Using FLUX for Campaign Images

A practical guide for content creators.

Overview

FLUX is the best AI image generator out there, perfect for any content creator who wants to create their own images in seconds.

Benefits:
- It's the best image generator out there
- It's lightyears ahead of other tools in rendering text
- Super affordable—Replicate charges about five cents per image, no subscription required
- Still images can be animated with AI video generators

Trade-offs:
- Open source means you have to choose how to choose to access the platform
- You need to manually save your links and/or download each generation—there's no asset library
- There aren't any style presets, meaning you have to describe your desired style

What you can do:
- Text to image

Step-by-Step Guide

1. Choose your platform

FLUX is an open source model, meaning you have a variety of options to access it. Its creator, Black Forest Labs, recommends [Replicate](), [Fal](), and [Mystic](). The interface for all three is bare bones but straightforward. However, we recommend using [Krea AI]() unless you require the use of a "seed image" to create a series of images in one consistent visual styles, in which case we recommend Replicate.
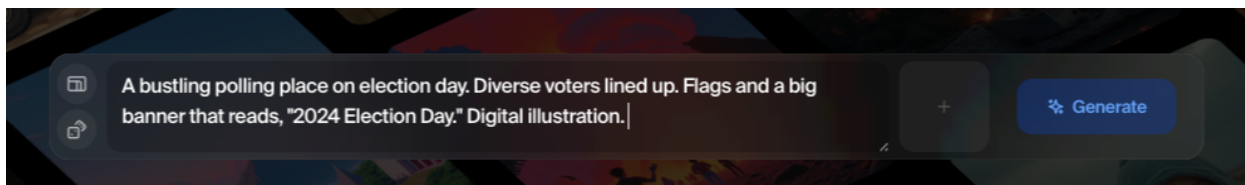
There's also [Grok](), which is built into X and requires a paid subscription. Grok is [notorious]() for removing many guardrails around what it's willing to generate. (For example, it can create controversial images of public figures in a way that may be great or horrifying, depending on your perspective.)

The examples in this guide mostly use Replicate, as Krea AI was not available at the time of our testing. However, Krea AI's interface is straightforward and easy to use.

2. Write your prompt

Your prompts can be simple, but the more specifically they describe your image the better. As with other AI tools, it helps to describe the subject and style separately. For example, let's create an image of polling place on Election Day. We don't want to pretend this is a real image, so let's give it an illustrative style.

Prompting on Krea AI:

A bustling polling place on election day. Diverse voters lined up. Flags and a big banner that reads, "2024 Election Day." Digital illustration.

Prompting on Replicate:

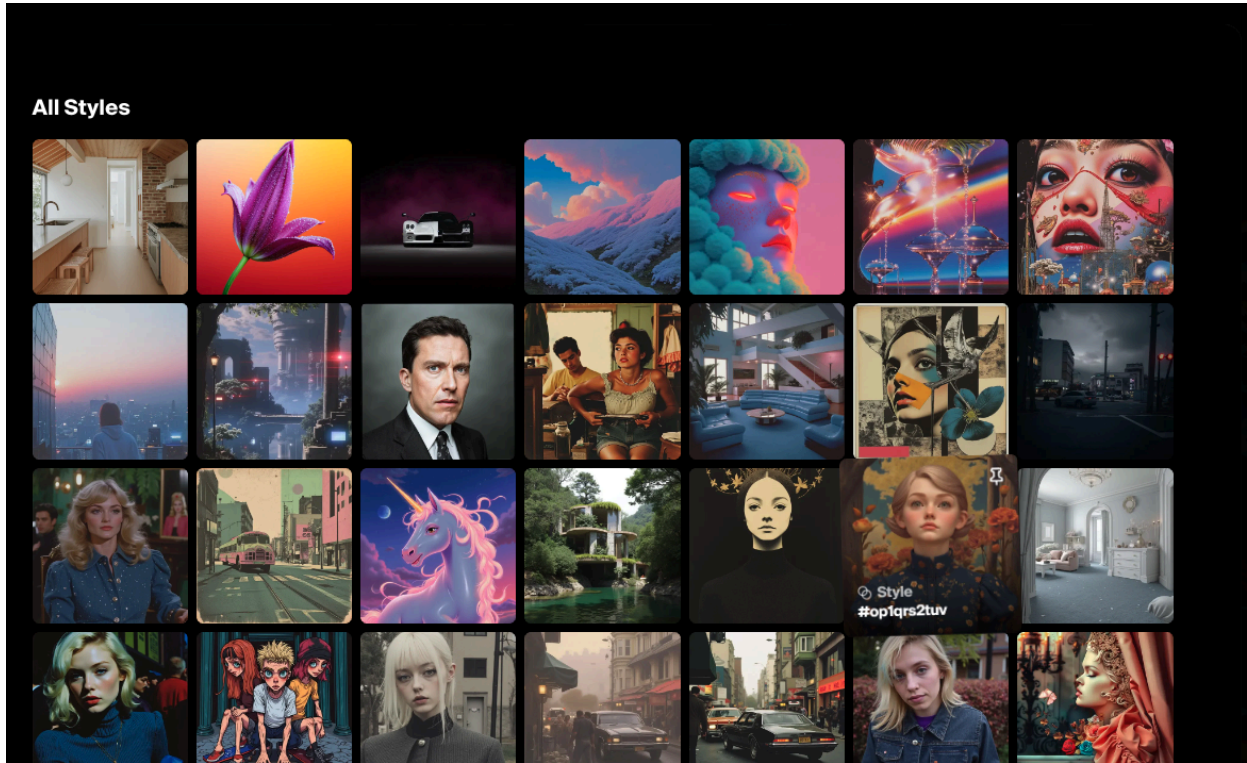T **prompt*** string   Shift + Return to add a new line

A bustling polling place on election day. Diverse voters lined up. Flags and a big banner that reads 'ELECTION DAY 2024.' Digital illustration.

Text prompt for image generation

3. Customize your settings

Krea AI:

On Krea AI, you'll hit the "+" sign next to the prompt window to specify a style from the options offered. This is an option step, and you can also specify the style via the text prompt, too.

Replicate:
On Replicate, you'll want to specify your aspect ratio and output format. You might not even need to mess with the rest of the variables, but play around if you aren't getting the results you want.

≡ **aspect_ratio** string

> 1:1 ⌄

Aspect ratio for the generated image
Default: "1:1"

steps integer   (minimum: 1, maximum: 50)

> 25

Number of diffusion steps
Default: 25

guidance number   (minimum: 2, maximum: 5)

> 3

Controls the balance between adherence to the text prompt and image quality/diversity. Higher values make the output more closely match the prompt but may reduce overall image quality. Lower values allow for more creative freedom but might produce results less relevant to the prompt.
Default: 3

interval number   (minimum: 1, maximum: 4)

> 2

Interval is a setting that increases the variance in possible outputs letting the model be a tad more dynamic in what outputs it may produce in terms of composition, color, detail, and prompt interpretation. Setting this value low will ensure strong prompt following with more consistent outputs, setting it higher will produce more dynamic or varied outputs.
Default: 2

safety_tolerance integer   (minimum: 1, maximum: 5)

> 2

Safety tolerance, 1 is most strict and 5 is most permissive
Default: 2

seed integer

>

Random seed. Set for reproducible generation

≡ **output_format** string

> webp ⌄

Format of the output images
Default: "webp"

output_quality integer   (minimum: 0, maximum: 100)

> 80

Quality when saving the output images, from 0 to 100. 100 is best quality, 0 is lowest quality. Not relevant for .png outputs
Default: 80

Here are the results we get from each:

Krea AI:

Replicate:

4. *Replicate Only:* Reuse the seed number for similar results.

Let's say you want to generate a series of similar images. This is where the seed number comes in—simply copy the number into the settings for your next image. It acts as a reference point for the AI's randomization process. By using the same seed number, you can reproduce the same image or achieve consistent results, while changing the seed (or leaving it blank) will lead to randomized outputs.

>_ Hide logs

```
Using seed: 34880
Running prediction...
Generating image...
```

Examples

Potential use cases:

- Animate your images into a video
- Use directly on social media
- Include in a blog post, webpage, or report

Tips

1. FLUX will only create the text you provide.

It may create something that looks like text but doesn't say anything. For example, the prompt for this image specified *oral tablet, mifepristone 200mg, and Rx only*—but the rest is gibberish.

2. Specify a specific style for better results

Specifying a specific style will give you stronger results when using AI-generated images.

Guidelines for Political Use

1. There are few restrictions on creating political content

FLUX will create most images, even inflammatory ones like this, but does have restrictions on using them for political campaigning and lobbying. (For what it's worth, it's good at creating figures like Donald Trump and Joe Biden, less good at Kamala Harris, and unable to do JD Vance or Tim Walz.)

2. Beware of bias

Ensure your content goes through a thorough review process, as you might encounter racial and gender stereotypes. For example, asking for cartoon images of "four black women" vs. "four white men" generates very different results. Adding more specificity can help avoid this.

3. Decide about disclaimers

Adding a disclaimer that your content was created using generative AI can go a long way to enhancing transparency, trust, and ethical integrity. By clearly informing your audience that AI tools were used to create or modify the content, campaigns can mitigate concerns about authenticity and manipulation.

[Here's a recent example:](#)

Rep. Jennifer Wexton ✔
@RepWexton

Your ears aren't deceiving you—AI has allowed me to make a new model of my voice like it was before my PSP.

I hope this helps show creative ways we can empower people facing the kinds of health and accessibility challenges I have and demonstrate our abilities don't define us.

my mobility and ability to speak clearly.

AI Voice

11:27 AM · Jul 10, 2024 · **850.1K** Views

4. Be thoughtful about photorealism

Some AI image tools can produce fairly convincing results. In a political context, that raises questions about authenticity and trust, as it can easily blur the line between reality and falsehood. We tend to think that the more interpretive styles—ranging from claymation to impressionist painting to cartoons and more—are a better use of AI's power to represent concepts, not pretend to be real life.