

# AI TOOLS TO CREATE & EDIT MARKETING IMAGES

# What we will cover

## 1. Tools for creating images

Create images by describing them – Paid with some free usage - Chat GPT

Create images by describing them – best free tool – Gemini

Create images by describing them – Paid - Midjourney

Create images by describing them – Paid with some free usage - Leonardo

Create images by describing them – Paid with some free usage - Open Art

Create images by describing them – paid tool with some free usage – Canva

## 2. Canva's Tools for editing and manipulating images

Canva's AI tools for editing and manipulating your images (Magic Studio)

How to fix incorrect text on an image that an AI has created

## 3. Best AI tools for manipulating images

Flux Kontext

Gemini Flash

# Chat GPT has image creation built in

Start your prompts with " Create an image".  
Type whatever you want to create. You can use  
these images in your digital marketing

Create an image of a black and tan Dachshund lying on a  
purple lilo in a swimming pool, his eyes looking directly  
at the camera.



If you have the paid version it is unlimited

If you have the free version you are limited to 3-4 per day

Even in the paid version it is very slow

# Chat GPT has image creation built in

Create an image of a cheetah running through the savannah at speed. There are grasslands in the savannah.



If you have the paid version it is unlimited

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Even in the paid version it is very slow



# Gemini has Unlimited Image creation

T create an image of a cheetah running through the savannah

Evan M

✦ Sure, here is an image of a cheetah running through the savannah:

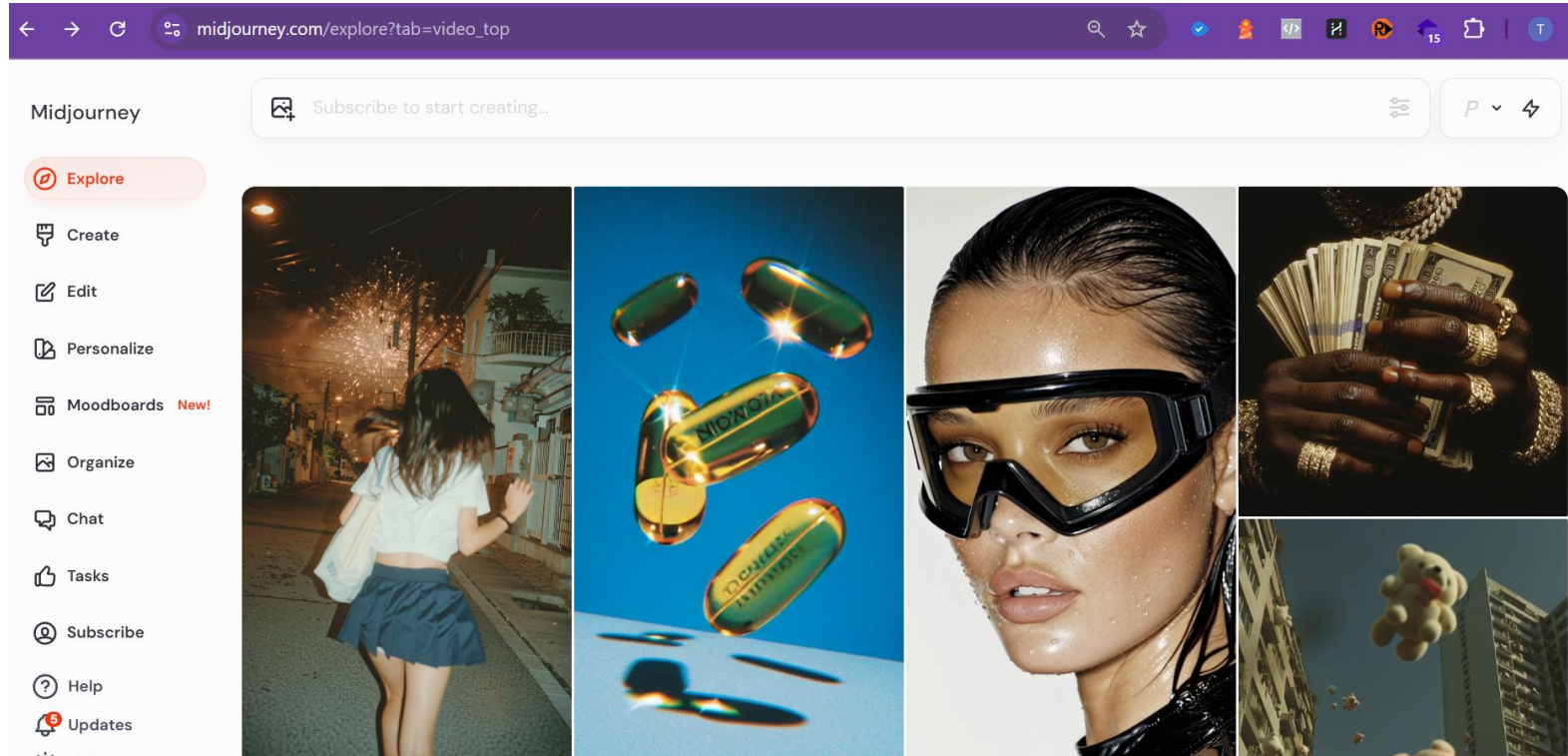


Enter a prompt here

Gemini may display inaccurate info, including about people, so double-check its responses. Your privacy and Gemini

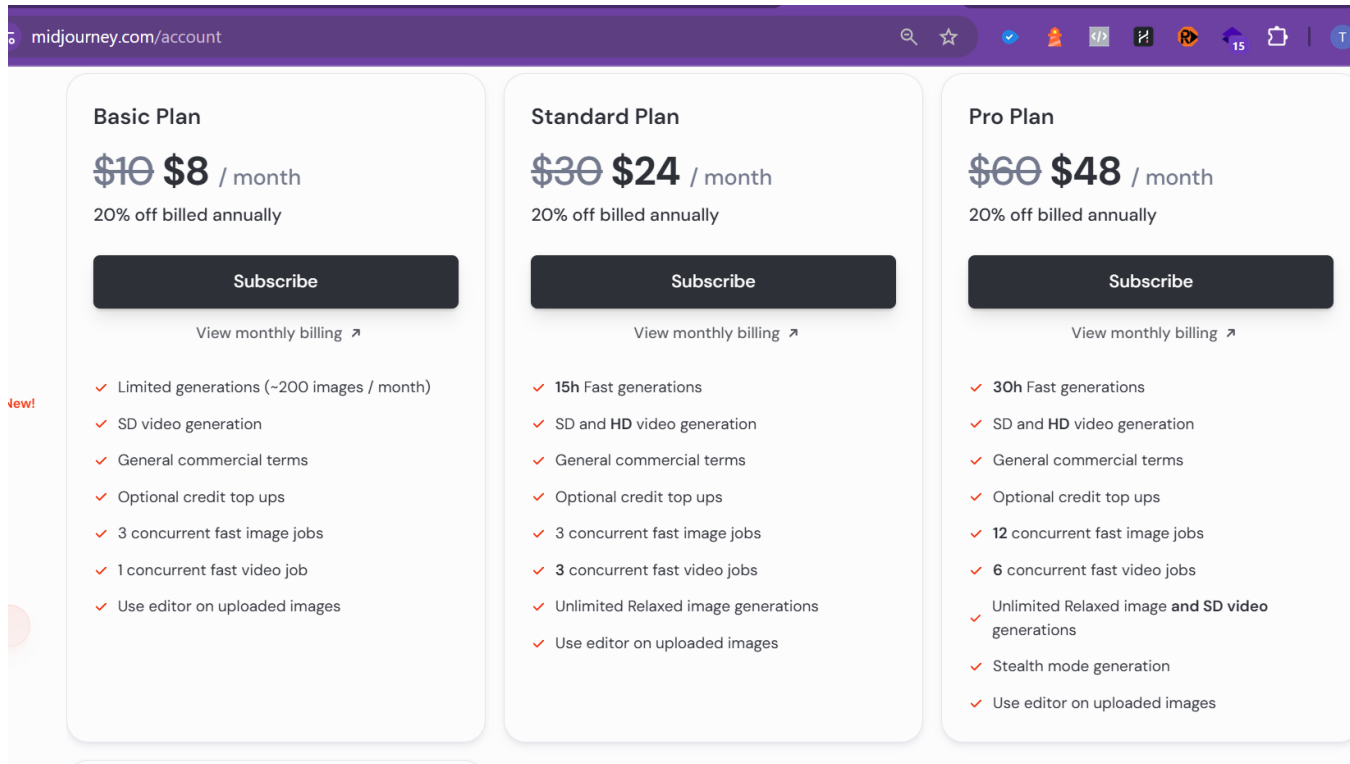
**Imagen, the image creator got a major upgrade and the quality of the images are excellent.**  
Unlike the free version of Chat GPT you can create unlimited images in Gemini

# Midjourney.com



One of the best text to image creation tool and recently added text to video  
They don't offer free credits or trials  
Monthly plans start from \$10 a month

# Midjourney.com



The screenshot shows the Midjourney.com account page with three subscription plans. Each plan includes a 'Subscribe' button and a link to 'View monthly billing'. The Basic Plan is \$8/month (20% off from \$10), the Standard Plan is \$24/month (20% off from \$30), and the Pro Plan is \$48/month (20% off from \$60). All plans include 20% off billed annually.

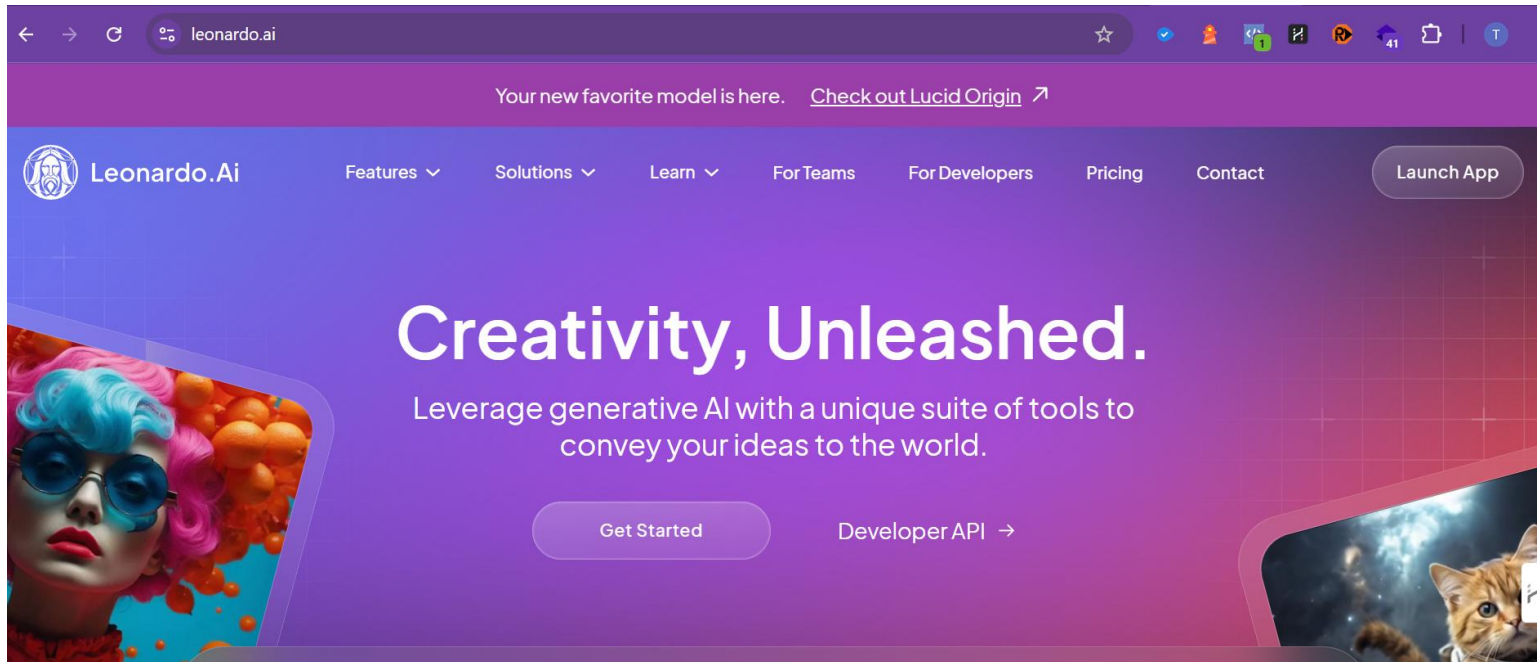
Basic Plan	Standard Plan	Pro Plan
<b>\$10 <del>\$8</del> / month</b> 20% off billed annually	<b>\$30 <del>\$24</del> / month</b> 20% off billed annually	<b>\$60 <del>\$48</del> / month</b> 20% off billed annually
<a href="#">Subscribe</a>	<a href="#">Subscribe</a>	<a href="#">Subscribe</a>
<a href="#">View monthly billing ↗</a>	<a href="#">View monthly billing ↗</a>	<a href="#">View monthly billing ↗</a>
<ul style="list-style-type: none"><li>✓ Limited generations (~200 images / month)</li><li>✓ SD video generation</li><li>✓ General commercial terms</li><li>✓ Optional credit top ups</li><li>✓ 3 concurrent fast image jobs</li><li>✓ 1 concurrent fast video job</li><li>✓ Use editor on uploaded images</li></ul>	<ul style="list-style-type: none"><li>✓ 15h Fast generations</li><li>✓ SD and HD video generation</li><li>✓ General commercial terms</li><li>✓ Optional credit top ups</li><li>✓ 3 concurrent fast image jobs</li><li>✓ 3 concurrent fast video jobs</li><li>✓ Unlimited Relaxed image generations</li><li>✓ Use editor on uploaded images</li></ul>	<ul style="list-style-type: none"><li>✓ 30h Fast generations</li><li>✓ SD and HD video generation</li><li>✓ General commercial terms</li><li>✓ Optional credit top ups</li><li>✓ 12 concurrent fast image jobs</li><li>✓ 6 concurrent fast video jobs</li><li>✓ Unlimited Relaxed image and SD video generations</li><li>✓ Stealth mode generation</li><li>✓ Use editor on uploaded images</li></ul>

One of the best text to image creation tool and recently added text to video

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# Leonardo.ai

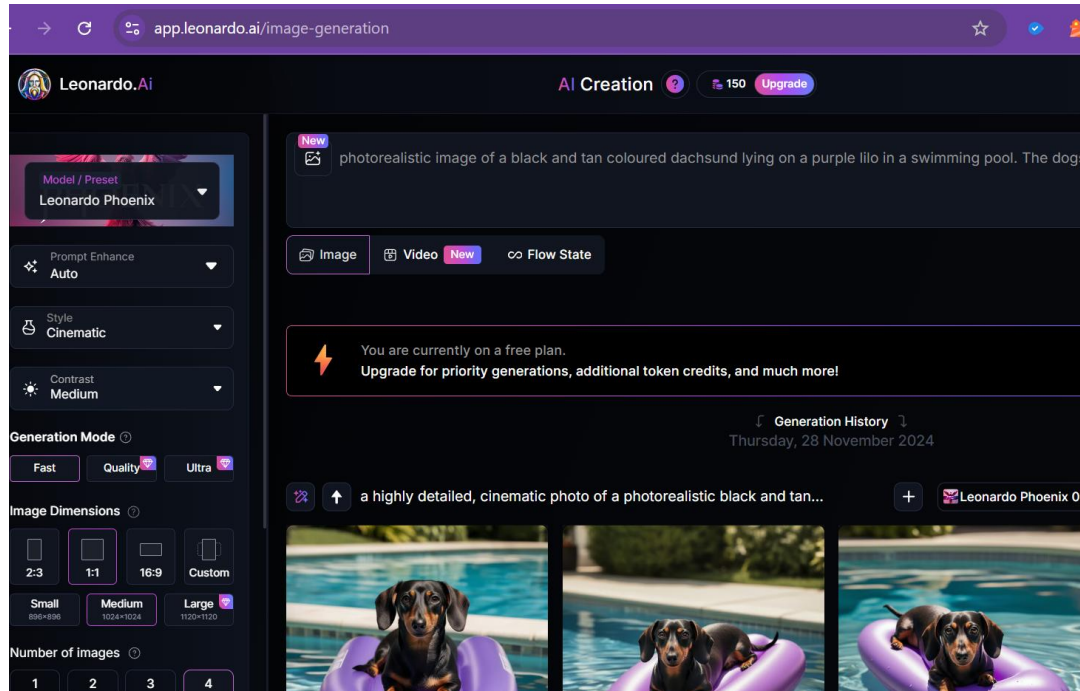


This is an excellent Ai tool and is one of the best.

**It is a paid tool but on the free plan you can create 6-7 free images per day**



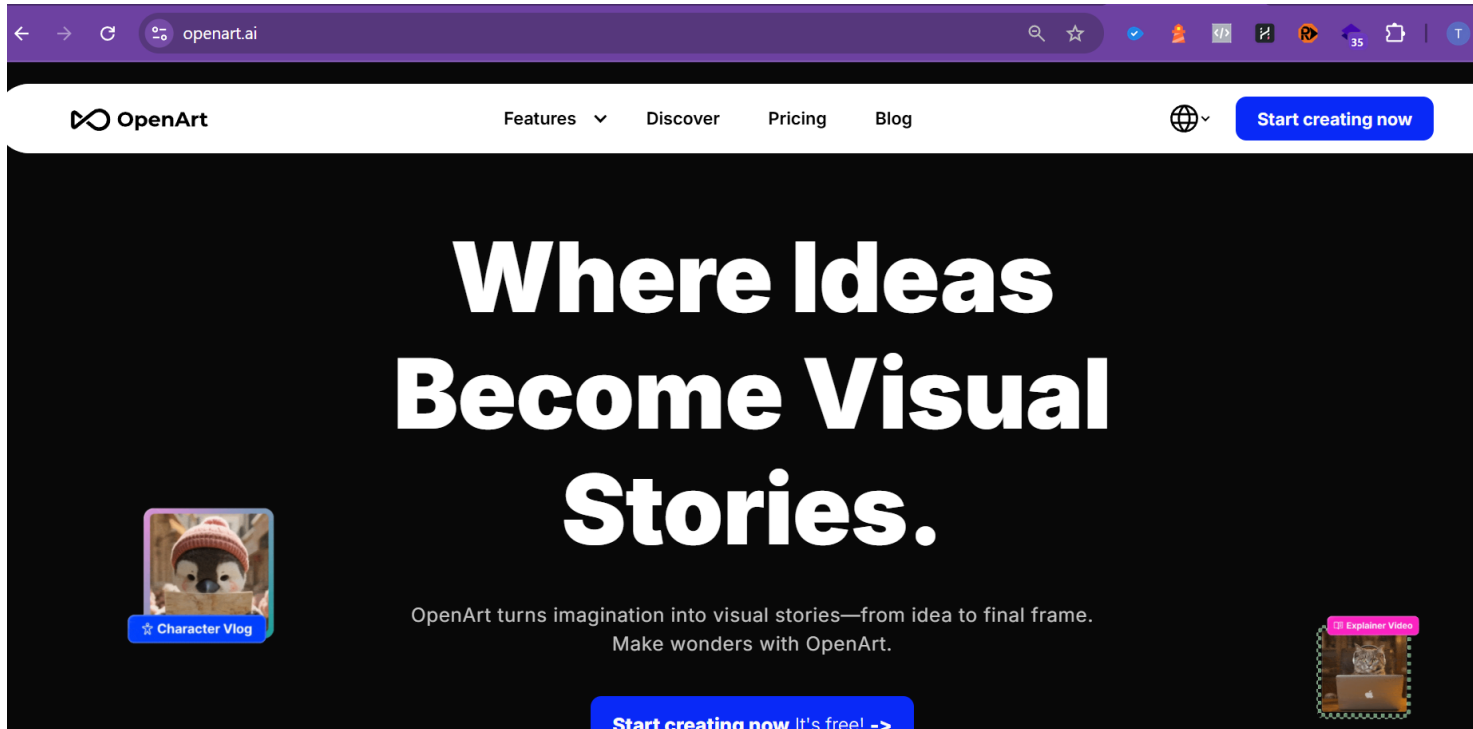
# Leonardo.ai



On the left menu click image

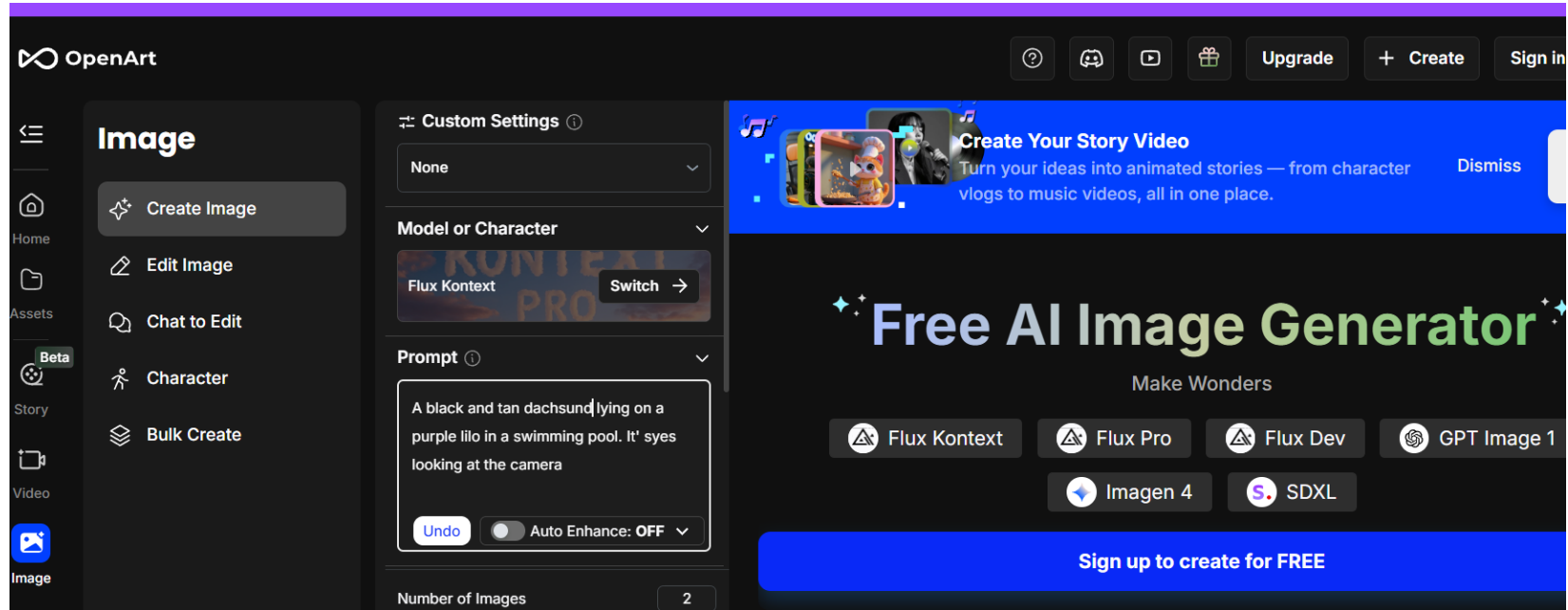
Write your prompt and it will create 4 images for you

However, Canva purchased Leonardo so if you use Canva you are using Leonardo to create AI images



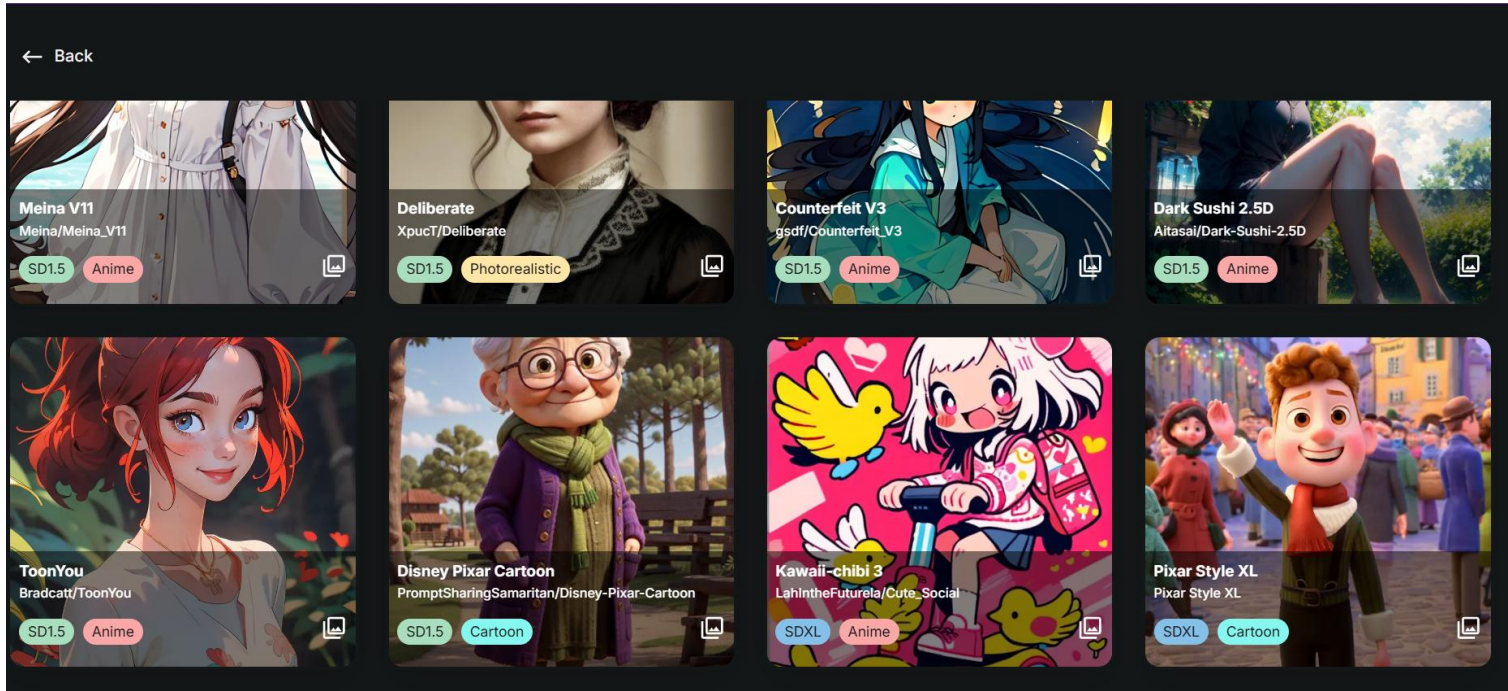
An excellent AI creative tool that allows you to create images and videos

You get some free credits to try it out.



What is brilliant about this tool is that you can choose which image creation models you want to use

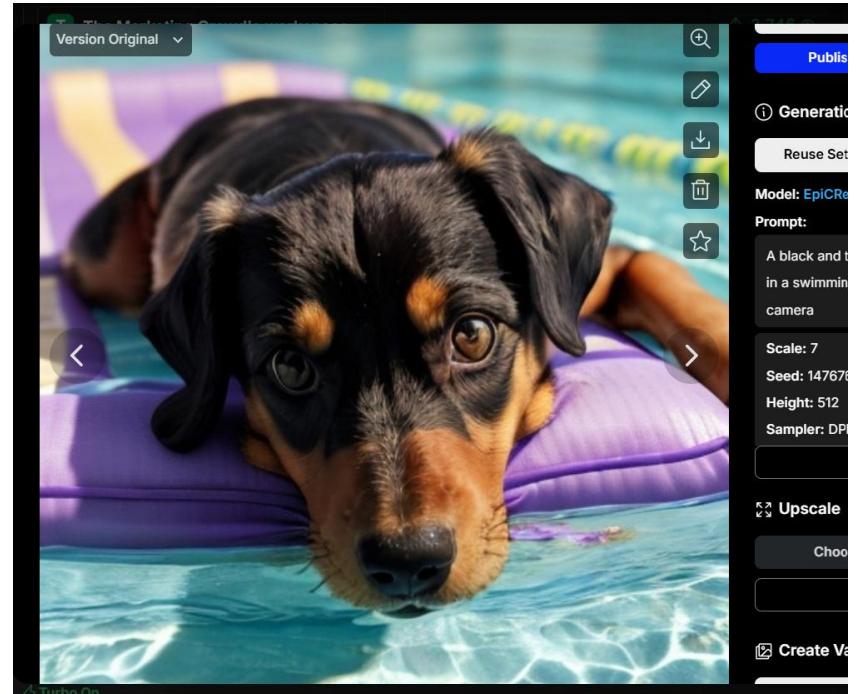
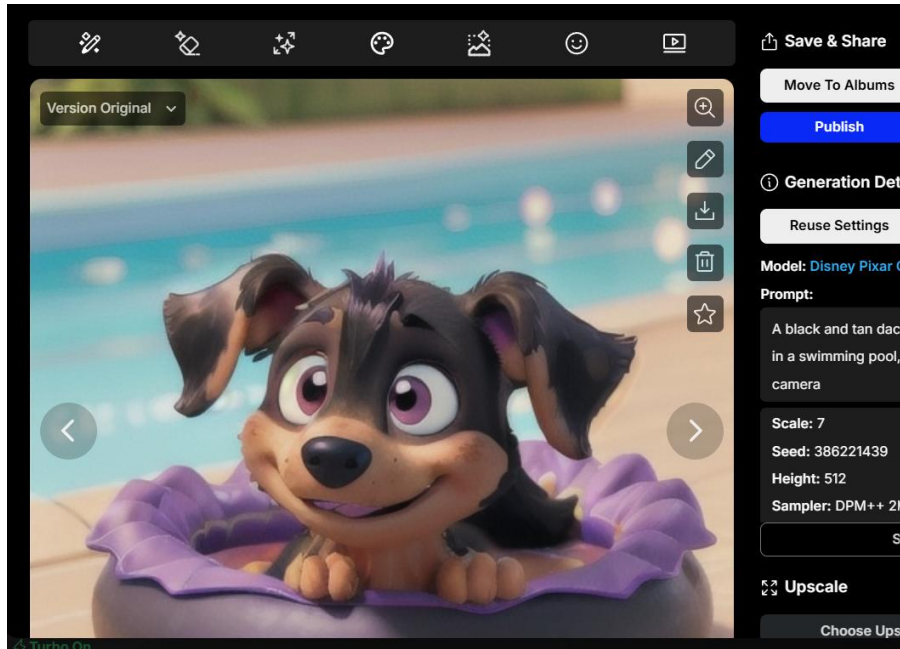
1. Write your prompt
2. Click on Model or character



Then browse through 30 – 40 different models and styles

E.g. Your image can be created looking

- Photo realistic
- Pixar cartoon
- Water colour painting



Here are 2 images, one using the Pixar model and one using epic realism model



OpenArt

?

Discord

YouTube

Gift

Upgrade

+ Create

Sign in

Sign up

>=<

Home

Assets

Beta

Story

Video

Image

m

Character

New

Essential

~~\$14~~ \$7

/Seat/mo

Get Started

Start creating eye-catching images, videos, and stories in minutes.

4000 credits / month

Up to 4 One-Click Stories

Up to 40 videos

Up to 4000 images

Advanced

Most Popular

~~\$29~~ \$14.5

/Seat/mo

Get Started

Unlock high-volume creation and deeper customization.

Unlimited videos until Sep 8

12000 credits / month

Add credits as needed

Infinite

~~\$56~~ \$28

/Seat/mo

Get Started

Ultimate power for pros who never want to slow down.

Unlimited videos until Sep 8

24000 credits / month

Add credits as needed

Up to 24 One-Click Stories

Team Plan

~~\$34.9~~ \$17.4

/Seat/mo

Get Started

The collaborative workspace built for studios & agencies.

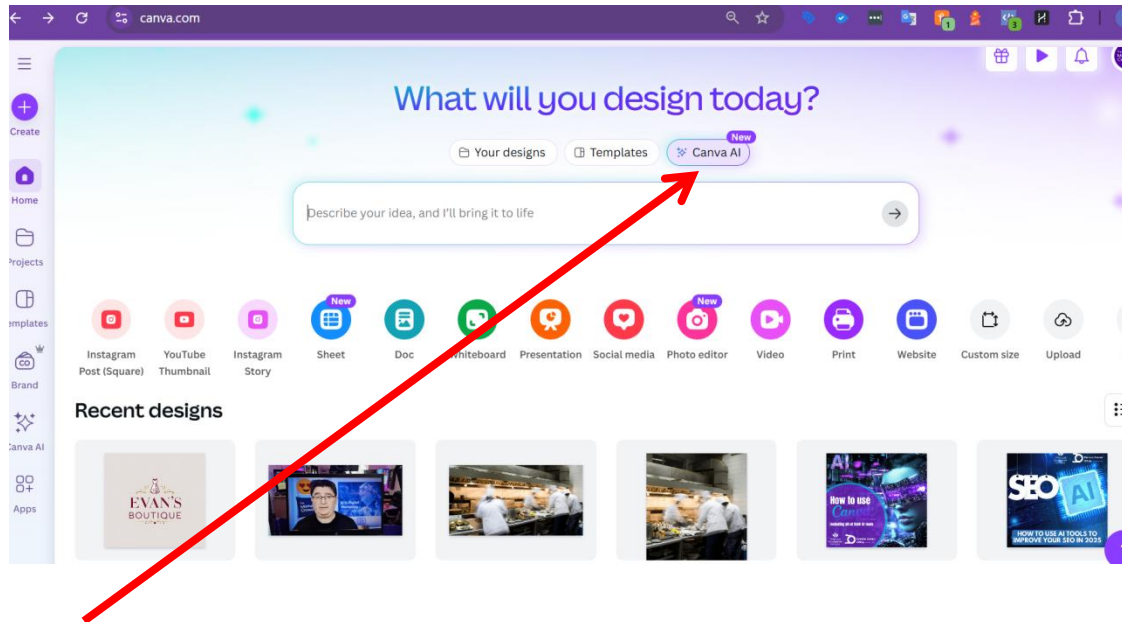
12000 credits/seat/month

Pooled credits — use them where the team needs, no personal caps

"Creativity comes from trust. Trust your instincts." - Rita Mae Brown

Prices start from \$14 a month (sometimes a discount if you pay annually)

# Image creation in Canva



There is an AI hub located in the centre panel

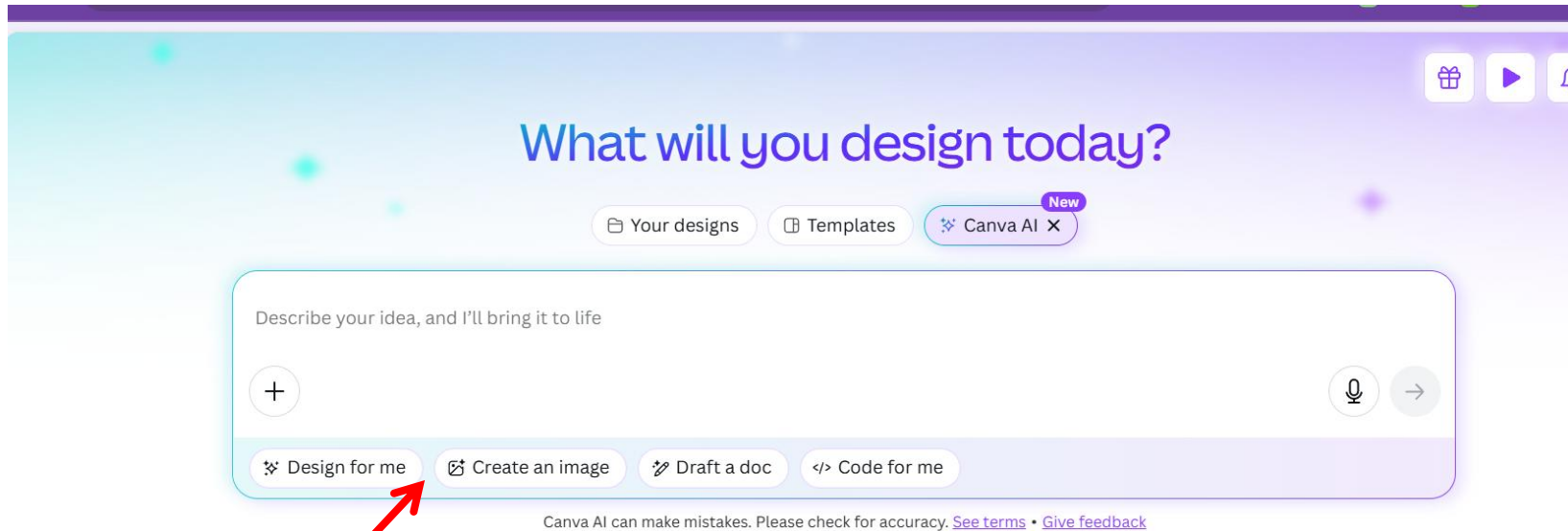
Pro users can use this an unlimited number of times. However, for free users ...

**AI Image Generation:** Free users are allowed 20 lifetime uses of Dream

**Magic Design:** Free accounts have a 10 lifetime use limit for Magic Design features, which includes tools like Magic Design for Presentations

**Other AI Tools:** Free users also have access to Magic Write (Canva's AI text generator), but this is capped at 50 total uses

# Image creation in Canva

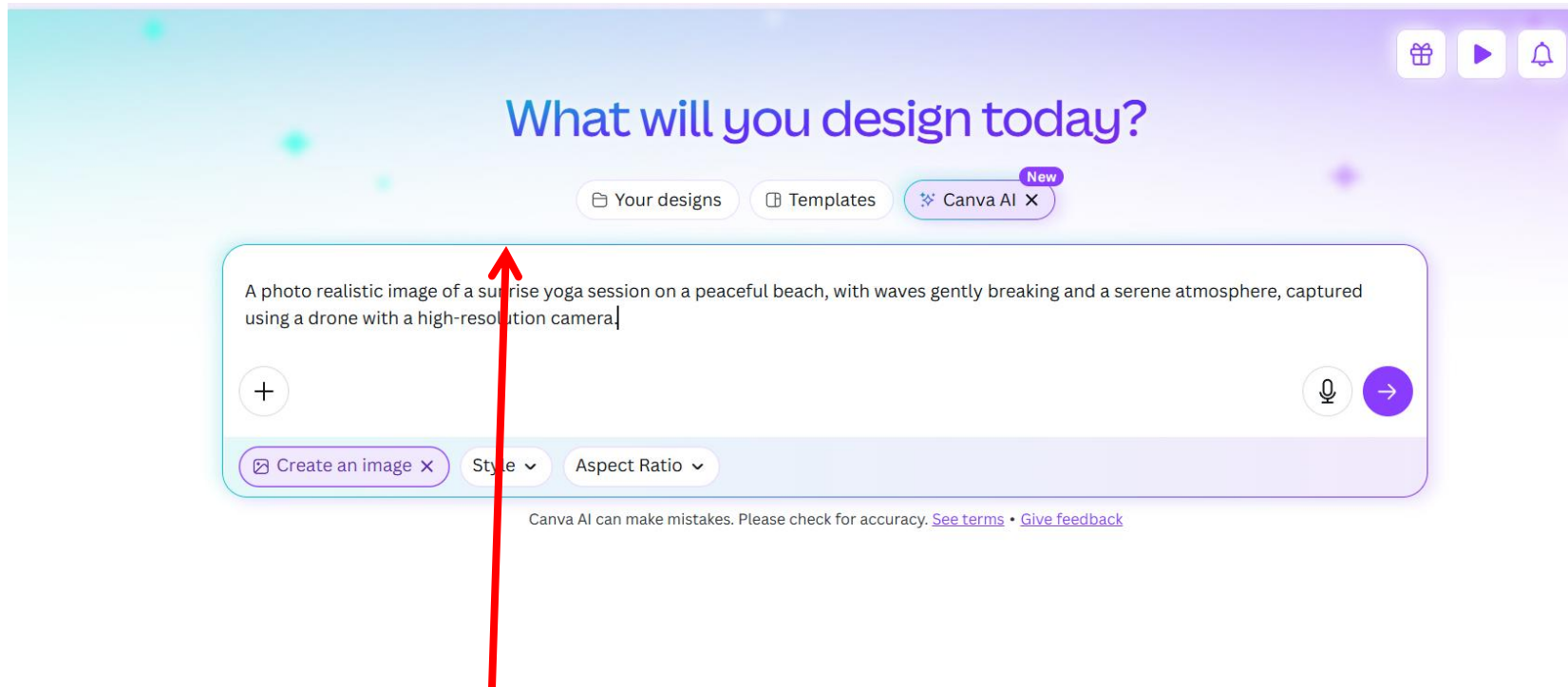


**Design for me** – you can ask it to design a social media post or a logo simply by describing what you want

**Create an image** – describe the image that you want

**Draft a doc** – ask it to write a social media post or text for a web page – just like Chat GPT

# Image creation in Canva



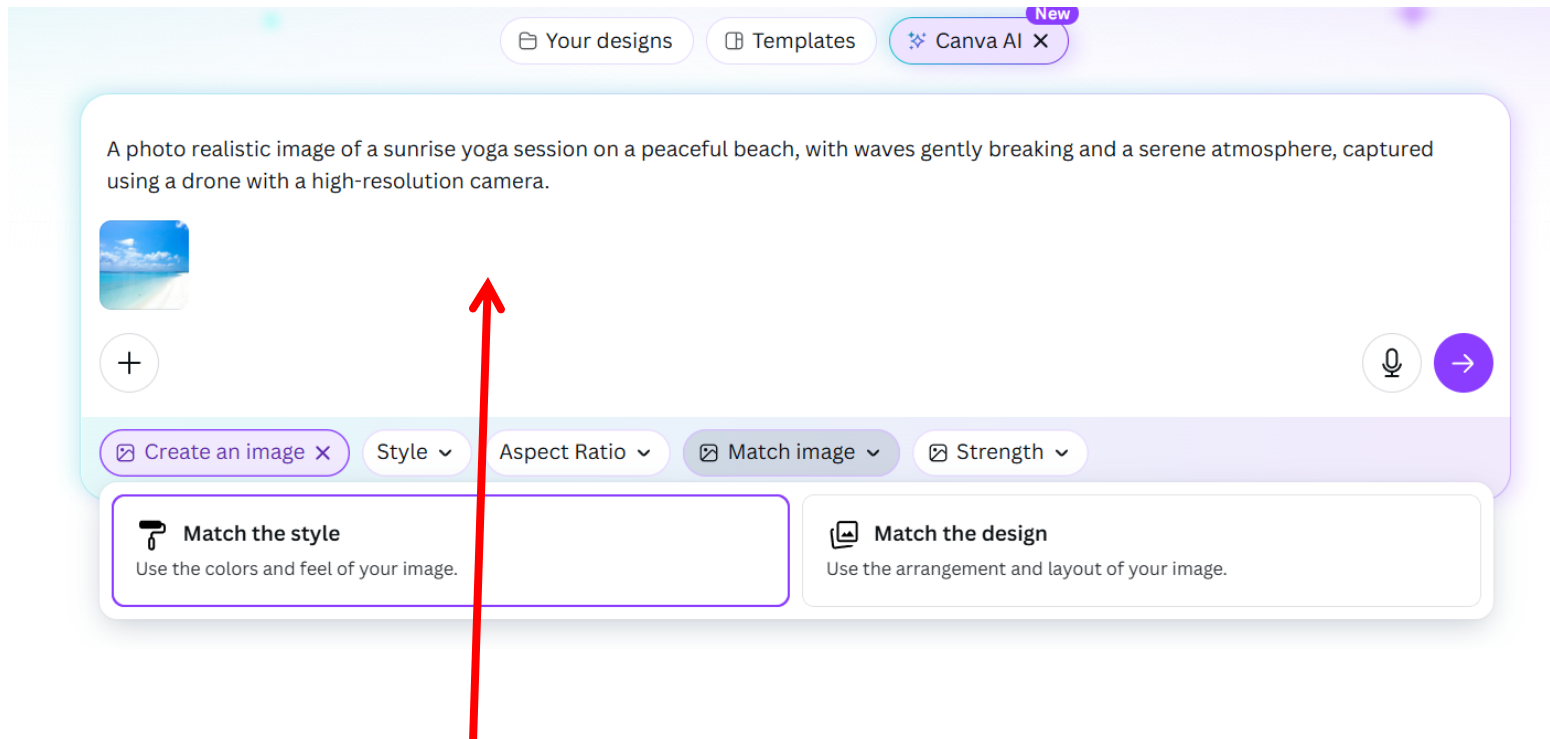
Click on create an image

Type in a description of the image that you would like

Choose a style e.g. Stock image, illustration. Bokeh

Choose an aspect ration (Landscape, portrait, square)

# Image creation in Canva

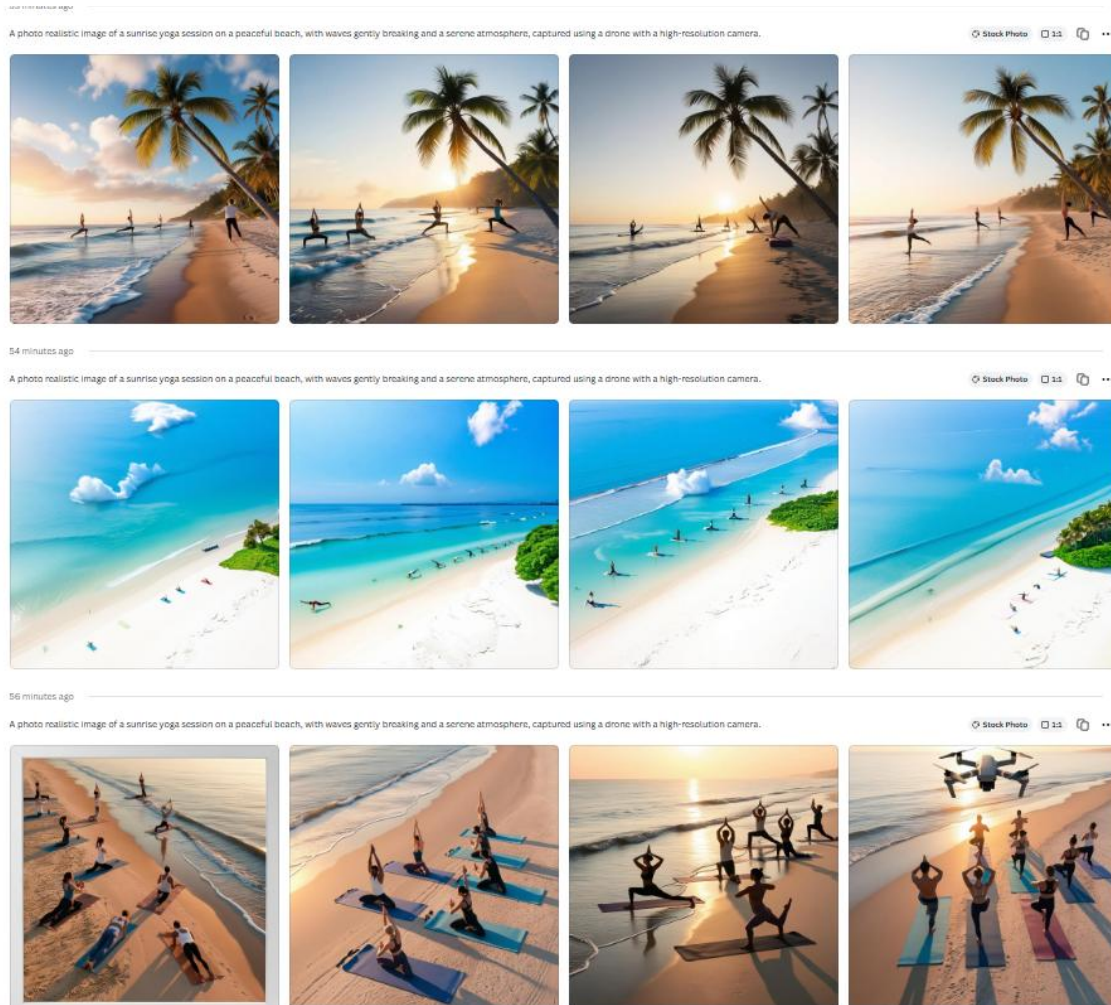


You can also click on the + icon and add an image

When you add the image you can then choose to “Match Image” and then choose style or structure  
Style = You want the new image to look like the attached image in terms of colours / vibe  
Structure = You want the new image to use the same structure elements (trees, mountains, beach) as in the attached image



# Image creation in Canva



3. Beach with palm tree attached and requested similar structure



2. Tropical beach attached and requested similar style



1. Just a text prompt – no reference image attached

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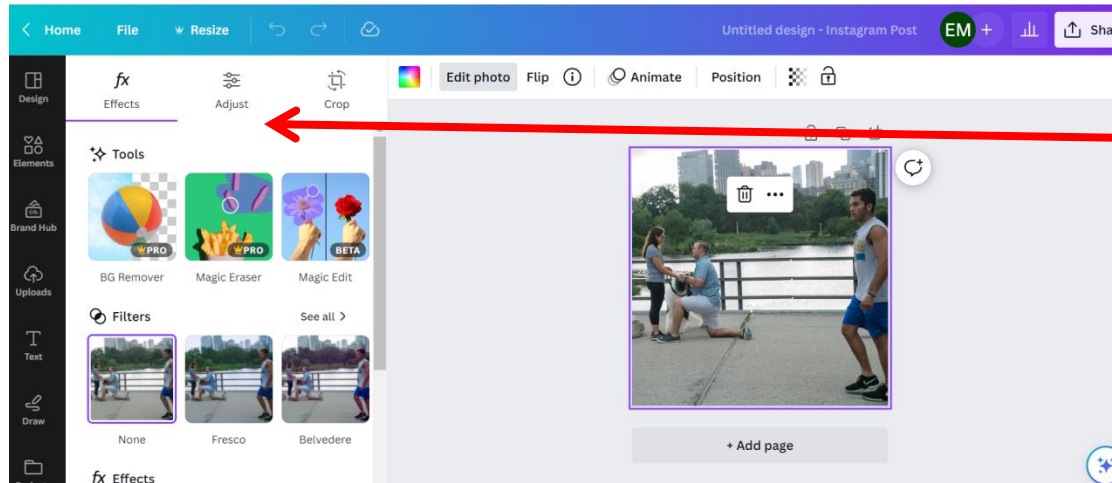
## 3. Best AI tools for manipulating images

Flux Kontext

Gemini Flash

# Magic eraser:

## Highlight people or objects in an image and it will erase it

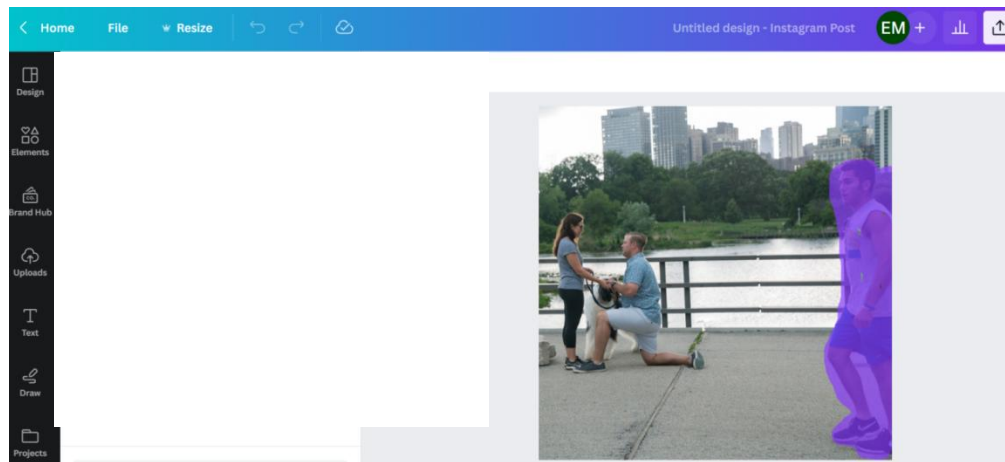


Note – you need the Pro version to use this tool

Add your image to the canvas

Click on edit image

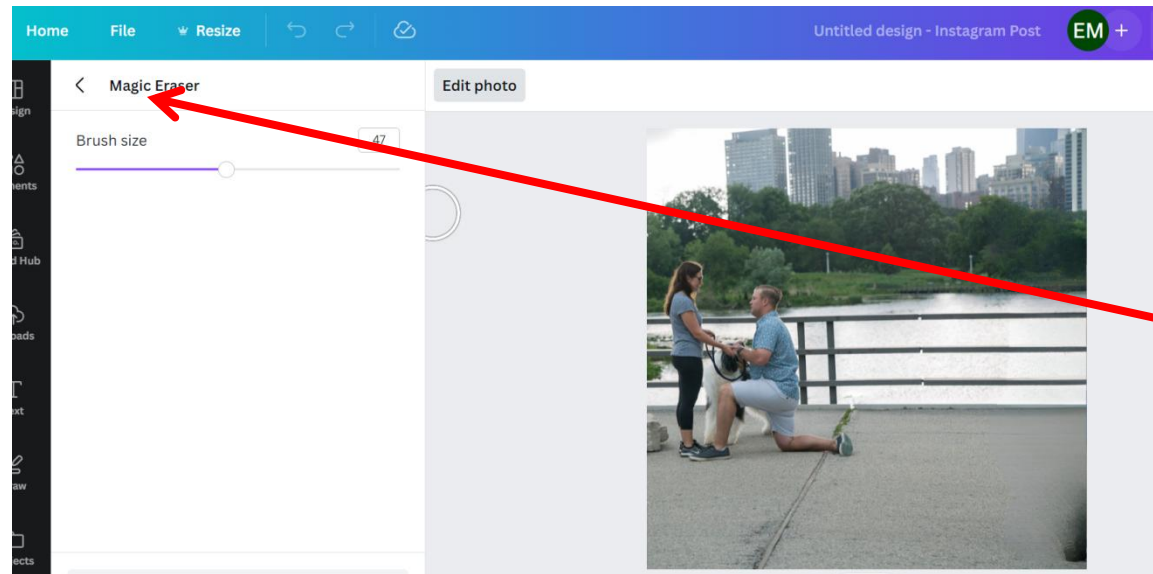
Click on magic eraser



Highlight with the brush what you want to erase

# Magic eraser:

## Highlight people or objects in an image and it will erase it



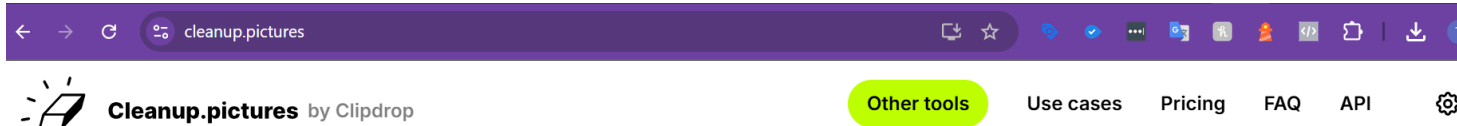
It will now be erased

If you are not happy with the results  
click reset erasings

Try a larger or smaller brush –  
depending on how big or small the  
object is

Then click on the arrow to progress

# Erase a person, object or text from an image cleanup.pictures website



**Remove any unwanted  
object, defect, people or  
text from your pictures in  
seconds**



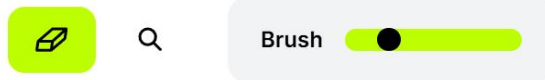
Go to cleanup.pictures

No need to setup an account or login

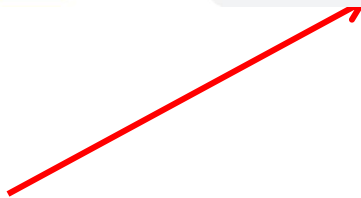
Upload your image



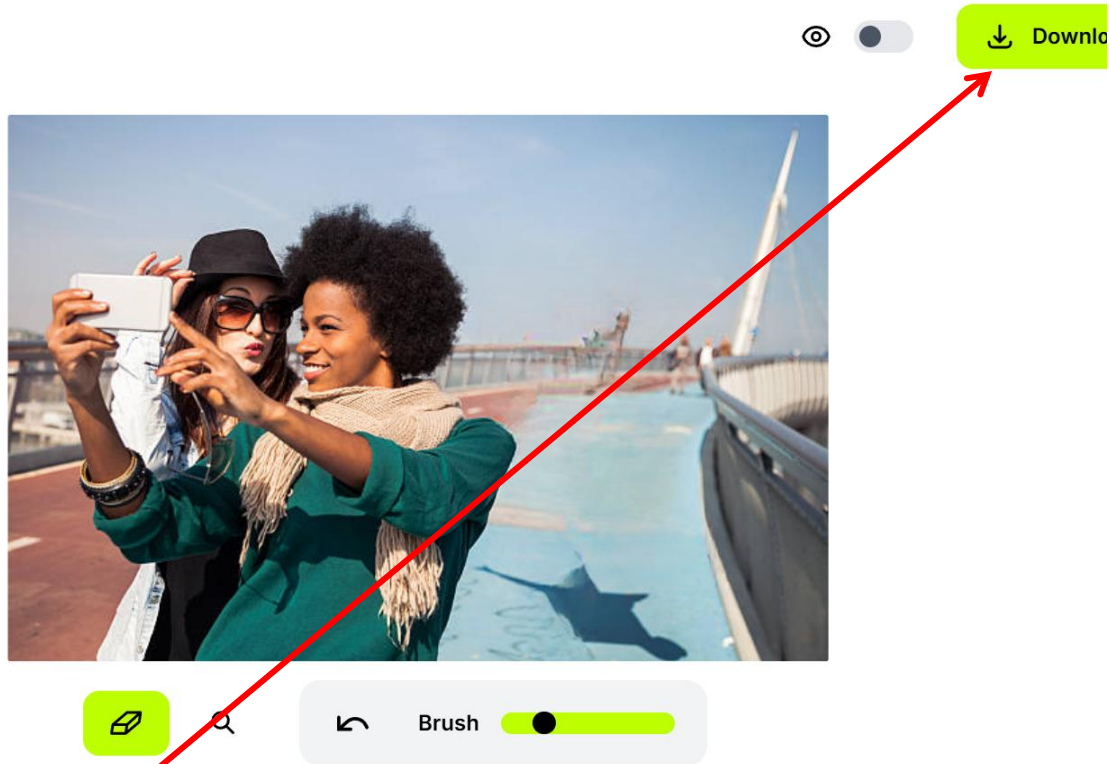
Erase a person, object or text from an image  
cleanup.pictures website



Choose a brush size

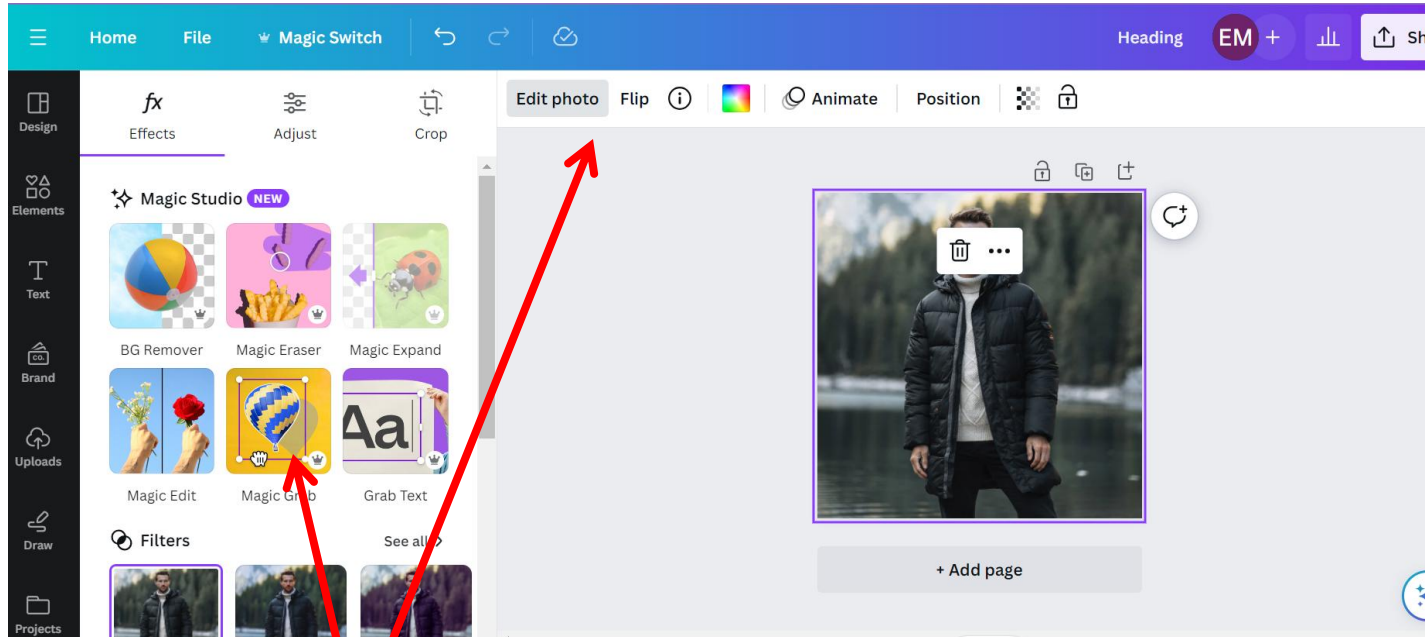


Erase a person, object or text from an image  
cleanup.pictures website



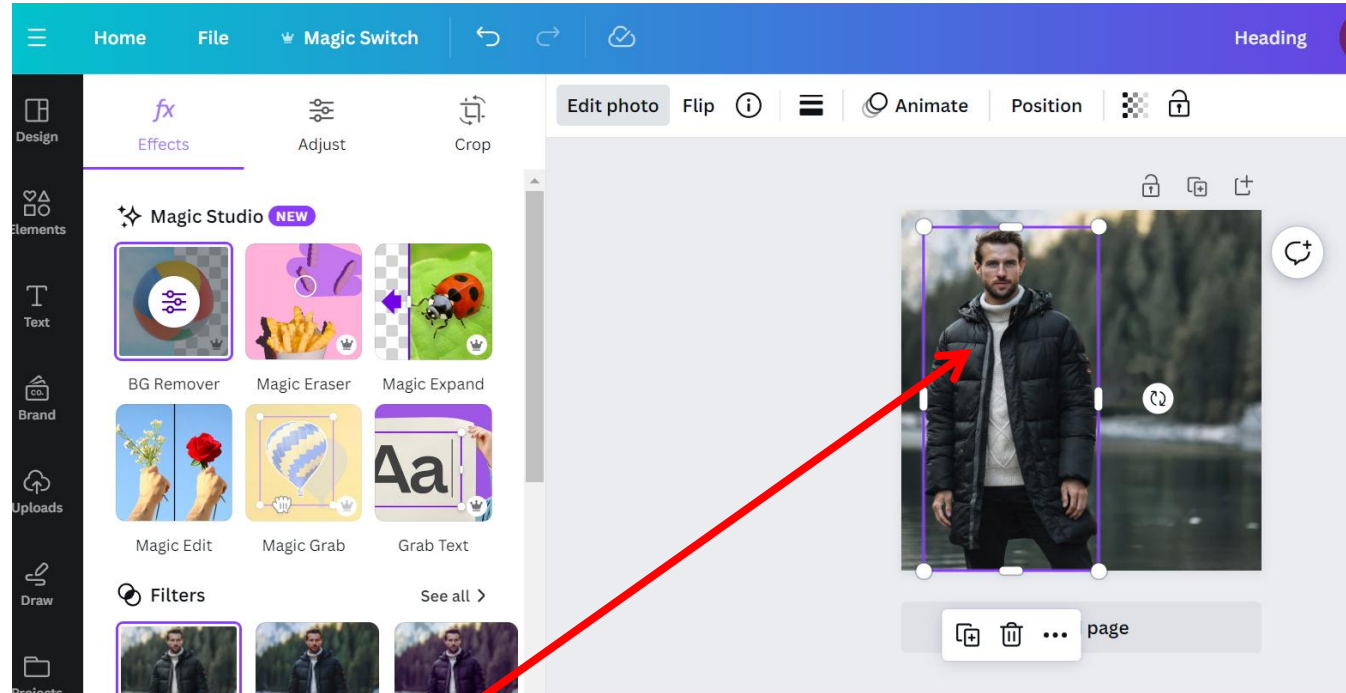
Download your image

# Magic grab – isolate and move anything within an image



Add your image to your design  
Click on your image  
Click edit photo  
Then click on Magic Grab

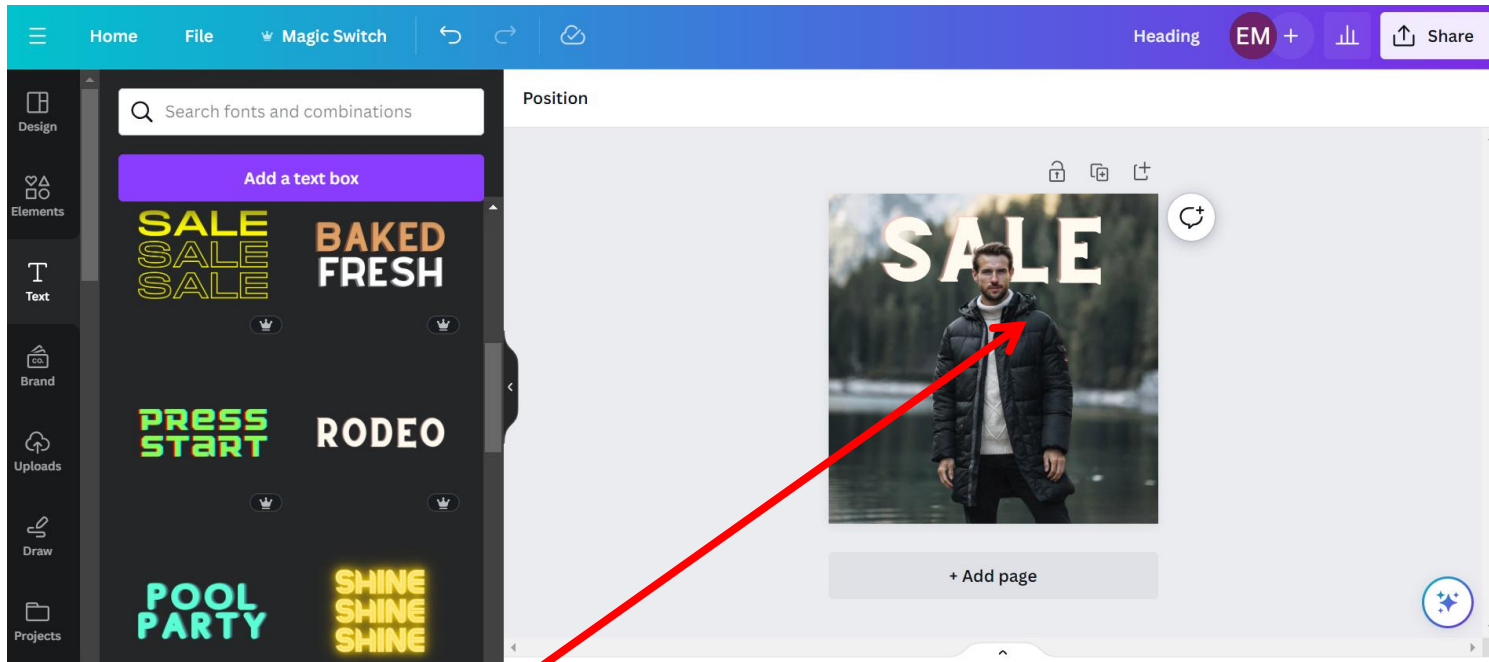
# Magic grab – isolate and move anything within an image



It then identifies the main element in the image

You can then move that element left or right or make it bigger or smaller– ideal if you want to add text beside a person

# Magic grab – isolate and move anything within an image



It also means that you can easily place text behind the person or object which is an eye catching effect

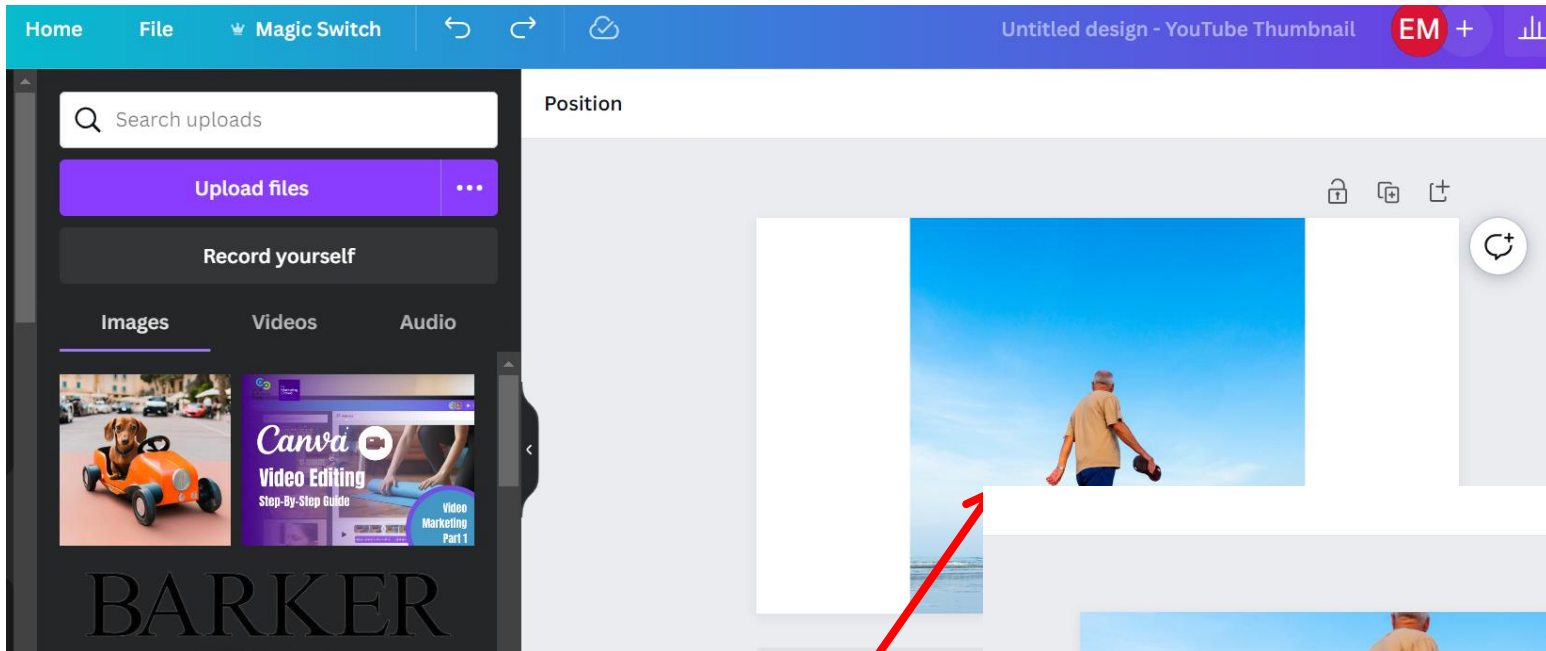
1. Add text
2. Right click on the text and select layer – send backward

**Or click on the option for “Position” above the image and then drag the text under the person or object in the list of elements**



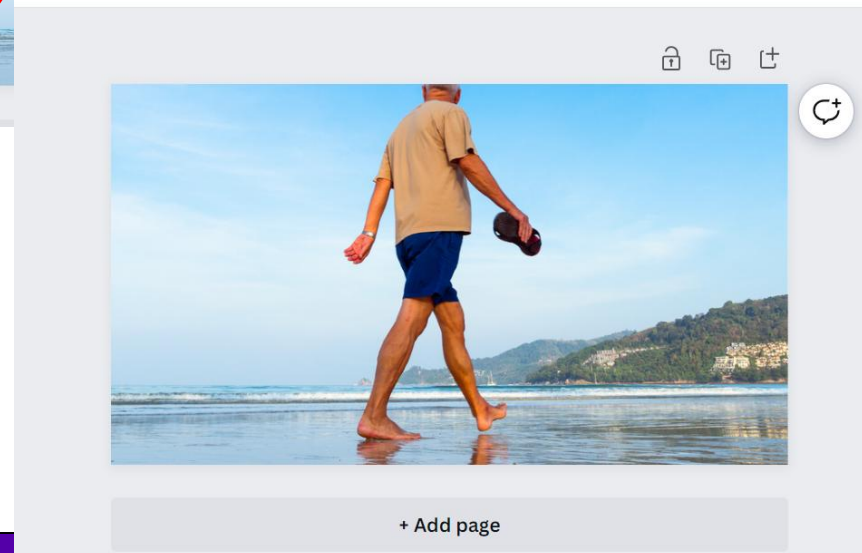
# Magic expand:

## Ask Canva to recreate parts of an image to make it wider or taller



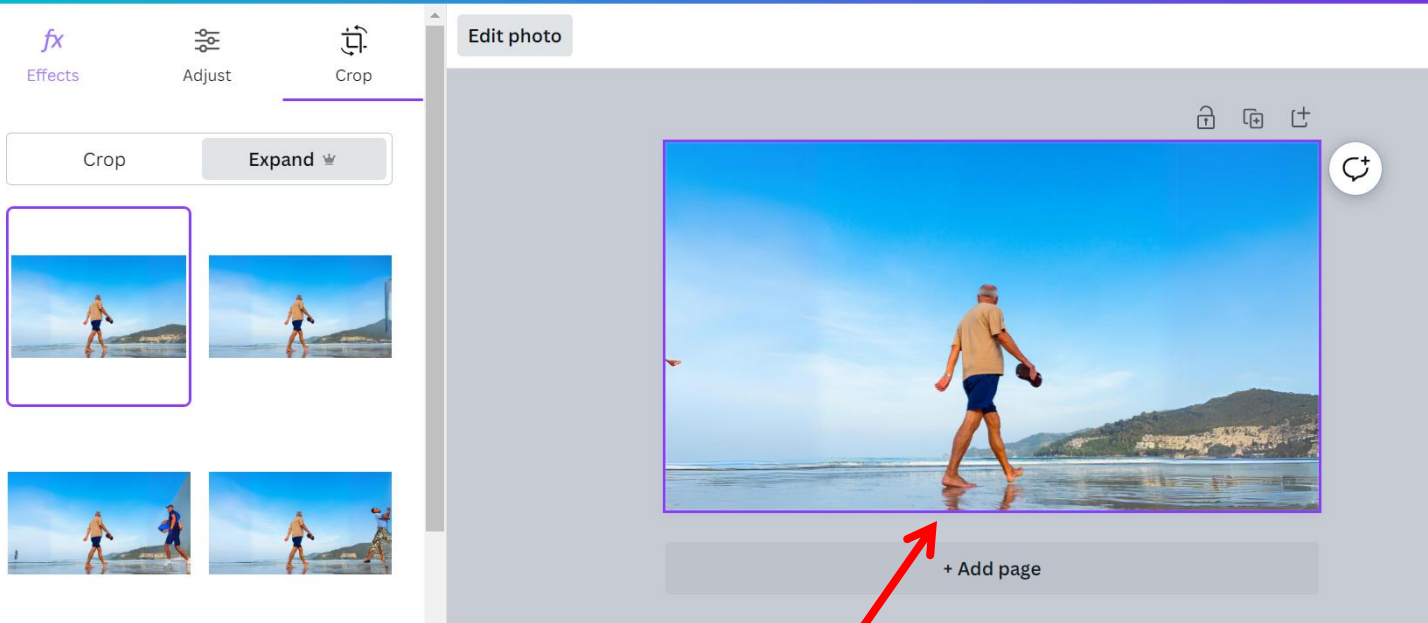
You might have a square image that you want to expand to fit a wider area e.g. 16:9

If you simply set the image as background it becomes too cropped in



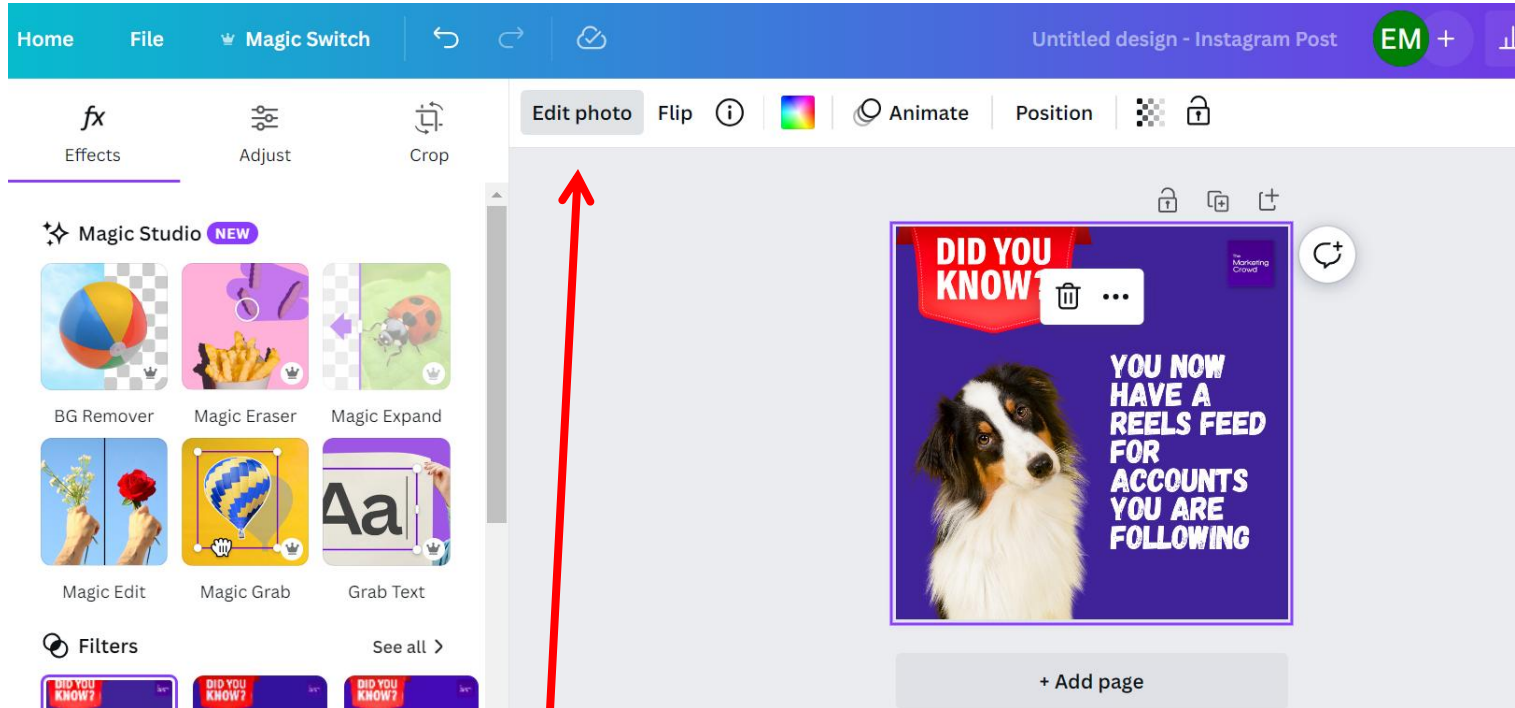
# Magic expand:

## Ask Canva to recreate parts of an image to make it wider or taller



Using magic expand it website is now a landscape image with everything in proportion

# Grab text – isolate and manipulate any text that is in an image

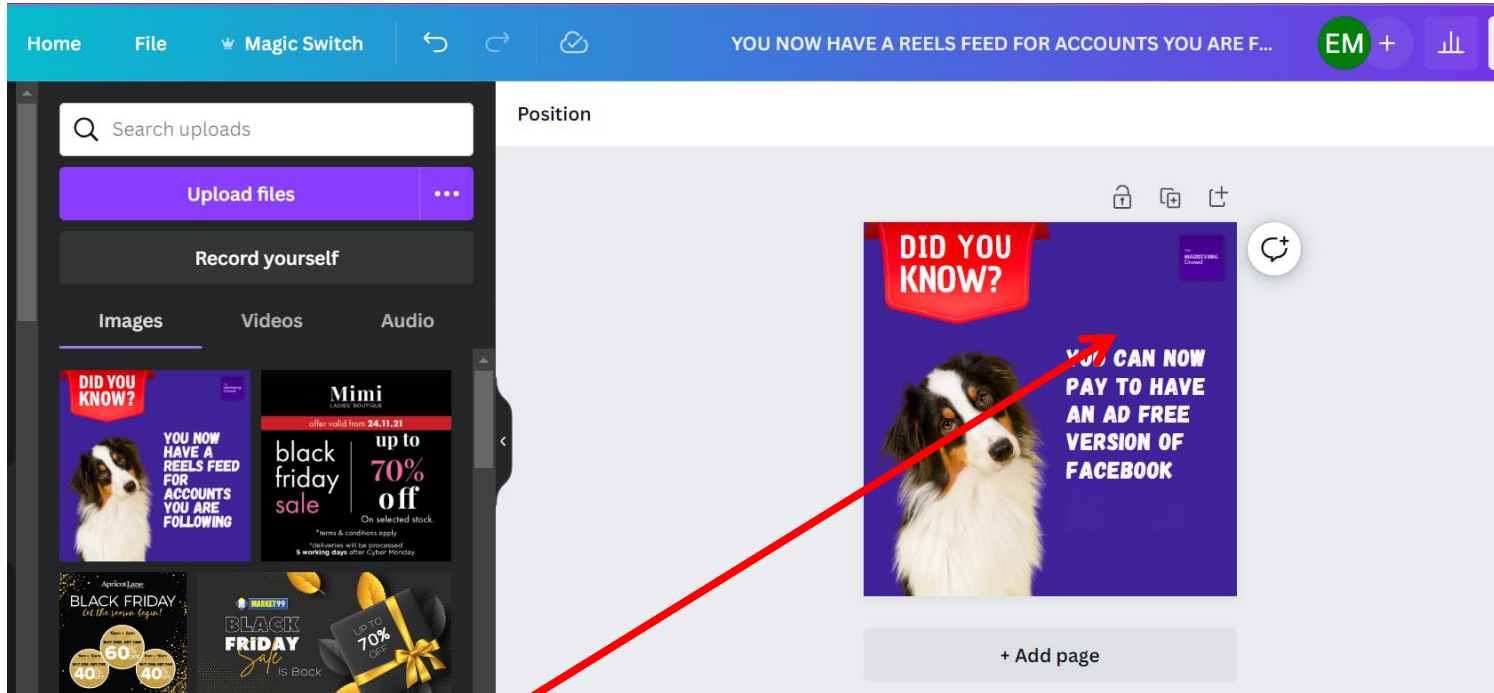


Perhaps you have an image that was designed for you in the past and you now want to reuse it and change some of the text. Normally you cannot edit / change text in an image unless you have the original design file

Now with Canva Grab text you can.

Click on your image, then click edit photo and then Grab text

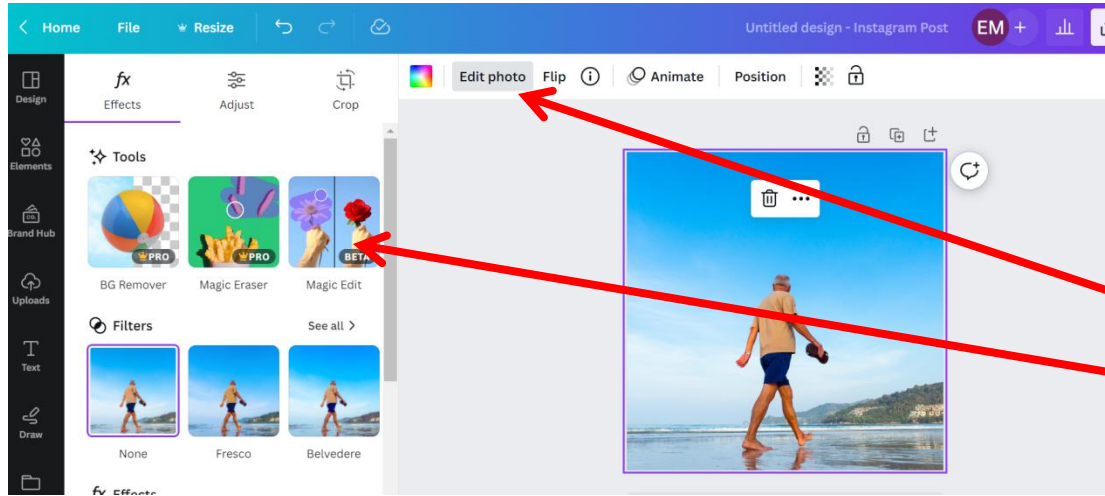
# Grab text – isolate and manipulate any text that is in an image



You can now edit the text boxes, change font, colour etc.

# Magic edit:

## Highlight part of an image and type what you want to replace it with

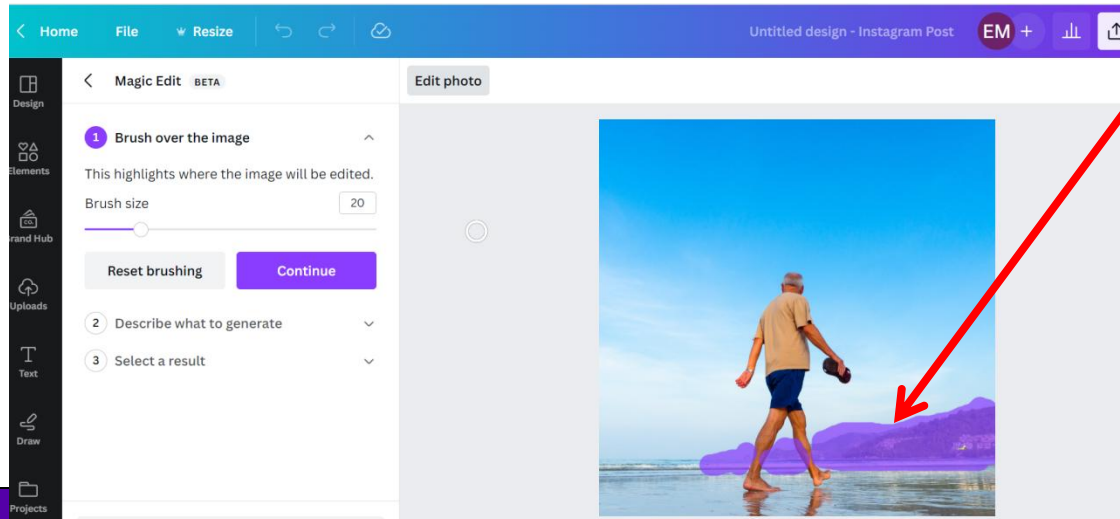


Canva now utilises AI to let you change or add things to your image by selecting an area and typing what you want.

Add your image to a canvas  
Click edit photo

Click Magic edit

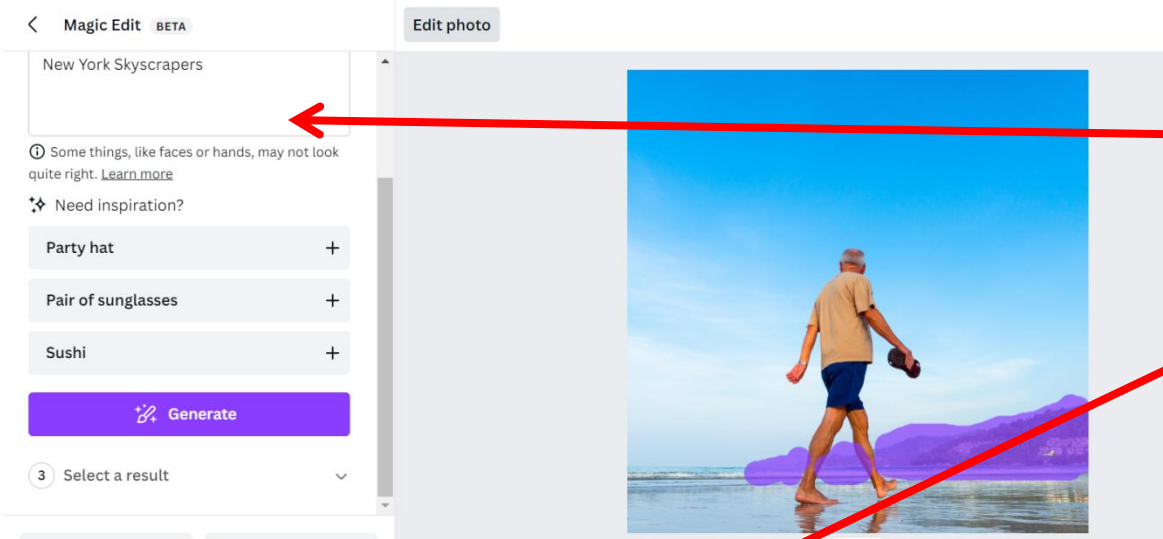
Use the brush to highlight the area that you want to replace



Then click continue

# Magic edit:

## Highlight part of an image and type what you want to replace it with



Type what you would like to replace it with e.g. Skyscrapers

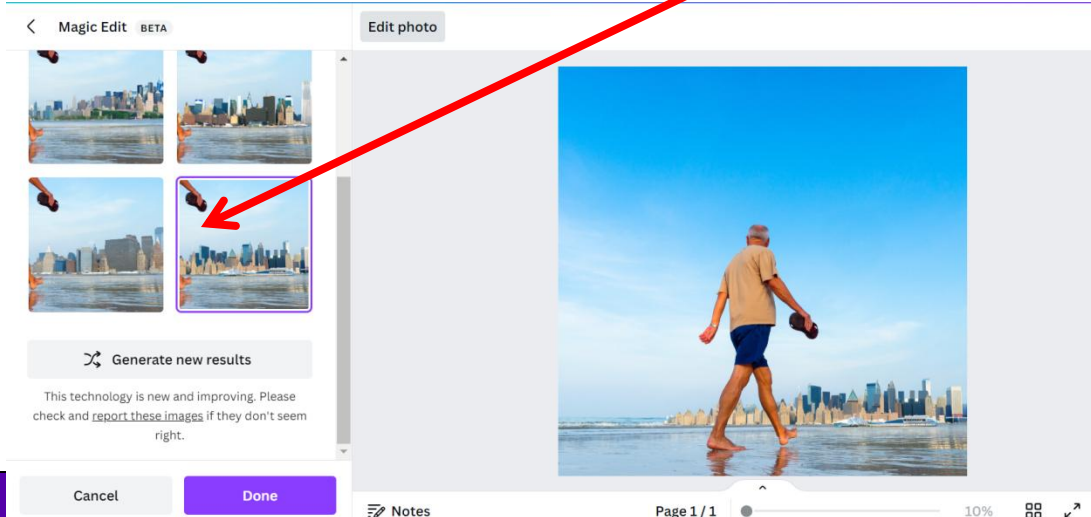
You can then choose from different options

Click save

You could use this tool to

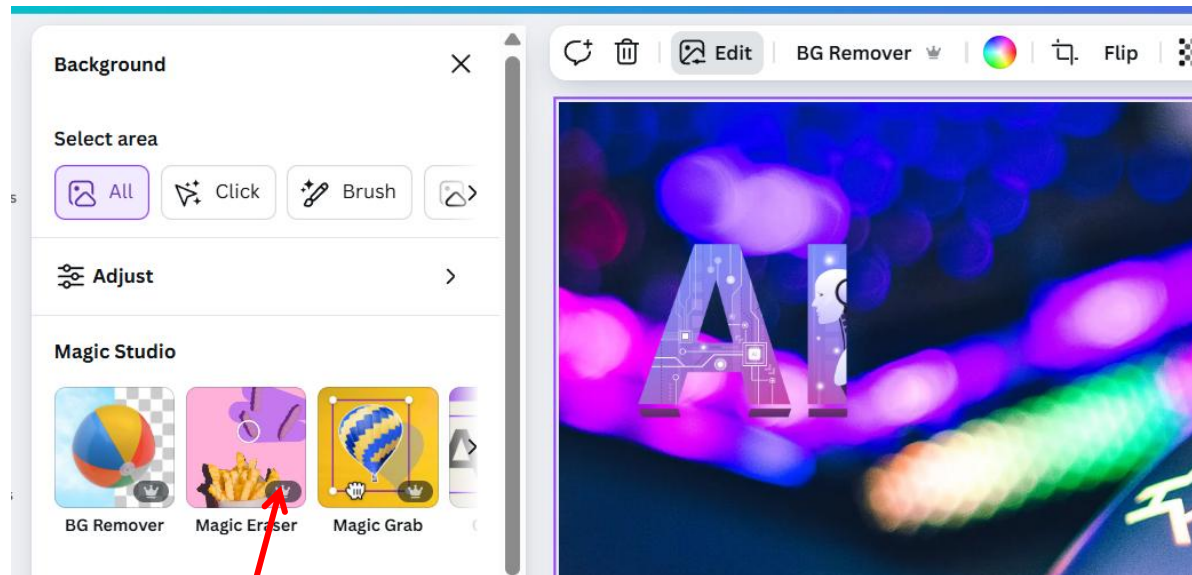
- Add things to your image that are not in it
- Replace things that are in it with something different
- Change the colour of someone's hair

Plus lots more.



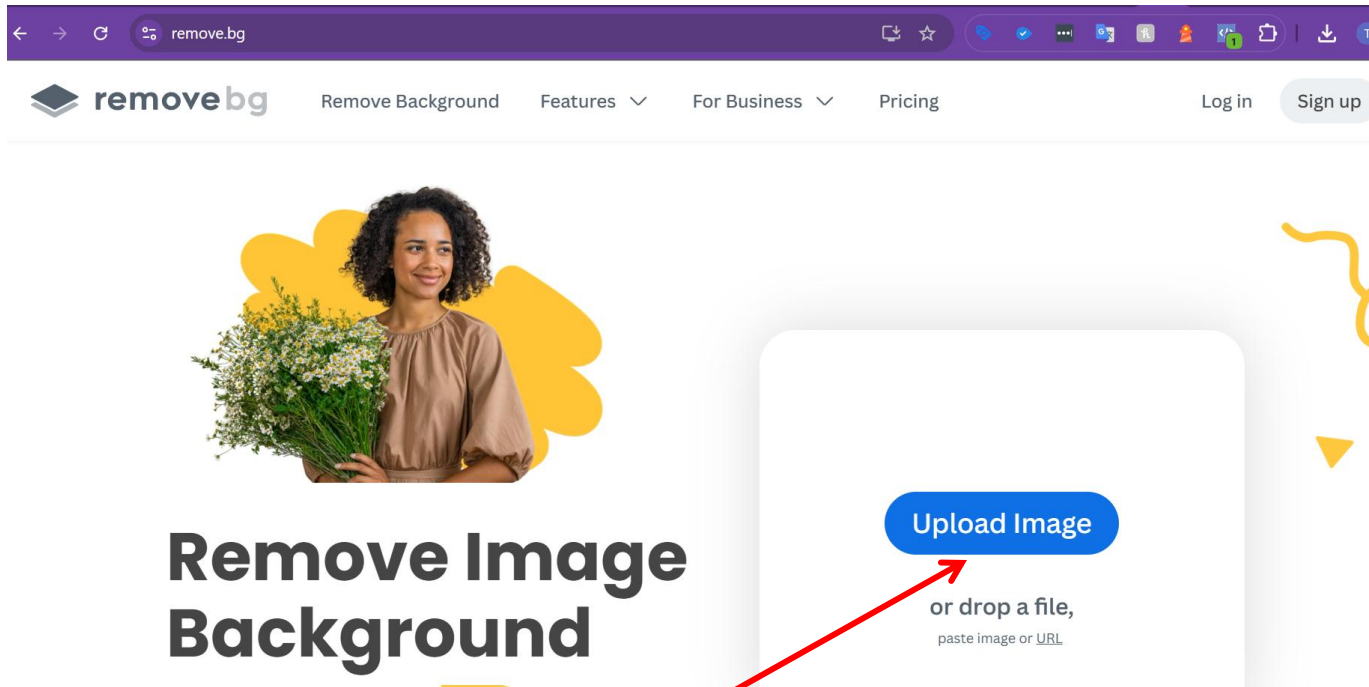


# To remove the background from an image - magic eraser within magic studio



Click on your image  
Click on edit  
Click on magic studio  
Select magic eraser

# Free alternative tool to remove the background from an image remove.bg website



Go to remove.bg  
No need to setup an account or login  
Upload your image

# Free alternative tool to remove the background from an image remove.bg website



Remove Background

Features ▾

For Business ▾

Pricing

Log in

Sign up



- + Background New
- ✍ Erase/Restore
- fx Effects
- 🎨 Create design

— + 🔍 ↶ ↷ **Download ▾**



Rate this result   | 

You can now download your image

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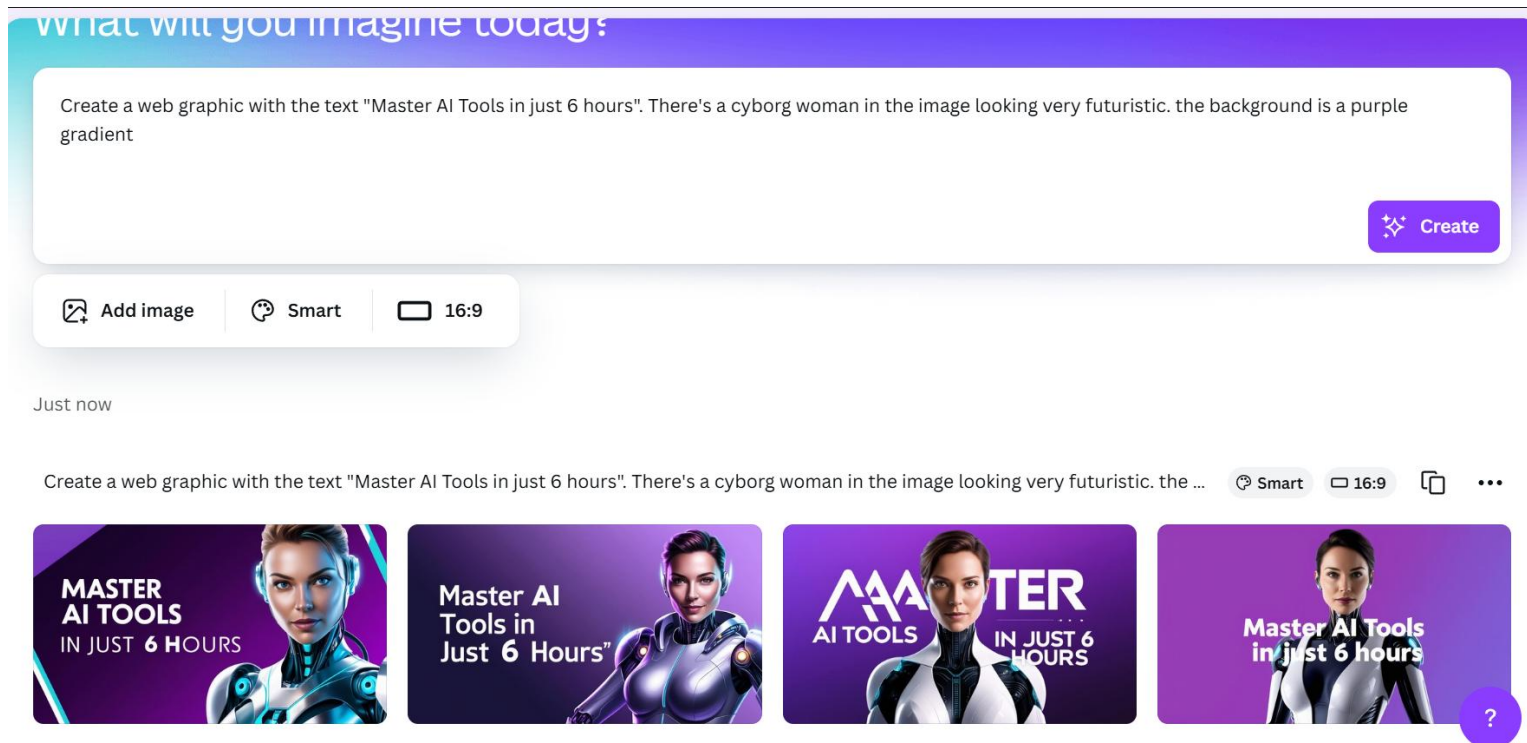
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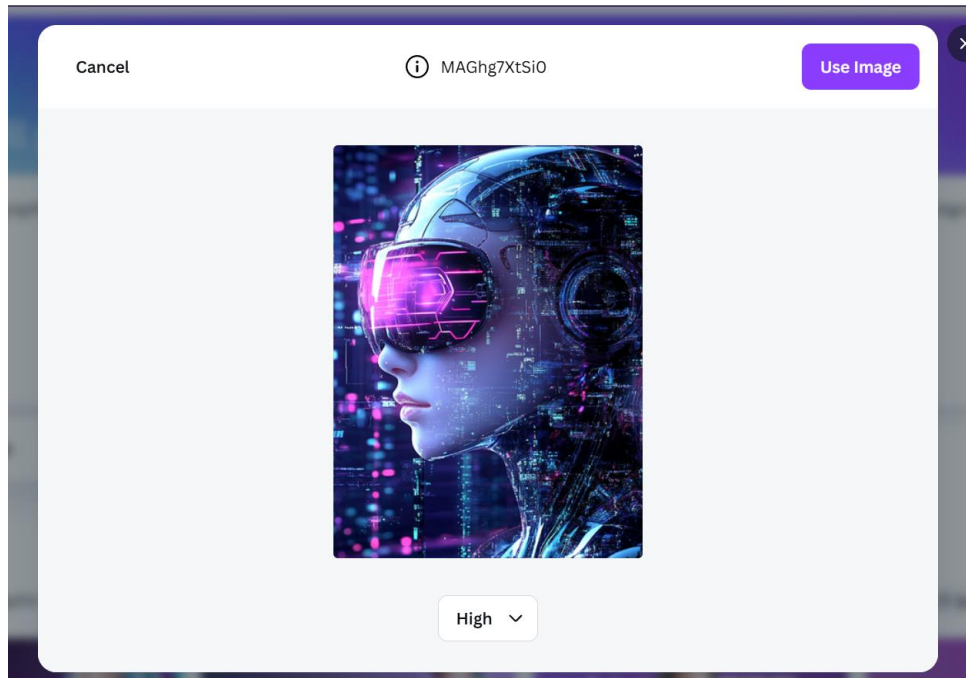
# Create a text graphic Canva AI image creator



Describe the image you want and the text you want on it  
However, if you are not happy with the image, you could attach one as a style reference.

# Create a text graphic

## Canva AI image creator

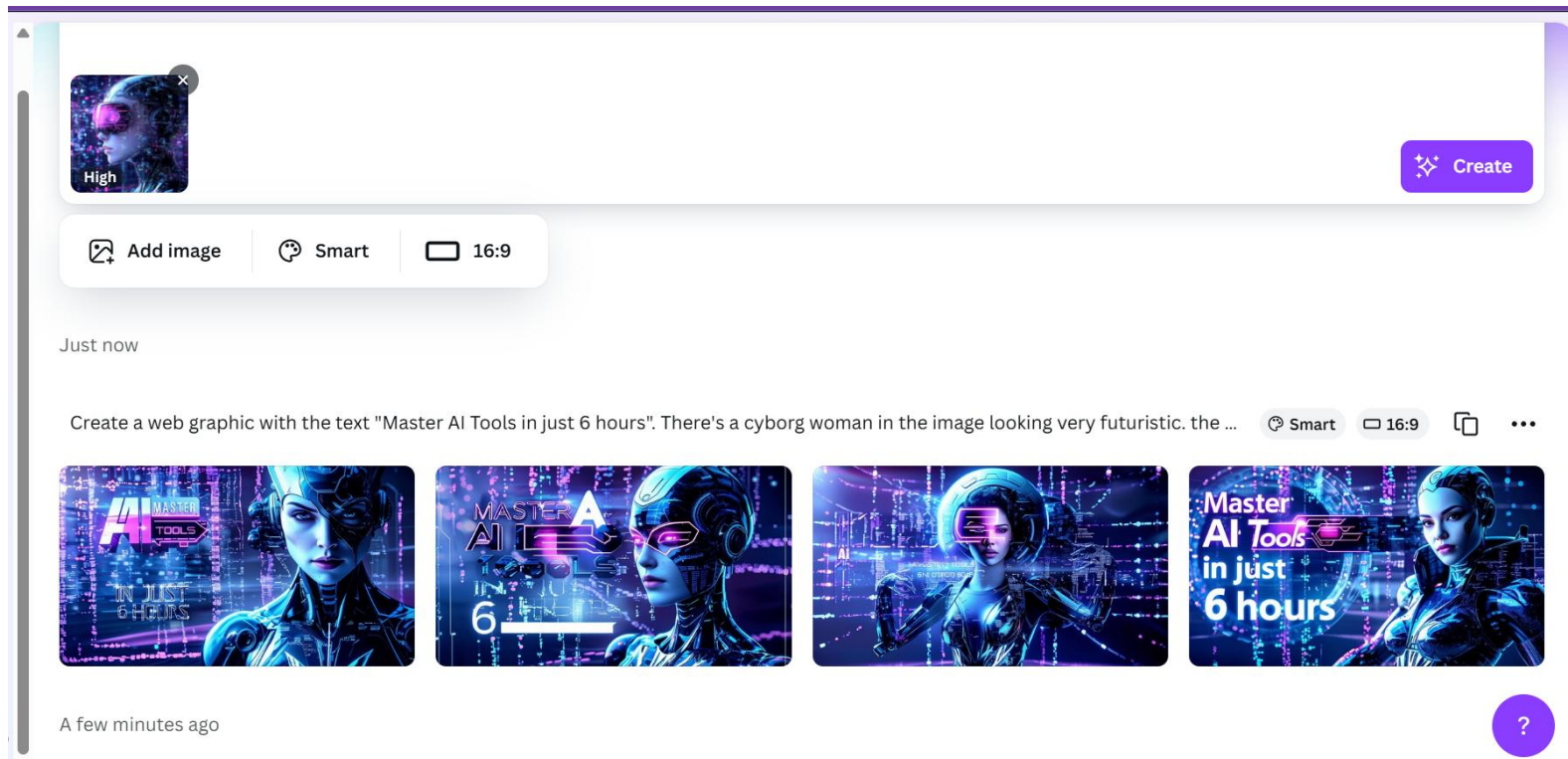


I want my image to look more like this so I attached it and set the influence to high.



# Create a text graphic

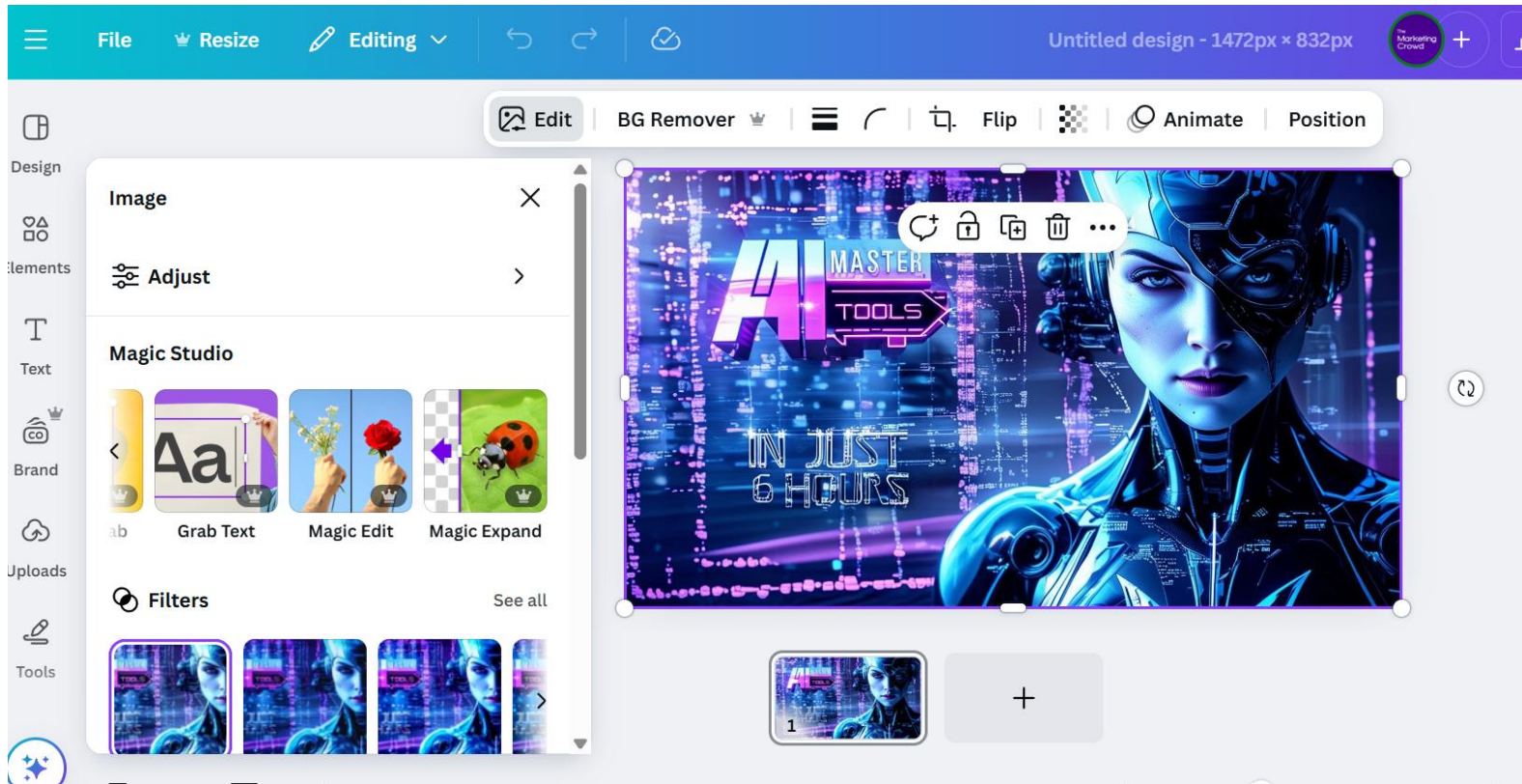
## Canva AI image creator



The next images were much more what I wanted in terms of style,.  
But the text wasn't great

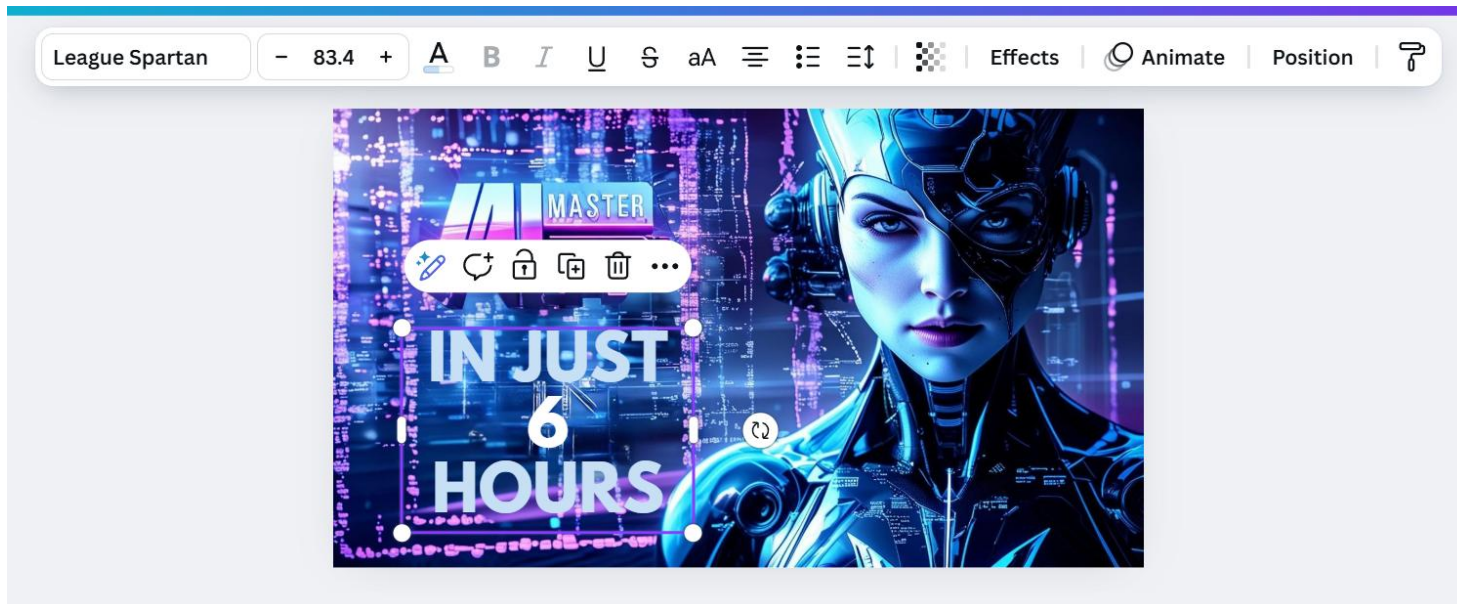
A lot of AIs struggle with text and often get the spelling wrong

What if you like the image but there is a spelling or text error?  
Use the grab text AI tool in Canva



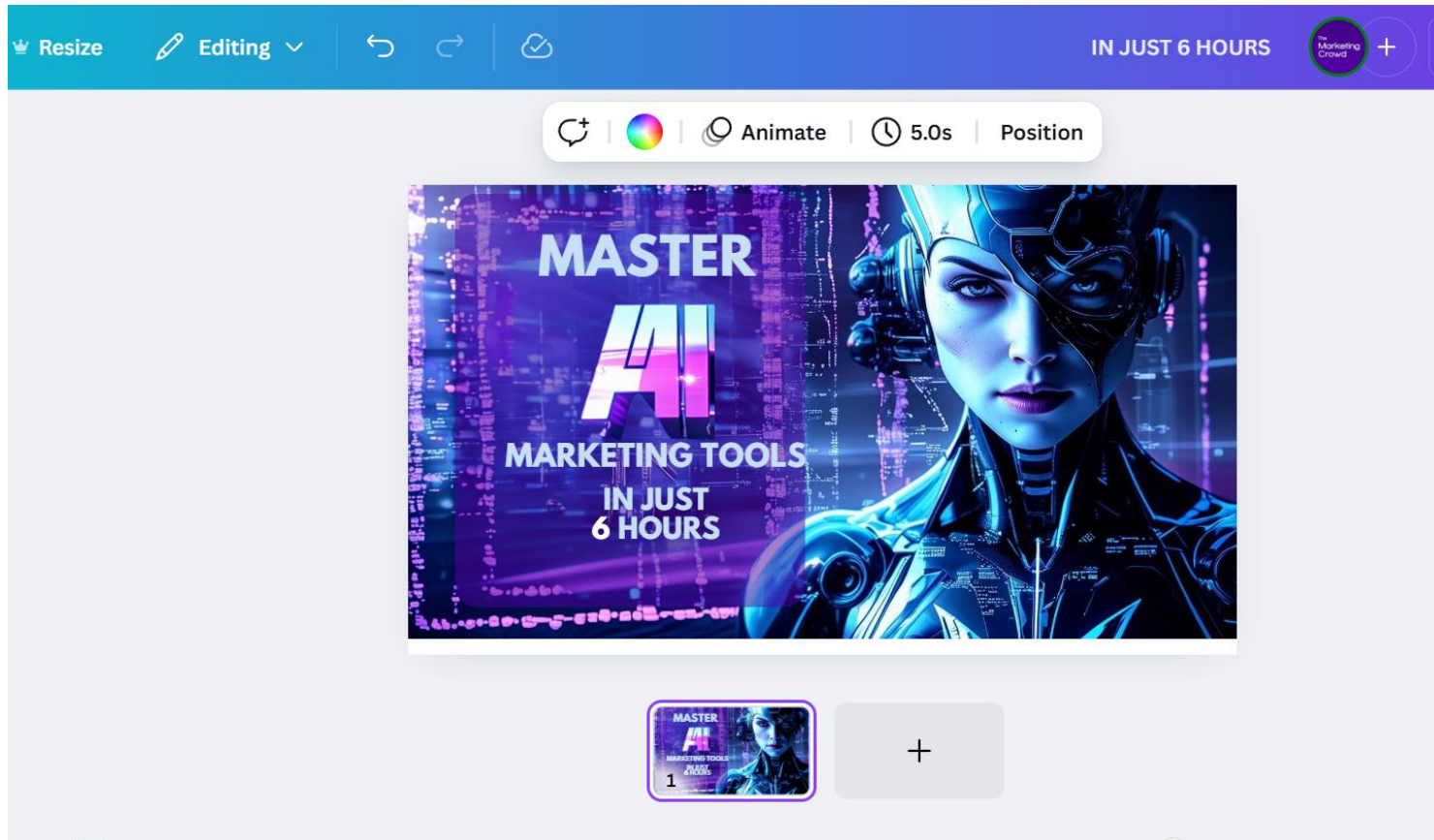
Open your image in Canva  
Click on the image, then edit image then select grab text in magic studio

What if you like the image but there is a spelling or text error?  
Use the grab text AI tool in Canva



You can then edit the text, change the font, change the colour

What if you want to delete or change some of the text / graphics  
Use the magic grab AI tool in Canva



You can then grab a graphic that is in the design  
You can now move things around and make any changes you want

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You can manipulate images in Chat GPT just by asking in a prompt



In the paid version of Chat GPT I was able to attach the red dress image and ask for the colour to be changed to white



You can manipulate images in Chat GPT just by asking in a prompt



In the paid version of Chat GPT I was able to attach the graduation pic and ask it to be recreated in the style of the Simpsons

This was amazing when it launched. However,

1. It is now slow
2. It isn't as good as Flux Kontext and Gemini 2.5 which launched since

# Flux Kontext



**Flux Kontext** is an advanced AI image tool that lets you create, edit, and transform photos using simple text prompts.

## Key things it can do:

- ✓ Create new images from your ideas.
- ✓ Edit existing photos while keeping details intact.
- ✓ Change objects, backgrounds, weather, clothing, and more.
- ✓ Add or remove items in photos.
- ✓ Fix damaged or blurry images.
- ✓ Resize or expand images for different formats.
- ✓ Convert images into different styles (e.g. Pixar, Anime, Claymation).



## Who Created & Owns It?

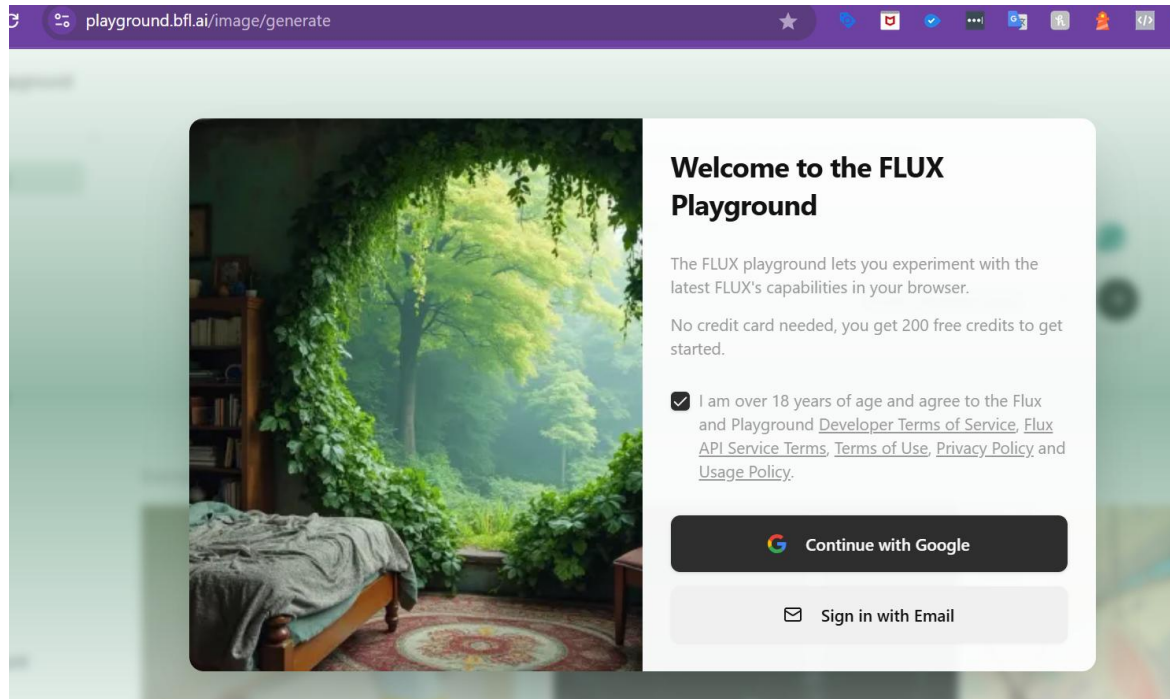
**Developed by Black Forest Labs**, a Germany-based startup founded in 2024 by former Stability AI researchers Robin Rombach, Andreas Blattmann, and Patrick Esser

Flux.1 Kontext is part of their Flux.1 model series—launched around May 29, 2025

## User Base & Integrations

Integrated into platforms like KreaAI, Freepik, LeonardoAI, Hugging Face, Replicate, and appears in tools like Grok (formerly X premium)

# Flux Kontext



Go to this url <https://playground.bfl.ai/>

- Sign up for a free account using your Gmail
- You will get 200 credits that you can use.
- Each image you create is 5 credits so you can create 40 image. However, if you get 4 variants of an image that is 20 credits/

# Flux Kontext

FLUX Playground

Image ▾

Generate

Edit

Fill

Expand

History

Favorites

Generate images from text and references

Enter a text prompt or reference image



FLUX.1 Kontext [pro]



Examples



On the left hand menu

1. Generate – use this if you want Flux to create an image or make changes
2. Edit – use this if you want to make changes but want to keep the images as close to original
3. Fill – use this if you want to specify specific areas in the image that you want to make changes to
4. Expand – use this if you want to expand an image to fit a larger area

# Extract and create product images



Extract the red dress and place it on a white background photography style



Ideal for Retailers

Extract the dress and place it on a white background product photography style

I used "generate" for this



# Place your product into a scene



A blonde woman with short hair aged 25 wearing this handbag. she is casually dressed and is wearing black sunglasses. she is entering a high end boutique in London



FLUX.1 Kontext [pro]



A blonde woman with short hair aged 25 wearing this handbag. she is casually dressed and is wearing black sunglasses. she is entering a high end boutique in London



If you have an image of your product and you want it to appear in the ideal environment. You no longer need to organise a photo shoot

A blonde woman aged 25 wearing this handbag. She is casually dressed and wearing black sunglasses. She is entering a high-end boutique in London

I used “generate” for this



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# Google Gemini now has an editor as good as Flux Kontext



Google Gemini has released a brand new version of it's image editor that does what Flux Kontext does and it is 100% free

# Place your product into a scene



A blonde woman aged 25 wearing this handbag. She is casually dressed and wearing black sunglasses. She is entering a high-end boutique in London



Extract your product from a photo to use on an ecommerce site



Extract the dress and place it on a white background product photography style



Ask for something to be show at a different angle



A side on view of this model



Ask for something to be show at a different angle



show this extracted dress  
side on view

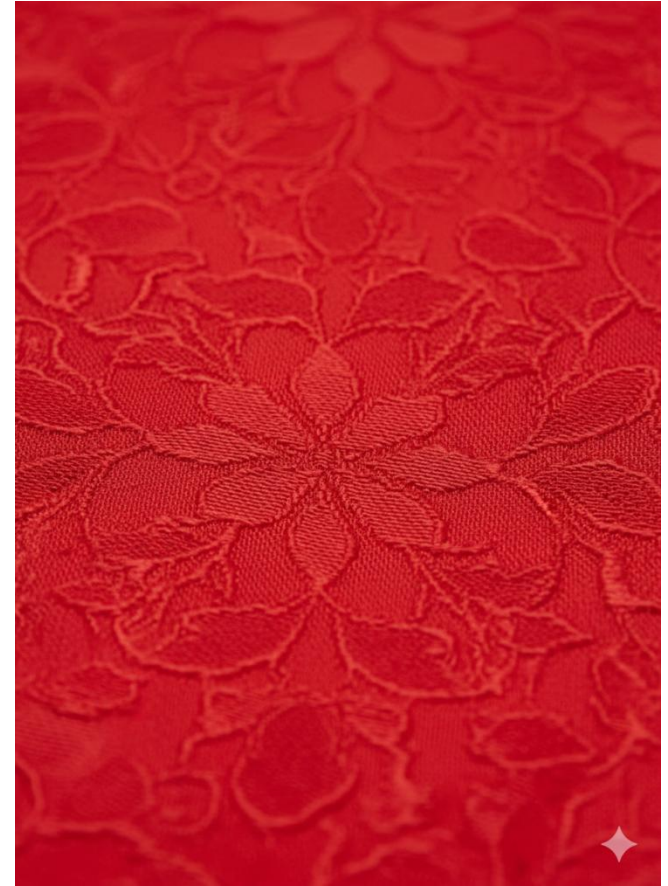




Zoom in on an image – to show the quality of your product



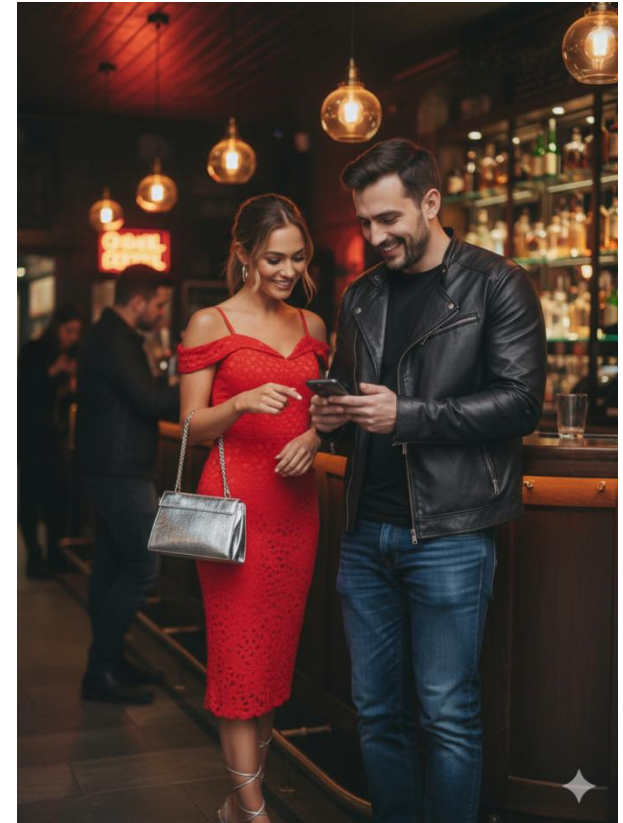
a close up view of the  
fabric in this dress



Add 2 images. Place 2 people modelling your products in the same image



Place the man and the woman  
a stylish bar. they are both  
looking at the mobile phone  
and smiling. they are wearing  
the same clothes as they are  
wearing in the images



Add 2 images. Have a person model your product



Have the model wear the black dress



# Place your product into a scene



Ideal if you have an image of your product and you want it to appear in the ideal environment. You no longer need to organise a photo shoot

Side angle shot of this product on a breakfast table next to a glass of orange juice . The table has a luxurious white linen tablecloth. There is a fruit bowl on the table.





Place your product into a scene



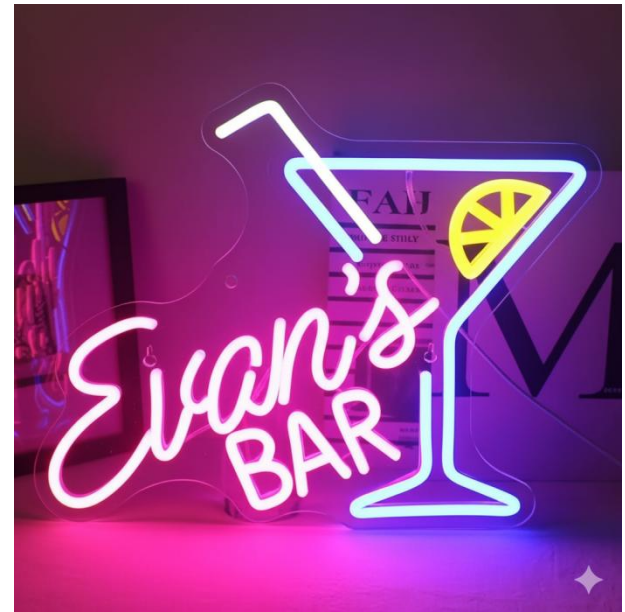
Have this man opening the wrapper on this Nutri Grain bar



# Change the text in an image



Change the word Cocktail to  
Evan's





# Change the text in an image



Change the word  
Casino to Evan  
Mangan



# Change the colour of something to match another colour



Ideal if you have an image that you want to use in your marketing but you want to change something and want to match the colour to something in the image

Change what the woman is wearing to a red summer dress that matches the colour of the red phone box.

# Change the view / perspective within an image



change this image to show the scene from above as though it was shot with a drone camera





# Change the weather in an image



Ideal if you have an image but you want to change the season to match your current season e.g. Winter Sale or spring blossoms for a Spring sale

Change the weather in this image to be a snow blizzard

Remove anything from your image by describing the edit



Ideal if you have an image that you want to use in your marketing but there is one or more things you want to remove

Remove the people in this image



# Remove anything from your image by describing the edit



Ideal if you have an image that you want to use in your marketing but there is one or more things you want to remove

Remove the Tattoos on his arms





# Create branded images that contain your logo



This is useful if you want to have eye catching images for your website or social media that contain your brand logo

Place the attached logo on a coffee mug on a desk in a modern office. Also have the attached logo on a sign on the wall