

Prompt Engineering for AI Image Generation Course

Course Duration: 4 Hrs.

Course Code: PE-AIIMG-210

Course Overview

The **Prompt Engineering for AI Image Generation** course is designed to help professionals create high-quality, accurate, and visually compelling images using AI image generation tools. This course focuses on crafting effective prompts, refining visual outputs, and applying artistic, stylistic, and technical controls to achieve desired results. Participants will learn practical prompt engineering techniques for business, marketing, design, and creative applications—without requiring prior design or AI experience.

What You'll Learn?

By completing this course, you will be able to:

- Understand how AI image generation models work
- Create detailed and effective image prompts
- Control style, composition, lighting, and mood
- Use modifiers, references, and constraints in prompts
- Improve image quality through iterative prompting
- Avoid common prompt mistakes and inconsistencies
- Apply ethical and responsible AI image generation practices

Target Audience

This course is ideal for:

- Designers and Creative Professionals
- Marketing and Branding Teams

- Content Creators and Social Media Managers
- Product Managers and Business Professionals
- Anyone interested in AI-powered image creation

Pre-Requisites

Participants should have:

- Basic computer skills
- Interest in visual content and creativity
- No prior design, photography, or AI knowledge required

Course Content

Module 1: Introduction to AI Image Generation

- What is AI image generation?
- Popular AI image generation tools
- Capabilities and limitations

Module 2: Fundamentals of Image Prompt Engineering

- Structure of an effective image prompt
- Describing subjects, scenes, and actions
- Prompt clarity and specificity

Module 3: Style, Composition, and Visual Control

- Artistic styles and visual aesthetics
- Lighting, color, and perspective
- Camera angles and composition techniques

Module 4: Advanced Prompting Techniques

- Using modifiers and reference images
- Negative prompts and constraints
- Iterative refinement strategies

Module 5: Business and Creative Use Cases

- Marketing visuals and branding
- Product mockups and concept art
- Social media and advertising creatives

Module 6: Ethics, Copyright, and Best Practices

- Ethical considerations in AI-generated images
- Copyright, ownership, and licensing basics
- Responsible and professional usage guidelines