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COURSE BROCHURE

Generative AI for Design Professionals Training Course

19 – 23 April 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Generative AI for Design Professionals Training Course

Ref: 1180_44357 **Date:** 19 – 23 April 2027 **Location:** Casablanca **Fees:** 4900 GBP

Generative AI for Design Professionals is a 1-week training course for graphic, product, UX and architectural designers who want image generators, ideation assistants and layout automation to strengthen rather than dilute their craft, and who leave with a Studio AI Playbook. Clients now expect faster concept rounds and more variations, while questions of authorship and licensing grow sharper. Jupiter Prime Training runs this course on generative AI for design professionals who keep creative judgement in human hands.

Why Generative AI for Design Professionals Matters Now

Three pressures shape generative AI in design today: clients who have seen instant mood boards and expect shorter concept cycles, design tools that now embed text-to-image and auto-layout features by default, and legal teams asking who owns an AI-assisted visual. Studios that direct these tools well widen their exploration and free time for refinement; those that do not ship generic, look-alike work and carry unclear rights. The course refers to ISO/IEC 42001, the international standard for an AI management system, and the NIST AI Risk Management Framework NIST AI RMF when setting studio rules for disclosure, review and data use.

Who Gains Most from Generative AI for Design Professionals

- Graphic and brand designers who produce campaign visuals, identities and editorial layouts
- Product and industrial designers who explore form, material and colour options
- UX and interface designers who build wireframes, flows and component libraries
- Architectural and interior designers who test massing, facades and spatial atmospheres
- Studio leads who set briefing standards, review gates and client sign-off rules

A mixed studio group that sends a visual designer, a UX designer and the studio lead gains most, because the playbook must work across disciplines.

Generative AI for Design Professionals Capabilities

Participants leave able to steer generative models with a designer's eye and to defend each output's origin.

- Design prompts, reference boards and style constraints that steer image models — art directors approving concepts
- Build rapid prototypes and interface variants with AI layout features — product owners choosing a direction
- Apply design tokens and component automation to keep systems consistent — front-end developers
- Assess licence terms, training-data questions and client ownership of outputs — legal and account leads
- Specify human review gates and disclosure notes for AI-assisted deliverables — clients and studio heads
- Communicate creative rationale when AI contributed to a concept — client stakeholders

Key Generative AI for Design Professionals Terms

- Diffusion model — an image generator that builds pictures by gradually removing noise, guided by a text or image prompt.
- Prompt weighting — giving certain words or references more influence over the generated result.
- Image-to-image — generating new visuals from an uploaded sketch, photo or render instead of text alone.
- Inpainting — regenerating a selected area of an image while keeping the rest unchanged.
- Design tokens — named values for colour, type and spacing that automation tools apply consistently across a design system.
- Provenance record — a note of which tools, prompts and sources shaped a deliverable, kept for rights and client questions.

Generative AI for Design Professionals Day by Day

Day 1: The Creative Landscape With Generative Models

- Text-to-Image, Image-to-Image and Vector Generators — Choosing the Right Model Family
- Studio Workflow Mapping — Where AI Speeds or Harms Each Stage
- Client Expectation Shifts — Concept Volume, Speed and Originality
- Brand and Architectural Examples — Contrasting Visual and Spatial Uses
- Creative Direction Principles — Keeping Authorship and Intent Human

Day 2: Ideation and Visual Exploration

- Prompt Structure and Weighting — Subject, Style, Composition and Lighting
- Reference Boards and Style Locking — Consistency Across a Concept Set
- Inpainting and Outpainting — Refining Details Without Starting Over
- Divergent Ideation With Language Assistants — Naming, Narratives and Mood Statements
- Concept Curation Criteria — Selecting Outputs Worth Developing

Day 3: Prototyping and Design System Automation

- AI Wireframe and Layout Generators — Rapid Interface Variants
- Design Tokens and Component Automation — Consistent Systems at Scale
- Sketch-to-Render for Products and Interiors — Faster Visual Validation
- Accessibility Checks on Generated Layouts — Contrast, Hierarchy and Legibility
- Handoff Packages — Specifications Developers and Makers Can Use

Day 4: Rights, Review and Studio Rules

- Licence Terms of Generative Tools — Commercial Use and Indemnity Questions
- Training-Data and Likeness Concerns — Avoiding Imitation of Living Artists
- Provenance Records and Disclosure Notes — Answering Client Ownership Questions
- ISO/IEC 42001 and NIST AI RMF Principles — Studio Policy on Data and Review
- Human Review Gates — Quality, Bias and Brand Fit Before Release

Day 5: Practising the Studio AI Playbook

- Brand Campaign Sprint — Applying Day 2 Ideation to a Live Brief
- Interface or Interior Prototype Sprint — Using Day 3 Automation Methods
- Rights Check Simulation — Applying Day 4 Provenance and Licence Steps
- Client Presentation Rehearsal — Explaining AI Contribution and Creative Rationale
- Studio AI Playbook — Approved Tools, Prompt Library, Review Gates and Disclosure

Applying Generative AI for Design Professionals After the Course

- Build a shared prompt and reference library for one recurring project type in the studio.
- Introduce provenance records on the next AI-assisted deliverable and agree disclosure wording with the account lead.

Generative AI for Design Professionals Questions FAQ

What is generative AI for design professionals and why does it matter now?

Generative AI for design professionals is the directed use of image, layout and language models within design practice. It matters now because clients expect faster concept rounds while rights and originality questions grow sharper.

Which roles gain most from generative AI for design professionals training?

Graphic, product, UX and architectural designers gain most, along with studio leads. If you shape concepts, prototypes or design systems, the course helps you direct AI rather than follow it.

How does generative AI for design professionals differ from a general AI content creation course?

Generative AI for design professionals focuses on visual, spatial and interface work. A general content course centres on writing and marketing copy; this one covers image models, prototyping, design systems and visual rights.

What do you bring back from generative AI for design professionals training?

You bring back an approved tool list, a prompt and reference library, review gates and disclosure wording ready for your studio's next brief.

Generative AI for Design Professionals: The Way Forward

The Studio AI Playbook first informs which client brief becomes the first fully documented AI-assisted project. Designers, studio leads and account managers use it to agree tools, review points and disclosure. After that project closes, the prompt library and review gates deserve a second look, since real client feedback shows where AI saved time and where it flattened originality.