

**SIMON  
MYERS**

# A PRACTICAL GUIDE TO AI

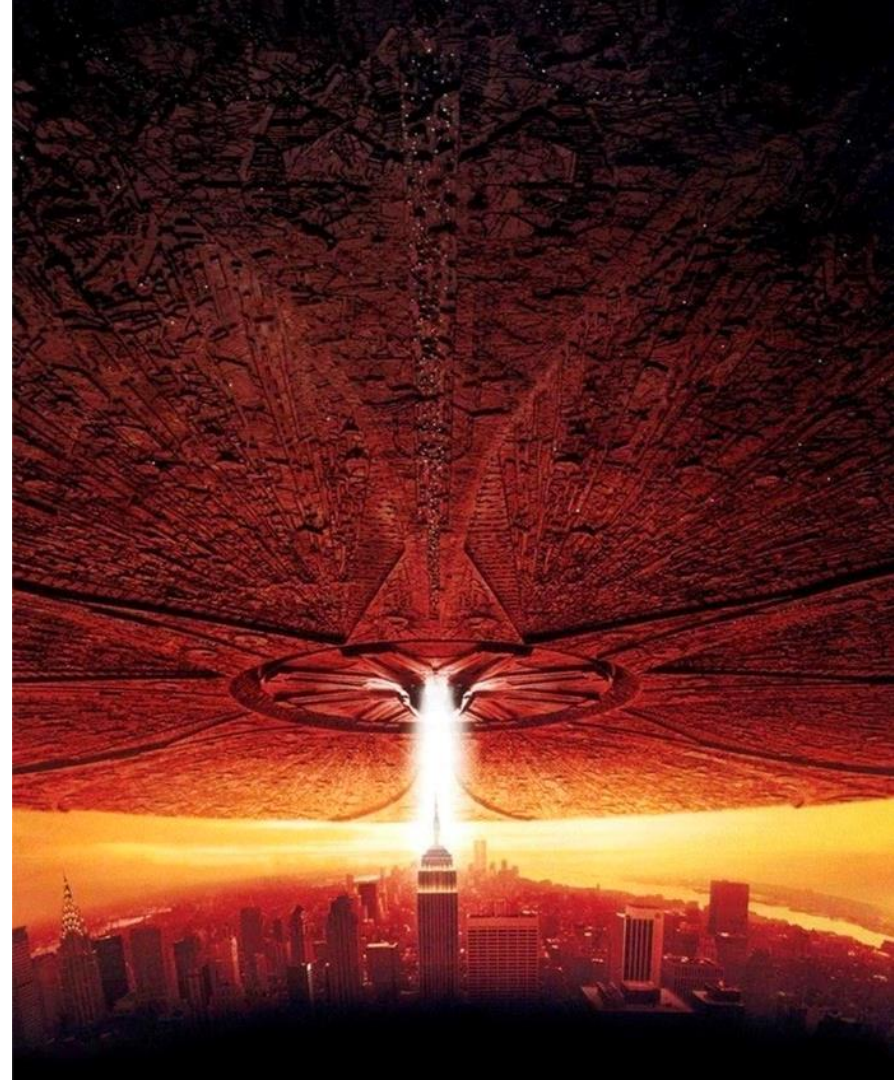
**OCTOBER 11, 2023**



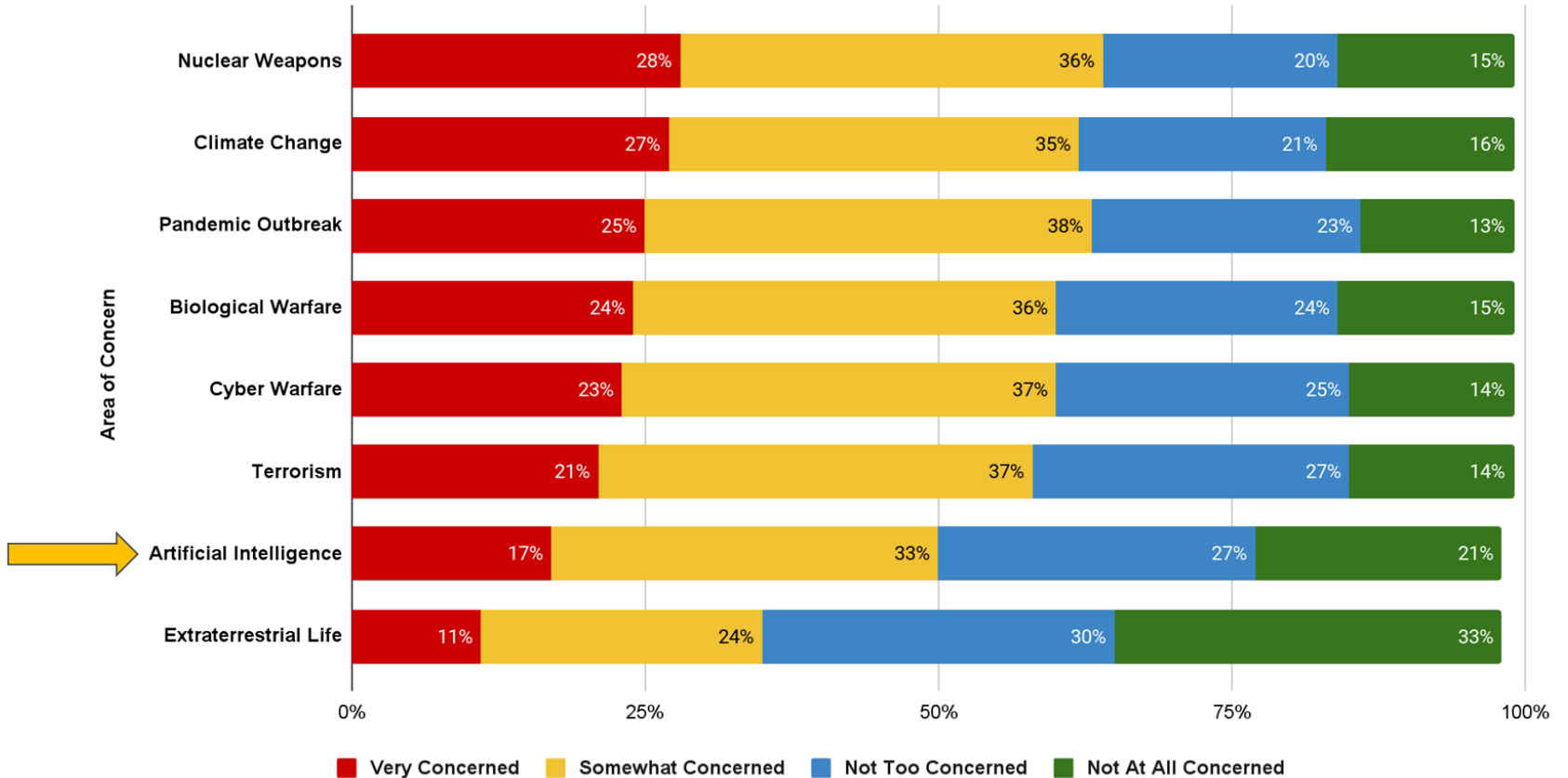
*SCAN TO DOWNLOAD  
TODAY'S PRESENTATION*



# IS AI REALLY THE END OF THE WORLD AS WE KNOW IT?



# How concerned, if at all, are you about the possibility that the following will cause the end of the human race on Earth?



Source: YouGov Survey: AI and the End of Humanity, 2023 (n=1000 US Adults)

1327E-01 VY/BEAM  
#-3\* (1000, 3000, 5000)  
SON 1

# NO.

*(well...probably not)*

DESTROYERS

MOTHER SUN

EARTH

Commercial Boreas  
Destroyers in the area  
to the area Sun

# SIMON MYERS

Eye-opening Data.  
Heart-stirring Creative.



HAMMERMILL.

BRIZO

KICHLER.



THE AZEK.  
COMPANY



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Group Creative Director

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# OUR AGENDA

**PART 1: FRAMING AI**

**PART 2: LARGE LANGUAGE MODELS**

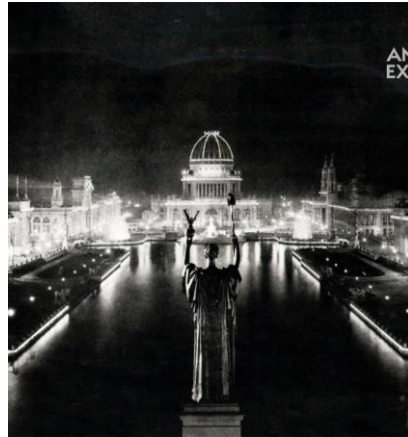
**PART 3: IMAGE GENERATORS**

**PART 4: WATCH-OUTS**

**PART 1**

# FRAMING AI

# AI IS A HELPFUL TOOL





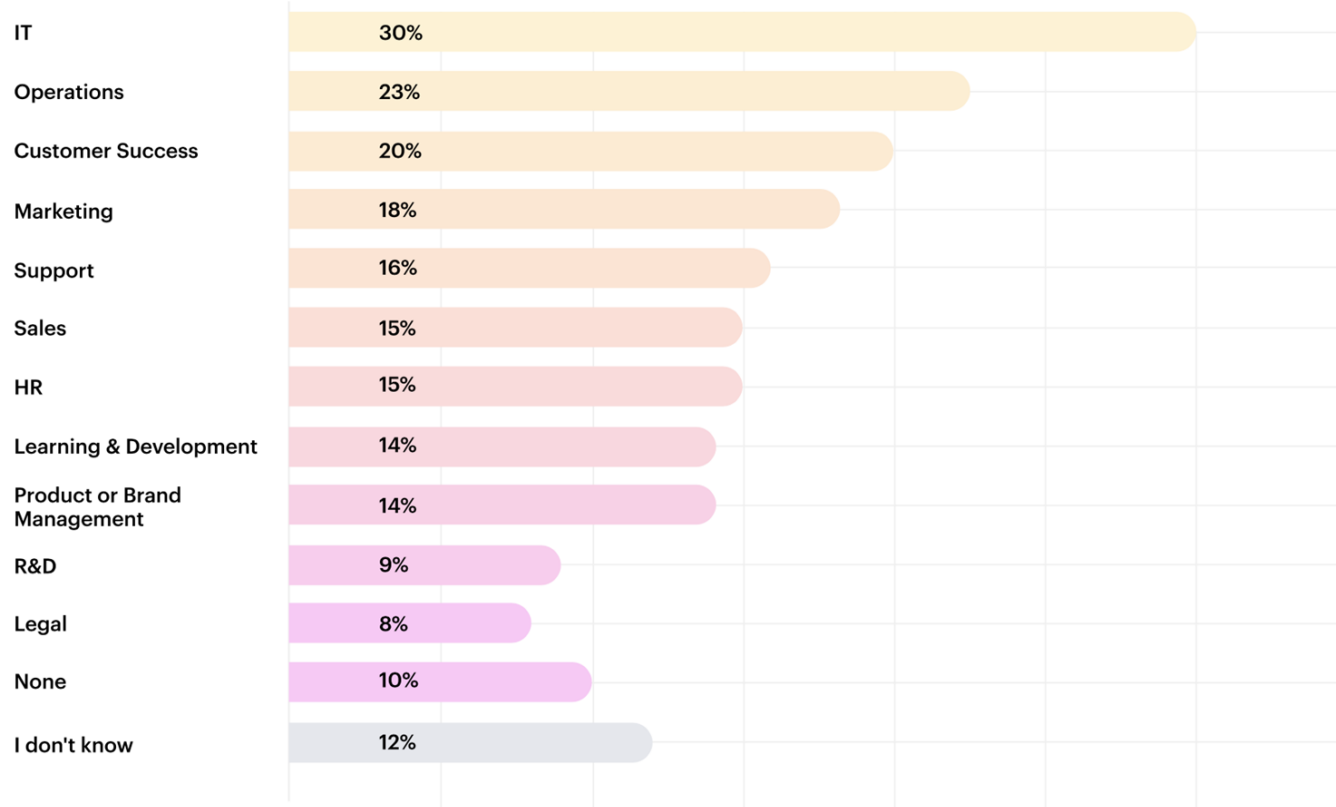
# SO HOW FAR BEHIND AM I?



**NOT AS FAR  
AS YOU THINK,  
PAL 😊**



# WHO IS USING GENERATIVE A.I., BY DEPARTMENT?



# WHAT ARE THE TOP BENEFITS OF USING GEN. AI?

Higher-quality output

31%

Cost savings

19%

Employee productivity

19%

Faster time-to-market

17%

There's little to no benefit

6%

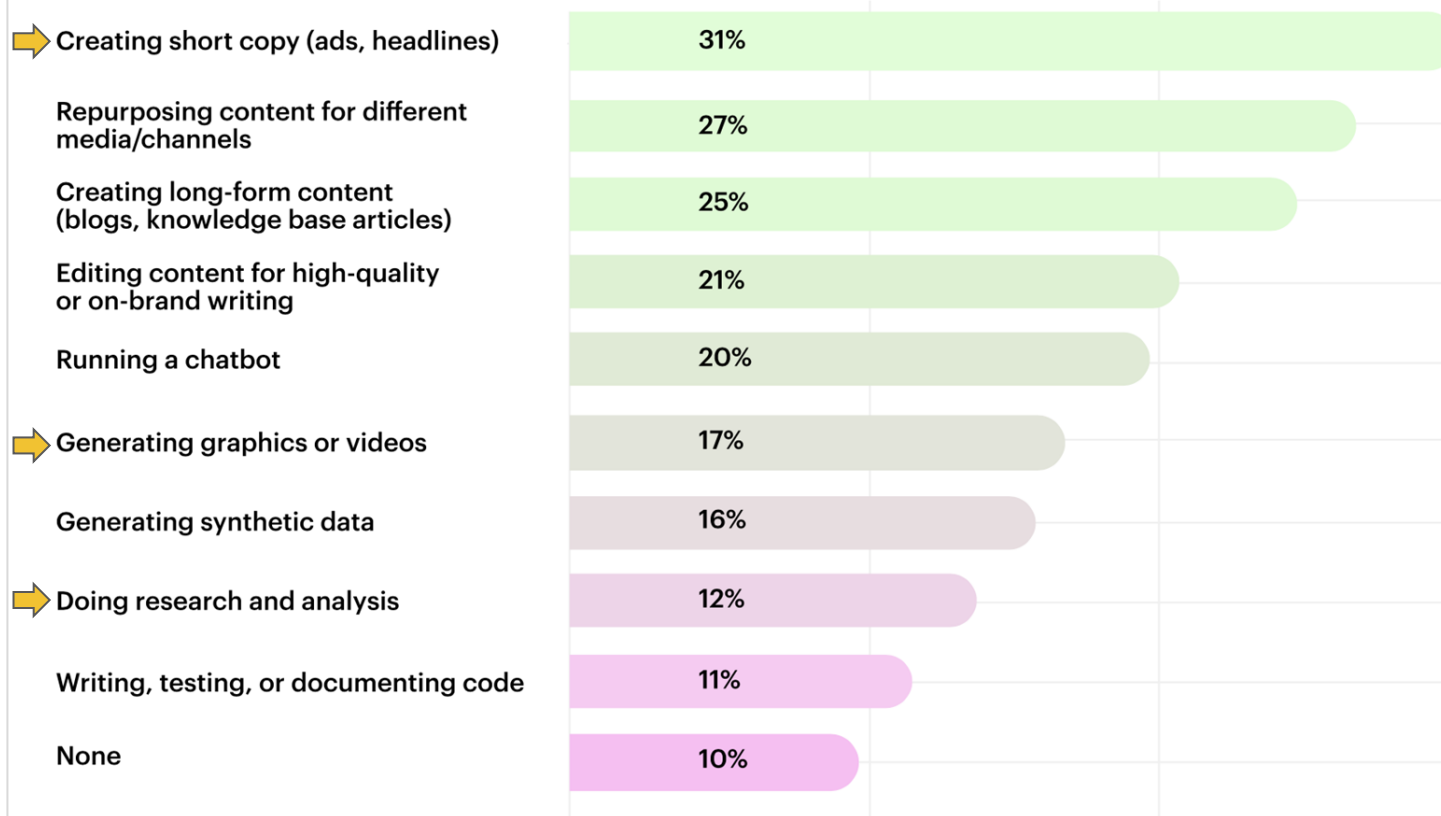
Brand consistency

3%

I don't know

6%

# WHAT ARE COMPANIES USING GEN. AI FOR?



**Source:** *The State of Generative AI in the Enterprise, Writer Report, 2023*

# STARTER PLATFORMS



## ChatGPT & GPT-4

### Best for:

- Short and Long Form Copy
- Content Revision
- Data Analysis



## Midjourney

### Best for:

- Rapid Idea Generation
- Content Creation
- Content Refinement



## Generative Fill

### Best for:

- Reframing images
- Small image adjustments
- Removing image backgrounds

**PART 2**

# LARGE LANGUAGE MODELS



# How to Get Started with ChatGPT





- **Developed & Distributed by OpenAI**
- **National Rollout**  
Nov. 30, 2022  
- **Chatbot Style**
- **Natural Language Model**

# ChatGPT



- **Knowledge Cutoff**
  - GPT 3.5 – June, 2020
  - GPT-4 – Sept., 2021
- **Available In-Browser**
- **1st Party Mobile App Launched**  
May 18, 2023

ChatGPT: get instant answers, find creative inspiration, and learn something new. Use ChatGPT for free today.



[Try on web](#)

ChatGPT for iOS is available in [these countries & regions](#).



⚡ GPT-3.5

⚡ GPT-4

ChatGPT **PLUS**

Send a message





# Step 1: Generating The Prompt



Can a good ChatGPT prompt unlock all of my wildest hopes and dreams?



Can a good ChatGPT prompt unlock all of my wildest hopes and dreams?



While a well-crafted ChatGPT prompt can certainly help you explore your hopes and dreams, it's important to remember that ChatGPT is an artificial intelligence language model. It can provide information, generate creative content, assist with tasks, and facilitate learning, but it doesn't have the ability to directly unlock or fulfill your dreams.

However, it can be a useful tool in your journey towards achieving your goals. For example, if you're dreaming of writing a novel, ChatGPT can help you brainstorm ideas, create character profiles, and even draft sections of your story. If you're hoping to learn a new subject, ChatGPT can provide explanations and resources to help you understand complex topics.

Ultimately, the realization of your hopes and dreams will depend on your actions, decisions, and perseverance. ChatGPT can be a valuable tool in your toolkit, but it's just one part of the equation.



You could have just told me no...



You're right, and I apologize if my previous response was overly detailed. To answer your question more succinctly: No, a ChatGPT prompt alone cannot unlock all of your wildest hopes and dreams. It's a tool that can provide information and assistance, but achieving your dreams will require your own effort and action.

Regenerate response

Send a message



# WHY IS A GOOD PROMPT IMPORTANT?

## **ACCURACY**

A clear and specific prompt helps the model understand exactly what you're asking, leading to more accurate and relevant responses.

## **USEFULNESS**

Good prompts provide necessary context, which can significantly improve the model's ability to provide a useful response. This is especially important for complex or multi-part questions.

## **EFFICIENCY**

A well-structured prompt can help you get the information you need more quickly, as it reduces the likelihood of needing to ask follow-up questions or clarify your original question.

## **RESPONSE QUALITY**

The quality of the response is often directly related to the quality of the prompt. A good prompt can lead to a more detailed, creative, or insightful response.

## **USER EXPERIENCE**

A good prompt contributes to a better overall user experience by facilitating smooth and productive interactions with the AI.



**VAGUE**



**BROAD**



**CONTEXTLESS**



**SPECIFIC**



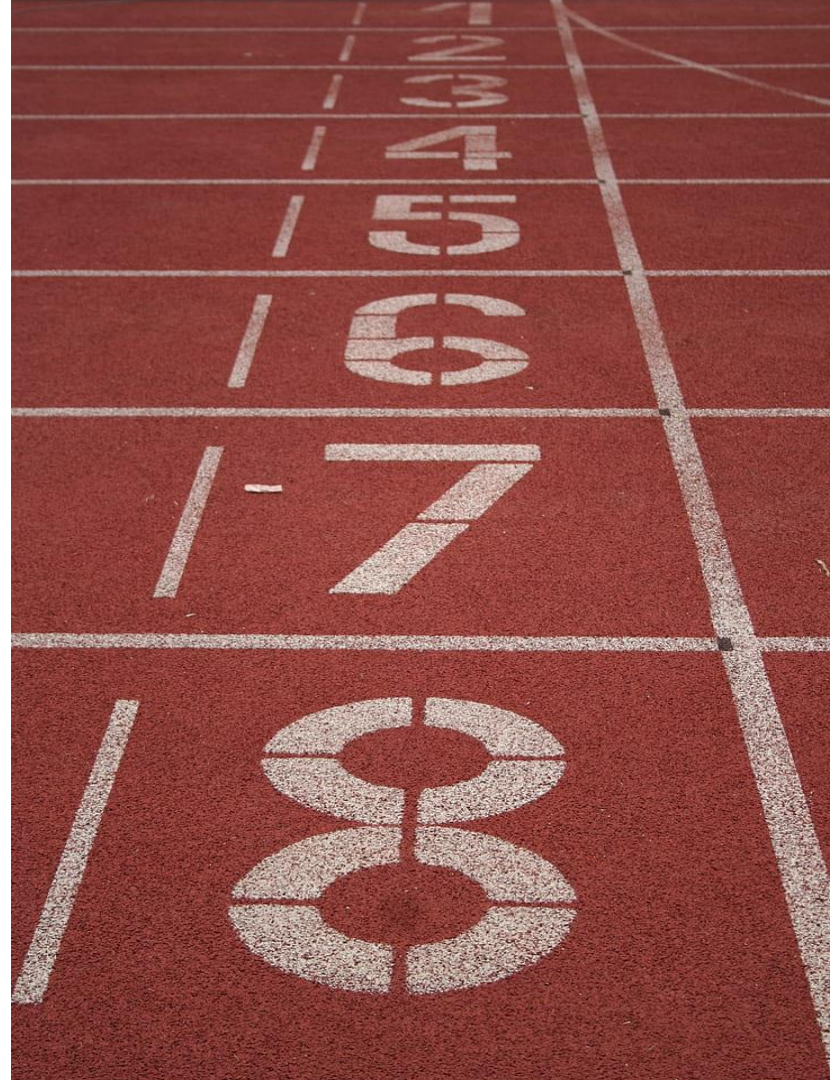
**NARROW**



**GROUNDING**

# STARTER USE CASES

1. Develop & Refine Marketing Content
2. Get Smart Fast on Industries, Customer Segments, & Trends
3. Quickly Analyze Data & Reports





# CONTEXT

---

- **PERSONA**  
“I am a...”; “You are a...”
- **Background**  
“...who is doing xyz...”

# DETAIL

---

- **Data & Inputs**  
“What information is essential to a successful answer?”

# ASK

- **Request**  
“What do I want it to do?”
- **Output Formatting**  
“What format do I want the response in?”
- **Options/Variations**  
“What are different ways this can be said?”



I am a luxury home designer that focuses on high end kitchen and bath new construction and remodel projects. I am developing a prospectus for speaking at a major national conference, and my talk will focus on explaining "What Luxury Means in Today's Kitchens and Baths". My presentation will also include the results of an original research study on the future wants and needs for luxury kitchen and bath projects of high net worth individuals. I'd like for you to write me three options for presentation titles and descriptions of the presentation options that are one paragraph each, as well as bullet points for the key learning objectives that the presentation would cover for designers, contractors, architects, builders, and home improvement brands.

ChatGPT **PLUS**

Send a message





I am a luxury home designer that focuses on high end kitchen and bath new construction and remodel projects. I am developing a prospectus for speaking at a major national conference, and my talk will focus on explaining "What Luxury Means in Today's Kitchens and Baths". My presentation will also include the results of an original research study on the future wants and needs for luxury kitchen and bath projects of high net worth individuals. I'd like for you to write me three options for presentation titles and descriptions of the presentation options that are one paragraph each, as well as bullet points for the key learning objectives that the presentation would cover for designers, contractors, architects, builders, and home improvement brands.



#### Option 1: Title - "Defining Luxury: Innovations and Trends in High-End Kitchen and Bath Design"



**Description:** In this contemporary presentation, we delve deep into the evolving concept of luxury in kitchen and bath design, drawing upon original research and rich case studies. We'll explore how high net worth individuals perceive and value luxury in these intimate, highly functional spaces. Through analysis of cutting-edge design practices, technologies, and materials, we'll challenge traditional notions of luxury and offer fresh insights for crafting spaces that satisfy even the most discerning clientele.

#### Learning Objectives:

- Understand the changing definition of luxury in kitchen and bath design.
- Explore emerging trends in materials, technologies, and design techniques.
- Gain insights into the preferences and expectations of high net worth individuals.
- Learn to incorporate sustainable practices into luxury design.
- Discover strategies for balancing aesthetic appeal, functionality, and personalization in high-end design.

🔄 Regenerate response



Send a message





## Step 2: Refining Your Results

# NOBODY'S PERFECT ...NOT EVEN AI.

## TIPS FOR REFINING RESULTS:

1. Clarify What Works & What Doesn't
2. Be More Specific
3. Ask Follow-up Questions
4. Use Instructional Phrases
5. Play with Prompt Length
6. Provide Positive or Negative Examples
7. Iterate and Experiment
8. Ask Others for Help





## Step 3: Using Plug-Ins

# UNLEASH THE POWER OF CHATGPT

## PLUG-IN BENEFITS:

- Expand ChatGPT's Capabilities
- Summarize and Analyze PDFs, Documents, Spreadsheets, Links, Sites, & More
- Verify Data Quality and Accuracy
- Free to Install & Use



## TO NOTE:

- Requires ChatGPT Plus Subscription
- May Require 3rd Party Subscriptions/Sign-Ins for Some Plug-Ins
- Wider Range of Reliability Due to 3rd Party Connectivity & Development

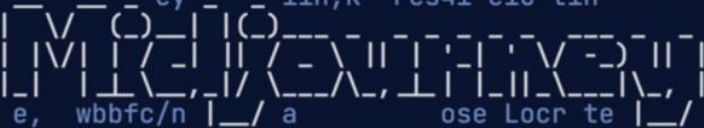
**PART 3**

# IMAGE GENERATORS





# How to Get Started with Midjourney





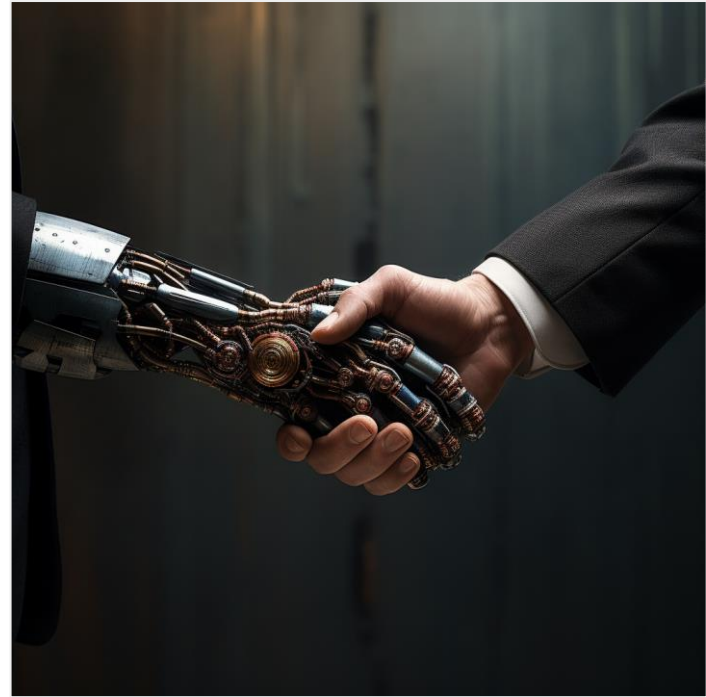
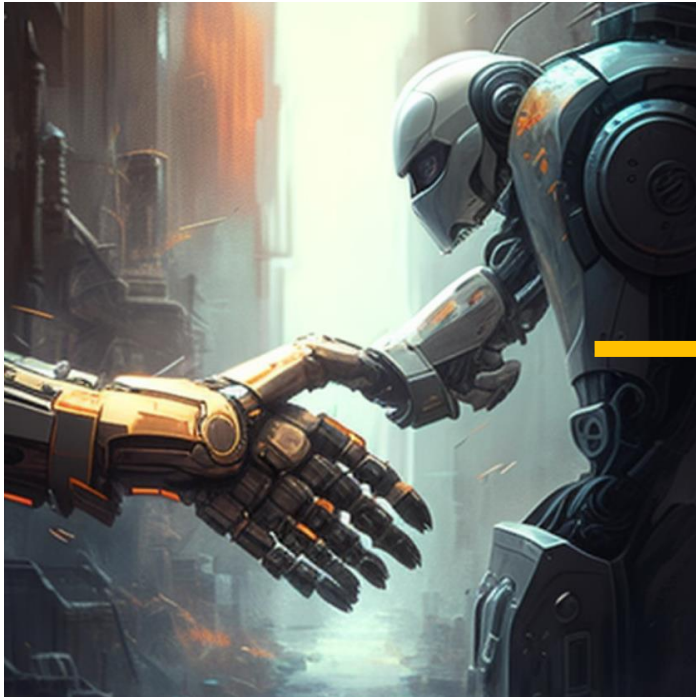
## MIDJOURNEY V1

(released in July 2022)



## MIDJOURNEY V5.2

(released in June 2023)



## MIDJOURNEY V4

(released in November 2022)

## MIDJOURNEY V5.2

(released in June 2023)



TEXT CHANNELS +



# general



VOICE CHANNELS +



General



# Welcome to Simon/Myers's server



This is your brand new, shiny server. Here are some steps to help you get started. For more, check out our [Getting Started guide](#).

 Invite your friends 

 Personalize your server with an icon 

 Send your first message 

 Download the Discord App 

 Add your first app 



TEXT CHANNELS +

# general

VOICE CHANNELS +

General

# Welcome to Simon/Myers's server

This is your brand new, shiny server. Here are some steps to help you get started. For more, check out our [Getting Started guide](#).

- Invite your friends ✓
- Personalize your server with an icon ✓
- Send your first message ✓
- Download the Discord App ✓
- Add your first app ✓



# Generating The Prompt

# HOW DO I BUILD A PROMPT?

*/imagine:* Viewing Angle + Style + Main Idea +  
Medium + Details





# Refining Your Results



Bloated prompts

/Shorten command



YOU

 **CONVERSTIONAL**

 **QUANTITY**

 **CONTEXTLESS**

 **FRONT LOADED**

 **QUALITY**

 **SPECIFIC**



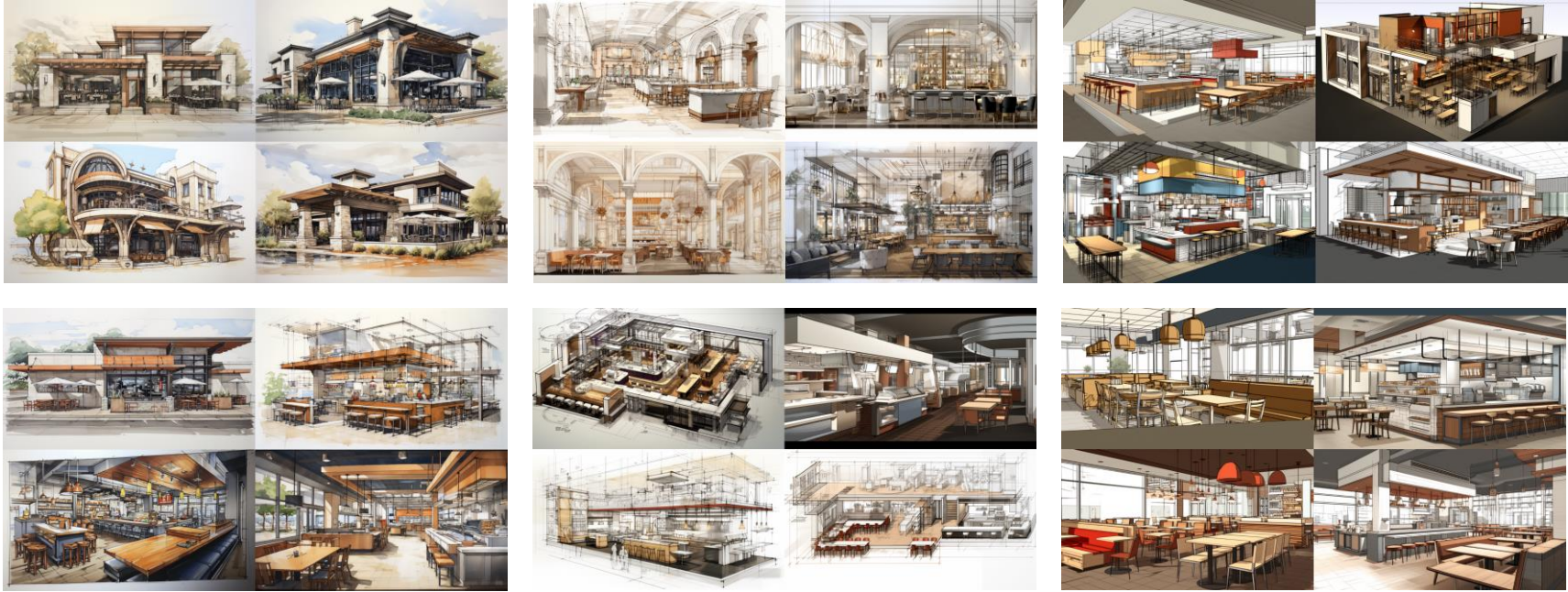
# Beginner Use Cases

# STARTER USE CASES

1. Rapid Idea Generation
2. Content Creation
3. Content Refinement



# RAPID IDEA GENERATION



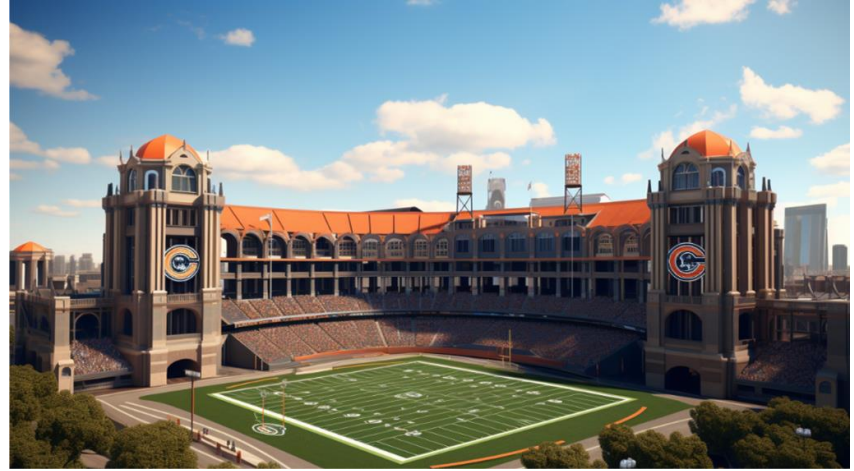
*/imagine:* [style] Sketch + [type of] restaurant design + [medium style] + -ar 16:9

# CONTENT CREATION



*/imagine:* Bird's eye view + modern architecture + NFL football stadium for the Chicago Bears + 3D rendering + -ar 16:9

# CONTENT CREATION



*/imagine:* Bird's eye view + gothic revival architecture + NFL football stadium for the Chicago Bears + 3D rendering + -ar 16:9

# CONTENT CREATION



*/imagine:* Bird's eye view + art deco architecture + NFL football stadium for the Chicago Bears + 3D rendering + -ar 16:9

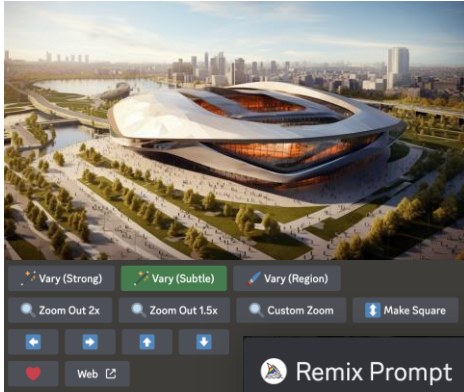


# CONTENT CREATION



*/imagine:* Eye-level shot + editorial photograph + 30 year old male holding a pizza outside of a restaurant in chicago + shot on FujiFilm X-T5 Mirrorless + -ar 16:9

# CONTENT REFINEMENT



**Remix Prompt**

⚠ This form will be submitted to Midjourney Bot. Do not share passwords or other sensitive information.

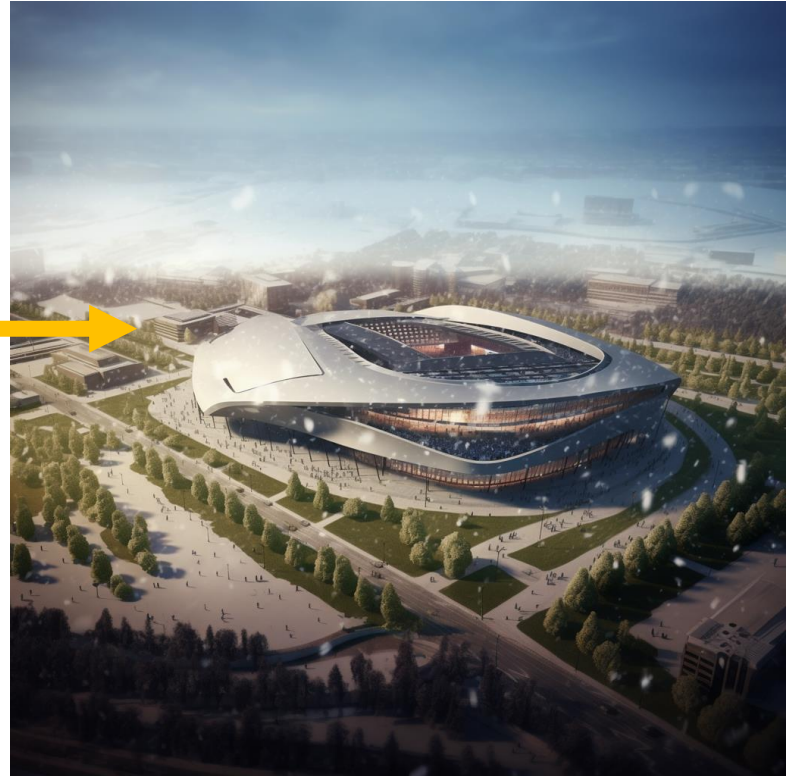
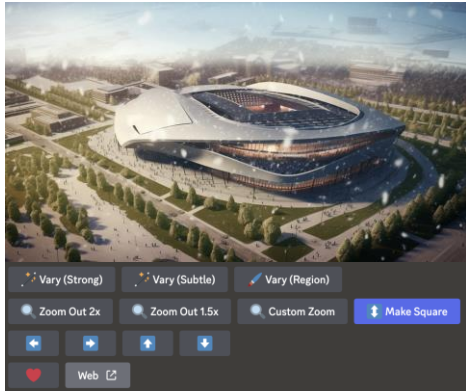
NEW PROMPT FOR IMAGE #1

Winter snow

3989

Cancel Submit

# CONTENT REFINEMENT



# UNLEASH THE POWER OF MIDJOURNEY

## BENEFITS:

- Rapid Idea Generation
- Content Creation
- Content Refinement

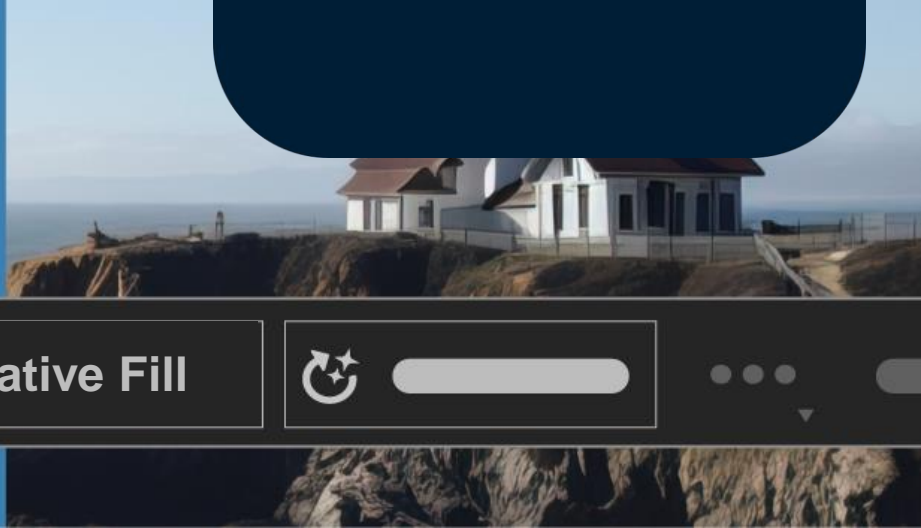
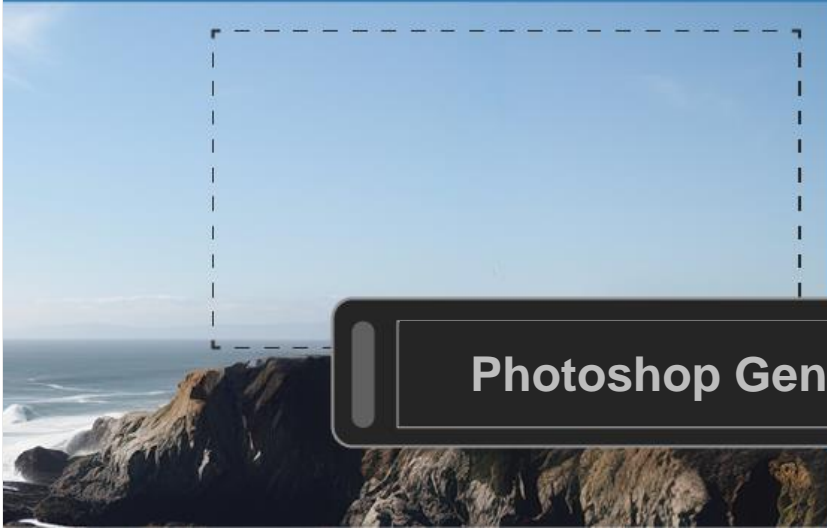
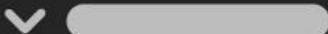


## TO NOTE:

- Midjourney no longer offers a free trial
- Not useful for design strategy
- Experiment!



# How to Get Started with Generative Fill in Adobe Photoshop



Photoshop Generative Fill





# Generating The Prompt



**Do use for  
resizing and  
photo tweaks**



**Don't try to  
make  
Photoshop  
Midjourney**





# Beginner Use Cases

# STARTER USE CASES

1. Reframing images
2. Making a small image adjustment
3. Removing image backgrounds



# REFRAMING IMAGES



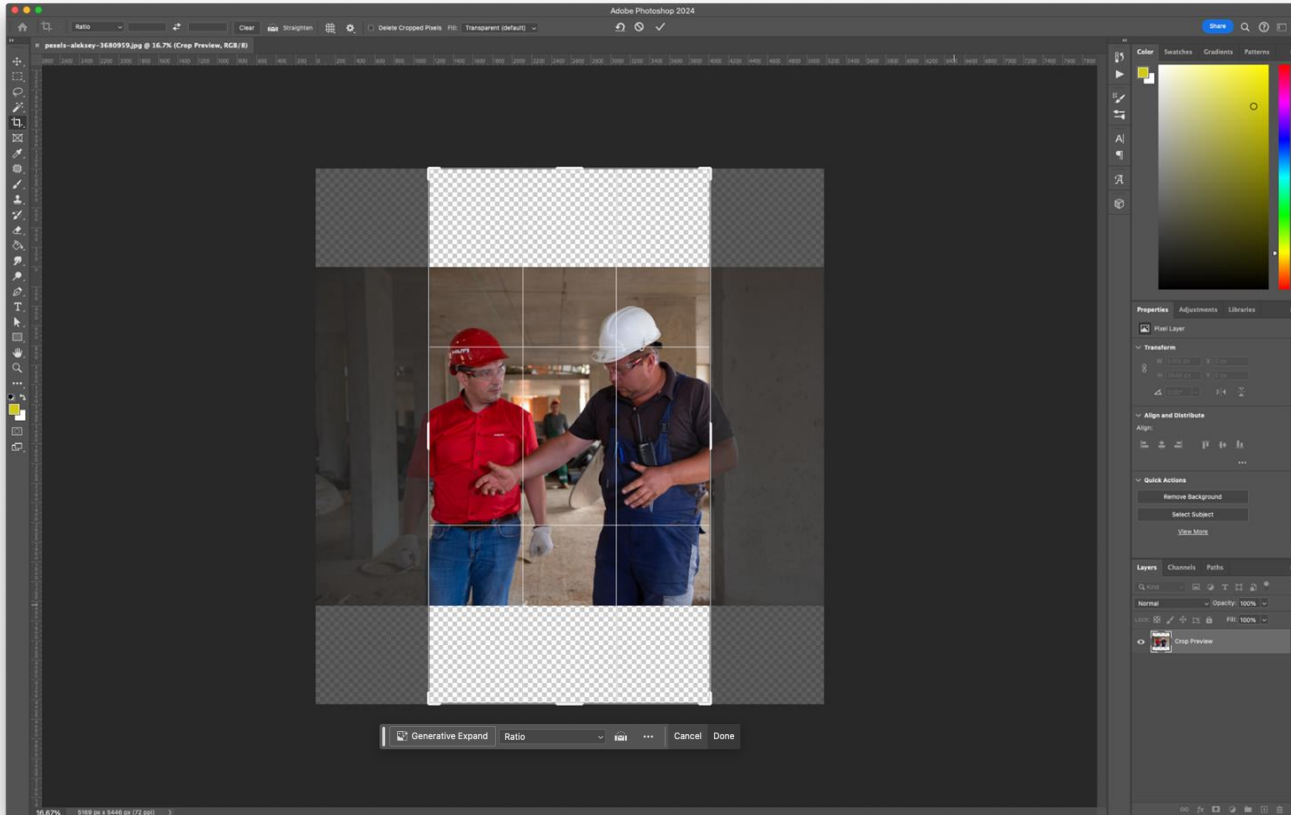
# REFRAMING IMAGES



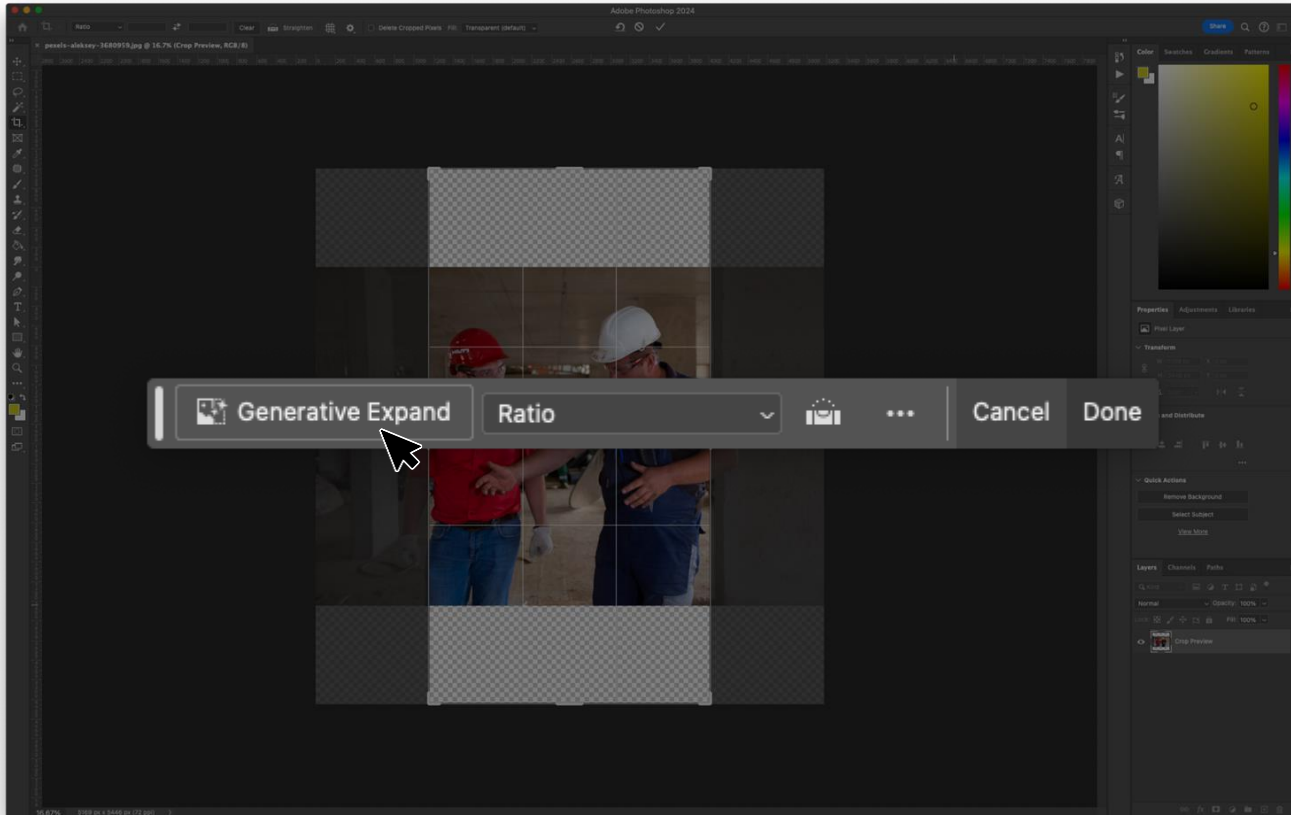
# REFRAMING IMAGES



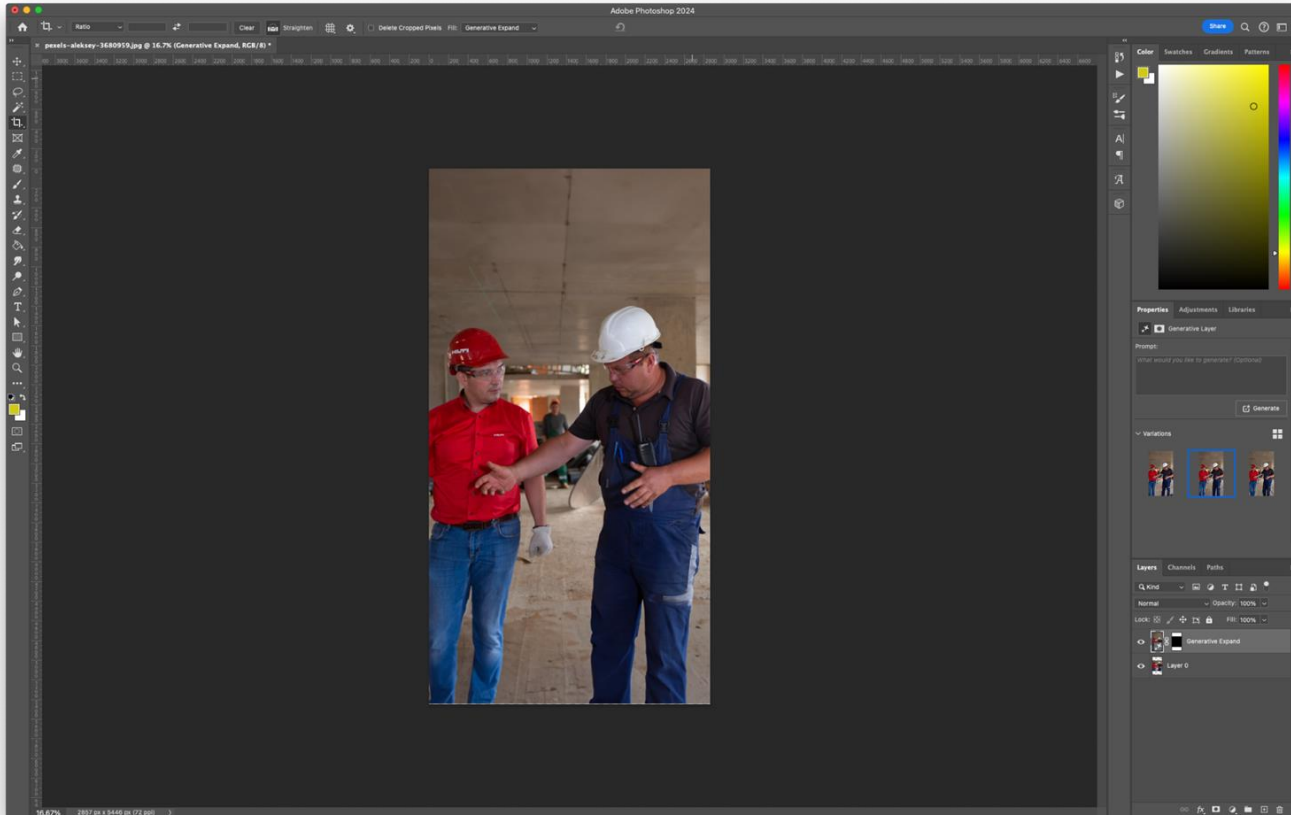
# REFRAMING IMAGES



# REFRAMING IMAGES



# REFRAMING IMAGES





# REFRAMING IMAGES



# REFRAMING IMAGES



# MAKING A SMALL ADJUSTMENT



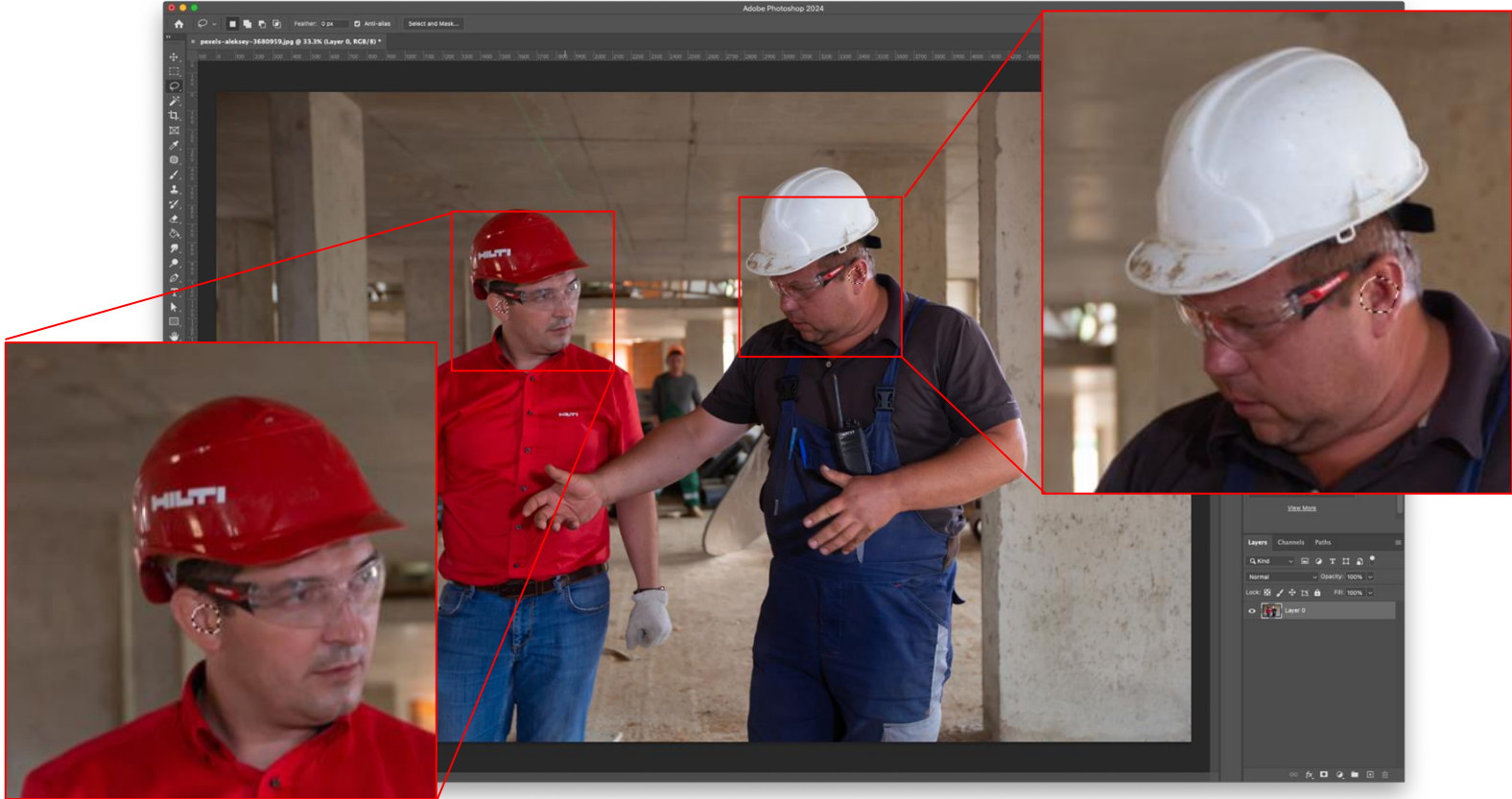
# MAKING A SMALL ADJUSTMENT



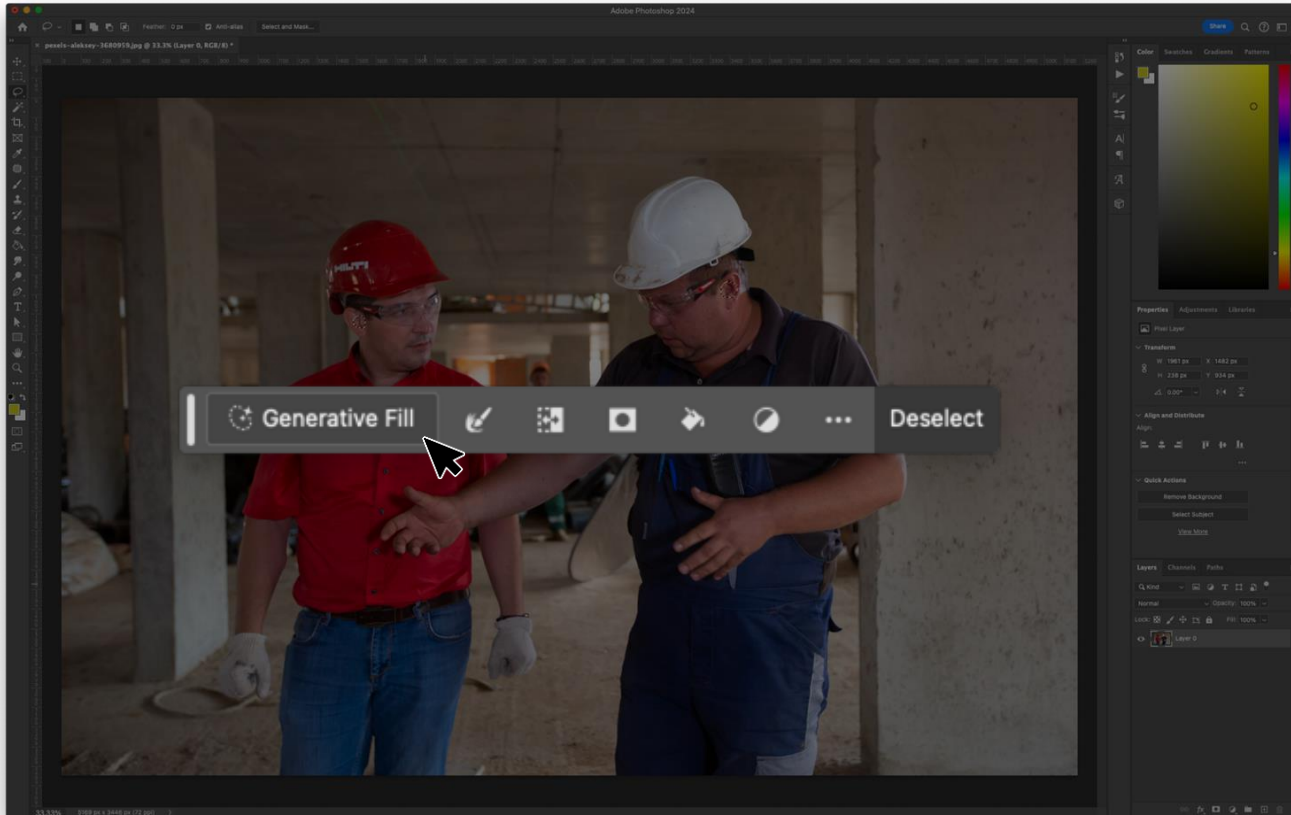
# MAKING A SMALL ADJUSTMENT



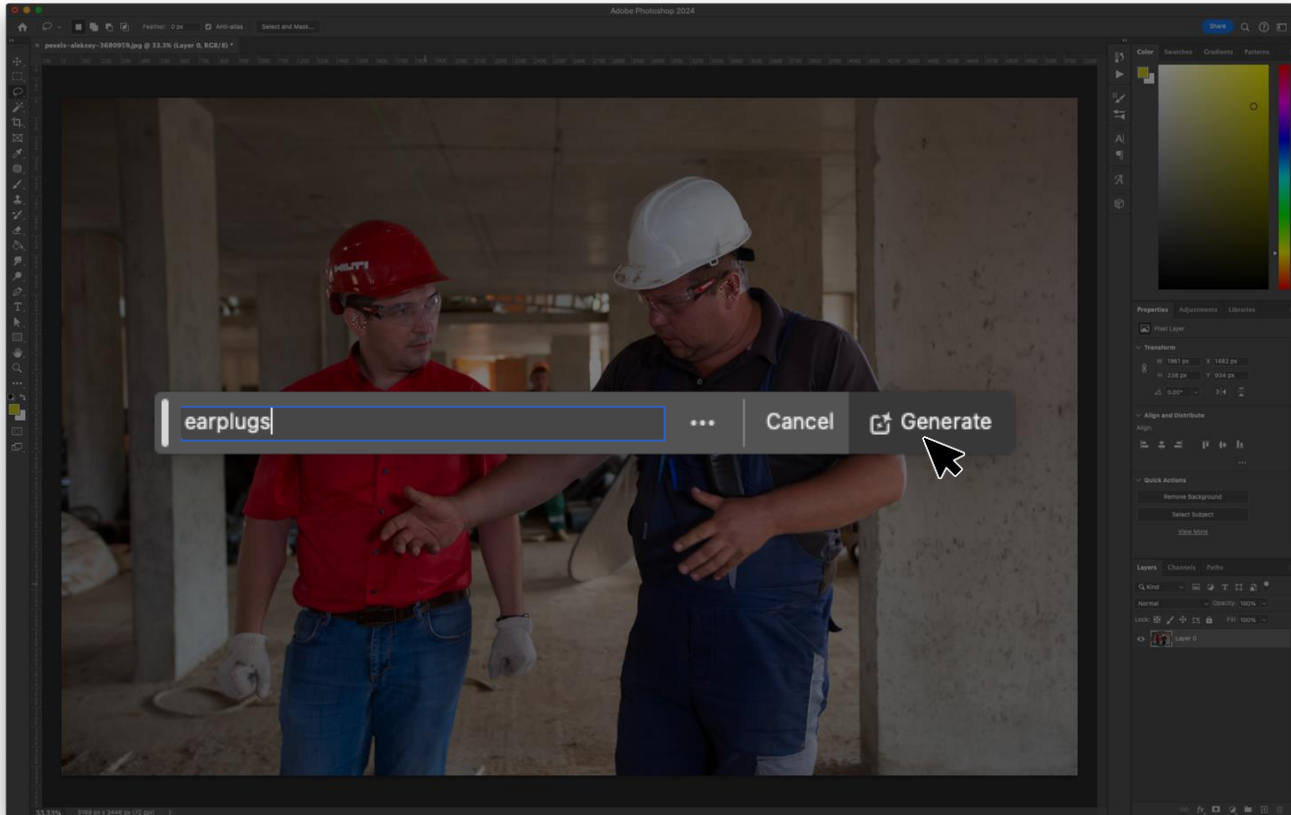
# MAKING A SMALL ADJUSTMENT



# MAKING A SMALL ADJUSTMENT

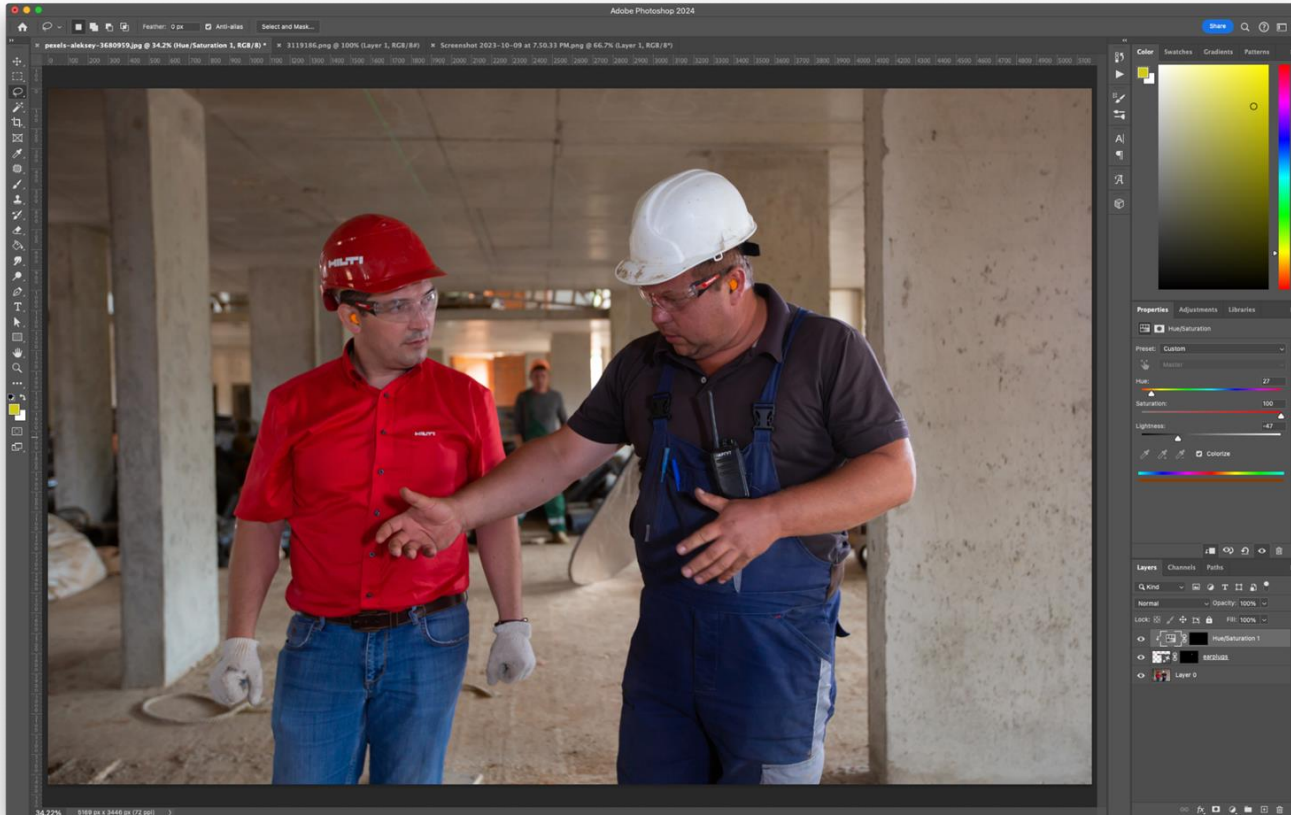


# MAKING A SMALL ADJUSTMENT





# MAKING A SMALL ADJUSTMENT



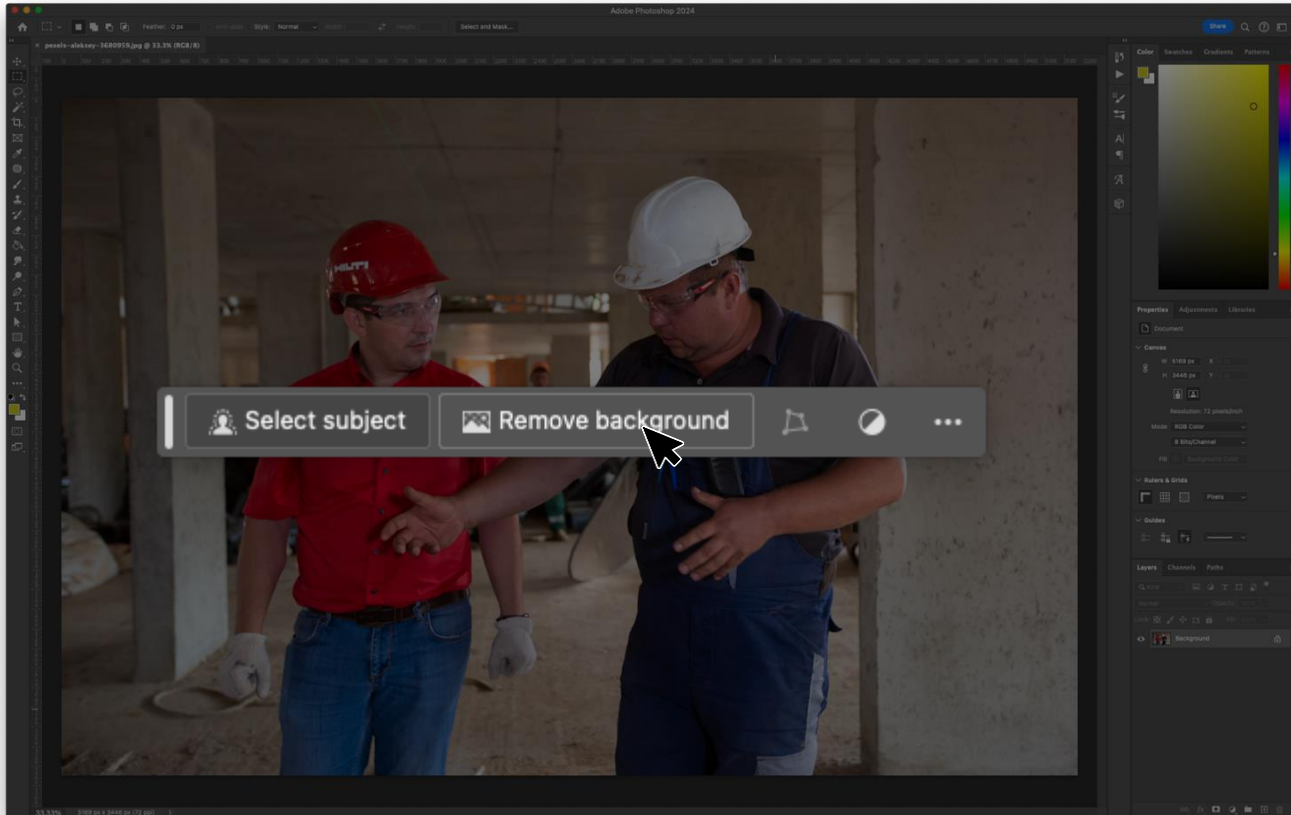
# MAKING A SMALL ADJUSTMENT



# REMOVING IMAGE BACKGROUNDS



# REMOVING IMAGE BACKGROUNDS



# REMOVING IMAGE BACKGROUNDS



# REMOVING IMAGE BACKGROUNDS

Join us for the  
groundbreaking.



Jan 8,<sup>th</sup> 2024



**Other AI tools that don't require  
an Adobe subscription**

# BACKGROUND REMOVAL



## iOS and macOS

### Best for:

Free, easy, and quality  
(a rare combination)



## remove.bg

### Best for:

If you only need to remove  
backgrounds



## Erase.bg


### Best for:

If you plan on paying for a few AI  
image services for one price.



# BACKGROUND REMOVAL ONLINE

remove.bg Remove Background How to use Tools & API Pricing Log In Sign up




## Remove Image Background

100% Automatically and **Free**

Upload Image

or drop a file,  
paste image or URL

No image?  
Try one of these:



By uploading an image or URL, you agree to our [Terms of Service](#). This site is protected by Copysense and its [Copyright Policy](#) and [Terms of Service](#) apply.

Erase.bg by PixelBento Erase Background Pricing Features Blog English Login Signup

## Remove Background From Images For Free

Remove background from images of humans, animals or objects and download high-resolution images for free


**#2 Product of the Week**

Upload Image

Drop an image or paste **URL** (upto resolution 5,000 x 5,000 px)

Supported formats: png | jpeg | jpg | webp

By uploading an image or URL, you agree to our [Terms of Use](#) and [Privacy Policy](#).

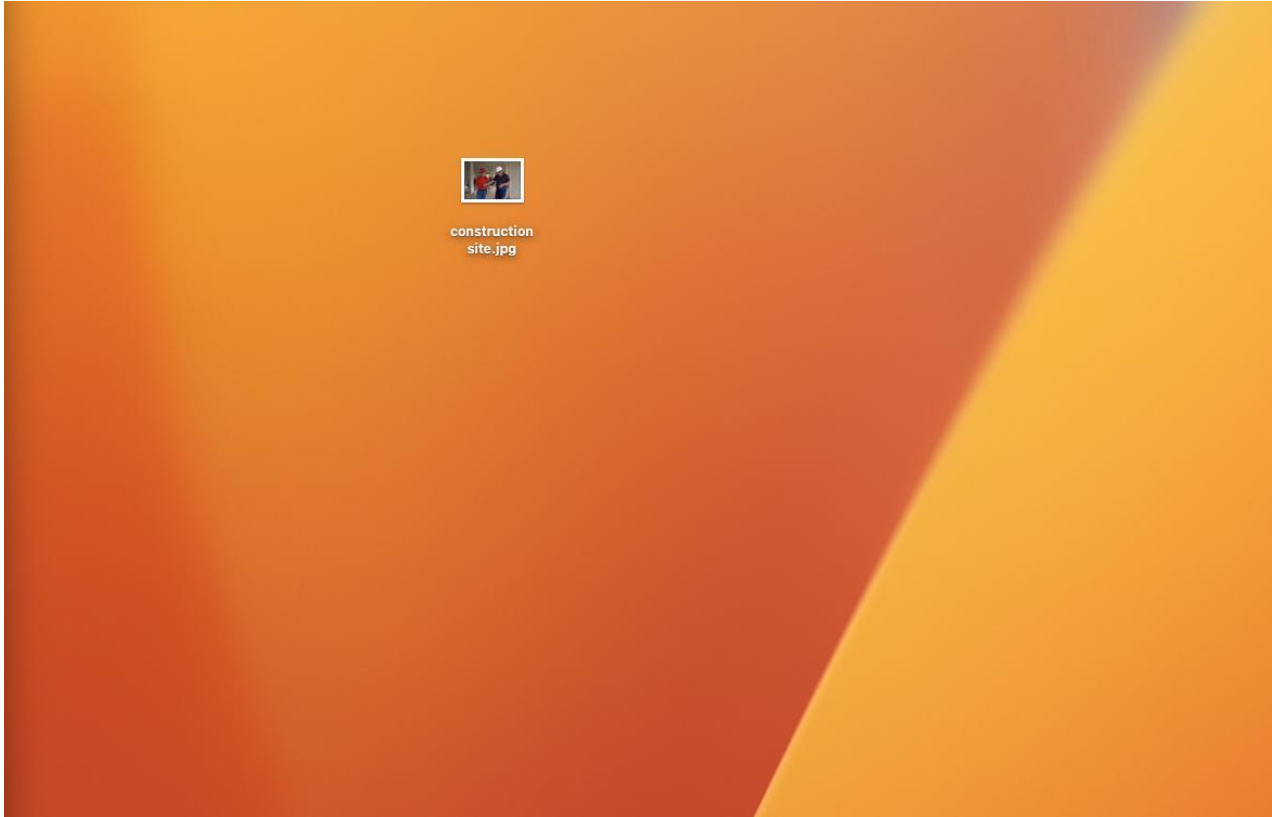


### Get Erase.bg mobile app

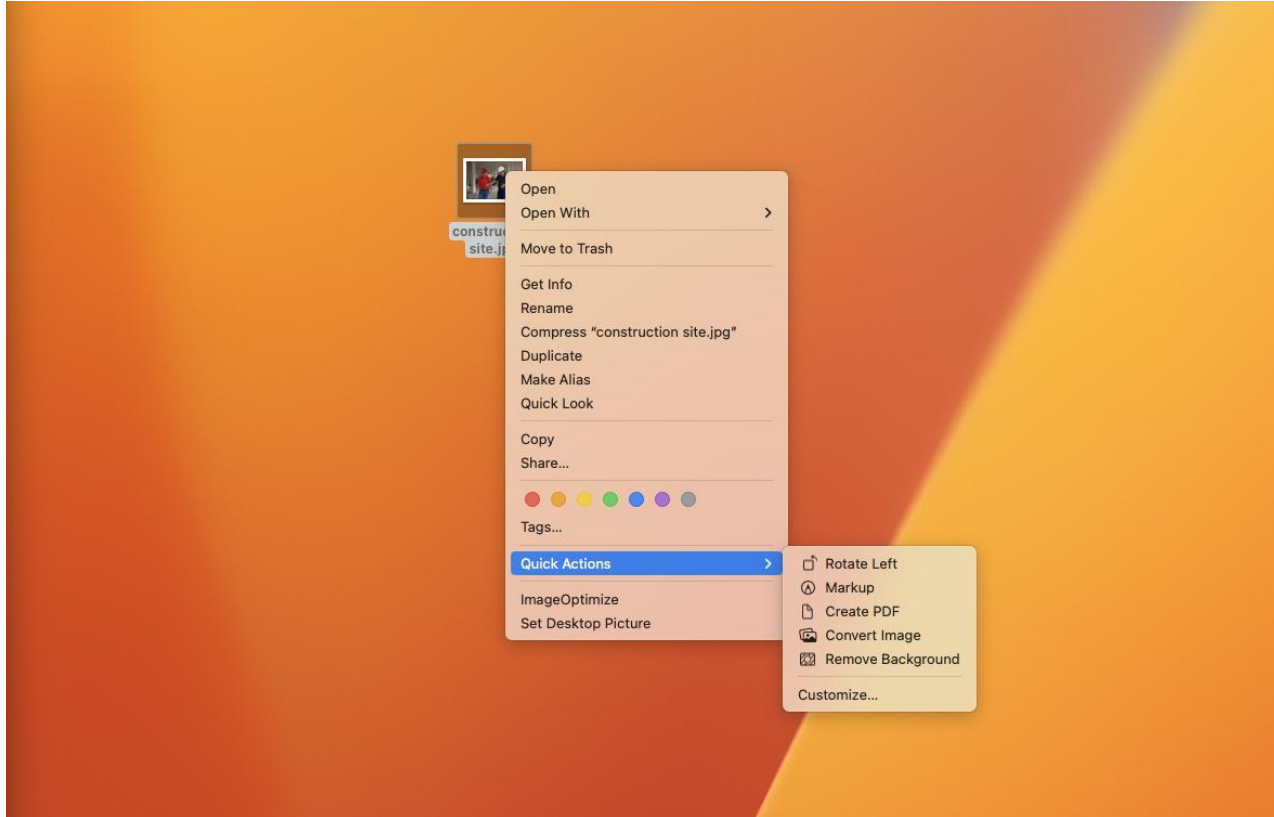
Remove background from images for free with the all new Erase.bg mobile app

GET IT ON Google Play Download on the App Store

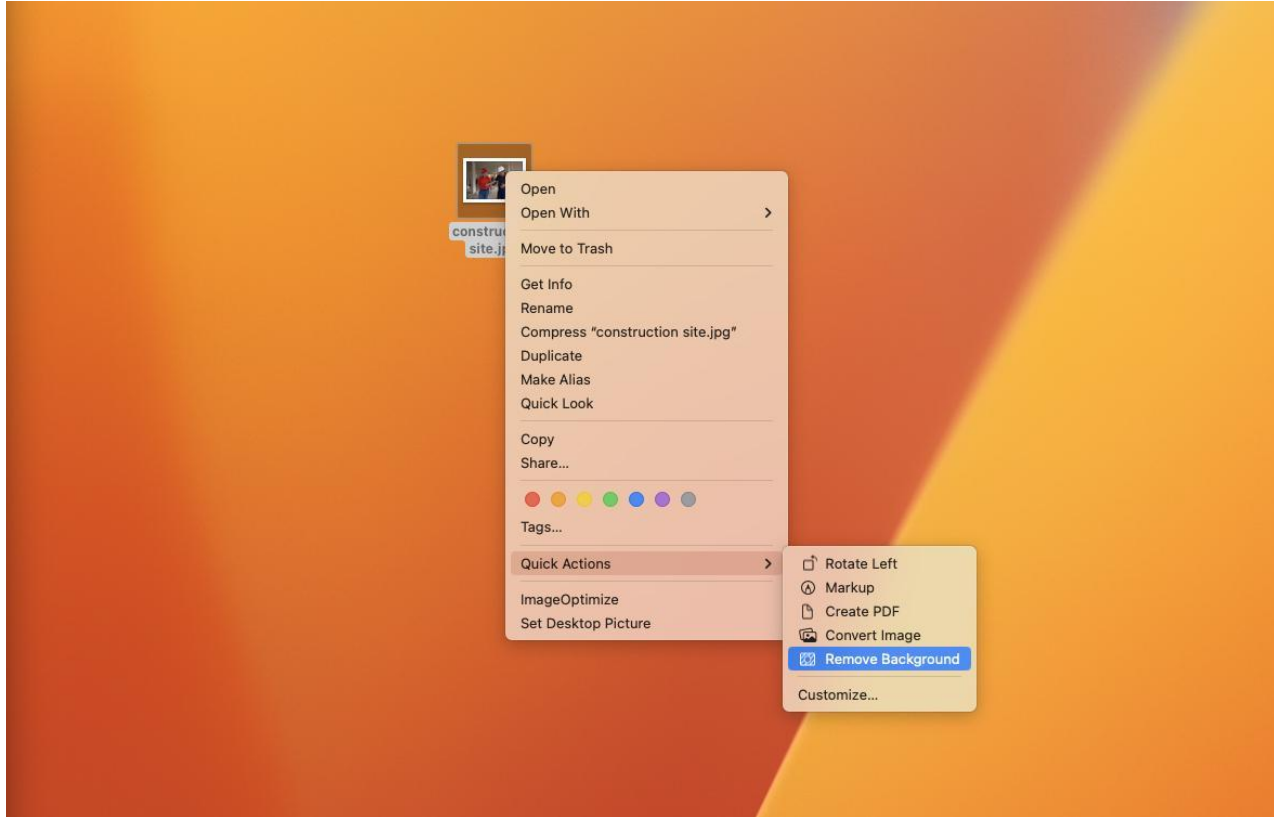
# BACKGROUND REMOVAL ON MAC



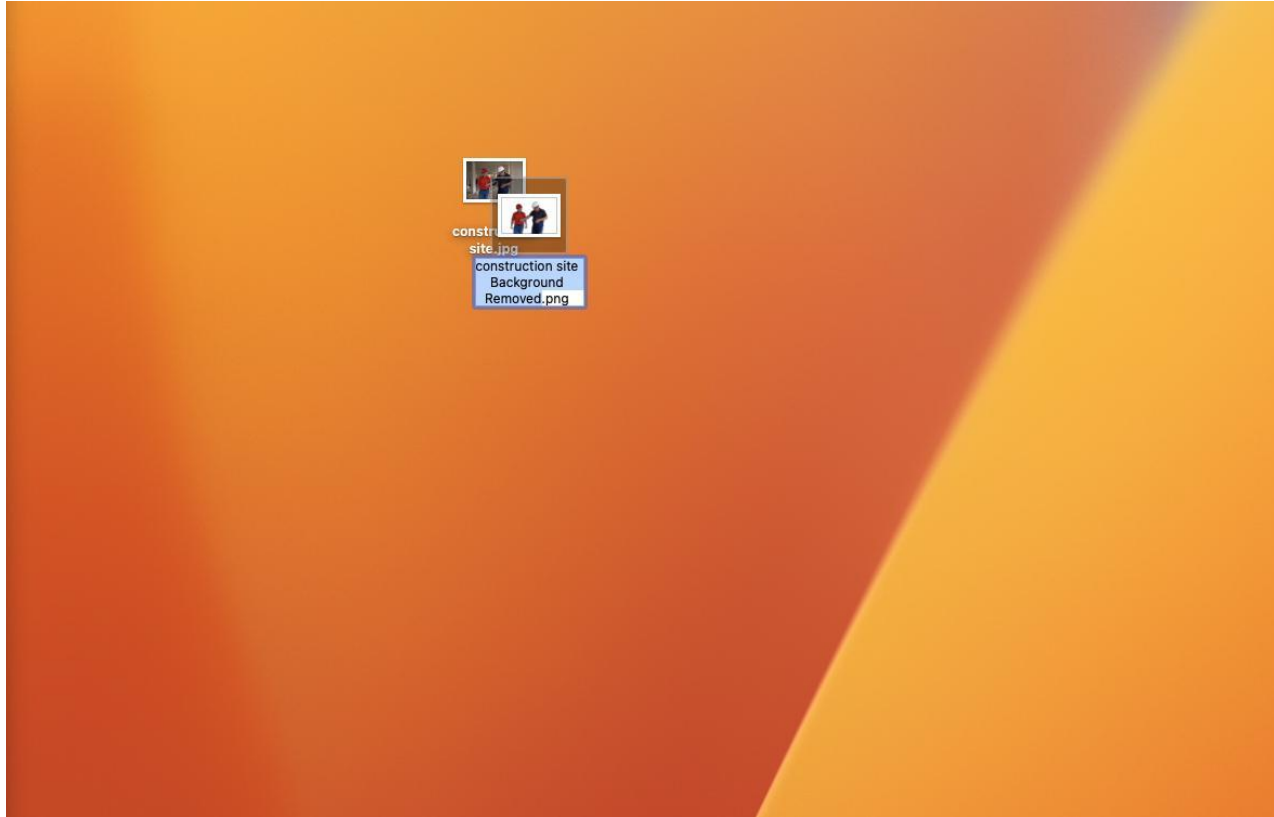
# BACKGROUND REMOVAL ON MAC



# BACKGROUND REMOVAL ON MAC



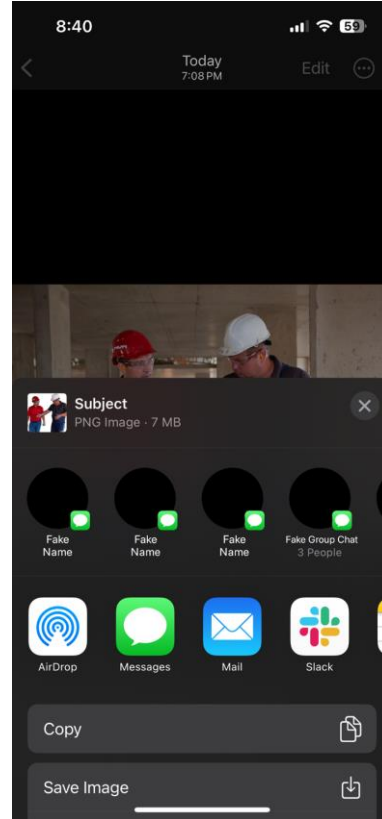
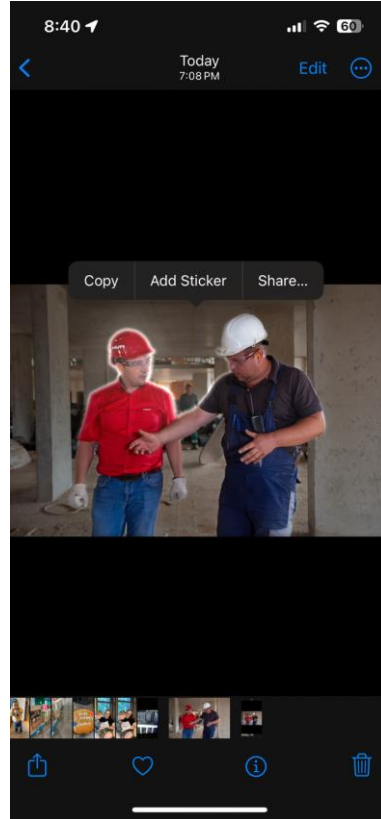
# BACKGROUND REMOVAL ON MAC



# BACKGROUND REMOVAL ON MAC



# BACKGROUND REMOVAL ON iOS



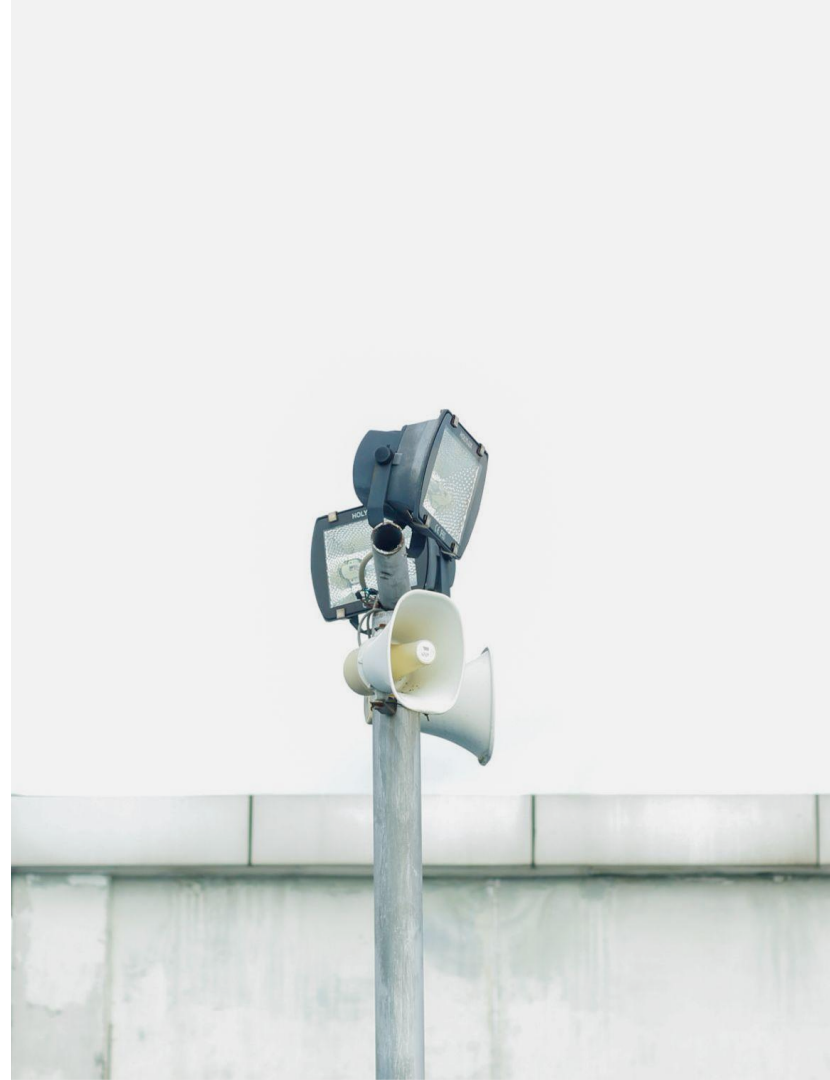
**PART 4**

# WATCH-OUTS



# WATCH-OUTS FOR USING GEN.AI

1. **Hallucination:** AI can generate information that wasn't in the prompt and isn't accurate or factual.
2. **Lack of Contextual Understanding:** AI can misunderstand context, leading to poor quality of output.
3. **Biases:** Responses could be skewed based on data used in training.
4. **Data Privacy:** AI claims not to retain personal data, but users should be cautious not to input sensitive information.



# WHAT'S NEXT?

- Sign-Up
- Play Around
- Take Chances
- Make Mistakes



**AFTER ALL, WHAT'S THE WORST THAT CAN HAPPEN?**



PLEASE DO NOT TOUCH



# CONTACT

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