

# Your imagination's new best friend.

Use generative AI and simple text prompts to create the highest-quality output — beautiful images, text effects, and fresh color palettes. Make all-new content from reference images and explore more possibilities, more quickly.

Get Firefly free

Try it

Describe the image you want to generate

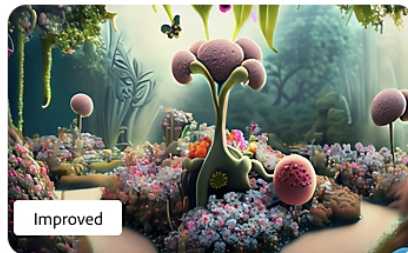
Generate

Woman's head is covered with flowers, in the style of vray tracing, colorful and playful, berrypunk, afro-futurism themes, delicate materials, texture-based, realistic



## You have to try it to believe it.

With simple text prompts in over 100 languages, you can generate images, add or remove objects, transform text, and so much more.



### Text to Image

Generate images from a detailed text description.

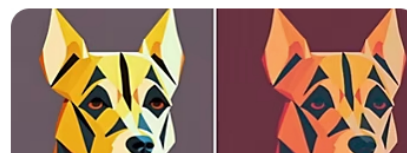
Create with Firefly



### Generative Fill

Use a brush to remove objects or paint in new ones.

Create with Firefly





### Text Effects

Apply styles or textures to words and phrases.

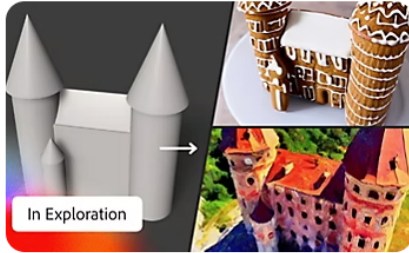
Create with Firefly



### Generative Recolor

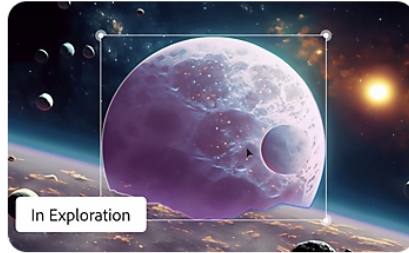
Generate color variations of your vector artwork.

Create with Firefly



### 3D to Image

Generate images from the interactive positioning of 3D elements.



### Project Stardust

Move any object anywhere in your image.

See it in Sneaks

See what generative AI can do for your business. [Explore Firefly for enterprise.](#)

## Find the right Firefly plan for you.

Unlock creative magic in Firefly, Adobe Photoshop, Illustrator, and more with [Adobe generative credits](#), which give you access to AI-powered features. Get started with the free plan. Or do even more with the premium plan. Generative credits are also included in many other Adobe Creative Cloud plans.

### Free

Get started with 25 monthly generative credits.

**US\$0.00/mo**

No credit card required.

Get Firefly free

### Premium

Get 100 monthly generative credits, Adobe Fonts Free, and no watermarks on images generated by Firefly.

**US\$4.99/mo**

Billed monthly. Cancel anytime.

Buy now

OUR APPROACH TO GENERATIVE AI

# Creators first.

Adobe is committed to developing generative AI responsibly, with creators at the center. Our mission is to give creators every advantage — not just creatively, but practically. As Firefly evolves, we'll continue to work closely with the creative community to build technology that supports and improves the creative process.



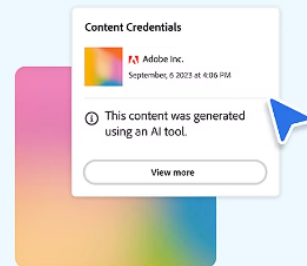
## Enhance the creative process.

The vision for Firefly is to help people expand upon their natural creativity. As both a product and an embedded model inside Adobe apps, Firefly offers generative AI tools made specifically for creative needs, use cases, and workflows.



## Give creators practical advantages.

Trained on Adobe Stock images, openly licensed content, and public domain content, Firefly is designed to be safe for commercial use. To ensure that creators can benefit from generative AI, we've developed a compensation model for Adobe Stock contributors whose content is used in the dataset to retrain Firefly models.



## Set the standard for responsibility.

Through efforts like the [Content Authenticity Initiative](#) and the [Coalition for Content Provenance and Authenticity](#), we're standing up for accountability, responsibility, and transparency in generative AI. We're working toward a universal "Do Not Train" Content Credentials tag that will remain associated with a piece of content wherever it's used, published, or stored.

[See our FAQ to learn more](#)



# Next-generation Firefly. Next-level creativity.

Step into the future with the next generation of Firefly models — made for creators. Now it's faster and easier to explore, create, and iterate in the Firefly web app. Create with confidence knowing your output is the highest quality, built with models that are designed to be safe for commercial use.

Create with Firefly

Genera

## Find Firefly inside Adobe apps.

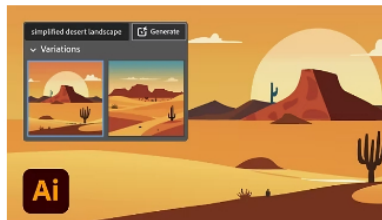
Make amazing transformations in a snap with new features powered by Firefly generative AI. In just a few words, create new graphics, unlock endless color combinations, fill in or expand images, and produce dazzling text effects.



### Generative Fill and Generative Expand in Photoshop

Use a simple text prompt to add or remove content from any image. Click and drag beyond the image border to seamlessly fill the expanded canvas with matching content. Powered by Adobe Firefly.

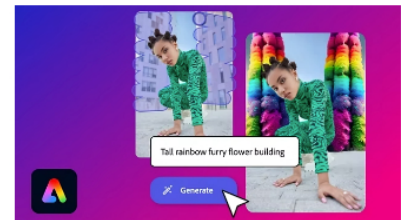
[Learn more](#)



### Text to Vector Graphic in Illustrator

Generate customizable, scalable vector graphics with a simple description and Text to Vector Graphic, powered by Firefly. Make icons, patterns, and more for brand assets, social graphics, and beyond.

[Learn more](#)



### Generative Fill and Text to Template in Adobe Express

With the all-in-one content creation app for social posts, videos, PDFs, and more, you can use Generative Fill to add, remove, or replace any part of your image. Plus, generate a template from a prompt with Text to Template.

[Learn more](#)

# Questions? We have answers.

- > What is Adobe Firefly?
- > What is generative AI?
- > What is Adobe doing to ensure AI-generated images are created responsibly?
- > What are some uses for AI generators?
- > How do AI art generators work?
- > Which Creative Cloud apps have Firefly?
- > What is the Adobe Firefly Premium plan?
- > What are generative credits?
- > What languages does Firefly support?
- > What if my prompt isn't accurately translated?
- > How can I try Generative Fill or Generative Expand?
- > What is Adobe Firefly Image 2 Model?
- > How is the new Firefly Image model different from the previous one?
- > Where can I try Firefly Image 2 Model?
- > Where does Firefly get its data from?
- > As an Adobe customer, will I have copies of my content included as part of the Firefly model?
- > As an Adobe customer, will I have my content automatically used to train Firefly?
- > What is Adobe's approach to ethics in generative AI?
- > Does Adobe plan to compensate Adobe Stock contributors whose content is used in the dataset to train Firefly models, and what will the compensation plan look like?
- > What is Adobe doing to ensure that Firefly is commercially safe?
- > What is Adobe Sensei GenAI? How does it relate to Firefly?

## You may also like



Generative AI is changing creative work.



Adobe Firefly vs. Midjourney: How Firefly can help speed up creative workflow.



Adobe Firefly vs. DALL-E: Create more by letting your imagination run wild in Firefly.



Adobe Firefly vs. Stable Diffusion: Bring more ideas into your workflows quickly with Firefly.

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