

Level Up Your Day with
Adobe Creative Cloud

Beyond the Prompt: Turning Firefly Ideas into Polished Assets



Let’s recap our conversation

AI-generated content is a powerful starting point, but creative teams need to meet certain brand and channel standards. With connected tools, you can move easily from AI output to polished deliverables.

For example, when adapting visuals for an internal brand refresh announcement, you need multiple, brand-aligned versions, or in a video campaign for different geographical regions, your AI-generated video content needs to be localized.

Together, Adobe Firefly, Firefly Boards, and Adobe Premiere Pro can empower you to:

- 

Refine creative assets.
Enhance visuals using Firefly Boards to match your brand's look and feel.
- 

Build and extend video content.
Use Premiere Pro to assemble and lengthen video assets, even from short AI-generated clips.
- 

Localize for global audiences.
Translate voice-over and generate captions efficiently within your existing creative workflow.

Products showcased in this event

Adobe Firefly

Generate high-quality, brand-safe images and videos using intuitive, AI-powered tools.

Adobe Premiere Pro

Assemble, extend, and finalize video content using AI features like Media Intelligence and Generative Extend.

Adobe Firefly Boards

Create engaging graphics, videos, and more with no design background necessary.

Adobe Firefly Web App

Translate voiceovers and generate localized captions to deliver content across global markets.

Your questions answered

What about caption translations?

Generate captions via Speech-to-Text, then use the Translate Captions command to convert them right inside Premiere Pro. Multiple language tracks can exist simultaneously in your project on separate captions tracks in your timeline.

How do I access the translation and lip sync features?

Contact your account manager to enable these features. Then, open **Firefly** and go to **Video > Translate video**. Upload your file, choose language(s), and enable lip sync. Click **Generate**. Translated videos are available in the **Your media** section for seven days.

Other resources for inspiration

- Product page: [Adobe Firefly](#)
- Solutions overview: [Content Supply Chain](#)
- Report: [Empowering the Content Process with AI Creative Tools](#)

Try for yourself — ideate, generate, and collaborate with the next evolution of creative AI.

Create with Firefly