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Autore	Parra Pennefather Patrick
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Sommario/riassunto	Reimagine different generative AI as useful creative prototyping tools that can be used to augment your own creative process and projects. Gain a deeper understanding of how generative AI can elevate your creative future. You will acquire a comprehensive understanding of how AI works, uncover tools that can enhance your AI interactions, learn how to extract maximum potential from AI-produced content, and experiment with methods for assessing, refining, and boosting the content to transform your creative projects. You'll also explore how creative professionals from varied disciplines are employing generative AI in their workflows to produce distinctive contributions to the world. Each chapter provides examples of how designers and other creative individuals can utilize these technological wonders, adopting various prototyping techniques to fast-track and optimize design processes and workflows. Creators from all disciplines can tap into the vast capabilities and benefits of generative AI, enabling them to rapidly experiment and prototype their ideas. You will: Understand how generative AI can support your own creative process Learn tools to get

the most out of text-text, text-image, and text-video generative AI
Augment your design practices using generative AI Draw inspiration
from AI generated content to create unique creative work Improve and
streamline creatives processes and workflows.
