META-META Club

WORKBOOK · MODULE 3 OF 3

Craft and taste

AI for Creatives. Prompt workflows that hold up, editing with a human hand, and a finished piece with its note.

Open courses | 3 lessons | ~2.8 h | 4-question practice quiz | Notes pages

IN THIS MODULE

Craft and taste

Prompt workflows that hold up, editing with a human hand, and a finished piece with its note.

#	LESSON	TYPE	TIME	DONE
3.1	Prompt workflows that hold up	LAB	45 min	☐
3.2	Edit like a person made it	LAB	60 min	☐
3.3	Ship: your piece with its note	PROJECT	60 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 3.1 · LAB · 45 MIN

Prompt workflows that hold up

Build a prompt workflow you can repeat and explain, instead of rolling dice. You'll leave with a prompt structure, a reference board and an iteration log.

Key points

Prompts are a brief, not a spell

A good prompt reads like a short brief to a skilled collaborator. It says what, where, mood, light, style and format.

The structure

Write prompts in this order:

1. **Subject.** What is it? "A fisher mending nets."
2. **Setting.** Where and when? "On a beach at dawn."
3. **Mood.** What should it feel like? "Calm, quiet."
4. **Light.** "Soft low sun from the left."
5. **Style.** In plain terms, not artist names. "Painterly, muted colours."
6. **Format.** "Landscape 16:9, wide shot."

References beat adjectives

A reference image says more than ten adjectives. Use your own photos and sketches first.

Seeds and variations

Many tools let you fix a seed, a number that makes results repeatable. Fix it while you change one word at a time, so you see exactly what the word did.

The iteration log

Keep a simple log. It turns luck into a method, and it feeds your credits note.

Steps checklist

- [ ] Pick a brief for your final piece.
- [ ] Write a prompt with all six parts.
- [ ] Gather three references you have the right to use.
- [ ] Run five rounds. Change one thing each time. Log every round.
- [ ] Read your log. Which change helped most? Which did nothing?
- [ ] Write your final prompt and save it with the log.

This lesson has code samples. They are printed in full in the lab handout (ai-for-creatives-lab-3-1.pdf) and in the lesson on metametaclub.com/learn.

SHIP IT

Your final prompt, reference board and five-round log.

☐ Shipped. Link or file: _____

Check yourself

1. Why describe style in plain words rather than with an artist's name?

2. What does fixing the seed let you learn?

3. Which round in your log moved the piece most, and why?

LESSON 3.2 · LAB · 60 MIN

Edit like a person made it

Take your best generated draft and finish it by hand, so the result looks like a decision, not a default. You'll learn what to fix, what to add and when to stop.

Key points

Why the edit is where taste lives

Models produce averages. They pull toward the same glossy light, the same faces, the same composition.

What to fix first

Work from big to small:

1. **Composition.** Crop for the format. Put the subject where the eye lands. Remove anything that competes.
2. **Structure.** Straighten horizons and buildings. Fix perspective that bends.
3. **Machine tells.** Hands, teeth, eyes, jewellery, fabric patterns, text. Repaint, clone or crop.
4. **Colour.** Pull the palette toward the mood. Many AI images are too saturated. Try less.
5. **Detail.** Sharpen only where the eye goes.

What to add

- **Real type.** Never ship generated lettering. Set it in a real font, with care for size and spacing.
- **Your own material.** A real photo texture, a hand-drawn line, a recorded sound. It makes the piece yours.
- **Consistency.** If it's a series, use the same palette, crop and type.

When to stop

Stop when the piece does its brief and nothing you'd add makes it better. Compare it with your brief, not with other AI images.

Steps checklist

- [ ] Open your best draft in an image editor that supports layers.
- [ ] Duplicate the original layer and hide it, so you can compare.
- [ ] Work through the five "fix" steps above, on separate layers.
- [ ] Add your real type and one element of your own.
- [ ] Toggle the original on and off. List what you changed.
- [ ] Export a final version and add the change list to your credits note under "Human work".

SHIP IT

A before-and-after pair plus a list of your edits.

- [ ] Shipped. Link or file: _____

Check yourself

1. Which machine tell was hardest to fix, and how did you do it?

2. What did you add that no model would have given you?

3. How did you decide the piece was done?

LESSON 3.3 · PROJECT · 60 MIN

Ship: your piece with its note

Finish and publish the course piece: one creative-AI work that does its brief, with a complete credits and consent note. This is what you leave AI for Creatives with.

Key points

What a finished piece looks like

- It does the job in its one-line brief.
- It has no machine tells left in it.
- It shows your hand: crop, type, colour, edit, your own material.
- It comes with an honest, complete note.

Explain it in one minute

Practise saying this out loud, as you would to a client: what the brief was, what AI did, what you did, and how consent, credit and compensation were handled. If you can say it plainly, you can sell it.

Steps checklist

- [ ] **Re-read your brief.** Does the piece still answer it? If not, fix the piece or rewrite the brief honestly.
- [ ] **Final rights pass.** Go through your input list. Every source has a licence or permission. Every recognisable person agreed. Anyone owed compensation has agreed terms.
- [ ] **Final craft pass.** View the piece at phone size and at full size. Fix anything that breaks at either.
- [ ] **Export.** Make a full-size master and a share size, for example 1080 pixels wide for social posts.
- [ ] **Write the final note.** Use your template. Fill every field, including "Human work" from your edit list.
- [ ] **Choose a licence.** Decide how others may use your piece and write it in the note.
- [ ] **Publish.** Post in the Metameta Nights gallery channel on the Metameta Club Discord. Add it to your portfolio with the note under it.
- [ ] **Tell the people in it.** Anyone who helped or appears should know it's live.

SHIP IT

Your published piece with its full note, plus your one-minute explanation written down.

- [ ] Shipped. Link or file: _____

Check yourself

1. Could a client read your note and know exactly what they're buying?

2. Is there anything in the piece you couldn't defend if its source asked?

3. Does it still work at phone size?

PRACTICE QUIZ

Check your module

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

1. Which prompt part is better replaced by a reference image?

(A) The format
(B) A pile of style adjectives
(C) The subject's name
(D) None, references never help

2. What does fixing the seed while changing one word let you see?

(A) The model's training data
(B) Exactly what that word changed
(C) A higher-resolution image
(D) The tool's terms of use

3. Your draft has generated lettering that's nearly right. What do you do?

(A) Ship it; nobody reads closely
(B) Regenerate until it's perfect
(C) Remove it and set the text in a real font
(D) Add a blur over it

4. When is the piece done?

(A) When it looks like other AI images
(B) When it does its brief and nothing you'd add makes it better
(C) After exactly ten rounds
(D) When the file is over 10 MB

ANSWER KEY

Answers and why

1 · B A pile of style adjectives

A reference says more than many adjectives, and you can choose one you have the right to use.

2 · B Exactly what that word changed

Holding the seed constant isolates the effect of the change you made.

3 · C Remove it and set the text in a real font

Generated lettering is a common machine tell. Real type is a human decision and reads cleanly.

4 · B When it does its brief and nothing you'd add makes it better

Judge by the brief and your eye, not by the tool or by comparison with generic output.

NOTES

Build log and notes

SESSION	WHAT I MADE OR LEARNED	NEXT STEP