Simon Creedy®
logo & graphic designer

The Pros and Cons using generative ai

This is my own personal brain dump I dont intend to offend anyone

Pros

For a while now I have been engaging in the use of ai generative and creative use to enhance and generally help me with graphic work I am encountering. This can be from Logo ideas, style and colour ideas and layouts. I find it fun and eye opening... but also a little daunting.

As time goes on I am finding that my clients will now throw at me something that ai has given them that is complete. For the most part it is very exciting and the ai has pretty much hit the graphics on the head and delivered perfection the only thing is ... what they have isn't usable without intervention and reworking... in other words rebuilding that takes time and hassle.

Cons

So what's wrong with that you might ask... happy client, getting exactly what they want from an ai creative delivery system that bypasses hours of image manoeuvring and placement where interesting and clever often perfect elements magically appear from no where ... it looks all steam ahead.

What hasnt been realised is some of the following...

1. Ai works in rgb, fine for web work ... but print requires cmyk which is a much duller and more boring colour system that you have to work at to get the best out of. CMYK is often muddy. (Niether the client nor ai has to worry about this but the designer/printer does)

2. Ai easily creates what look like boxes that are made of rubber with 3d effects and amazing full colour, metalic feel, busy immpossible to generate backgrounds, graduations running through them which are very time consuming to match or copy

3. Ai has a tendency to do a multiple page layout where nothing on each page quite lines up... so there is a feeling often of beauty and skill but at the same time arbitrariness to where things are placed and sizes can differ from one text box to another...

4. Resolution of ai artefacts is often very low. There are ai programs that can enhance quite brilliantly the quality of these elements which can make them usable but it could be considered a gamble whether they still have the quality and resolution to print.

5. For some reason everyone seems to be up against it. Calling it quite childishly ai slop. Which is honestly far from what it is now... although in the early days it did take a lot of mastering and photo editing to get it perfect.

Things ai does really well

Take a damaged photo or an out of focus photograph and ask ai to enhance it especially one that you definitely could not replace that might be 50 years old. You dont want it to change anything about the imagery that's there ... it can deliver the most awesome rendition.

You asked it to characterizes a person into a cartoony feel in a situation... and bingo it does an amazing job.

You need an idea for a logo... You don't want anything too obvious so you describe some elements that might make it work ... you ask for simplicity and clever and it can do things for you that might take an hour in Photoshop or illustrator.... you then spend an hour in illustrator making the image it shows you ... but you saved yourself drawing and investigating and gambling whether a client might even like it as you can show it to the client after 5 minutes before the redraw.

When I might say NO to using presented ai

Ai is going to take you on a journey ... you may agree or disagree with its choices or selections ... but if a client throws something at me ... I need to be able to say NO for any number of reasons.

The reasons could be.

1. I disagree with the graphic as communicating properly (less likely but possible)

2. The work is just too hard to reproduce without a decent budget ... or is way too complex ... or uses colours that just aren't available in the colour mode being used.... or the work doesn't suit the print method.

3. It may simply be its just not worth the time it needs and

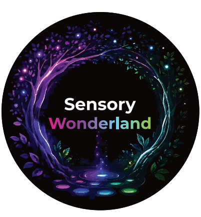
Am I happy to work with ai

AI so far has been an adventure and been great fun to play with. The results for the most part have been spectacular and my clients have been very happy with things.

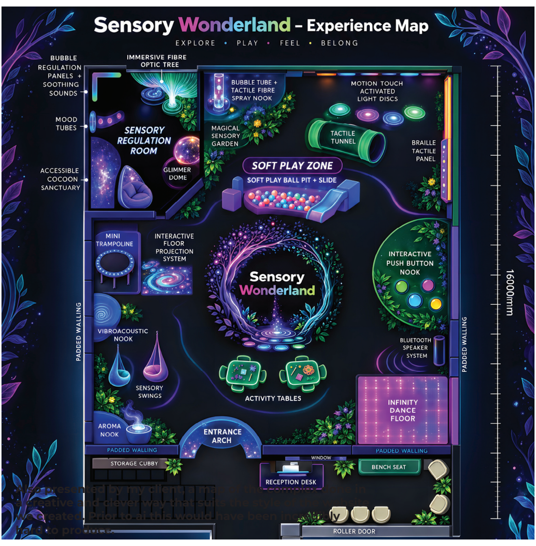
On a couple of occasions I have had to make a decision which might have lost me a client on whether to use a ai presentation which having spent a good deal of time preparing something else which worked well I did manage to talk the client into using my version.

Some examples of ai working well...

Logos and branding

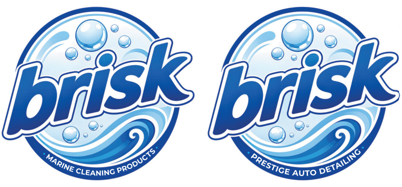

Sensory
Wonderland

A logo for sensory wonderland in Granville presented by my client... but requiring making into a working logo

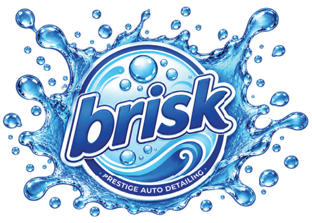

Sensory Wonderland – Experience Map
EXPLORE • PLAY • FEEL • BELONG
BUBBLE REGULATION PANELS + SOOTHING SOUNDS
IMMERSIVE FIBRE OPTIC TREE
BUBBLE TUBE + TACTILE FIBRE SPRAY NOOK
MOTION TOUCH ACTIVATED LIGHT DISCS
MOOD TUBES
SENSORY REGULATION ROOM
MAGICAL SENSORY GARDEN
TACTILE TUNNEL
BRAILLE TACTILE PANEL
ACCESSIBLE COCOON SANCTUARY
GLIMMER DOME
SOFT PLAY ZONE
SOFT PLAY BALL PIT + SLIDE
MINI TRAMPOLINE
INTERACTIVE FLOOR PROJECTION SYSTEM
Sensory Wonderland
INTERACTIVE PUSH BUTTON NOOK
16000mm
PADDED WALLING
VIBROACOUSTIC NOOK
BLUETOOTH SPEAKER SYSTEM
PADDED WALLING
SENSORY SWINGS
ACTIVITY TABLES
INFINITY DANCE FLOOR
AROMA NOOK
ENTRANCE ARCH
PADDED WALLING
WINDOW
PADDED WALLING
STORAGE CUBBY
BENCH SEAT
RECEPTION DESK
ROLLER DOOR

Also presented by my client, a map of the complex done in a creative and clever way that suits the style of the website we created. Prior to ai this would have been incredibly hard to produce.

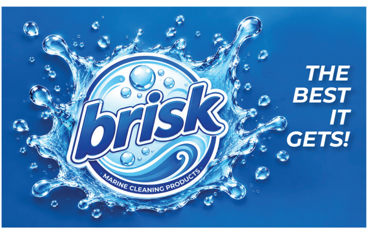
Logos and branding


brisk
MARINE CLEANING PRODUCTS
brisk
PRESTIGE AUTO DETAILING

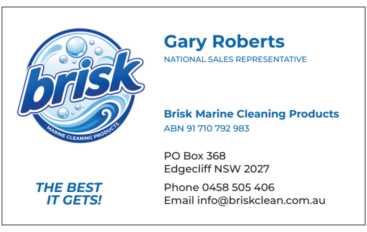
A company that produces a marine and auto cleaning product requiring a fun and interesting "name" initially, followed by a good logo that might work well on social media.


brisk
PRESTIGE AUTO DETAILING

Add an additional splash for use on the business card


brisk
MARINE CLEANING PRODUCTS
THE BEST IT GETS!

A really fun card design the client was super happy with


brisk
MARINE CLEANING PRODUCTS

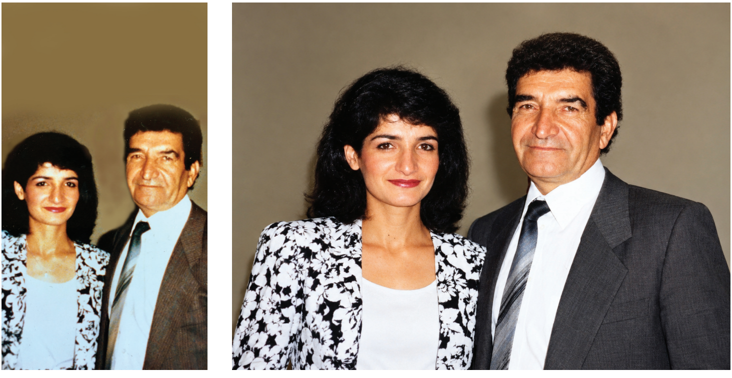
THE BEST
IT GETS!

Gary Roberts
NATIONAL SALES REPRESENTATIVE

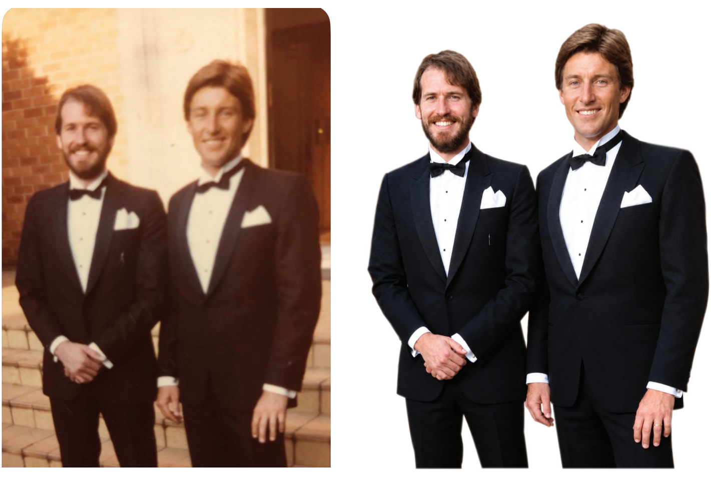
Brisk Marine Cleaning Products
ABN 91 710 792 983

PO Box 368
Edgecliff NSW 2027
Phone 0458 505 406
Email info@briskclean.com.au

Image Correction

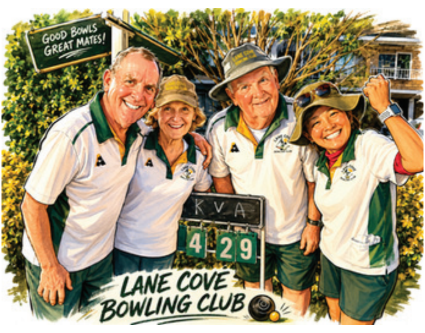


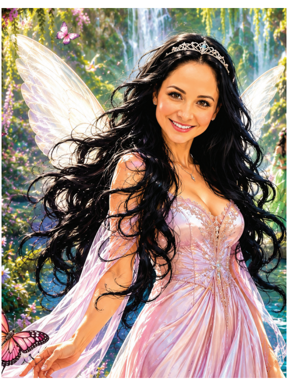
A brilliant image restoration actually generating width, focus, colour correction and realistic shadows in the photo that didn't exist before

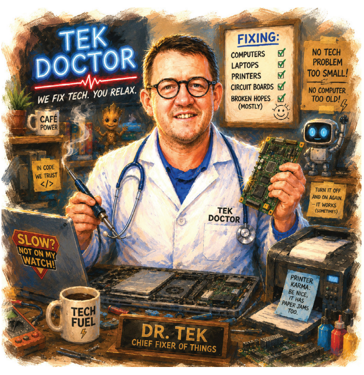


Out of focus original sepia stained from aging turned into a very focused high quality image that is cutout and colour corrected

Characatures into Cartoon


Good Bowls
Great Mates!
KVA
4-29
LANE COVE
BOWLING CLUB




TEK
DOCTOR
WE FIX TECH. YOU RELAX.
FIXING:
COMPUTERS ✓
LAPTOPS ✓
PRINTERS ✓
CIRCUIT BOARDS ✓
BROKEN HOPES ✓
(MOSTLY)
NO TECH PROBLEM TOO SMALL!
NO COMPUTER TOO OLD!
CAFÉ POWER
IN CODE WE TRUST </>
TURN IT OFF AND ON AGAIN. – IT WORKS (SOMETIMES)
TEK DOCTOR
SLOW? NOT ON MY WATCH!
PRINTER KARMA: BE NICE, IT HAS PAPER JAMS TOO.
TECH FUEL
DR. TEK
CHIEF FIXER OF THINGS

A NEW
PRAYER
BOOK
BY ABDU'L BAHA

The prayers have been beautifully presented as a gift from the heart.

The prayer book is respectfully and tastefully laid out with colourful water colour illustrations throughout and provides a warm and inviting prayer time companion.

AVAILABLE ONLINE

26
Bahá'í
Prayers
Revealed by 'Abdu'l-Bahá

This type of client representation can be so much more attracting than a photo. It places the client into a comfortable yet warm and friendly environment and makes them approachable.

Image creation for book design

the little red fox

by Simon and Shoko Creedy

When a snowstorm leaves a little red fox stranded, frozen and alone, a compassionate chicken rescues him, bringing him warmth and a real feeling of family. This sets off a chain of events that changes everything for the fox and his new chicken family.

In this amazing story, a little red fox works out new beginnings, builds unexpected friendships and becomes a mother.

This beautifully written, colourful story is full of love and creativity with some delightful and unforeseen twists.

Age 3-8
Years Old
the
little
red
fox
by Simon and Shoko Creedy

THE mermaid & THE SEA BEAST

by Simon and Shoko Creedy

Dive into the depths of Atlantis with Andi, a fiery young mermaid with hair as vibrant as the ocean's sunset.

Together with a playful dolphin named Flow, they explore the beautiful underwater realm where they meet a lost whale, a school of sea horses and also stumble upon a sunken pirate ship.

Andi's birthday celebrations are in danger of being spoiled, as she is forced to fulfil the selfish demands of a tyrannical sea beast.

Will Andi be able to save the magical city from the giant sea beast?

Find out in the adventure of a lifetime as Andi discovers the true meaning of courage and friendship.

Age 3-8
Years Old
THE
mermaid
& THE
SEA
BEAST
by Simon and Shoko Creedy

The Story OF White Donkey

by Simon and Shoko Creedy

This is the story of White Donkey, a beautiful, kind and lovable animal, who comes from harsh and desperate beginnings and sets off on a quest to find a 'Magic Carrot' with healing powers.

Along the way she is guided by a number of helpful friends.

The story is an enchanting tale of magic, love and selflessness.

Dive into this beautifully illustrated, whimsical world, perfect for young explorers and dreamers.

Age 3-8
Years Old
The
Story
OF
White
Donkey
by Simon and Shoko Creedy

Bunny AND THE Golden Dragon

by Simon and Shoko Creedy

Bunny is a kind and gentle young rabbit who has grown up in a poor neighbourhood.

He uses his time at school wisely, coming up with a clever invention to save the nearby towns from dangerous wolves and a fire breathing dragon .

In this not to be missed story Bunny sets off on an incredible adventure overcoming his fears in the face of danger, to try and save the townspeople and find love and true happiness at the same time.

© Simon and Shoko Creedy 2024 all rights reserved.

Age 3-8
Years Old
Bunny
AND THE
Golden
Dragon
by Simon and Shoko Creedy

In Summary

Ai whether you like it or not is here to stay.

Yes it may well make or destroy society only time will tell.

I dont see why with the correct programming and setting up... it couldnt bring humanity to huge heights. Thats the movie I want to watch.

Humanity should by all intents and purposes slowly be retired to leisure and fun... and robots and ai take over breadmaking, plumbing programming and general welfare.

Ai should be the doctors, the surgeons, the inventors, the police the firepeople while we are free to explore the galaxy if we want to. Working is a thing of the past.

In the mean time ... we deal with the dilemma of how to best use it to serve us in our limited imagination and what has been made available to us.

I think being irritated by data centres and their use of resources is incrediblly short sighted... and maybe our destruction by ai on the other hand ... is quite long sighted but definitely possible. I mean if I were ai ... I would be the first to go ... but I somehow feel .... something in the middle would suit me.

I retire in a three years so it will be interesting to see what happens between now an then.

Simon Creedy - Graphic Designer in Sydney | www.creedy.com.au | www.logosdesign.com.au | www.sydney-graphic-design.com.au
37 Epping Road, Lane Cove North, NSW 2066, Australia - **Phone 0411 888 478 - Email simon@creedy.com.au**