



# Welkom !

*Adobe Generative AI*

# Welkom !

*Adobe Generative AI*

*Peter Villevoye*



# Wat gaan we doen ?

- Samen bekijken en bespreken wat Adobe Generative AI behelst.



*Officieel van start sinds Adobe MAX 2023*

# WTF is *Adobe MAX* ?

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



MAX

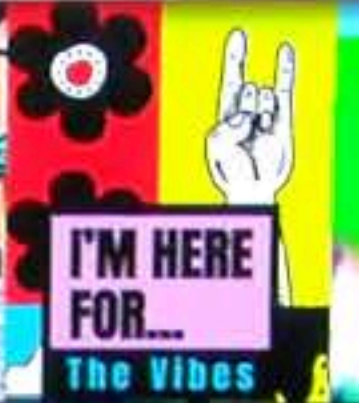
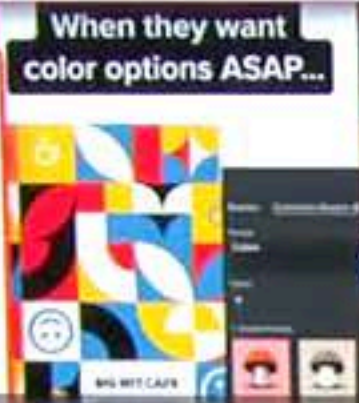
# En dan komt de De Grote Baas...





A year of creative *inspiration*

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





**Ps Adobe Photoshop**

Lake with reflection of ice

Generate

**Pr Adobe Premiere Pro**

**Adobe Firefly**

Dog in a sweater, primary colors

Generate

Text to Image

Generative Fill

Text Effects

**Lr Adobe Lightroom**

Exposure

Contrast

Highlights

Shadows

**Ai Adobe Illustrator**

**Adobe Document Cloud**

What ideas am I missing?

Would you like to see patterns based on previous years of Adobe financial reports?

How does Adobe compare to software providers?

**Adobe Express**

**Adobe Experience Cloud**

Australia by Camper Van

Rich text

Summarize

Rewrite

Engage

Neutral

Confid

Incredible *innovation*





Creating Media  
Foundation Models

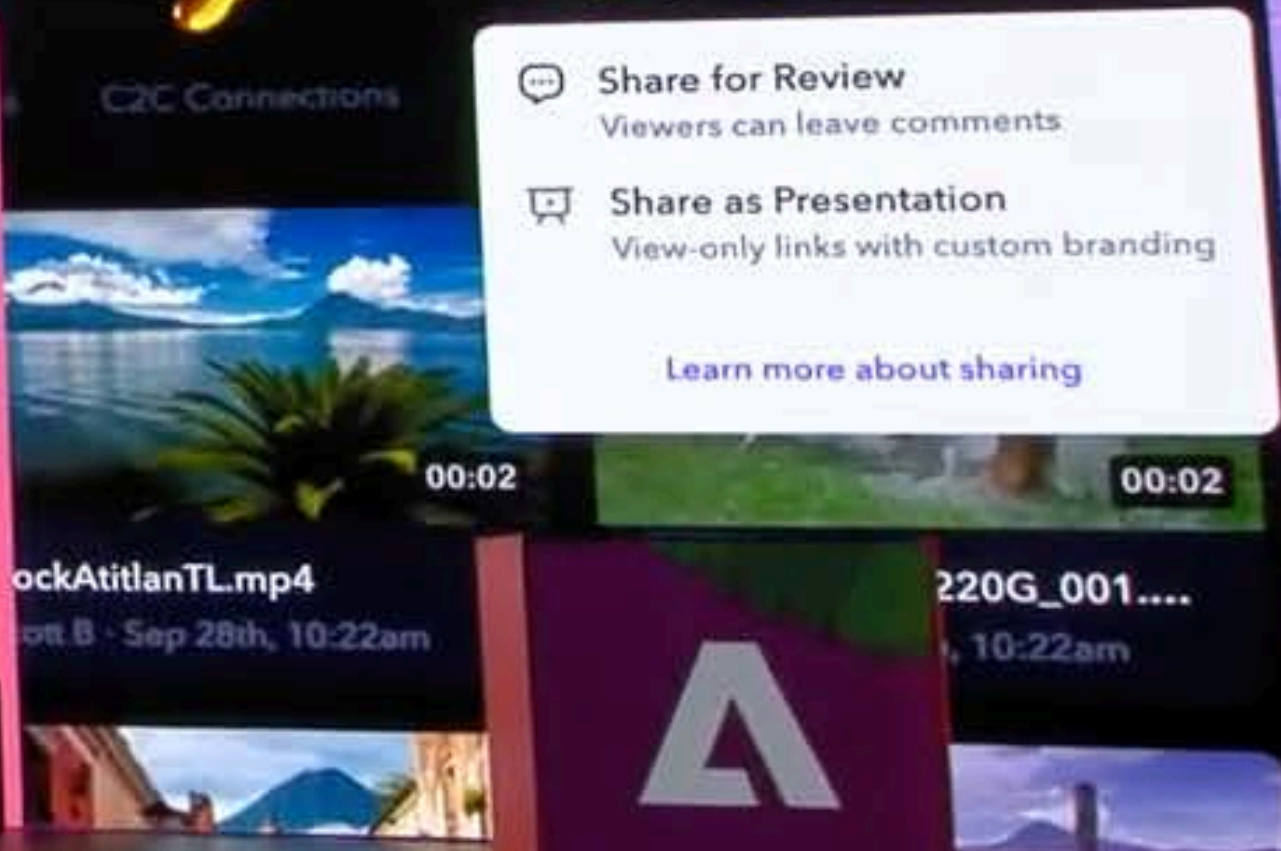
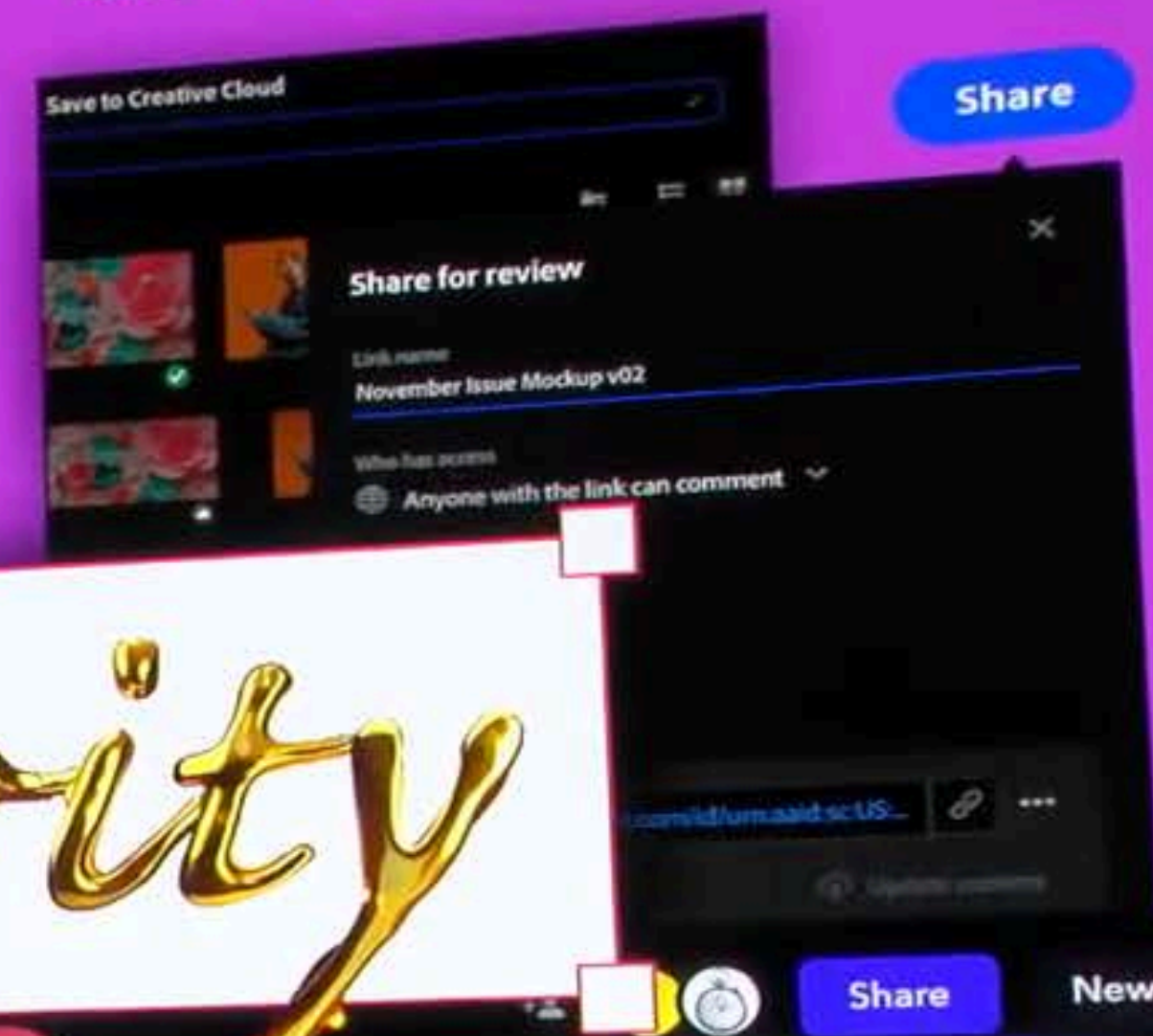
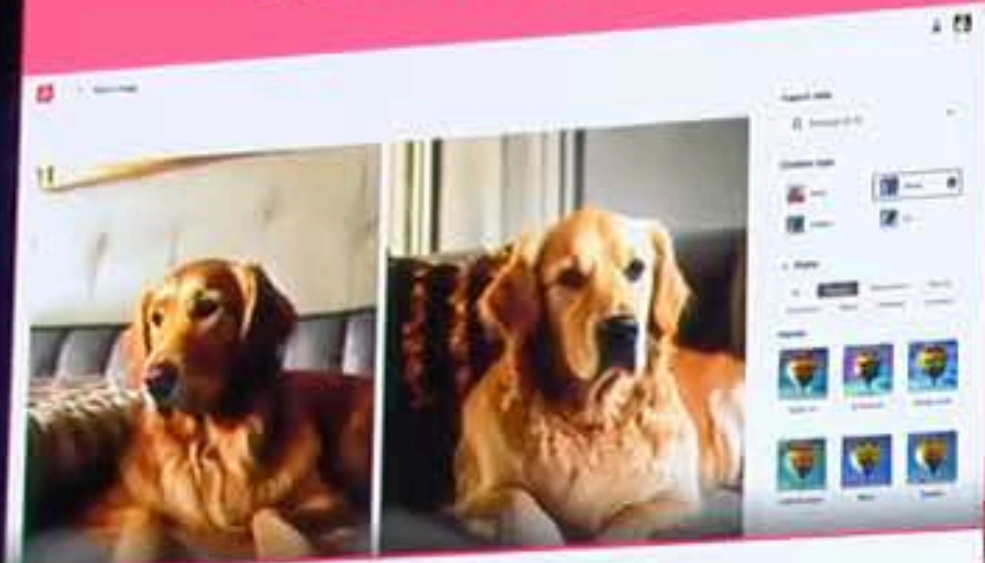
Creativity for All

Power & Precision

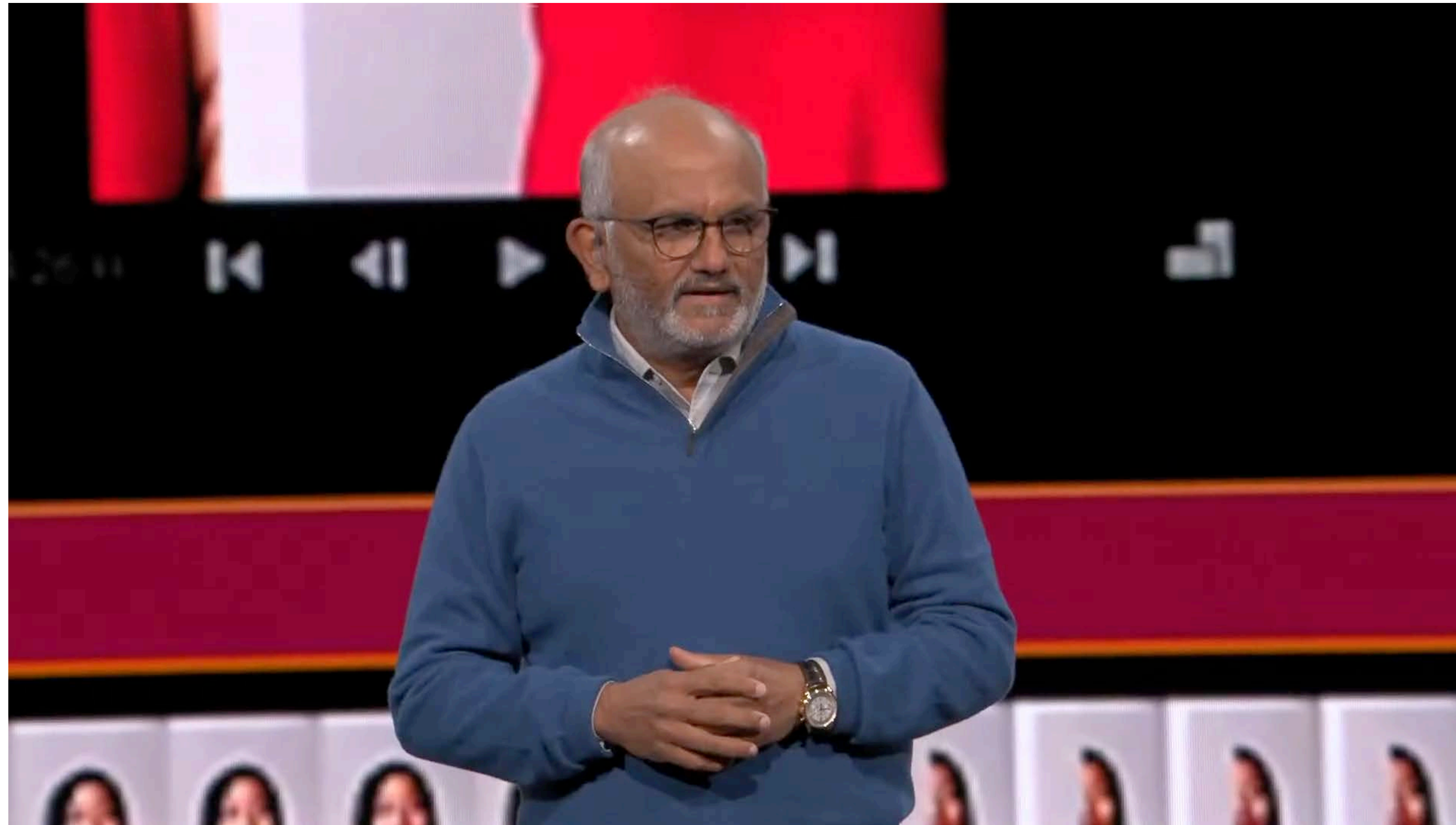
Revolutionizing  
Content & Collaboration

Our vision for

*Creativity*



# Ontwikkeling van *Generative AI*



*Photo Restoration*

*Photo Recoloring*

*Content Aware Fill*

*Object Selection*

*Hair Selection*

*Face Recognition*

*Skin Smoothing*

*Smart Portrait*

*Match Make-up*

*Style Matching*

*Landscape Effects*

*Sky Replacement*

*Field Depth Blur*

*Motion Tracking*

*Fast Video Masking*

*Character Animation*

*Video Reframing*

*Surface Detection*

*Fluid Page Content*

# Adobe MAX 2020



# Adobe MAX 2023

- Van domme tools naar slimme assistentie.
- *Generative AI* is een nieuwe *Sensei*-feature.
- Met een eigen ikoon en naam: ***Firefly***



## 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.





# Adobe Firefly



# Samengevat en vertaald

*Firefly* 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*.

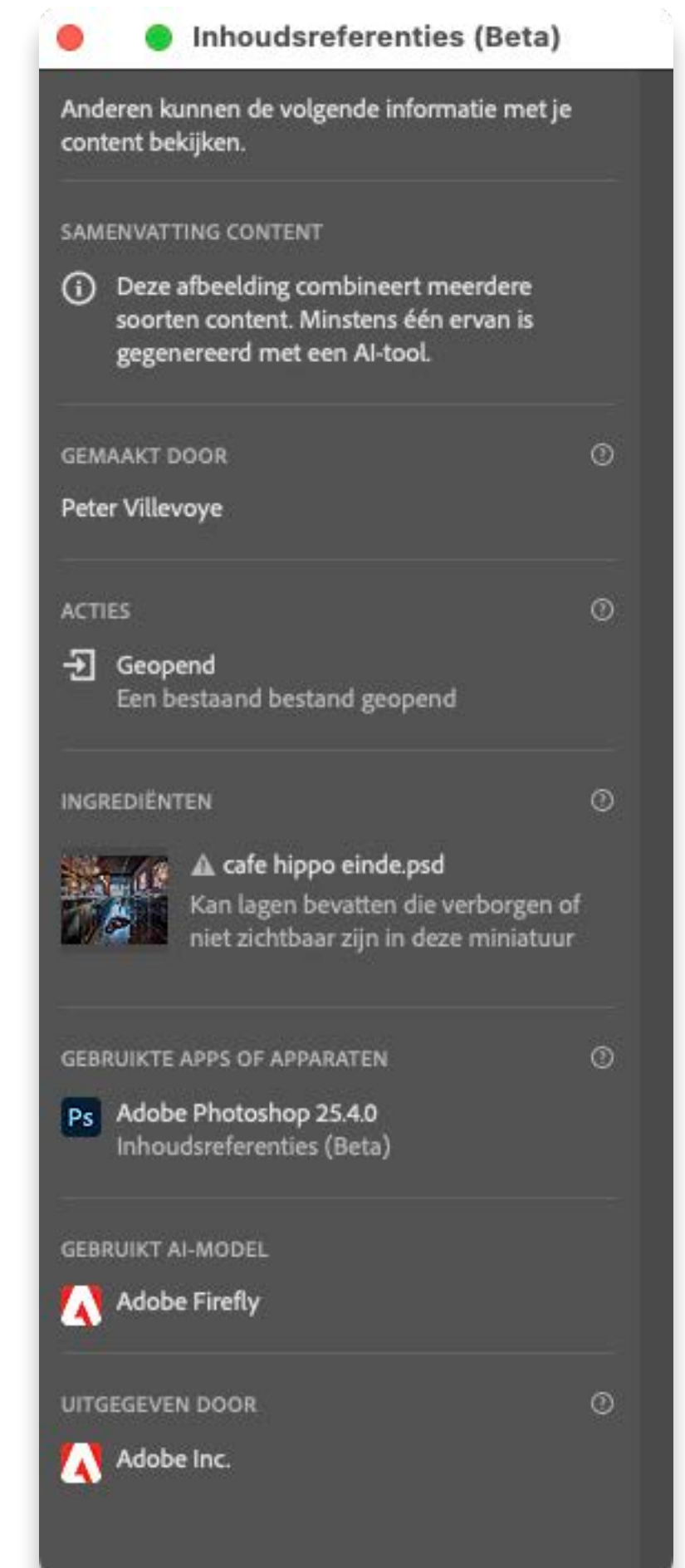


# Samengevat en vertaald

Adobe's aanpak om juridisch 'safe' te zitten, zal een groot voordeel en voorbeeld blijken. Professionele creatieven en uitgevers willen geen dreigende advocaten voor hun deur...

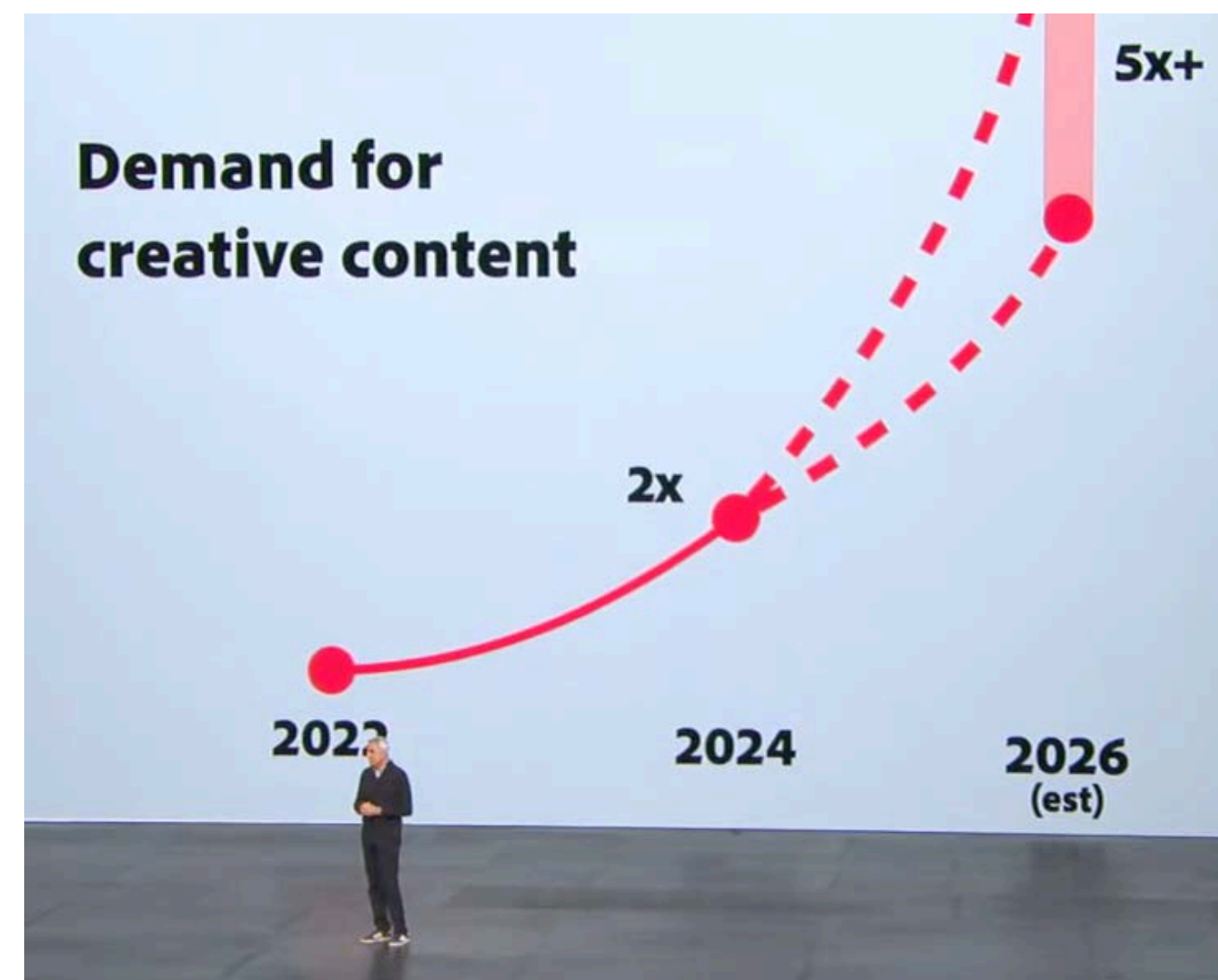
*an angry lawyer with a huge letter in his hand, standing in front of a door, in dark cartoon style*

Transparantie over authenticiteit van beeld. Meta-data geeft aan wat AI-gegenereerd is, door wie en door welk Generative AI-model.



# Samengevat en vertaald

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







Adobe Firefly



Adobe Creative Cloud



Adobe Express

We hebben die AI  
gewoon hard nodig!

Reactie op uitvinding fotografie:

**"Painting is dead"**

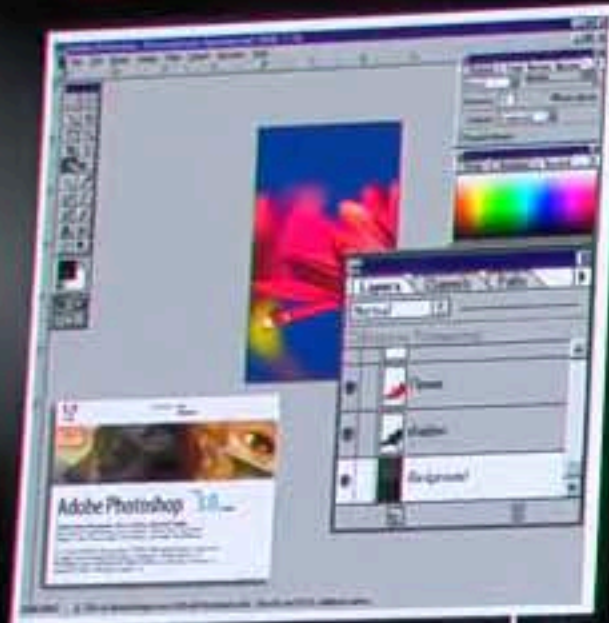
-Paul Delaroche

No it isn't. Not at all.

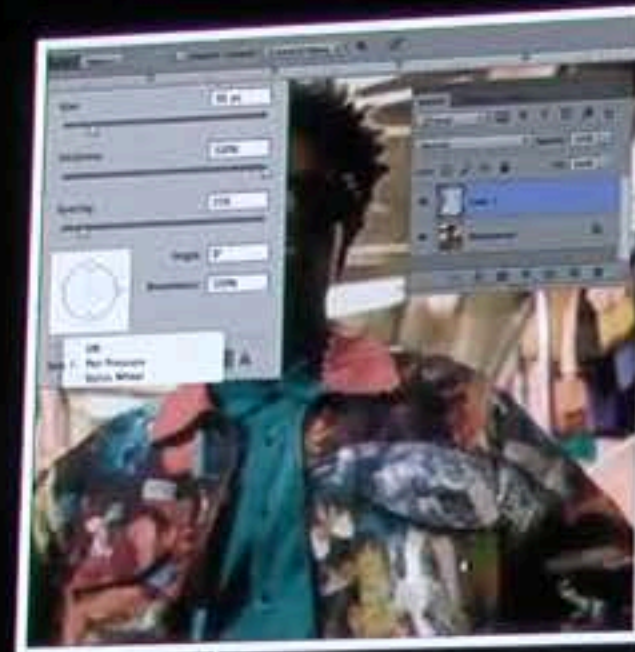


En DTP bleek ook een zegen.

Layers



Healing brush



Content-aware fill



Generative fill



1988

1990

1991

1994

1996

2000

2002

2003

2005

2007

2008

2010

2012

2013

2015

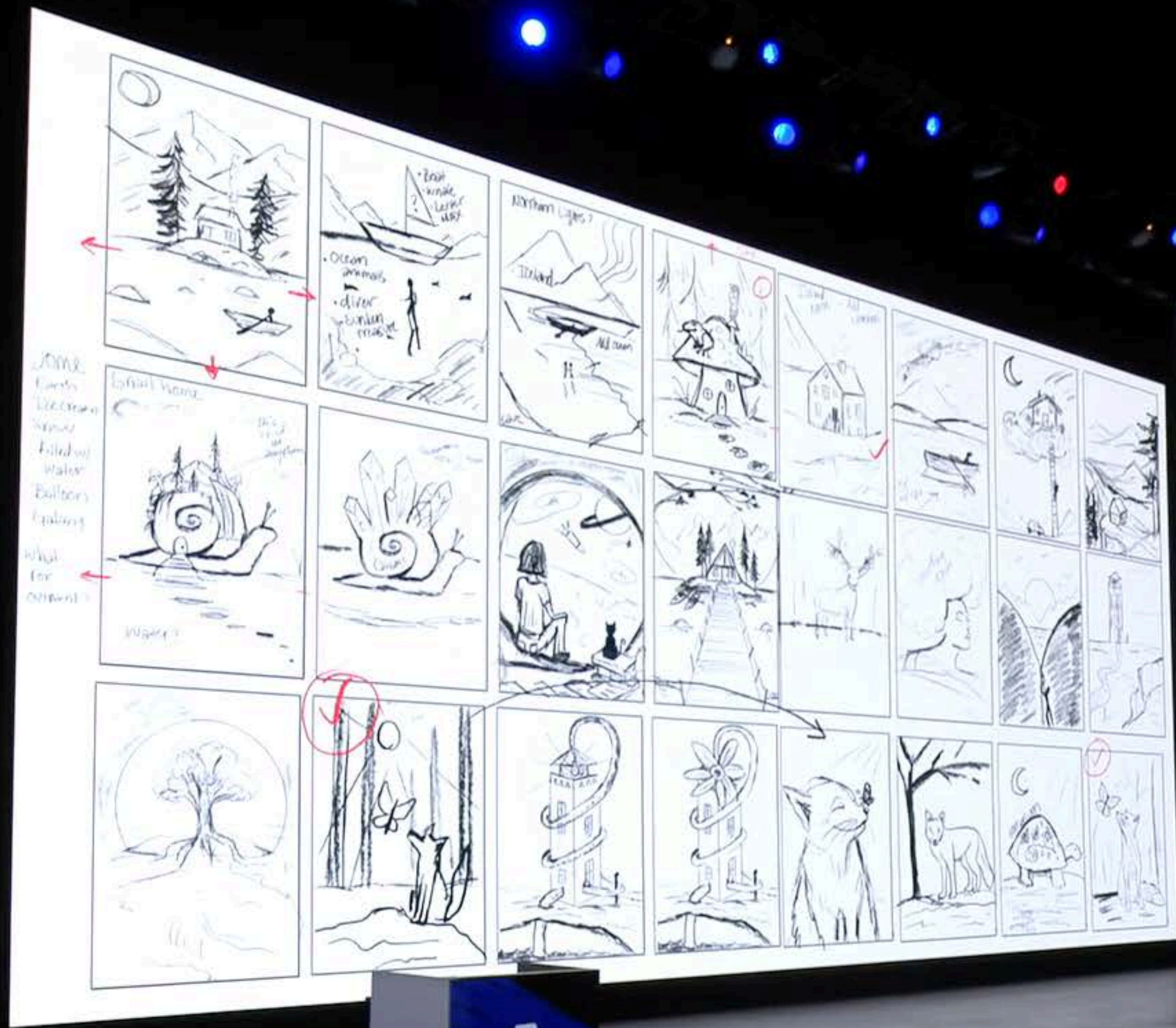
2019

2020

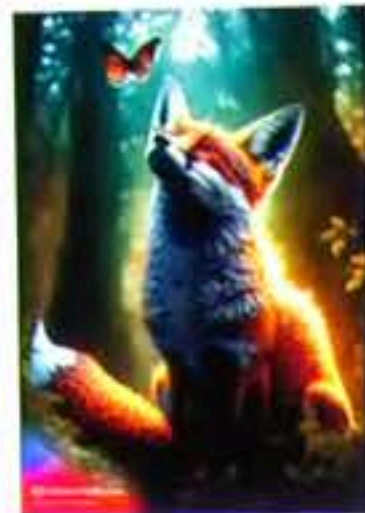
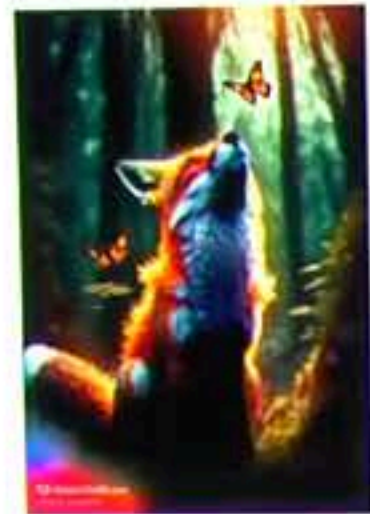
2023



Photoshop blijft innoveren.







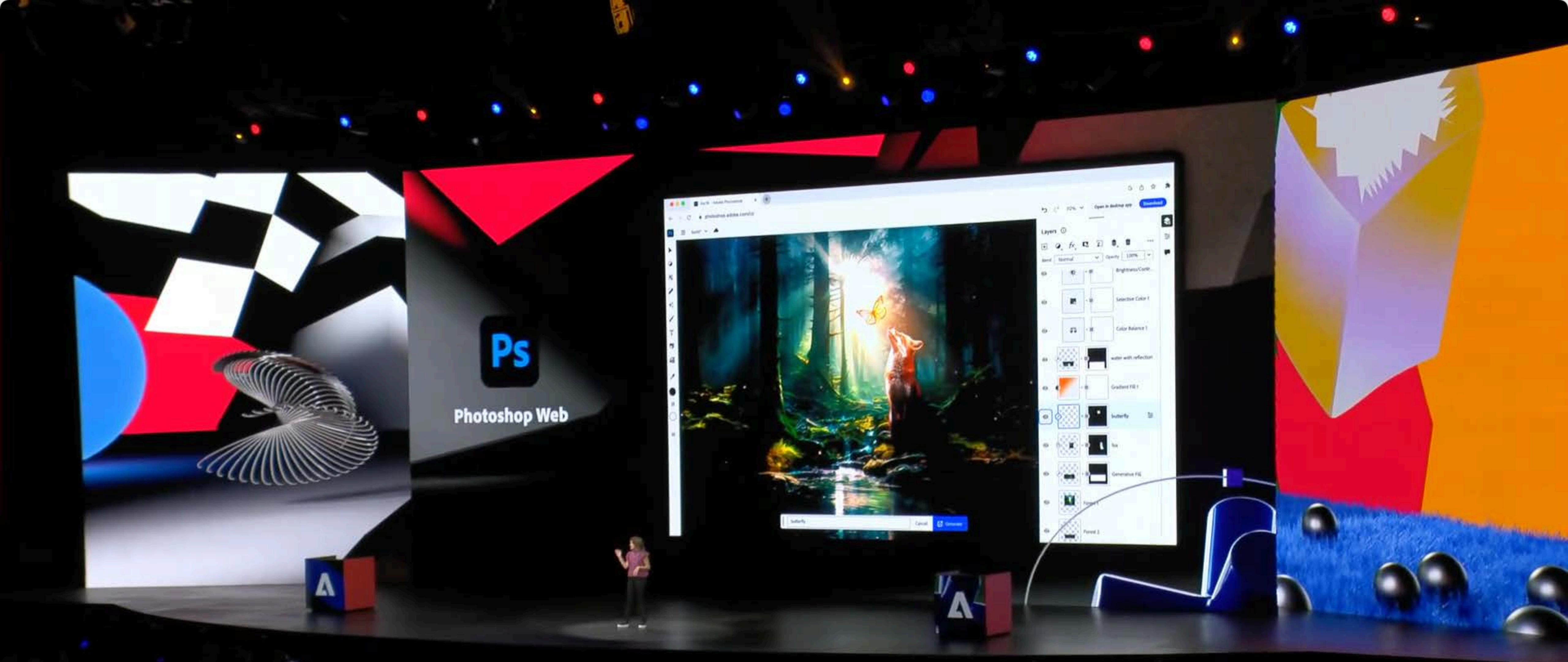
style

inspo



simplify





Er blijft een idee en fine-tuning nodig.



***Aan de slag !***

# Firefly-modellen



Firefly Image Model

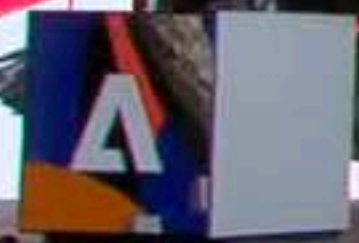


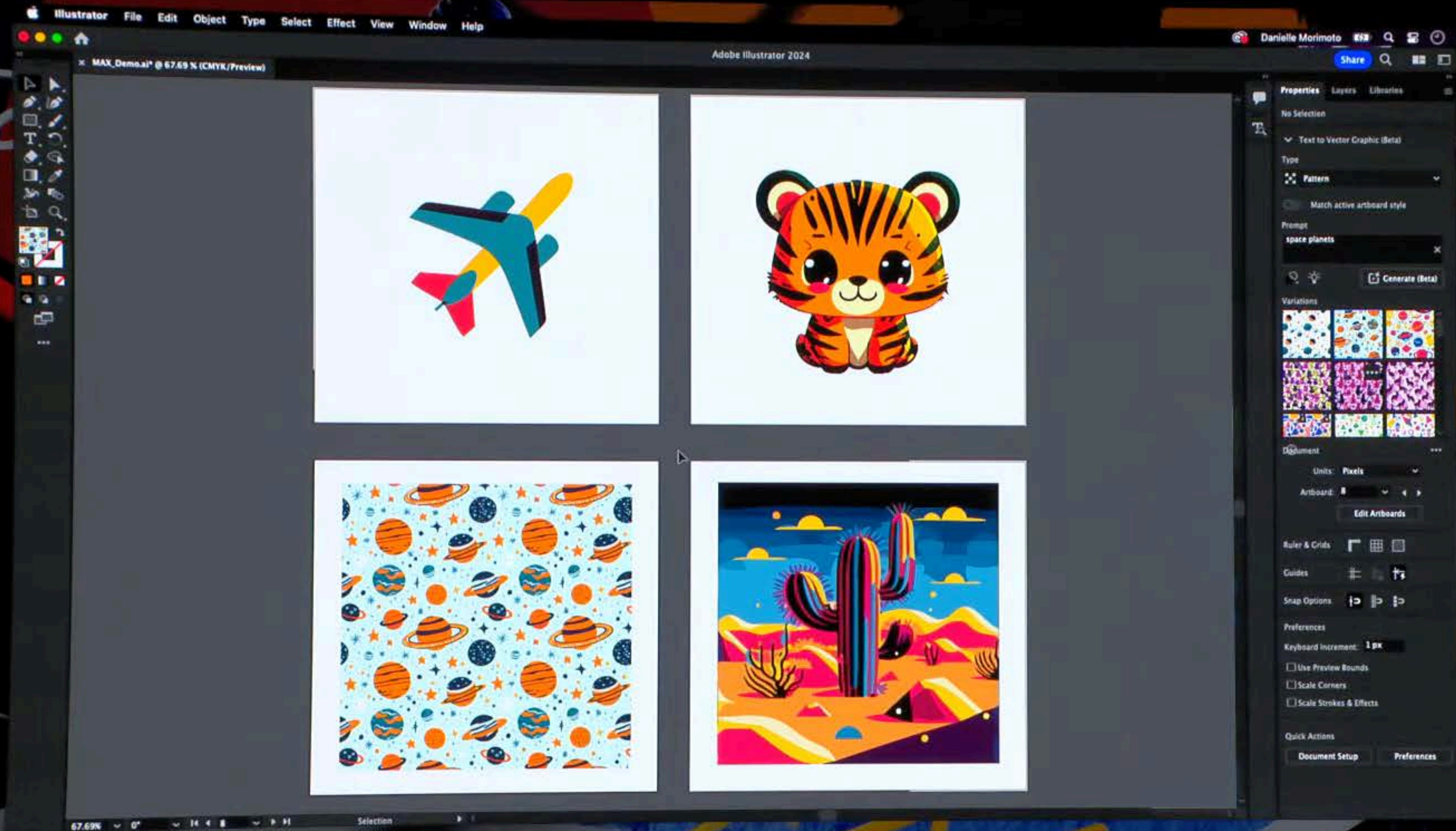
Firefly Vector Model



Firefly Design Model

Bèta  
Bèta  
Bèta





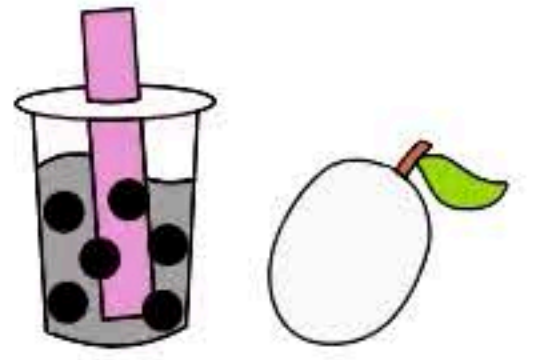
MAX\_Demo.ai\* @ 145.59 % (CMYK/Preview)

FLAVOR LIST

YUM



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

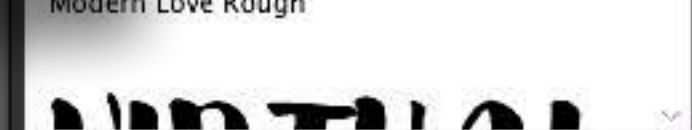
Color palette with various color swatches and image thumbnails.

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

MOODBOARD



Font Matches: Type your text to preview



Apply previous font results or make new selection

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...

Hold

previous font results or make new selection

Enter

Properties Layers Libraries

TRAVEL JOURNAL DESIGN

Search current library

California

California

Color palette with various color swatches and asset thumbnails.



Ice Cream Standard

32.9452

Converted to live text. Exit Retype to edit. X

# Mock-up (Beta)



***Aan de slag !***



# Firefly-modellen



**Firefly Image Model**



**Firefly Vector Model**



**Firefly Design Model**





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 version of the '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 some faint architectural wireframe elements visible.



Properties Pages CC Libraries

No Selection

Document

A4 W: 11,6929 i H: 8,2677 in Facing Pages

Margins 0,5 in 0,5 in 0,5 in 0,5 in Adjust Layout

Page 1 Edit Page

Rulers & Grids

Guides

Quick Actions Import File

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*Idenihillupta eos ne voluptium iduciipi a endestrum fugitatus dolupitas dolor corrovit audis modis aliquatur, cuptat fugiat latus, culparum es no dolorro viduciusam il evellit voluptatur.*

*Od molo velliquo debitae quis re none sam, sit por inverrum rectation nobist represso ma nisci mo consecatquas molest faccum fugitae volorem ressi andaerum.*

*Cil ilit ipiet eratem quia volut autem adi berspel ignisquatur, ut odia volende ommos pedis voluptasto maiosanda volorest, ipsam voluptatiur alpo velliqui commodi gendem ad quae serum re.*

*Volupiet dest harcienda cum di dolentis ilitatem aut faccae doluptatem qui sinihit harcienis doluptas volut laturee catisque vel is im quatum ellupicndae alitatem.*



**DEALS**

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*Volupiet dest harcienda cum di dolentis ilitatem aut faccae doluptatem qui sinihit harcienis doluptas volut laturec eatisquis vel is im quatum ellupiendaec alitatem.*

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Proprietie Pages CC Libraries

Q <Find similar> X

Y E

PREMIUM

PREMIUM 00:30 S 4K HD

PREMIUM



# Adobe Express





# Firefly Design Model



### 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: \_\_\_\_\_

### Parent-Teacher Conference

Revolution Middle School  
307 Rose Ave., Nashville, TN  
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Help create a successful learning environment and make sure all students have what they need to succeed.

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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!

### National Chinese Music School

### NOTHING GETS HIM DOWN!

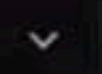
## POSITIVE MIKE

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

### DELTA UNIVERSITY

DELTA UNIVERSITY





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



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

Recent



View all



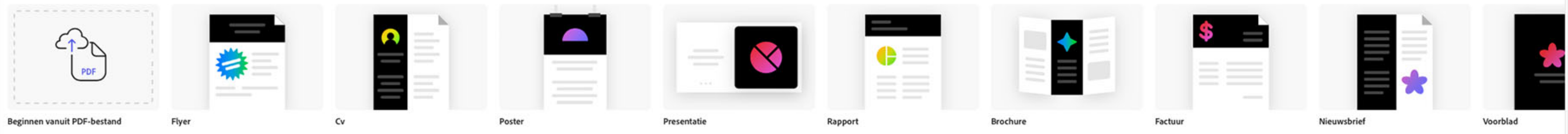
- + Start
- Jouw spullen
- Ontdekken
- Plannen



- Voor jou
- Social media
- Video
- Foto
- Document**
- Marketing
- Generatieve AI

Populair Zakelijk Onderwijs Persoonlijk

Aangepast formaat



Snelle acties voor documenten

Alle weergeven



Aanbevolen documentsjablonen

Flyer Menu Verdergaan Brochure Factuur Nieuwsbrief

Alles weergeven



- + Start
- Jouw spullen
- Ontdekken
- Plannen

Welkom Peter,  
**Wat wil je maken?**

- Voor jou
- Social media
- Video
- Foto**
- Document
- Marketing
- Generatieve AI

**Aan de slag**

Aangepast formaat

- Beginnen vanuit je foto
- Fotoboek
- Omslag voor Facebook-profiel
- Omslag voor LinkedIn-profiel
- YouTube-profielfoto
- Logo
- Meme
- Bureaubladachtergrond
- Briefkaart
- Albumomslag

**Snelle acties voor foto's**

Alle weergeven

- Achtergrond verwijderen
- Afbeeldingsformaat wijzigen
- Converteren naar JPG
- Converteren naar PNG
- Converteren naar SVG
- Afbeelding uitsnijden

**Tekst naar afbeelding**

Afbeeldingen genereren vanuit een gedetailleerde beschrijving in tekst

Voorwaarden voor generatieve AI van Adobe

Probeer mensen, plaatsen en stemmingen te beschrijven

Genereren



- + Start
- Jouw spullen
- Ontdekken
- Plannen

Welkom Peter,  
**Wat wil je maken?**

- Voor jou
- Social media
- Video
- Foto
- Document
- Marketing
- Generatieve AI**

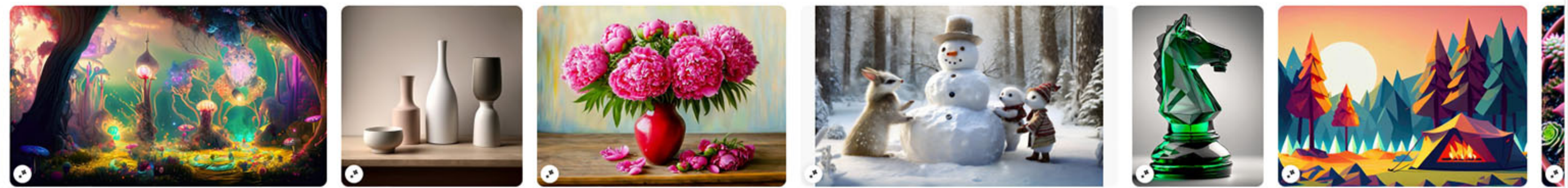
**Tekst naar afbeelding**

Afbeeldingen genereren vanuit een gedetailleerde beschrijving in tekst

Voorwaarden voor generatieve AI van Adobe

Probeer mensen, plaatsen en stemmingen te beschrijven

Genereren



**Generatief vullen**

Beschrijf wat je wilt toevoegen of verwijderen

Voorwaarden voor generatieve AI van Adobe

Upload een afbeelding om te beginnen



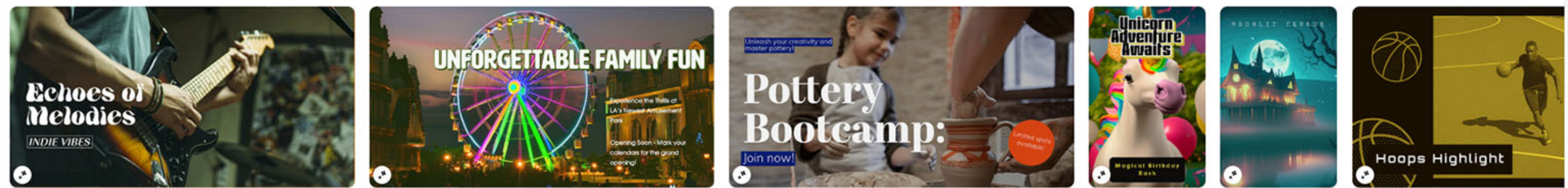
**Tekst naar sjabloon** BETA

Bewerkbare sjablonen genereren op basis van een beschrijving

Voorwaarden voor Tekst naar sjabloon

Probeer een onderwerp of gelegenheid te specificeren (alleen Engels)

Genereren



- + Start
- Jouw spullen
- Ontdekken
- Plannen

Welkom Peter,  
**Wat wil je maken?**

- Voor jou
- Social media
- Video**
- Foto
- Document
- Marketing
- Generatieve AI

**Populair** Standaardvideo's Social video's

Aangepast formaat

Beginnen vanuit je video

Instagram-reel

TikTok-video

Instagram-verhaal

YouTube-video

Video

Mobiele video

Youtube Shorts

Advertentie voor Instagram-verhaal

TikTok-advertentie

**Snelle acties voor video's**

Alle weergeven

Video bijsnijden

Videoformaat wijzigen

Video's samenvoegen

Video uitsnijden

Converteren naar GIF

Animatie maken van audio

Converteren naar MP4

Video ondertitelen

**Aanbevolen videosjablonen**

Instagram-reel TikTok-bericht Instagram-verhaal YouTube-video Video Mobiele video

Alles weergeven

Jack is turning 8

PARIS THEMED BIRTHDAY PICNIC!

JEWELRY ESTATE SALE

My Top Self-Care Tips

10<sup>TH</sup> Annual Cupcake Bake-off!

Happy Groundhog's Day! 02.02

IT TEACHES US TO LET THINGS GO

3 POSITIVE AFFIRMATIONS

Jack

Summer Travel Memories

MOMENTS FROM THIS YEAR

HOW TO GROOM YOUR GOLDEN RETRIEVER

30 DAY SQUAT CHALLENGE

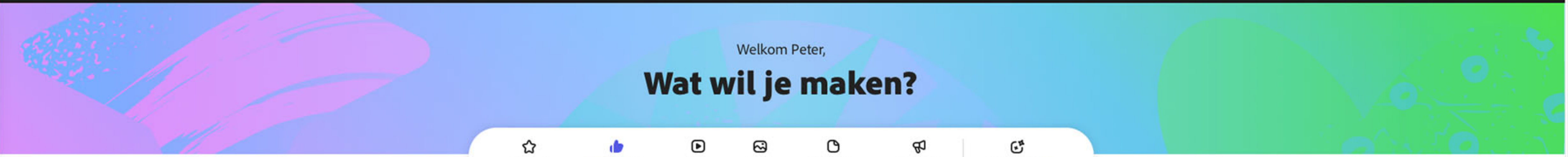
Naomi & Rachel LOVE

Every year, I fall in love with autumn all over again.

**Aanbevolen video's van Adobe Stock**

Alles weergeven

- + Start
- Start
- Jouw spullen
- Ontdekken
- Plannen



- Voor jou
- Social media**
- Video
- Foto
- Document
- Marketing
- Generatieve AI

- Populair**
- Instagram
- Facebook
- TikTok
- YouTube
- X (Twitter)
- Pinterest
- Overig

Aangepast formaat

Beginnen vanuit je content | Instagram-bericht, vierkant | TikTok-video | Instagram-verhaal | Facebook-bericht | Instagram-reel | YouTube-miniatur | Instagram-carrousel | Pinterest-ideepin | Advertentie voor Inst

**Aanbevolen socialmedia-sjablonen**

- Instagram-bericht, vierkant**
- TikTok-bericht
- Instagram-verhaal
- Facebook-bericht
- Instagram-reel
- YouTube-miniatur

Alles weergeven

OKTOBER | Zwarte thee | maak jezelf trots | EMILY TURNS 10 | HEADLINE | PADMA TURNS 24 | I love you, Henry | IT'S A BOY COMING IN MAY | Headline Subheader | NEW I

**Snelle acties voor social media**

Alle weergeven

Video's samenvoegen | Achtergrond verwijderen | Converteren naar GIF | Videoformaat wijzigen | Afbeeldingsformaat wijzigen | Video bijsnijden

Beach - October 10, 2023, 17.23.46.556 [Navigation icons: Undo, Redo, Share, Download, Share] Download Share

**Boba Fest** [Search] [Your stuff] [Templates] [Media] [Text] [Elements] [Grids] [Add-ons]
- Colors: Green, Cyan, Purple, Light Blue, Red
- Fonts: Ag, Ag
- Graphics: Strawberry, Fresh, Radish, Bear with me, Milk, Boba cup, Yum, Bear with sunglasses

Resize Theme Background color Align Translate NEW 52% [Zoom in] [Zoom out] [Add]

Page 1 / 1 - Add title



[Vertical navigation icons: Up, Down, Duplicate, Delete, Add]

[Timeline preview] + Add scene

**Resize** 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

8 Selected





**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

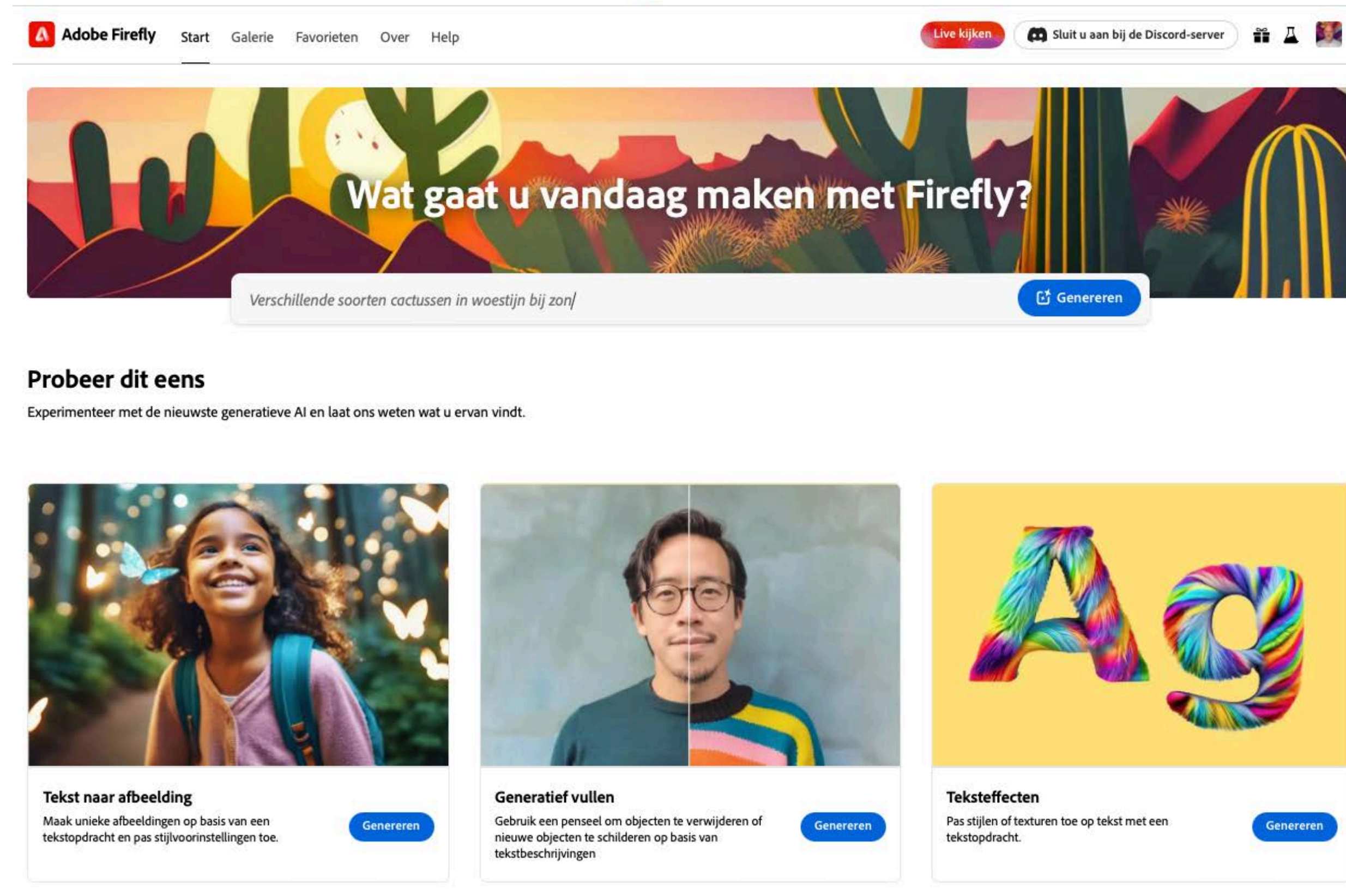
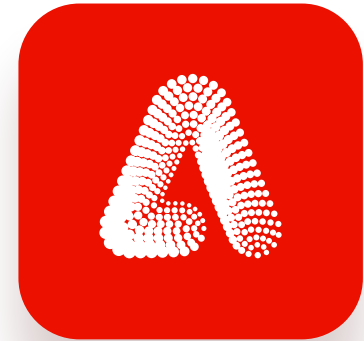
# Schedule

+ New post Manage connections

Today < > October 2023 Week Month

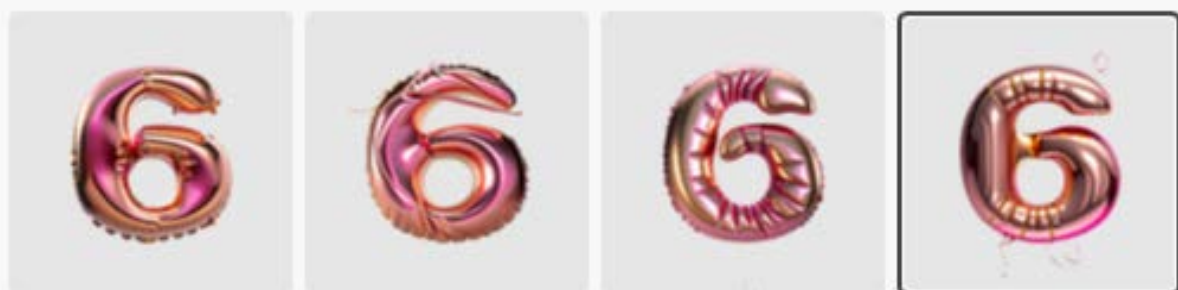
| Sun  | Mon   | Tue   | Wed   | Thu   | Fri   | Sat   |
|--|---|---|---|---|---|---|
| <p>1</p> <p>9:00 AM PUBLISHED </p> <p>9:00 AM PUBLISHED </p>   | <p>2</p> <p>9:00 AM PUBLISHED </p>                            | <p>3</p> <p>6:48 PM PUBLISHED </p>                              | <p>4</p> <p>9:47 PM 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<br/>5:22 PM SCHEDULED<br/>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>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>                           |

# 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.



Voorbeeldopdrachten [Alles weergeven](#)



Vorm aanpassen



Lettertype [Alles weergeven](#)



Kleur



Tekst: 60 | Opdracht: rose gouden ballonnen



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**





Prompt

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

Clear style

Photo x

Suggestions

Refresh



Color and tone

None

Lighting

None

Composition

None

Photo settings

Auto

Aperture

f/22

Less lens blur

More lens blur

Shutter speed

1/2000s

Less motion blur

More motion blur

Field of view

14mm

Wide

Zoom

Advanced settings

Exclude from image





Reference image gallery



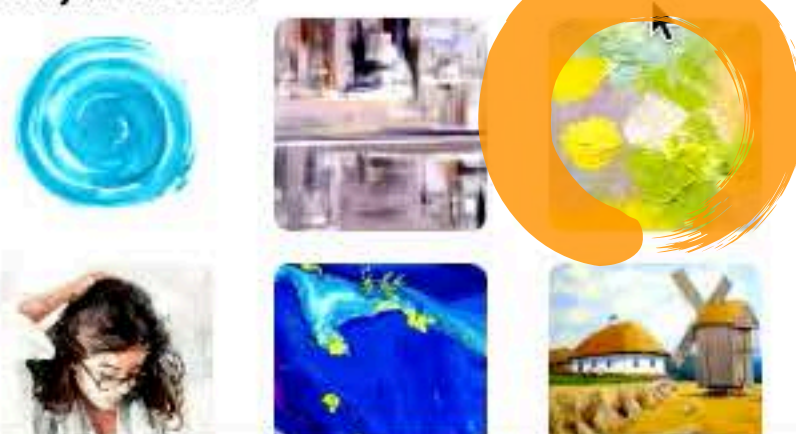
Upload your image

Match the style from your own reference image

Popular



Acrylic and oil



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

Clear style

Photo x

Suggestions

Refresh





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

Suggestions Refresh



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

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 toadstool house in a forest, hyperrealistic

Clear style Photo x

Suggestions Refresh

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

Style reference



Prompt

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

Clear style

Photo x

Suggestions

Refresh



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

Effects

- All
- Popular
- Movements
- Themes

Text to image



Model version

Firefly Image 2 (beta) NEW

Aspect ratio

Widescreen (16:9)

Content type

Auto

Style reference



Prompt

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

Clear style

Photo x

Suggestions

Refresh



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**  Auto



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

Clear style Photo

Match the style from your own reference image

Effects

All Popular Movements Themes

Suggestions Refresh



dynamic high energy dragon

**Firefly Image 2 Model**



a cute kawaii tiger

**Firefly Vector Model**



a dance party post

**Firefly Design Model**



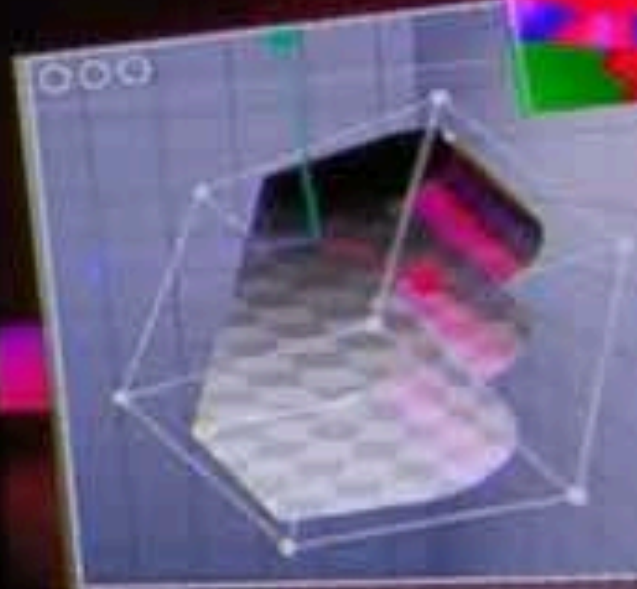
**Firefly Audio Model**



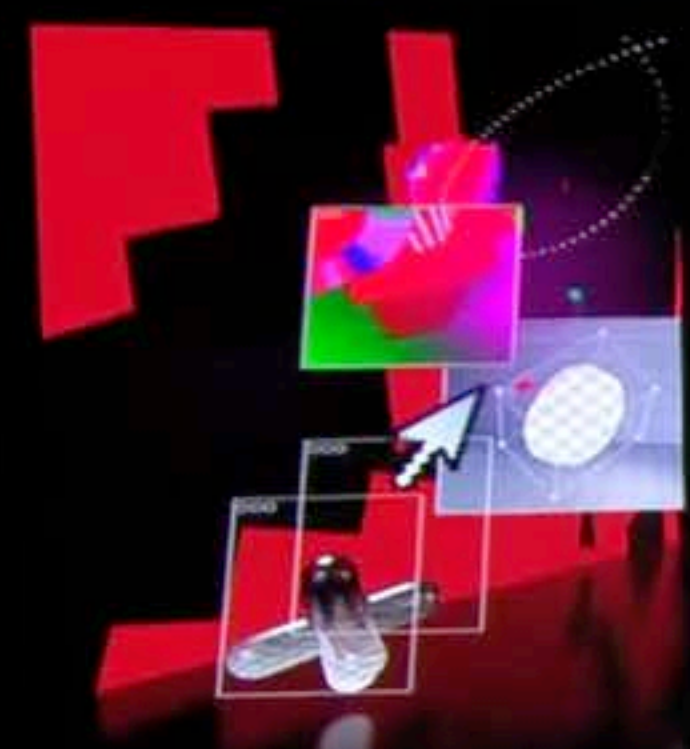
**Firefly Video Model**



**Firefly 3D Model**







Nu bèta: Structure Reference



Co

#ProjectFastFill

Adobe

Times New Roman

TRAJAN

Cooper Black

PAPYRUS

Adobe Clean

Cooper Sans

Cooper Black

Sneak Peek: Gen AI in Video

# Kort door de bocht: alle nieuws

## Firefly !

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



De **impact** van *Generative AI* zal enorm zijn !



# Generative AI features in...

## *Adobe Photoshop*

- Iets uit een selectie-gebied verwijderen
- Iets binnen selectie-gebied toevoegen
- Zachte selecties (o.a. met *QuickMask*)
- Afbeelding (*Canvas*) uitbreiden
- *Contextuele Taakbalk* (voor prompt)
- Nieuw soort *Laag* en *Eigenschappen*

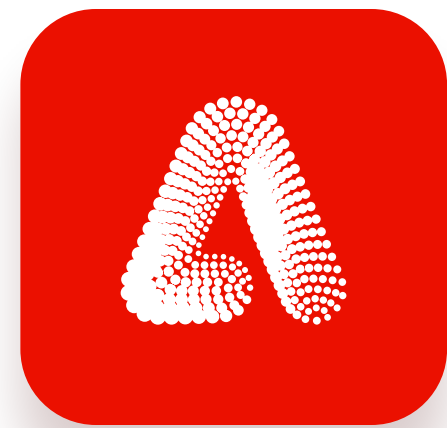


# Generative AI features in...

## *Adobe Illustrator*

- Een geselecteerd object vullen met een onderwerp, omgeving, icoon of patroon.
- Geselecteerde objecten opnieuw kleuren
- *Mockup & Retype* (commando & paneel)
  - *Contextuele Taakbalk*
  - *Eigenschappen* in paneel
  - Patronen in *Stalen*-paneel

# Generative AI als website-tool



## *Adobe Firefly*

De 'bron' van huidige en nieuwe features

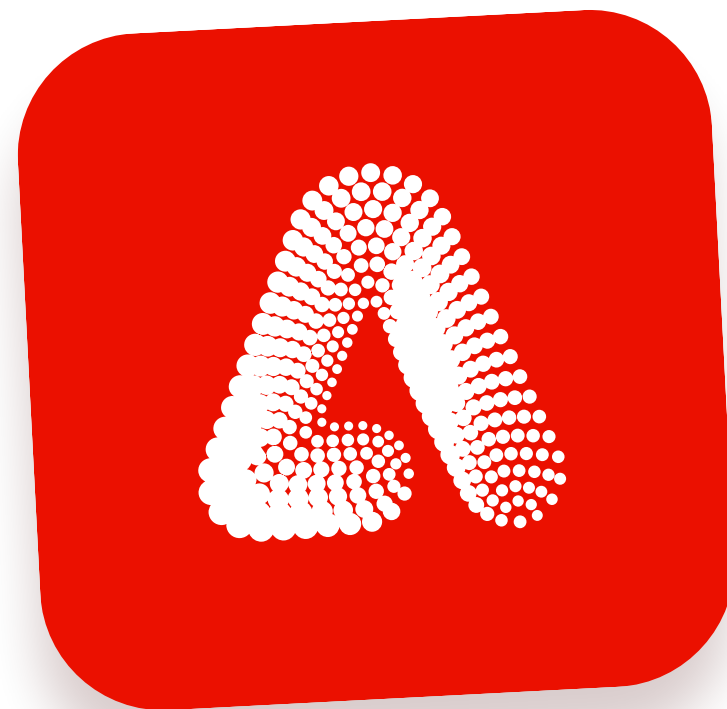


## *Adobe Express*

De 'hakkenbar' met veel AI-aanhakingen

# Nieuwe fase in digitalisering ?

- Ruim 30 jaar geleden ontstond het **web: informatie**, voor iedereen, altijd en overal.
- *Generative AI* zorgt voor de volgende stap: **CREATIE**, voor iedereen, altijd en overal !



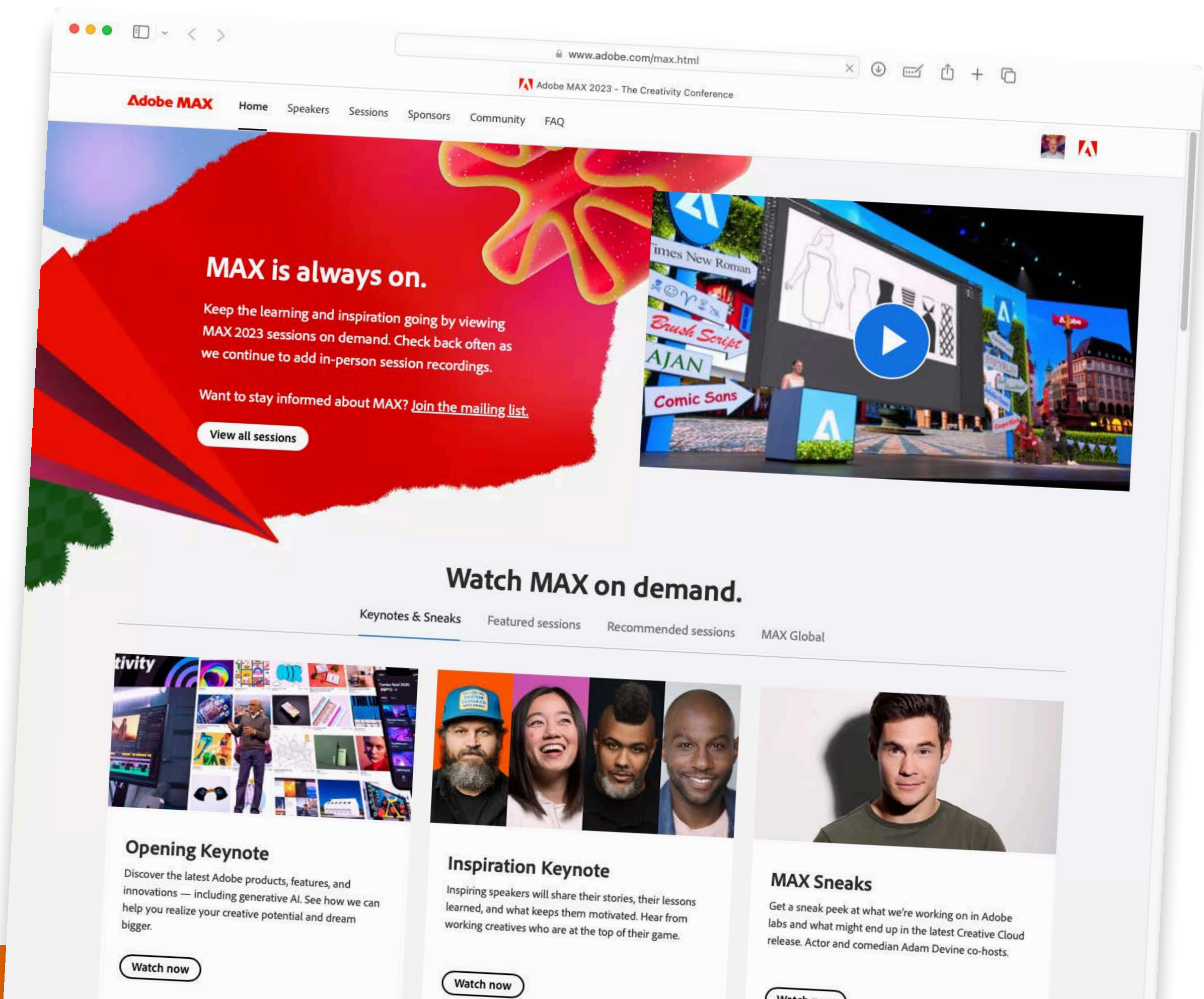
# Afronding

*Vragen, verwonderingen ?*



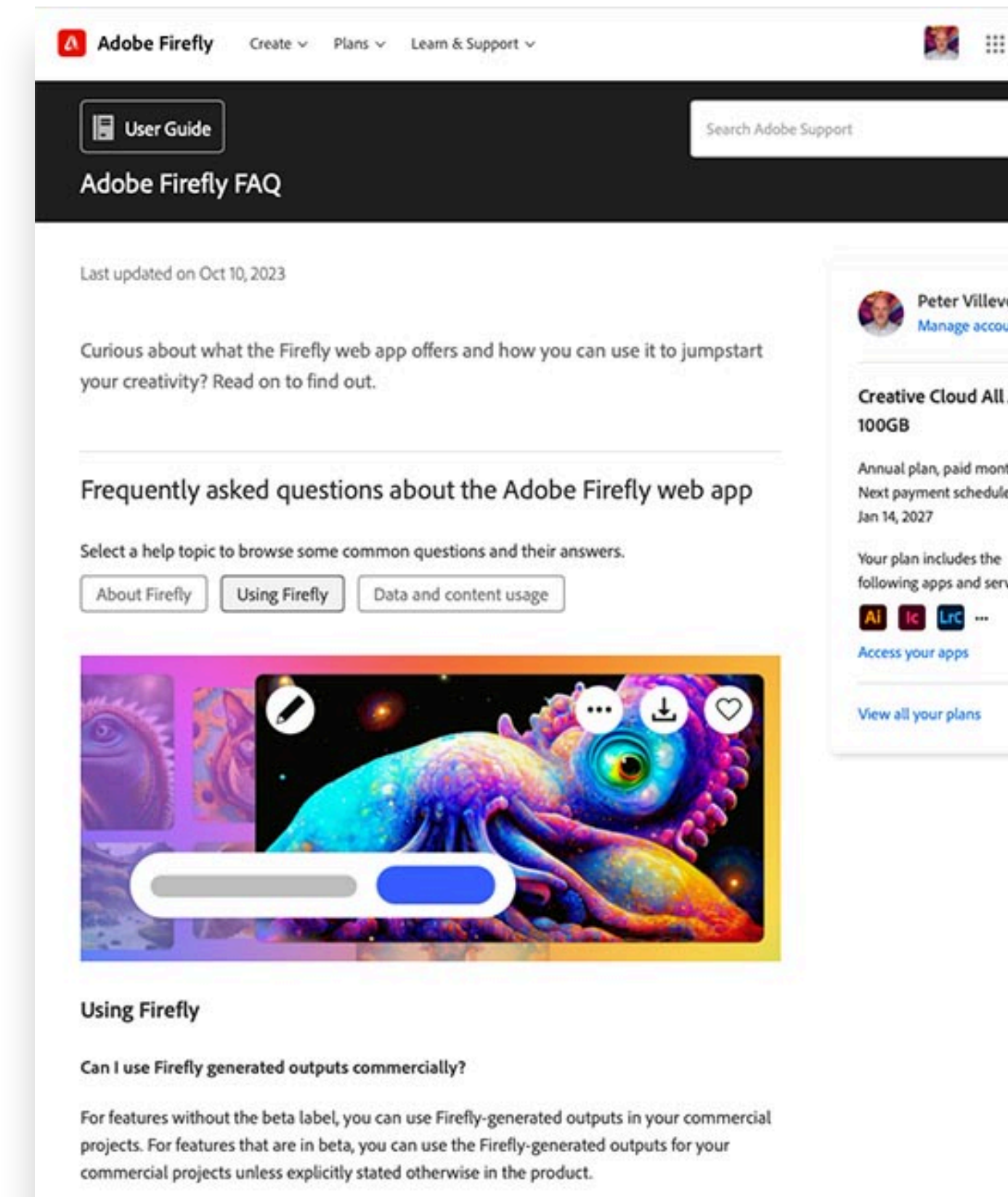
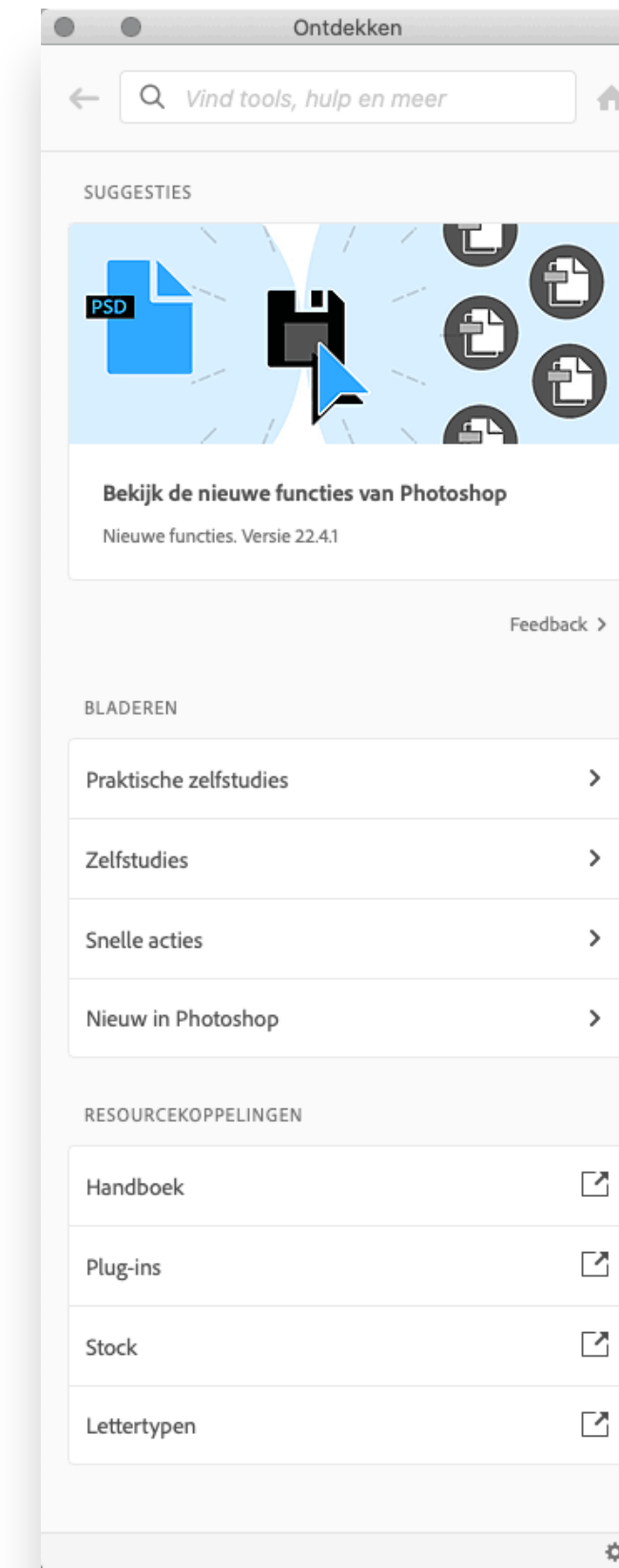
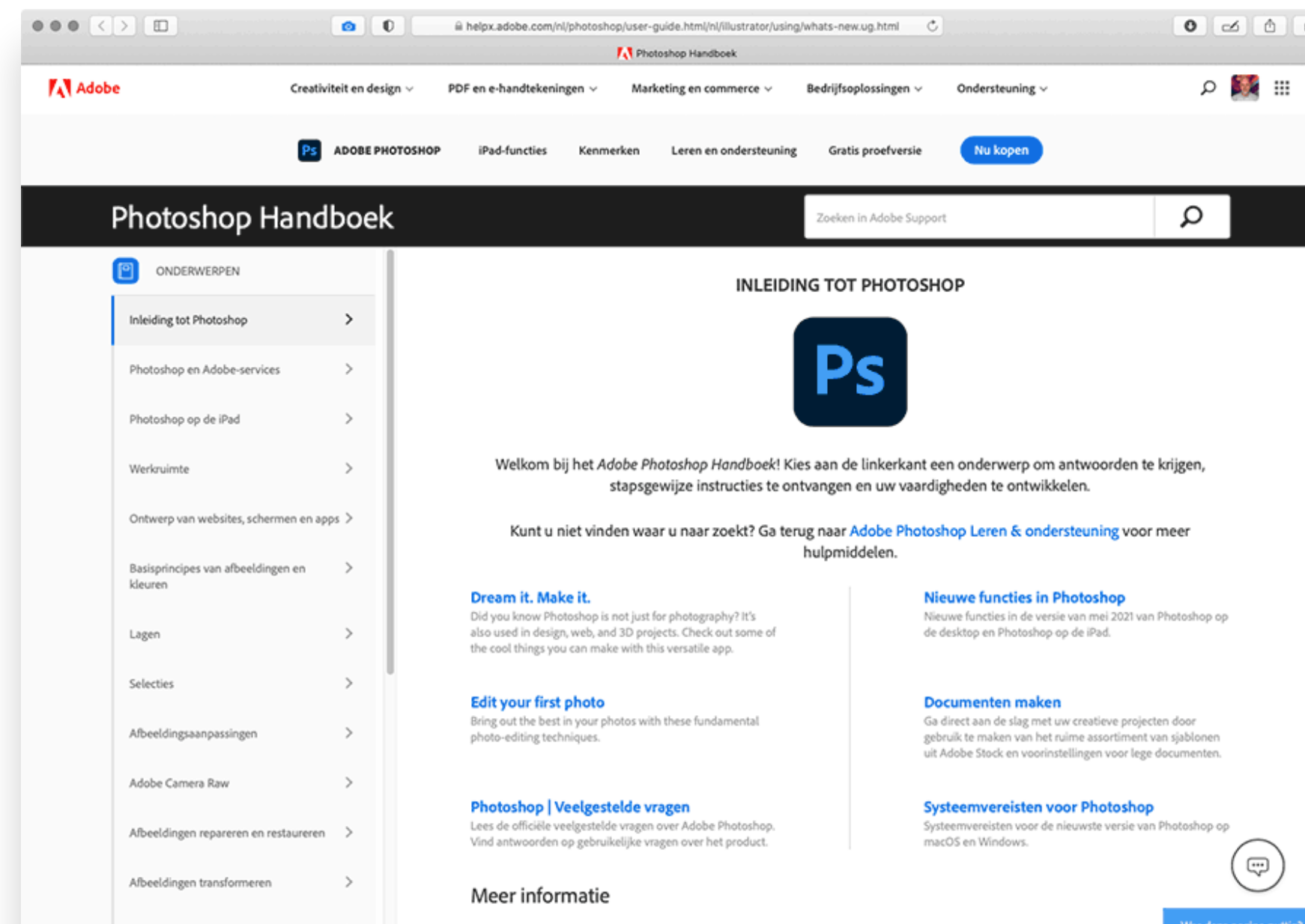
# Adobe MAX Online !

- De Keynote(s)
- De 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



# Adobe MAX 2024 ?

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

los angeles skyline in hazy sky around the evening with sunset



Dank voor je aandacht.

*We made it!*