AI GRAPHICS

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Obsah

Nebyla nalezena položka obsahu.

Introduction

The world of graphic design has changed more in recent years than it did over several preceding decades combined. One of the main reasons is the rise of artificial intelligence (AI), which has fundamentally transformed the way graphic designs, illustrations, photographs, videos and other visual content are created.

Until just a few years ago, professional graphic creation was the domain of highly specialized experts. Experienced graphic artists and designers could charge very high fees for their work, often several times the average monthly salary. Some commissions required not only exceptional artistic ability, but also years of experience, knowledge of specialized software and a considerable amount of time. Whether the task involved book-cover designs, advertising graphics, illustrations, visual effects for films or graphic assets for other projects, professional work was often demanding and expensive.

With the gradual development of digital technologies, however, the situation began to change. Professional graphics programs became more accessible and gradually easier to use. But the real turning point came with the arrival of generative artificial intelligence.

Today, you no longer need to be a professional graphic designer to create a high-quality illustration, advertising banner, poster, book cover or realistic photograph. A few text instructions can produce an image that would once have required hours of work by an experienced graphic artist. It is also possible to edit photographs, remove unwanted objects, change backgrounds, create new visual compositions and even generate short videos.

A major advantage is that many of these tasks can now be carried out on an ordinary laptop or directly in a web browser. Users do not need to own an expensive computer or install complex graphics software. An internet connection, a suitable AI tool and at least a basic idea of the desired result are enough.

This certainly does not mean that professional graphic designers have lost their place in the market. Their experience, creativity, sense of composition, typography and color, and ability to understand clients' needs remain very important. Artificial intelligence has, however, changed the rules of the game. It has become a new assistant that can significantly speed up workflows, expand creative possibilities and make graphic creation accessible to a much wider audience.

That is precisely why this book has been written.

Its aim is to introduce you to a wide range of current AI tools for graphics, image creation, photo editing, illustration, design, animation and video. We will explore individual applications and models, explain what they can do, demonstrate how they can be used, and point out their advantages and limitations.

There is now an enormous number of AI applications on the market. Some specialize in generating realistic photographs, while others focus on illustrations, logos or advertising materials. Still others can edit existing images, create graphics from simple text prompts or turn static images into moving video.

There is no single universal tool that is best for every purpose. Each application has its strengths, specific features and areas in which it excels. The choice of which tools to use, and how to apply them in your own work, will therefore depend mainly on you.

Whether you are a professional graphic designer, photographer, entrepreneur, student, video creator or simply someone who wants to make their own graphics, I believe you will find plenty of useful information and inspiration in this book.

Artificial intelligence puts tools in our hands that, until recently, were available only to professionals with expensive equipment and years of experience. It is up to us how we make use of this opportunity.

I wish you every success, plenty of creative inspiration and, above all, the joy of discovering the new possibilities that artificial intelligence brings to the world of graphics.

Individual Consultations and Advice

I also offer individual consultations and advice for anyone interested in AI graphics tools and their practical use.

From experience, I know that many people have never even heard of a number of the interesting applications presented in this book. Some know only a few of the best-known services, while others are just beginning to discover the possibilities offered by artificial intelligence.

I often meet people who would like to create high-quality images, graphics or videos but do not know which application to choose, how to get started or how to formulate a good prompt. Some are even hesitant to open an application and try it because they assume it will be difficult to use.

I would therefore like to encourage you to do one important thing: Get started and experiment, experiment and experiment!

Hands-on use is the best way to become familiar with individual AI tools. You do not have to create a perfect image or a professional video straight away. At first, you may not like some of the results; at other times, you may not achieve what you had imagined. That is perfectly natural. Every attempt will move you a little further forward.

And then comes a moment that makes it all worthwhile. You enter a few words, choose a suitable model, refine the prompt and suddenly see a beautiful image or video that you have created yourself. At that moment, you experience a wonderful feeling of joy and satisfaction. You realize that you can create something with your own skills that seemed out of reach only recently.

That is exactly why I provide individual consultations and advice. I want to help you overcome initial uncertainty and remove any fears you may have about using new applications. I will show you how to work with the different tools, where to begin, how to write prompts and how to achieve better results step by step.

During a consultation, we can focus, for example, on:

Choosing the most suitable AI graphics applications for your needs.

Explaining the differences between individual AI tools and their models.

Practical demonstrations of generating images, illustrations and videos.

Writing effective text prompts.

Editing photographs and existing graphics with the help of artificial intelligence.

Using AI to create advertising materials, presentations, banners and book covers.

Comparing the paid and free versions of individual applications.

My aim is not simply to show you how the applications work. I want you to try them out for yourself, gain confidence and gradually learn to make full use of their capabilities.

Do not be afraid to experiment, make mistakes and try new things. That is how you learn the most. And believe me, the moment when you first create an image or video that you are truly proud of is well worth the effort.

I look forward to helping you discover the world of AI graphics and showing you what you can achieve on your own.

Who Is AI-Powered Graphic Creation For?

You may think that creating graphics with artificial intelligence is mainly for professional graphic artists, designers or people working in advertising agencies. The opposite is true.

One of the greatest strengths of today's AI tools is that they make graphic creation accessible to practically everyone. You do not need a degree in graphic design, years of experience or the ability to use complex graphics programs. Basic computer skills, a little creativity, a willingness to learn new things and, above all, a readiness to experiment are enough.

The possible uses are extremely broad. AI graphics tools can help with work, business, education and leisure activities. Let us look at who may find them most useful.

1. Home Video Makers and Amateur Creators

Do you make your own videos, film family events and trips, or document your experiences? AI can help you enhance your videos with interesting graphics, illustrations, animations and title images, or even create an entirely new video from a text prompt.

This can be especially useful for students preparing school projects, presentations or videos for social media. It can also appeal to anyone who wants to create original keepsakes, greetings or short film stories.

2. Freelancers and People Working from Home

More and more people work independently, freelance or from home. Freelancers often need to prepare their own presentations, advertising materials, graphics for clients, social media posts or visual assets for their projects.

AI tools can make their work much easier and save time. Instead of outsourcing every graphic task to an external designer, they can prepare many simpler designs themselves.

This can be particularly useful for copywriters, consultants, photographers, social media managers, website creators and online business owners.

3. People Looking for a Job

This group may surprise you, but people looking for a new job can also make very good use of AI graphics tools.

With the help of artificial intelligence, they can prepare a clearer CV, a visually appealing portfolio, a personal presentation or samples of their work. They can also create original graphics to showcase their skills to potential employers.

Knowledge of AI tools can also be a valuable skill to include on a CV. In many professions, the ability to use modern technologies is becoming increasingly important.

4. Entrepreneurs and Business Owners

Entrepreneurs in particular can gain a great deal from AI graphics. Practically every company needs some form of visual presentation, whether that means advertising banners, product photographs, catalogues, leaflets, posters, social media posts or presentation videos.

Small business owners often have neither an in-house graphics department nor the budget to commission graphic design services regularly. With AI, they can prepare many materials themselves, respond more quickly to current needs and experiment with different forms of advertising.

Product visualizations, advertising videos and images for online stores also offer very interesting possibilities. AI can therefore be a useful assistant in the day-to-day running of a business and in finding new business opportunities.

5. Students and School Pupils

Students can use artificial intelligence when preparing school projects, reports, presentations, term papers and various creative assignments.

They can create their own illustrations, graphic diagrams, posters, visual presentations and other materials. Interesting opportunities also arise when studying graphics, design, marketing, photography or multimedia production.

The important thing is to learn to use AI as an assistant in your own work, not as a substitute for your own thinking and creativity. The ability to formulate prompts correctly and evaluate the results may prove to be a very valuable skill in the future.

6. Employees and Company Staff

AI graphics tools can also be useful to people who work in ordinary businesses and whose main job has nothing to do with graphic design.

Think, for example, of a marketing employee, sales representative, HR specialist or project manager. Each of them may occasionally need to create a presentation, an illustrative image, advertising material or a graphic asset for internal communication.

Instead of spending a long time searching for suitable images or commissioning external graphic design, they can use AI to prepare the visual material they need themselves.

This can greatly simplify everyday work and speed up the preparation of various documents and presentations.

7. Professional Graphic Designers and Designers

It might seem that professional graphic designers are the people most directly threatened by AI graphics tools. In reality, these tools can also be extremely useful assistants to them.

Experienced graphic designers can use AI to speed up certain workflows, create initial drafts, find inspiration, prepare variations of graphic compositions or edit photographs. They can also experiment with new visual styles and expand the range of services they offer clients.

AI can help them handle more commissions, reduce the time needed to prepare certain assets and devote more attention to the creative solution itself.

The key is to recognize which tasks are worth assigning to artificial intelligence and where personal experience, creativity and professional judgment remain irreplaceable.

8. People Who Create Simply for Pleasure

Finally, there is a group we should not forget: people who are simply interested in new technologies and want to try something exciting.

You do not need any specific work-related or business reason. You can create your own pictures, fantasy illustrations, photographs of imaginary places, greetings for friends, family collages or short videos.

AI graphics can be a very enjoyable hobby. Little by little, you discover new possibilities, try different applications and learn how to achieve increasingly interesting results.

And the pleasure of creating something yourself may be one of the best reasons to get started with AI graphics.

As you can see, creating graphics with artificial intelligence is not intended only for a small group of professionals. Practically anyone who needs to create images, graphics, illustrations or videos can make use of it.

It does not matter whether you are a student, employee, entrepreneur, freelancer, professional graphic designer or someone who simply wants to try something new in their spare time.

You do not need to master dozens of applications right away. Start with one, become familiar with its capabilities and gradually explore others.

You may be surprised by how much you can create yourself. You may even find that what began as experimentation becomes not only a useful professional skill, but also a new hobby or even a business opportunity.

AI graphics are not just for professionals. They are for anyone with an idea and the desire to bring it to life.

Where Do We Encounter AI-Generated Graphics?

You may not even realize it, but you encounter graphics created with artificial intelligence practically every day. You can find them on the internet, in shops, on the streets, in advertisements, magazines, television programmes and on social media. They have become a regular part of our everyday lives.

And what is most interesting? In many cases, it is now almost impossible to tell whether a particular image, photograph or graphic design was created by a person, a professional graphic designer or artificial intelligence. The quality of some outputs is so high that they can look like photographs taken by a professional photographer or work produced by an experienced design studio.

AI graphics are gradually finding their way into many different fields, and their uses continue to expand.

1. Advertising and Marketing

Advertising is one of the areas where we encounter AI-generated graphics very frequently.

AI-generated images can be used in website advertising banners, social media graphics, advertising campaigns, leaflets, posters and promotional materials.

Companies constantly need to prepare new visual content to reach their customers. AI allows them to create different graphic variations quickly, try out new advertising concepts and adapt images to specific target audiences.

2. Billboards, Posters and Outdoor Advertising

Just take a walk around a city and look around. You may come across AI-generated visuals on billboards, advertising displays, public transport stops and promotional signs.

Artificial intelligence can create striking advertising photographs, fantastical environments, product compositions and original illustrations that can then serve as the basis for outdoor advertising.

AI graphics are also used to prepare posters for cultural events, concerts, festivals, exhibitions and sporting events.

3. Shops, Store Windows and Product Graphics

Physical shops and shopping centres are another place where we may encounter AI graphics.

Graphic designs created with artificial intelligence can appear on advertising posters, shop windows, information boards and promotional materials.

Product visualizations also offer great possibilities. Sellers can use AI to prepare attractive product images, create different settings, change backgrounds or present products in situations that would be expensive to arrange for a conventional photo shoot.

4. Product Printing and Promotional Items

AI graphics are increasingly being used to design prints and decorations for various products.

Examples include:

T-shirts, sweatshirts and other clothing.

Mugs, bottles and promotional items.

Bags, backpacks and textile accessories.

Cases for phones and computers.

Posters and pictures for interiors.

Stickers and decorative objects.

All you need to do is create a suitable motif, illustration or graphic design and then prepare it for printing on the selected product.

This also opens up interesting opportunities for small business owners and people who want to create their own original products.

5. Books, Magazines and Printed Materials

AI graphics can also be found in traditional print media.

Interesting possibilities include creating book covers, illustrations for books, images for children's publications, magazine artwork and educational materials.

Authors and publishers can use AI to prepare illustrations that match a particular story or subject. It can also be used to create covers for novels, fantasy books, cookbooks and specialist publications.

6. Websites and Online Stores

When browsing websites and online shops, we can encounter AI graphics practically at every turn.

These may include main illustrative photographs, product images, advertising banners, website backgrounds or graphic elements that help visitors find their way around.

Online shop operators can use AI, for example, to prepare product photographs, advertising campaigns and seasonal graphic materials.

7. Social Media and Online Content

Social media is one of the fastest-growing areas for the use of AI graphics.

Huge numbers of images, illustrations, advertising posts, short videos and animations created with artificial intelligence appear there every day.

Influencers, YouTubers, bloggers, content creators and ordinary users all use AI tools. They create video thumbnails, Instagram posts, Facebook graphics, advertising visuals and original content for TikTok.

8. Film, Television and Video Production

Artificial intelligence also offers exciting possibilities in the fields of film and video.

AI can be used to create cinematic environments, fantasy landscapes, characters, special visual effects and short film sequences. Some tools can turn a static image into a moving video, while others can generate an entire video from a text prompt.

These technologies can be used by professional film studios, advertising agencies, television production companies and individual creators.

9. Presentations, Training and Business Documents

AI graphics are also becoming increasingly common in the workplace.

Employees and business owners can use them to prepare business presentations, training sessions, teaching materials, company documents and internal communications.

Instead of searching through extensive stock-photo libraries for suitable illustrative photographs, they can create their own image to match exactly what they need to present.

10. Architecture, Interiors and Design

Architecture and interior design are another interesting area.

AI tools can help create visualizations of apartments, family homes, offices, gardens and commercial spaces. Users can experiment with different styles, colours, materials and spatial arrangements.

The result can be impressive visual designs that help clients better imagine the future appearance of an interior or building.

AI Graphics Are All Around Us

The examples above are only a small sample of the many areas in which graphics created with artificial intelligence can be used today.

While reading this chapter, you may have realized that you encounter such images much more often than you originally thought. Perhaps you even assumed that some of them were photographs or graphic designs created by professionals.

The boundary between traditional graphic design and AI-assisted creation is gradually becoming blurred. AI is becoming a regular part of the creative process and often works alongside people. For example, a designer may create an initial concept, then use AI to modify it, add new elements and finish it in conventional graphics software.

It is also important to understand that not every AI-generated image is automatically ready for professional use. Details, text and dimensions may need to be adjusted, or the graphic may need to be prepared for a particular printing process. The final product may therefore combine the work of a person and artificial intelligence.

Artificial intelligence is no longer a technology of the distant future. It is part of our everyday lives. The better you learn to use its capabilities, the more opportunities you will have in your own creative work.

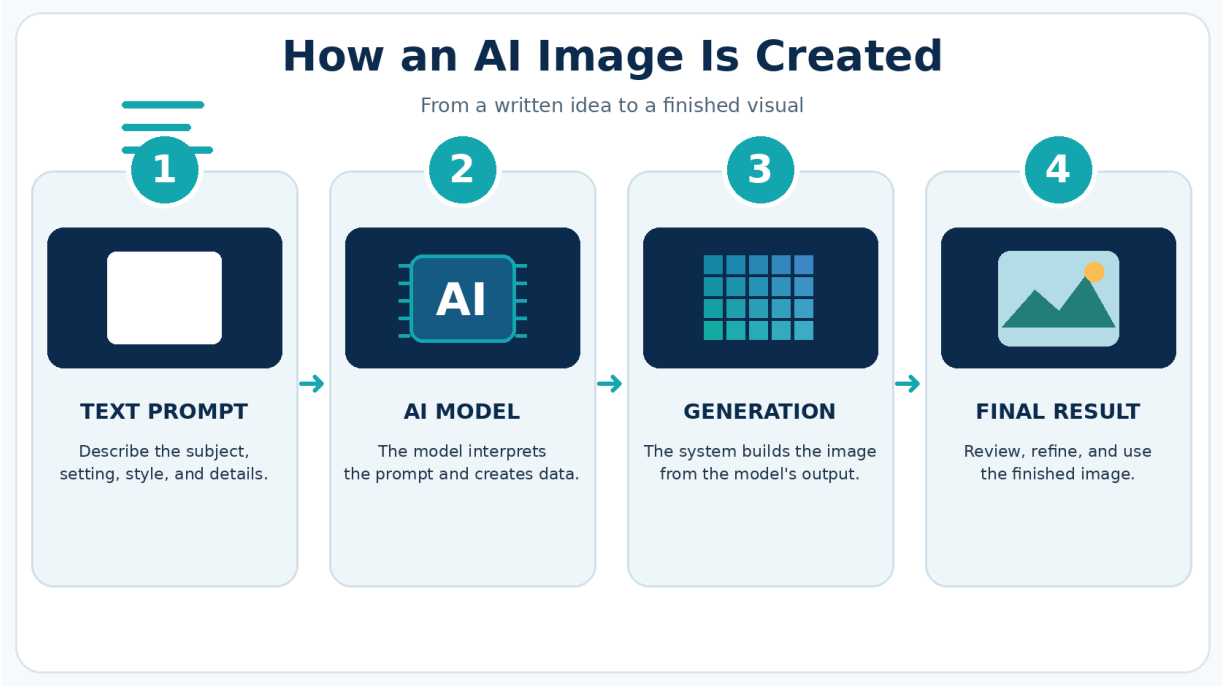

Image: A simplified workflow for creating an image with AI. Illustrative diagram created for this book.

Descriptions of the Individual Applications

In the following chapters, we will look at individual AI graphics applications and tools for creating images, videos and other visual content. We will introduce their capabilities, main features, advantages and possible limitations. You will also learn what each application is best suited for and in which situations it may be useful.

Choosing the right application is not always easy. Each tool offers different capabilities, works in a different way and may have different pricing conditions. Sometimes it is difficult to estimate in advance how much it will cost to create a particular image or video, or whether the tool you have chosen will be worth the expense.

My individual consultations can help you with exactly this. We can try out the applications together, compare their capabilities and find the one that best matches your needs and expectations. This can help you avoid unnecessary spending on unsuitable tools and choose the most cost-effective solution in terms of both price and functionality. In some cases, you may also receive interesting bonuses or additional benefits.

The aim is to help you navigate the range of AI graphics applications, understand what you are paying for and choose a tool that will deliver the result you want.

ByteDance – The Company Behind AI Graphics Tools

ByteDance is a Chinese technology company best known to most people for the social media platform TikTok. Its activities, however, extend much further. It also develops tools for

working with video, images and multimedia content. In recent years, it has significantly expanded its work in artificial intelligence.

For AI graphics, the technologies developed under the ByteDance Seed name are particularly interesting. They include models designed to create images and videos, which can turn a text prompt or visual reference into new visual content.

The Best-Known Models

Some of ByteDance's interesting models include:

Seedream – designed for creating and editing images. It can generate new visuals from text prompts, work with supplied references and edit individual parts of an image.

Seedance – focuses on AI video creation. It can turn a text description or visual reference into a moving scene and offers ways to influence the final result.

Both models continue to evolve, and newer versions offer higher-quality outputs and additional creative possibilities.

Where Are These Models Available?

One environment in which ByteDance technologies can be used is the Dreamina platform. It provides access to image- and video-generation tools and offers a user interface where individual features can be tried out in practice.

The company also operates CapCut, a popular application for editing and producing videos. It offers a range of AI-powered features and can be useful for further processing the content you create.

What Does ByteDance Offer Us?

The company's technologies make it possible for people without experience in professional graphics software to create visual content. With a simple text prompt or their own image reference, they can create pictures, short videos and other creative materials.

What Is the Difference Between ByteDance and BytePlus?

ByteDance is the parent technology company that develops its own digital products, services and artificial intelligence technologies. It is known, for example, for TikTok and CapCut, and is also behind the development of AI models such as Seedream and Seedance.

BytePlus is a business and technology platform connected with ByteDance. It focuses primarily on making these technologies available to other companies, developers and professionals. Its offerings include cloud services, AI tools and ways to integrate them into customers' own projects.

Put simply: ByteDance develops the technologies, while BytePlus helps make them available and put them to practical use. The two brands are connected, but they have different roles.

SEEDREAM AND SEEDANCE

A Practical Guide to ByteDance's Artificial Intelligence Models



Illustrative visualization: from a text prompt to a generated image.

How to Use This Material This document is an extensive working resource for preparing the book chapters. It contains explanations, examples, ideas for practical tests, illustrative images, and links to official documentation. The illustrative images are not screenshots of actual application interfaces.

Vážení čtenáři, právě jste dočetli ukázku z knihy ***AI GRAPHICS*.**
Pokud se Vám ukázka líbila, na našem webu si můžete zakoupit celou knihu.