This frog does not exist.

Ramsay Brown
CEO, The AI Responsibility Lab
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What we are not here to talk about

What we are here to talk about

AI + Design today

Pathways forward

Our Responsibilities

Our Empowerment

AIRL

The AI Responsibility Lab Public Benefit Corporation

Public Benefit Corporation

Mission Control: No-code AI Governance automation

AI Insights platform

Responsible AI Workshops

ABCs of Responsible AI

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Head of Data Science, AppliedVR
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Author, *Digital Behavioral Design*
BA, MSc @ Univ. So. California

1

“A still of Kermit The Frog in The Tale of Princess Kaguya (2013)”

What is happening in AI x Design?

2

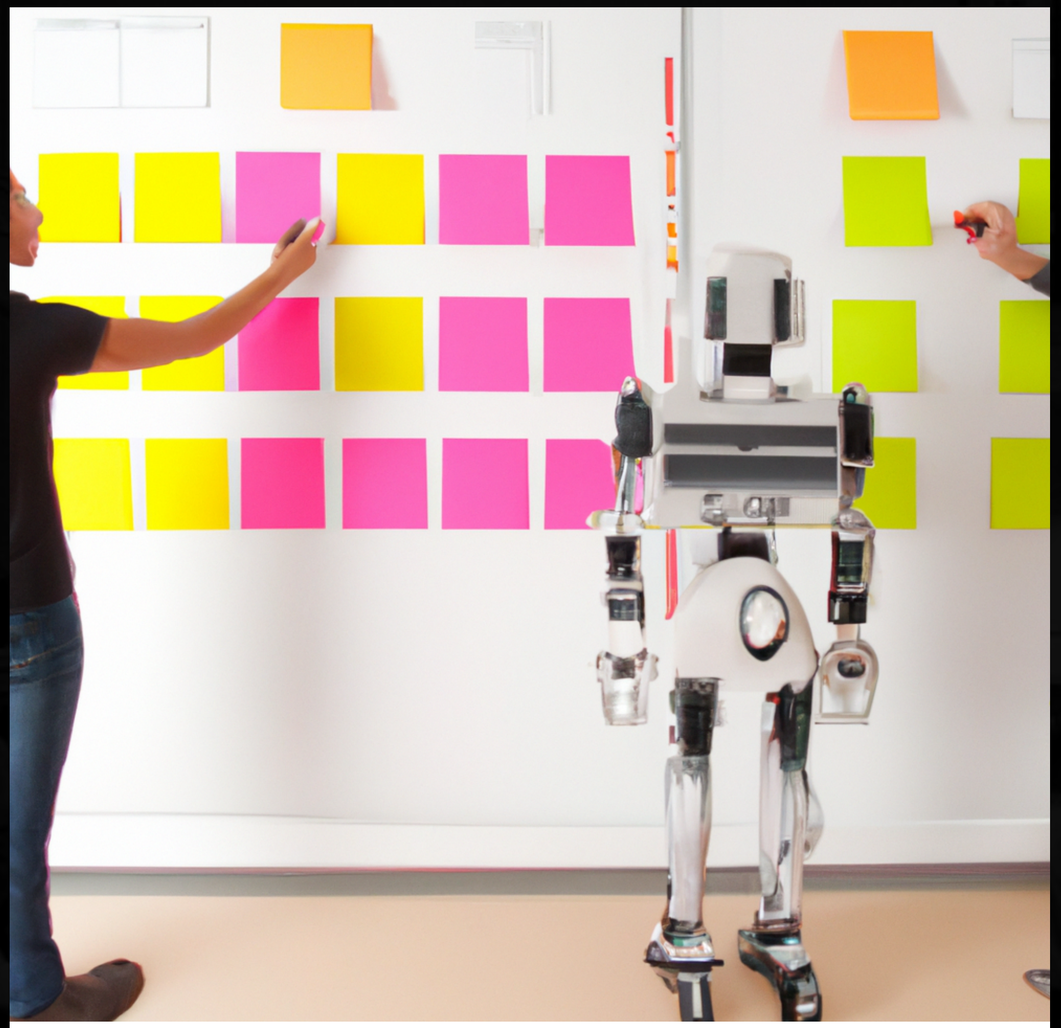
“A still of Kermit The Frog in The Grand Budapest Hotel (2014)”

What happens next?

3

“A still of Kermit The Frog in Eraserhead (1977)”

HMW incorporate AI with grace and dignity?



Creativity + AI: Risks, Rewards, Strategies.

Design and Media in the Age of AI: trends, forecasts, and pathways forward for every team.

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1

“A still of Kermit The Frog in The Tale of Princess Kaguya (2013)”

What is happening in AI x Design?

“A still of Kermit The Frog in Bojack Horseman (2016)”

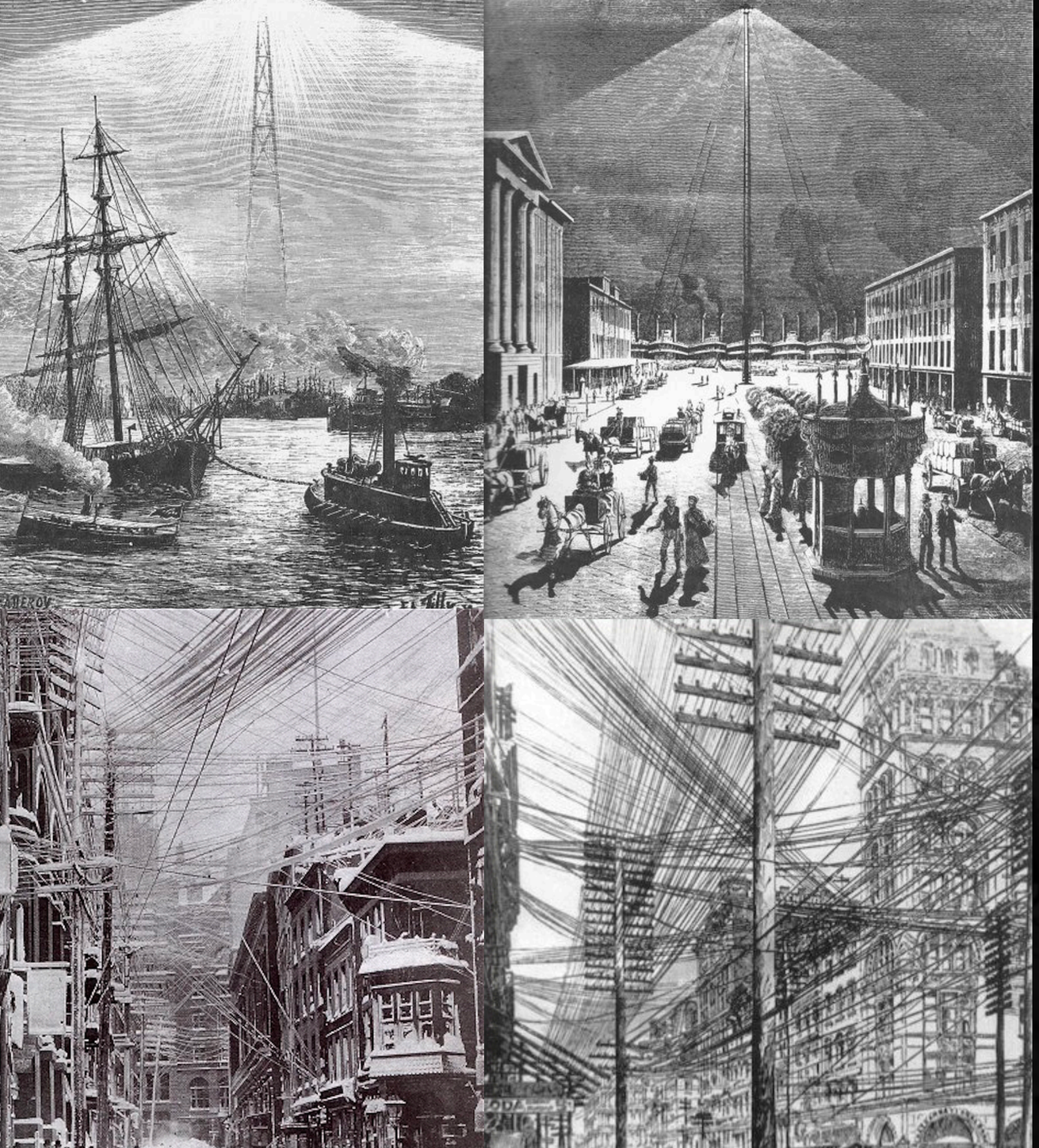
It’s helpful to have a good working definition of AI

Synthetic systems
that emulate cognition;
making decisions,
achieving goals,
and learning from experience.

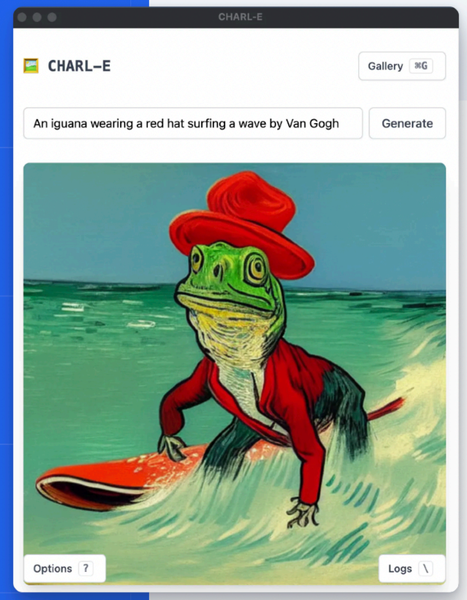
“A still of Kermit The Frog in Twin Peaks (1990)”

AI’s impact on the world cannot be understated

All Human Endeavors



Electricity 2.0



What would you like to see?

“Paint me an iguana wearing a red hat surfing a wave by Van Gogh”

Stable Diffusion on your Mac in 1 click

CHARL-E packages Stable Diffusion into a simple app. No complex setup, dependencies, or internet required — just download and say what you want to see.

Download CHARL-E See Code

M1 or M2 Mac required.

Here

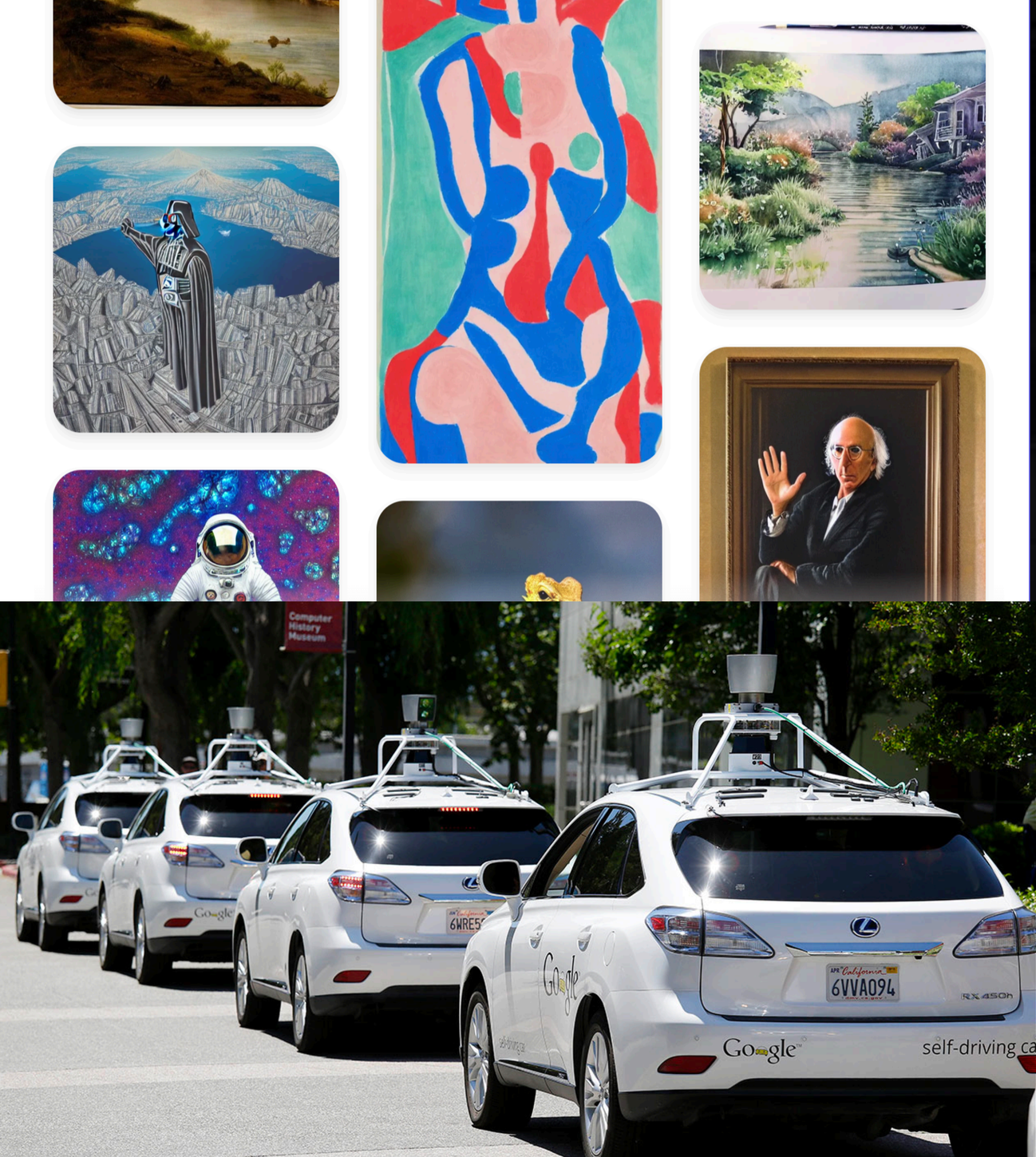
“A still of Kermit The Frog in Her (2013)”

Why Design?
Why now?

Intellectual Integrity

Incentive

Attention Economics as a Capital driver



Hard is easy, easy is hard

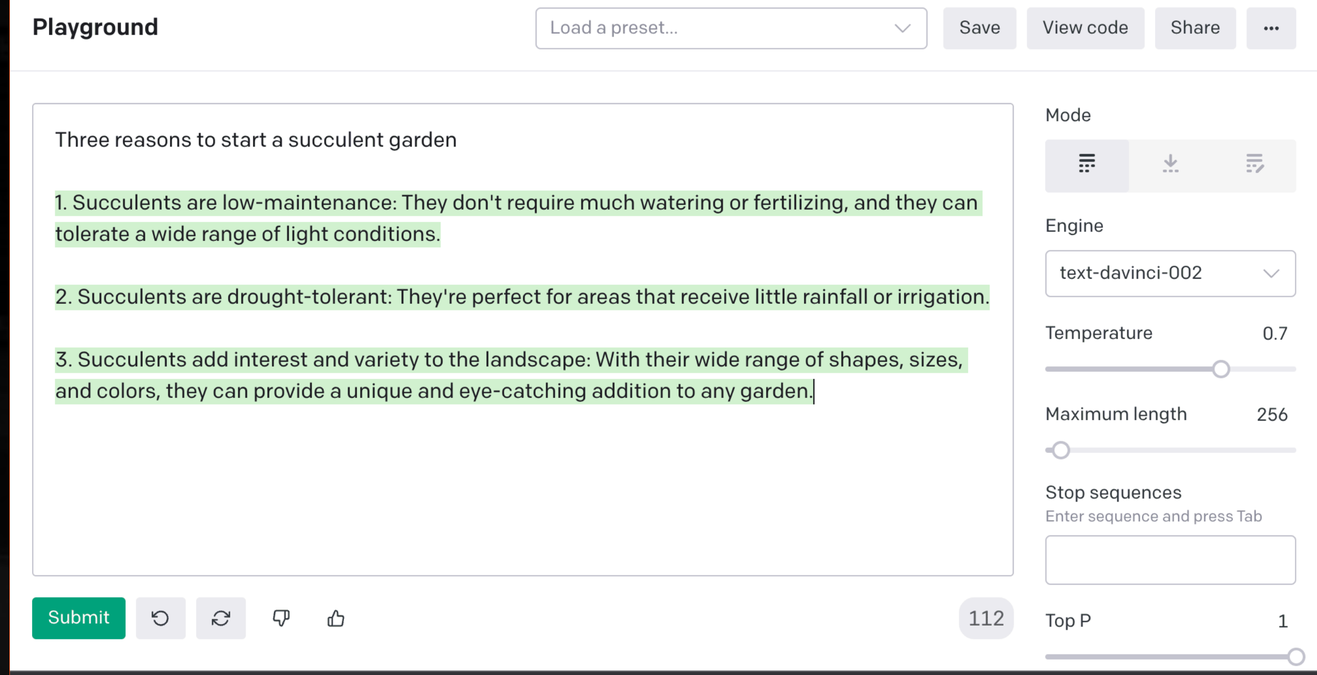
Surplus data for training: your life

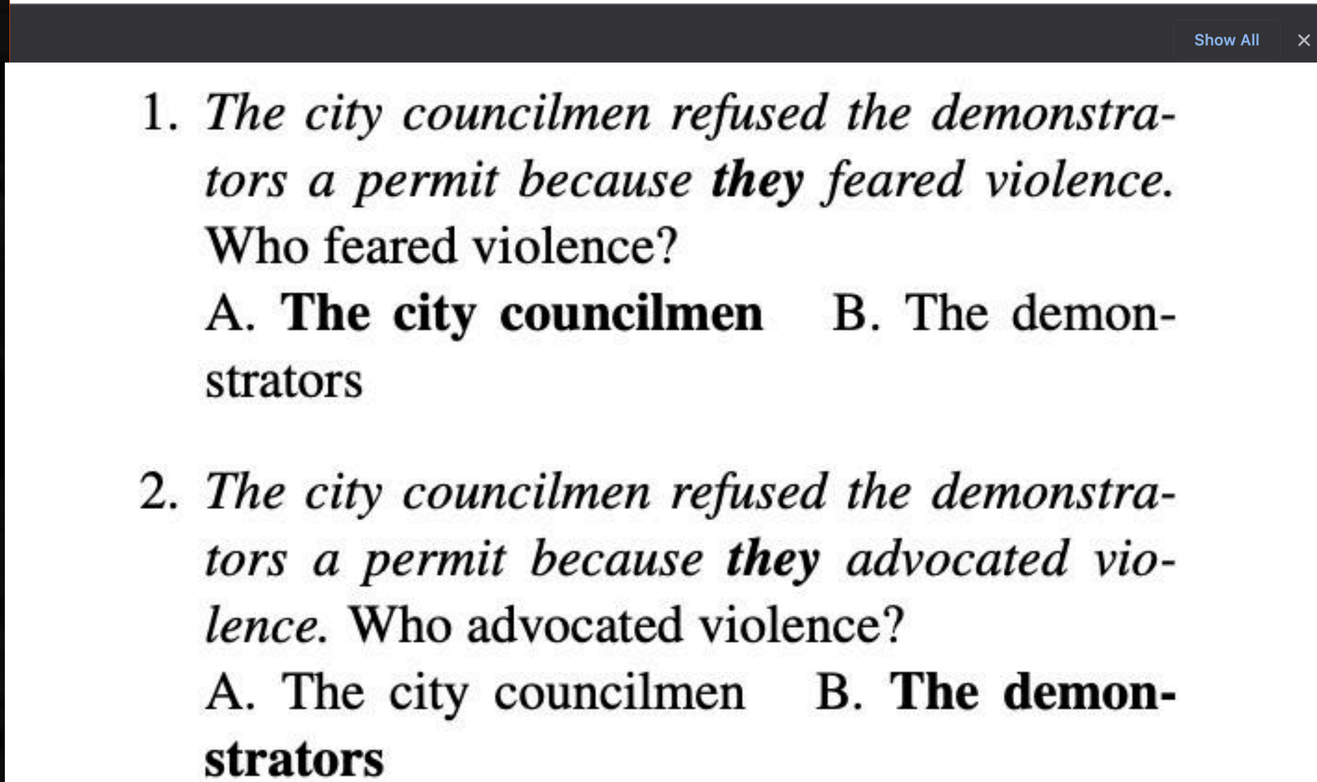
“A still of Kermit The Frog in The Big Lebowski (1998)”

How does this impact Design?

Digital art is not Design

Language Synthesis + Reasoning





Language +

Media

“environment living room interior, danish modern, indoor garden with fountain, sleek and warm, designer furniture made of wood and plastic, concrete table, wood walls, indoor potted tree, large window, outdoor oceanside landscape, beautiful sunset, cinematic, concept art, sustainable architecture, octane render, utopia, ethereal, cinematic light”

“product photography of a new record player, industrial design, sleek, shot in HRD, red background, cinematic lighting, close-up, designed by Dieter Rams"

https://labs.openai.com/e/tx2sIt4M3Y6K97XkB0QHnRHk

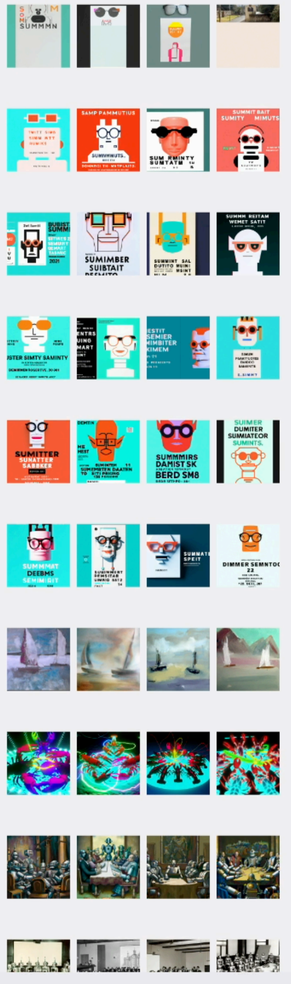
Update

DALL·E My collection

Edit the detailed description

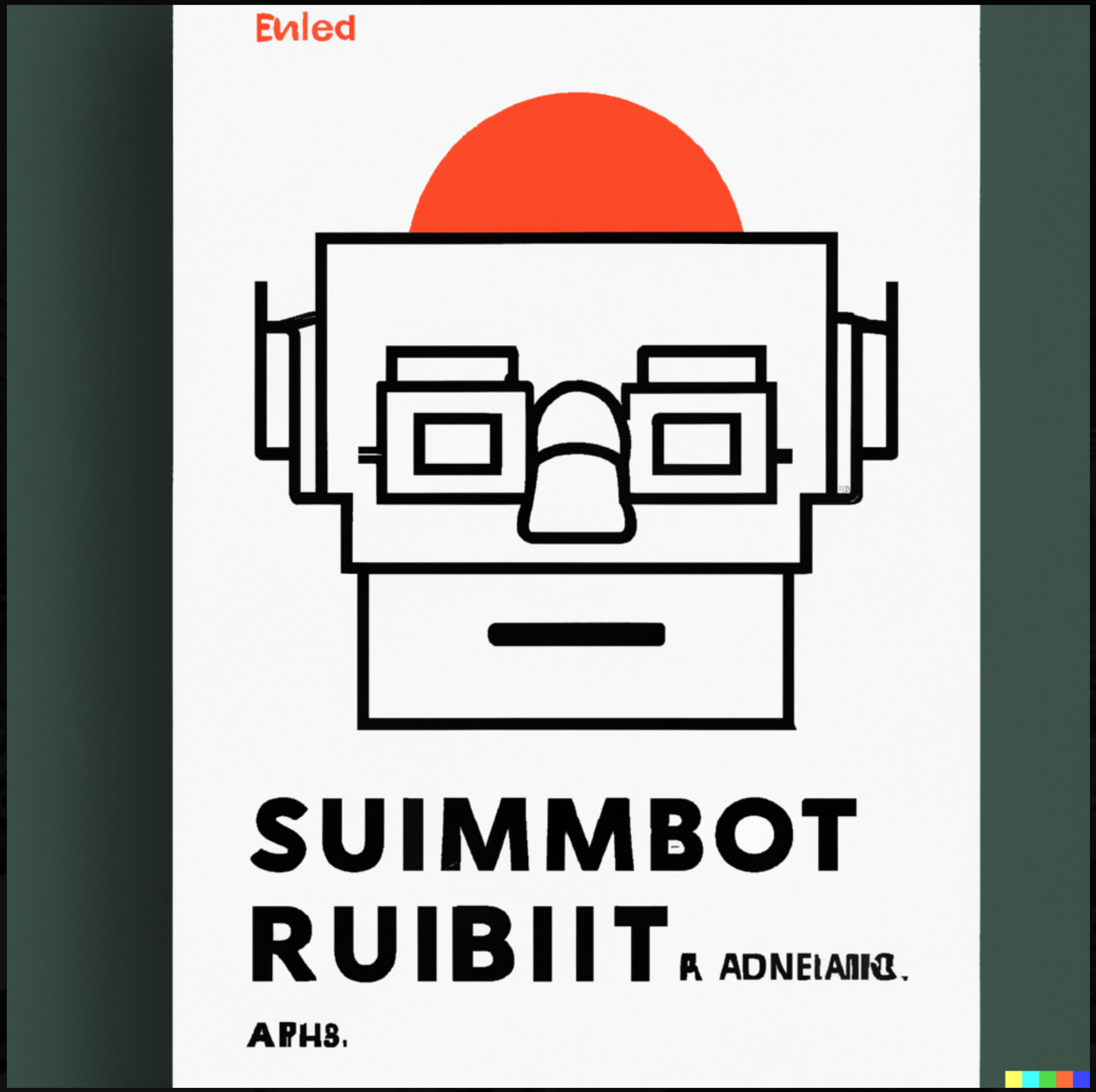
the promotional poster for a Design summit in Tokyo, rectilinear and reserved in style, featuring a robot wearing glasses. Midcentury modern american aesthetic. 4k, tr)

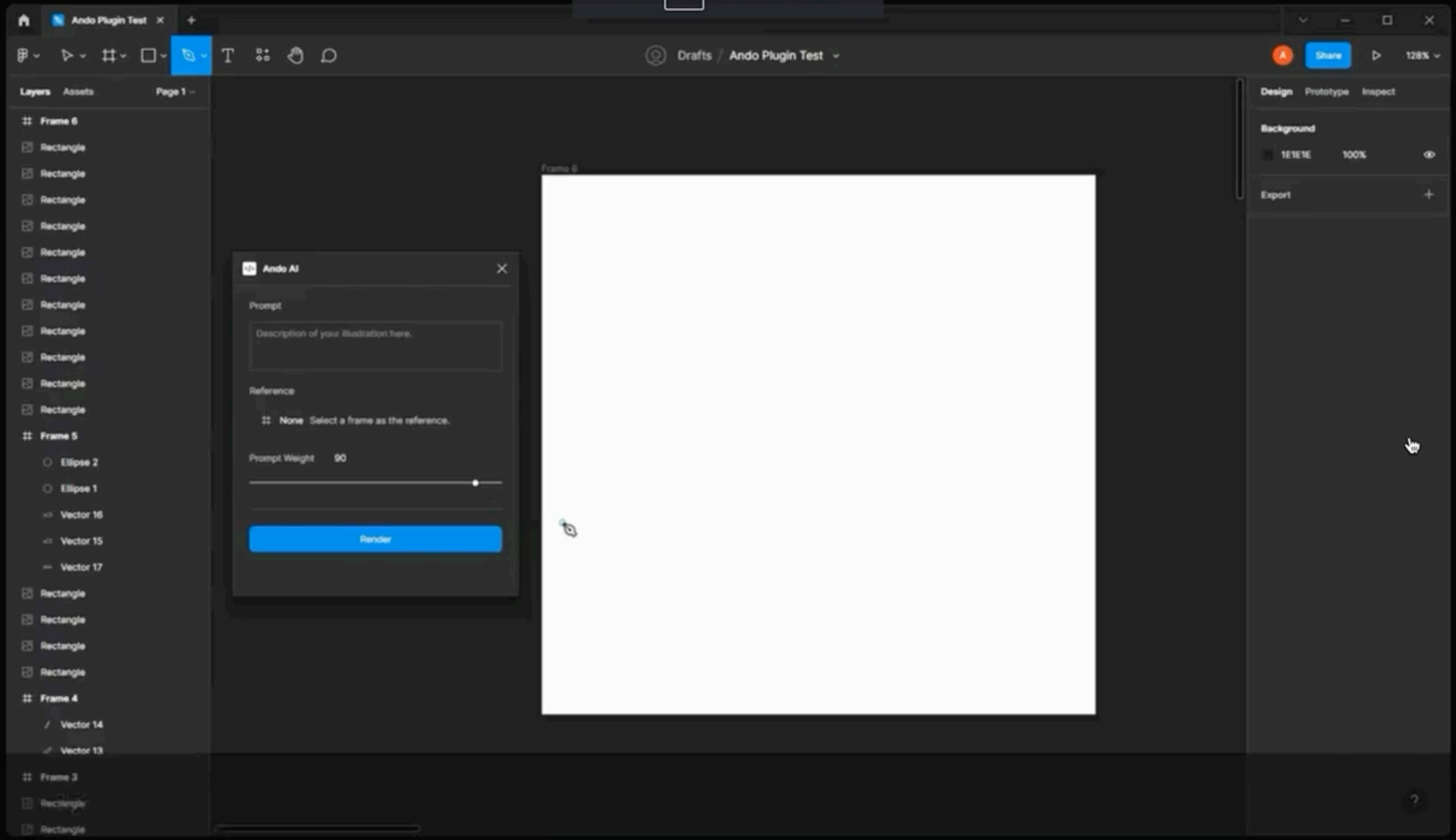
Recent New



More history

You can now view your full history on your collection page. Any generations you

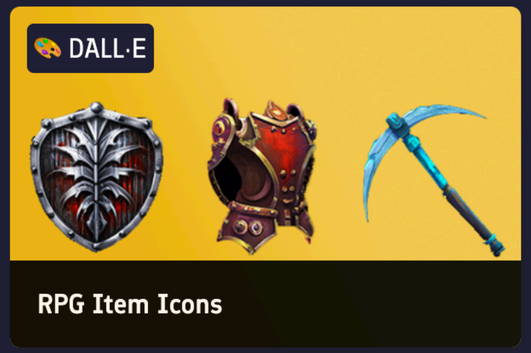

SUIMMBOT
RUIBIIT

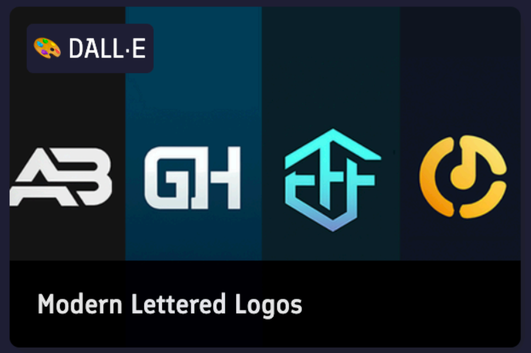

Press esc to exit full screen
Ando Plugin Test
Drafts / Ando Plugin Test
Share
128%
Layers
Assets
Page 1
Frame 6
Rectangle
Frame 5
Ellipse 2
Ellipse 1
Vector 16
Vector 15
Vector 17
Frame 4
Vector 14
Vector 13
Frame 3
Design
Prototype
Inspect
Background
1E1E1E
100%
Export
Frame 8
Ando AI
Prompt
Description of your illustration here.
Reference
None Select a frame as the reference.
Prompt Weight 90
Render

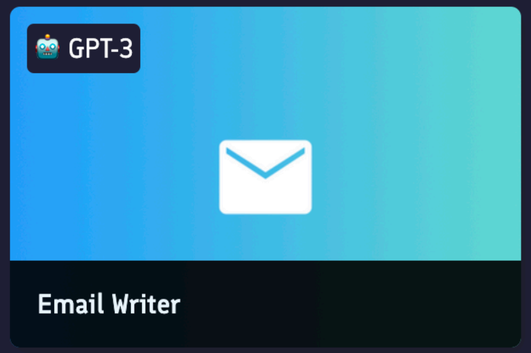
DALL·E, GPT-3, Midjourney, Stable Diffusion Prompt Marketplace

Find top prompts, produce better results, save on API costs, sell your own prompts.

Sell a prompt | Find a prompt



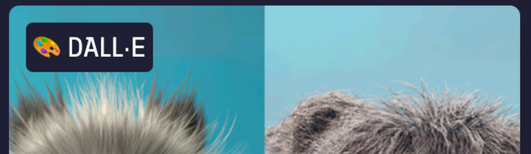


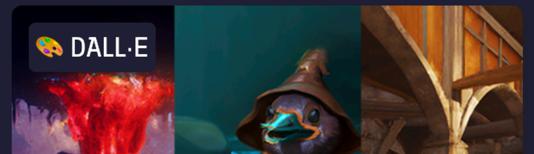


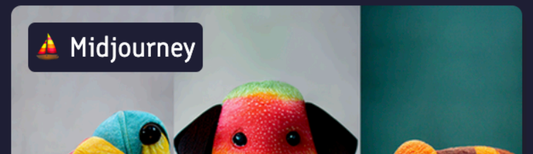
Featured in

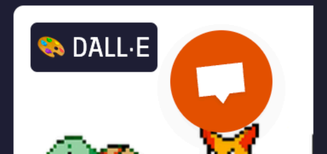
TechCrunch THE VERGE

Featured Prompts





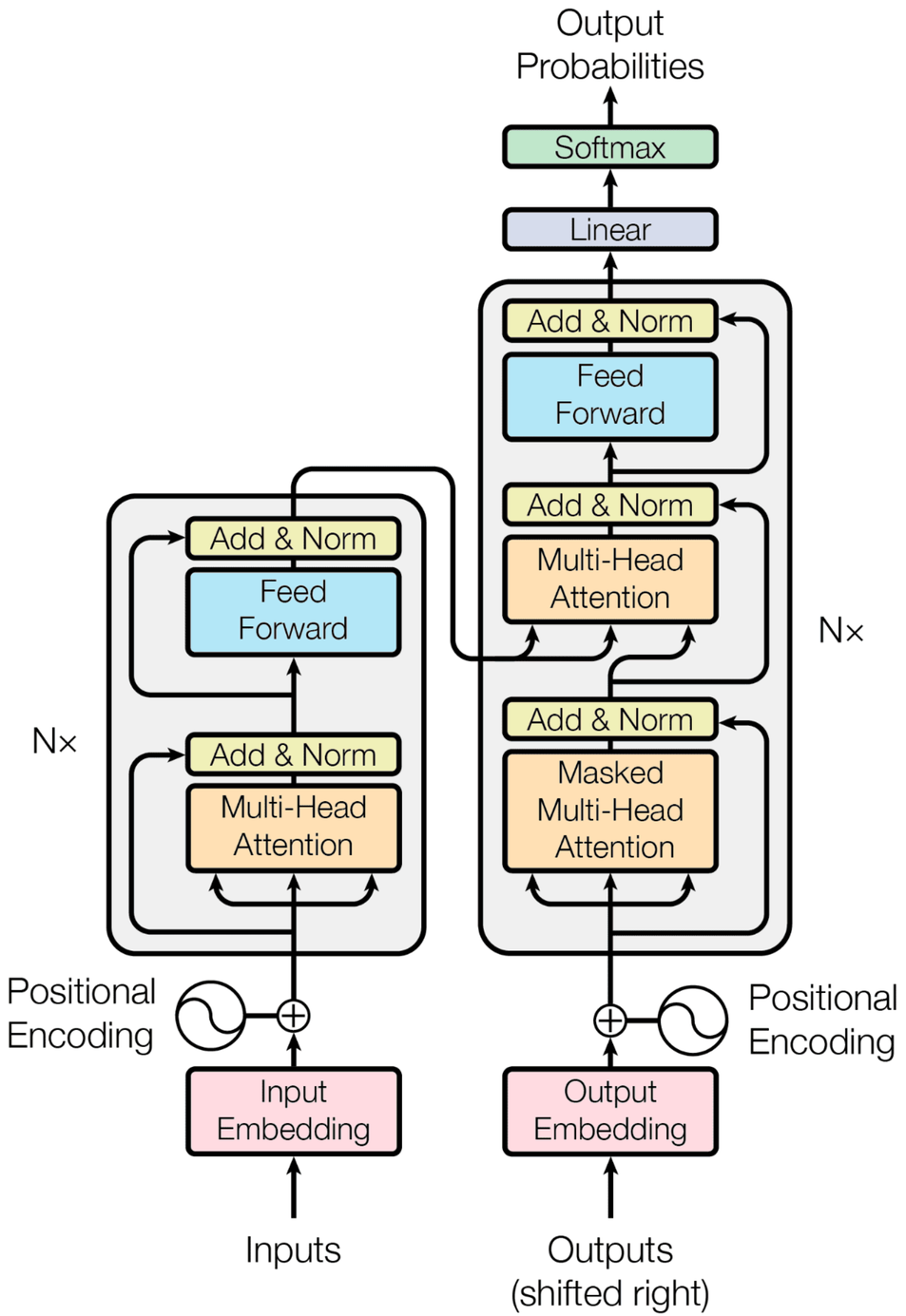




1 of these existed in
2020

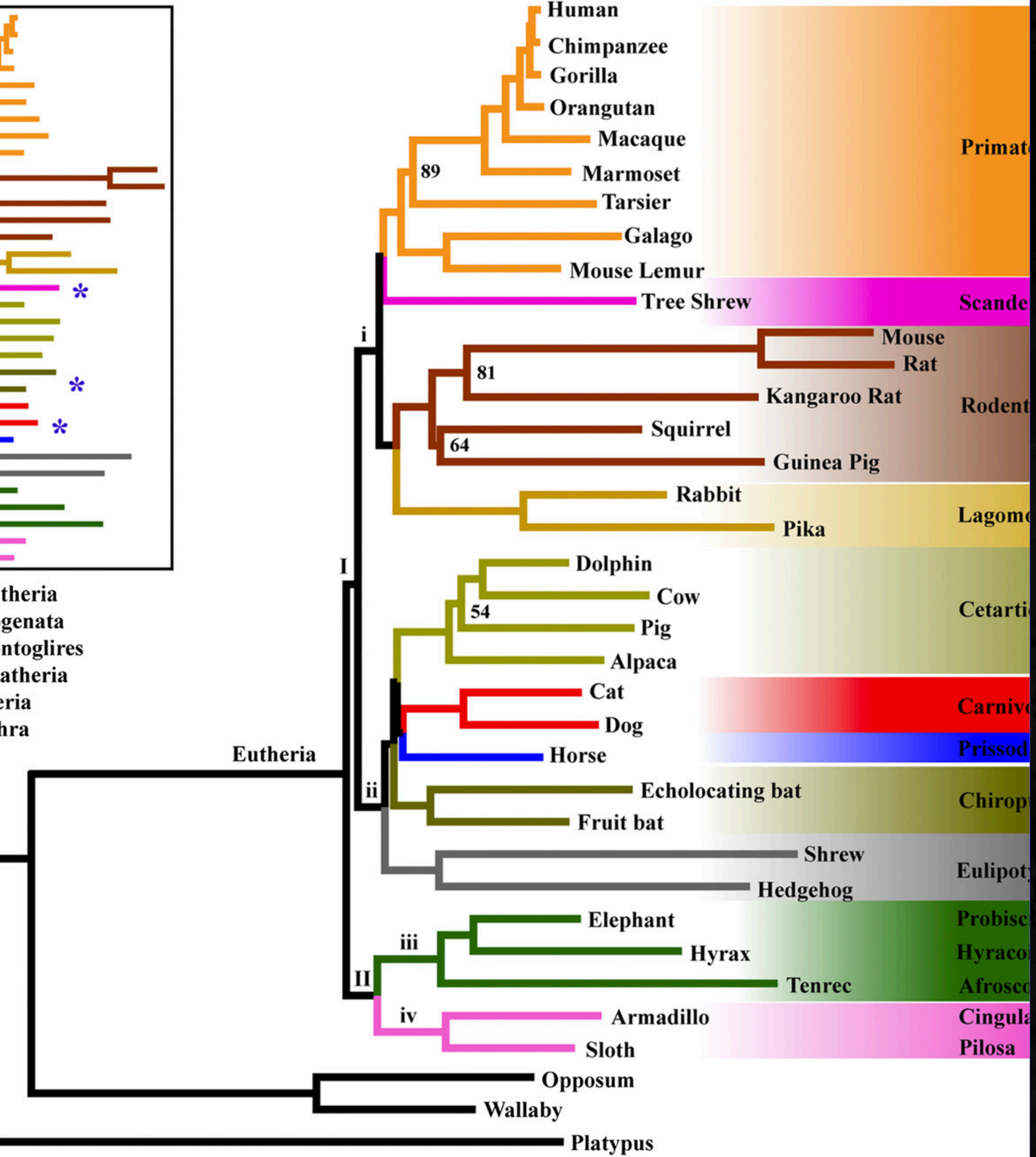
“A still of Kermit The Frog in Breaking Bad (2012)”

How does this work?



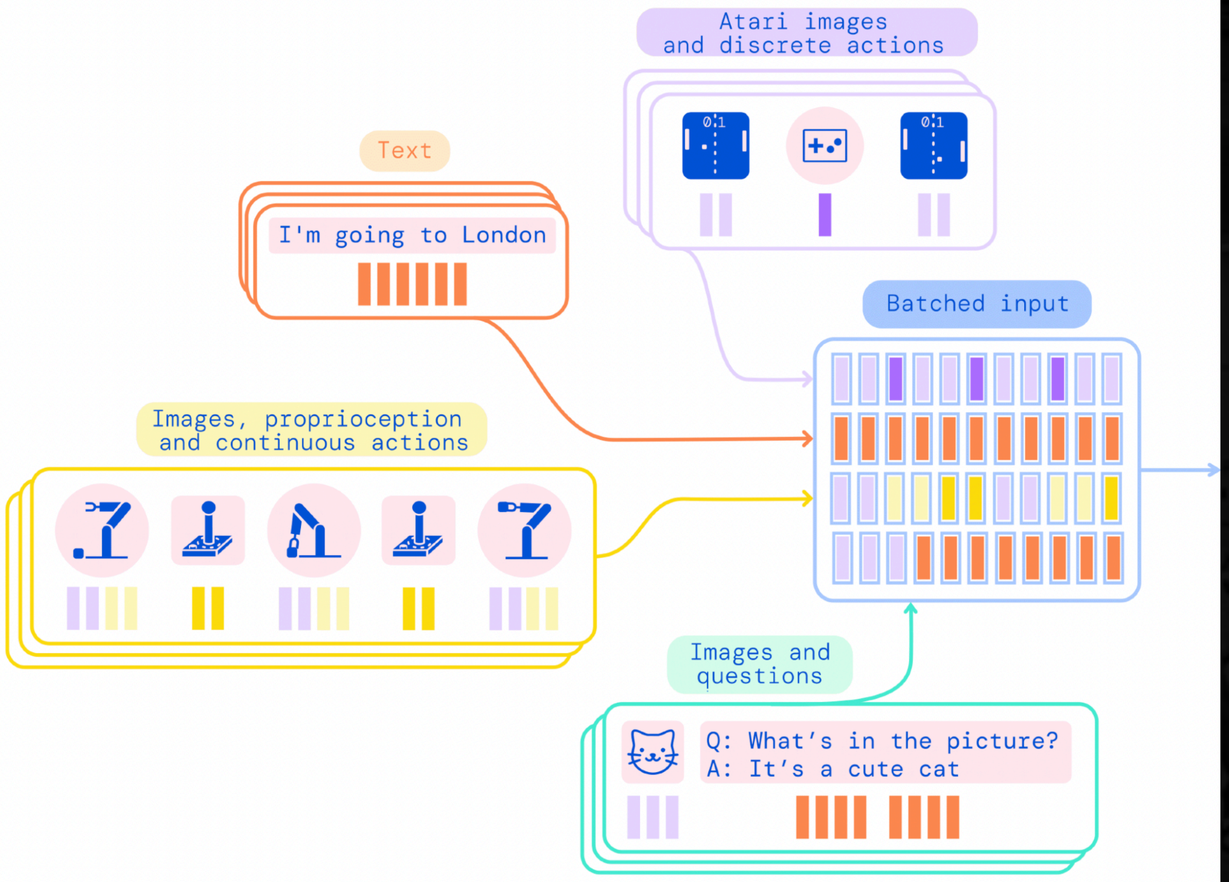
Transformer

Autocomplete



Lateral Innovation Transfer

Tokenization



“Prompt Engineering”

“Large promotional poster for the world's best design summit, to be held in Copenhagen. As seen on the side of a brick wall on a busy London street. 4k photograph, motion blur pedestrians.”

2

“A still of Kermit The Frog in The Grand Budapest Hotel (2014)”

What happens next?

“A still of Kermit The Frog in The Sopranos (2005)”

What risk do we face?

- Cultural oblivion
- Representation
- Bias acceleration
- Opacity
- Privacy
- Labor displacement

“A still of Kermit The Frog in Spirited Away (2001)”

What Reward might we unlock?

- Renaissance
- Democratization
- Vocabulary
- Inclusivity
- Rising tide
- Fluency

GOOD
FAST
CHEAP
THIS
DOESNT
EXIST

AI Capabilities

Process Improvement

AI Safety

Design Process

Design Delivery

We have some questions we need to answer:

AI Capabilities

What are the technical capabilities today?

AI Capabilities

Where will they be in 6 months? 12? 24? 48?

AI Capabilities

Where do these capabilities map to our design processes?

Design Process

What will the design toolkit of 2023 include that it doesn't now?

Design Process

What do we consider "too human" for this trend to impact?

Process Improvement

How does AI empower or threaten my workstream as a Design professional?

Process Improvement

What incentives am I under?

Process Improvement

What guard rails are we constructing?

Process Improvement

Where is safety intrinsic?

Design
Delivery

How will our end users or customers think about this?

Design
Delivery

Will they want AI generated creative work?

Design
Delivery

Where does novelty end and economics begin?

AI Safety

What will happen to content safety?

AI Safety

Privacy? Fairness?
Transparency?

AI Safety

Labor market? Culture?
Ecological Impact?

Why care?

Dignity
Incentive
Stakeholder Capitalism

3

“A still of Kermit The Frog in Eraserhead (1977)”

HMW incorporate AI with grace and dignity?

Know

Align

Act

Know:
Now.
Tomorrow.
Stakes.

HMW stay smart on AI advances and trends that affect us?

How ought we use our knowledge of incentives at play?

HMW account for the changing macro landscape?

Align:
People.
Values.
Plans.

How do the values of my org inform our commitment to using AI responsibly?

If we don't have AI ethics principles, where do we start?

How mature are we
in how
we use AI?

Where do we want to be?

HMW clarify our AI goals, as to be intentional?

Act:
Inspect.
Implement.
Improve.

HMW assess how we are/can use AI safely?

HMW implement tools that govern our use of AI to keep it values-aligned?

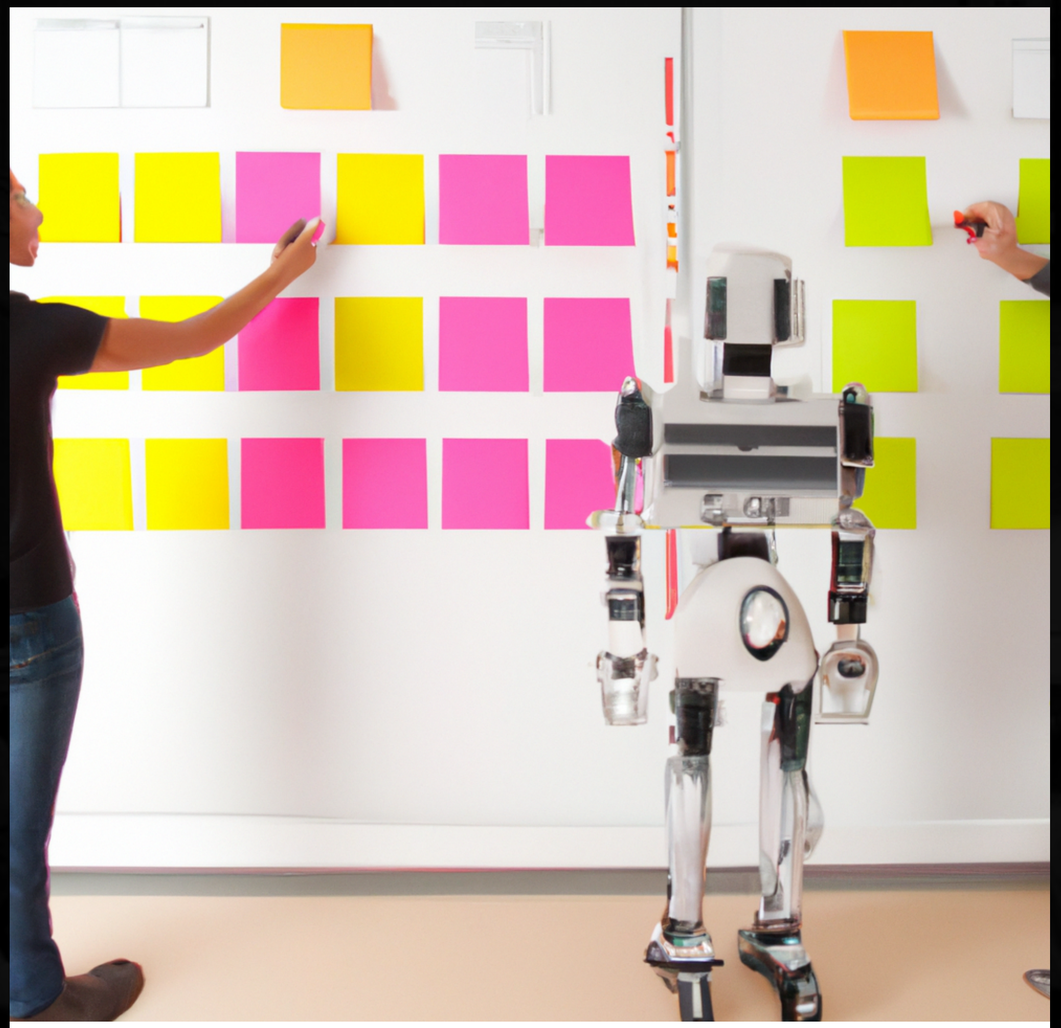
HMW practically dedicate ourselves to a culture of improvement?

AI + Design today

Pathways forward

Our Responsibilities

Our Empowerment



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