

Project Kit — Your Brand Vibe Deck

AI doesn't just write. It sees, speaks, sings, and directs.

Theme: Multimodal Magic • Time: 90 min

THE GOAL

Create a 6-image mood board + 15-second AI voice tagline that captures your business vibe.

MATERIALS

Image AI	ElevenLabs	Canva or Figma
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STEPS

- 01 Define the feeling**
3 adjectives for how your brand should feel. (e.g. 'nostalgic, hopeful, midnight'.)
- 02 Generate 20, pick 6**
Iterate. Reject anything that feels 'AI-generic'.
- 03 Write & record the tagline**
15 words max. Voice it with ElevenLabs, dramatic tone.
- 04 Lay it out**
One page mood board, tagline as caption, your logo (AI-generated) top-right.

DELIVERABLE

One image (JPG) + one audio file (MP3), uploaded to the gallery.

RUBRIC — HOW WE JUDGE

✓ **Cohesion**

Do all 6 images feel like the same universe?

✓ **Originality**

Does it dodge AI clichés (glowing brains, neon Tokyo, purple gradients)?

✓ **Emotional hit**

Does the tagline give me chills or a smile?

✓ **Craft**

Would this pass as an art director's work?

Style-locked image prompt

Generate 4 variations of: [SUBJECT]. Locked style across all 4: [3 STYLE WORDS]. Locked color palette: [3 HEX CODES]. Aspect ratio 4:5. No text in image.

Tagline generator

You are a legendary ad copywriter. My brand: [ONE-LINE]. Feeling: [3 ADJECTIVES]. Give me 15 taglines under 10 words each. Rank them. Rewrite the top 3 to be even sharper.