DAY 25 • PRACTICAL WORKSHOP

AI for Marketing & Content Creation

Create effective marketing designs with Pixlr — as a free user.

Training example • Fictional brand and offers • Free-first workflow

What you will be able to create

Design skills

- Build an editable layer stack.
- Cut out subjects and refine edges.
- Blend color, filters and overlays.
- Design illustrations and mockups.

Marketing deliverables

- Social-media ad
- Banner and promotional poster
- Newsletter hero graphic
- A consistent mini-campaign

Free-first: distinguish editing from AI

Use the manual learning path

Pixlr presents Editor as a free advanced editor.

Build the lesson around layers, text, shapes, masks and manual adjustments.

Check current restrictions before class; availability can change.

Treat AI as an optional demonstration

AI generation has a complimentary tier, but credits and tool access vary.

A free trial is NOT the same as ongoing free access.

Check the displayed credit cost and export limits before starting.

Source: https://pixlr.com/image-generator/

Setup and safe working habits

Before the first edit

1. Open pixlr.com/editor/ in a browser.
2. Create a canvas; choose a practice size.
3. Import your own product photo.
4. Identify canvas, toolbar and Layers panel.
5. Test the available export options.

Avoid losing work or spending credits

Use only assets you own or can license.

Keep an untouched copy of every original.

Do not upload confidential customer images.

Save an editable project if offered; verify it reopens.

Check any payment or trial prompt before accepting.

Source: https://pixlr.com/editor/

Campaign brief: one brand, three formats

Fictional client • Leaf & Cup

Product: iced matcha drink

Audience: local students and young professionals

Message: a refreshing study-break treat

Offer: 20% off the first order

CTA: Order today

Design constraints

Palette: dark green, cream, warm yellow

Style: fresh, simple, high contrast

Use one product image and one main CTA.

Example formats: 1080×1080 social; 1200×400 banner; 800×400 email hero.

These are workshop sizes, not platform requirements.

Theory: hierarchy, contrast and alignment

What viewers should notice first

Hierarchy: rank information by importance.

Contrast: make foreground stand apart.

Alignment: connect elements along shared edges.

Whitespace: leave room around key content.

Apply to the matcha campaign

1. Product or headline is the visual anchor.
2. Offer supports the headline.
3. CTA is easy to locate and read.

Use two type styles at most in this exercise.

Test the design at a small preview size.

Layers: a stack of editable objects

Theory

A layer holds an image, text or another element.

Upper layers can cover lower layers.

Opacity controls overall transparency.

Separate objects let you revise without rebuilding.

Example stack • top to bottom

CTA text + button

Offer badge

Headline

Product cutout

Decorative leaves

Background color

Source: https://pixlr.com/editor/

Practice: construct the layer stack

Guided workflow

1. Create the square campaign canvas.
2. Add a cream background.
3. Import the product as a separate image.
4. Add headline, offer and CTA.
5. Rename layers when possible.
6. Reorder elements in the Layers panel.

Checkpoint + troubleshooting

Move the headline without moving the product.

Hide one layer and confirm what disappears.

Wrong item moved? Select the intended layer.

Text hidden? Move it above the covering layer.

Distorted product? Resize with proportions preserved.

Source: https://pixlr.com/editor/

Masking: hide pixels without losing flexibility

Theory

A mask controls which parts of a layer are visible.

Cutout / Mask tools isolate a subject.

Selections define a region for an operation.

A soft edge can help hair; hard product edges usually need cleaner boundaries.

Example • isolate a drink cup

1. Duplicate the original image first.
2. Select the subject or its background.
3. Use Cutout / Mask to hide unwanted areas.
4. Zoom in and refine the cup edge.
5. Inspect against light AND dark backgrounds.

Source: https://pixlr.com/editor/

Background removal: AI versus manual

Optional AI route

Open the background-removal tool if accessible.

Upload an owned product photo.

Inspect the lid, straw and transparent areas.

Correct the mask before placing the cutout.

Do not assume automatic removal is perfect.

No-credit fallback

Use manual selection / Cutout / Mask.

Start with a high-contrast plain background.

Refine using available draw or lasso controls.

If clean removal is too time-consuming, keep a rectangular photo inside a designed frame.

Source: https://pixlr.com/editor/

Blending: make layers interact

Theory

Normal: upper pixels cover lower pixels.

Multiply: generally darkens; useful for shadows.

Screen: generally lightens; useful for glow.

Overlay / Soft Light: alter contrast and color interaction.

Opacity reduces the strength of the result.

Example • a color treatment

Add a solid green color layer over a photo.

Try Soft Light or Overlay.

Reduce opacity until the product looks believable.

Compare with the original using layer visibility.

A blend mode does not replace careful lighting.

Source: https://pixlr.com/tools/blend-colors/

Visual example: separate the product from the background

FLAT COMPOSITION



LAYERED COMPOSITION



Mask + shadow + consistent color

Filters, effects and overlays are different

Theory

Filter: a preset appearance change.

Adjustment: a targeted change such as brightness.

Effect: a stylized treatment such as blur.

Overlay: a separate texture, shape or image placed above other content.

Example • warm café look

Correct brightness and color first.

Apply a subtle warm filter if available.

Add a texture overlay on a separate layer.

Lower opacity and protect text legibility.

Avoid applying a heavy filter to the entire ad.

Source: https://pixlr.com/editor/

Practice: improve an image, do not over-process it

A controlled editing sequence

1. Duplicate the product/photo layer.
2. Correct an obvious exposure problem.
3. Reduce a distracting color cast.
4. Add only a subtle stylistic treatment.
5. Compare the edited and original versions.

Quality checks

Does the product still look accurate?

Have highlights or shadows lost detail?

Are edges showing visible halos?

Does the treatment match the brand palette?

If the image looks crunchy or artificial, reduce the effect.

AI image generation: theory and limitations

What it does

A text prompt guides the creation of a new image.

The result is not a guaranteed factual photograph.

Output can contain incorrect lettering, anatomy or objects.

Use it for concepts and backgrounds, not proof of product features.

Free-user decision

Check available credits and model access first.

Use one planned prompt rather than random retries.

Skip the generation if it is gated.

Fallback: build a background from shapes or use an appropriately licensed photo.

Source: https://pixlr.com/image-generator/

Prompt example: generate a usable ad background

Prompt recipe

Subject + setting + composition + lighting + style + constraints

Example: “Minimal café tabletop, pale cream background, soft natural side light, empty space on the left for a headline, muted green accents, realistic product-photography style, no lettering or logos.”

Why this prompt is practical

Subject and setting establish context.

Empty space reserves room for real text.

Lighting helps match the product photo.

Palette connects the scene to the campaign.

Add actual product, logo and headline in the editor.

Prompt instructions do not guarantee compliance.

Source: https://pixlr.com/image-generator/

Generative Fill: edit part of an existing image

Theory + optional demonstration

Generative Fill synthesizes content in a selected region.

Example: replace a distracting background patch.

Select the relevant area; describe the desired replacement.

Inspect boundaries, shadows and repeated patterns.

Example and manual alternative

Prompt: “Plain cream café wall with soft natural lighting, no objects or text.”

No credits? Cover a simple background with a shape or replace it with a licensed image.

For a small blemish, try an available clone/heal tool on a duplicate.

Source: https://pixlr.com/image-generator/

AI Enhance: judge the result, not the label

Theory

Enhancement tools may adjust detail, noise, tone or resolution.

A more detailed output is not evidence that recovered details are true.

Exact AI tools and access may differ by account.

Use only if available within your free allowance.

Manual fallback + inspection

Adjust brightness, contrast and color gently.

Apply modest sharpening only if available.

Inspect at actual viewing size and close up.

Check labels, skin, product edges and fine texture.

Reject an enhancement that changes the product.

Use AI responsibly in marketing

Review every generated asset

Do not invent endorsements or testimonials.

Do not imply a generated scene documents a real event.

Do not alter product features to mislead buyers.

Check for recognizable third-party logos and confusing lookalikes.

Keep a simple asset log

Record source, license and permission for photos.

Record AI prompts and any important edits.

Use fictional offers for class exercises.

Verify prices, stock and claims before publication.

Follow relevant platform and client disclosure requirements.

Custom illustration: build a simple leaf motif

Theory

Vector-like shapes simplify an idea into repeatable visual elements.

Consistency in shape, angle and palette creates a recognizable style.

Decorative elements should support the product, not compete with it.

No-credit exercise

1. Draw an oval or leaf-like shape.
2. Duplicate, rotate and resize it.
3. Add a narrow stem if useful.
4. Group or keep related layers together.
5. Place the motif in two corners at low visual weight.

Mockups: show a design in context

Theory

A mockup previews artwork on an object or in a setting.

It is a visualization, not a production proof.

Perspective, lighting and curvature affect realism.

Keep the original artwork separate for reuse.

Free-first example • cup label

Import an owned blank-cup photo.

Place your label as a separate layer.

Resize and rotate to fit the visible face.

Use available distortion tools only if accessible.

If wrapping is unavailable, choose a front-facing flat surface.

Mockup finishing: light and edge control

Make the label feel attached

Mask artwork so it stays within the object.

Adjust opacity/blending carefully.

Add a subtle contact shadow if needed.

Match the label’s brightness to the scene.

Do not stretch the logo beyond recognition.

Common mistakes

Floating label: fix alignment and contact shadows.

Wrong perspective: simplify the surface/view.

Harsh rectangle: refine edges or use transparency.

Unreadable small label: enlarge the preview.

Tell viewers this is a concept mockup.

Social-media ad: one message, one action

Recommended exercise structure

Headline: “A fresher study break.”

Support: “Iced matcha, made for your pause.”

Offer: “20% off your first order”

CTA: “Order today”

Fine print: “Classroom example — not a real offer.”

Build sequence

Choose the example 1080×1080 canvas.

Place product slightly right of center.

Keep headline in the upper-left area.

Use a single accent color for the CTA.

Preview small; simplify anything hard to read.

Worked example: editable campaign layout



WHY IT WORKS

Clear reading order: brand → headline → offer → CTA.

The product has dedicated space.

The dark green button contrasts with the cream background.

Recreate with your own photo; this sample uses editable shapes.

Banners and posters: recompose, do not stretch

Banner example • 1200×400

Use a horizontal arrangement.

Left: headline and offer.

Center/right: product and brand.

Keep the CTA separate from busy details.

Trim copy to suit the narrow height.

Poster exercise • 1200×1600

Use a vertical reading sequence.

Top: main message. Center: product.

Bottom: action and essential details.

Leave a practical safety margin.

For commercial print, confirm size and production requirements with the printer.

Email marketing: the hero supports the email

Theory

The hero image introduces the campaign.

Keep essential offer details in real email text too.

A flattened image is not a complete newsletter.

Email-builder text and buttons remain separate from the Pixlr artwork.

Example content package

Subject: “Make your study break fresher”

Preheader: “A little matcha, a little pause.”

Hero: product photo + short headline

Body text: explain the fictional first-order offer.

Live button in email builder: “Order today”

Alt text: “Iced matcha drink from Leaf & Cup.”

Practice: create a newsletter hero

Build the graphic

1. Use the example 800×400 canvas.
2. Place the product on one side.
3. Add a short headline on the other.
4. Avoid cramming body copy into the image.
5. Export and preview it at a smaller size.

Prepare a handoff

Supply the image and its suggested alt text.

Provide subject, body and CTA as separate copy.

Preview the assembled email on mobile.

Compress carefully if the image is too heavy.

Do not upload customer lists into the editor.

Export: choose the format for the job

Theory

PNG: useful for transparency and crisp flat graphics.

JPEG: often practical for photographic images.

WebP: another image option if the destination supports it.

An exported image normally flattens editable layers.

Free-user export checklist

Check which formats and saves your account permits.

Test a small export early in the workshop.

Keep an editable project when available.

Inspect dimensions, edges, spelling and file size.

Avoid repeated lossy re-saving of the same JPEG.

Source: https://pixlr.com/tools/blend-colors/

Final project: build a mini-campaign

Required deliverables

1. One square social ad
2. One banner OR promotional poster
3. One newsletter hero + separate CTA copy

Use the same brand, palette and offer.

Minimum evidence: layer stack, one mask, and one intentional color/effect choice.

Rules and timing • 14:00–14:30

00–05 min: sketch hierarchy and select assets.

05–20 min: build the main social ad.

20–27 min: adapt two secondary formats.

27–30 min: check and export within available limits.

AI is optional; it earns no automatic extra credit.

Troubleshooting: diagnose before rebuilding

Editing problems

Cannot paint or erase? Select an image layer, not text.

Unexpected region changes? Check the active selection.

Object disappeared? Check visibility and layer order.

Rough cutout? Inspect the mask against a contrasting background.

Workflow problems

AI unavailable? Use the manual alternative.

Slow browser? Reduce canvas complexity and close unused tabs.

Export blocked? Review current account limits.

Ad looks crowded? Remove secondary copy.

Wrong-looking product? Undo the aggressive treatment.

Source: https://pixlr.com/editor/

Core competency evidence

Layers: headline moves independently.

Mask: subject edges remain clean on a new background.

Blend: color treatment is visible but controlled.

Adaptation: layout changes for each aspect ratio.

Email: essential copy exists outside the hero image.

Feedback prompts

What should the viewer notice first?

Does every element support that message?

What changed when you moved to a banner?

Would the design still work without AI?

Which edit improved the design the most?

References and version notes

WORKSHOP INPUT

Day-25 timetable supplied by the learner: editing, filters, illustrations, mockups, email marketing, AI tools, ad design and final presentations.

OFFICIAL PRODUCT REFERENCES

Pixlr Editor — https://pixlr.com/editor/

Color blending — https://pixlr.com/tools/blend-colors/

AI Image Generator — https://pixlr.com/image-generator/

Pricing and plan restrictions — https://pixlr.com/pricing/