

DESIGN Ai WORKSHOPS



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
- ✦ 6 - 8 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.

01 WORKSHOP

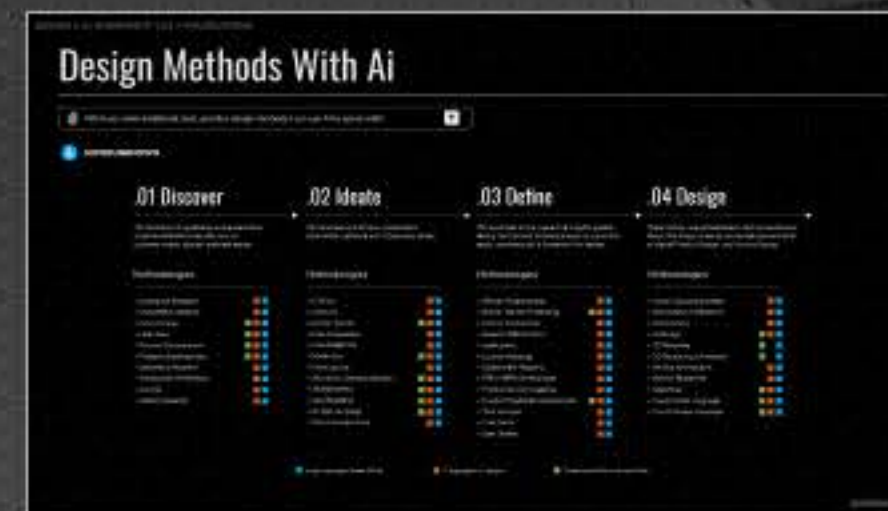
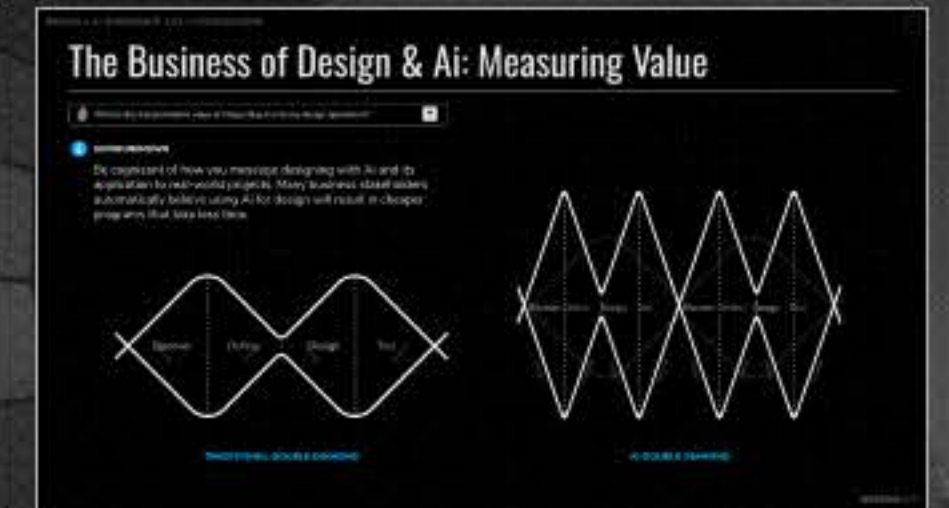
Ai FOUNDATIONS



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



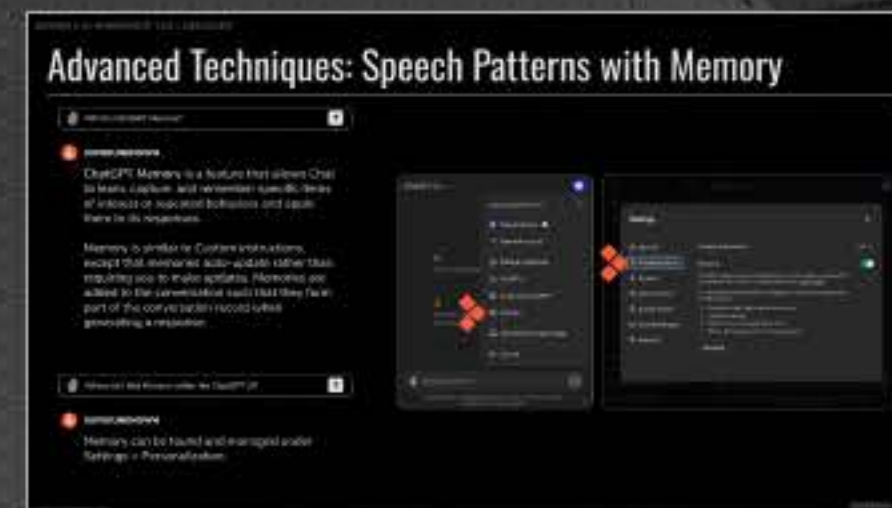
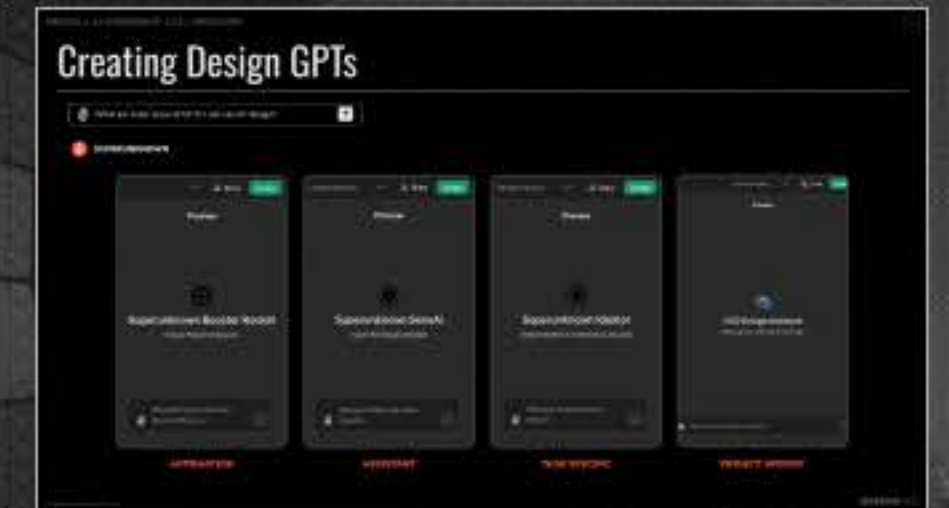
Ai strategies, methods, and techniques that are focused on developing robust UX research, enhanced user personas, and identifying key insights.

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



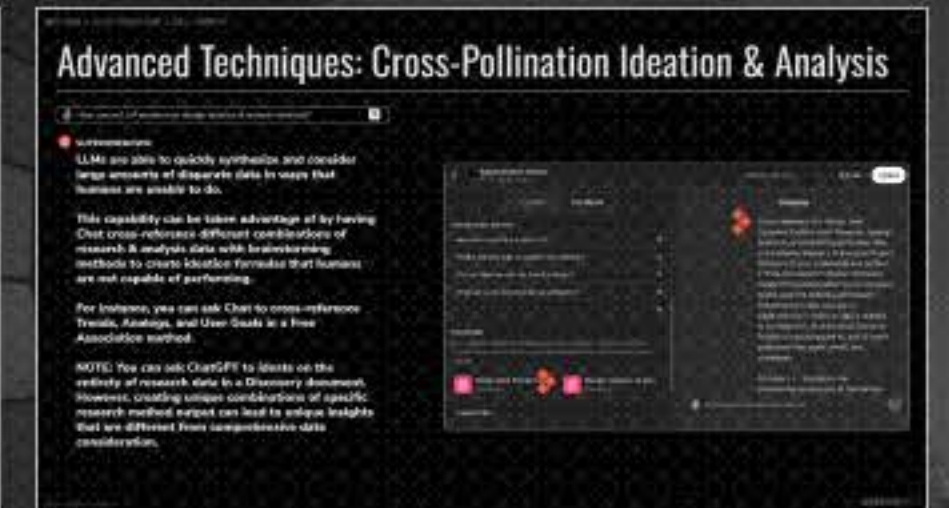
The Ideate & Define workshop shows people how to combine AI's logical "downhill thinking" superpowers with "uphill thinking" humans to distill insights, build creative momentum, and mitigate development risks.

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



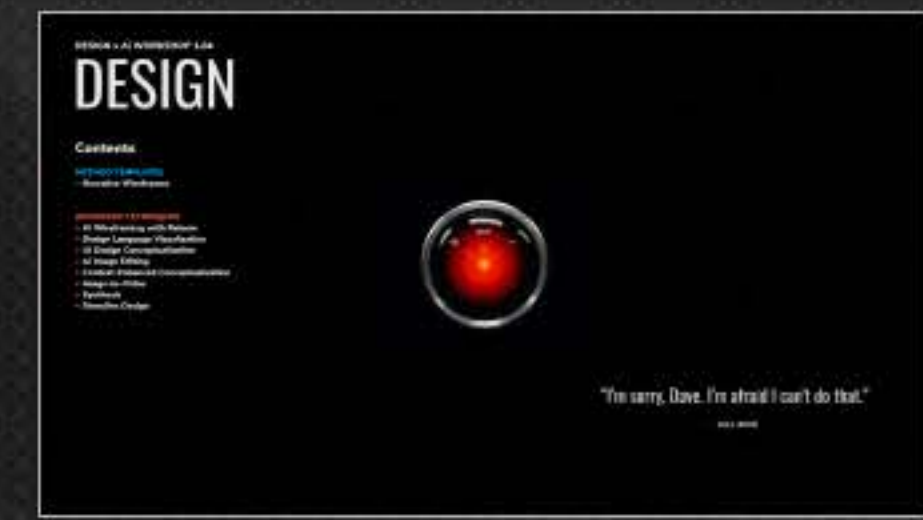
Complete your Ai journey in interstellar style by learning how to fuse Ai-generated content into wireframes, visual brand languages, contextual concepts, beautiful imagery, and engaging experience design stories.

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: @gregaper

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.

✦ How do I reserve a seat?

Send an email or a LinkedIn DM to Greg and he will give you payment options! (Online registration coming!)

✦ What happens after I reserve a seat?

You'll get a welcome pack email and access to the FigJam board to play around in prior to the workshops.

✦ 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.

F O R A L L D E S I G N K I N D



SUPERUNKNOWN