

COLLEGE OF DESIGN & ENGINEERING

Use Artificial Intelligence to Generate Usable Visualisations of New Product Ideas without Design Training

Artificial Intelligence (AI) provides a hyper-accelerated way to see what your imagined product looks like. However, controlled and learnable technique is required in order not to end up with fantastical visuals that are beautiful but impractical for your business. This course will equip you with the new and quick ways to spark product ideas, and then to see them come to life using AI image generation tools that are finely controlled to deliver usable visuals for further product development. The methods taught here will replace many inefficient product ideation roles in companies. You will end the day with at least three new, visualized design concepts ready for further development.

SPEAKER PROFILE

Mr Donn Koh

Donn Koh, a Senior Lecturer at NUS Division of Industrial Design, combines aesthetics, problem-solving, and mechanical skills to simplify complex problems into effective solutions that resonate with human emotions and behaviours. Donn has worked with top brands like BMW Designworks USA, Dell, Google, and Microsoft. His notable achievements include inventing the Microsoft Arc Touch Mouse's bend-and-snap mechanism, and leading the design of the Air+ Smart Mask and HTC Evo 4G.



COURSE FEE:

\$S\$1308.00* - full course fee
\$S\$392.40* - 70% SSG funding
\$S\$152.40* - 90% SSG funding

*Inclusive of GST

DURATION:

8 hours

MODE OF DELIVERY:

Face-to-Face

REGISTRATION:

<https://myapplications.nus.edu.sg/>

