

ARTIFICIAL INTELLIGENCE

In class

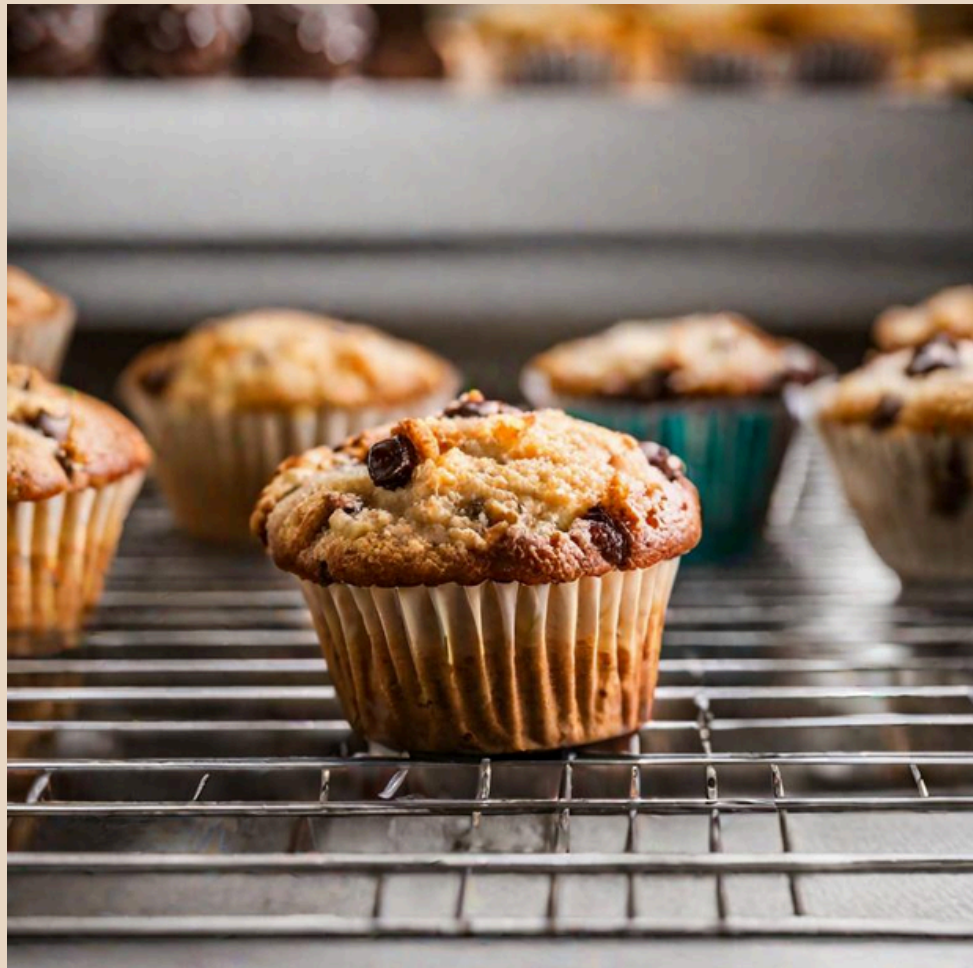
BAKESHOPS

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ON-THE-GO BAKESHOP

“In our opinion using artificial intelligence to generate products can be either super useful or very discouraging, because many images that AI generates can look very unnatural or distort the images in a photo. Therefore, it is important to be very careful when choosing keywords to match queries”

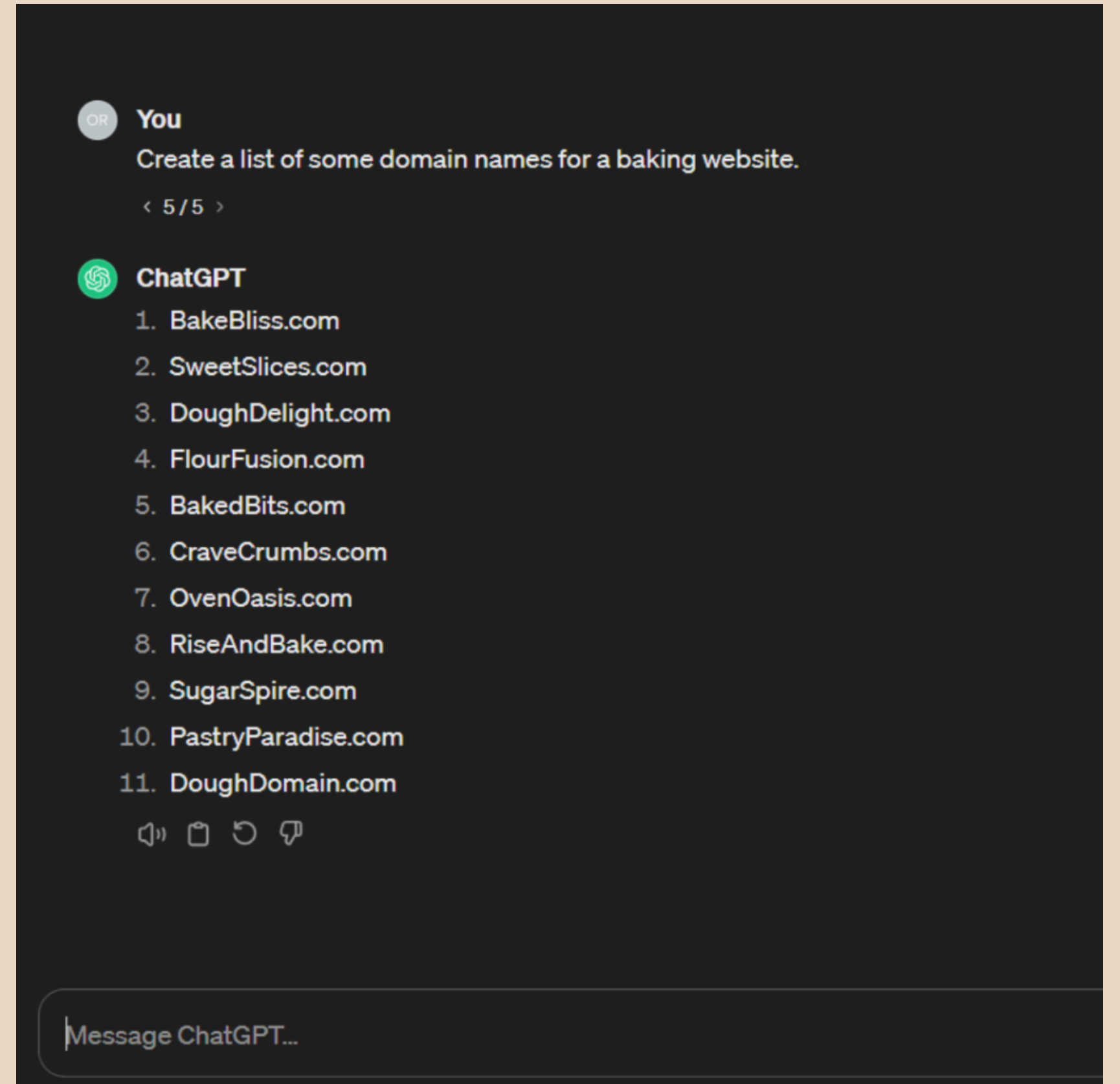






DOUGHDOMAIN

Prompting with artificial intelligence is a good way to start brainstorming ideas. Our team was having trouble with creating a name for our website, however with the use of AI prompting we received a list of options for our baking website in seconds



DOUGHDOMAIN

Our positive attempts here were generated using:

- [Canva Magic Media](#)
- [Getimg](#)
- [Dalle 2](#)



DOUGHDOMAIN

“we found the images produced to be lacking in certain areas. The images produced would come out being too blurry, poor lighting, too blank, or just not what was asked for in the prompt it was given. It seems that although AI imaging is impressive as it stands currently, it cannot act as a total replacement for real images.”



SWEET BENTO

“We used a combination of content provided by our clients and AI to enhance the text on the website. We used ChatGPT, to generate interesting facts and history about Bento Cakes to write engaging, SEO-friendly content.”

“With a bit of refinement, we experimented with various tones of voice to generate the following prompt”

You

Pretend you are a baker making a website for your business that specializes in bento cakes. Write about the inspiration behind making bento cakes in 3 to 4 sentences

ChatGPT

Welcome to our bakery, where every creation is crafted with passion and innovation. Our journey into the world of bento cakes began with a desire to reimagine traditional Japanese flavors in a delightful, bite-sized format. Inspired by the rich history and artistry of bento boxes, we sought to translate their convenience and charm into miniature cakes that tantalize the taste buds and captivate the imagination

< 1/2 > 🔊 📄 ↺ 🗑️

You

shorten the paragraph and make it sound more more causal and friendly

ChatGPT

Sweet Bento was inspired by the idea of merging desserts with the practicality of Bento Boxes. Our mini cakes are not only delicious but also adorable; because who says indulgence can't be cute and convenient?

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SWEET BENTO

“we tried was ChatGPT4. We used the image to image generator, which allowed us to upload an image to create similar images.”

“ChatGPT4 delivered some amazing results. However, they were not what we wanted for the website since they looked unrealistic and didn't match the style of the website. Our aim was to get images as realistic as possible.”



Image Input



ChatGPT4 Result

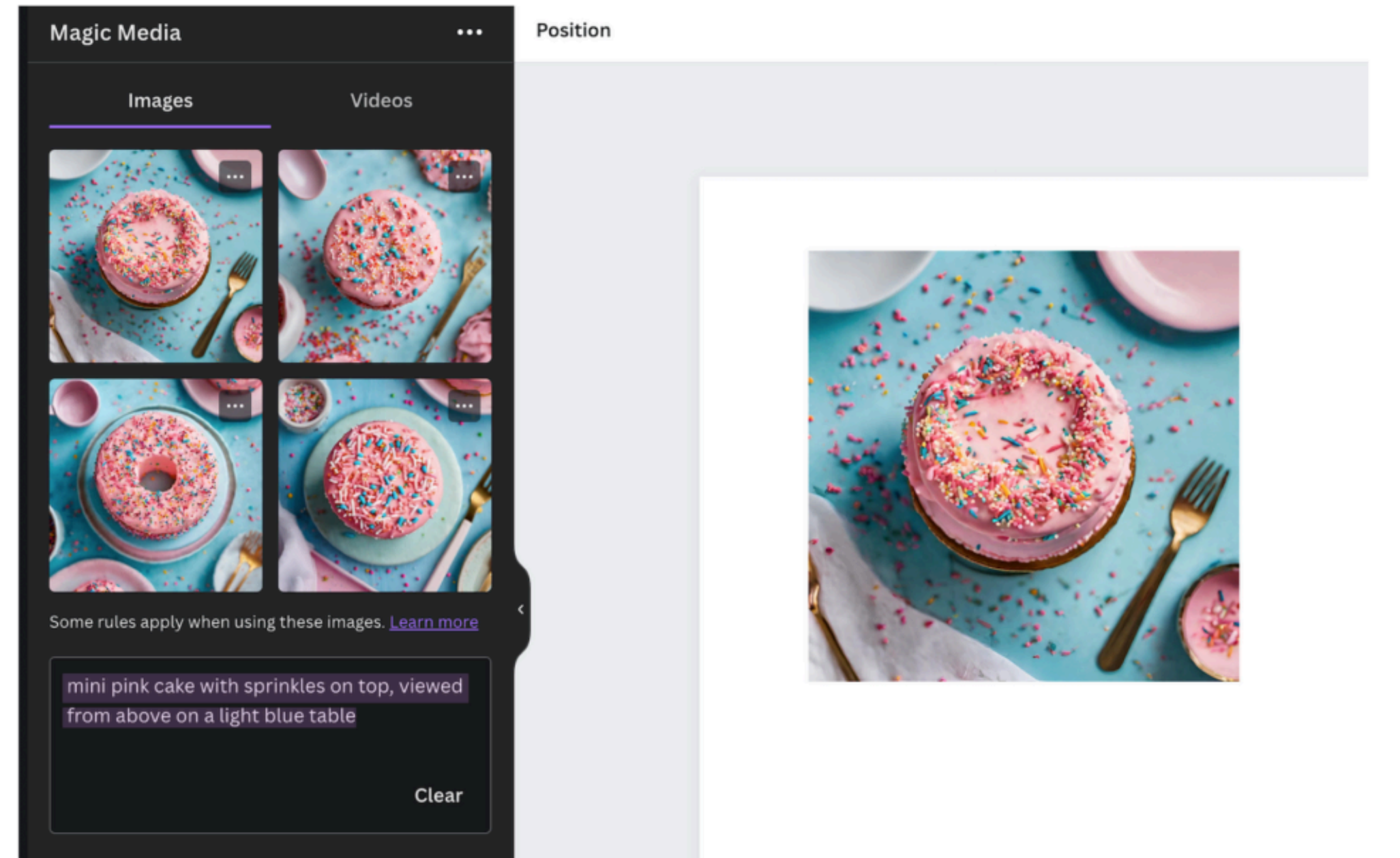
“Another challenge was getting ChatGPT4 to recognize and generate the transparent box with a cake and flowers inside. It was very difficult to generate the type of box that matched the actual product.”

SWEET BENTO

“The second tool we used was Canva Magic Media to generate images using text prompts. Descriptions for various cakes was used and resulted in very realistic images that matched the style of the website.

Example: Mini pink cake with sprinkles on top, viewed from above on a light blue table“

“Between the variety of stock images and AI image generation capabilities, Canva is an incredible tool for content generation. It provided amazing results for mini cakes, cake decorations, flowers and more.”




SWEET BENTO

“However, like ChatGPT4, the most challenging aspect was describing a cake in a transparent box and getting an accurate image of the product.
Example: Small pink cake in a transparent cake box with flowers inside the box“

Magic Media

Images Videos



Some rules apply when using these images. [Learn more](#)

small pink cake in a transparent cake box with flowers inside the box

Clear

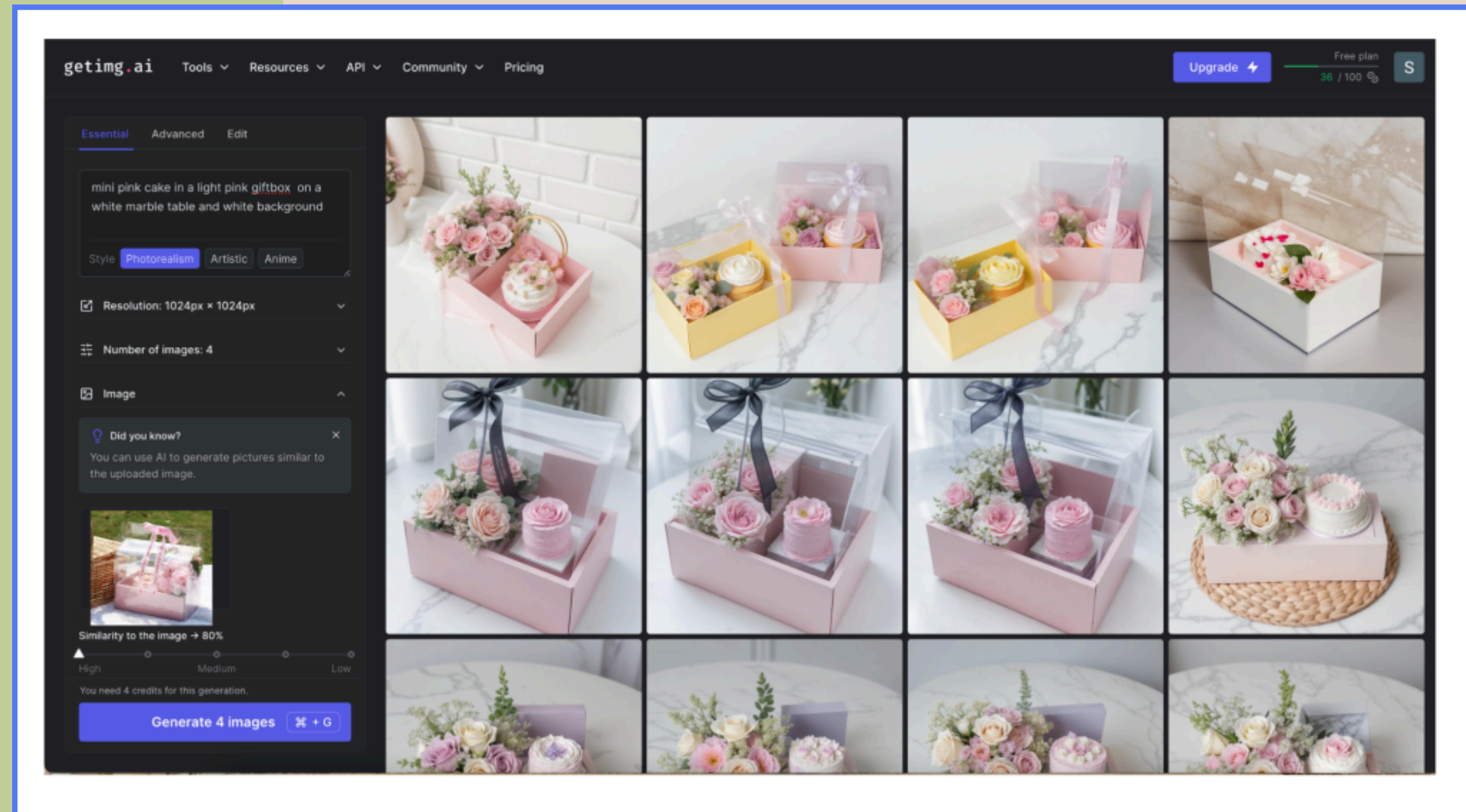
Position



SWEET BENTO

“We discovered a new image generator called Getimg, which is an all in one AI creative toolkit. Some of the tools available include text to image, image to video, image editor, and image to image generator.

We used the image to image generator which allowed us to upload a photo then add text prompts to customize the image. This tool resulted in the most realistic and useful images for the website.”



“Example: Pink cake in a light pink giftbox on a white marble table and white background”

SWEET BENTO

“The only challenge we can encounter with this tool was getting it to generate an image that was viewed from above. As you can see below, the angle of the image was never quite right.”



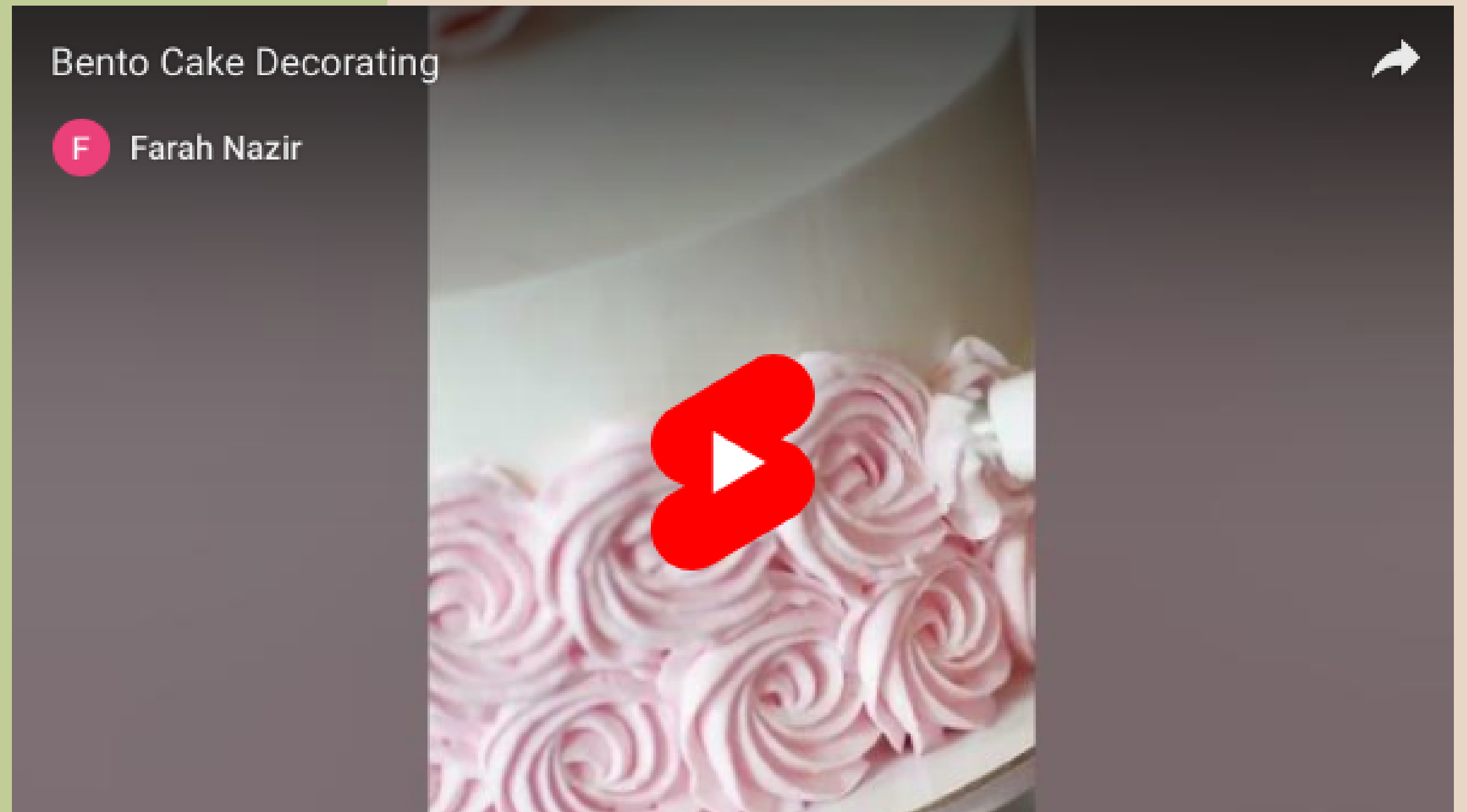
Input Image



GetImg Result

SWEET BENTO

“To create a video we experimented with Visla, a AI video creation tool. It automatically generated a script, music, voiceover, and video footage to create an a 30 second cake decorating video”



SWEET BENTO

Using artificial intelligence to create content has its challenges, but it is a fun and creative way to generate unique and interesting ideas! Here's our top takeaways:

- You need quality images as input for image to image generation
- You need very detailed descriptions for text to image prompting (the more detailed the better)
- You have to experiment: sometimes you have to take an AI generated image and put it into another AI tool to get the results you want

”



SWEET BENTO - 2



Prompt 1:

Please give me a bento cake; this cake is decorated with fresh cream in vanilla color, and there is a bundle of flowers and ribbons in a clear plastic box with this cake.

Prompt 2:

Please give me a cake. This cake is decorated with fresh cream in vanilla colour and there is a bundle of flowers and ribbons in a clear plastic bento box with this cake as a gift.



SWEET BENTO - 2



Prompt:

Please give me a small round cream cake, and beside the cake is a bundle of beautiful flowers. Put them in a wooden bento box for showing; wrap this wooden bento box with a see through clear plastic box



SWEET BENTO - 2



Real image



AI generated

2 SWEET CAFE



Image generated by Dall-e



Image generated by CoPilot

CAFE PASTEL



Though AI enhances my creative pursuits, it is undeniable human beings are indispensable. While it is indeed true that AI has the ability to generate material without any limitations, it is ultimately humans who play a crucial role in refining and screening that content. Their involvement is essential in ensuring that the content is suitable and relevant for connecting with the audience at large.



Invideo

WHISK & LEARN STUDIO



WARM BELLY DONUTS



WARM BELLY DONUTS



KOI KOFFIE: LOGO

The most successful logo design came from the Design AI generator. It used the brand name “Koi Coffee” keywords “cafe, bakery, coffee, desserts, waffles, croffles, koi fish” and industry “cafe” to generate some logos.

Two of the generated logos were great options, and we chose the one that suited “koi” better by using the koi fish’s tail.

This AI generator gives you the opportunity to customize the logo and incorporate more shapes

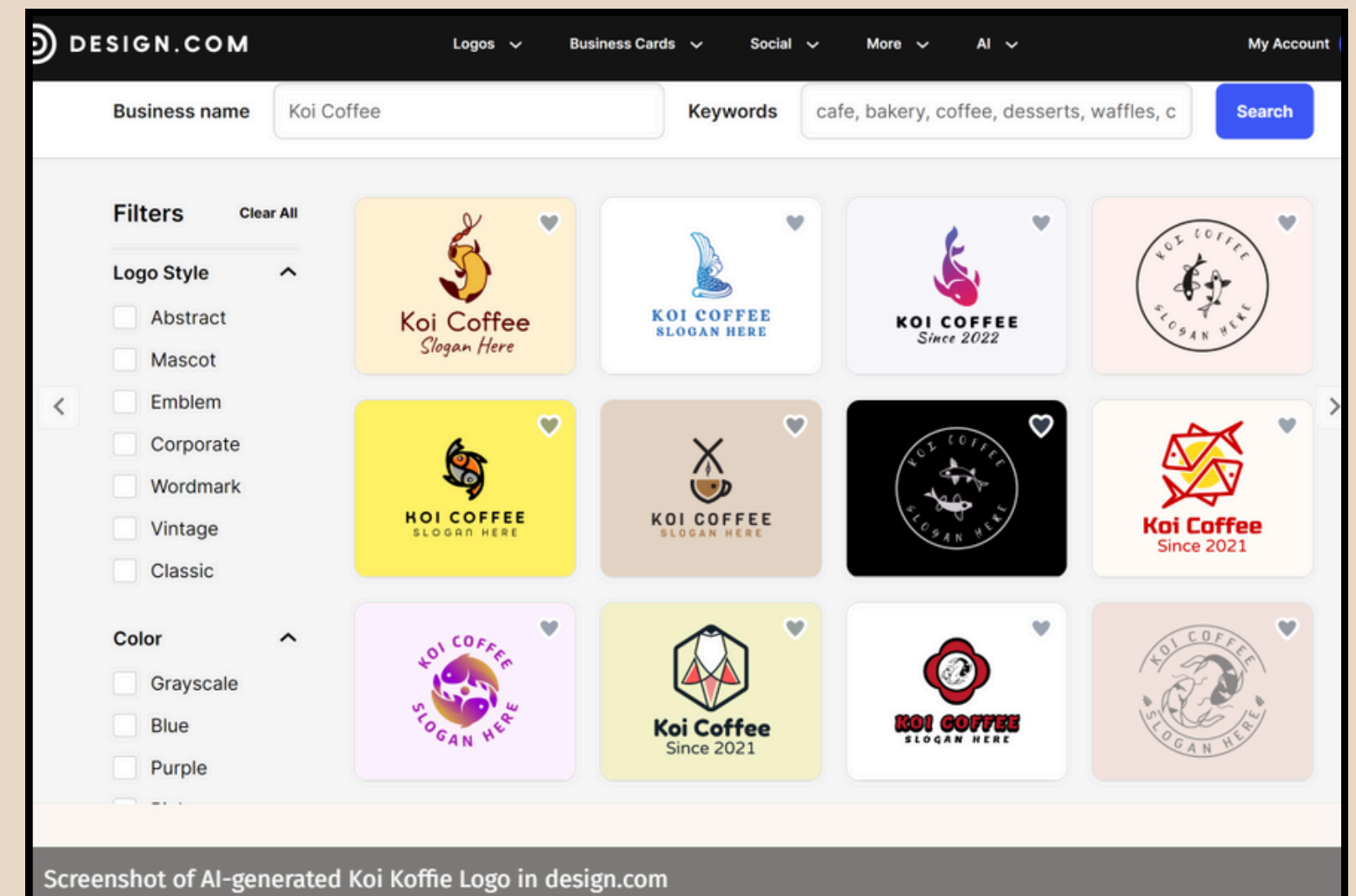
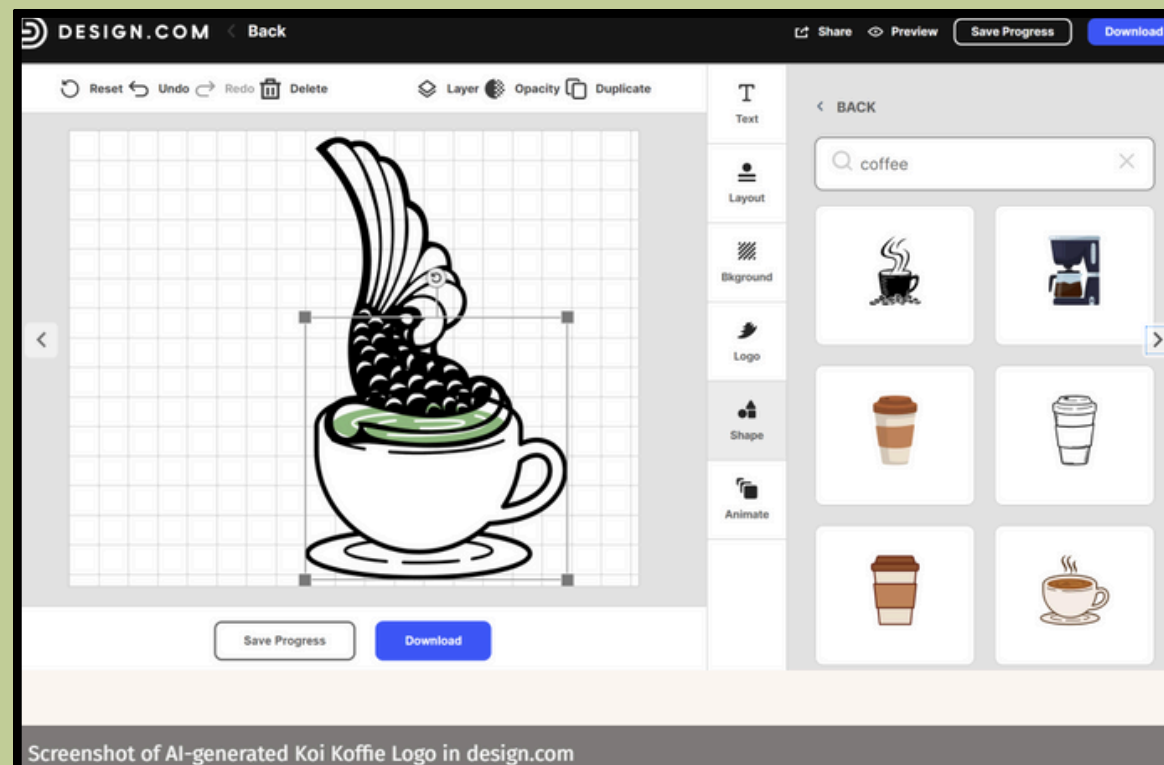


Screenshot of AI-generated Koi Koffie Logo in design.com

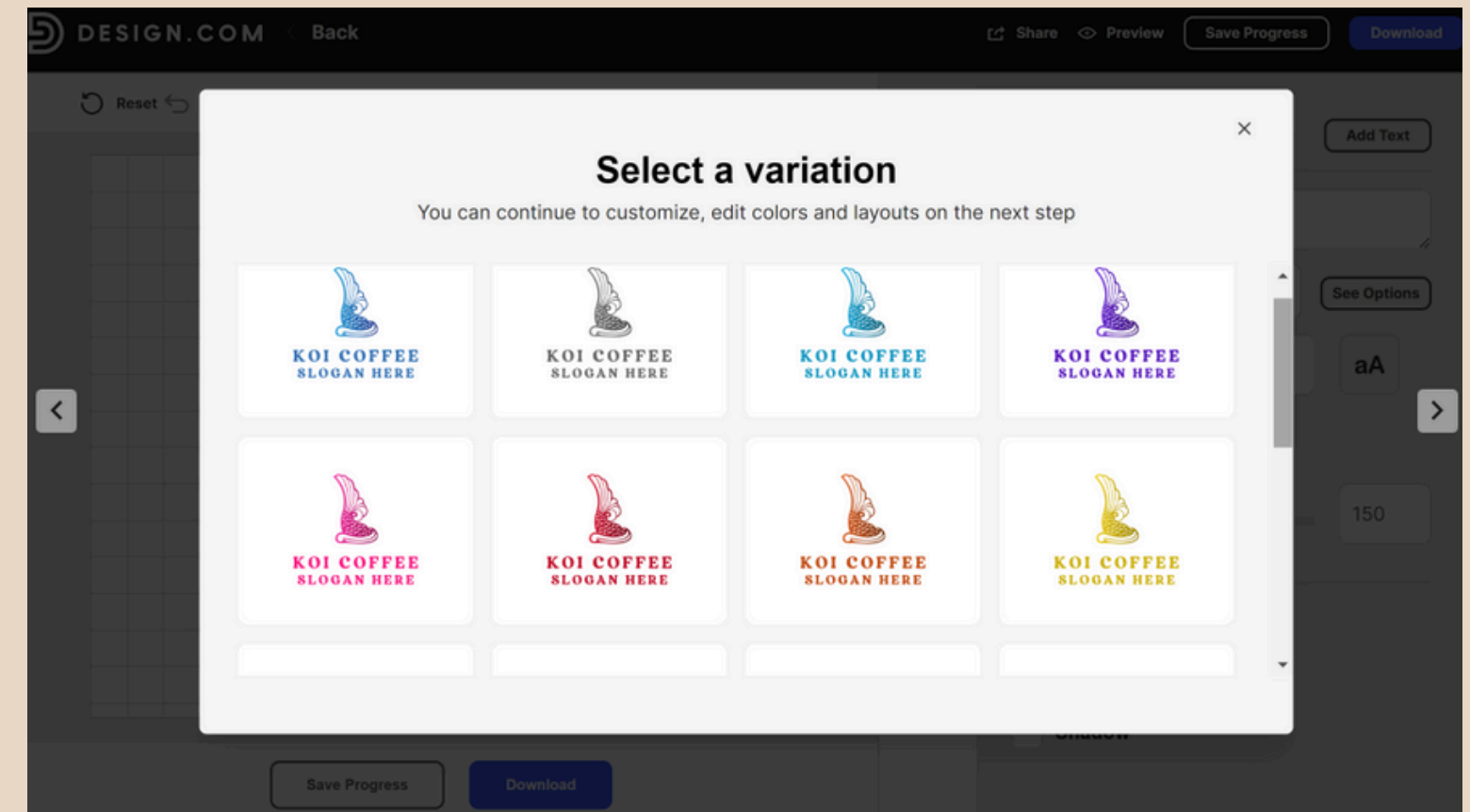
KOI KOFFIE: LOGO

We used this customization tool to creatively combine the AI logo of a Koi fish's tail as the coffee steam with a coffee cup. Then we added sage green coffee for the branding colour scheme.

The customization wasn't very advanced since we couldn't change the colour of the fishtail. Nevertheless, using this AI generator, we were able to create a satisfactory logo that captured the brand name and cafe concept of Koi Koffie.



Screenshot of AI-generated Koi Koffie Logo in design.com



Screenshot of AI-generated Koi Koffie Logo in design.com

KOI KOFFIE: CAFE

Keywords:

Asian inspired, Starbucks, zen, peaceful, sage green and garden

Prompt:

a minimalist garden cafe that is Japanese inspired and uses koi fish as decoration

AI Tools:

- Craiyon
- Freepik
- Wepik



KOI KOFFIE: FOOD

Keywords:

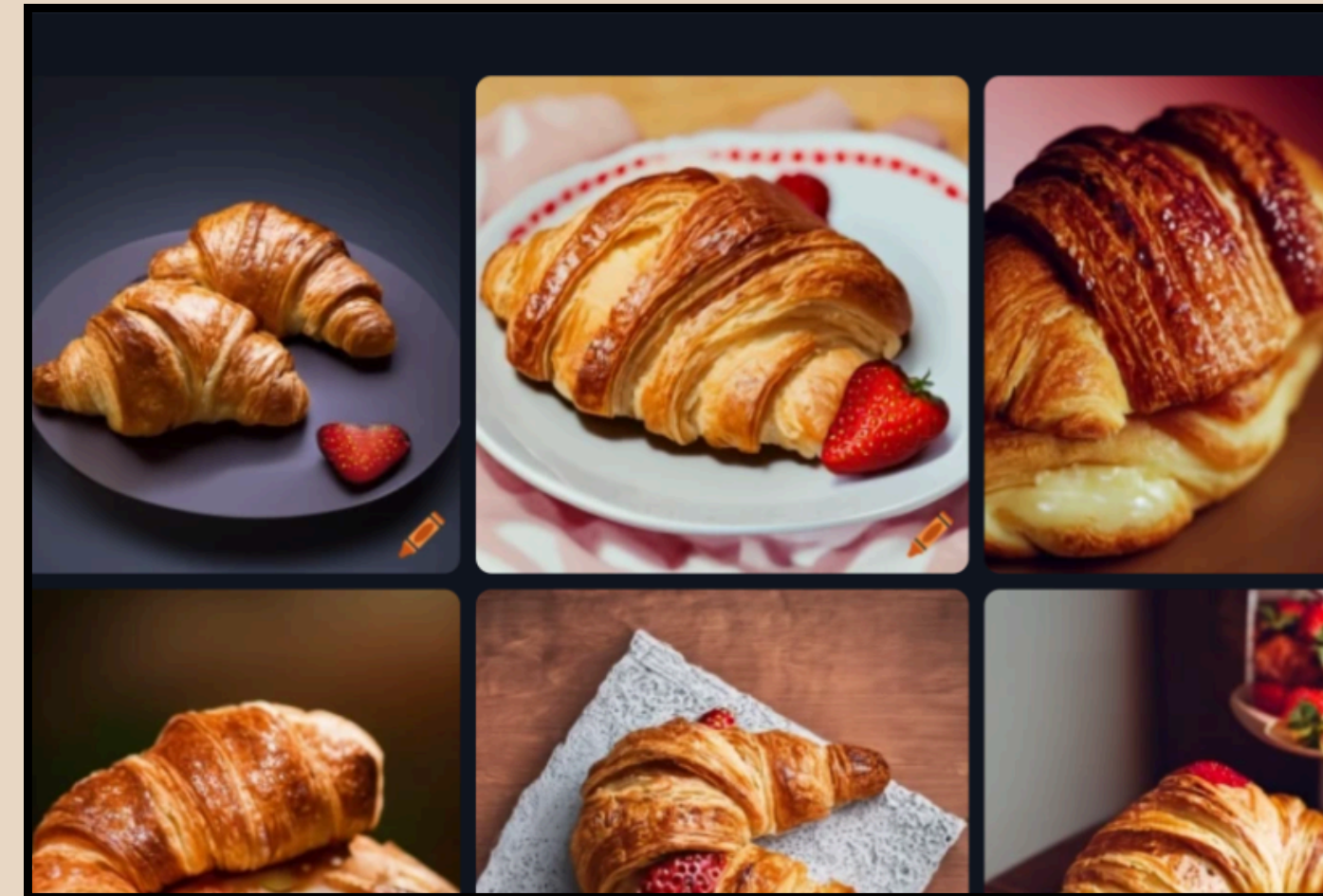
Keywords AI did not understand: croffle, croissant waffle, fish-shaped. It gave completely unrelated images or a cake made of waffle layers. Only 2 out of 8 generators knew what Taiyaki was.

Prompt:

a waffle bite on a popsicle stick dipped in strawberry chocolate

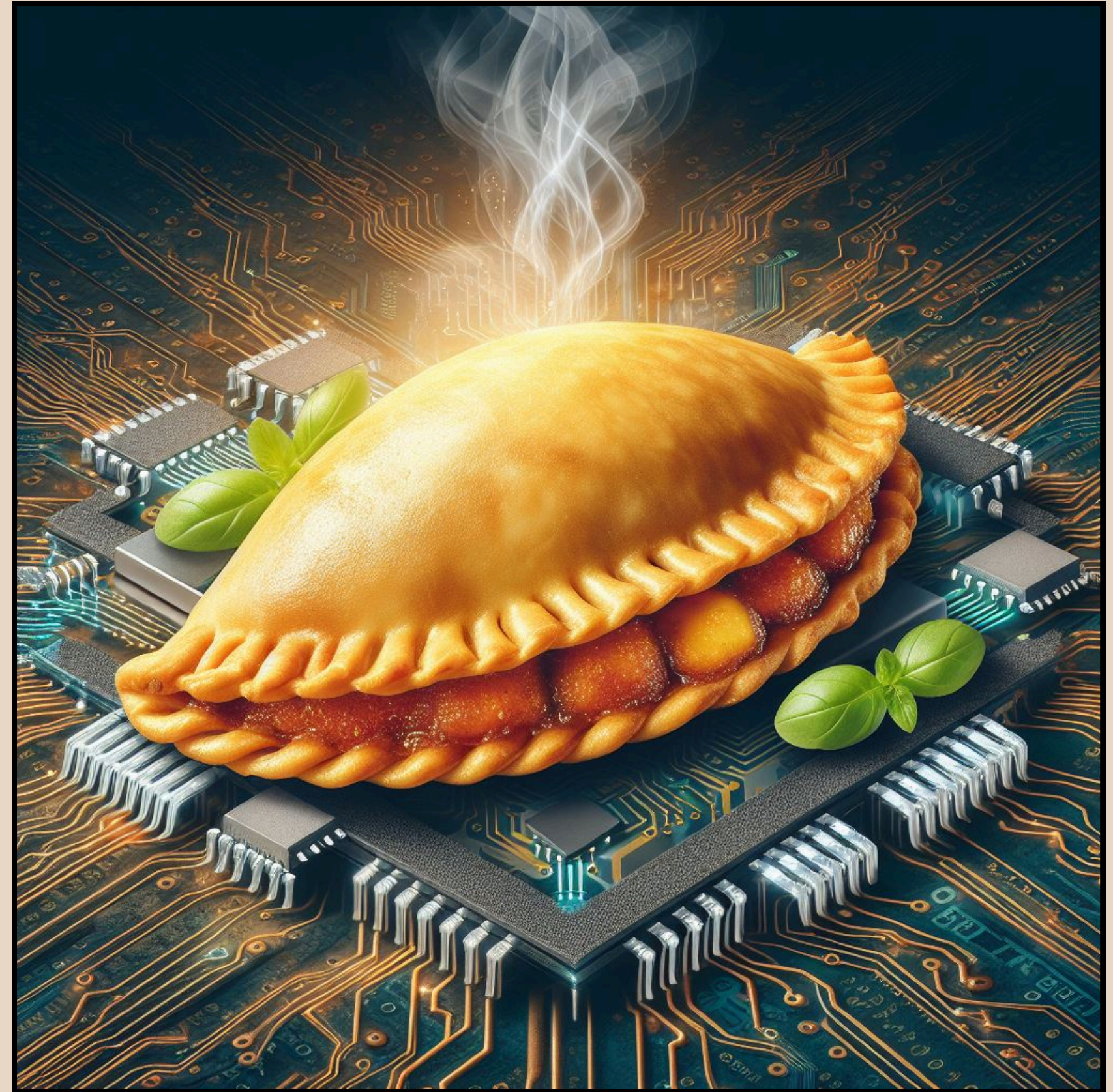
AI Tool:

Hotpot AI generator



BAKE & TAKE

AI Tool: Copilot Image Generator

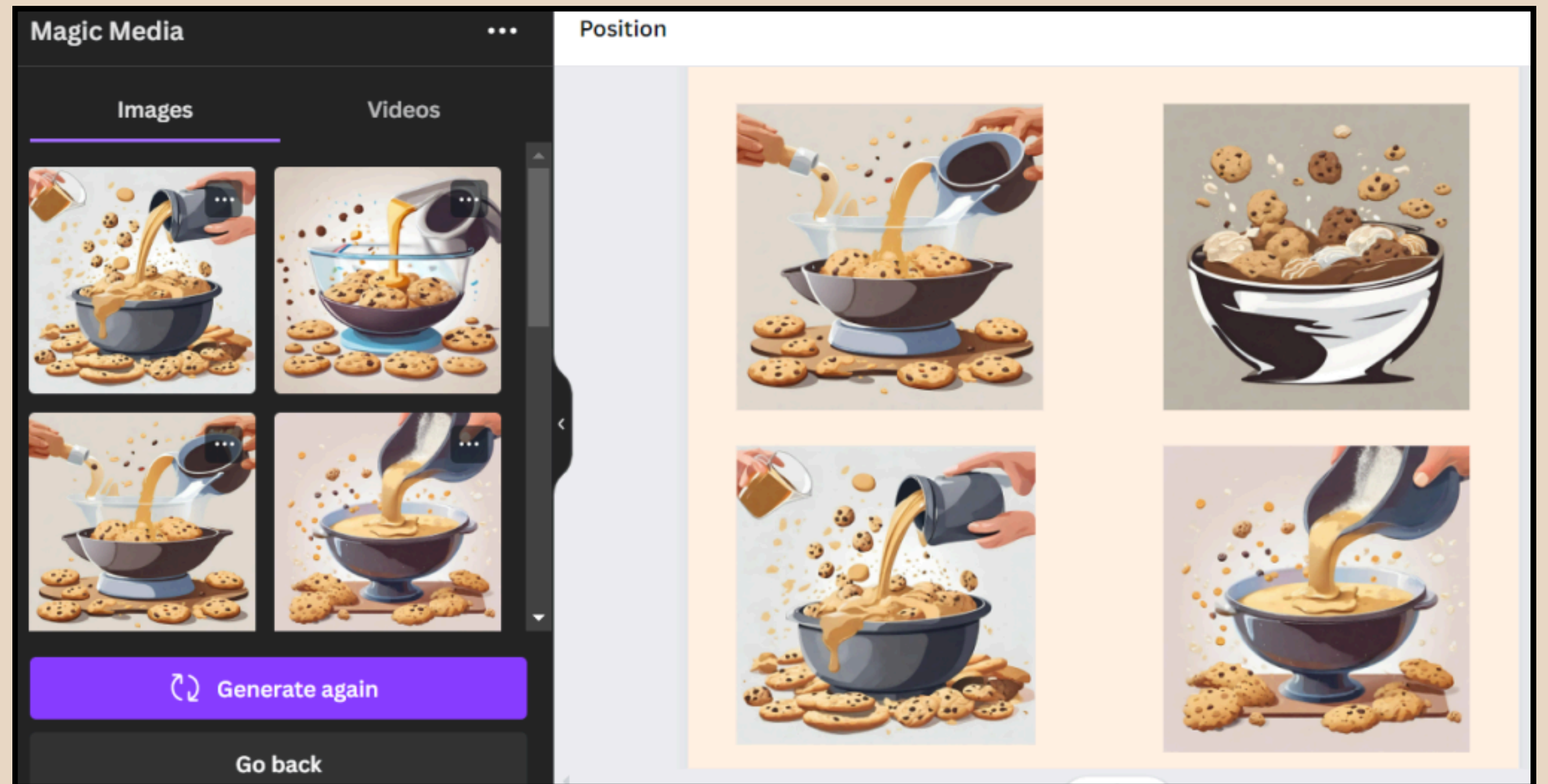


SWEET CRAVINGS

Prompts:

Crafting clear, concise prompts significantly influenced the quality and relevance of the generated content.

By refining our prompts and providing specific details we would like to see in the image whether it was the gender of the bakers, the type of cookie, the color of the background, every single detail made a difference, and by the end of it we were able to steer the AI algorithms towards producing content that aligned more closely with our vision



SWEET CRAVINGS

AI Tool: Canva



Final AI generated image we used of the team

An AI generated Image we rejected, can you find why?

BEAR BONBONS



AI Tool: Luma AI Genie

Prompt: image of colourful chocolate bear

Refine: use "teddy bear" to get the cute bear look



AI Tool: Canva

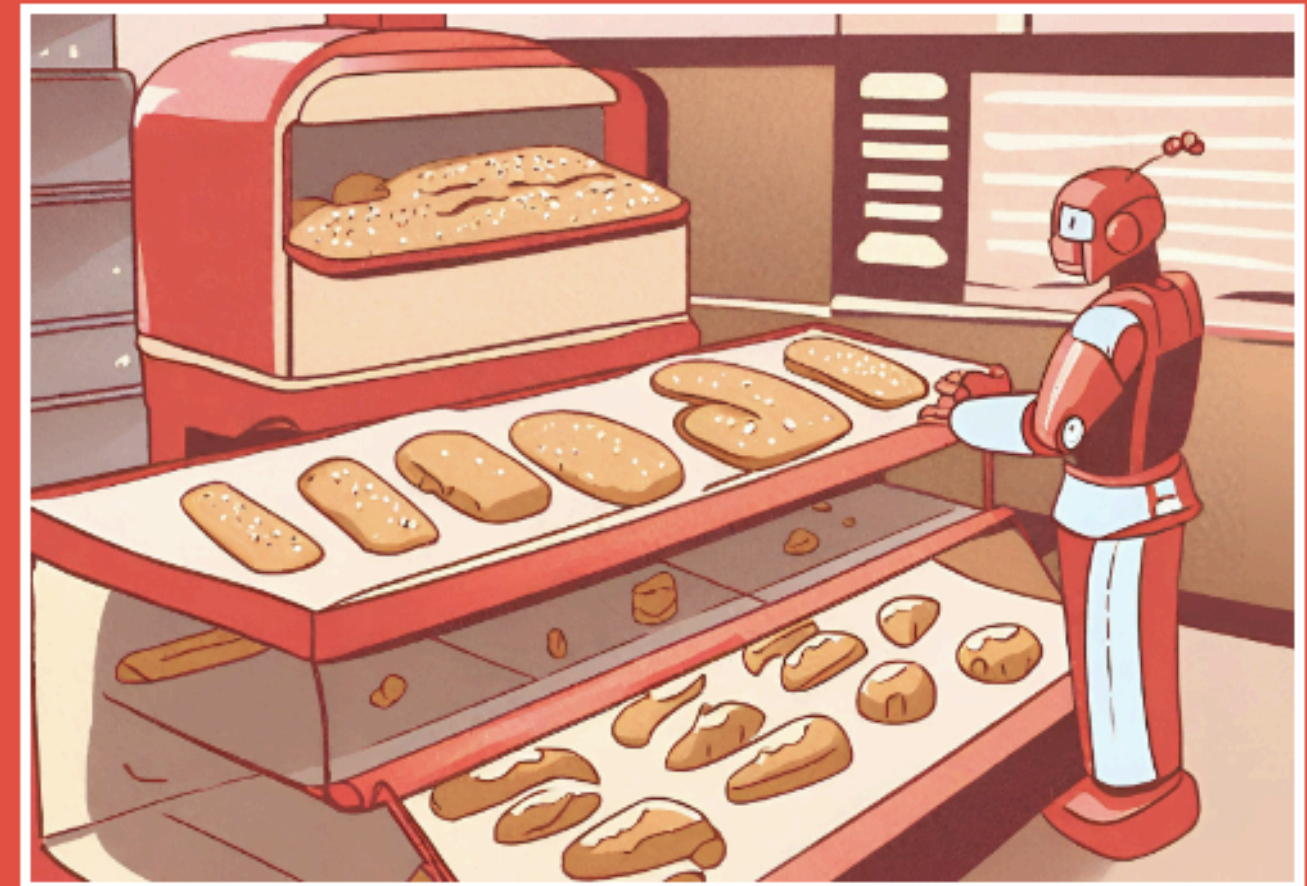
ON THE GO!

Probably the first thing that comes to mind for most people when they think about AI use is: laziness, plagiarism, inaccurate information, makes everything easy...

However “if life gives you lemons, make lemonade,”

Key takeaway: There’s synergy between human creativity and AI-enabled content generation

While AI tools provided the assistance needed to produce content at scale, the human touch and creative input were indispensable to develop content that aligned perfectly with our brand and resonated with our audience.

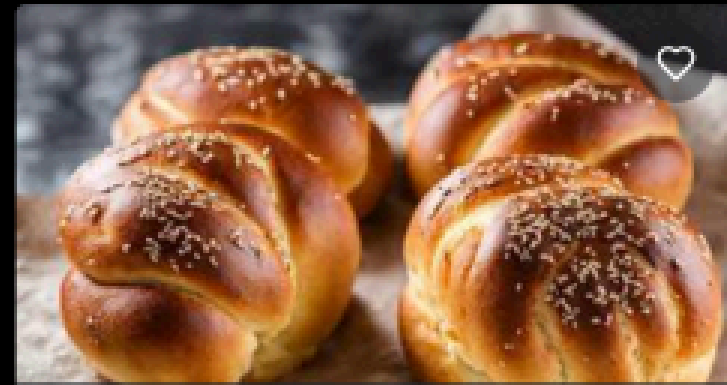


How does one use AI to generate business content?

ON THE GO!

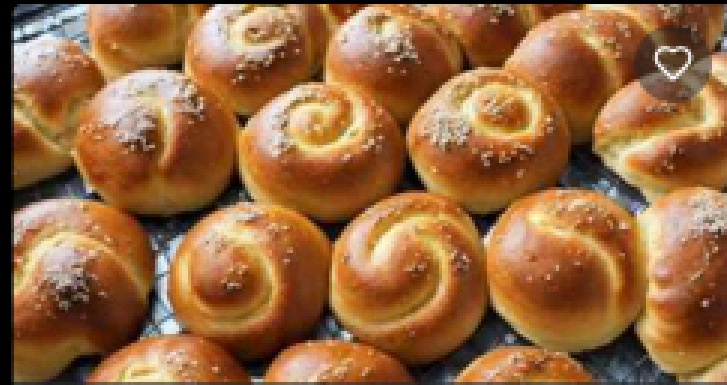


BREAD AHEAD



0 Challa dinner roll.jpg

Export Image, 1152 x 768



3 Challa dinner roll.jpg

Export Image, 1152 x 768



2 Challa dinner roll.jpg

Export Image, 1152 x 768



1 Challa dinner roll.jpg

Export Image, 1152 x 768



3 Sourdough bread ba.jpg (1) (2)

Export Image, 1152 x 768



1 Sourdough bread ba.jpg (1) (2)

Export Image, 1152 x 768



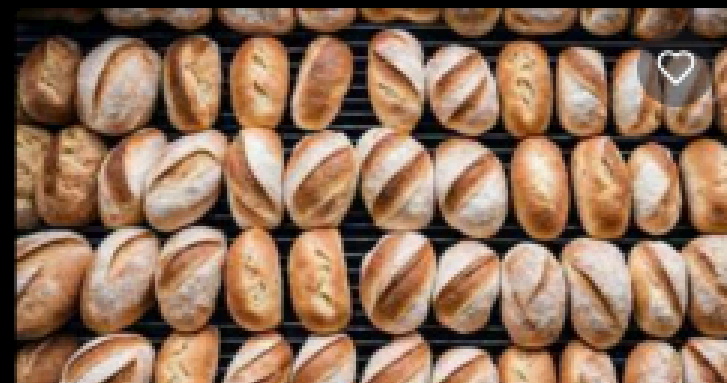
2 Sourdough bread ba.jpg (1) (2)

Export Image, 1152 x 768



0 Sourdough bread ba.jpg (1) (2)

Export Image, 1152 x 768



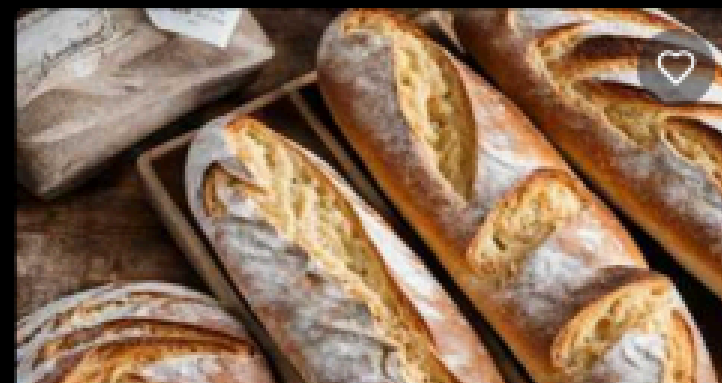
2 Sourdough bread ba.jpg (1)

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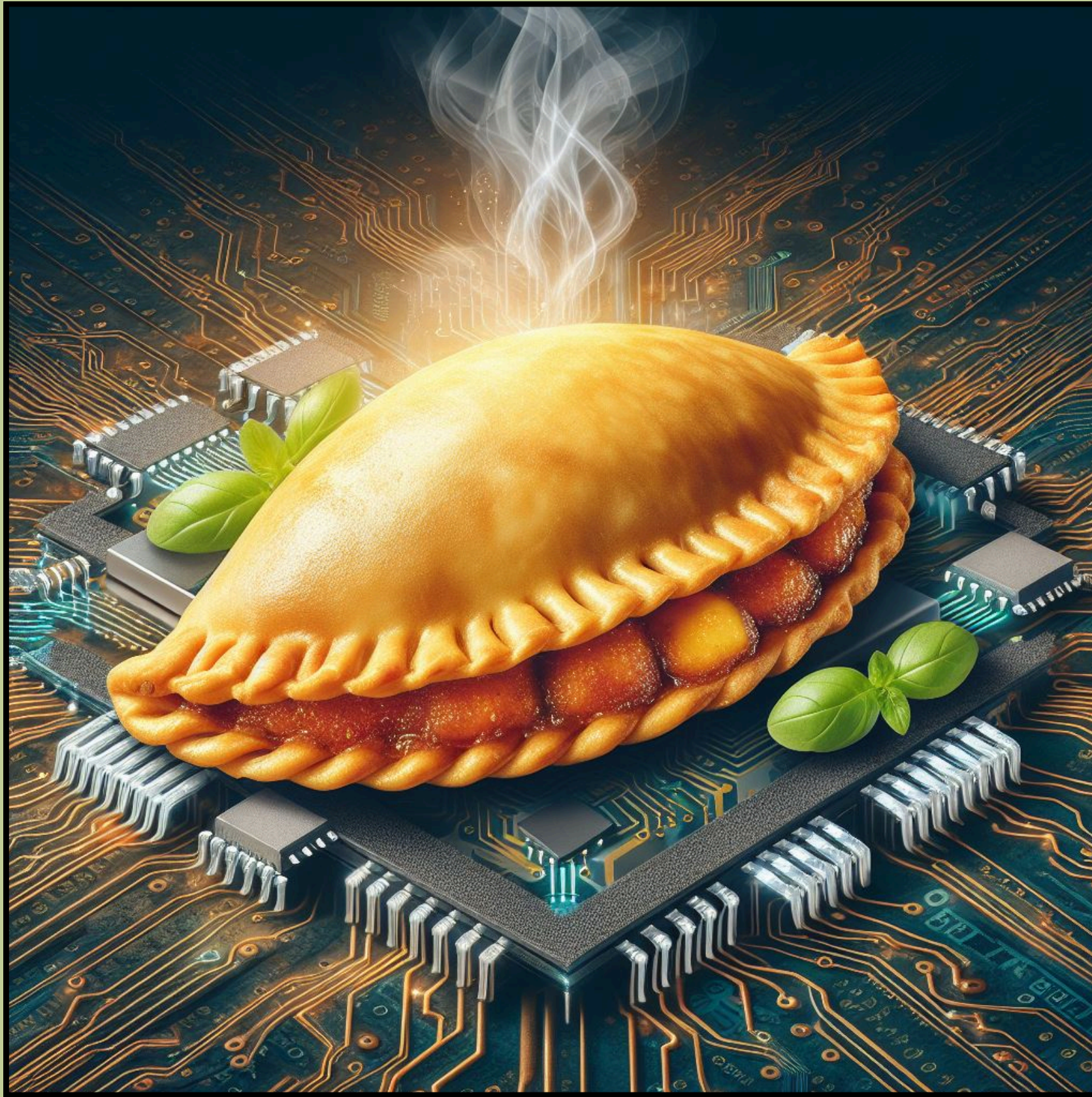
3 Sourdough bread ba.jpg (1)

Export Image, 1152 x 768



BREAD AHEAD





THANK YOU!