



AI Art is Fast but People are Better

No fluff. Just real ways to work smarter, faster, better.

AI is an idea engine, not a precise artist

When you have a blank page you don't need a perfect logo or a perfect slide. You need to figure out what you like and what you don't. AI gets you there faster. You see it, react to it, and now you've got something to work with instead of a blank page.

This doesn't replace a designer or artist. It gets you something you can see before committing real time or money.

Four things you can do with AI right now

1. Generate images so you can show up with ideas, not just words

This isn't about getting the final version. This is about seeing your name or idea done 15 different ways. Different shapes. Different styles. Different colors. You'll know fast what feels right and what doesn't. Then generate more around what's working. Once it's close, refine it yourself or give it to a designer to finish. AI still isn't a match for an artistic pro.

Drop in your brand name, product idea, tagline, rough sketch, and past images you liked.

Ask: "Show me logo concepts for this idea. Try a bunch of different styles and layouts."

Ask: "I like that one, describe to me that style. Stick with it and show me more like it."

Ask: "Show me variations with different style fonts, keep the text color black."

This isn't about getting to done. It's about getting to something you can see, fast.

2. Figure out a digital theme

Documents, emails, web pages, apps, and other digital things need a 'style' these days. AI is fast at suggesting color palettes, font ideas, and layouts. Say the style you want. Get options, pick what feels right, move on. You can always come back and change it. AI can quickly get you to 80% with manual touches needed to perfect the last 20%.

Describe the vibe, a goal, or a few words that describe what you're aiming for.

Ask: "What color and font combos fit a minimal, modern brand?"

Ask: "How can I make this Word document for a proposal stand out and pop using our branding colors?"

Ask: "Create an example web page (HTML) in the style I described."

Treat it like a Magic 8 Ball for design. Shake it, see what comes up, and use what works.

3. Make the little stuff you used to wait on a designer for

Flat icons. Small graphics. Get the visual you need without the wait. You used to ask a designer, but can now make it yourself. It won't be perfect, but is good enough for many needs.

Describe the context, what it's for, and how it should feel.

Ask: "Make a flat icon for fast delivery. Use simple lines. No text."

Ask: "Design a basic graphic that shows a secure login process. Light colors. Minimal style."

Ask: "Make 'share', 'bookmark', and 'flag' icons that match this style: [insert style]"

Ask: "What visual style matches these icons I already have?"

This replaces waiting but not peak professional quality. Great for brainstorming, a placeholder, or when good enough will do.

4. Get feedback on anything you've already made

Say what you're going for. It'll say what works and what feels off. Not perfect, but a second opinion that doesn't get tired.

Drop in your doc, slide, screen shot, app screen, or even raw code or HTML

Ask: "Here's our signup screen. We want it to feel clean and modern. How can we improve it?"

Ask: "Does this slide feel trustworthy and professional?"

Ask: "This landing page should make a strong first impression. What's working and what isn't?"

Sometimes you're too close to it, and another perspective can help point out things you've missed.

AI doesn't replace your designer. It just helps you not waste their time.

You still decide what looks right. What fits the vibe. What gets used. This just gets you further before you need to call in help or start the manual work. It helps your team move faster, try more, and throw out the bad ideas before they get expensive.

Use it to get moving. Use it to get clarity. Then hand off only what's worth perfecting to the artists and designers.

Want to train your team to move faster and miss less?

I work with individuals and teams to use AI without BS. Real strategies, real prompts, real outputs, real results.

Book a 1-hour session and get more free AI guides at  BigTent.ai

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