

Abstract - "AI in Design Education: Balancing Innovation with Creativity."

As Artificial Intelligence-powered tools become more integrated into visual communication education, they raise critical questions: Can AI effectively critique design beyond technical aspects, accounting for creativity and emotional impact? Does AI-driven feedback encourage creative risk-taking, or push students toward standardized aesthetics? How does AI affect students' ability to develop independent critical judgment in design?

This presentation explores AI's role in design critique, focusing on its effectiveness in evaluating creativity, its influence on originality, and the potential risk of students relying too heavily on automated feedback, diminishing their independent judgment. While Machine Learning tools can provide real-time critiques on composition, typography, and layout, their data-driven approach may overlook subjective qualities like emotional depth or unconventional creativity. The over-dependence on AI feedback could hinder the development of independent critical skills.

Through case studies and practical examples, this session will examine the benefits and limitations of AI-driven feedback in design education. Attendees will discuss how AI can be integrated to enhance learning while preserving human intuition and critical thinking. The session will explore the challenge of balancing AI's efficiency with the need for original, creative exploration in the design process.

Jonas Becker is a lecturer in design and visual communication with over 8 years of academic experience in creative education, industry collaboration, and digital innovation. Having worked in Bangkok for 17 years before moving to Germany, he has a strong international background in photography, graphic design, and media entrepreneurship. Currently working as lecturer for BSBI, at the faculty of Creative Industries at Hamburg Campus, Jonas is particularly interested in the evolving relationship between AI and creativity, as well as ways to integrate emerging technologies into design curricula.