



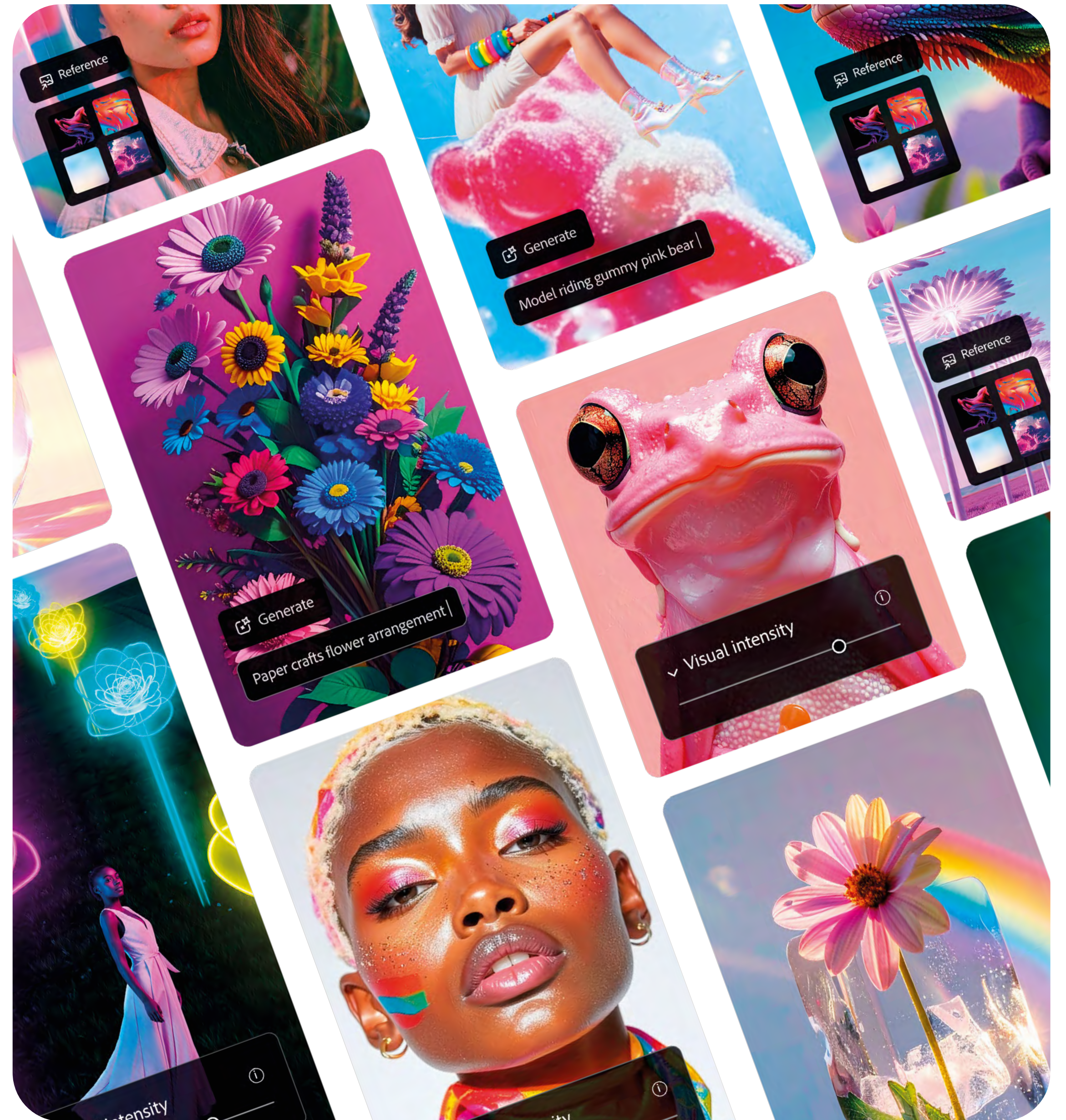
The ultimate guide to Firefly.

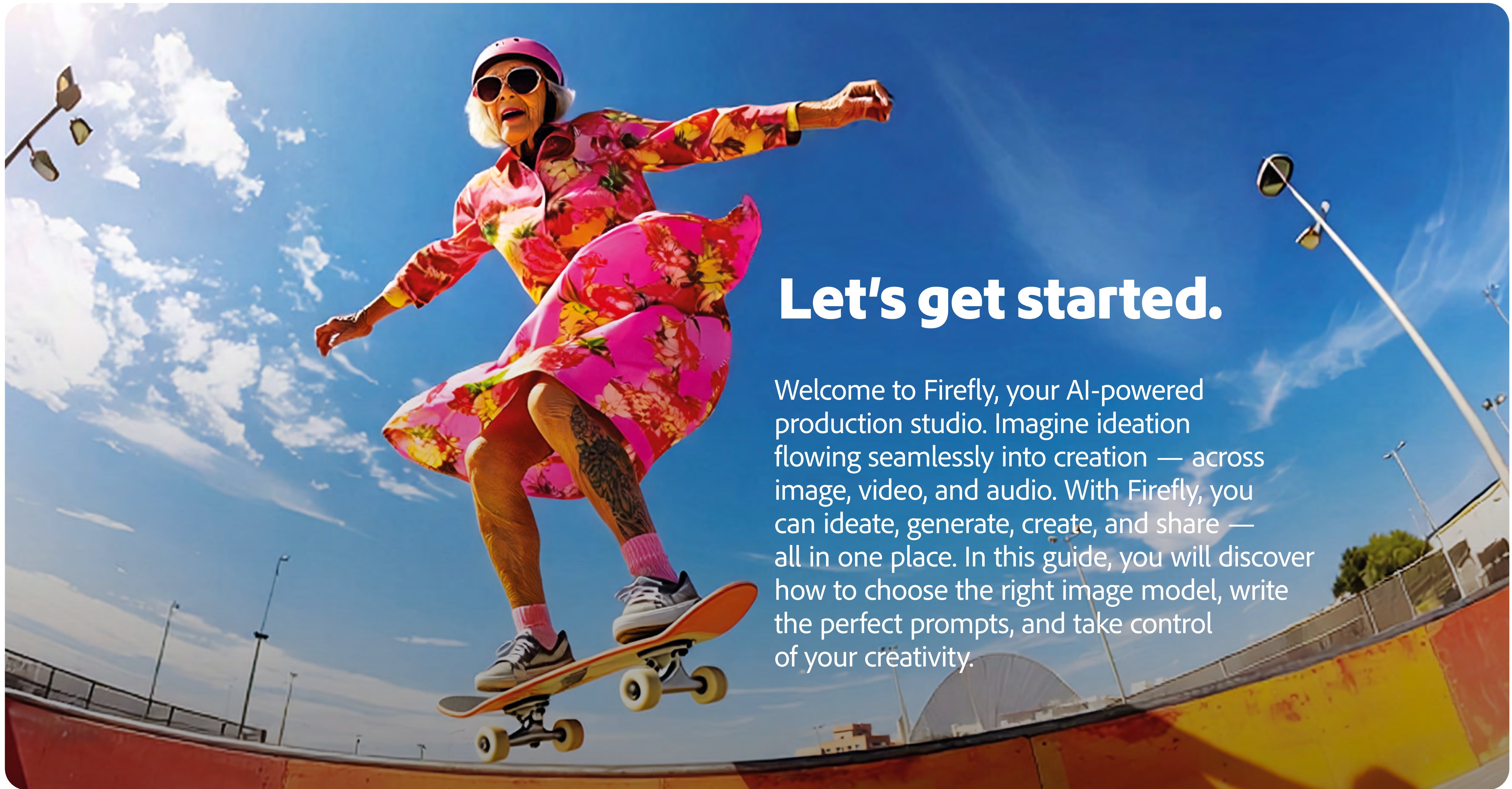
Practical tips to bring your boldest visions to life.



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Let's get started.

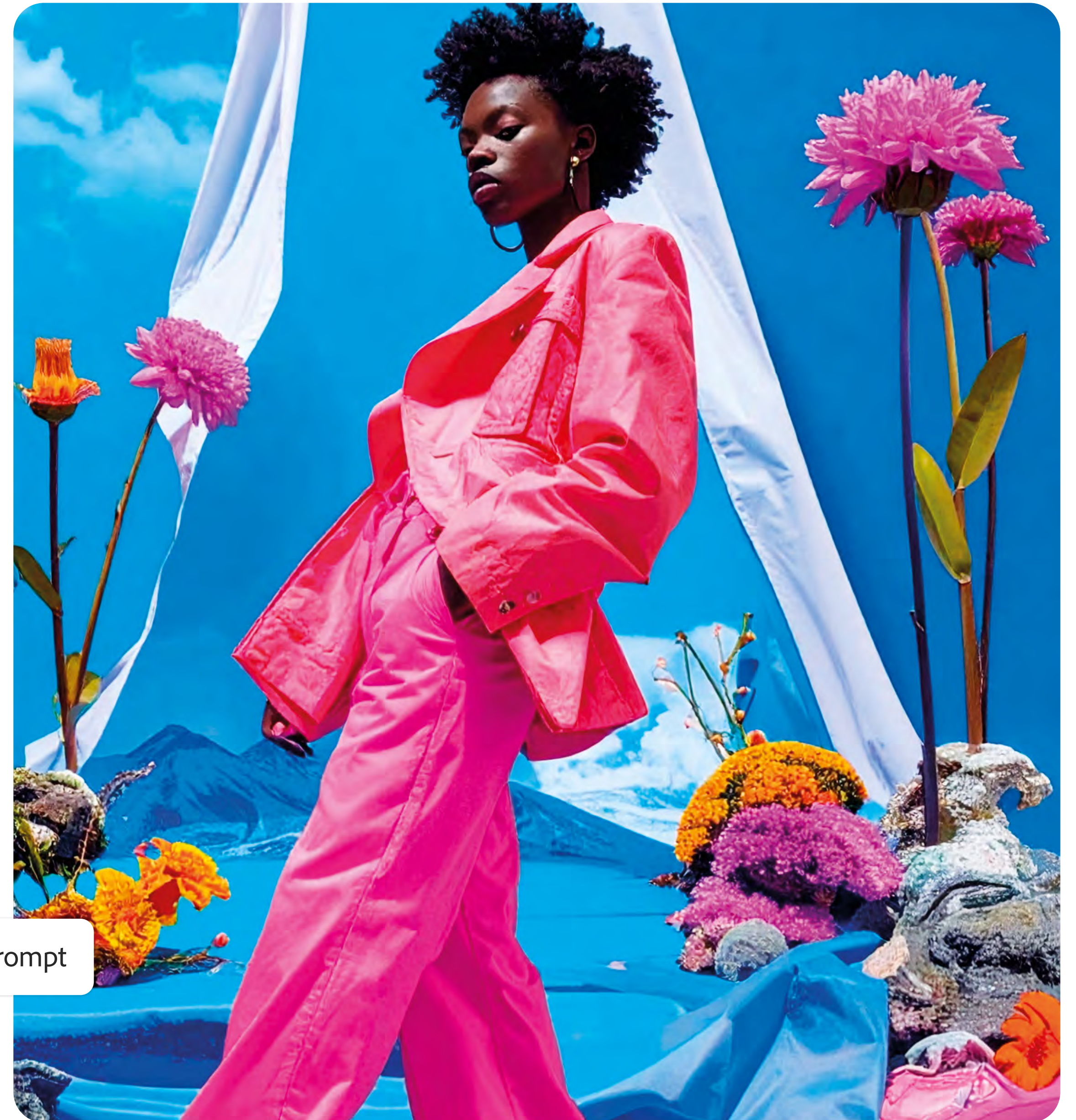
Welcome to Firefly, your AI-powered production studio. Imagine ideation flowing seamlessly into creation — across image, video, and audio. With Firefly, you can ideate, generate, create, and share — all in one place. In this guide, you will discover how to choose the right image model, write the perfect prompts, and take control of your creativity.

Why use Firefly?

Firefly is where your entire creative process comes together. Start with an idea, then create content with total confidence and control. All the tools and top AI models you need are in one place, so you can refine each detail and bring your ideas to life, just as you imagined.

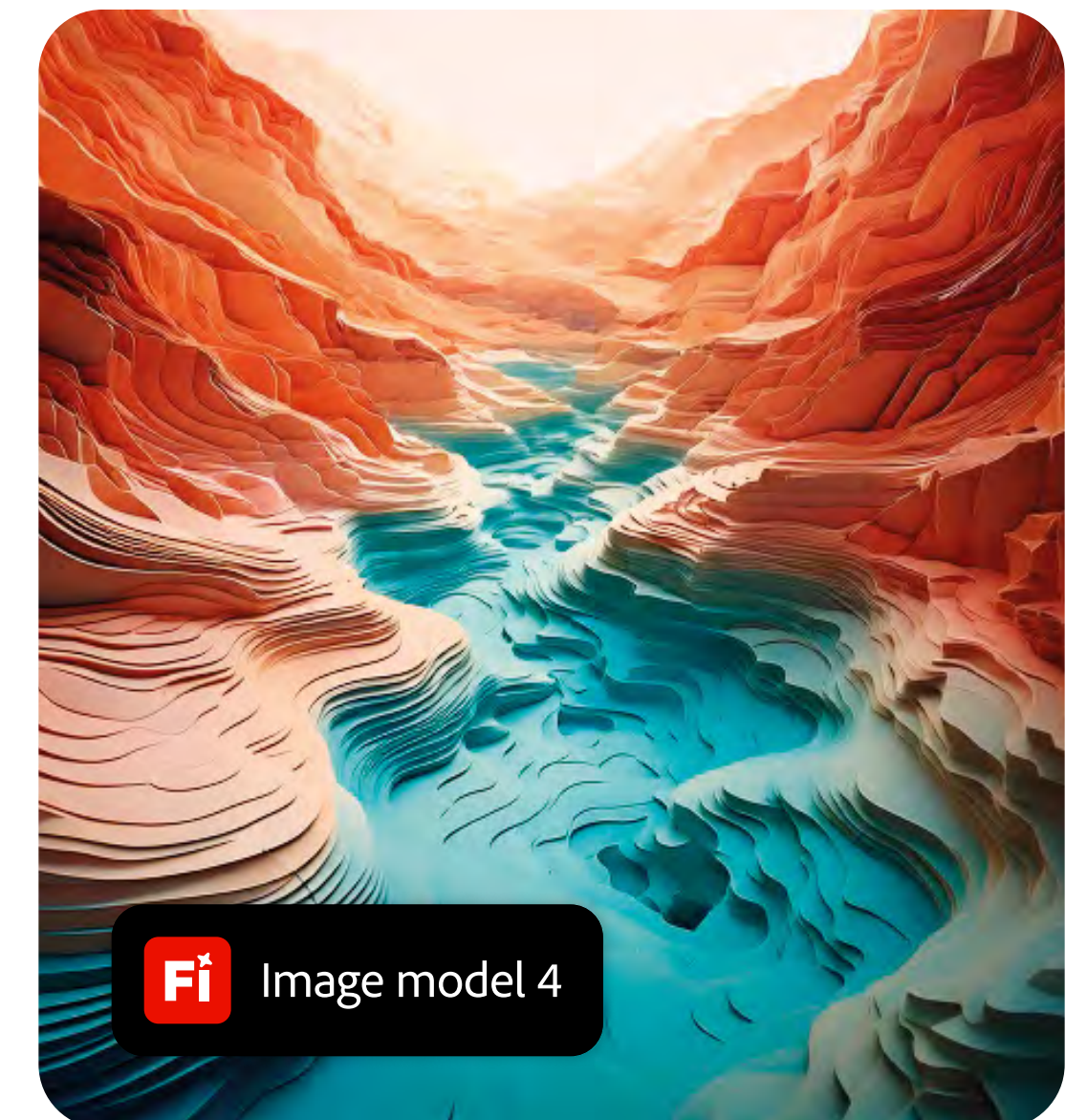
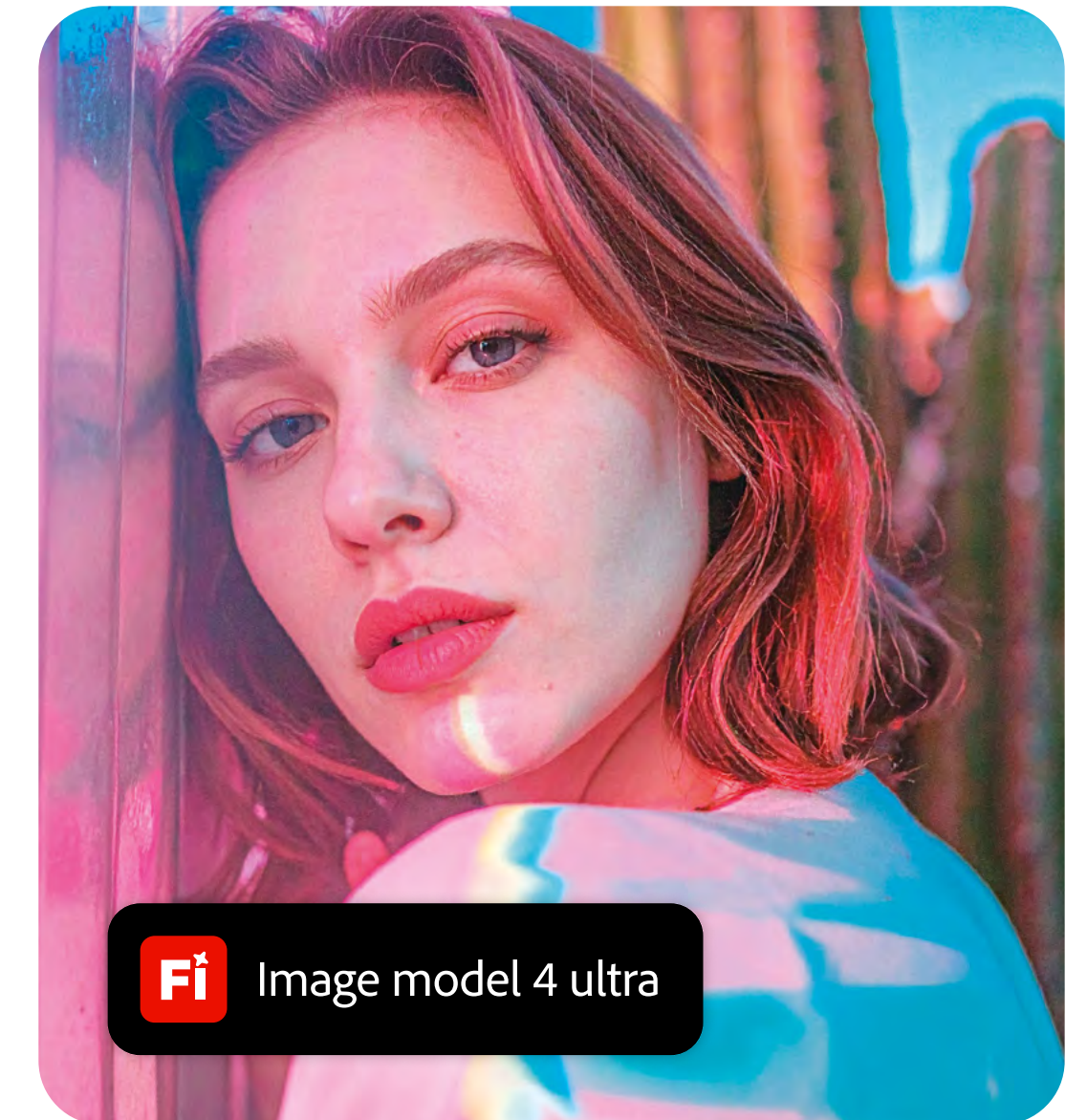
A vibrant and artistic composition (**Style**) showcasing a figure dressed in bold attire (**Subject**) surrounded by dynamic elements (**Background**) in a studio setting (**Image type**).

 Prompt



Commercial safety with Firefly models.

Firefly models are responsibly trained on content we have permission to use — including Adobe Stock, public domain, and licensed material. Any content you create or upload to Firefly will never be used to train our AI models. In other words, you can create with confidence, knowing your work is protected and ready for professional use.



Access to AI partner models.

With Firefly, you're never limited to a single model. With one login, you get access to Adobe's latest generative AI, plus a curated selection of top partner models from leaders like Google, OpenAI, Black Forest Labs, Runway, Luma, Ideogram, and Pika. Simply choose the AI model that suits your creative needs. Continue reading to discover [how to choose the right partner model](#) or learn more on [adobe.com](#).



GPT Image excels at rendering text, following prompts and transforming uploaded images.



Imagen turns text prompts into high quality visuals, excelling at photorealistic scenes.

Creative control.

Firefly gives you practical tools to take ideas from concept to completion. Start with a mood board in Firefly Boards to organise inspiration, share feedback, and collaborate with your team in real time. Use **simple controls** like sliders to adjust styles and effects, and add reference images to guide your results. When you're ready to refine, edit using natural language. Add, remove, or change objects and backgrounds by layers until everything matches your vision. Firefly gives you the flexibility, precision and control to shape your work at every stage of the process.

A portrait of a person (**Subject**) standing against a clear blue sky (**Background**), holding a colourful bag in both hands at chest level. The scene has a painterly, hyper-realistic (**Image type**) aesthetic with soft brushstroke texture, rich saturated colours, and clean modern composition. The person wears a high-collared, patterned outfit with bold abstract colours (**Colour**) that complement the bag design. Lighting is bright and natural (**Lighting**), creating soft shadows and a serene, minimalist atmosphere.

 Prompt



How to use this guide.



1 Choose the right image model.

Whether you plan to use Adobe's generative AI or one of our top partner models, choosing the right image model is an essential first step in achieving your vision. Learn more about what to consider when [choosing your AI model](#).

2

Write the perfect prompt.

Crafting clear and descriptive prompts is vital to getting the most out of Firefly and our AI partner models. Learn the formula for [writing better prompts](#) and discover how to guide the image model to get the results you want.





3

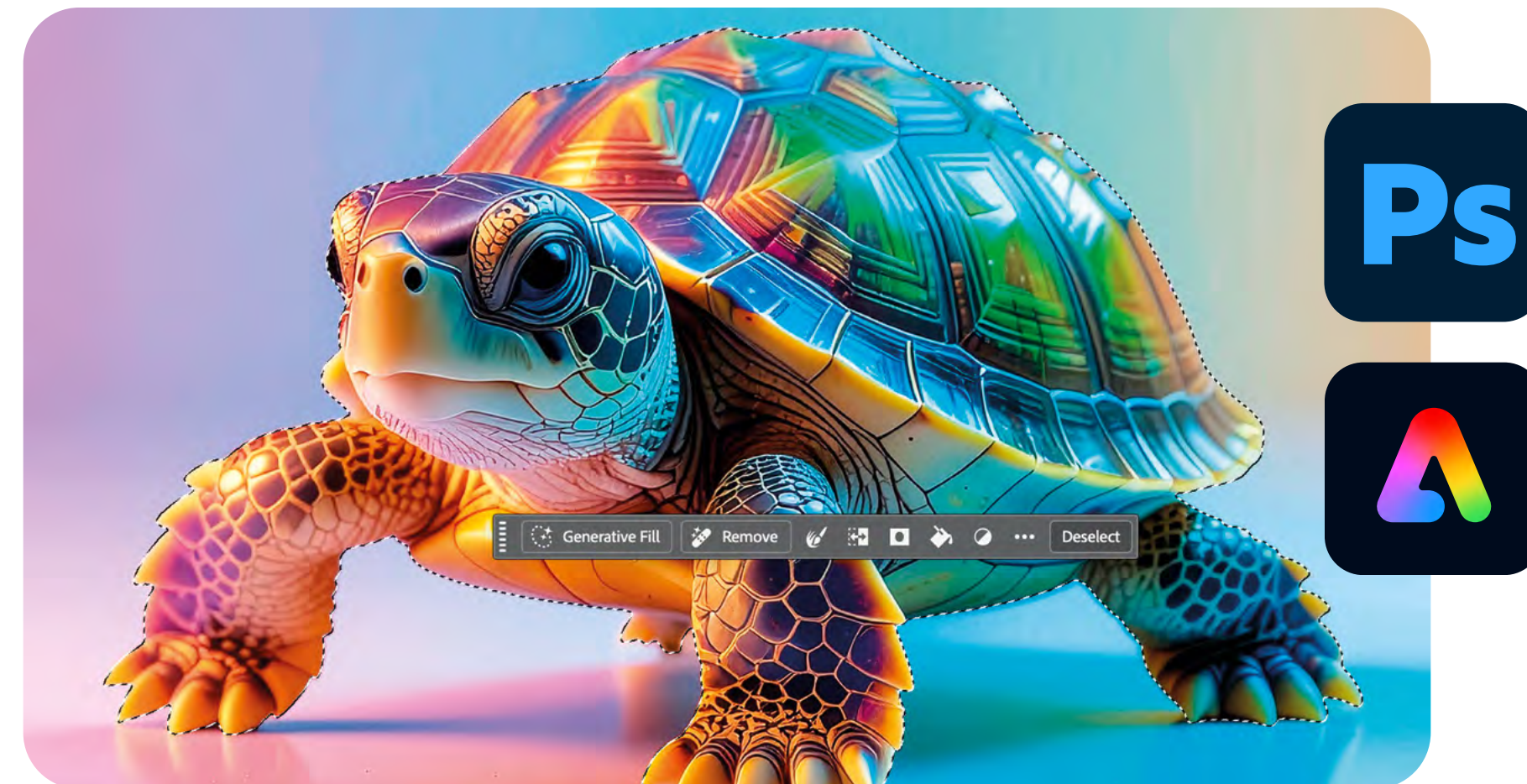
Get to grips with the controls.

Image generation is not the end of the journey in Firefly. Explore the huge range of controls that can help you adjust your images, add visual references, select styles and compositions, and much more — reaching the result you envisioned, faster.

4

Enhance with Creative Cloud.

Create a seamless creative workflow by continuing to refine your work in other [Creative Cloud apps](#) like Photoshop, Illustrator, and Express.



Choosing the right image model.

Every creative project is different, and so is every image model. When choosing the image model that best meets your needs, consider the following questions:

- **What are you creating?**
A social post, editorial, poster, etc.
- **What style do you want?**
Photoreal, illustration, cinematic, etc.
- **What's your workflow?**
Rapid prototyping, iterative design, storytelling, etc.
- **Do you need commercial use?**
Check model terms.

 Prompt

Hyper-realistic image (Image type) of a car (Subject) race (Action) on Mars.



The latest Firefly models.

Adobe is continually developing commercially safe generative AI models to ensure we bring you the best results. Stay up to date with our latest features and model launches on our [HelpX page](#).

Image model

Why choose it?

Firefly Image 5

Adobe's advanced image generation model for stunning, photorealistic images at native 4MP resolution.

Firefly Image 4 UI

Handle complex needs with ease — rendering photorealistic scenes, human portraits, and medium groups.

Firefly Image 4

Generate simple, high-quality content at speed: illustrations, icons, photos of basic objects, single subject portraits, and images of individual animals.



Partner models: Which, where, why.

You asked for more flexibility and creative options — and we heard you. Alongside the latest Firefly models, you can also explore a range of partner model capabilities and aesthetic styles, all in one place. Our list of partner models is always expanding, learn about our latest partners at helpx.adobe.com.

Remember: Before using a partner model, always check its terms of service and commercial use guidelines.

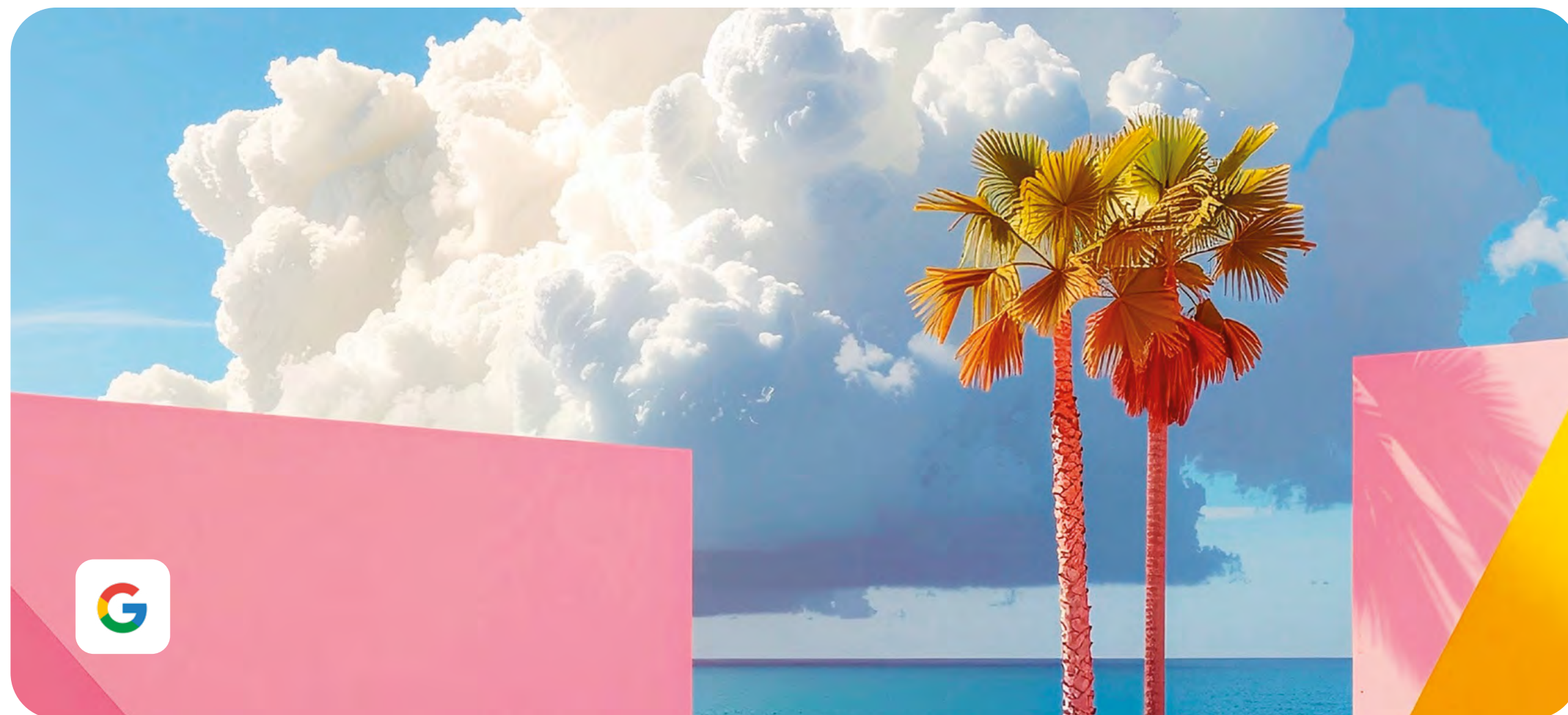


Image model

Why choose it?



**Imagen
(Google)**

Turns text prompts into high-quality visuals, excelling at photorealistic scenes, rich colours, textures, and fine details. It's great for realism, control, and technical fidelity.




**GPT Image
(OpenAI)**


Excels at rendering text, following prompts, and transforming uploaded images. It's ideal for iterative workflows and conversational editing.




**FLUX Ultra
(Raw)**

Creates authentic, natural-looking images, capturing lifelike human and nature scenes.

 **Ultra FLUX Pro** Delivers ultra-fast, high-resolution image creation, perfect for high-fidelity visuals.

 **FLUX Kontext** In-context image generation and editing, keeping characters visually consistent and enabling flexible style changes.

 **Runway Gen-4** Generate consistent characters, locations, and objects across scenes, with cinematic flair.

 **Ideogram** Your go-to for captivating designs, logos, posters, and text integration in images.



TOP TIP

Partner models can help you move faster and smarter. Use them for specific use cases such as:

- Moodboarding and campaign concepting.
- Team brainstorming and creative riffing.
- Storyboarding or tone alignment.
- Brand identity sketching.
- Mocking up environments or customer experiences.

How to write the perfect prompt.

Generative AI follows a simple rule:

The better the prompt, the better your results. An image model takes your prompt literally, meaning that it will illustrate each and every one of the words you use. It puts creative control in your hands, so you can get your images just right. But it can be daunting if you're not great with words.

When writing your prompts, follow our simple 3-step guide to make sure you're generating the best possible images.

A risograph illustration (**Image type**) of a couple (**Subject**), illustrated with ghosted vibrant offsets (**Style**), merging slightly misaligned red and cyan silhouettes (**Colour**) for a dynamic 3D look. Employ subtle blue and yellow overlays (**Background**) to enhance the feeling of shifting perspectives (**Angle**).

 Prompt



1

Have a clear vision.

Creators often fail to achieve strong results with generative AI because they're unsure what they want to achieve to begin with. Before writing your prompt, try to visualise the image you want to generate in as much detail as possible. [Firefly Boards](#) is a great starting point for this!

2

Follow the prompting formula.

Describe what you have in mind by including as many elements of our prompting formula as possible. We've included examples on the [next page](#) to help you pinpoint what you're visualising. The more you add, the more precise the results.

Flower suspended in a large block of ice (Subject), minimalist (Style), refractions of light (Lighting), rainbow chromatic light leaks (Colour), gorgeous lighting (Background), studio environment (Image type).

3

Keep trying.

Like all creative endeavours, working with generative AI is an iterative process and it might take a few tries before you get exactly what you want. Add more elements to your prompt, or leverage the [Firefly controls](#) to improve your image. You could also refine your results using the [Prompt to Edit](#) feature or bring it into your favourite Creative Cloud app to complete your project.

 Prompt



The prompting formula in action.

Include as many of the following elements as possible. Try to strike the right balance between prompts that are too vague, and too loaded with detail — and remember that practice over time will improve your prompting instincts.



Image type

An illustration, a magazine-style image, or a panoramic image.

Subject

An animal, a person, a building. (Don't forget to describe the person's features, feelings in their facial expression, a building's architectural style, an animal's size, etc.)

Action

Walking, jumping, flying.

Angle

Portrait, side profile, landscape shot.

Lighting

Soft light, dark, exposed.

Background

Butterflies flying in the background, a soft focus background, context.

Colour palette

Warm tones, pastels, black and white.

Style

Cinematic, realism, hyper-realistic photography, product feature, atmosphere.



 Prompt

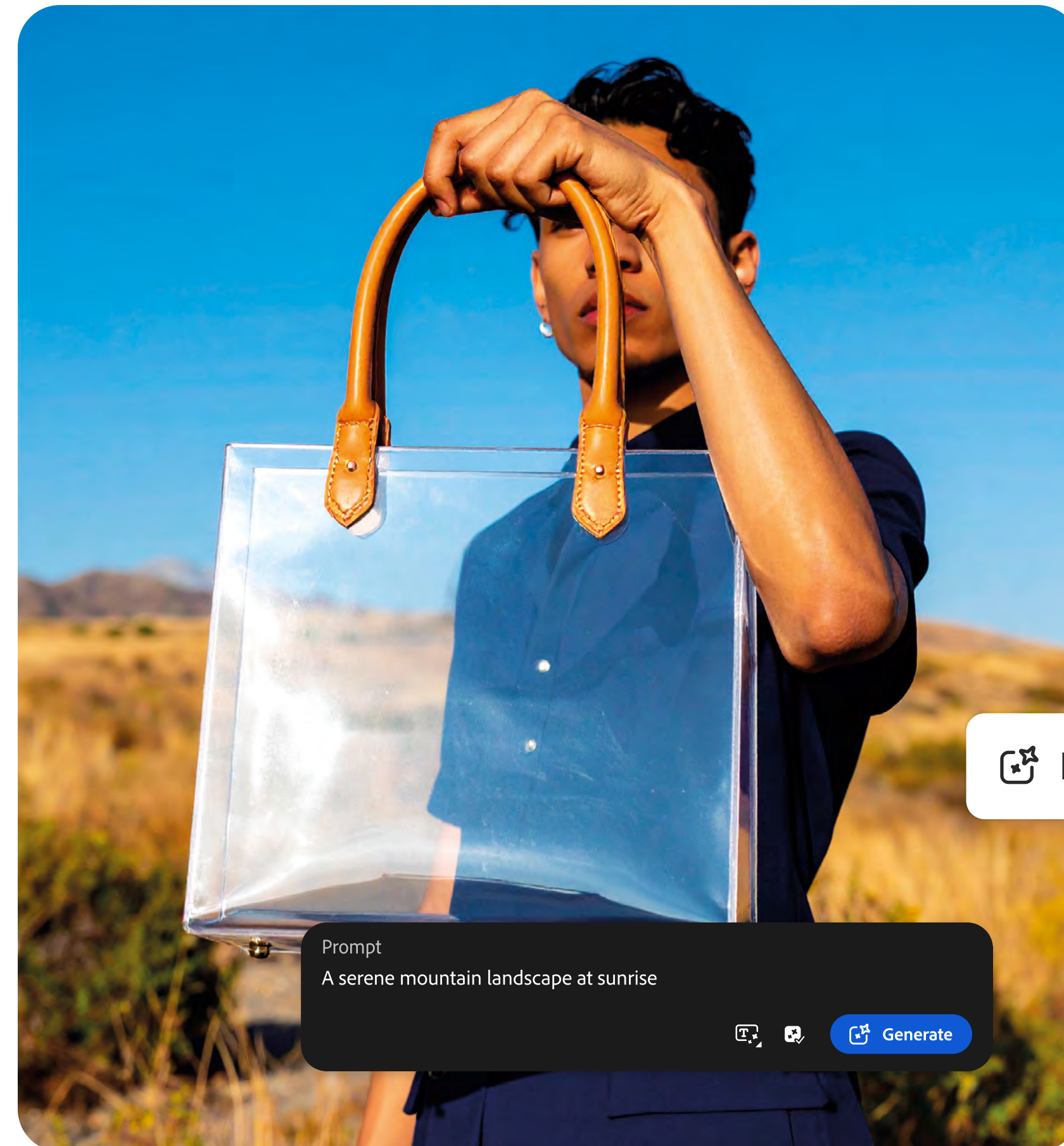
Prompt description

A cinematic, dreamy candid photograph of a woman seen from behind, walking through a vast field of tall yellow wildflowers that tower over the woman, at golden hour. She wears a delicate, translucent dress with soft, earthy tones that catch the sunlight. Warm light filters through the flowers, casting intricate floral shadows across her bare shoulders and back. Shot from a low angle looking up at subject. The scene feels ethereal, with gentle motion in the flowers, shallow depth of field, and a soft natural colour palette. Vintage grain, golden highlights, and a calm, nostalgic atmosphere. Hyper-realistic.

Prompt Enhancement feature.

When generating an image or video, you can turn on the Prompt Enhancement feature to improve your prompts automatically. This feature refines your prompt in the background by making it more detailed and descriptive, which contributes to generating richer and more diverse images.

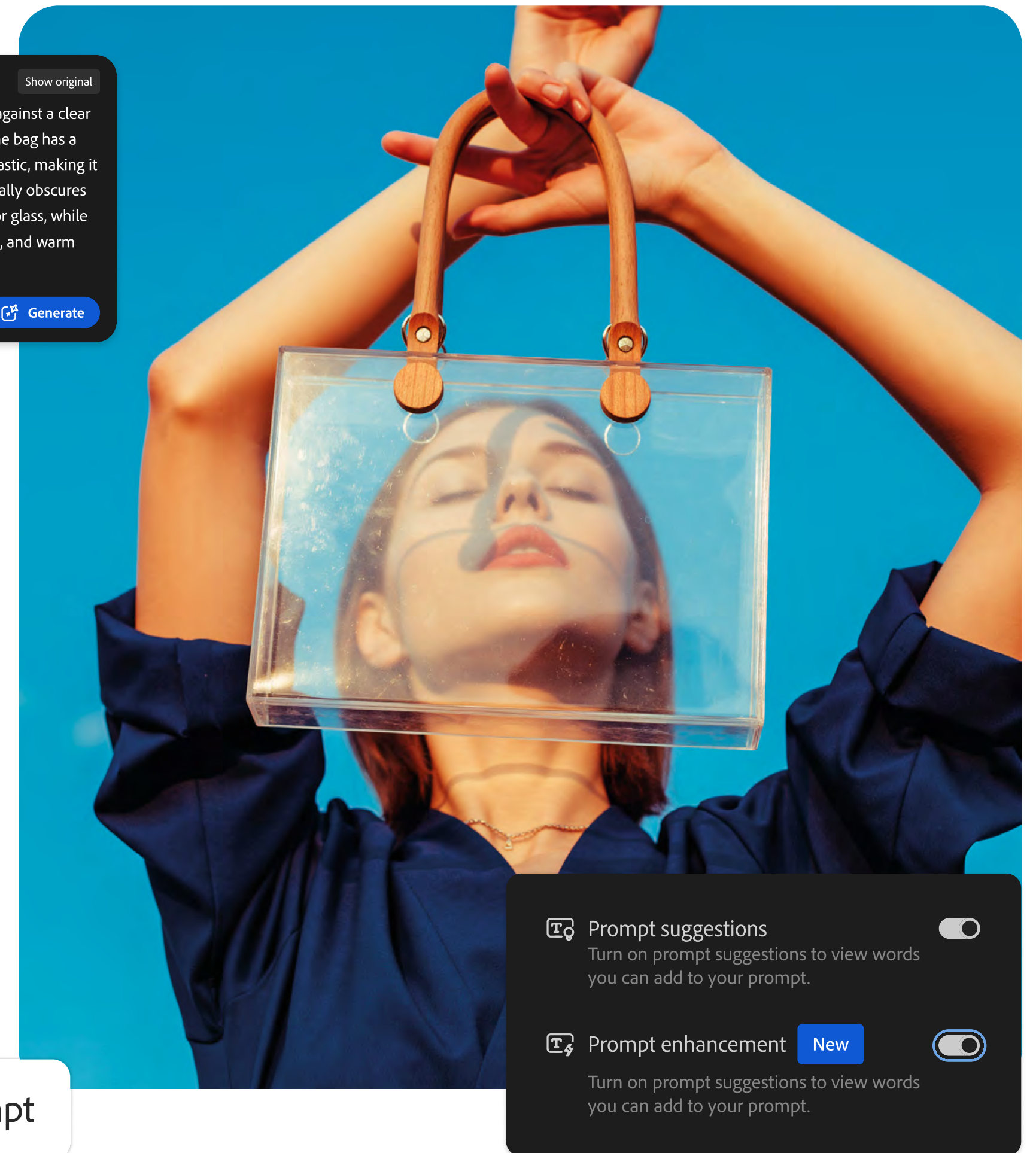
[See here](#) for guidance on how to activate this tool.



Show original

Prompt
A minimalist fashion photograph featuring a person holding a stylish handbag against a clear blue sky. The person is wearing a dark coloured outfit with short sleeves, and the bag has a rounded glass handles and rectangular shape with and is made from a shiny plastic, making it transparent. The composition emphasizes the bag, which is held high and partially obscures the person's face. Make the handbag completely transparent, like clear acrylic or glass, while keeping the wooden handles intact. Maintain the natural lighting, soft shadows, and warm tones of the original image for a modern, editorial aesthetic.

Generate



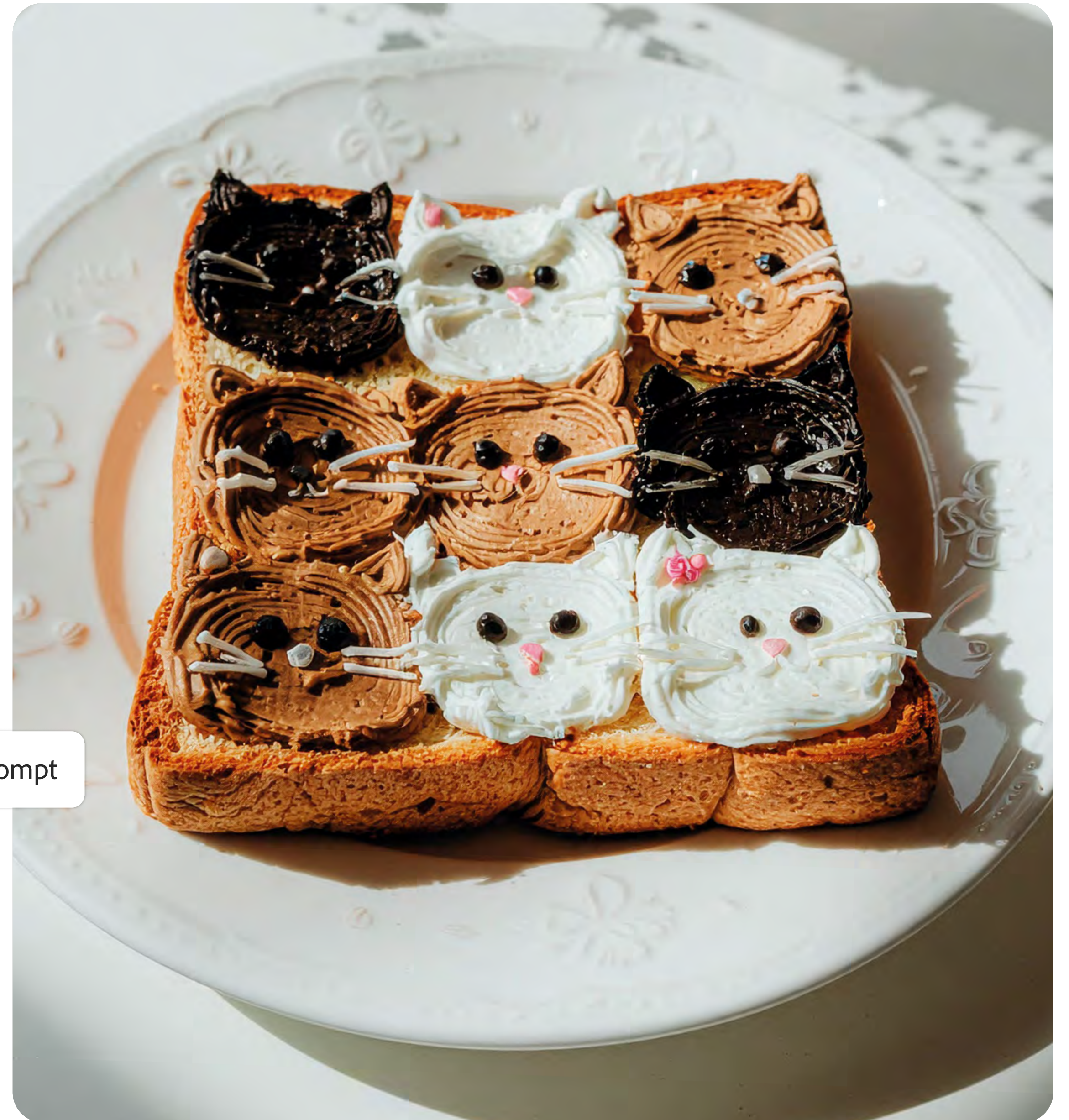
A minimalist fashion photograph (**Image type**) featuring a person holding a stylish handbag against a clear blue sky (**Subject**). The person is wearing a dark blue-coloured outfit with short sleeves (**Colour**), and the bag has wooden handles and a rectangular shape and is made from a shiny plastic (**Style**), making it transparent. The composition emphasises the bag, which is held high and partially obscures the person's face. Natural lighting, soft shadows (**Lighting**), and warm tones for a modern, editorial aesthetic (**Background**).

Using controls to guide the image model.

So you've written a good prompt, and you're pleased with your results? Nice job. Now it's time to use the controls in your Firefly models to sharpen your image, add your own style, and get your creative vision just right.

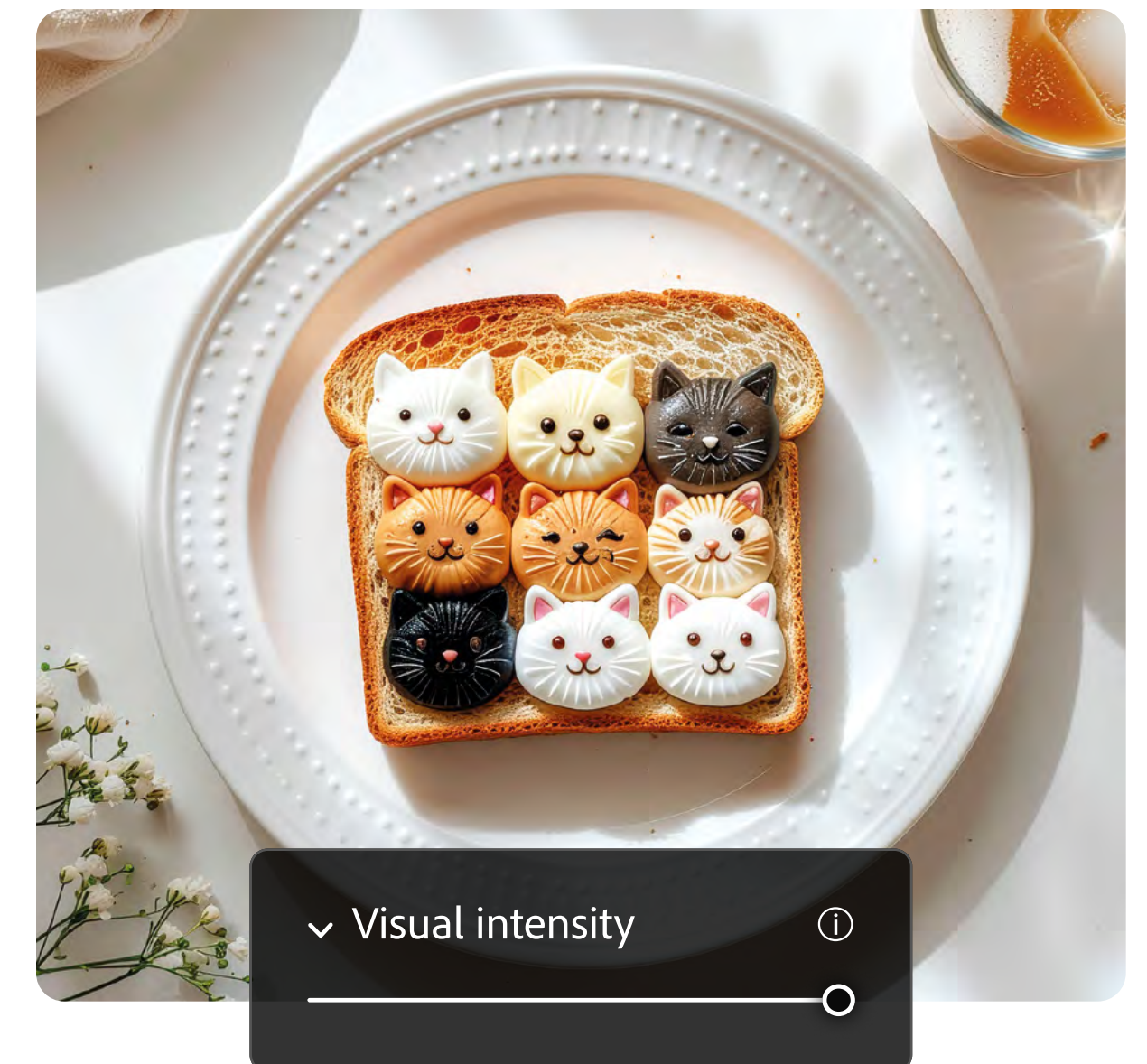
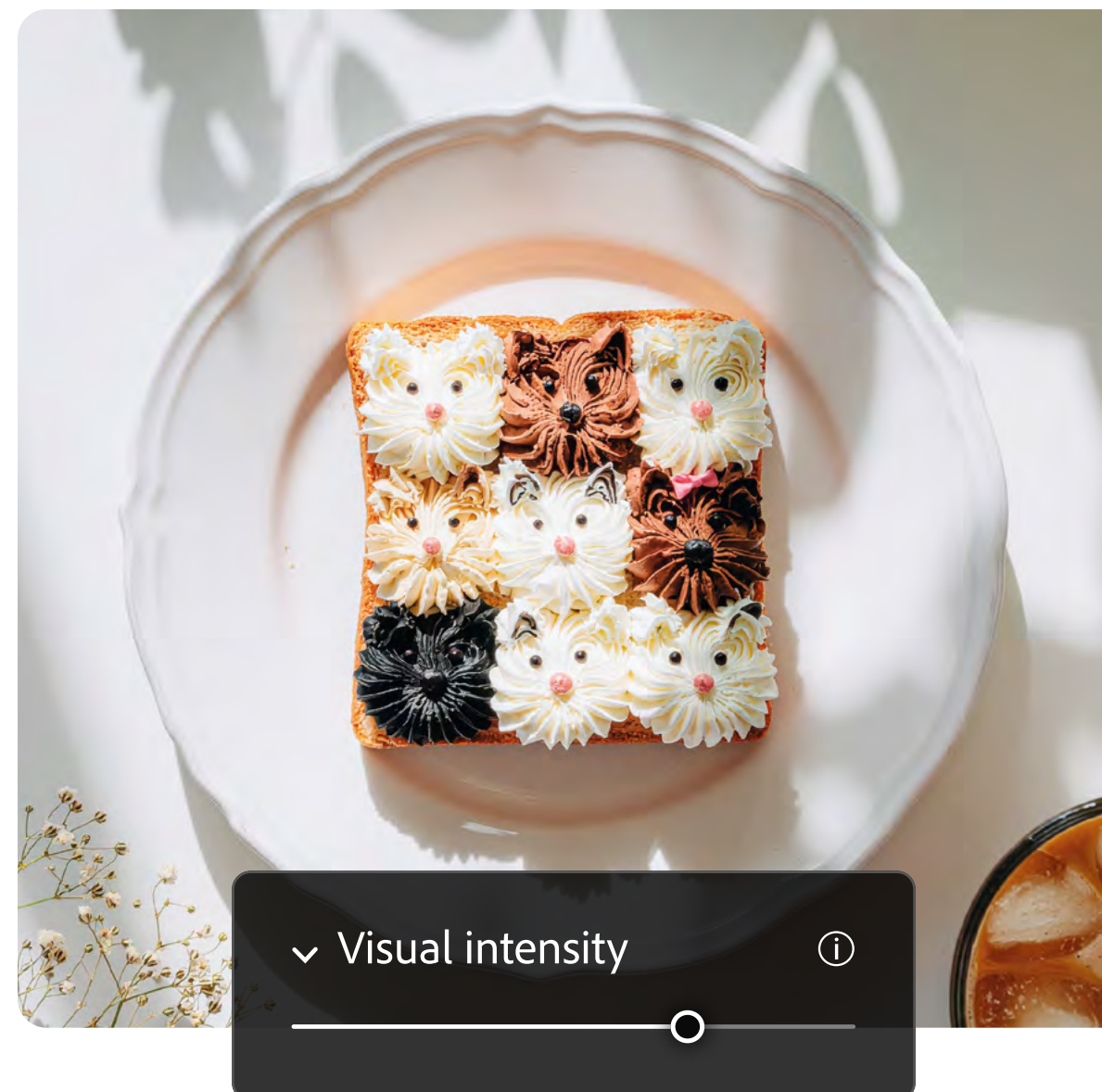
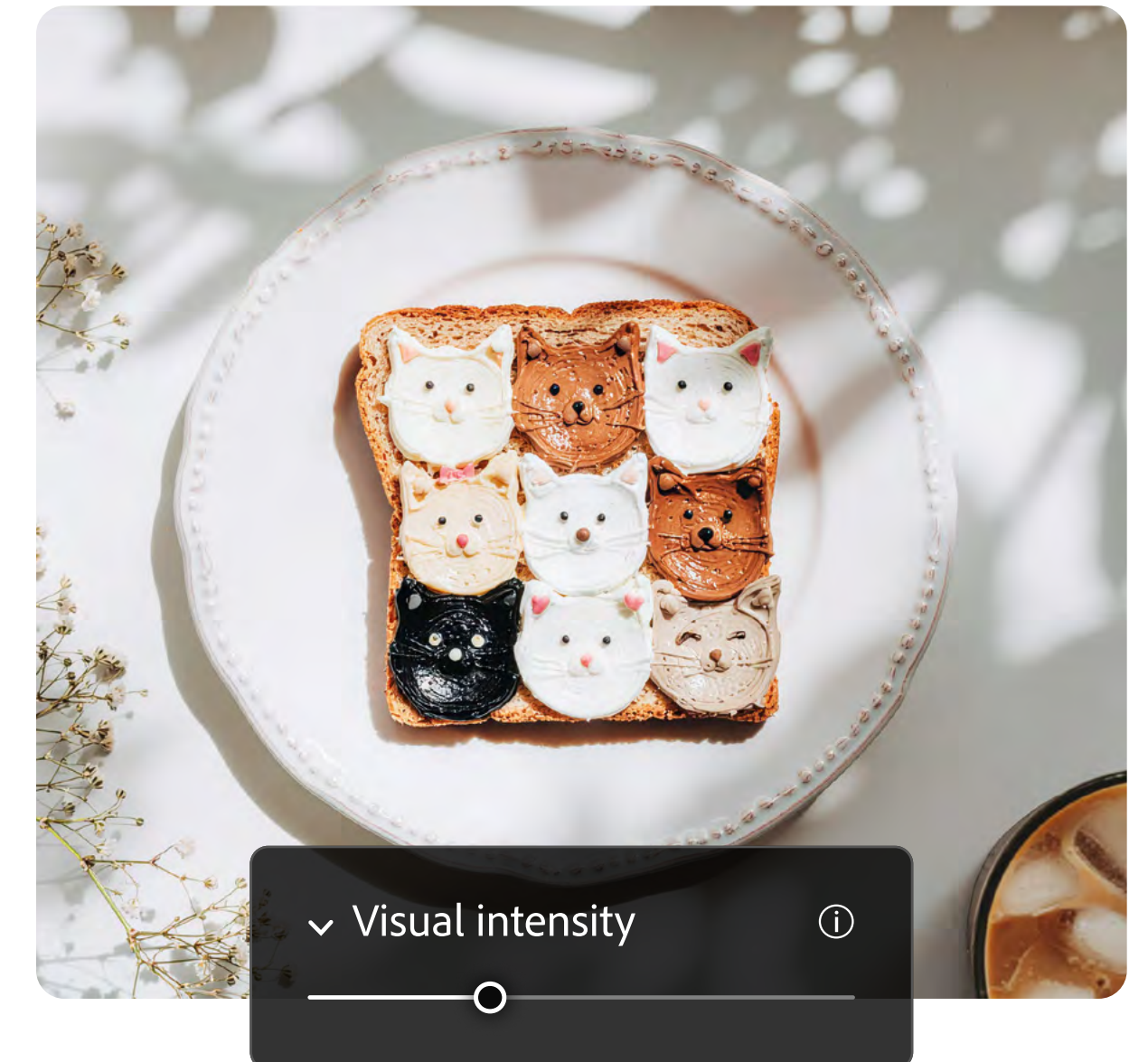
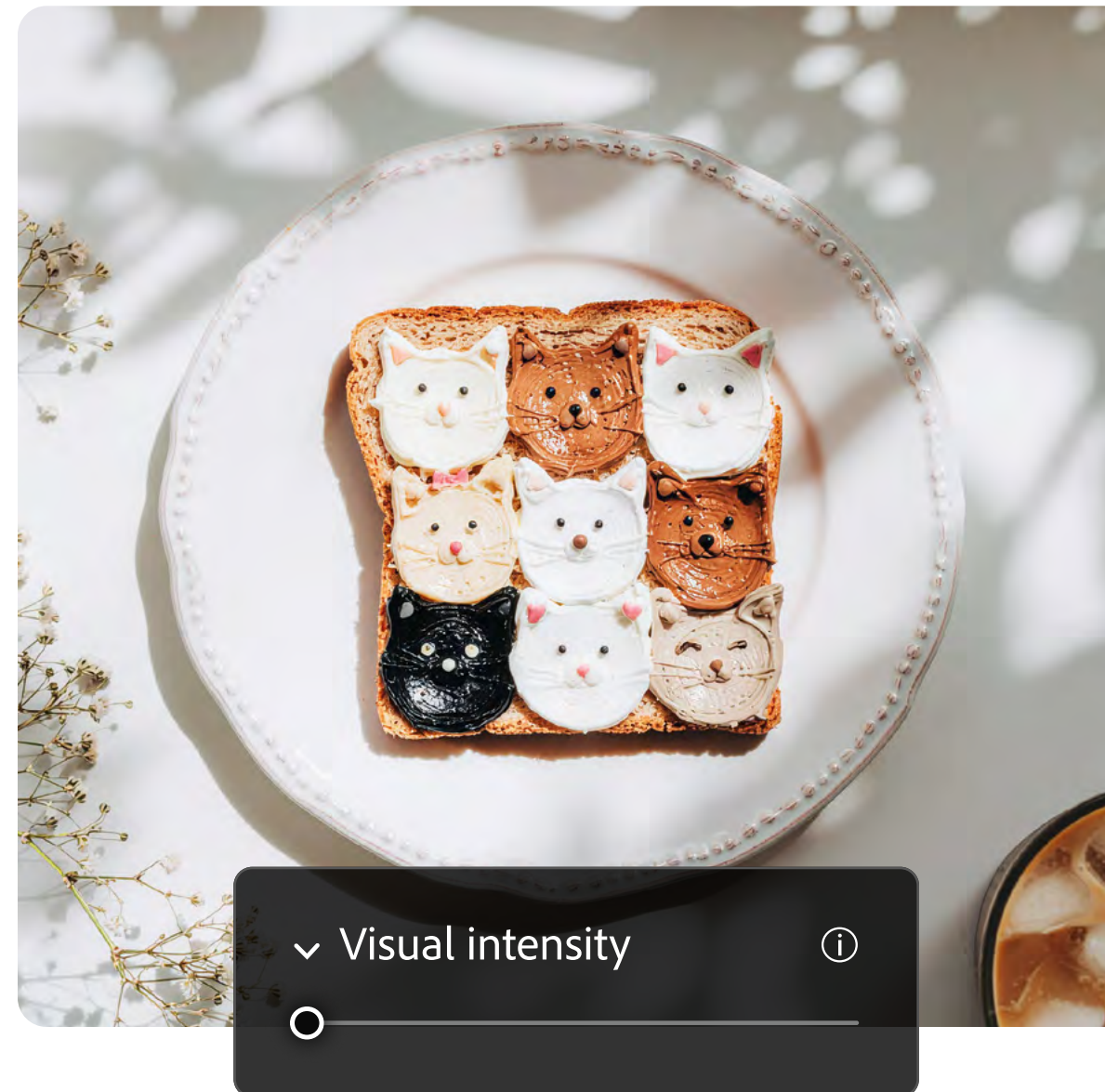
A beautifully styled food photograph (**Image type**) of a single slice of toasted bread on an ornate white ceramic plate with decorated edges (**Subject**). On top of the toast, there are 9 small cat faces made with thick piped cream frosting (**Action**), each with tiny eyes. Each cat face is crafted using different shades of cream, brown, white, and black cream (**Colour**), cream is thick and textured, resembling fur. One of the faces has a small pink bow. Soft natural sunlight creates gentle dappled plant shadows across a minimalist white tabletop (**Angle**). In the background, slightly out of focus, on the right sits one glass of iced latte and a few tiny white flowers on the left (**Background**). Bright, airy, aesthetic café atmosphere. Top down view (**Style**).

 Prompt



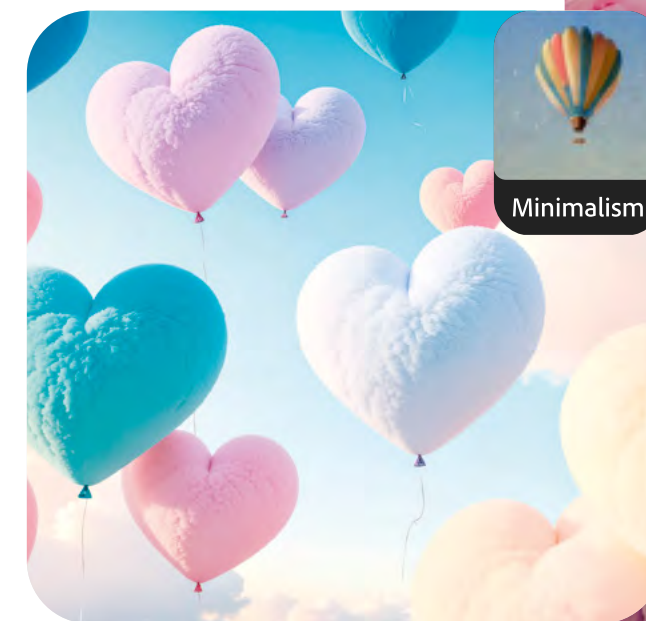
Visual intensity slider.

The visual intensity slider controls the aesthetics of the image. Keep the cursor all the way on the left if you want an unedited, snapshot-like result. Bring the slider to the right for a more stylised and tuned image. There are nine levels between the two ends of the slider. Play with them to find the level that best suits your needs.



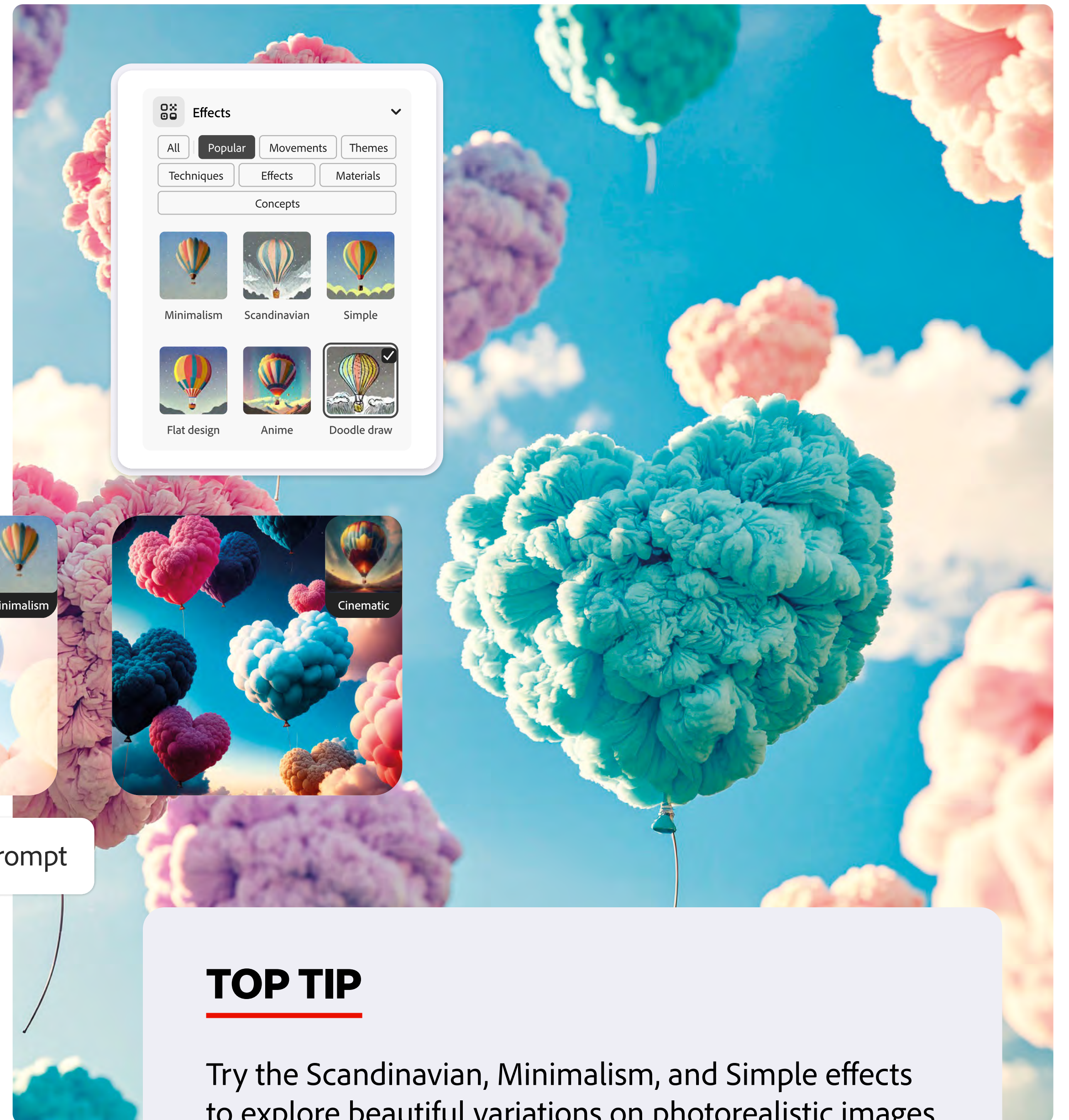
Effects.

This control is a productivity booster. If you are unsure about which words to use in the prompt for the light, texture, and the art type you want to achieve, you can simply select the Effect that best corresponds to your needs.



 Prompt

Heart-shaped balloons floating in a bright blue sky, reimagined as fluffy, cloud-like balloons with soft plush textures (**Subject**). The fluffy balloons are vibrant, bright and colourful, in pastel pinks, coral, lavender, peach, and sky blue and gently glowing in warm sunlight (**Style**). The balloons are all different sizes and distances from the camera (**Action**). No clouds in sky (**Background**). Ultra-realistic lighting, soft shadows, (**Lighting**) dreamy atmosphere, shallow depth of field. Cinematic composition, high detail, joyful and romantic mood (**Image type**).

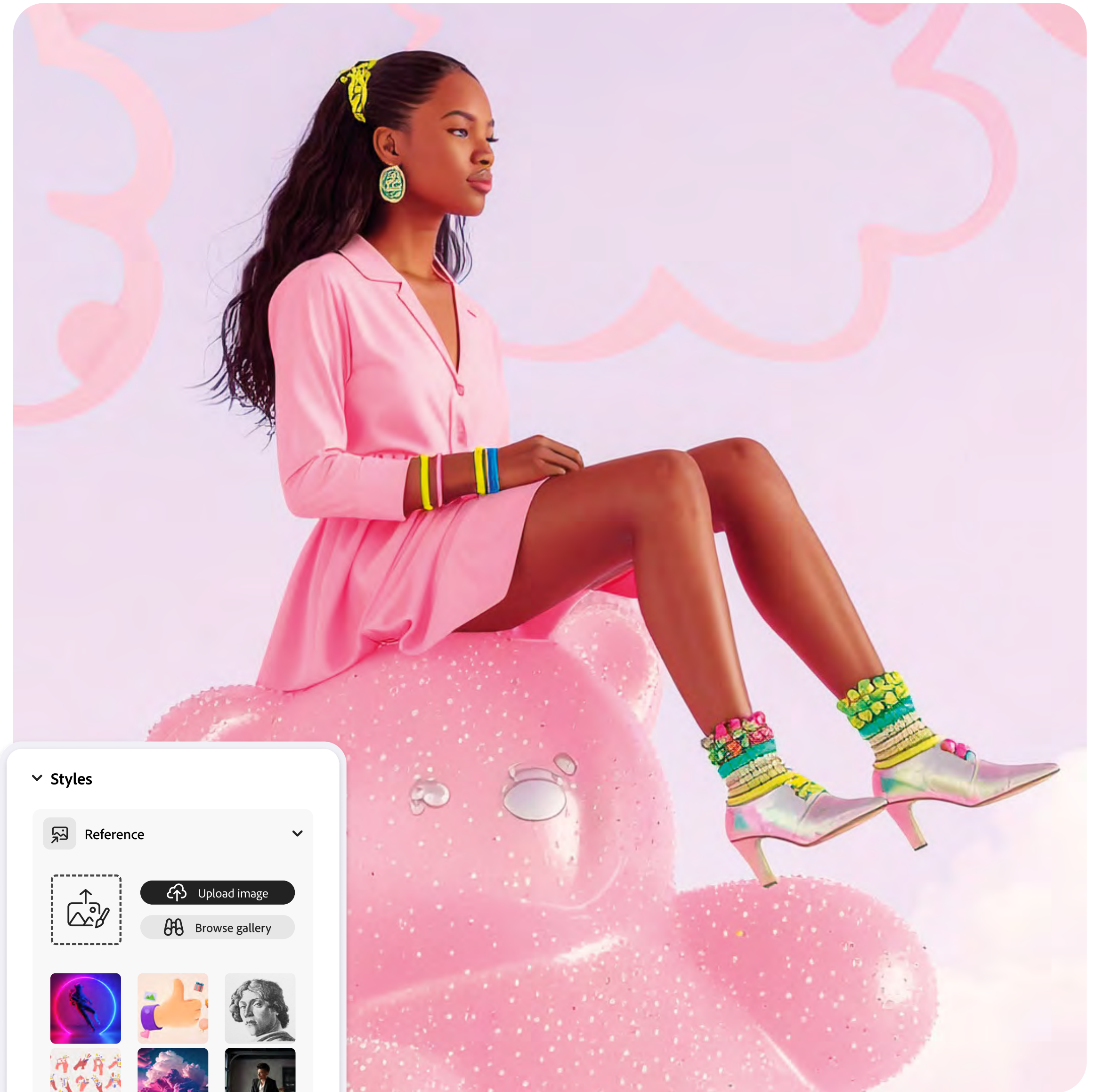
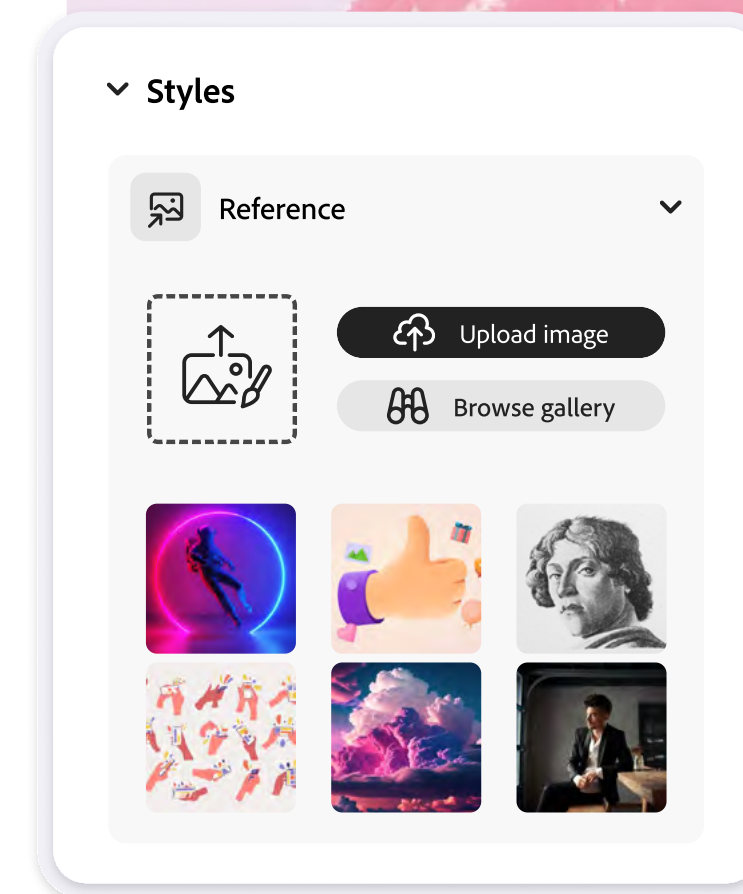
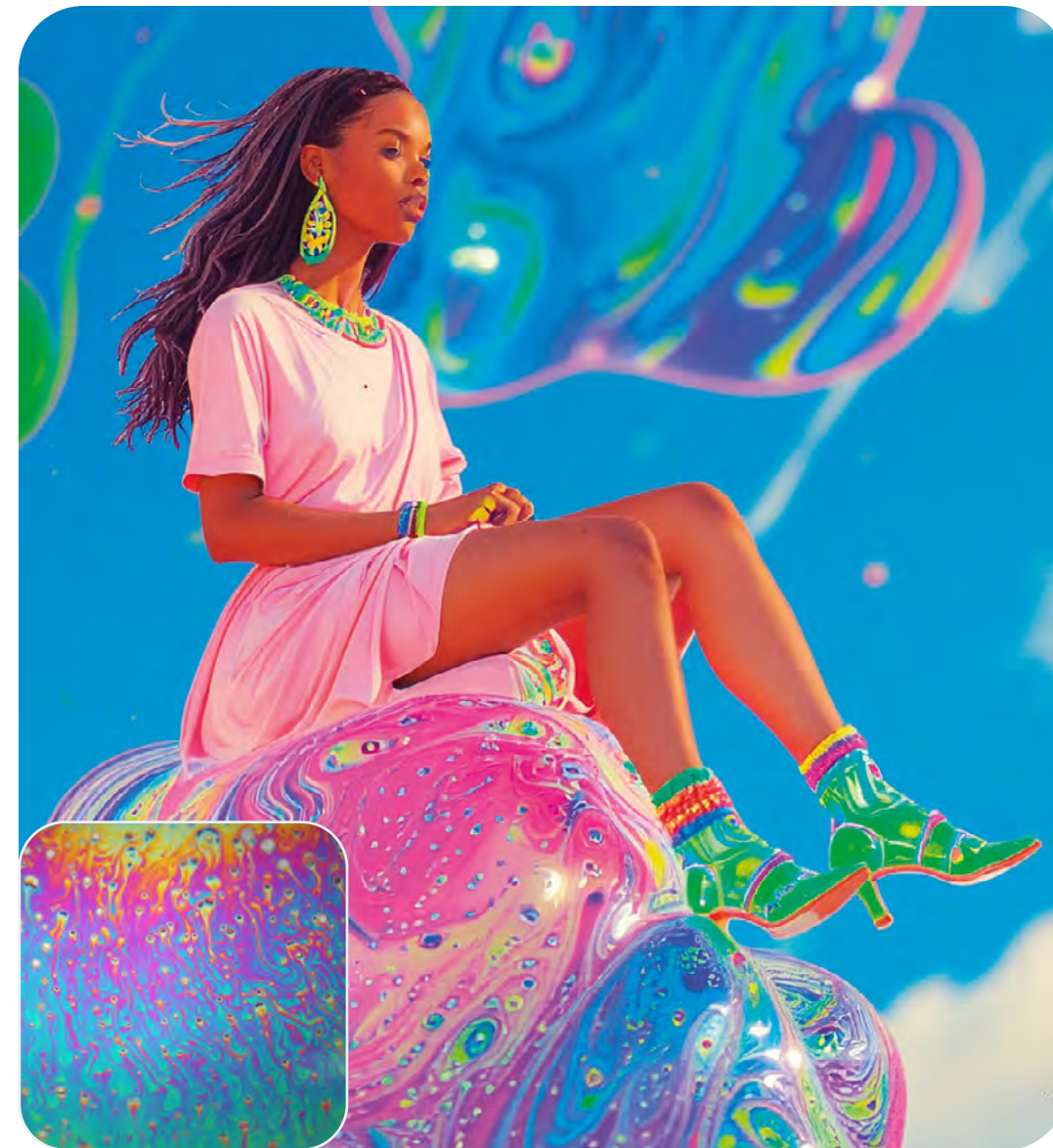


TOP TIP

Try the Scandinavian, Minimalism, and Simple effects to explore beautiful variations on photorealistic images.

Upload your references.

If you have specific ideas in mind, but don't know how to describe them in the prompt, you can upload your own images as references. The example here shows how to upload a Style reference or choose one from the image gallery.



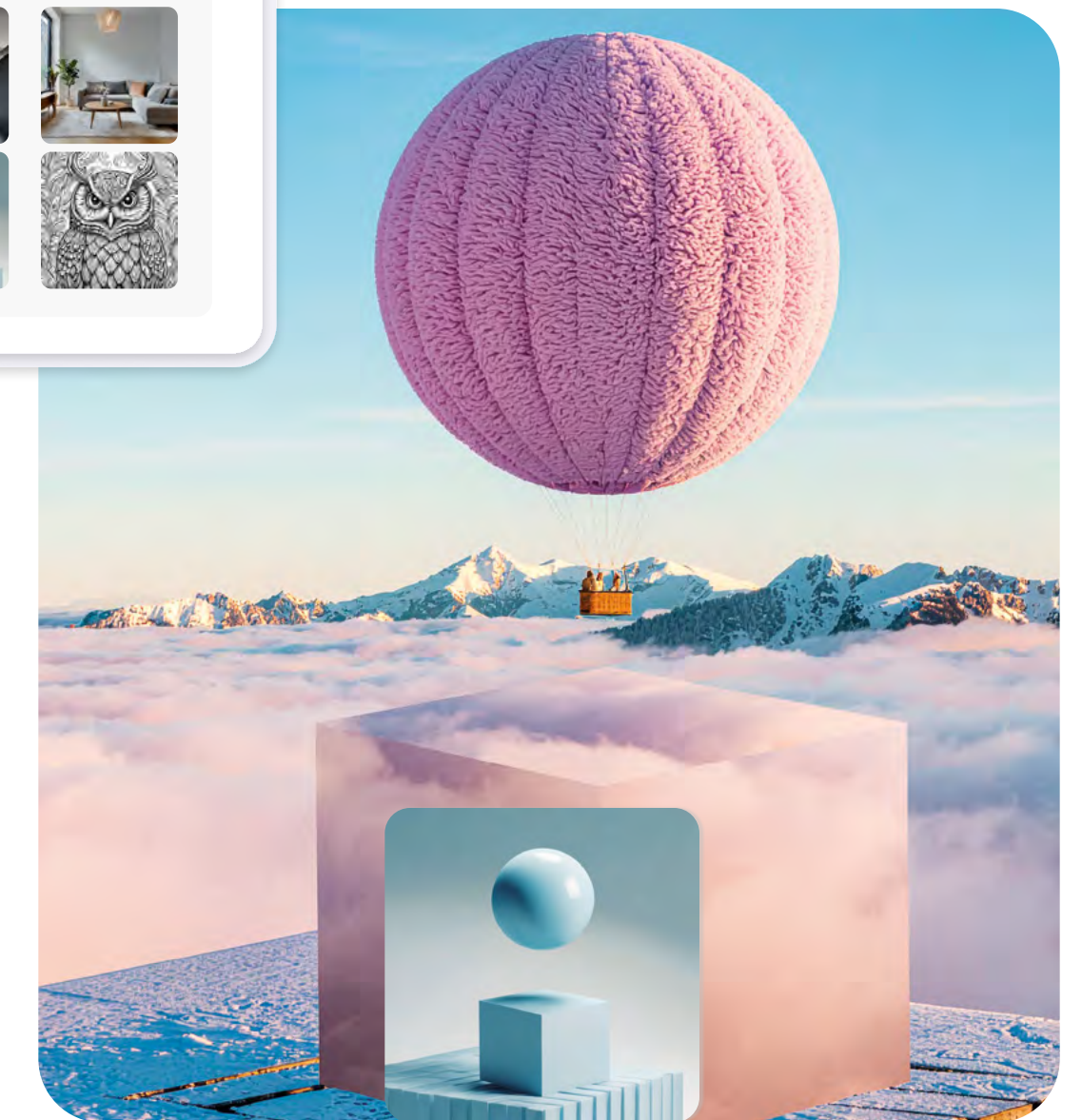
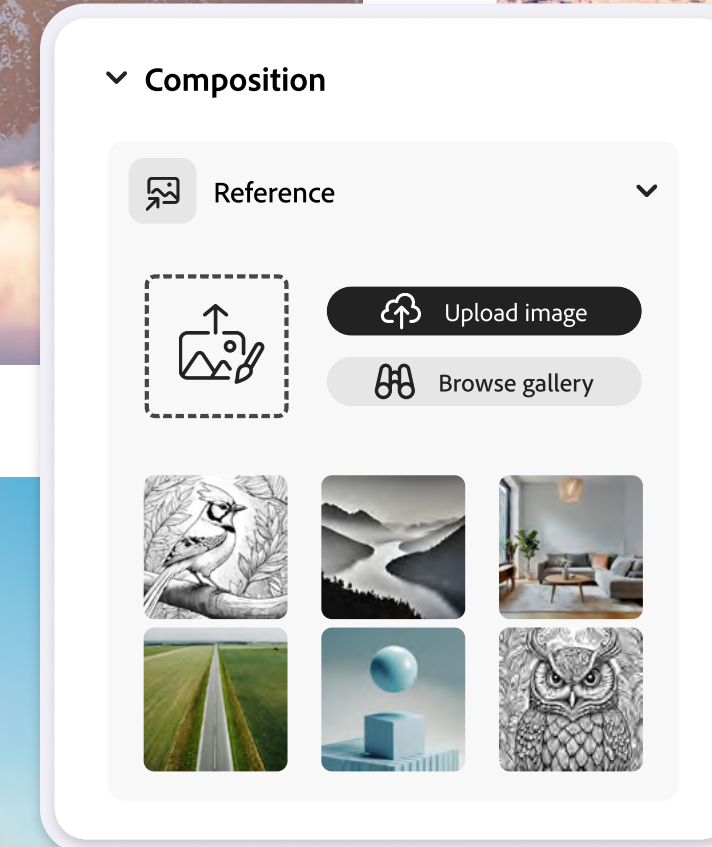
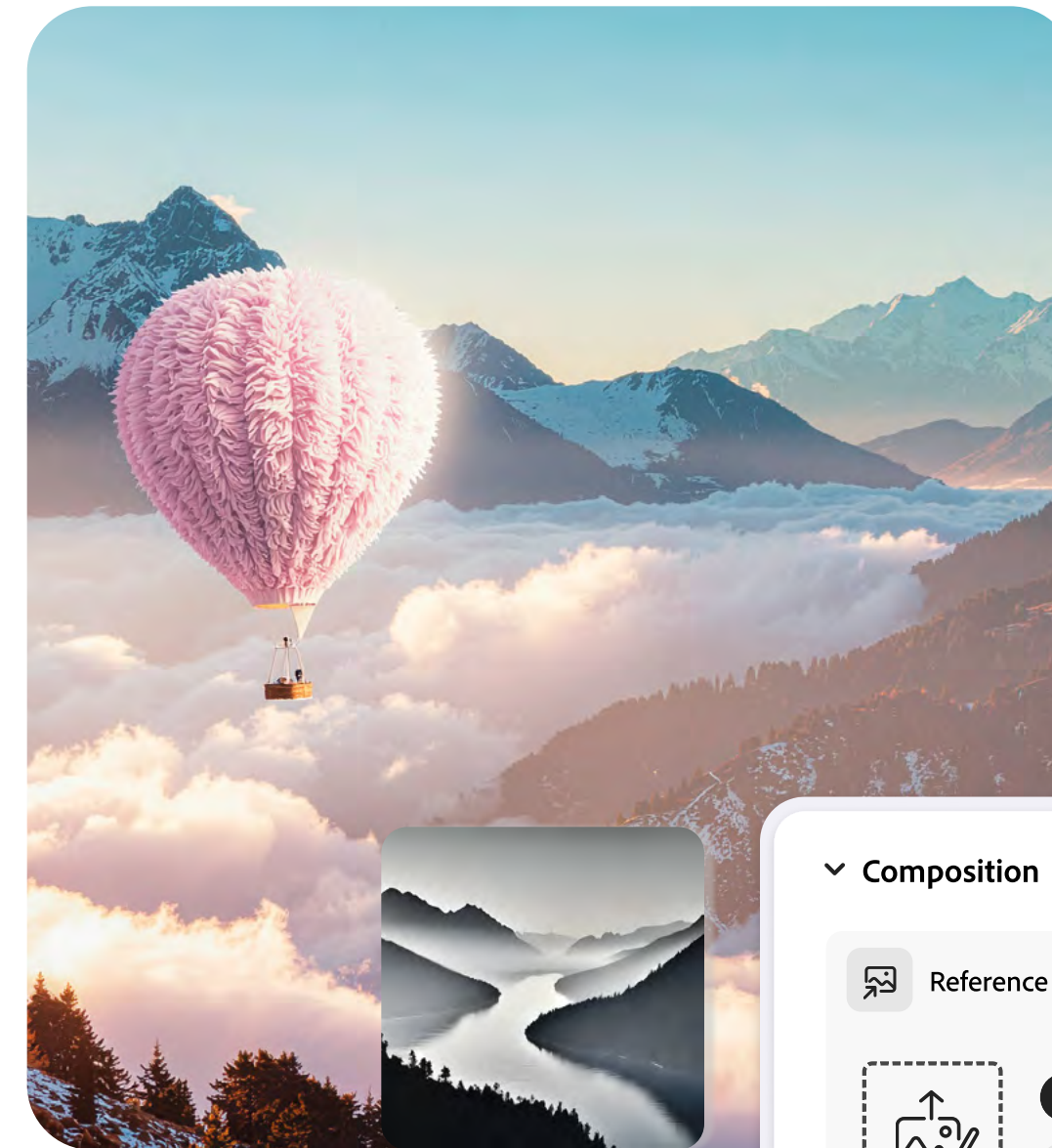
Composition references.

When you visualise your idea, you may have a clear structure and composition in mind. In these cases you can guide the model by selecting a Composition type from the image gallery or upload your own Composition reference.



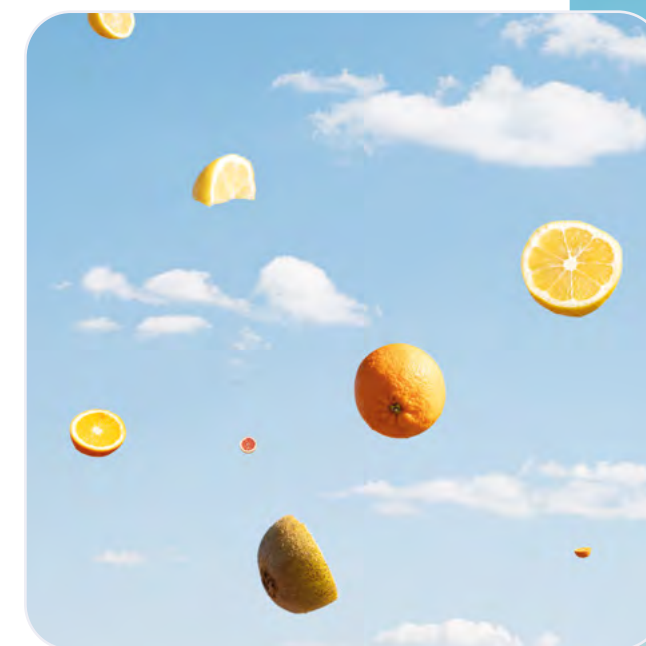
TOP TIP

Explore multiple variations on the same prompt by applying different Style or Composition references.



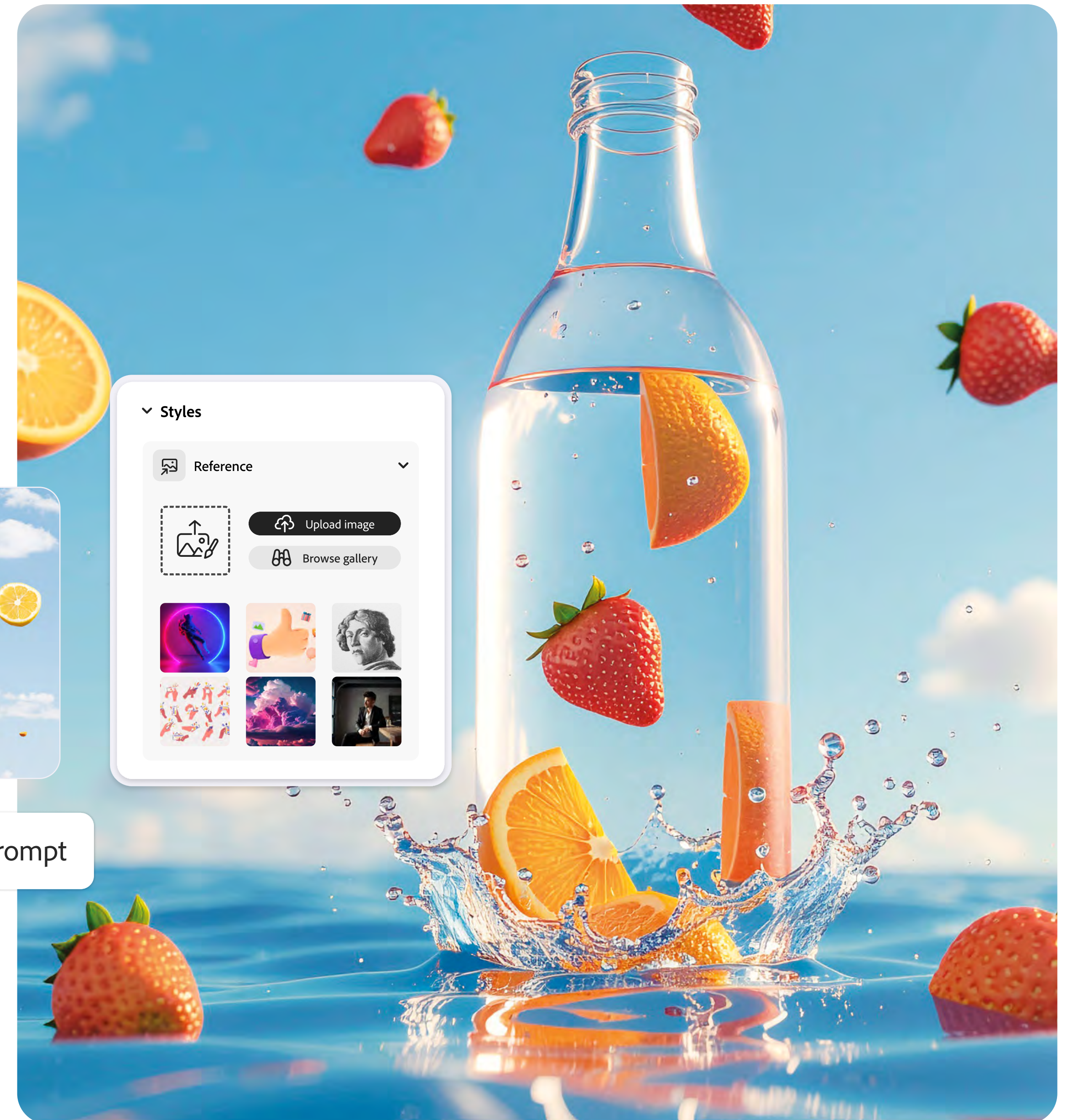
Keep your style. Change the subject.

If you would like to keep the style or composition of your generated image, but want to change the subject or other elements, you can upload your image as a Composition and/or Style reference and then type a specific and detailed prompt about the image you want to see.



 Prompt

A hyper-realistic, high-speed splash photography scene (**Image type**) of fresh fruit exploding through a clear liquid (**Subject**) floating in a bright sky-blue background. Juicy strawberries and whole oranges and pineapple chunks are frozen mid-air, coated in dynamic splashes and droplets (**Action**), with ultra-detailed textures and vibrant natural colours (**Lighting**). A transparent glass bottle emerges at the centre of the splash, upright and slightly tilted, filled with a refreshing fruit beverage (**Background**). The bottle is sleek and minimal. Liquid wraps around the bottle in elegant arcs, emphasising freshness, energy, and motion, golden hour lighting (**Colour**) with crisp highlights, shallow depth of field, macro-level detail, commercial beverage advertising style, ultra-sharp focus, photorealistic, 8K quality (**Style**).



Bonus tips to improve your workflow.

Explore these other Firefly capabilities to achieve richer results in less time.

1

Firefly Boards.

Quickly visualise ideas with Firefly Boards. Use customisable templates, upload or generate images, remix ideas, and collaborate with others. By creating a digital mood board in Firefly Boards, it's faster and easier to capture inspiration when it strikes. Start testing out your ideas and get your creative process up-and-running.

Otherworldly teenage boy dressed in ornate silk clothing and dripping in ornate luxurious jewels (**Subject**), luxurious jewelled headpiece (**Style**), looking over his shoulder to the side of the camera (**Angle**), dark background (**Background**), oil painting (**Image type**).

 Prompt



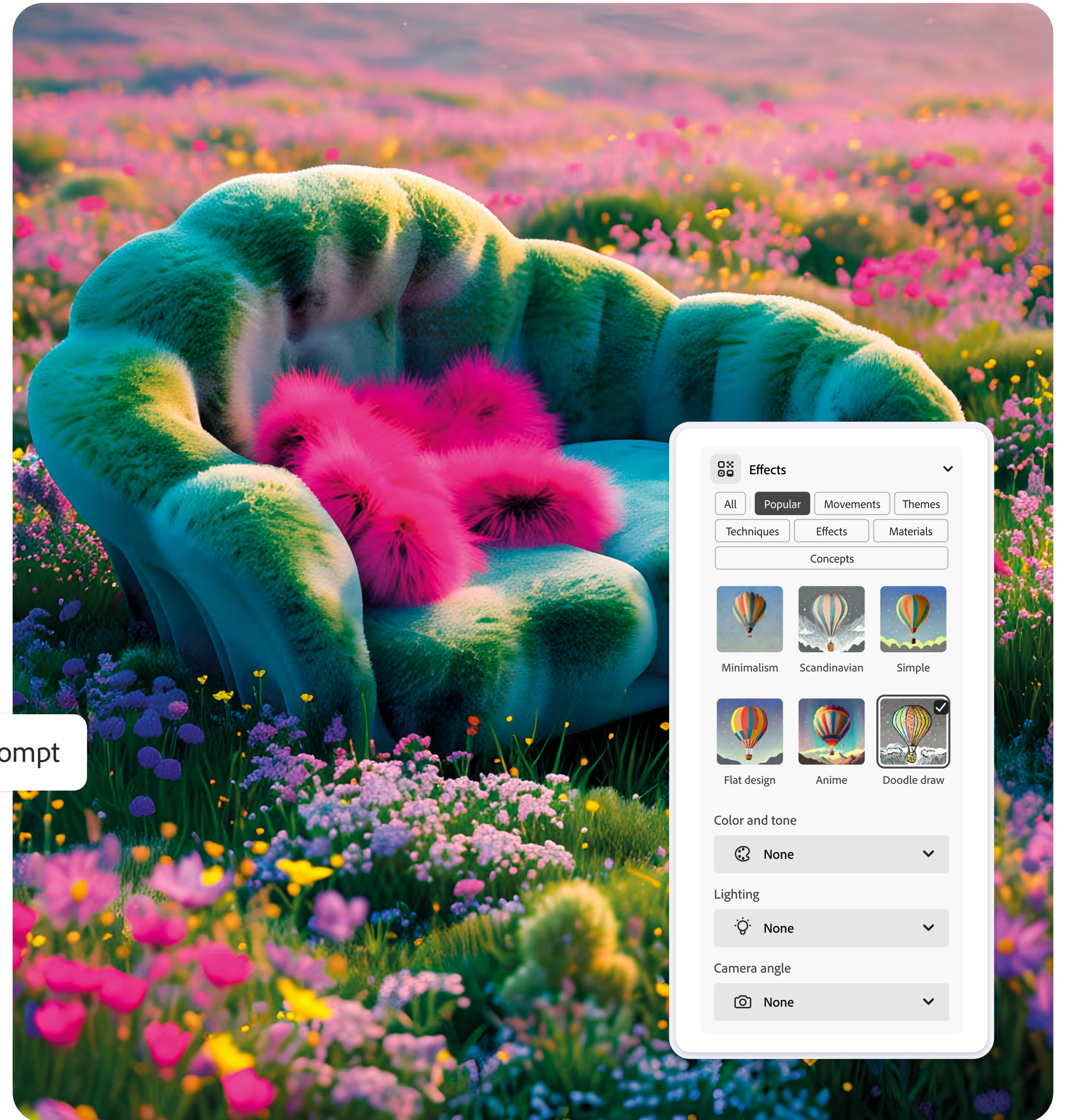
Prompt to edit.

2

If your image is close to what you want to achieve, but still not quite right, you don't need to generate a whole new image. Instead, prompt Firefly to edit the image, tweaking colour, objects, and backgrounds until it matches your vision. It's a quick and simple way to streamline your workflow.

A surreal fantasy landscape with a plush **(Image type)**, moss-covered sofa and seat cushions, shaped with soft organic forms **(Subject)**, in the middle of a blooming meadow. The meadow is filled with dense, bright wildflowers that are vivid pinks, lilacs, soft purples, and fresh greens — glowing as if lit from within **(Colour)**. The sofa has fluffy, bright pink pillows, looking impossibly soft **(Style)**. Golden hour lighting with warm highlights and gentle shadows, a pastel gradient sky fading from peach to lavender **(Lighting)**. Hyper-detailed textures, cinematic depth of field **(Action)**, whimsical fairytale atmosphere, dreamy, ethereal, vibrant colour grading, maximal saturation, soft focus background **(Background)**, high fantasy editorial style, magical realism.

 Prompt



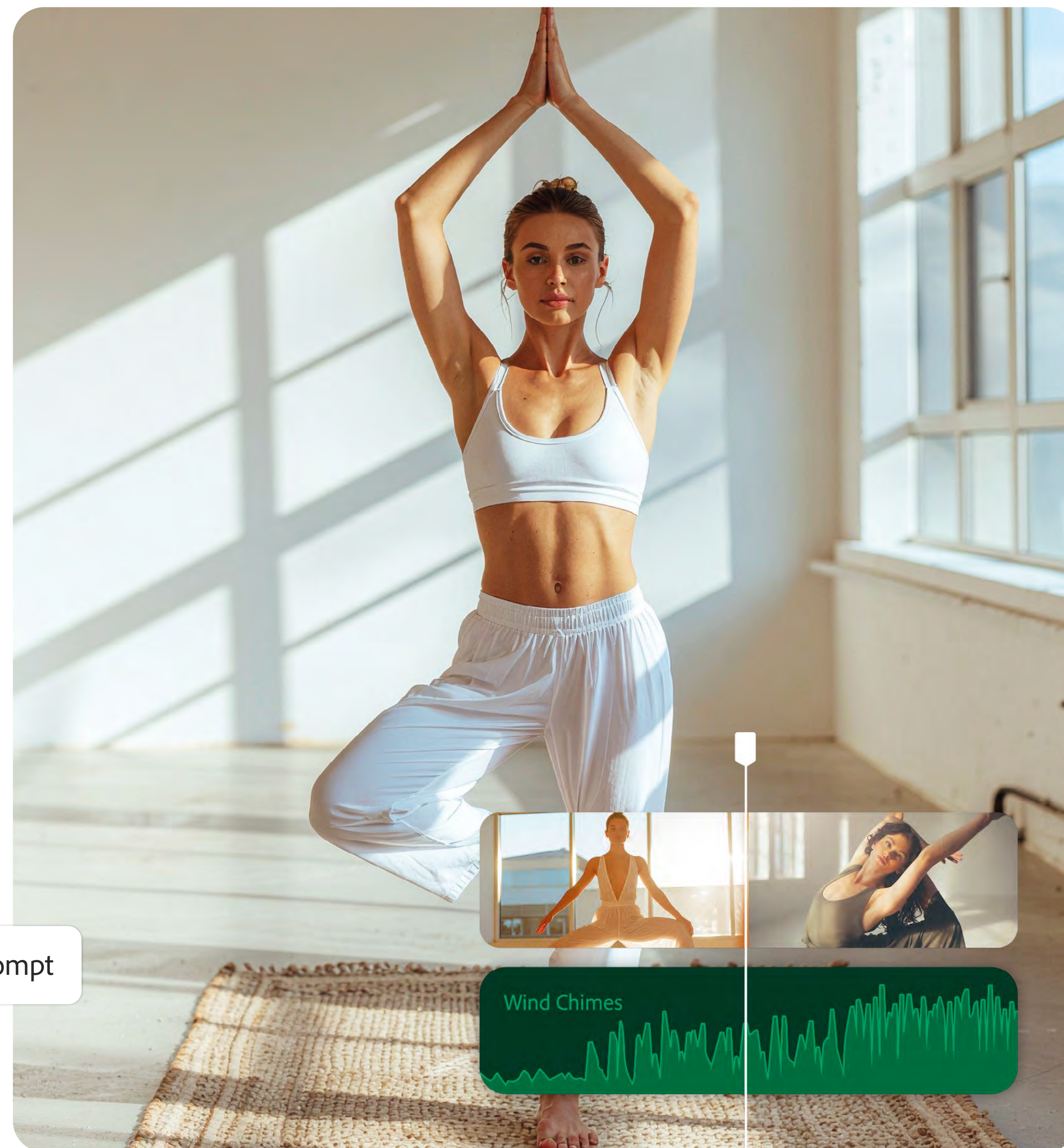
Generate video and audio.

3

With Adobe Firefly you can now transform concepts into stunning video and audio too. Use [Text to Video](#) to describe your desired style, mood, and motion, or [Image to Video](#) to generate clips from your chosen images and supporting prompts. Refine your videos further by using [Generate Soundtrack](#) and Generate Sound Effects to create high-quality audio from uploaded references and prompts. Finish up by taking your work to the Firefly [AI Video Editor](#) for final polishing. These tools are ideal for conceiving video content, pitching ideas, and creating b-roll.

Hyper-realistic photo (**Image type**) of model doing yoga position (**Subject**) with her hands above her head (**Action**) and a calm studio background (**Background**). Painted in pale colours (**Colour**), shifts of light flooding the room (**Style**), shot at eye level (**Angle**) and very polished.

 Prompt



Enhance your image in Creative Cloud.

Firefly gives you the flexibility to shape your workflow. Export your generated image to Photoshop, Illustrator, Express, or other Creative Cloud apps, so that you can continue to develop your work in your other favourite apps.

Photorealistic, hyper-real image (**Image type**). Surreal, highly detailed, transparent glass cactus with flowers (**Subject**), reflections bounce from the surface (**Action**), grown in the desert, golden hour sunlight (**Lighting**), yellow and oranges (**Colour**), tall.

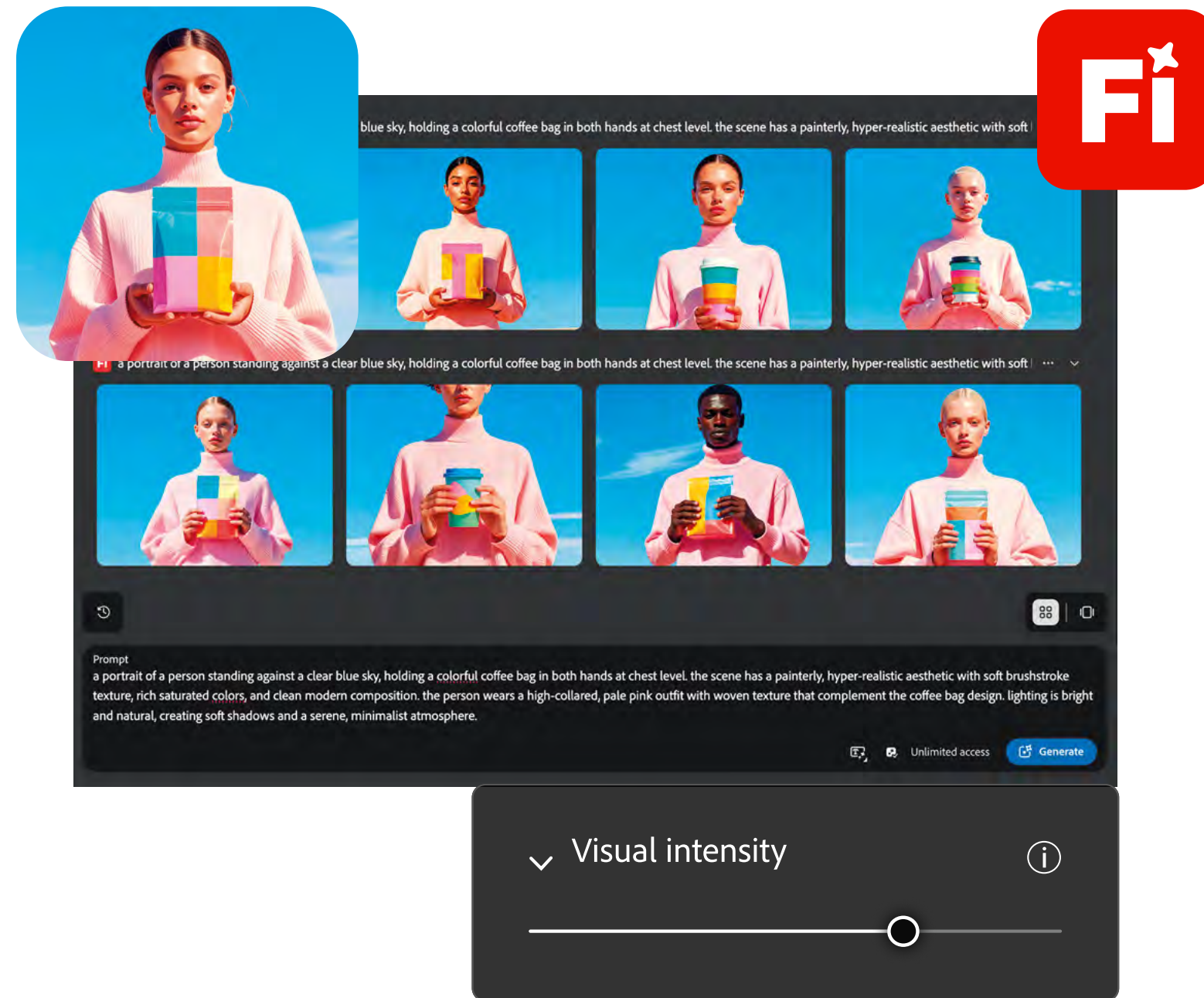
 Prompt



Example of Creative Cloud workflow.

1

Generate your hero visual: Use Firefly to create a bold, eye-catching image that sets the theme for your social media carousel.

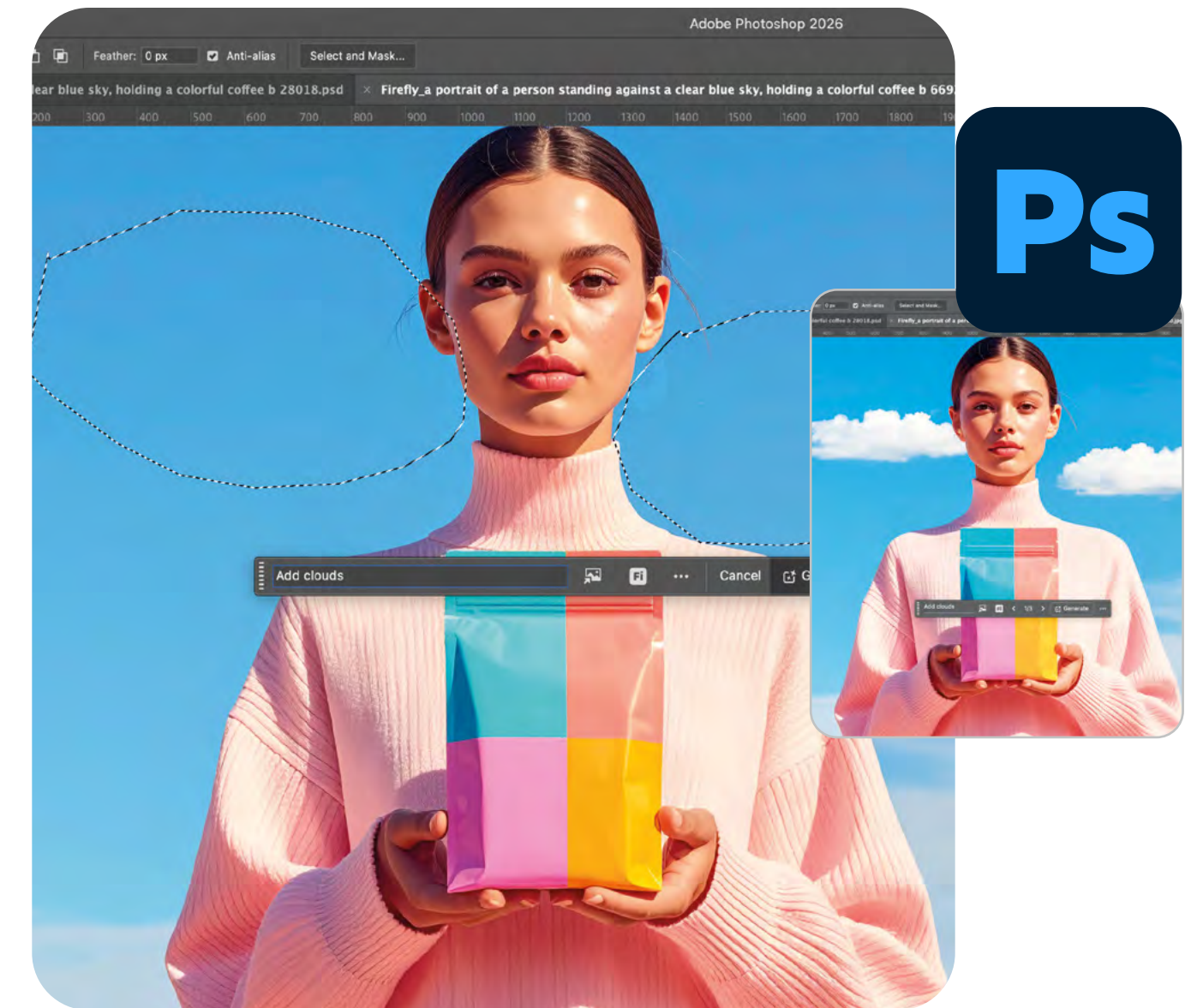


2

Create variations fast: Generate alternate styles, backgrounds, or compositions from the same idea.

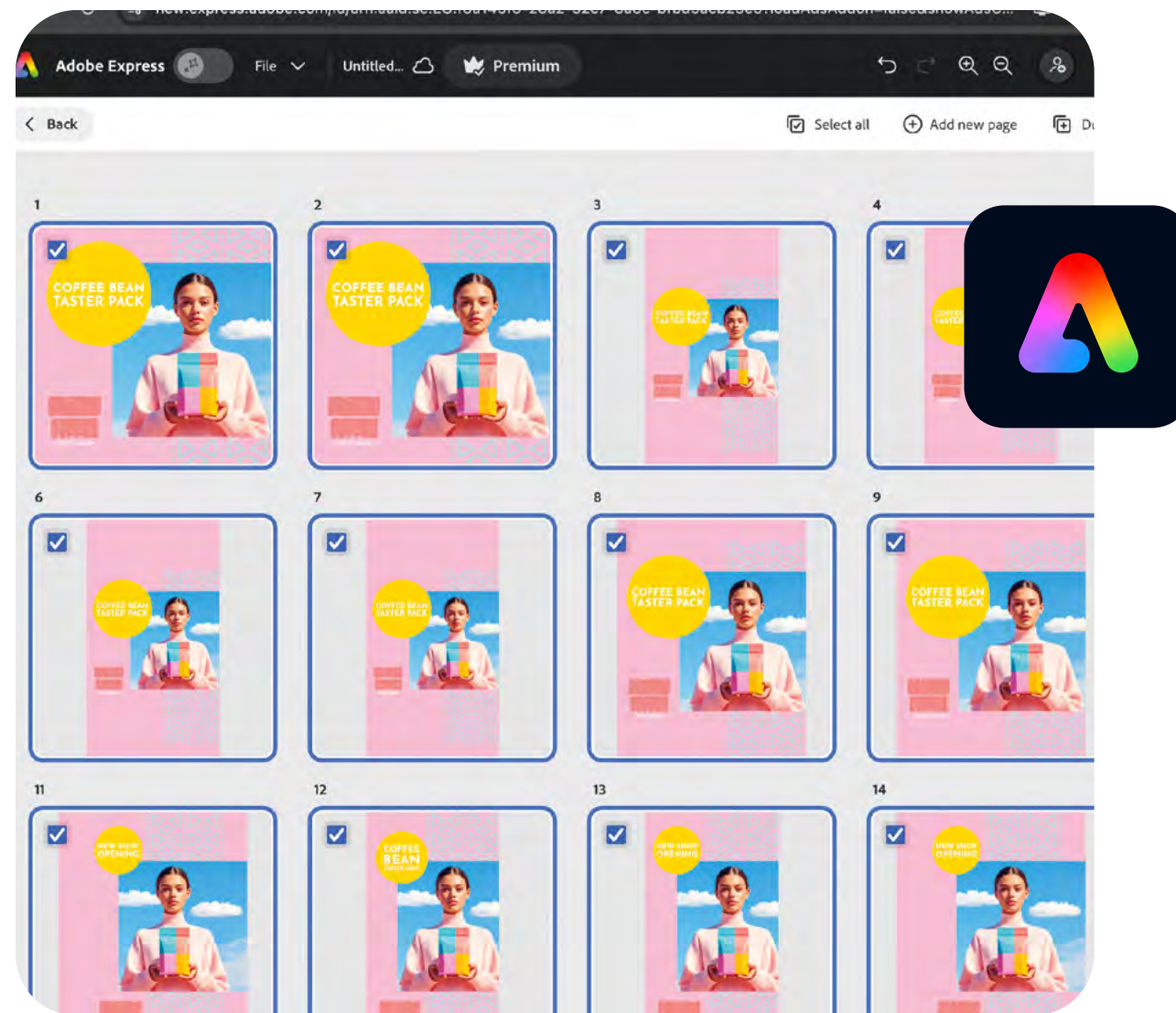
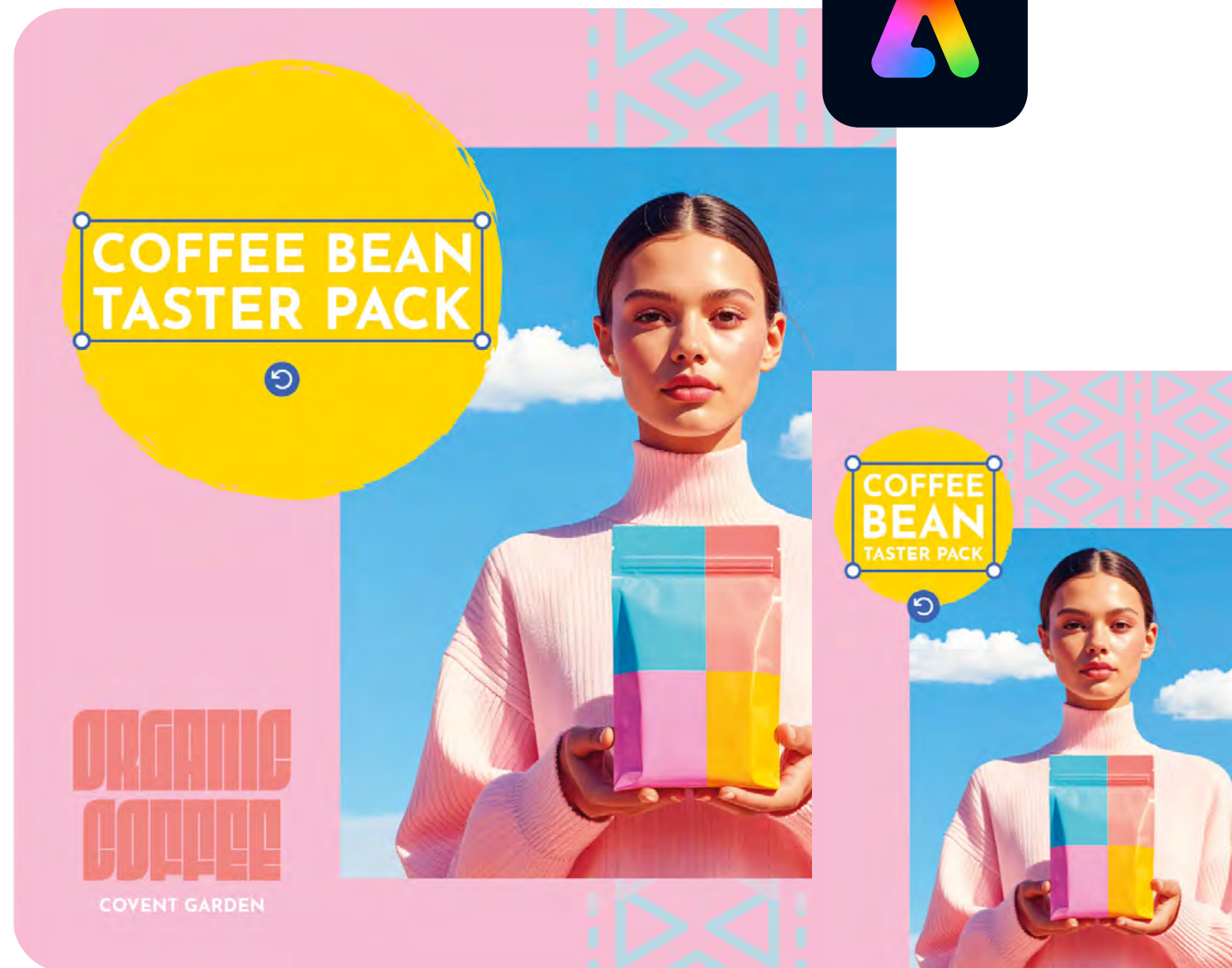
3

Perfect the look: Open your visuals in Photoshop to clean backgrounds, adjust colours, or align with your personal brand.



4

Quickly build your carousel story: Import visuals into Adobe Express and arrange them into carousel templates. Add captions, motion, and graphic elements.

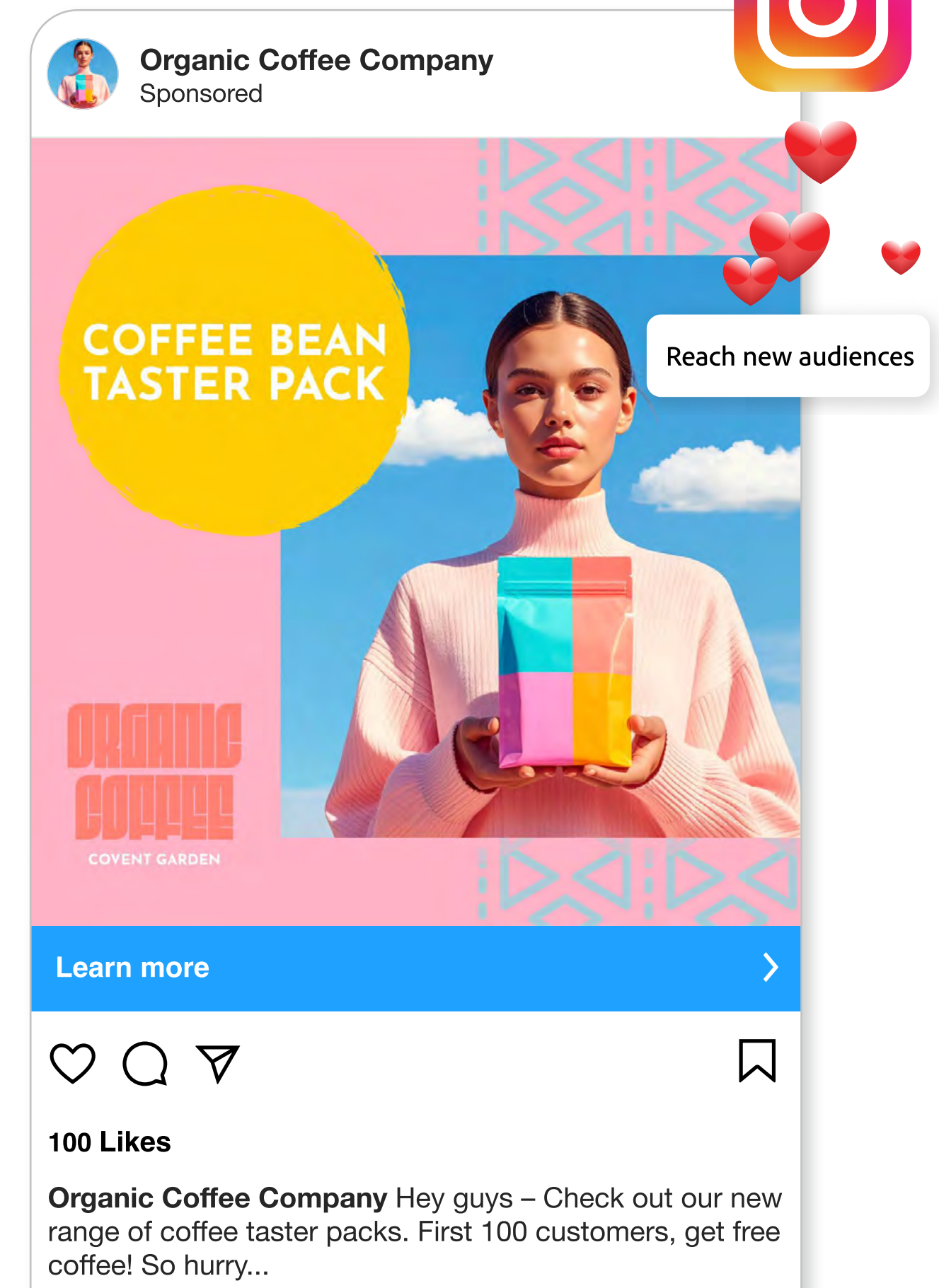


5

Optimise for engagement: Resize and preview slides for Instagram or TikTok carousel formats.

6

Scale your reach: Translate the carousel to reach new audiences and share.



What to avoid.

Like all creative processes, Firefly is about trial and error. There are pitfalls that can hinder your best work, so avoid these watchouts if you can. The rest is open for you to explore, play and have fun.



 Prompt

A stylised 3D render (**Image type**) of a sushi platter with kawaii faces (**Subject**), done in toon shading. Flat pastel tones, bold outlines, and simple gradients (**Colour**) make it look like a 3D cartoon straight out of an anime cooking show.

- **Avoid vague prompts.** A lack of detail won't help the image model to achieve the results you're looking for.
- **Avoid overly complicated prompts.** Yes, it's a balancing act, so refer to the [prompting formula](#) and keep editing and refining your prompts as you work.
- **Avoid conflicting instructions.** For example, if you selected a cartoon art style from the control panel, make sure the prompt doesn't ask for a photorealistic image.
- **Be aware of model limitations,** such as text rendering or realism. Work around these limitations by using alternative image models in Firefly or Creative Cloud apps.
- **Avoid breaching commercial use guidelines.** Firefly image models are built for commercial safety, but you are responsible for deciding if a partner model is right for your project. Always review the terms of service and commercial use guidelines for each model.

Get social. Join our community.

Firefly is home to a vibrant community of creators. Follow us on social and share your favourite creations, plus learn top tips and hacks, then remix the best prompts from our community gallery.



[Follow us on Instagram](#)



[Join us on Discord](#)



[Remix and explore the Firefly Gallery](#)



[Join the Firefly Community](#)



Appendix & Resources.

Visit the links below for our latest news, user guidelines, safety policies, and support.

[Adobe web help](#)

[Adobe Generative AI](#)

[User Guidelines | Adobe Legal](#)

[Approach to generative AI with Adobe Firefly - Adobe](#)

[Contact Adobe Support](#)

Adobe Firefly

