

Generation expands the range.

Craft decides what counts.

Work with the machine. Sign only what you would defend.

WHAT YOU'RE BUYING

Practice under generation.
Not a tour of the tools.

A project-based course for designers who want to use generative AI without surrendering judgment, authorship, evidence, rights, or craft.

COURSE

\$995

PROFESSIONAL / PROJECT-BASED

ONE CLIENT. MANY DECISIONS.

Holloway Seed Co.

The course unfolds through one deeply constructed fictional client — an archive, products, records, imagery, constraints, inconsistencies and rights questions that behave like a real commission.

THE SYSTEM

01	Generation	Widen the range. Do not confuse the pile with the work.
02	Judgment	Compare, reject, refine. Grounds strong enough to refuse.
03	Evidence	Separate source, interpretation, generation, invention.
04	Art direction	Hold image, type, hierarchy, and tone.
05	Provenance	Know origin, and the authority it carries.
06	Release	Decide when the work can carry a name.

HOLLOWAY SEED CO. · SEED ARCHIVE

HOLLOWAY RIDGE DENT

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DENT CORN

2024

ARCHIVE RECORD

HRD-24-019

ORIGIN

Holloway Ridge, 1892

STATUS

Documented

RELEASED

2024

IMAGE

Archive photo 1923

COMMERCIAL USE

Cleared

NOTES

Provenance and rights verified.
Independent seed steward.

RECORD HRD-24-019 · PROVENANCE AS AUTHORSHIP

ARCHIVE
HSC
1892

Holloway Ridge Dent. Archive card.

MODULE 01 — DEVELOPMENT

Fig.1



Fig.2



Fig.3



Fig.4



Bekah Lane Tomato. Compare what is plausible with what can be signed.

THE WORK

01	Source	02	Generate	03	Release
	What is true?		What is possible?		What can you defend?

WHAT YOU LEAVE WITH

A repeatable method for governing generation.
Systems for sources, decisions, rights and provenance.
Professional release criteria. Completed project work.

CONTENTS

Stillts and comparisons · Annotated examples · Exercises · Case studies · Holloway working records · Release criteria

Generation is cheap. Authorship is the job.

AI.VASATA.COM

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