META-META Club

WORKBOOK · MODULE 2 OF 3

Creative-AI workflow

AI for Creatives. Metameta Night week 2: one creative-AI piece.

Open courses | 4 lessons | ~2 h | 4-question practice quiz | Notes pages

IN THIS MODULE

Creative-AI workflow

Metameta Night week 2: one creative-AI piece.

#	LESSON	TYPE	TIME	DONE
2.1	Demo: a creative-AI workflow, start to finish	LIVE	25 min	☐
2.2	Build-along: one piece and its credits note	LAB	55 min	☐
2.3	Critique: creative-AI pieces	LIVE	25 min	☐
2.4	Ship it: your piece and its note	PROJECT	15 min	☐

How to use this workbook

- Work through each lesson on metametaclub.com/learn, or listen to its narration, then use the page here to take notes.
- Tick the steps as you go, and write your answers under **Check yourself** before you look anything up.
- Do the practice quiz at the end, then mark it with the answer key on the last pages.
- Keep every **Ship it** piece. Together they become what you show.

Before you start

What do you already know about this, and what do you want to be able to make by the end?

LESSON 2.1 · LIVE · 25 MIN

Demo: a creative-AI workflow, start to finish

Watch one creative-AI piece made live, from brief to finished file, with its credits and consent note written at the end. You'll see where AI speeds things up and where a person makes the call.

Key points

How the demo runs

Mathew Munyao or a bench guest takes a small brief, such as a poster for a place in Nairobi, and works it through in real time on the Metameta Club Discord. If you're on the replay, pause at each stage and note what happened.

The workflow you'll see

1. **Brief.** One sentence on who the piece is for and what it should make them feel.
2. **References.** A small board of your own photos, sketches and openly licensed images. Every source written down.
3. **Generate.** Several rounds with an image model. Change one thing per round so you learn what each change does.
4. **Select.** Pick by the brief, not by what looks shiny. Most outputs get thrown away.
5. **Edit.** Bring the best one into an editor. Fix hands, text, faces, horizon lines and anything that says "made by a machine". Add your own type and layout.
6. **Credit.** Write the credits and consent note: tools, sources, people, what was AI and what was human.

What to watch for

- **Where the person decides.** The brief, the references, the pick, the edit. None of those are the model's job.
- **Where things go wrong.** Garbled text, odd anatomy, a style that copies a living artist too closely. Watch how each one is caught.
- **Consent, credit and compensation.** If a real person's face, voice or work goes in, they agreed, they are named, and they are paid or have agreed terms.

Steps checklist

- [ ] Open a notes file with the six stage names.
- [ ] Under each, write what the demo did in one line.
- [ ] Mark one moment you would have done differently.
- [ ] Write one question for the critique block.

SHIP IT

Your six-line workflow notes, posted in the session thread with your question.

- [ ] Shipped. Link or file: _____

Check yourself

1. Which three stages are always a person's call?

2. Why change one thing per generation round?

3. What goes into the credits note, and why at the end rather than never?

LESSON 2.2 · LAB · 55 MIN

Build-along: one piece and its credits note

Make one creative-AI piece from a short brief and write its credits and consent note. The default brief is a poster for a place you know well. You can swap in a short audio loop or a short animated clip if that's your medium.

Key points

The brief

"A poster for a place in your city that you love. Someone who has never been should want to go." Keep it to one place, one feeling.

Steps checklist

- [ ] **Write your one-line brief.** Place, audience, feeling.
- [ ] **Gather three to five references.** Your own photos of the place are best. Add openly licensed images if needed. Write each source in a list as you go.
- [ ] **Draft a prompt.** Use this structure: subject, setting, mood, light, style, format. Example: "A busy evening street market, warm lamp light, people in motion, bold flat colour poster style, portrait 3:4."
- [ ] **Round 1.** Generate four images. Pick the closest to the brief.
- [ ] **Rounds 2–3.** Change one thing per round: the light, the style, or the reference image. Note what each change did.
- [ ] **Avoid copying.** Don't name living artists in the prompt. Don't ask for a known brand's style or logo.
- [ ] **Pick one.** Judge it on the brief: right place, right feeling, readable at phone size.
- [ ] **Edit.** In any image editor, fix the problems the model left: warped lines, strange hands, fake text. Add the place name in real type. Crop for a phone screen.
- [ ] **Write the note.** Use the template below.

```
This lesson has code samples. They are printed in full in the lab handout (ai-for-creatives-lab-2-2.pdf) and in the lesson on metametaclub.com/learn.
```

SHIP IT

One finished piece and its filled-in note, ready to post.

- [ ] Shipped. Link or file: _____

Check yourself

1. Is every reference in your note, with where it came from?

2. Could someone tell from your note which parts were AI and which were you?

3. Is any real person recognisable? If so, do you have their consent?

LESSON 2.3 · LIVE · 25 MIN

Critique: creative-AI pieces

Show your piece and its note, or critique someone else's, with feedback on craft, taste and rights. On the Metameta Club Discord, volunteers share their screen or post in the session thread. On the replay, run the rubric on your own piece.

Key points

How critique works here

Talk about the work, not the person. Say what you see, why it matters, and one thing to try.

The week 2 rubric

Score each from 1 to 3. Start with the lowest.

1. **Brief.** Does the piece do the job in its one-line brief? Would a stranger want to visit?
2. **Specific, not generic.** Does it feel like this place, or like any city? Real references usually fix generic.
3. **Machine tells.** Warped lines, odd hands, fake lettering, plastic skin, the same glossy light as every other AI image. Were they caught and fixed?
4. **Human hand.** Can you see the maker's choices: crop, type, colour, edit?
5. **The note.** Is it honest and complete? Sources, people, AI use, human work, licence.

Good critique lines

- "I notice the type is generated and a bit warped. It pulls me out. Try setting the place name in a real font."
- "I notice the market could be anywhere. Try using one of your own photos as the reference."
- "Your note says no faces, but I can see a face on the left. Try cropping it or getting consent."

Taste notes

The best AI-assisted work rarely looks like AI. It looks like a decision.

Steps checklist

- [ ] Post your piece and note in the thread.
- [ ] Say your brief in one line before feedback starts.
- [ ] Take two notes from others. Write them down.
- [ ] Give one rubric-based "Try..." to someone else.
- [ ] Pick one change to make before you ship.

SHIP IT

Make your one change. Post before and after.

- [ ] Shipped. Link or file: _____

Check yourself

1. Which rubric line was your weakest?

2. Did your feedback name something concrete to try?

3. Did anyone spot a rights issue in a note? How was it fixed?

LESSON 2.4 · PROJECT · 15 MIN

Ship it: your piece and its note

Post your creative-AI piece and its credits and consent note in public. The note ships with the piece, every time.

Key points

Why the note matters

A note turns "is this AI?" from a suspicion into a fact you control. It shows clients you understand rights.

What counts as shipped

- The finished file, at a size that reads well on a phone.
- The note, as text right under it, not hidden in a link.

Post checklist

- Title.
- One-line brief.
- The piece.
- The full note: tools, sources, people and consent, AI use, human work, licence.
- What you changed after critique.

Steps checklist

- [ ] Export your piece. For a poster, a PNG or JPG at about 1080 pixels wide is enough to share.
- [ ] Read your note once more. Check every source has a place, every person has consent, and the AI and human parts are both listed.
- [ ] Choose a licence for your piece. A Creative Commons licence such as CC BY 4.0 lets others share it with credit. Pick one you're comfortable with, or keep all rights and say so.
- [ ] Post in the Metameta Nights gallery channel on the Metameta Club Discord.
- [ ] If a real person appears or helped, tell them it's live and tag them if they want to be tagged.

SHIP IT

Your post in the gallery, with the checklist complete.

- [ ] Shipped. Link or file: _____

Check yourself

1. Would a client reading your note understand exactly what was AI?

2. Is every person in the piece aware it's public?

3. Do you know what your chosen licence allows other people to do?

PRACTICE QUIZ

Check your module

Circle one answer for each question. The answer key is on the next page.

1. In the demo workflow, which stages are a person's call?

(A) Only the generate stage
(B) Brief, references, selection and edit
(C) None; the model decides
(D) Only exporting the file

2. Why change only one thing per generation round?

(A) Models charge per change
(B) So you learn what each change actually does
(C) Models can't take long prompts
(D) It makes the image bigger

3. Your poster shows a recognisable stranger from your reference photo. What do you do?

(A) Post it; it's AI-generated so it doesn't matter
(B) Get their consent and name them in the note, or remove or crop the face
(C) Blur the whole poster
(D) Add a watermark

4. Where should the credits and consent note live when you post?

(A) Nowhere; it's optional
(B) In a private file on your laptop
(C) Right with the piece, as text people can read
(D) Only in the image metadata

ANSWER KEY

Answers and why

1 · B Brief, references, selection and edit

The model generates options. A person sets the brief, chooses the inputs, picks the output and edits it.

2 · B So you learn what each change actually does

Changing one variable at a time shows you cause and effect, so you steer rather than gamble.

3 · B Get their consent and name them in the note, or remove or crop the face

Consent comes first when a real person is recognisable, even if a model redrew them.

4 · C Right with the piece, as text people can read

The note ships with the piece so anyone, including a client, can see sources, people and AI use.

NOTES

Build log and notes

SESSION	WHAT I MADE OR LEARNED	NEXT STEP