

# AI-GENERATED IMAGES DEMYSTIFIED



Boost Presentations with  
Visual Impact



ANNA ECHOLS, JULY 2025

# OUR GLOBAL AUDIENCE



Amazing Diversity We  
Heard From!

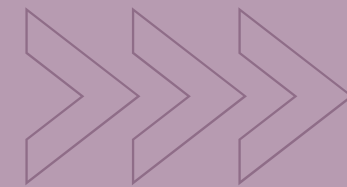
## This Diversity is Exactly Why Cultural Relevance Matters

- Your presentations reach global stakeholders daily
- Generic stock photos don't reflect your actual audience
- AI lets us create visuals that truly connect across cultures
- Project managers and other business professionals present to diverse, international teams

# Why AI Image Generation Matters

## THE PROBLEM WITH GENERIC VISUALS

- Stock photos don't reflect your actual audience
- One-size-fits-all imagery fails to connect
- Cultural context drives engagement and understanding
- We more and more present to diverse, global stakeholders



AI GENERATED

STOCK PHOTO



## THE AI SOLUTION

- Create exactly what you need, when you need it
- Customize for your specific audience and context
- Iterate quickly based on feedback

# Standalone AI Image Generation Tools

## Free Options:

- **DALL-E** (via ChatGPT): 2-3 images daily with free ChatGPT
- **Bing Image Creator:** 100 free credits daily (powered by DALL-E 3)
- **Leonardo AI:** Free tier with daily credits
- **Stable Diffusion:** Open source (via various free platforms)

## Paid Options:

- **Midjourney:** \$10/month, Discord-based, artistic style
- **Leonardo AI Pro:** \$12+/month, great for realistic images
- **DALL-E Plus:** \$20/month via ChatGPT Plus
- **Flux:** High-quality image generation via various platforms
- **Adobe Firefly:** Integrated with Creative Suite

## Specialized Tools:

- **Sora** (OpenAI): Video generation (now also images via ChatGPT Plus)
- **Magnific:** AI photo upscaling and enhancement

## Pro Tip for

## Presentations:

- Use these for hero images, then import into your presentation tool of choice.
- Combine with cultural context prompts for maximum impact!



# 3 Approaches to AI Presentation Tools



## Traditional Design Tools + AI

**Examples:** Canva, PowerPoint, Google Slides

**Best for:** Maximum control and customization



## Template-Focused + AI Generation

**Examples:** Slidesgo, Beautiful.ai, Presentations.aiz

**Best for:** Professional designs with guided AI assistance



## AI-Native Presentation Tools

**Examples:** Gamma, Decktopus, SlidesAI

**Best for:** Speed and full automation

# Traditional Design Tools Deep Dive

## ✓ Pros

- Familiar interface for most users
- Full manual control when AI doesn't deliver
- Extensive template and design element libraries

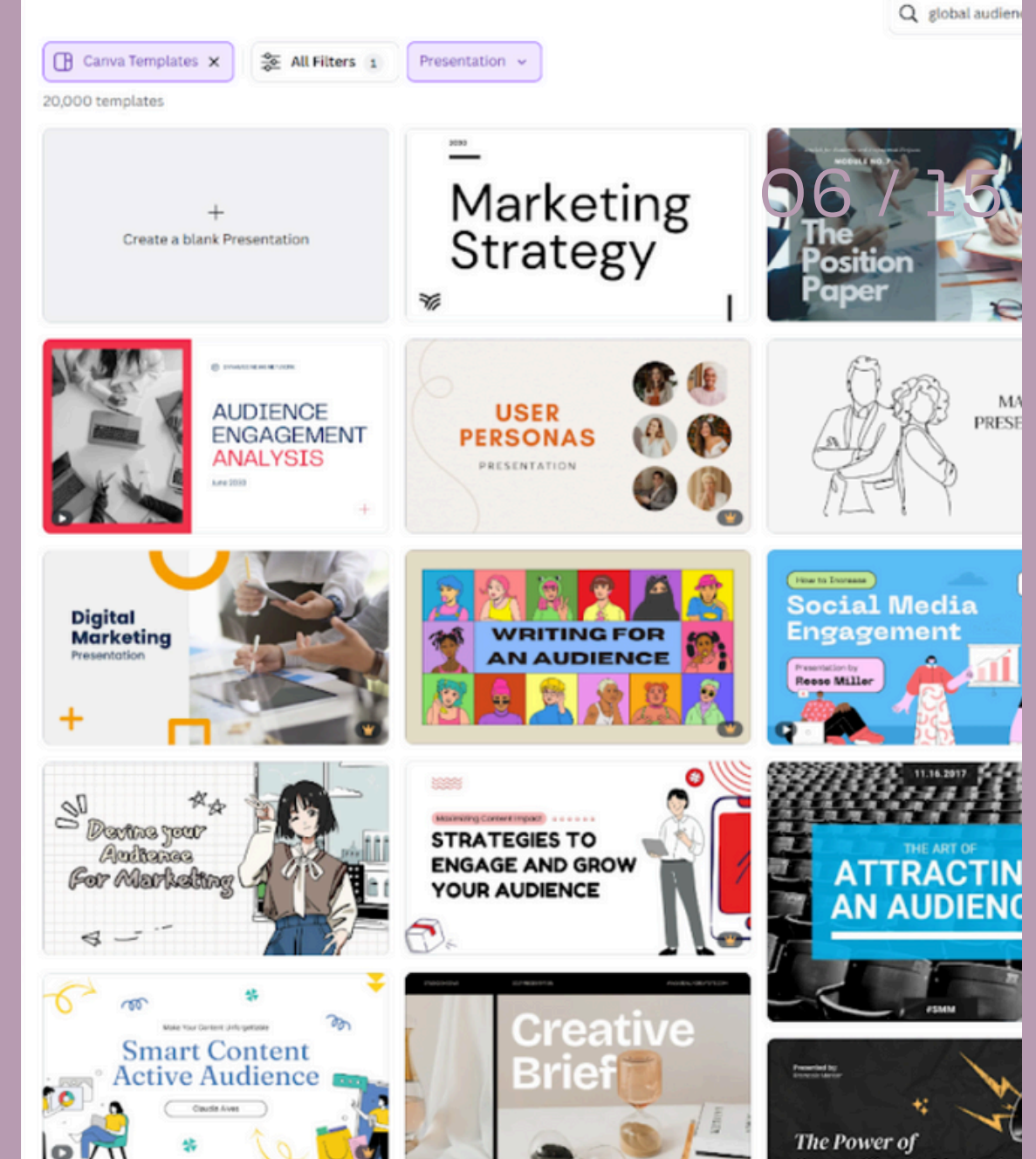
## ✗ Cons

- AI features feel like add-ons
- Can be overwhelming with too many options
- May default to generic results

## 💰 Cost Options

**Free:** Canva (limited AI features), Adobe Express (limited), Google Slides, PowerPoint Online

**Paid:** Canva Pro, Adobe Express Premium, PowerPoint 365, Figma (with AI plugins)



# Foundation – Start with Clear Vision

## DEFINE YOUR DIRECTION FIRST

- **AI should follow your direction, not lead it**
- Balance human creativity with AI capabilities
- Remember: AI enhances, doesn't replace human judgment

## THE CULTURAL CONTEXT FRAMEWORK

1. **Start with basics:** Subject, style, setting
2. **Add cultural specifics:** Location, demographic details
3. **Include professional context:** Industry, role, environment
4. **Refine iteratively:** Test and adjust based on results

## EXAMPLE PROGRESSION

- Generic: "Business team meeting"
- Better: "Diverse project team meeting in modern office"
- Best: "Diverse project management team collaborating in Mexico City office environment"



# Advanced Prompting Techniques

## BEFORE YOU GENERATE

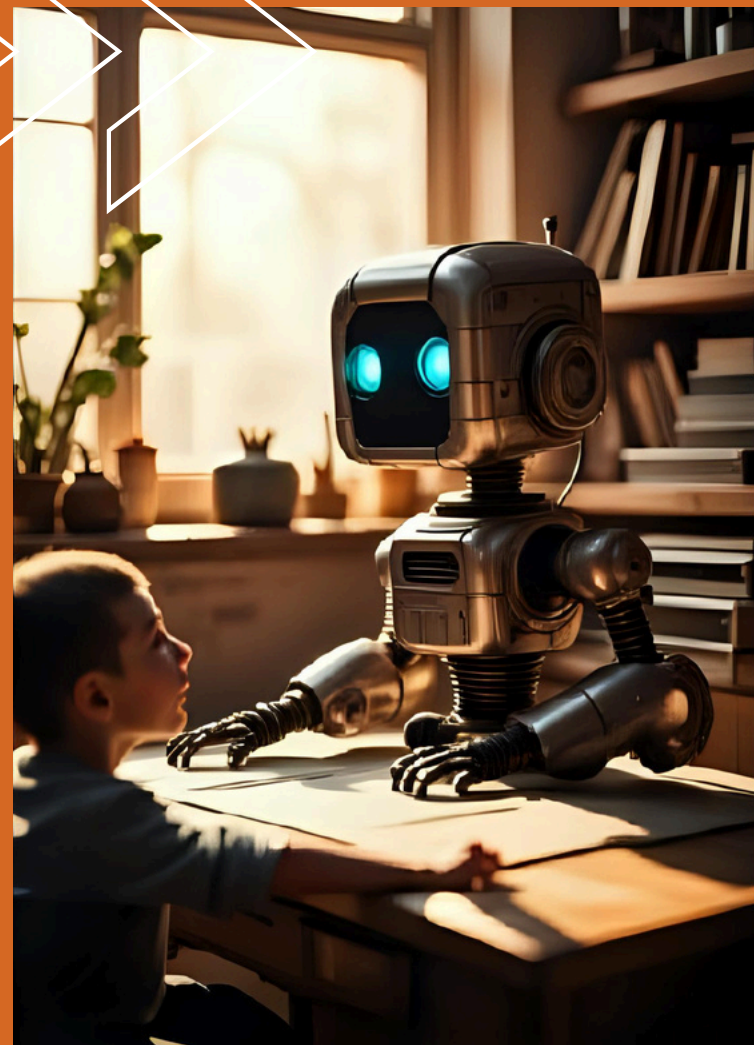
- **Ask AI for ideation:** Get suggestions before creating images
- **Use varied prompting:** Make images more variable and creative
- **Import reference images:** Guide style and composition

## TECHNICAL CONTROLS

- **Aspect ratio:** Match your presentation format
- **Style parameters:** Control "weirdness" and "chaos" levels
- **Iterative refinement:** Build on what works

## ! QUALITY & ETHICS CHECK

- Review generated images for representation
- Test with different cultural prompts
- Ensure diversity reflects your actual audience
- **Ownership note:** You own the generated image, not the prompt
- Learn from others' prompts to improve your skills



# Template-Focused Tools Deep Dive

## ✓ Pros

- High-quality, professional templates
- Good balance of speed and customization
- Templates may already reflect cultural diversity

## ✗ Cons

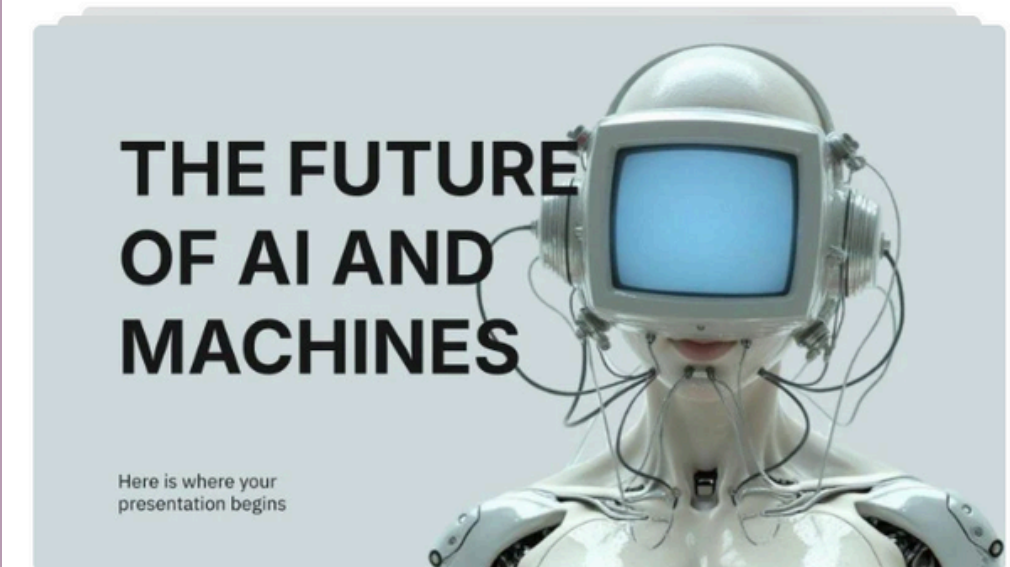
- Limited by template constraints
- Less flexibility for unique brand needs
- May require manual tweaking

## 💰 Cost Options

- Free:** Slidesgo, Presentations.ai (limited)
- Paid:** Beautiful.ai Pro (free trial available), Simplified Pro, Pitch

## Business Presentation templates 09 / 15

Engage your audience in your business presentations with our free customizable office meetings, pitch decks or project proposals.



**Technology**  
1172 templates

**PRO**  
**DEMO**

Here is where your presentation begins

**Sport**  
645 templates

# Famous AI Image Generation Use Cases



## Nutella "Nutella Unica" (2017 Algorithm-Generated Labels)

- 7 million unique AI-generated jar labels using "Nutella algorithm"
- All sold out within one month - mass customization at unprecedented scale



## Heinz "A.I. Ketchup" (2022)

- Asked DALL-E 2 to draw "ketchup" - consistently got Heinz bottles
- 1.15 billion earned impressions globally
- Proved universal brand recognition across cultures



## Coca-Cola "Create Real Magic" (2023)

- User-generated AI artwork platform using DALL-E 2 and ChatGPT
- 120,000+ pieces of content created
- 7+ minute average engagement time



## Nike "Never Done Evolving" (2022)

- AI-generated tennis match between young and older Serena Williams
- 8-minute award-winning video for 50th anniversary
- Emotional storytelling that connected across generations

# Everyday Use Cases

## Status Reports & Updates

- Custom visuals for project milestones
- Team photos that reflect actual diversity
- Location-specific imagery for global projects

## Stakeholder

### Presentations

- Executive dashboards with relevant context
- Risk visualizations for specific industries
- Process diagrams that reflect local practices

## Team Communications

- Onboarding materials for diverse teams
- Training content with cultural relevance
- Celebration graphics for global achievements

## Client Presentations

- Pitch materials reflecting client demographics
- Case studies with appropriate cultural context
- Proposal visuals that resonate locally



# AI-Native Tools Deep Dive

## ✓ Pros

- AI-first approach with better prompt understanding
- Seamless text and image generation integration
- Fastest complete presentation creation

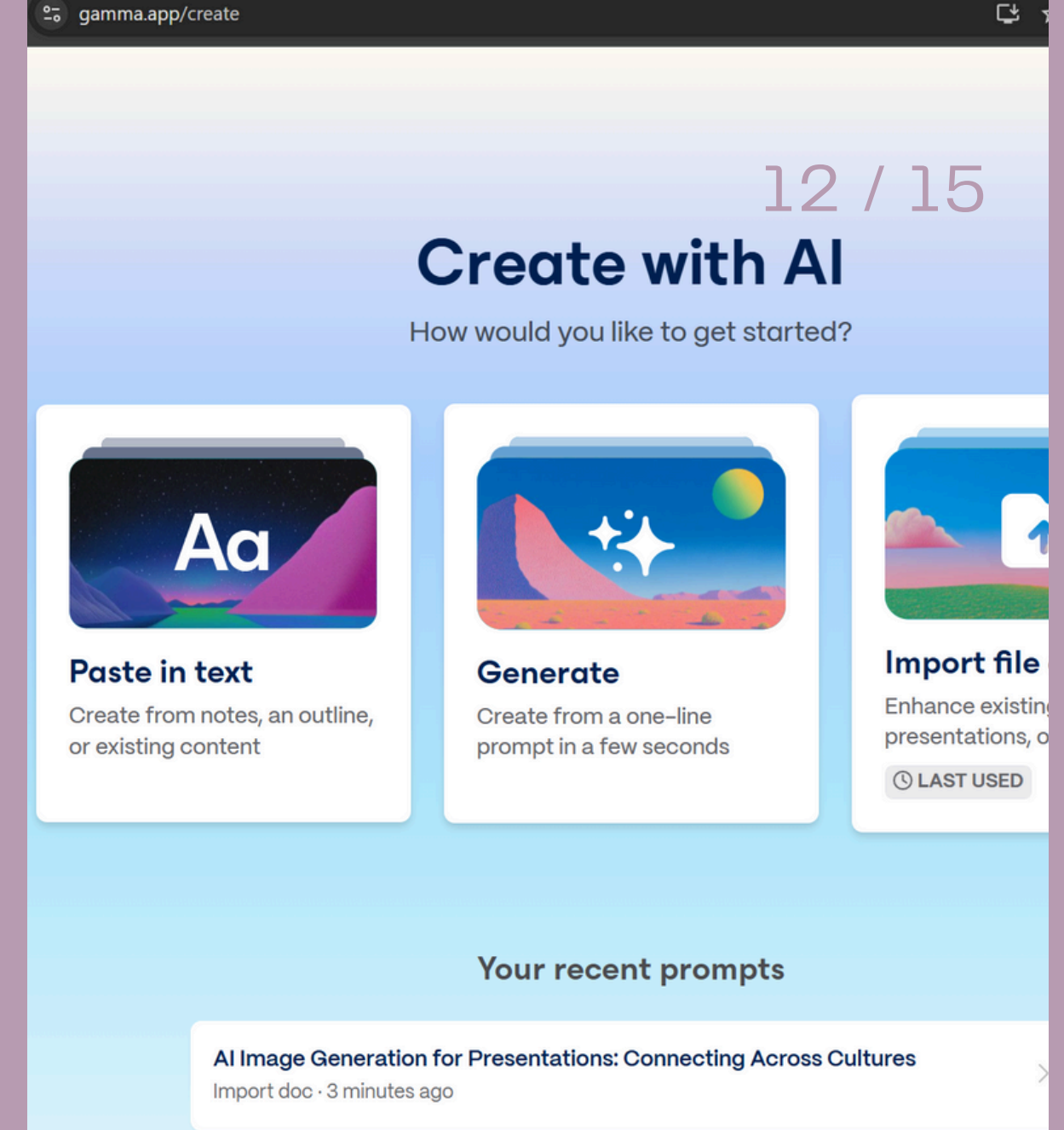
## ✗ Cons

- Less manual control and customization
- Newer tools may have limitations or bugs
- May produce inconsistent results

## 💰 Cost Options

**Free:** Gamma (limited free tier), SlidesAI (limited, via Google), MagicSlides

**Paid:** Gamma Pro, Decktopus AI, Slidebean AI



# Crossing Cultures with AI



## GLOBAL TEAM PRESENTATIONS

- Generate imagery reflecting multiple cultures simultaneously
- Create visuals that avoid cultural stereotypes
- Adapt presentations for different regional audiences

## LANGUAGE AND VISUAL TRANSLATION

- AI tools increasingly support multiple languages
- Visual metaphors that work across cultures
- Sensitivity to color meanings and cultural symbols

## BEST PRACTICES FOR GLOBAL AUDIENCES

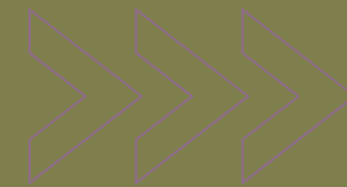
- Test imagery with diverse team members
- Research cultural sensitivities for your audience
- Create multiple versions for different regions when needed
- Use AI to generate inclusive, representative imagery



# Why AI? Start with Strategy

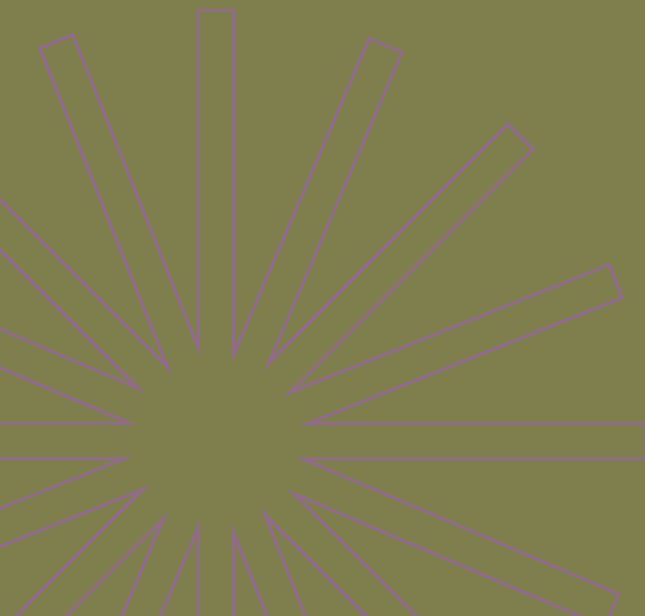
## ASK "WHY AI?" FIRST

- How will AI help you leverage your story?
- Impact matters more than the tool you choose
- Focus on compelling storytelling:
  - Ideate → Brainstorm → Refine → Goal



## MULTI-TOOL STRATEGY

- ChatGPT/Claude: General brainstorming and research
- Perplexity/Storm: Deeper research and fact-checking
- Upload research to ChatGPT: Generate slide content
- AI image generators: Create visuals based on refined content
- Benefit: Reduces hallucinations, improves accuracy



# Your Action Plan – Getting Started

## CHOOSE YOUR STARTING POINT

1. **Comfort Level:** Start with familiar tools + AI features
2. **Time Investment:** AI-native for speed, traditional for control
3. **Budget:** Begin with free tiers, upgrade as you see value

## FIRST STEPS

- Identify your most common presentation types
- Practice cultural context prompting
- Build a library of effective prompts
- Test different tools with the same content

## KEY SUCCESS FACTORS

- Always consider your audience first
- Iterate and refine your prompts
- Check for bias and representation
- Combine AI efficiency with human judgment

