

**Most AI visual output
feels generic**

Don't prompt for outputs

`"make me a cool logo of xyz"`

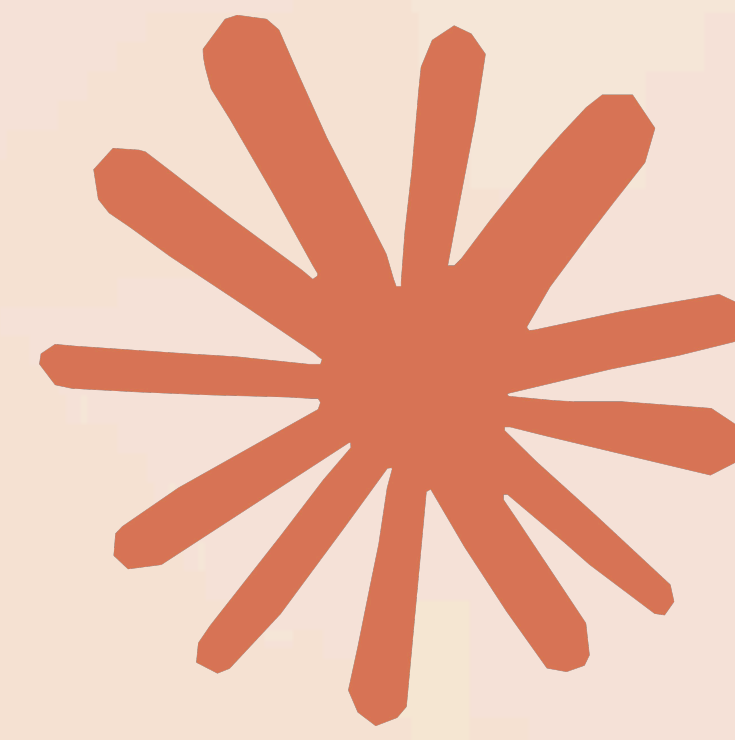
Do prompt for inputs

`"here's my visual language,
my references, my constraints,
now help me think"`

**Art directors don't
start with "let's make
something cool"**

references + gut feelings + half-baked ideas

= point of view



Claude Cowork

Chat

Cowork



Progress

- ✓ Read meeting transcripts
- ✓ Pull out key points
- ③ Find action items
- ④ Check Google Calendar
- ⑤ Build standup deck

Context

- Meeting Transcripts
- SKILL.md
- pptx-patterns.md
- css.md
- claude in chrome