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Build the system
Go slow where it counts

Christen McIntosh
Manager, AI Creative · Lumen

November 11, 2026
Adobe MAX 2026 · Creative Park · Miami Beach

Art with the Community Night











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2006



Hands-on Photoshop

Where it started: one lab, one student at a time.



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We call them
AI Learning Labs



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Creatives teaching creatives

Five hands-on labs.



Firefly Image

Brand-aligned visuals
Smarter prompts
References and style kits



Firefly Boards

Collaborative concepts
Mood boards
Expansion and recoloring



Photoshop AI

Selection and masking
Background expansion
Color harmonization



Motion + After Effects

Voiceover, music and SFX
Rotoscoping
Object removal



Express + Firefly

Prompt-to-deck
Message rewrites
Visuals and resizing

Adobe + Microsoft: better together

Ideate with Copilot Create. Refine Firefly prompts. Write After Effects expressions and fix code for animated displays with Copilot.

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Tools change

Systems last

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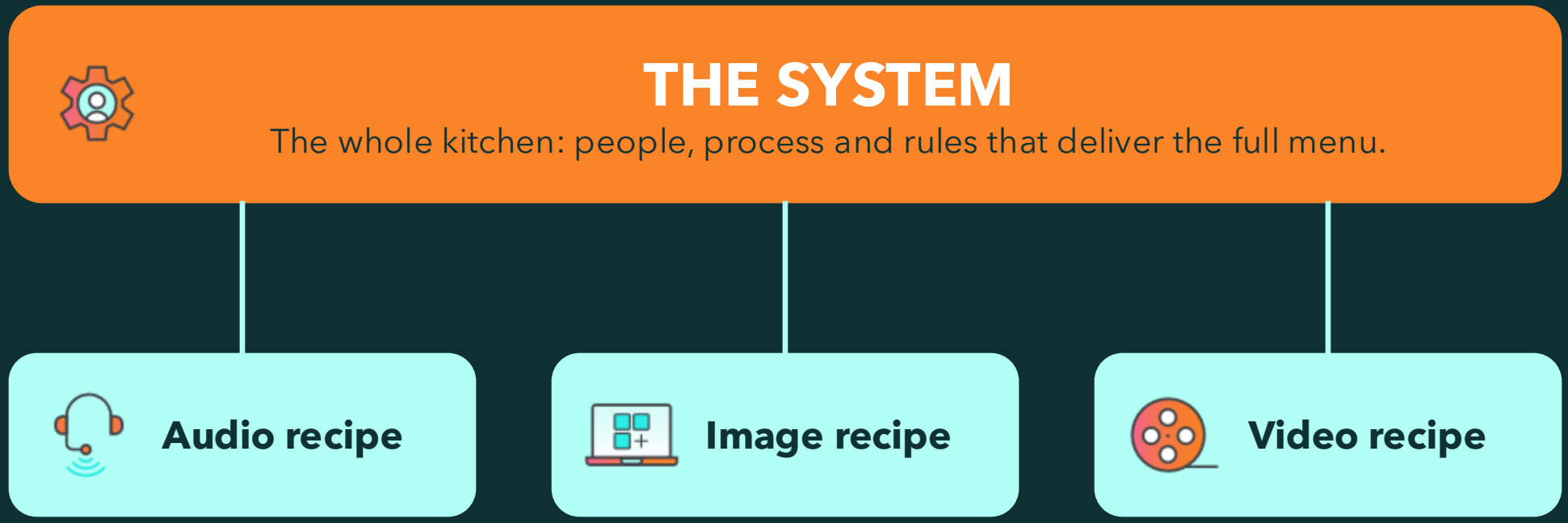
A system is a kitchen full of recipes



THE RECIPE

One repeatable AI workflow: tools, prompts and a quality check.

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Speed is AI's advantage
Ours is creativity and judgment

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If you want people to move fast with AI, you have to go slow where it counts.

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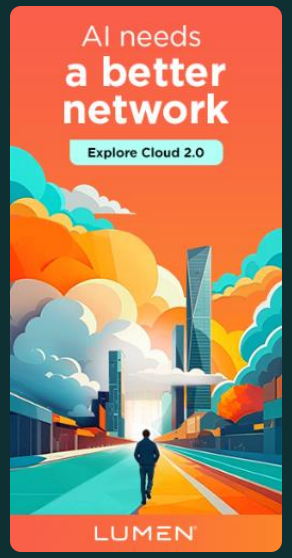
How we build the system

01 Learn together → **02** Refine the recipe → **03** Build the workflows → **04** Govern it *Brand* → **05** Scale

AI Learning Labs

- Prompt formula
- Subject
- Abstraction level
- Visual language
- Brand constraints



YES
AI voiceover · Non-realistic characters · Background AI humans

NO
Realistic AI heroes · AI humans on CTAs · 100% AI promos



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From trick to recipe

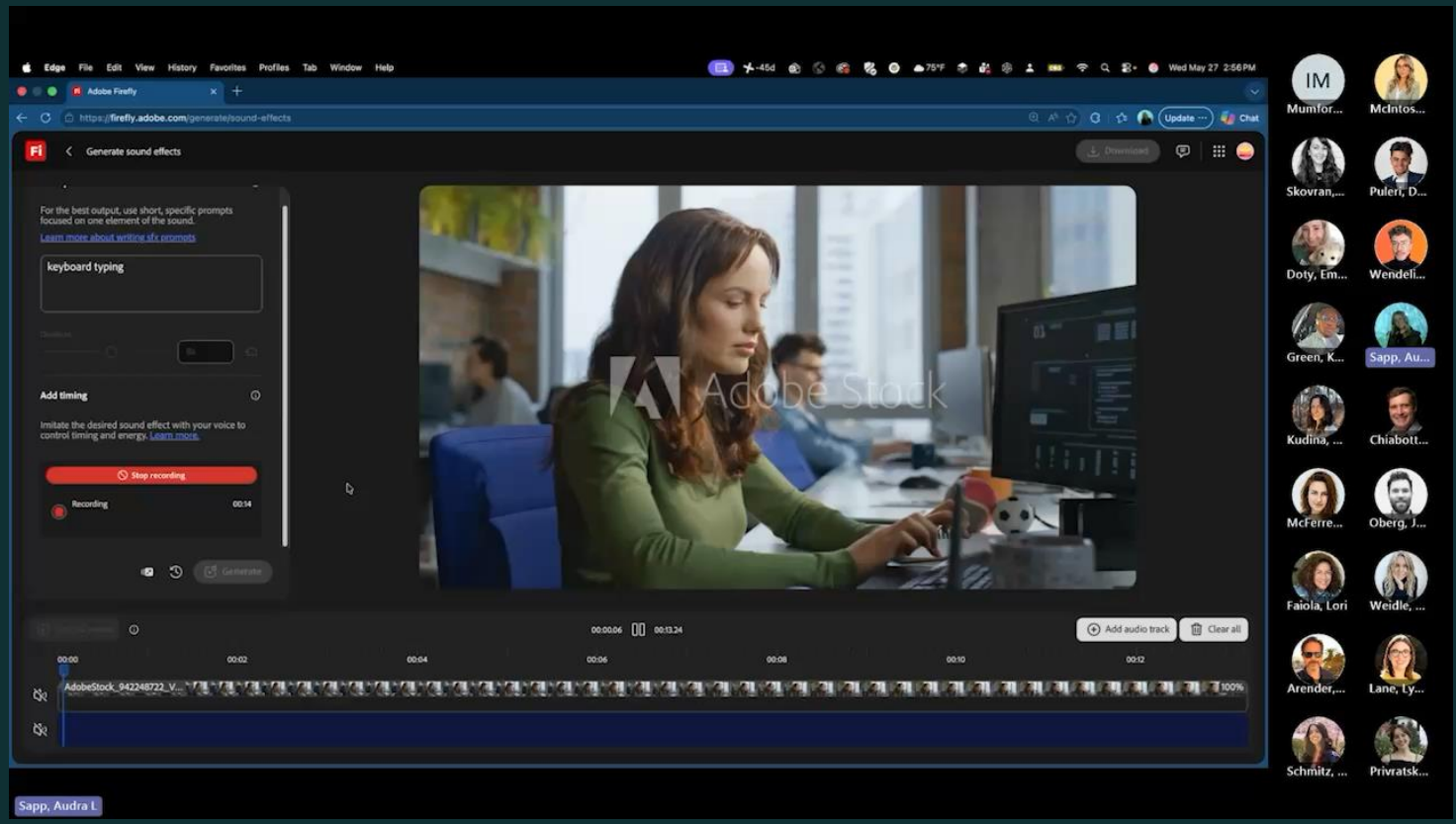
Voiceover recipe

Voice + Speed & pitch + Tone + Pauses

Music recipe

Vibe + Style + Purpose + Energy & tempo

Custom sound effects



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Now any creative can make our brand look

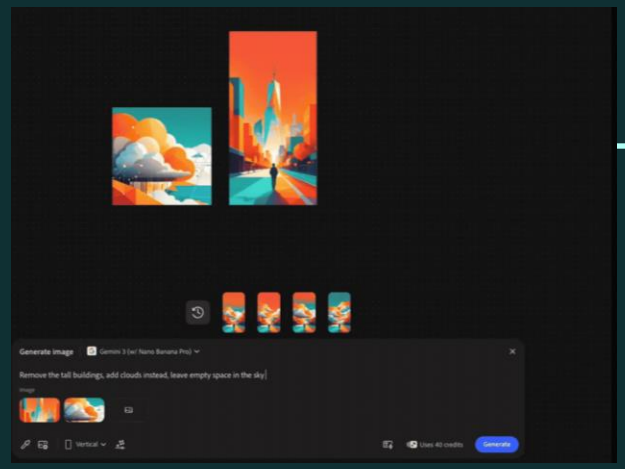
1 Test it

Prompt with reference images to explore a Cloud 2.0 look



2 Refine it

Get feedback. Adjust the recipe.



3 Share it

Document what worked so anyone can reuse it

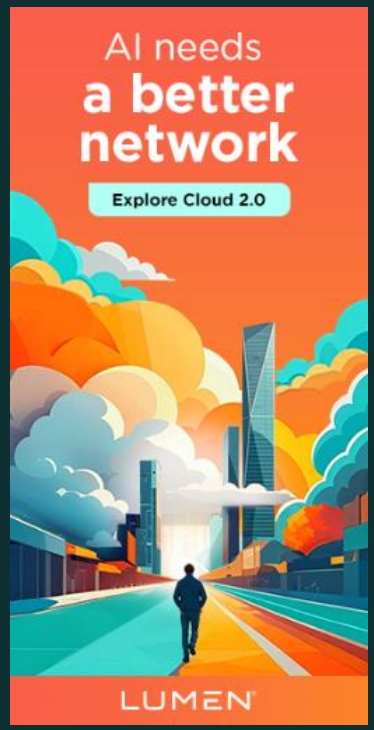


Prompt recipe

Subject + Abstraction level + Visual language + Brand constraints

4 Launch it

How we shared it in ads



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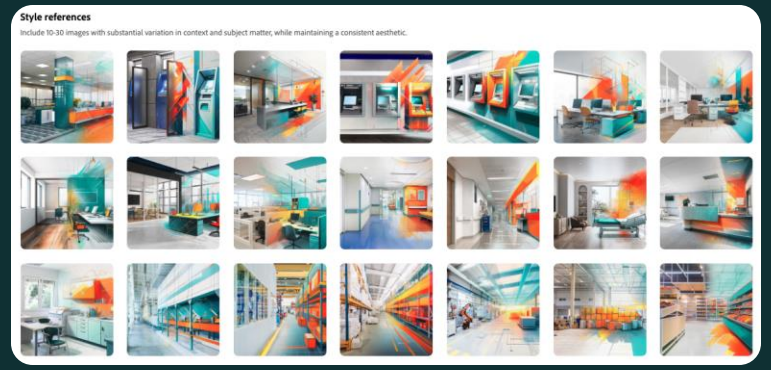
Our look, every time

1. **Curate** 22 approved images
2. **Train** in Firefly
3. **Prompt**
   lighting, mood, composition





Output using custom model

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From 2 hours to 10 minutes









General



Public Sector



Retail



Finance

BEFORE 2 hrs

1. Stock search
2. Apply filters
3. Generate treatment
4. Blend in Photoshop
5. Export

AFTER 10 min

1. Select the Firefly custom model
2. Adjust the highlighted prompt
3. Download your favorites

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Same shot. Our look.



Stock shot



Firefly AI overlay

Written into the 2026 Style Guide

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First, gather the ingredients

On-screen text



AI MOTION STUDIO

Built by my team of 6 editors, designers & animators

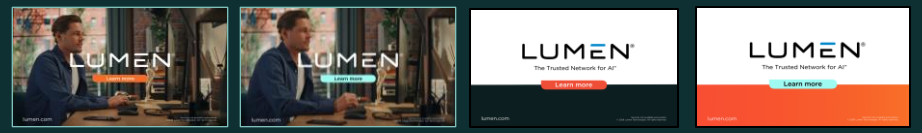
Billboards



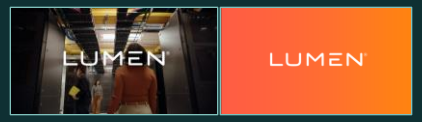
Web End Cards



Ad End Cards



Intro Cards



Firefly AI Overlay Animations (library)



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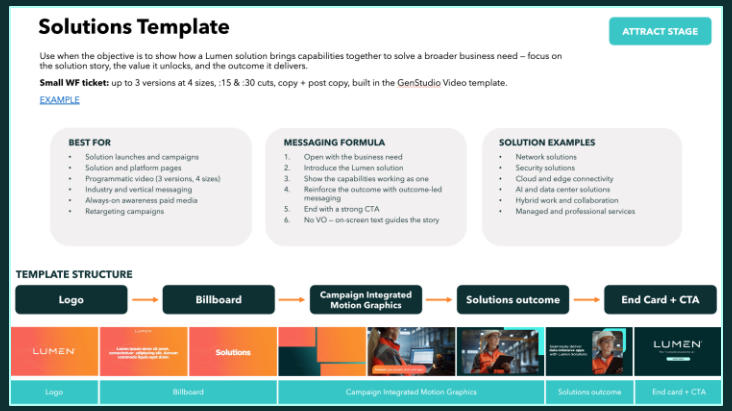
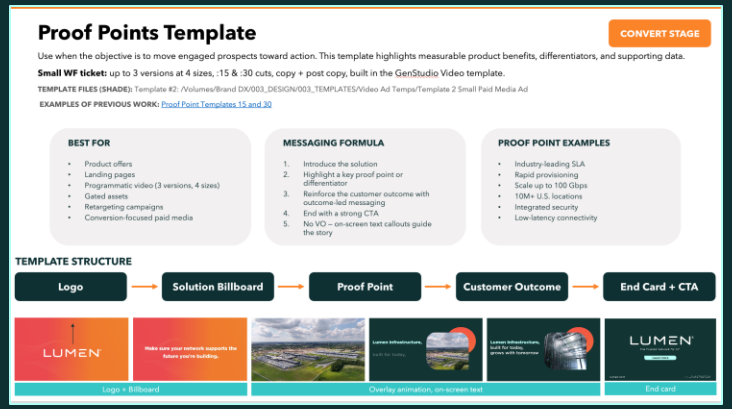
One template. Twelve ads.

Toolkit | **Custom model** | **Sound prompts** | **Auto-scale templates**

PICK A TEMPLATE





2 VERSIONS × 3 SIZES × 30s + 15s = 12 ADS









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If we can make an AI person speak to camera, should we?

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Going slow gave us clear boundaries





YES

AI voiceover
Non-realistic characters
Background AI humans

NO

Realistic AI heroes
AI humans on CTAs
100% AI promos

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Same system, much bigger stage

NYSE + TIMES SQUARE







NFL SPONSORSHIP AT LUMEN FIELD



Big. Bright. Orange.

One look, templated for every placement.

ONE CAMPAIGN, EVERY SIZE: SEAHAWKS RUN-OF-SITE + STADIUM















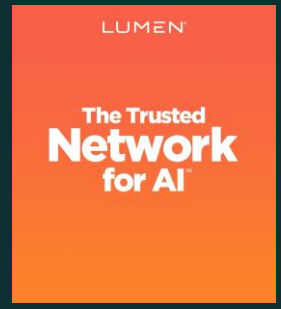

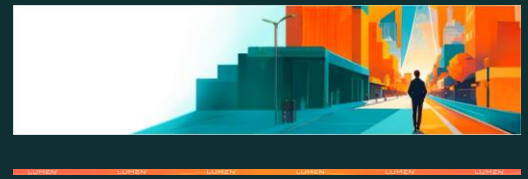

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When AI lets everyone create,

go slow where it counts

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Take it home: build your own

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Start Your Own AI Learning Lab

A repeatable formula any Marketing team can run.

1

WHY IT WORKS

Built for real work

Speed. Teams learn AI tools inside live Marketing work — the lift between learning and using stays small.

Consistency. One repeatable 60-minute format. Ambassadors run it without reinventing it every month.

Shared learning. Wins, prompts, and workflows from one Lab travel to the next — building team-wide fluency.

60

HOW IT RUNS

A 60-minute, hands-on session

5 min — Frame the tool. What it is and where it fits in real Marketing work.

15 min — Live demo. Ambassador walks through one applied use case.

30 min — Hands-on practice. Team tries it on their own briefs, assets, or copy.

10 min — Share & next steps. Quick share of outcomes and one thing to try this week.

30

LAUNCH IN 30 DAYS

Your first month

Week 1 — Pick the topic. Choose a tool the team already touches. Keep it small and useful.

Week 2 — Schedule the Lab. Book the 60 minutes. Send a 2-line prep note to attendees.

Week 3 — Run the session. Follow the four-step format. Ask everyone to bring real work.

Week 4 — Capture & repeat. Share takeaways, save what worked, pick next month's topic.

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Prompt recipe: images

Subject + **Abstraction level** + **Visual language** + **Constraints**

"Stylized layered mountain forms representing a team climbing toward a shared goal, linked by winding trails. Bold, high-contrast, flat vector or cut-paper collage style with crisp shapes and clean edges. Bright, sparse negative space. Limit color palette to two or three of your brand colors."

- Change one block at a time.
- A vague subject gives weak results.
- Paste your prompt into Copilot and ask it to reword it.

Too dark?

bright lighting, well-lit, floor-to-ceiling windows, clean and vibrant, open and spacious

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Prompt recipe: video B-roll

Setting + **Action** + **Lighting** + **Camera** + **Style** + **Cast** + **Mood**

BEFORE (plain text)

Modern datacenter with orange server racks and a technician in the aisle holding a computer and then looks up into the rack.

AFTER (formula)

Modern broadcast control room with seafoam and white accents, clean lines, and structured composition. A broadcast technician transfers large sports media files to a live TV feed, collaborating in real time with a colleague. Bright, natural, high-contrast lighting, eye-level static shot. Minimal overlays, balanced negative space. Energetic, focused, collaborative mood.

Test one prompt across models: Firefly, Veo 3.1, Sora 2, Runway Gen-4.5, Ray 3, Pika 2.2.

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Prompt recipe: sound

Voice-over

Voice + Tone + Pacing + Setting

"A warm, confident narrator in her 30s. Friendly and conversational, like talking to a colleague. Steady medium pace with natural pauses. Clean studio sound, no background noise."

Sound effects

Sound + Source + Space + Length

"Soft whoosh with a light digital shimmer. A card slides onto the screen. Close and crisp, small room, no echo. Under 2 seconds."

Music

Genre + Mood + Instruments + Structure

"Modern pop-electronic. Uplifting and forward-moving. Warm piano, light synth pads, soft percussion at 100 BPM. 30 seconds, gentle build, clean ending. Instrumental, no vocals."

Change one block at a time. Generate a few versions, listen side by side, and keep the best.

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Let's Connect



Go slow where it counts.

Christen McIntosh

Manager, AI Creative · Lumen

Scan to connect and get the prompt recipes.

in Find me on LinkedIn

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