

AI's influence as a design tool and fundamental part of creative process, is rapidly evolving throughout the design industry. By not fearing the technology and embracing the opportunities it offers, AI is shaping the way designers work, develop ideas and produce creative outcomes. As Course Director part of my role is having a strategic view of the creative landscape and to align curriculum with current Industry practice.

This talk will demonstrate how the BA Hons Graphic Design course has been fearless in experimenting and embedded AI into course delivery to enable students to develop greater understanding of AI within a design context. I will share findings from a collaborative Industry workshop, case study, that demonstrates how using AI can enhance student creative ideation, process and support the development of new future facing skills creative students will require. The session will discuss the AI tools used and experimented with, highlighting the limitations and applications AI can be used within a creative educational context.

The talk will explore the 'ethical' implications of AI that emerged during the workshop and how greater understanding and knowledge presents a challenge to educators when trying to inculcate responsible design practice using AI products.