Creative Intelligence: Integrating Artificial Intelligence into Advanced Graphic Design & Branding

2 – 6 August 2027
Lyon (France)



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Introduction

The Creative Intelligence: Integrating Artificial Intelligence into Advanced Graphic Design and Branding course provides a comprehensive learning experience for creative professionals seeking to integrate Artificial Intelligence into advanced graphic design, branding, and visual communication. As Artificial Intelligence continues to reshape the creative industry, designers and branding specialists are expected to move beyond traditional design techniques by adopting intelligent technologies that enhance creativity, improve efficiency, and support data-driven decision-making.

This course explores how Artificial Intelligence is transforming every stage of the creative process, from concept development and prompt engineering to brand identity creation, motion graphics, animation, and three-dimensional design. Participants will gain practical knowledge of leading Artificial Intelligence platforms and discover how intelligent design tools can streamline workflows, strengthen brand consistency, and accelerate creative production without compromising originality or quality.

Throughout the program, participants will examine the strategic role of Artificial Intelligence in modern branding, learning how to combine human creativity with intelligent automation to deliver compelling visual experiences. The course also addresses responsible Artificial Intelligence adoption by covering ethical considerations, intellectual property protection, governance principles, and leadership strategies for managing hybrid creative teams. By the end of the course, participants will be equipped to implement Artificial Intelligence-powered creative solutions that strengthen brand identity, improve design performance, and support long-term innovation across professional creative environments.

Course Objectives

By the end of this Creative Intelligence: Integrating Artificial Intelligence into Advanced Graphic Design and Branding training course, participants will be able to:



- Understand the role of Artificial Intelligence in modern graphic design and branding.
- Analyze leading Artificial Intelligence platforms for creative design applications.
- Apply prompt engineering techniques to generate high-quality visual content.
- Develop consistent brand visuals using Artificial Intelligence-assisted workflows.
- Create mood boards, color palettes, and creative concepts with intelligent design tools.
- Integrate Artificial Intelligence with professional graphic design software and creative platforms.
- Develop data-informed branding strategies and visual storytelling approaches.
- Produce Artificial Intelligence-enhanced motion graphics, animation, and three-dimensional visual assets.
- Apply ethical principles and intellectual property considerations when using Artificial Intelligence in creative projects.
- Lead creative teams operating within hybrid human and Artificial Intelligence environments.
- Evaluate, refine, and optimize Artificial Intelligence-generated creative outputs to ensure alignment with brand standards.
- Improve creative workflows through intelligent automation while maintaining quality, consistency, and innovation.
- Prepare organizations for the future of Artificial Intelligence-driven design and branding through practical implementation strategies.

Course Outlines

Day 1: The New Era of Creative Intelligence

- Understanding the evolution of Artificial Intelligence across creative industries.
- Exploring how machine learning models support creative thinking and design innovation.
- Overview of leading Artificial Intelligence design platforms, including ChatGPT, Midjourney, DALL·E, Firefly, Runway ML, and Blender.
- Identifying opportunities and challenges associated with Artificial Intelligence in professional creative environments.
- Examining the evolving relationship between designers and Artificial Intelligence technologies.
- Practical Session: Exploring Artificial Intelligence-generated artwork and evaluating design quality, creativity, and visual accuracy.

Day 2: Generative Design and Advanced Prompt Engineering

- Understanding the principles of prompt engineering for creative applications.
- Developing structured prompts to achieve consistent branding outcomes.
- Using Midjourney and DALL·E to generate brand-focused visual concepts.
- Creating mood boards, color palettes, and creative directions using Artificial Intelligence.
- Hands-on Exercise: Developing an Artificial Intelligence-powered brand mood board.
- Refining generated outputs through negative prompts, design variations, and image upscaling techniques.
- Integrating Artificial Intelligence capabilities within Photoshop, Illustrator, and Firefly workflows.



Day 3: Branding Strategy in the Age of Artificial Intelligence

- Understanding how Artificial Intelligence influences branding strategy, visual language, and campaign development.
- Developing Artificial Intelligence-enhanced creative briefs and brand storytelling using ChatGPT.
- Transforming audience insights and data into compelling visual communication strategies.
- Aligning Artificial Intelligence-generated content with brand identity, tone, and communication guidelines.
- Workshop: Developing a complete mini brand identity system using Artificial Intelligence-generated visual assets.
- Case Study: Examining how leading global agencies leverage Artificial Intelligence for integrated branding initiatives.

Day 4: Intelligent Motion Graphics, Animation and Three-Dimensional Design

- Introduction to Artificial Intelligence tools supporting motion graphics, including Runway ML, Kaiber, Pika Labs, and Blender AI.
- Understanding Artificial Intelligence-assisted animation workflows from storyboarding to final rendering.
- Converting static visual designs into engaging motion graphics and animated brand assets.
- Creating concept videos using text-to-video technologies.
- Hands-on Session: Producing a short Artificial Intelligence-generated animated brand teaser.
- Exploring generative three-dimensional modeling techniques, including procedural forms, textures, lighting, and visual environments.

Day 5: Ethics, Leadership and the Future of Creative Teams

- Understanding the evolving role of creative directors in the era of Artificial Intelligence.
- Leading hybrid creative teams that combine human creativity with Artificial Intelligence capabilities.
- Managing copyright, intellectual property, and ownership considerations for Artificial Intelligence-generated creative works.
- Building transparency, trust, and accountability within Artificial Intelligence-enabled creative processes.
- Applying responsible Artificial Intelligence practices in branding, communication, and creative production.
- Group Project: Designing an Artificial Intelligence-driven brand campaign proposal.
- Exploring future developments in generative video, synthetic influencers, and next-generation visual storytelling.

Why Attend this Course: Wins & Losses!



- Develop a comprehensive understanding of Creative Intelligence: Integrating Artificial Intelligence into Advanced Graphic Design and Branding.
- Learn how to integrate Artificial Intelligence into advanced graphic design and enterprise branding workflows.
- Master prompt engineering techniques for generating consistent, high-quality creative outputs.
- Strengthen visual storytelling capabilities using Artificial Intelligence-powered design platforms.
- Improve branding consistency through intelligent design systems and creative automation.
- Produce motion graphics, animated content, and three-dimensional assets using modern Artificial Intelligence technologies.
- Build leadership capabilities for managing hybrid creative teams.
- Apply ethical Artificial Intelligence practices while protecting intellectual property and maintaining brand integrity.
- Enhance creative efficiency, innovation, and strategic decision-making.
- Prepare for the future of Artificial Intelligence-driven creative industries.

Conclusion

Artificial Intelligence is fundamentally transforming the future of graphic design, branding, and visual communication. Organizations increasingly require creative professionals who can successfully combine artistic expertise with intelligent technologies to develop innovative, scalable, and strategically aligned branding solutions. As Artificial Intelligence continues to reshape creative workflows, professionals must be equipped with the knowledge and practical skills needed to harness its capabilities while maintaining creativity, quality, and brand consistency.

The Creative Intelligence: Integrating Artificial Intelligence into Advanced Graphic Design and Branding course provides a comprehensive framework for understanding and applying Artificial Intelligence throughout the entire creative lifecycle. From advanced prompt engineering and generative design to branding strategy, motion graphics, three-dimensional design, ethical governance, and creative leadership, participants gain practical experience through hands-on exercises, real-world case studies, and industry best practices.

Upon completing this course, participants will be able to implement Artificial Intelligence-enhanced creative strategies, optimize professional design workflows, strengthen brand identity systems, lead hybrid creative teams with confidence, and successfully navigate the evolving landscape of Artificial Intelligence-powered creativity. These capabilities enable organizations to improve innovation, accelerate creative production, maintain brand excellence, and build sustainable competitive advantages in an increasingly digital world.

