**Discussion Guide and Notes Expert Interview 2 Marks/SGS and Co. Design Director Imperial account (21 brands strategy & packaging development, production)**

**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 visual AI and what tool have you been using?   * Developing the training manuals for my organisation for all AI tools: ChatGBT (DAHLLE 3), MJ * Insirpational output because of copyright issues…can’t produce things that will go on packaging…a piece of inspiration * Nobel a brsnad in Spain , limited edition packs, establish brand assets (visual and verbal cues for the brqnad)..reinspire the client for a launch event/press event..fashion pack, pop up store: tour of store interior, POS, giveways, (MJ can’t stick a logo on anything…create a brand without the brandmark, midjourney images to take into photoshop (gerneative ai) to brand them really quickly * Easy/fast * Opens up clients’ minds to the possibilities/the tip of the iceberg * Very strategic tool: CHATGPT launched custom gbt bots…can give you more personalised responses: bradn on a page but not at a level that a strategist can get to * Prompt template/prompt formula chatgbt give it knowledge * Undertandds words and what words to put after the next one |
| **Question 2:**  What are your major recommendations regarding visual AI to your clients?   * Golden Rules: will take 80% of the jobs right now but will create new jobs…focus ont eh idea and the storytelling/narrative |
| **Question 3:**  Which tools for visual Ai are you using and why?   * MJ and chatgpt, combined with Photoshop generative CHa |
| **Question 4:**  **What are the downsides or risks to using visual AI tools in design strategy?**   * Need to prompt around the visual style of mj * 80% of jobs going away: if tools become so easy to use, cleints will use them and do it themselves? * At the moment, what chapbots want to do is to give you simplest response that they can * Can’t create moodboard in one perfrect prompt, still have to do composition * Often quite topline, * Quick ideation * Not great at original thinking * Is nothing without an idea * The midjourney aesthetic, chaos |
| **Question 5:**  **How would you suggest designers, strategists/leaders should exploit midjourney? Bset Practises?** |
| **Question 6:**  **Can you provide some (non NDA) examples of Midjourney in use?**   * Mj parameters: versions, styles/aesthetics, style raw |
| **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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