



TRAINING PROGRAM GENERATIVE AI IMAGES:

Last Updated: June 10, 2024

Schedule an appointment: 0669086227 - damien@trusty-academy.fr

Training Objectives:

At the end of this training, you will be able to:

- Discover the world of Generative AI and understand the basics of how they work.
- Know the legal framework and understand the importance of data.
- Master the concept of "prompts" and know how to make them effective and appropriate.
- Implement simple and advanced prompts in tools such as MidJourney, Firefly, Dall-E, Leonardo, Krea, or Ideogram.
- Perform advanced settings in MidJourney.
- Know and understand the limits and risks of generative AI.

Methods, Modalities, and Teaching Resources:

The training is delivered in-person (intra or extra) or remotely.

The trainer alternates between theory, demonstration, questioning, and practical exercises/simulations.

Depending on the training, the teaching resources used include:

- Trainer's Mac or PC computers, internet connection, whiteboard (if needed), projector.
- Course materials and exercises.
- Pre- and post-training evaluation questionnaire.

In the case of training at an external site, the client ensures and commits to having all the necessary resources for the smooth running of the training.



Prerequisites:

None

Target Audience:

Anyone needing or wanting to be sensitized or trained on these new technologies and work methods.

Who is this training for:

All image-related professions: Marketing services, Graphic Designers, Art Directors, Community Managers, Printers, Artists, Creatives, Designers, Architects, etc.

This training:

- Is led by a consultant trainer whose technical, professional, and pedagogical skills have been validated by a diploma and/or tested by Trusty Academy.
- Includes a follow-up of its execution by an attendance sheet signed by the trainees and the trainer each half-day.
- Includes a pre- and post-training questionnaire and a summary of the training sent 7 days after the session.
- Provides a training certificate at the end of the session.

Program :

Day 1 :

09:00 - 10:30

1. Introduction to Generative AI

- a. Understanding weak and strong AI, Deep Learning, Machine Learning.
- b. Importance of data and legal framework.
- c. Presentation of relevant existing applications for content creation.



10:30 - 12:00

2. Installation and Configuration of MidJourney and Discord

- a. Creation and configuration of MidJourney and Discord accounts.
- b. Getting familiar with the Discord interface.
- c. Introduction to the MidJourney interface and initial setup.

13:00 - 14:30

3. Introduction to Prompting in MidJourney/Firefly

- a. Basic techniques for communicating with AI: Effective use of prompts.
- b. Practice with "Describe" and "Blend" functions.
- c. Practical exercises for familiarization with prompting.

14:30 - 16:00

4. Advanced Settings and Use of MidJourney/Firefly

- a. Configuring basic settings: model, style, remix, variation level.
- b. Advanced generation settings: Upscale, Vary, Zooms.
- c. Application exercises on concrete cases.

16:00 - 17:00

4bis. Conclusion and Recommendations

- a. Summary of acquired skills and best practices.
- b. Discussion on newsletters, podcasts, and creatives to follow to stay updated.
- c. Issuance of participation certificates and training evaluation.



Day 2:

09:00 - 12:30

5. Advanced Prompting

- a. Using advanced parameters: Ratio, Tile, Niji, Style/Chaos/Weird, Style and Character Reference.
- b. Exploring "secret parameters" for personalized results.
- c. Practical workshop on complex scenarios.

13:30 - 14:30

6. Advanced Image Creation and Editing

- a. Techniques for chroma and beauty retouching.
- b. Simple to complex montages.
- c. Using retouching tools in collaboration with graphic designers.

14:30 - 16:00

7. Application of Skills to Real Projects

- a. Creation of materials and images based on various inspirations.
- b. Practical application on campaign projects and communication materials.

16:00 - 16:30

8. Final Rendering and Aesthetic Evaluation

- a. Choosing rendering engines for consistent aesthetic results.
- b. Techniques for adjusting final parameters based on specific needs.
- c. Evaluation of creations and feedback.



16:30 - 17:00

8bis. Conclusion and Recommendations

- a. Summary of acquired skills and best practices.
- b. Discussion on newsletters, podcasts, and creatives to follow to stay updated.
- c. Issuance of participation certificates and training evaluation.

Evaluation Methods:

- During the training, through productions.
- At the end of the training via an evaluation questionnaire.

Training Accessibility:

Trusty Academy is committed to facilitating access to its training programs for people with disabilities.