

1-Day Course

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FLUXUS - Visual Futures Lab

Build and Critique Future Scenarios with AI

1. Learn a practical futures method for developing and discussing future scenarios in your company or project
2. Visualize with generative AI: future environments, designs, products, and experiences
3. Learn practical AI literacy for image generation and visual prototyping.
4. develop a visual future scenario board
5. Develop the ability to push back, stay critical, and reflect after each AI touchpoint.

Future scenarios often remain abstract, buried in reports, strategy documents, or slide presentations. Visualizing them makes their possibilities, assumptions, and consequences easier to examine. And GenAI can be a powerful collaborator for making imagination visible.

In this one-day, activity-based workshop, participants use scenario thinking, creative methods, and a generative image AI tool to develop a future world connected to a real organizational, social, or creative challenge. They will create images across three dimensions: an environment, an artifact, a human activity or experience.

The day combines practical AI image creation with art direction, conscious prompting, and critical reflection. Participants will examine the visual conventions, stereotypes, exclusions, and ideas of progress that generative AI may introduce. The aim is to create a future that can be discussed and questioned, and potentially be further developed. The philosophy here is: if you can't envision it, you can't build it. The workshop draws on Ulrike Kerber's FLUXUS learning framework, combining creative experimentation, human direction, AI literacy, and responsible use.

Who is the course for? Creative directors, designers, strategists, innovation leads, communication professionals, educators, consultants, architects, and team leaders who want to make future possibilities visible and discussable. The course is suitable for professionals exploring new products, services, environments, customer experiences, cultural change, or organizational futures. Participants may bring a real challenge from their work or join a group assignment.

Basic familiarity with generative AI is helpful, but no specialist technical knowledge is required.

Course content:

Activity 1: Analog Futures Mapping: Likelihood × Desirability. The day begins with an introduction to scenario thinking.

Activity 2: Conscious Prompting. Activate criteria, vocabulary, and critical thinking before prompting.

Activity 3: Create a Future Scenario Board: The scenario will be visualized through three connected lenses:

1. The environment: architecture, infrastructure, landscape, climate, or public space
2. The artifact: an object, interface, garment, material, tool, or other evidence from the future
3. The experience: people using, maintaining, sharing, enjoying, resisting, or negotiating the future system

Participants will present their scenarios and share peer feedback. They will then critically examine what their images make visible, attractive, inevitable, or what's missing. The final exercise introduces a tension, consequence, excluded perspective, or other challenge to revise one element of the scenario.

The day closes with an application plan for using visual scenario methods in professional practice without falling into an endless generation loop.

What you will leave with:

- A scenario board containing an environment, artifact, and human experience
- A repeatable method for moving from signals and questions to visual propositions
- Practical experience with conscious image prompting, references, and AI art direction
- A practical set of questions for evaluating bias, visual conventions, and unintended consequences. Ideas for applying visual futures methods in your own work

Course Outline:

09.00 | Welcome to the FLUXUS - Visual Futures Lab

Embodied activity, introductions and community. Intentions, current experience with AI, and the role of visual scenarios in making possible futures discussable.

09.30–10.30 | Activity 1 Analog Futures Mapping: Likelihood × Desirability

Participants position provocative future developments on a four-quadrant matrix: likely/desirable, likely/undesirable, unlikely/desirable, and unlikely/undesirable (hope, caution, dreams and dystopia). The purpose is not to reach consensus, but to surface

assumptions, values, hopes, fears, and different interpretations of what the future might hold. Cards may be moved, challenged or debated.

10.30 | Break

10.45–11.30 Activity 2: Conscious Prompting.

What do I want the image to communicate, and which visual decisions support that intention? Participants will learn a practical structure for directing AI-generated images. This includes medium, subject, visible action, environment, composition, camera, light, color, material, atmosphere, visual references, and platform parameters and selected camera terminology.

11.30–12.30 Activity 3: Build a Future Scenario Board

Intro to the Future Scenario Board, with three lenses: 1. Environment - Where does this future take place? 2. Objects or designs 3. Human experiences - What are people actually doing, feeling, using, resisting, or negotiating?

Envisioning exercise using the Miro board.

12.30–13.30 | Lunch

13.30–15.15 | Frame and visualize a future challenge

Participants work on their own case or partner/group assignment. They create a scenario brief and begin visualizing its environment, climate, architecture, materials, and infrastructure. Participants expand their scenarios through an artifact, an envisioned future product or a human activity or experience.

15.15–15.30 | Break

15.30–16.30 | Present, critique, revise, and apply

Short team presentations and peer critique. Participants examine assumptions, stereotypes, absent perspectives, environmental implications, and ideas of progress. They revise one element of their scenario and develop a plan for applying the method professionally. Guided reflection. Check-out.

Date: October 8, 2026

Time: 09.00–16.30

Location: Delta Campus, Berlin

Maximum participants: 12

Type: On-site. Participants bring their own laptop.

Format: Action-based, working with a real-life case or group assignment

Language: English

Entry requirements:

- Basic familiarity with generative AI is helpful; advanced AI experience is not required
- An active Image AI account (Gemini, ChatGPT, Midjourney, or other), tested before the course
- Pen and journal, laptop and charger
- Basic familiarity with Miro or a comparable collaborative whiteboard
- A professional, organizational, social, or creative challenge to explore
- Optional visual references using participants' own, or public-domain material
- A good working level of English

Course Director:

Ulrike Kerber

Ulrike Kerber is a creative director, motion designer, educator, and PhD researcher investigating how designers develop creative, self-directed, and critically aware practices with generative AI. Her FLUXUS learning framework combines Design Thinking, visual experimentation, embodied reflection, AI literacy, and an ethics of restraint.

She brings more than 25 years of experience in visual communication and motion design, with work for international media and entertainment organizations including Disney, MTV, Nickelodeon, BBC, Discovery, and Showtime. She has taught creative practice, design, and AI-supported visual storytelling at international universities and professional programs.

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