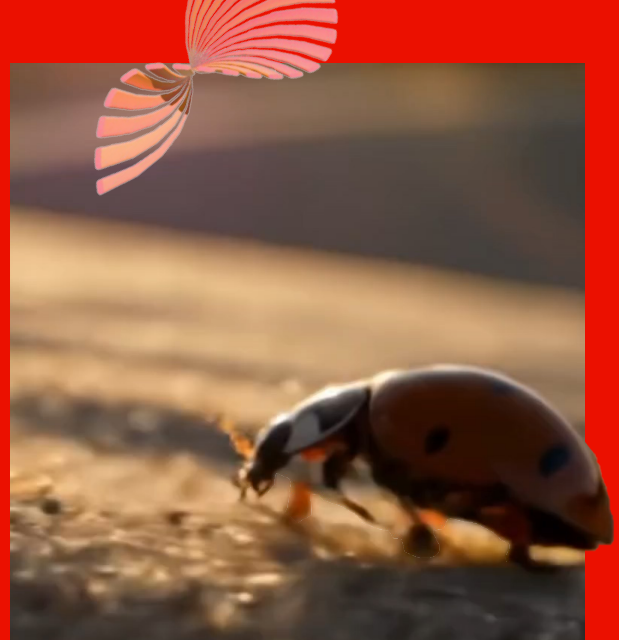


Creating Content with Partner Generative AI Models



Create content with the industry's top generative AI models, directly in Adobe Creative Cloud

To empower creative professionals with greater flexibility and choice, Adobe has integrated a growing portfolio of partner generative AI models into the Firefly web and mobile applications. These models complement Adobe's Firefly models by offering diverse aesthetic styles and capabilities, enabling creatives to ideate and concept content in ways that best suit their creative workflows without having to leave the Adobe ecosystem.

Partner models are great tools for your organization for the following reasons:



No AI training

Customer content will never be used to train any generative AI models.



Diverse range of capabilities

Industry-leading models with specialized capabilities and distinct aesthetic styles.



Seamless integration

Explore partner models directly within the Adobe ecosystem via the Firefly web application and Firefly Boards. Simply use your Adobe ID – no workflow interruptions or external accounts needed.



More control

Enterprises can use the Admin Console to enable or disable partner models for their organization.

Framework for using partner models

Step 1: Determine when to use partner models

Partner models accelerate early-stage creativity, helping teams quickly visualize, test, and align on concepts before time or resources are spent on execution.

Use them to accelerate:

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

These use cases sit upstream in the creative process - they are about unlocking ideas, not polishing outputs.

Step 2: Choose the right model for the job

Each partner model brings unique creative strengths.

- Select the right model based on your intended output
 - > Use the model strengths and ideal use cases outlined below to help guide your selection

Think of it as experimenting to find the right creative collaborator - each model brings different capabilities to the exploration process.

Step 3: Execute in the Adobe ecosystem

Start ideation and concepting with Firefly and partner models, then bring your vision to life across Adobe's creative suite.

Recreate, refine, and finalize concepts in Photoshop, Illustrator, Express, InDesign, Premiere, or After Effects - applying layout, polish, and branding to deliver production-ready assets.

Strengths of each partner model

PARTNER MODEL	TOP STRENGTHS	BEST FOR
IMAGE GENERATION		
GPT image	Prompt adherence, conversational editing	Iterative creative workflows, fine-tuned control
FLUX Pro/Ultra	Realism + control	High-fidelity visuals at speed
FLUX Raw	Hyper-realistic portraits, detailed texture	Lifestyle photos, realistic faces, soft editorial style
FLUX Kontext	Transforming reference material	Conversational editing (change colors, remove items, swap backgrounds)
Google Imagen	Balanced style + detail	Genre variety, illustrations, texture fidelity
Runway	Stylistic + character consistency, cinematic framing	Character ideation, expressive posing
Ideogram	Accurate typography + text-in-image rendering	Typography-heavy graphics and posters
VIDEO GENERATION		
Pika	Stylized video, animation from text or image	Cinematic short clips, mood videos, story moments
Luma Ray	Realistic motion, natural camera motion	High realism, natural camera motion, 3D feel
Google Veo	High-quality narrative video with audio, cinematic realism, and motion control	Cinematic video generation, scene stitching, narrative pacing, native audio integration

Use case: Iterative design and refinement in Firefly Boards

Start with a reference image like the one shown below.



Prompt 1

Extract only the dress over a white background, product photography style



Prompt 2

Show me an extreme closeup of the fabric



Prompt 4

Place couch in a uniquely design living room with cozy furniture + textures



Prompt 5

Zoom out on scene to show more of the living space



Use cases: Creative exploration and concepting with partner models

Use Firefly and partner models in the Firefly applications and Firefly Boards to visually explore ideas early in the creative process - aligning teams faster, reducing costly revisions, and bringing clarity to abstract concepts before any production begins.

1. Campaign moodboarding and A/B testing

- Generate campaign visuals in different tones, styles, and moods to align creative direction and test what resonates.
- Explore with: FLUX Kontext, GPT Image, Imagen, Ideogram
- Refine and move to production with: Photoshop

2. Photoshoot pre-visualization

- Mock-up shoot locations, lighting options, props, and models - helping teams visualize and align before production.
- Explore with: FLUX Ultra, Imagen, GPT Image, Luma
- Refine and move to production with: Photoshop

3. Product usage visualization

- Preview and showcase products in aspirational environments - like homes, gyms, or nature - to guide storytelling and creative strategy.
- Explore with: Imagen, GPT Image, FLUX Ultra, FLUX Raw
- Refine and move to production with: Photoshop

4. Brand identity exploration

- Explore early logo, typography, and packaging concepts to inspire visual identity development.
- Explore with: Ideogram, FLUX Kontext, GPT Image
- Refine and move to production with: Illustrator

5. Video ad concepting

- Streamline early video development by turning rough concepts into moodboards or storyboards to quickly explore ad ideas before scripting or filming.
- Explore with: Veo, Pika, Luma
- Refine and move to production with: Premiere Pro, After Effects

6. Iterative design and refinement

- Make fast edits to visuals – change colors, styles, layout, or tone – based on feedback or direction shifts.
- Explore with: GPT Image, FLUX Kontext
- Refine and move to production with: Photoshop, Illustrator, InDesign, Express

Use case: Product usage visualization

Prompt execution: Visualize a smart thermostat in diverse home settings, varying decor, lighting, wall texture, and mood to showcase adaptability and aesthetic fit.

Scene 1:

Core product shot



Scene 2:

Modern apartment setting



Scene 3:

Cozy cabin setting



Scene 4:

Tech-focused home office



Additional Resources

Refer to our HelpX article [Partner models in Adobe products](#) for more information.



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