CONNECTION TECHNOLOGY 裝備未來
FUTURESKILLS

Generative AI Series :

Unleashing Creative Potential with Generative AI

This course offers an immersive exploration into the world of Generative AI and its profound impact on art and design. Participants will embark on an exciting journey, delving into the history and current status of Generative AI in creative fields, as well as discover how Generative AI can bridge traditional design skills with cutting-edge technology, opening up new horizons for artistic expression. Throughout the course, participants will be introduced to a variety of existing platforms such as DALL-E, Stable Diffusion, Midjourney, Adobe Firefly, and Leonardo.ai, gaining a deep understanding of their unique features and capabilities for Generative AI art and design. Ethical considerations surrounding AI-generated art will be explored, fostering a critical mindset in this emerging field. Hands-on activities, including prompts engineering and creating AI art with pre-trained models, will empower participants to unleash their creativity and produce captivating, AI-generated artwork.

Programme Code	10015207
Date & Time	21，23，28 & 30 November 2023 1900 – 2200
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Course fee	HK$4,500 *(Group discount will be offered to enrolment of 2 people or above, please contact us for details)*

Course Highlight

- Gain a comprehensive overview of Generative AI and its application in art and design
- Explore various existing platforms for Generative AI art and compare their features and capabilities
- Engage in hands-on activities, such as prompts engineering and creating unique AI art pieces
- Understand the potential of Generative AI in art and design through real-world use cases
- Apply design thinking principles to enhance the outcomes of AI-generated art
- Understand how to interpret GA and GA4 data to make data-driven decisions

Inquiry Ms KU | +852 2788 5087 | training_2213@hkpc.org

Course Outline

Session	Course Outline
Session 1 (3 hrs) **Overview of Generative AI and AI Art**	• History of Generative AI and AI art & design • Bridging traditional design skills with AI • Accessing critical thinking and Taxonomy of Creativity • Introduction to existing platforms (e.g. DALL-E, Stable Diffusion, Midjourney, Adobe Firefly, Leonardo.ai) for Generative AI art & design and comparison of their features and capabilities (text-to-image, text-to-video, image-to-image, etc.) • Current status of Generative AI in art and design • Discussion on the ethics and other concerns of AI-generated art • *Hands-on Activity: Prompts engineering for AI art* *Experiment with different prompt structures and techniques to enhance the desired outcomes*
Session 2 (3 hrs) **Create your own AI art**	• Demo of creating AI art by Generative AI platforms, including selecting a dataset of images and setting with keywords & parameters • Techniques of effective prompts for generating AI art • Potential of Generative AI in art and design and use cases sharing • Copyright and IP right watchouts when using AI-generated art in commercial projects • Design thinking for improving AI outcomes • *Hands-on activity: Create your own AI art* *Experimenting with existing Generative AI platforms to produce different styles of graphics, e.g. anime, 3D art, graffiti, etc.*
Session 3 (3 hrs) **Design Thinking for AI Art Creation**	• Understanding the design thinking process and its relevance to AI art • Empathy and user-centricity in AI art creation • Identifying and defining AI art project goals and objectives • Ideation techniques for generating innovative AI art concepts • Introduction to transform images into captivating 3D art videos (i.e. text – to - animation and image – to – animation (e.g. Kaiber, Runway Gen 2, etc.) • *Hands-on activity: Applying design thinking principles for prompts write-up and AI art generation* ○ *Experimenting with control net setting* *Visual elements identification, e.g. color, size, texture, form and resolution, etc.*
Session 4 (3 hrs) **Creating AI Art with Design Thinking**	• Methodologies for writing an effective prompt write-up and setting keywords and parameters based on needs and preferences • Testing and gathering feedback on AI-generated art • Incorporating feedback to refine and improve AI art pieces • *Hands-on activity: Iterative design and prototyping in AI art creation* ○ *Gather feedback from peers and trainer, considering the effectiveness of prompts and the artistic quality of the generated art* *Iterate on own AI-generated art, testing different prompt variations and refining the outputs based on design thinking principles*

Mr. Eddy Hui

Eddy Hui is an User Experience Design Consultant and the former CEO of the Hong Kong Designers Association. He is one of the early adopters of interactive and transmedia design since the 90s. His works have been exhibited in Asia, America and Europe. He has also served as the Head of the Department and Associate Professor in a design institute to nurture design thinking to different stakeholders in design education, including students, teachers, corporates and general public. He has completed multiple generative art and blockchain projects with different local and international corporations.

Enrolment method

- Scan the QR code to complete the enrolment and payment online; or

- Mail the crossed cheque with payee name "Hong Kong Productivity Council" in HK dollar) and the application form should be mailed to Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (ATTN to Ms KU, DTD). Please indicate the course name and course code on the envelope. Enrolment form can be downloaded at https://www.hkpcacademy.org