

Design Principles – AI for Design

PGCFAD1054

MODULE DESCRIPTOR

ECTS credits¹	5	Programme	Professional Certificate in AI for Design
NQF level	9	Schools	School of Design
Stage	1	Module Co-ordinator	Prof Alex Milton
Trimester	1	Module Team	NCAD staff team
Contact	Joanna Crawley, CFA coordinator: crawleyj@staff.ncad.ie		
Responsibility	The NCAD Academic Council, and the School of Design Board have responsibility for this module.		

1. Introduction

This module introduces the fundamental principles, working methods, skills, and theories that underpin contemporary design practice, both within and beyond the field of AI for design. It aims to refine and develop the use of AI, seamlessly incorporating artificial intelligence tools and methods to facilitate designing for and with AI.

The module outlines key aspects of professional practice, including theoretical foundations, ethical considerations, creative risks, and professional contexts, to form a strong knowledge base for design practice. This supports the exploration of various perspectives on the future of AI and how designers can embrace AI technologies, methodologies, and techniques to position themselves at the cutting edge of design innovation.

2. What will I learn?

On successful completion of this module learners will be able to:

1. **DEFINE:** Demonstrate an outline knowledge and understanding of select core principles, processes and concepts for AI for Design programme.
2. **CHARACTERISE:** Evaluate and validated AI-generated outputs as working knowledge of the differing characteristics and practices associated with AI for Design programme.
3. **DISTINGUISH:** Demonstrate the ability to undertake analysis, evaluation and synthesis associated debates surrounding the future of AI technologies within design practice.
4. **CRITIQUE:** Examine the professional practices associated with the AI for Design programme, including ethical and professional issues raised by their application.

¹ European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

3. How will I learn?

This module will be delivered in a blended format, combining self-directed study both within and outside the college. This approach provides students with the flexibility of online learning while also offering opportunities for in-person collaboration. Where appropriate, external spaces may be used for on-location or work-based learning experiences.

Learning tool	Hours
Lectures, seminars, tutorials and workshops	20
Autonomous student learning	80
Total workload	100

4. What learning supports are provided?

Reading lists, suggested websites and other learning supports are included in the project briefs.

5. Am I eligible to take this module?

Module Requisites and Incompatibles

Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	None
Recommended	None

6. How will I be assessed?

Assessment tool	% of final grade	Timing
Portfolio of work	80%	End of Trimester
Presentation of work	20%	End of Trimester
Total	100%	

Assessment tool	Learning outcomes assessed
Portfolio of work	1-4
Presentation of work	1-4

7. Feedback, results and grading

Students will receive informal feedback as well as feedback on summative assessments.

Assessments are graded using the [NCAD Grade Descriptors](#).

8. What happens if I fail?

Resit Opportunities

Opportunities will be provided during or at the end of the following trimester to students who do not complete all assessments within their initial trimester of study.

9. When and where is this module offered?

This module will be delivered online and in person at NCAD studios and facilities in one of the three trimesters:

- Autumn Trimester (September to January)
- Spring Trimester (January to May)
- Summer Trimester (May to September)

10. How will I have the chance to evaluate the module?

It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

A student evaluation will be issued to gather students' comments about their study and the delivery of the programme on completion of studies. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, students are invited to discuss their experience on the module with their lecturers at any point during the year. Students can also relay your comments to the class student representative who will communicate their comments to the staff.

**For further details on the content of your module and teaching arrangements,
consult your Programme or Module Handbook**