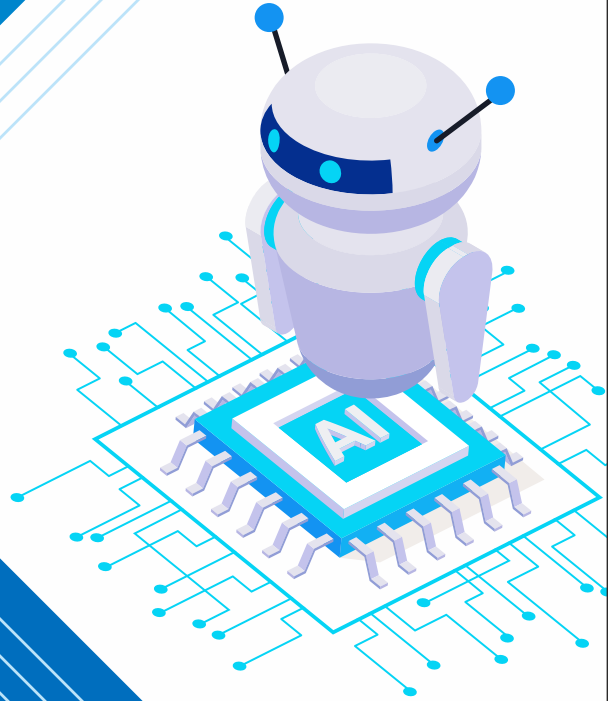




# AI Generated Artwork Guidelines



**Copilot**



**Adobe Firefly**



AI image generation tools such as ChatGPT, Copilot, Midjourney, Adobe Firefly and Canva AI can be a fantastic way to create concepts, generate ideas and produce eye-catching graphics.

AI-generated images however, are typically designed for viewing on screens rather than commercial print production.

While some AI artwork may be suitable for printing, many files require additional preparation, correction or recreation before they can be used professionally.

To help avoid delays, quality issues or unexpected artwork charges, please review the information below before submitting AI-generated artwork.

# Why AI Isn't Always Suitable For Professional Print



## **Resolution Limitations**

Most AI-generated images are created at relatively small pixel dimensions compared with professional print requirements. While the image may appear sharp on screen, it can become soft, blurry or pixelated when enlarged for Banners, posters, exhibition graphics etc.



## **Inaccurate Details**

AI commonly produces misspelt words, Distorted logos, Incorrect brand colours, Extra fingers, hands or objects, Unusual shapes and artefacts.



## **No Professional Print Setup**

AI artwork is usually supplied as JPEG, PNG, RGB images.

Professional print often requires CMYK colour control, Bleed, Crop marks, Vector artwork, Production-ready PDFs. Additional preparation is frequently required before printing.



## **Changing Artwork Can Be Difficult**

Unlike professionally designed artwork, AI-generated images are often supplied as a single flattened image. This means Text cannot easily be edited, Colours cannot always be adjusted accurately, Individual elements cannot always be moved or corrected, In some cases, artwork may need to be recreated from scratch.



## **Copyright & Ownership Considerations**

Different AI platforms have different licensing and usage rights. Customers are responsible for ensuring they have the appropriate rights to use AI-generated content commercially. If you're unsure, please check the terms of the AI platform used to create the artwork.

# Tips for Creating Better AI Artwork

## ✓ **Be Specific With Your Prompt**

The quality of AI artwork is directly related to the information you provide.

*Instead of: "Create a blue banner" Try: "Create a 3m x 1m exhibition banner with a blue background, modern business style, high resolution, no text, suitable for large-format printing."*

The more information you provide, the better the result.

## ✓ **Generate At The Highest Quality Available**

Whenever possible Use the highest resolution settings available, Download the largest file size offered, Avoid screenshots of AI-generated artwork, Save original files where possible.

Higher-resolution files provide greater flexibility for printing.

## ✓ **Avoid AI-Generated Text**

AI image generators frequently struggle with Spelling, Small text, Logos, Fine details, Numbers and dates. Where possible, use AI to create imagery and allow our studio to add the final text and branding professionally.

## ✓ **Consider Print Requirements**

When generating artwork, think about:

- Final print size
- Viewing distance
- Brand colours
- Image quality
- Space for logos and text

An image that looks great on a mobile phone may not work when enlarged to banner size.

## ✓ **Keep Original Versions**

Please retain any original files you feed into AI, i.e. text / images. These can often help us make adjustments more efficiently if changes are required.

# Artwork Check & Preparation Service

We understand that many customers now use AI as part of their design process. If your artwork is not supplied in a print-ready format however, our Design Studio can convert and prepare it for production.

This service is charged at a reduced rate compared with a full design service and may include:

- Upscaling/replacement of low-resolution images
- Colour correction
- Preparing artwork for print
- Adding bleed and crop marks
- Rebuilding text and logos
- Creating production-ready PDFs
- Correcting common AI image issues

Pricing is based on the amount of work required.

## Designer Tip

AI is excellent for generating ideas and imagery, but it is not a substitute for professional artwork preparation.

The best results are usually achieved when AI creates the concept and our Design Studio prepares the artwork for production.

AI can create impressive images, but it doesn't know how your product will be manufactured. Our Design Studio ensures your artwork is suitable for the chosen print process and produces the best possible result.

