



**ADOBE MASTERCLASS**

# Adobe MAX 2023





# ADOBE MASTERCLASS

## Even voorstellen...

*Peter Villevoye*



Certified Expert  
and Instructor

Ai

Ps

Id

Sg

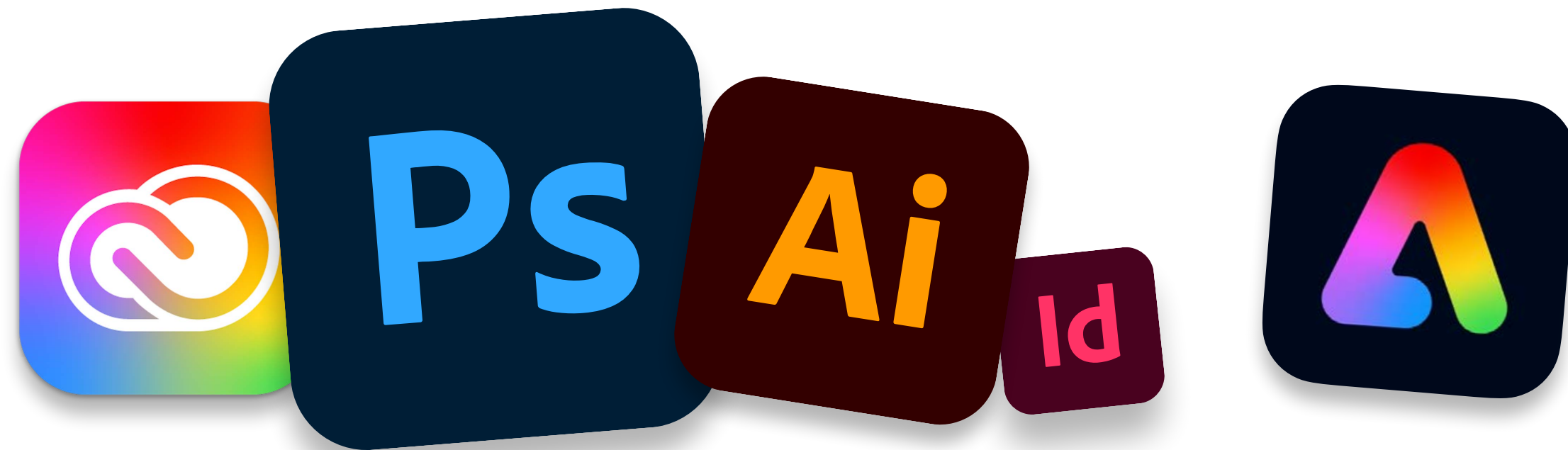
Xd





# Wat gaan we doen ?

- Rustig bekijken en bespreken wat men op Adobe MAX 2023 de vorige week aankondigde.



*De meest opzienbarende Adobe MAX ooit !!*



# WTF is Adobe MAX ?

- 2003: *MacroMedia MAX User Conference*
- 2023: *Adobe MAX*, bijna hele week lang komen duizenden Adobe-freaks bijeen...





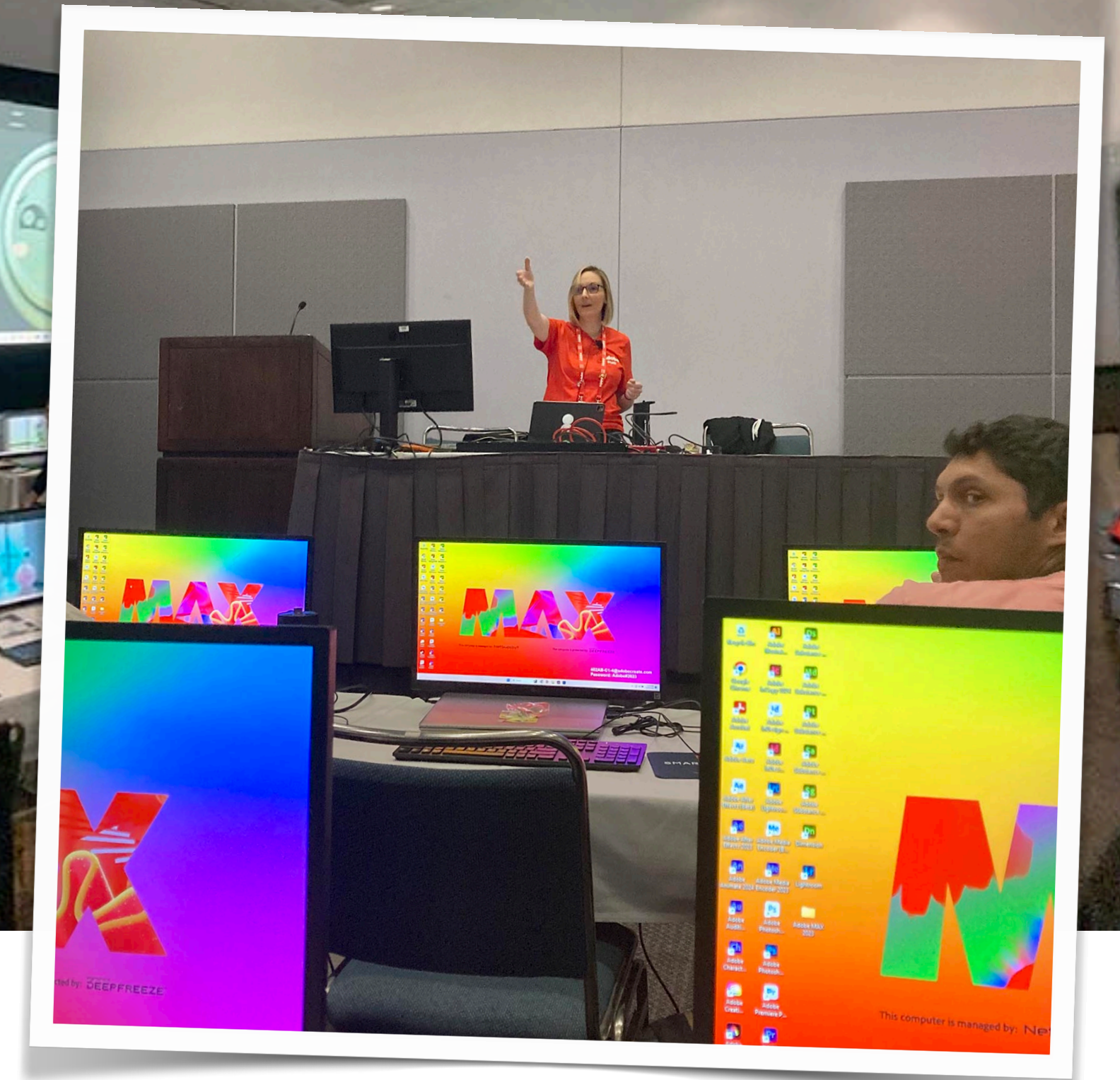
# Hoe ziet dat er dan uit ?

- 9.000 Adobe-freaks ? Heel druk en gezellig !





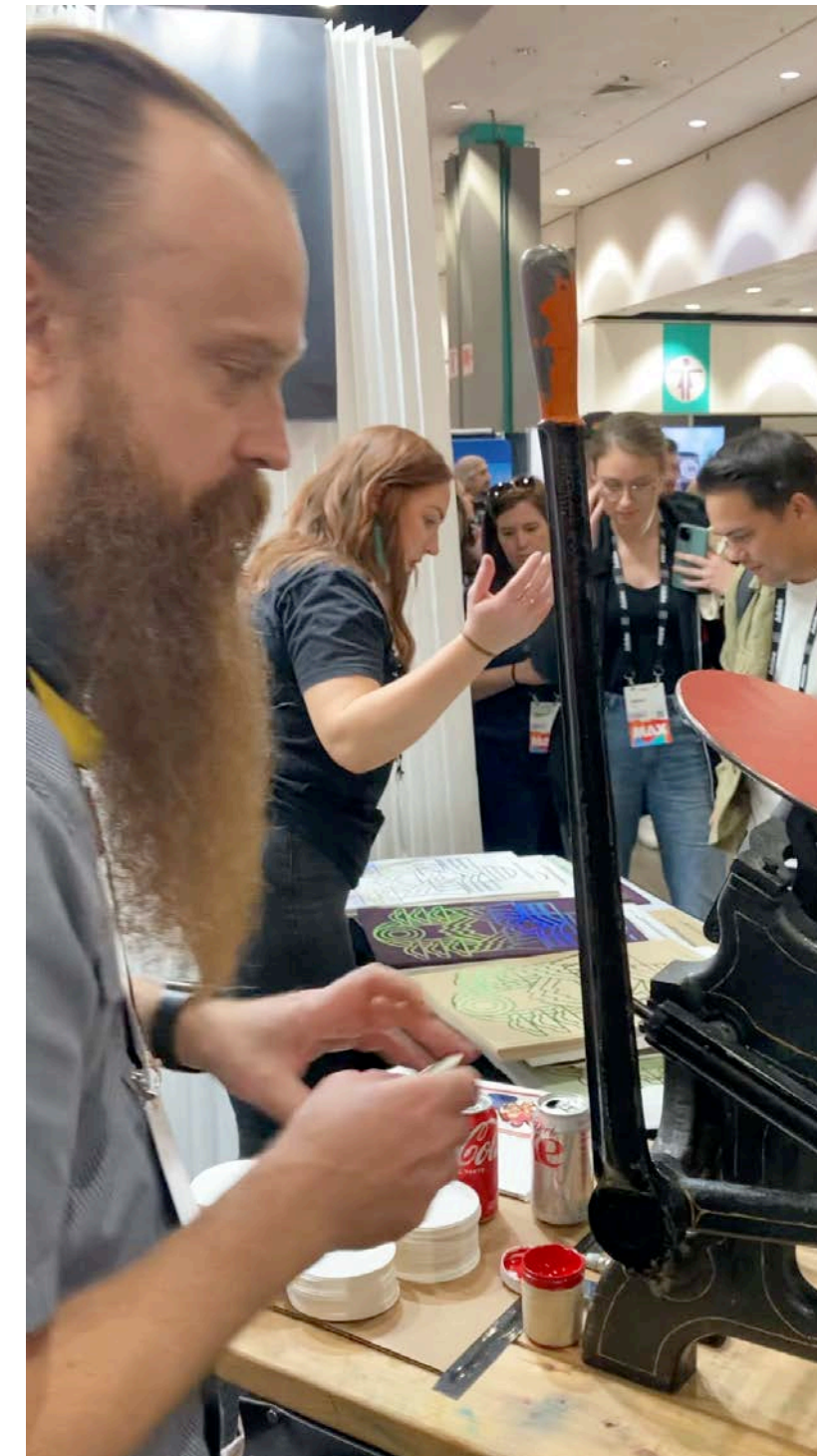
# ± 230 Workshops, presentaties...





# Een *Creative Park* vol activiteiten..

- Zowaar, met oeroude namen en ambachten.







Adobe MAX BASH Party!



# Maar allereerst: de *Keynote* !





# Maar allereerst: de *Keynote* !





MAX



# Dan komt eerst de *Grote Baas*...







A year of creative *inspiration*

“...you can only use the Select tool if the layer is highlighted.”  
- Ken

Photoshop Generative Fill

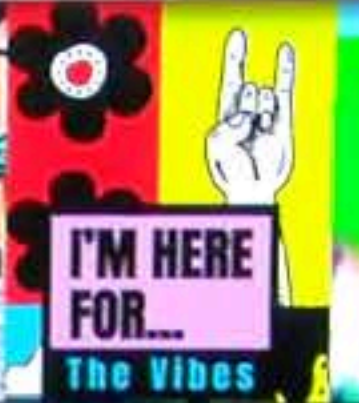
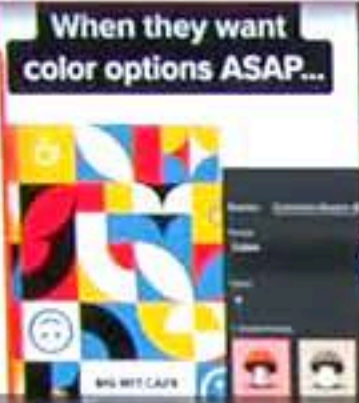
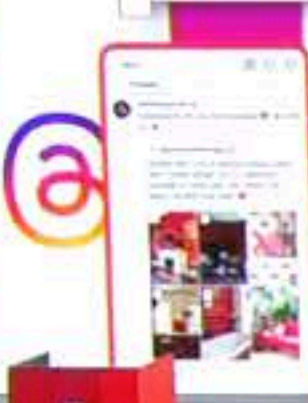


"It's so satisfying to know that you're all the better for it."

Megan...



When they want color options ASAP...





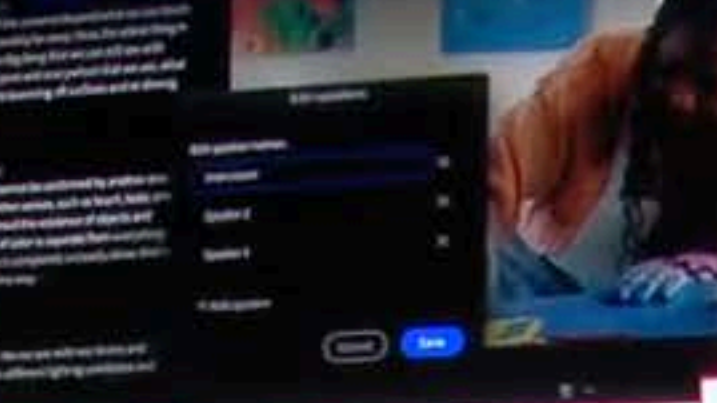


# Incredible *innovation*

Ps Adobe Photoshop



Pr Adobe Premiere Pro



Adobe Firefly



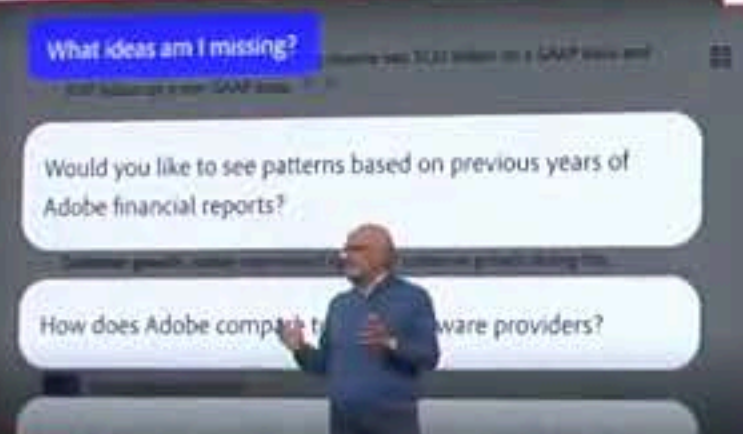
Lr Adobe Lightroom



Ai Adobe Illustrator



Adobe Document Cloud



Adobe Express



Adobe Experience Cloud





Creating Media  
Foundation Models

Creativity for All

Power & Precision

Revolutionizing  
Content & Collaboration

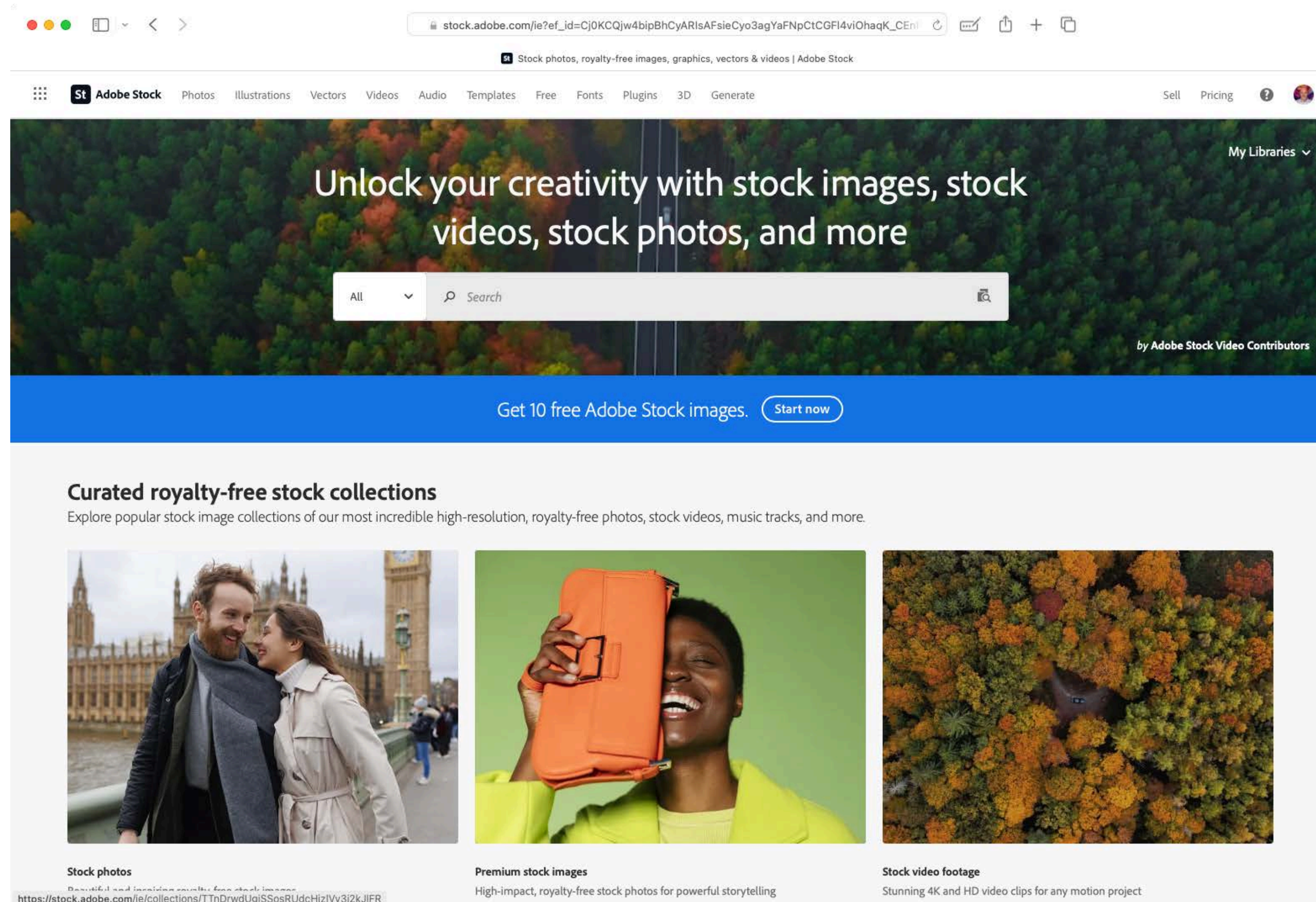
Our vision for

*Creativity*

Maar wacht even...



# 2005 – Adobe Stock Photos



The screenshot shows the Adobe Stock website interface. At the top, there's a navigation bar with categories like Photos, Illustrations, Vectors, Videos, Audio, Templates, Free, Fonts, Plugins, 3D, and Generate. The main header features a large image of a forest with the text "Unlock your creativity with stock images, stock videos, stock photos, and more". Below this is a search bar with a dropdown menu set to "All" and a "Search" button. A blue banner below the search bar says "Get 10 free Adobe Stock images. Start now". The main content area is titled "Curated royalty-free stock collections" and includes a sub-header "Explore popular stock image collections of our most incredible high-resolution, royalty-free photos, stock videos, music tracks, and more." Below this are three featured collections: "Stock photos" (a couple in London), "Premium stock images" (a woman holding a bright orange bag), and "Stock video footage" (aerial view of a forest).

stock.adobe.com/ie?ef\_id=Cj0KCQjw4bipBhCyARIsAFsieCyo3agYaFNpCtCGFI4viOhaqK\_CEnl

Stock photos, royalty-free images, graphics, vectors & videos | Adobe Stock

Adobe Stock Photos Illustrations Vectors Videos Audio Templates Free Fonts Plugins 3D Generate Sell Pricing ?

My Libraries

Unlock your creativity with stock images, stock videos, stock photos, and more

All Search

by Adobe Stock Video Contributors

Get 10 free Adobe Stock images. Start now

**Curated royalty-free stock collections**  
Explore popular stock image collections of our most incredible high-resolution, royalty-free photos, stock videos, music tracks, and more.

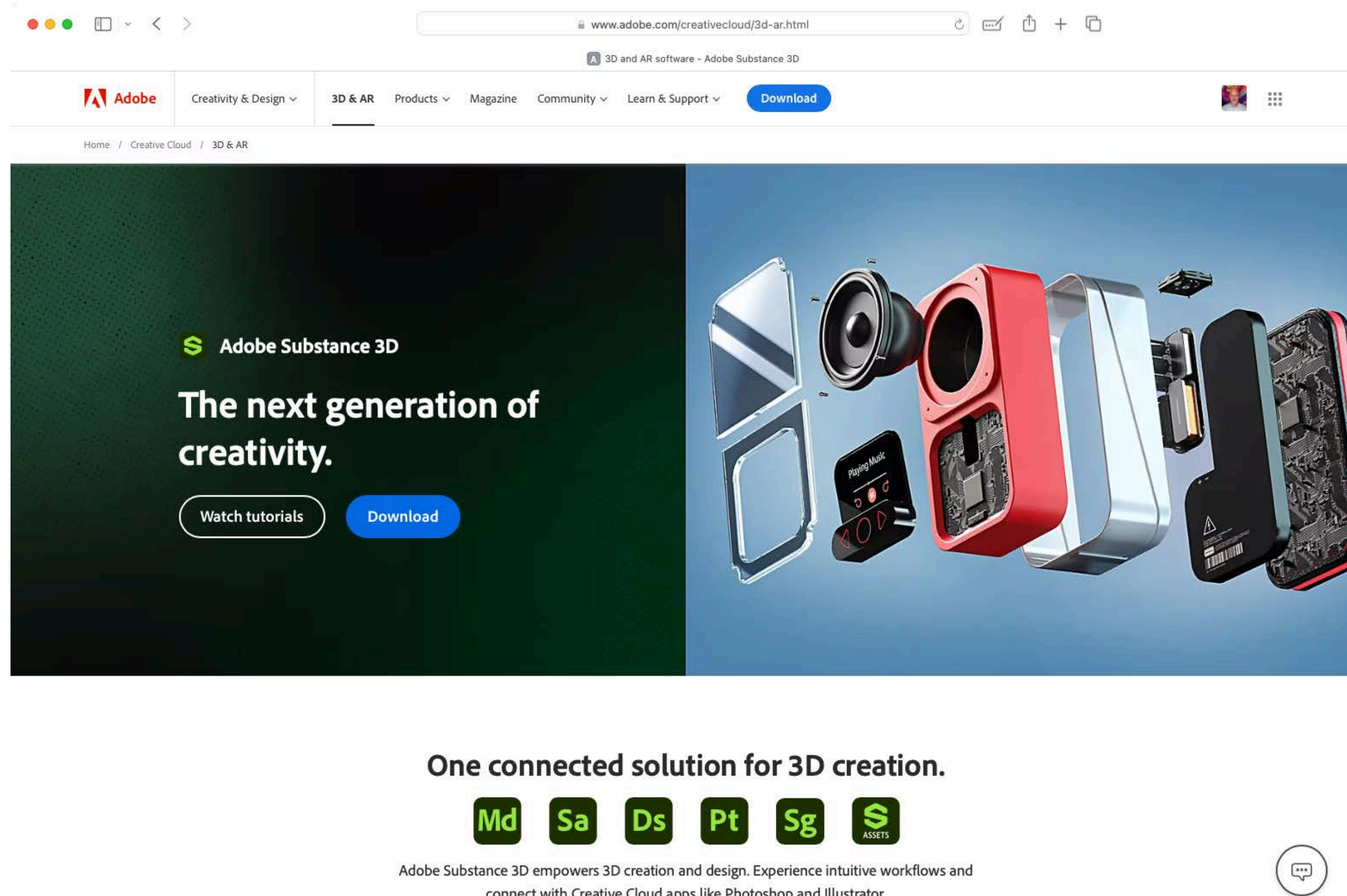
**Stock photos**  
Beautiful and inspiring royalty-free stock images  
<https://stock.adobe.com/ie/collections/TThDrwdUgiSSosRUdcHizlVy3i2kJlFR>

**Premium stock images**  
High-impact, royalty-free stock photos for powerful storytelling

**Stock video footage**  
Stunning 4K and HD video clips for any motion project



# 2019 – Adobe Substance 3D




www.adobe.com/creativecloud/3d-ar.html

3D and AR software - Adobe Substance 3D

Adobe Creativity & Design 3D & AR Products Magazine Community Learn & Support Download







Home / Creative Cloud / 3D & AR

 Adobe Substance 3D

The next generation of creativity.

Watch tutorials Download

One connected solution for 3D creation.

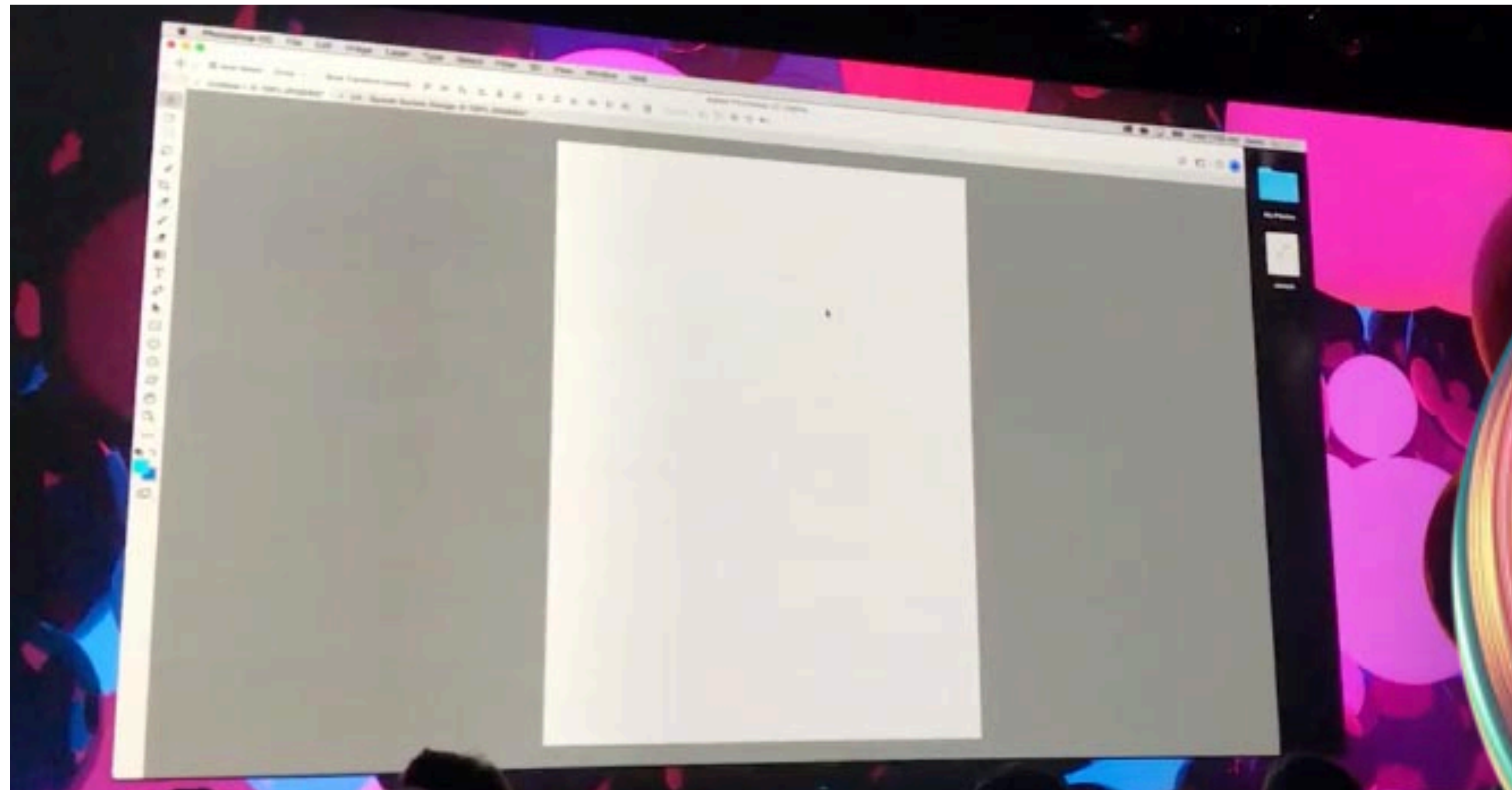
     

Adobe Substance 3D empowers 3D creation and design. Experience intuitive workflows and connect with Creative Cloud apps like Photoshop and Illustrator.



# Adobe MAX 2013

- *The Future of Sensei Neural Networks*





# Adobe MAX 2020





# Adobe Photoshop & Sensei

- wegretoucheren van complete elementen
- snel en slim selecteren van allerlei objecten
- automatisch vervangen van lucht en sfeer
- *Neural Filters !*

Bèta Bèta

Bèta





# Adobe MAX 2023

- Van tools naar slimme assistenten.
- En van een grootse machtige *Sensei*...  
*naar een liefdallig klein vuurvliegje !*



## Meet Adobe Firefly.

Experiment, imagine, and make an infinite range of creations with Firefly, a family of creative generative AI models coming to Adobe products.



# Shantanu Narayen over *Gen AI*





# David Wadhvani, onderbaas...







# Adobe Firefly







**Adobe Firefly**



**Adobe Creative Cloud**



**Adobe Express**







## Adobe Firefly

1. Deeply integrated into our tools
2. Designed to be commercially safe
3. Transparent with training data
4. Support for Content Credentials



# Samengevat en vertaald



*Firefly* word uitgevoerd in *modellen*, en is gebaseerd op 4 uitgangspunten:

- goed geïntegreerd in oude en nieuwe tools;
- openheid over alle gebruikte trainingsdata;
- ook geschikt voor commerciële doeleinden;
- ondersteuning voor zgn. *content credentials*.

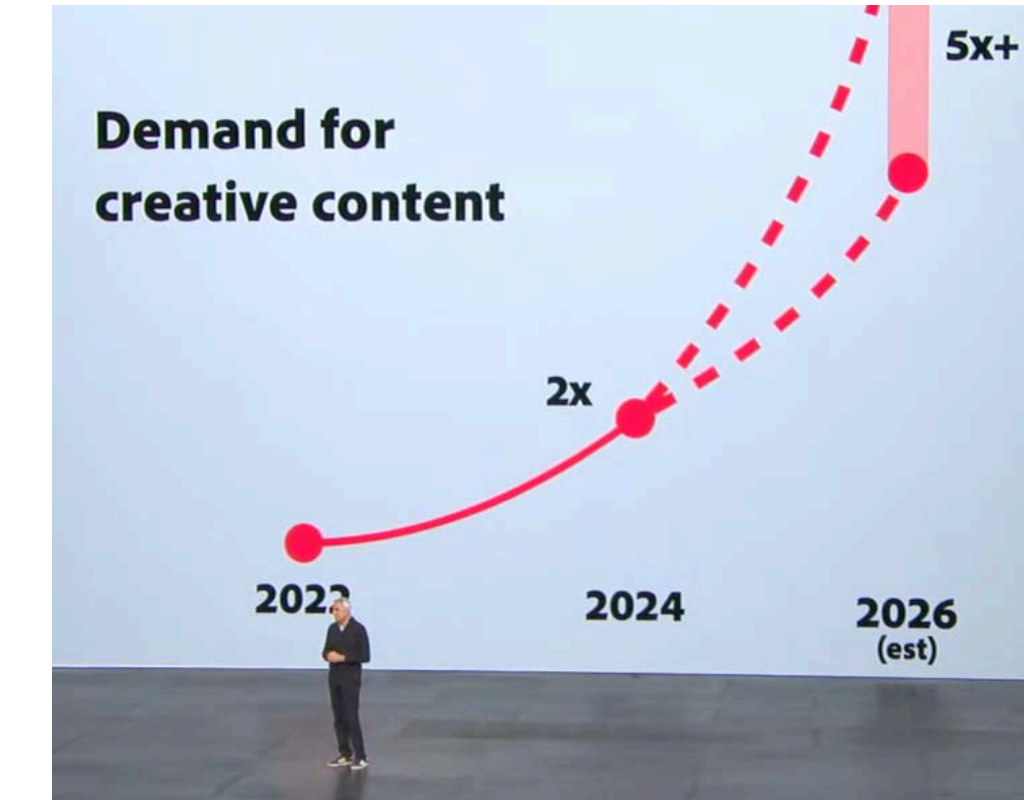


Content  
Authenticity  
Initiative



# Samengevat en vertaald

- Er is een steeds sterker toenemende vraag naar content (teksten, beelden, video. etc.) Men verwacht een verdubbeling per jaar.



Adobe's aanpak om juridisch veilig te zitten, zal een groot voordeel en voorbeeld blijken. Professionele creatieven en uitgevers willen geen aanklagende advocaten aan de bel...

*an angry lawyer with a huge letter in his hand, standing in front of a door, in dark cartoon style*







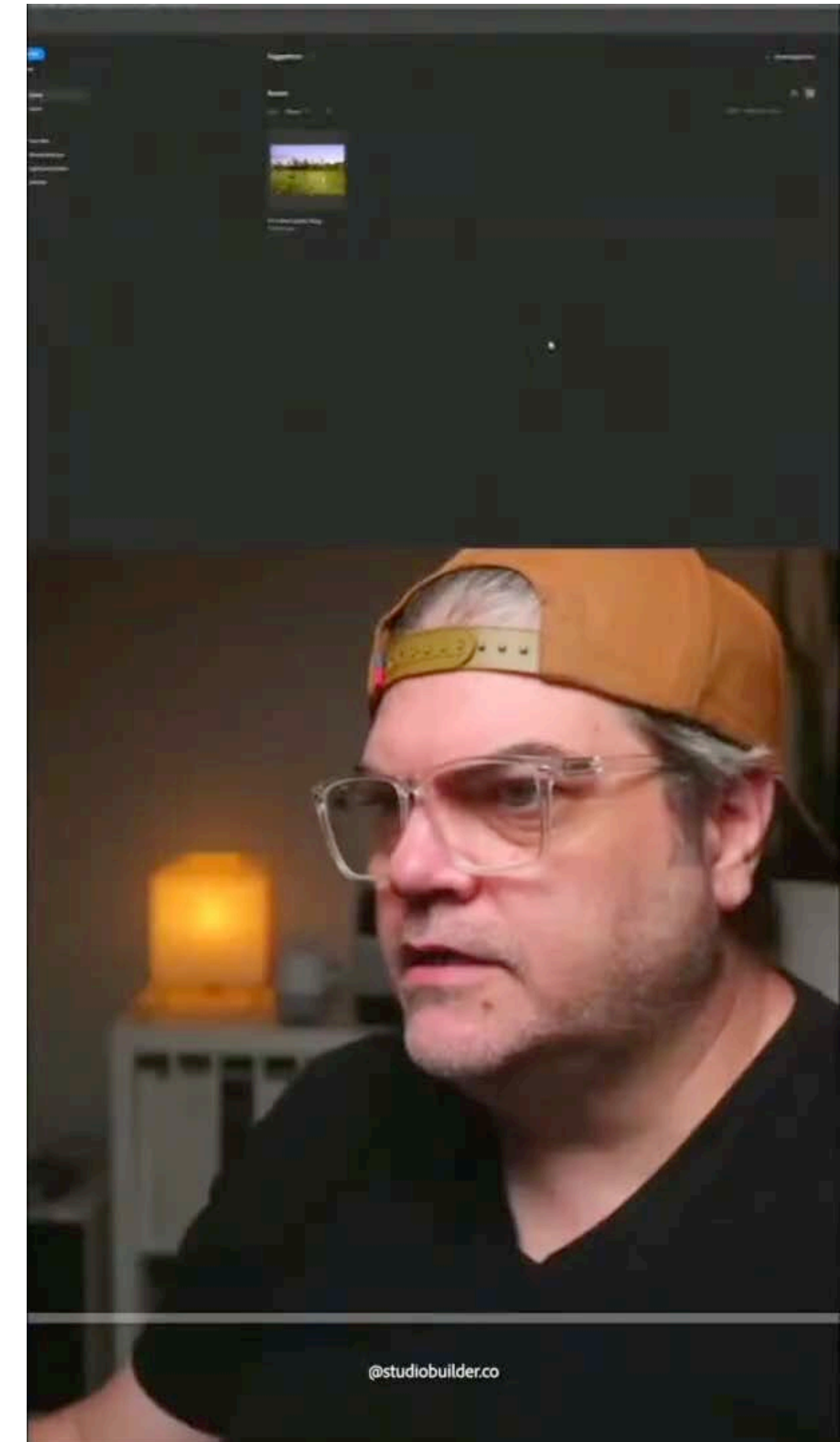
# Wat zijn nou die "modellen"?

*Jebara (2004):*

*A generative model is a statistical model of a joint probability distribution  $P(X,Y)$  on given observable variable  $X$  and target variable  $Y$ .*

Nou weet je het. Niet ?

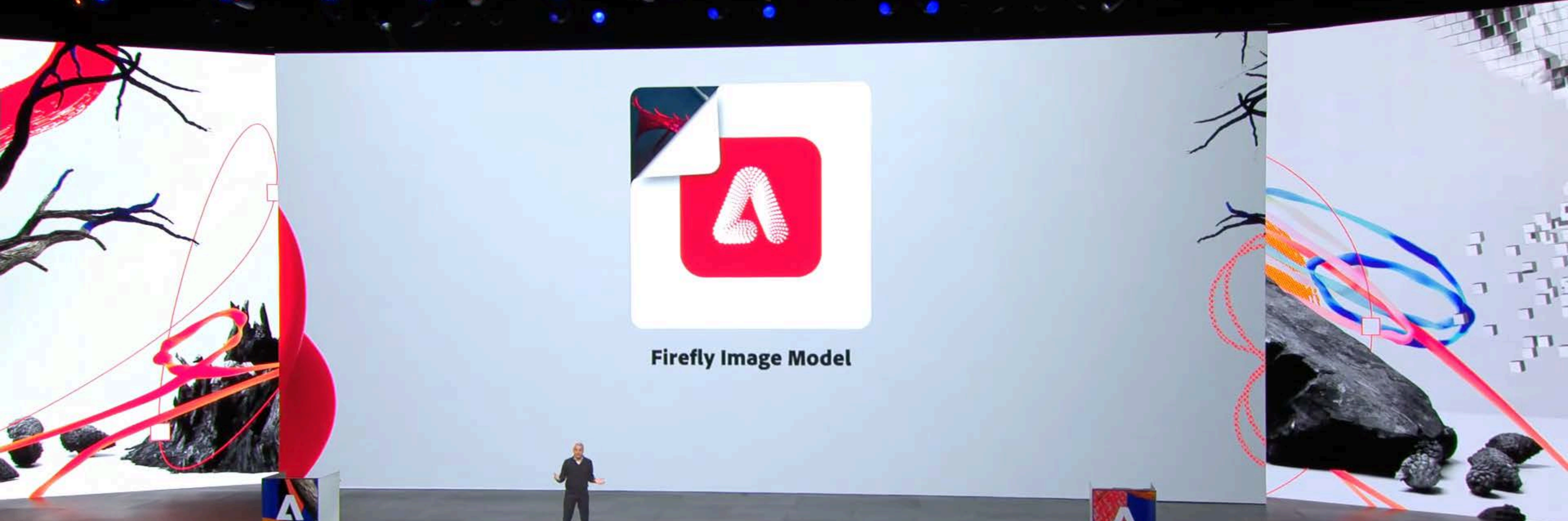
Één model dat al in *Firefly (Photoshop)* zit, is getraind in het construeren van beelden.







**Firefly Image Model**







**3,000,000,000**



[AI Gen beelden] in enkele weken.



# Reacties op uitvinding fotografie:

**"Painting is dead"**

-Paul Delaroche

No it isn't. Not at all.

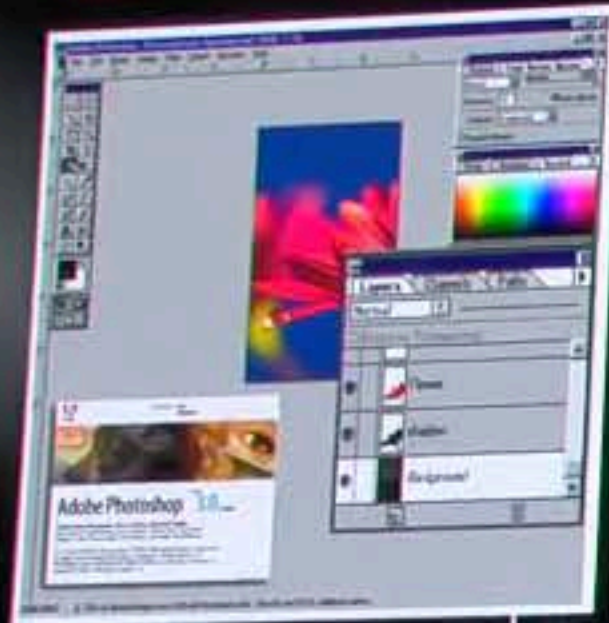




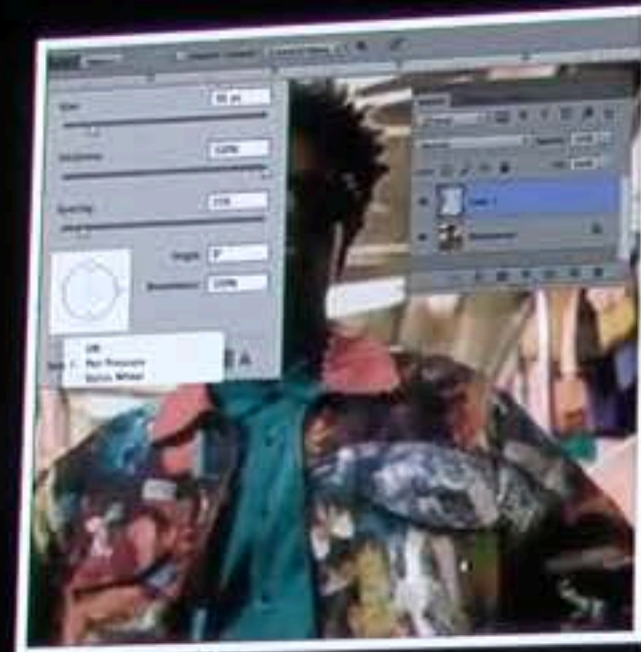
En DTP bleek ook een zegen.



Layers



Healing brush



Content-aware fill



Generative fill



1988

1990

1991

1994

1996

2000

2002

2003

2005

2007

2008

2010

2012

2013

2015

2019

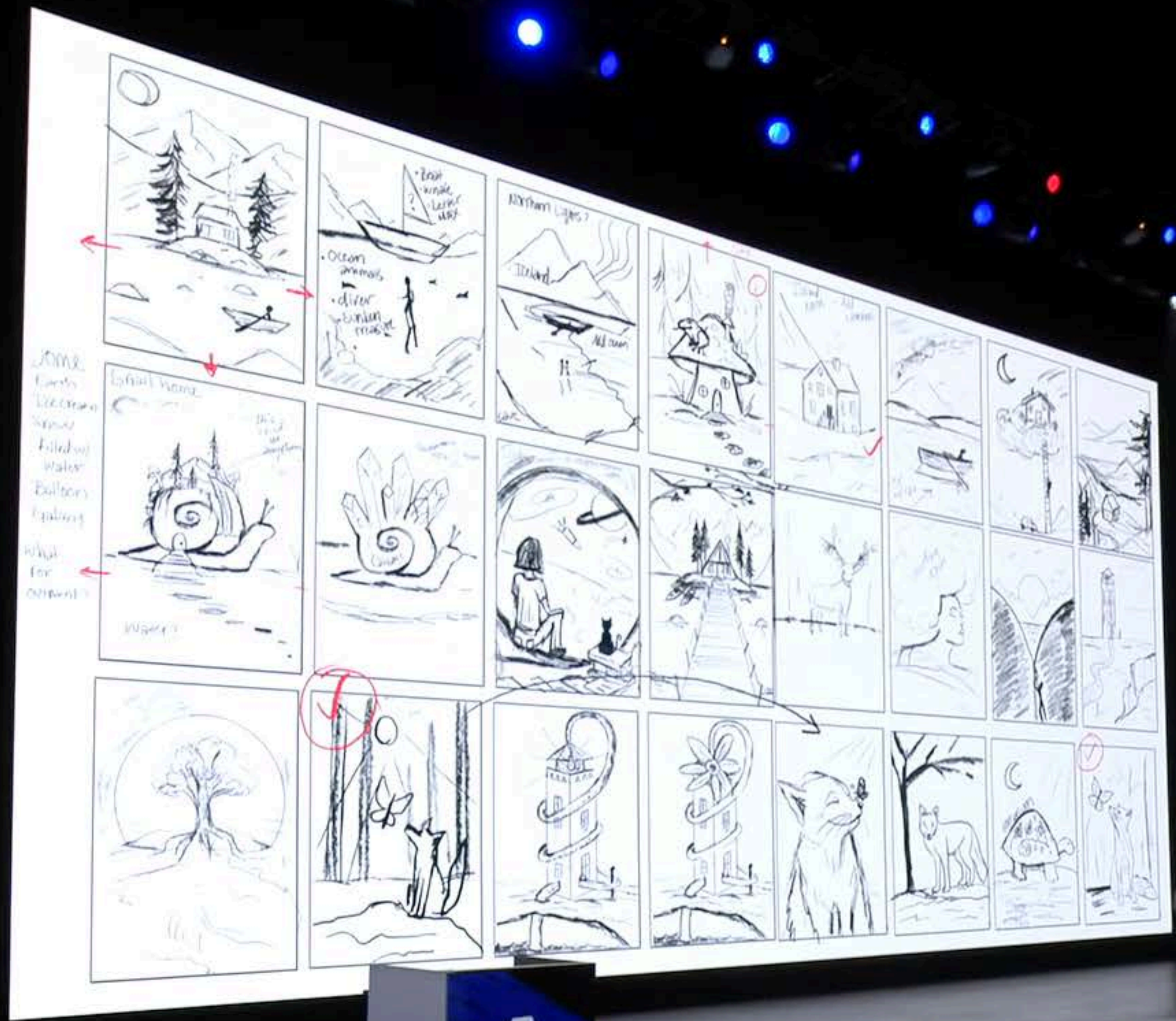
2020

2023



Photoshop blijft innoveren.





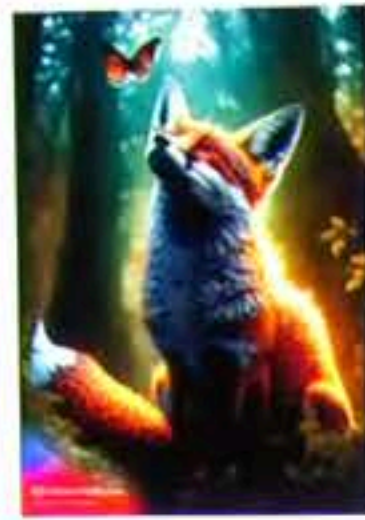
JOYCE  
Earth  
Electric  
Snow  
Faded  
water  
Bulbous  
Eggs  
Light  
for  
output











style

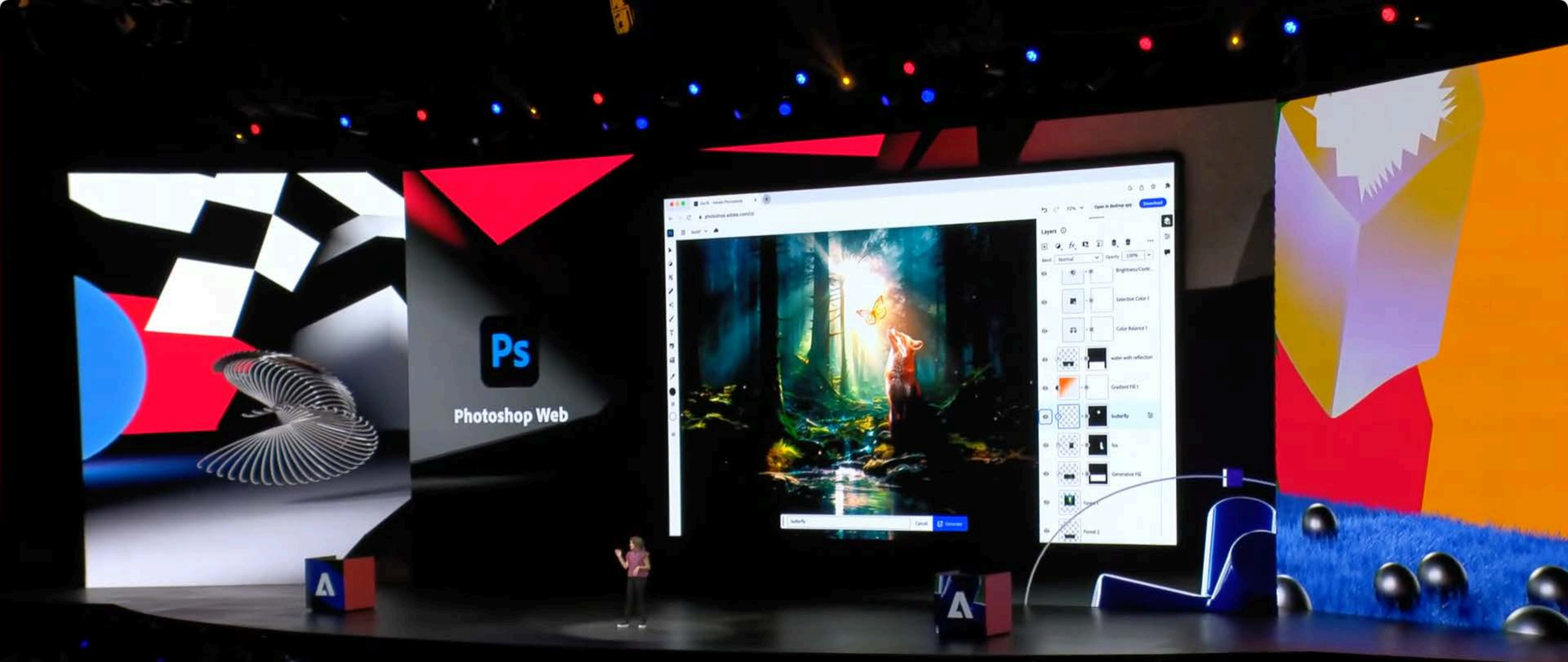
inspo



simplify







Er blijft een idee en fine-tuning nodig.



Aan de slag !





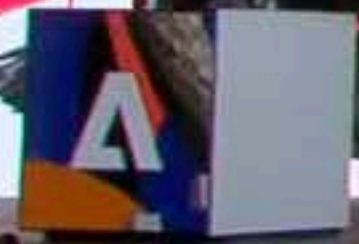
**Firefly Image Model**



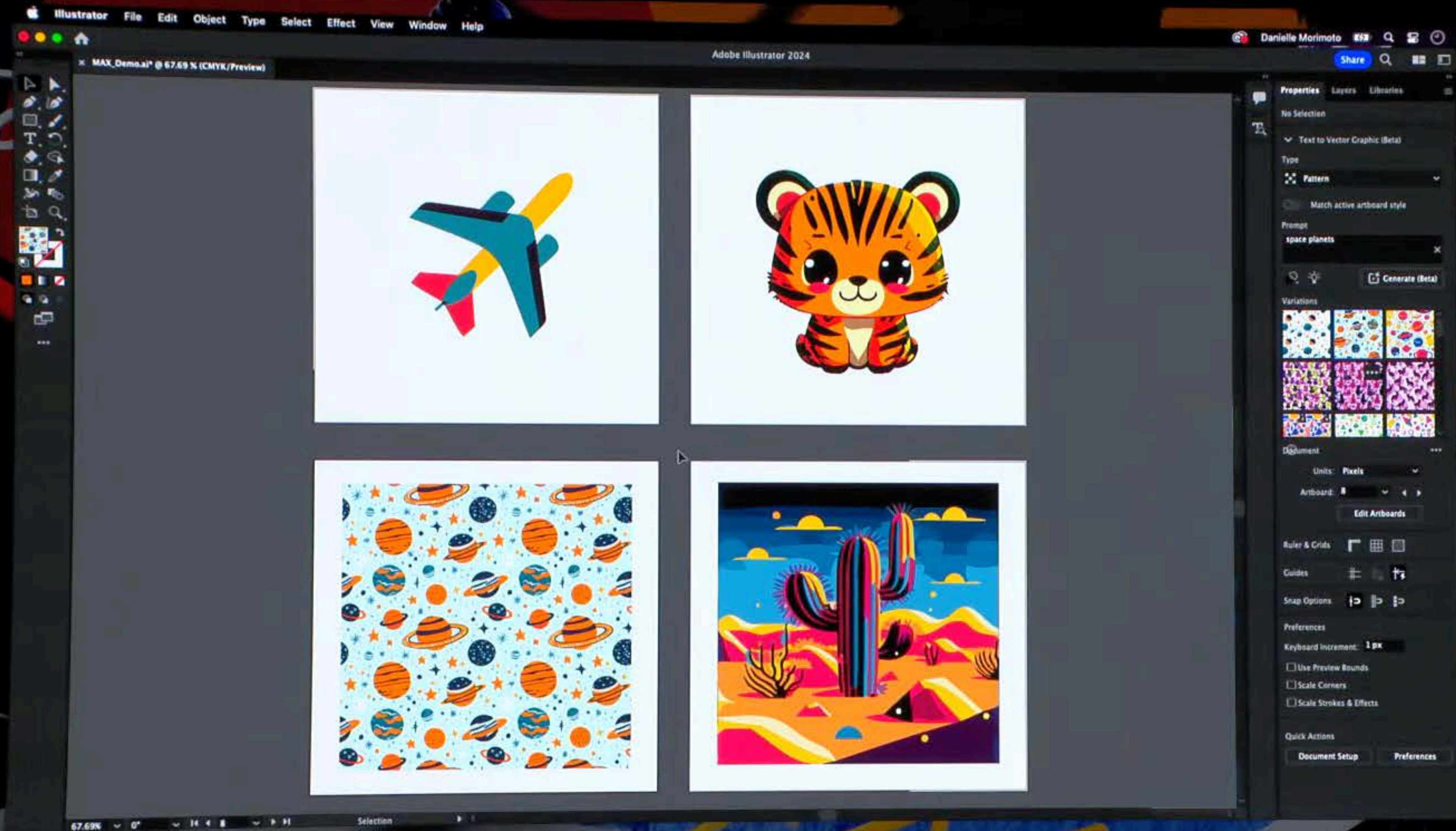
**Firefly Vector Model**



**Firefly Design Model**









FLAVOR LIST

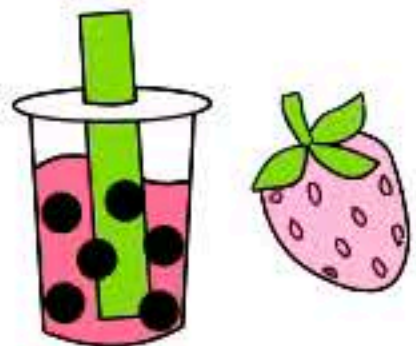
YUM



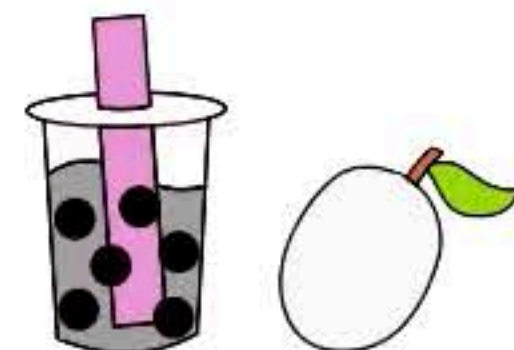
MATCHA MILK TEA



BROWN SUGAR MILK TEA



STRAWBERRY MILK TEA



PASSION FRUIT MANGO FRUIT TEA



Bèta

Bèta

Bèta

Herstellen

Opnieuw kleuren Generatief kleuren aan...

Prompt

Kleuren

Voorbeeldinstructies

Zalmsushi	Zanderig steen...	Donkerblauwe...
Trippy discola...	Terracottawoe...	Gele onderzeeër

**⚠ We hebben uw vraag niet herkend. Bewerk en probeer het opnieuw.**

Properties Layers Libraries

TRAVEL JOURNAL DESIGN

Search current library

California

Color palette with various color swatches.



MAX\_Demo.ai @ 193.27 % (CMYK/Preview)

MOODBOARD



Retype (Beta)

VIRTUAL

Font Matches:  
Type your text to preview

HWT Arabesque  
VIRT...

Chandler42 Noir  
VIRT...

Modern Love Rough  
VIRTUAL

Apply previous font results or make new selection

Enter

Properties Layers Libraries

Type

Transform  
X: 600.7447 W: 196.3701  
Y: 360.7612 H: 29.2412 f  
0°

Text to Vector Graphic (Beta)

Appearance  
Fill  
Stroke  
Opacity 81%

Character  
HWT Arabesque  
Regular  
27 pt 36.37 p  
Auto 29

Paragraph

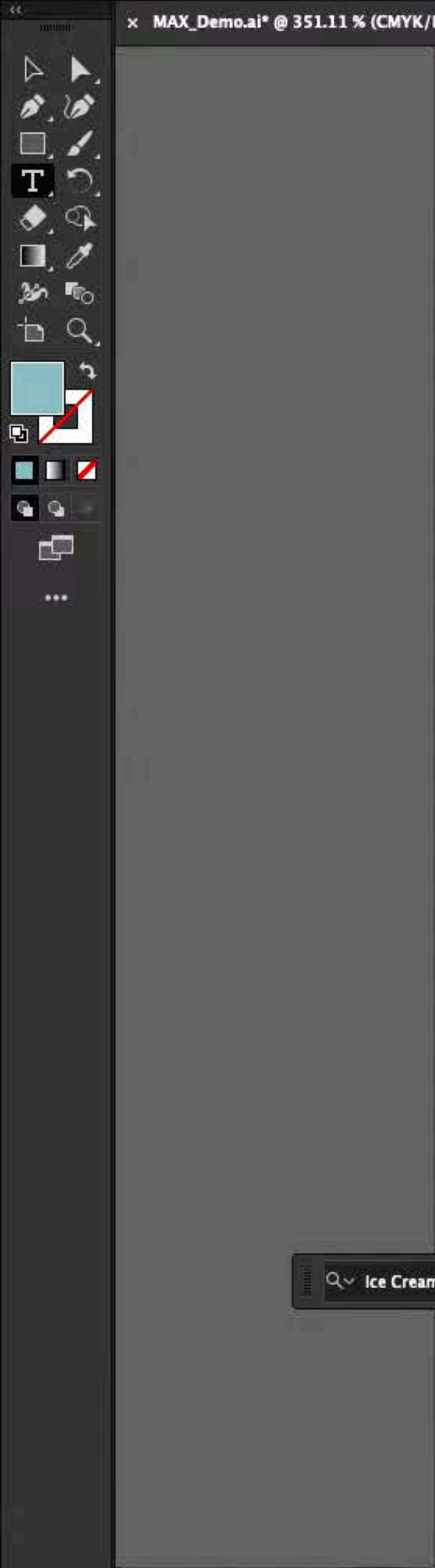
Bullets And Numbering

Align

Quick Actions  
Create Outlines Arrange







MAX\_Demo.ai @ 351.11 % (CMYK/Preview)

# Headline: Ice Cream

## Subhead

Body Text: Cross Round Regular

**Retype (Beta)**

California

Font Matches:  
Type your text to preview

Ice Cream Standard  
**Califo...**

Capucine Basic Black  
**Califor...**

previous font results or make new selection

Enter

Properties Layers Libraries

TRAVEL JOURNAL DESIGN

Search current library



Ice Cream Standard 32.9452

Converted to live text. Exit Retype to edit. X

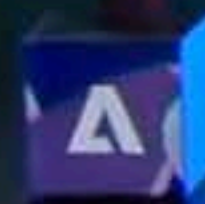


Aan de slag !





The central stage presentation features a large white document icon with a red 'A' logo on it, set against a purple and blue background. To the left of the document is a smaller black square with a colorful 'A' logo. Below the document icon, the text "Firefly Design Model" is displayed in white. The background is a gradient of purple and blue, with a wireframe cube visible on the left side.







# Adobe Express





**Boba Fest**

Search

Search current view

Your stuff

Colors

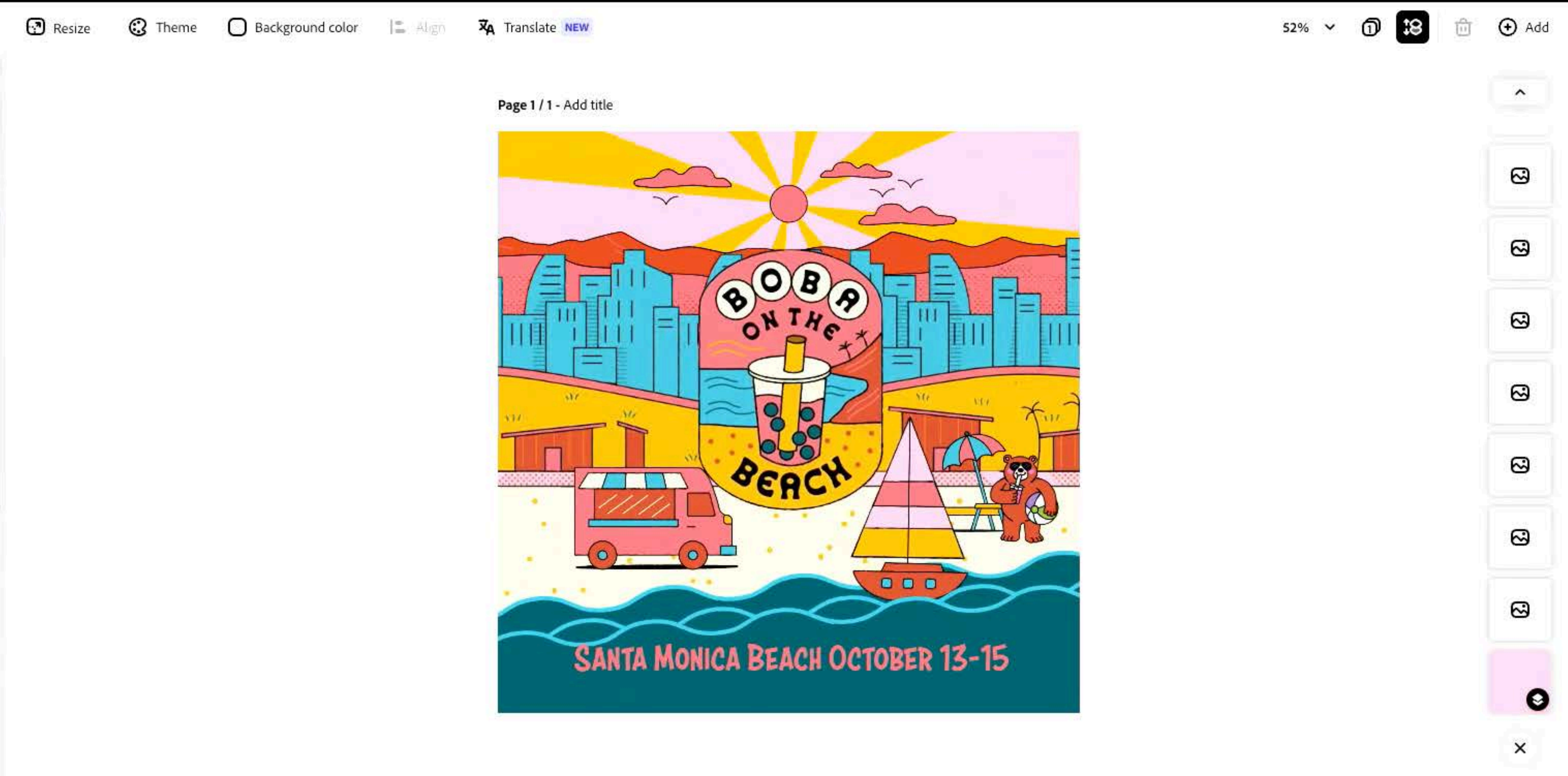
- Green
- Cyan
- Purple
- Light Blue
- Red

Fonts

- Ag
- Ag

Graphics

- Strawberry
- FRESH
- Carrot
- Bear with me
- MILK
- Boba cup
- Boba cup
- YUM
- Boba cup
- Boba cup
- Bear



0:02/0:05 Show layer timing

+ Add scene

125%



**Resize** 1080 x 1080px

Custom 1080 x 1080px

- Instagram story 1080 x 1920px
- Facebook post 1080 x 1080px
- Instagram reel 1080 x 1920px
- YouTube thumbnail 1280 x 720px
- Instagram carousel 1080 x 1080px
- Pinterest idea pin 1080 x 1920px
- Instagram story ad 1080 x 1920px
- Facebook ad 1080 x 1080px

**Instagram**

- Instagram square post 1080 x 1080px
- Instagram story 1080 x 1920px
- Instagram reel 1080 x 1920px
- Instagram carousel 1080 x 1080px
- Instagram story ad 1080 x 1920px
- Instagram ad 1080 x 1350px
- Instagram portrait post 1080 x 1350px
- Instagram landscape post 1080 x 566px

**Facebook**

- Facebook post 1080 x 1080px
- Facebook story 1080 x 1920px
- Facebook ad 1080 x 1080px

Duplicate & resize | Resize

Resize | Theme | Background color | Align | Translate | 54% | Add



0:00/0:05 | Show layer timing | Auto | + Add scene







**Resize** Custom 1080 x 1080px

**Custom**

Width: 1080 Height: 1080 px

**Recommended**

**Suggested**

- Flyer 8.5 x 11in
- Poster 11 x 17in
- Instagram square post 1080 x 1080px
- Newsletter 8.5 x 11in
- Video 1920 x 1080px
- Infographic 800 x 2000px
- LinkedIn post 1920 x 1920px
- Web banner 1200 x 1000px
- Email header 800 x 200px
- Presentation 1920 x 1080px

**Social media**

**Popular**

- Instagram square post 1080 x 1080px
- TikTok video 1080 x 1920px
- Instagram story 1080 x 1920px

Duplicate & resize Resize

## Share to social media

Multiple channels (3)

**Instagram post type**

Post  Reel  Story

Come to our event in Santa Cruz

@ 6 # 30 249

**Options for Instagram**

First comment

Keep your caption clean by adding further details or hashtags to a first comment...

# 30 2200

Preview

Schedule  Publish now

10/10/2023, 11:33 AM Save as draft

Schedule

0:00

54%

Download Share

+ Add scene

Auto

0:00/0:05 Show layer timing

Oct 10 10:34



# Schedule

+ New post Manage connections

Today < > October 2023 Week Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<p>1</p> <p>9:00 AM PUBLISHED </p> <p>9:00 AM PUBLISHED </p>	<p>2</p> <p>9:00 AM PUBLISHED </p>	<p>3</p> <p>6:48 PM PUBLISHED </p>	<p>4</p> <p>9:47 PM PUBLISHED </p>	<p>5</p> <p>11:28 AM PUBLISHED </p> <p>11:48 AM PUBLISHED </p> <p>10:25 PM PUBLISHED </p>	<p>6</p> <p>8:00 AM PUBLISHED </p> <p>8:01 AM PUBLISHED </p> <p>8:03 AM PUBLISHED </p>	<p>7</p> <p>5:31 PM PUBLISHED </p>
<p>8</p> <p>9:16 AM PUBLISHED </p> <p>9:28 AM PUBLISHED </p> <p>9:28 AM PUBLISHED </p> <p>9:30 AM PUBLISHED </p>	<p>9</p> <p>6:06 PM PUBLISHED </p>	<p>10</p> <p>10:50 AM SCHEDULED </p> <p>10:50 AM SCHEDULED </p>	<p>11</p> <p>5:52 PM SCHEDULED </p>	<p>12</p> <p>2:01 AM SCHEDULED </p> <p>katrinatorrijos 5:22 PM SCHEDULED No caption added. </p>	<p>13</p> <p>2:01 AM SCHEDULED </p> <p>3:57 PM SCHEDULED </p> <p>5:22 PM SCHEDULED </p> <p>+ </p>	<p>14</p> <p>3:30 PM SCHEDULED </p> <p>3:57 PM SCHEDULED </p> <p>5:22 PM SCHEDULED </p>
<p>15</p> <p>3:49 PM SCHEDULED </p> <p>6:53 PM SCHEDULED </p>	<p>16</p> <p>1:38 AM SCHEDULED </p> <p>6:06 PM SCHEDULED </p>	<p>17</p> <p>3:44 PM SCHEDULED </p> <p>6:20 PM SCHEDULED </p>	<p>18</p> <p>1:38 AM SCHEDULED </p> <p>3:30 PM SCHEDULED </p>	<p>19</p> <p>1:38 AM SCHEDULED </p> <p>4:33 PM SCHEDULED </p>	<p>20</p> <p>4:33 PM SCHEDULED </p> <p>5:52 PM SCHEDULED </p>	<p>21</p> <p>5:13 PM SCHEDULED </p> <p>6:39 PM SCHEDULED </p>



Give it a try, share your feedback, and together we'll make it better.

Poster birthday party invitation for Emma the cat, cats in astronaut suits floating in space, bright colors, with cat puns Generate

Kick-start your design, with templates made just for you



Generate more results



### Ice Breaker

Your students will love this description and ask about their favorite books.


### READ-A-THON

1520 Elmwell St., New Haven, CT  
March 4th, 5:30 PM

### Golden Gate Bridge

Built in 1937, the Golden Gate Bridge is one of the most famous bridges in the world. Here are a few fun facts about this 1.7 mile long suspension bridge.

**Did you know?**

- It took 4 years to build. Construction started in 1933 and ended in 1937.
- It was the first suspension bridge to use steel cables.
- It was the longest suspension bridge in the world at the time.

### CLIMATE CHANGE

PROJECTS OF PLANNED CHANGE TO NATURE AND THE PEOPLE

### Killean High School Annual Fundraiser

## Car Wash

March 20th, 10 AM - 5 PM

Come along and support our students at their annual school car wash!

### Science Fair

215 South Avenue, Ellettsville, Texas  
Monday April 8th at 6:30 pm

Calling all young scientists! Showcase your scientific knowledge and creativity by participating in our annual science fair. Explore various exhibits, experiments, and hands-on activities.

Sponsored by the Perryville PTA

### THE WORLD NEEDS TEACHERS LIKE YOU

### SPARK HIGH SCHOOL DANCE CLUB!

EVERY MONDAY AT 4:00 PM

### NANCE'S FIRST DAY OF SCHOOL

I am 7 years old  
I am 50 inches tall  
Favorite Toy: Doll  
Favorite Color: Pink

### After-school program

TUE-FRI 4 PM-7 PM  
RED HILLS HIGH SCHOOL

Registration now open! \$50 per month

### Parent-Teacher Conference

Revolution Middle School  
307 Rose Ave., Nashville, TN  
May 2nd from 6 pm - 8 pm

### School Supply Drive

Help create a successful learning environment and make sure all students have what they need to succeed.

### MATH OLYMPICS

Brought to you by the Lincoln PTA

Lincoln Middle School  
Thursday, October 12th at 6:30 pm

Test your math skills and compete against other students in our Math Olympics. Participate in challenging math puzzles, quizzes, and problem solving activities. Let's make math fun!

### DELTA UNIVERSITY

#### STUDENT ID

Paige Schultz  
ID # 4334543234

### Teacher Schedule

Class	Monday	Tuesday	Wednesday	Thursday	Friday
Math					
Science					
History					
Language Arts					
Art					
Music					
Physical Education					

### CONGRATS ON OUR 100TH DAY OF SCHOOL!

### CHICKEN DINNER

ROXBIDGE MIDDLE SCHOOL  
OCTOBER 26TH AT 5 PM

### MY BOOK REPORT

Book Title: \_\_\_\_\_  
Author: \_\_\_\_\_  
Number of pages: \_\_\_\_\_  
Summary: \_\_\_\_\_  
I liked it because: \_\_\_\_\_

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Test your math skills and compete against other students in our Math Olympics. Participate in challenging math puzzles, quizzes, and problem solving activities. Let's make math fun!

### National Chinese Music School

Share your passion

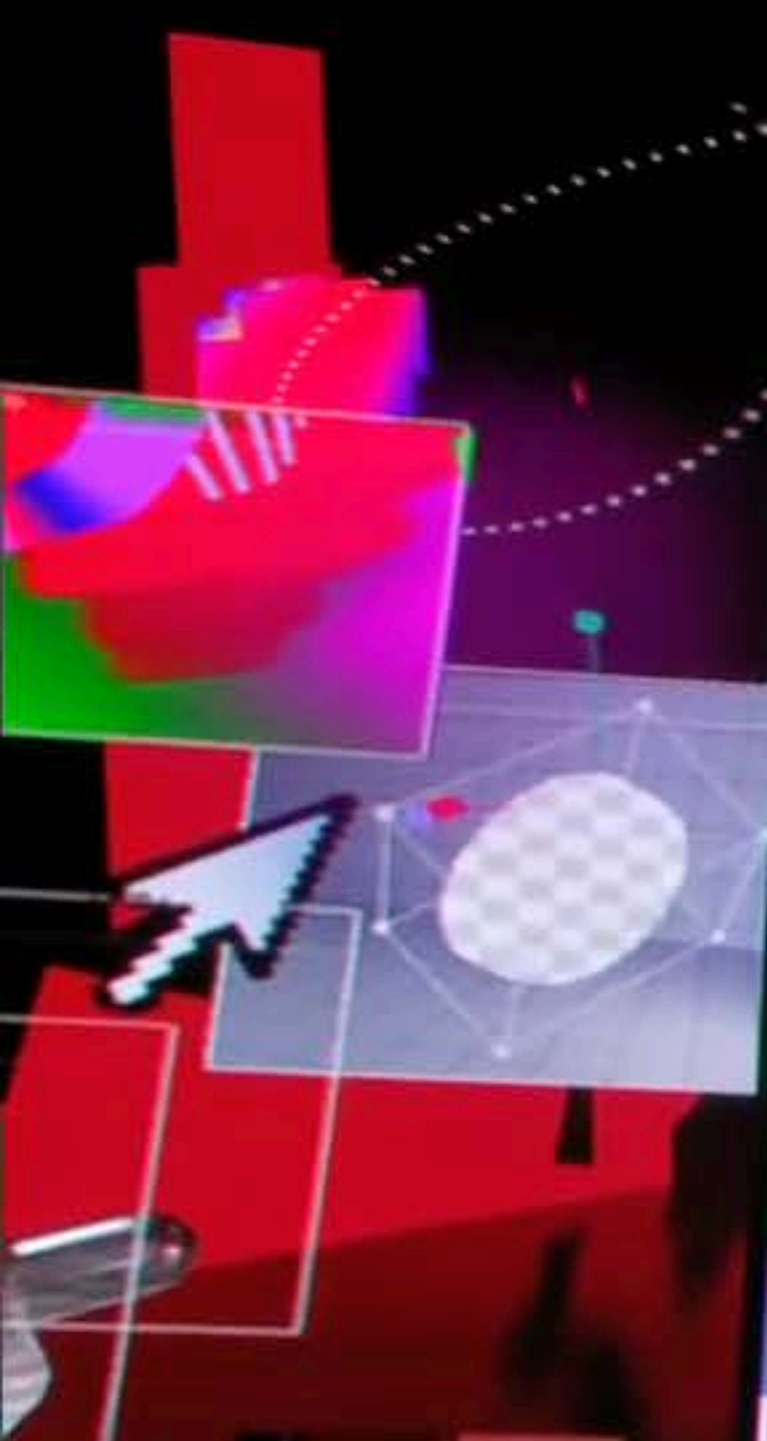
### NOTHING GETS HIM DOWN!

## POSITIVE MIKE

AT DUKE'S ELEMENTARY SCHOOL  
OCTOBER 19TH - 20TH  
TICKETS AVAILABLE AT OTSDB

### DELTA UNIVERSITY

DELTA UNIVERSITY





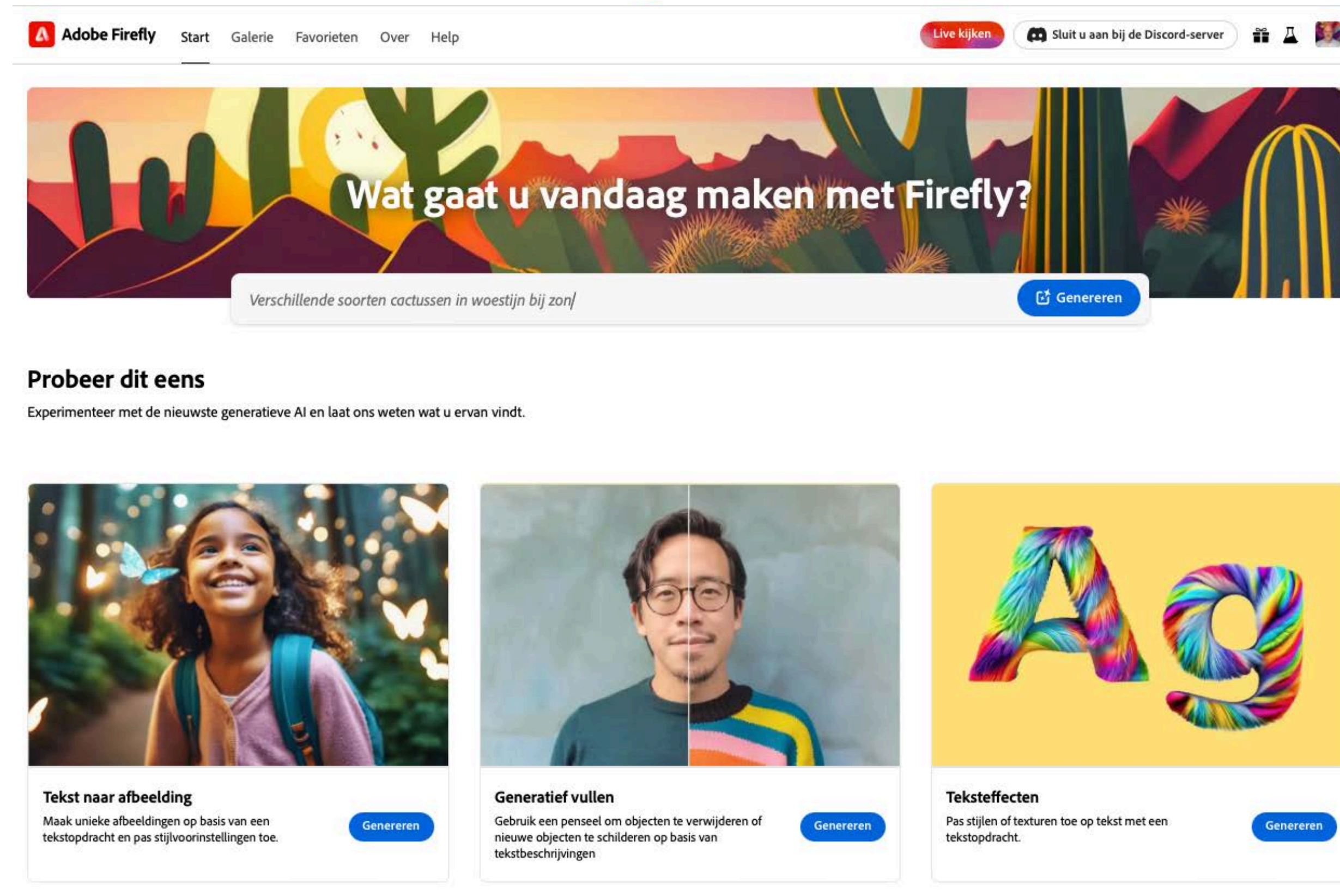
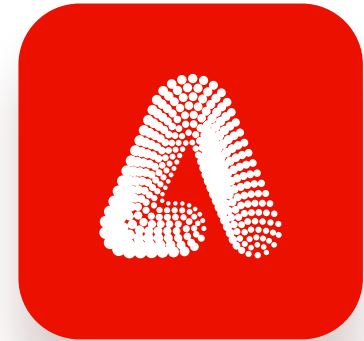


# Firefly Design Model





# Firefly web-app (website)



The screenshot shows the Adobe Firefly web application interface. At the top, there is a navigation bar with the Adobe Firefly logo, menu items (Start, Galerie, Favorieten, Over, Help), and utility buttons (Live kijken, Sluit u aan bij de Discord-server). The main content area features a large banner with a desert landscape illustration and the text "Wat gaat u vandaag maken met Firefly?". Below the banner is a "Genereren" button. Underneath, there is a section titled "Probeer dit eens" with the subtitle "Experimenteer met de nieuwste generatieve AI en laat ons weten wat u ervan vindt." This section contains three interactive cards:

- Tekst naar afbeelding**: Maak unieke afbeeldingen op basis van een tekstopdracht en pas stijlvoorinstellingen toe. Includes a "Genereren" button.
- Generatief vullen**: Gebruik een penseel om objecten te verwijderen of nieuwe objecten te schilderen op basis van tekstbeschrijvingen. Includes a "Genereren" button.
- Teksteffecten**: Pas stijlen of texturen toe op tekst met een tekstopdracht. Includes a "Genereren" button.





dynamic high energy dragon

**Firefly Image Model**



a cute kawaii tiger

**Firefly Vector Model**



a dance party post

**Firefly Design Model**

Maar er is méér in aantocht..





**Firefly Image 2  
Model**



**Firefly Vector  
Model**



**Firefly Design  
Model**







Color and tone

Lighting

Composition

Photo settings

Aperture   
Shutter speed

Field of view   
Wide Zoom

Advanced settings

Exclude from image

Prompt  
panda in a cowboy outfit on the right side in a desert with cacti, hyperrealistic

Clear style Photo x

Suggestions Refresh





Prompt  
panda in a cowboy outfit on the right side in a desert with cacti, hyperrealistic

Clear style Photo x

Suggestions Refresh

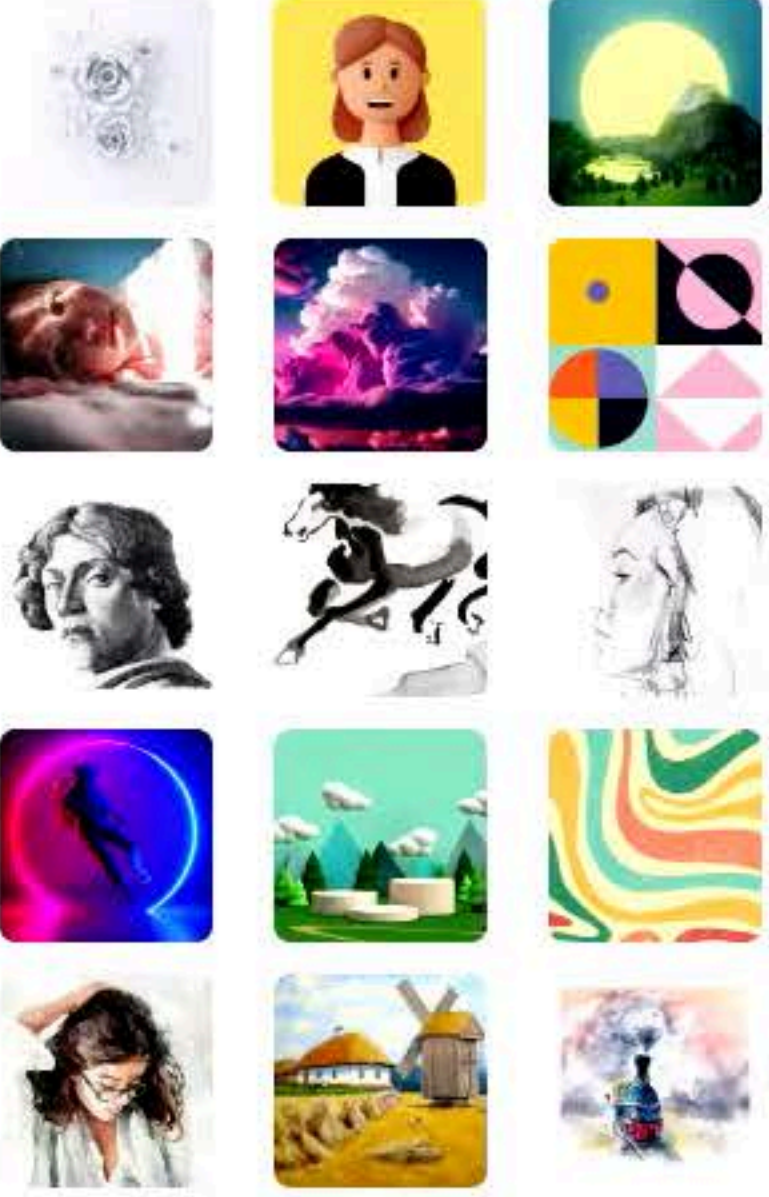
Reference image gallery



Upload your image

Match the style from your own reference image

Popular



Acrylic and oil





Text to image



visual intensity

Style Strength

Match Reference image gallery

Upload your image Match the style from your own reference image

Effects All Popular Movements Themes Techniques Effects Materials Concepts

Bokeh effect Layered paper Synthwave Painting Digital art Hyper realistic

Color and tone



Prompt panda in a cowboy outfit on the right side in a desert with cacti, hyperrealistic Clear style Photo x

Suggestions Refresh



Text to image



Style reference



Prompt

panda in a cowboy outfit on the right side in a desert with cacti, hyperrealistic

Clear style

Photo x

Suggestions

Refresh

Model version

Firefly Image 2 (beta) NEW

Aspect ratio

Widescreen (16:9)

Content type

Photo (checked) Art

Visual intensity

Slider control for visual intensity

Style

Strength

Slider control for style strength

Match



Upload your image

Match the style from your own reference image

Effects

All Popular Movements Themes





Prompt  
portrait of a frog and his toadstool house in a forest, hyperrealistic

Clear style Photo x

Suggestions Refresh

Model version

Firefly Image 2 (beta) NEW

Aspect ratio

Widescreen (16:9)

Content type

Photo Art

Visual intensity

Slider control

Style

Strength

Slider control

Match

Reference image gallery



Upload your image  
Match the style from your own reference image

Effects

All Popular Movements Themes





model version  
 Firefly Image 2 (beta) NEW

Aspect ratio  
 Widescreen (16:9)

Content type  
 Photo  Art

Visual intensity

Style  
 Length

Match

Reference image gallery

Upload your image  
 Match the style from your own reference image

Effects  
 All Popular Movements Themes

Prompt  
 portrait of a frog and his toads

Clear style



Text to image



Prompt: portrait of a frog and his toadstool house in a forest, hyperrealistic

Clear style Photo x

Suggestions Refresh

Model version

Firefly Image 2 (beta) NEW

Aspect ratio

Widescreen (16:9)

Content type

Photo Art

Visual intensity

Slider control for visual intensity

Style

Strength

Slider control for style strength

Match



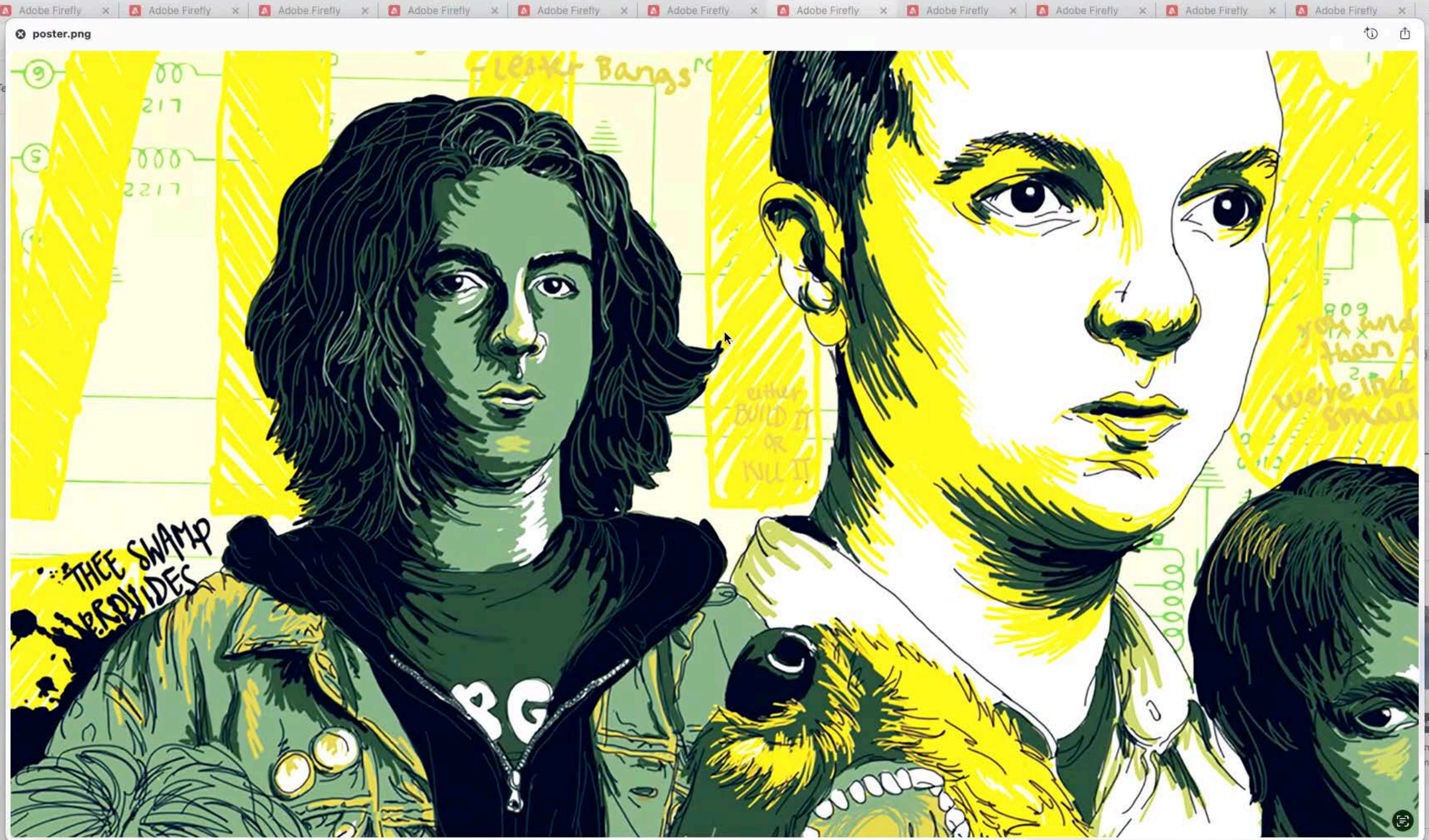
Upload your image

Match the style from your own reference image

Effects

All Popular Movements Themes





Navigation and utility icons for the browser window, including back, forward, and refresh buttons, as well as a sidebar with various application icons and a "Themes" button at the bottom.





Model version

Firefly Image 2 (beta) NEW

Aspect ratio

Widescreen (16:9)

Content type

Photo Art

Visual intensity

Slider control

Style

Strength

Slider control

Match



Upload your image

Match the style from your own reference image

Effects

All Popular Movements Themes

Style reference



Prompt

portrait of a frog and his toadstool house in a forest, hyperrealistic

Clear style

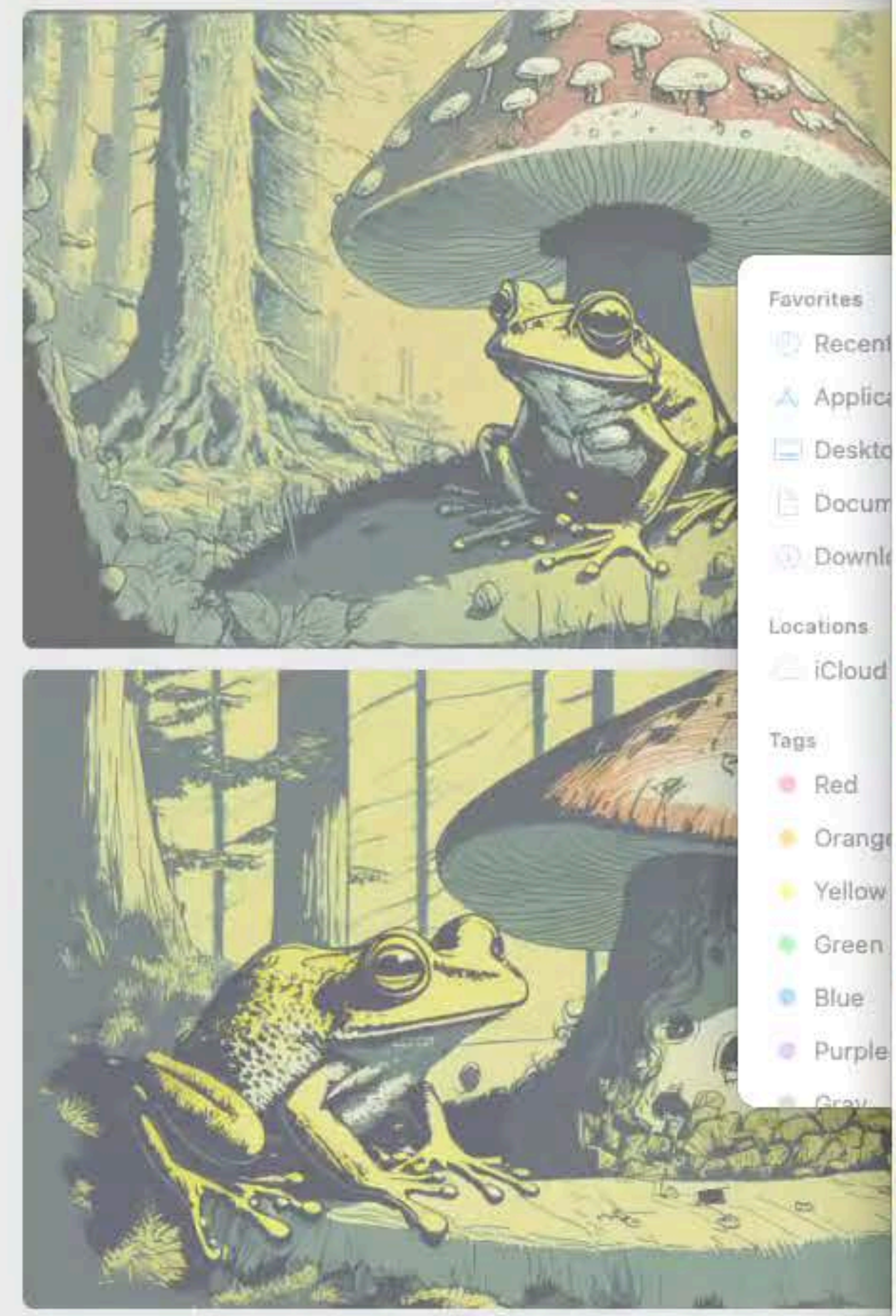
Photo x

Suggestions

Refresh



Text to image



- Favorites
- Recent
- Applications
- Desktop
- Documents
- Downloads
- Locations
- iCloud
- Tags
- Red
- Orange
- Yellow
- Green
- Blue
- Purple
- Gray



Open

Style reference

Prompt: portrait of a frog and his toadstool house in a forest, hyperrealistic art

Clear style Photo

**Model version**

Firefly Image 2 (beta) NEW

---

**Aspect ratio**

Widescreen (16:9)

---

**Content type** Auto

Photo  Art

Visual intensity

---

**Style**

Strength

Match  Reference image gallery

Upload your image

Match the style from your own reference image

---

**Effects**

All Popular Movements Themes

Refresh





Model version

Firefly Image 2 (beta) NEW

Aspect ratio

Widescreen (16:9)

Content type

Photo (checked) Art

Visual intensity

Slider control

Style

Strength

Slider control

Match



Upload your image

Match the style from your own reference image

Effects

All Popular Movements Themes

Style reference



Prompt

portrait of a frog and his toadstool house in a forest, hyperrealistic

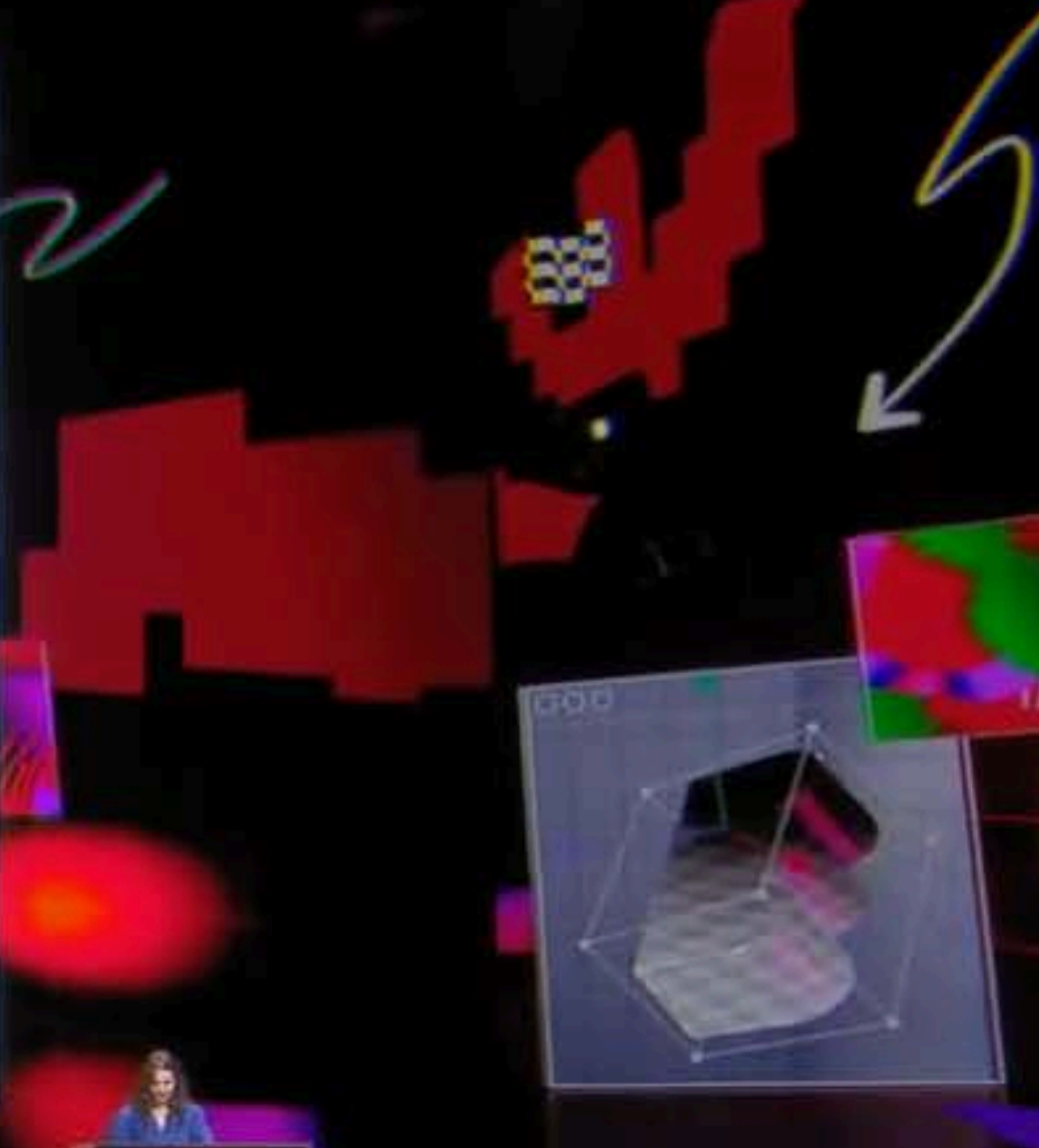
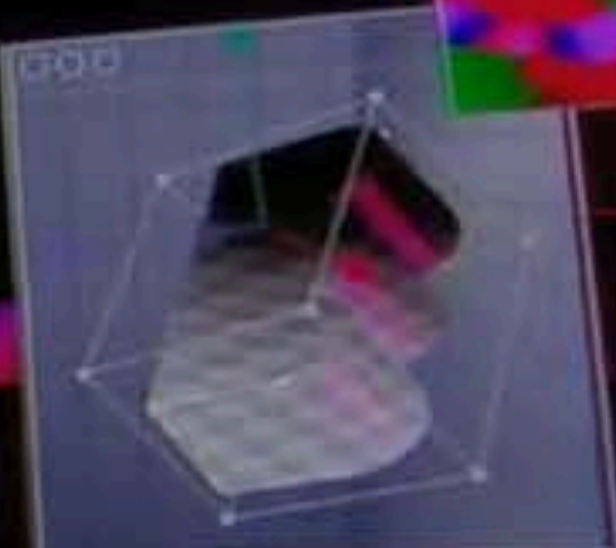
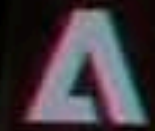
Clear style

Photo

Suggestions

Refresh







Text to image



Prompt  
portrait of a frog and his toadstool house in a forest, hyperrealistic

Clear style Photo x

Suggestions Refresh

Model version

Firefly Image 2 (beta) NEW

Aspect ratio

Widescreen (16:9)

Content type

Photo Art

Visual intensity

Slider control

Style

Strength

Slider control

Match



Upload your image  
Match the style from your own reference image

Effects

All Popular Movements Themes





dynamic high energy dragon

**Firefly Image 2 Model**



a cute kawaii tiger

**Firefly Vector Model**



a dance party post

**Firefly Design Model**



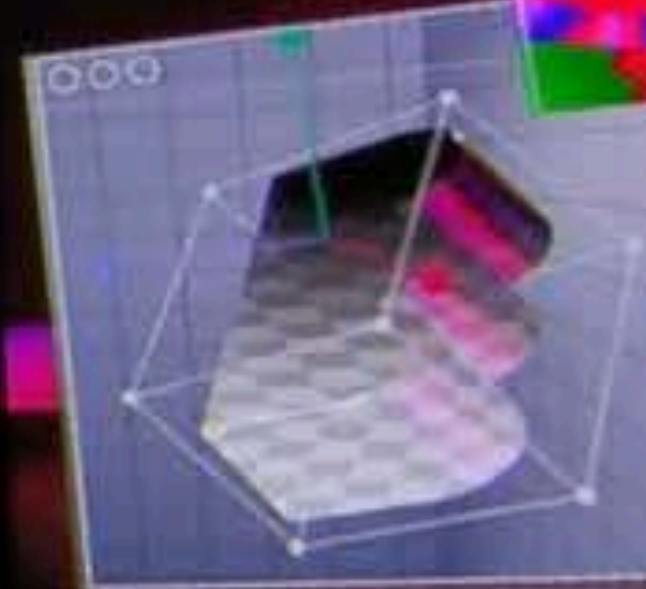
**Firefly Audio Model**



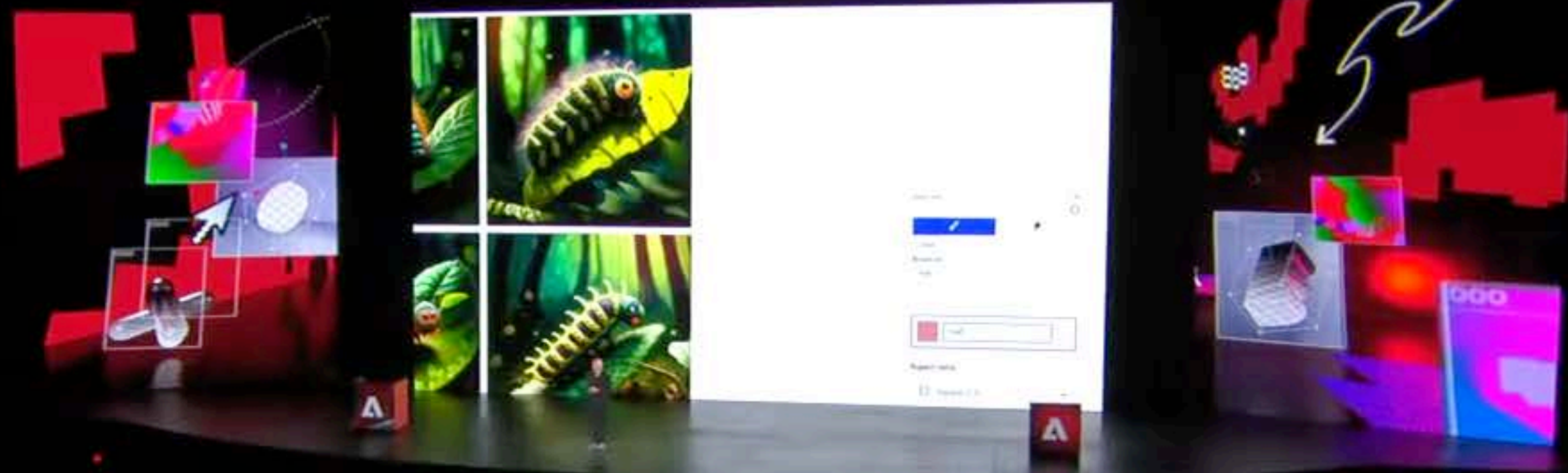
**Firefly Video Model**



**Firefly 3D Model**









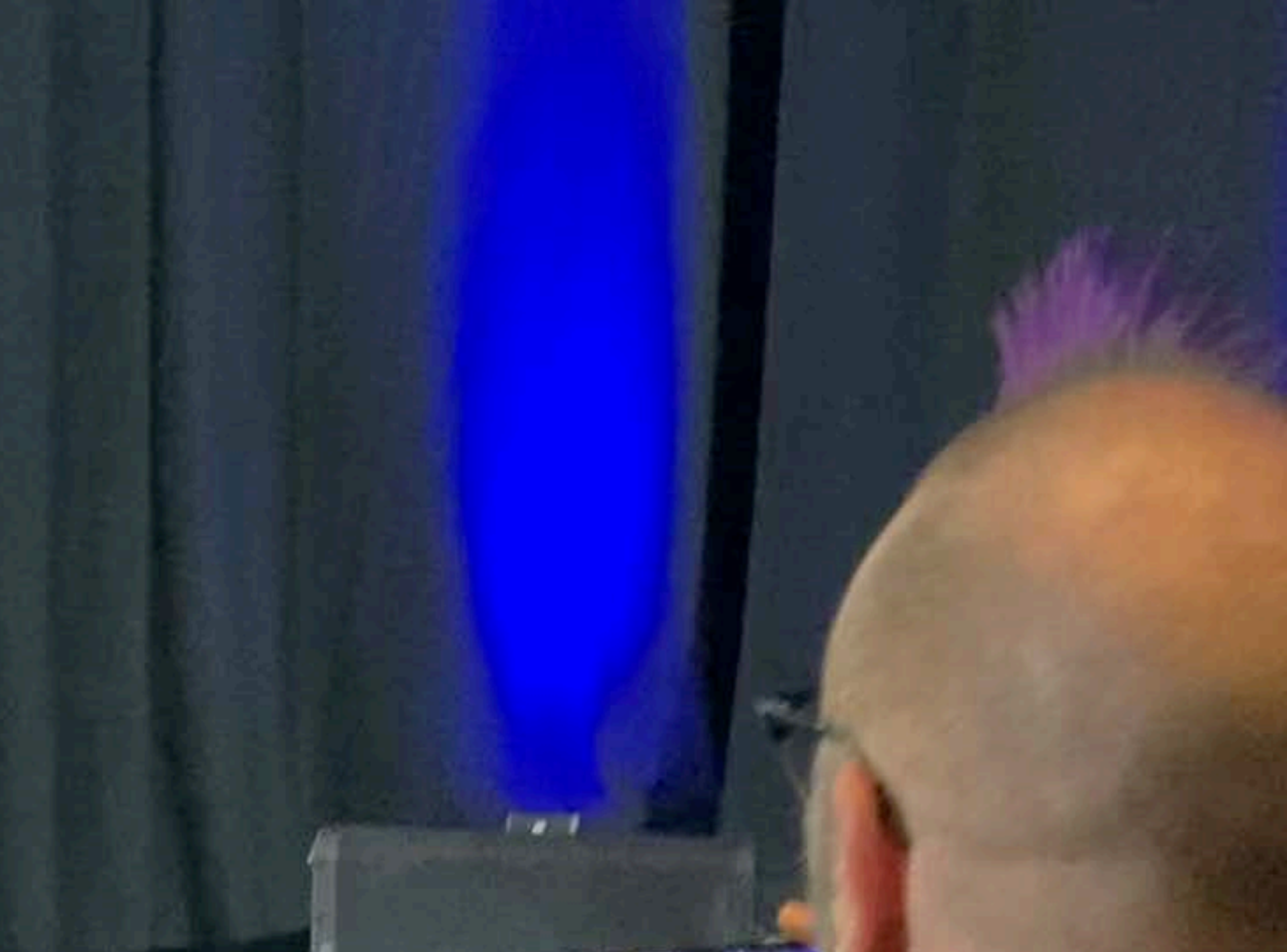


MAX 2023 Sneak Peeks...



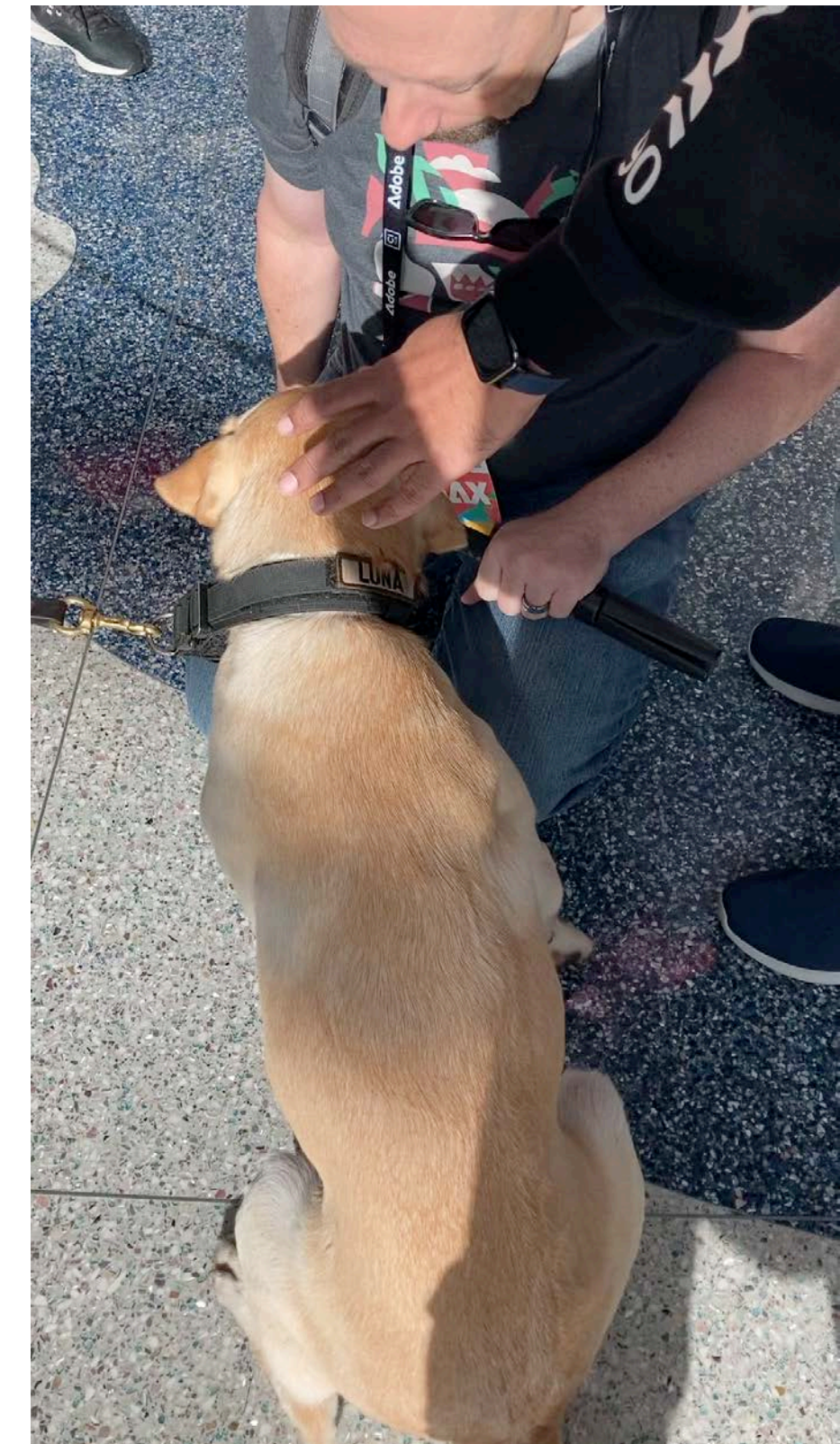
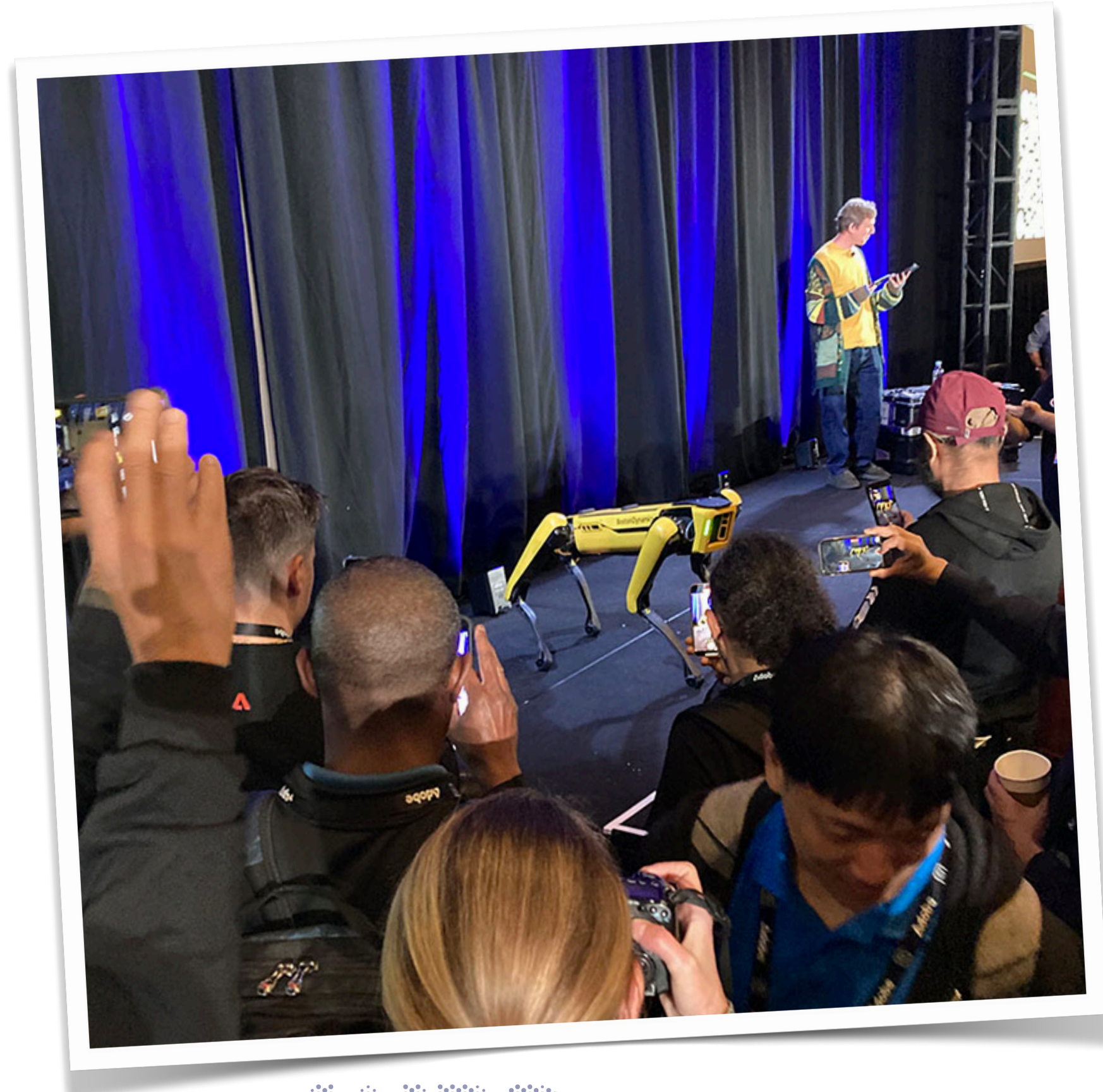


a lot of cameras.  
OK, come on Spot, let's  
this, do it like we  
Don't go near the





# Presentatie Perry Nightingale...



WPP



# Kort door de bocht: alle nieuws

- Veel voor Photoshop
- Beetje voor Lightroom
- Flink wat voor Illustrator
- Vrij weinig voor InDesign
- Best veel voor Premiere
- De Express 'hakkenbar'

Maar de impact van *Gen AI* zal enorm zijn !



**Text to Vector Graphic (beta) • Generative Recolor • Retype (beta) • Mockup (beta) • Search and filter in Layers •**

**Share for Review Artboard curation • Share for Review PDF support • PDF preset memory • PDF hyperlinks for text and images • Image Trace improvements • WebP export support • Contextual Task Bar • 3D taper and twist • 3D multiple lights • HEX code entry support in Colors and New Swatches panel • Ability to specify color model while export JPEG for screens • Toolbar with enhanced accessibility (screen reader support) •**

**Voice over support for Mac OS • Intertwine enhancements with accurate zone boundaries •**

**Intertwine auto zones for enhanced user experience**

**Smooth tool • One ATE (composition protector)**

**Bullets & Numbering – converting to text**

**Real time rendering for Colors • Constraint for 'Transform Each' • Selection and editing performance**

**improvements due to guides and annotations optimizations • Re-use asset export settings (Preset) • Enhanced**

**on canvas edits with up to 10x performance gain • Smart velocity based snapping with up to 10x performance**

**gain • Pan performance improvement on Windows via touchpad • Enhanced CMYK document performance on**

**Windows • Eyedropper tool with Color Picker Dialog • Enhancement to remember Color mode inside color**

**panel across document sessions • Enhancement to set default gradient to appropriate color mode**

**Ai**

**Intertwine vector expansion support •**

**Replace all linked images in one go • Control**

**to add artboard name in exported asset •**





**Generative fill • Generative expand • Remove tool • Adjustment presets • Contextual task bar • Improved gradients • Improved object selection • Windows snap layout support • High performance architecture • Video tool tips • New and hidden tool discovery improvements • Share for review password protection and improved messaging • UX improvements • Start**

**times performance improvements**

**• Tool groups • Quick actions**

**In-app learning videos**

**Adjustment layer • Layers properties panel • Arrange layers • Contextual task bar for selection • Layer effects • More apple pencil shortcuts • Type layer properties**

**improvements • Cut, copy & paste from iOS clipboard • Bulk delete • Auto select layers •**

**New color picker + swatches • In-app tutorials • Liquify • ACR • Access to Lr photo catalog**

**Ps**

**Photoshop on the web • Firefox support**

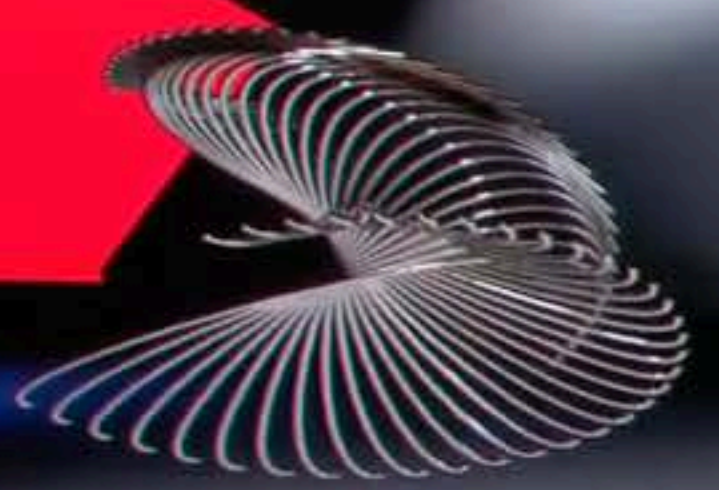
**Expand toolbar • Type styles/presets •**

**Edit background • Layers panel •**



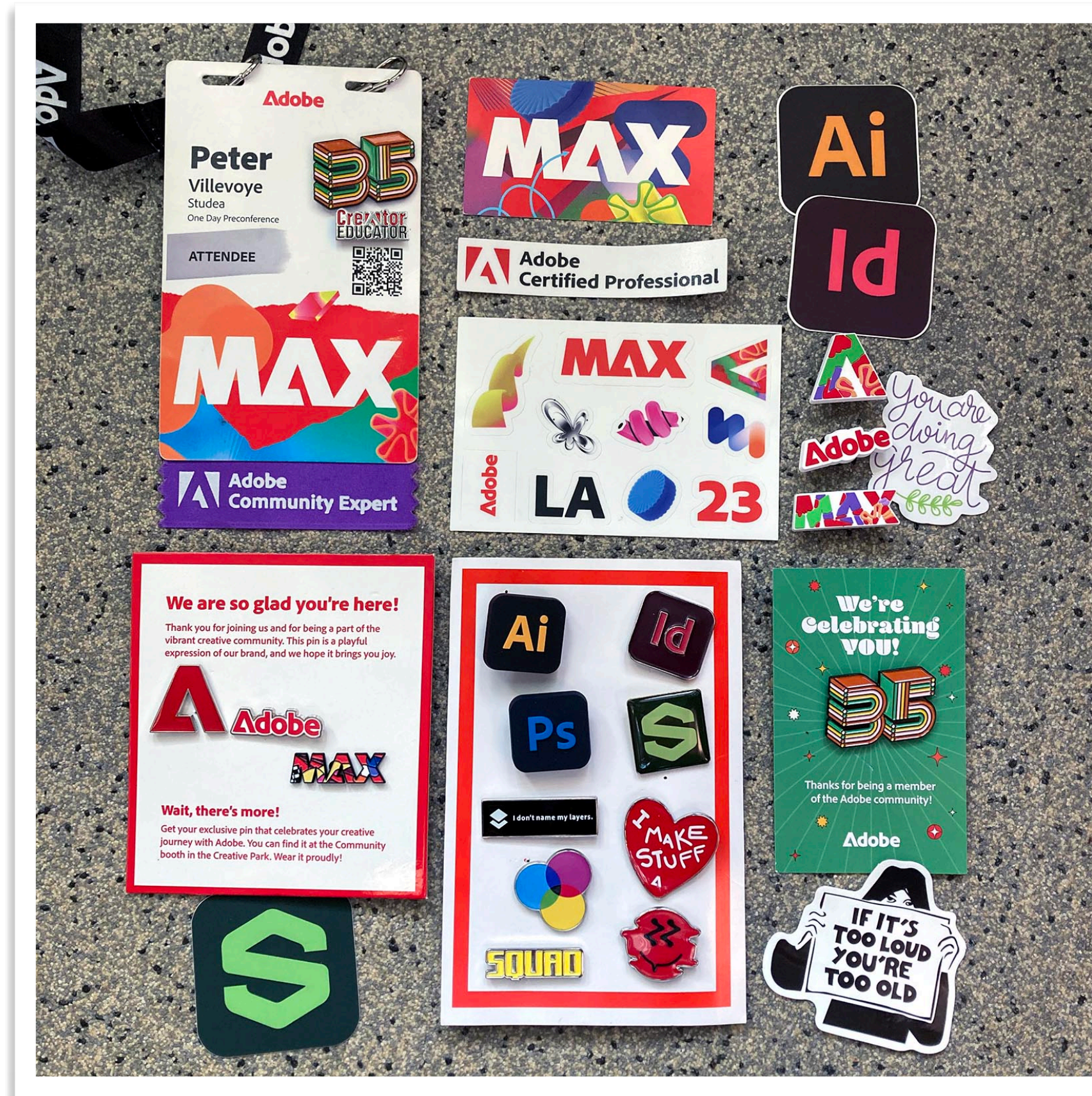


Lens blur (early access) • Denoise - AI powered • Streamlined mobile experience and mobile camera roll integration • Locally edit and store photos in Lightroom Desktop • New AI masking: select people, object, background, clothing, facial hair • Mobile camera roll integration • Streamlined mobile experience • Locally edit and store photos in Lightroom Desktop • Content-aware remove • Adaptive portrait presets • Adaptive preset: polished portrait, enhance clothes, and darken beard • Point color • Curves and grain in masking • B&W video • Trim video and export video frames • Content credentials (tech preview) • HDR optimization • Edit replay Refine saturation in point curve • Grain slider • Refine saturation slider • Lightroom on the web masking and healing • Filter based on likes and commenting • Ongoing support for new cameras and lenses • New Lightroom Academy content • Edit in compare view • Filipino and Malay language support





# Zo, we hebben 't gehaald!







We made it !



# Vragen, vragen...

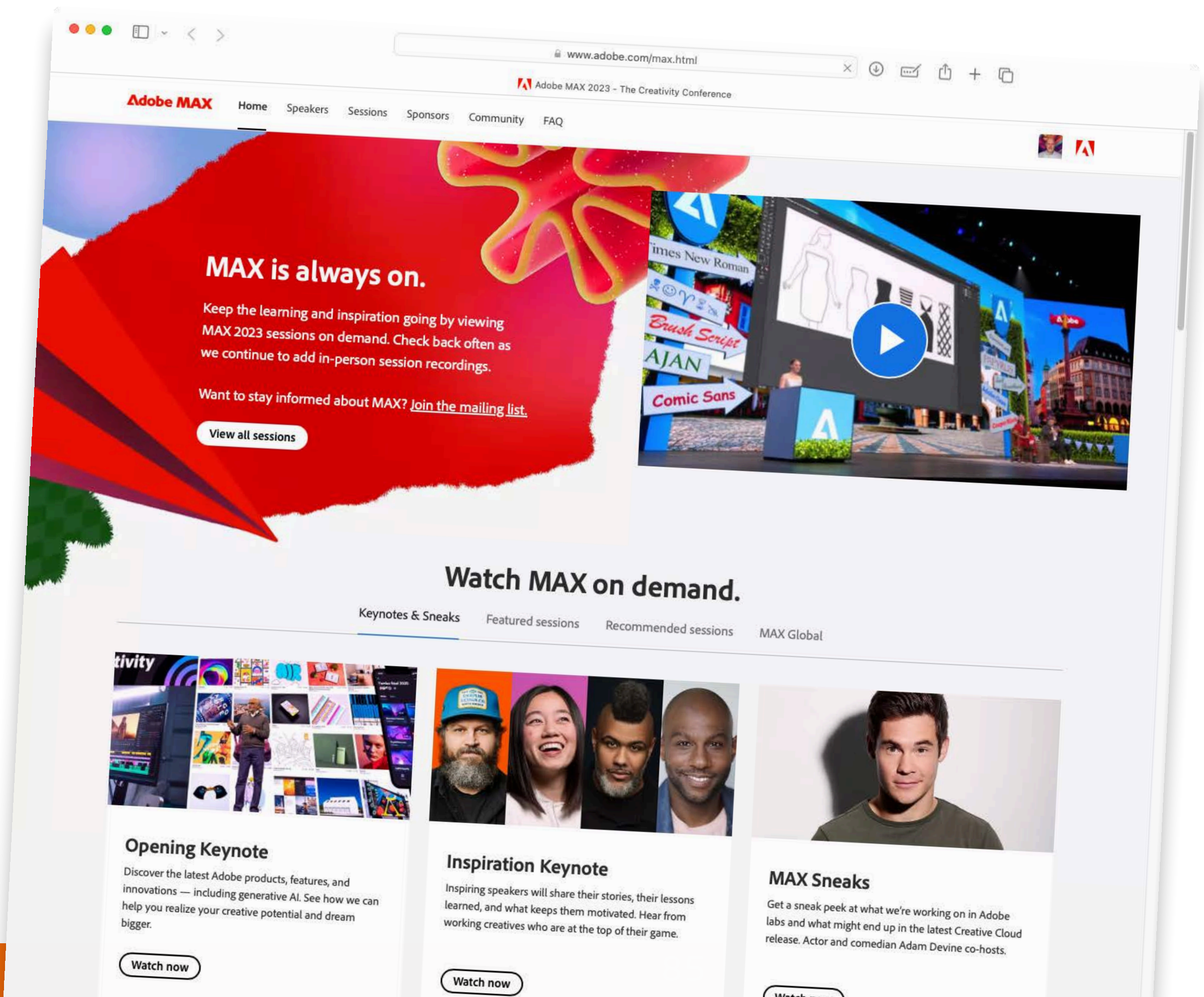


# Afronding



# Adobe MAX Online !

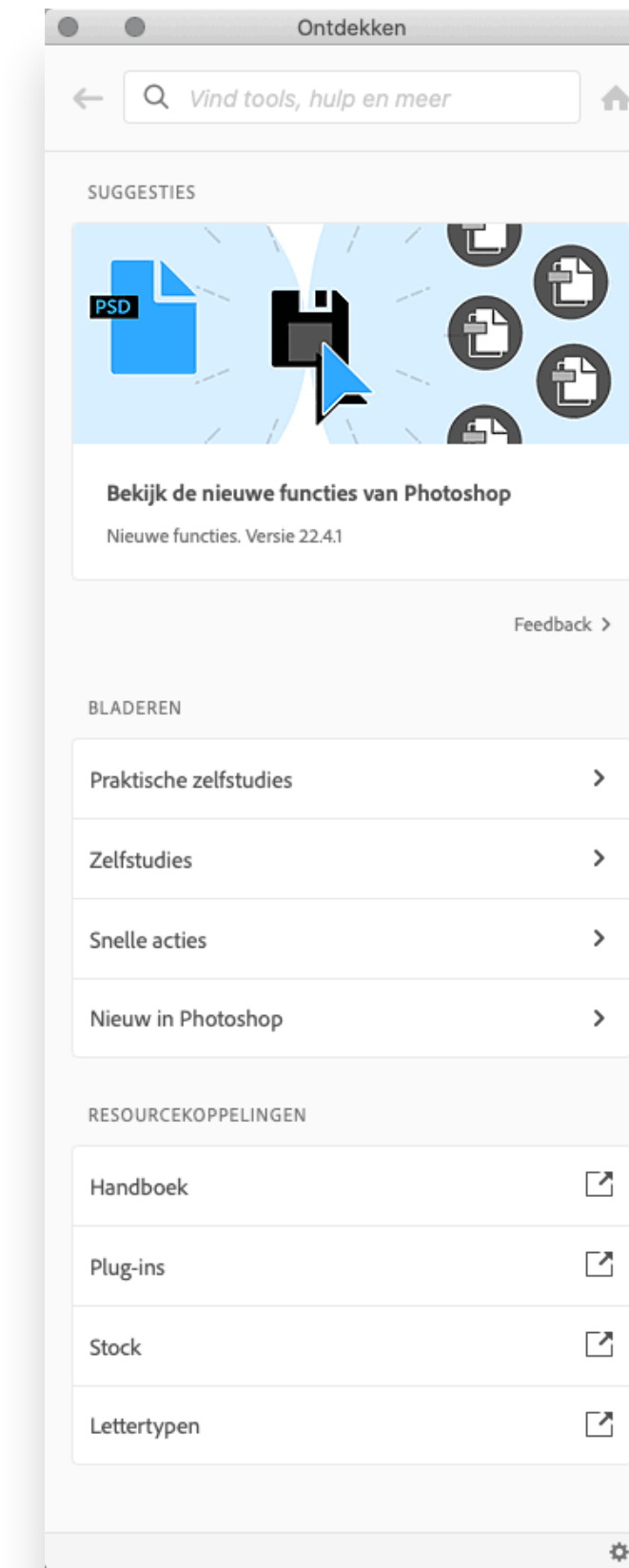
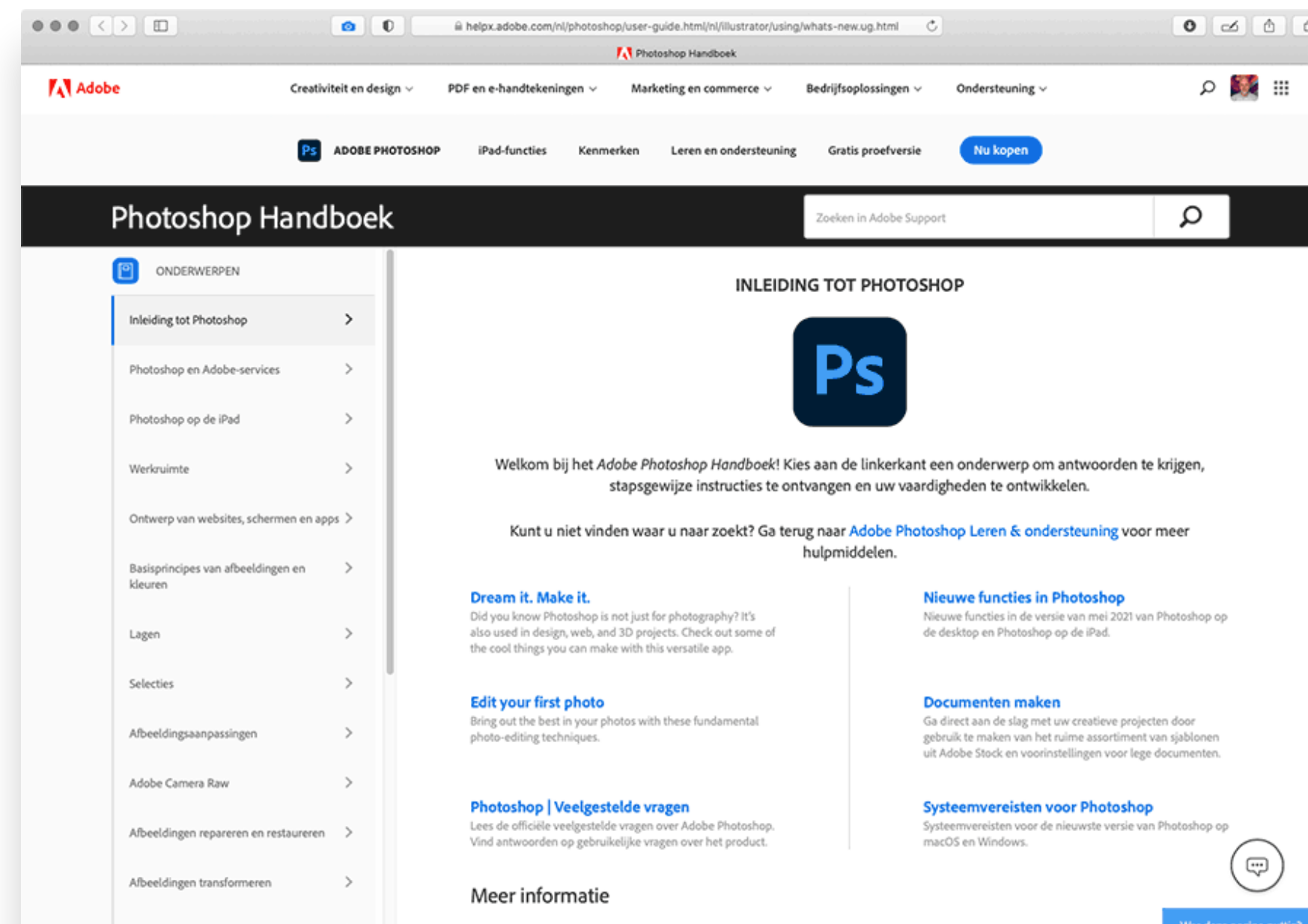
- De 2 Keynotes
- De 11 SneakPeeks
- Vrijwel alle sessies
-  envato tutorials:
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign





# Meer informatie...

- Op *Adobe Help* pagina's en in de programma's zelf





# Boek van de Belgische Bart

*Photoshop, InDesign en  
Illustrator in de workflow*

*Voor de NL 2023-releases*

*Bart Van de Wiele*

Bestellen bij **VANDUUREN**  
MEDIA





# Meer informatie...

Bij *Drukwerkdeal*,

- *in de diverse blogs*
- *in DWD Klaslokaal*



## Tutorials

[www.drukwerkdeal.nl/nl/blog/categories/tutorials](http://www.drukwerkdeal.nl/nl/blog/categories/tutorials)

## Design Blog

[www.drukwerkdeal.nl/nl/blog/categories/design](http://www.drukwerkdeal.nl/nl/blog/categories/design)



<https://www.youtube.com/playlist?list=PLNNJaKnHmQxs-lZxTq6LiDDBhMGlzKsuW>



# Adobe MAX 2024 ?

- Ga je mee ? *Ga maar alvast sparen !*



# Dank voor je aandacht





PAUZE