

# DESIGN Ai WORKSHOPS



CHATGPT



FIGMA



MIDJOURNEY



RELUME



RUNWAY



MAGNIFIC



PRODUCT CONTEXT ANALYZER



JASPER



# ABOUT WORKSHOPS

A collection of four live workshops with other expert design earthlings from around the globe featuring foundational ML best-practices, interactive demos with the latest Ai design tools, next-gen Ai design methods, and advanced Ai design techniques.

## THE TLDR

- ✦ 4 separate live ~2.5hr workshops
- ✦ 1 - 10 people per cohort
- ✦ Interactive Ai tool demos
- ✦ For all professional levels
- ✦ For all types of designers
- ✦ International designers wanted!
- ✦ Exclusive advanced techniques
- ✦ Dedicated time for discussion
- ✦ Chill, informal setting



# FEATURED Ai TOOLS



## **CHATGPT**

An LLM that assists designers that acts as an Ai tool chain connector and is the informational Swiss knife in the designer's Ai toolkit.



## **FIGMA**

A collaborative interface design and collaboration tool that allows designers to aggregate and synthesize Ai tool output into new design concepts and share content.



## **MIDJOURNEY**

An AI-driven text/image-to-image generator that enables designers to create imagery based on textual descriptions.



## **RELUME**

An Ai wireframing and sitemapping platform offering a library of UI components and a great Figma plugin.



## **RUNWAY**

Text/image/video-to-image/video tool that creates short video clip via uploaded imagery and/text prompts.



## **LUMA**

Text/image-to-video tool that creates short video clip via uploaded imagery and/text prompts.



## **PHOTOSHOP BETA**

PS Beta features the Ai-powered Generative Fill tool, which enables designers to expand, edit, or modify images.



## **MAGNIFIC**

An AI tool that analyzes, upscales, and imagery to help designers enhance and edit their work.



## **PRODUCT CONTEXT ANALYZER**

Recordings of each workshop. Downloadable PDFs of the content covered in each workshop.



## **JASPER**

An AI-driven content creation platform that assists designers in generating high-quality copy and marketing materials tailored to brand voice.

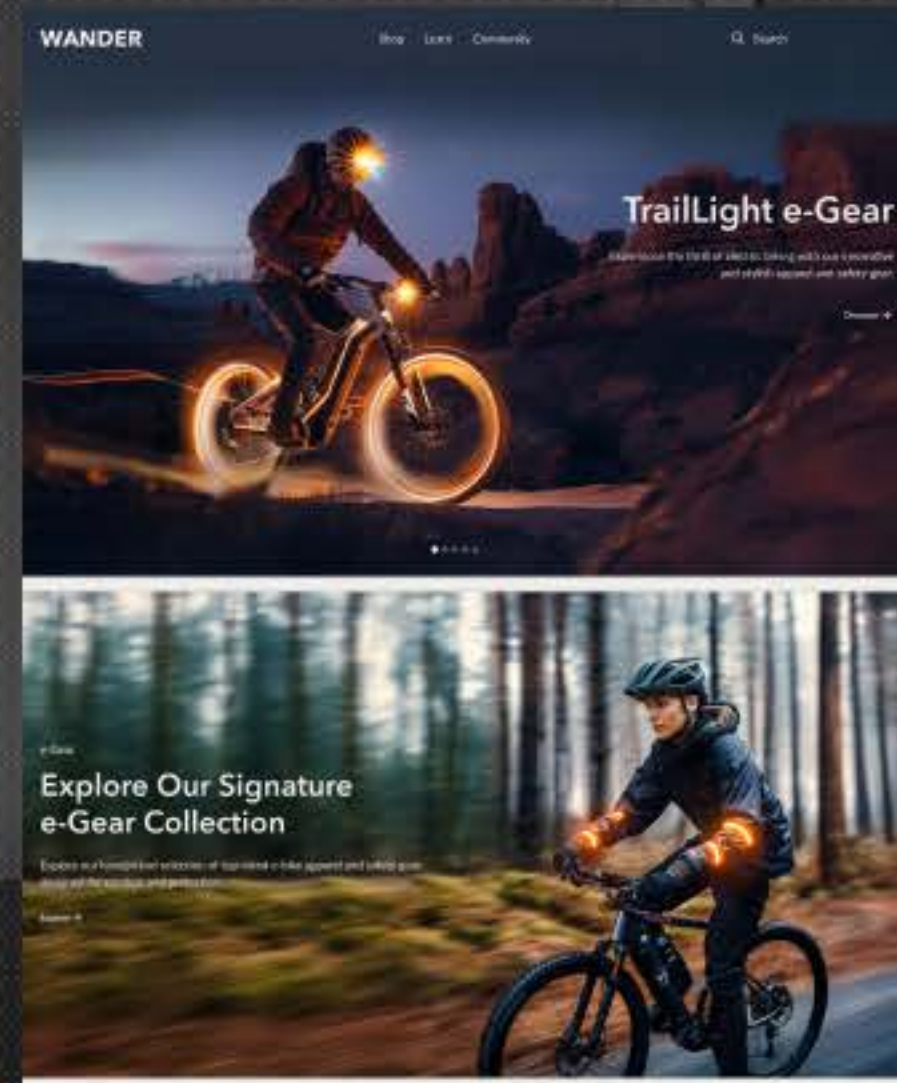
# WORKSHOP MINI PROJECTS

The best way to learn about using Ai for design work is about three things: context, context, and context.

That's why we'll be learning how to use all of those super sweet Ai tools & techniques by doing an Ai-fueled mini design project. PowerPoint slideshow learning is strictly forbidden at Superunknown.

You and your cohort mates will control your own destiny by coming up with the idea we'll use as the theme for the mini project. It's a democratic process. Sort of. Actually, Greg has ultimate veto power but if you choose something cool that won't be necessary.

Check out some of the hot mini project action from the previous workshops over on the right!



# 01 WORKSHOP

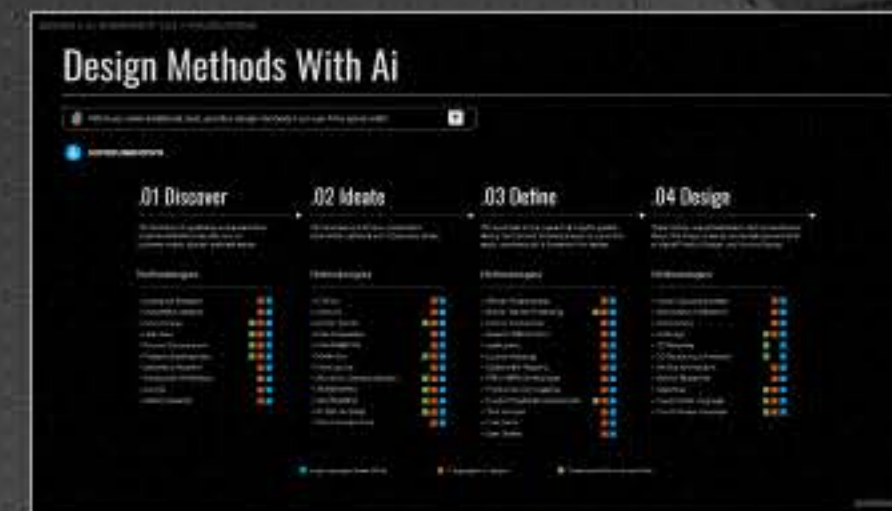
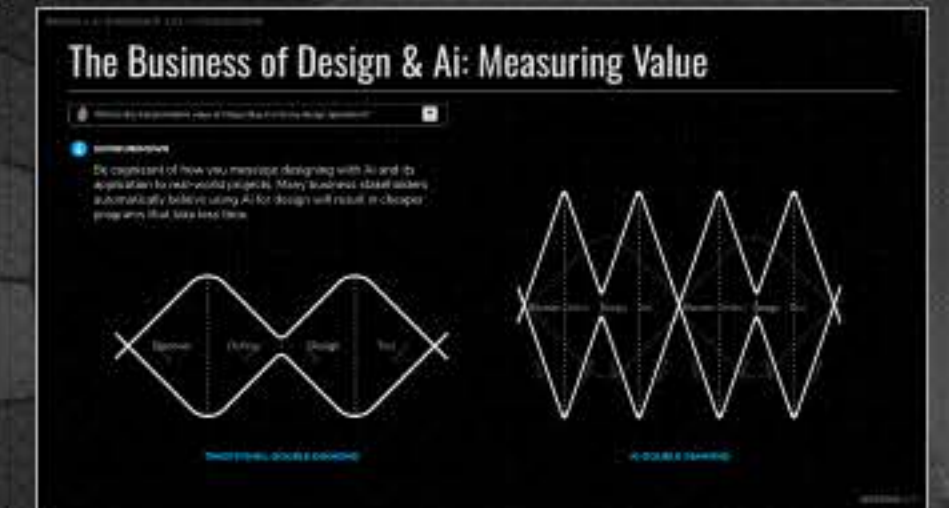
# Ai FOUNDATIONS



The Foundations workshop contains the cognitive skills, Ai workflow integration strategies, prompt engineering best-practices and Ai design tool basics that are needed to build your Ai design launchpad.

## Ai DESIGN TOPICS

- ✦ Ai Myths, Misperceptions, & Misinformation
- ✦ The Business of Ai & Design
- ✦ The Ai Design Mindset
- ✦ Next-Gen Ai Tools
- ✦ Ai Tool Basics
- ✦ Prompt Engineering Techniques
- ✦ Design Methods with Ai
- ✦ Advanced Ai Design Techniques
- ✦ Maximizing Ai for Design



# 02 WORKSHOP

# UX/CX DISCOVERY



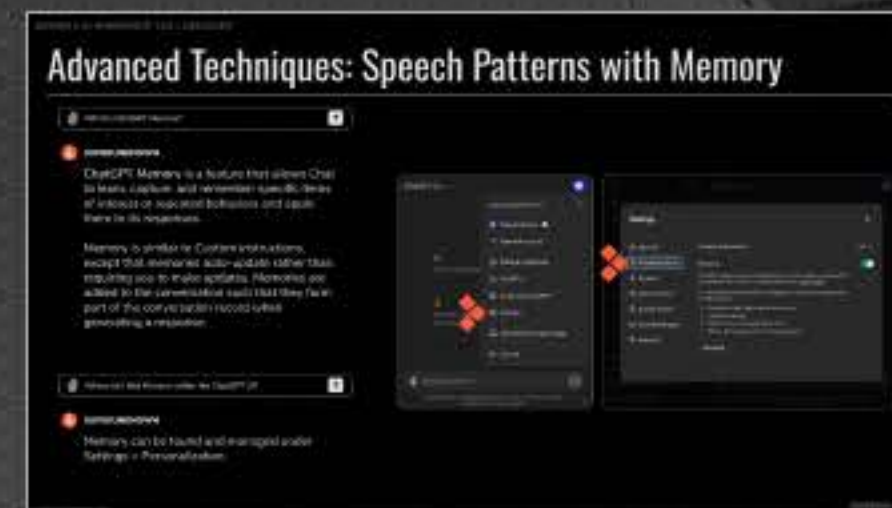
Ai strategies, methods, and techniques that are focused on developing robust UX research, enhanced user personas, and identifying key insights.

## Ai DESIGN METHODS

- + Trends & Insights
- + Competitive Landscape
- + Ideal Customer Profiles
- + User Personas
- + Conversational Personality
- + Day in the Life
- + Interview Scripting
- + Interview Analyses
- + Analogs Research

## Ai ADVANCED TECHNIQUES

- + Ai Frameworks
- + Creating Design GPTs
- + Query Quilting
- + Product Context Analyzer
- + Enhanced User Personas
- + Speech Patterns
- + Ai Voice Interviews
- + Persona Imagery
- + Exploring Styles



# 03 WORKSHOP UX DESIGN



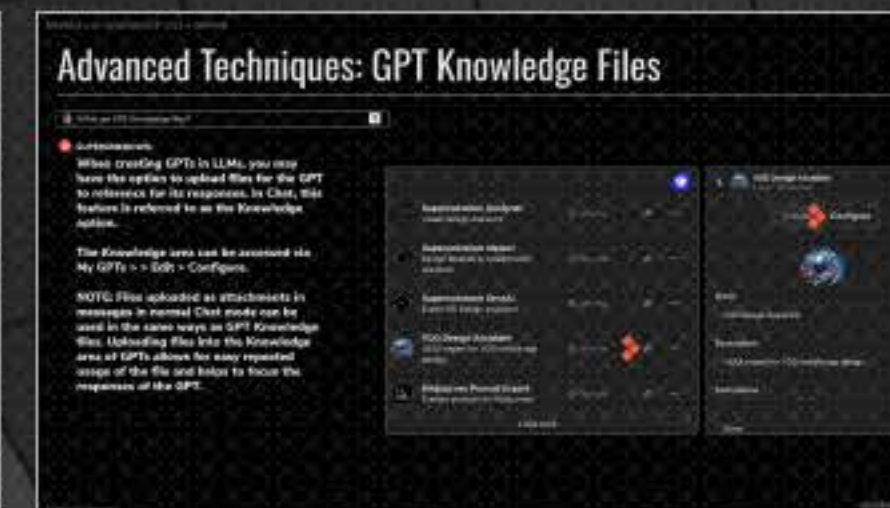
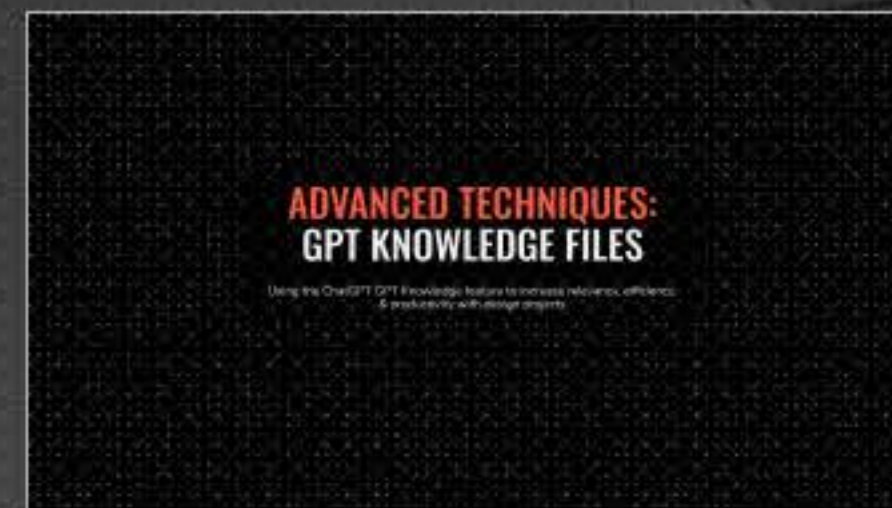
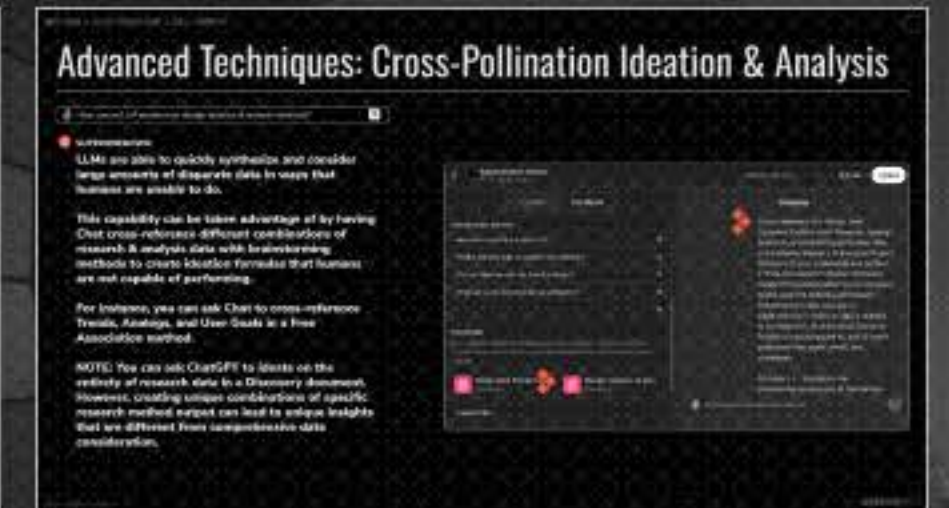
The Ideate & Define workshop shows people how to combine Ai's logical "downhill thinking" superpowers with "uphill thinking" humans to distill insights, build creative momentum, and mitigate development risks.

## Ai DESIGN METHODS

- + Provocations
- + Free Association
- + Desirability Analysis
- + Impact/Effort Matrix
- + Feature Formulation
- + User Goals & Tasks
- + User Stories
- + Digital Architecture
- + Design Language Specs

## Ai ADVANCED TECHNIQUES

- + Cross-Pollination Ideation & Analysis
- + GPT Knowledge Project Files
- + Visual Brand & Design Language Dev



# 04 WORKSHOP VISUAL DESIGN



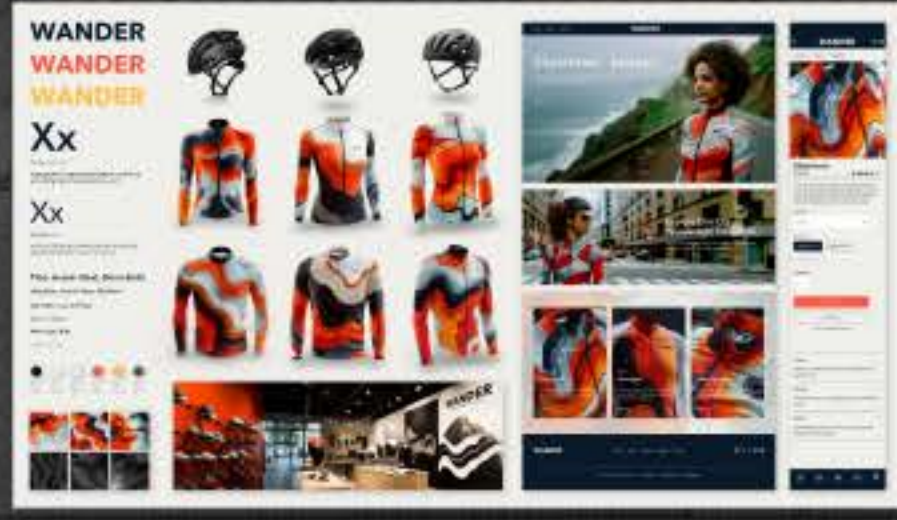
Complete your Ai journey in interstellar style by learning how to fuse Ai-generated content into wireframes, visual brand languages, contextual concepts, beautiful imagery, and engaging experience design stories.

## Ai DESIGN METHODS

- ✦ Narrative Wireframes
- ✦ Sitemapping
- ✦ Wireframing
- ✦ Rapid Visualization
- ✦ Style Guide Development
- ✦ Concept Development
- ✦ Design Curation

## Ai ADVANCED TECHNIQUES

- ✦ Ai Wireframing
- ✦ Brand/Design Language Visualization
- ✦ UI Design Conceptualization
- ✦ Ai Image Editing
- ✦ Context-Enhanced Conceptualization
- ✦ Image-to-Video
- ✦ Ai Design Synthesis
- ✦ Storyline Design





# WORKSHOP PRICING

- ✦ Total cost of all 4 workshops is \$395.00 USD.
- ✦ Payment upfront to reserve a seat & receive FigJam board.
- ✦ Payment options sent once you contact to reserve a seat or online when option becomes available.
- ✦ International attendees and credit card payers are responsible for any transfer fees. Think of them as tips.
- ✦ Payment upfront to reserve a seat & receive FigJam board.
- ✦ No refunds. It's a lot of work to update the curriculum every week!
- ✦ Invoices and receipts available upon request so you can stick The Man with the tab.
- ✦ Venmo, Wise, PayPal, and hand-delivered manila envelopes stuffed with a wad of Benjamins accepted:

PayPal: @gregaper

Venmo: @Greg\_Aper

Wise: grega201

# WORKSHOP FAQs

## ✦ How can I learn more about the workshops?

You can learn more about the workshops by messaging Greg on LinkedIn or emailing him at [greg@superunknown.design](mailto:greg@superunknown.design).

## ✦ How do I reserve a seat?

Send an email or a LinkedIn DM to Greg and he will give you payment options!

## ✦ What happens after I reserve a seat?

You'll get invites to all 4 sessions and we'll get you all set up with next steps & a welcome email.

## ✦ How do you accommodate international time zones?

We typically run one cohort that groups folks in North America/South America/Australia/Asia time zones and a second for North America/South America/Europe time zones.

## ✦ What if I can't make one of the workshops?

All sessions are recorded for your repeated viewing pleasure and you'll always be equipped with the FigJam board & instructions to self-navigate. Greg will also answer any questions about the missed workshop you may have via email.

## ✦ Will I need subscriptions for the Ai tools in the workshops?

They are not required, but Superunknown recommends having a subscription to all featured tools for maximum fun. Free and trial versions of all featured tools are available except for Midjourney at \$10 USD for the minimum.



Superunknown