

CREATIVE WORKSHOP

Jump-start creative ideation with Adobe Firefly.

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Introduction

Creative Workshops are a chance to gain hands-on experience using Adobe Firefly with real-time guidance from an experienced creator. Each event features different use cases and provides a demo with step-by-step instructions.

This workbook is your go-to guide, perfect for following along during the workshop or revisiting later at your own pace. Happy creating!

[Explore Creative Workshops](#)

Workbook Overview

Creative professionals face major challenges: tighter deadlines, limited resources, and the growing demand for high-quality, innovative content. The pressure to maintain consistency across multiple projects while delivering faster than ever is a constant struggle. These challenges slow down the creative process, limit innovation, and prevent teams from reaching their full potential. Adobe Firefly addresses these pain points head-on.

This workbook shows how Firefly helps creative professionals by streamlining workflows, speeding up content creation, and maintaining creative freedom. Through step-by-step use case demonstrations, you'll learn how Firefly can:

- Enhance your creative process when storyboarding or finding inspiration
- Deliver faster results when producing assets for ads or campaigns

Firefly's impact on these challenges:

- Streamlining workflows to help teams meet deadlines more efficiently
- Accelerating content ideation and production
- Ensuring creative freedom, so you can stay true to your brand's aesthetic

What is Adobe Firefly?

A natural extension of the technology Adobe has produced over the past 40 years, Firefly is a family of creative generative AI models integrated into Adobe products. These models offer new ways to ideate, create, and communicate while significantly optimizing creative workflows.

The Adobe Firefly Advantage

Designed to be safe for business.

Firefly is trained on Adobe Stock high-res, high-value assets, as well as openly licensed and public domain content. We do not mine the web or video hosting sites for content.

Creators own the content.

Adobe makes no claims, and never has, to owning your content, regardless of how it was created, including what you create with Firefly.

Integrated workflows.

Generative AI capabilities are seamlessly integrated into the Adobe apps you already use today.

Content Authenticity Initiative.

Secure end-to-end system for digital content provenance through open-source development, cross-industry collaboration, and interoperability of tools.

What can I do with Adobe Firefly?



Text to Image

Generate images from a detailed description.



Generative Fill and Expand

Remove objects, paint in new ones, or complete a scene.



Style and Structure Reference

Generate content that matches the reference image.



Style Kits

Generate consistent output with shared templates of references, effects prompts, objects, and custom models.



Object Composites

Blend product shots and objects into generated scenes.

How can I access Adobe Firefly?

Surfaces and apps with features and functionality powered by Firefly include:

- [Firefly web app](#)
- [Adobe Express](#)
- [Adobe Stock](#)
- [Creative Cloud apps](#)
 - [Adobe Photoshop](#)
 - [Adobe Illustrator](#)
 - [Adobe Substance 3D](#)
 - [Adobe InDesign](#) (Beta)
 - [Premiere Pro](#) (Coming soon)
 - [After Effects](#) (Coming soon)

What are the benefits of Creative Cloud for enterprise Edition 4?

Create stunning content with powerful apps.

Use 20+ world-class apps, including Adobe Photoshop, Illustrator, Premiere Pro, Lightroom, and InDesign.

Deliver better content faster with integrated generative AI.

Create and edit content quickly with Firefly features embedded in Creative Cloud apps.

Keep everything on brand with new Style Kits.

Create style templates to save, share, and reuse Firefly prompts, reference assets, and presets. Share the templates across teams and apps to make collaboration easy.

Enhance product merchandising with new Object Composites.

Seamlessly blend product images and other objects into high-quality AI-generated scenes with harmonious tones, colors, lighting, and textures—all in seconds.

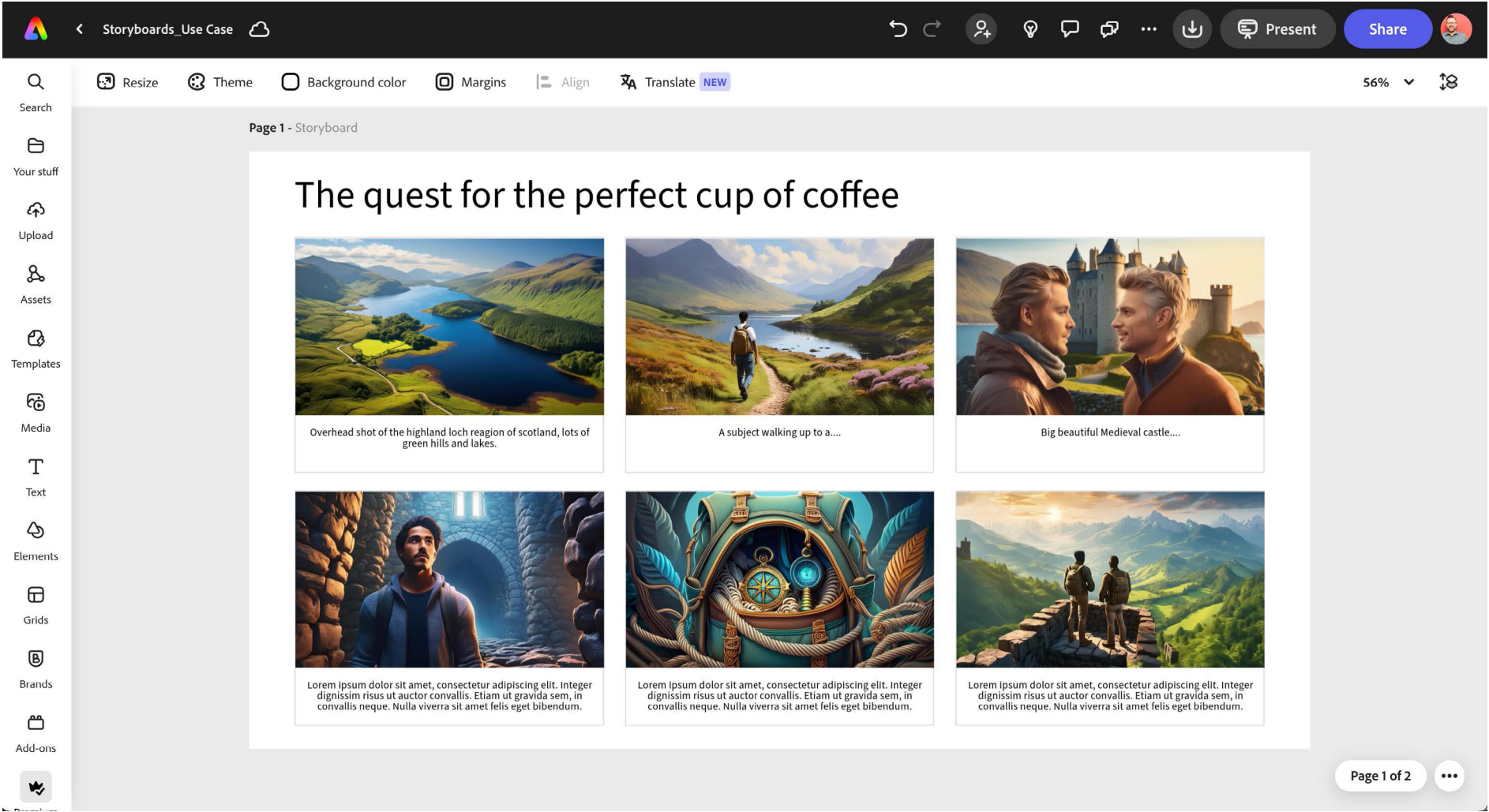
Generate infinite ideas with Firefly and Adobe Stock.

Use Firefly features to customize Adobe Stock assets with unlimited downloads of standard assets, while Edition 4 with Premium Adobe Stock adds access to the entire Premium collection.

Use cases

Storyboarding

Use this [storyboarding template](#) within Adobe Express to help you ideate your next creative project.

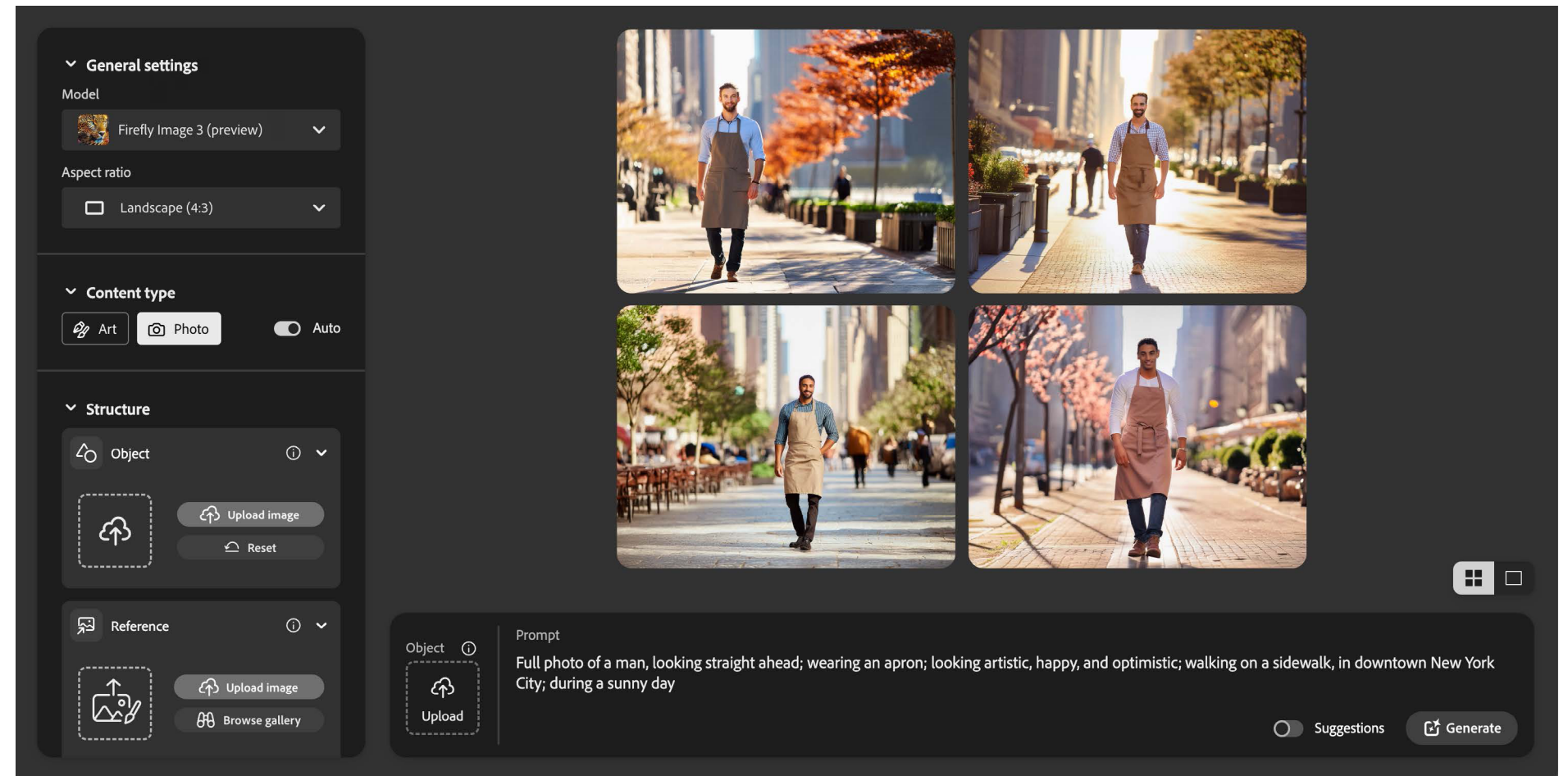


Use cases

Image ideation

In addition to modifying stock imagery, detailed prompts in Firefly can generate images based on a variety of keywords for visual and aesthetic inspiration.

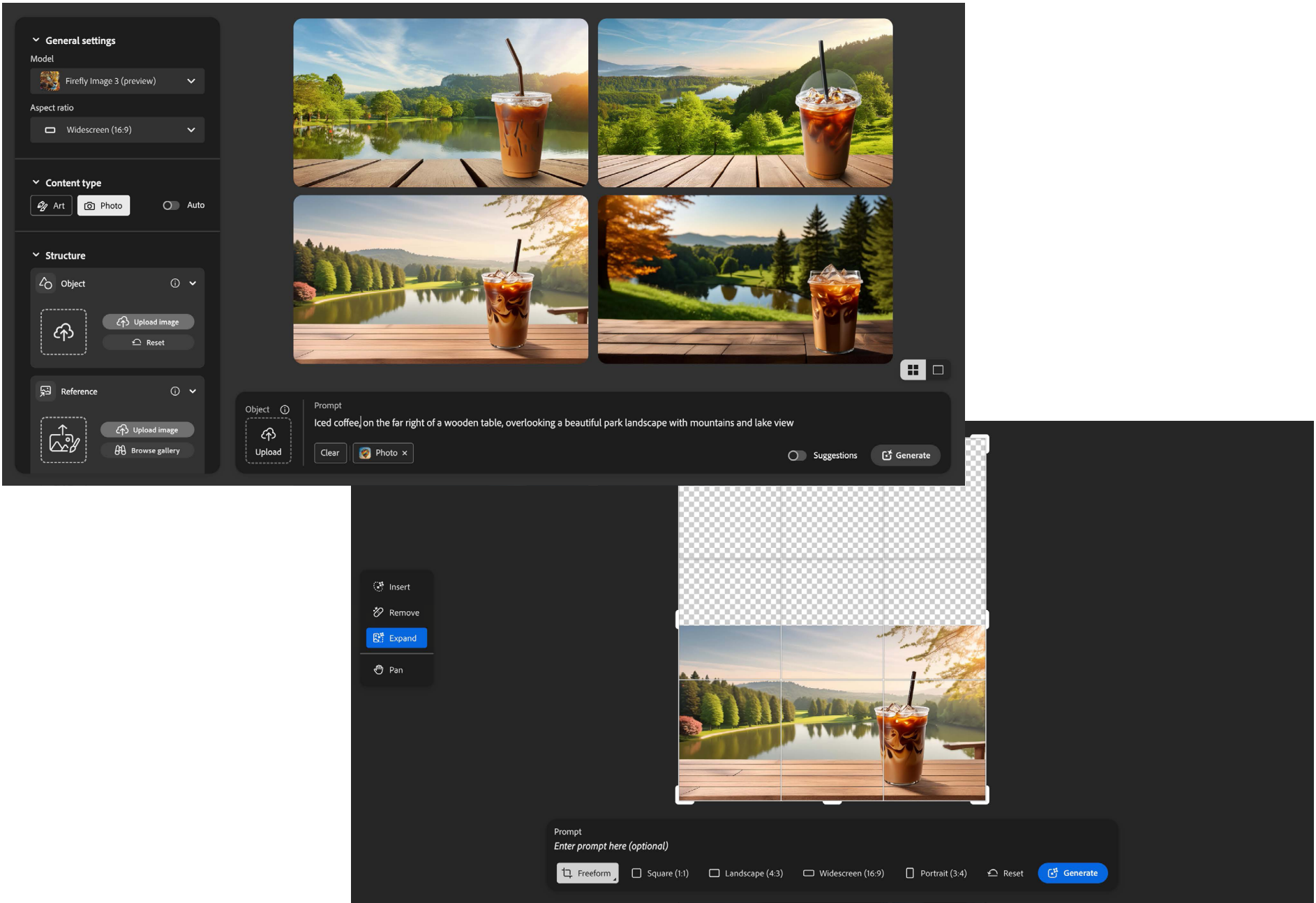
For this set of generated images, the following [prompt](#) was used: “Full photo of a man, looking straight ahead; wearing an apron; looking artistic, happy, and optimistic; walking on a sidewalk, in downtown New York City; during a sunny day.”



Use cases

Creating assets for ads

Firefly can be used to generate and customize ad visuals. In this example, the [prompt](#), “Iced coffee, on the far right of a wooden table, overlooking a beautiful park landscape with mountains and lake view,” creates multiple image variations, showcasing how Firefly can quickly bring creative concepts to life.

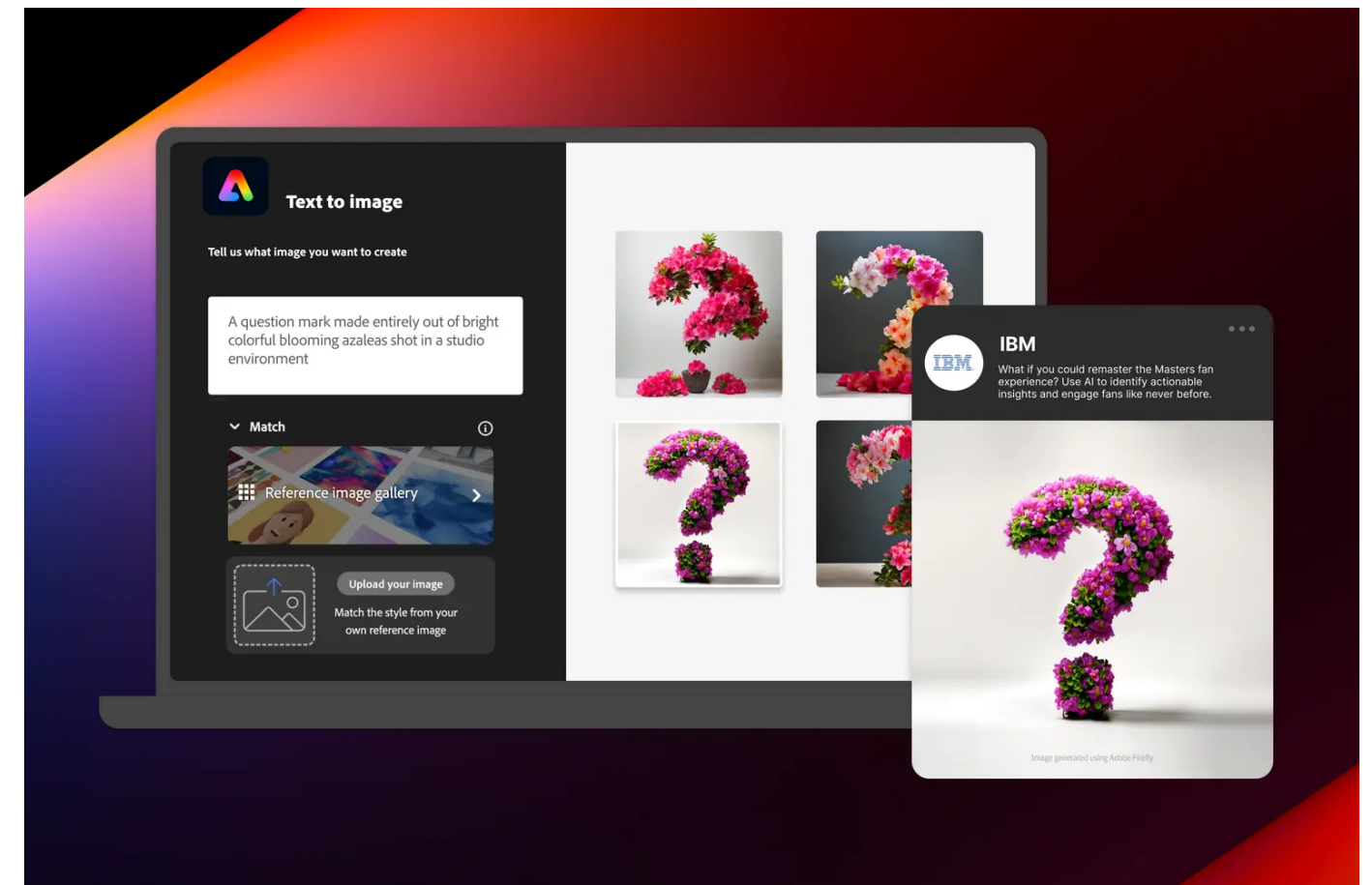


A real-world example with IBM

For the “Let’s Create” social media campaign, IBM designed a heavily decorated question mark. To ideate, the team explored hundreds of variants using Firefly so they could roll out a polished style across multiple social channels. The result was reduced production time and a 26x increase in engagement.

The seamless integration of Firefly into tools like Adobe Express and Photoshop also empowered IBM to scale personalized, on-brand content quickly and cost-effectively while improving collaboration between creative and marketing teams.

[Learn more](#)



Exercises

Assets needed for the exercises:

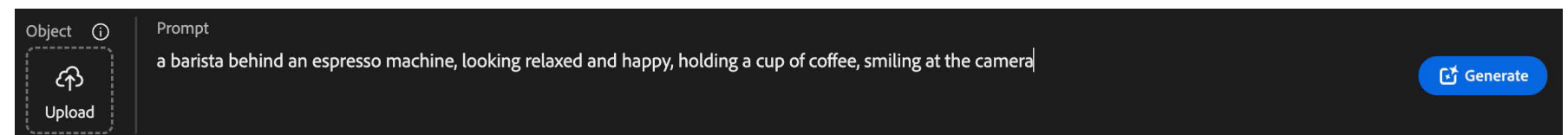
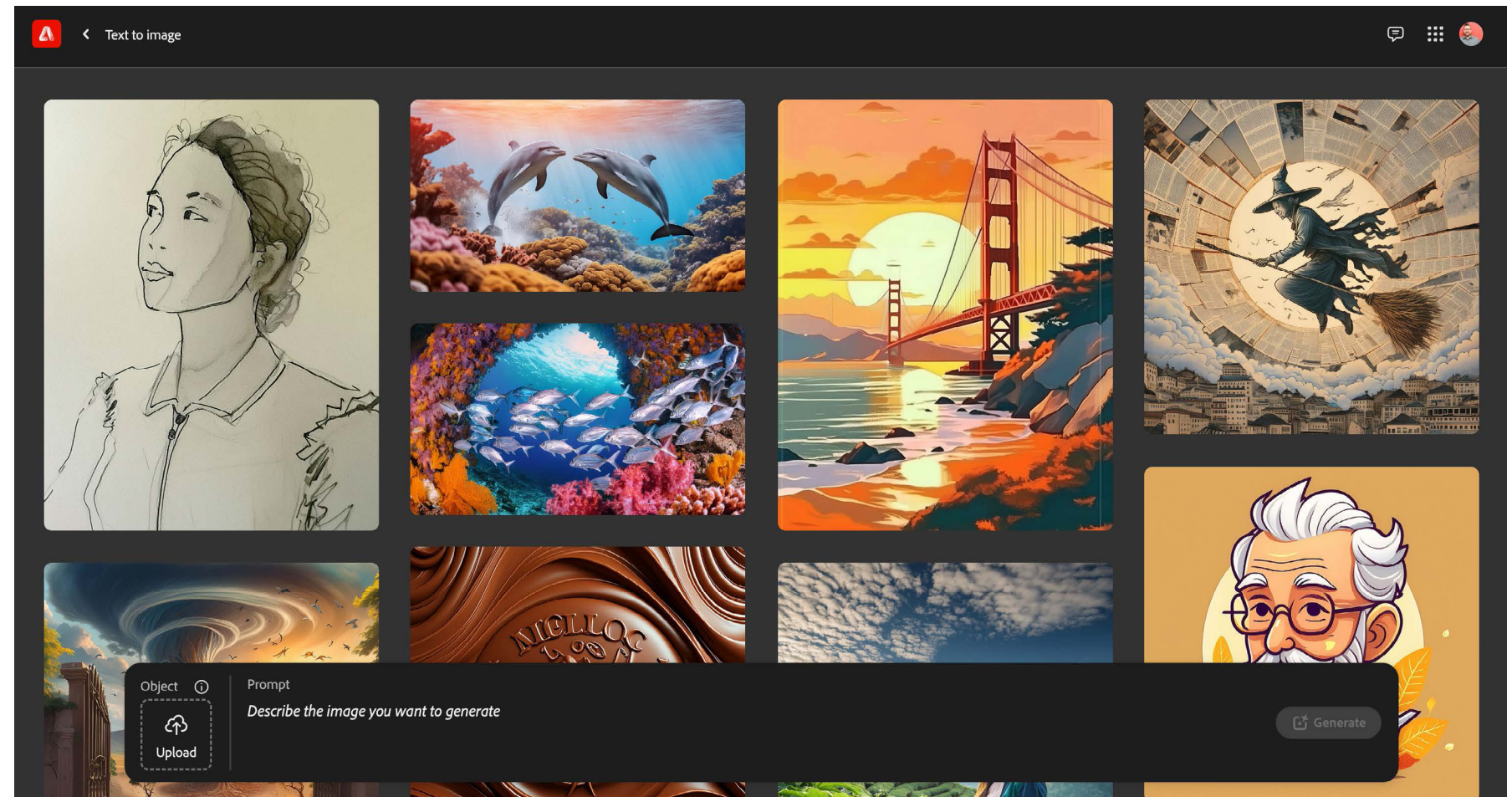
1. [Style Reference asset](#) (licensed)
 - [Watermarked version available](#)
2. [Structure Reference asset](#) (licensed)
 - [Watermarked version available](#)
3. [Sample Object](#) (licensed)
 - [Watermarked version available](#)



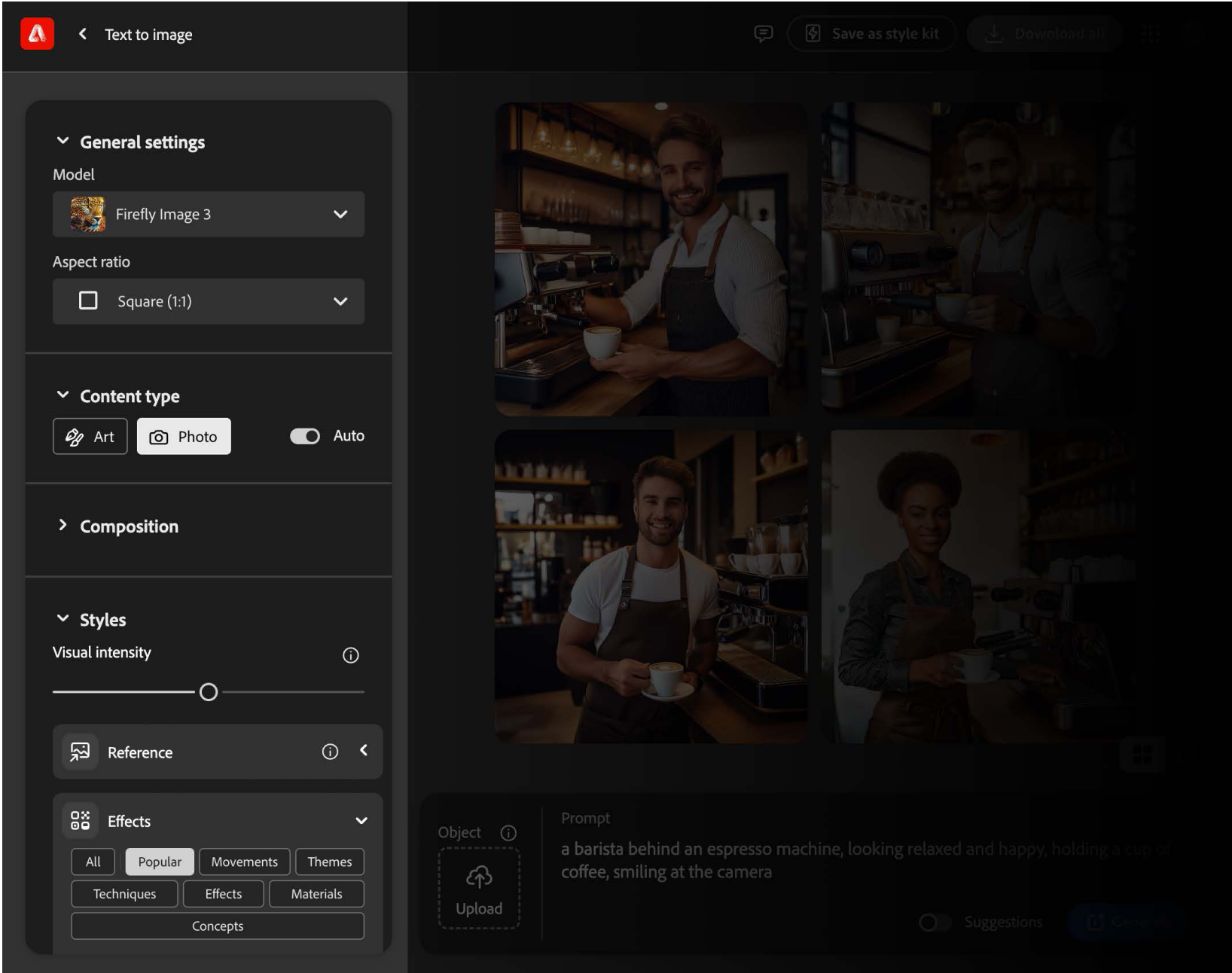
Exercise 1

Creating an image using Text to Image.

1. Open the [Firefly website](#) and select the **Text to Image** feature.
2. Enter the following [prompt](#) in the prompt field: "A barista behind an espresso machine, looking relaxed and happy, holding a cup of coffee, smiling at the camera."



- 3. Review and adjust the available settings in the left-hand column:
 - a. Select **Model**.
 - b. Choose the **Aspect Ratio**.
 - c. Add **References**.
 - d. Apply **Styles & Effects**.
 - e. Update **Lighting** to **Dramatic Effect**.



4. Hover over any of the **Text to Image** variations to access additional controls.
 - a. Select **Favorite** to mark the image as a favorite.
 - b. Click **Download** to save the image to your device.
 - c. Choose [Save to Library](#) to store the image in your library.
 - d. Select [Copy Link to Image](#) to copy the image's link for sharing.



Exercise 2

Create consistent images based on your brand style.

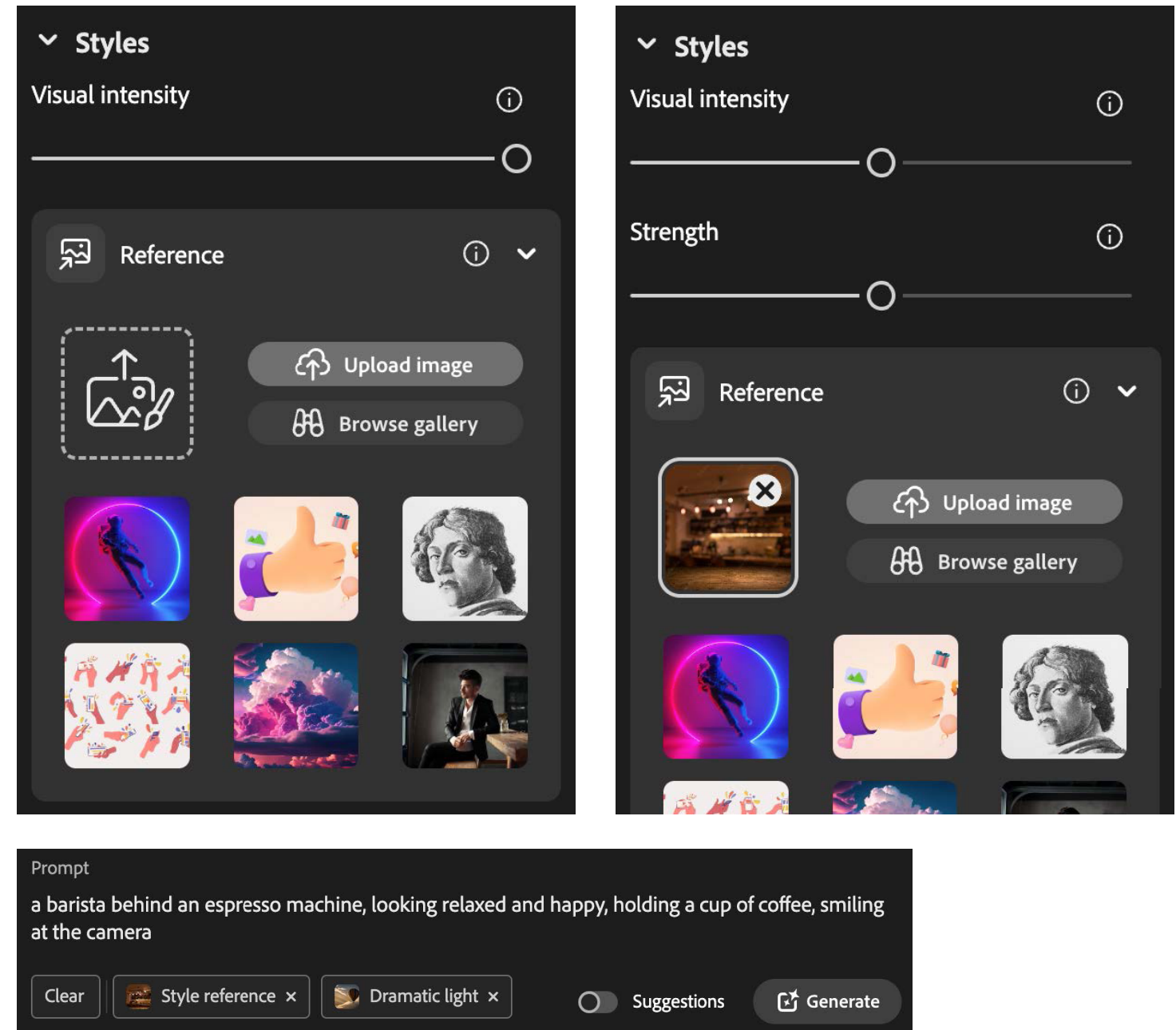
Including a style reference.

Continuing within the same screen:

1. Navigate to the **Styles** section within the left column.
2. Upload the style reference in the **Reference** section.

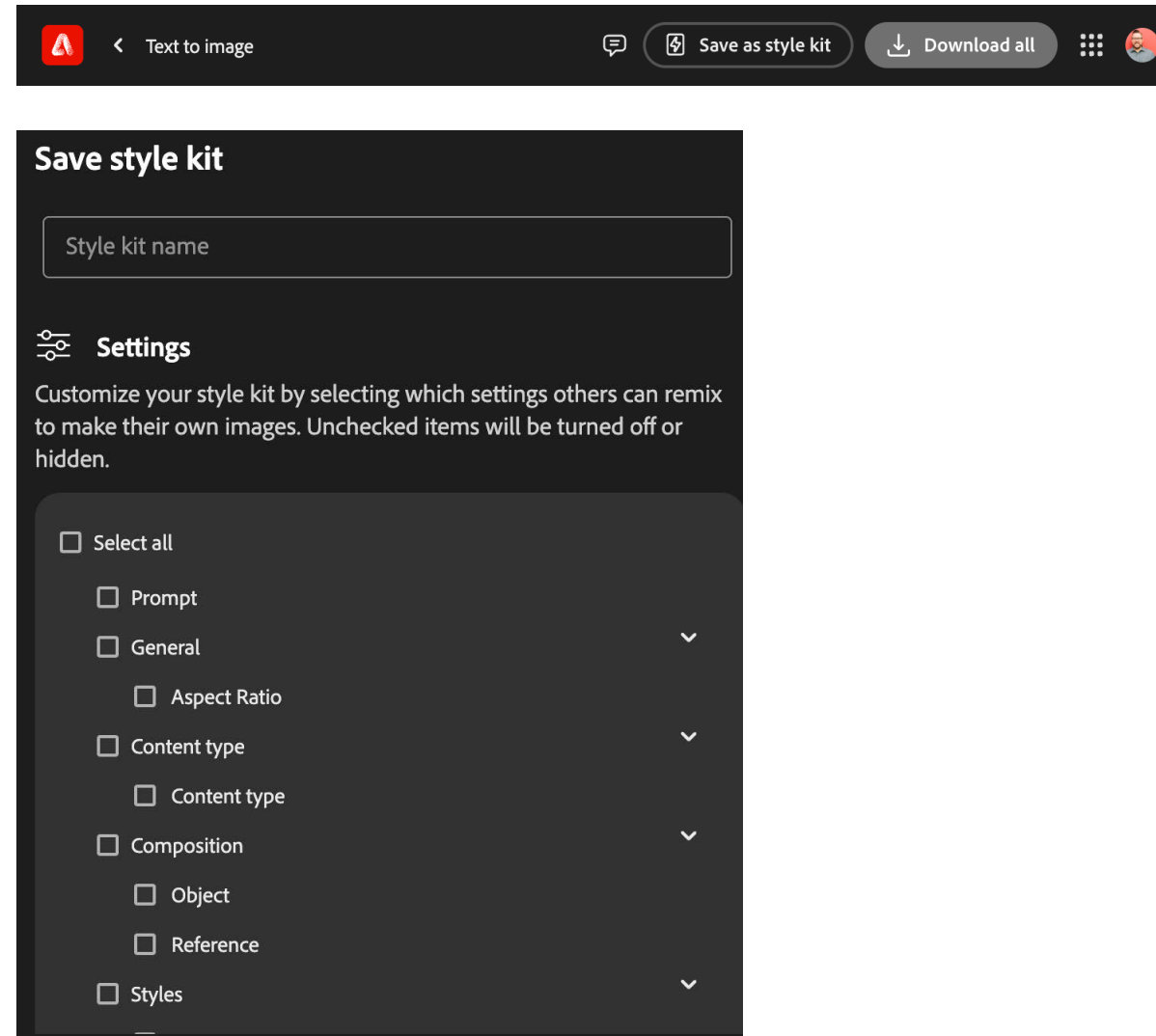
Once the style reference has been uploaded:

3. Adjust the **Visual Intensity** slider to modify the overall intensity of your photo's visual characteristics.
4. Adjust the **Strength** slider to control the strength of style matching and effects.
5. Click **Generate** to apply the style updates with the uploaded style reference.



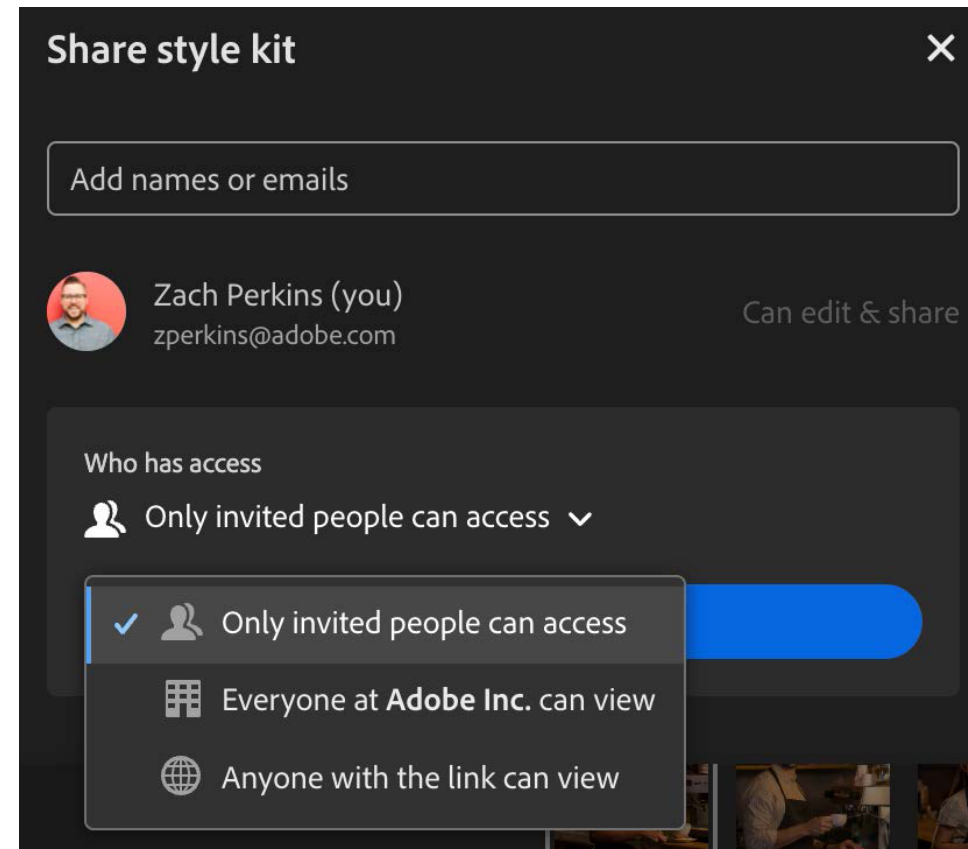
Creating and saving a [Style Kit](#):

6. Click **Save as a Style Kit** on the right side of the **Text to Image** header.
7. Name your Style Kit, e.g., Summer Glow.
8. Update settings and check the boxes to allow changes to the Prompt, General, and Composition.
 - a. Unchecked items will be turned off or hidden from editing when the Style Kit is shared.
 - b. *Note:* To create and save Style Kits in Adobe Firefly, you must have an active subscription to Creative Cloud for enterprise Pro Firefly (Creative Cloud for enterprise Edition 4) or Creative Cloud Pro Plus (Creative Cloud for enterprise Edition 4 with Premium Stock). If you do not have access to these plans, you can only use Style Kits shared with you through collaboration invitation links.



Sharing a Style Kit:

9. Enter the recipient's name or email address in the **Share** dialog box.
 - a. Update the dropdown to control who has access to the newly created Style Kit.
 - b. *Note:* Before sharing the Style Kit with your team, you can add a message, specify access permissions, copy the link, and directly share it.

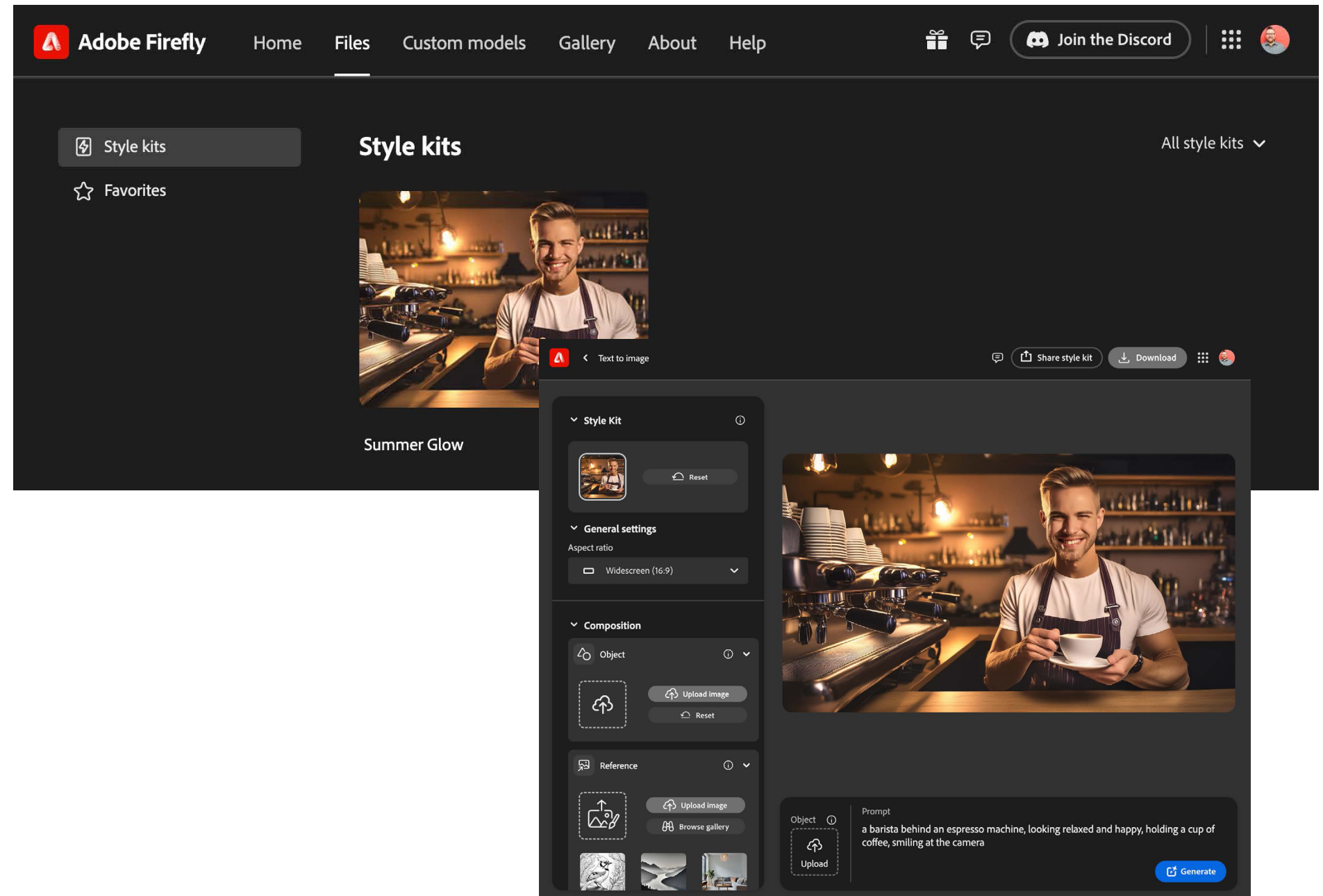


Accessing Style Kits:

10. Go to the **Files** tab on the [Firefly website](#).
11. Click the “Summer Glow” Style Kit.
 - a. [Example Style Kit](#).

Using the Summer Glow Style Kit:

12. Test the newly created Style Kit by entering a new prompt.
 - a. Example prompt: a chef plating food in a modern kitchen.
13. Update the **Aspect Ratio** to 16:9.
14. Click the **Generate** button to apply the Style Kit and view the results.

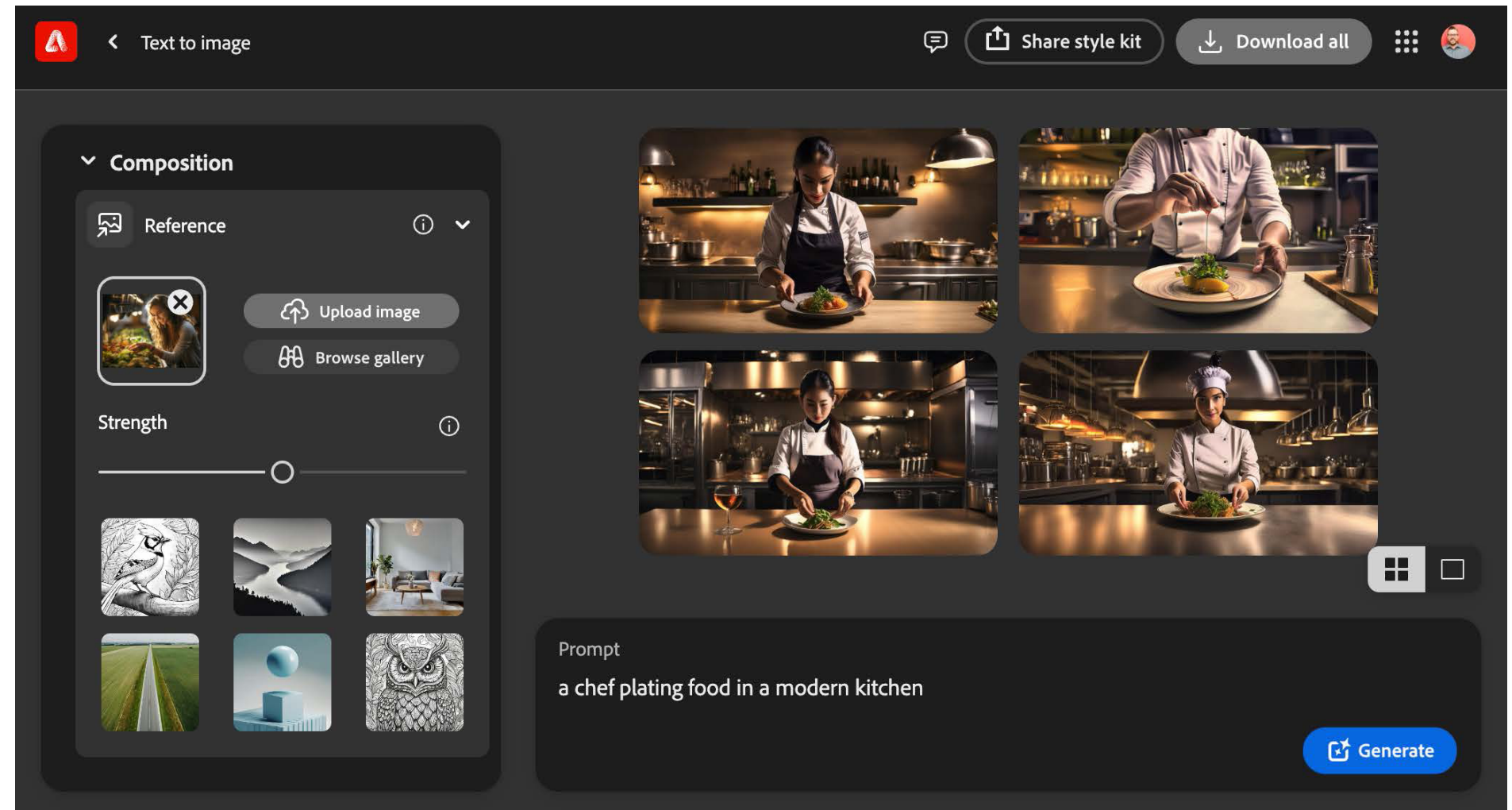


Using Structure Reference:

15. Navigate to the **Composition** section in the left column.
16. Upload the structure reference in the **Reference** section.

Once the structure reference has been uploaded:

17. Adjust the **Strength** slider to modify the overall intensity of your photo's visual characteristics.
18. Click **Generate** to apply the structure updates with the uploaded reference.



Exercise 3

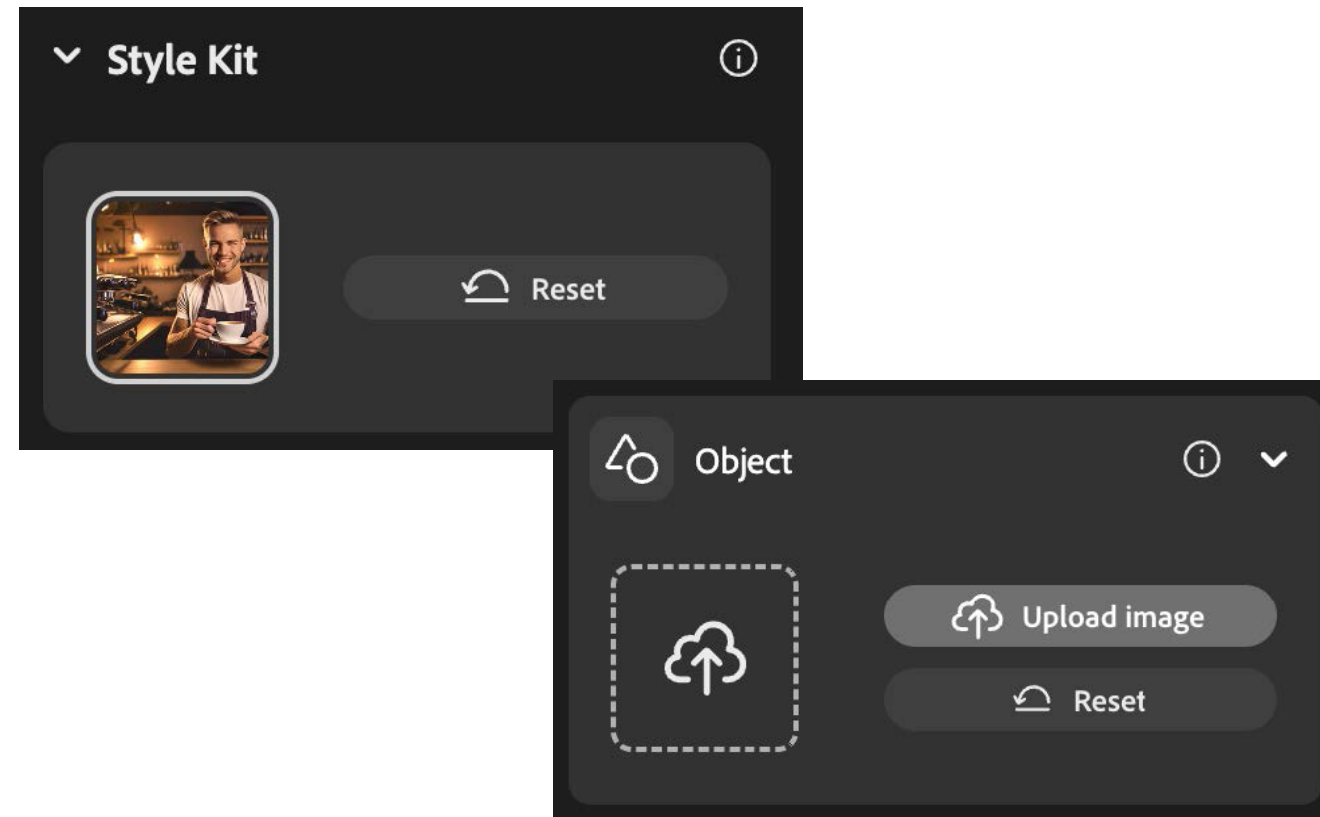
Incorporating pre-existing images into scenes generated by Firefly.

Continuing within the same screen:

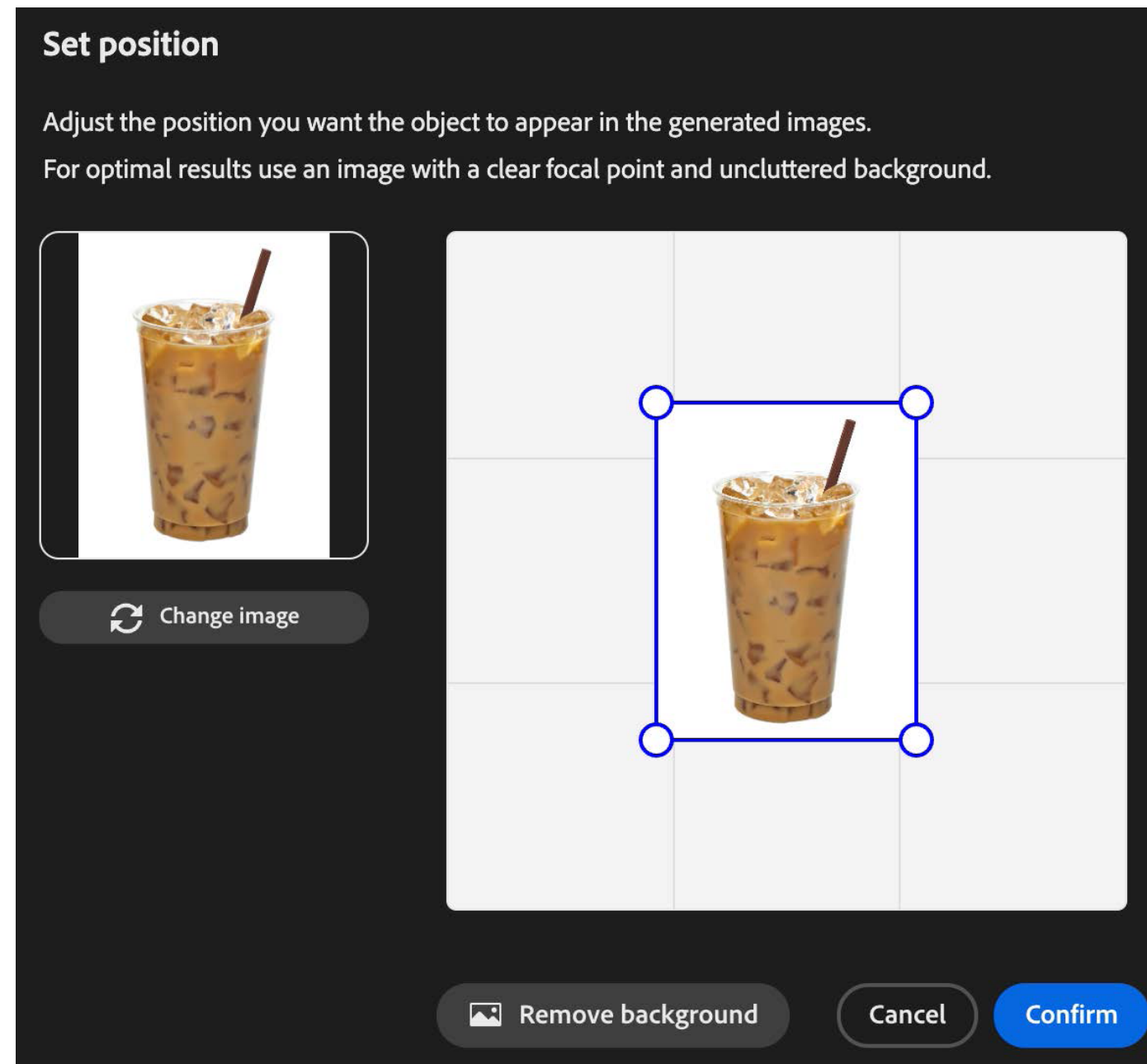
1. Click the **Reset** button in the Style Kit section in the left-hand column.

Using Object Composites:

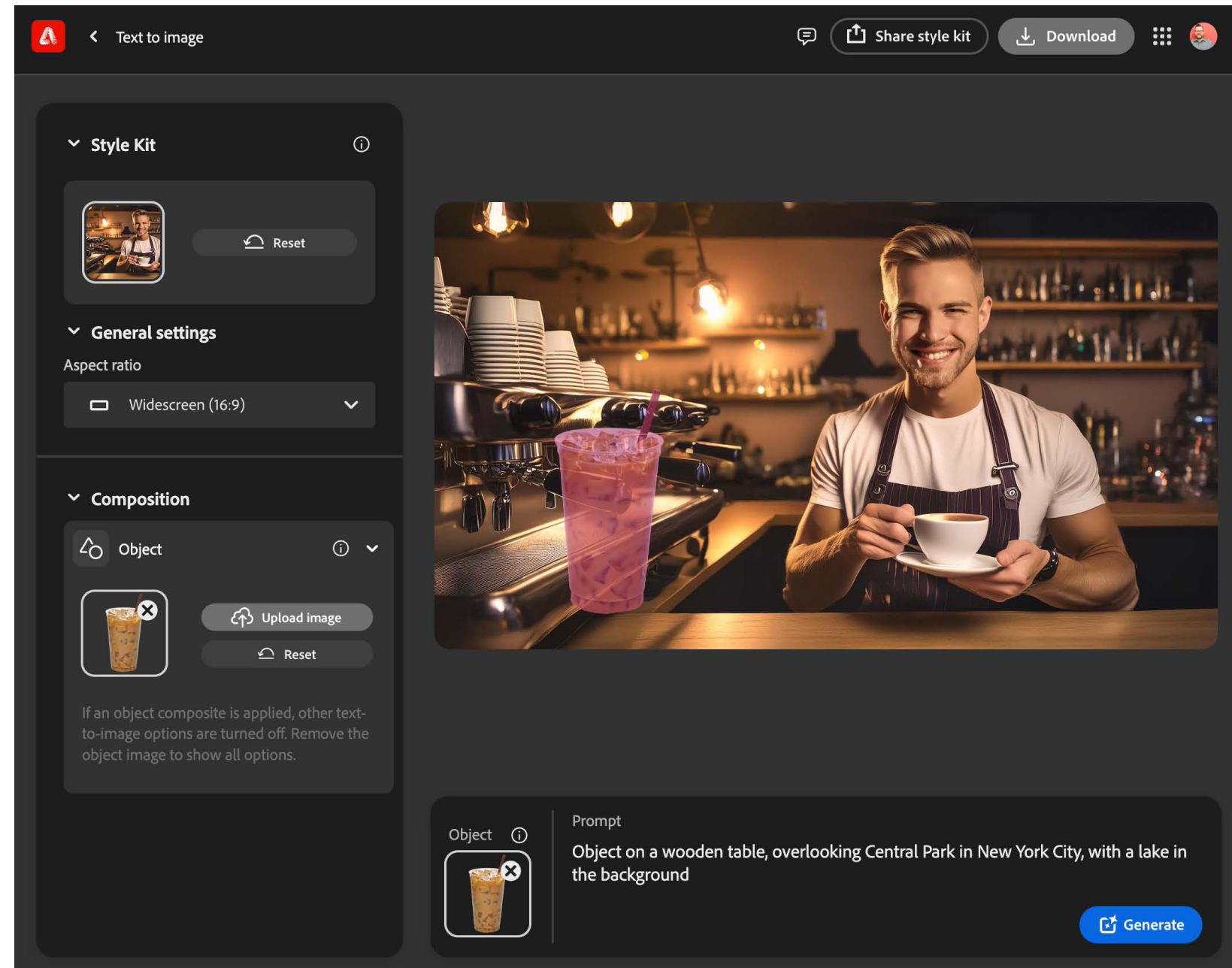
2. Navigate to the **Composition** section in the left-hand column.
3. Upload the object to composite in the **Object** section.



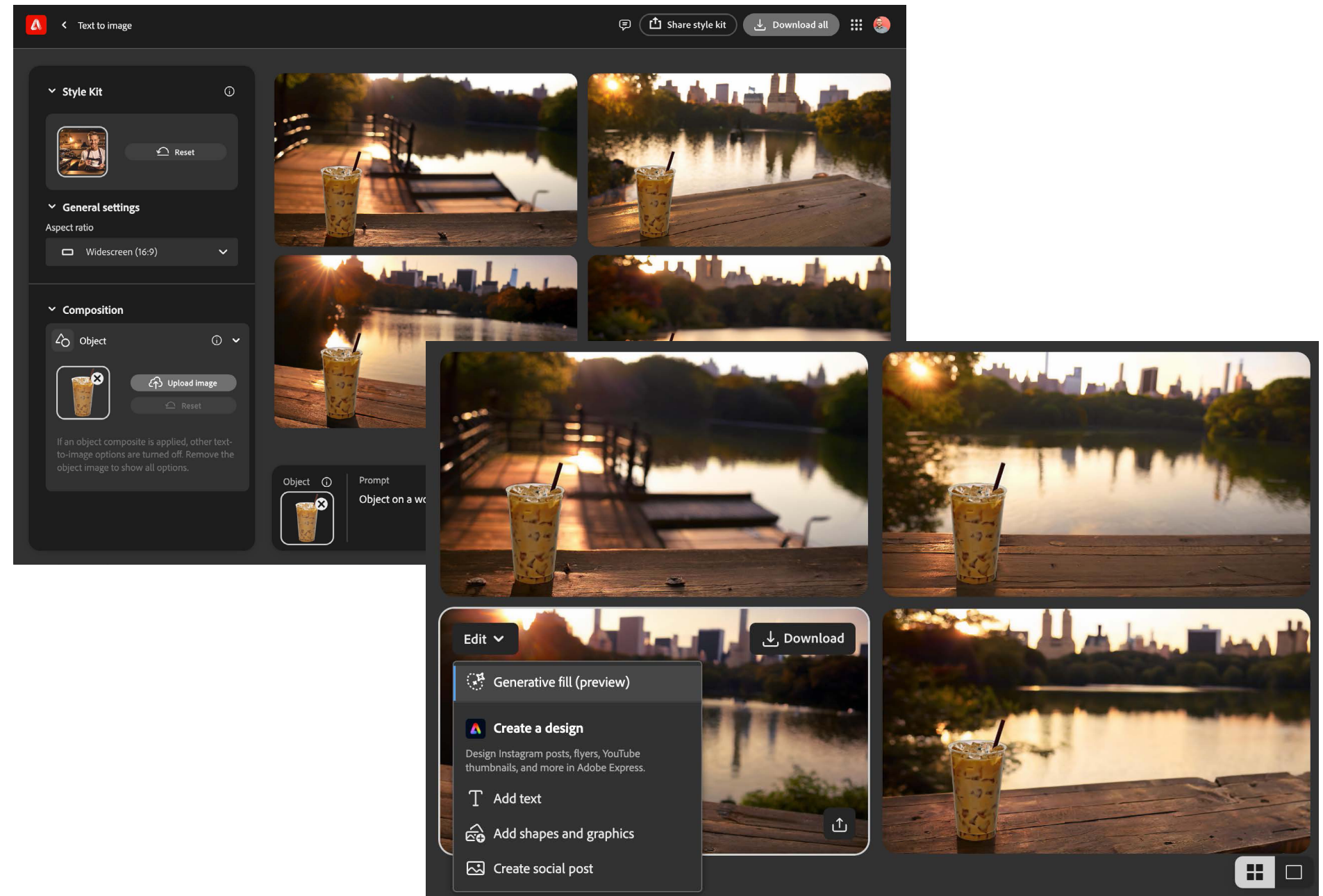
4. Click the **Remove Background** button if the asset does not have a transparent background.
5. Reposition and scale the object as needed, placing it within the composite.
6. Click the **Confirm** button to finalize the placement.



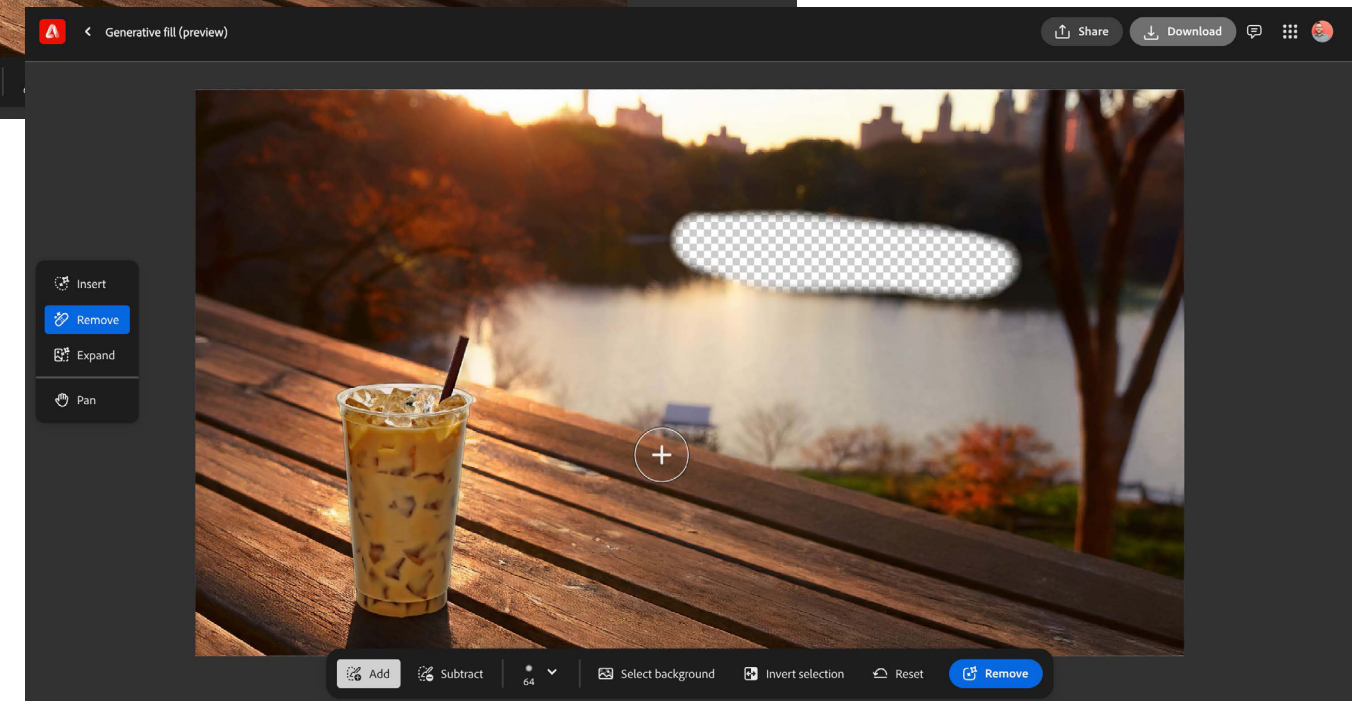
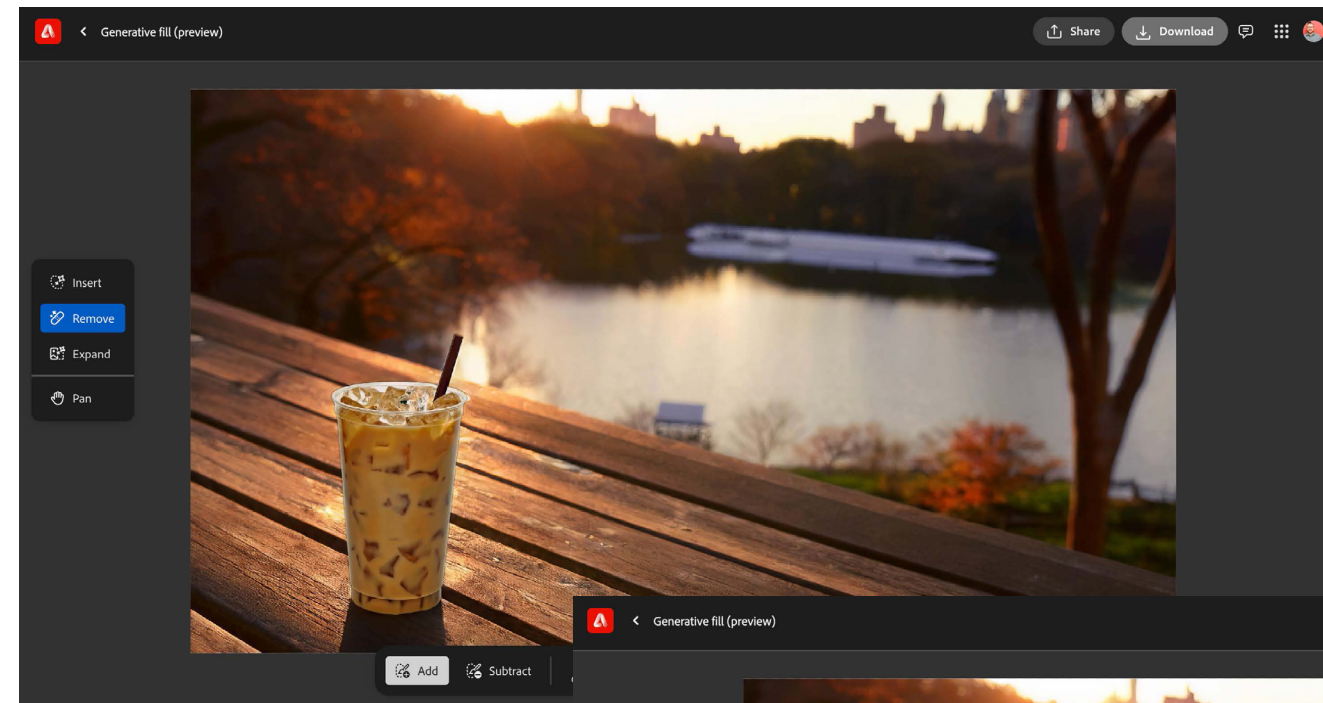
7. Update the prompt.
 - a. Example prompt: Object on a wooden table, overlooking Central Park in New York City, with a lake with a dock in the background.
8. Click the **Generate** button.



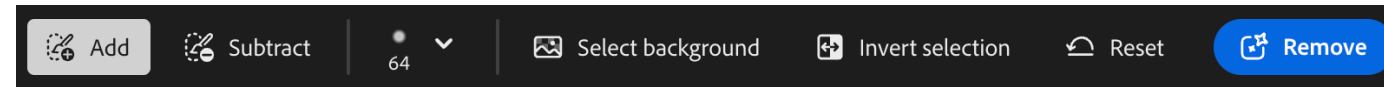
9. Reposition and scale the object as needed within the new scene created by the prompt.
 - a. If the object is moved or scaled, click the Generate button again to update the composite variations.
10. Click the **Edit** dropdown within one of the four variants and select **Generative Fill**.
 - a. *Note:* Within Object Composites, you can use a Style Kit for reference. In addition, Style Kits can also be created/saved using Object Composites.



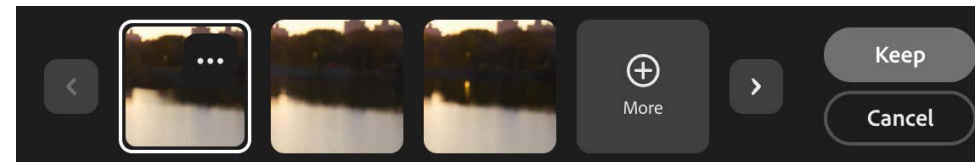
11. Select **Remove** within the tool options on the left-hand side of the window.
 - a. *Note:* Using [Insert](#) or [Expand](#) provides additional functionality to further edit your asset.
12. Use the brush tool to define the area containing the elements you'd like to remove.



13. Click the **Remove** button once the area has been defined.



14. Navigate through the three variant options presented, select the best variant, and click the **Keep** button.



a. *Note:* If none of the variant options work, click the **More** button to get additional options to choose from.



15. Once you're satisfied with the edited result, click the **Share** or **Download** buttons.

Exercise Recap

In this workbook, you've learned step-by-step instructions to generate images using Text to Image, to create consistent images based on your brand style, and to incorporate pre-existing images into generated scenes.

Firefly generative AI is a game-changer for creatives looking to ideate, create, and communicate while optimizing their creative workflows. With seamless integration into Adobe's suite of apps, Firefly empowers you to ideate, create, and refine visuals at scale, all while maintaining brand consistency and reducing production time. Whether you're working on personal projects or delivering high-quality content for clients, Firefly offers the precision, speed, and control needed to stay ahead in today's fast-paced creative landscape.

Explore how Creative Cloud can transform your creative workflows

Get started

Explore past workshops or secure your spot at our next event.

Explore

Resources

[Creative Cloud for enterprise Edition 4](#)

[Adobe Stock](#)

[Firefly web app](#)

[Firefly inside of Photoshop](#)

[Firefly inside of Adobe Express](#)

[Firefly inside of Illustrator](#)

[Firefly resources](#)

Overview and ethics

News and updates

Firefly surfaces and associated functionality

Use cases and creative workflows

Interoperability and collaboration

Community



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