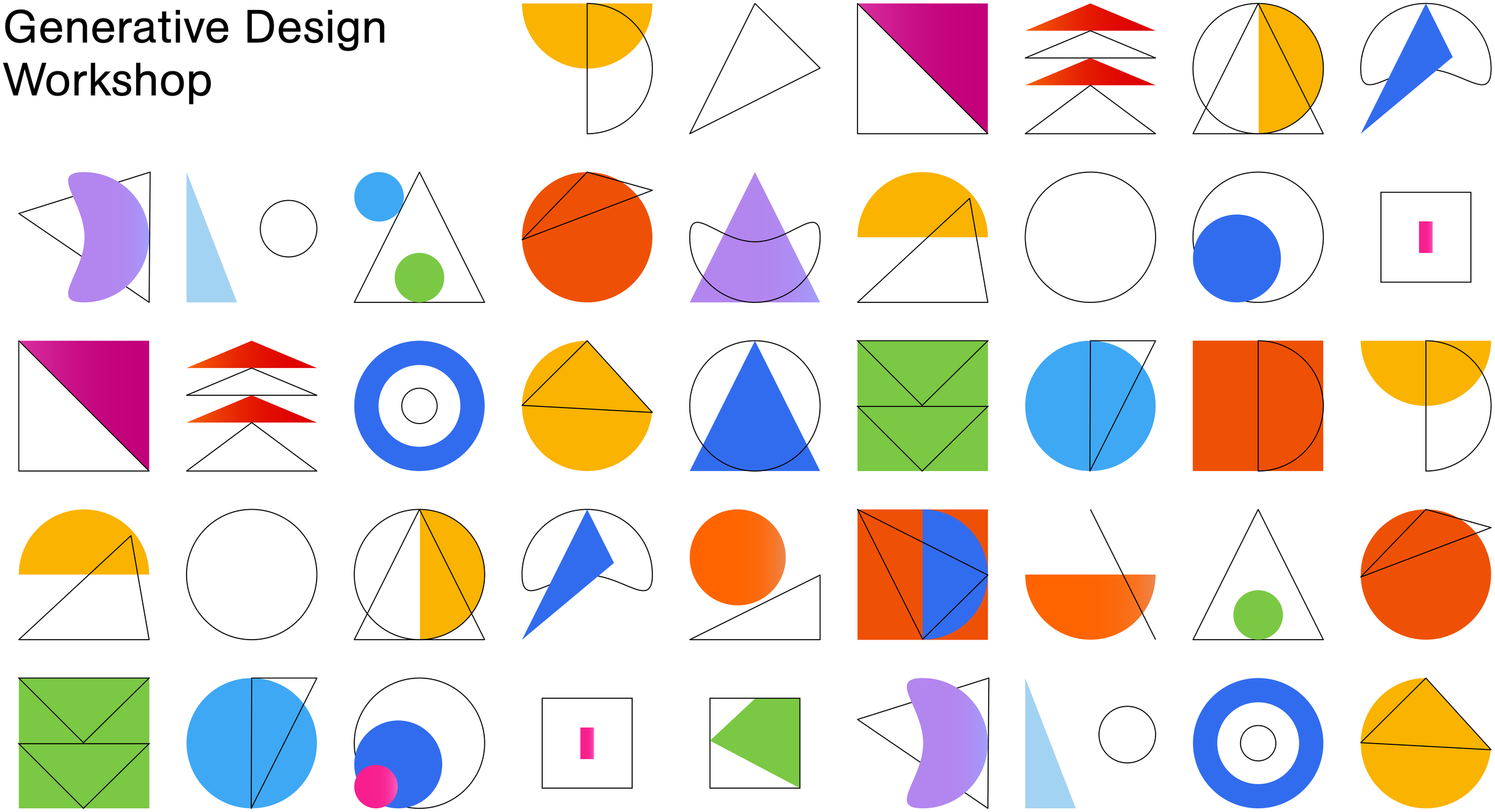
Generative Design Workshop



Design automation possesses a paradigm shift and will fundamentally change the way we work as creatives. The focus of design work will shift from actual output to the process itself. Designers will set the rules, machine will follow. Our workshop proposes a collaborative exercise focused on how to setup rules and frameworks to generate visual output.

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Overview

Why

- Design automation possesses a paradigm shift and will change the way we work as creatives.
- Creatives will have tools allowing them to spend more time on creative process rather than execution. As these tools are capable of producing thousands of variations in just few seconds.
- The next generation of creatives should be aware of this development and consider upskilling themselves.

How

- We created a playful workshop that is engaging and lets each participant instantly learn and create in the realm of generative design.
- The workshop is fostered for art directors, designers, anyone who wants to learn new techniques and get inspired to create the next generation of their work.
- The workshop needs at least 3 hours and can be easily stretched out to a full day.

What

- Learn the principles of generative design, apply and challenge them.
- Use a free range of generative tools, to create a vivid expression of your creativity.
- Earn an outlook on what will happen next in the industry.

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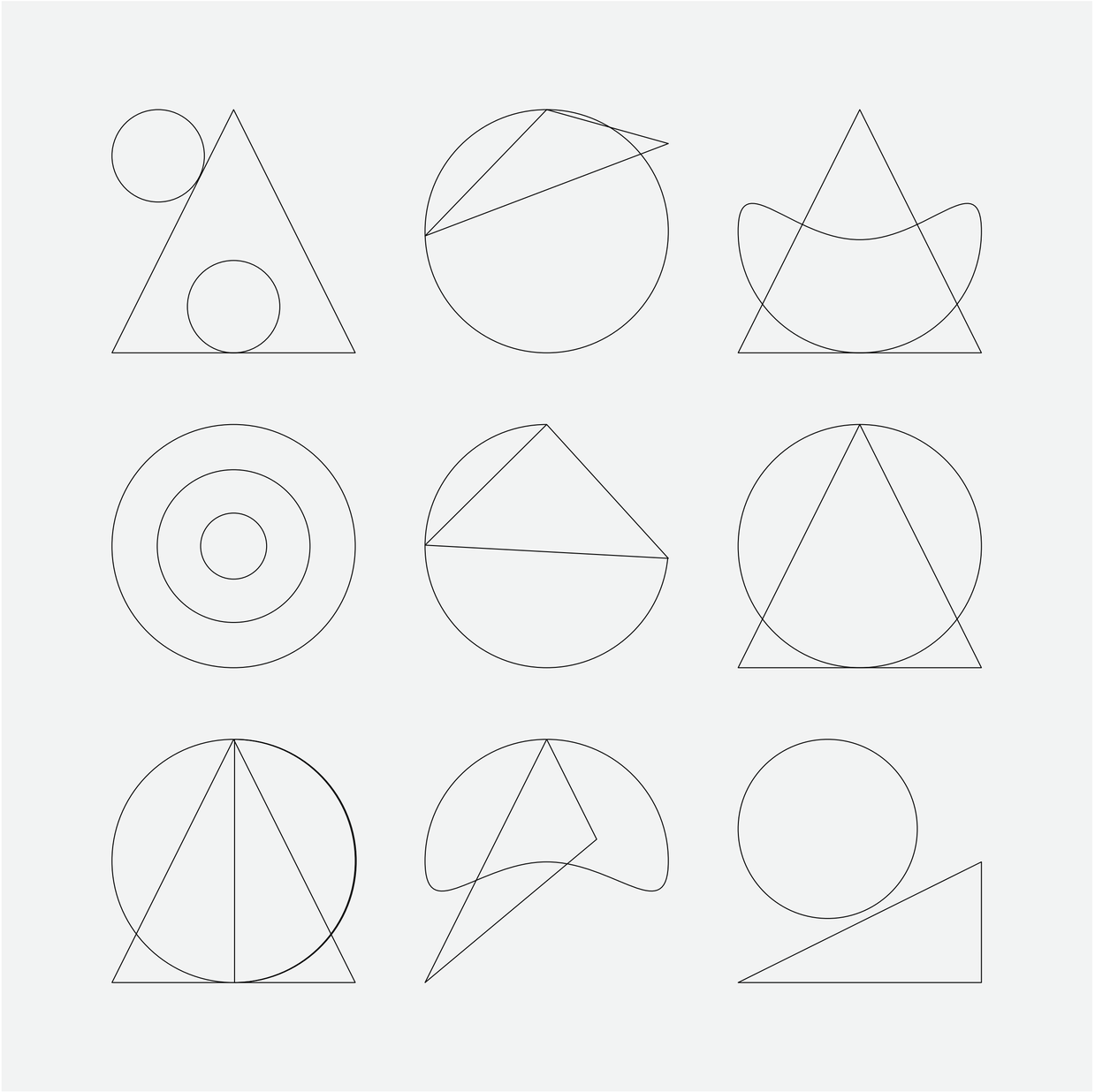
First Session: Awareness + Activation



In the first part of the workshop, we lower entry-barriers, activate our participants and create high engagement through a group experience.

- Play: We explain the basic idea of a computing system, with the help of a group performance.
- Learn: We teach basic principles of generative design: Abstraction, parameters and definition of rules, interpretation.
- Do: Designers become curators: Participants generate visuals with a simple, self-written algorithm .
- Show: We show our generated output through a fast, digital exhibition.

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Second Session: Learn + Process

The second part focuses on a more in-depth learning-phase, including current techniques, various design-tools and fast generation techniques.

- Play: We explain how a complex computing system works, with the help of a creative exercise.
- Learn: How rules create result and how they can be tweaked for better output.
- Do: Designers becoming curators: Participants generate visuals with a simple, self-written algorithm
- Show: Individual portraits of participants and a group photo with the design output.

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Third Session:
Apply + Challenge

The last part creates a creative environment in which participants pitch ideas and create vast amounts of output, based on given and self-invented project briefs.

- Do: A repetitive process in which groups of participants create a variety of applications for real world problems.
- Show: 5 minute pitches in which each group has to come up with solutions.

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Specs

We need:

- Bright Projector
- USB-C to HDMI Dongle
- Good WiFi
- Color Papers & Pencils

We bring:

- Three enthusiastic designers, eager to teach about generative design.
- Three laptops, with preinstalled software and generative design tools.
- Energize & reflect music playlist.
- A lot of experiments and media-equipment.

We promote:

- Social media channels of Serviceplan and Moby Digg.
- Properly documenting the workshop and creating a shareable outcome.

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Who

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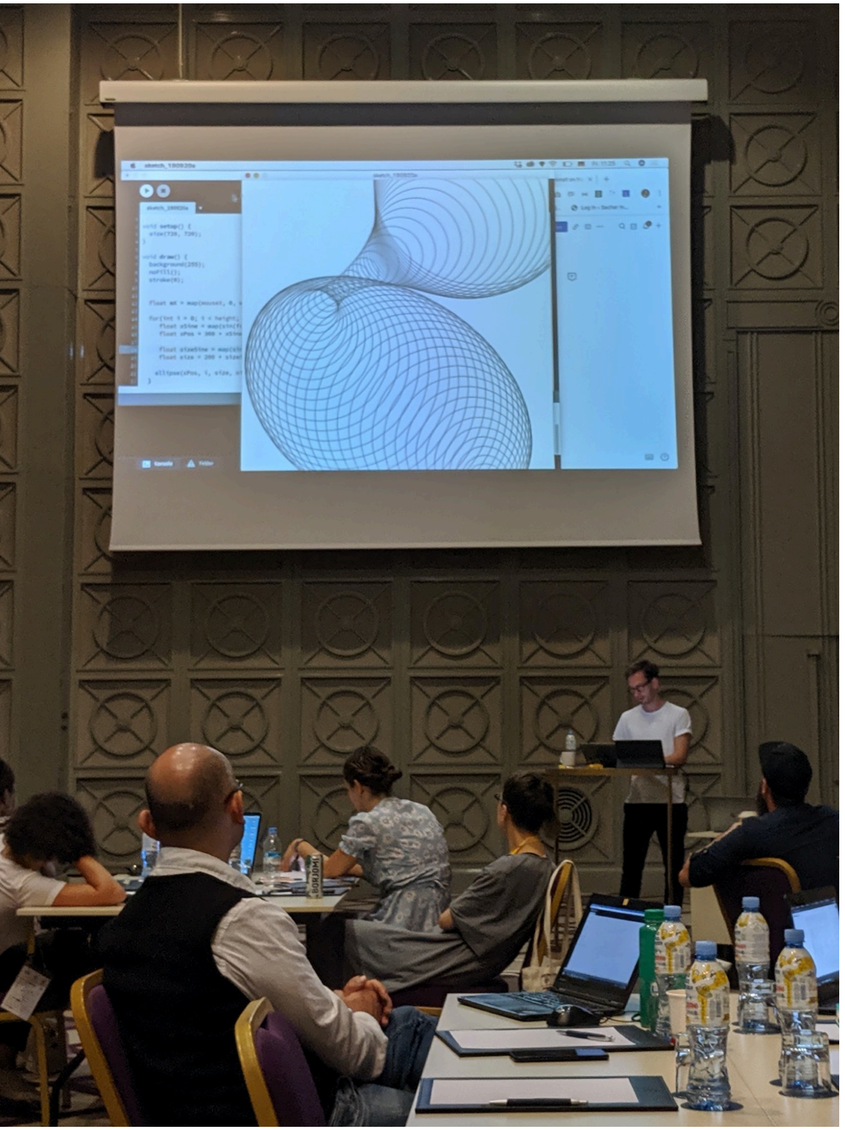
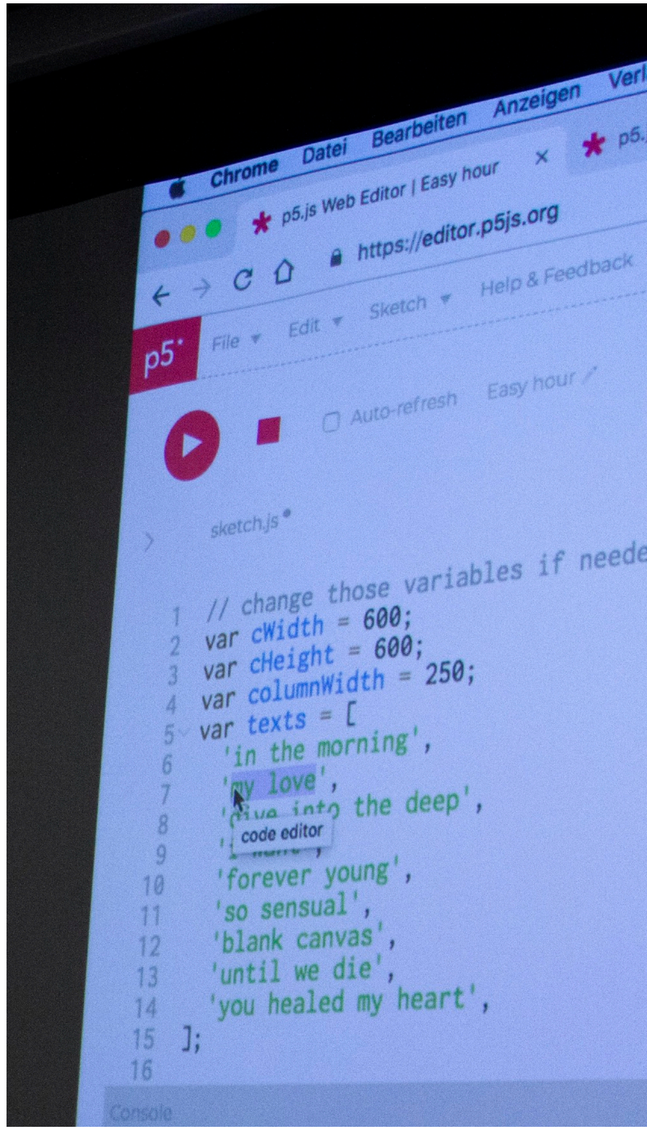
Documentation




Chrome Datei Bearbeiten Anzeigen
p5.js Web Editor | Easy hour
https://editor.p5js.org
File Edit Sketch Help & Feedback
Auto-refresh
Easy hour
sketch.js
// change those variables if neede
var cWidth = 600;
var cHeight = 600;
var columnWidth = 250;
var texts = [
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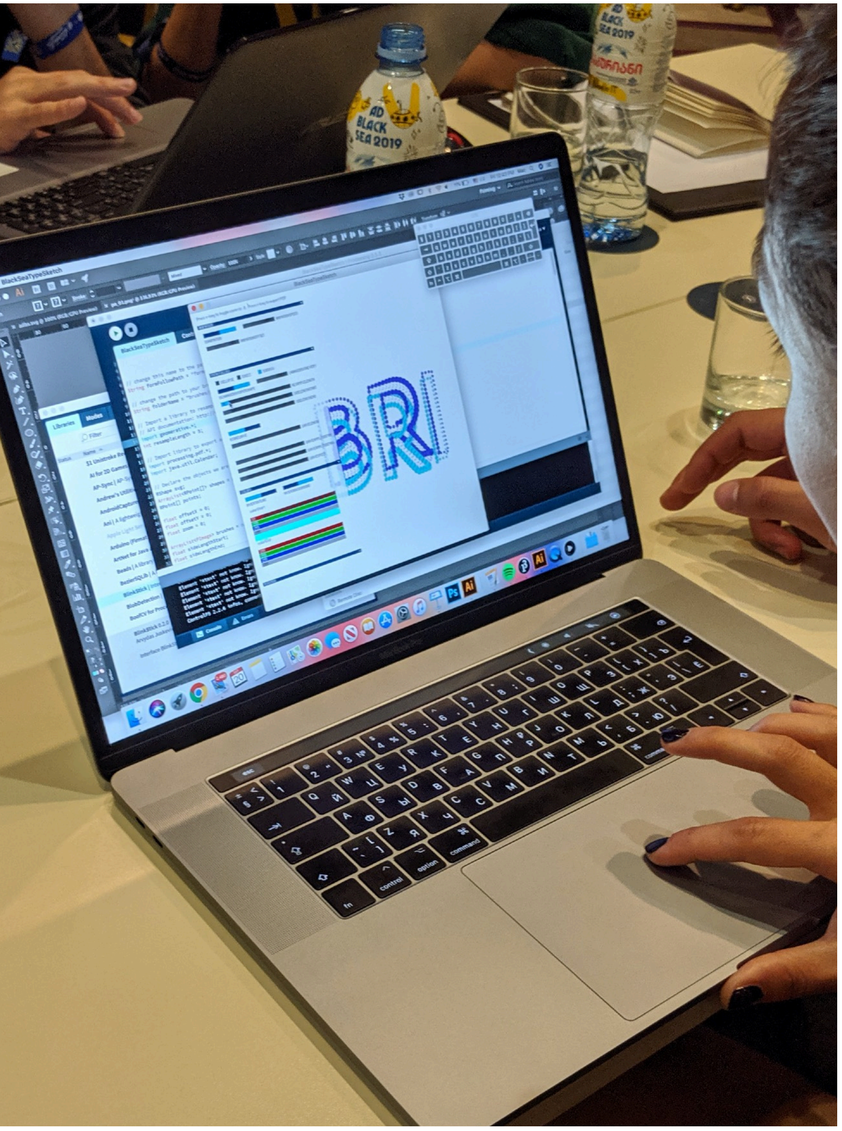
'my love',
'forever young',
'so sensual',
'blank canvas',
'until we die',
'you healed my heart',
];
code editor
Console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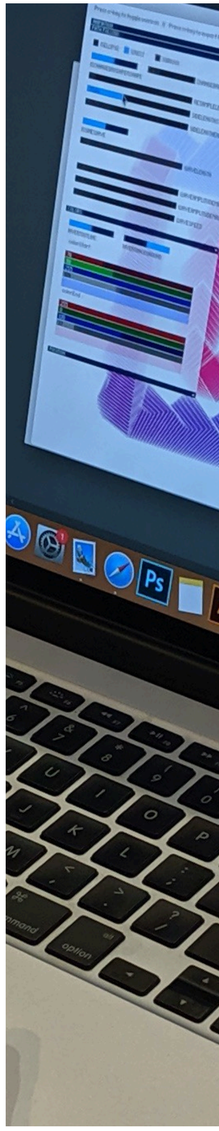
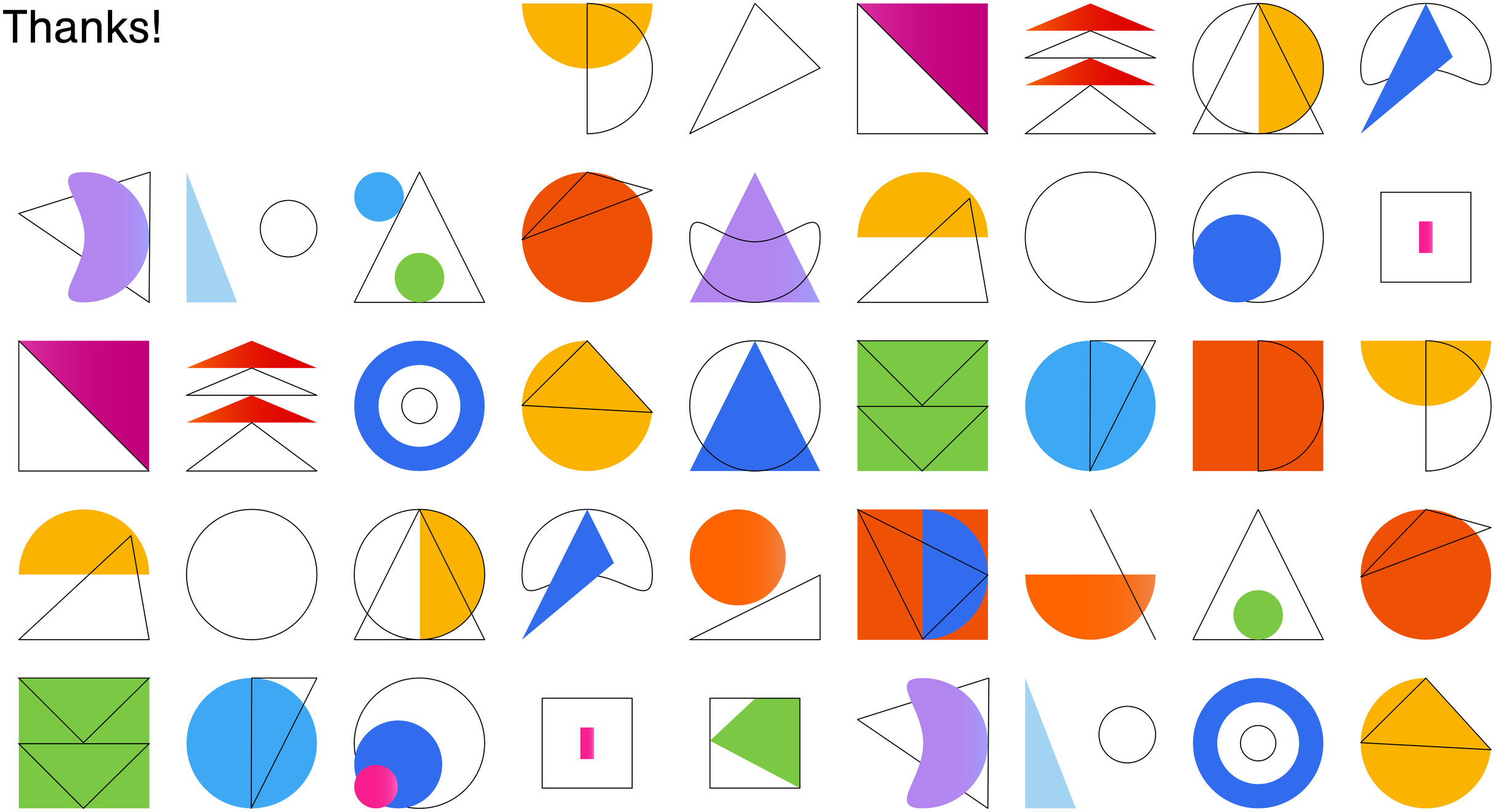
Thanks!