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AGENDA

9-9:50 a.m.: AI Overview

- Image generation tools
- Upscale tools
- Utilization of AI in a production workflow
- Legal, moral and ethical issues

9:50-10 a.m.: Break

10-10:45 a.m.: Demonstrations

- AI creation of images
- Working with AI images in a real-world workflow (design and RIP software)
- Color specification in AI

10:45-11 a.m.: Q&A

A circular clock face is shown on the right side of the agenda page. The clock face is highly stylized and colorful, with each hour segment in a different vibrant color (1: blue, 2: red, 3: yellow, 4: orange, 5: yellow, 6: red, 7: red, 8: pink, 9: pink, 10: green, 11: white, 12: white). The numbers 1 through 12 are printed in white on their respective segments. The clock hands are black and positioned to show a time around 10:10.

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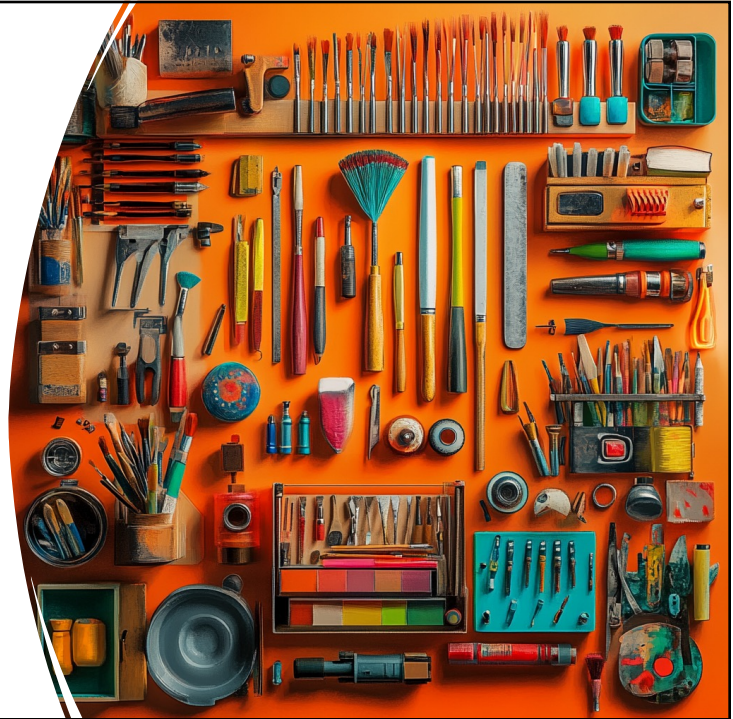
IMAGE GENERATION TOOLS

Plenty to choose from:

- MidJourney
- Grok
- Adobe Stock
- FreePick
- Etc.

Image creation workflow

- Word prompts
- Review results
- Iterate preferred results
- Fine tune word prompts



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UPSCALE TOOLS

Plenty to choose from:

- Trace Journey
- GigaPixel
- Adobe LightRoom
- Vextorize
- Etc.

Upscale workflow

- Consider final use of the digital asset
- Decide in raster or bitmap
- Test in your design environment

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AI IN THE PRODUCTION WORKFLOW

- RGB images
- Tagged with what profile if any?
- Assign a profile or convert
- When to convert to CMYK
- PDF output considerations



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HOW TO GET THE “RIGHT” COLOR IN AI

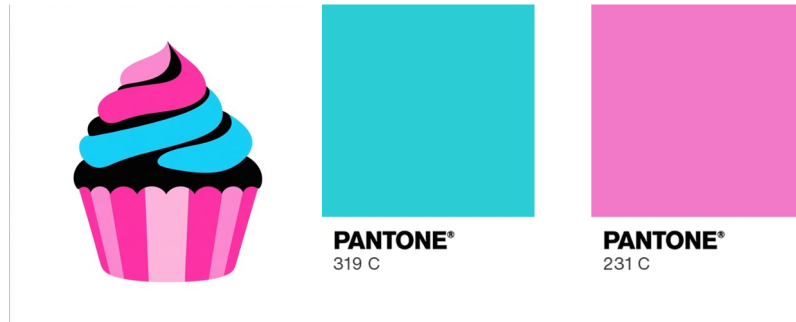


Orange kitten illustration, kawaii, flat colors, cinematic lighting, --stylize 1000 --sref <https://www.pantone.com/media/color-finder/chips/pantone-color-chip-151-c.webp>

Marshall Atkinson - <https://midjourneyexperience.com/>

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HOW TO GET THE “RIGHT” COLOR IN AI



cupcake, modern IOS app logo design, IOS app icon, logo, simple UI, minimalist, duotone, stark, high contrast, flat design, bold rounded outlines, isolated, flat white background --stylize 700 --v 6.1 --sref <https://www.pantone.com/media/color-finder/chips/pantone-color-chip-319-c.webp> --sref <https://www.pantone.com/media/color-finder/chips/pantone-color-chip-231-c.webp>

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ANALYZING AN AI IMAGE COLOR PALETTE



raccoon, comic book cover style, dramatic action taking a nap flat colors, high contrast, bold crisp lines, cross-hatching, happy --quality 2 --sref 976633098 --stylize 250 --v 6.1

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ADOBE SOFTWARE COLOR SETTINGS

Edit → Color Settings

Working Spaces

RGB: Adobe RGB (1998) ▾

CMYK: Coated GRACoL 2006 (ISO 12647-2:2004) ▾

Gray: Black Ink - CGATS21_CRPC6.icc ▾

Spot: Dot Gain 20% ▾

Intent: Relative Colorimetric ▾

Use Black Point Compensation

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ADOBE PDF OUTPUT SETTINGS

- **High Quality Print:** Color and grayscale images downsampled to 300. RGB and CMYK images remain in native color space. Transparency settings unaffected.
- **PDF/X-1a:2001:** Downgrades to Acrobat 4. All colors converted to CMYK; although spot colors remain intact. Transparency might be affected.
- **PDF/X-3:2002:** Transparency will be flattened. No automatic conversion from RGB to CMYK.
- **PDF/X-4:2008:** Set to recommended Acrobat 7. Transparency remains intact. RGB, CMYK, grayscale and spot colors remain intact; as well as LAB or ICC profiles.

Export Adobe PDF

Adobe PDF Preset: [High Quality Print]

Standard: [High Quality Print]

[PDF/X-1a:2001]

General [PDF/X-3:2002]

Compression [PDF/X-4:2008]

Marks and Bleeds [Press Quality]

Recommendation:

Use either High Quality Print or PDF/X-4:2008.

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EXAMPLE – TRADE SHOW SHIRT

- **Created with MidJourney AI using prompt:**
A drawing of Las Vegas skyline with a car that has a bright colorful vehicle wrap in the foreground
- **Upscaled to vector art using Trace Journey**
- **Text and scaling added in Illustrator, then exported as PDF for printing**



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WHAT IF WE ...

- Wanted the image to more closely following the company colors?
- Wanted to create a palette for future AI work and other uses?
- Wanted to have a real Midjourney wizard show us how to do all that?



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LEGAL, MORAL & ETHICAL ISSUES WITH AI

Ownership:

Who owns an image created with AI?
You, the creator or the company that developed the AI?



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LEGAL, MORAL & ETHICAL ISSUES WITH AI

Bias:

AI tools rely on large datasets that train their algorithms. In this example, who decided what “beautiful” was? It wasn’t the creator. It was the data, which can include stereotypes, biased representations or even problematic portrayals.

Prompt: beautiful



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LEGAL, MORAL & ETHICAL ISSUES WITH AI

Privacy & Consent:

AI datasets can include personal information; such as photos and content shared on social media posts.

AI could even generate an image that looks like a real person. When that image is used in a design for marketing or advertising, consent becomes an issue with a person's likeness.



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LEGAL, MORAL & ETHICAL ISSUES WITH AI

Originality & Creativity:

PRO: With AI, anyone can be an artist.
CON: With AI, anyone can be an artist.

Prompt: creative, landscape, painting, watercolor



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Thank you!

Color  Casters

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