



# Generative AI: What to know

Information for parents

## 1 GENERATIVE AI OVERVIEW

Generative AI is a type of artificial intelligence that can translate ordinary words and other inputs into extraordinary results. While the conversation around this technology has centered on AI image and art generation, generative AI can do much more than generate static images from text prompts. With a few simple words and the right AI generator, anyone can create videos, documents, and digital experiences, as well as rich images and art. AI art generators can also be useful for producing “creative building blocks” like brushes, vectors, and textures that can add to or form the foundation of pieces of content.

## 2 THE BENEFITS TO PARENTS

### Explore with Guardrails:

- Encourage their children's digital creativity, curiosity and self-expression thanks to guardrails encouraging appropriate use, fostering an enjoyable introduction to futuristic technology.

### Turbocharge Creativity, Minimize Time:

- Nurture their children's potential through innovative education. Our generative AI features provide educators with the tools to seamlessly integrate creativity, making lessons more engaging and inspiring for their children's educational journey.

## 3 HOW IS ADOBE BRINGING AI TO K12 CLASSROOMS SAFELY?

When it comes to education, safety, transparency, and responsibility are paramount for everyone in a learning community, including students, educators, staff, parents and guardians. The first version of the Adobe Firefly generative AI model was trained on Adobe Stock, openly licensed content, and public domain content where the copyright has expired. Given this, we believe Adobe Firefly is designed to create commercially safe images that can be used in a broad range of ways. In addition, Adobe Express's generative AI features powered by Firefly comes with multiple guardrails designed to mitigate unwanted images. The model is designed to generate high quality images that are diverse, which can enhance creativity and internalized learning in the classroom.

Additionally, we keep administrators in the driver's seat, with the ability to toggle on and off our generative AI features. Lastly, with the Content Authenticity Initiative (CAI), Adobe is setting the industry standard for responsible generative AI. The CAI offers free, publicly available open-source tools and is working on a widely adopted technical standard in collaboration with leading technology organizations through the nonprofit Coalition for Content Provenance and Authenticity (C2PA). When users export content that includes Firefly-generated output, Adobe will automatically apply a Content Credential to disclose the use of generative AI, which can help distinguish the content from work created without generative AI.