

MODULE 2 · WEEK 2 · LESSON 5

AI Images: From Words to Visuals with Free Tools

Image prompting, styles, and ethics of faces

WHAT YOU WILL BE ABLE TO DO

- Write image prompts with subject, style, light, composition
- Iterate an image prompt through three refinements
- Apply consent and disclosure rules for generated faces

LESSON CONTENT

The image prompt formula

Subject + action + environment + style + lighting + composition + exclusions. Example: 'young African woman teacher pointing at a chalkboard diagram, modern classroom, flat vector illustration, warm morning light, wide shot, no text'. 'No text' matters: models mangle words.

Iterate like a photographer

Change one variable per generation: composition, then light, then style. Keep a prompt log so a great result is reproducible. Randomness means seeds and settings matter; log them where the tool allows.

Faces, brands and disclosure

Do not generate realistic images of real, identifiable people without consent. Do not mimic living artists' signatures as a shortcut. Label AI-made images when sharing publicly. These norms are becoming law in several markets.

KEY TERMS

Image prompt	Structured description driving text-to-image models.
Composition	Framing/shot type: wide, close-up, overhead.
Seed	Number controlling generation randomness.
Disclosure	Labelling AI-generated content as such.

HANDS-ON TASK

3-refinement image set · Tools: Canva Magic Media / Bing Image Creator / Leonardo free

1. Generate one image for your portfolio project.
2. Refine the prompt 3 times, changing one variable each time.
3. Keep all 4 images + prompts in your PoE folder.

KEY TAKEAWAYS

- ✓ Before you go, three takeaways from this lesson.
- ✓ One: Write image prompts with subject, style, light, composition.
- ✓ Two: Iterate an image prompt through three refinements.
- ✓ Three: Apply consent and disclosure rules for generated faces.
- ✓ And your hands-on task: 3-refinement image set.

- ✓ Generate one image for your portfolio project.
- ✓ When it is done, mark the lesson complete on your dashboard, keep the artifact for your portfolio, and step into the next lesson.
- ✓ I will see you there.

Watch the lesson video on your dashboard, complete the task, then mark the lesson complete. Your artifact belongs in your Portfolio of Evidence.