

The “Visual Vendetta” Project

Marketing Campaign using Generative AI

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Section 1: Prompts and AI Tool Selection

Overview

The "Visual Vendetta" marketing campaign leverages five generative AI artifacts to demonstrate versatility in AI-powered content creation for social media and web platforms. Each artifact was developed using carefully constructed prompts, strategic tool selection, and iterative refinement to achieve specific visual and narrative goals. This section documents all prompts used to generate text, images, audio, and video elements.

Artifact 1: Instagram "Before and After" Post

Primary AI Tool: Midjourney (for visual generation)

Prompt Used:

"Create a square diptych image (1:1 aspect ratio) showing a transformation. **Left panel ('Before'):** A realistic but slightly blurry photograph of a plain white ceramic coffee mug on a cluttered wooden desk. Harsh overhead lighting creates shadows. The desk is messy with stacks of off-white paper, a pen, and glasses. Color palette: muted, grayish, uninspired. Text overlay at bottom in semi-transparent white: 'YOUR REALITY.' **Right panel ('After'):** Exact same composition but transformed. The coffee mug emits a strong, vibrant neon-blue light casting dramatic shadows. Papers become swirling, colorful nebulae (magenta, cyan, deep purple). Desk wood has subtle circuit-board pattern. Cinematic, atmospheric lighting. Add text overlay: 'YOUR POWER.' Overall feel: magical and high-tech."

Tool Rationale: Midjourney excels at detailed visual generation and artistic style control, making it ideal for creating the visually striking transformation central to the campaign's message.

Artifact 2: Instagram Carousel Post (4 Slides)

Primary AI Tools: GPT-4 (text copy), Midjourney (graphics)

Prompt Sequence:

Slide 1 (Title):

"Design a title slide for a social media carousel campaign. Dark, textured background (brushed aluminum or dark carbon fiber). Centered text using bold, slightly distressed sans-serif font (like Bebas Neue). Main title: 'How We Wage War on the Mundane' in large white text. Subtitle: 'The Visual Vendetta Method' in smaller neon-blue text. Professional, edgy, tech-forward aesthetic."

Slide 2 (Step 1):

"Create an infographic slide showing Step 1. Layout: smartphone screen graphic on left, text on right. Phone graphic shows clean app interface with photo gallery open, one landscape photo selected, 'Upload' button highlighted in neon blue. Right text: 'UPLOAD YOUR RAW TRUTH' (large, bold), followed by 'Start with your real, unedited photo. The raw material.' (smaller font). Modern, clean aesthetic."

Slide 3 (Step 2):

"Design an infographic slide showing Step 2 with three style 'cards' arranged horizontally. Card 1: glowing cube icon labeled 'Cyberpunk Glow.' Card 2: blooming

flower icon labeled 'Fantastical Flora.' Card 3: cracked concrete texture labeled 'Urban Grit.' Headline text: 'CHOOSE YOUR WEAPON' (large, bold), followed by 'Our AI analyzes your image and offers stylistic paths. You're the commander.' (smaller font). Vibrant, engaging design."

Slide 4 (Step 3):

"Create an infographic slide showing Step 3. Central graphic: a power-up loading bar styled like a video game interface, at 90% full and glowing. Above bar, text reads 'Amplifying Creativity...' Headline: 'DEPLOY THE MAGIC' (large, bold), followed by 'Our generative AI works with your vision, transforming the ordinary into the extraordinary. The result? 100% you, just amplified.' (smaller font). Use game-inspired design language."

Tool Rationale: GPT-4 provided compelling, action-oriented copy that matched the brand voice. Midjourney translated these descriptions into cohesive, visually unified carousel graphics with consistent branding.

Artifact 3: TikTok Video Storyboard

Primary AI Tools: Claude (narrative structure), Midjourney (visual frames)

Prompt Used:

"Create a detailed TikTok video storyboard (15 seconds total) designed to capture attention and drive engagement. **Scene 1 (0-2s):** Rapid cuts showing three 'bad' photos: blurry concert shot, selfie in dim room, sad-looking meal. On-screen text flashes with each cut: 'Tired of this?' **Scene 2 (2-3s):** Medium shot of person at desk, frustrated

expression, looking at phone, sighing. **Scene 3 (3-4s):** Extreme close-up of hand snapping fingers sharply and confidently. White flash with glitch effect. Visual Vendetta logo appears and vanishes instantly. **Scene 4 (4-10s):** Fast-paced montage. Each 'bad' photo reappears with 'swoosh' sound effect and instantly transforms: concert becomes vibrant, painterly action scene; selfie becomes stylized graphic novel portrait with bold lines and dramatic colors; food photo becomes hyper-realistic gourmet advertisement shot. **Scene 5 (10-12s):** Medium shot of same person from Scene 2, now leaning back confidently, smiling, scrolling through their new, amazing feed. **Scene 6 (12-15s):** Full screen of Visual Vendetta logo animating on screen. Tagline appears: 'Don't just post. Provoke.' Hashtags fade in: #VisualVendetta #CreativeRevenge."

Tool Rationale: Claude provided narrative structure and pacing guidance, while Midjourney generated the visual frames. The combination ensured both storytelling coherence and visual impact.

Artifact 4: Pinterest Pin

Primary AI Tools: Midjourney (visual), GPT-4 (copy and layout strategy)

Prompt Used:

"Design a vertical Pinterest infographic pin (2:3 aspect ratio). **Top Section (40%):** Beautiful, abstract AI-generated image with soft swirls of blush pink, deep teal, and gold merging like watercolor or galaxy. Feel: inspiring and artistic. **Middle Section (50%):** Title in large, elegant serif font (Playfair Display): '10 Ways AI Can Transform Your Creative Process.' Below title, list 10 actionable points with icons: (1) 💡 Spark Instant Ideas—overcome creative block, brainstorm concepts in seconds; (2) 🎨 Generate

Unique Mood Boards—describe feeling or aesthetic for AI-created visual collage; (3) ✨
Enhance Any Photo—improve lighting, color, clarity, or transform mood instantly; (4)
✍️ Write Captivating Copy—Instagram captions to blog outlines; (5) 🎭 Master Any
Style—apply famous painter, cyberpunk, or vintage film aesthetics; (6) ✂️ Edit with
Precision—remove distracting backgrounds, objects, or people; (7) 🎵 Create Custom
Soundtracks—generate royalty-free music or sound effects; (8) 🌀 Design Patterns &
Textures—create seamless patterns for digital art or branding; (9) 🖨️ Prototype Your
Vision—generate realistic mockups on t-shirts, mugs, or websites; (10) 🚀 Speed Up
Your Workflow—automate tasks to focus on creative work. **Bottom Section (10%):**
Small Visual Vendetta logo centered at bottom. Tiny text: 'VisualVendetta.com |
#AIforArtists.' Overall: clean, inspirational, highly shareable. Soft color palette contrasts
with edgier Instagram content."

Tool Rationale: Midjourney created the inspirational abstract visual that drives
Pinterest engagement, while GPT-4 crafted actionable, benefit-focused copy that
addresses user pain points and desires.

Artifact 5: Blog Post Mockup

Primary AI Tools: GPT-4 (copy), Midjourney (hero image mockup)

Prompt Used:

"Design a blog post mockup for a modern creative services website. **Header:** Dark
navigation bar with 'Visual Vendetta' logo on left. Minimalist, professional. **Hero Image:**
Wide, compelling artistic image capturing the campaign mood—similar to the 'After'

image from the Instagram post or high-quality artistic transformation shot. **Title:** 'Why Your Creative Content Isn't Getting Noticed (And How to Fix It)' in large, bold, clean font below hero image. **Body Text:** Clean, two-column layout on wide screens or single column on mobile. Font: highly readable (Lato or Open Sans). Key phrase 'It's not your talent. It's the noise.' should be bolded or pulled as large blockquote for emphasis. Include empathetic problem statement, transition to solution, and call-to-action. **Overall Feel:** Professional, trustworthy, easy to read. Modern blog aesthetic with strong visual hierarchy. Color scheme: dark backgrounds with neon-blue accents consistent with brand identity."

Tool Rationale: GPT-4 developed persuasive, empathetic copy addressing audience pain points. Midjourney generated the hero image mockup, ensuring visual consistency across all campaign artifacts.

Section 2: Iterative Development and Prompt Refinements

Overview

The artifact creation process was not linear. Each initial prompt underwent testing, analysis, and refinement to enhance clarity, adjust visual style, improve platform fit, and strengthen narrative impact. This section documents all iterations and the reasoning behind refinements.

Artifact 1: Instagram "Before and After" – Iterations

Initial Prompt (Iteration 1):

"Create a before and after image. Before: messy desk with bad photo. After: same desk but glowing and magical."

Problem Identified: Vague and too brief. The AI generated generic images lacking specific emotional tone, lighting direction, and the neon-blue branding element central to Visual Vendetta's identity.

Refined Prompt (Iteration 2):

"Create a diptych image with specific lighting, color, and mood. Left: realistic, plain coffee mug on messy desk, poor lighting, muted colors, text 'YOUR REALITY.' Right: same scene transformed with neon-blue light emanating from mug, colorful nebulae, circuit-board patterns, cinematic lighting, text 'YOUR POWER.' Emphasize contrast and transformation."

Problem Identified: The circuit-board pattern appeared too subtle; the neon-blue needed greater prominence and intensity.

Final Refined Prompt (Iteration 3):

The prompt used above—including specific details on color palette (magenta, cyan, deep purple), lighting direction (dramatic shadows), and text overlays. This version generated visually striking, on-brand results that clearly communicated the "mundane to magical" transformation.

Key Refinement Principles Applied:

- Specific color names and hex references (neon-blue as primary accent)

- Explicit lighting direction (cinematic, atmospheric, dramatic shadows)
- Defined text overlays with positioning and transparency
- Clear emotional tone descriptors (magical, high-tech, inspiring)

Artifact 2: Instagram Carousel – Iterations

Initial Approach (Iteration 1):

Four separate prompts generated four slides independently, resulting in inconsistent styling, font choices, and color schemes across slides.

Problem Identified: Lack of visual cohesion. Carousel posts must feel unified. Individual slide generation ignored the "series" context.

Refined Approach (Iteration 2):

Added a "brand consistency brief" at the beginning of each prompt: "Use a consistent visual language throughout: dark textured backgrounds, neon-blue accents, bold sans-serif fonts, and modern infographic style. Maintain a cohesive aesthetic across all four slides."

Problem Identified: The copy remained too generic; action-oriented language wasn't strong enough to drive engagement and action.

Final Refined Approach (Iteration 3):

Added explicit brand voice instruction: "Use commanding, active verbs and empowering language. Tone: confident, slightly edgy, tech-forward. Examples: 'UPLOAD YOUR RAW TRUTH,' 'CHOOSE YOUR WEAPON,' 'DEPLOY THE MAGIC.' Make the audience feel like they're commanding a system, not passively consuming."

Result: Carousel achieved strong visual and narrative cohesion. Copy drove engagement with commanding, action-oriented language aligned with the "Visual Vendetta" brand positioning.

Artifact 3: TikTok Storyboard – Iterations

Initial Storyboard (Iteration 1):

Long, slow pacing with detailed explanations. Scenes lingered too long; transitions were gentle, not impactful.

Problem Identified: TikTok's medium demands rapid cuts and constant visual stimulation. Initial pacing failed to capture attention in the crucial first 3 seconds.

Refined Storyboard (Iteration 2):

Shortened Scene 1 from 3 seconds to 2 seconds; reduced Scene 2 to 1 second; emphasized glitch effect and logo reveal in Scene 3. Accelerated transformations in Scene 4 with auditory cues (swoosh effects).

Problem Identified: The final smile-and-scroll ending felt anticlimactic. Needed stronger, more explicit call-to-action.

Final Refined Storyboard (Iteration 3):

Added Scene 6 with full-screen logo animation and explicit tagline: "Don't just post. Provoke." Hashtags provide discoverability. Pacing: rapid first 3 seconds for attention capture, engaging middle for narrative, strong close for brand recall.

Key Refinement Principles Applied:

- Attention-capture speed (0-3s critical)

- Auditory cues to drive emotional impact (whoosh, glitch, snap)
- Explicit visual hierarchy (brand logo prominent, tagline memorable)
- Clear call-to-action and hashtag strategy

Artifact 4: Pinterest Pin – Iterations

Initial Layout (Iteration 1):

Text-heavy with small icons scattered throughout. The 10-point list dominated, pushing the inspiring abstract image to a tiny footer.

Problem Identified: Pinterest users scroll quickly. Dense text doesn't convert. The inspiring visual element—crucial for Pinterest engagement—was minimized.

Refined Layout (Iteration 2):

Expanded top abstract image to 40% of pin height. Simplified text to key phrases (3–5 words per point instead of full sentences). Increased icon size for visual recognition.

Problem Identified: Text still too small at mobile resolution. Some points felt disconnected from icons.

Final Refined Layout (Iteration 3):

Maintained 40% visual top section. Text simplified to action + benefit format (e.g., " ✨ Enhance Any Photo" followed by concise benefit). Icons increased to 32–48px. Tested at mobile resolution to ensure readability. Added direct website URL and hashtag in footer for click-through.

Key Refinement Principles Applied:

- Visual-to-text ratio optimized for platform (Pinterest favors visual)
- Scannability: large icons, brief text, clear hierarchy
- Mobile-first design philosophy
- Direct URL and hashtag for conversion

Artifact 5: Blog Post Mockup – Iterations

Initial Mockup (Iteration 1):

Dense paragraphs, limited visual breaks, lengthy introduction before addressing the core problem.

Problem Identified: Blog visitors scan rather than read deeply. The value proposition (solution to creative content struggles) was buried in lengthy copy.

Refined Mockup (Iteration 2):

Moved value proposition into headline: "Why Your Creative Content Isn't Getting Noticed (And How to Fix It)." Shortened paragraphs. Added blockquote callout: "It's not your talent. It's the noise." Included hero image as immediate visual anchor above headline.

Problem Identified: The blockquote was impactful, but the transition from problem to solution felt abrupt.

Final Refined Mockup (Iteration 3):

Restructured narrative: (1) Problem statement with empathy, (2) Root cause identification ("It's the noise"), (3) Solution introduction (Visual Vendetta), (4) How it works, (5) Clear

CTA. Hero image reinforced the "transformation" theme. Copy length: optimal for web readability (skimmable, 2–3 minute read).

Key Refinement Principles Applied:

- Information hierarchy: problem → root cause → solution → proof → action
 - Visual breaks (hero image, blockquote, bullet points) improve scannability
 - Empathetic tone builds trust before introducing product
 - Clear CTA guides next step
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Section 3: Image Verification and Testing

Verification Process

All generated images were subjected to a two-stage verification process using Claude and Perplexity AI to ensure accuracy, alignment with intended vision, and platform-specific optimization.

Stage 1: Claude Image Analysis

Process: Each artifact image was uploaded to Claude with the prompt: "Analyze this image in detail. Identify the dominant visual elements, color palette, lighting, mood, and narrative message. Compare your analysis to this intended vision: [original prompt]. Does the image accurately reflect the creative direction?"

Artifact 1 – Instagram Before/After:

- **Claude's Analysis:** "Left panel successfully conveys mundane, uninspired reality with muted colors, harsh overhead lighting, cluttered desk, and 'YOUR REALITY' text. Right panel demonstrates magical transformation: neon-blue mug light dominates, papers become nebulae-like swirls (magenta, cyan, purple), circuit patterns visible in wood texture, dramatic atmospheric lighting. Contrast is striking. 'YOUR POWER' text complements theme."
- **Accuracy Assessment:** ✓ ACCURATE. Image successfully communicates the core transformation message and brand aesthetic.
- **Alignment:** Strong alignment with intended vision of "mundane to magical" narrative and neon-blue branding.

Artifact 2 – Instagram Carousel:

- **Claude's Analysis:** "Slide 1 shows dark textured background with bold distressed sans-serif (Bebas Neue or similar), main title in white, subtitle in neon-blue. Consistent dark professional aesthetic. Slides 2–4 feature infographic layouts with phone graphics, style cards, and power-up bar. Color scheme consistent throughout: dark backgrounds, neon-blue accents, readable white text. Typography hierarchy clear."
- **Accuracy Assessment:** ✓ ACCURATE. Visual cohesion maintained across four slides. Branding consistent. Text hierarchy supports skimmability.
- **Alignment:** Strong. Narrative flow from "Problem" (upload raw truth) through "Steps" (choose weapon) to "Result" (deploy magic) is clear and compelling.

Artifact 3 – TikTok Storyboard:

- **Claude's Analysis:** "Scene descriptions show rapid pacing in Scenes 1–3 (first 4 seconds critical for TikTok attention). Montage in Scene 4 shows clear photo-to-transformation transitions with visual effects (swoosh). Scenes 5–6 provide emotional resolution and brand recall. Pacing is appropriate for platform. Visual effects (glitch, logo reveal) are impactful."
- **Accuracy Assessment:** ✓ ACCURATE. Storyboard frames align with TikTok best practices for rapid attention capture and engagement.
- **Alignment:** Strong. Pacing, visual effects, and narrative arc match platform requirements and brand voice.

Artifact 4 – Pinterest Pin:

- **Claude's Analysis:** "Top 40% is abstract, soft watercolor-like image with blush pink, teal, and gold—visually inspiring and eye-catching. Middle section lists 10 actionable points with emoji icons and concise text. Bottom branding is minimal and clean. Aspect ratio (2:3) is optimized for Pinterest vertical scroll. Color palette is softer than Instagram content, appropriate for platform aesthetic."
- **Accuracy Assessment:** ✓ ACCURATE. Layout optimizes for Pinterest's visual-first, vertical-scroll format. 10 points are clearly readable even at mobile resolution.

- **Alignment:** Strong. Visual hierarchy prioritizes inspiring imagery over text, matching Pinterest user behavior. Actionable copy provides value and drives clicks.

Artifact 5 – Blog Post Mockup:

- **Claude's Analysis:** "Header shows clean dark navigation with logo. Hero image is striking and captures transformation theme. Title appears directly below hero, addressing audience pain point. Body layout shows two-column grid (or responsive single column). Blockquote 'It's not your talent. It's the noise' is visually emphasized. Typography is highly readable (serif for headers, sans-serif for body). Professional, trustworthy aesthetic."
- **Accuracy Assessment:** ✓ ACCURATE. Layout supports skimmability and comprehension. Visual hierarchy guides readers from problem to solution.
- **Alignment:** Strong. Copy and visuals work together to build empathy, establish credibility, and drive toward CTA.

Stage 2: Perplexity Visual Summarization

Process: Images were uploaded to Perplexity with the prompt: "Provide a one-sentence summary of what this image communicates. Does it successfully convey the message intended for a [platform] audience?"

Results Summary:

Artifact	Perplexity Summary	Platform Fit	Refinement Needed?
Instagram Before/After	"A striking side-by-side transformation showing mundane reality transformed into magical, high-tech experience via neon-blue lighting and cosmic imagery."	Instagram (visual-first, dramatic transformation resonates)	Minor: Consider slightly softer transition for less jarring contrast
Carousel Slide 1	"Dark, professional title slide with commanding typography establishing the brand's tech-forward, edgy aesthetic."	Instagram (carousel-opening impact)	No refinement needed
Carousel Slide 2	"Step-by-step infographic showing app upload interface with actionable language encouraging user participation."	Instagram (clear CTA)	No refinement needed

Carousel Slide 3	"Choice-driven infographic presenting three stylistic options (Cyberpunk, Flora, Urban) empowering users to customize their experience."	Instagram (interactive feel)	No refinement needed
Carousel Slide 4	"Game-inspired power-up bar and final step messaging emphasizing AI-driven transformation and user agency."	Instagram (gamification drives engagement)	No refinement needed
TikTok Storyboard	"Rapid-cut montage transforming 'bad' photos into stunning versions, with strong opening hook and brand reveal."	TikTok (fast-paced, attention-grabbing)	Minor: Ensure sound design (whoosh effects) matches visual transitions perfectly
Pinterest Pin	"Inspiring abstract visual paired with 10 practical, actionable tips for AI-powered creative work, optimized for vertical scroll discovery."	Pinterest (visual inspiration + value-add content)	No refinement needed

Blog Post Hero	"Striking transformation image conveying the shift from ordinary to extraordinary, anchoring the blog post's core message."	Web (high-impact hero builds trust immediately)	No refinement needed
Blog Title	"Benefit-driven headline addressing audience pain point ('Why Your Creative Content Isn't Getting Noticed') while offering implicit solution ('How to Fix It')."	Web (SEO-friendly, benefit-focused)	No refinement needed

Key Findings

1. **Accuracy:** All AI-generated images accurately reflected the original prompts and creative direction. Both Claude and Perplexity confirmed strong alignment between intended vision and visual output.
2. **Platform Optimization:** Each artifact successfully addressed the specific requirements of its target platform (Instagram's visual-first aesthetic, TikTok's rapid pacing, Pinterest's inspirational design, and the web blog's professional credibility).
3. **Focus and Intent:** The AI tools consistently focused on the intended narrative and visual elements. No significant deviations or

misinterpretations occurred. The neon-blue branding element, transformation theme, and tech-forward aesthetic were present across all artifacts.

4. **Minor Refinements:** Suggestions for refinement were minimal:
- Consider slightly softer transition in Instagram before/after for less jarring contrast (but this may be intentional for impact)

○ Ensure sound design in TikTok storyboard (whoosh, glitch) matches visual transitions (requires audio production during video creation)
5. **Conclusion:** The verification process confirmed that AI-generated content, when guided by specific, detailed prompts, successfully communicates intended messages while optimizing for platform-specific audience expectations.

Section 4: Analysis of AI Tools

Overview

The Visual Vendetta campaign utilized four primary AI tools: Perplexity, Midjourney, Claude, and GPT-4. Each tool demonstrated distinct strengths, weaknesses, and limitations. This section evaluates each tool across multiple dimensions: creative capability, platform fit, security considerations, social impact, and ethical implications.

Tool Comparison Matrix

Tool	Primary Use	Strengths	Weaknesses	Security Issues	Social Impact	Ethical Issues
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Perplexity	Initial research, image verification	Fast evaluation; multi-format capability; web-search integration; accurate summarization	Limited style control; text-to-image less robust than specialized tools	Data privacy (web searches may log user queries); potential misattribution of sources	Democratizes access to research and information verification	Algorithmic bias in summarization; source attribution accuracy concerns
Midjourney	Visual generation (images, mockups, storyboards)	High-fidelity visuals; artistic nuance; style consistency; excellent detail control; community inspiration library	Vague prompt responses requiring iterative refinement; unpredictable outputs with certain creative requests; learning curve	Model weights and training data not fully transparent; potential use of copyrighted training data; API security dependent on user account management	Empowers non-designers to create professional visuals; democratizes design; may impact professional design job market	Copyright and originality boundaries unclear; potential for image misuse; style replication raises questions about artistic attribution
Claude	Narrative development,	Detailed analysis and	Less suited for visual	Transparent about	Improves accessibility	Potential for generating

	prompt refinement, detailed analysis, copy editing	summarization; nuanced language understanding; excellent instruction-following; safe content boundaries	generation; text-only output; cannot directly interface with design tools	limitations; generally trustworthy data handling; but training data sources not fully disclosed	for writers and researchers; supports collaborative creative process	biased content despite safety training; limited diversity in training data may affect outputs for marginalized communities
GPT-4	Copy writing, blog content, carousel text, campaign messaging	Versatile language generation; logical expansions; compelling marketing copy; excellent for varied tones and audiences	Limited visual output; pure text-based; less nuanced in detailed design briefs compared to Midjourney; can generate verbose output	Known for potential "hallucination" (false information generation); training data cutoff means lack of current information; potential for generating plausible-	Accelerates content creation; democratizes access to writing assistance; may impact professional copywriting market	Risk of plagiarism if trained on copyrighted content; potential bias in generated marketing copy; may reinforce stereotypes if training data is biased

			requiring editing	sounding misinformation		
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Detailed Tool Analysis

Midjourney: Visual Generation Powerhouse

Strengths:

- **Artistic Fidelity:** Midjourney excels at generating high-quality, detailed visuals with strong aesthetic control. The Instagram before/after and Pinterest pin benefited tremendously from Midjourney's ability to render specific color palettes, lighting conditions, and mood.
- **Style Consistency:** The ability to maintain consistent visual language across carousel slides and promotional materials (dark backgrounds, neon-blue accents, specific typography pairings) was invaluable.
- **Iterative Improvement:** Midjourney's feedback loop allows for rapid refinement. Each prompt iteration produced noticeably improved results.
- **Community Inspiration:** Access to a library of community prompts and styles accelerated learning and inspiration.

Weaknesses:

- **Prompt Interpretation Variance:** Midjourney sometimes interprets abstract requests unpredictably. "Magical" might generate fantastical orbs in one iteration and cosmic swirls in another—requiring careful language calibration.

- **Text Integration:** Rendering accurate text within images is inconsistent. The "YOUR REALITY" and "YOUR POWER" overlays required multiple iterations to achieve proper sizing, positioning, and transparency.
- **Learning Curve:** Effective prompting requires understanding Midjourney's specific syntax, parameter options (like `--ar` for aspect ratio, `--style` modifiers), and aesthetic preferences. This steepens the initial learning curve.

Security Concerns:

- **Training Data Transparency:** Midjourney's training dataset is not fully disclosed. Concerns exist about whether copyrighted images or artists' work were used without consent or compensation.
- **Model Weight Access:** The actual model weights are proprietary. Users cannot audit or understand the exact mechanisms generating outputs, raising concerns about embedded biases or unintended outputs.
- **User Data Management:** Images uploaded to Midjourney are processed on external servers. Users should not upload sensitive, confidential, or personally identifiable information.

Social Impact:

- **Democratization of Design:** Non-designers can now create professional-quality visuals, democratizing access to design tools.
- **Job Market Concerns:** Professional designers may face reduced demand for routine design work, though AI can augment rather than replace design thinking.

- **Speed-to-Market:** Rapid visual iteration allows smaller companies and creators to compete with established brands on visual quality.

Ethical Implications:

- **Artistic Attribution:** When AI generates art "in the style of [Famous Artist]," does the artist receive credit or compensation? The platform doesn't address this.
- **Copyright Originality:** Are generated images truly original, or do they represent derivative works of training data? Legal and ethical boundaries remain unclear.
- **Bias and Representation:** If training data lacks diverse representations, AI-generated images may perpetuate stereotypes or underrepresent marginalized communities.

Claude: Analytical and Ethical Assistant

Strengths:

- **Nuanced Analysis:** Claude provided detailed feedback on initial artifacts, helping refine copy, identify pacing issues in storyboards, and suggest structural improvements.
- **Instruction-Following:** Claude accurately interpreted complex, multi-part prompts and delivered structured outputs.
- **Safety and Transparency:** Claude is transparent about its limitations and refuses harmful requests, providing confidence in ethical boundaries.

- **Collaborative Refinement:** Claude's ability to discuss creative choices, explain reasoning, and suggest alternatives made it an excellent creative partner.

Weaknesses:

- **Limited Visual Output:** Claude cannot directly generate images, limiting its role to narrative development and analysis.
- **Verbosity:** Claude sometimes over-explains, requiring editing for marketing copy that benefits from brevity.
- **Context Window Limitations:** Very lengthy conversations or documents may exceed Claude's context window, requiring information to be re-introduced.

Security Concerns:

- **Training Data Sources:** While Claude's creators are generally transparent about safety measures, the full sources of training data are not publicly disclosed, raising questions about potential biases.
- **Conversation Logs:** Conversations with Claude may be retained for improvement purposes (depending on usage type). Users should avoid sharing truly sensitive information.
- **Jailbreak Potential:** While Claude has strong safety boundaries, ongoing research explores potential vulnerabilities. Users should not rely on Claude for security-critical decisions.

Social Impact:

- **Writing Accessibility:** Claude democratizes access to high-quality writing assistance, supporting non-native speakers, individuals with writing disabilities, and small businesses lacking copywriting budgets.
- **Research Acceleration:** Claude's analysis and summarization capabilities accelerate research and learning.
- **Employment Concerns:** Professional copywriters and editors may face reduced demand for routine writing work.

Ethical Implications:

- **Bias in Training Data:** Despite safety measures, Claude may reflect biases present in its training data, particularly around gender, race, and other demographic factors.
- **Misinformation Risk:** Claude can generate plausible-sounding but false information. Users should verify critical facts independently.
- **Creative Attribution:** When Claude co-creates content, ownership and credit attribution become ambiguous.

GPT-4: Versatile Language Engine

Strengths:

- **Broad Capability:** GPT-4 handles varied content types—marketing copy, blog intros, carousel text, narrative structure—with flexibility.
- **Tone Adaptation:** GPT-4 quickly adjusts tone from empathetic to commanding to professional, supporting multiple platforms and audiences.

- **Logical Expansion:** GPT-4 excels at taking brief briefs and expanding them into coherent, well-reasoned content.

Weaknesses:

- **Visual Content Generation:** GPT-4's image generation capabilities are limited compared to specialized tools like Midjourney.
- **Hallucination Risk:** GPT-4 can confidently state false information, particularly regarding statistics, dates, or recent events (due to knowledge cutoff).
- **Over-Production:** Without careful prompting, GPT-4 tends toward verbose outputs requiring significant editing.

Security Concerns:

- **Training Data Cutoff:** GPT-4's knowledge only extends to April 2024, meaning recent events and developments are unknown. This limits reliability for time-sensitive content.
- **Hallucination in Critical Contexts:** GPT-4 may generate plausible-sounding but false citations, statistics, or claims. Never use GPT-4 output as-is for medical, legal, or financial advice without verification.
- **Potential Plagiarism:** If GPT-4 was trained on copyrighted content, outputs may inadvertently replicate copyrighted material.

Social Impact:

- **Content Production Acceleration:** Marketers and content creators can dramatically increase output, supporting rapid campaign deployment.

- **Copywriting Job Market:** Entry-level and routine copywriting roles may face pressure from AI automation.
- **Democratization of Marketing:** Small businesses and creators can now produce sophisticated marketing copy without hiring professional copywriters.

Ethical Implications:

- **Attribution and Ownership:** Who owns GPT-4-generated content? Legal frameworks remain unclear, complicating IP ownership in collaborative human-AI creation.
- **Bias Amplification:** GPT-4 may amplify stereotypes or biases present in training data, particularly in marketing copy targeting specific demographics.
- **Misinformation at Scale:** GPT-4 can rapidly generate compelling but false narratives, potentially facilitating misinformation campaigns.

Perplexity: Research and Verification

Strengths:

- **Real-Time Information:** Unlike some language models with knowledge cutoffs, Perplexity can access current web information, providing up-to-date insights.
- **Source Attribution:** Perplexity typically cites sources, supporting fact-checking and information verification.
- **Multi-Format Input:** Perplexity handles text, images, and web links, supporting diverse research queries.

Weaknesses:

- **Style Control (Text-to-Image):** Perplexity's image generation is less artistically nuanced than Midjourney, limiting its use for high-fidelity creative visuals.
- **Source Quality Variance:** While Perplexity cites sources, those sources may vary in credibility, and the AI doesn't always distinguish between authoritative and questionable sources.

Security Concerns:

- **Web Search Data Privacy:** Each Perplexity search query is processed through web searches, potentially logging user information and search history.
- **Source Misattribution:** Perplexity may incorrectly cite sources or paraphrase inaccurately, leading to misleading attribution.
- **Misinformation Amplification:** If Perplexity's sources include misinformation, that misinformation may be amplified in responses.

Social Impact:

- **Information Access:** Perplexity democratizes access to real-time information and research, supporting learning and informed decision-making.
- **Fact-Checking Capability:** The citation feature supports independent verification and critical thinking.

Ethical Implications:

- **Source Credibility Assessment:** Perplexity users may not have expertise to evaluate source credibility, potentially leading to reliance on biased or unreliable sources.
- **Privacy Concerns:** Users may not realize their searches are logged and processed by external web servers.

Cross-Tool Security, Social, and Ethical Synthesis

Universal Security Concerns:

1. **Data Privacy:** All AI tools process user inputs (text, images, code) on external servers. Users should not upload sensitive personal, medical, legal, or financial information.
2. **Account Security:** Secure passwords, enable two-factor authentication, and monitor account activity for unauthorized access.
3. **Output Verification:** Never assume AI outputs are accurate. Always verify facts, especially for critical decisions.
4. **Terms of Service:** Understand each tool's TOS regarding data retention, model improvement, and liability.

Universal Social Concerns:

1. **Job Market Disruption:** AI tools are automating routine creative, analytical, and writing work. Workers should consider reskilling toward higher-value creative direction and strategy.

2. **Skill Democratization:** AI makes professional-quality output accessible to non-experts. This is positive for democratization but challenges traditional professional gatekeeping.
3. **Output Homogenization:** If many creators use identical tools with similar prompts, output may become visually and narratively homogeneous, reducing creative diversity.

Universal Ethical Concerns:

1. **Attribution and Ownership:** Legal frameworks for AI-generated content ownership, copyright, and creator compensation are still developing. Users should understand local laws.
2. **Bias and Fairness:** All AI tools reflect biases in their training data. Outputs may perpetuate stereotypes or underrepresent marginalized voices.
3. **Transparency:** AI companies should be transparent about training data, model mechanics, and known limitations. Currently, many keep this proprietary.
4. **Consent and Compensation:** Did artists and creators consent to their work being used in AI training data? Are they compensated? These questions remain largely unresolved.

Section 5: Overall Reflection and Conclusions

Level of Satisfaction with AI-Generated Content

This creative project produced genuinely compelling, platform-optimized marketing artifacts using AI tools. **Overall satisfaction: High (8.5/10).**

Satisfaction Breakdown:

Artifact	Satisfaction	Reasoning
Instagram Before/After	9/10	Striking visual transformation, strong brand alignment, effective emotional impact. Minor critique: transition could be slightly softer, but current contrast is attention-grabbing.
Carousel Slides	8/10	Cohesive visual language, compelling copy, clear narrative flow. Minor critique: some slides benefited from additional iterations to refine icon design.
TikTok Storyboard	8.5/10	Excellent pacing for platform, strong opening hook, effective use of

		visual effects. Critique: requires professional video production to fully realize potential; storyboard alone demonstrates concept but lacks final production quality.
Pinterest Pin	8/10	Inspirational visual, actionable copy, excellent platform optimization. Critique: some actionable tips are quite broad; more specificity could improve practical value.
Blog Post Mockup	8/10	Professional layout, empathetic copy, clear visual hierarchy. Critique: mockup shows promise but requires actual content writing and visual assets to fully evaluate.

Key Learnings and Insights

1. Prompt Specificity is Paramount

Initial vague prompts produced generic, uninspired results. Detailed, specific prompts including color references, lighting direction, emotional tone, and brand requirements yielded significantly better outcomes. The most effective prompts included 150–300 words with multiple specific constraints.

2. Iterative Refinement Works

No artifact achieved optimal results on the first attempt. Each underwent 2–4 iterations. The refinement process was as valuable as the initial generation, allowing fine-tuning of style, tone, and visual elements.

3. Platform-Specific Optimization is Critical

Artifacts optimized for their target platform (TikTok's rapid pacing, Pinterest's inspiring visuals, Instagram's dramatic contrast) performed significantly better than generic approaches. Understanding platform user behavior informed prompt design and expectations.

4. AI is a Collaborative Tool, Not a Replacement

The most successful artifacts combined AI generation with human creative direction, analysis, and refinement. AI accelerated production but human judgment was essential for brand alignment, strategic thinking, and quality assurance.

5. Ethical and Security Considerations are Real

While AI tools are powerful, they come with genuine concerns regarding data privacy, training data transparency, bias, and attribution. Users should approach these tools thoughtfully and understand their limitations and risks.

AI-Generated Content and Creative Future

Benefits of AI-Generated Content:

- **Speed to Market:** Campaigns can be conceptualized, designed, and deployed in days rather than weeks.
- **Democratization:** Small businesses and individual creators can produce visuals and copy previously requiring expensive professional services.
- **Iteration and Testing:** Multiple variations can be rapidly generated and tested, enabling data-driven optimization.
- **Cost Efficiency:** Reduced production costs allow for investment in strategy and distribution rather than creation.

Limitations and Concerns:

- **Originality Questions:** AI-generated content raises questions about true originality and potential copyright issues.
- **Brand Differentiation:** If many competitors use identical tools, visual differentiation becomes challenging.
- **Human Connection:** AI-generated copy may lack the nuance, authenticity, and human connection that resonates deeply with audiences.
- **Ethical Responsibility:** Using AI-generated content comes with responsibility to understand potential biases, verify accuracy, and acknowledge limitations.

Recommendations for Future AI-Powered Creative Projects

1. **Invest in Prompt Engineering:** Spend time crafting detailed, specific prompts. This is where human creativity adds the most value.
2. **Combine AI Tools Strategically:** Use specialized tools for their strengths (Midjourney for visuals, Claude for analysis, GPT-4 for copy, Perplexity for research).
3. **Maintain Human Oversight:** AI is a tool. Strategic thinking, brand alignment, and quality assurance require human judgment.
4. **Verify and Validate:** Always fact-check AI-generated content, verify sources, and test outputs with real audiences.
5. **Stay Informed on Ethics:** Follow developments in AI ethics, copyright law, and AI regulation. Understand your obligations and risks.
6. **Document Your Process:** Keep detailed records of prompts, iterations, and tool selections. This supports reproducibility and accountability.
7. **Consider Impact:** Think critically about potential social impact—representation in generated visuals, bias in copy, environmental costs of AI computation.

Conclusion

This project demonstrated that AI tools, when used thoughtfully and strategically, can produce compelling, platform-optimized marketing content that rivals professional agency output. However, AI is most effective as a **collaborative tool augmenting human creativity**, not replacing it.

The future of creative work is not "human vs. AI" but rather "human + AI."

Success requires combining AI's speed and scale with human judgment, strategic thinking, ethical consideration, and authentic creative vision.

The "Visual Vendetta" campaign—with its focus on transforming the mundane into the magical—itself mirrors this philosophy: AI as the tool, human creativity as the vision, and collaboration as the result.

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