Course title:

AI Co-Creation

Course instructors:

Lysandre Follet experimental industrial designer, ex-generative design lead @Nike

Course code:
B-KH-401-DI-202301-04

M-KH-201-DI-202301-04

M-KH-E-201-DI-202301-04

Course description:

For students to have an exposure to Generative AI tool, workflow and thinking methods. By the end of the week they should be able to apply the learning to their own projects and also have an articulated perspective on the potential, risk and limitation of Generative AI.

Learning outcomes: Overview of what is generative AI, and Ai creative Bias. Use of specific software that relate to generative AI. Critical thinking. Student would be able to responsibly use Generative AI tool and know how to deploy them on their own projects.

Application

Number of participants: <18

Schedule:

Time	Day 1	Day 2	Day 3	Day 4	Day 5
9:00 AM	Lysandre intro + Agenda of the week +Q&A	Q&A 3	Discussion	Q&A 6	Discussion MidWeek check-in	Q&A 9	Discussion	Q&A 11	Discussion
9:15 AM		DEMO 2 - Blend tool in Midjourney		DEMO 5- Photoshop Firefly Inpainting	PROJECT 11
9:30 AM	Students Intro + department + why did you decide to join this workshop? + what do you expect to take away from it.		PROJECT 5		
9:45 AM		HANDS-ON 2 - freePlay with Midjourney Blend tool		HANDS-ON 3 - freePlay with Photoshop Firefly	
10:00 AM	MOME faculty intro on AI task force group + perspectives				
10:15 AM	LECTURE 1 - History of Generative AI, different modalities and current landscape (Main players, startups)			LECTURE 4 - Creative Banality and DeGenerative Creativity	
10:30 AM		Q&A 4	Discussion			
10:45 AM	BREAK	BREAK	DEMO 4 - Midjourney evolution from V1 to V5		BREAK
11:00 AM	DEMO 1 - First look at Midjourney, UI/UX, prompt, parameters	PROJECT 3 - Quick Ideation on project concepts to expand variations		PROJECT 8	PROJECT 12
11:15 AM			HANDS-ON 5 - Playing with Midjourney evolution from V1 to V5		
11:30 AM	HANDS-ON 1 - First freePlay with Midjourney				
11:45 AM					
12:00 PM	LUNCH BREAK - Table reserved	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK
12:15 PM					
12:30 PM					
12:45 PM					
1:00 PM	Q&A 1	Discussion on the morning session	Q&A 5	Discussion	Q&A 7	Discussion	Q&A 10	Discussion	PROJECT 13 - Finalizing presentation and pitch, each students in the group need to own a part.
1:15 PM	LECTURE 2 - Understanding how Generative AI model are trained - AI CREATIVE BIAS	DEMO 3 - Sketch to image / NEWARC.AI	DEMO 5 - Playing with Aspect Ratio in Midjourney	PROJECT 9	
1:30 PM			HANDS-ON 6 - Aspect ratio in Midjourney exercice		
1:45 PM		HANDS-ON 3 - freePlay with NEWARC.ai			
2:00 PM	Q&A 2	Discussion		Q&A 8	Discussion	DEMO 6- Generative AI for presentation assets - Inpainting Zoom OUT feature, increase resolution,	
2:15 PM	PROJECT 1 - Definition of week long project + groups formation / intros	LECTURE 3 - Consideration on less is more. Understanding how to create variations meaningfully	PROJECT 6		
2:30 PM		HANDS-ON 4 - Limited prompt iteration quick exercice. Think before you prompt!		HANDS-ON 7 - freePlay with Generative AI for presentation assets	BREAK
2:45 PM					SHOWTIME - Groups presentation - each group get 15min ish as a group to present the week long projects + 1min each on their experience. give one keyword that recap, write it down on a post-it and put it on the wall. At the end they need to form a point of view on the experience co-creating with Generative AI, explain the learnings and take away.
3:00 PM	BREAK	BREAK	BREAK	BREAK	
3:15 PM	PROJECT 2 - Session - Using Generative AI as a moodBoarding, visual research tool + Prospective/fiction. Goal is to build a visual center for the project.	PROJECT 4 - Session - Ideation with Midjourney and Photoshop Firefly	PROJECT 7	PROJECT 10	
3:30 PM					
3:45 PM					
4:00 PM			SHOWTIME - MIDWEEK PITCH BACK		
4:15 PM					
4:30 PM					
4:45 PM	ShareBack 1	Discussion	ShareBack 2	Discussion		ShareBack 4	Discussion	
5:00 PM					JURY

Outcome:

Students will be working in groups on re-designing certain parts of their previous design projects, using a wide set of generative AI tools. Each group will present 1 revisited project in the final presentation.

Prerequisite for completing the course:

No prerequisites.

Credit value: 0

Course recommendation

This course is primarily for industrial designers, object designers, fashion designers and theory students. It is for you, if you are interested in how to use AI as a tool for boosting the creative process while avoiding the most common pitfalls.

Links:

Lysandre: www.minigorille.com

www.lysandre.ai