A LOOK AT AI: THROUGH THE LENS OF CHATGPT

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WHAT IS CHATGPT?

Hello! ChatGPT is a language model developed by OpenAI, and it belongs to the GPT-3.5 architecture. It's designed to generate human-like text based on the input it receives. The model has been trained on a diverse range of internet text and can be used for a variety of natural language processing tasks, such as answering questions, providing information, and engaging in conversations on a wide range of topics.

REMEMBER…

☐ ChatGPT will not replace you or your knowledge.

☐ It is not human and has a limited capacity.

☐ It can be wrong sometimes.

☐ Use it to brainstorm new ideas or bring clarity to a new concept.

THE FORMULA FOR PROMPT ENGINEERING ON CHATGPT

☐ **Identify the ROLE of the person asking the question**

☐ **Identify what TASK you would like to perform**

☐ **Describe the specific context for your delivery**

ROLE	TASK	CONTEXT
MARKETER	CREATE BLOG POST IDEAS	PRODUCE 5 BLOG IDEAS ABOUT THE MET GALA?
PLAYWRIGHT	WRITE A ONE-ACT PLAY	

LET'S TAKE A BRIEF LOOK AT TWO OF MY FAVORITE AI GRAPHIC GENERATORS

- ☐ **MIDJOURNEY.AI - is a generative artificial intelligence (AI)-powered platform that allows users to generate unique artwork such as characters, images, and depictions through short text prompts.**

- ☐ **LEONARDO.AI - is a generative AI tool that uses text-to-image technology to create AI art. It's primarily an image generator, but it also has many AI-powered image manipulation tools.**

FOR MORE INFORMATION CONTACT ME AT…

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Caption

E-book Cover

ChatGPT can suggest ideas and guide for designing an ebook cover. Here are some steps you can follow to utilize ChatGPT in the process of building an ebook cover:

1. Start by collecting information about the ebook: Before you can design a cover, you need to have a clear understanding of what the ebook is about, who the target audience is, and what tone and style are appropriate for the content. ChatGPT can help you generate ideas based on these factors.

2. Use ChatGPT to brainstorm design ideas: You can provide ChatGPT with information about the ebook, such as the title, topic, and genre, and ask it to generate design ideas based on that information. For example, you can ask ChatGPT to suggest colour schemes, typography, and visual elements appropriate for the ebook cover.

3. Gather inspiration from existing ebook covers: Look for other ebook covers in the same genre or with a similar theme to gather inspiration for your design. You can ask ChatGPT to provide examples of existing ebook covers that are similar to your ebook.

4. Use a design tool to create the cover: Once you have some design ideas, you can use a design tool to create the cover. You can ask ChatGPT to suggest design tools or provide tips on how to use them effectively.

5. Get feedback on your design: Once you have a design, getting feedback from others is essential. You can ask ChatGPT to suggest places to get feedback or provide suggestions on improving your design based on feedback.

Prompts

1. Ideate a visually appealing e-book cover that represents your book's subject matter and tone. Utilize [specific imagery/graphics] and [specific colour scheme] to enhance the overall design. The cover should highlight the [specific elements of the book] that will draw readers in.

2. Ideate a minimalist e-book cover that uses negative space and typography to convey the essence of your book. Utilize [specific font/typeface] and [specific colour scheme] to create a

cohesive design. The cover should be simple and eye-catching while still communicating your book's [specific message].

3. Ideate an e-book cover incorporating custom illustrations or hand-drawn elements to create a unique and creative design. Consider [specific theme/elements] to add depth to the design. The cover should capture your book's [specific mood/feeling] and entice readers to explore further.

4. Ideate an e-book cover that targets your ideal audience using imagery and copy that resonates with their interests and preferences. Utilize [specific style/tone] to appeal to your target demographic. The cover should be designed to grab the attention of your intended readers and convince them to pick up the book.

5. Ideate an e-book cover that incorporates elements of branding and consistency with your existing visual identity. Use [specific colours/fonts/graphics] that align with your brand to create a recognizable and cohesive design. The cover should maintain the overall [specific brand identity] while still standing out as a unique and captivating book cover.

6. Ideate an e-book cover with a striking image or graphic as the main focal point. Use [specific contrast/colors/imagery] to create an eye-catching design. The cover should feature a visually striking image that immediately communicates your book's [specific message].

7. Ideate an e-book cover that incorporates a unique and attention-grabbing title design. Use [specific typography/contrast/colors] to make the title stand out and draw the reader's eye. The cover should be designed to make the title the central focus and highlight your book's [specific theme/message].

8. Ideate an e-book cover that utilizes an abstract or minimalistic design to create a sense of mystery or intrigue. Use [specific colors/shapes/imagery] to create a sense of depth and complexity in the design. The cover should be designed to spark curiosity and entice readers to explore your book's [specific content].

9. Ideate an e-book cover that incorporates storytelling elements to evoke an emotional response from the reader. Use [specific imagery/colors] to create a sense of nostalgia, excitement, or suspense. The cover should be designed to convey the [specific mood/feeling] of your book and capture readers' attention.

10. Ideate an e-book cover with a strong and bold design to convey confidence and authority in your book's subject matter. Use [specific font/colors/imagery] to create a sense of power and strength in the design. The cover should be designed to assert your book's [specific expertise/authority] and convince readers that it is a must-read.