**Discussion Guide and Notes Expert Interview Nick Vaus**

**Investigator: Leslie Crombie**

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| 1. **Description of Research Aim**

*How can we co-create (with design leadership students) a learning approach to the development of visual strategies using visual AI?*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. |
| 1. **Your role**

A brief discovery will include expert interviews with a couple of London agencies leaders/practitioners. The 2023-24 cohort of the MADM (29 students) will participate in a working session as part of the curriculum. Our interview will explore how you and your organisation are currently using image generating AI (and which tool), as well as the advantages and watch-outs for its use. |
| **Question 1.**How are you currently using generative AI and what tool have you been using?* Midjourney and ChatGPT
* ChatGBT: statement linked in…sharpening tool for language (dyslexic) makes my writing more effective, brainstorming headlines, shape language, verbal side of thinking
* Midjourney: visualisation, quick shorthand rather than sketching; so much quicker and faster, concept boards but also conceptual packaging/deliverables/interiors/POS
* We have also been asked by global CPG clients for our opinion about the correct use of AI in their branding identity and packaging deliverables. Clients are inquisitive about this; marketing teams within these organisations want to know how they can tp into this…we’re the educators at the moment
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| **Question 2:**What are your major recommendations to your clients?* Caveat: enabling agencies to be more agile in coming up with conceptual ideas…quite difficult for them because there is an art to it…prompts: you need to know what you’re doing in the driving seat…they don’t have this capability internally at the moment…so clients can’t full embrace it…in house. Recommendation: learn as much as you can, let agencies guide you through it, btu will require a creative prompt writer to help. Them (internally) worried about intellectual property…use 100% for concepts (visual) internally…much more complicated externally
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| **Question 3:**What are the benefits of Midjourney to your business?* It has reduced the investment by designers in the development of concept boards/visual strategy boards from one week to one day. Designers can develop alternative strategic expressions very quickly.
* We can visualise things super quick…ideas into product development a lot faster
* Should enable exploration/development more ideas because sometimes limited by time, budgets…should allow a breadth of ideas spin through
* Allow more ideas to be tested, more quickly (overnight digital testing)
* Ultimately shortening time to market…more freedom for businesses in their marketing plan; unlocking potential for brands
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| **Question 4:** **What are the downsides or risks to using visual AI tools in design strategy?*** **Owner intellectual property**
* **Need to be constantly aware that this won’t create ideas for them…only a tool…if you do rely on it (designers/clients) the answers will be built on current reality…so answers aren’t there…you still need creativity: ingredients to create something that’s never been seen before…with Midjourney, because its never been seen before, it cannot do e.g. Hands on a clock cannot be turned to spoons**
* **So you need to take it into photoshop for the spoons for hands…power is always with the creative.**
* **Answers for ChatGBT…can ask ChatGBT questions and get answers..can’t ask Midjourney questions…constangly feeding mj with what you want it to build.**
* **Midjourney requires inspiration..quite a different relationship**
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| **Question 5:****How would you suggest designers, strategists/leaders should exploit Midjourney? Best Practises?**See above |
| **Question 6:****Can you provide some (non NDA) examples of Midjourney in use?*** Yes!
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| **Next steps** |
| Your feedback and contribution is appreciated. I will be coming back to you for your inputs into my findings and next steps for your feedback.  |
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