How about AI-generated visuals?

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When <u>not</u> to use AI-images

- When marketing KI, **we do not use** AI-generated images to represent our campus environments, staff, or students.

- We use images of actual environments, researchers, and students to create a credible image of KI.

Photos: Liza Simonsson and Martin Stenmark

When to use AI-images

- AI-generated images **can be used** for various types of graphics and thematic images, mainly for material that would otherwise have been illustrated with purchased genre images from an image bank.

- It must be clearly stated that the images are AI-generated.

Photos: Getty Images

Follow the graphic profile

- The graphic profile contains a checklist for how we consistently use images and videos.
- Parts of the checklist apply to AI-generated images. Use the checklist as much as possible when creating images using AI.

Photos: Liza Simonsson, Erik Flyg Fredrik Persson and Martin Stenmark

Copyright and usage rights

- The legal situation regarding AI images and copyright is not entirely clarified.

- You should assume that you will not get copyright for the content you are currently generating.

- You should always read the terms of use of the different tools you use.

- Usage rights mean that you can use the images you created using the tool, but are not the same as copyright, where you alone own the rights to your material.

Microsoft Copilot

- We have focused on providing general guidance, rather than providing tips on different tools.
- If you are a beginner and want to experiment on your own, you can do so using Copilot, which is accessible to all of us.

AI art prompting guide   Image prompting 101   Modify and refine AI image prompts   AI art genres and styles

What is a prompt?

An AI image prompt is the text input that you provide to Copilot to generate an image. It can be as simple as a phrase, or as complex as a sentence or paragraph. A prompt with at least six words will yield the best possible results. Your prompt can also include additional information such as stylistic keywords.

How you structure and format your prompt can have a significant impact on the quality and diversity of the images you get.

More information

The recommendations regarding the use of AI-generated visual content in KI communication:

https://staff.ki.se/ai-generated-images-and-videos

- Here you will also find links to:
    - → the checklist for how we use images and videos
    - → an introduction to Image Creation in Microsoft Copilot