MILLS MARKETING
Generative AI Resource List

This list includes examples of current tools and services available to help you create Generative AI content, streamline your workflow, or help with efficiency. Be sure to review each platform's licensing and terms of use to confirm assets are approved for commercial use. Note that if a tool is listed as "Beta", it is still in the exploratory phase and not approved for commercial applications.

GENERATIVE ART

Adobe Photoshop Generative Fill
https://www.adobe.com/products/photoshop/generative-fill.html
Example of use: Expand the background of an image to better fit a layout.

Adobe Photoshop Generate Image
https://www.adobe.com/products/photoshop/generate-image.html
Example of use: Create custom art and photos that are hard to find in stock libraries.

Adobe Illustrator Generative Recolor
https://www.adobe.com/products/illustrator/generative-recolor.html
Example of use: Quickly recolor an illustration in your brand colors.

Adobe Illustrator Generative Shape Fill
https://www.adobe.com/products/illustrator/ai.html
Example of use: Add elements to your illustration by prompting for background textures or shapes.

Adobe Illustrator Generative Vectors
https://www.adobe.com/products/illustrator/text-to-vector-graphic.html
Example of use: Quickly create custom icons, subjects, or scenes by typing a prompt into the description box.

Adobe Illustrator Mockup
https://helpx.adobe.com/illustrator/using/create-art-mockups.html
Example of use: Create a quick mockup using your logo by selecting from the supplied library or uploading a reference image.

See the back for more resources.

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Adobe Firefly
https://firefly.adobe.com
Example of use: An online resource that you can use to generate images, videos, illustrations, and audio, as well as turn an illustration into a video with just text prompts or translate audio to another language.

Pixlr
https://pixlr.com
Example of use: Generate custom images and illustrations as well as photo editing.

GENERATIVE COPY

ChatGPT
https://chatgpt.com
Example of use: Generate additional headline options, brainstorm messaging themes, summarize copy, edit copy for clarity or grammar, etc.

MISCELLANEOUS

Plaud AI
https://www.plaud.ai
Example of use: When used with ChatGPT, transcribe and summarize lengthy conversations.