



# AI IMAGE GENERATION

PROMPTING . STYLES . COMPOSITION  
INPAINTING . UPSCALING . CONSISTENCY  
AND CONSISTENCY . RIGHTS

## DURATION

**25 Hours**

## LEVEL

**Beginner to  
Intermediate**

## MODULES

**8**

## MODE

**Classroom •  
Online • Hybrid**

## 01 COURSE OVERVIEW

**A practical course on generating and editing commercial-quality images with diffusion tools.** The course treats image generation as art direction: reference, composition, lighting and style are specified rather than hoped for. Editing tools — inpainting, outpainting, upscaling, background replacement — turn near-misses into usable assets.

Learners deliver a consistent campaign image set with documented prompts.

### WHO IT IS FOR

Designers and marketers

Content creators

E-commerce teams needing product imagery

Agencies producing concepts

### PREREQUISITES

Basic design sense. No technical background needed.

## 02 LEARNING OUTCOMES

**01** Write prompts that specify subject, style and composition.

**03** Keep characters and style consistent across a set.

**05** Upscale and retouch for print and web use.

**07** Document prompts for repeatable production.

**02** Control lighting, lens and framing deliberately.

**04** Fix and extend images with inpainting and outpainting.

**06** Understand licensing, likeness and brand risk.

### 01 GENERATIVE IMAGING

How diffusion works

Strengths per tool

Cost per image

Model families

Resolution and aspect

#### TOOLS

MIDJOURNEY

STABLE DIFFUSION

IDEOGRAM

### 02 PROMPT CRAFT

Subject, style, medium

Lighting terms

Negative prompts

Composition terms

Lens and camera language

#### PRACTICAL

PROMPT MATRIX

### 03 ART DIRECTION

Reference boards

Mood and tone

Style references and ethics

Colour direction

Character consistency

#### PRACTICAL

CAMPAIGN CONCEPT SET

### 04 EDITING AND CONTROL

Inpainting

Masking

Control nets and pose control

Outpainting

Image-to-image

Seeds

### 05 PRODUCT AND COMMERCIAL IMAGERY

Product placement

Shadow and reflection realism

Text in images

Background replacement

Packshots

#### PRACTICAL

PRODUCT SET

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## 06 UPSCALING AND RETOUCHING

Upscalers

Skin and detail correction

Colour profiles

Artifact cleanup

Print resolution

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## 07 RIGHTS AND RISK

Training data debate

Likeness and trademarks

Client contracts

Commercial licence terms

Disclosure

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## 08 PRODUCTION WORKFLOW

Prompt libraries

Asset management

Review checklist

Version naming

Handoff to designers

### PROJECT

DOCUMENTED IMAGE CAMPAIGN

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## 04 ASSESSMENT & CERTIFICATION

Module assignments and labs

25%

Mini projects

20%

Internal assessments

15%

Final project and review

40%

### CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

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## 05 CAREER OUTCOMES

### ROLES THIS PROGRAMME PREPARES FOR

AI VISUAL DESIGNER

CONCEPT ARTIST

MARKETING DESIGNER

E-COMMERCE CONTENT PRODUCER

CREATIVE TECHNOLOGIST

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