

## **Research project: Exploiting Visual AI for design leadership strategy**

### **Participant Information Sheet**

#### **About this study**

This study is part of my research on the PgCert Academic Practice in Art, Design and Communication at UAL.

The aim of this enquiry is to begin to understand how generative AI can be used to help students learn to develop effective visual strategies. It is also intended to begin to integrate the potential of AI into their practises, to embrace the potential of AI as a design tool, and to recognise and avoid the potential of homogenisation of design strategy through use of AI. The research is being informed by the experiences, perspectives and practises of design agencies and consultants regarding their use of visual AI tools prior to an investigative, co-created working session with students.

My research will document, evaluate and analyse the use of AI in practise, as we co-create learning approaches with the MA Design Management students at UAL. The methodology will be qualitative: taking a responsive evaluation approach. This will consist of both interviews with design experts, as well as a collaborative working session and a feedback cycle with students. Responses will be analysed thematically and recommended next steps will be developed for use in an iterative and collaborative approach to pedagogy.

#### **What does it mean to take part?**

If you take part you are consenting to taking part in an interview (experts) or working session (students). You may also be asked for your input into the final findings and next steps. The interviews may take between 30 and 45 minutes and the work session will occur as part of the visual strategy learning session on December 6<sup>th</sup>. I will audio record student feedback and provide a miro board for written student contribution and take written notes for the interviews. All of the data will be used as the basis for academic analysis.

If you choose to take part, you will be free to withdraw your participation at any point. You will not be obliged to give any reason for deciding not to take part.

#### **Will my participation be kept confidential?**

Your anonymity is very important. The information about you will be confidential to me, as the researcher. You will not be identified individually anywhere in the research. If I quote anything you have said in an interview, it will be anonymous, unless you have indicated otherwise on your consent form. And students' feedback will be completely anonymous. An example might be: 'Student A said 'The project is...''

#### **What will happen to the results of the research project?**

Analysis from the interviews and working session - including quotations from you – will contribute to an academic presentation. Your words may also be used in academic and business reports, lectures, papers, or conference presentations. These may appear online.

Thank you for your contribution and participation in this study.

#### **Contact for further information:**

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