

## Best free AI photo generators

If you're working with a limited marketing budget, a quick and free way to get high-quality images is ideal. Here, we have some of the best AI photo generators you can use at no cost. They're quick, dependable, and easy to use. Some options have limited free tiers and more capabilities with a paid subscription. Others are completely free tools.

### 1. OpenArt

[OpenArt](#) has a few subscription tiers and plenty of capabilities in the free version. Like other tools on the list, it allows you to create and edit photos. OpenArt also has some very cool quick-start options, which let you choose a specific style. This helps save time and reduces the repetitive prompts you'll need to write.

### 2. Image Creator from Microsoft Designer

Microsoft's [Image Creator](#) also allows you to create and edit images.

The interface actually makes it very simple to generate an image and then use the AI tools to adjust it. In the image above, you can see the buttons to download or copy the image quickly, an option to use the image in a larger design, and an option to use Image Creator's AI editor to make some tweaks. It'd be easy to drop the final product in a social media post.

### 3. ImageFX by Google

Google's [ImageFX](#) is an experimental tool powered by Imagen 2. It's completely free to use to generate text-to-image assets for your marketing needs. The interface has some great recommended options to include in your prompt to help guide the output, including 35mm film, photorealistic, film still, and cool tones.

There are so many ads on this one, though, it can be harder to use than other platforms.

#### 4. Pixlr

Pixlr is a photo editing platform with templates, resizing options, some light design assistance, as well as AI-powered editing options, and a text-to-image generator.

[Pixlr](#) offers a free trial with 250 credits, but this will last a while if you're creating images. Then, there are premium upgrades for unlimited generations and privacy options.

#### 5. Adobe Firefly

[Adobe Firefly](#) offers text-to-image generation and generative image expansion, which is a very cool feature. The platform is also incredibly easy to navigate and straightforward to use. Unlike some other tools, you can see the settings, the generated images, and the prompt all at once, which is helpful for making adjustments for better output. That'll be helpful when you're creating assets for your marketing materials.

There is a free tier, and then you can get access to more AI-generated assets and more tools with a subscription to Adobe Firefly or the Adobe Creative Suite.

### **Best subscription-based AI photo generators**

The AI photo generators below require subscriptions but provide some extra bang for your buck, including stock photo libraries, usage rights, and more design platform capabilities. In some cases, you might already be subscribed to the tool and can start using the AI capabilities, or add them on for a lower cost.

#### 6. DALL-E 3

[DALL-E 3](#) is OpenAI's image generator. You might remember its predecessor, DALL-E 2, which captured the internet's attention back in 2022. According to OpenAI, the latest version has stronger text and image matches and better image quality.

Also, DALL-E 3 is available for Plus subscribers on the ChatGPT platform. Because it's integrated, you submit your ChatGPT prompt and edits to refine your image in the same easy-to-use interface.

## 7. iStock AI Generator by Getty Images

[Getty's iStock](#) AI Generator is powered by NVIDIA Picasso. Like other generators, you can create new images by writing out a text-based prompt. By subscribing to this tool, you also get access to iStock's stock Getty images library.

You can manipulate these photos using AI to better suit your marketing strategy. Use the tool to make more room for your copy, create the sizes you need, remove objects, and even add your product.

## 8. Canva

[Canva](#) is an excellent design tool for non-designer marketers like myself who still need to edit images or create a quick graphic here and there. Canva also has a feature called Magic Studio that uses AI editing tools. It includes automation for resizing and object selection and options for photo and video edits.

They also have Magic Media, an AI generator for text-to-image and text-to-video.

## 9. Photo Room

[Photo Room](#) is an editing tool with a ton of AI-powered options, including text-to-image generation, automated background removal, object removal, and resizing.

But one of the best use cases for Photo Room is product photos. The tool offers AI background removal, replacement, manipulation, and options to include text behind objects. With Photo Room, you can transform any snapshot of your product into a stylized, branded shot.

[Photo Room](#) has free tools, but the AI background generator, text-to-image generator, and more are available with the subscription only.

## 10. DreamStudio

[DreamStudio](#) by Stability AI is powered with Stable Diffusion and can help create and edit images. The DreamStudio interface has fields for both a prompt and a “negative prompt.” You describe what you’re looking for and then have a designated space to say what you’re definitely not looking for, which is almost as important in some cases.

DreamStudio’s payment model is usage-based. It does come with a couple of free credits, but there isn’t an entire free tier. It lets you generate up to 10 images with each prompt. It’s nice to have options, especially with usage-based fees.

## **Best AI photo generators for professional headshots**

Getting great headshots for your team is an investment many small businesses can’t justify. And sometimes, with remote work and employee turnover challenges, it’s impossible to get cohesive shots for everyone, even if you can work it into the budget. But those unprofessional cropped photos from weddings, or study abroad trips aren’t going to cut it. These AI photo generators can create headshots to help your team look professional and on brand.

## 11. Facetune

[Facetune](#) by Lighthouse is a photo editing tool that tons of people use for social media posts. It's aimed specifically toward selfies or portrait mode photos, and its AI generator is also excellent for professional headshots. Once you have a casual, well-lit photo, you can swap the clothes and the background to create a professional headshot to use on LinkedIn, Slack, your website, and more.

As long as you have a phone—iOS or Android—you can have a professional headshot.

## 12. MyEdit

[MyEdit](#) has a bit more flexibility than Facetune, offering automated spot or overall retouches, outfit swaps, object removal, and AI headshot generation.

MyEdit also has an option to enhance the quality of your image files, which is a time-saver, especially if you're collecting photos from a team to create headshots.

## 13. Dreamwave

[Dreamwave](#) is an amazing AI headshot generator. Its website boasts over 16 million headshots created for brands like Meta, Disney, and Apple. The platform is intuitive to navigate and use, and all you need to get started is your email and five photos of yourself.

In addition to the free options, there are “photo shoot” packages. But this is a good place to start if you're looking for team headshots for a website. You can set a defined style, whether it's a casual session with your brand colors in the background, or a suits-and-blazers photoshoot in front of an office wall. Then, you can get seats for each person on your team to manage

their own headshot creation and selection within that defined theme—all for way less time and money than an IRL photo shoot.

No excuses for bad images with these AI photo generators

You still want to have real photos whenever possible, at events, company milestones, customer meet-ups, and even team offsites. But, AI photo generators are a great way to fill in the gaps and avoid going live with bad photos.

Whether it's headshots for a distributed team (or team of one), website content, or more product photos to have on hand for your marketing materials, you can use AI to help. So, get started testing out the 13 amazing tools listed above, and figure out which works best for you and your brand. Enjoy!