

**Most AI visual output
feels generic**

**Don't
prompt for outputs**

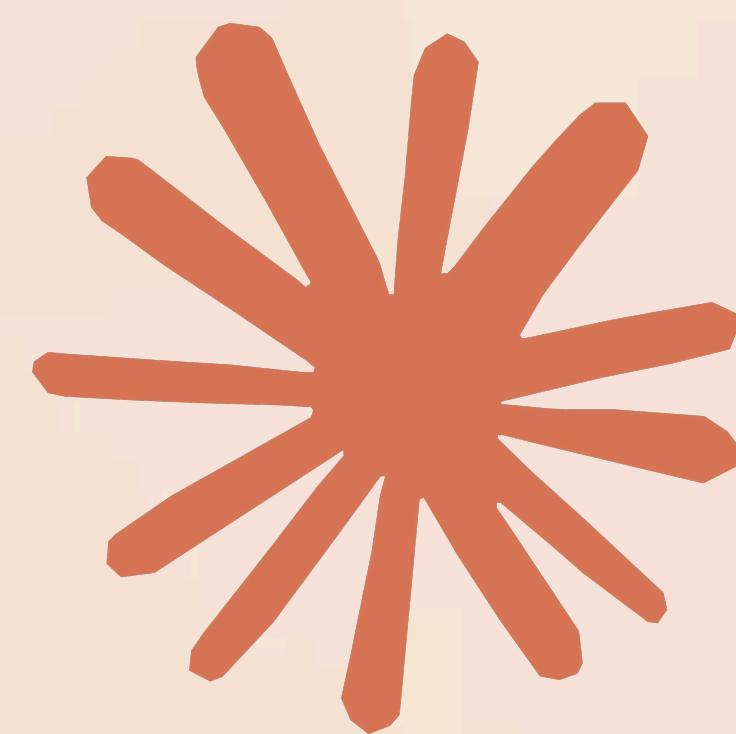
"make me a cool logo of xyz"

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

The image shows a productivity application interface. On the left, a file browser window is open, showing a folder structure with 'Competitive Analysis', 'Meeting Transcripts' (which is selected and highlighted in blue), 'Contracts', and 'Expenses'. At the bottom of this window are 'Cancel' and 'Open' buttons. In the center, there's a workspace with a 'Chat' tab and a 'Cowork' tab (which is active, indicated by a mouse cursor). Below these tabs is a 'Progress' section containing a numbered list of tasks: 1. Read meeting transcripts, 2. Pull out key points, 3. Find action items, 4. Check Google Calendar, and 5. Build standup deck. On the right, a 'Context' sidebar lists several items: 'Meeting Transcripts' (with a folder icon), 'SKILL.md', 'pptx-patterns.md', 'css.md', and 'claude in chrome' (with a globe icon).

Context

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

Progress

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

Chat Cowork

Competitive Analysis

Meeting Transcripts

Contracts

Expenses

Cancel Open