AI-Powered Design Thinking: Reimagining Digital Art and Design

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

This course offers an introduction to Generative AI and its applications in art and design. Participants will learn about Generative Adversarial Networks (GANs) and explore existing platforms for Generative AI art and design. Topics covered include the history and current state of Generative AI in art, ethical considerations of AI-generated art and creative possibilities of AI-generated art. Participants will experiment with pre-trained models to generate images and explore creative possibilities.

Copyright and IP watchouts when using AI-generated art in commercial projects will also be discussed. By the end of the workshop, participants will gain an understanding of the basic concepts of Generative AI and the creative possibilities of AI-generated art, as well as practical experience in creating their own unique pieces of AI art.

Programme Code	10014464 – 04
Date & Time	14 November 2024 1100 – 1800
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Course fee	HK$1,800 *(Group discount will be offered to enrolment of 2 people or above, please contact us for details)*

Course Highlight

- Overview of Generative AI and AI art, including its history and current status in art and design

- Discovering how design thinking methodologies can improve the outcomes generated by AI

- Experience the process from prompts to still images to moving images.

- Introduction to existing platforms and comparison of their features and capabilities for Generative AI art and design

- Hands-on activity creating AI art using pre-trained models and experimenting with keywords and parameters

Course Outline

Session	Course Outline
Session 1 (3 hrs) **Overview of Generative AI and AI art**	• History of generative AI and AI art • Transformation of design thinking methodologies for improving the outcomes generated by AI • Bridging traditional design skills with AI • Introduction to existing platforms for generative AI art and design, including a comparison of their features and capabilities • Current status of generative AI in art and design • Discussion on the ethical considerations of AI-generated art • Experience the process from prompts to still images to moving images
Session 2 (3 hrs) **Create your own AI art**	• Demo of creating AI art by existing Generative AI platforms, including selecting a dataset of images and setting with keywords & parameters • Hands-on activity: Create your own AI art • Experimenting with pre-trained Generative AI models to generate images and exploring creative possibilities. • Potential of Generative AI in art and design and use cases sharing • Copyright and IP right watchouts when using AI-generated art in commercial projects

Mr. Eddy Hui
Vice Chairman of the Hong Kong Designers Association

Eddy Hui is an User Experience Design Consultant and the former CEO of the Hong Kong Designers Association. He is one of the early adopters of interactive and transmedia design since the 90s. His works have been exhibited in Asia, America and Europe. He has also served as the Head of the Department and Associate Professor in a design institute to nurture design thinking to different stakeholders in design education, including students, teachers, corporates and general public. He has completed multiple generative art and blockchain projects with different local and international corporations.

Enrolment method

• Scan the QR code to complete the enrolment and payment online.

• Should you have any enquiries or information needed, please feel free to contact me. Thank you.