Images & Adobe Firefly

Why Firefly?

- Professional tool used in industry
- Not explicitly supported by UBC, but free access is provided by UBC

EXPLORE

Task: AI Image Generation Playground

1. Enter a prompt into the generation bar – be creative!
   o Stumped? Use as much or as little of our sample prompts:
      i. *Corgi wearing sunglasses riding a yellow surfboard, with waves crashing and an audience in the background.*
      ii. *Language and Literacy Education Professor teaching a class.*
2. On the right side, explore the styling. Change the colour, tone, lighting or composition and add effects!

Tool Limitations

- Involved setup
- Limited to 1000 generative credits a month (though practically unlimited images as 1 image = 1 credit)
- Struggles with generating images for all situations (ie. only generates images that it knows it can generate somewhat well)

REFLECT

- What can this tool do?
- What can't this tool do?
- How did you feel about the generated images? Did they meet your expectations? Think about adherence to your prompt, styling, look and feel, etc.
   o If you have played with other AI generation tools (such as DALL-E 3 at the Copilot station), how does the content created by Firefly compare?

EXTEND

- Can you detect bias in the generated image(s)?
- How does the landscape of art change with the emergence and widespread adoption of tools like this?

Similar Tools

- Canva
- Copilot
- Midjourney
- Stable Diffusion