Adobe Creative Cloud

Do More Faster with Firefly Creative Production

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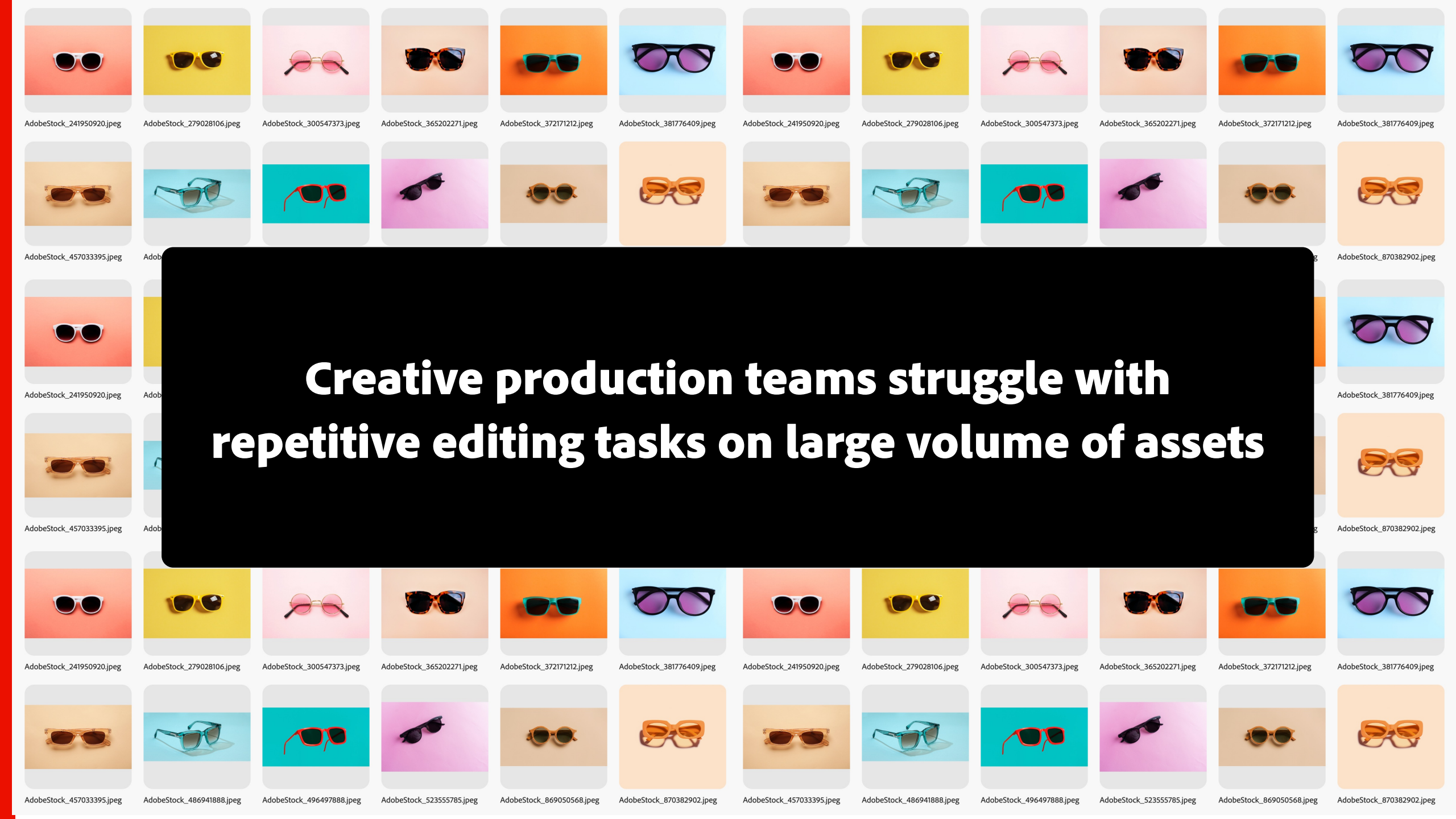
Adobe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Creative production teams struggle with repetitive editing tasks on large volume of assets
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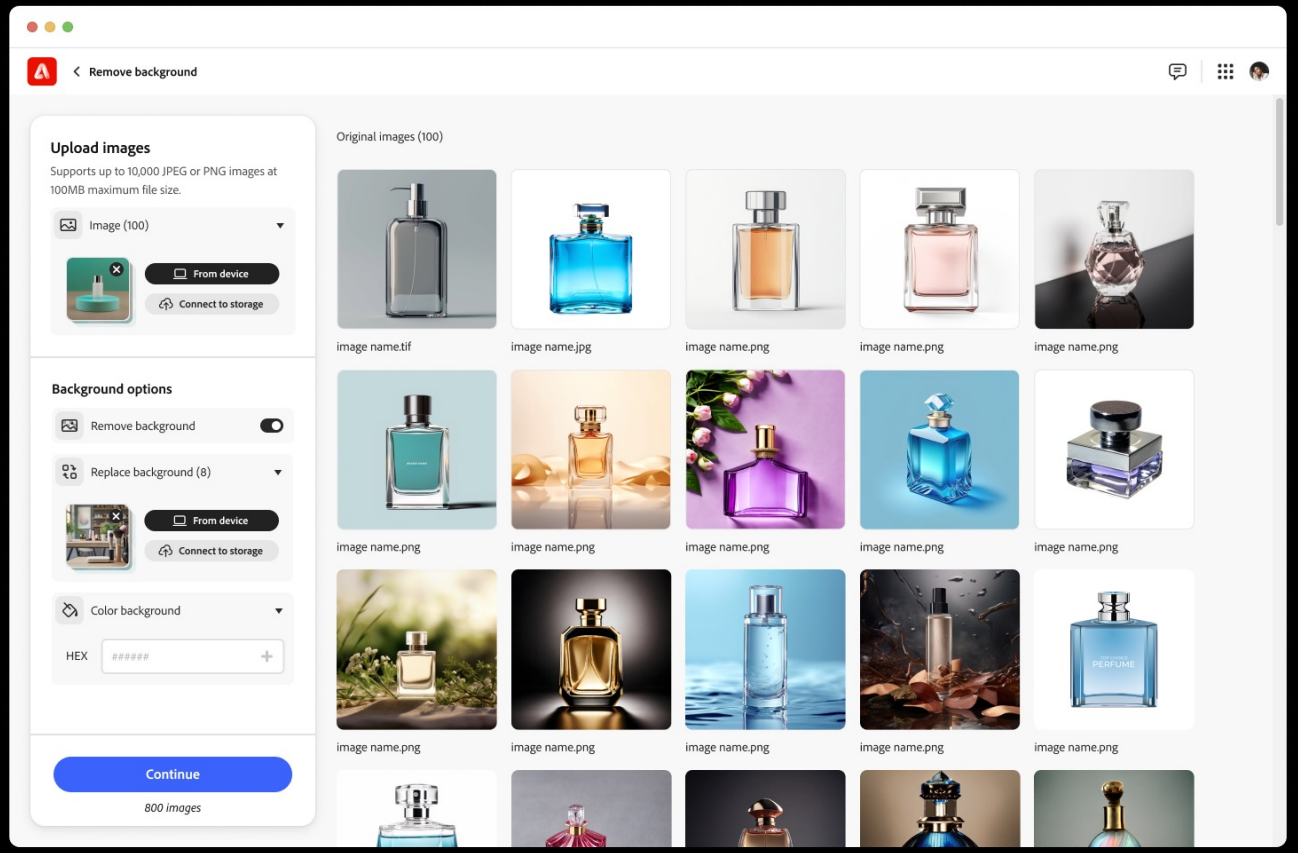
Firefly Creative Production: Accelerating creative workflows



The Firefly Creative Production no-code interface allows you to handle production tasks for multiple images or video files in bulk. Its pre-set workflows enable you to scale asset production effortlessly — accelerating high-value work for your teams.

Adobe Home | Firefly | Express | Photoshop | Lightroom | Acrobat

Adobe Firefly | Home | Boards (beta) | Production | Custom models | Files | Gallery | About | Help | Join the Discord

Generate images, audio, and now — video.

Explore new ways to create

Image | Describe the image you want to generate | Generate

Featured | Image | Video | Audio | Vector

Creative production

Creative production

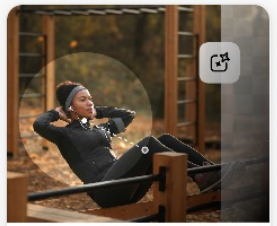
Job log

Creative production

Process thousands of files at once with bulk actions.

Remove background

Remove and replace backgrounds on multiple files with an images or colors.



Resize Images Beta

Control position and scale of the main object and expand backgrounds to fit any dimension.

Crop

Automatically crop multiple files at once for social media and more.

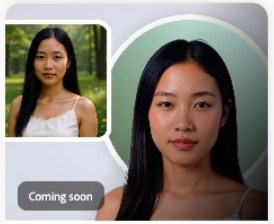
Color grade

Auto tone (adjust exposure, contrast, & more) images, or apply custom presets.

Reframe Videos Beta

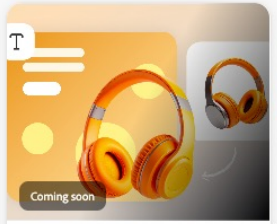
Resize videos for various aspect ratios and detect scene changes to reframe content accurately.

Coming soon



Create Headshots

Place multiple headshots onto the same background with uniform alignment and color



Data Merge Layout (PSD)

Merge data into PSD templates to dynamically update visuals and text for banner ads and more

Product demo

Remove background

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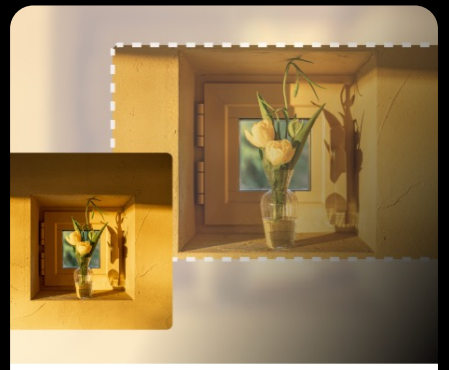

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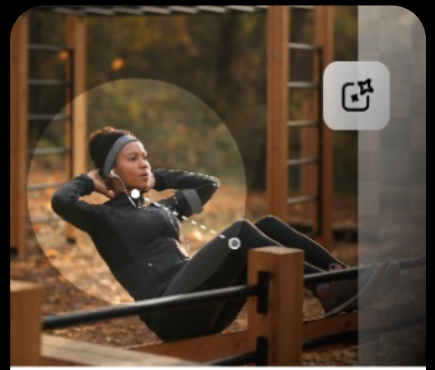

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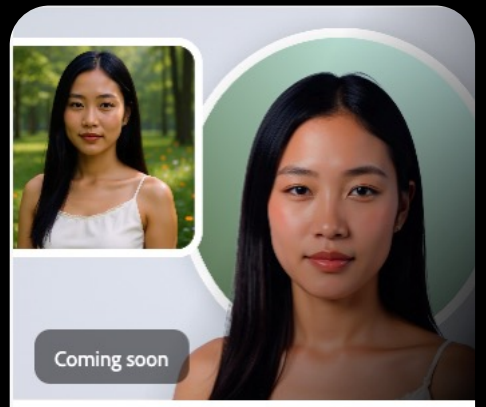
Reframe Videos Beta

Resize videos for various aspect ratios and detect scene changes to reframe content accurately.

Color grade

Auto tone (adjust exposure, contrast, & more) images, or apply custom presets.

More preset workflows coming soon



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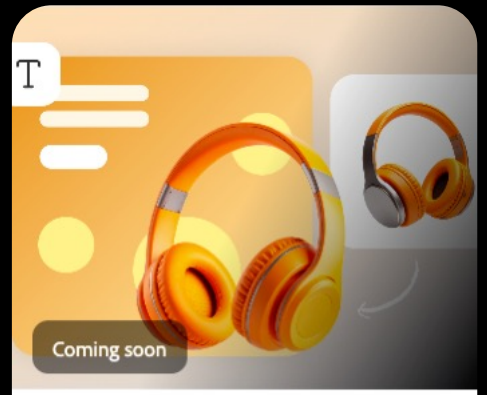

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Merge data into PSD templates to dynamically update visuals and text for banner ads and more

Upscaling images

Object compositing

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Do More Faster with Firefly Creative Production

Session summary

The webinar *Do More Faster with Firefly Creative Production* showcases Adobe Firefly Creative Production, a groundbreaking no-code tool designed to automate repetitive creative tasks and streamline high-volume workflows. Presenters Adrienne Tsai, Xin Wang, and Zach Perkins demonstrate how the platform simplifies processes like background removal, image resizing, video reframing, and batch color grading. By leveraging AI-powered features, the tool enables creative teams to save time, maintain quality, and focus on strategic, high-impact projects. The session also highlights the platform's intuitive interface, preset workflows, and ongoing enhancements based on customer feedback.

Key takeaways

- Adobe Firefly Creative Production automates repetitive creative tasks, such as background removal, resizing, and color grading, with a no-code interface.
- The platform supports batch processing, enabling users to handle thousands of assets in minutes, significantly improving efficiency.
- AI-powered tools like Smart Crop, Generative Extend, and Auto-Tone presets ensure consistent, high-quality outputs.
- The tool is currently in beta with 13 major brands and agencies, incorporating real-world feedback to refine and expand its capabilities.
- Firefly Creative Production integrates seamlessly with existing workflows, offering preset workflows and API options for scalability and customization.

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Step-by-step demo tutorials

Tutorial 1: Batch processing headshots

1. Open Adobe Firefly Creative Production.
2. Upload the batch of headshot images from your local storage or connected asset library.
3. Select the crop function to smart crop images to a 1:1 ratio.
4. Use the background removal tool to remove existing backgrounds.
5. Replace the background by uploading a new image, selecting a brand color, or using Firefly Custom models.
6. Apply the auto-tone preset or upload a custom color grading preset.
7. Review the final output for consistency and download the processed images.

Tutorial 2: Resizing images with Generative Extend

1. Open the Resize Images tile in Adobe Firefly Creative Production.
2. Upload the images you want to resize.
3. Allow the AI to auto-detect the focal point of each image.
4. Adjust the focal point manually if needed.
5. Select preset sizes (e.g., TikTok, 1:1, landscape) or enter custom dimensions.
6. Choose the layout for the focal point (e.g., float left, center).
7. Enable the Generative Extend toggle to fill the remaining canvas with AI-generated content.
8. Preview the resized images and make adjustments if necessary.
9. Click Continue to process the job and download the outputs.

Tutorial 3: Reframing videos

1. Open the Reframe Videos tile in Adobe Firefly Creative Production.
2. Upload up to 10 video files (up to 1GB each).
3. Select the desired aspect ratios (e.g., 1:1, 9:16, 16:9).
4. Click Continue to process the videos.
5. Review the reframed outputs, ensuring the subject remains centered in the frame.
6. Download the processed videos for further use.

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Frequently Asked Questions

What is Adobe Firefly?

Firefly is a suite of generative AI-powered features for creating image content, available at firefly.adobe.com. Create images, video, audio, and vector graphics, and work with the latest commercially safe Firefly generative AI models.

What is Firefly Creative Production?

The Firefly Creative Production is a no-code interface that allows you to handle production tasks for multiple images or video files in bulk. Its pre-set workflows enable you to scale asset production effortlessly — accelerating high-value work for your teams. Learn more by visiting: https://helpx.adobe.com/firefly/work-with-enterprise-features/creative-production/creative-production-overview.html

What is the cost for Adobe Firefly?

Cost depends on your needs. For more information on pricing, please visit: https://business.adobe.com/request-consultation.html?mktfrm_poi=firefly

Can you use Adobe Stock to use Generative Expand?

No, this is not available directly in Adobe Stock.

What is the max file size (MB) that can be uploaded to the tool?

The input for Background Remove and other features within Creative Production is 6000x6000.

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As an existing ETLA customer with Firefly access, is there anything we need to do to get access to Creative Production? Is this a separate purchase (like API access)?

This should all be included in your ETLA as base functionality, but check with your account team in case there are any limitations.

After this is out of Beta, will more webinars/videos be provided to learn more?

Check out https://business.adobe.com/resources/main.html for additional resources and upcoming webinars.

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