

Even voorstellen...

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Wat gaan we doen ?

- **Wat gebeurt er allemaal met dat AI ?**
- **Wat kan er níet met Generatieve AI ?**



- **Double Lighting & Double Exposure**



Adobe Firefly





Adobe Firefly



Adobe Creative Cloud



Adobe Express





Adobe Firefly

1. Deeply integrated into our tools
2. Designed to be commercially safe
3. Transparent with training data
4. Support for Content Credentials

Samengevat en vertaald



Firefly word uitgevoerd in *modellen*, en is gebaseerd op 4 uitgangspunten:

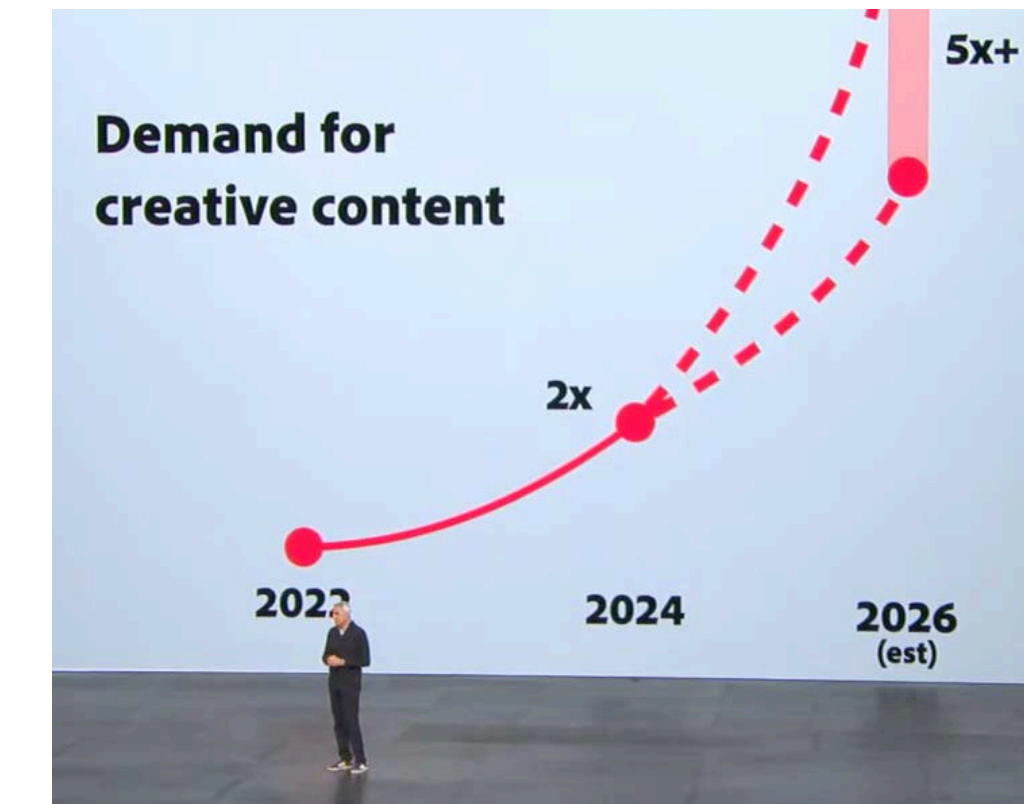
- goed geïntegreerd in oude en nieuwe tools;
- openheid over alle gebruikte trainingsdata;
- ook geschikt voor commerciële doeleinden;
- ondersteuning voor zgn. *content credentials*.



Content
Authenticity
Initiative

Belangrijke gedachten...

Er is een steeds sterker toenemende vraag naar content (teksten, beelden, video. etc.)
Men verwacht een verdubbeling per jaar.

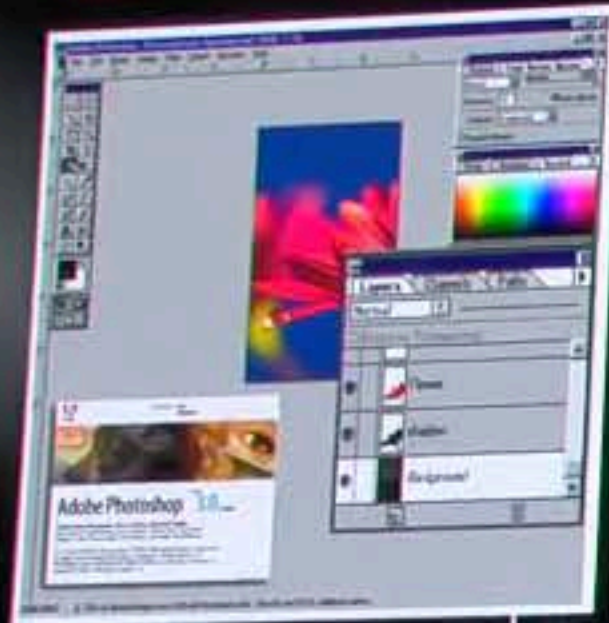


Adobe's aanpak om juridisch veilig te zitten, zal een groot voordeel en voorbeeld blijken. Professionele creatieven en uitgevers willen geen aanklagende advocaten aan de bel...

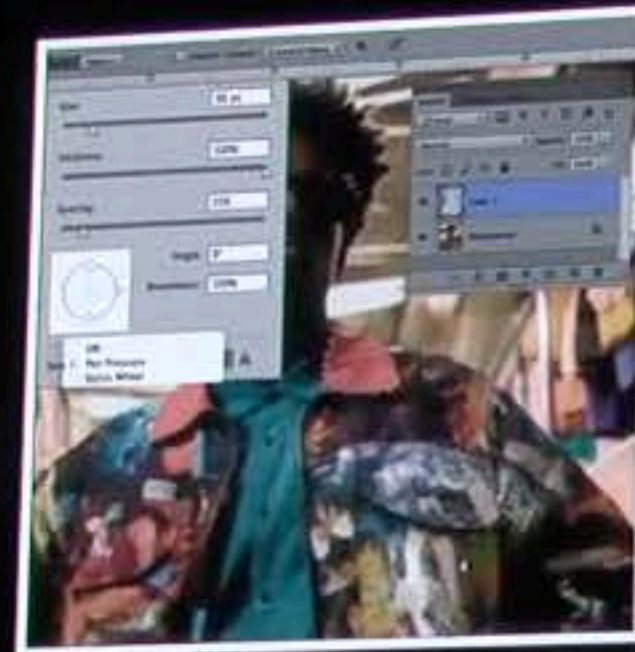
an angry lawyer with a huge letter in his hand, standing in front of a door, in dark cartoon style



Layers



Healing brush



Content-aware fill



Generative fill



1988

1990

1991

1994

1996

2000

2002

2003

2005

2007

2008

2010

2012

2013

2015

2019

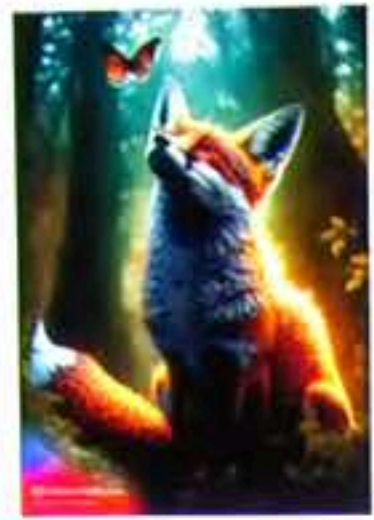
2020

2023



Photoshop blijft innoveren.





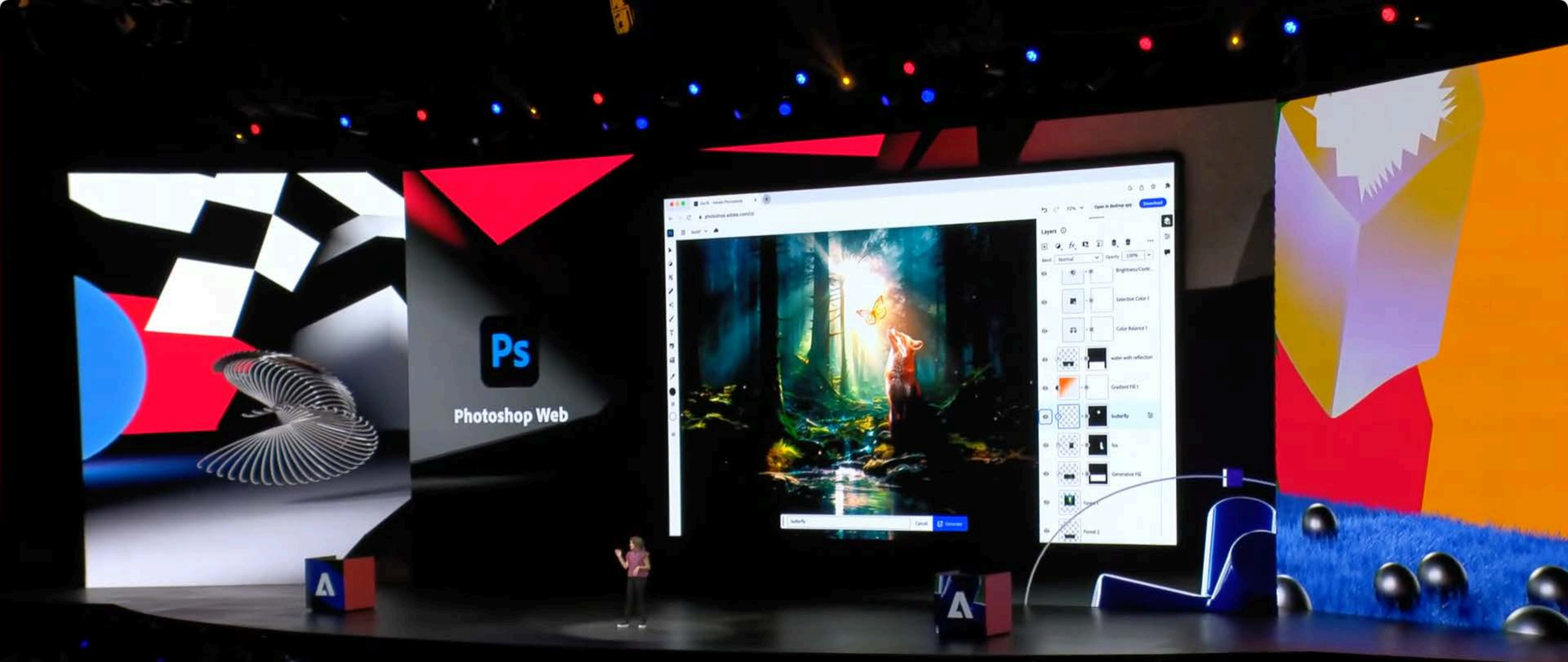
style

inspo



simplify





Er blijft een idee en fine-tuning nodig.

Aan de slag !



**Firefly Image 2
Model**



**Firefly Vector
Model**



**Firefly Design
Model**

Maar er is méér in aantocht..

Text to image



Color and tone
None

Lighting
None

Composition
None

Photo settings Auto

Aperture f/22

Less lens blur More lens blur

Shutter speed 1/2000s

Less motion blur More motion blur

Field of view 14mm

Wide Zoom

Advanced settings

Exclude from image

Prompt
panda in a cowboy outfit on the right side in a desert with cacti, hyperrealistic

Clear style Photo x

Suggestions Refresh

Text to image



Style reference



Prompt

panda in a cowboy outfit on the right side in a desert with cacti, hyperrealistic

Clear style

Photo x

Suggestions

Refresh

Model version

Firefly Image 2 (beta) NEW

Aspect ratio

Widescreen (16:9)

Content type

Photo (checked) Art

Visual intensity

Slider control

Style

Strength

Slider control

Match

Reference image gallery



Upload your image

Match the style from your own reference image

Effects

All Popular Movements Themes



Navigation icons: back, forward, refresh, home, search, share, print, zoom in, zoom out, full screen, close.

Auto

Themes



Model version

Firefly Image 2 (beta) NEW

Aspect ratio

Widescreen (16:9)

Content type

Photo (checked) Art

Style reference



Prompt

portrait of a frog and his toadstool house in a forest, hyperrealistic

Clear style

Photo

Suggestions

Refresh

Effects

All Popular Movements Themes



Firefly Image 2 Model



Firefly Vector Model



Firefly Design Model



Firefly Audio Model



Firefly Video Model



Firefly 3D Model



Generative fill • Generative expand • Remove tool • Adjustment presets • Contextual task bar • Improved gradients • Improved object selection • Windows snap layout support • High performance architecture • Video tool tips • New and hidden tool discovery improvements • Share for review password protection and improved messaging • UX improvements • Start times performance improvements

Tool groups • Quick actions

In-app learning videos

Photoshop on the web • Firefox support

Expand toolbar • Type styles/presets • Edit background • Layers panel •

Adjustment layer • Layers properties panel • Arrange layers • Contextual task bar for selection • Layer effects • More apple pencil shortcuts • Type layer properties improvements • Cut, copy & paste from iOS clipboard • Bulk delete • Auto select layers •

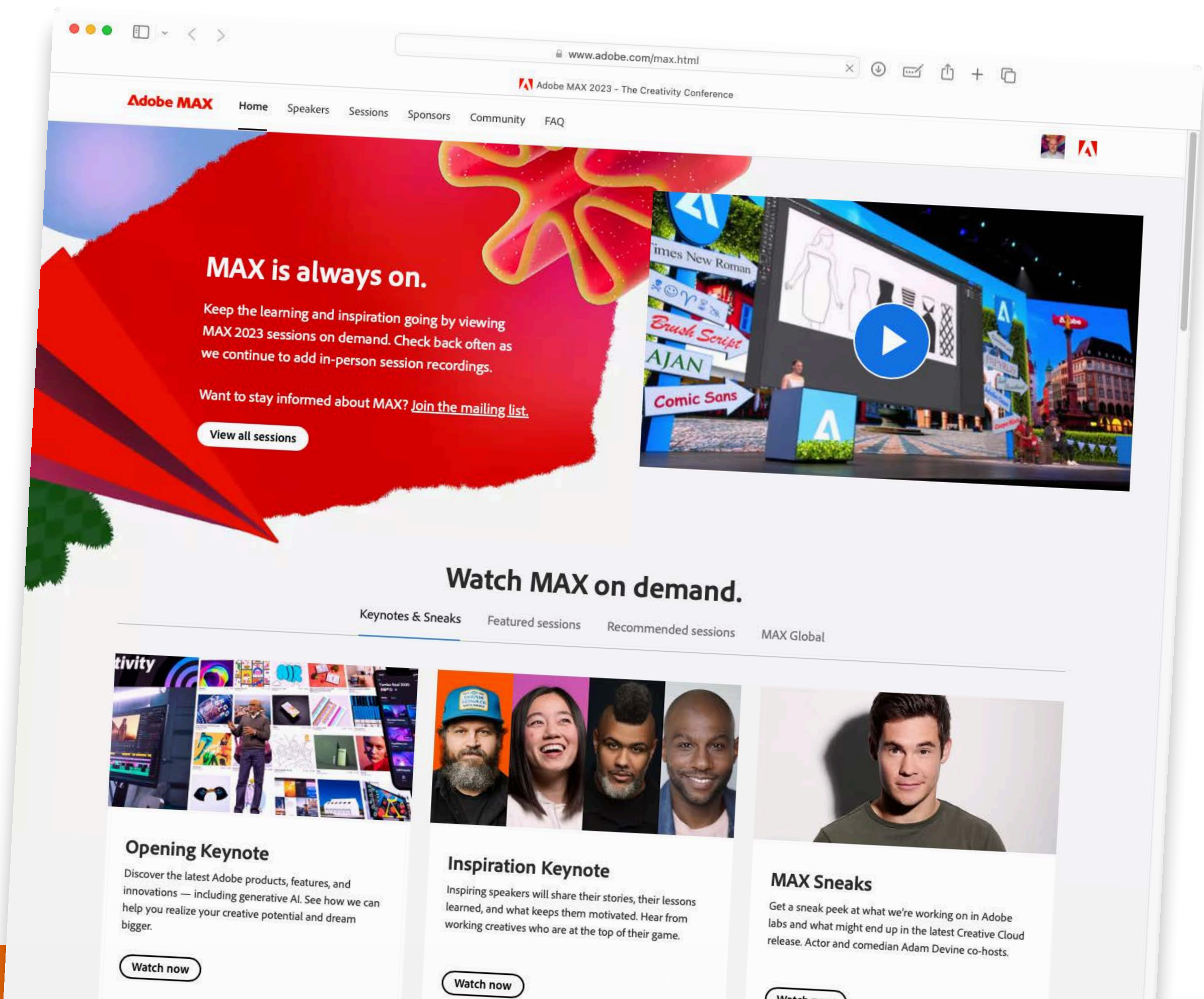
New color picker + swatches • In-app tutorials • Liquify • ACR • Access to Lr photo catalog

Ps

En talloze kleine verbeteringen

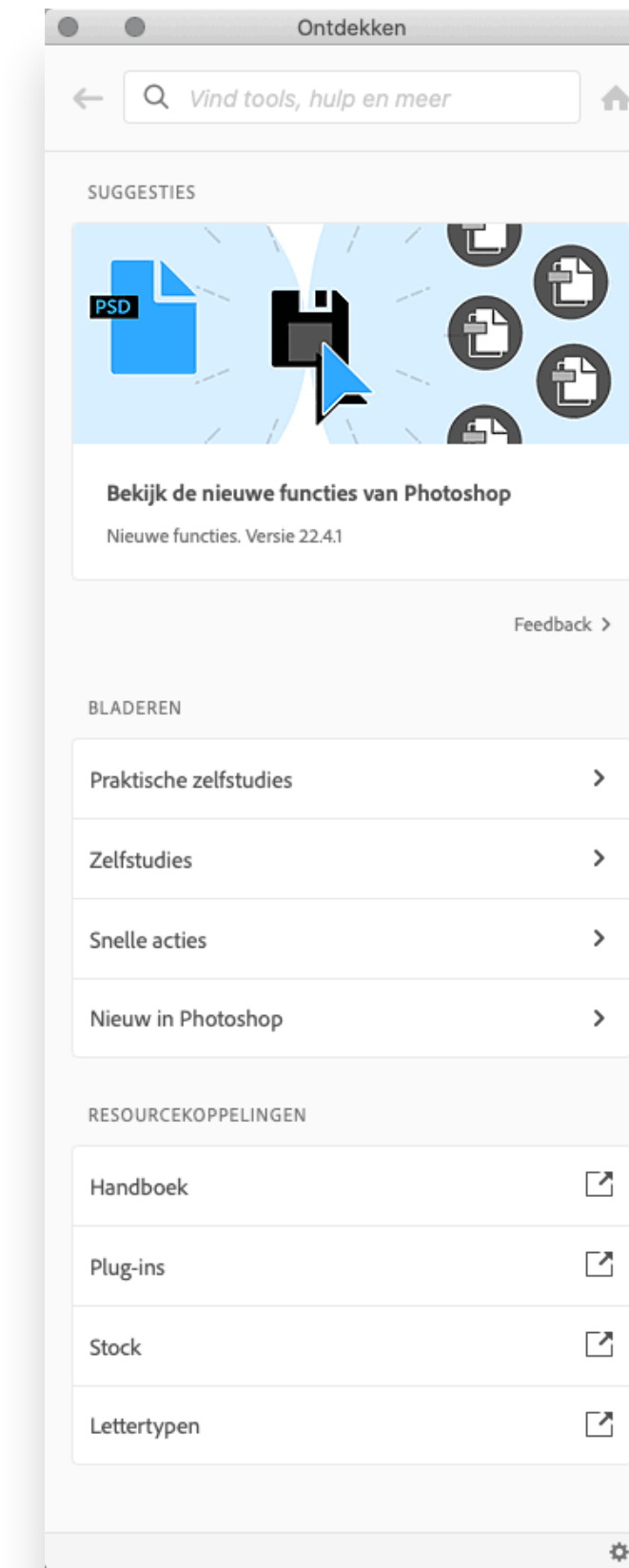
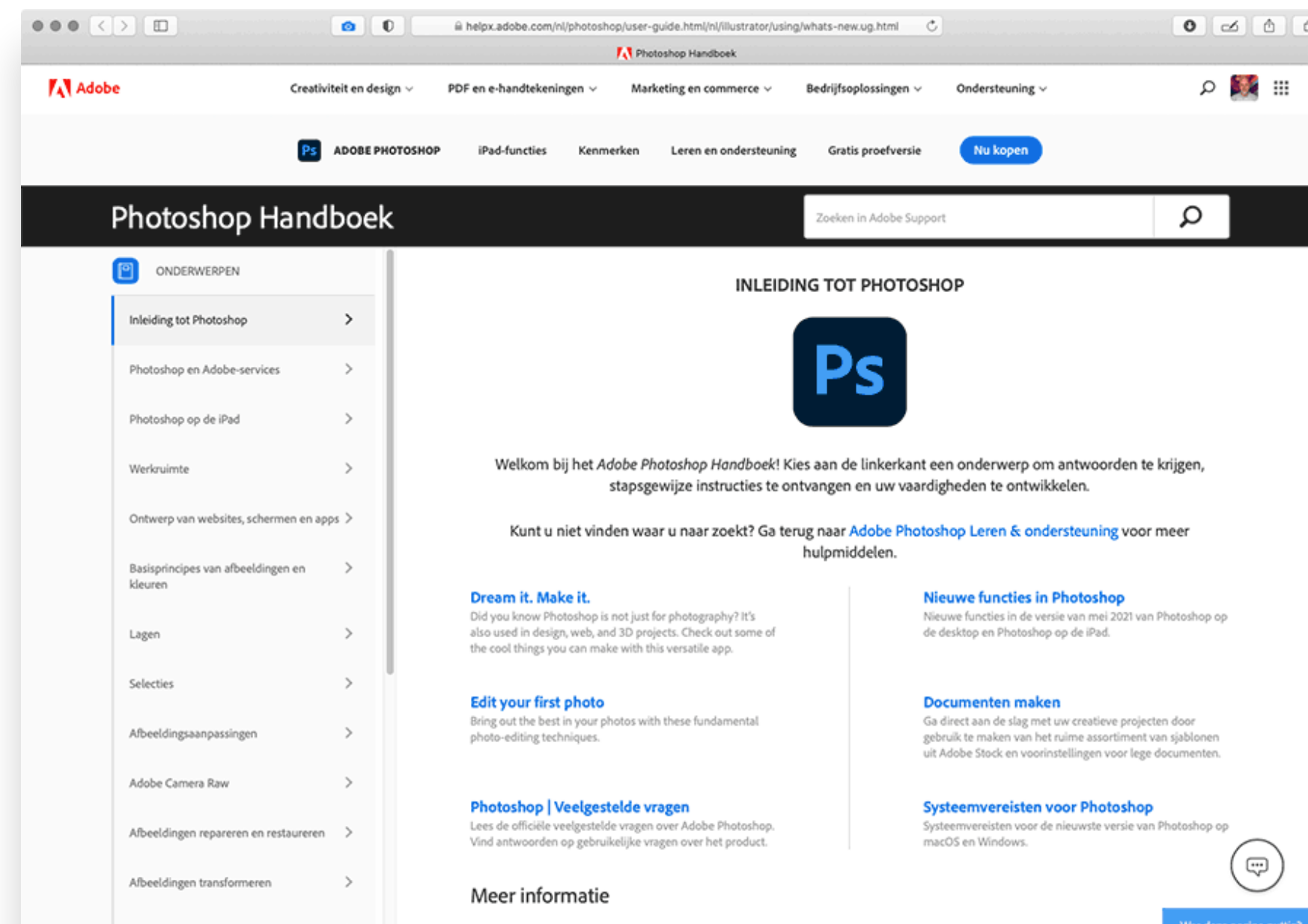
Adobe MAX Online !

- De 2 Keynotes
- De 11 SneakPeeks
- Vrijwel alle sessies
-  envato tutorials:
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign



Meer informatie...

- Op *Adobe Help* pagina's en in de programma's zelf



Dank voor je aandacht

