I Empathize

Choose a topic

- What is it that worries you about the Future?
- What excites you about the Future?
- What role does Technology play in those aspects that worry/excite you?
- Select a topic from the ones you discussed

Investigate about the topic

- How does it make you feel? *Each person in the group should reply.*
- In which ways will it affect your generation? And society in general? *Look for information on the internet to reply to the questions above.*
- Select three insights from your investigations and have them available.

Understand your Audience

- Who do you want to communicate your art with? Is it your colleagues, your generation, the entire society?
- To understand your audience, you can e.g. create a mood board of it.

2 Define

Define your message

- Look at the notes and material you have available from phase 1. Make sure that you have them visible around you. Refine the topic you want to deal with in your artwork to make it as concrete as possible.
- Summarize what you discussed in the previous point into a concrete message (40-70 words).

Reactions/feelings

- What would you like to convey through your artwork? What type of feelings or reactions would you like to elicit in your audience?

3 Ideate

Generate ideas

- Choose the medium for your artwork (e.g. if it is a painting, are you going to use paper and paint, or is it purely digital? what type of materials do you need?).
- Brainstorming phase: discuss within your team how you are going to convey your message and what will be in your artwork. Make sketches, keep (all) your ideas (also the "bad" ones) available on post-its or on the board, draw diagrams, etc. **IT IS IMPORTANT TO HAVE MANY IDEAS TO CHOOSE FROM**, so create as much as possible in this phase! Write the ideas here, and **keep everything for the template**!:

Distribute the tasks (including the AI tasks)

- Who will do what? **Define the role that the AI is going to have in the creative process**. Questions below will help with that.
- What are the skills, knowledge or tools needed to finish the artwork?
- Which parts of the artwork would be best if they were done purely by humans?
- Which of the parts could benefit from help from an AI?
- Where will the help of AI be most impactful?

4 Prototype

- Let's do it! Create the artwork!
- Combine all the elements to form a final prototype. The artwork should be as finished as possible to be able to test it.

5 Test

Test your prototype

- Select two or three people from your audience. Show the prototype to them and ask them questions to see if it had the effect you wanted. Some examples are:

What do you feel when you interact with the artwork?

How do you interpret this artwork?

These questions should be open-ended questions (what, where, how...), avoid asking the answer you want to get in the form of a question (e.g. does this picture make you feel sad?).

Analyze the feedback

- Write down the feedback you get. Reflect upon this feedback:
- Is there anything you want to change in the artwork?
- If so, how would you change it to make it closer to what you expect to get?

6 Reflect

Reflect

- Are you satisfied with your artwork? If not, why not?
- How did you like the collaboration with the AI?
- Did the AI end up doing more things that you planned for? If so, why do you think that happened?
- Are you happy with the role the AI had in the creative process in the end?
- What were the advantages and disadvantages compared to doing this project without the help of AI?

Prepare

- Create a title (if not done yet)
- Prepare your artwork for the exhibition (print whatever you need to print, assemble it together if needed, etc.)
- **Fill in the template**
- Place your artwork together with the template in the corresponding slot.

Questions

Decisions

Topic:

Insights:

Audience:

Message:

Fill: With our artwork, we'd like to convey...

Final idea:

Task distribution:

To change:

Happy?

Yes

No

Reflections:

Iterate

AI

TIP

Feel free to also use an AI to assist you in the investigation. Remember to prompt it properly (see Lesson on "How to prompt an LLM"), and to always check the original sources of information! Write below for what you used it.

We used AI for:

We used AI for:

AI had these ideas:

Tasks for AI:

Why is it doing that?

We used AI for:

What AI ended up doing:

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