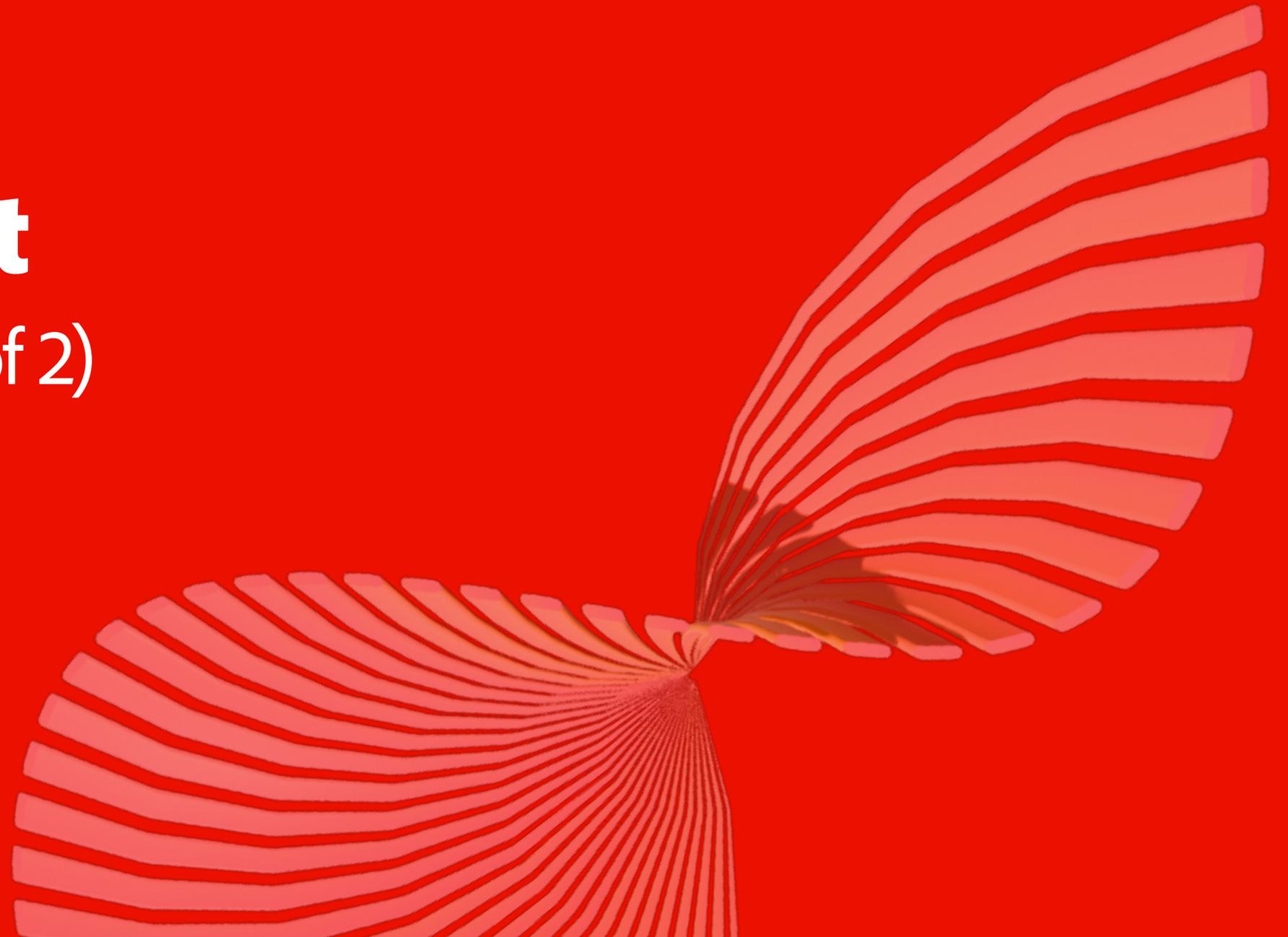


CREATIVE WORKSHOP

# Boosting Content Production (Part 2 of 2)

Zach Perkins, Senior Strategic Development Manager,  
Firefly + Creative Cloud Pro Apps

**Adobe Creative Cloud**



# 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: Boosting Content Production

In today's fast-paced creative landscape, photo editing needs to be precise, efficient, and scalable. Adobe Firefly in Photoshop is designed to streamline your photo editing workflows, empowering you to make complex edits quickly without compromising on quality or creative control. Whether you're conceptualizing visual aesthetics, refining a portrait, adjusting environments, or blending images, Firefly streamlines the process, letting you focus on delivering polished, professional results.

This workbook provides step-by-step guidance on how to leverage Firefly for essential photo editing tasks. You'll learn how to:

- Replace and refine backgrounds with ease.
- Remove imperfections and enhance portraits.
- Adjust clothing and other visual elements.
- Blend multiple photos to create cohesive, dynamic scenes.

With Firefly's AI-powered capabilities, you'll learn how to elevate your photo editing projects and save time while delivering exceptional visuals. By the end of this workbook, you'll have the tools and steps needed to tackle your next photo editing project.

## 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.

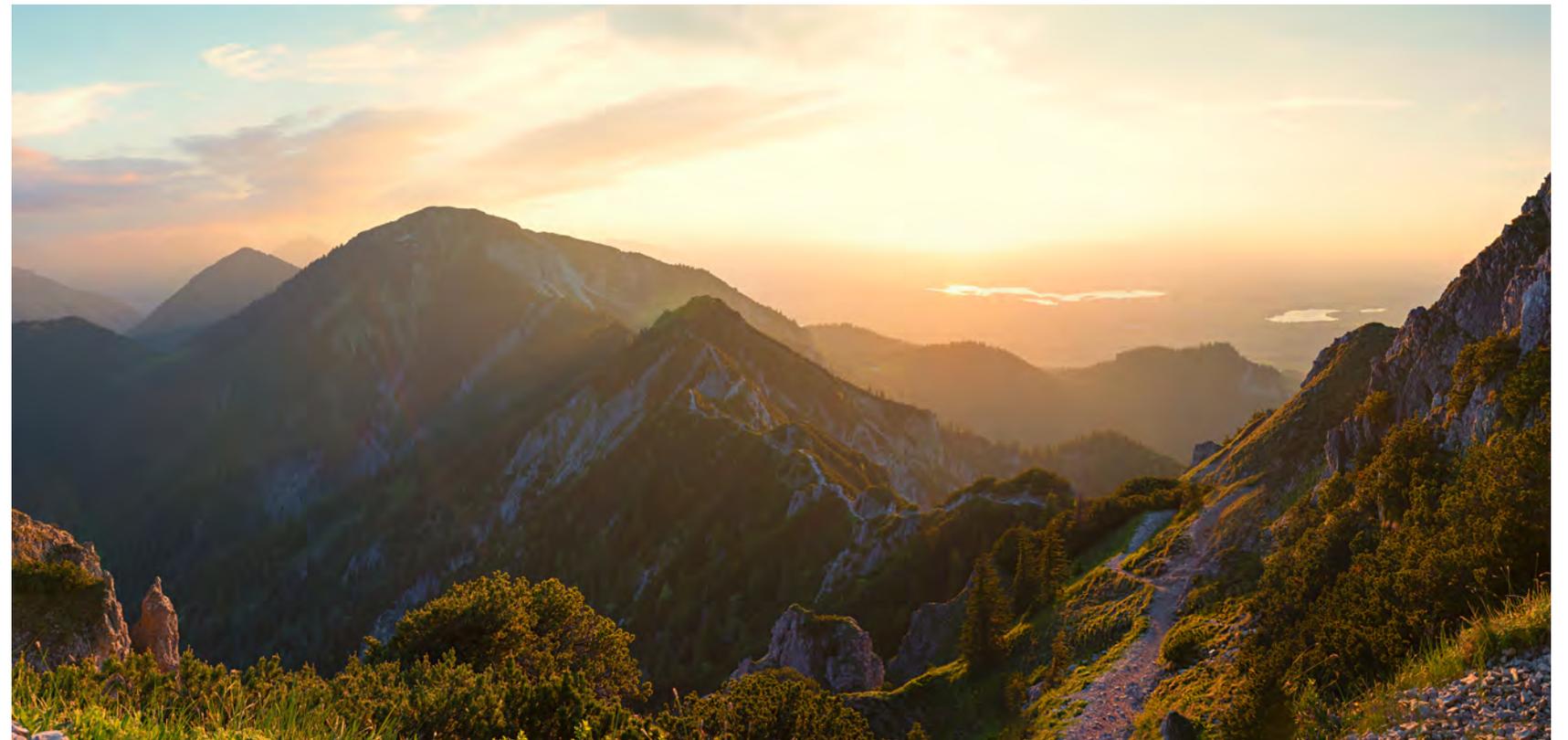
Use Firefly features to customize Adobe Stock assets with unlimited downloads of standard assets, while Edition 4 with Premium Adobe Stock adds access to the entire Premium collection.

# Exercises

## Asset needed for the exercises:

Exercise 1: Style Reference

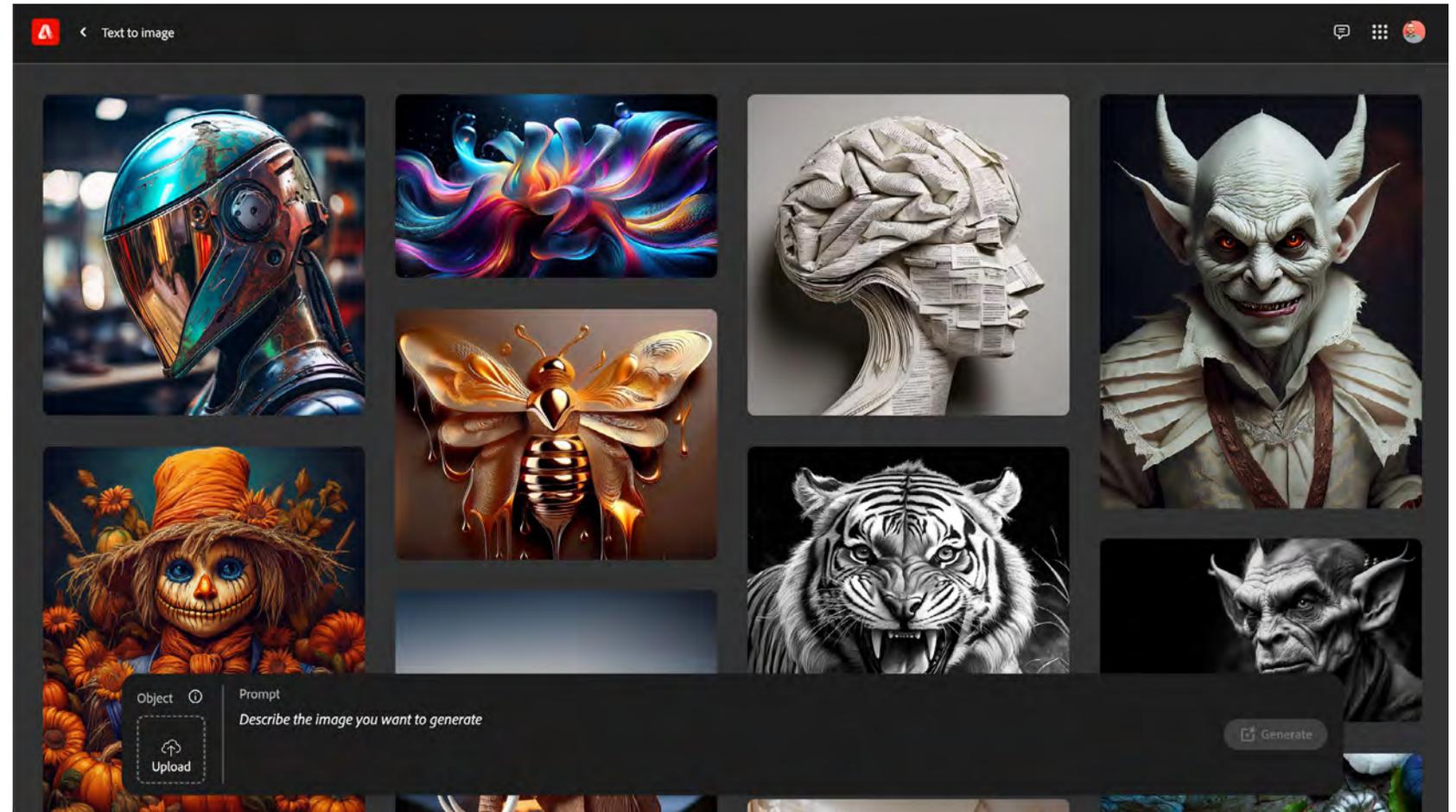
1. [Adobe Stock alpine mountain photo](#) (licensed)
  - [Watermarked version available](#)



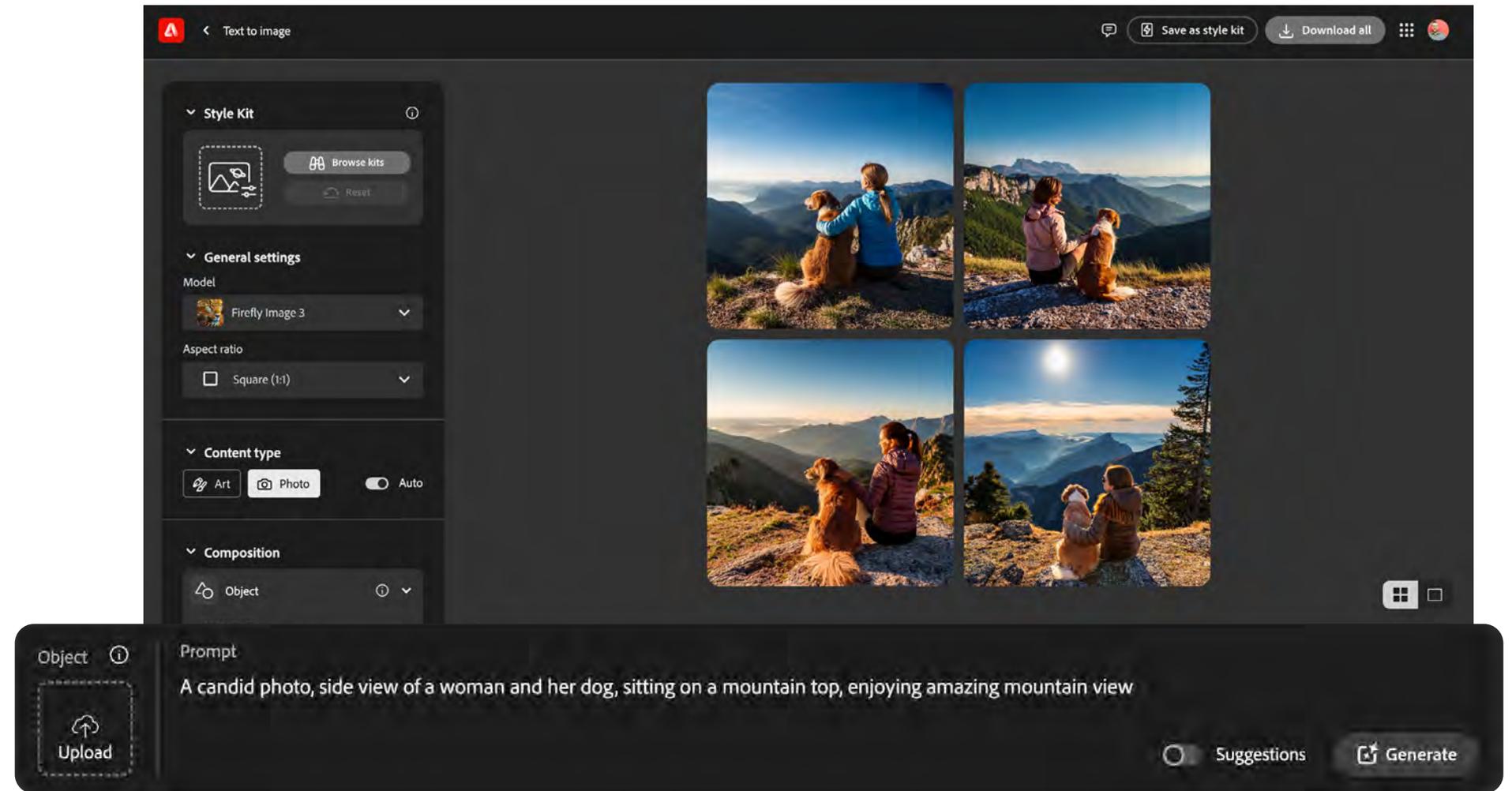
# Exercise 1

Create a customized style kit to enable consistent Firefly output for your brand

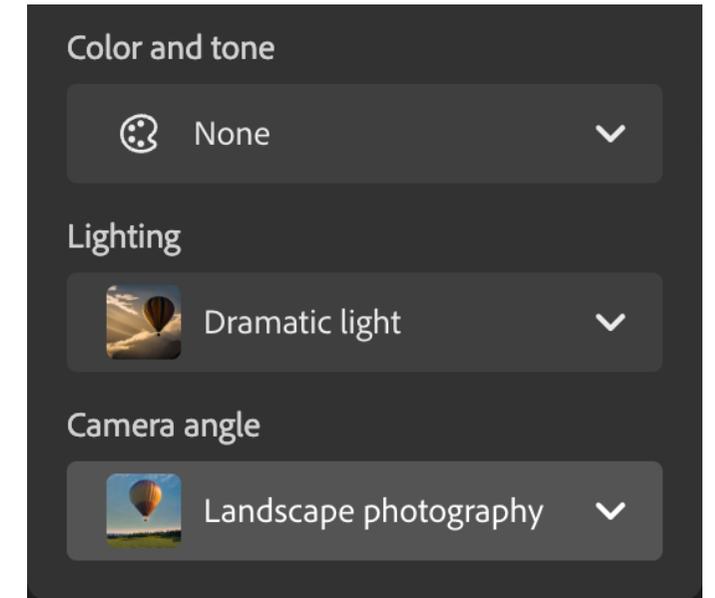
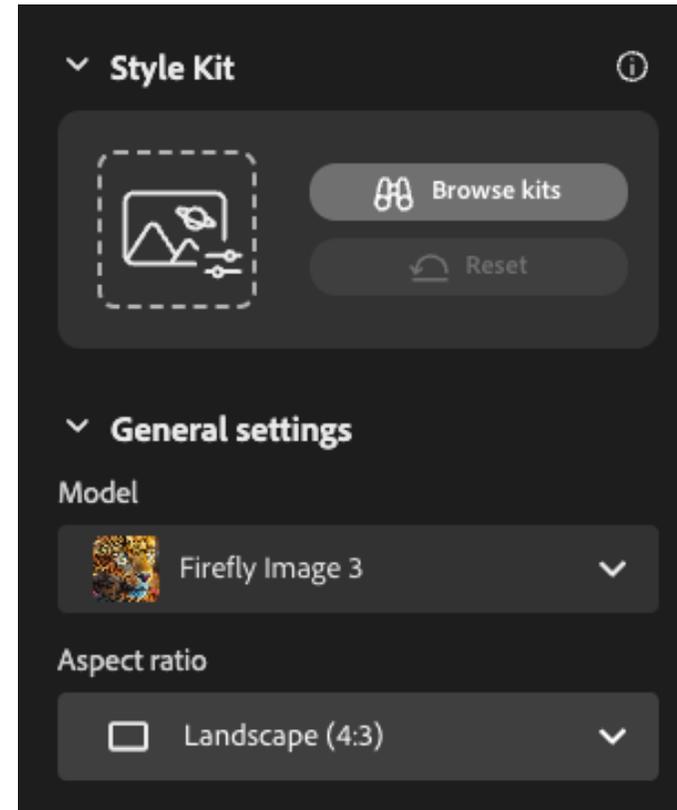
1. Open the Firefly website **Text to Image** feature.



2. In the prompt field, use the following prompt for this exercise: "A candid photo, side view of a woman and her dog, sitting on a mountain top, enjoying amazing mountain view."
3. Click the **Generate** button to get the initial set of Firefly variants.



4. Review the available settings within the left-hand column:
  - a. Change **Aspect ratio** to 'Landscape 4:3'.
  - b. Change **Lighting** to **Dramatic Light**.
  - c. Change **Camera Angle** to **Landscape photography**.



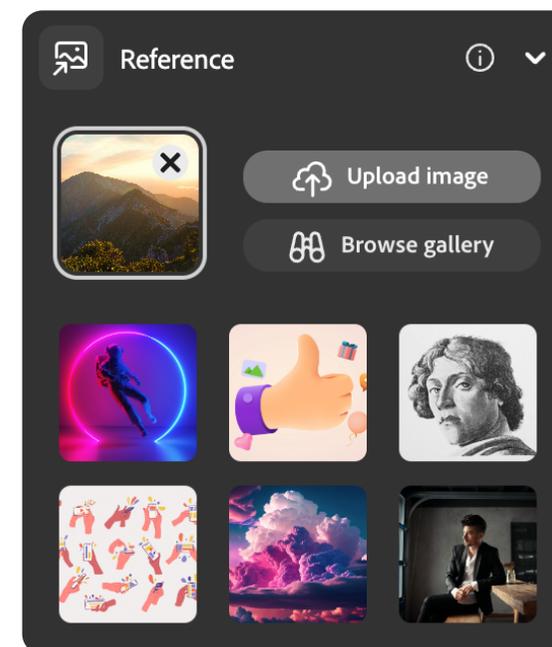
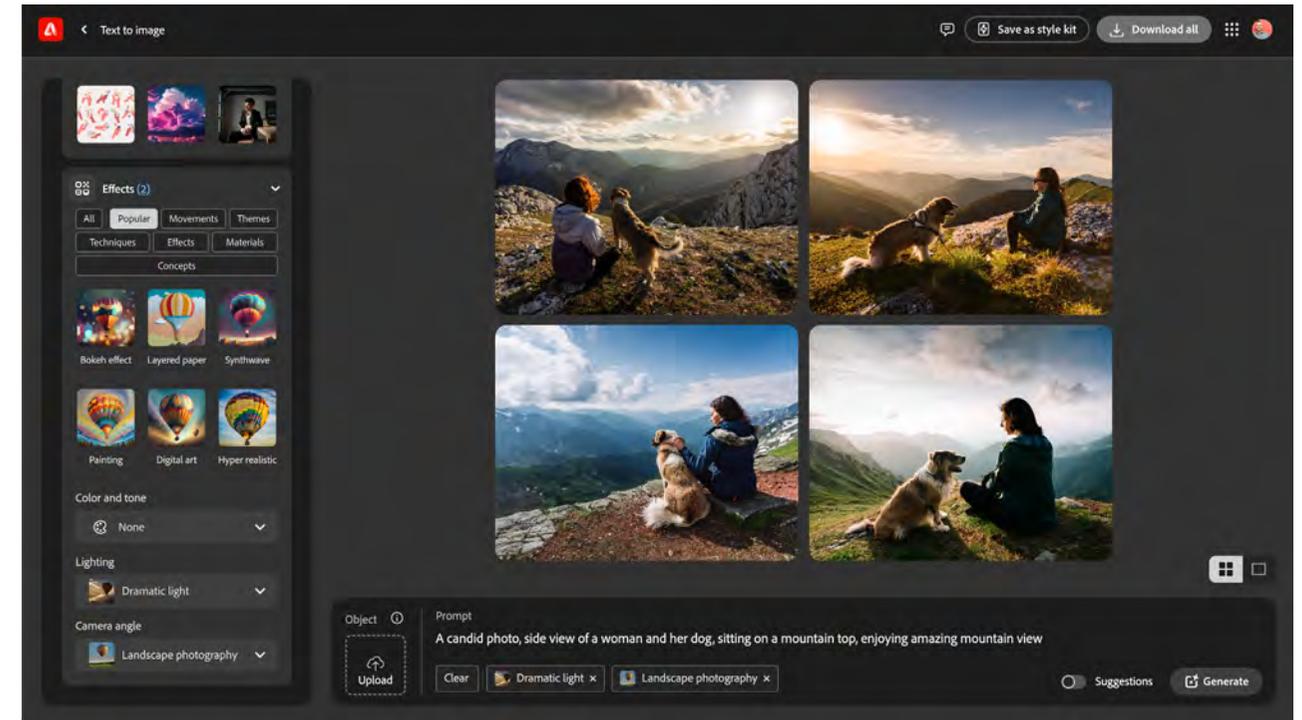
- Click the **Generate** button to lock in the updated settings and review the new set of variants.

**Continuing within the same screen:**

- Navigate to the **Styles** section within the left column.
- Within the **Reference** section, upload the style reference to be applied.
  - [Adobe Stock alpine mountain photo](#) (licensed)
  - [Watermarked version available](#)

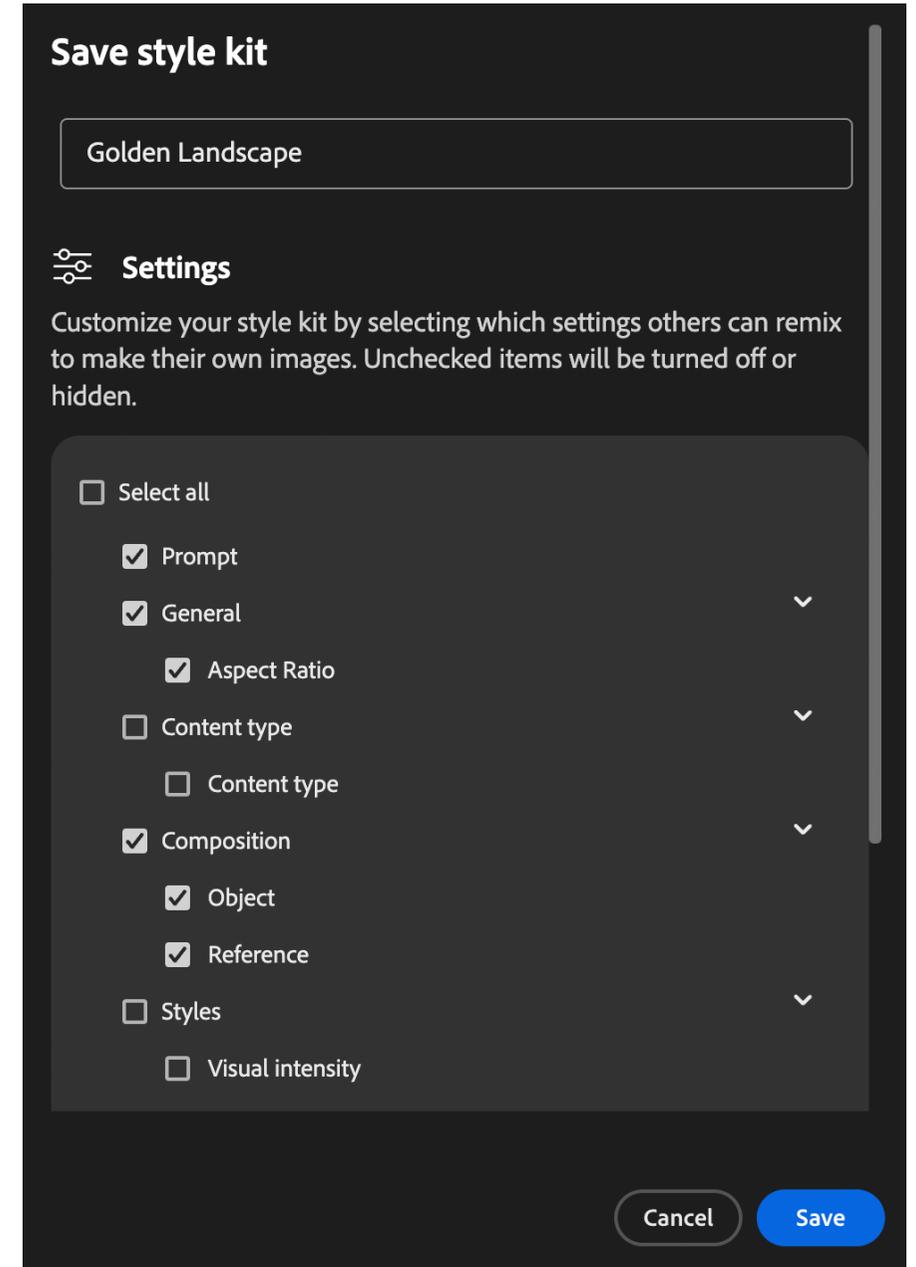
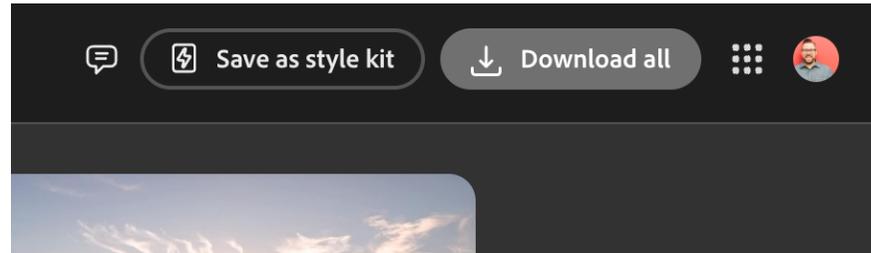
**Once the style reference has uploaded:**

- Adjust the **Strength** slider to the level you prefer. (Adjusts the strength of style matching and effects with a single control.)
- With the **Style Reference** uploaded, click to **Generate** button to apply the style updates.
- For an additional visual enhancement on the output, adjust the **Visual intensity** slider. (*Adjusts the overall intensity of your photo's existing visual characteristics*)



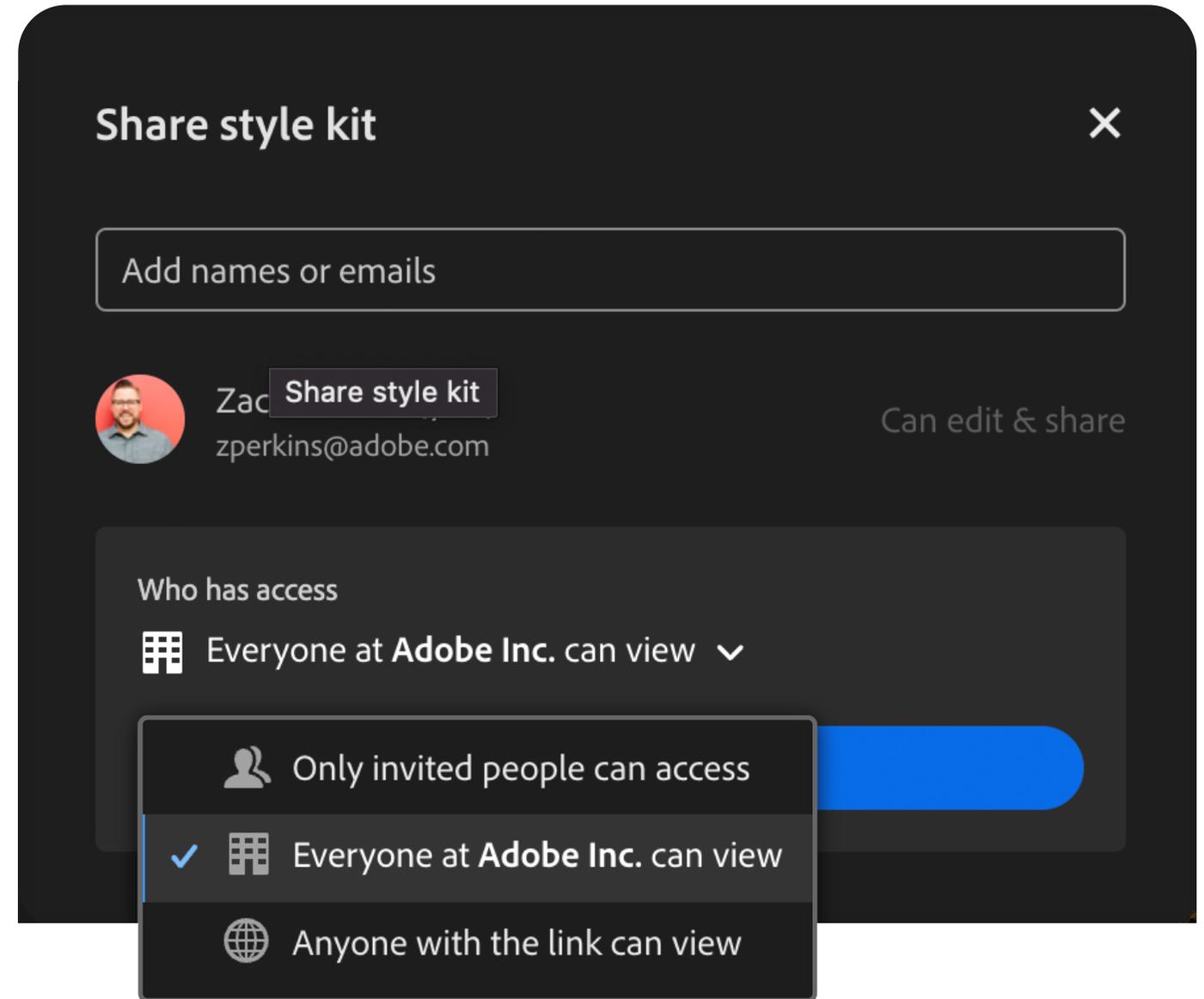
**When satisfied with the overall style of the output variations:**

11. Click the **Save as a style kit** button within the right-side of the **Text to image** header.
12. Name your style kit: Golden Landscape.
13. Update settings and check the following boxes to allow changes to the **Prompt**, **General**, and **Composition**, and click **Save**.
  - a. Unchecked items will be turned off or hidden from editing when the style kit is shared.



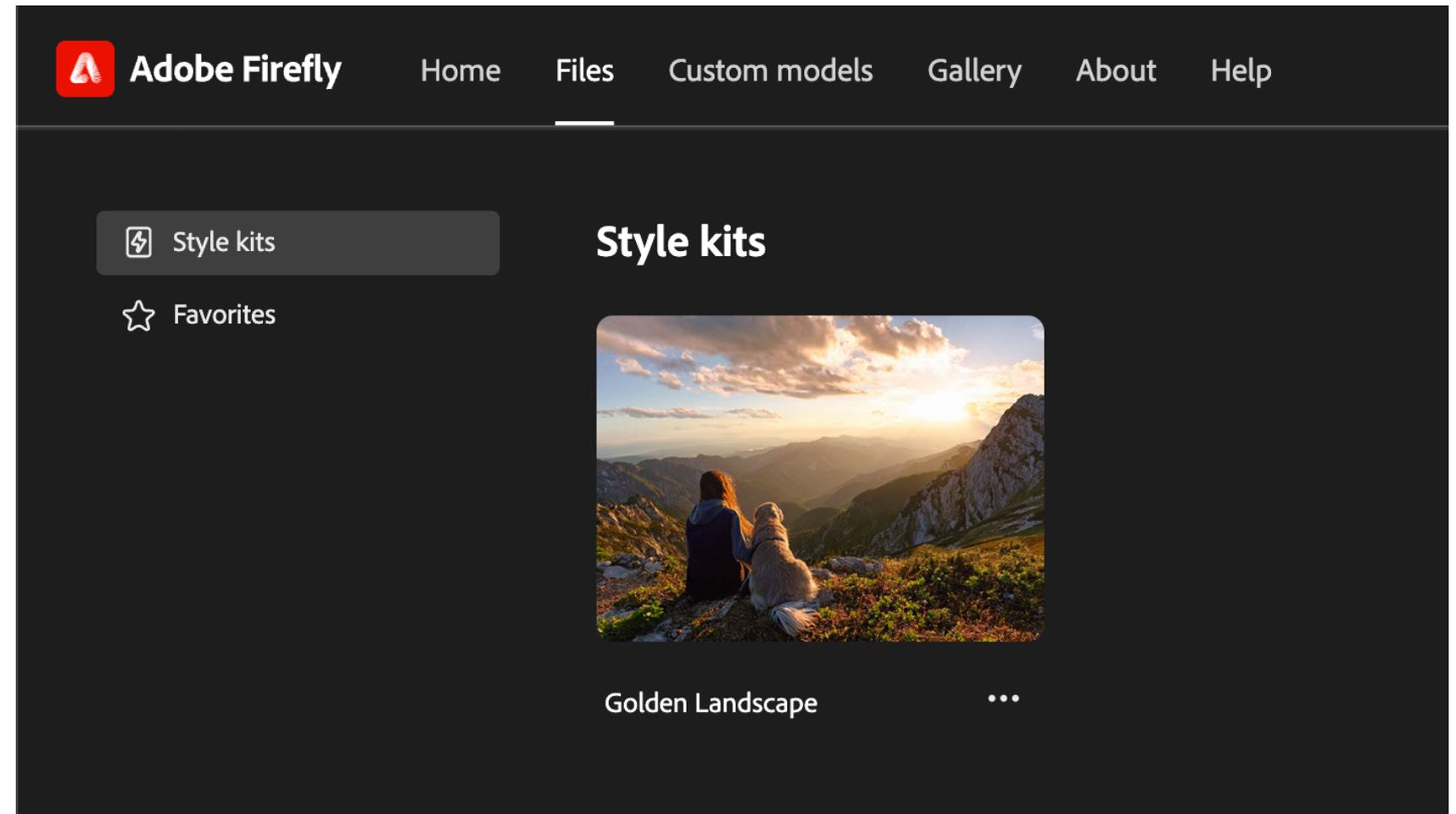
**Note:** To create and save Style Kits in Adobe Firefly, you must be entitled to Creative Cloud for enterprise Pro Firefly (Creative Cloud for enterprise – Edition 4) or/and Creative Cloud Pro Plus (Creative Cloud for enterprise – Edition 4 w/ Premium Stock) plans. If you aren't, you can access and use Style Kits shared with you only using the collaboration invitation links.

14. In the **Share style kit** dialog box, enter the recipient's name, add multiple email addresses to share the kit with, or update in the dropdown who has access to the newly created style kit.



## Accessing the newly created the style kit

15. Go to the [Files tab within the Firefly website](#), and select **Style kits**.
16. Click on the Golden Landscape style kit.



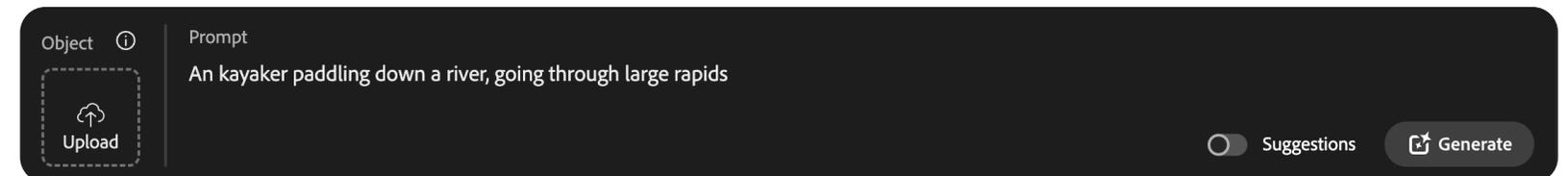
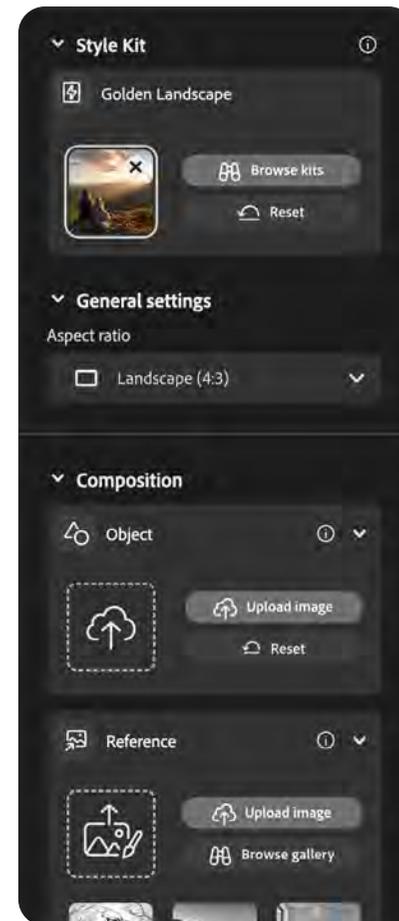
## Using the newly created style kit

17. Test the newly created style kit with a few new prompts.

- a. *A kayaker paddling down a river with rapids*
- b. *A person meditating on a lakeshore with a beautiful serene view*
- c. *A rock climber hanging off a cliff*

18. Click the **Generate** button to see your updates and style kit in action.

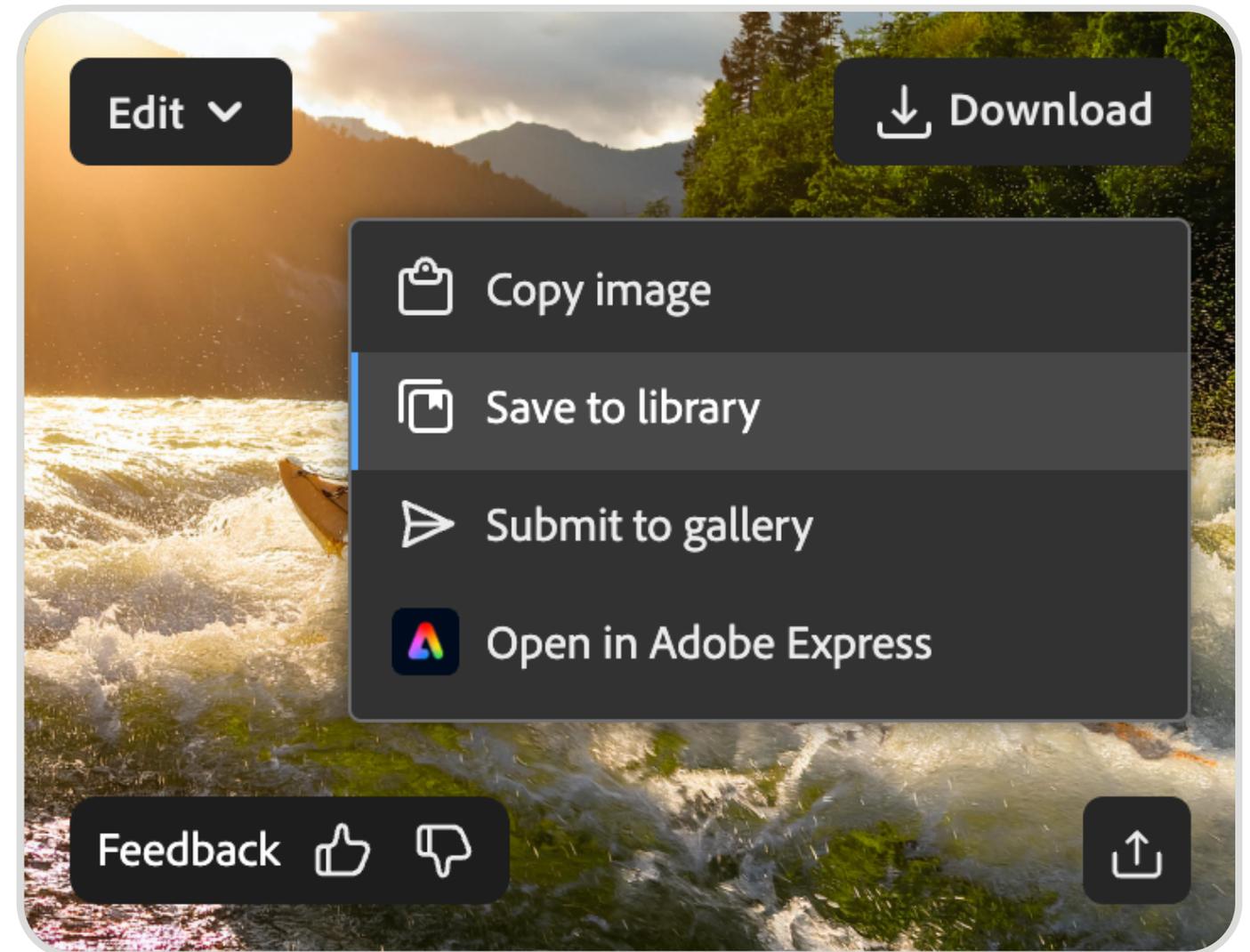
19. If you need to adjust the image to support a resolution, update the **Aspect Ratio** accordingly.



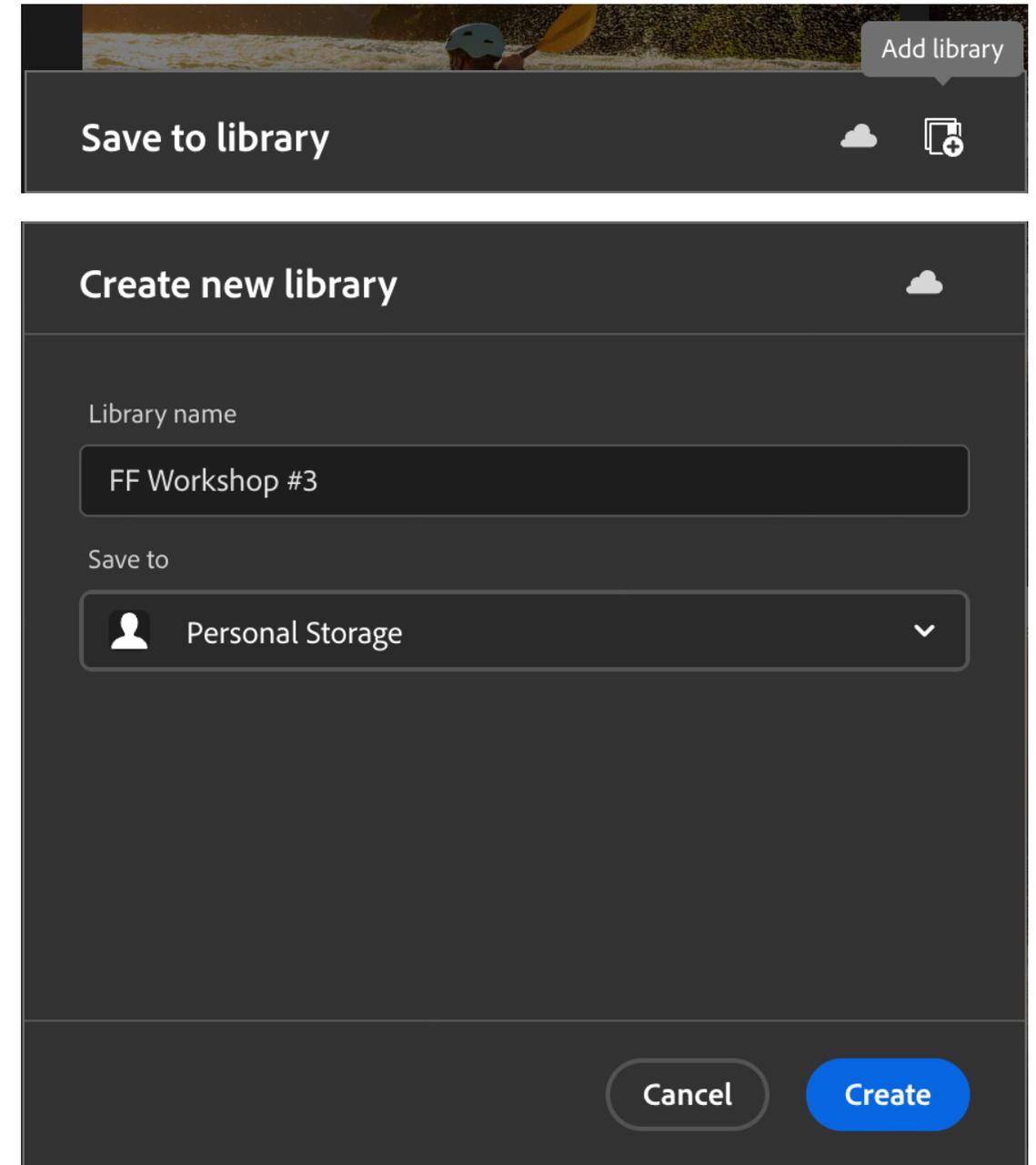
# Exercise 2

## Leverage Creative Cloud Libraries to help manage and share generated assets

1. Continuing with the current set of Firefly outputs, hover over a variant that you'd like to save and share for future use, click on the **Share** icon and select **Save to library**.



2. Within your library list window, click the icon in the upper right to **Add library**.
3. Create a new library.
  - a. Name: FF Workshop #3
  - b. Save to: Personal Storage
4. Click **Create** to establish the new library.



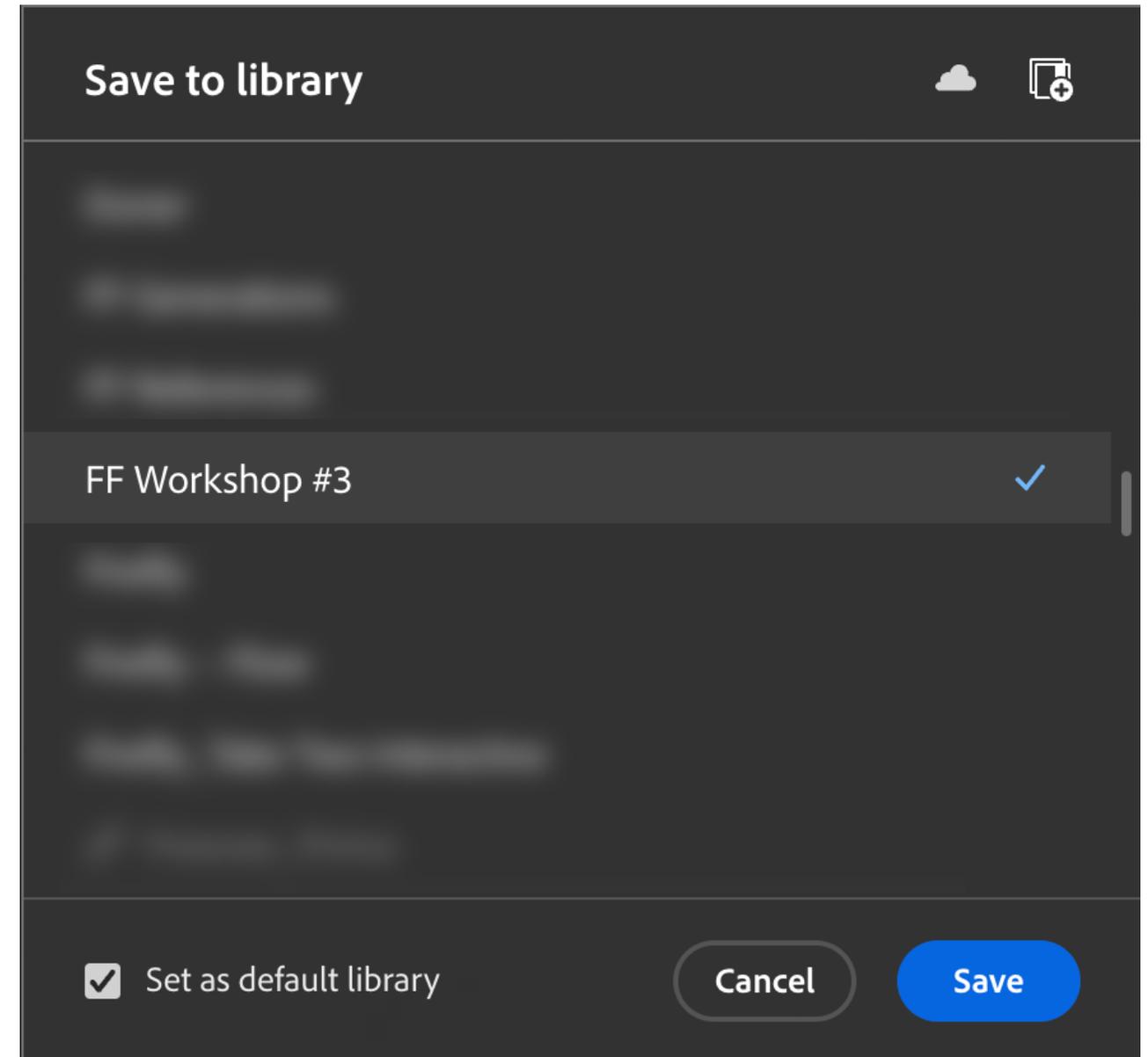
5. Your newly created library will be selected by default, and for this exercise, select the **Set as default library** checkbox, then click **Save**.

### With the new library created, lets add a few more assets

6. Update the prompt field, generate a few additional images, and add your favorites to the new library.

A few sample prompts:

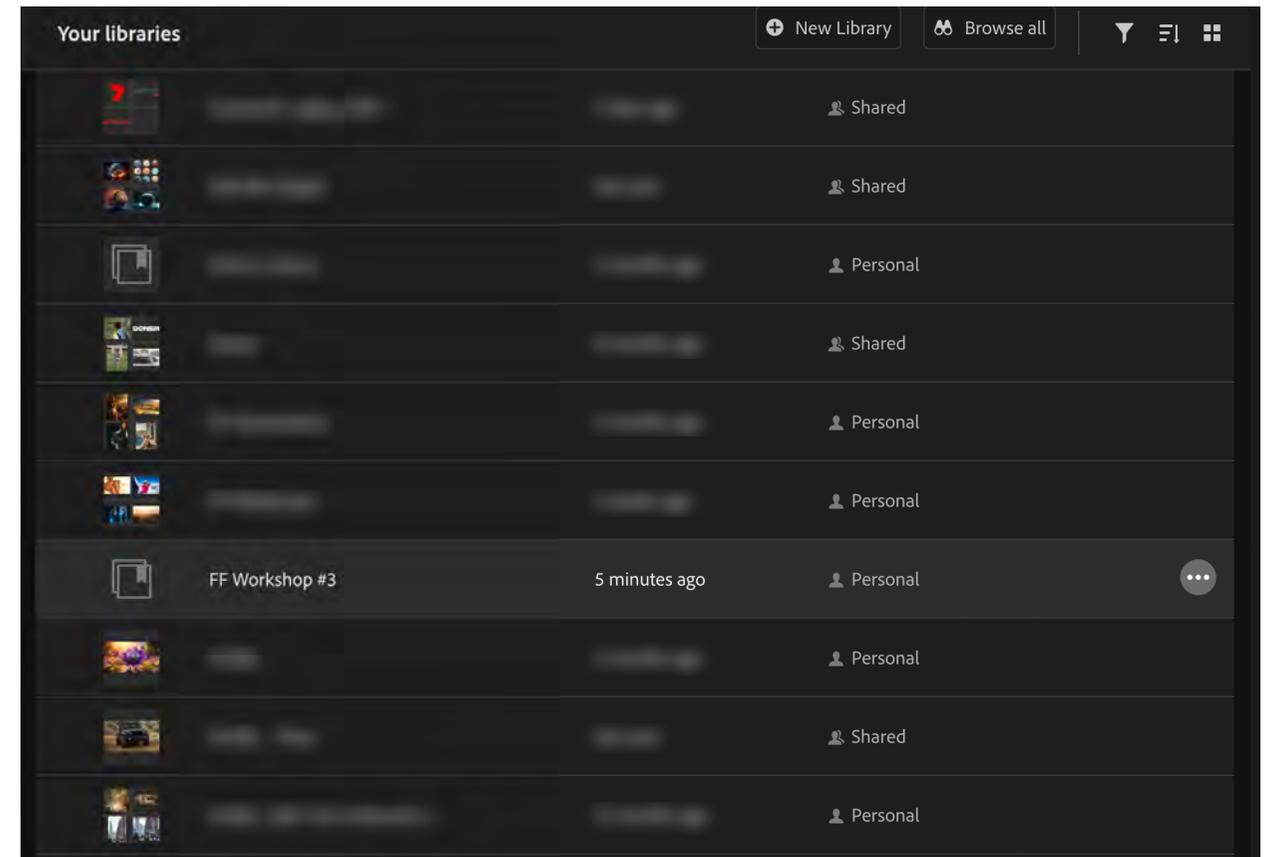
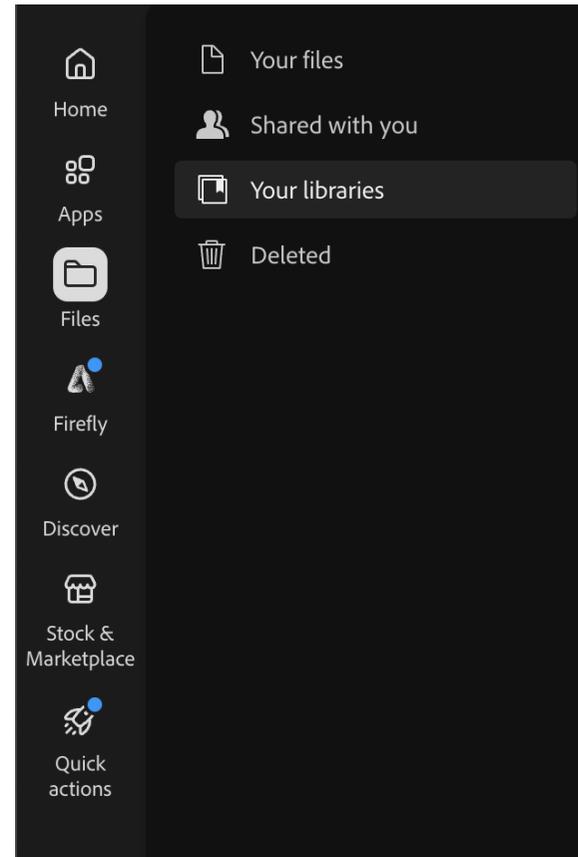
- a. *A kayaker paddling down a river with rapids*
- b. *A person meditating on a lakeshore with a beautiful serene view*
- c. *A rock climber hanging off a cliff*



# Accessing your libraries within Creative Cloud apps

## Creative Cloud Desktop App

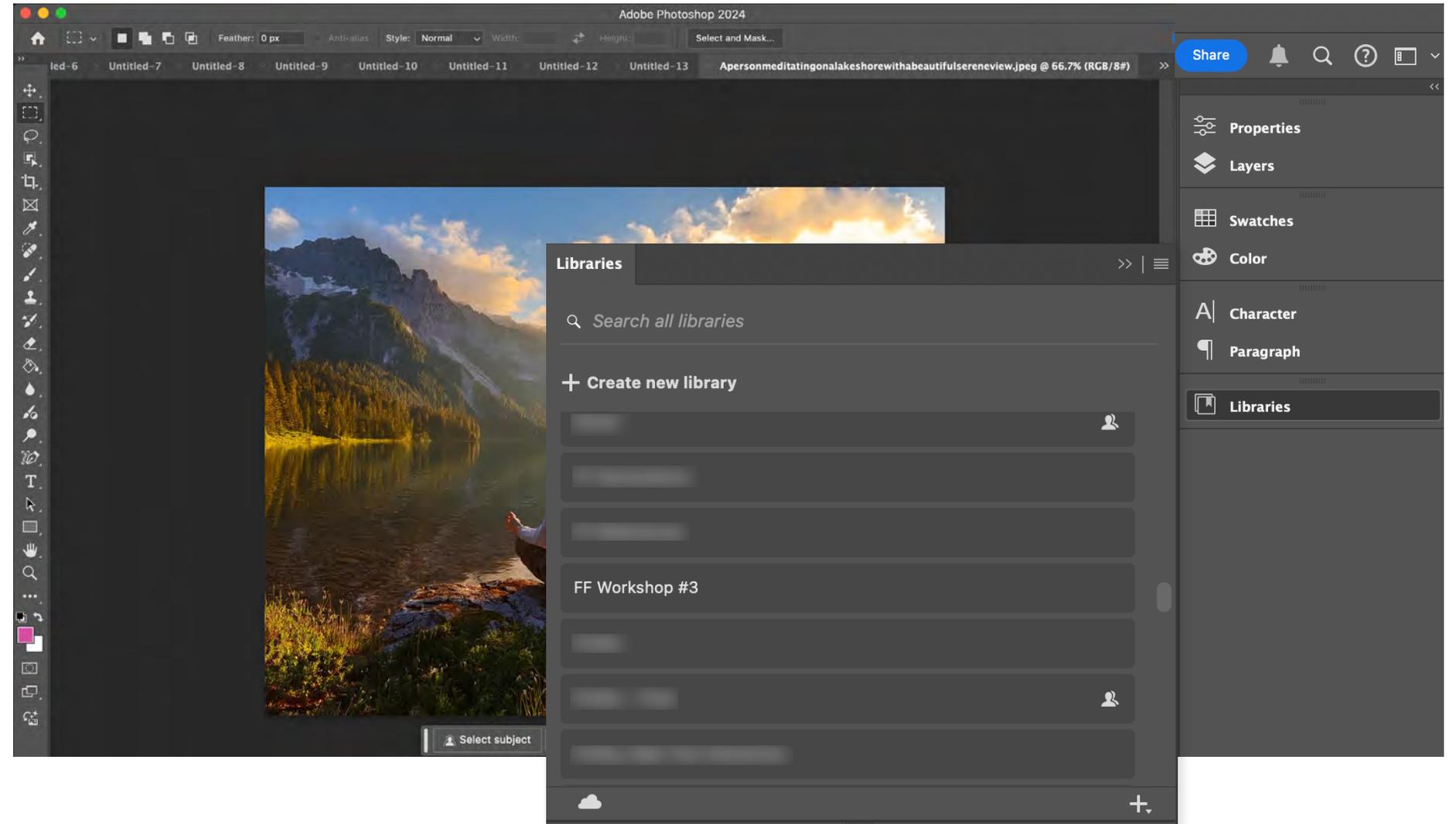
Files / Your Libraries



# Accessing your libraries within Creative Cloud apps

## Photoshop and Other Creative Cloud Apps

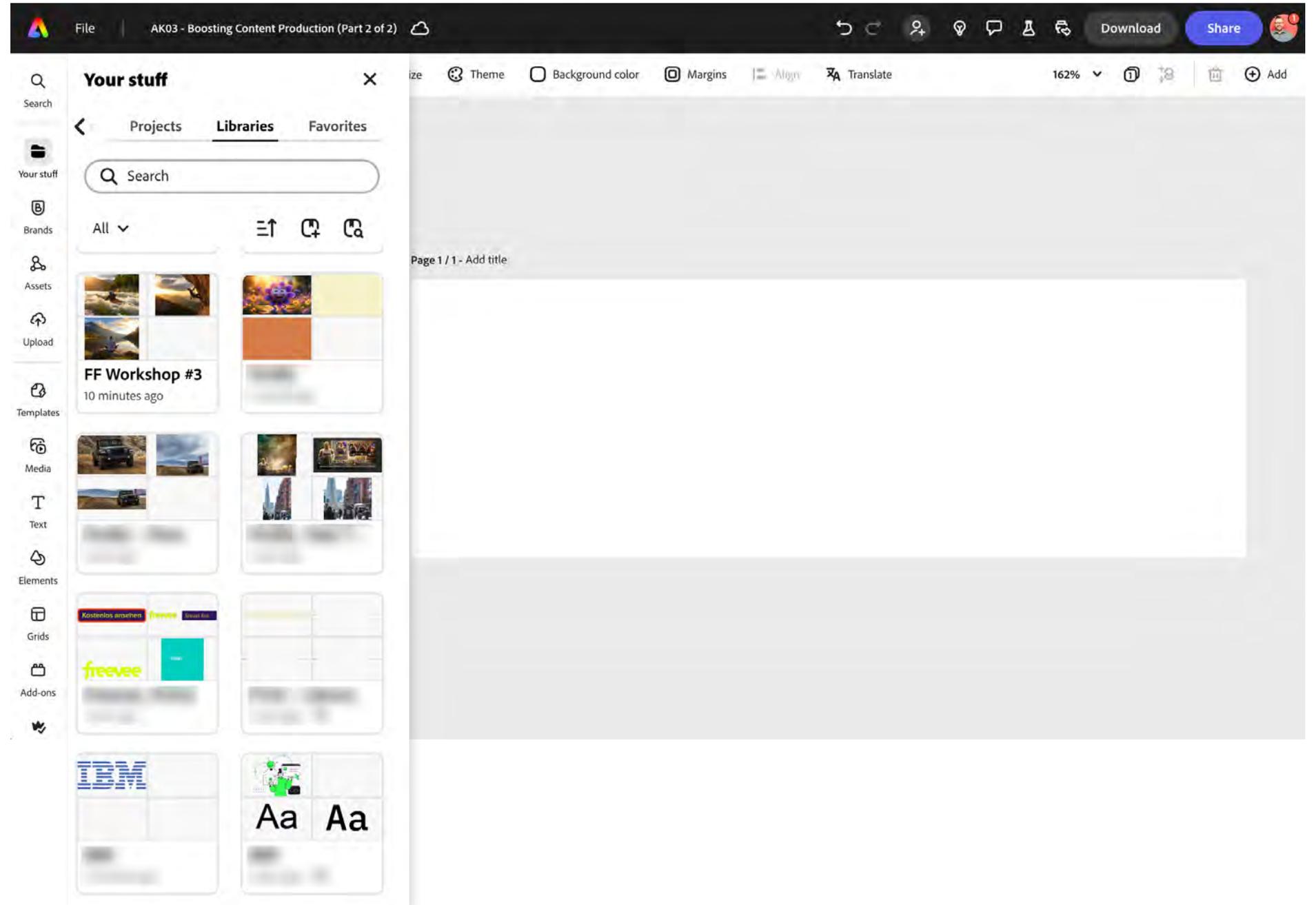
Menu: Window / Libraries



# Accessing your libraries within Creative Cloud apps

## Adobe Express

### Your Stuff / Libraries



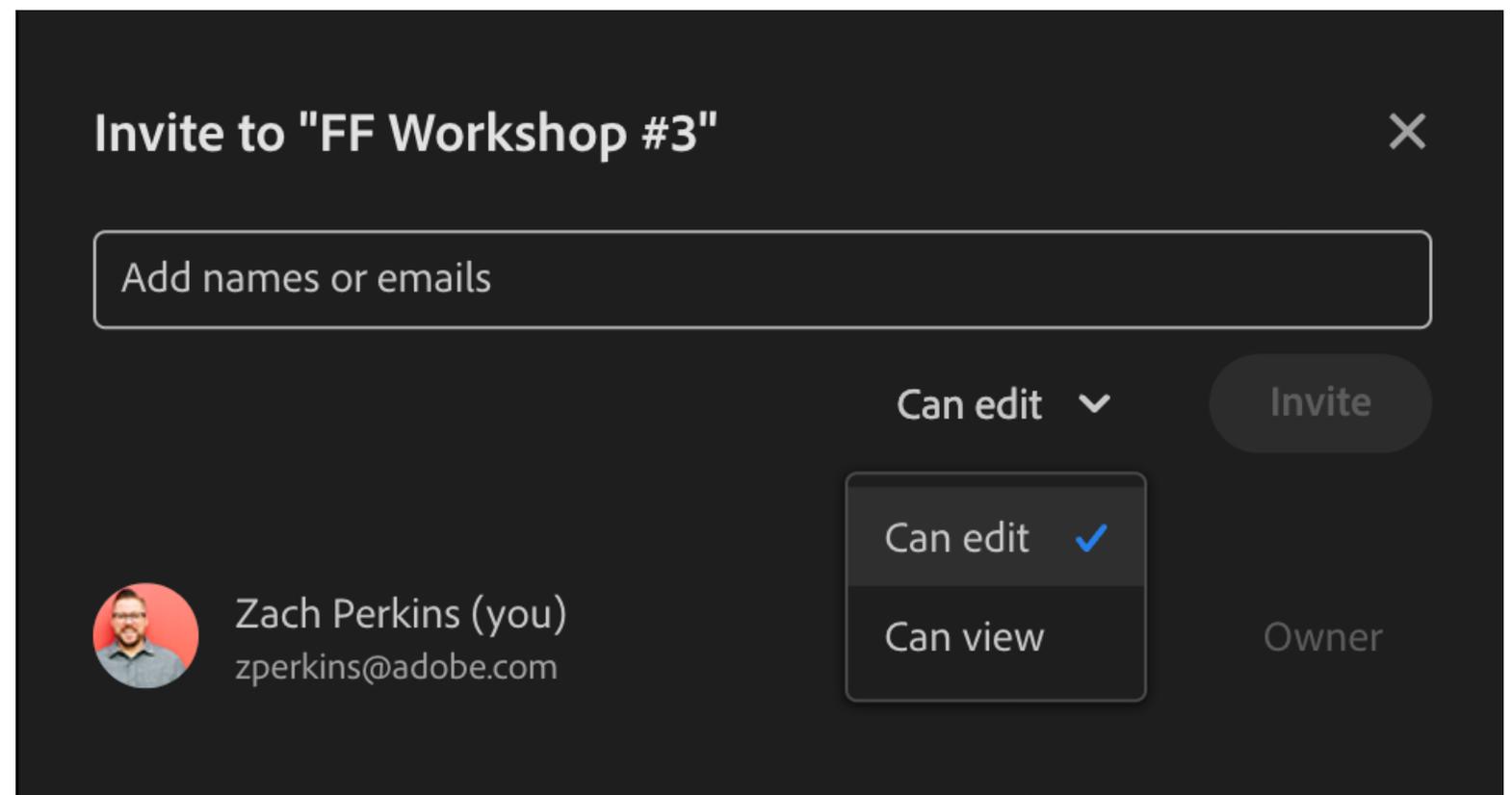
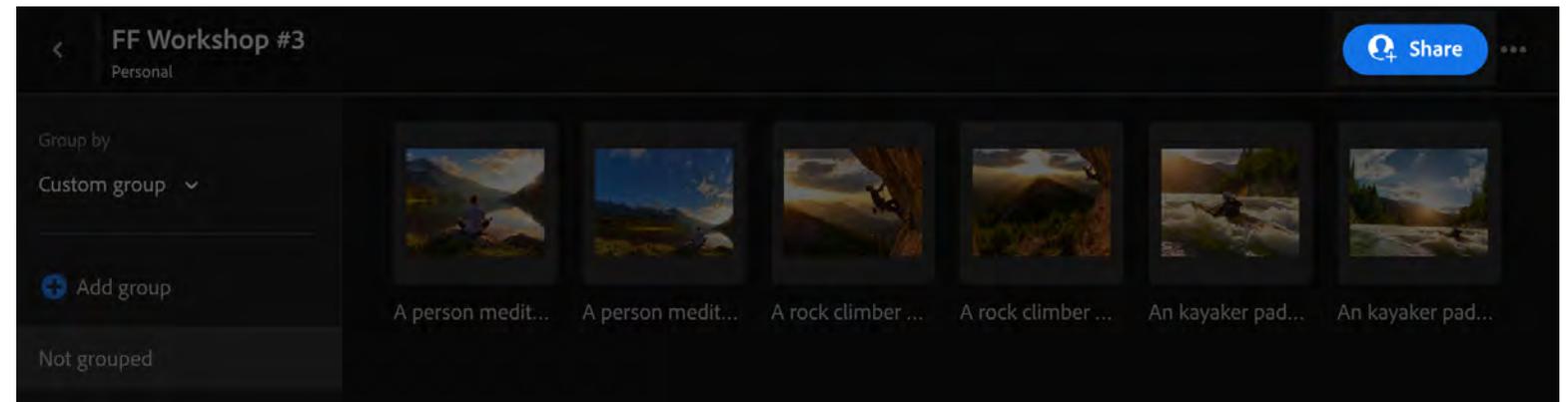
## Sharing your libraries within Creative Cloud apps

### Creative Cloud Desktop App

- When viewing the library within the Creative Cloud Desktop App, locate the **Share** button in upper right.
- Provide email addresses for one or more collaborators with whom you want to share the library.
- Choose whether you want to give the collaborators Edit permissions (Can edit) or View permissions (Can view). These permissions apply to all the collaborators whose email addresses you entered.

**Can edit:** Collaborators can edit, rename, move, and delete the contents of the library.

**Can view:** Collaborators can only view the contents of the library and comment on them.



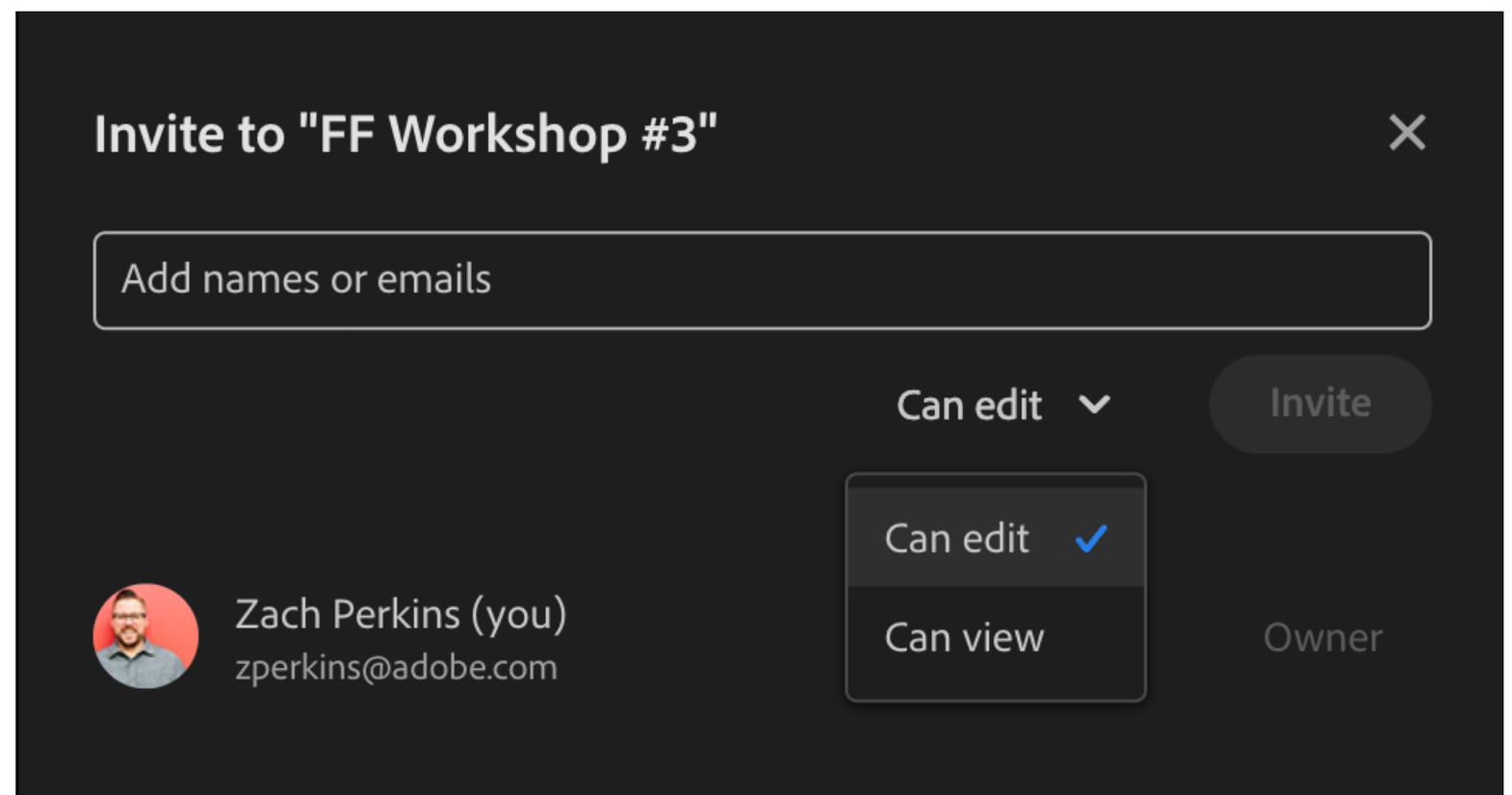
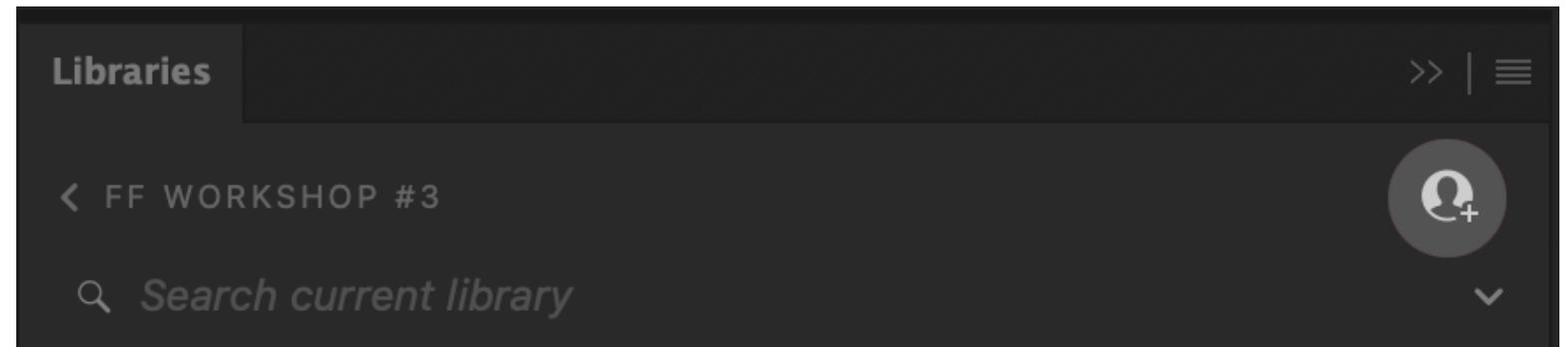
## Sharing your libraries within Creative Cloud apps

### Creative Cloud Apps

- When viewing the library within the **Libraries panel**, locate the **invite** icon in upper right.
- Provide email addresses for one or more collaborators with whom you want to share the library.
- Choose whether you want to give the collaborators Edit permissions (Can edit) or View permissions (Can view). These permissions apply to all the collaborators whose email addresses you entered.

**Can edit:** Collaborators can edit, rename, move, and delete the contents of the library.

**Can view:** Collaborators can only view the contents of the library and comment on them.



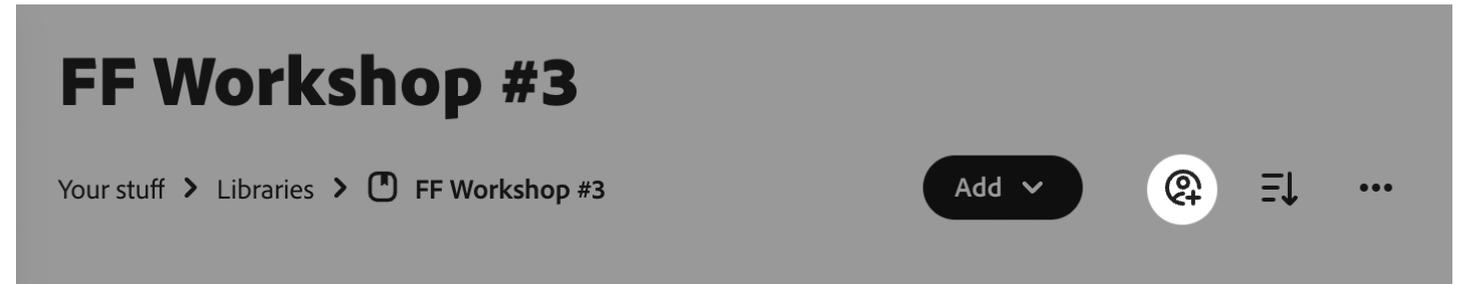
## Sharing your libraries within Creative Cloud apps

### Adobe Express

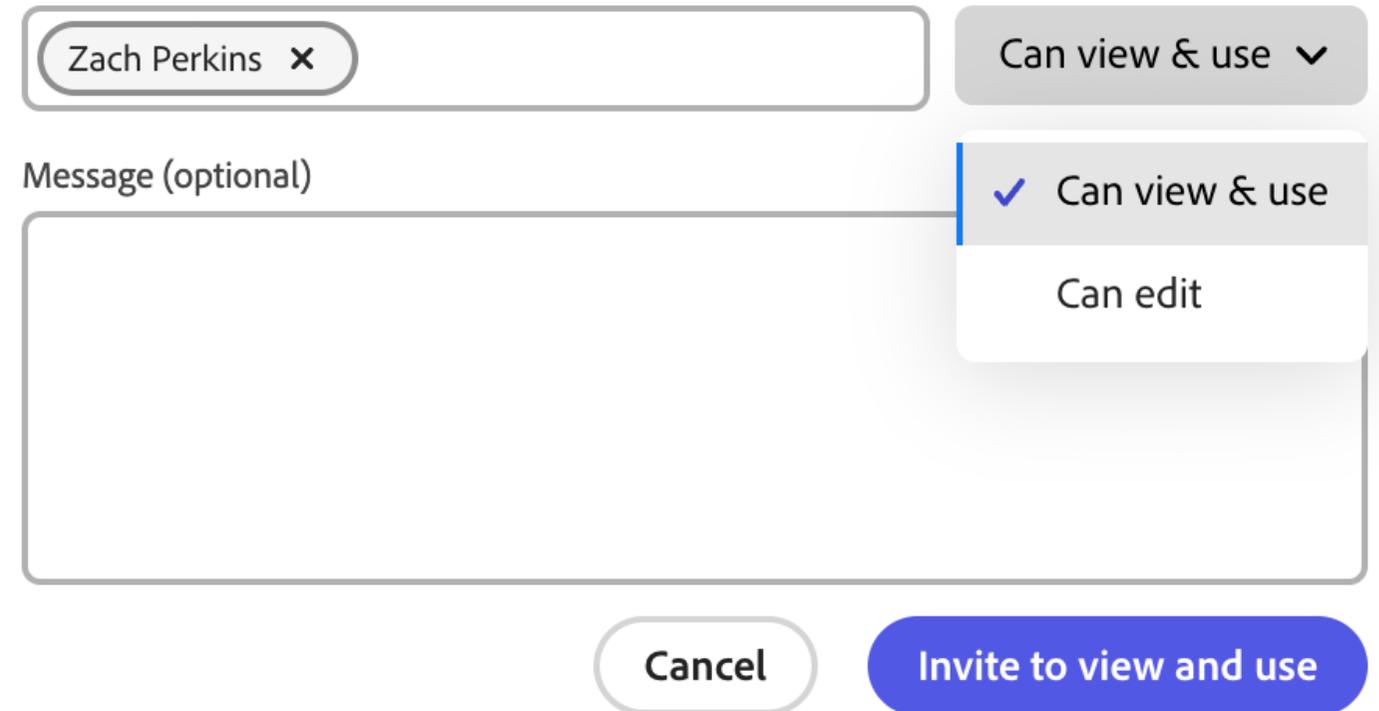
- When viewing the library within the **Libraries panel**, locate the **invite** icon in upper right.
- Provide email addresses for one or more collaborators with whom you want to share the library.
- Choose whether you want to give the collaborators Edit permissions (Can edit) or View permissions (Can view). These permissions apply to all the collaborators whose email addresses you entered.

**Can edit:** Collaborators can edit, rename, move, and delete the contents of the library.

**Can view:** Collaborators can only view the contents of the library and comment on them.



### < Share library

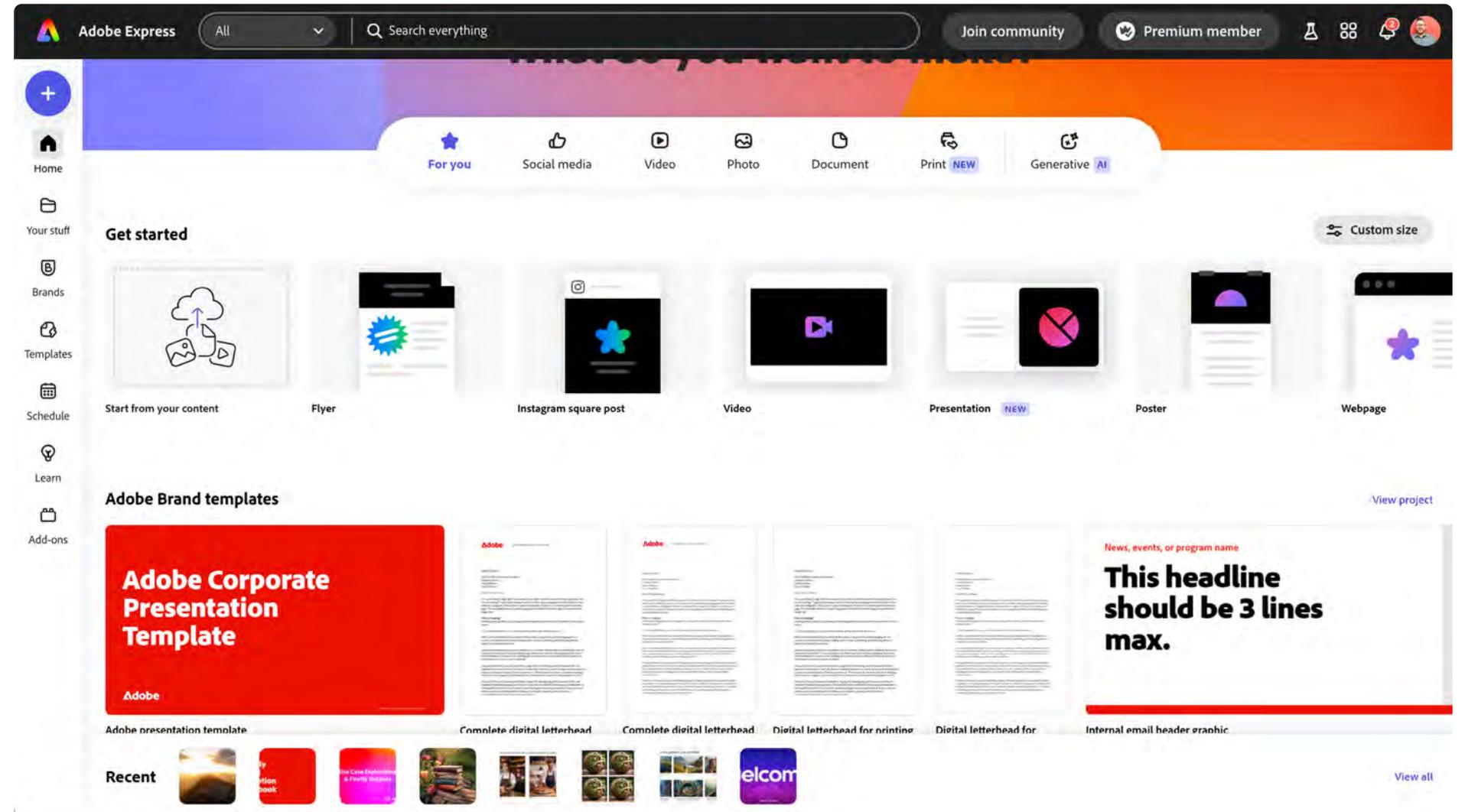


# Exercise 3

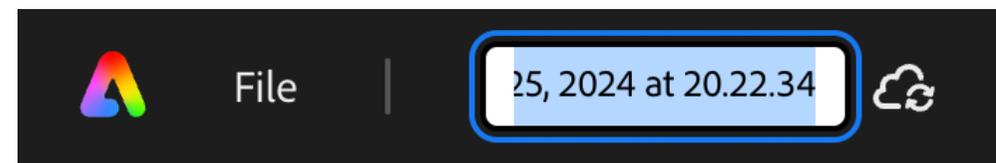
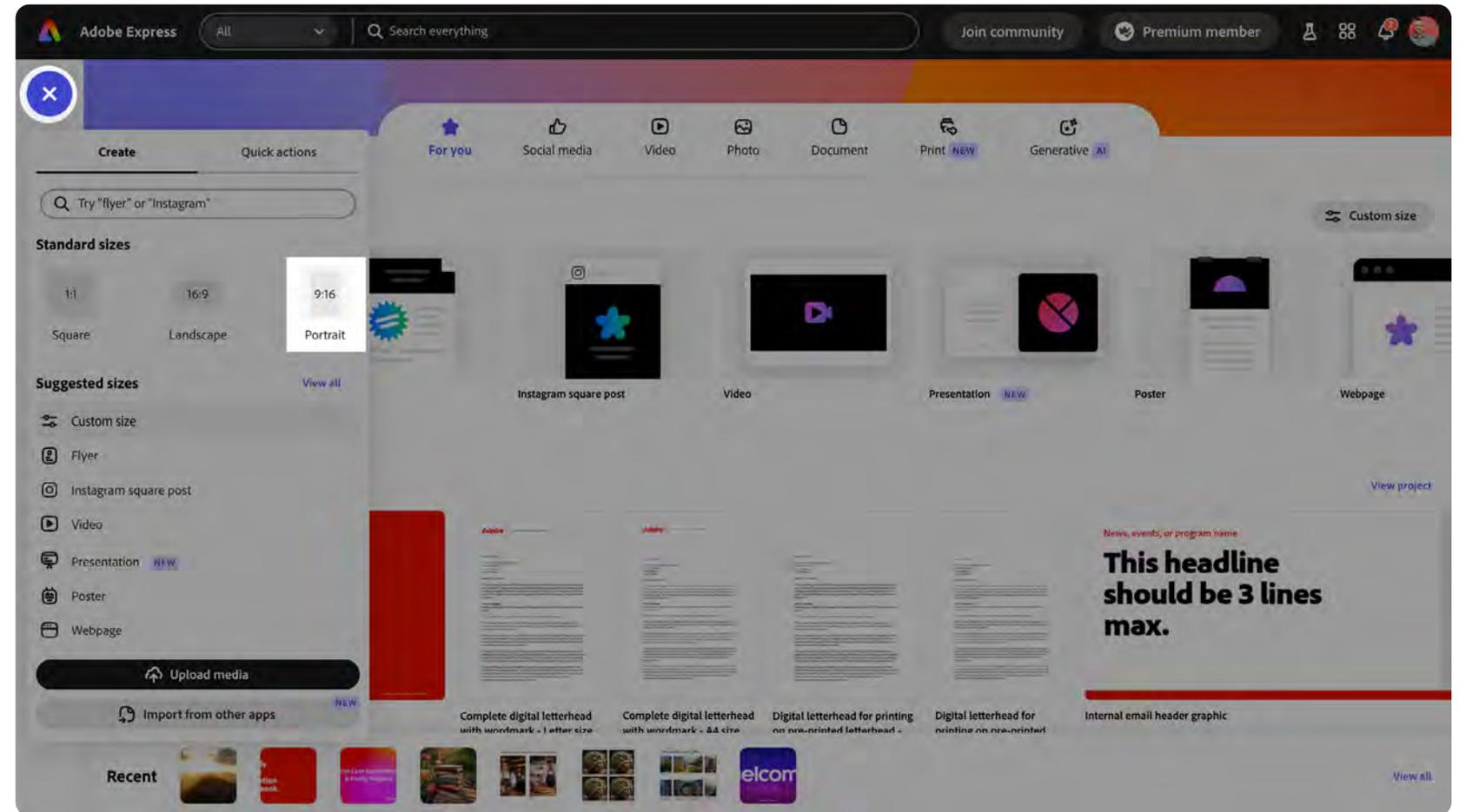
## Utilize locking and additional template-driven features

1. Open Express.

<https://new.express.adobe.com/>

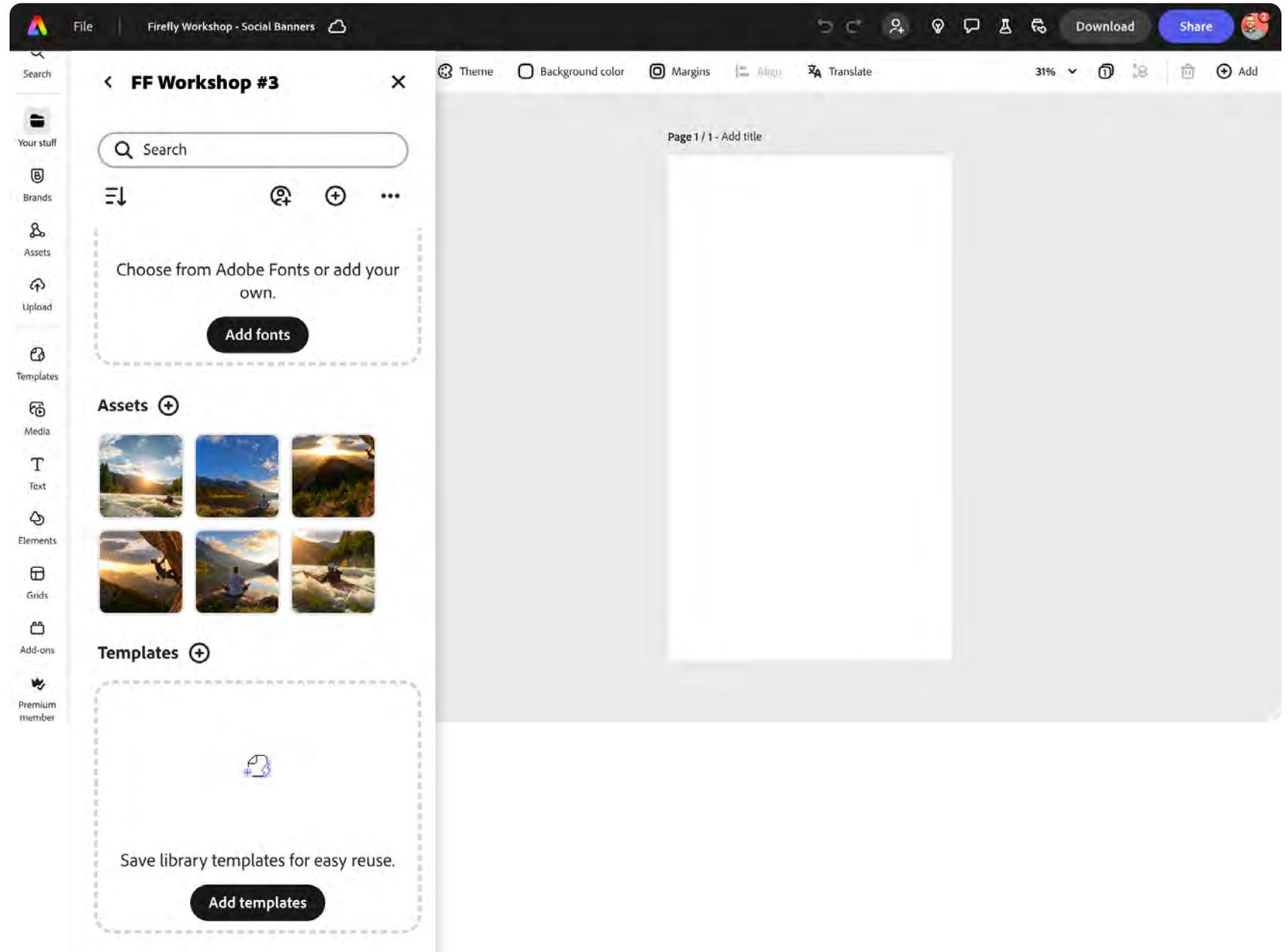


2. Click on the + icon in the upper left, and create a 9:16 project.
3. Rename your new file within the header.

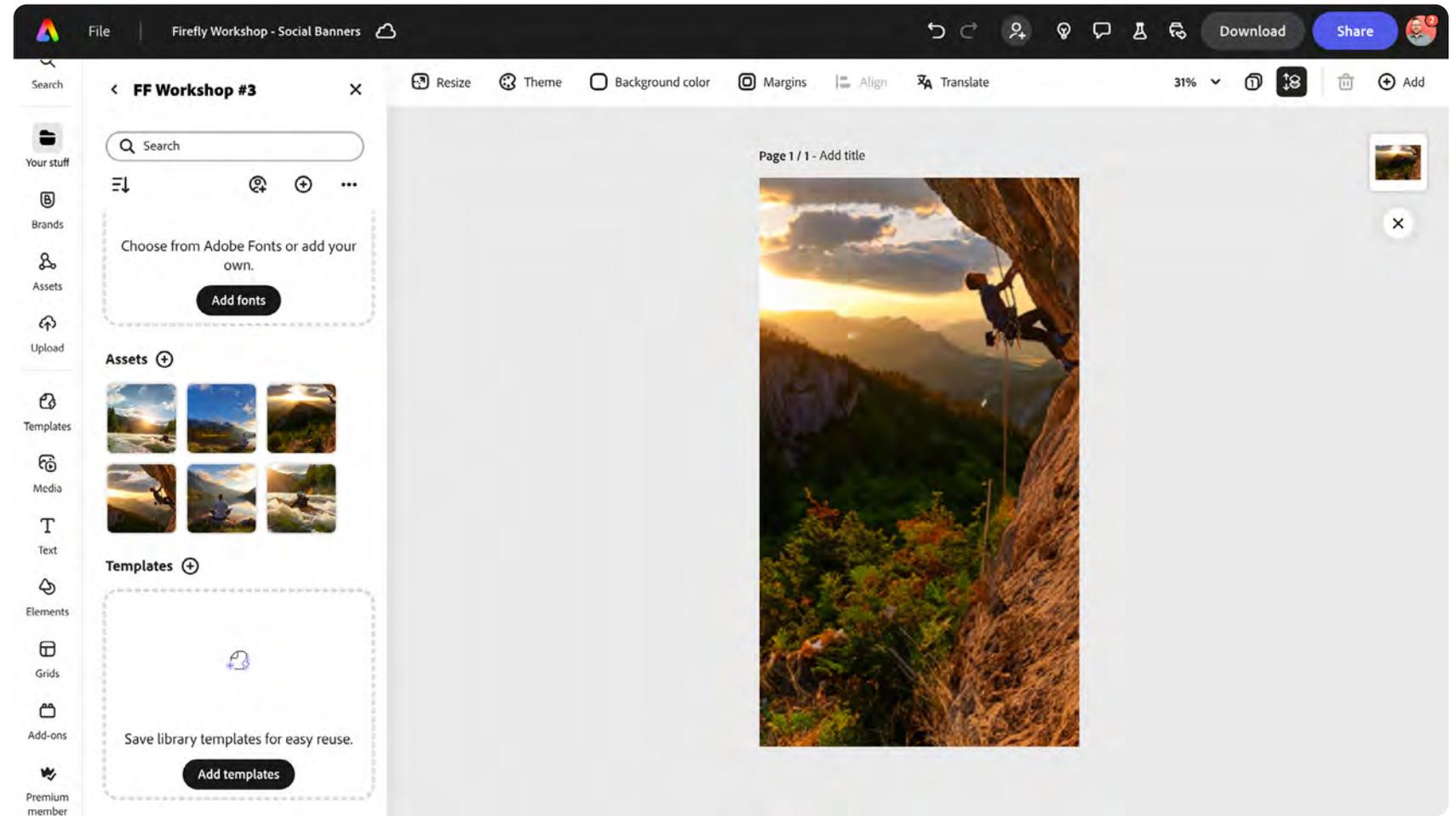


4. Access your newly created library.

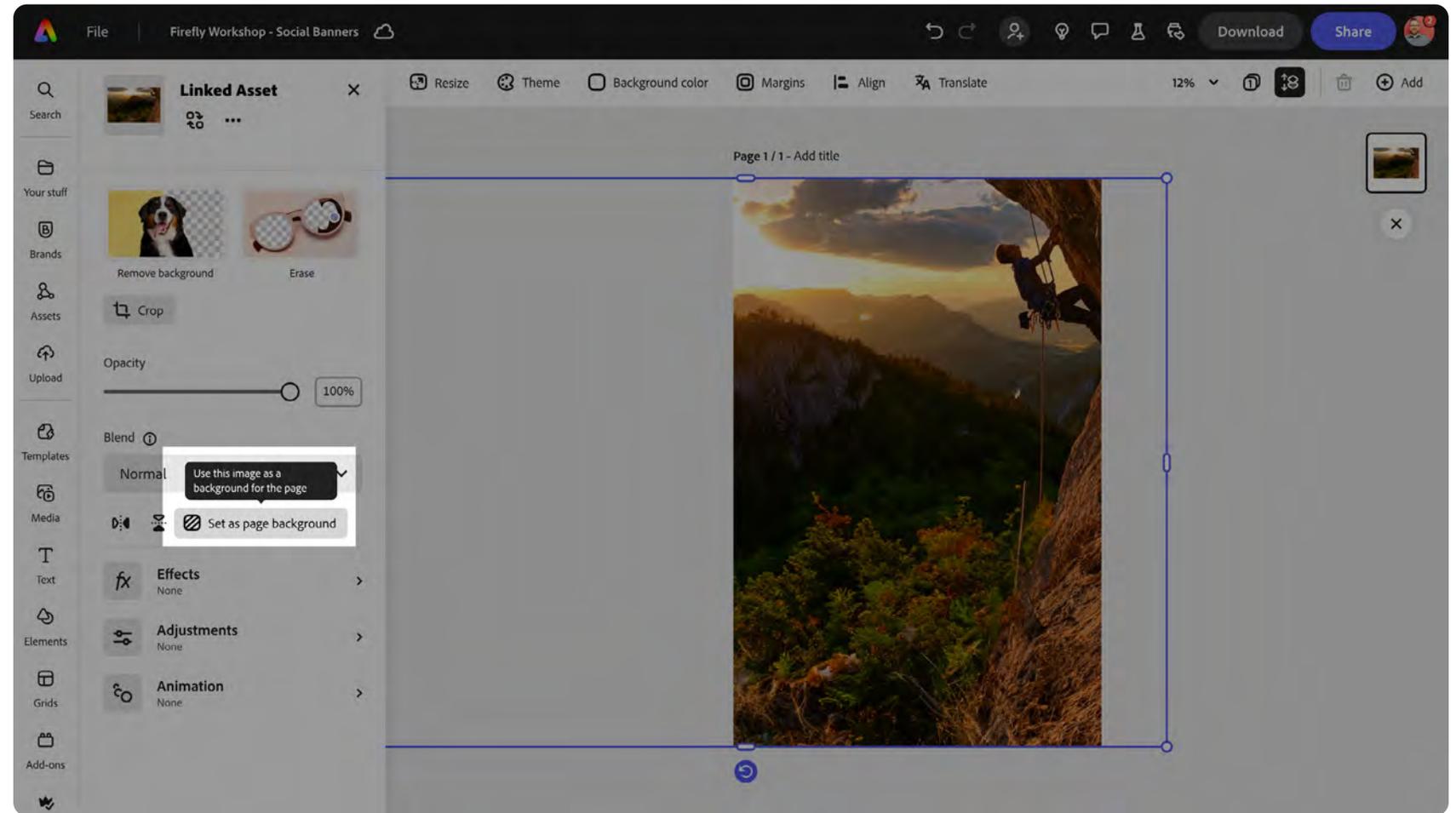
Your Stuff / Libraries / FF Workshop #3



5. Drag and drop one of the Firefly generated assets onto your Express page, scale the image up, and position it to allow for copy on the left side.

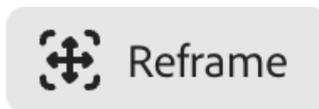
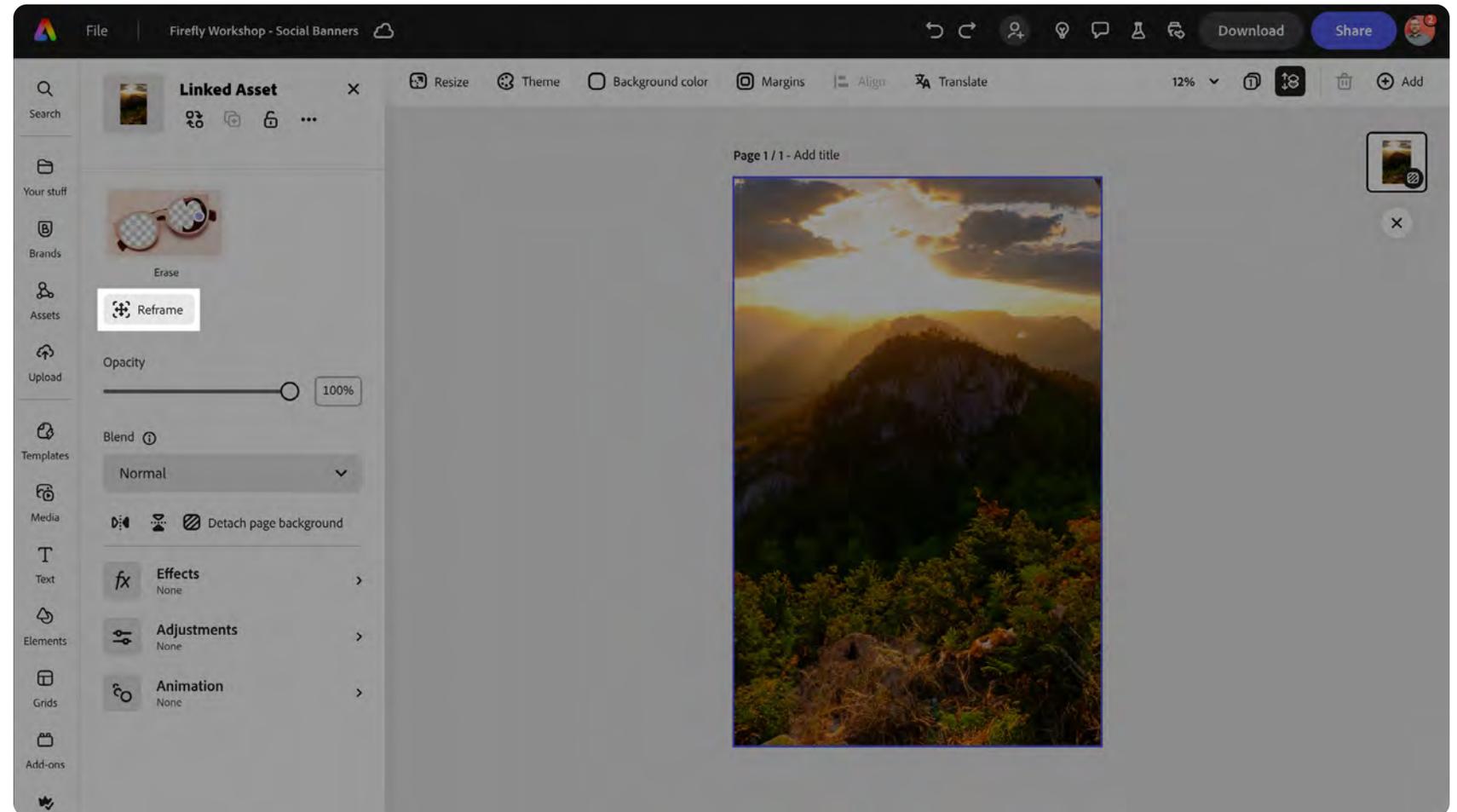


6. Once the image has been positioned, click the button to **Set as page background**.

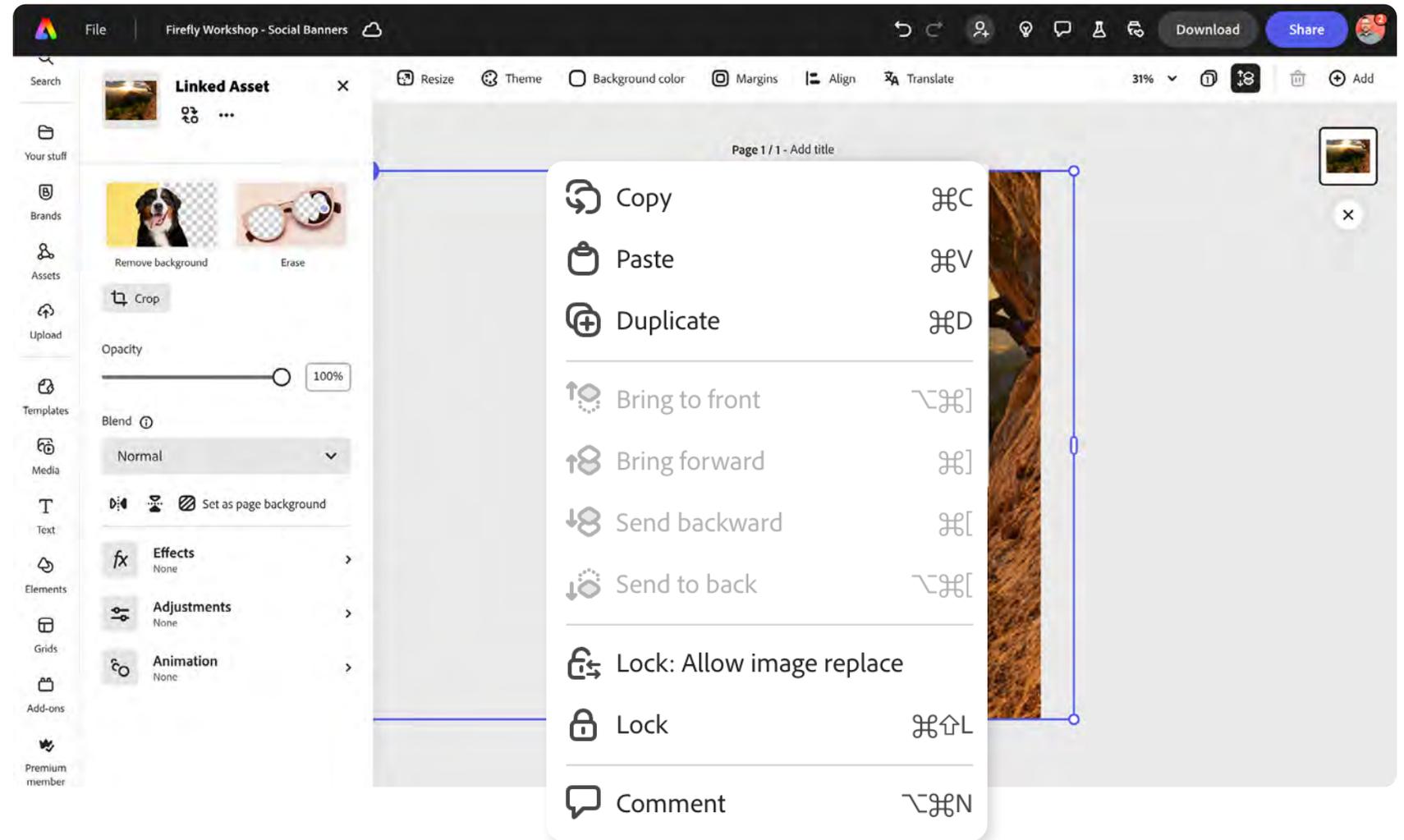


 Set as page background

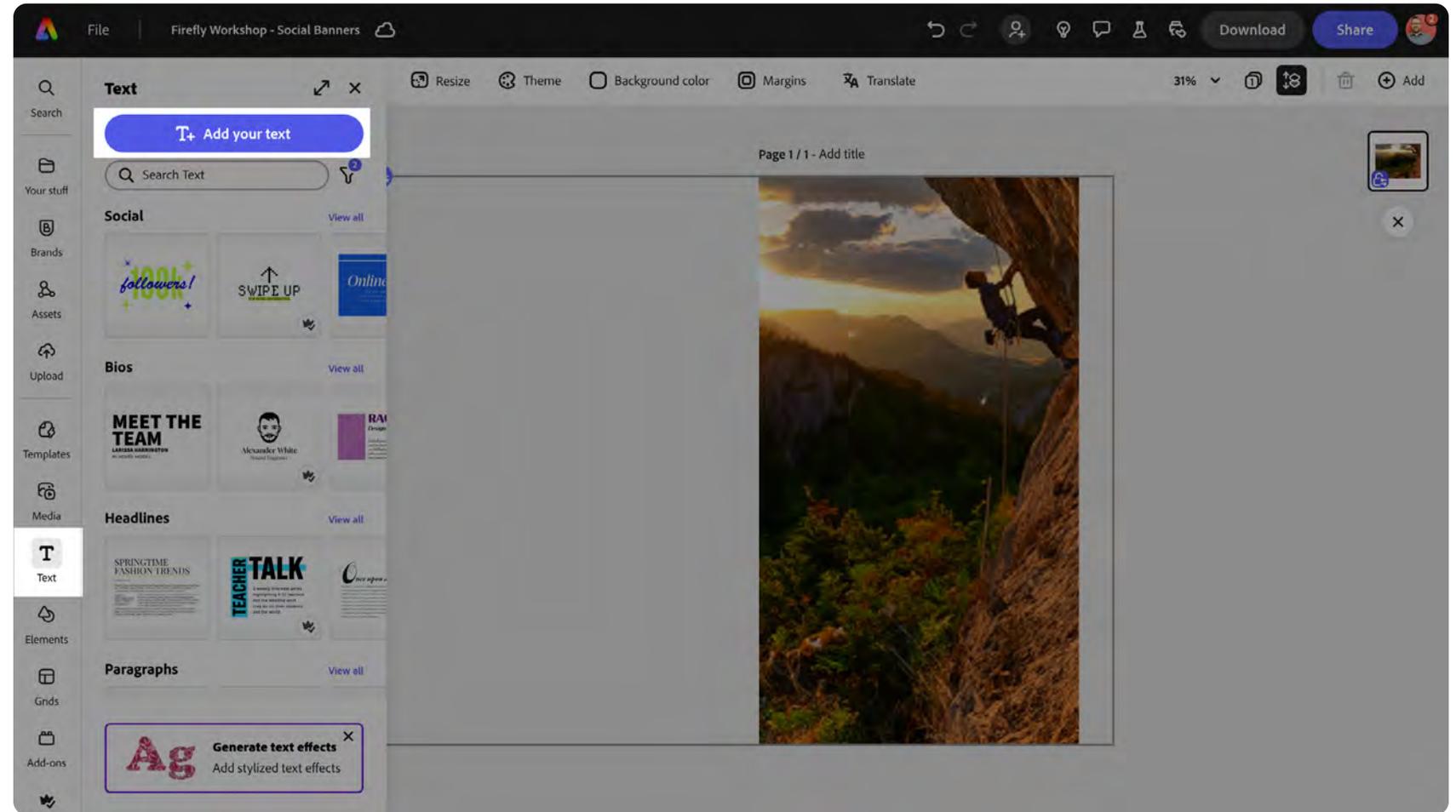
7. With the image as the background, click the **Reframe** button and move background image into your desired position.



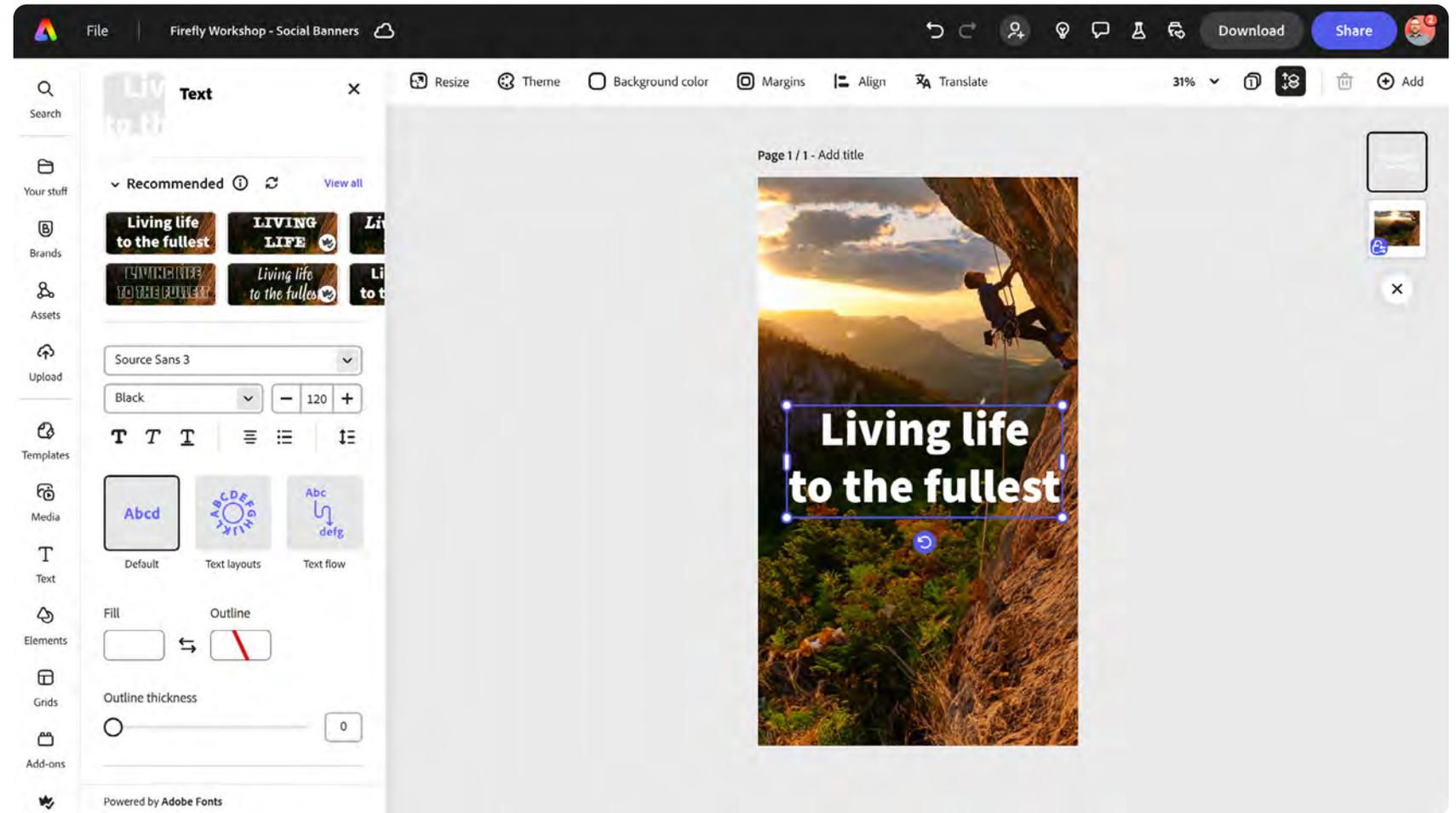
8. Once the image has been set and reframed as the background, right click on the image and select **Lock: allow image replace** to start building out your template.



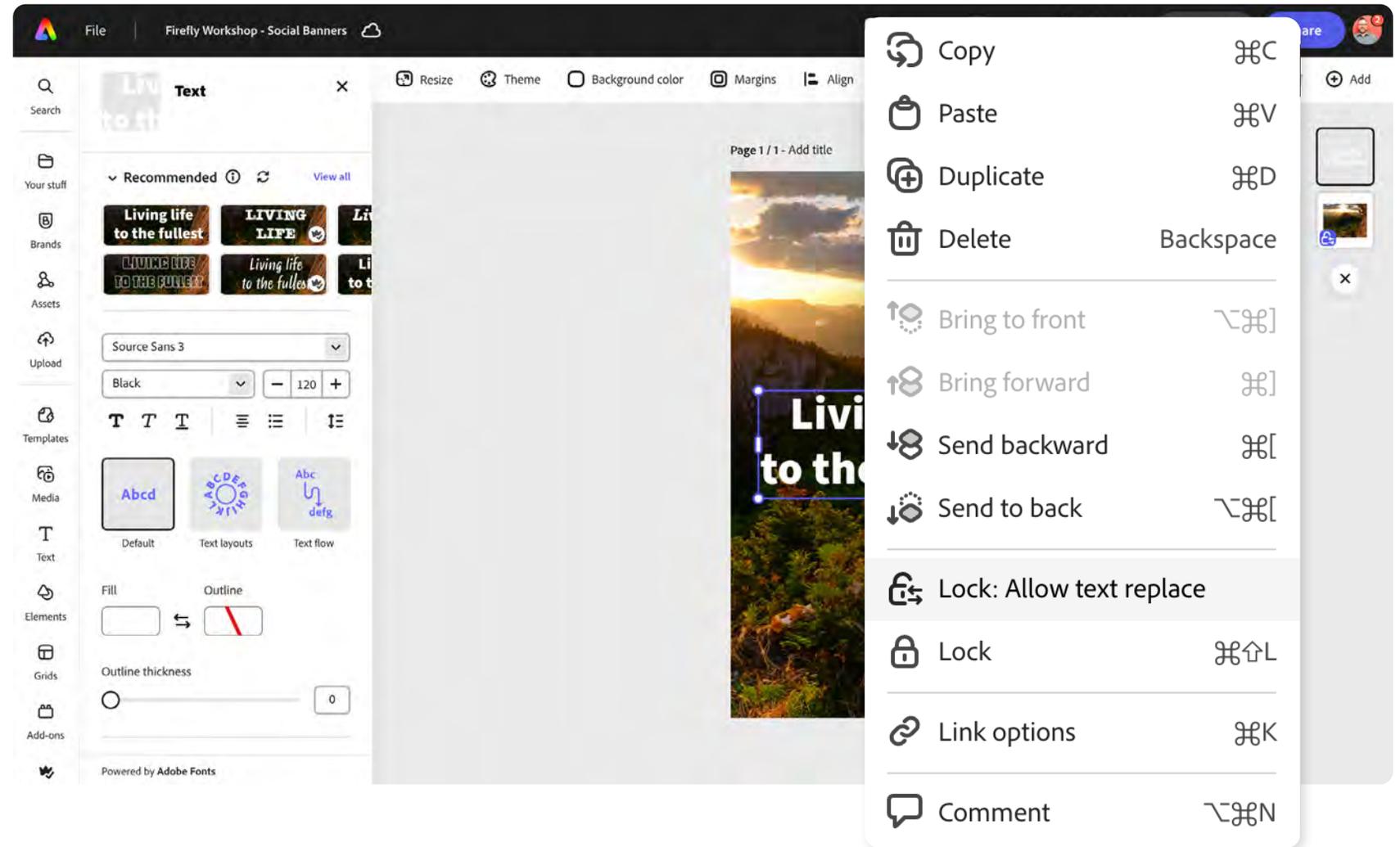
9. Now let's add some text. Click on the **Text** icon in the left menu and click the button **Add your text**.



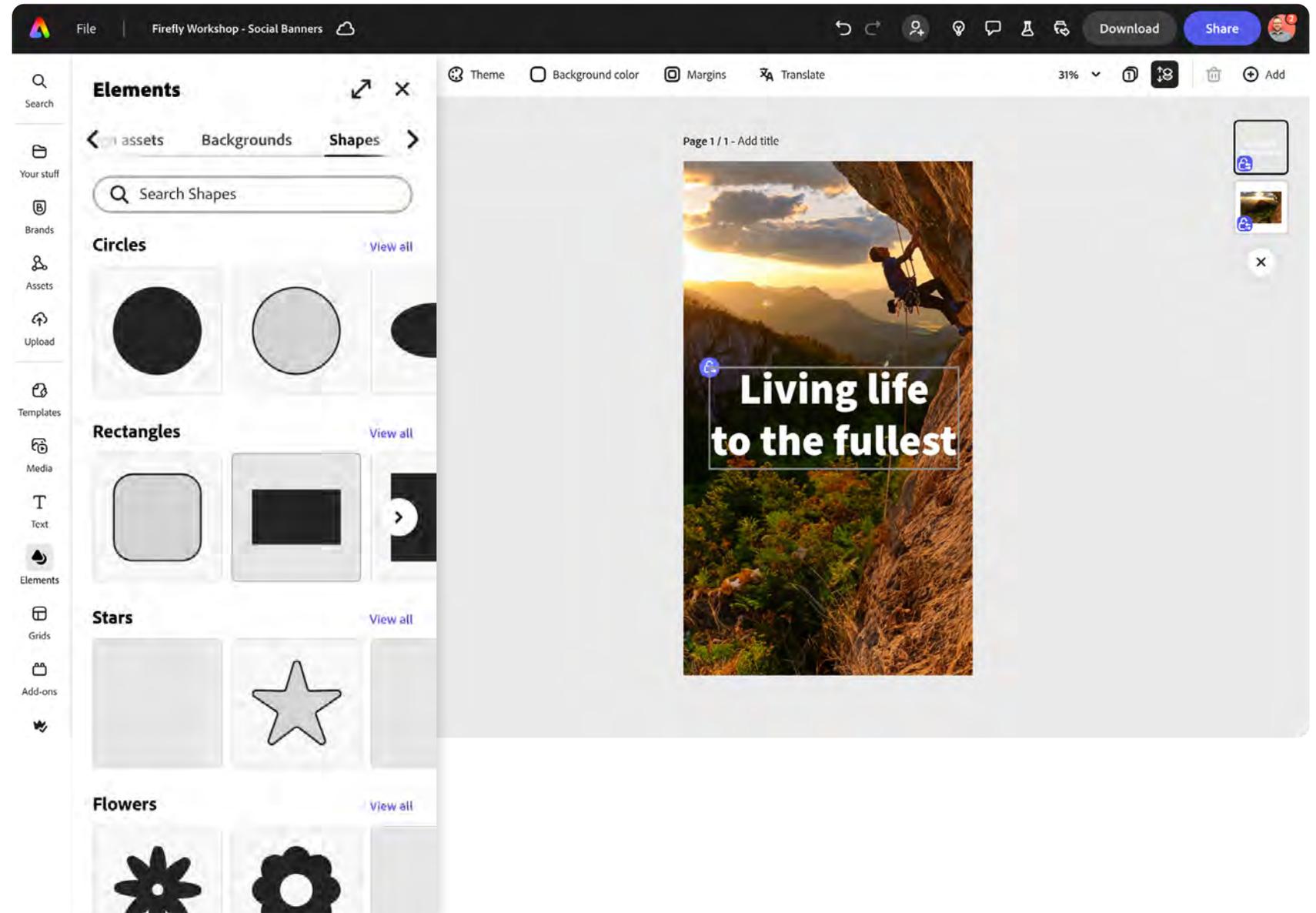
10. With the text field on your page, modify the type properties and position.



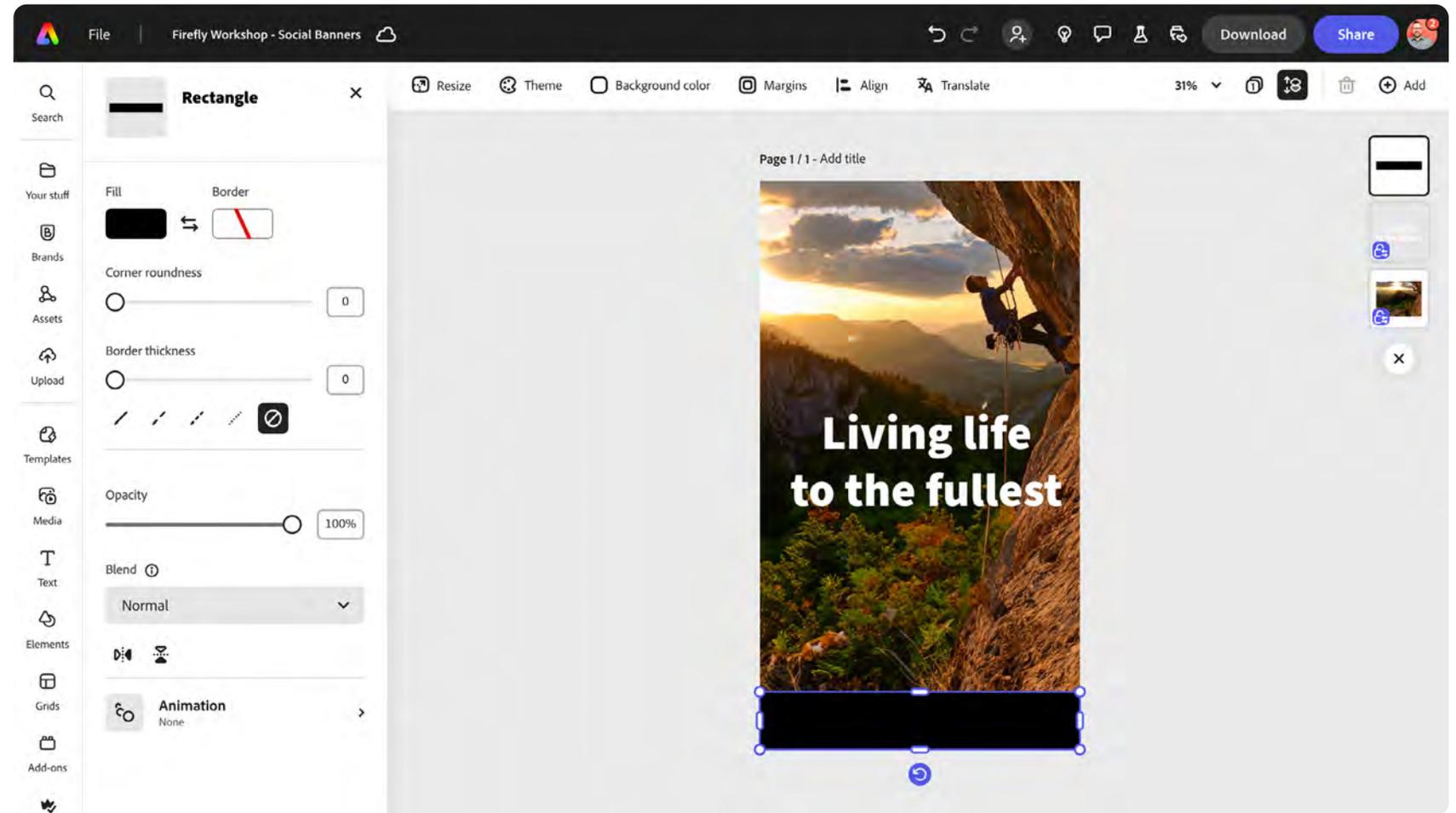
11. Right click on the text box and select **Lock: allow text replace.**



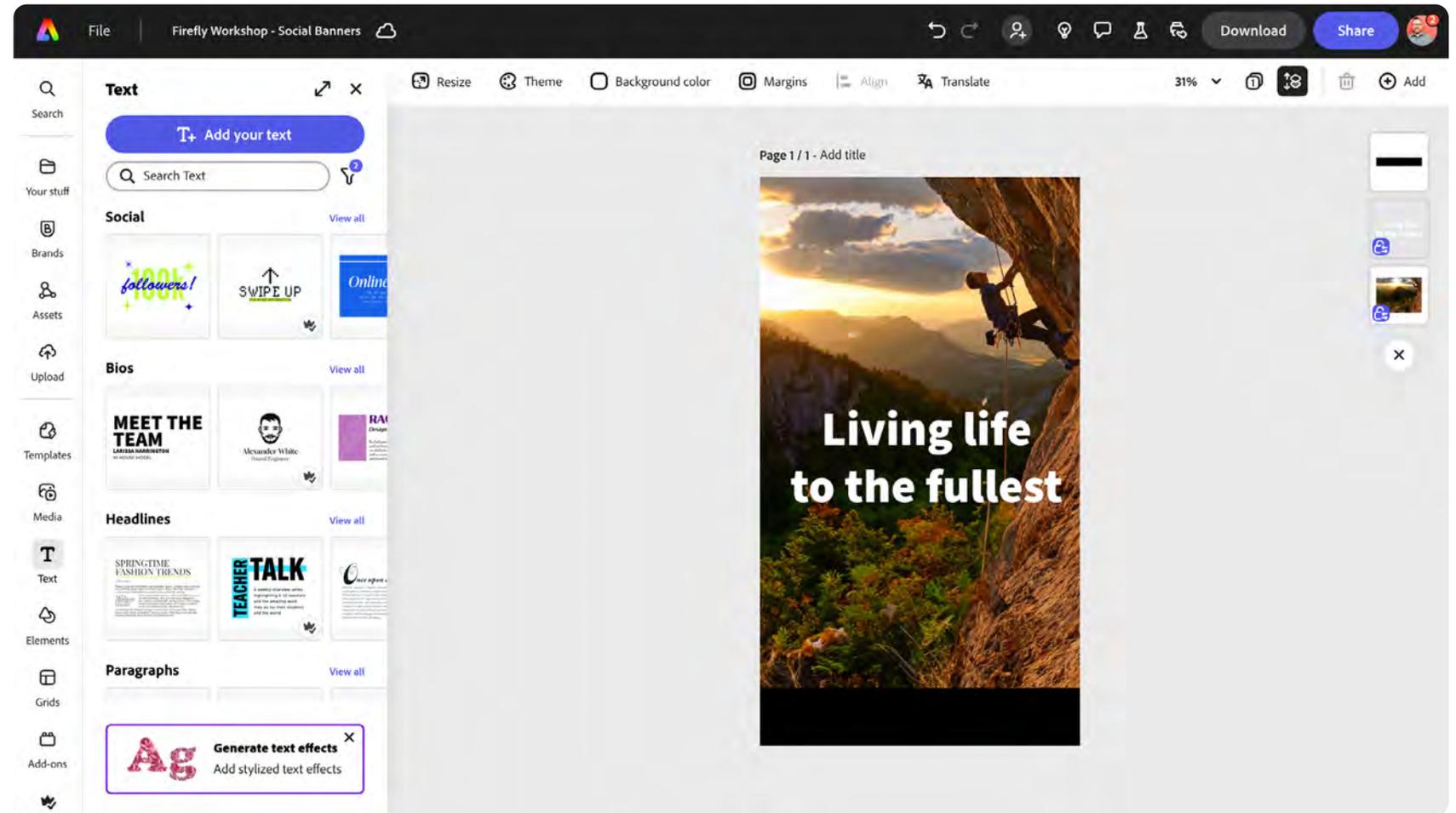
12. Let's add a rectangle to create a footer.  
Click on the **Elements** menu and select  
a solid rectangle.



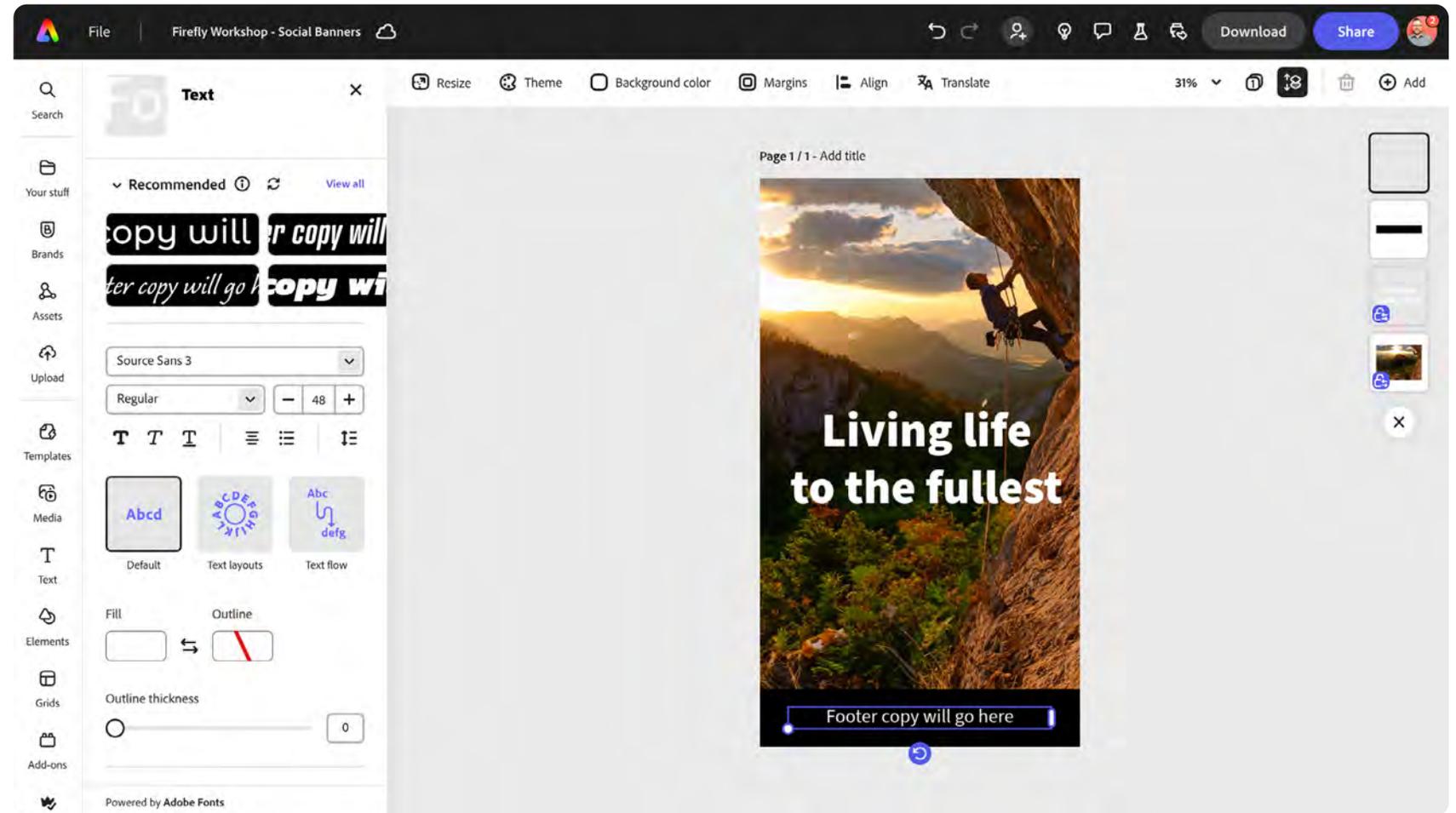
13. With the rectangle on your page, drag it to the bottom and stretch it out across the entire bottom of the page.



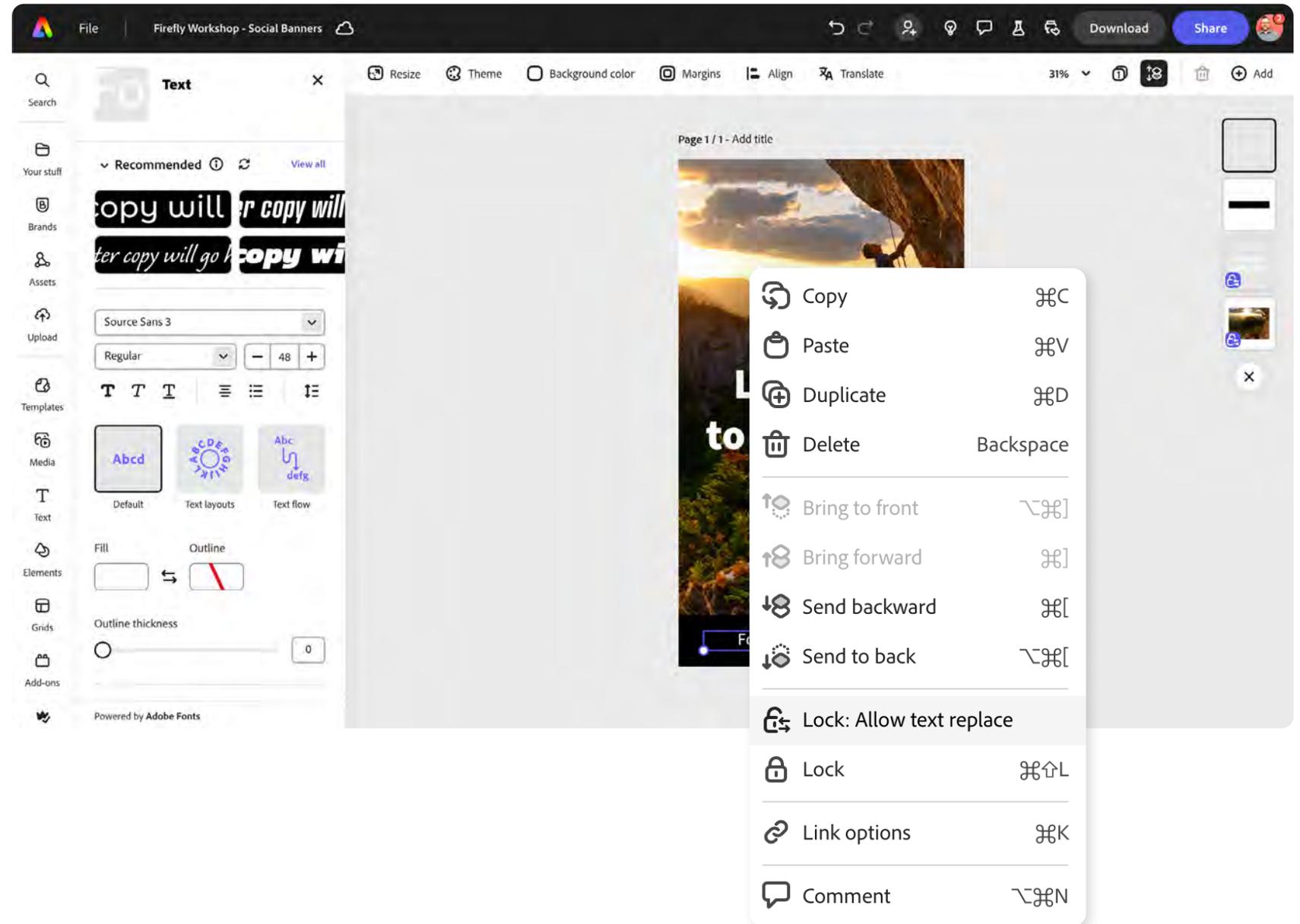
14. Now let's add some text to the footer.  
Click on the **Text** icon in the left menu  
and click the button **Add your text**.



15. With the new text field on your page, modify the type properties and position.

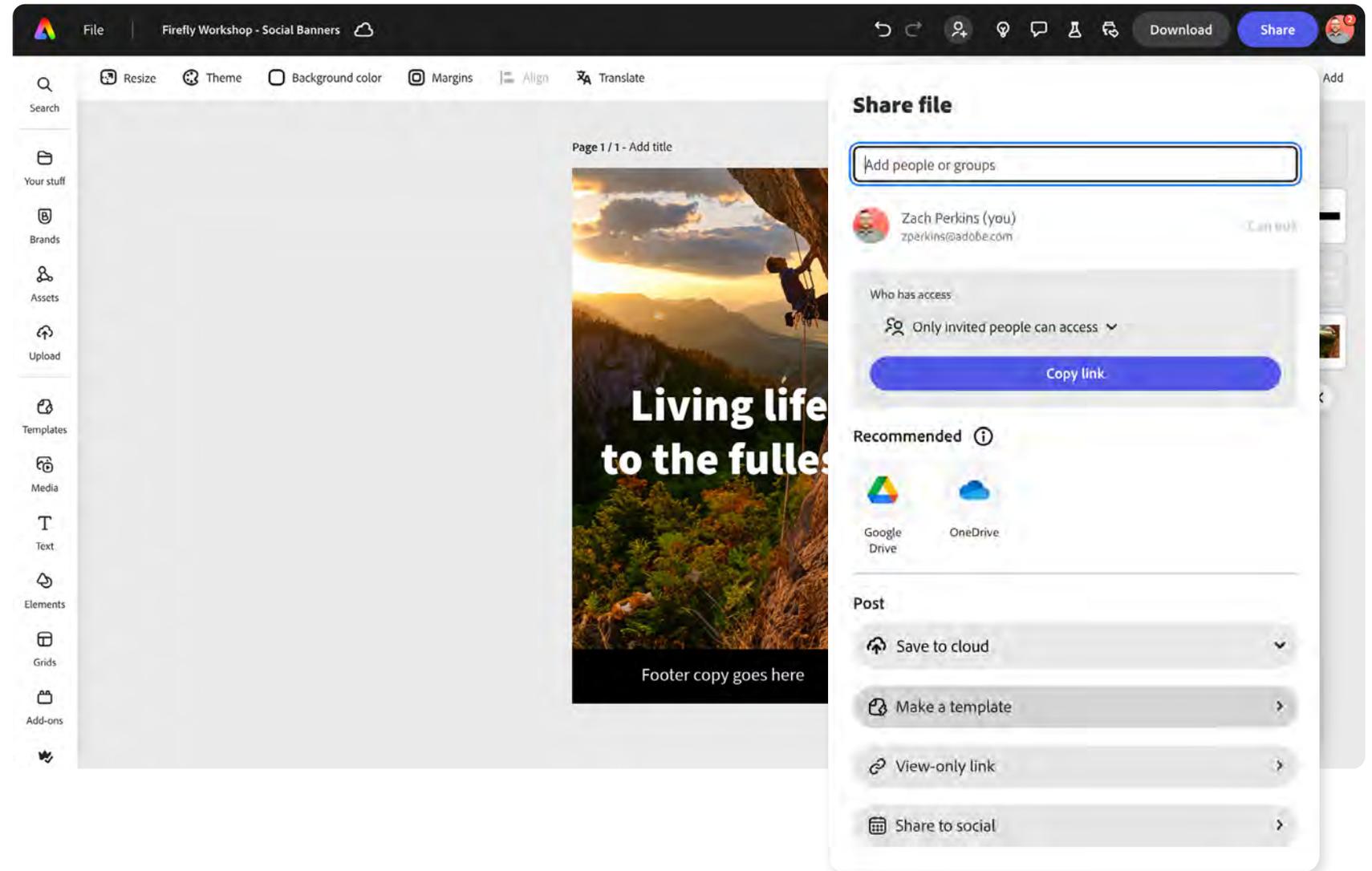


16. Right click on the text box and select **Lock: allow text replace.**



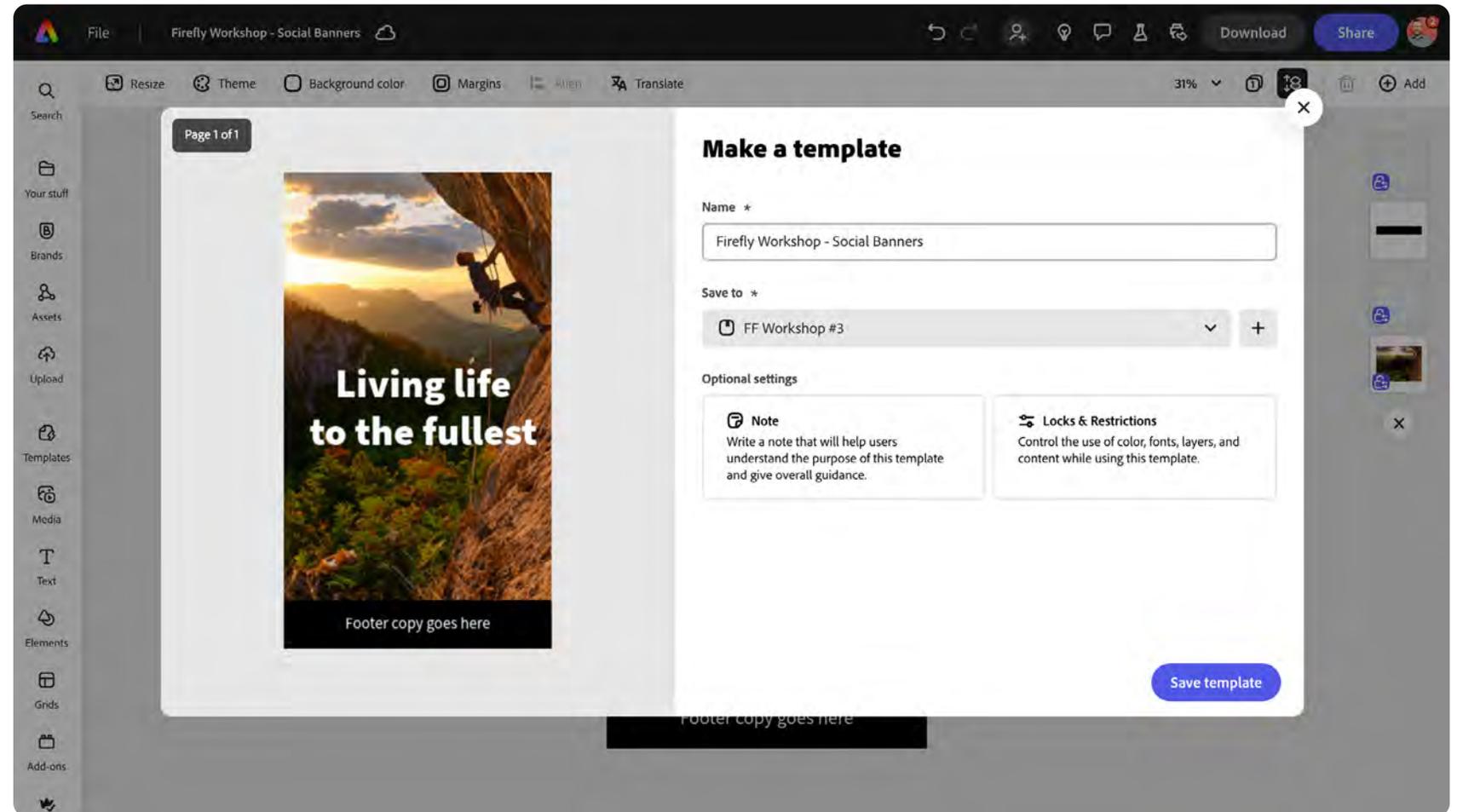
## Sharing and accessing the newly created template

17. With the layout of your design done, click the **Share** button in the upper right corner, and select **Make a template**.

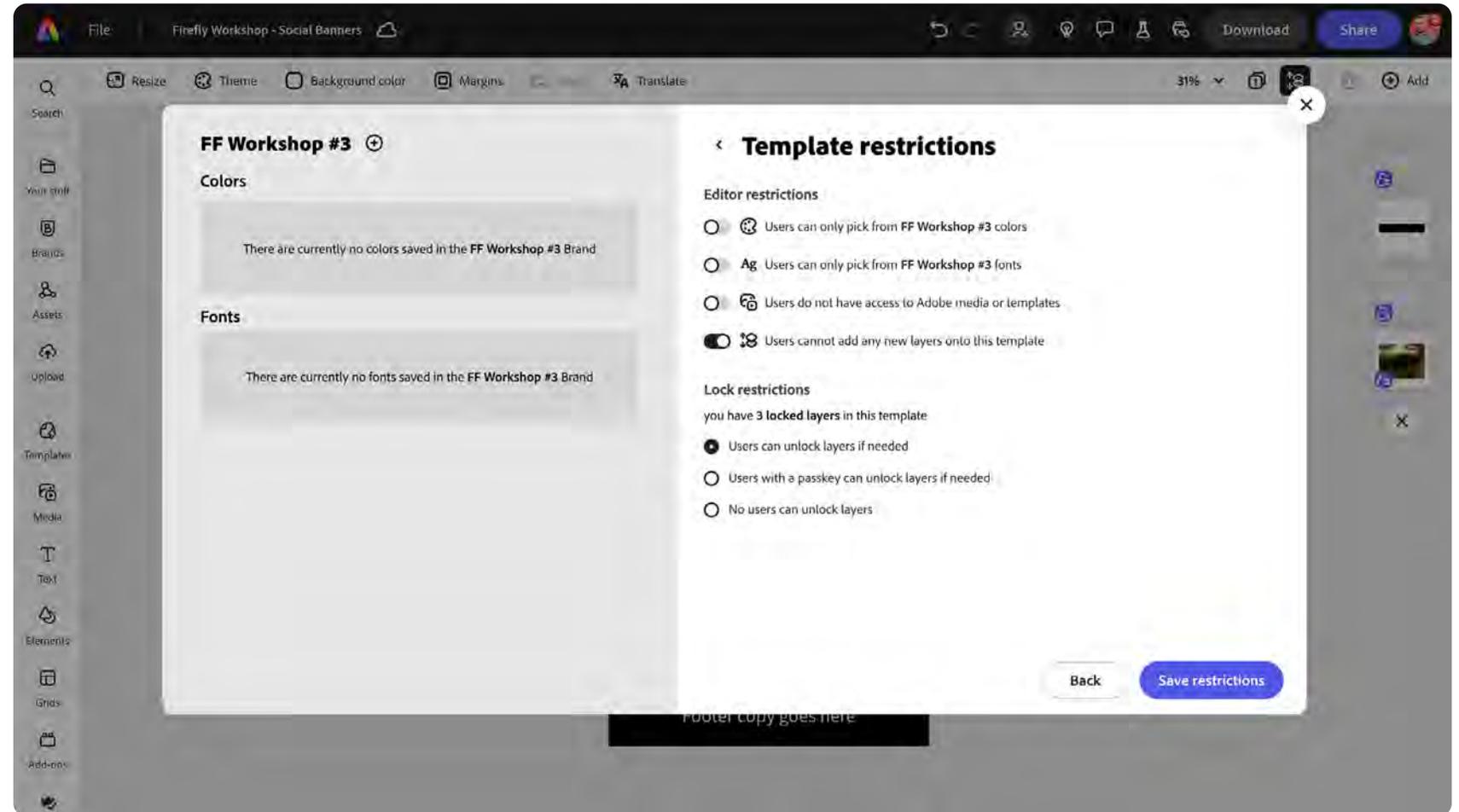


18. Confirm the library that you're saving your template in and include an optional note explaining the details of the shared template.

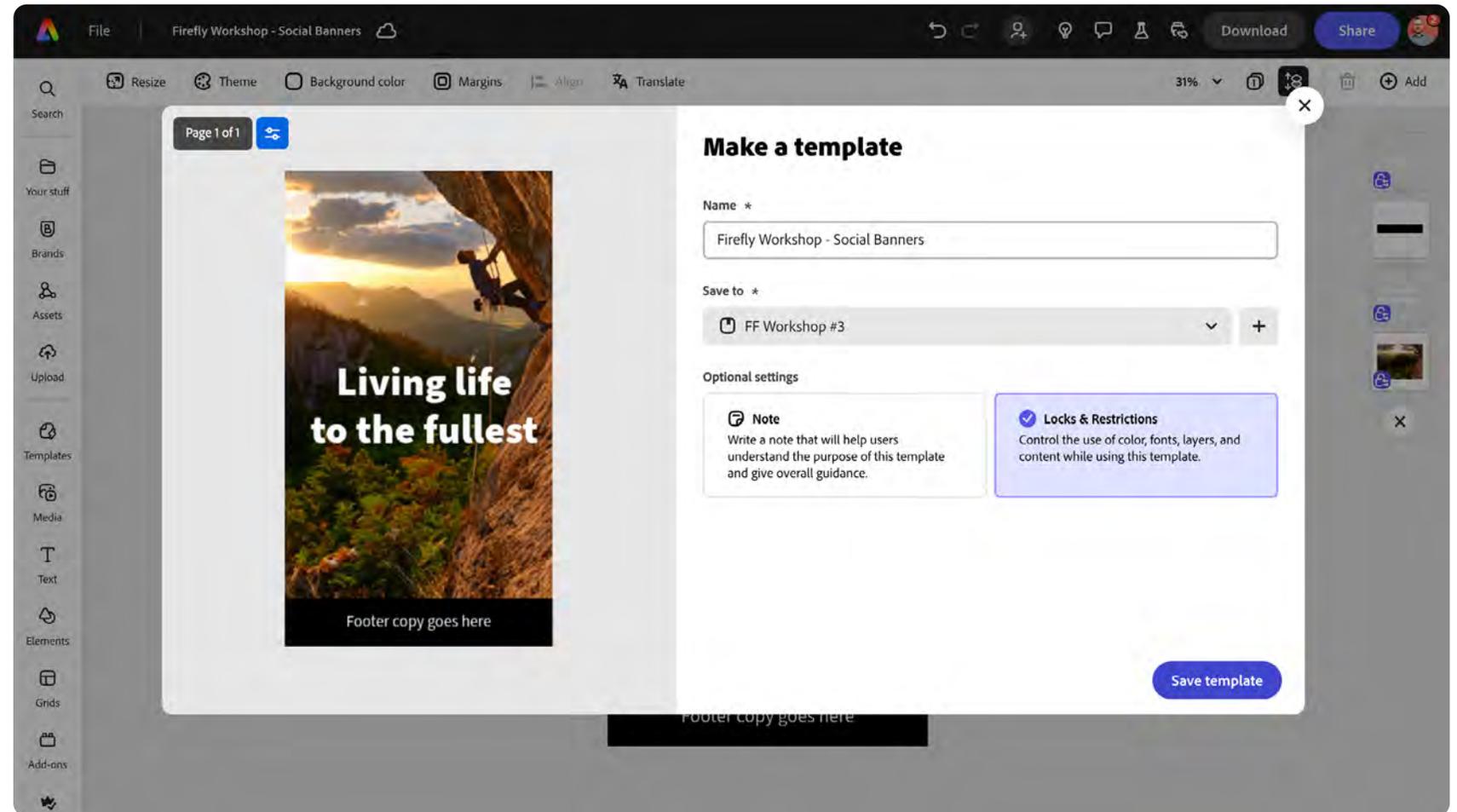
19. Click on the **Locks & Restrictions** button.



20. Set restrictions to what can and cannot be done within the template.

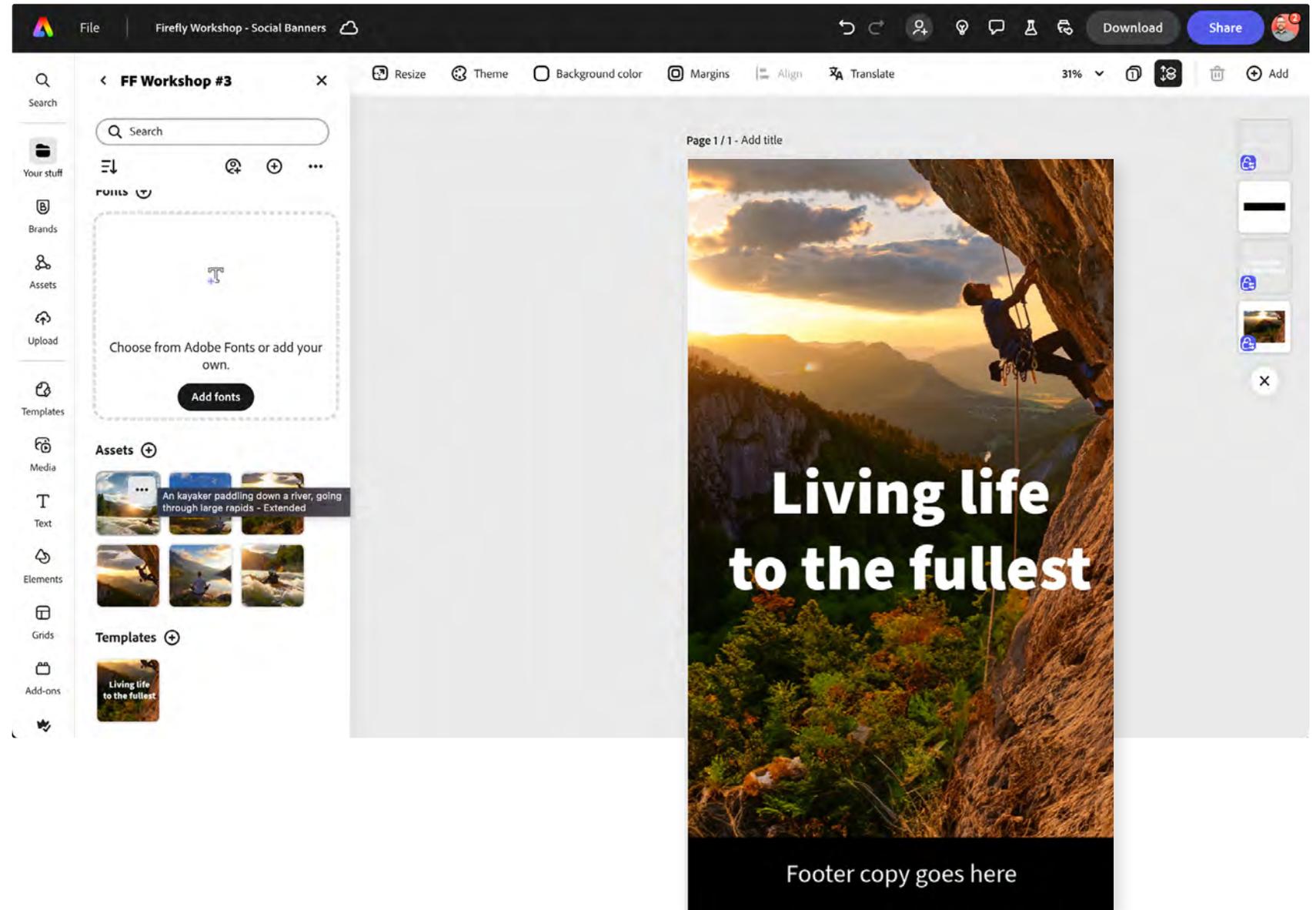


21. Click the **Save template** button.



Your new template is saved in the library that you're working from with all of your other assets and can be accessed by navigating to Your Stuff / Libraries / FF Workshop #3

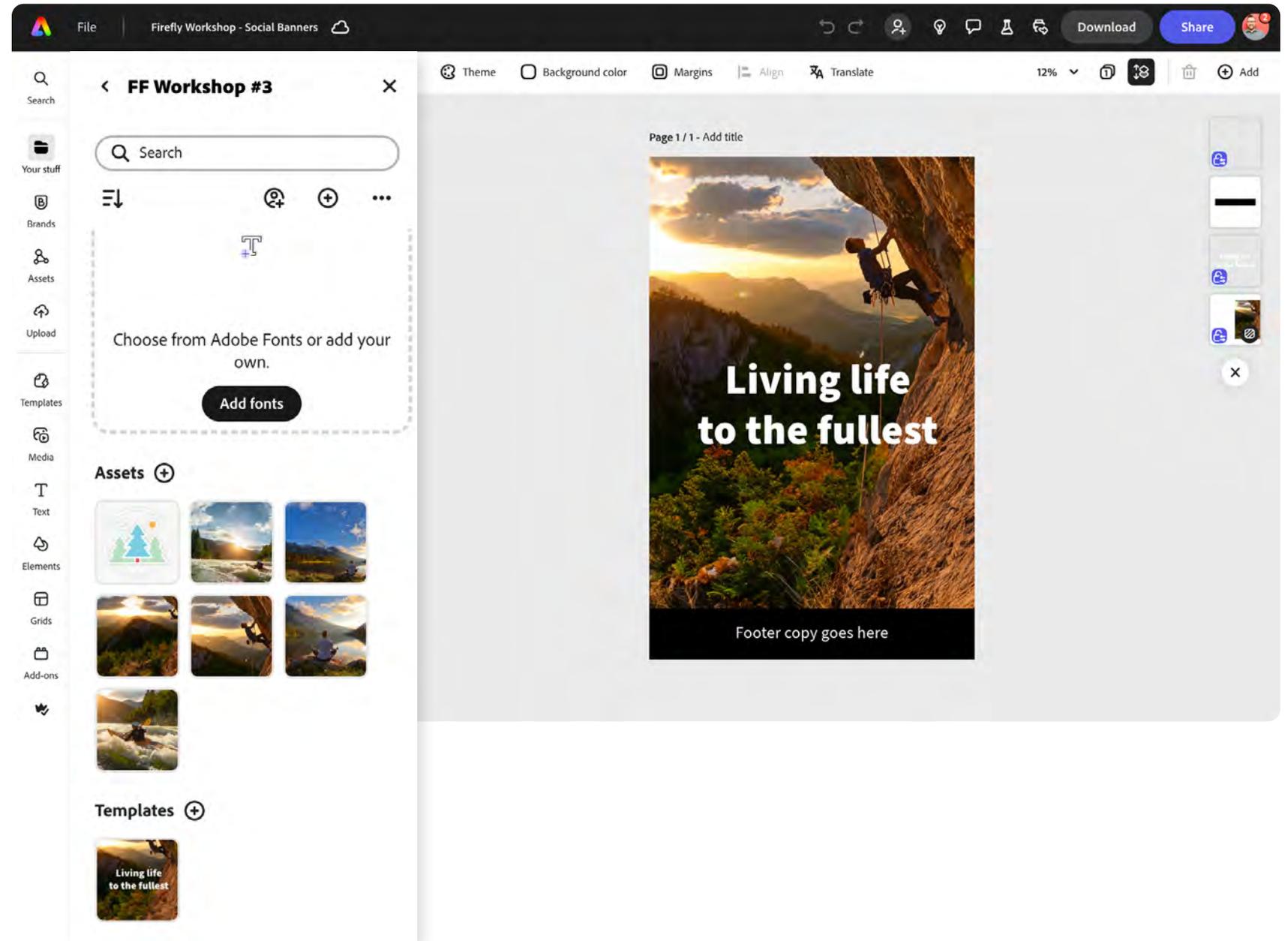
**Note:** To share the template, you'd share the entire library that the template is saved in.



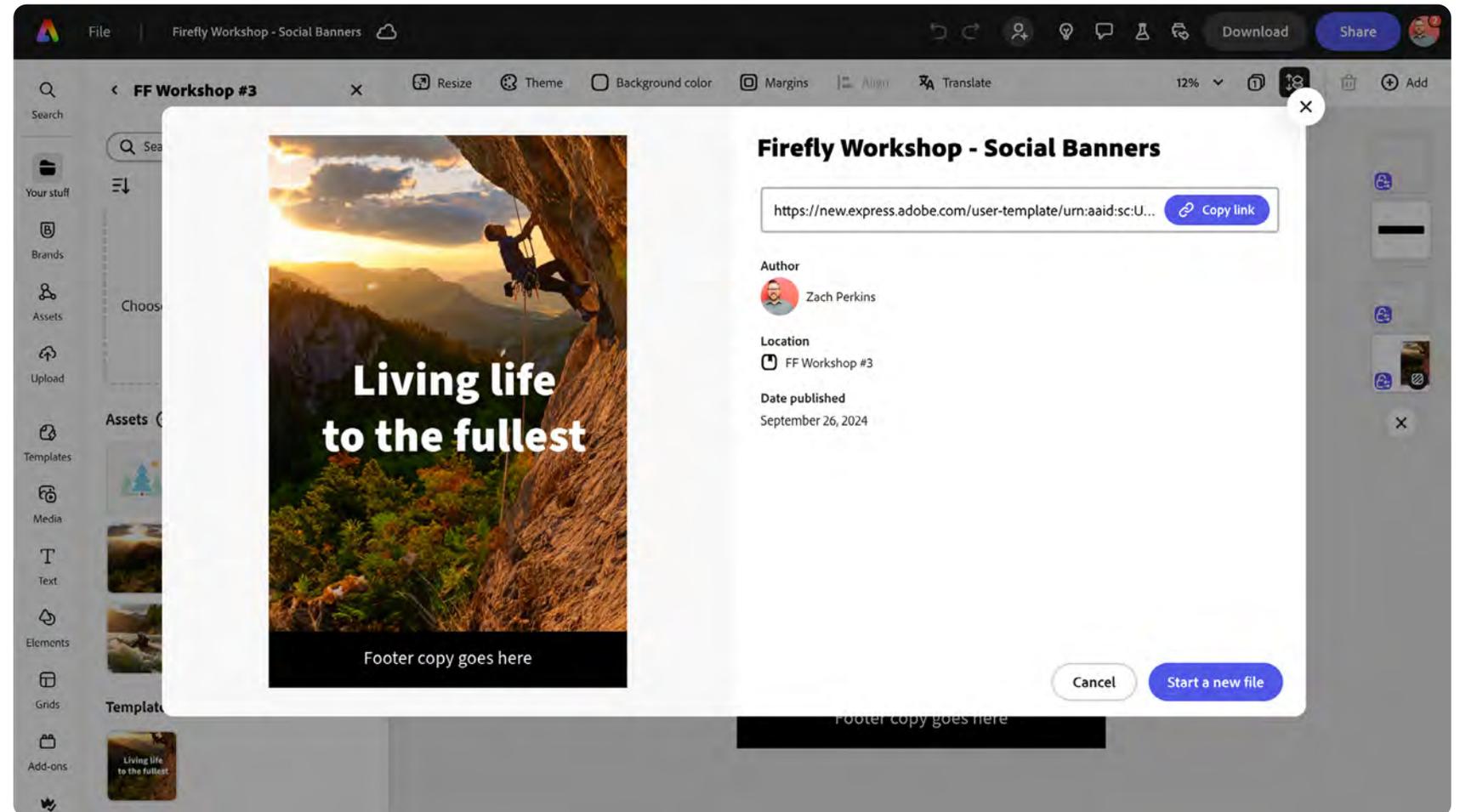
# Bonus Exercise

## Accelerate the creation of bulk ad variations with Adobe Express

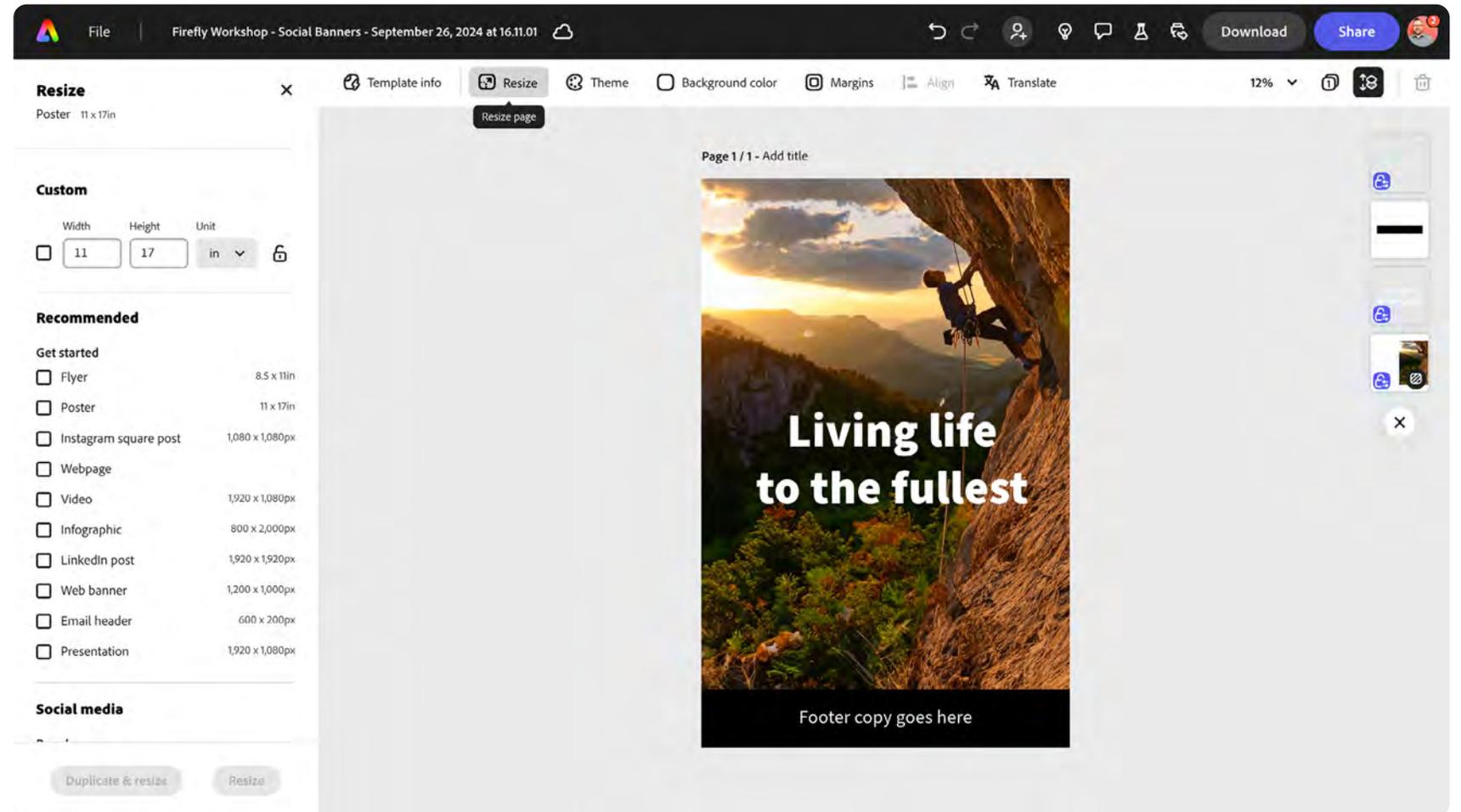
1. Let's access the newly created template within your library.
  - a. Your Stuff / Libraries / FF Workshop #3



2. Double-click on the template file, and **Start a new file.**

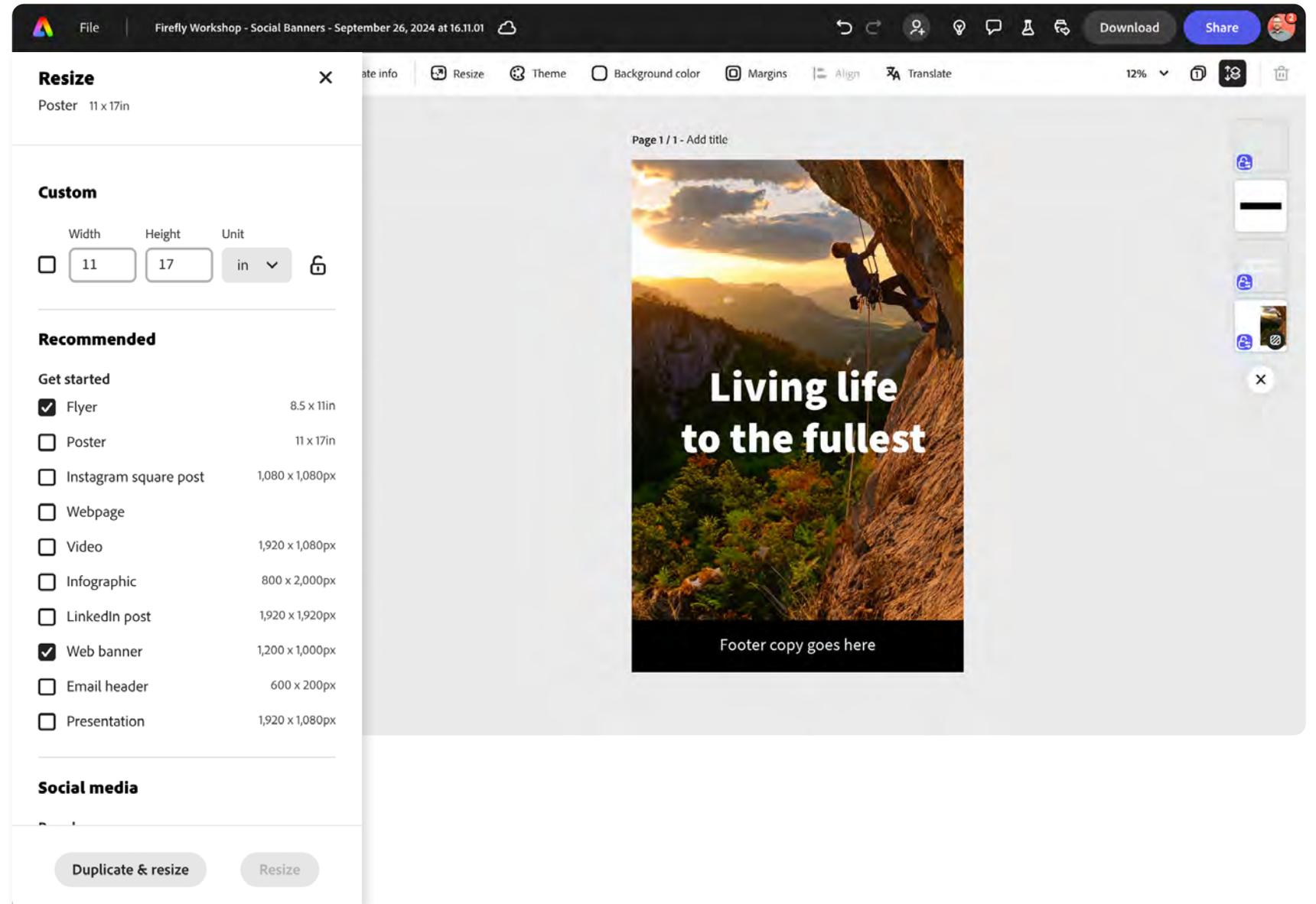


3. Click on the **Resize** button within the top menu.

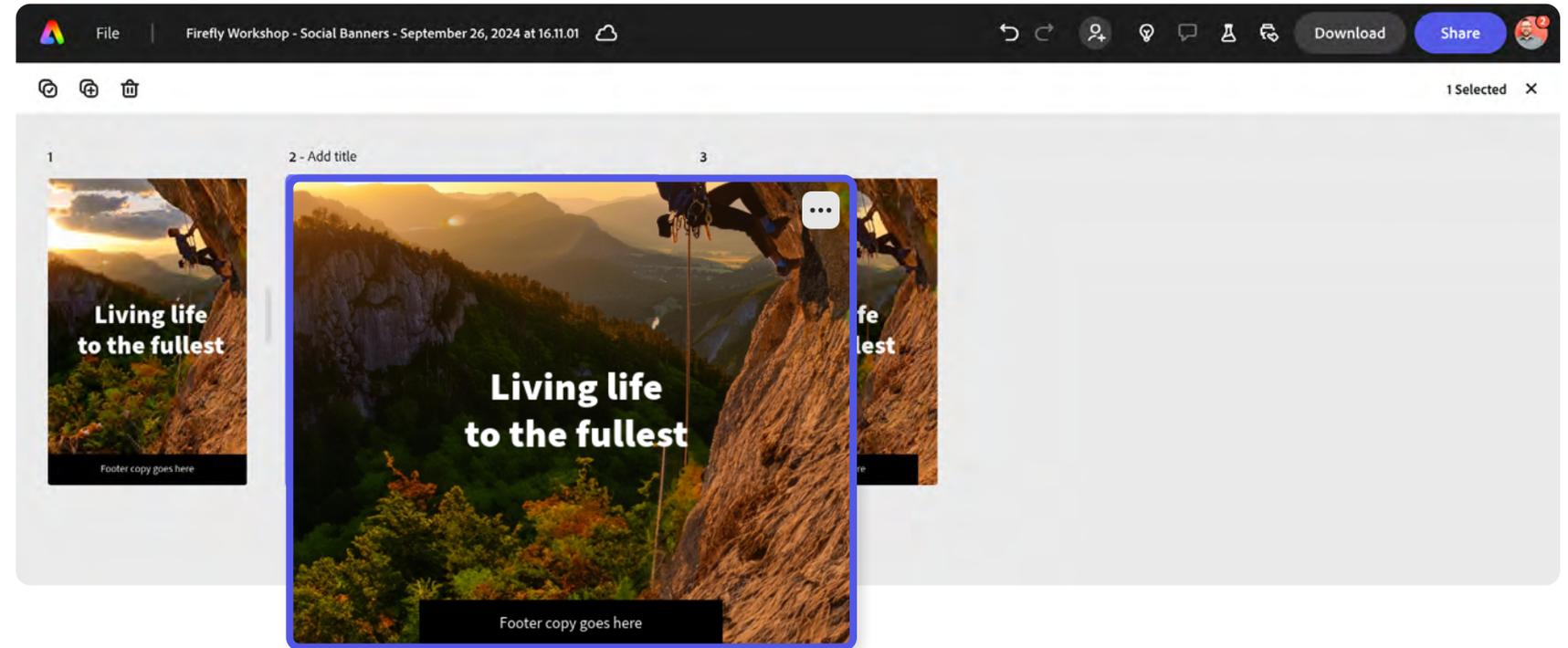


4. Select a few different options to quickly resize your project, and click **Duplicate & resize**

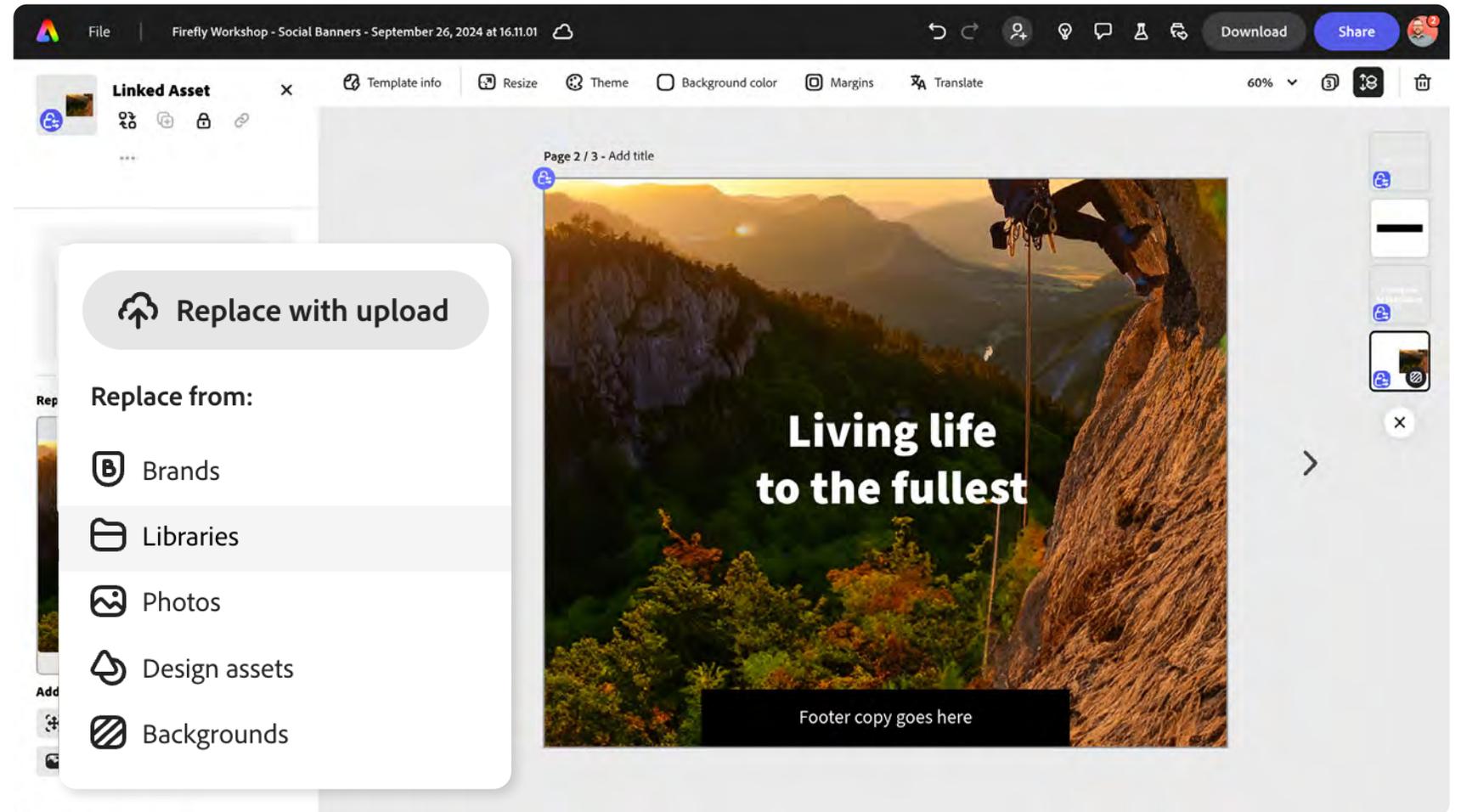
- a. Flyer
- b. Web Banner



5. With the newly sized pages created, let's move a few things around to support the different-sized layouts. Double-click into the middle **Web Banner** page.

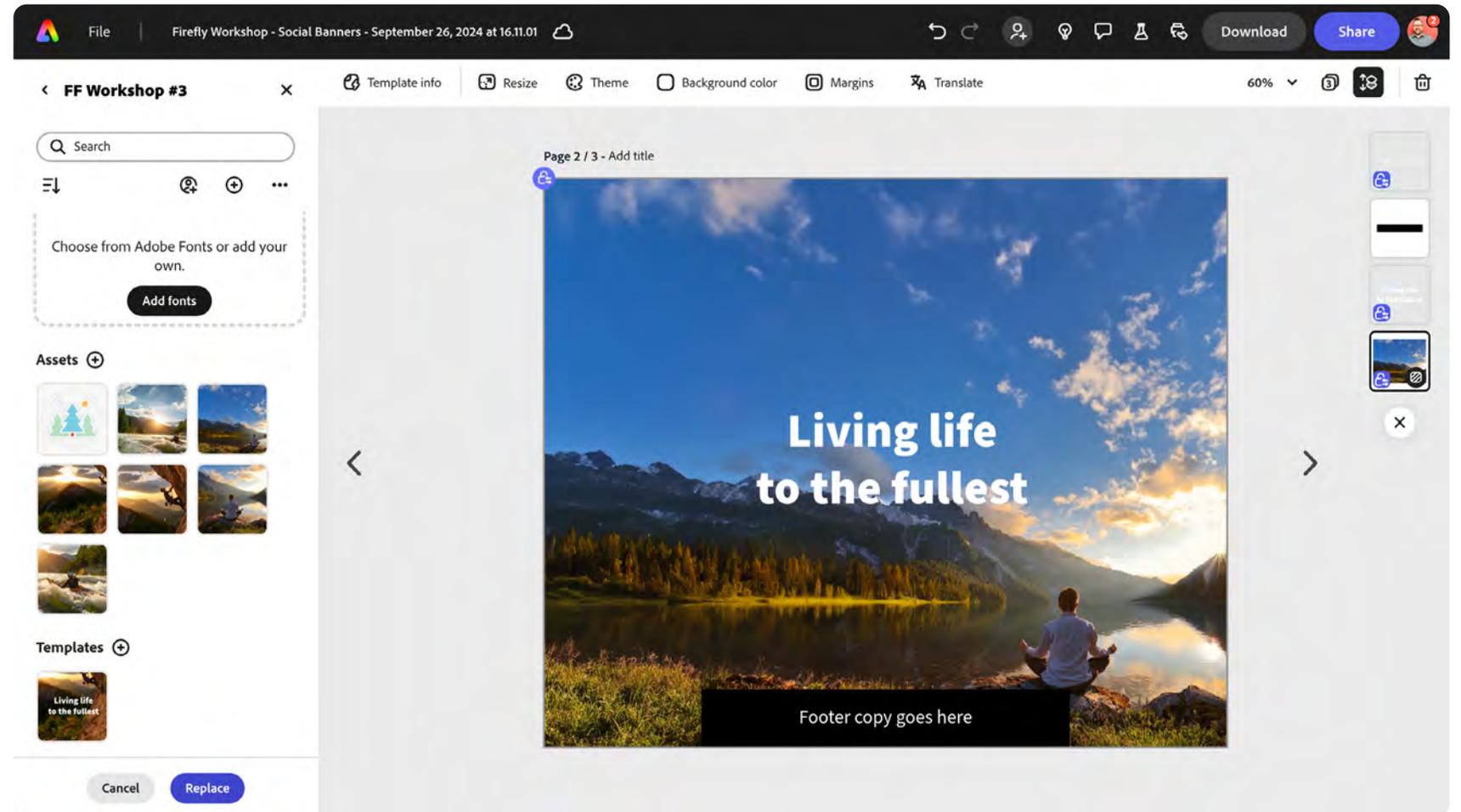


6. Select the background image, and in the **edit panel**, click the **Replace Background** button and select **Libraries**.

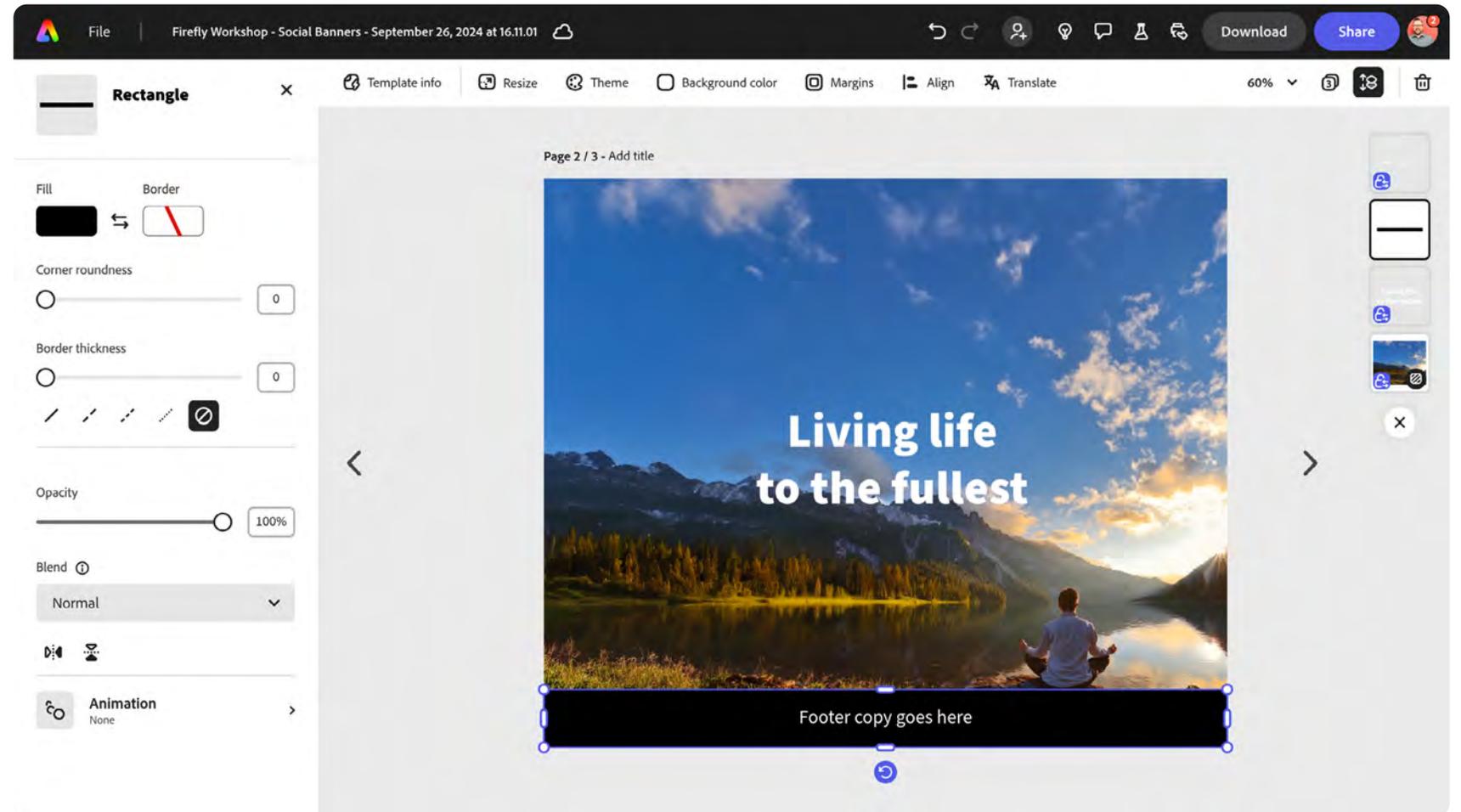


 Replace image

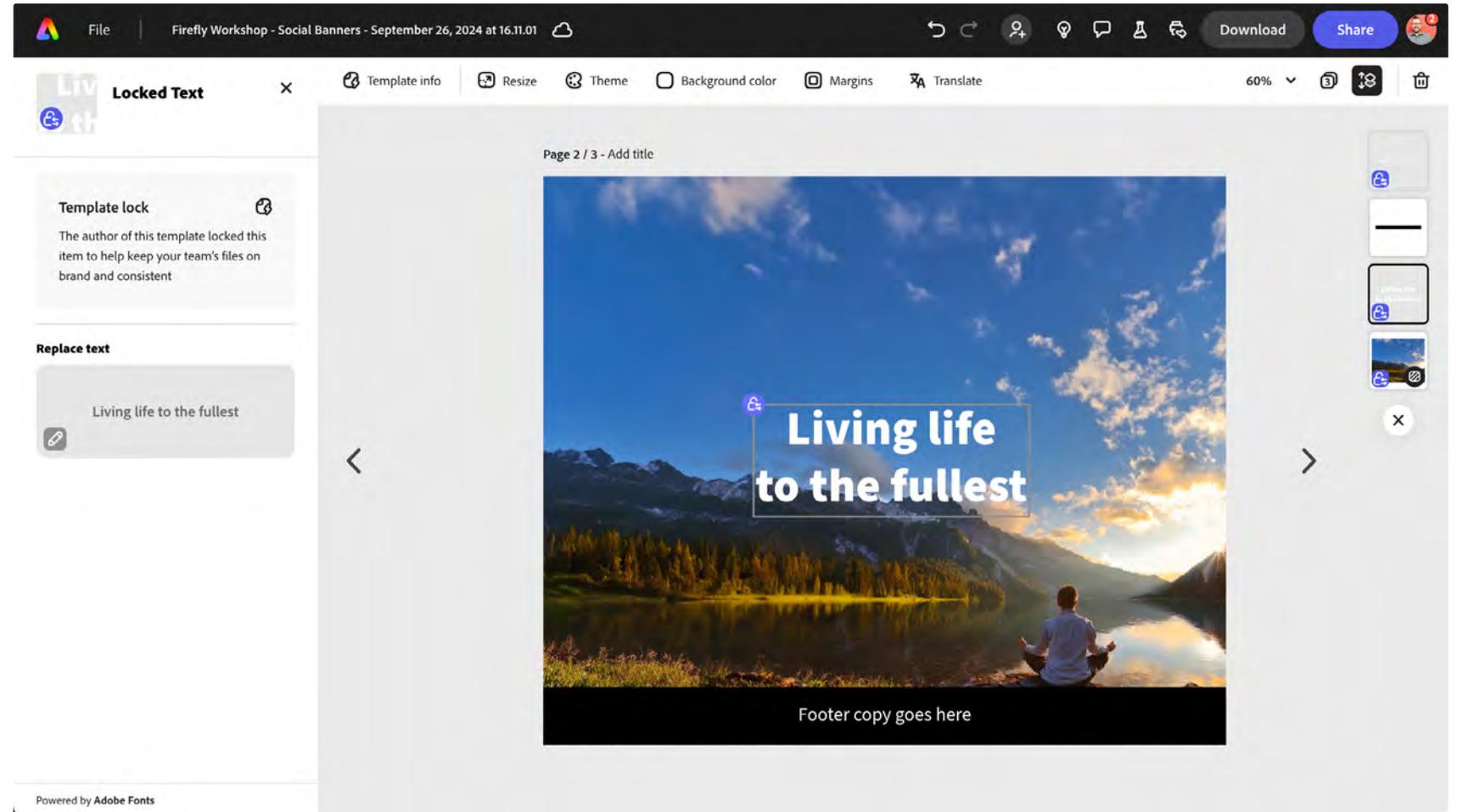
7. Select a new image from your Library and click the **Replace** button.



8. Click/select the rectangle at the bottom of the page, click on the shape handle on the right, hold down your Option key and scale the rectangle to fill the entire width of the page.

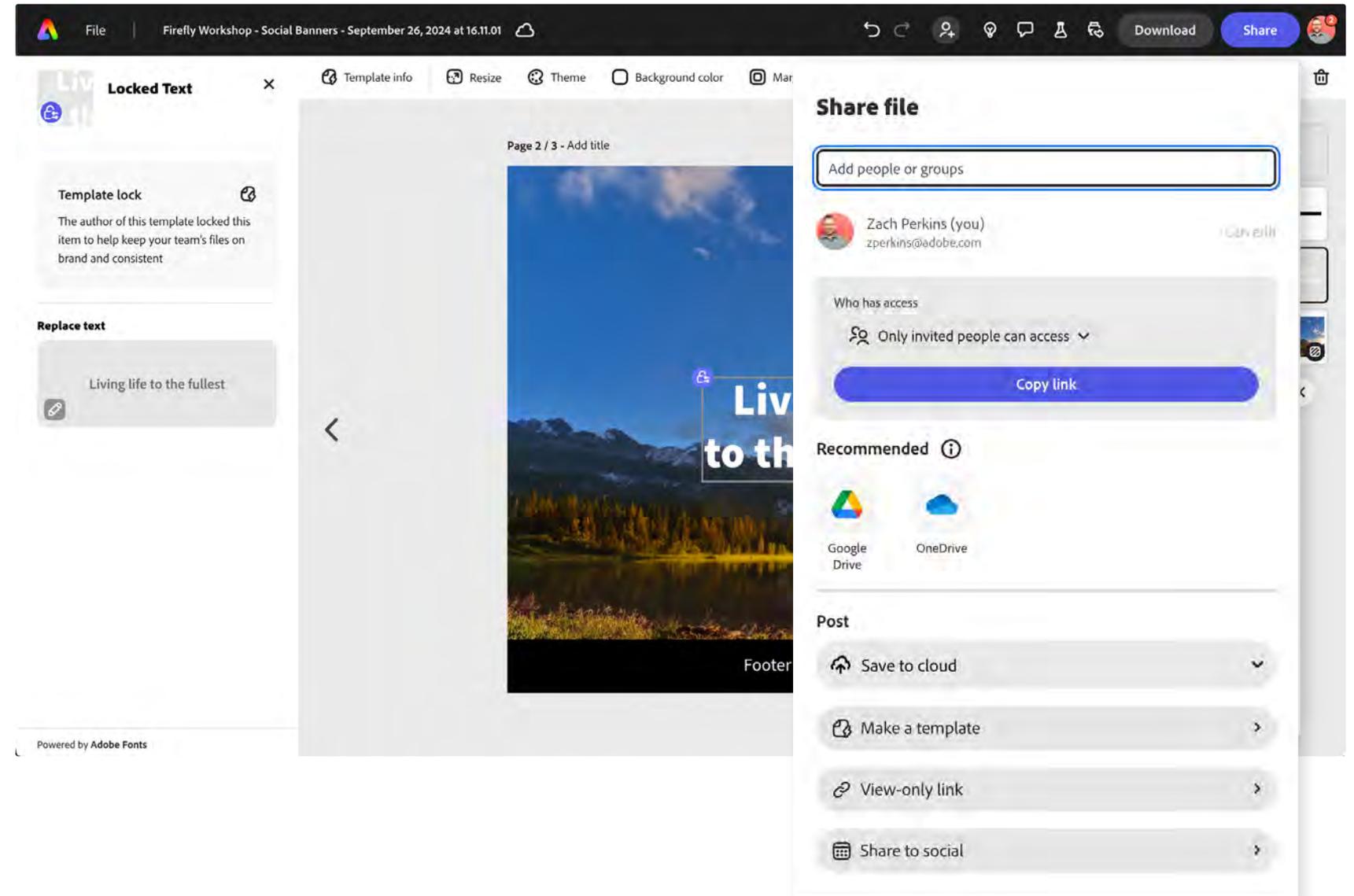


9. Now click on a text box and replace the text while preserving the placement and style.



10. Once all the edits are done within your pages:

- a. You can share for review and feedback by clicking on the **Share** button in the upper right header.
- b. You can download all the page files by clicking on the **Download** button in the upper right header.



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