

UNNATURALLY
BRILLIANT AI

THE BEGINNER'S GUIDE TO CREATING WITH AI

The tools. The possibilities. Your starting point.

IMAGINE. BUILD. INSPIRE. INFLUENCE.

A Note From Us

Unnaturally Brilliant AI has not been paid, sponsored, compensated, or otherwise incentivized by any of the companies featured in this guide for their inclusion.

The platforms in this booklet were selected because we believe they represent useful options for people who are beginning to explore generative AI. Our goal is not to tell you which AI tool you should use. It is to help you understand your options so you can decide what works for you.

AI products change quickly. Features, model names, usage limits, pricing, availability, and account requirements may change after this guide is published. Always check the provider's official website before making a purchase or relying on a particular feature.

THIS GUIDE IS EDUCATION, NOT AN ENDORSEMENT.
The best tool is the one that fits what you are trying to create.

A QUICK NOTE ABOUT RESPONSIBLE CREATION

Generative AI is powerful, but it still requires judgment. Respect copyright, privacy, publicity rights, platform rules, and the people whose likenesses or work may be involved. Review generated content before you publish or use it commercially.

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So... You Want to Create With AI.

Maybe you've seen an AI-generated photo that looked completely real. Maybe you've watched an AI video and wondered, “How did they make that?” Or maybe you have an idea for a brand, character, advertisement, product image, or piece of content—and you're wondering whether AI could help you bring it to life.

**The answer is probably yes.
And getting started is much easier than it looks.**

This guide is not designed to turn you into an AI expert overnight. It is designed to help you understand the creative AI landscape, choose a sensible place to begin, and make your first creations without feeling like you need to learn every platform on the internet.

You do not need to know everything. You need a starting point, a little curiosity, and permission to experiment.

BY THE END OF THIS GUIDE, YOU'LL UNDERSTAND:

- What generative AI actually means in everyday language.
- How different creative AI tools fit different jobs.
- Six beginner-friendly platforms worth knowing about right now.
- A simple framework for writing stronger creative prompts.
- How separate AI tools can become part of one creative workflow.
- Where to go next when you are ready to create with more intention.

What Is Generative AI, Anyway?

Generative AI is technology that can create new content from instructions and references you provide. Those instructions are commonly called prompts.

A prompt can be as simple as “create a photograph of a luxury skincare bottle on a marble counter” or as detailed as a full creative brief describing the subject, setting, wardrobe, camera angle, lighting, mood, colors, and composition.

GENERATIVE AI CAN HELP TURN...

WORDS	into text, ideas, images, audio, or video
WORDS + IMAGES	into new or edited visual content
IMAGES	into redesigned images or moving scenes
IDEAS	into concepts you can see and refine
ROUGH DRAFTS	into more polished creative directions

The important thing to understand is that different tools are built around different strengths. One may feel natural for brainstorming and image editing. Another may shine when text needs to appear inside an image. Another may be the better place to experiment with video.

AI is not one tool.
It is a growing creative toolbox.

There Is No Single “Best” AI Tool.

There is only the best tool for what you are trying to create.

Online rankings can make it seem as though you need to find one winner. In practice, creative AI works more like a studio. A photographer does not ask whether a camera is “better” than Photoshop. They solve different parts of the job.

ASK YOURSELF THIS INSTEAD

- Do I want to brainstorm, write, or develop an idea?
- Do I want to generate or edit a realistic image?
- Do I need readable words inside the image?
- Do I want to turn an image into a finished social graphic?
- Do I want to animate an image or create video?
- Do I care most about simplicity, speed, or detailed control?

Your answer tells you far more than a generic “Top 10 AI Tools” list ever could.

DON'T COLLECT AI TOOLS.
Build a creative workflow.

Before You Spend Any Money

The excitement around AI can make it tempting to subscribe to several platforms at once. Resist that urge.

START SMALL. LEARN FIRST. UPGRADE LATER.

Choose one tool that fits the kind of content you want to make. Learn how it responds to prompts. Create ten or twenty things. Change one detail at a time. Upload references when the platform supports them. Notice what comes easily—and what keeps frustrating you.

Only then ask: “What capability am I missing?”

- If your images look good but your text does not, explore a typography-focused tool.
- If your still images are strong and you want movement, explore video.
- If you have good assets but they do not look like finished content, explore a design tool.
- If your ideas are vague, spend more time developing the concept before adding another subscription.

**A new tool does not automatically create a better result.
A clearer idea often does.**

ChatGPT

THE CONVERSATIONAL CREATIVE PARTNER

WHAT IT IS

ChatGPT is a conversational AI workspace that can help you brainstorm, develop concepts, write and refine prompts, create images, and edit uploaded or generated images. Its image experience is especially approachable because you can describe changes in normal language and continue refining the result through conversation.

BEST FOR

People who want one approachable place to think through an idea, develop a creative direction, and experiment with image generation or editing.

WHY BEGINNERS MAY LIKE IT

You do not have to translate every thought into technical prompt language. You can explain what you are trying to accomplish, react to a result, and ask for a change. That conversational back-and-forth can make the first steps feel less intimidating.

KEEP IN MIND

A conversational tool can help with many stages of creation, but broad capability does not mean every output will be perfect. Image details, text, consistency, and edits still deserve review. Availability and usage limits can also differ by plan.

TRY THIS FIRST

Ask it to help you develop three visual directions for a fictional candle brand. Choose one direction, then create a single product-ad concept from it.

BEGINNER SNAPSHOT	
Ease of use	Very approachable
Learning curve	Low
Creative control	Moderate to high

Official site: [ChatGPT](#)

Google Gemini

AN EASY PLACE TO EXPERIMENT WITH AI IMAGES

WHAT IT IS

Gemini is Google's conversational AI experience. Its current image tools can generate and edit images, work with uploaded references, make localized changes, and support increasingly consistent characters and more reliable text rendering.

BEST FOR

Beginners who want to create and refine images through a familiar chat-style experience, especially when reference images and iterative edits are part of the process.

WHY BEGINNERS MAY LIKE IT

The workflow is simple to understand: describe what you want, look at the result, then ask for a change. Current Gemini image models also make it possible to experiment with multiple references and repeated characters without requiring a traditional design interface.

KEEP IN MIND

Capabilities can vary by model, plan, account type, age, and region. As with any generator, consistency is improved—not guaranteed. Review images carefully before publishing, especially when accuracy or commercial use matters.

TRY THIS FIRST

Create a fictional café owner in a bright modern café. Then ask for the same character in a second scene preparing a drink while keeping the overall appearance consistent.

BEGINNER SNAPSHOT	
Ease of use	Very approachable
Learning curve	Low
Creative control	Moderate to high

Official site: [Google Gemini](#)

TOOL 3 OF 6

Adobe Firefly

AI FOR THE DESIGN-MINDED CREATOR

WHAT IT IS

Adobe Firefly is Adobe's family of generative AI tools for creative work. It is built around visual creation and editing, with workflows that can fit naturally alongside traditional design and photography tasks.

BEST FOR

Creators interested in visual design, image generation, image editing, and building assets that may eventually move into a broader design workflow.

WHY BEGINNERS MAY LIKE IT

The interface and creative vocabulary can feel familiar to people who think in terms of photographs, graphics, composition, effects, and editing. It can also be a useful introduction to the idea that AI generation is one stage inside a larger creative process.

KEEP IN MIND

Adobe's broader creative ecosystem can offer considerable depth, but a beginner does not need to learn the entire ecosystem to experiment with Firefly. Focus on one task first rather than trying every feature at once. Plans and access to specific models or features can change.

TRY THIS FIRST

Create three visual directions for the same fictional perfume bottle: clean studio, luxury hotel, and botanical editorial. Compare how the setting changes the brand feeling.

BEGINNER SNAPSHOT	
Ease of use	Approachable
Learning curve	Low to moderate
Creative control	High

Official site: [Adobe Firefly](#)

TOOL 4 OF 6

Ideogram

WHEN WORDS NEED TO APPEAR IN THE IMAGE

WHAT IT IS

Ideogram is a visual generation platform with a particular reputation for prompt fidelity and readable typography inside generated images. Its current tools also support editing workflows, including ways to work with text as editable elements.

BEST FOR

Posters, signs, packaging concepts, book-cover ideas, social graphics, merchandise concepts, and other images where words are an important part of the design.

WHY BEGINNERS MAY LIKE IT

Text is one of the easiest ways to discover the limitations of image generators. A tool designed with typography in mind can make experimentation with headline-driven graphics much less frustrating.

KEEP IN MIND

Even strong AI typography still needs a human eye. Check spelling, spacing, hierarchy, readability, brand accuracy, and whether a generated design is genuinely appropriate for the intended use. For important production work, final design cleanup may still be necessary.

TRY THIS FIRST

Create a fictional grand-opening poster for a coffee shop using a short headline, date, and simple visual direction. Keep the amount of text intentionally small.

BEGINNER SNAPSHOT	
Ease of use	Approachable
Learning curve	Low to moderate
Creative control	High for graphic concepts

Official site: [Ideogram](#)

TOOL 5 OF 6

Canva

FROM AI ASSET TO FINISHED DESIGN

WHAT IT IS

Canva is a visual design platform that combines familiar drag-and-drop design workflows with a growing collection of AI-assisted creation tools. For beginners, its greatest lesson may be that the thing AI generates does not have to be the finished product.

BEST FOR

Turning images, copy, logos, and other assets into social posts, presentations, flyers, simple ads, and other finished layouts.

WHY BEGINNERS MAY LIKE IT

Many people are more comfortable arranging a design on a canvas than learning professional design software. That makes Canva a practical place to combine AI-generated ingredients with human decisions about layout, typography, sizing, and presentation.

KEEP IN MIND

Templates and automation can make design faster, but faster is not the same as distinctive. Avoid letting a template make every brand look the same. Also remember that AI features, model access, and usage allowances can vary by plan.

TRY THIS FIRST

Bring in one image you created elsewhere and turn it into a square social advertisement. Add only a headline, a short supporting line, and one clear call to action.

BEGINNER SNAPSHOT	
Ease of use	Very approachable
Learning curve	Low
Creative control	Moderate

Official site: [Canva](#)

TOOL 6 OF 6

Runway

READY TO MAKE IT MOVE?

WHAT IT IS

Runway is a generative media platform known for AI video creation and editing. It gives creators a place to experiment with turning written ideas or visual references into moving scenes.

BEST FOR

Beginners who already understand basic image creation and are ready to explore text-to-video, image-to-video, camera movement, motion, and short cinematic concepts.

WHY BEGINNERS MAY LIKE IT

Image-to-video can be a natural next step: start with a still image you already like, then think about what should move, how the camera should behave, and what the moment should feel like.

KEEP IN MIND

Video introduces more variables than a still image. A beautiful source image can still produce awkward motion if the movement is unclear. Short, intentional shots are usually easier places to learn than trying to create an entire commercial in one generation. Model availability and controls evolve quickly.

TRY THIS FIRST

Use one strong still image. Ask for a subtle five-second shot with one subject movement and one camera movement. Keep the action simple enough to judge what worked.

BEGINNER SNAPSHOT	
Ease of use	Approachable after images
Learning curve	Moderate
Creative control	High

Official site: [Runway](#)

QUICK REFERENCE

So... Which One Should I Try?

Use this as a starting point—not a rulebook. You may eventually use several tools together.

IF YOU WANT TO...	START EXPLORING...
Brainstorm and create conversationally	ChatGPT
Experiment with conversational AI imagery	Google Gemini
Explore design-oriented AI creation	Adobe Firefly
Create graphics where readable text matters	Ideogram
Turn assets into finished layouts	Canva
Experiment with generative video	Runway

**You may eventually use several of these together.
That's normal. AI creation is increasingly a workflow, not a single
app.**

A SIMPLE EXAMPLE

You might brainstorm a campaign in ChatGPT, create or refine imagery in Gemini or Firefly, generate a typography-heavy concept in Ideogram, assemble the final social post in Canva, and then bring a still image into Runway to explore motion.

You do not need that entire workflow on day one. The point is simply to understand that tools can complement one another.

Let's Make Something.

A common beginner mistake is believing there is a secret list of “magic words” that unlocks good AI. There isn't. Strong prompting is mostly about communicating a clear creative idea.

START SIMPLE

Create a photo of a woman holding a skincare product.

That prompt may produce something usable—but it leaves most creative decisions to the AI.

NOW ADD INTENTION

- WHO: A confident beauty creator in her early 30s with natural, polished styling.
- WHAT: She is holding a black glass facial-serum bottle toward the camera.
- WHERE: A warm, modern luxury bathroom.
- WARDROBE / DETAILS: Black satin robe, understated jewelry, soft natural makeup.
- WORLD: Premium beauty campaign, warm cinematic lighting, intimate but polished, realistic photography.

**The goal isn't to make the prompt longer.
The goal is to make your idea clearer.**

The 5W Creative Prompt

When you do not know what to write, build your prompt around five simple questions.

WHO

Who or what are we seeing? Describe the subject clearly enough to establish the visual identity.

WHAT

What is happening? Give the subject an action, pose, purpose, or relationship to the product or scene.

WHERE

Where is the scene taking place? Environment changes the story.

WARDROBE / DETAILS

What specific details matter? Clothing, product appearance, props, materials, colors, styling, or camera details can belong here.

WORLD

What should the overall result feel like? Think mood, lighting, realism, era, energy, visual genre, or brand personality.

PUTTING IT TOGETHER

A confident beauty creator stands beside a marble vanity in a warm modern bathroom, holding a black glass serum bottle toward the camera. She wears a black satin robe with understated gold jewelry and polished natural makeup. The scene feels like a premium skincare campaign: warm cinematic lighting, realistic photography, elegant composition, shallow depth of field.

Then generate. Look. React. Refine.

Your First Result Is a Draft.

One of the healthiest habits you can build with generative AI is to stop expecting the first result to be perfect.

Creative AI is iterative. You create something, notice what is working, identify what is not, and make a more specific request.

CHANGE ONE THING AT A TIME

- The pose feels stiff → ask for a more relaxed, candid posture.
- The product is too small → ask for it to be more prominent in the composition.
- The image feels generic → strengthen the location, styling, lighting, or brand mood.
- The scene is too busy → simplify the background and reduce unnecessary props.
- The character changed too much → use the platform's reference or consistency tools where available and restate the defining features.

Generate. Observe. Refine.

That loop is part of creating—not evidence that you did it wrong.

Generating Is Easy. Creating With Intention Takes Practice.

AI can produce an impressive image in seconds. But a single impressive image and a repeatable creative system are not the same thing.

THE NEXT LEVEL SOUNDS LIKE THIS:

- Can I create the same character again without losing their identity?
- Can I place a product naturally into a believable scene?
- Can I create multiple images that feel like one photoshoot?
- Can I keep the same visual identity across a campaign?
- Can I turn an attractive image into content with a purpose?
- Can I make a digital personality feel intentional instead of random?
- Can I build a repeatable workflow instead of starting from zero every time?

Those questions are where AI stops feeling like a novelty and starts becoming a creative skill.

The tool creates possibilities.
Your direction turns those possibilities into something useful.

Create a Mini AI Campaign

You have enough information to experiment. Keep this first challenge small and fun.

1

Choose a fictional product

A candle, skincare serum, coffee brand, sneaker, fragrance, or something else you understand visually.

2

Create a clean product image

Keep the first image simple so you have a clear visual reference.

3

Create a person who fits the brand

Think beyond appearance. What personality, setting, and style belong to this product?

4

Put them in a scene

Give the person something natural to do with the product.

5

Create a second scene

Change the environment or action while trying to preserve the same overall identity.

6

Turn one image into content

Add a headline or simple call to action in a design tool and see how the image changes once it has a purpose.

**Don't worry if it isn't perfect.
You're creating. That's the point.**

Five Beginner Mistakes That Are Completely Normal

TRYING TO LEARN EVERYTHING AT ONCE

Pick one type of creation and one primary tool. Depth beats platform-hopping.

WRITING VAGUE PROMPTS AND BLAMING THE TOOL

If the AI has to invent most of the creative direction, the result may feel generic. Give it clearer decisions.

OVERLOADING THE PROMPT

More detail is not always better. Prioritize the details that actually change the result.

TREATING EVERY GENERATION AS FINAL

AI output is raw creative material. Review it, edit it, refine it, and combine it with your own judgment.

ASSUMING INCONSISTENCY MEANS FAILURE

Consistency is one of the skills creators learn to manage through references, deliberate prompting, iteration, and workflow choices.

Every experienced AI creator has generated strange hands, impossible products, awkward movement, misspelled text, or a character who suddenly looks like a different person. The goal is not perfection on command. The goal is learning how to steer.

You've Met the Tools. Now Learn What to Do With Them.

The tools will keep changing. New models will arrive. Features will improve. Today's favorite platform may not be tomorrow's.

The more durable skill is learning how to turn an idea into a repeatable creative process.

That is what we focus on at Unnaturally Brilliant AI.

IF YOU WANT TO CREATE BETTER AI CONTENT

The next step is learning how to move beyond one-off generations and think in terms of scenes, products, campaigns, creative direction, and content that has a purpose.

IF YOU WANT TO BUILD AN AI INFLUENCER

The next step is learning how to move from “a generated person” to a more intentional digital personality—one with visual consistency, positioning, content direction, and a recognizable identity.

Our educational products are designed for creators who are ready for that next layer of structure. They do not include AI generation software; instead, they focus on the creative methods and workflows you can apply with the tools that fit you.

CONTINUE LEARNING → [Unnaturally Brilliant AI](#)

YOU DON'T HAVE TO KNOW EVERYTHING ABOUT AI TO START CREATING WITH IT.

Start curious.
Experiment.
Make mistakes.
Refine your ideas.
Keep creating.

**You'll be surprised how quickly
“I wonder if I can...” becomes “Look what I made.”**

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About This Edition

This guide was prepared in August 2026. Generative AI changes rapidly, so product capabilities described here are intentionally focused on useful beginner-level distinctions rather than exhaustive feature lists.

For the most current product information, visit each provider directly. The following official sources informed the product descriptions in this edition:

- [OpenAI — ChatGPT Images information](#)
- [Google — Generate & edit images with Gemini Apps](#)
- [Adobe — Firefly](#)
- [Ideogram — Features and text rendering](#)
- [Canva — AI and design platform](#)
- [Runway — Generative media platform](#)

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