Prompt Engineering for AI Image Generation

Course Duration:

04 hours (0.5 day)

Course Description

Overview:

Artificial intelligence (AI) tools can be used in a business setting to create images that are unique, high quality, and cost effective. In response to your written prompt describing what you require in an image, these tools can quickly produce art, illustrations, diagrams, sketches, graphical concepts, and a wide range of other images, enabling you to save time and money designing and developing new graphic concepts, custom images, and product designs.

Course Objectives:

In this course, you will generate images effectively using AI tools. You will:
- Select and use a generative AI tool to create images from text prompts.
- Describe your desired content and style sufficiently for a generative AI tool to produce the image you want.
- Use AI image-generation tools effectively and ethically within a business context.

Target Student:

This course is designed for people who want to develop the skills needed to put generative AI–based image-generation tools to work in their own tasks and workflows.

Prerequisites:

To ensure your success in this course, you should have at least a basic understanding of computers and other electronic devices used in the enterprise. You should be comfortable using Microsoft® Windows® and using a web browser to access the Internet.

Course-Specific Technical Requirements

Hardware:

For this course, you will need one computer for each student and one for the instructor. Each computer will need the following minimum hardware configurations:
- A modern and relatively current computer that can run a web browser application, such as Edge®, Chrome™, Firefox™, or Safari®, with at least 250 megabytes (MB) of free storage.
- Display monitor capable of a screen resolution of at least 1,024 × 768 pixels.
- Keyboard and mouse or a compatible pointing device.

- Internet access (contact your local network administrator).
- (Instructor computer only) A display system to project the instructor's computer screen.
- A Microsoft® account to log into the Bing® website.

Course Content

Lesson 1: Using AI to Generate an Image

Topic A: Generate an Image

Topic B: Select an Appropriate AI Image-Generation Tool

Lesson 2: Getting the Image You Want

Topic A: Describe the Subject Matter of Your Desired Image

Topic B: Describe the Style of Your Desired Image

Lesson 3: Implementing Image Generation in a Business Setting

Topic A: Leverage the Variability of AI-Generated Images

Topic B: Handle Ethical Concerns