Adobe and Figma tools are getting ChatGPT’s upgraded image generation model

OpenAI’s upgraded image generator in ChatGPT brought a surge of users to the AI service thanks to its ability to create Studio Ghibli-style images and really dull dolls, and now it’s coming to other apps. The company says the same “natively multimodal model” powering the image generator will be accessible in its API via “gpt-image-1,” according to a blog post, and some major names have already signed up to use it.

“The model’s versatility allows it to create images across diverse styles, faithfully follow custom guidelines, leverage world knowledge, and accurately render text — unlocking countless practical applications across multiple domains,” OpenAI says.

Companies like Adobe and Figma are already incorporating the model into their tools. Here’s how, per the blog post:

> *Adobe’s leading ecosystem of creative tools including its Firefly and Express apps will provide access to OpenAI’s image generation capabilities, giving creators the choice and flexibility to experiment with different aesthetic styles — something business professionals, consumers and creators all value when generating new creative ideas.*

> *Figma is leveraging the latest model to bring advanced image generation and editing capabilities across its platform. Rolling out starting today, users can use ‘gpt-image-1’ in Figma Design to generate and edit images from simple prompt —*

> *adjusting styles, adding or removing objects, expanding backgrounds, and more. This new integration lets designers rapidly explore ideas and iterate visually, all in Figma.*

OpenAI says that it’s also “continuing to work with developers and businesses to uncover more ways image generation in the API can serve their use cases,” including with Canva, GoDaddy, and Instacart.

The “gpt-image-1” model will initially be available via OpenAI’s Images API, and the company says support for the Responses API is “coming soon.”

https://www.theverge.com/news/654561/openai-chatgpt-image-generation-model-adobe-figma