

AI-INTEGRATED CREATIVE WORKFLOW · CASE STUDY

Teaching Machines to Make Art

An AI creative pipeline, built and taught.

FIVE DEMONSTRATIVE PANELS

[VIEW THE FULL CASE STUDY · PDF](#)



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CASE 01 · THE WORKFLOW

An AI Creative Pipeline

From brief to finished work, one directed flow.

■ BRIEF TO FINISH

1 **Brief**
Define intent & constraints

2 **Prompt**
Language as direction

3 **Generate**
Model proposes options

4 **Curate**
Director selects

5 **Refine**
Iterate to intent

6 **Finish**
Production & brand polish

**6**

directed stages

1

creative director

∞

iterations

CASE 02 · DIRECTION

Prompt as Direction

Language is the brush; the model is the studio.

PROMPT → OUTPUTS

PROMPT

> generate |

OUTPUTS



1

creative brief

240

variations

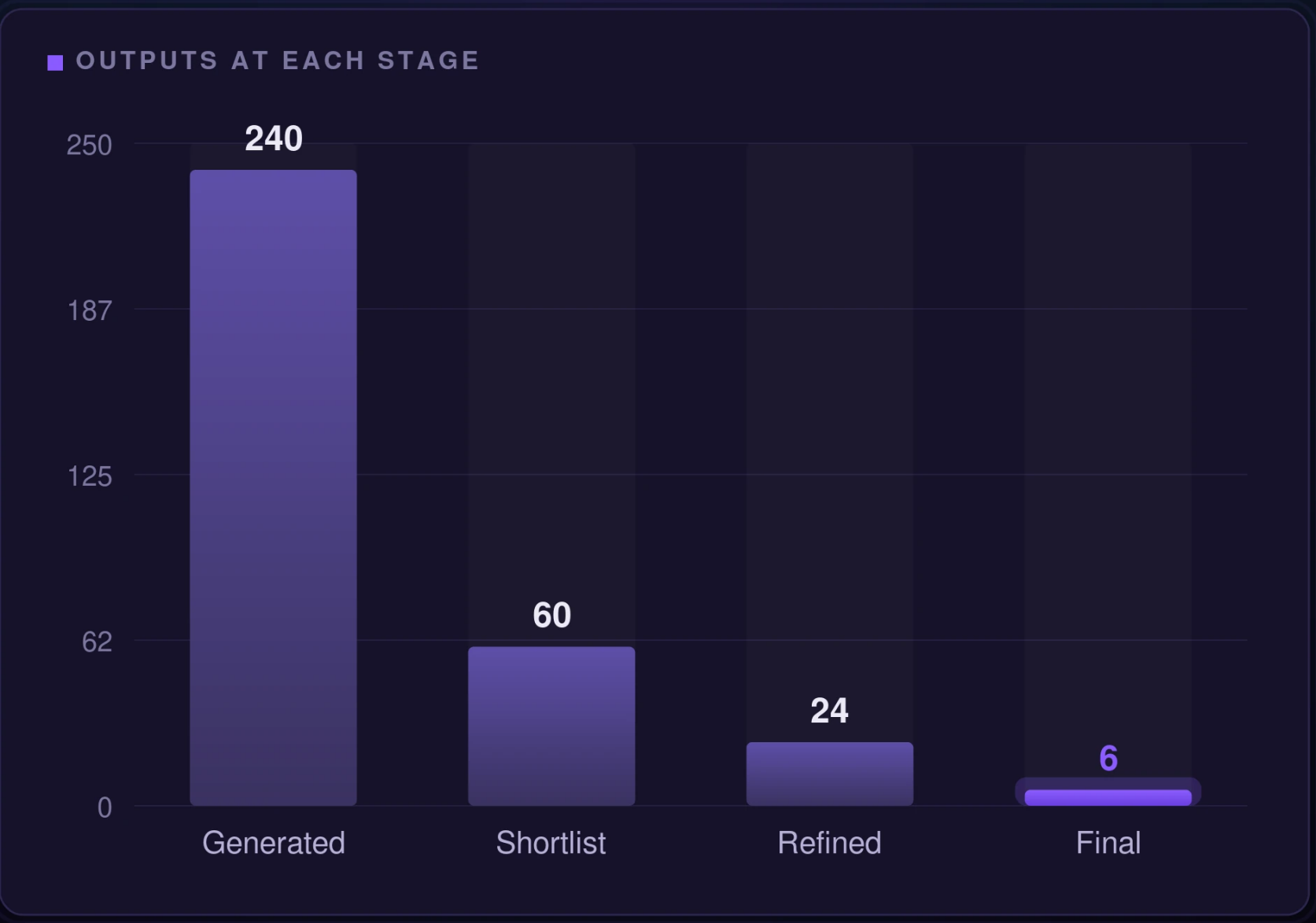
12

shortlisted

CASE 03 · CURATION

From Many to One

Disciplined selection is where the taste lives.



240

generated

24

refined

6

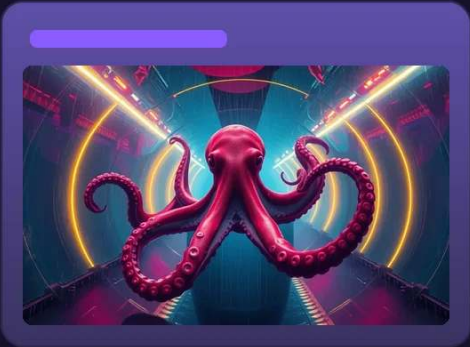
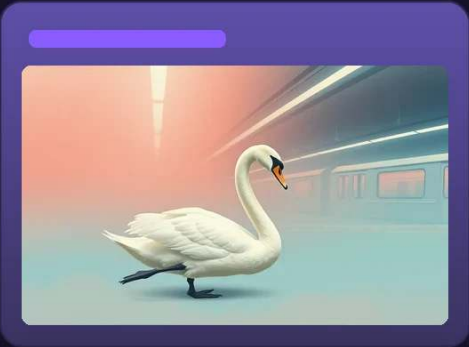
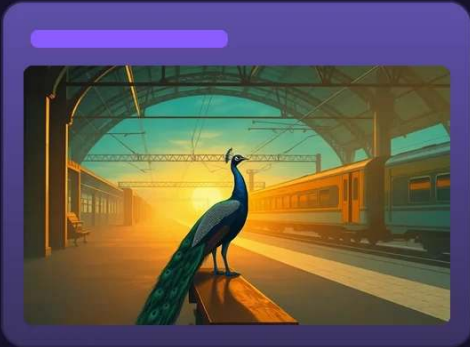
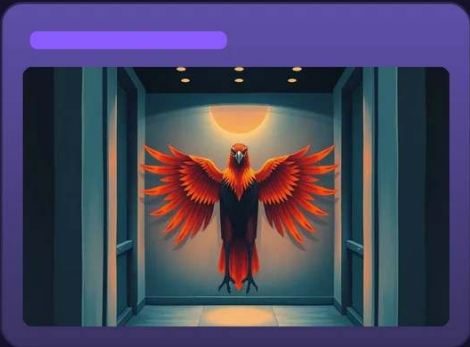
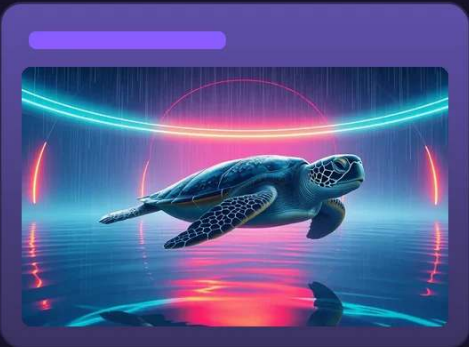
finals

CASE 04 · SYSTEM

One Visual System

Brand-consistent output across a whole series.

■ SERIES CONSISTENCY



ONE SHARED VISUAL SYSTEM



1

visual system

9

on-brand pieces

100%

cohesive

CASE 05 · CURRICULUM

A Teachable Method

The pipeline, turned into a curriculum.

■ FIVE-MODULE CURRICULUM

- 1

Foundations

Models, tools, and their limits
- 2

Prompt craft

Language as direction
- 3

Art direction

Steering, not accepting
- 4

Curation

Taste and selection
- 5

Critical & ethical

Provenance, intent, and authorship

5
modules

2024
first cohort

∞
reusable