

3-HOUR WORKSHOP

Ulrike Kerber, Contact: 01522-5911091, Ulrikekerber@protonmail.com

INTENTIONAL AI PROMPTING AND MOODBOARD -

Learn to use AI creatively and effectively without losing yourself

Three hero bullets

1. Build a practical visual vocabulary for prompting AI image models.
2. Discover and articulate your own aesthetic preferences and creative criteria.
3. Create a personal or project-specific moodboard in Magnific that can guide future creative work.

AI image tools can generate polished results quickly, but without a clear intention they often lead us toward familiar aesthetics and the model's default choices. In this hands-on workshop, participants learn to give AI stronger creative direction by developing their visual vocabulary and becoming more conscious of what they actually like, value, and want to communicate.

Using the FLUXUS principles for a more conscious AI collaboration, participants move between observation, prompting, evaluation, and refinement. They will create a personal or project-specific moodboard that can function as a visual compass for future AI-supported projects.

Who is the course for?

This workshop is designed for participants who want to:

- Improve their image-prompting skills
- Develop greater precision when describing visual ideas
- Explore the creative possibilities of different AI image models
- Define a personal or project-specific visual direction
- Use AI purposefully without losing their own creative voice

No advanced prompting or design experience is required.

Course content

- Why moodboards matter in AI-supported creative work
- The FLUXUS “Awkward Collaborator” mindset and principles
- How AI defaults influence visual outcomes
- Moving from vague prompting to intentional creative direction
- Building a vocabulary across:

- Mediums and artistic techniques
- Materials, surfaces, and textures
- Color and lighting
- Composition and viewpoint
- Camera position, framing, and lens language
- Mood and atmosphere
- Design movements, genres, and cultural references
- Comparing how selected AI image models interpret the same prompt
- Creating and refining images in Magnific
- Curating a coherent moodboard in Magnific
- Using Miro to collect vocabulary, references, observations, and feedback
- AI etiquette: authorship, cultural awareness, bias, references, and deciding when not to use AI

What you will leave with

Participants will leave with:

- A structured vocabulary for writing more intentional image prompts
- A repeatable framework for moving from an idea to a visual direction
- Practical experience comparing AI image models
- A personal or project-specific moodboard created in Magnific
- A clearer understanding of their own visual preferences and creative criteria
- A more critical approach to selecting, rejecting, and refining AI-generated imagery

Course outline: Three hours

1. Introduction: Staying yourself while working with AI | 15 minutes

- What does it mean to work creatively with an “awkward collaborator”?
- Why AI defaults tend to produce familiar or generic results
- FLUXUS principles: perception, critical reflection, exploration, and authorship
- Working rhythm: Think first, prompt, think again

2. Why create a moodboard? | 15 minutes

- A moodboard as a tool for self-knowledge and creative direction
- Personal moodboards versus project moodboards
- Identifying what attracts you before asking AI to generate it
- Translating intuition into language, references, and criteria

3. Group exercise: Build a visual vocabulary bank in Miro | 30 minutes

Participants contribute words and examples to shared categories:

- Mediums and techniques
- Materials and textures
- Color and light
- Composition and viewpoints
- Camera terms and framing
- Mood and atmosphere
- Styles, periods, genres, and cultural references

The group discusses which words are precise, which are vague, and how different terms could change an image. The resulting Miro board becomes a shared prompt vocabulary that everyone can use during the workshop.

4. From vocabulary to prompts | 25 minutes

- Anatomy of an effective image prompt
- Moving beyond adjectives such as “beautiful,” “cinematic,” or “futuristic”
- Combining subject, environment, composition, light, material, mood, and reference
- Short live prompting demonstration in Magnific
- Comparing how different image models interpret the same creative direction

5. Short break | 10 minutes

6. Individual exercise: Create your visual compass | 60 minutes

Each participant chooses one focus:

- A personal creative identity moodboard
- A visual direction for a current project
- A moodboard for an imagined campaign, product, or story

Participants will:

- Define the intended feeling or purpose
- Select three to five aesthetic criteria
- Write and test prompts in Magnific
- Generate and compare variations
- Identify generic or default-looking outputs
- Refine the prompt and visual direction
- Curate a coherent moodboard of approximately six to nine images

Halfway through, participants exchange one piece of peer feedback: “What visual direction do you recognize, and which image does not belong?”

7. Presentations and group reflection | 15 minutes

Three participants briefly present:

- Their intention
- The vocabulary or references that shaped the board
- One AI result they rejected and why
- What they learned about their own visual preferences

The remaining boards can be shared through a quick gallery view in Miro or Magnific.

8. AI etiquette and wrap-up | 10 minutes

- What surprised you, positively or negatively?
- Where did the AI pull you toward a default?
- What did you accept, reject, or deliberately change?
- When should an artist, style, or cultural reference be used with care?
- When might you decide not to use AI?
- How will you use your moodboard to guide future creative decisions?

The central takeaway is that effective prompting begins before the prompt. The stronger your intention, visual vocabulary, and criteria, the less likely you are to be directed by the model's defaults.

Course Director:

Ulrike Kerber

Ulrike Kerber is a creative director, motion designer, educator, and PhD researcher investigating how designers develop creative, self-directed, and critically aware practices with generative AI. Her FLUXUS learning framework combines Design Thinking, visual experimentation, embodied reflection, AI literacy, and an ethics of restraint.

She brings more than 25 years of experience in visual communication and motion design, with work for international media and entertainment organizations including Disney, MTV, Nickelodeon, BBC, Discovery, and Showtime. She has taught creative practice, design, and AI-supported visual storytelling at international universities and professional programs.