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## Intro AI & Design

Some thoughts about the dawn of a new tomorrow  
(or the upcoming apocalypse) for designers?

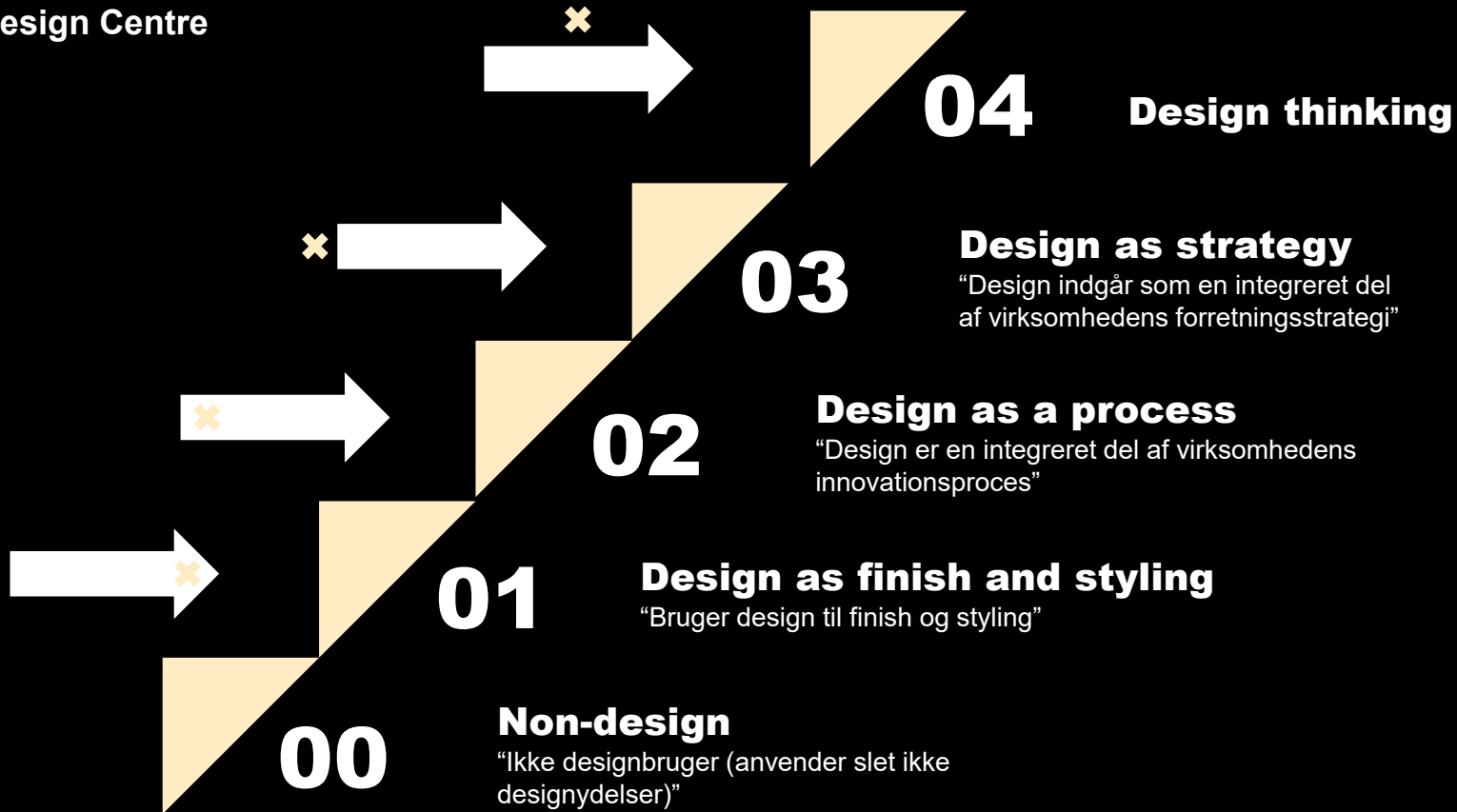
**“Design is when designers design a design to produce a design.”**

JOHN HESKETT  
*in Past, present, and future in design industry*

**A!**

# The Design Ladder +

By Danish Design Centre



A!

**Design as finish and styling**

**AI**



**A!**



*Queen  
A Night at the Opera*

*I hardly noticed Sally as we  
Parted Company  
All through the years in the end it appears  
There was never really anyone but me*

**Cast**

*Freddie Mercury: vocals, vocals, Bechstein Debauchery and more vocals.  
Brian May: guitars and orchestral backdrops  
Roger Taylor: percussion  
John Deacon: electric bass  
Recorded at Sarm, Roundhouse, Olympic, Rockfield, Scorpio and Lansdowne  
Mixed at Sarm Studios  
Invaluable additional engineering – Gary Lyons  
Equipment supervision – John Harris  
Art Direction – David Costa  
Special thanks to Rick Curtin & Brian Palmer  
Management Jahn Reid  
No Synthesisers!*



**A!**

**They are not good enough...**  
**(The fidelity of the outputs is not high enough)**

**A!**

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28.2.2024

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Image generated using the prompt "astronaut riding a horse," by Stable Diffusion, Stable Diffusion XL 1.0 Demo, 2024 (<https://stablediffusion.fr/xl>)

A!

**The outputs are not creative / novel enough...**  
**(AI tools can only reproduce what we already know)**

**A!**

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2024



Image generated using the prompt "avocado chair," by Stable Diffusion, Stable Diffusion XL 1.0 Demo, 2024  
(<https://stablediffusion.fr/xl>)

29.2.2024

**A!**



Image generated using the prompt "avocado teapot," by Stable Diffusion, Stable Diffusion XL 1.0 Demo, 2024 (<https://stablediffusion.fr/x/>)

**A!**

**A!**



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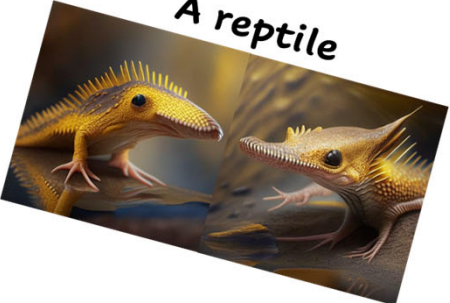
Source: [https://simple.wikipedia.org/wiki/Pablo\\_Picasso#/media/File:Portrait\\_de\\_Picasso\\_1908.jpg](https://simple.wikipedia.org/wiki/Pablo_Picasso#/media/File:Portrait_de_Picasso_1908.jpg)

### Adaptive Negatives Schemes

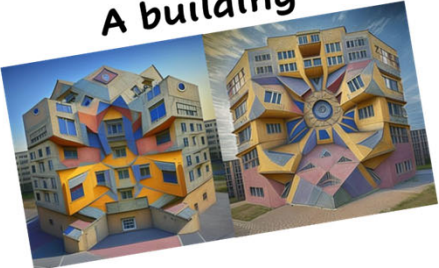
A pet



A reptile



A building



A fruit



A plant



A large mammal



A fish



A superhero



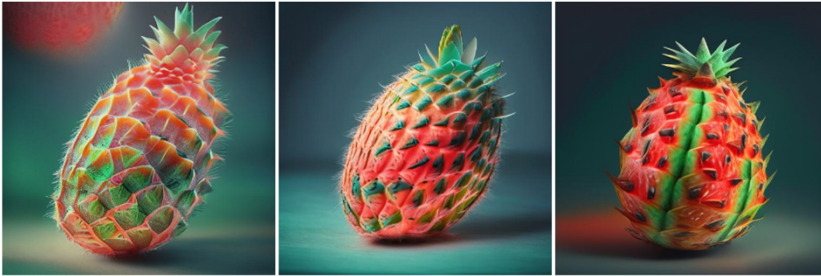
A bird



**A!**

Source: <https://kfirgoldberg.github.io/ConceptLab/>

## Concept Mixing



$$C_{pos} = \{\text{pineapple, watermelon}\}$$



$$C_{pos} = \{\text{snake, hippo, zebra}\}$$



$$C_{pos} = \{\text{lobster, turtle}\}$$

**A!**

**M**ost **A**dvance **Y**et **A**ceptable

**A!**



**A!**

<https://stablediffusion.fr/xl>

**A!**

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**design = intentions  
+ articulations**

**“To design is to devise courses of action aimed at changing existing situations into preferred ones.”  
Herbert Simon**

**A!**

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**Will AI tools have independent intentions  
(beyond training biases)?**  
“longer-term”

**Will AI tools generate (meaningful) intentions  
(or be able to recognize them)?**  
“in-between-term”

**Will AI tools learn to interpret and articulate intentions?**  
“shorter-term”

**A!**



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New course in **2025!**  
**Strategic Style Management & Exploration**

**A!**

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**“AI won’t replace humans – But humans with AI will replace humans without AI.”**

**Karim R. Lakhani**  
Dorothy & Michael Hintze Professor of Business Administration  
Harvard Business School

**A!**

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