MERCURY

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

25 – 29 January 2027
Rome (Italy)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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

Ref: 16391_1018753 **Date:** 25 – 29 January 2027 **Location:** Rome (Italy) **Fees:** 7200 Euro

Introduction:

The Creative Intelligence: Integrating Artificial Intelligence into Advanced Graphic Design and Branding course offers a comprehensive approach to integrating artificial intelligence into advanced graphic design and branding. Participants will explore how AI can enhance creative processes, from ideation to execution, ensuring modern design practices remain innovative and efficient. It offers insights into leading AI platforms, generative design, and advanced prompt engineering, enabling consistent branding outcomes.

Learners will understand how AI can transform motion graphics, animation, and 3D design workflows. The Creative Intelligence: Integrating Artificial Intelligence into Advanced Graphic Design and Branding program also emphasizes ethical considerations, leadership in hybrid teams, and future trends in AI-driven creativity. Participants will elevate brand experiences and implement AI-enhanced design strategies across professional settings.

Targeted Groups:

This Creative Intelligence: Integrating Artificial Intelligence into Advanced Graphic Design and Branding training targets professionals seeking specialized knowledge and skills:

- Senior graphic designers and creative directors looking to innovate.
- Branding professionals aiming to implement AI in campaigns.
- Marketing and communication specialists focused on digital storytelling.
- UI/UX designers, motion designers, and visual strategists.
- Creative team leaders managing AI-driven workflows.
- Professionals seeking to future-proof design expertise with AI integration.

Course Objectives:

Participants will achieve the following objectives by completing the Creative Intelligence: Integrating Artificial Intelligence into Advanced Graphic Design and Branding course:

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- Understand AI applications in modern design and branding.
- Analyze AI-driven design platforms for effective creative workflows.
- Develop structured prompts to generate consistent brand visuals.
- Create AI-enhanced mood boards, color palettes, and creative directions.
- Integrate AI tools with Photoshop, Illustrator, and design software.
- Build data-informed brand storytelling and campaign strategies.
- Produce dynamic motion graphics and 3D designs using AI.
- Apply ethical standards and intellectual property considerations.
- Lead hybrid teams that combine human and AI creativity.
- Evaluate and refine AI-generated outputs to ensure brand alignment.

Targeted Competencies:

Participants will gain the following competencies during the Creative Intelligence: Integrating Artificial Intelligence into Advanced Graphic Design and Branding program:

- Master AI platforms like ChatGPT, Midjourney, DALL·E, Firefly, and Runway ML.
- Apply generative design techniques for advanced branding outcomes.
- Craft clear, structured prompts for consistent visual identity.
- Translate audience data into creative visual strategies.
- Integrate AI-driven workflows into traditional design pipelines.
- Create motion graphics, animated brand assets, and 3D models efficiently.
- Lead creative teams in hybrid human-AI collaboration.
- Ensure ethical AI use and protect intellectual property.
- Align AI-generated content with brand guidelines and tone.
- Critically assess AI outputs for design accuracy and creative impact.

Studying Scenarios:

In this Creative Intelligence: Integrating Artificial Intelligence into Advanced Graphic Design and Branding training, participants will develop their skills through the analysis of the following scenarios:

- Evaluating AI-generated brand visuals against established design standards.
- Designing a brand identity system using AI-powered mood boards.
- Translating audience insights into creative visual campaigns.
- Refining AI outputs for color, layout, and consistency.
- Converting static designs into motion graphics or animated sequences.
- Exploring procedural 3D forms and textures for branding assets.
- Developing an AI-driven brand campaign with ethical and copyright compliance.

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Course Content:

Unit 1: The New Era of Creative Intelligence:

- Understanding the evolution of AI in creative industries.
- How machine learning models "think" creatively.
- Overview of leading AI design platforms: ChatGPT, Midjourney, DALL·E, Firefly, Runway ML, Blender.
- Identifying opportunities and challenges in using AI for creative work.
- Discussion: Will AI replace or enhance the designer's role?
- Practical session: Exploring AI-generated art and evaluating design accuracy.

Unit 2: Generative Design & Advanced Prompting:

- The art and science of prompt engineering.
- Building structured prompts for consistent branding outcomes.
- Using Midjourney and DALL·E for brand image generation.
- Generating mood boards, color palettes, and creative directions with AI.
- Hands-on exercise: Create an AI-powered brand mood board.
- Refining results: Negative prompts, variations, and upscaling techniques.
- Exploring AI integrations inside Photoshop, Illustrator, and Firefly.

Unit 3: Branding Strategy in the Age of AI:

- How AI impacts branding logic, design language, and campaign planning.
- AI-enhanced creative briefs and brand storytelling using ChatGPT.
- Transforming data and audience insights into creative visual concepts.
- Aligning AI-generated content with brand tone and guidelines.
- Workshop: Develop a mini brand identity system using AI-generated visuals.
- Case study: How global agencies leverage AI for integrated branding.

Unit 4: Intelligent Motion, Animation & 3D Design:

- Introduction to AI tools for motion graphics: Runway ML, Kaiber, Pika Labs, Blender AI.
- AI-assisted animation pipelines — from storyboard to render.
- Converting static designs into dynamic motion assets.
- Creating concept videos using text-to-video technology.
- Hands-on session: Produce a short animated brand teaser using AI tools.
- 3D design with generative modeling: exploring procedural forms, textures, and lighting.

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

- The evolving role of creative directors in the AI age.
- Leading hybrid teams — integrating human and machine creativity.
- Copyright, intellectual property, and AI-generated works.
- Building trust and transparency in AI-driven design processes.
- Best practices for responsible AI use in branding and communication.
- Group project: Design an AI-driven brand campaign proposal.
- Future outlook: Generative video, synthetic influencers, and next-generation storytelling.

Final Insights & Key Takeaways:

Participants will emerge with the ability to implement AI-enhanced creative strategies while leading hybrid design teams effectively. They will future-proof their creative expertise and deliver innovative, AI-driven branding solutions.