

Synthography



Synthography or faux-tography are AI generated images that mimic photography. Synthography is currently used for visual exploration in fashion, brand design, and packaging as a tool to build inspiration, excitement, and a pipeline of mock-up ideas. It can delve into brand mashups, collaborations, or aesthetic wheelhouses in ways traditional photography wouldn't allow. In the right hands, synthography imagery is a creative tool to push ideas further, farther, and faster.

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