

Meaningful Design in the Age of AI

Change time in blue cells only.

Day 1

9:00 AM	to	10:00 AM	1:00	Lecture: The State of Design (Kressy) Value of design and how it is currently harnesssed by various orginaizations.
10:00 AM	to	10:20 AM	0:20	Exercise: Break down their product's value for E + F Participants think about thir company's product and decompose it's customer value in terms of function and emotion. Quick report out to class.
10:20 AM	to	10:30 AM	0:10	Break
10:30 AM	to	11:50 AM	1:20	Lecture: The State of AI (Witoszko) An overview of AI, how it works and it's current capabilites, short falls and applications
11:50 AM	to	12:50 PM	1:00	Lunch
12:50 PM	to	1:50 PM	1:00	Lecture: Design Process + HCD (Kressy) 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.
1:50 PM	to	2:00 PM	0:10	Break
2:00 PM		3:00 PM	1:00	Lecture: Explore - Case (Kressy) Exploration process, empathy, integrity, connection to others, bias, insight. Army dehydration case. Observation and interviews.
3:00 PM	to	3:30 PM	0:30	Lecture/Demo: Exploration Tools + AI (Witoszko) Demo observation and interviews as well as various AI tools for needs finding
3:30 PM	to	5:00 PM	1:30	Exercise: Explore Participants practice exploration methods and tools (interviews, observation, AI tools)

Day 2

9:00 AM	to	10:20 AM	1:20	Lecture: Express Learn various methods such as story telling, needs list, personas, image boards, photos, video.
10:20 AM	to	10:30 AM	0:10	Break
10:30 AM	to	12:00 PM	1:30	Lecture/Demo: Expression Tools + AI Demo various methods of expression such as story telling, personas, image boards, photos, video with the help of AI

12:00 PM	to	1:00 PM	1:00	Lunch				
1:00 PM	to	3:00 PM	2:00	Exercise: Express				
				Teams use the morning's theory and skills to create a compelling, entertaining presentation (slide deck).				
3:00 PM	to	4:00 PM	1:00	Team Presentations				
				10 min Presentations with feedback				
4:00 PM	to	4:30 PM	0:30	Debrief				

Day 3

9:00 AM	to	9:40 AM	0:40	Lecture: Creating (Design Driven)				
				Courage, vision, drive, togetherness.				
9:40 AM	to	11:00 AM	1:20	Lecture/Demo: Creation Tools + AI				
				Concept Generation, Aesthetics, Form Studies, Mood boards				
11:00 AM	to	11:10 AM	0:10	Break				
11:10 AM	to	11:40 AM	0:30	Lecture: Concept Selection (Kressy)				
11:40 AM	to	1:40 PM	2:00	Exercise: Emotional Design Challenge (and working Lunch)				
				Teams practice the design driven process by creating a beautiful design				
1:40 PM	to	2:40 PM	1:00	Design Review				
				10 min Crits with feedback session				
2:40 PM	to	3:00 PM	0:20	Program reflection				
3:00 PM	to	5:00 PM	2:00	Field Trip to Sprout Studios and Cocktails (optional)				
				Objectives:				
				Understand HCD				
				Understand customer needs and desires.				
				Convert Needs into selection filter.				
				Understand some AI tools				-which ones do we teach?
				Practice with AI tools to generate concepts.				-project topic?
				Control AI generated concepts with user needs from HCD.				
				Iterate and refine with AI				
				Present compelling case (using AI tools to create deck).				