



MFE-IT

Reference: IA-GRAPH

AI and Graphic Design Training Course

Master AI Tools in Illustrator and Photoshop

Duration: 1 Day | Hours: 6 h

Remote · Sessions guaranteed from 1 registrant · 60% hands-on practice

DESCRIPTION

Adobe has integrated powerful artificial intelligence tools directly into Illustrator and Photoshop. This training course teaches you to master these AI features to accelerate your creative workflows: image generation, background removal, object replacement, style transfer and much more.

Perfect for graphic designers, web designers, art directors and creatives who want to integrate AI into their daily practice without leaving their favourite Adobe Creative Cloud tools.

LEARNING OBJECTIVES

By the end of this training course, participants will be able to:

- Use Adobe Firefly to generate images and creative content
- Apply Generative Fill in Photoshop (object addition, removal, replacement)
- Use Generative Expand to extend images naturally
- Generate and edit vector elements with AI in Illustrator
- Apply AI tools to accelerate retouching and creative workflows
- Integrate AI features into professional graphic design projects

PREREQUISITES

- Regular use of Adobe Photoshop and/or Illustrator
- Basic knowledge of graphic design
- Active Adobe Creative Cloud licence

Because each participant is unique, a personalised interview is systematically organised in advance with our expert to design a training programme perfectly aligned with their objectives, level and professional challenges.

TARGET AUDIENCE

- Graphic designers and visual artists
- Web designers and UX/UI designers
- Creative directors and art directors
- Any creative professional using Adobe tools daily

DETAILED PROGRAMME

The training alternates between theoretical input and hands-on practice (approximately 60% of the time). Modules are built around practical exercises based on real-world business use cases.

Module 1 – AI and Visual Design: Introduction

- Understanding generative AI for visual creation
- Concrete use cases in graphic design
- Adobe's evolution towards AI-augmented creative workflows

Module 2 – Generative AI for Image Creation

- What is visual generative AI? Examples in graphic design
- Adobe Firefly: prompts, references, style controls
- Comparison with Midjourney, DALL·E and Stable Diffusion

Module 3 – Photoshop with AI: Generative Fill

- Generative Fill, object removal and frame extension
- Intelligent photo compositing and retouching
- Practical cases: product visuals, web banners, reworked photography

Module 4 – Illustrator with AI: Automation and Variations

- Automatic recolouring and variation generation
- Intelligent vectorisation
- AI-assisted logo variations, posters, icons and patterns

Module 5 – Full Creative Project

- Creating a complete project: social media campaign or poster + web variation
- Combining Firefly, Photoshop and Illustrator
- Maintaining style and brand consistency end to end

Module 6 – Limits, Rights and Responsible Creation

- Current limits of generative AI in production
- Rights, copyright and brand guidelines
- Responsible creation and disclosure best practices

TEACHING METHODS

Format and Delivery

The training is delivered remotely via an interactive virtual classroom. It can also be delivered on-site, with content customised to match the needs of your professional project. The theory/practice split is approximately 40%/60%.

MFE-IT Ultra-Personalised Format

Each session accommodates between 1 and 3 participants, ensuring highly individualised support. A preliminary interview allows us to tailor the content to each participant's profile. Inter-company sessions are guaranteed from just 1 registrant (except in cases of force majeure).

Skills Assessment

Throughout the training, the trainer assesses participant progress through multiple-choice questions, role-playing exercises and hands-on work. At the end, a certificate of achievement is issued to each participant.

Post-Training Support

For one month following the training, each participant can contact MFE-IT trainers with questions about implementing acquired knowledge. A response is provided by email or telephone within 48 working hours.

Accessibility

MFE-IT is committed to welcoming people with disabilities. Contact: contact@mfe-it.com.

PRACTICAL INFORMATION

Trainer Resources

- Structured demonstrations aligned with the detailed programme
- Exercise briefs and solutions throughout the training
- A ready-to-use technical environment for practical workshops
- Trainer validation of acquired knowledge at the end of each workshop
- Digital reference documents

Certification and Validation

At the end of the training, a certificate is sent by email specifying the objectives, nature, duration and assessment results. A completion certificate can also be provided on request.

Benefits for Participants

- Train from your workplace or home, with no travel required
- Benefit from an expert trainer-consultant on the subject
- Enjoy an ultra-personalised format (1 to 3 participants)
- Continue training even in the event of unforeseen circumstances

Benefits for the Organisation

- Optimise the training budget by reducing travel and accommodation costs
- Offer quality training to all employees, regardless of location
- Reduce absence time linked to travel
- Support team upskilling in all contexts