B. DES.

Programme Name:				
Course Name: Ai Tool 1- Introduction to prompt Engineering			Semester: 1	
Course Code:			Course Credits: 2	
Course Type: Theory cum Practical	Contact Hours/Week			Total Hours/week
	L	T	P	
	1		2	3
Total Contact Hours/ Semester (equal to total hours/week x 18): 54				
Course Aim:				
The aim of this course is to equip Foundation level students with the skills and knowledge necessary to harness the full potential of familiar software applications e.g.: Ms Office through the strategic use of prompt engineering in AI. This course will enable students to enhance their software proficiency, develop critical thinking and problem-solving abilities, and foster creativity by guiding them to explore innovative ways of using these tools.				
Course Learning Outcomes:				
On successful completion of the course, the students will be able to:				
CLO1: Develop the ability to apply prompt engineering techniques to Different software's.				
CLO2: Demonstrate through exploration of novel approaches to application, fostering a mindset of adaptability and resourcefulness in their software-driven endeavours.				
Course Content:				
Unit 1: Introduction to AI: ChatGPT				10 Hrs
1.1 Overview of Artificial Intelligence (AI) 1.2 Introduction to ChatGPT 1.3 ChatGPT Applications and Use Cases				
Unit 2: ChatGPT from zero to hero				24 Hrs
2.1 ChatGPT Fundamentals 2.2 Building Conversational Agents 2.3 Advanced ChatGPT Features and Customization				
Unit 3: Integration of Ai into MS Office				**20** Hrs
3.1 Understanding AI Integration in MS Office 3.2 Implementing ChatGPT in MS Office Applications 3.3 Real-World Applications and Case Studies				
Learning Resources:				

Websites:

Website: OpenAI URL: https://www.openai.com/ Harvard Reference: OpenAI. (n.d.). OpenAI. [Website]. Retrieved from https://www.openai.com/
Website: Stanford University - "CS50's Introduction to Artificial Intelligence with Python" URL: https://online-learning.harvard.edu/course/cs50s-introduction-artificial-intelligence-python Harvard Reference: Stanford University. (n.d.). CS50's Introduction to Artificial Intelligence with Python. [Website]. Retrieved from https://online-learning.harvard.edu/course/cs50s-introduction-artificial-intelligence-python
Website: Adobe Photoshop - Official Tutorials URL: https://helpx.adobe.com/photoshop/tutorials.html Harvard Reference: Adobe. (n.d.). Adobe Photoshop - Official Tutorials. [Website]. Retrieved from https://helpx.adobe.com/photoshop/tutorials.html

Online Resources:

Resource Title: "Introduction to Artificial Intelligence" (Coursera) Author: Andrew Ng Year: Ongoing URL: https://www.coursera.org/specializations/deep-learning Harvard Reference: Ng, A. (n.d.). Introduction to Artificial Intelligence. [Online Course]. Coursera. Retrieved from https://www.coursera.org/specializations/deep-learning
Resource Title: "Ethical and Inclusive AI" (Harvard University) Year: Ongoing URL: https://online-learning.harvard.edu/course/ethical-and-inclusive-ai Harvard Reference: Harvard University. (n.d.). Ethical and Inclusive AI. [Online Course]. Retrieved from https://online-learning.harvard.edu/course/ethical-and-inclusive-ai

Programme Name:				
Course Name: Ai Tool 2 -Introduction to Basic Generative Ai			Semester: 2	
Course Code:			Course Credits: 2	
Course Type: Theory cum Practical	Contact Hours/Week			Total Hours/week
	L	T	P	
	1		2	3
Total Contact Hours/ Semester (equal to total hours/week x 18): 54				
Course Aim:				
This course is designed to empower Foundation level students with a comprehensive understanding of Generative Artificial Intelligence (AI) and its transformative role within various design disciplines. By delving into the principles, techniques, and applications of Generative AI, students will gain the skills needed to leverage this innovative technology to enhance their creative and problem-solving abilities in design-related fields.				
Course Learning Outcomes:				
On successful completion of the course, the students will be able to:				
CLO1: Students will develop and understanding of the principles, concepts, and functioning of Generative AI and its relevance to their chosen design field.				

CLO2: Students will learn how to apply Generative AI to optimize and create customized and personalized design solutions, catering to specific user needs and preferences.

Course Content:

Unit 1: Generative AI image with midjourney 15 hrs

1. Introduction to midjourney
2. Understanding generative AI in midjourney
3. Creative art generation with midjourney
4. Real-world applications and case studies

Unit 2: generative AI image with adobe firefly **15** hrs

1. Introduction to ADOBE FIREFLY
2. Exploring image generation with ADOBE FIREFLY
3. Innovative design with ADOBE FIREFLY
4. Real-world applications and case studies

Unit 3: Generative AI in Adobe Photoshop 12 Hrs

1.1. Introduction to Generative AI in Photoshop
1.2. Image Enhancement and Restoration with Generative AI
1.3. Creative Art Generation with Generative AI
1.4. Real-World Applications and Case Studies

Unit 4: Generative AI in Adobe Illustrator 12 Hrs

2.1. Introduction to Generative AI in Illustrator
2.2. Vector Graphics Enhancement with Generative AI
2.3. Innovative Design Generation with Generative AI
2.4. Real-World Applications and Case Studies

Websites:
Website: midjourney URL: https://www.Midjourney.Com/ harvard reference: midjourney. (N.D.). Midjourney. [Website]. Retrieved from https://www.Midjourney.Com/
Website: openai - ADOBE FIREFLY URL: https://openai.Com/research/adobe firefly harvard reference: openai. (N.D.). Adobe firefly. [Website]. Retrieved from https://openai.Com/research/adobe firefly

Website: Adobe Photoshop - Official Tutorials URL: https://helpx.adobe.com/photoshop/tutorials.html Harvard Reference: Adobe. (n.d.). Adobe Photoshop - Official Tutorials. [Website]. Retrieved from https://helpx.adobe.com/photoshop/tutorials.html
Website: Adobe Illustrator - Official Tutorials URL: https://helpx.adobe.com/illustrator/tutorials.html Harvard Reference: Adobe. (n.d.). Adobe Illustrator - Official Tutorials. [Website]. Retrieved from https://helpx.adobe.com/illustrator/tutorials.html

Online Resources:
Resource title: "generative AI: models and applications" (coursera) author: various instructors year: ongoing URL: https://www.Coursera.Org/specializations/generative-ai harvard reference: various instructors. (N.D.). Generative

ai: models and applications. [Online course]. Coursera. Retrieved from https://www.Coursera.Org/specializations/generative-ai
Resource title: "generative AI in design" (adobe blog) URL: https://theblog.Adobe.Com/generative-ai-in-design/ harvard reference: adobe. (N.D.). Generative ai in design. [Online article]. Retrieved from https://theblog.Adobe.Com/generative-ai-in-design/

Resource Title: "AI in Design: Adobe Creative Cloud Integration" (Coursera) Author: Various Instructors Year: Ongoing URL: https://www.coursera.org/specializations/adobe-creative-cloud Harvard Reference: Various Instructors. (n.d.). AI in Design: Adobe Creative Cloud Integration. [Online Course]. Coursera. Retrieved from https://www.coursera.org/specializations/adobe-creative-cloud
Resource Title: "Illustrator Tutorials" (Adobe) URL: https://www.adobe.com/products/illustrator/learn/get-started.html Harvard Reference: Adobe. (n.d.). Illustrator Tutorials. [Website]. Retrieved from https://www.adobe.com/products/illustrator/learn/get-started.html

Programme name:				
Course name: Ai Powered 1 - Advanced Generative AI and AI Model Generation			Semester: 3	
Course code:			Course credits: 2	
Course type: Theory cum practical	Contact hours/week			Total hours/week
	L	T	P	
	1		2	3
Total contact hours/ semester (equal to total hours/week x 18): 54				
Course aim: this course aims to equip students in design disciplines with the knowledge and practical skills to harness the power of prompt engineering for generative AI as an additional tool for ideation. By exploring and mastering this innovative approach, students will enhance their capacity to generate and refine creative concepts, fostering their ability to innovate and excel in the dynamic field of design.				
Course learning outcomes:				
On successful completion of the course, the students will be able to:				
CLO1: Will become proficient in Stable Diffusion techniques, allowing them to create efficient generative AI models.				
CLO2: Become skilled in using GitHub for teamwork and project management, seamlessly merging				
CLO3: Develop Knowledge to develop creative design solutions & tackle design challenges and drive innovation in their respective fields.				
Course content:				
Unit 1: Introduction to Stable Diffusion 12 hrs				
1. Introduction to Generative AI and Stable Diffusion 2. Fundamentals of Generative AI 3. Understanding the Challenges Addressed by Stable Diffusion 4. Key Principles and Algorithms 5. Diffusion Process in Generative Models 6. An Overview of Important Algorithms in Stable Diffusion				

Unit 2: Practical Implementation of Stable Diffusion **12** hrs

1. Implementing Stable Diffusion Models
2. Hands-On Implementation of Stable Diffusion Models
3. Model Training and Optimization Techniques
4. Hands-On Exercises and Coding
5. Coding and Building Stable Diffusion Models
6. Practical Challenges and Solutions in Implementation

Unit 3: Leveraging GitHub for Generative AI 15 hrs

1. Introduction to GitHub for Collaborative Projects
2. Understanding GitHub and Its Role in Collaborative Development
3. Setting Up GitHub Accounts and Repositories
4. Setting Up and Managing Repositories
5. Creating and Managing GitHub Repositories
6. Collaborative Workflows and Version Control

Unit 4: Building Personal Generative Models with Stable Diffusion and GitHub 15 hrs

1. Combining Stable Diffusion and GitHub for Personal Projects
2. Integrating Stable Diffusion Models with GitHub Repositories
3. Building Personal Generative Models
4. Real-World Applications and Case Studies
5. Showcase of Personal Generative AI Projects
6. Analyzing Real-World Applications and Success Stories

Learning resources:

Websites:

GitHub Guides

URL: https://guides.github.com/
Harvard Reference: GitHub. (n.d.). GitHub Guides. Retrieved from https://guides.github.com/
Stanford University - Stable Diffusion

URL: https://dawn.cs.stanford.edu/research/stablediffusion/
Harvard Reference: Stanford University. (n.d.). Stable Diffusion. Retrieved from https://dawn.cs.stanford.edu/research/stablediffusion/
Online Resources:

OpenAI's Official Blog

URL: https://www.openai.com/blog/
Harvard Reference: OpenAI. (n.d.). OpenAI's Official Blog. Retrieved from https://www.openai.com/blog/
PyTorch Tutorials - Generative Adversarial Networks (GANs)

URL: https://pytorch.org/tutorials/beginner/dcgan_faces_tutorial.html
Harvard Reference: PyTorch. (n.d.). PyTorch Tutorials - Generative Adversarial Networks (GANs). Retrieved from https://pytorch.org/tutorials/beginner/dcgan_faces_tutorial.html
GitHub Learning Lab

URL: https://lab.github.com/
Harvard Reference: GitHub. (n.d.). GitHub Learning Lab. Retrieved from https://lab.github.com/

Programme Name:				
Course Name: Ai Powered 2 - Basics of AI to Improve Business			Semester: 4	
Course Code:			Course Credits: 2	
Course Type: Theory cum Practical	Contact Hours/Week			Total Hours/week
	L	T	P	
	1		2	3
Total Contact Hours/ Semester (equal to total hours/week x 18): 54				
Course Aim: This course is linked to the overall learning of the semester where students are exposed to the field of business, it aims at giving the students the knowledge and practical skills to leverage AI software and websites for successful design business ideas. Students will learn how to integrate AI tools to improve Business with data analyzation and interactive data visualization.				
Course Learning Outcomes:				
On successful completion of the course, the students will be able to:				
CLO1: Develop proficiency in data visualization and analysis, enabling students to create compelling visualizations and extract valuable insights from data in the design context.				
CLO2: Gain Knowledge in web analytics and design optimization to enhance user experiences and effectively manage their online presence for their design business.				
Course Content:				
Unit 1: Data Visualization and Analysis with Tableau Public 18 Hrs				
1. Introduction to Data Visualization and Tableau Public 2. Data Connection and Data Types 3. Advanced Visualization Techniques 4. Data Sharing and Publishing 5. Data Sharing and Publishing 6. Additional Resources and Future Learning Paths 7. Hands-on Projects and Practical Applications				
Unit 2: Web Analytics and Design Optimization with Google Data Studio **18** Hrs				
1. Introduction to Web Analytics and Google Data Studio (3 hours) 2. Data Collection and Preparation 3. Basic Web Analytics Techniques 4. Design Optimization Techniques 5. Advanced Analysis and Reporting 6. Capstone Project and Review				
Unit 3: Chatbots and AI Agents for Data Automation 18 Hrs				
1. Introduction to Chatbots and AI Agents 2. Automated Data Analysis in Tableau Public 3. Integrating Chatbots and AI agents with Tableau Public and Google Data Studio				

4. Setting up automated data retrieval and analysis processes
5. Data Automation in Google Data Studio

Learning Resources:

For Data Visualization and Analysis with Tableau Public:
Websites:

- Tableau Official Website: Provides resources, community forums, and a platform to interact with other Tableau users 3 .
- DataAnalyticsBooks.com: Offers a list of books to learn Tableau from scratch 2 .
- ProgrammingCube.com: Lists some of the best books for mastering Tableau for data analytics and data visualization 4 .

For Web Analytics and Design Optimization with Google Data Studio:
Websites:
Coursera - "Automating Data Analysis with AI Agents and Chatbots"
Author: Various Instructors
Year: Ongoing
URL: https://www.coursera.org/specializations/automating-data-analysis
Harvard Reference: Various Instructors. (n.d.). Automating Data Analysis with AI Agents and Chatbots. [Online Course]. Coursera. Retrieved from https://www.coursera.org/specializations/automating-data-analysis
AI and Chatbot Integration Tutorials on Medium
URL: https://medium.com/ai-and-chatbot-integration
Harvard Reference: Author(s). (Year). AI and Chatbot Integration Tutorials on Medium. [Medium Blog]. Retrieved from https://medium.com/ai-and-chatbot-integration

- AnalyticsVidhya.com: Provides a list of must-read books and blogs on web analytics 7 .
- Supermetrics.com: Offers a step-by-step guide on designing dashboards in Google Data Studio 8 .
- Business2Community.com: Provides insights on how to use Google Data Studio to build better dashboards 9 .

Online Resources:

- Udemy Course on Data Analytics with Google Data Studio: An online course that covers key insights from data analytics using Google Data Studio.

Programme Name:				
Course Name: Generative Design 1 – Text to 3D			Semester: 5	
Course Code:			Course Credits: 2	
Course Type: Theory cum Practical	Contact Hours/Week			Total Hours/week
	L	T	P	
	1		2	3
Total Contact Hours/ Semester (equal to total hours/week x 18): 54				
Course Aim: This course aims to enable students in design disciplines to harness generative AI as a tool for translating textual descriptions into 3D prototypes and objects, facilitating the realization of design concepts while also serving as a creative ideation aid, thereby expanding their capacity to visualize, iterate, and innovate in the realm of design.				

Course Learning Outcomes:
On successful completion of the course, the students will be able to:
CLO1: Develop the ability to critically evaluate and iterate on AI-generated 3D designs, ensuring that they align with the intended concepts and functional requirements in the field of design.
Course Content:
Unit 1: Introduction to Generative AI for 3D 21 hrs
1. Overview of Generative AI in 3D Design 2. Introduction to www.masterpiecex.com 3. Navigating the User Interface 4. Practical Applications of 3D Generation
Unit 2: Creating 3D Models with Text 15 hrs
1. Text-to-3D Fundamentals 2. Hands-On 3D Model Creation 3. Real-World Projects and Case Studies
Unit 3: Advanced Techniques in 3D Generation 18 hrs
1. Text-Based 3D Animation 2. Integrating 3D into Various Industries 3. The Role of Generative AI in the 3D Industry
Learning Resources:
Websites: Website: Masterpiecex - Official Tutorials URL: https://www.masterpiecex.com/tutorials Harvard Reference: Masterpiecex. (n.d.). Masterpiecex - Official Tutorials. [Website]. Retrieved from https://www.masterpiecex.com/tutorials Online Resources: Resource Title: "Generative AI for 3D: Text-to-3D Modeling" (Coursera) Author: Various Instructors Year: Ongoing URL: https://www.coursera.org/specializations/generative-ai-3d Harvard Reference: Various Instructors. (n.d.). Generative AI for 3D: Text-to-3D Modeling. [Online Course]. Coursera. Retrieved from https://www.coursera.org/specializations/generative-ai-3d

Programme Name:				
Course Name: Generative Design 2 – Text to Video			Semester: 6	
Course Code:			Course Credits: 2	
Course Type: Theory cum Practical	Contact Hours/Week			Total Hours/week
	L	T	P	

	1		2	3

Total Contact Hours/ Semester (equal to total hours/week x 18): 54

Course Aim: This course aims to empower students in design disciplines to harness generative AI as a tool for transforming textual descriptions into video content, facilitating the realization of design concepts while also serving as a creative ideation resource. By mastering the use of generative AI for video creation, students will expand their ability to visualize, iterate, and innovate in the field of design, enhancing their proficiency and creativity.

Course Learning Outcomes:

On successful completion of the course, the students will be able to:

CLO1: Develop the ability to create video from prompted textual description, ensuring that they align with the intended concepts and functional requirements in the field of design.
CLO2: Enhance critical analysis skills for refining AI-generated video content, promoting creative innovation in design.

Course Content:

Unit 1: Generative AI Text to Video with Pika Labs 15 hrs

1. Introduction to Generative AI for Video
2. Getting Started with Pika Labs
3. Creating Video Content from Text
4. Advanced Features and Customization

Unit 2: Real-World Applications and Projects with Pika Labs 12 hrs

1. Industry-Specific Video Generation
2. Ethical Considerations in AI Video Creation
3. Project Showcase and Case Studies
4. Future Trends in Generative AI Video

Unit 3: Generative AI Text to Video with Morph Studio 15 hrs

1. Introduction to Morph Studio
2. Text-to-Video Creation with Morph Studio
3. Enhancing Videos with AI
4. Interactive and Dynamic Video Content

Unit 4: Practical Use Cases and Creative Video Projects with Morph Studio 12 hrs

1. Personalization and Customization
2. Business and Marketing Applications
3. Showcasing Student Projects
4. Exploring the Future of AI-Generated Video

Learning Resources:

Websites:

Website: Pika Labs - Official Tutorials

URL: https://www.pikalabs.com/tutorials
Harvard Reference: Pika Labs. (n.d.). Pika Labs - Official Tutorials. [Website]. Retrieved from https://www.pikalabs.com/tutorials
Website: Morph Studio - AI Video Tools
URL: https://www.morphstudio.com
Harvard Reference: Morph Studio. (n.d.). Morph Studio - AI Video Tools. [Website]. Retrieved from https://www.morphstudio.com

Online Resources:

Resource Title: "AI-Driven Video Production" (Coursera)
Author: Various Instructors
Year: Ongoing
URL: https://www.coursera.org/specializations/ai-video-production
Harvard Reference: Various Instructors. (n.d.). AI-Driven Video Production. [Online Course]. Coursera. Retrieved from https://www.coursera.org/specializations/ai-video-production

Programme Name:				
Course Name: Ai and Ethics			Semester: 7	
Course Code:			Course Credits: 2	
Course Type: Theory cum Practical	Contact Hours/Week			Total Hours/week
	L	T	P	
	1		2	3
Total Contact Hours/ Semester (equal to total hours/week x 18): 54				

Course Aim: This course aims to provide students with a comprehensive understanding of ethics and inclusivity in design, fostering the development of essential skills and an empathetic design mindset. By emphasizing the practical application of ethical and inclusive design principles in real-world projects, students will be equipped to drive positive social change through their design endeavors.

Course Learning Outcomes:

On successful completion of the course, the students will be able to:

CLO1: Students will demonstrate the ability to apply inclusive design strategies in various project contexts.
CLO2: Develop the skills needed to design ethically and inclusively, considering a wide range of perspectives and needs.
CLO3: To apply ethical and inclusive design principles in real-world projects, driving social innovation and positive impact.

Course Content:

Unit 1: Ethical Design 10 Hrs

1. Introduction to ethical considerations in design.

2. Ethical Frameworks and Theories Exploring various ethical frameworks and theories relevant to design.
3. Analyzing real-world cases of ethical dilemmas in design.
4. Reflecting on personal ethics and discussing various scenarios.

Unit 2: Principles of Inclusive Design 12 Hrs

1. Introduction to inclusive design and its importance.
2. Exploring frameworks for practicing inclusive design.
3. Understanding and designing for a range of user needs and abilities.
4. Introduction to accessibility standards like WCAG

Unit 3: Engaging with Communities 12 Hrs

1. Exploring methods for engaging with different communities.
2. Developing empathy through user research and engagement.
3. Conducting co-design workshops with various user groups.
4. Gathering feedback and iterating on design solutions.

Unit 4: Real-world Applications of Ethical & Inclusive Design 10Hrs

1. Identifying real-world projects for applying ethical and inclusive design.
2. Working on projects with a focus on ethical and inclusive design principles.
3. Reviewing peers' projects and providing constructive feedback.

Unit 5: Final Projects and Reflection 10Hrs

1. Working on final projects that demonstrate ethical and inclusive design.
2. Presenting final projects and receiving feedback.
3. Reflecting on the learning journey and discussing future applications of ethical and inclusive design.

Learning Resources:

Journal & Magazines

Design Issues MIT Press Journals
She Ji: The Journal of Design, Economics, and Innovation Elsevier
Disability and Society Taylor & Francis Online

Websites and Online Resources
Websites:
Centre for Excellence in Universal Design: universaldesign.ie
Inclusive Design Group: inclusivedesigngroup.com
Ethical Design Manifesto: ind.ie/ethical design

Online Resources:
Coursera Course: Inclusive Design
edX Course: Ethical Leadership: Character, Civility, and Community
LinkedIn Learning: Designing for Accessibility

Resources Focused on Indian Context:
Book: Bajaj, M. (2017). Designing for the Bottom of the Pyramid. Routledge India.
Journal: Design and Culture Taylor & Francis Online (Check for articles related to Indian design context)
Website: National Institute of Design: nid.edu

These resources have been selected to provide a comprehensive understanding of ethical and inclusive design practices. They offer a blend of theoretical knowledge, practical insights, and examples of ethical and inclusive design in real-world contexts. The resources focused on the Indian context aim to provide insights and applications relevant to design practices in India, while also catering to the needs of international students by covering universally applicable concepts and principles of ethical and inclusive design.

<table>
<tr><td colspan="5">Programme Name:</td></tr>
<tr><td colspan="3">Course Name: Ai and Responsible Design Leadership</td><td colspan="2">Semester: 8</td></tr>
<tr><td colspan="3">Course Code:</td><td colspan="2">Course Credits: 2</td></tr>
<tr><td colspan="2" rowspan="2">Course Type: Theory and Practical</td><td colspan="2">Contact Hours/Week</td><td rowspan="2">Total Hours/week</td></tr>
<tr><td>L</td><td>T</td><td>P</td></tr>
<tr><td colspan="2"></td><td>1</td><td></td><td>2</td><td>3</td></tr>
<tr><td colspan="5">Total Contact Hours/ Semester (equal to total hours/week x 18): 54</td></tr>
<tr><td colspan="5">Course Aim: To immerse students in the interplay between AI and design leadership skills, emphasizing the importance of integrating ethical considerations in AI-powered design solutions. Through analyzing real-world case studies of Ai Leadership and innovative Ai technologies, participants will gain a holistic understanding of the Ai tools and application landscape and undertake a rigorous research project, culminating in the drafting of a comprehensive research paper or an audio-visual presentation on Ai-driven design leadership.</td></tr>
<tr><td colspan="5">Course Learning Outcomes:</td></tr>
<tr><td colspan="5">On successful completion of the course, the students will be able to:</td></tr>
<tr><td colspan="5">CLO1: Critically evaluate AI-driven design solutions, demonstrating a deep understanding of social context and ethical considerations, in developing and implementing leading Ai solutions.</td></tr>
<tr><td colspan="5">CLO2: Students develop a robust pipeline and research methodologies tailored to understand the intersection of AI and design through real world case studies.</td></tr>
<tr><td colspan="5">CLO3: Present a research project or audio-visual presentation, that demonstrates their ability to contribute original design insights and critiques to the evolving discourse on AI in responsible design leadership.</td></tr>
<tr><td colspan="5">Course Content:</td></tr>
<tr><td colspan="5">Unit 1: Framing the Ai-Design Research Landscape
12 Hrs.</td></tr>
<tr><td colspan="5">• Introduce how Ai design is at the intersection of technology, art, human behavior, and ethics presenting historically unique context.
• Analyse how design paradigms are evolving and shifting with the ability of Ai to process enormous amounts of data transforming the human machine collaboration process.
• Ai integration in design and the societal and ethical challenges it raises.</td></tr>
<tr><td colspan="5">Unit 2: Research Methodologies for Ai Design
12 Hrs.</td></tr>
</table>

- Mixed method approach
- User centric Evaluations
- Iterative research approaches

Unit 3: Meaningful Presentation of Ai Design research data **30 Hrs.**

- Presentation strategies for Ai design case study data
- Visualization with Context: Present data in a visually digestible manner using charts, graphs, and infographics to illustrate patterns, trends, and key findings.
- Narrative Storytelling: Instead of just showcasing raw data using graphics, weave a compelling narrative audio-visual around the research.
- Ethical and Practical Implications: AI research, especially in design, often comes with ethical and practical ramifications that need to be highlighted
- Researching and including potential biases, ethical dilemmas, or real-world applications and challenges in research findings.
- Creating the final research output in print or audio-visual format.

Learning Resources:

Websites and Online Resources

- URL: https://pair.withgoogle.com/guidebook/ | Google's PAIR (People + AI Research) comprehensive guidebook aimed at designers
- URL: https://www.microsoft.com/en-us/ai/business-school | l Microsoft's AI Business School - learning modules tailored for business leaders.
- URL: https://ainowinstitute.org/ | AI Now Institute at New York University - Interdisciplinary research on the social implications of artificial intelligence