

DESIGNING WITH AI FOR MEANINGFUL OUTCOMES

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	DAY 1	DAY 2	DAY 3
9:00–10:00 am	Lecture: The State of Design (Kressy): Value of design and how it is currently harnessed by various organizations.	Lecture: Express Learn various methods such as story telling, needs list, personas, image boards, photos, video.	Lecture: Creating (Design Driven) (9:00-9:40 am) Courage, vision, drive, togetherness.
10:00–10:20 am	Exercise: Break down their product's value for E + F Participants think about their company's product and decompose its customer value in terms of function and emotion. Quick report out to class.		Lecture/Demo: Creation Tools + AI Concept Generation, Aesthetics, Form Studies, Mood boards
10:20–10:30 am	BREAK		
10:30 am–12:00 pm	Lecture: The State of AI (Witoszko) An overview of AI, how it works and its current capabilities, shortfalls and applications	Lecture/Demo: Expression Tools + AI Demo various methods of expression such as story telling, personas, image boards, photos, video with the help of AI	BREAK AT 11:00 AM
	LUNCH BREAK AT 11:50 AM		Lecture: Concept Selection (Kressy) (11:10-11:40 am)
12:00 pm–1:00 pm	LUNCH BREAK		Exercise: Emotional Design Challenge (and working Lunch) (11:40 am-1:40 pm) Teams practice the design driven process by creating a beautiful design
1:00–1:50 pm	Lecture: Design Process + HCD (Kressy) (12:50 pm) HCD process deep dive with an emphasis on user needs and emotions, empathy, connection. Touch upon Design Driven, Tech Driven, Accidental, Biomimicry. Also talk about concept gen.	Exercise: Express Teams use the morning's theory and skills to create a compelling, entertaining presentation (slide deck).	
1:50–2:00 pm	BREAK		Design Review (1:40-2:40 pm) 10 min Crits with feedback session
2:00–3:00 pm	Lecture: Explore - Case (Kressy) Exploration process, empathy, integrity, connection to others, bias, insight. Army dehydration case. Observation and interviews.	Exercise: Express (continued) Teams use the morning's theory and skills to create a compelling, entertaining presentation (slide deck).	Program reflection (2:40-3:00 pm)
3:00–3:30 pm	Lecture/Demo: Exploration Tools + AI (Witoszko) Demo observation and interviews as well as various AI tools for needs finding	Team Presentations (3:00-4:00 pm) 10 min Presentations with feedback	Field Trip to Sprout Studios and Cocktails (optional)
3:30–5:00 pm	Exercise: Explore Participants practice exploration methods and tools (interviews, observation, AI tools)	Debrief (4:00-4:30 pm)	

Note: All times are US Eastern Daylight Time. Schedule is subject to change.

COLOR CODE:

Black font – Lecture activity

Bold italic font – Interactive work

In-class interactive simulations performed via in-browser cloud computing (access to internet via browser required)