

KITeGG

Making AI tangible and comprehensible: Connecting technology and society through design.

gestaltung.ai

*DECEMBER 2021 –
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Mainz University of Applied Sciences (project coordinator)

Offenbach University of Art and Design

Schwäbisch Gmünd University of Applied Design

Cologne International School of Design

Trier University of Applied Sciences

“Artificial intelligence” is already helping to shape our present. Mobile phone pictures are automatically supplied with filters, our taste in music and films is recognised and guided, we rely on voice recognition and navigation algorithms. But how can AI models be deliberately integrated into creative processes? And when does their use make sense? Whether as a design or art tool, for process optimisation or accessibility of apps or websites, the creative potential is considerable. But not only that, artists and designers who are familiar with the technology and critically question it can also help shape the social discourse and introduce people to the technology. Art and design can draw attention to critical aspects, look speculatively into the future and consider what technology should or should not achieve.

The joint project “KITeGG - Making AI tangible and comprehensible: Connecting technology and society through design” aims to bring precisely these topics into design and art teaching. Project partners are Mainz University of Applied Sciences, Offenbach University of Art and Design, Schwäbisch Gmünd University of Applied Design, Cologne International School of Design and Trier University of Applied Sciences.

As “designers of the future” students should have knowledge of current and future relevant technologies as well as profound technical knowledge and the ability to systematically consider user contexts and ethical and legal issues. They should be able to use machine learning reflectively as a tool and material for art and design. To this end, new teaching formats, tools, symposia and publications are to be developed within the framework of the project over the next four years.

KITeGG is one of over 50 funded projects within the framework of the funding initiative “Künstliche Intelligenz in der Hochschulbildung”.

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