

CREATE A BRANDING PACKAGE & COMMERCIAL IN A DAY

Prototyping with AI - Step-by-Step



STEP 1: CONCEPT & MOODBOARD PHASE

*This Mock-up brand campaign is
for a luxury perfume called "Shaman" to show
the production steps for designing with AI
from rough idea to commercial in a day.*

*Step 1: Collect key words
and visuals
for the story of the brand.*

Evoke feelings:

raw

nature

rituals

alchemy

transformative

luxury

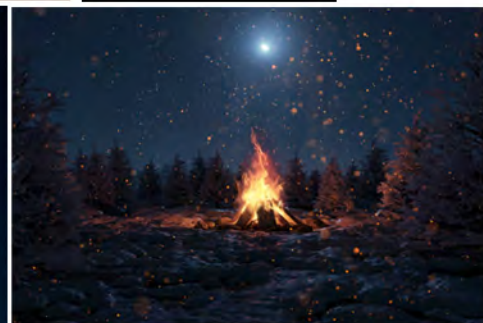
minimalism

monochromism

wild & authentic

hot & cold

fire & ice

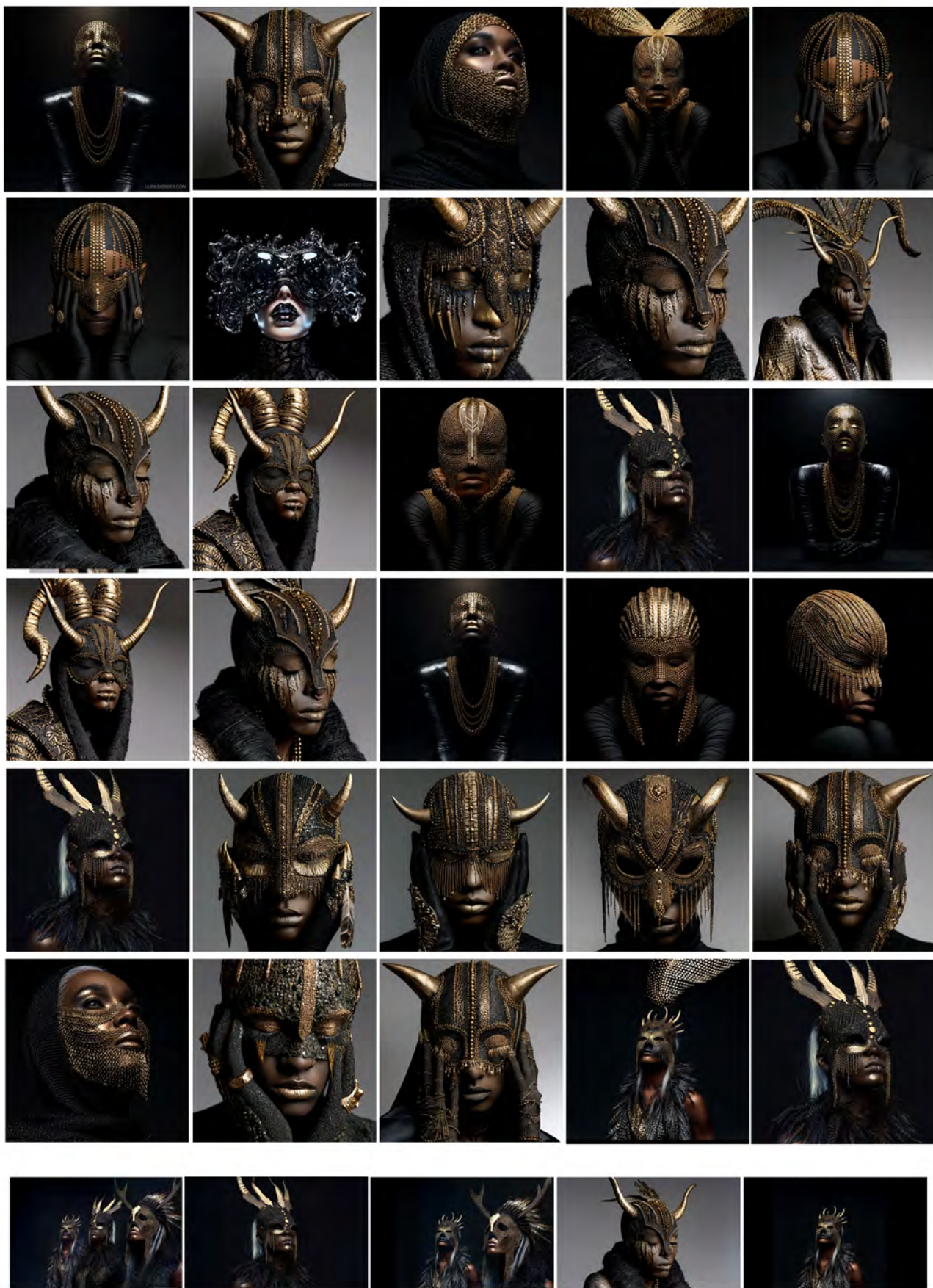


Moodboard Phase: Collecting style references, ideas, visuals

STEP 2:

CREATE STYLEFRAMES & KEY-ART

*Keyart lays the foundation
for the look and feel of the brand
and consequent commercial production*



STYLEFRAMES IN MIDJOURNEY
RETOUCH KEY-ART IN PHOTOSHOP

STEP 3:

BRANDING PACKAGE: LOGO-EXPLORATION WITH GEMINI

*After a few basic prompts
describing look and feel,
add words to your prompt from other domains
to infuse creativity and divergence:*

*Sophisticated
medieval
Asian
African
calligraphy
handwritten
esoteric
yoga studio
meditation space
ancient wisdom
exotic language
forgotten wisdom
runes
elfish
mysterious
fantastic
sci fi
creative
expensive
negative space
luxury brand*



First prompt with Gemini: Basic results

logo versions of the perfume "SHAMAN", gold on black, elegant typography with a logo mark on minimal black BG. modern modern sans serif type like montserrat light, and the logo mark with a tribal feel, decorative tribal ornaments, inspired by magical tarot card, or icons from the astrologer world or a tribal chemistry lab. this is for a luxury brand



Second round of Gemini:

15 variations on type, go to extreme bold, to filligran sophisticated, medieval, calligraphy, handwritten, in lower caps, esoteric, think yoga studio, runes, elfish, fantastic, movie title, sci fi, eroded, stencil



STEP 3:

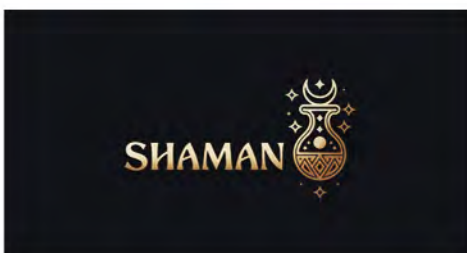
BRANDING PACKAGE: LOGOS WITH MIDJOURNEY IDEOGRAM ADOBE FIREFLY

*After iterating variations
and testing AI platforms for different approaches,
select type and elements
and photoshop final logo.
Create vector graphic in Adobe Illustrator.*

Results ignored the prompt suggestion "sans Serif type".



MIDJOURNEY



IDEOGRAM



ADOBE FIREFLY

LOGO VERSIONS

STEP 4:

PRODUCT & PACKAGING

*Prompt Key art for product and package.
Photoshop elements if necessary.*



PRODUCT PROTOTYPES IN GEMINI

Close-up of a transparent PERFUME bottle containing liquid black, the bottle is clear glass, content is black. the shape of the bottle is unusual, liquid fluid, mysterious, luxurious perfume. The shape itself is a fragrance. professional product lighting, soft box, seamless black matte background



PRODUCT PROTOTYPES IN MIDJOURNEY



PLACING LOGO AND PRODUCT TOGETHER IN GEMINI

STEP 5:

ADS

SOCIAL MEDIA

TEXT & IMAGES

How does the brand communicate, what voice and language?

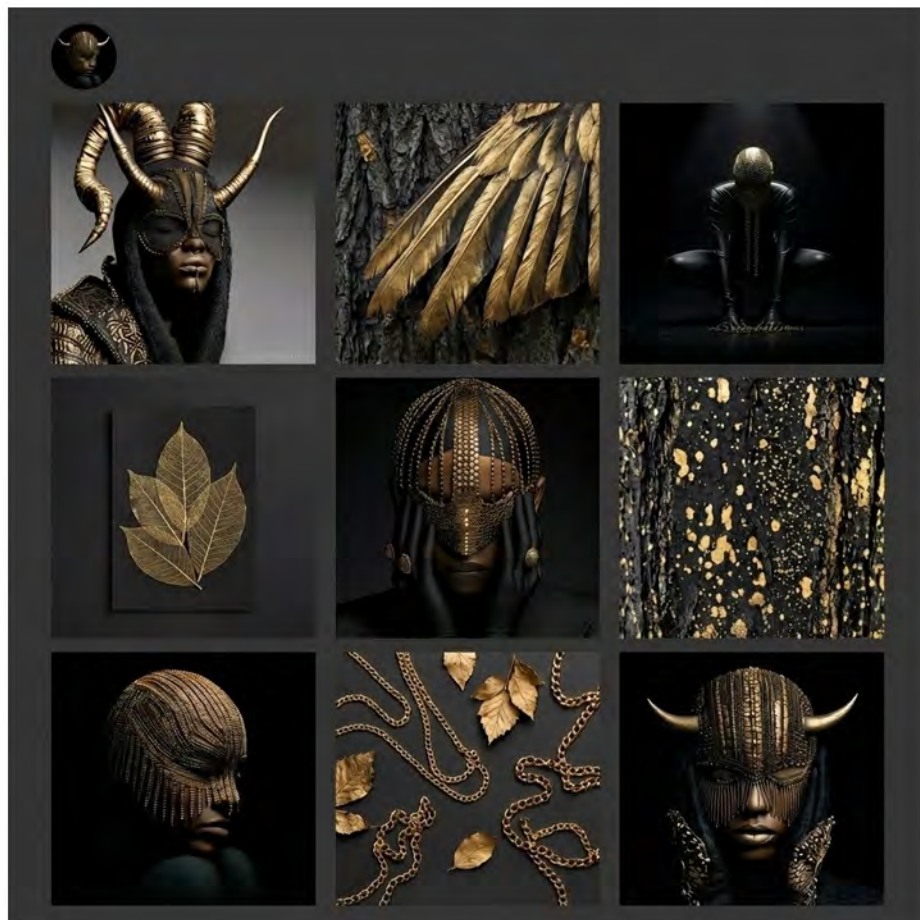
*Develop the brand language in ChatGPT
or other AI*

*& create an agent or GPT
for brand consistency.*

*Develop imagery for
social media in Gemini
using the selected keyart.*



VISUAL & VERBAL VOCABULARY FOR ADVERTISEMENT:
 USING GEMINI, MIDJOURNEY & CHATGPT
 VARIATIONS WITH GEMINI



SOCIAL MEDIA & MARKETING

STEP 6:

PROMPT AI VIDEO

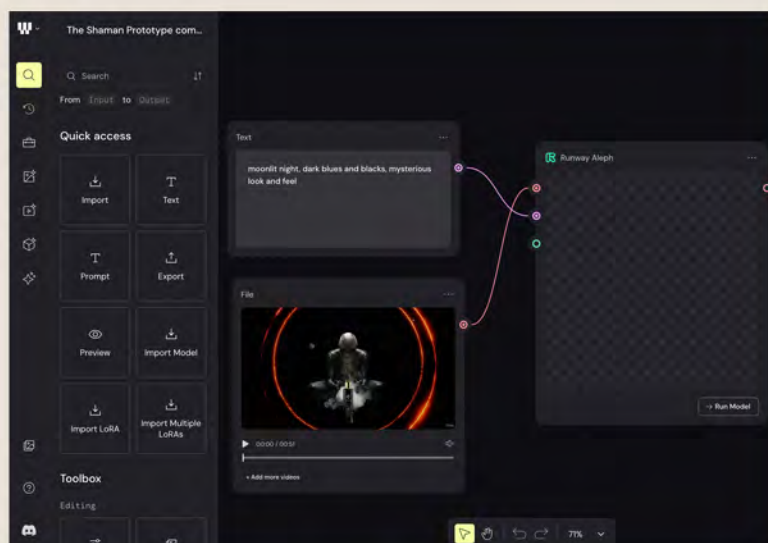
*Use Keyart as foundation
to prompt video segments in Veo, runwayML or choose
video platform in Weavy*



WEAVY, MOONVALLEY



VEO3



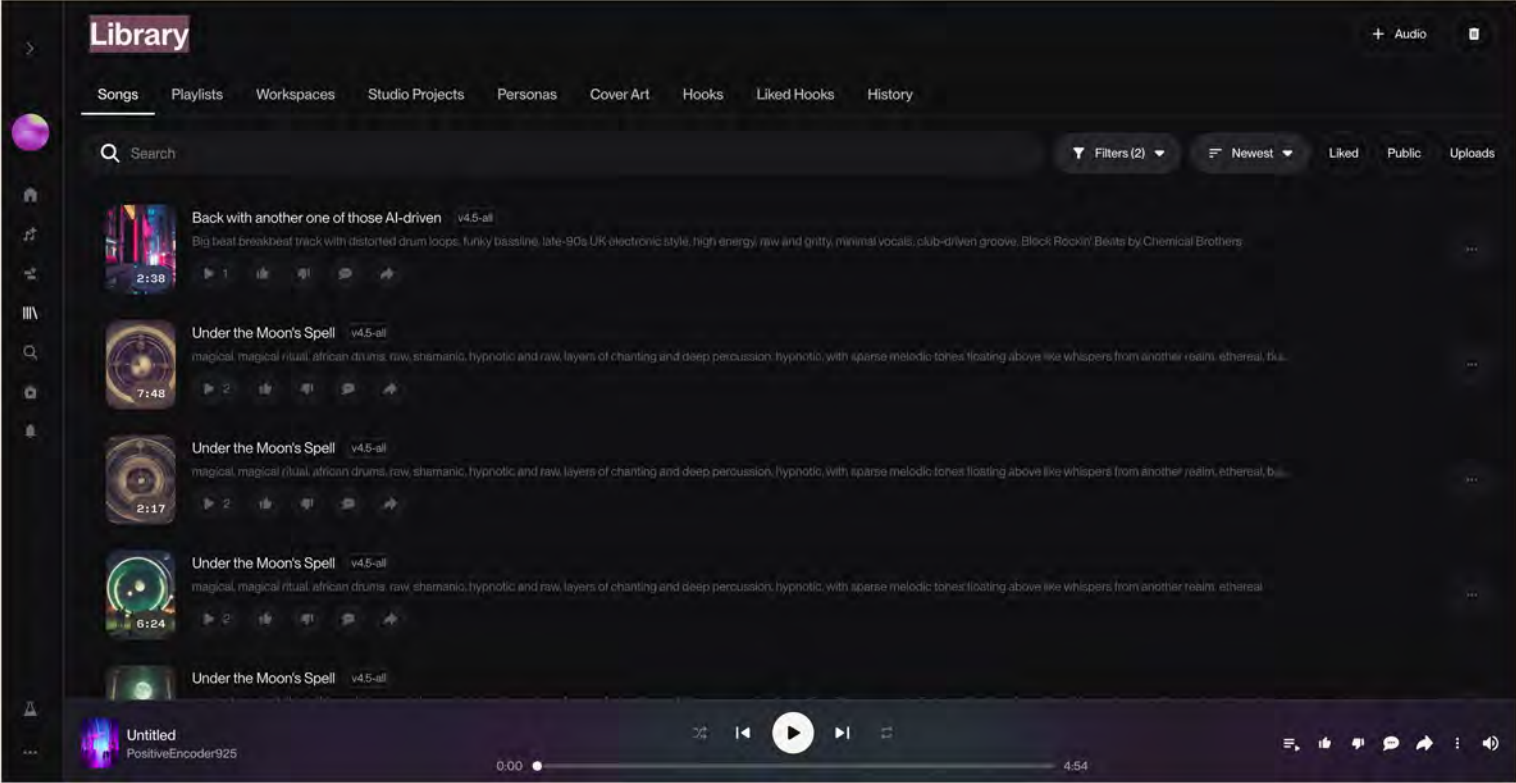
WEAVY FOR DIFFERENT EFFECTS

STEP 7:

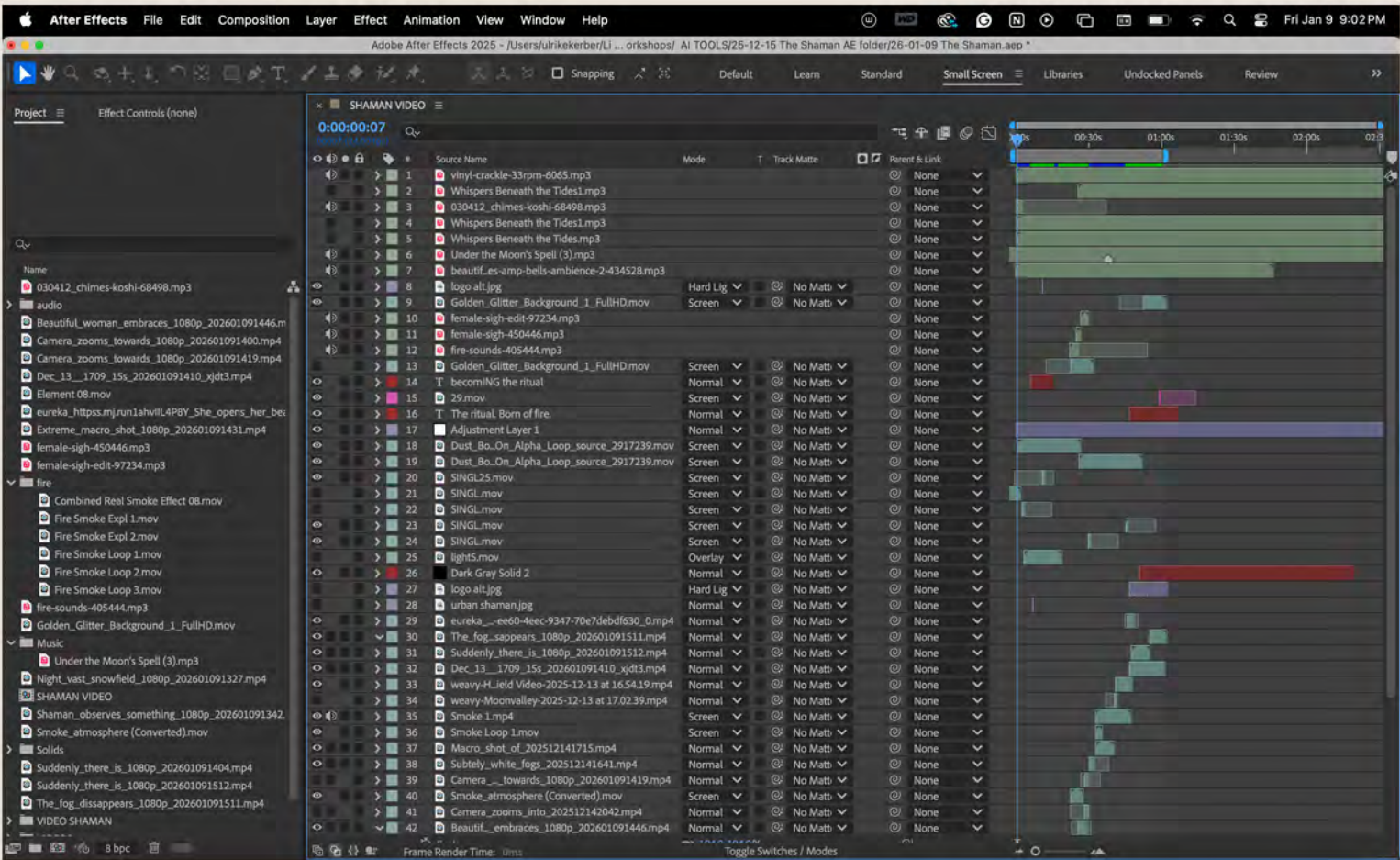
CREATE MUSIC & SOUNDS

STEP 8:

**COMPOSITE
EDIT &
ADD SFX**



CREATING MUSIC IN SUNO



COMPOSITING IN AE



WATCH FINAL VIDEO
ULRIKEKERBER.COM/VIDEOS



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VIVA DESIGN
ULRIKEKERBER@PROTONMAIL.COM