Foreword

In June 2024—just over two years ago—I began exploring and learning about the new Artificial Intelligence (AI) capabilities within Adobe Photoshop and Firefly cloud programs. These represent the latest in advanced software for image editing, the correction and/or modification of JPEG and PNG files, and more. I found the results so astonishing and impressive that I decided to write a book about them. This initial volume showcases only a small fraction of the vast number of images I have created and designed over the past few years alongside my new intellectual friend and assistant: AI. To be honest, AI cannot currently produce perfect results on its own; human input is always required to make adjustments and corrections. After all, the human brain remains far more sophisticated than any computer program or chip when it comes to creating final products that resonate with people. In this sense, AI can never achieve perfection—something worth remembering. It is the human who decides whether to keep, use, or adopt AI's suggestions and who bears responsibility; AI is essentially just a tool—albeit one that makes humans more intelligent and capable.

Enjoy the read.

Erwin Philip Willemsen, Senior Designer/Artist, September 2026



Introduction

In principle, the images in this book can only be created by advanced graphic designers, other designers, DTP specialists, and artists who are proficient in the Adobe cloud versions of Photoshop and Firefly—tools that also incorporate advanced companion programs. The world of AI is still relatively new and is currently undergoing rapid, explosive development. Naturally, this evolution is also taking place outside the realm of graphic design, extending to other software applications and professional fields. Having worked with Adobe programs for decades, I remain—in this book—'loyal' to the creators of Photoshop and the PDF format.

At its core, design is pure imagination—albeit a sophisticated, technology-driven form of imagination in this era of advanced human technology, where imagined concepts are technically realized and transformed into reality. One starts with a design concept—essentially a product of the imagination—which can then be converted into a finished product through development processes. The images presented here are thus entirely unique final products, created using the programs' advanced image-generating AI capabilities—specifically, generative AI.

The subjects vary widely—ranging from buildings and portraits to landscapes, scenes, and more—creating what is essentially a unique, non-existent fantasy world: a realm of fictional imagery. Before the advent of AI, creating such images was virtually impossible; achieving the same quality that AI allows in, say, eight hours might otherwise have taken a hundred hours of work. However, AI certainly need not be a threat to traditional designers or artists; it is a tool that elevates design to a higher, almost superhuman level—as if humans were gaining additional cognitive capacity. Chapter 4, Groups, clearly demonstrates that what was previously impossible has now become possible. The design process has clearly changed due to the capabilities of generative AI. The image below features trees selected by the artist.



design AI hotel



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Ch. 01 Landscapes

Taking a photograph of a meadow with cows is quite different from creating a drawing with a pen or a watercolor painting using a brush and paints. A drawing or watercolor can be a stylized representation of reality, though it need not be. One can also simply create a drawing or watercolor from imagination—one that does not depict an actual scene. In a sense, this is precisely what AI does; in my view, image-generating AI is closer to the art of drawing than to photography, even though the final AI-generated image can strongly resemble a photograph. The quality of the images is high. Below is an AI-generated image of a watercolor landscape featuring a windmill. On the previous page, there is an oil painting of a windmill.



De bruine molen, AI aquarel



Sailing ship with tropical setting sun

It can be stated that no single AI-generated image is the same, even if the same prompt or command text is used. In this regard, an AI-generated proposal is, in fact, largely unpredictable; AI can generate a large number of proposals at every step, from which the designer must choose one each time. In principle, every AI-generated area must be intensively checked for errors, which must then be corrected manually. Although AI is already an amazing tool for realizing images, the human, the designer, must continuously guide, control, and correct the AI.