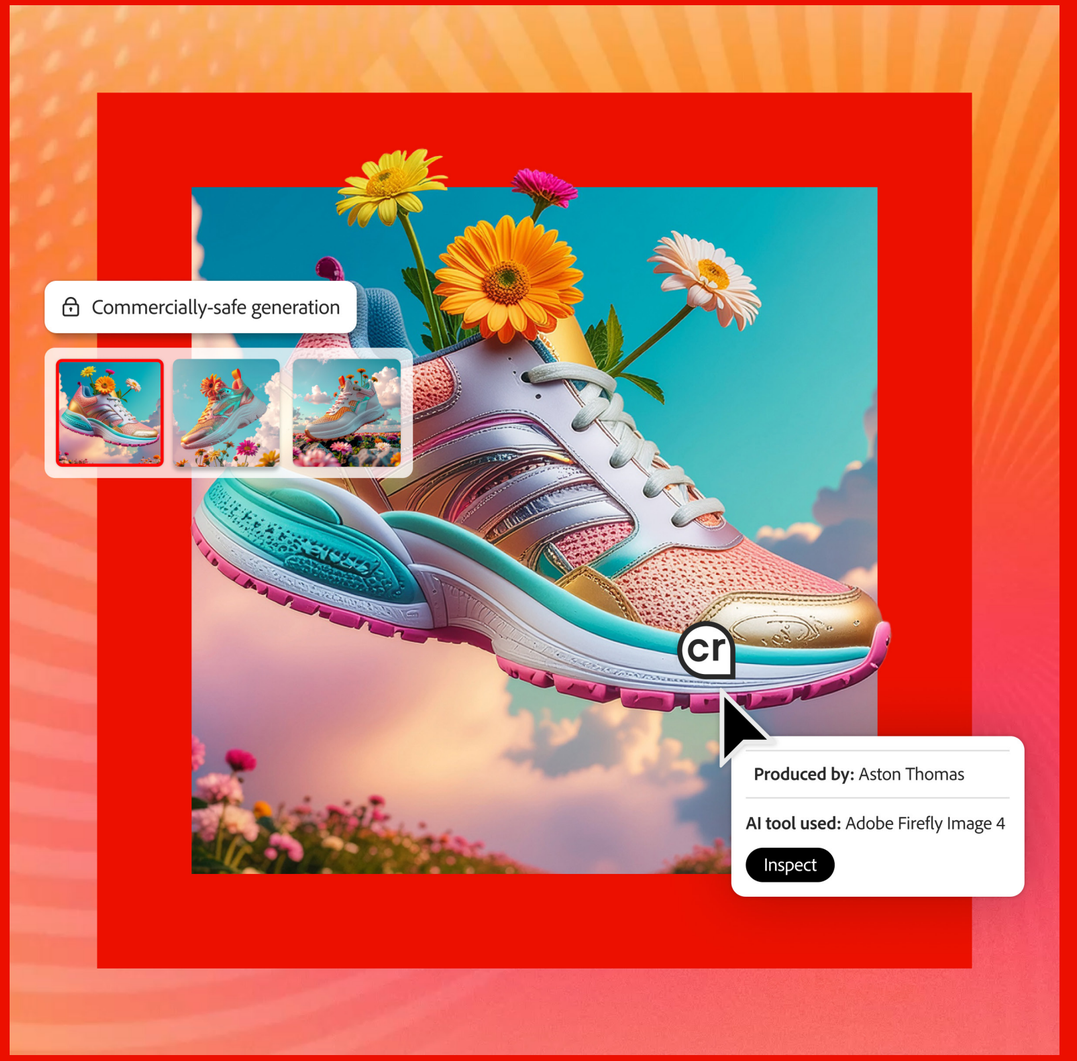
Adobe Creative Cloud

Level Up Your Day

Using Partner Models in Adobe Firefly

Made by Adobe Express



Let’s recap our conversation

Creative teams can move faster when they align on style, tone, and mood early in the process. Firefly partner models provide specialized, high-quality options directly in your workflow so you can explore creative directions without switching apps. From mood boards to campaign concepts, partner models help teams align faster, create better content, and reduce switching times with confidence.

Together, Adobe Firefly and Adobe Creative Cloud can help you:

Align early and reduce revisions. Test different aesthetics quickly to reach consensus on tone and style.

Stay in flow. Access curated partner models without leaving Firefly or disrupting your process.

Polish concepts. Refine selected ideas in Photoshop for branding, layout, and final design.

Products showcased in this event

Adobe Firefly

Generate images and effects instantly with AI-powered creativity.

Adobe Photoshop

Edit, enhance, and transform image with ease.

Step-by-step demo tutorials

Using Partner Models to Generate Images in Firefly Boards

1. Open Firefly Boards and select Generate Image.
2. Choose a partner model from the dropdown menu, such as Gemini or GPT Image.
3. Enter your prompt in the text box, specifying details like colors, styles, or objects.
4. Click Generate to create the image based on your prompt.
5. Review the generated image and refine the prompt if needed.
6. Switch to another partner model to explore different stylistic outputs.
7. Use Content Credentials to view the source of the generated image.
8. Save the image or continue iterating with additional prompts.

Step-by-step demo tutorials

Creating Mood Boards with Partner Models

1. Open Firefly Boards and start a new mood board.
2. Generate images using different partner models, such as Gemini, based on your concept.
3. Drag and drop generated images into the mood board.
4. Use Content Credentials to track which model was used for each image.
5. Adjust prompts to refine the images and align them with your mood board theme.
6. Add text or annotations to the mood board for team collaboration.
7. Save the mood board for sharing with your team.
8. Iterate further by combining elements from different images using mashup presets.

Step-by-step demo tutorials

Extracting Product Shots from Generated Images

1. Select an image in Firefly Boards that contains the product you want to isolate.
2. Open the overflow menu and choose Extract Product Shot.
3. Enter a prompt specifying the product details, such as "bucket hat on a white background."
4. Select the partner model, such as Gemini, for contextual editing.
5. Click Generate to create the isolated product shot.
6. Review the output and refine the prompt if necessary.
7. Save the product shot for further use.
8. Use presets like Change Pose to adjust the product's placement or orientation.

Step-by-step demo tutorials

Combining Images Using Mashup Presets

1. Open Firefly Boards and select Mashup from the presets menu.
2. Choose two or more images to combine.
3. Select a partner model, such as Gemini, for blending the images.
4. Click Generate to create the combined image.
5. Review the output and refine the prompt or image selection if needed.
6. Save the combined image to your mood board or project folder.
7. Use Content Credentials to track the source of each element in the mashup.
8. Iterate further by adding new elements or adjusting the composition.

Step-by-step demo tutorials

Refining Generated Images in Photoshop

1. Select an image in Firefly Boards and open the overflow menu.
2. Click Open in Photoshop to transfer the image to Photoshop Web.
3. Use the Remove Background tool to isolate the subject.
4. Adjust the background color or add a new background layer.
5. Use the Text tool to add typography or branding elements.
6. Import additional assets, such as logos or graphics, into Photoshop.
7. Use Transform to resize and position elements within the composition.
8. Save the refined image for sharing or further editing.

Step-by-step demo tutorials

Generating Graphics with Partner Models

1. Open Firefly Boards and select Generate Image.
2. Choose a partner model like Ideogram for graphic generation.
3. Enter a prompt specifying the graphic details, such as "Y2K logo with pastel pink."
4. Click Generate to create the graphic.
5. Review the output and refine the prompt if needed.
6. Save the graphic to your mood board or project folder.
7. Use Content Credentials to track the source of the graphic.
8. Combine the graphic with other elements in Photoshop or Firefly Boards.

Step-by-step demo tutorials

Changing Poses in Generated Images

1. Open Firefly Boards and select an image.
2. Click Presets and choose Change Pose.
3. Select the image reference and describe the desired pose, such as "relaxed pose looking straight into the camera."
4. Click Generate to create the updated pose.
5. Review the output and refine the prompt if necessary.
6. Save the updated image to your mood board or project folder.
7. Use Content Credentials to track the source of the pose change.
8. Iterate further by combining the updated pose with other elements.

Step-by-step demo tutorials

Generating Videos with Partner Models

1. Open Firefly Boards and select Generate Video.
2. Choose a partner model from the dropdown menu, such as GPT Video.
3. Enter your prompt specifying video details, such as "motion added to pastel pink aesthetic."
4. Click Generate to create the video.
5. Review the output and refine the prompt if needed.
6. Save the video to your project folder.
7. Use Content Credentials to track the source of the video generation.
8. Iterate further by combining video elements with other assets.

Your questions answered

What are partner models in Adobe Firefly?

Partner models are third-party AI models integrated into Firefly Boards. They offer users more stylistic and technical variety than Adobe proprietary models, allowing exploration of different creative directions, reducing revisions, and enabling faster production.

How do partner models benefit creative workflows?

Partner models provide stylistic variety, allow teams to align earlier, reduce revisions, and streamline workflows by eliminating the need to switch between multiple apps. They also ensure enterprise-level security by not training on user inputs or data.

Can partner models be used for mood boarding?

Yes, Firefly Boards are designed for creative exploration and mood boarding. Partner models can generate images that align with specific aesthetics, helping teams ideate and refine concepts collaboratively.

Your questions answered

Are partner models available in the Firefly Web app?

Some partner models, such as GPT Image, Gemini, and Flacos, are available in the standard Firefly Web app. However, the full suite of partner models, including experimental ones, is primarily accessible through Firefly Boards.

How can generated images be refined further in Photoshop?

Images generated in Firefly Boards can be opened in Photoshop via the overflow menu. In Photoshop, users can remove backgrounds, adjust layers, add text, and refine the composition using various tools.

What is the mashup feature in Firefly Boards?

The mashup feature allows users to combine multiple images into a single composition. Partner models like Gemini can blend elements from different images seamlessly, enabling creative exploration and refinement.

Your questions answered

Are partner models suitable for enterprise use?

Yes, partner models are ideal for enterprise use as they do not train on user inputs or data, ensuring security and privacy for organizations.

Can partner models generate videos?

Yes, Firefly Boards include partner models for video generation. Users can create videos by entering prompts and selecting models like GPT Video, adding motion and other dynamic elements to their concepts.

What are some use cases for partner models?

Partner models can be used for creating mood boards, generating product shots, designing graphics, exploring campaign directions, and refining creative concepts for projects like music festivals or merchandise.

Your questions answered

How can users access partner models in Firefly Boards?

Users can access partner models directly in Firefly Boards. If partner models are not visible, enterprise users can ask their system administrator to enable them via asset settings.

What are Content Credentials in Firefly Boards?

Content Credentials allow users to track the source of generated images, including the partner model used, ensuring transparency and traceability in creative workflows.

What are some limitations of partner models?

While there are no significant limitations, users should understand how to prompt effectively with different models to achieve desired results. Partner models are primarily used for concepting and creative exploration rather than final production. Partner models like Flux and Runway Gen-4 offer high-resolution, stylistically rich outputs that rival or complement Adobe's own models.

Other resources for inspiration

- Help page: Partner models in Adobe products (Firefly)
- Help page: Partner models to generate images (Firefly Boards)
- Product page: Adobe Firefly web app
- Tutorial: Learn Adobe Firefly

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

Create with Firefly

Want to learn more about Creative Cloud for Business?

Request info

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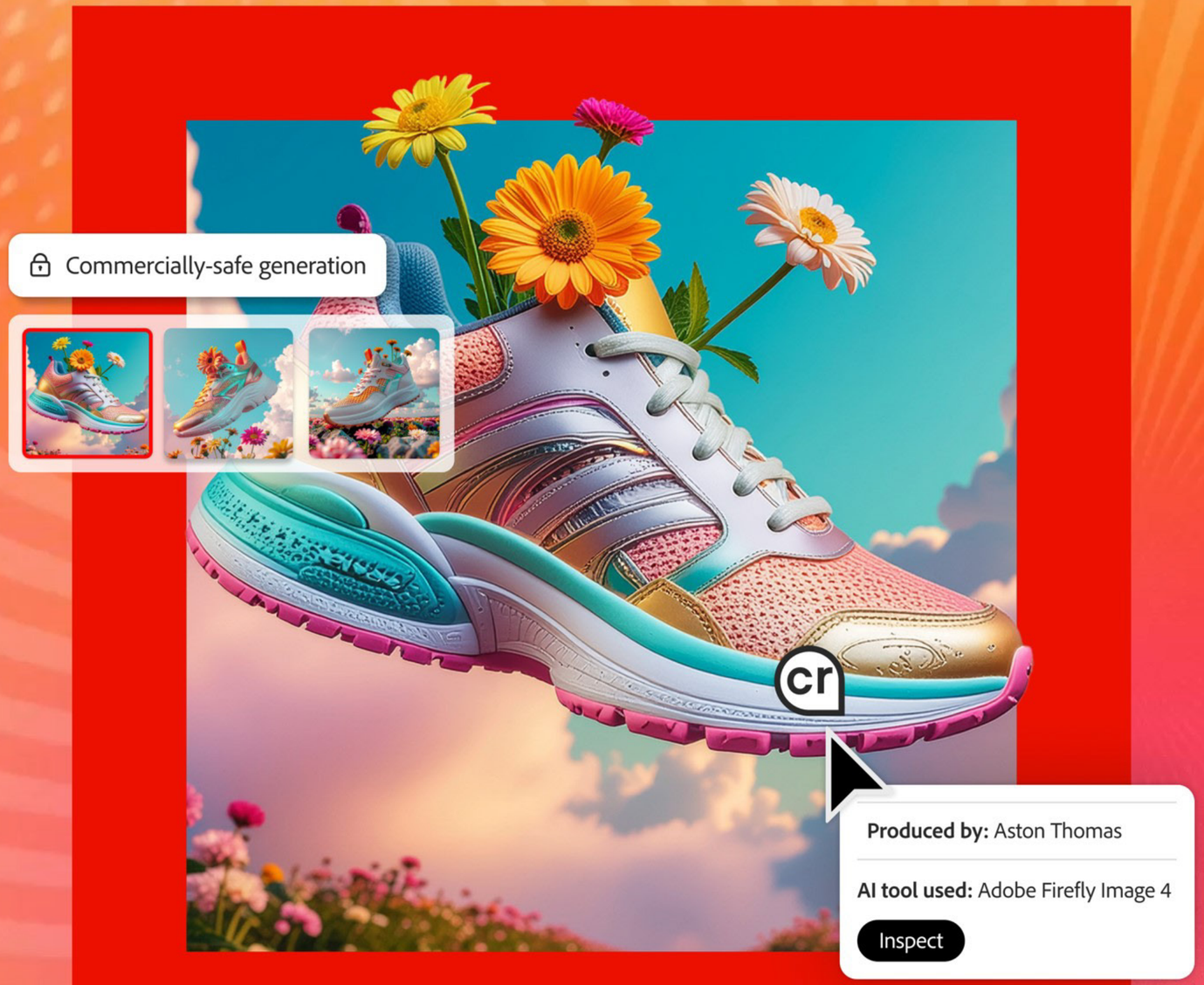

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Presentation slides

Zach Winters
Senior Product Enablement Program Manager
Adobe

Daniela Caicedo
Staff Designer
Adobe

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