

The Critic's Checklist.

How to judge every AI image like a critic, so your look book is good enough to make people believe the product is real.

You're the critic, not the designer

AI makes the pictures. Your job is to judge them. Point AI at your name and brand, let it do the heavy lifting, then run every image through the two questions below. Cut anything that fails, and keep going until someone who doesn't know you would believe the product already exists.

THE BAR: BOTH QUESTIONS, EVERY TIME

1 Would a design site feature it?

Would a site like thedieline.com actually post this? Clean, premium and deliberate, not almost there.

2 Does it look like its own brand?

Or does it look like generic packaging anyone could own? If it could be anyone's, cut it.

Name the flaw on every reject

Saying the flaw out loud is what trains your eye. For every image you cut, name the one thing that gives it away.

Fake or plastic finish

The material looks wrong: too shiny or too soft.

Warped logo

The mark bends, smears or loses its edges.

Nonsense text

Letters that aren't real words, or a label you can't read.

Wrong material

A kraft pouch, a busy label, or packaging that isn't your format.

Too generic

Nothing about it says your brand. It could be a stock photo.

Obvious AI lighting

Impossible reflections, blurry edges, that plastic render shine.

Product keeps changing

The pack changes shape or color from one shot to the next.

The call

KEEP OR CUT. NO MAYBES.

One strong shot beats four weak ones. If you can't decide, cut it.

The three-step method

WORK IN THIS ORDER

1

Let AI do the heavy lifting.

Ask for a batch, not one image. Make lots of options fast and cheap.

2

Be the critic.

Run every image through the two questions. Name the flaw. Keep or cut.

3

Lock the master image.

Pick the single best shot. Make every other shot using it as the reference, so the whole set matches: same pack, same colors, same finish, same light.

Rules at the idea stage

KEEP IT CHEAP AND HONEST

- These images are for seeing and sharing the idea, not for selling.
- Still \$0 on inventory. No print run, no order, no supplier.
- No checkout. The one-page pitch only collects a waitlist.
- This is a working look book, not a final catalog. You can change all of it later.