# Microsoft Designer

## *Frequently Asked Questions*

### What is Microsoft Designer?

Designer is an AI-powered cloud based graphic design application that helps you create social media posts,
invitations, digital postcards, graphics, and more, all in a flash. Start with your own images or ideas and Designer will generate unique-to-you designs and offer personalized recommendations. Designer's advanced AI tooling makes it easy for your designs to look great.

### What can Microsoft Designer do?

Designer makes it easy, fast, and fun to design, no design experience required. From helping you get started with your ideas or content like generating custom layouts or even new images from your ideas (with DALL.E 3 and GPT 3.5 integrated into the design experience from the start), Designer makes it easier than ever to simply type what you want to create and get customized designs with compelling messages included that you can further personalize and refine.

When it comes to refining your design, you can even get suggestions and design ideas to add motion effects to your design, like turning a static post into a compelling short video reel or story with a variety of eye-catching treatments.

We've also integrated generative AI to help edit and add further polish, like the improvements to our product features available today with generative erase, which uses the SAM (Segment Anything Model) and helps you more easily select areas you want to remove in an image. Generative fill, coming soon, fills objects within an image or an entire background by using your imagination and your words. Generative expand, also coming soon, is powered by DALL-E 3's image editing model which helps you expand your image beyond its border. Designer generates text from your ideas that enhance your design, or even creates clever caption and hashtag options (powered by a variety of models from Microsoft and OpenAI) that you can choose from, giving you that added confidence in your message when you're ready to share with the world.

### What are Designer's intended uses?

Designer was created with everyone in mind - you don't need to be a skilled Designer to create compelling designs. From stunning social media posts, invitations, digital postcards, and more, Designer is there for you, whenever you need to design.

While creating and sharing your designs, please be sure to follow the content policies as defined here: [Code of Conduct for the Azure OpenAI Service | Microsoft Learn](#)

Please keep in mind that Designer is still in preview and the team is continuously learning and improving the product accordingly. We encourage all users to submit feedback by using the feedback icon on the top right corner within the Designer experience.  You can also submit feedback by messaging us on [Instagram](#) or [X (formerly Twitter)](#).

**How was Designer evaluated? What metrics are used to measure performance?**
The Designer experience is continuously evaluated through a combination of user engagement methods, including a preview phase, one-on-one user interviews, and integrated product feedback mechanisms. This user-centric approach allowed for both qualitative insights and objective measurements. Several key metrics are used to measure performance including user engagement rates, feedback volume, usability metrics.

**What are the limitations of Designer? How can users minimize the impact of Designer's limitations when using the system?**
Designer first launched as a web app, but we are actively working on expanding to other surfaces where users can access Designer – including a Windows app, integrations like Designer in Edge (now in select markets), and a mobile app (now available in early preview). The web-based Designer app has the ability to share designs using QR code with mobile phone, helping minimize the impact of Designer's limitations.

Designer is available in English only, and we are actively working on expanding to other languages.

Please keep in mind that Designer is still in preview and the team is continuously learning and improving the product accordingly and we understand that AI has some limitations.  We encourage all users to submit feedback by using the feedback icon on the top right corner within the Designer experience.  You can also submit feedback by messaging us  at @MSFT365Designer on [Instagram](#) or [X (formerly Twitter)](#).

The preview Microsoft Designer app is available for free. Microsoft will collect user feedback and make improvements during this period. A paid Microsoft 365 subscription will be required to continue using some of these features at a later date.

**What operational factors and settings allow for effective and responsible use of Designer?**
We are committed to creating responsible AI by design. Our work is guided by a core set of principles: fairness, reliability and safety, privacy and security, inclusiveness, transparency, and accountability. We are putting those principles into practice across the company to develop and deploy AI that will have a positive impact on society. We take a cross-company approach through cutting-edge research, best-of-breed engineering systems, and excellence in policy and governance.

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We also recommend referring to Designer's Terms of Use for information on approved terms of use for Designer: [https://designer.microsoft.com/termsOfUse.pdf](https://designer.microsoft.com/termsOfUse.pdf)

When you interact with Designer, Microsoft collects your prompt (what you request to Designer) and how Designer responded. We use this data to provide, to support, and to improve Designer, consistent with the [Microsoft Privacy Statement](#). For example, this information helps us understand which design recommendations are helpful and relevant to you.

For all images, Designer's editing features, we have implemented content credentials, provenance based on the C2PA standard, to help users identify that images are edited or AI generated. Provenance metadata can be viewed in the following Content Credentials site.

## *Feature Details*

**Generative Erase:**
Microsoft Designer's Generative Erase feature enables users to remove unwanted objects or areas from their photos.

Input / Output:
- This feature takes user's original image as well as selected area to be erased as **input** and provides as **output** a modified version of the image, with selected area erased.

User Controls:
- *Quick select* enables user to auto-select erase area by clicking on any object in photo
- *Brush select* enables user to manually select erase area by drawing a mask in photo
- *Start over* enables user to re-do the mask creation
- *Erase object* calls Designer's model to erase specified areas within photo
- *X* control exits out of experience and dismisses floating toolbar
- *Report* control enables users to report any issues
- *Looks good*, accepts the result of Erase and updates photo accordingly

Responsible AI:

All images generated using Designer's Erase feature will carry Provenance metadata to identify the source via signing the image appropriately.

We have put controls in place to prevent the upload or generation of harmful images.