Most AI visual output feels generic

Don’t prompt for outputs

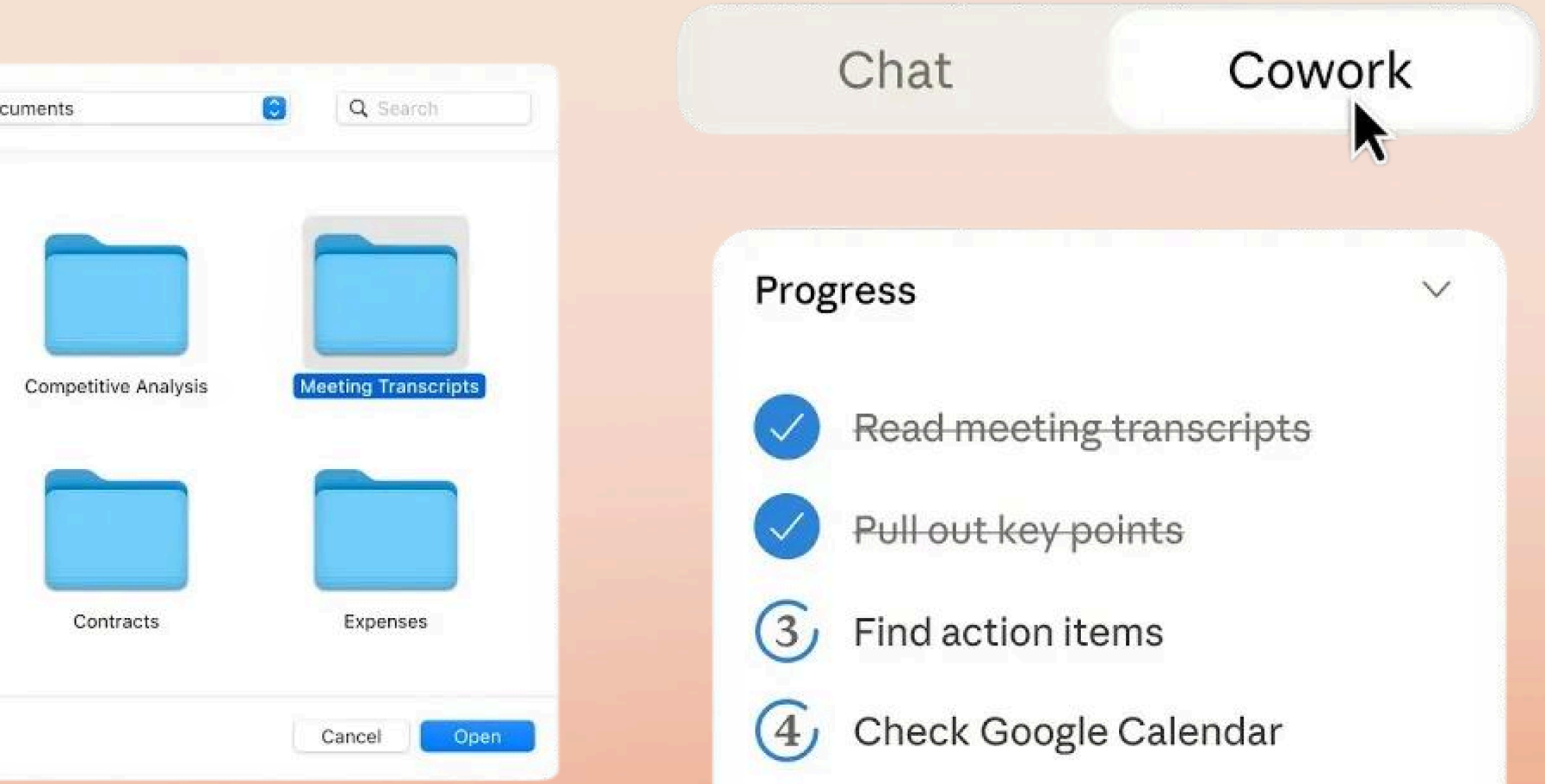
“make me a cool logo of xyz”

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