Teacher Answer Key

Case Study

1. Style (photorealistic) controlled the artistic look of the final image. Subject (sea turtle, coral reef, tropical fish) gave specific visual content rather than leaving the AI to interpret 'ocean' generically. Lighting (underwater rays from the surface) set the emotional atmosphere and gave the image depth and drama. Composition (wide shot looking up toward the surface) determined how elements were framed and created visual interest. Mood (vivid and hopeful) influenced the color palette and emotional register. Quality modifiers (highly detailed, sharp focus) pushed the AI toward a professional-quality result.

2. 'Ocean' is a single word that could describe thousands of radically different images — a satellite view of Earth, a stormy seascape, a still beach at sunrise, an underwater scene, a map. Without any additional information about style, content, mood, lighting, or composition, the AI had to predict the most statistically likely image associated with that word, which was a generic blue ocean desktop-wallpaper type. The reading explains that image generators are not retrieval systems — they generate from your description, so a description with no detail produces an image with no specificity.

Multiple Choice

1. B
2. C
3. C

Matching

1-E, 2-D, 3-B, 4-A, 5-C

Fill-in-the-Blank

1) retrieval, 2) photography, 3) training

Short Answer (Sample Responses)

Q1: Style is the most powerful single lever in image prompting because it determines the entire visual language — medium, texture, color handling, level of detail, and artistic reference. Without specifying style, the AI defaults to its most frequently seen training style, which is typically generic digital art or photorealism. Specifying style is what transforms a generic image into something that matches a specific creative intention.

Q2: The ethical controversy is that AI image tools were trained on vast numbers of human-created images sourced from the internet without the artists' consent. This means the tools can generate images that mimic specific living artists' styles, potentially taking work and income from those artists. Many artists argue this is theft of their creative work and that AI companies profited from their art without compensation or permission.

Q3: Both text and image prompting share the core principle that specificity produces better results and that iteration improves output. The key difference is the vocabulary: image prompting uses terminology from photography, fine art, and cinematography (lighting, composition, style names, quality modifiers) rather than the task verbs and audience specifications that matter most in text prompting. Both require the user to communicate not just what they want but how it should look and feel.