

Integrating Al Tools in Teaching Conceptual Strategies and Image Generation | **Jeff Davis**

bio_



born: Levelland, TX



raised: Houston, TX



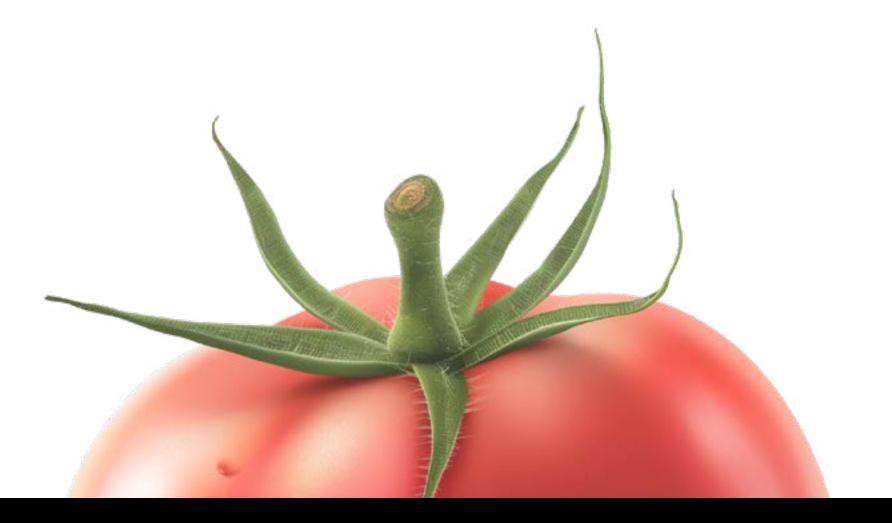
educated: San Marcos, TX



designer: Houston, TX



educator: San Marcos, TX

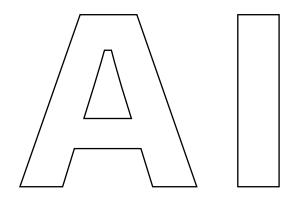


Can you make a connection between tomatoes, an Irish rugby player, and Al?



"Knowledge is knowing that a tomato is a fruit, Wisdom is knowing not to put it in a fruit salad."

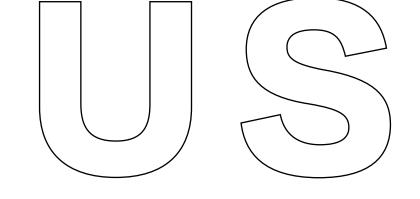
— Brian O'Driscoll, legendary Irish rugby player



KNOWLEDGE

Al is extremely knowledgeable

AI has a deep understanding of facts and truths related to most fields of expertise



WISDOM*

Users bring wisdom

Al needs the user to ask the "what if" or "how might we" questions

*Wisdom is the next frontier for AI, I encourage you to research Artificial Wisdom (AW)





IN THE CLASSROOM

WORKFLOW RESEARCH IMAGE GENERATION

- 1. WORKFLOW_ Creating good time and task management skills integrating the Microsoft ecosystem and Canvas (LMS)
- 2. RESEARCH_ Using ChatGPTv3.5/4 for project discovery, wordlisting, brand strategy, conceptualizing, and presentation outlines
- 3. IMAGE GENERATION_ Creating prompt engineering skill-sets achieving more accurate and repeatable outcomes using various generative AI (Midjourney, Dall-E, Firefly, etc.)

case_study

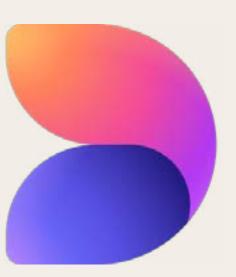
IMPERFECT FOODS CAMPAIGN

The Task

This project combines generative AI platforms with M. Pricken's *Kickstart* methodology to create impactful and memorable imagery. This creative approach encourages innovative thinking through his 26-kickstart methods. An engaging ad campaign will be developed using AI image generators to compare and contrast two different outcomes.

3 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

Al Image Generators



Microsot Designer



Adobe Firefliy

4 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

The Company: Imperfect Foods

Imperfect Foods provids extraordinary groceries at ordinary prices. They offer a full lineup of carefully curated foods that are the best of their kind, a little imperfect, and always delicious. Most importantly, thieir groceries help build a less wasteful world.



JEANETTE DEEGEAR

5 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

The Idea

By generating ideas from a wordlist brain dump focused on themes like self-love, beauty, body image, beauty pageants, loving the skin you're in, and judgment, ChatGPT produced numerous concepts to inspire compelling image prompts.

6 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

Chat GPT

Veggie Faces: Create playful faces using various misshaped vegetables. For example, use a crooked carrot for a nose, a lopsided tomato for a mouth, and uneven cucumbers for eyes.

Odd Couples: Pair up imperfect veggies as quirky couples, like a twisted carrot hugging a bent cucumber or a misshapen potato holding hands with a lumpy tomato.

Veggie Animals: Craft animals out of imperfect vegetables, such as a turtle with a bumpy potato shell, a cucumber snake, or a carrot bird with leafy wings.

Veggie Fashion Show: Showcase misshaped veggies as models on a runway, complete with accessories made from other produce items.

Veggie Celebrations: Illustrate a festive scene with imperfect vegetables celebrating, like a bumpy potato blowing out candles on a cake made of stacked tomatoes and cucumbers, or a group of misshaped veggies having a picnic.

Veggie Storybook Characters: Create scenes with imperfect vegetables as characters from popular fairy tales or children's stories, like a lumpy potato as Humpty Dumpty or a curvy carrot as Rapunzel.

Veggie Landscapes: Design whimsical landscapes using imperfect vegetables, such as a forest of twisted carrot trees, a river of bumpy cucumber slices, and hills made of lumpy potatoes.

Veggie Sports: Show imperfect vegetables playing sports, like a bent carrot skiing down a snowy slope of cauliflower or a misshaped tomato playing soccer with a cherry tomato ball.

Veggie Art Gallery: Set up a mini art gallery with imperfect veggies as the featured "artworks," complete with tiny frames and spotlights.

Veggie Superheroes: Illustrate imperfect vegetables as superheroes with capes, saving the world from food waste with their unique shapes powers.

7 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

1st Prompt: Beauty pageant

perfect vegetables with some one imperfect vegetable with a spot light on it, all lined up like they are in a beauty pageant being judged by humans, in the painting style of photorealism. white background. vegetable are all in the midground

Microsoft Designer



Adobe Firefliy

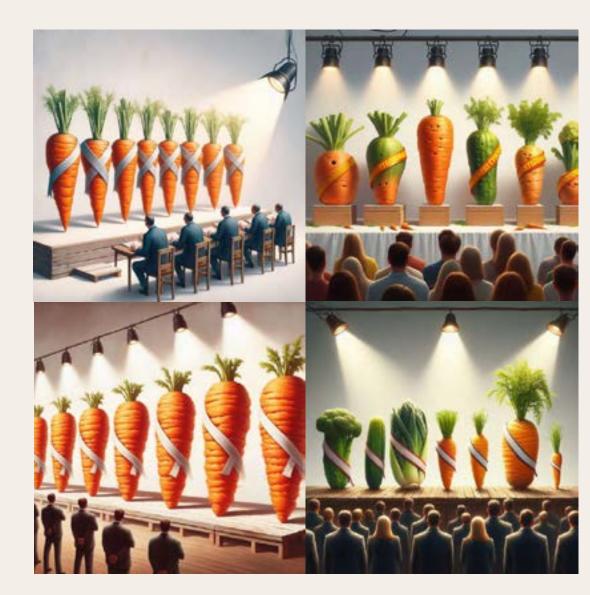


8 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

2nd Prompt: Beauty pageant

Normal shaped vegetables with one imperfect carrot with a spot light on them on a staged all lined up like they are in a beauty pageant. they are wearing sashes being judged by humans, in the painting style of vintage photorealism. white background.

Microsoft Designer



Adobe Firefliy

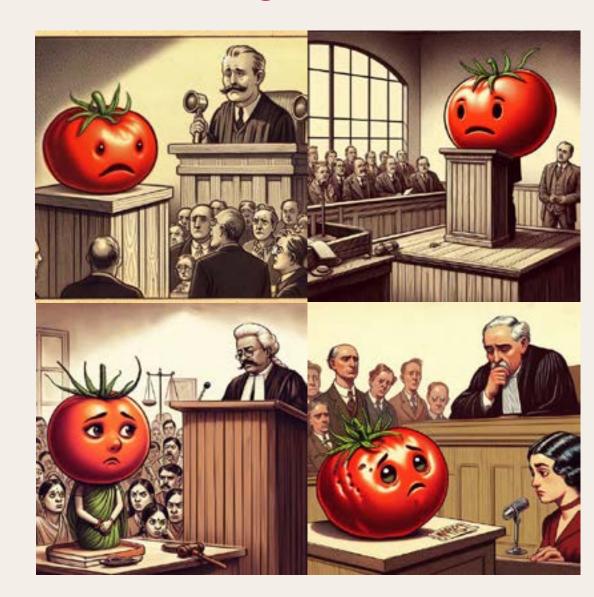


9 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

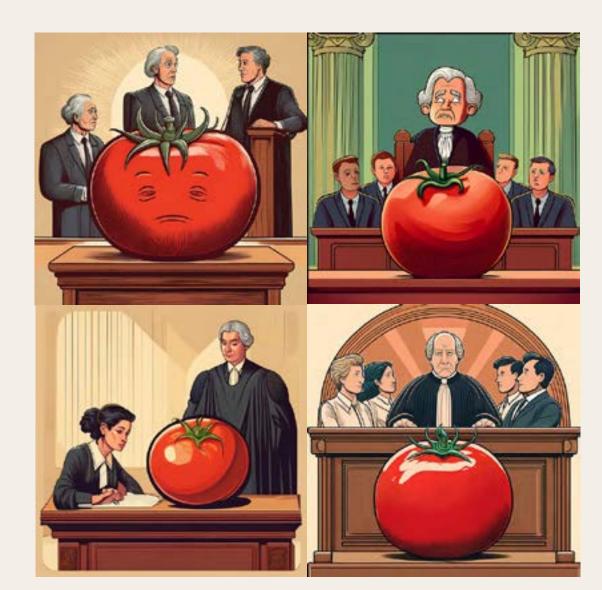
1st Prompt: Courtroom

imperfect tomato on the stand at court looking sad as the judge how is on a high pulpit looks down on it, people are glaring at the sad imperfect tomato. its in a 1920 illustration

Microsoft Designer



Adobe Firefliy



10 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

mirror with imperfect misshaped lumpy eggplant looking into it. white background, photorealism

Microsoft Designer





Adobe Firefliy



11 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

mirror with imperfect misshaped lumpy apple looking into it. white background, photorealism

Microsoft Designer



Adobe Firefliy



12 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

mirror with imperfect misshaped apple with a face looking into it. white background, photorealism

Microsoft Designer



Adobe Firefliy



13 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

mirror with imperfect misshaped lumpy potato looking into it. white background, photorealism

Microsoft Designer



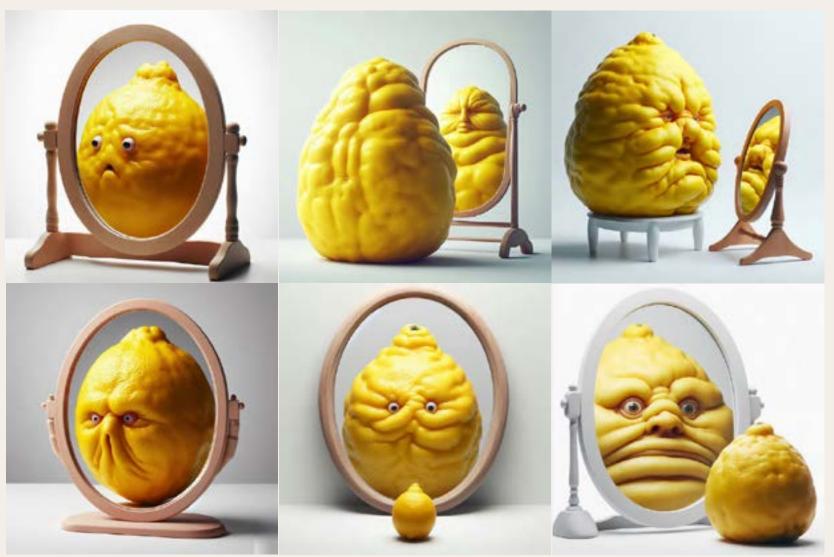
Adobe Firefliy



14 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

mirror with imperfect misshaped lumpy limon face looking into it. white background, photorealism

Microsoft Designer



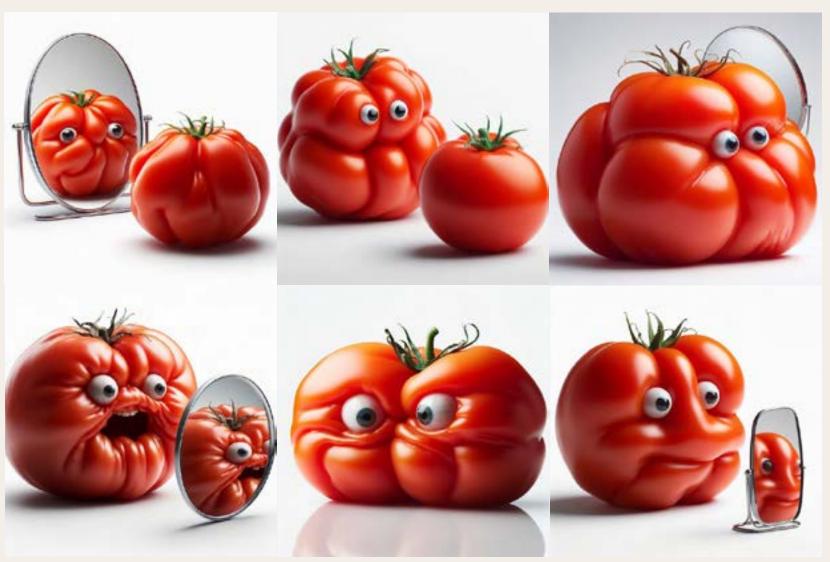
Adobe Firefliy



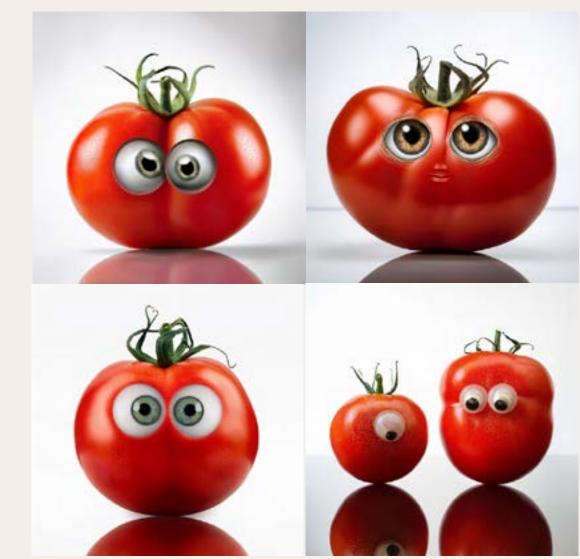
15 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

imperfect misshaped lumpy tomato with eyes looking into a mirror and seeing its reflection. white background, photorealism

Microsoft Designer



Adobe Firefliy



16 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

imperfect misshaped lumpy cucumber with eyes looking into a mirror and seeing its reflection. white background, photorealism

Microsoft Designer



Adobe Firefliy



17 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

imperfect misshaped lumpy bell pepper with eyes looking into a mirror and seeing its reflection. white background, photorealism

Microsoft Designer



Adobe Firefliy



18 IMPERFECT FOODS All Shapes & Sizes Ad Campaign

Typography & Color Palette

Avacado #547420 C42 M6 Y100 K60 PMS 2280

Head

Lufga Black

Subhead

Lufga Semibold

Body

Montserrat Regular

Beet #B32274 C0 M100 Y5 K18 PMS 227

Lime #C5DB66 C12 M0 Y64 K0 PMS 374

Rose #FFCBDC C0 M23 Y5 K0 PMS 182

Papaya #F6A685 C0 M54 Y48 K0 PMS 486 Frosting #C6E8EB C22 M0 Y2 K0 PMS 7457

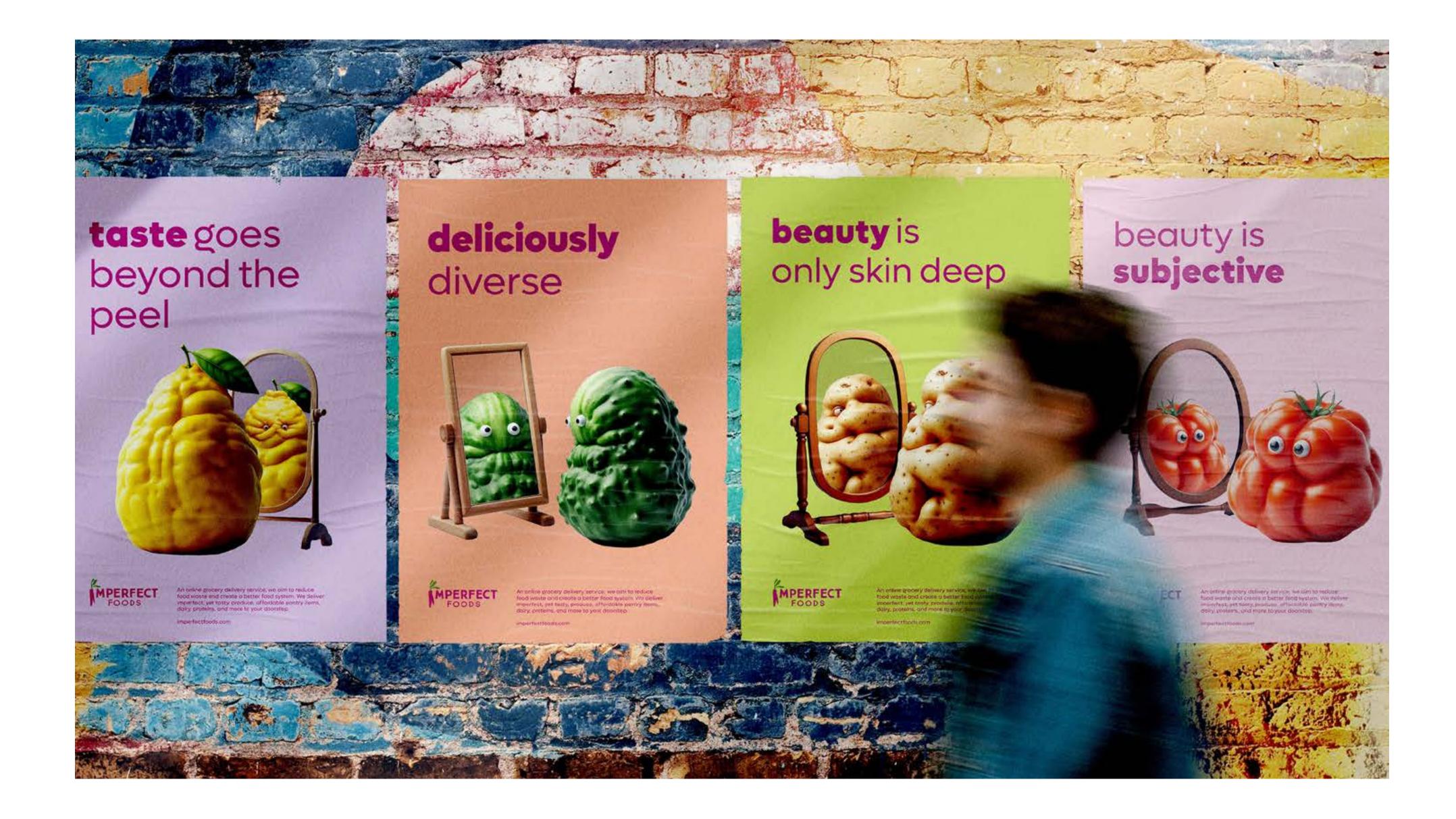
Cream #F3EEE7 C4 M4 Y7 K0 PMS 37997

Lemon #F7D46D C0 M14 Y86 K0 PMS 121 Lavender #D8C0E0 C11 M24 Y0 K0 PMS 263

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19 IMPERFECT FOODS All Shapes & Sizes Ad Campaign





takeaways_

- _ Al won't take your job, but a designer proficient in Al, will most likely take it.
- _become data literate
- _ be Al curious (your career depends on it)
- _ prompt engineering is a iterative
- _use AI to organize time/task (workflow)
- _augment (propel) your process using Al
- _ know the boundaries (responsibilities)

insights_

"There is a reasonable expectation that genZ designers both understand and integrate AI into the creative process and push boundaries, while streamlining workflows and increasing productivity."

— Doug Powell, IBM



Timeline: Genesis of Mankind to Artificial intelligence (AI)

Genesis of Mankind

2 million years ago

Marking the beginning of human evolution.

Development of Agriculture

Circa 10,000 BCE

This period is characterized by the transition from nomadic hunter-gatherer societies to settled agricultural communities marked a significant advancement in human history. This development allowed for the cultivation of crops and domestication of animals, leading to the establishment of permanent settlements and the rise of civilizations.

Invention of Writing

Circa 3,200 BCE

The era saw the invention of writing systems, such as cuneiform in Mesopotamia and hieroglyphics in Egypt, revolutionized communication and record-keeping. Writing enabled the documentation of history, laws, and knowledge, facilitating the growth of complex societies. This was followed by Chinese calligraphic contributions to writing systems approximately 1,600 years later.

The Bronze Age

Circa 8th century BCE – 5th century CE

This period saw the development of metallurgy, particularly the use of bronze (an alloy of copper and tin) for tools, weapons, and artifacts. This technological advancement improved agricultural productivity, military capabilities, and artistic expression.

Classical Antiquity

Circa 5th – 15th century CE

The period encompasses ancient Greece and Rome, was marked by significant advancements in philosophy, science, art, and governance. Notable figures such as Socrates, Plato, Aristotle, and Archimedes made lasting contributions to human knowledge and culture.

The Medieval Period

Circa 5th – 15th century CE

This period in history saw several technological and scientific advancements, including the development of the heavy plow, the windmill, and the mechanical clock. These innovations improved agricultural efficiency, timekeeping, and mechanical engineering.

Age of Discovery

Around 1400 CE

Characterized by extensive exploration and the discovery of new lands.

Age of Enlightenment

Around 1700 CE

A period of intellectual and philosophical advancements emphasizing reason, science, and individualism.

First Industrial Revolution

Starting around 1760 CE

This period is marked by the transition to new manufacturing processes, mechanizațion, and the rise of factories.

Second Industrial Revolution

Beginning around 1870 CE

This period is characterized by rapid industrialization, technological innovations, and the expansion of electricity, steel, and petroleum industries.

Third Industrial Revolution

Beginning in the 1970s to 2020 CE

Characterized by the rise of digital technology and automation, transforming industries and economies by introducing computers and the Internet.

Fourth Industrial Revolution

Present and ongoing

Enter Artificial intelligence (AI), machine learning, the Internet of Things (IoT), robotics, blockchain, and 3D printing. The impact of the Fourth Industrial Revolution will build upon the advancements of the Third Industrial Revolution by integrating AI and other advanced technologies into various sectors. This revolution is characterized by the fusion of physical, digital, and biological systems, leading to unprecedented levels of innovation and disruption. And hopefully we will get those flying cars we were promised all those years ago.

First alien spaceship visits earth

-2,000,000 -500K -200K -100K -50K 2025

call to action_

Our graduates are poised to enter the job market at the dawn of the Fourth Industrial Revolution. With proficiency in AI, they will be uniquely positioned to navigate, lead, and thrive, but only if they are given proper tools, instruction, and guidance from academia.

the ask_

- _ multidisciplinary peer to peer collaboration
- _ data literacy as an University core
- _ institutional investment in tech and training programs for students, staff, and faculty
- _ user-friendly AI resource guide for students, staff, and faculty
- _our curriculum is an AI desert let's fix it
- _IT/faculty driven Al acceleration team (ASU)

thank you_

Information Technology | Texas State Center for Analytics + Data Science | Dr. Kimberly Conner | Dr. John Fleming | Dr. Beth Thomas | Dimitry Tetin | William Meek for the collaboration and resources to allow me and our students to explore AI as we chart our collective path forward.

connect_



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