

AI-Assisted Visual Evaluation & Refinement

Visual evaluation, refinement workflows and
human-led quality control for AI-generated outputs.

Portfolio focus

This portfolio presents AI-assisted visual communication studies focused on evaluation, refinement, hierarchy, consistency and production readiness.

The work combines prompt-directed image generation, structured visual assessment, manual layout refinement and production-aware design decisions.

Projects demonstrate how AI-generated outputs can be evaluated, refined and developed into more commercially usable visual systems.

Visual evaluation

Assessing hierarchy, readability, realism, consistency and commercial usability.

AI-assisted refinement

Using iterative prompting and manual correction to improve generated visual outputs.

Communication systems

Developing consistent layouts, typography, palettes and brand applications across formats.

Production awareness

Refining typography, compositing, surface integration, spacing and final presentation quality.

Experience across branding, layout systems, typography and production design informs a structured approach to AI-assisted visual evaluation and refinement.

Methodology

A structured evaluation process was used to assess AI-generated outputs and guide refinement decisions.

Hierarchy Clear focal priority and readable attention path.	Realism Plausible anatomy, materials, lighting and spatial structure.	Readability Legible typography, clear information flow and appropriate contrast.
Consistency Alignment with intended palette, style, format and visual system.	Commercial suitability Suitability for communication, presentation, campaign or brand application.	Production readiness Final detail quality, surface integration and refinement suitability.

Process summary

Across the portfolio, AI-generated outputs were assessed against visual and commercial criteria before being refined through prompt iteration, image selection, layout adjustment and manual production work.

The methodology prioritizes communication clarity, visual consistency and human-directed refinement rather than generation alone.

AI generation	Structured evaluation	Prompt refinement	Production refinement	Layout system development	Final production review
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AI Ad Creative Improvement (Before/After)

Objective

Improve hierarchy, CTA clarity and premium brand perception in an AI-generated fitness supplement ad.

Before image

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FUEL YOUR BEST SELF

Premium supplements. Proven results.

- BUILD MUSCLE**
- BURN FAT**
- BOOST ENERGY**
- FASTER RECOVERY**

SCIENCE BACKED!

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• FAT BURNER
• ENERGY BOOSTER
• APPETITE CONTROL
60 CAPSULES
DIETARY SUPPLEMENT

ULTRA WHEY PROTEIN
CHOCOLATE FLAVOR
24g PROTEIN | 5.5g BCAAs | 4g GLUTAMINE
NET WT. 2LB (907g)
DIETARY SUPPLEMENT

CREA MAX
MICRONIZED CREATINE MONOHYDRATE
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Annotated critique



4

Color palette

Excessive palette variation weakens visual cohesion, while saturated yellow elements reduce perceived premium quality.

5

Elements

Overly sensational transformation imagery and copy create visual noise, reducing message focus and commercial credibility.

1

Typography treatment

Distressed typography treatment undermines intended premium tone and reduces perceived brand credibility.

2

Alignment

Inconsistent alignment of text and imagery weakens compositional cohesion and reduces visual clarity.

3

Call To Action

Limited spacing separation and weak contrast reduce CTA visibility and interaction priority, while bottom-centre placement weakens prominence within the hierarchy.

Redesigned outcome



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Content simplification

Non-essential promotional elements removed to improve clarity and reinforce message focus.

Hierarchy refinement

Simplified information architecture improves scanability and focal prioritization.

Palette cohesion

Reduced palette complexity strengthens visual consistency and perceived premium quality.

CTA optimization

Improved spacing and visual separation increase conversion clarity and interaction prominence.

AI Image Quality Evaluation

Evaluation framework

Evaluate AI-generated imagery for anatomical accuracy, compositional quality, visual coherence and commercial usability.



High quality

Suitable for commercial deployment.



Medium quality

Visually compelling but contains subtle structural inconsistencies.



Low quality

Fails key realism and compositional standards.

Evaluation criteria

Anatomical accuracy

Compositional quality

Lighting coherence

Prompt alignment

Commercial usability

Visual evaluation



1 Anatomical proportion
The hand resting on the head appears slightly oversized with elongated fingers. This subtly disrupts anatomical realism and draws attention on closer inspection.

2 Material inconsistency
The upper right arm and elbow are partially see-through. This transparency breaks the expectation of solid form and reduces believability in the material interaction.

3 Background clutter
The top left area contains excessive reflections that compete with the subject. These artifacts weaken the focal hierarchy and add visual noise without supporting the narrative.

Overall impact

The image demonstrates strong mood, lighting and styling. However, the issues identified above reduce realism and commercial polish. Refinements to anatomy, material consistency and background hierarchy would improve production readiness.

Final assessment



Strengths

- Strong cinematic lighting
- Premium editorial mood
- Effective subject focus
- High visual detail quality

Improvement areas

- Anatomical consistency
- Material realism
- Reflection accuracy
- Background hierarchy

Commercial assessment

While visually engaging, the image contains structural and material inconsistencies that compromise realism and make it unsuitable for production-ready commercial application.

SaaS Dashboard UI Improvement

Objective

Improve usability, hierarchy and information architecture within an AI-generated SaaS dashboard interface.

AI-generated interface



Focus areas

Interface hierarchy

Spacing consistency

Information architecture

Navigation clarity

Visual noise reduction

Annotated critique



1 Visual hierarchy overload
Too many cards compete equally for attention. Strong colour, borders, shadows and emphasis are used simultaneously, weakening interface prioritisation.

2 Weak grouping logic
Several components feel unrelated or arbitrarily placed.

3 Excessive colour variation
The interface uses many saturated accent colours without a controlled system.

4 Inconsistent spacing rhythm
Padding and spacing vary across modules, creating an uneven visual rhythm and reducing interface cohesion.

5 Redundant metrics
Many cards communicate similar concepts. This dilutes informational value.

6 Navigation competition
Promotional and navigational elements compete with primary workflow content, reducing interface clarity.

Redesigned outcome

Concept redesign demonstrating improved information architecture and visual hierarchy.



Hierarchy refinement

Primary metrics reorganized to improve scanability and clarify dashboard priority.

Spacing system

Consistent spacing and alignment improve interface structure, readability and visual rhythm.

Data grouping

Related insights grouped into clearer modules to reduce cognitive load.

Color system refinement

Reduced palette complexity improves cohesion and supports clearer status recognition.

Usability assessment

The redesigned interface improves clarity, scanability and information structure through a more cohesive visual system.

Prompt vs Output Evaluation

Objective

Evaluate how accurately AI-generated outputs interpret a defined creative prompt, with focus on style fidelity, composition and production readiness.

Prompt

Minimal luxury skincare advertisement, beige monochromatic palette, soft studio lighting, premium editorial photography, clean composition, refined product focus, subtle shadows, high-end beauty campaign aesthetic.



Partial alignment

Focal hierarchy

Moderate

Composition balance

Good

Style consistency

Strong

Commercial usability

Usable with refinement

Verdict

Competing focal elements weaken hierarchy and reduce premium emphasis.



Successful alignment

Focal hierarchy

Strong

Composition balance

Strong

Style consistency

Excellent

Commercial usability

Production ready

Verdict

Clear hierarchy and restrained composition produce a refined, production-ready skincare visual.



Failed alignment

Focal hierarchy

Weak

Composition balance

Moderate

Style consistency

Moderate

Commercial usability

Limited

Verdict

Low contrast and insufficient separation weaken product emphasis and visual impact.

Final assessment



Strengths

- Cohesive monochromatic palette
- Controlled soft-shadow lighting
- Strong focal isolation
- Refined luxury campaign aesthetic

Improvement areas

- Slightly limited edge contrast
- Subtle typographic inconsistencies

Commercial assessment

The selected output demonstrates strong prompt alignment, refined visual hierarchy and a commercially viable luxury skincare aesthetic. Minor refinements to product separation and fine-detail rendering would further strengthen production readiness.

Brand Kit Mini System

Objective

Create a concise brand identity system that demonstrates visual consistency, art direction and commercial application across multiple touchpoints.



Brand keywords

Calm

Refined

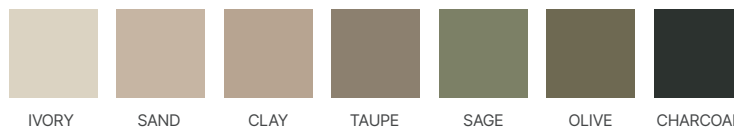
Botanical

Minimal

Tactile

Contemporary

Palette



The visual direction combines warm neutral textures, restrained composition and organic materials to establish a calm premium wellness identity.

Identity system



Typography

SOLEN

Primary wordmark typography
CORMORANT GARAMOND BOLD

BOTANICAL SKINCARE

Supporting brand descriptor
AVENIR LT PRO

Wide spacing and restrained alignment create a calm editorial rhythm suited to premium wellness branding.

The identity system uses restrained typography, warm neutral color and minimal graphic elements to support a calm premium brand presence.

System attributes

- Editorial restraint
- Neutral palette control
- Premium typography
- Organic material direction
- Minimal structural composition

Palette



Radiance through restraint.
Packaging exploration applying the core identity system.

Application variants



Brand application

Extending the identity system into premium skincare packaging and editorial applications.



Packaging application

The identity system was extended into premium skincare packaging using restrained typography, soft neutral materials and editorial composition principles.

Production considerations

Minor refinements to material rendering and surface integration would further enhance material realism and commercial fidelity.

Visual direction

Restrained composition, muted olive accents and soft environmental lighting reinforce the calm contemporary positioning established in the identity system.

Material and finish

Frosted glass, matte carton textures and controlled surface reflections improve tactile realism and support premium packaging perception.

Visual Hierarchy Optimization Study

Objective

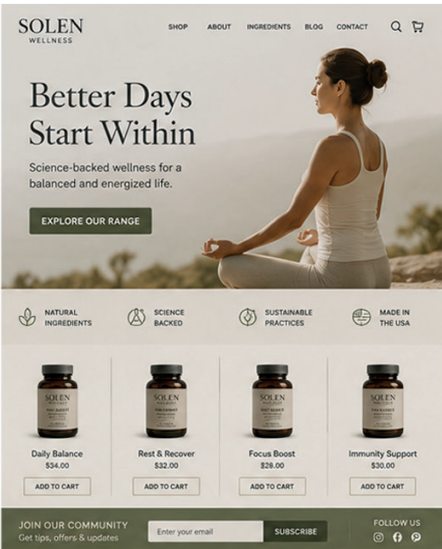
Assess AI-generated visual layouts for hierarchy, readability and focal clarity, then demonstrate targeted refinements that improve communication effectiveness.



Hierarchy issue
Attention disperses across competing elements.

Focal competition
Multiple promotional elements compete equally.

CTA weakness
Equal-weight CTAs weaken action priority.



Hierarchy issue
Primary interface elements lack focal prioritization.

Focal competition
Attention disperses across equally weighted interface regions.

CTA weakness
Competing actions weaken the primary conversion path.



Hierarchy issue
Promotional and informational content compete equally.

Focal competition
Visual emphasis lacks a dominant focal anchor.

CTA weakness
Discount messaging overpowers the primary action.

Evaluation criteria

- Focal priority**
Clear dominant element guiding initial attention.
- Readability**
Typography scale, contrast, and information clarity.

- CTA clarity**
Visibility, contrast, and action priority.
- Spacing rhythm**
Consistent alignment, spacing and layout flow.

- Commercial usability**
Message effectiveness and conversion potential.

Hierarchy correction

Targeted refinements improve focal clarity, message hierarchy and conversion emphasis.

Original AI-generated layout



Refined layout



Focal hierarchy

The redesigned layout establishes the headline and product as dominant visual anchors, reducing visual fragmentation.

Message simplification

Secondary promotional elements and redundant interface components were removed to improve communication clarity.

CTA priority

A single isolated action improves conversion focus and strengthens commercial usability.

Spacing rhythm

Consistent alignment and increased negative space create a calmer editorial reading flow.

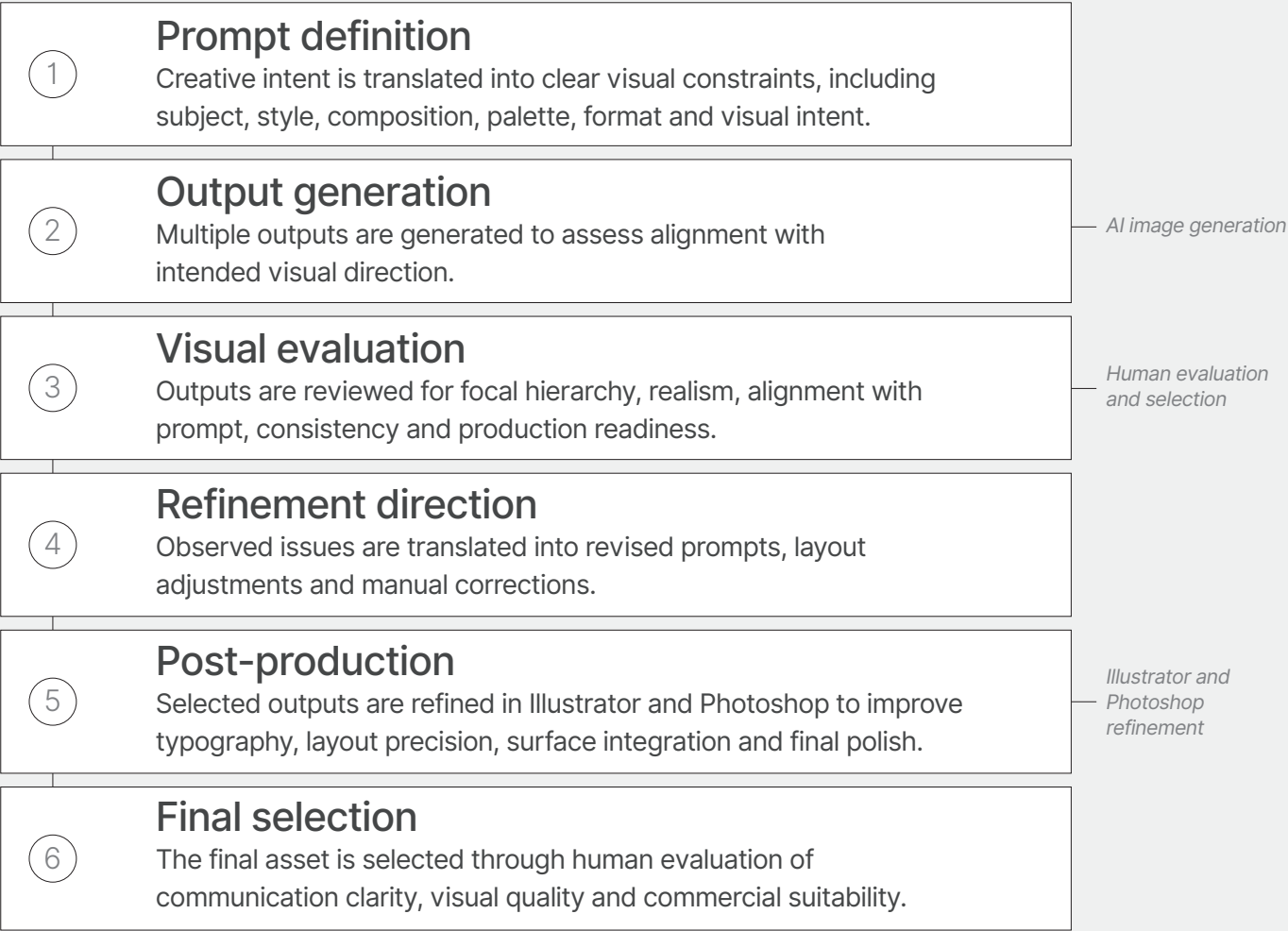
Visual Refinement Workflow

Objective

Demonstrate a repeatable workflow for directing, evaluating, refining and finalizing AI-generated visual content.

Workflow overview

The workflow combines AI generation, structured evaluation, and manual refinement to improve communication quality and production readiness.



Evaluation criteria

Visual clarity

Hierarchy, readability, spacing and focal control.

Brand consistency

Alignment with intended tone, palette, composition and styling direction.

Production readiness

Typography quality, realism and commercial usability.

Refinement case study

A selected brand application was developed through iterative prompting, visual evaluation, identity design in Illustrator and final compositing in Photoshop.

Initial generation



The initial output established the visual direction but required stronger hierarchy, palette control and production-oriented refinement.

Prompt

Minimal luxury skincare packaging mockup highlighting a bottle beside a carton, warm ivory and muted olive palette, editorial product photography, soft natural shadows, premium wellness branding, calm modern aesthetic.

Identified issues

Palette balance lacked warmth and tonal restraint

Bottle hierarchy lacked dominance

Generated typography was unsuitable for production

Surface integration required manual refinement

Environmental composition required greater depth and spatial variation

Directed refinement



Palette, product dominance, packaging form and typographic control were identified as key correction areas.

Prompt

Premium skincare packaging still life, frosted glass bottle with blank wraparound label, cube-like blank carton, warm ivory neutral palette, subtle muted olive accents, soft natural shadows, rounded stone setting, linen texture, botanical shadows, calm luxury wellness aesthetic, no text, no logos, no icons.

Refinement actions

Re-prompted for blank packaging and softer material tone

Prioritized the bottle as the dominant product

Specified cube-like carton geometry

Introduced stronger environmental depth and material variation

Final production application

The final image combines AI-assisted visualization with manually designed identity assets and refined Photoshop compositing.



Final refinement outcomes

- Product hierarchy clarified
- Palette aligned with brand system
- Typography manually integrated
- Environmental composition refined for greater spatial depth
- Readability improved

Production workflow

- Base visualization generated through iterative prompting
- Identity assets created in Illustrator
- Final compositing and surface integration refined in Photoshop
- Final asset selected through hierarchy and usability evaluation

Identity system created in Illustrator. Packaging visualizations developed through AI-assisted compositing and Photoshop refinement.

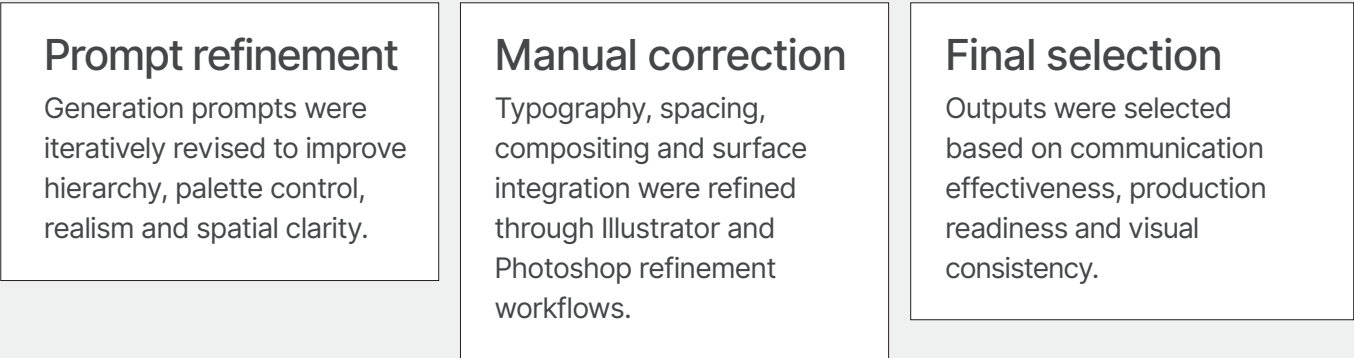
Cross-project evaluation systems

Structured evaluation criteria were used to assess hierarchy, readability, realism, consistency and production readiness across generated outputs.

Criteria	Purpose
Hierarchy	Clear dominant focal structure
Readability	Legible typography and information flow
Brand consistency	Alignment with palette, tone and composition
Production readiness	Plausible materials, lighting and surface integration
Commercial suitability	Clear communication hierarchy and action emphasis
Spatial composition	Balanced depth, rhythm and negative space

Evaluation application

Structured evaluation informed prompt refinement, image selection, typography correction, compositional adjustment and final production decisions throughout the portfolio. Outputs were assessed not only for aesthetics, but for communication clarity, usability, consistency and production realism.



Evaluation systems informed all refinement and selection decisions presented throughout the portfolio.

Professional direction

This portfolio focuses on AI-assisted visual evaluation, refinement workflows and communication systems for production-oriented visual outputs.

The work demonstrates structured assessment of generated imagery, hierarchy correction, prompt refinement, visual QA and manual refinement through Illustrator, Photoshop and InDesign workflows.

Visual evaluation Assessing hierarchy, readability, realism, consistency and commercial usability.	AI-assisted refinement Directing generated outputs through iterative prompting, issue identification and refinement planning.	Visual QA Identifying output issues including focal confusion, typographic distortion, realism problems and compositional weakness.
Communication systems Developing structured layouts, brand systems, evaluation criteria and repeatable refinement processes.	Production integration Using Illustrator, Photoshop and InDesign to improve typography, compositing, layout precision and presentation quality.	Prompt-to-output assessment Evaluating whether generated results align with visual intent, prompt constraints and intended use.

Relevant work areas

AI visual evaluation	Visual refinement workflows
Multimodal content review	Communication systems support
Creative QA	AI-assisted content workflows
Prompt-response assessment	