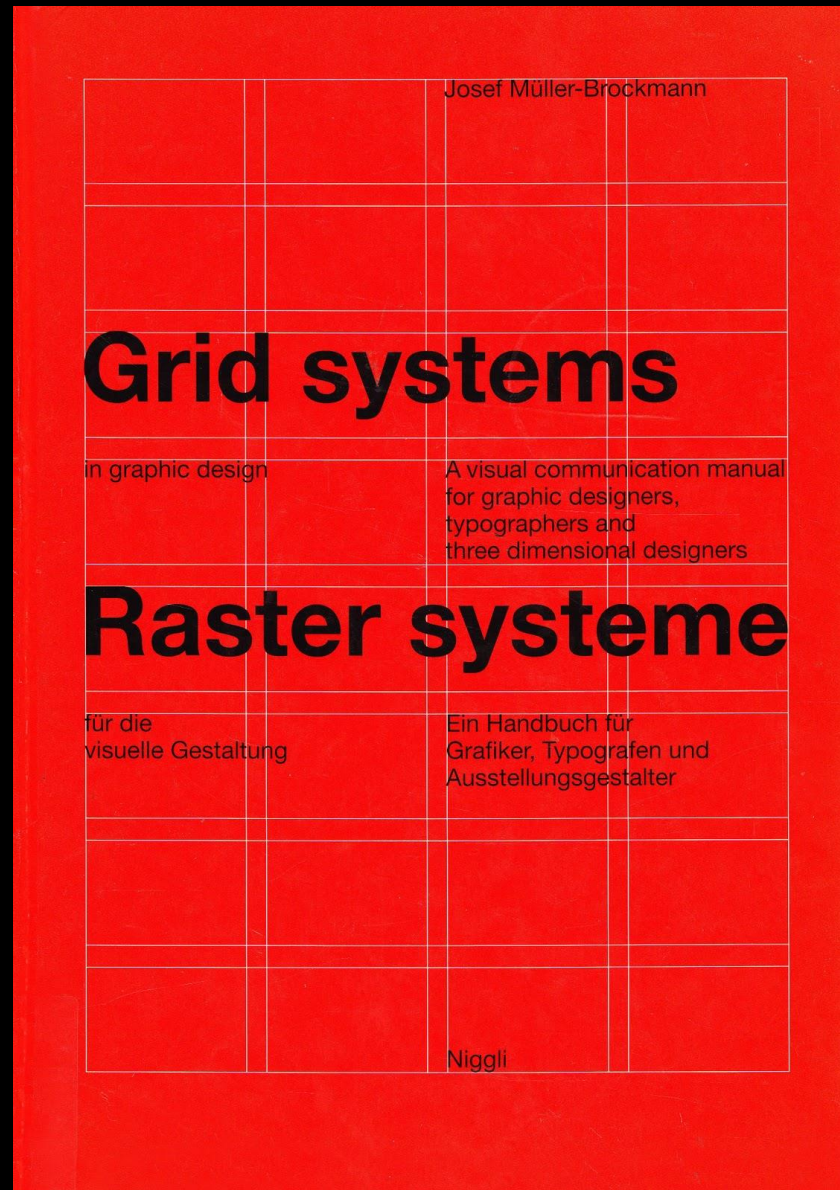
Type



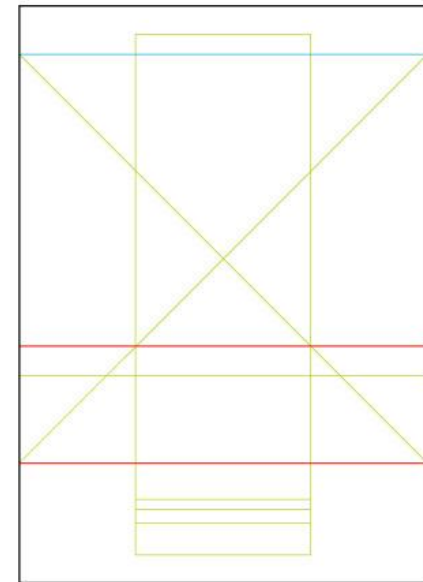
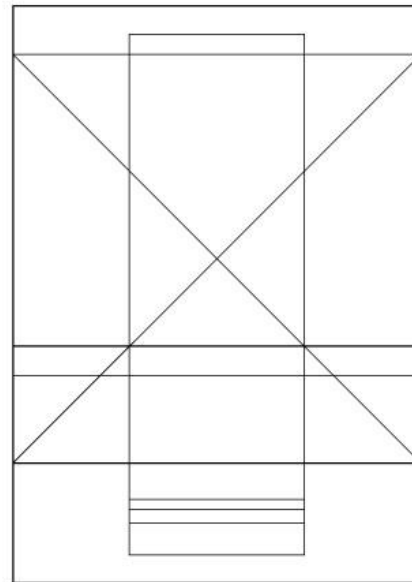
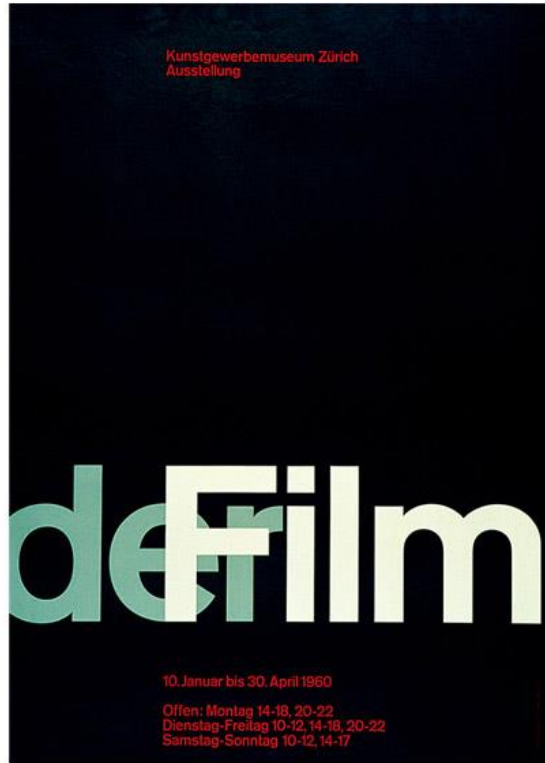
Grid Systems



Grid Systems



Grid Systems



Grid Systems

beethoven

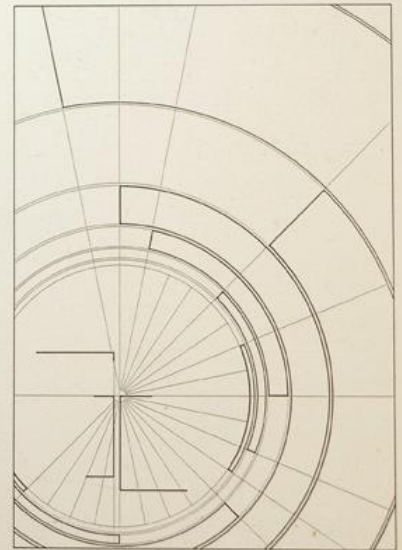
tonhalle grosser saal
dienstag, den 22. februar 1955,
20.15 uhr
4. extrakonzert
der tonhalle-gesellschaft

leitung carl schuricht
solist wolfgang schneiderhan

beethoven ouverture zu «coriolan», op. 62
violinkonzert in d-dur, op. 61
siebente sinfonie in a-dur, op. 92

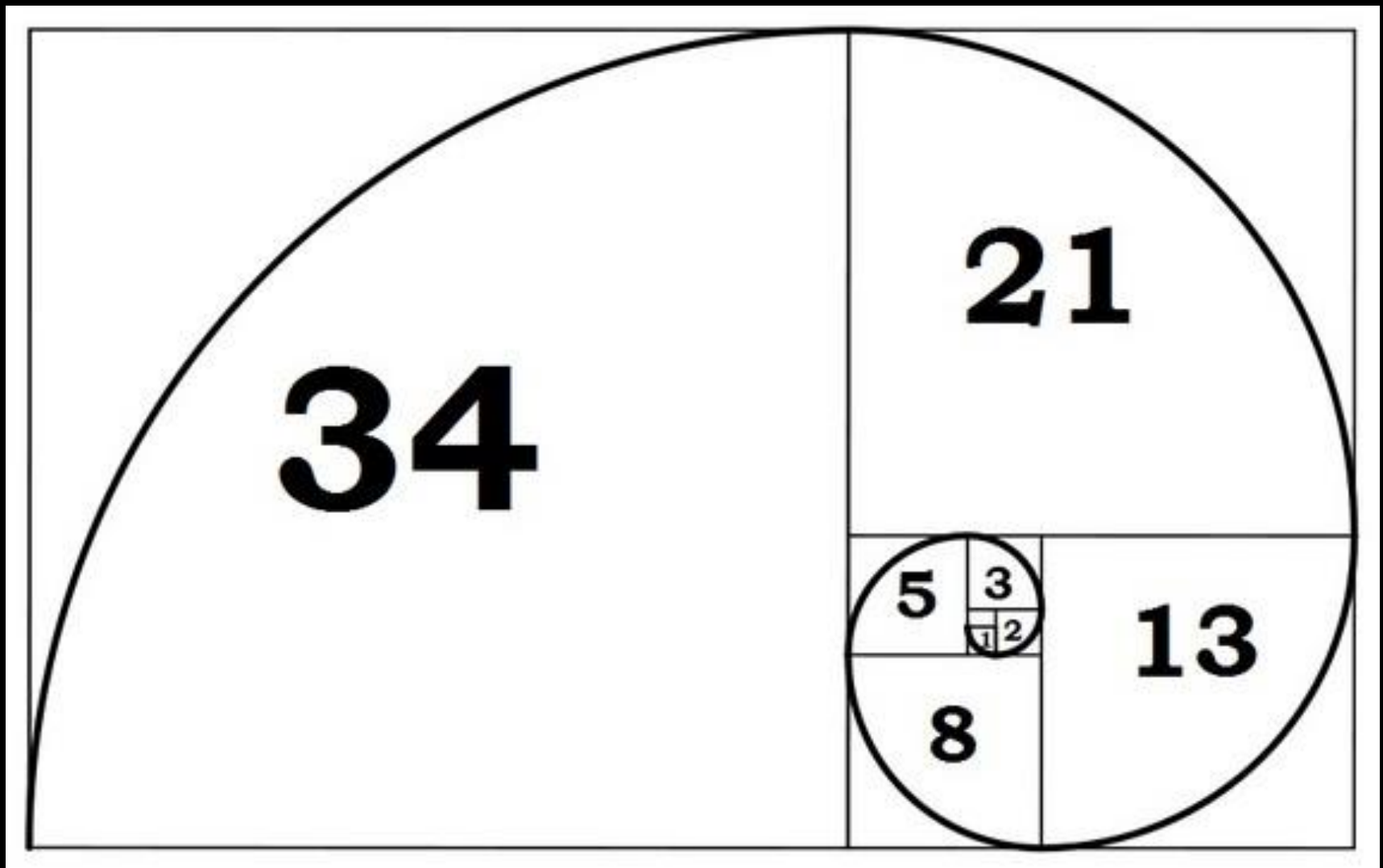
vorverkauf tonhalle-kasse, hug, jecklin,
kuoni
karten zu fr. 3.50 bis 9.50

www.tonhalle.ch

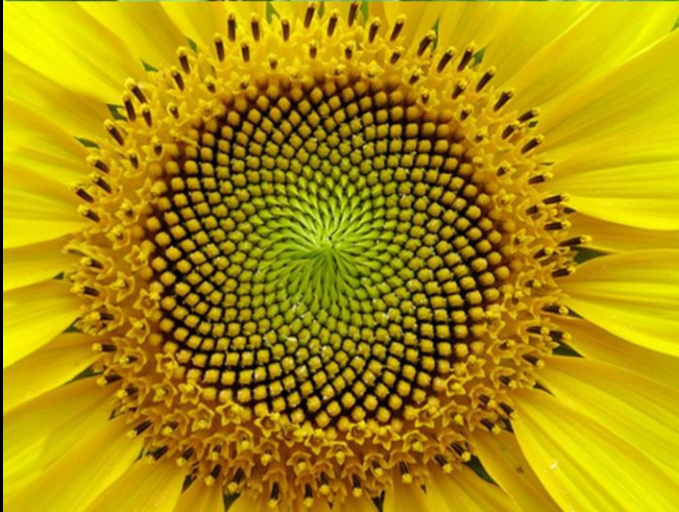


Sketches and production drawing

Grid Systems



Grid Systems



Grid Systems

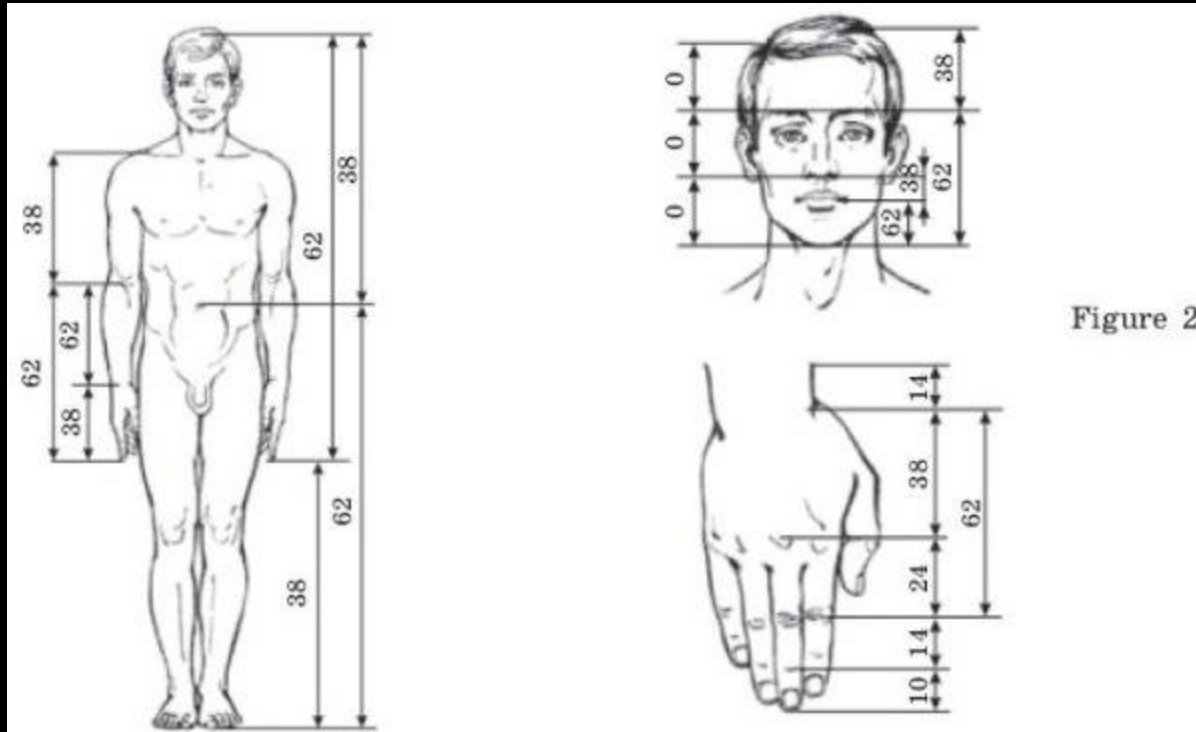
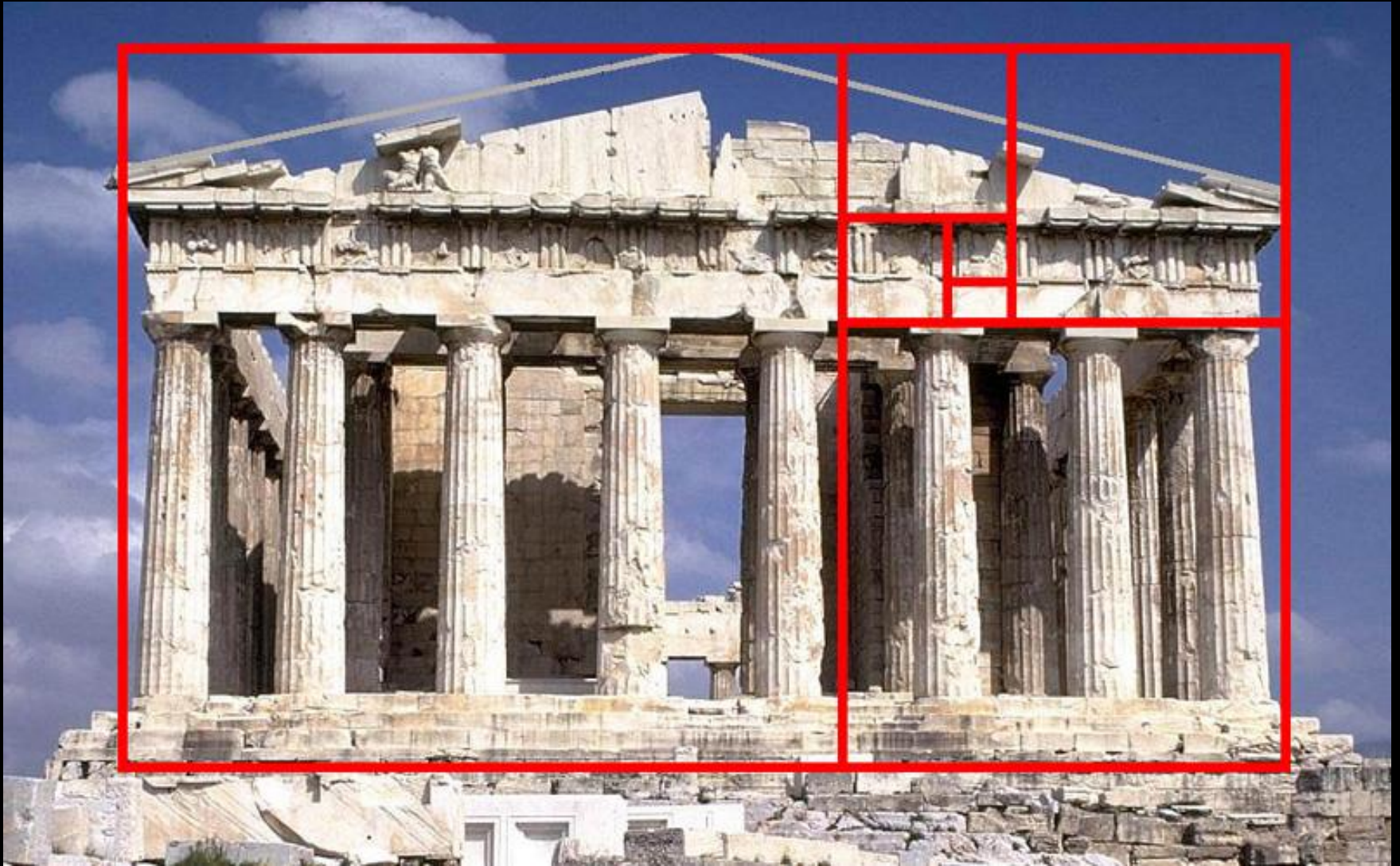
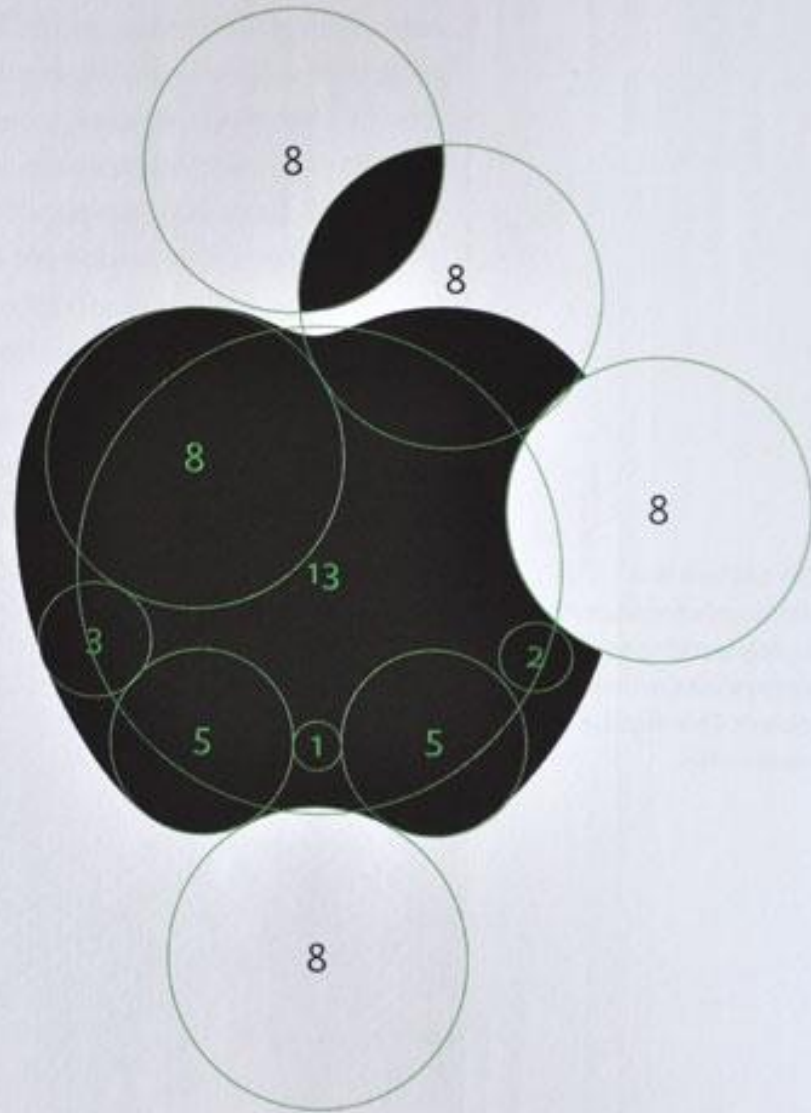
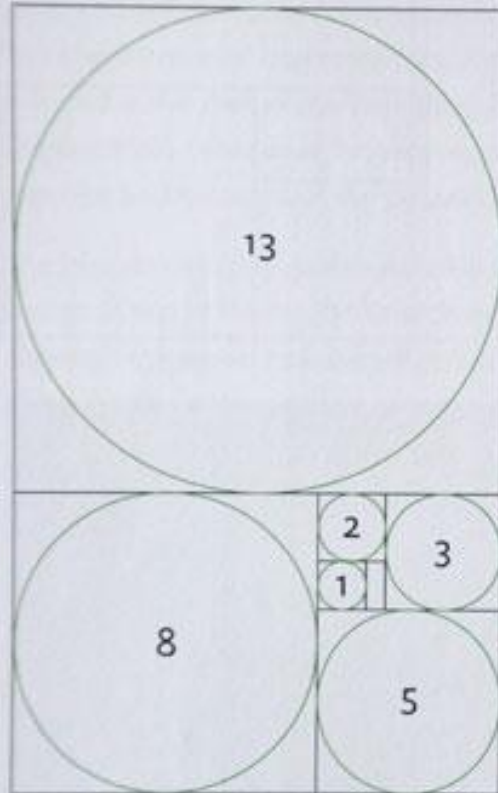


Figure 2

Grid Systems



Grid Systems



Logo and Identity



Logo and Identity

Coca-Cola

Logo and Identity



Logo and Identity



FedEx[®]



Logo and Identity



Logo and Identity

Elite Tennis Travel Logo Exploration



Indagare



1

Elite Tennis Travel Type Study

Elite Tennis Travel
elite tennistravel
ELITE TENNIS TRAVEL
Elite Tennis Travel
Elite Tennis Travel
elite tennistravel
ELITE TENNIS TRAVEL
EliteTennisTravel
Elite Tennis Travel
ELITE TENNIS TRAVEL

2

Elite Tennis Travel Typeface Study

Elite Tennis Travel
Elite Tennis Travel
Elite Tennis Travel
Elite Tennis Travel
ELITE TENNIS TRAVEL
Elite Tennis Travel
Elite Tennis Travel
Elite Tennis Travel
Elite Tennis Travel
Elite Tennis Travel

3

Elite Tennis Travel Typeface Study

Elite Tennis Travel
Elite Tennis Travel
Elite Tennis Travel
Elite Tennis Travel
Elite Tennis Travel
Elite Tennis Travel
Elite Tennis Travel
Elite Tennis Travel
Elite Tennis Travel
Elite Tennis Travel

4

Elite Tennis Travel Logotype Study

EliteTennisTravel
ELITE Tennis Travel
ELITE TENNIS TRAVEL

Elite Tennis Travel
ELITE TENNIS TRAVEL

5

Elite Tennis Travel Logotype Study

Elite Tennis Travel
ELITE Tennis Travel
ELITE tennistravel
ELITE Tennis Travel

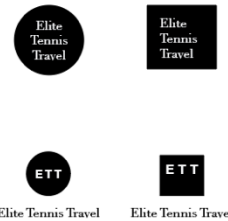
6

Elite Tennis Travel Logotype Study

ELITE TENNIS TRAVEL
ELITE TENNIS TRAVEL
ELITE TENNIS TRAVEL
ELITE TENNIS TRAVEL
ELITE TENNIS TRAVEL
ELITE tennistravel

7

Elite Tennis Travel Simple Shape Study



8

Elite Tennis Travel Simple Shape Study / Tennis Court



9

Elite Tennis Travel Iconographic Study / Tennis Ball + Global Travel



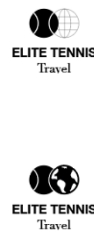
10

Elite Tennis Travel Iconographic Study / Tennis Ball + Global Travel



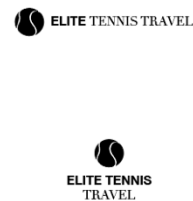
11

Elite Tennis Travel Iconographic Study / Tennis Ball + Global Travel



12

Elite Tennis Travel Iconographic Study / Stylized Tennis Ball



13

Elite Tennis Travel Iconographic Study / Stylized Tennis Ball + Airplane



14

Elite Tennis Travel Tennis Crest Study



15

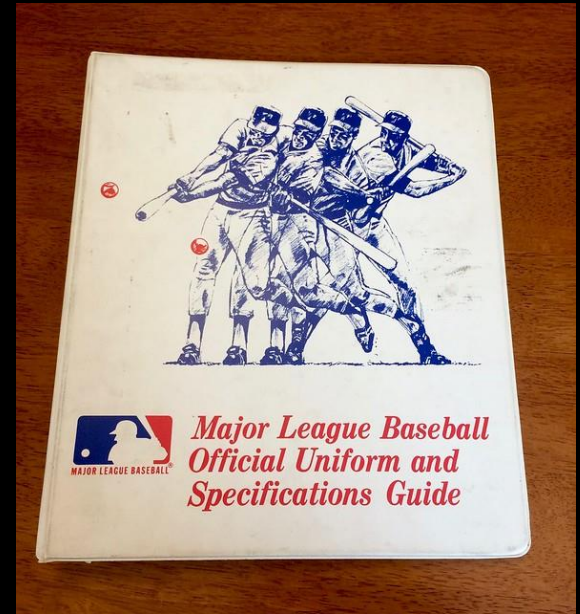
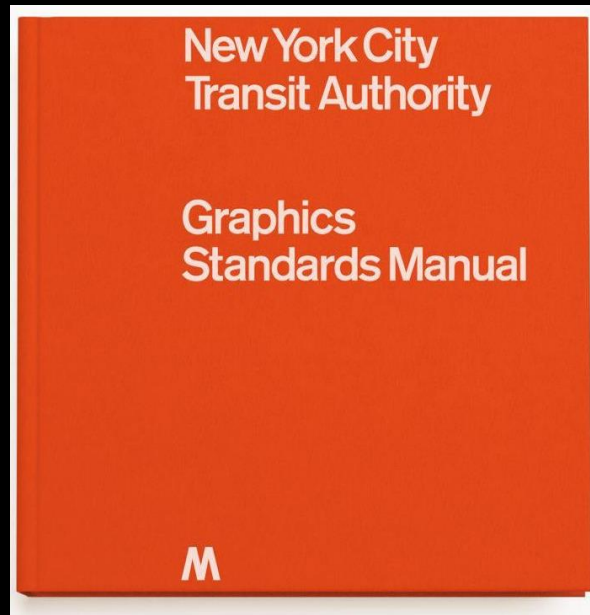
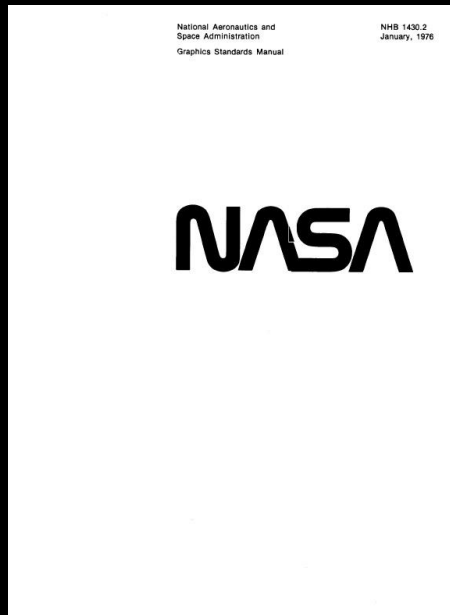
Brand Guidelines



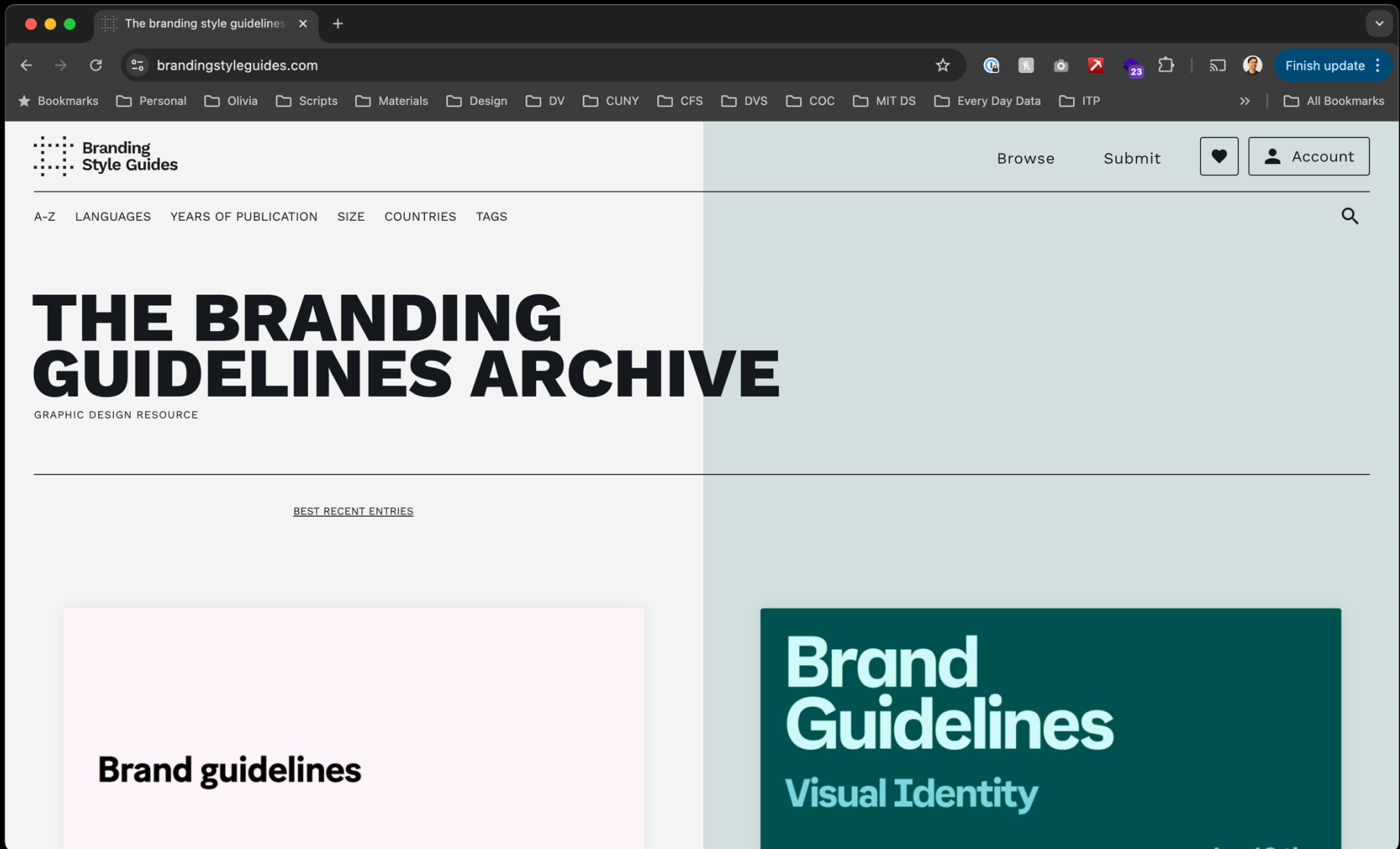
Brand Guidelines

- Dos and Don'ts
- Logo usage
- Color palettes
- Typography and type hierarchy
- Language and copy
- Photography examples
- Patterns and graphical treatments
- Packaging design
- Signage
- Marketing materials

Brand Guidelines



Brand Guidelines



AI and Branding

- ChatGPT creative ideation
 - Product development concepts
 - Naming and tag line
 - Audit and market research
 - Typeface suggestions
 - Suggestion on logo or logotype
 - Logo ideation
 - Adobe Illustrator
 - Generative Vector
 - Generative Color Schemes
 - MidJourney, Flux, Stable Diffusion or Firefly for visual inspiration
 - Looka
 - Playground.com
 - Color scheme suggestions
 - Imagery suggestions

AI and Branding

Prompt:

Can you give me 5 different product ideas related to dog health?

AI and Branding

Adobe Illustrator 2024

gen-vector-logos.ai* @ 50 % (CMYK/Preview)

Stroke Transpa Navigatc Info

Character Paragraph OpenType

Properties Layers Librarie Datylon

Generative Object

Prompt

Black and white logo for a dog health product

Generate

Variations

Transform

X: 14.439 in W: 2.0678 in

Y: 9.5175 in H: 2.0678 in

Appearance

Color Color Guide Gradient

H

S

B

#

Transform Align Pathfinder

Black and white lo... < 2/3 > Generate Done

50% 0° 1 Selection

AI and Branding

Create

midjourney.com/imagine

Bookmarks Personal Olivia Scripts Materials Design DV CUNY CFS DVS COC MIT DS Every Day Data ITP

Midjourney

What will you imagine?

Search

Explore

Create

Organize

Personalize **New!**

Chat

- Newbies
- General Chaos
- Prompt Craft
- Daily Theme

Tasks


Help

Updates

Dark Mode

@ dannewoo

2 days ago



Design a logo for a smart dog collar brand called WagVitals that cleverly incorporates hidden visual elements using negative space. Think along the lines of the FedEx ^{arrow} + use text

v 6.1 stylize 0

Rerun Use Hide More

Design a logo for a smart dog collar brand called WagVitals that cleverly incorporates hidden visual elements using negative space. Think along the lines of the FedEx arrow or...

v 6.1 stylize 0

Design a logo for a smart dog collar brand called WagVitals that creatively incorporates hidden visual elements. The primary design should focus on a modern, tech-forward loo...

v 6.1 stylize 0

AI and Branding

Logo Design & Brand Identity x +

looka.com

Bookmarks Personal Olivia Scripts Materials Design DV CUNY CFS DVS COC MIT DS Every Day Data ITP All Bookmarks

Looka Logo Maker Brand Kit How It Works Reviews Logo Ideas Blog Log in Sign up

Design your own beautiful brand

Use Looka's AI-powered platform to design a logo and brand you love.

Enter your company name Get started

glo

AI and Branding

The image shows a web browser window with the URL `playground.com/design`. The page features a navigation sidebar on the left with options: **Playground**, **Create**, **My Designs**, and **Shared With Me**. At the bottom of the sidebar are links for **Download iOS app**, **Upgrade to Pro**, and a user profile for **Danne W**. The main content area is titled **What do you want to design today?** and includes a search bar with the placeholder text "Search Poster, Logo, or anything". A grid of 20 design categories is displayed, each with a representative image: **Logo** (black rabbit on yellow), **T-shirt** (pink cat with sunglasses), **Social Media Post** (green postcard with "Good Morning"), **Art** (girl with cat), **Poster** (flowers and "LOVE"), **Mobile Wallpaper** (lemons on blue), **Mockups** (white t-shirt), **Stickers** (jellyfish), **Cards & Invites** (cat and "APPY BIRTHD"), **Seamless Patterns** (floral), **Memes** (woman with "SLAY"), **Monogram** (purple background with "A"), **EBook Cover** ("LATE NIGHT POEMS"), and **Virtual Backgrounds** (Halloween theme).

Graphic Design and Marketing

- InDesign
 - Generative Fill
 - Generative Expand
- Adobe Express
 - Add brand assets (logos, colors, fonts)
 - Build an Instagram ad with ChatGPTs help

AI and Type

GenType

labs.google/gentype

LABS.GOOGLE (EXPERIMENT)

GENTYPE

What is your alphabet made out of?

a jack-o'-lantern carving, at night, HD photo

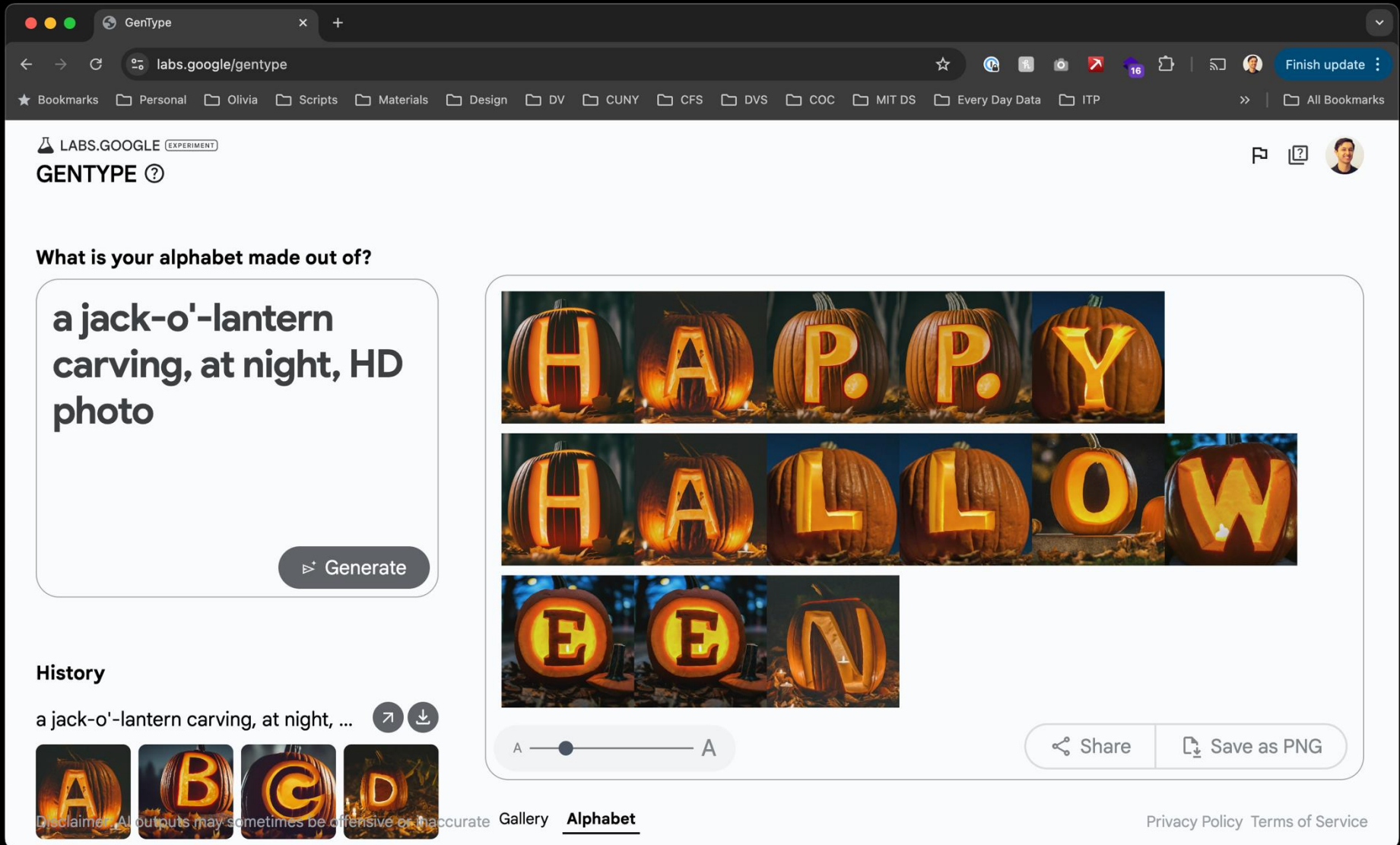
Generate

History

a jack-o'-lantern carving, at night, ...

Gallery Alphabet

Disclaimer: AI outputs may sometimes be offensive or inaccurate. [Privacy Policy](#) [Terms of Service](#)



The screenshot shows the GenType web application interface. At the top, there's a browser window with the URL 'labs.google/gentype'. Below the browser, the page header includes 'LABS.GOOGLE (EXPERIMENT)' and 'GENTYPE'. The main content area is titled 'What is your alphabet made out of?' and features a text input field containing 'a jack-o'-lantern carving, at night, HD photo'. A 'Generate' button is positioned below the input. To the right, three rows of generated images show jack-o'-lanterns carved with the words 'HAPPY', 'HALLOW', and 'EEN'. Below these images is a font size slider set to 'A'. At the bottom left, a 'History' section shows a preview of the generated 'A B C D' characters. The bottom right contains 'Share' and 'Save as PNG' buttons. A footer at the very bottom includes a disclaimer and links to 'Privacy Policy' and 'Terms of Service'.

Image Prompting Training

The screenshot shows a web browser window with the URL artsandculture.google.com/experiment/say-what-you-see/jwG3m7wQShZngw. The page has a light blue background with several white thought bubbles containing question marks. In the center, the text reads "Google Arts & Culture" followed by "Say what you see!" in a large, bold, black font. Below this, it asks "Are you ready to learn the art of prompting?" and features a green button labeled "Start Level 1". In the bottom left, a pink cartoon brain character with a face and legs is shown with a thought bubble above it. A speech bubble next to the brain contains the text: "I've generated images with Google AI, and you have to try to generate a close match. I'll be on hand with prompt tips along the way."

Say What You See — Google

artsandculture.google.com/experiment/say-what-you-see/jwG3m7wQShZngw

Finish update

Bookmarks Personal Olivia Scripts Materials Design DV CUNY CFS DVS COC MIT DS Every Day Data ITP All Bookmarks

Google Arts & Culture

Say what you see!

Are you ready to learn the art of prompting?

Start Level 1

I've generated images with Google AI, and you have to try to generate a close match. I'll be on hand with prompt tips along the way.

In Class / Homework

Using ChatGPT (or similar) come up with a list of project ideas that you could work on for your midterm project based on what we have covered so far in class. Write a blog post based on your conversation with ChatGPT (or similar) and select one option to move forward with for your midterm project. We will discuss your project ideas in class the following week.

AI x Design

Professor Danne Woo

danne.woo@qc.cuny.edu

aixdesign.danne.design