

6-Day Course

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Project Development with AI - From Idea to Impact

Synopsis

Do you have an idea for a product, service, creative initiative, or independent business but struggle to move it forward? This intensive one-week course gives participants the methods, structure, and protected time to develop a personally meaningful professional project.

Using Design Thinking, visualization, creative ideation, rapid prototyping, and selected GenAI tools, participants investigate their idea from different perspectives, generate alternative directions, and turn an initial intention into a focused visual concept. The course is based on FLUXUS, a learning framework for conscious and creative collaboration with AI that combines experimentation, reflection, peer exchange, and critical judgment.

Participants work on their own project throughout the week. The aim is not to let AI determine the direction, but to use it strategically for research, questioning assumptions, generating possibilities, visualizing ideas, and developing prototypes. By the end of the course, each participant leaves with a clearer concept, an initial prototype or visual representation, and a realistic plan for taking the project forward.

No advanced AI or design experience is required.

Course Description

Many promising ideas remain unfinished because they are too broad, insufficiently tested, or repeatedly postponed. This course creates a structured environment in which participants can concentrate on one project and move it from intention toward implementation.

Participants may bring an idea for a product, service, business, social initiative, educational format, creative project, or professional offering. Through a human-centered Design Thinking process, they examine the people and contexts connected to the idea, clarify the problem or opportunity, and define what the project should achieve.

Divergent-thinking exercises help participants move beyond their first solution and develop a wider range of possibilities. Visualization, storyboarding, scenario building, and simple

prototypes make abstract ideas tangible and easier to evaluate. GenAI supports selected parts of this process as a research assistant, questioning partner, creative provocateur, and prototyping tool.

The FLUXUS approach keeps the participant in the position of creative director and decision-maker. The course therefore includes critical pauses in which participants assess AI-generated suggestions against their own intentions, audience needs, professional criteria, and ethical considerations. Analog exercises, handwritten reflection, group discussion, and peer feedback complement the digital work.

The Project Journey

The course moves through five connected areas:

- Clarifying the project intention, context, audience, and central challenge
- Researching needs, assumptions, opportunities, and possible consequences
- Generating multiple ideas and alternative directions
- Selecting, visualizing, and prototyping a promising concept
- Testing the concept through feedback and creating an actionable development plan

Learning Outcomes

Participants learn how to:

- Frame a complex idea as a focused and workable project challenge
- Apply Design Thinking to product, service, and project development
- Use visualization to clarify goals and communicate ideas
- Generate and evaluate a broad range of possible solutions
- Use GenAI purposefully during research, ideation, and prototyping
- Recognize weak assumptions, generic AI suggestions, and premature solutions
- Give and receive constructive peer feedback
- Develop a concept based on evidence, criteria, and human judgment

- Translate a project idea into concrete next steps

Individual Outcome

By the end of the week, each participant will have developed:

- A clearly formulated project concept
- An understanding of the intended audience or users
- A collection of explored alternatives
- A visual concept, scenario, storyboard, or preliminary prototype
- Feedback from the group and facilitator
- A practical roadmap for the next stage of development

In Her Own Words

I'm Ulrike Kerber: Motion Designer, author, and storyteller with a deep passion for design, aesthetics, and the transformative power of creativity in our society. My life revolves around the question of how design touches people, opens spaces for thinking, and initiates change—and how Artificial Intelligence can expand and enrich this creative process.

After my Master's in Communication Design, I worked for over 25 years as a designer and Creative Director in Los Angeles, including for brands like Disney, MTV, E! Entertainment, and BET. My work was recognized with an Emmy nomination and multiple Promax Awards. But even more importantly: I got to experience how powerful videos and visual brand communication can be when they evoke emotions, tell stories, and shift perspectives.

Today, I'm a doctoral researcher at the intersection of design, AI, and innovation. I'm fascinated by how fast-moving technologies expand our creative thinking and how we can meaningfully integrate them into education and professional life. This passion led me to develop an AI-supported design thinking framework for creative teaching. My PhD topic is: "Empowering Designers for the Future: Strategies for Teaching AI and AR in Design and Immersive Storytelling."

My second Master's in Digital Management (Hyper Island) focused my attention even more strongly on future competencies and AI tools, from generative image and text creation to immersive storytelling with AR.

I enthusiastically share my knowledge as a speaker, author, and coach. I support teams and educational institutions in developing future-ready workflows, working to ensure AI is understood not as a replacement, but as a creative sparring partner. My book "The AI Handbook for Designers" is a practical guide for creatives in the digital transformation.

I teach Motion Design, Communication Design, and Design Management at universities like Hyper Island, Berlin International University, Media University, and the renowned SCAD College in the USA—always with a focus on human-centered design, creativity, AI, and a passion for innovation.

What motivates me? Good coffee. Sunshine. Sports. Wellness. Creativity. People who inspire. What matters to me? Creativity, ideation, awareness, big ideas, experimenting with new technologies, and actively and consciously shaping the future.