



Guidelines & Standards For  
**Generative AI**



Edwards

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## What is Generative Artificial Intelligence?

Generative Artificial Intelligence (**Gen AI**) refers to any application, device, or website that uses AI to generate content based on user input. In most cases the input entered is called a “prompt”, which contains the question, data, command, or references the AI needs to generate results.

Gen AI is built on Large Language Models (**LLMs**), which are complex algorithms that utilize deep learning techniques to train the AI’s knowledgebase.

At Edwards, if we trained an AI on 1000s of pictures of heart valves, it would later know what a heart valve looks like if we asked for a render in our prompt.

One of the breakthroughs of Gen AI is its ability to understand natural language. “Create me a photo of a black cat with golden eyes...”, for example, is a simple prompt anyone can craft.

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## What Types Of Content Can Gen AI Create?

The capabilities of Gen AI tools are evolving every day. This short list may give you an idea of what to expect and open your mind to future possibilities:

### Text

*Statistical Data, Analysis, Summaries, Press Releases, Marketing Copy, Program Coding, Corrections to Grammar/Spelling/Style, Creative Writing, Translations, Debugging, Emails, Topic Education*

### Images

*Stock Photos, Icon Design, Textures, Layouts & Templates, Backgrounds, Artwork & Paintings, Style Mockups, Upscale & Enhance, Re-Imagining Existing Assets, Photo Repair*

### Video

*3D Modeling, Auto Editing, Animations & Special Effects, Text-To-Video, Image-To-Video, Video-To-Video, Quality & Focus Enhancement, Color Correction, Skin Smoothing, Restoration*

### Audio

*Song Writing & Creation, Background Music, Sound Effects, Realistic Voiceovers, Translations*

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## Other Use Cases

Within the Edwards environment, you’ll likely find your own niche uses for Gen AI. Here are a few features of Microsoft Copilot you may want to test in the future:

- *Summarize email threads or Teams meetings into key points and takeaways*
- *Convert a basic Word document into a dynamic Powerpoint presentation*
- *Analyze complex data in Excel to automatically identify emerging trends*

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## Copyright, Privacy, & Security Risks – Before You Begin

Gen AI and the LLMs that power them are changing rapidly. Many popular Gen AI applications are currently in the Alpha or Beta stage of their software development cycle, so they may be vulnerable to security exploits yet to be discovered.

Before using any Gen AI tool in the Edwards environment, consider the following:



### Always

- Ensure the AI tool is approved for use within Edwards.
- Carefully review AI generated content for accuracy.
- When appropriate, label the content as AI generated.



### Never

- Use copyrighted, private, or proprietary data in prompts.
- Rely solely on AI generated content to complete work.
- Publish work without checking for errors or AI artifacts.

## Protecting Privacy

If you aren't careful when entering prompts into an AI, you may inadvertently share personal or company information. In some cases, Gen AI tools may even have public web pages where user prompts are shared automatically.

For this reason, never enter private, sensitive, copyrighted, or proprietary data in a prompt. This is not limited to text – it holds true for photographs, brand imagery, voices, and videos.

You should also use “Private” or “Stealth” mode when applicable with certain AI tools, which will keep your prompts hidden from the public.

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## Inaccurate or Misleading Information

In recent years Gen AI has been used to create convincing “deepfakes”, synthetic media, and various forms of misinformation to manipulate public opinion or even damage reputations. These issues are likely to intensify as Gen AI advances and spreads.

While it may not seem relevant to your personal use of Gen AI, be aware that LLMs and the apps that rely on them are imperfect, which can lead to problematic results.

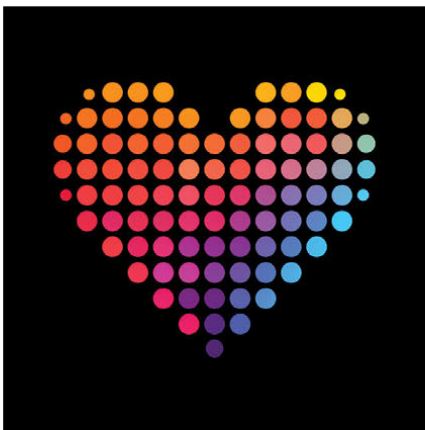
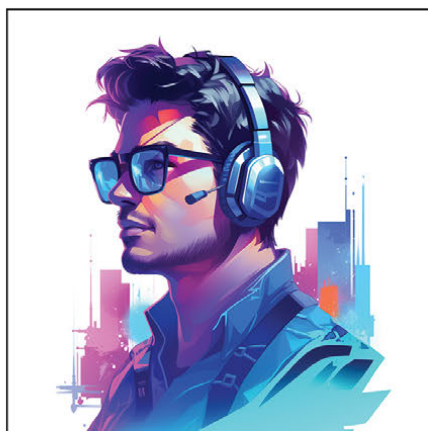
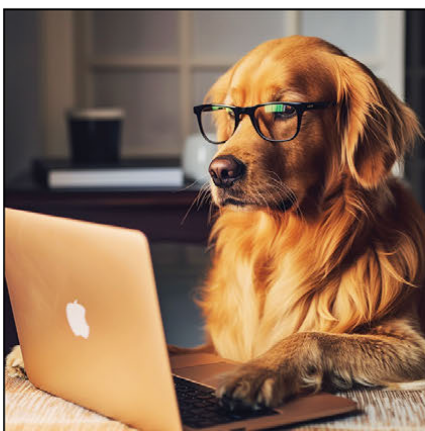
However you use Gen AI, always check the content for accuracy before publishing your work. In the case of AI generated images, scan them carefully for issues and/or unsightly artifacts.

## AI Generated Images - Page 1 - Assorted Styles

**Example:** stock photos can be replaced by a wide variety of realistic AI generated images.



**Example:** Gen AI can replicate art styles, typography, camera lenses, color palettes, and more.



## AI Generated Images - Page 2 - Assorted Styles

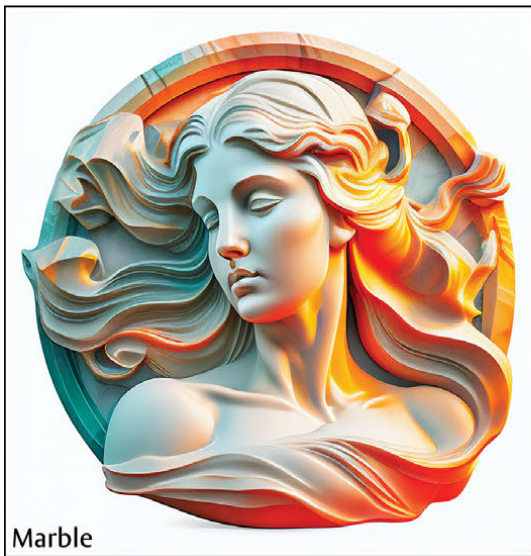
**Example:** changing a single word in an image prompt, such as the “material” as shown below, will often dramatically affect the generated result.



Fire



Water



Marble



Stained Glass



Gold



Sand

## AI Generated Images - Page 3 - Assorted Styles



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# AI Features & Use Cases – Microsoft Copilot 365

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## Getting Started

Copilot is integrated into Microsoft 365 and works alongside you within your daily applications.

Depending on your department at Edwards, you may have access to different versions of Copilot specific to your role.



## Copilot in Word

Copilot in Word is a powerful creative companion, able to assist in writing, editing, summarizing, providing suggestions, and crafting fresh versions of your text. It can help you create a first draft, add content to existing documents, summarize a passage, or rewrite entire sections.

## Copilot in Teams

Copilot in Teams is geared toward making meetings more productive for your team. It summarizes what's happened in the meeting so far, who said what, which points remain open, and capture the overall spirit of the discussion.

During a Teams meeting, you can use Copilot to check where team members stand on key issues and what questions are still unresolved.

## Copilot in Outlook

Copilot in Outlook helps you summarize threads and reduce time spent managing emails, so you can catch up on the most important conversations. It can also help you draft, rewrite, and check messages before you send them.

## Copilot in PowerPoint

Copilot in PowerPoint can transform Word documents into presentations, find the best place in your slides for eye-popping imagery, or even create presentations from prompts.

## Copilot in Excel

Copilot in Excel will analyze your data so you can make the best decisions. Spot trends, propose scenarios, and present suggestions to improve your workflow.

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**Microsoft plans to support and expand Copilot for years to come, so this guide will be updated continuously as new features roll out.**

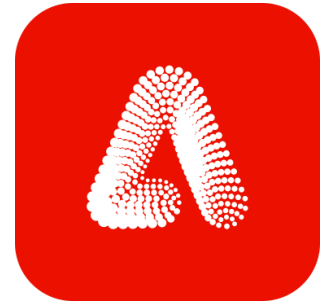
# AI Features & Use Cases – Adobe Creative Cloud

## Getting Started

If you have access to Adobe Creative Cloud, you may be able to use Firefly to generate and modify AI images.

Like most Gen AI applications, Firefly includes a monthly “credit” allowance that is spent each time you generate new images.

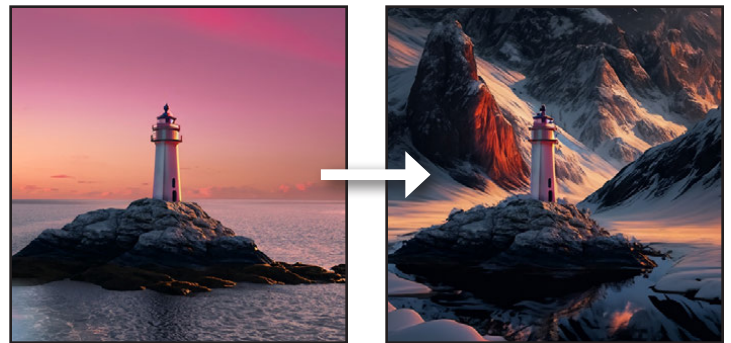
Illustrator, Photoshop, and Premiere Pro also have “generative fill” features for modifying and creating content on demand, which use credits from the same monthly subscription balance.



## Generative Fill

In Firefly, Illustrator, and Photoshop you can use a brush to remove objects or backgrounds, or paint in an area and fill it with new elements.

For example, you can change the color of a shirt or the background in a photo.



## Text-To-Image

Adobe applications can also generate images and elements from a text prompt, with Firefly being the most robust tool for doing so. Much like other AI applications that generate image assets, Firefly allows you to tune, re-run, and modify prompts in each iteration.

## Generative Recolor

Firefly can also help you quickly recolor your vector artwork in SVG files.

## AI Video Editing

Adobe Premiere Pro has several AI tools in various stages of development:

**Generative Fill** – Seamlessly add or remove objects from a video clip in real-time.

**Edit-Via-Text** – Delete mistakes, filler words, or unwanted content directly from the transcript.

**Enhance Speech** – Add life, clarity, and cinematic effects to flat voices with one click.

**Other misc tools** – Scene Edit Detection, Auto Color, Auto Ducking, and more.

# Glossary Of Generative AI Terms

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## AI

Artificial intelligence, usually referring to software that can learn and assimilate vast amounts of data.

## Copilot

Microsoft's flagship AI software, available in many variations for MS Office applications.

## Credits

Most Gen AI subscription services use a credit allowance on a monthly basis, with each generation costing a fixed number of credits. There are no credits associated with tools like "Generative Fill" in Adobe apps.

## Firefly

Adobe's primary application for image generation, available in the Creative Cloud.

## Generative Artificial Intelligence (Gen AI)

AI built on LLMs that can take input (text, images, audio, video, etc) and generate new outputs.

## Generative Fill

A popular tool used in several modern applications, allowing the user to fill empty space with generated content, remove unwanted objects, or expand a canvas with new content filled in automatically.

## Image-To-Video

The use of images entered as a prompt with certain AI tools, resulting in a generated video.

## LLM

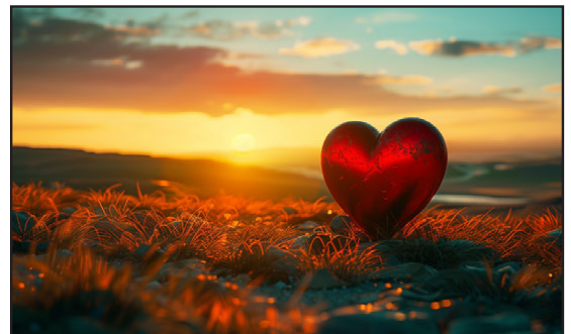
Large Language Model – the algorithms and data used to train AI as well as process enormous amounts of information in the generation process.

## Prompt

The text, data, and/or references (images, video, sound, etc.) submitted within a Gen AI application that it uses to generate the content you're asking for.

## Example prompt and resulting image —————>

*a beautiful cinematic landscape with a large red heart on the horizon, vibrant colors, golden hour*



## Prompt Crafting

The process of writing and refining a prompt to yield the best possible result in alignment with the project's objective. Depending on the application, there may be an extensive number of keywords, parameters, settings, and application features involved in crafting the ideal prompt.

## Text-To-Video

The use of text entered as a prompt with certain AI tools, resulting in a generated video.

## Video-To-Video

The use of video entered as a prompt with certain AI tools, resulting in a generated video.