



who's already thinking about lunch?

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

bio_



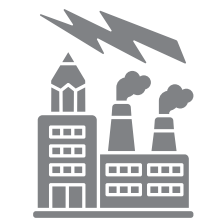
born: Levelland, TX



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 AI?



"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**

AI

KNOWLEDGE

AI is extremely knowledgeable

—

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

US

WISDOM*

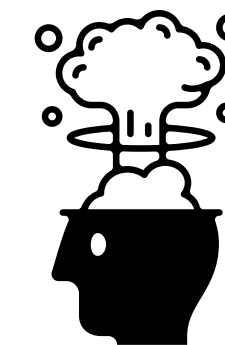
Users bring wisdom

—

AI 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)



HOW I USE **AI** 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.)

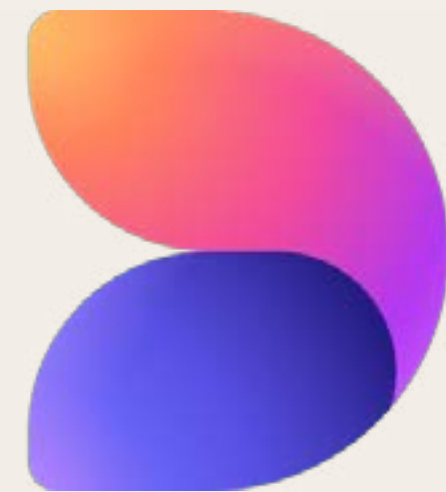
case_study

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.

AI Image Generators



Microsoft Designer



Adobe Firefly

The Company: Imperfect Foods

Imperfect Foods provides 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, their groceries help build a less wasteful world.



5 **IMPERFECT FOODS** All Shapes & Sizes Ad Campaign

JEANETTE DEEGEAR

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.

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.

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 Firefly



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



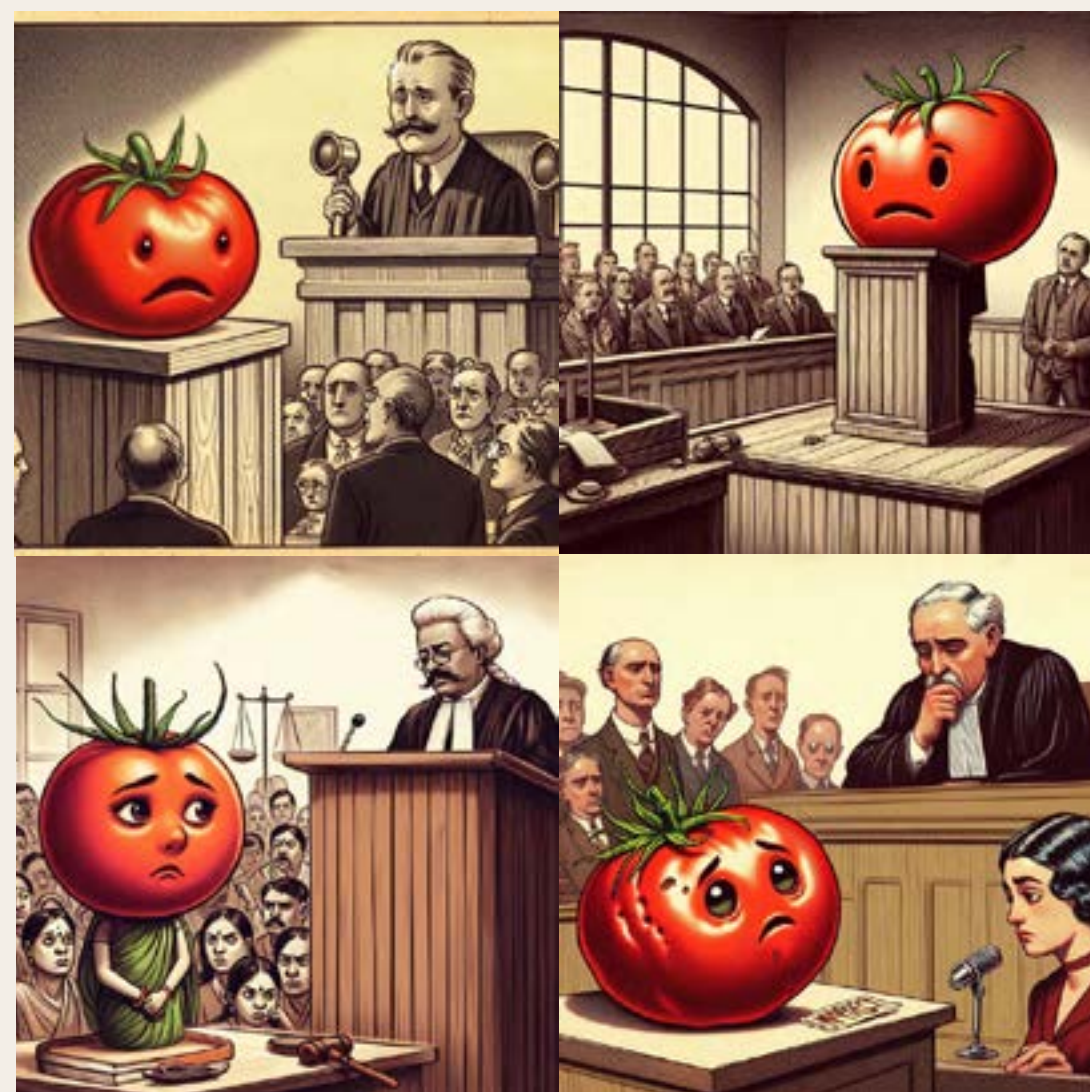
Adobe Firefly



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 Firefly



1st Prompt: Looking in a mirror

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

Microsoft Designer



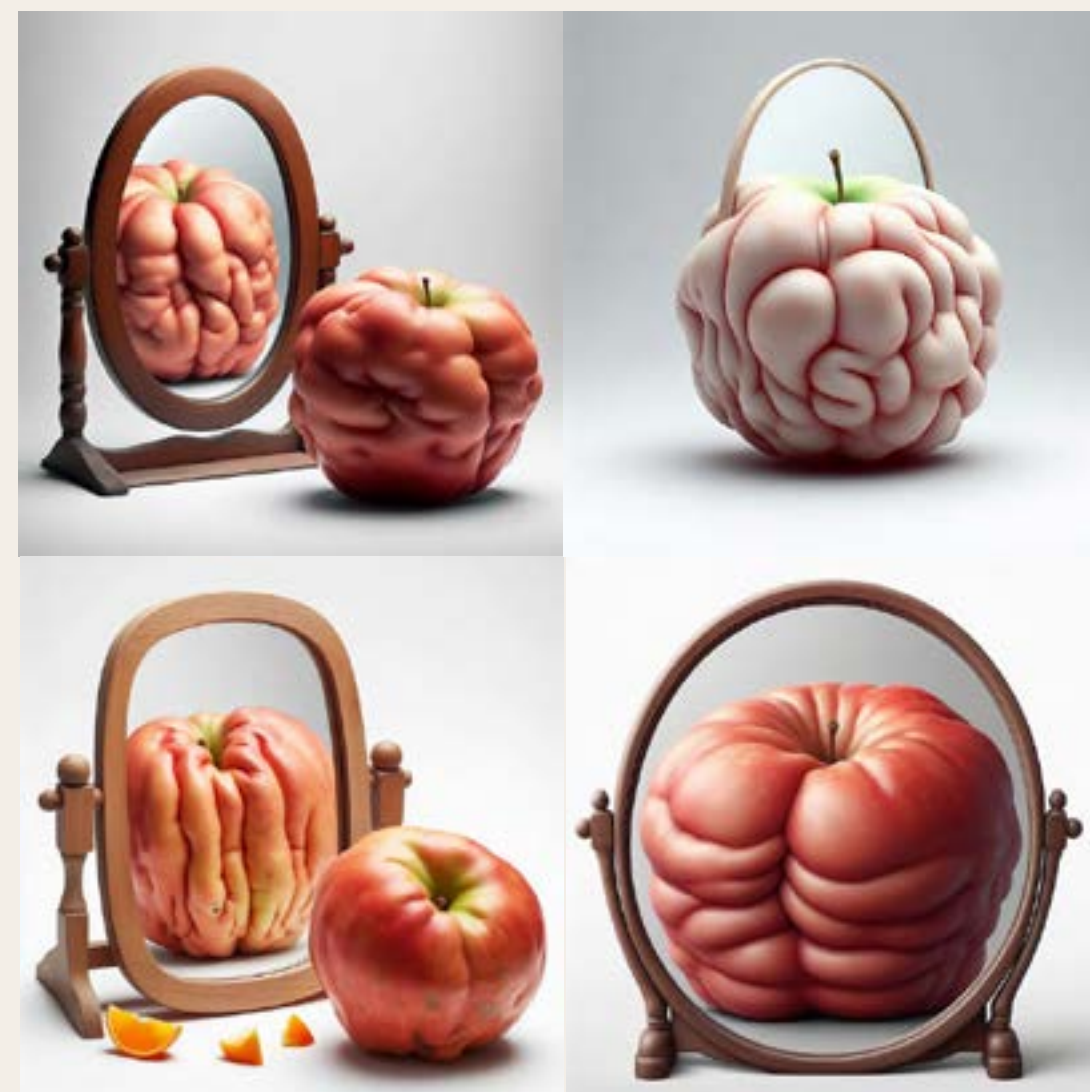
Adobe Firefly



2nd Prompt: Looking in a mirror

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

Microsoft Designer



Adobe Firefly



3rd Prompt: Looking in a mirror

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

Microsoft Designer



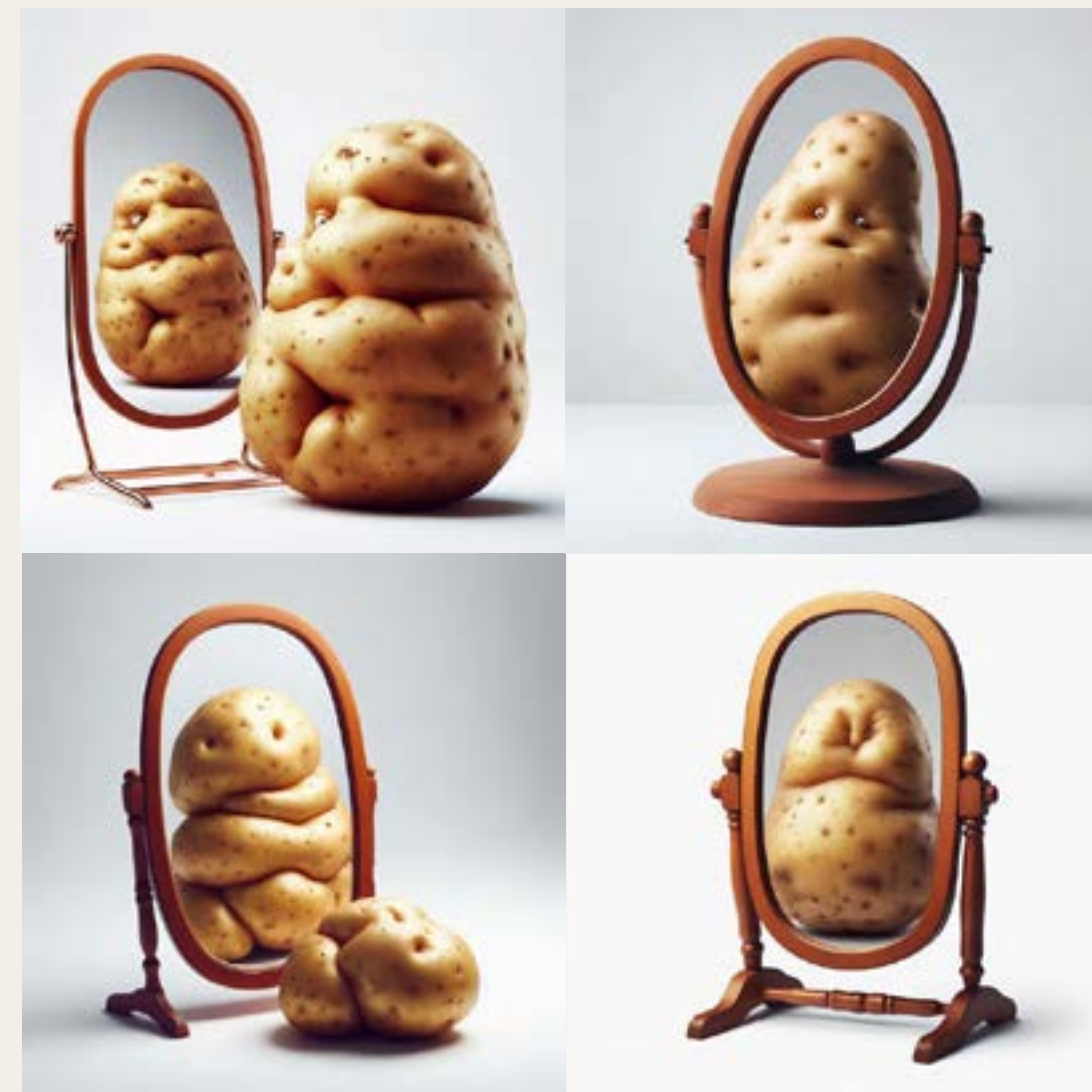
Adobe Firefliy



4th Prompt: Looking in a mirror

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

Microsoft Designer



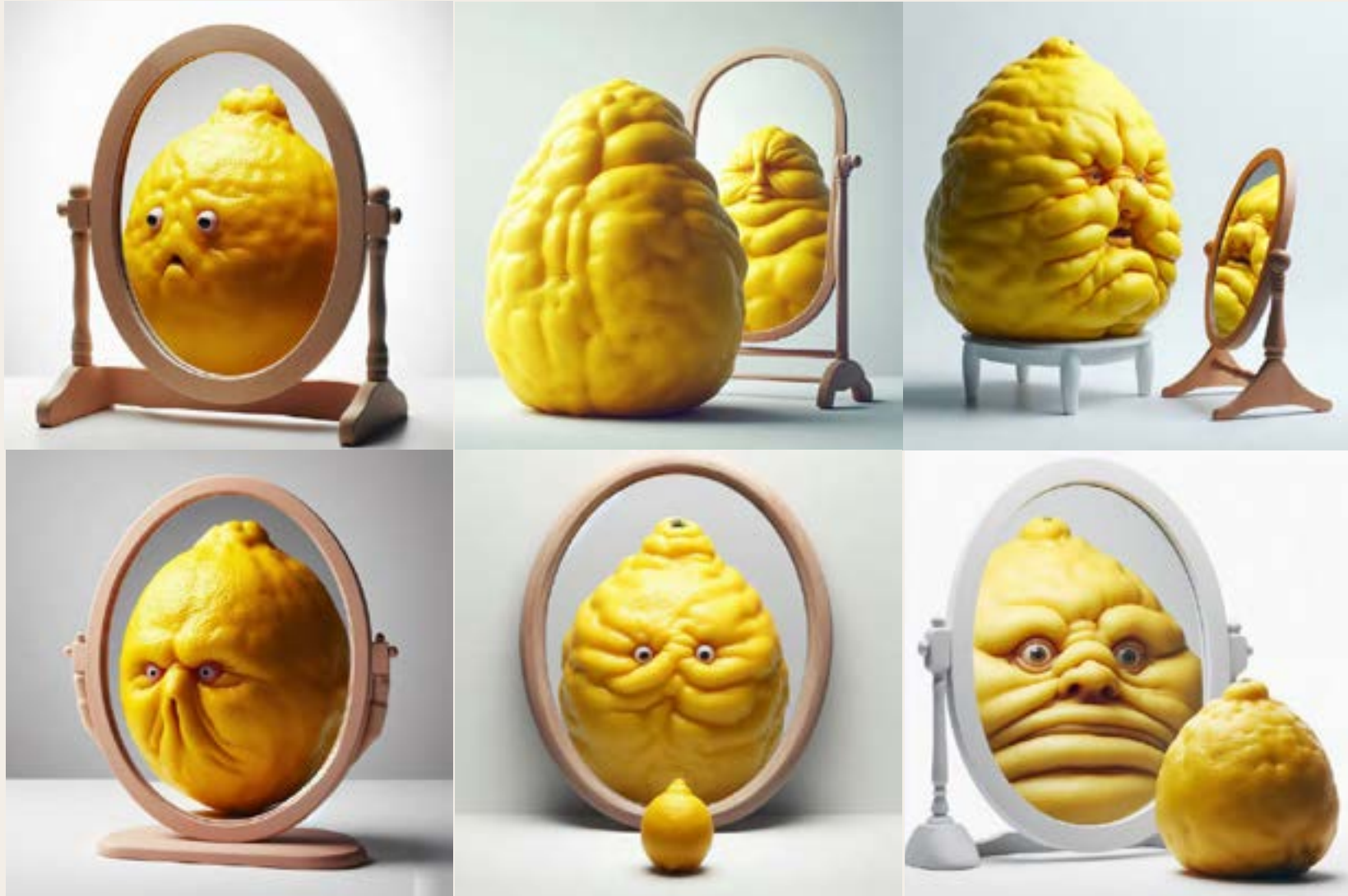
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5th Prompt: Looking in a mirror

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

Microsoft Designer



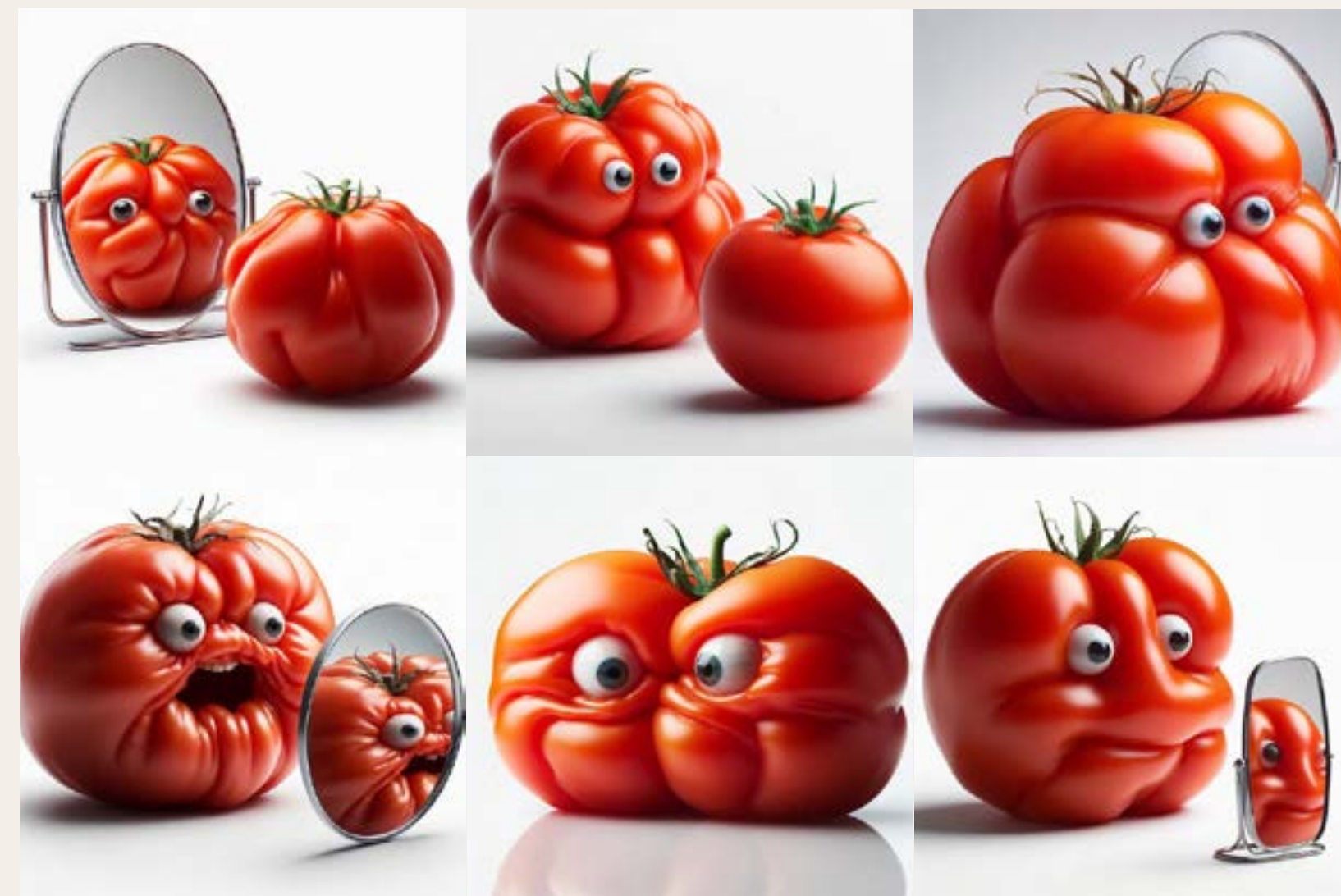
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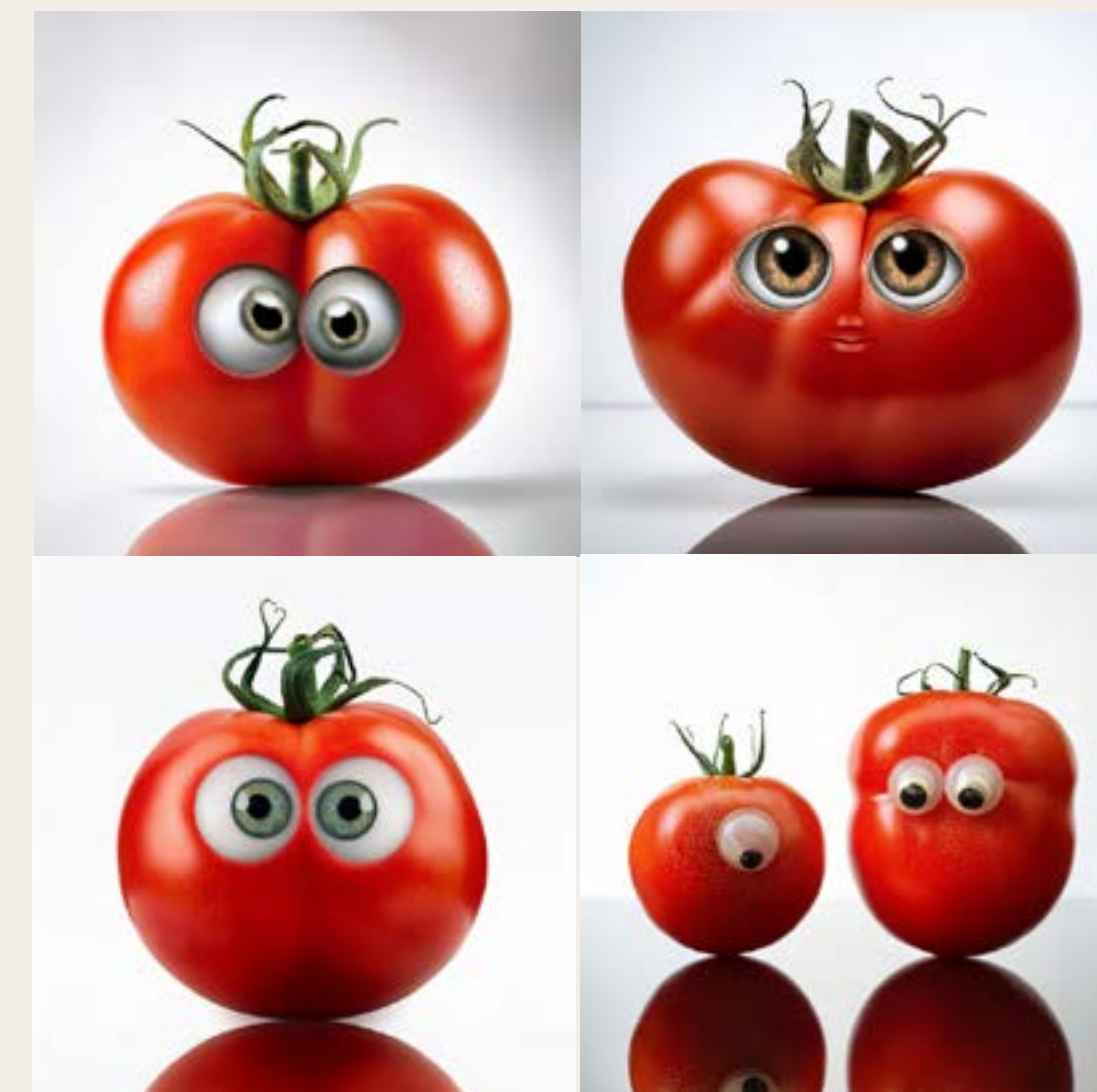
6th Prompt: Looking in a mirror

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

Microsoft Designer



Adobe Firefly



7th Prompt: Looking in a mirror

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

Microsoft Designer



Adobe Firefly



8th Prompt: Looking in a mirror

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

Microsoft Designer



Adobe Firefly



Typography & Color Palette

Head

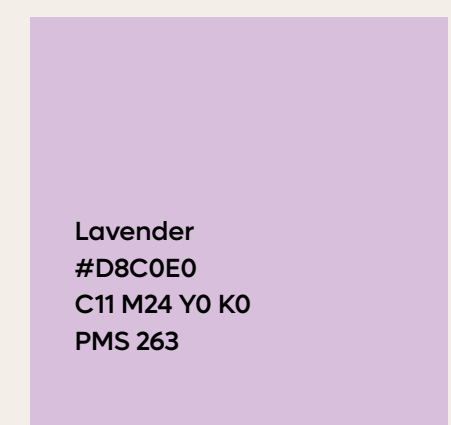
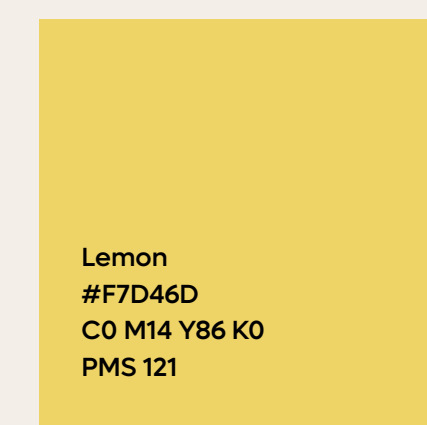
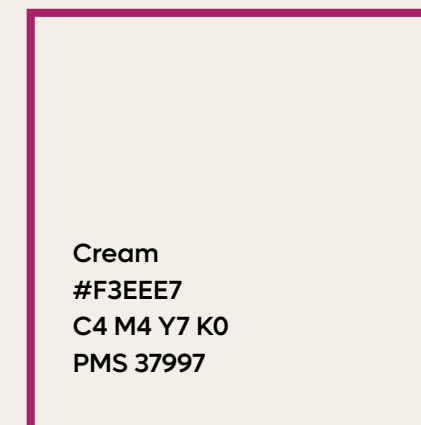
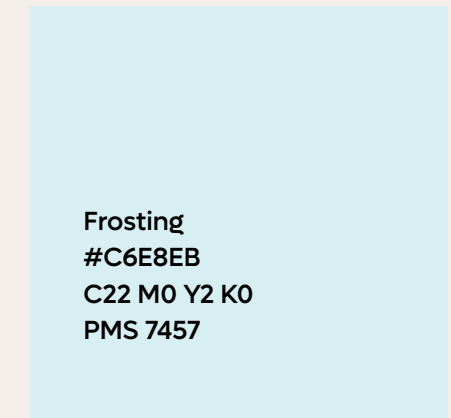
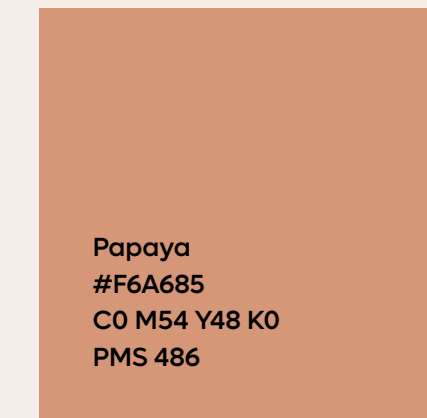
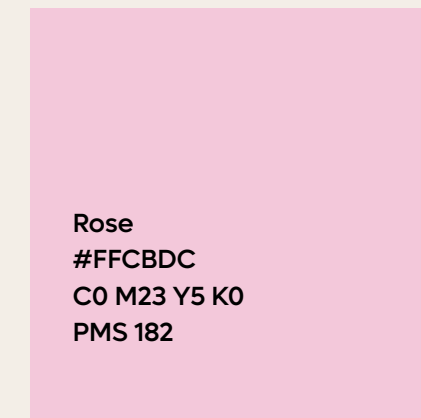
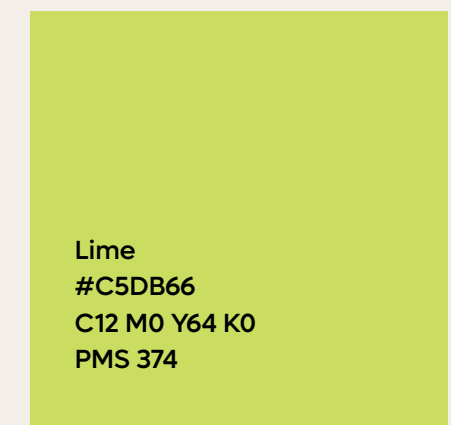
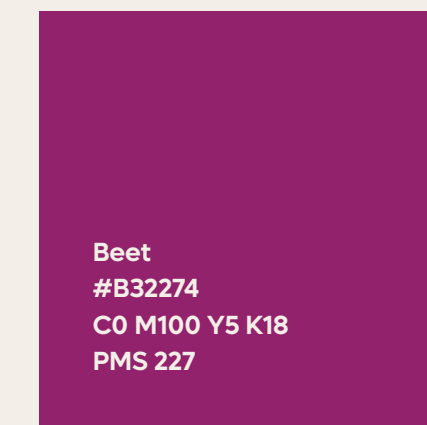
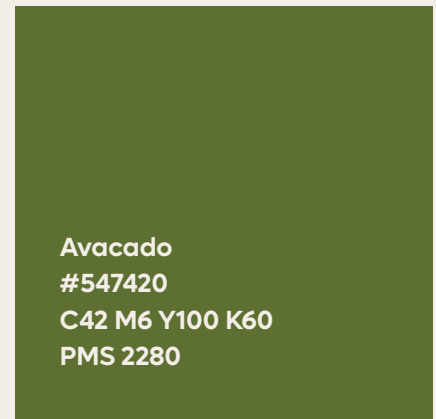
Lufga Black

Subhead

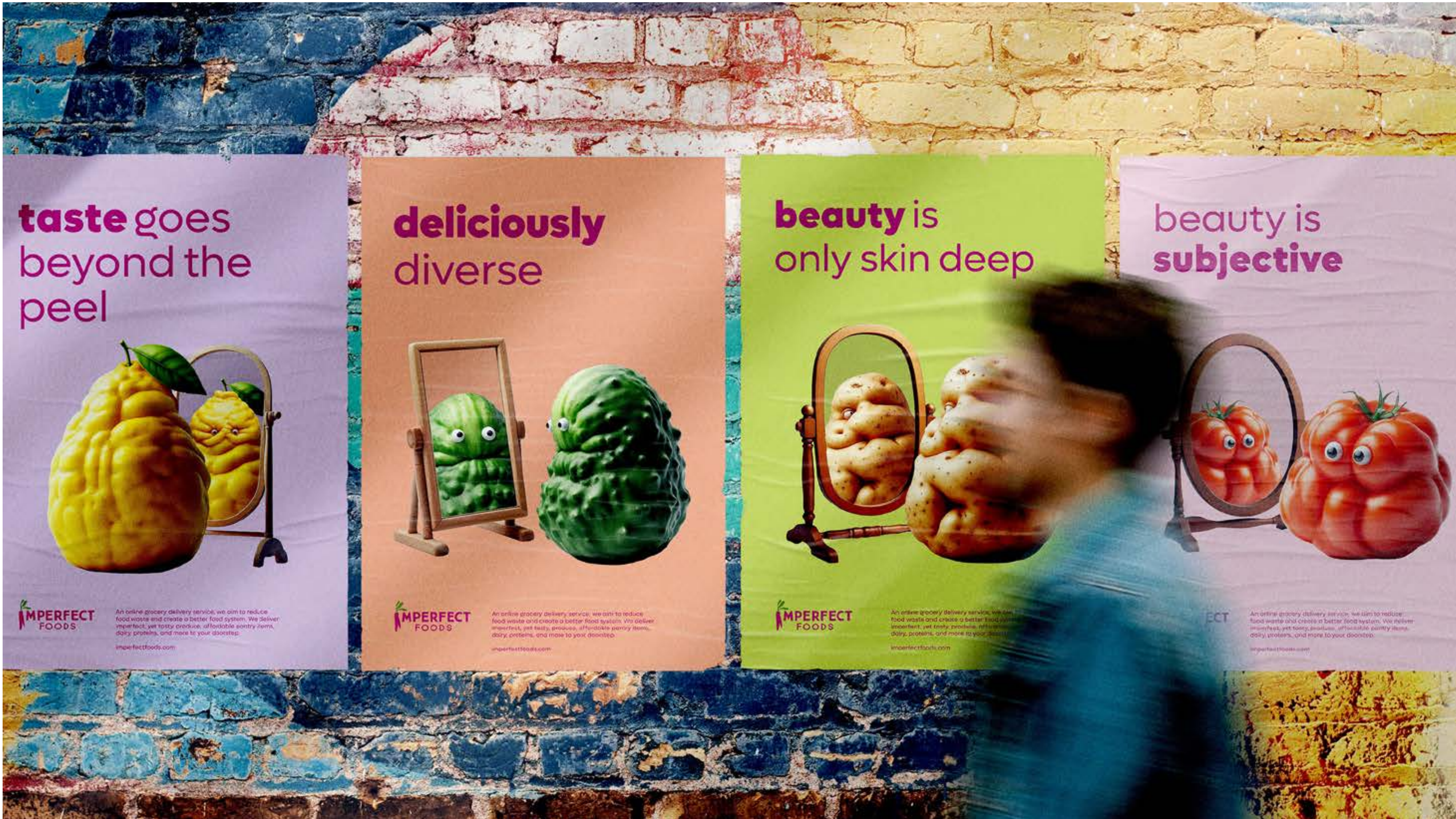
Lufga Semibold

Body

Montserrat Regular







takeaways_

- _ AI won't take your job, but a designer proficient in AI, will most likely take it.
- _ become data literate
- _ be AI curious (your career depends on it)
- _ prompt engineering is a iterative
- _ use AI to organize time/task (workflow)
- _ augment (propel) your process using AI
- _ 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

DESIGN WITH AI + DESIGN FOR AI

Timeline: Genesis of Mankind to Artificial intelligence (AI)



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.

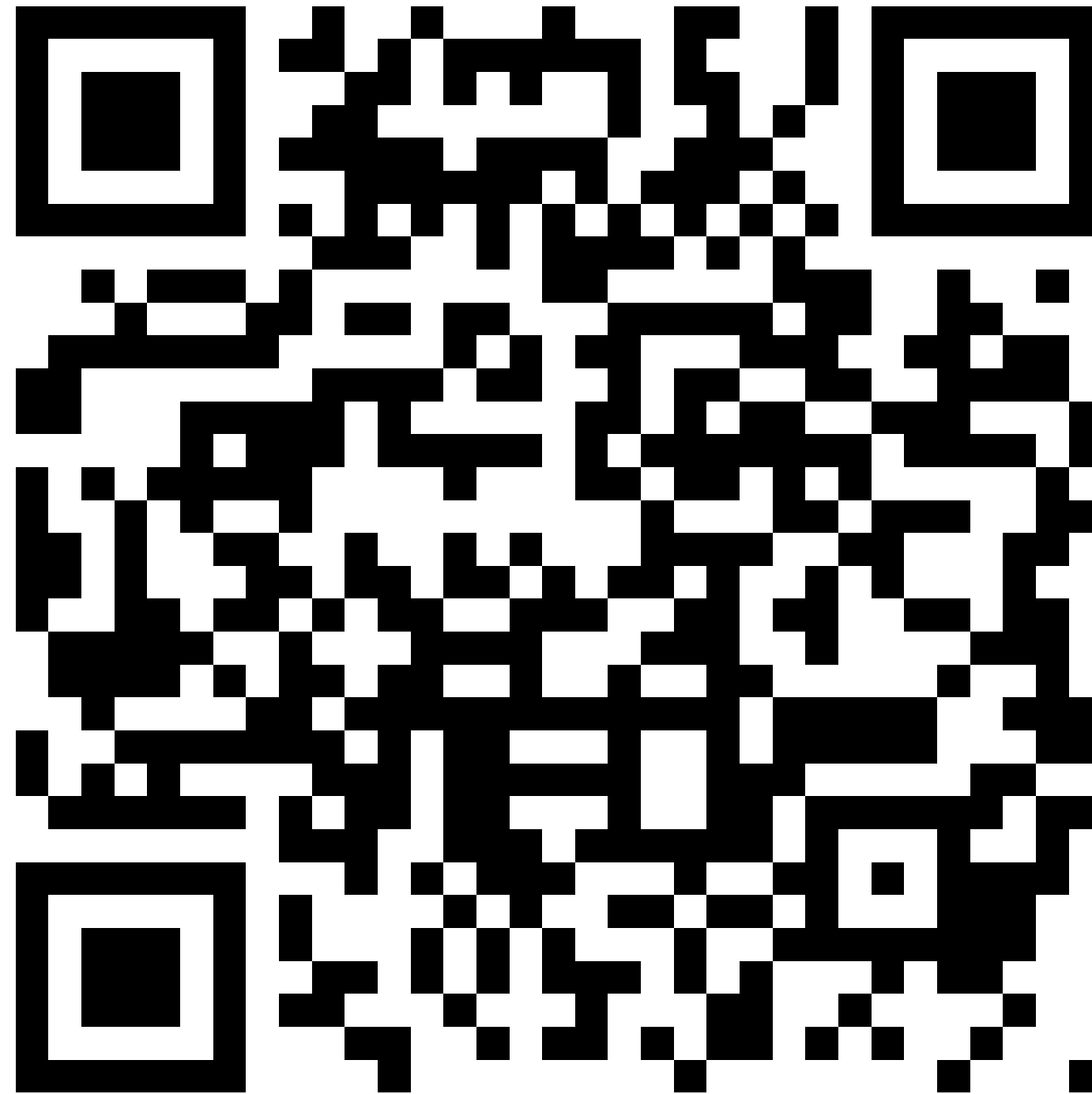
the ask_

- _ 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 AI 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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