



LET'S TALK ABOUT AI – PART 2: CREATING A PHOTO THAT NEVER EXISTED

As you can imagine, simply asking AI to create "a photo of people enjoying an afternoon tea dance" does not produce a very useful result.

The secret is learning how to give AI detailed instructions.

To create the image used in our Afternoon Tea Dance promotion, I gradually added more and more information about what I wanted to see.

For example, I asked for:

- Senior citizens enjoying themselves
- Eight people sitting around a table
- Small plates of sandwiches and cakes
- Tea and coffee being served
- Couples dancing in the background
- A male singer entertaining the crowd
- Everyone looking happy and relaxed
- Probus signs and decorations throughout the room

I should mention that AI became a little too enthusiastic with some of the Probus signs!

Creating the final image took many attempts. Each time AI produced a picture, I adjusted my instructions and added more detail until I achieved the result I wanted.

After many revisions, my final request to ChatGPT was:

"Create a bright, realistic promotional image for a Probus Fun and Friendship event. Show a large group of happy senior citizens enjoying an afternoon tea dance in a decorated community hall. Some couples are dancing while others sit around tables sharing cake and drinks. Blue and gold Probus banners, balloons and festive decorations are displayed throughout the room. Include live entertainment on a small stage and raffle prizes. The atmosphere should be warm, welcoming, social and celebratory, emphasizing friendship, fun and active retirement. Professional photography style, high detail, natural lighting."

The result was impressive. It looked realistic and could easily be used in advertising.

However, it is important to remember that the image is completely artificial. None of the people in the photograph actually exist.

One clue that an image has been created by AI is that text on signs and banners is often repeated, misspelled or slightly inconsistent. In my image, some signs repeated the phrase "Prizes to be Won" several times. This is a common giveaway.

The good news is that ChatGPT is free to try. Start with a simple question and then keep adding details until you get the result you want. I probably refined my request at least twelve times before I was satisfied.

I'd love to see what you create. Feel free to email your AI-generated images to me at esbrigham@bigpond.com.

Many Probus members have asked me whether ChatGPT is difficult to use.

The answer is no.

Using AI is quite easy. The challenge is learning how to ask clear questions and then refining those questions until you get the result you want. AI can only work with the information you provide.

It is also important to remember that AI is not infallible. It can make mistakes, overlook important facts, or simplify information too much. Always verify important information before relying on it.

The reality is that most of us are already using AI every day, often without realising it. Many companies now include AI in their products and marketing because it can be a very useful tool. I hope this was of help Ernie Brigham