



## THE ART OF POSSIBILITIES: *LATERAL THINKING AND AI*

### 1. Workshop Instructor Information

<b>Name</b>	Ingy El Zeini Marina Raef
<b>Organization/Affiliation</b>	<i>Ingy El Zeini</i> - Lecturer, Interior Architecture and Design, School of Design and Media, Coventry University – TKH, Egypt. <i>Marina Raef</i> - Ph.D. candidate, Cinema and Theatre, Faculty of Fine Arts, Helwan University, Egypt.
<b>Email</b>	<a href="mailto:Ingy.elzeiny@tkh.edu.eg">Ingy.elzeiny@tkh.edu.eg</a> <a href="mailto:Marina.raef@gmail.com">Marina.raef@gmail.com</a>
<b>Short Biography</b> (150 words max.)	<i>Ingy El Zeini</i> Lecturer in Interior Architecture and Design Department – School of Design and Media, Coventry University – TKH Egypt. PhD holder with a research focus in the field of Interior Architecture and Design Pedagogy and Andragogy. A member of the International Association People–Environment Studies – IAPS. Co-Author of several publications in the field of Post-Occupancy Evaluations of Design Studios.  <i>Marina Raef</i> Assistant Lecturer in Cinema and Theatre Design Department – MSA University –Egypt. PhD candidate titled “The Methodology of Conceptual Thinking and its Impact on the Cinematic Visual” which focuses on new thinking methods and how it affects visual designs. An experienced workshop facilitator and led workshops on a variety of topics, including "Beautiful mind in design" which focuses on the different methods that are used in design thinking to reach creative problem-solving based on Dr. Edward De Bono methods.
<b>Head Shot</b>	  <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid black; padding: 2px 10px;">Ingy El Zeini</div> <div style="border: 1px solid black; padding: 2px 10px;">Marina Raef</div> </div>

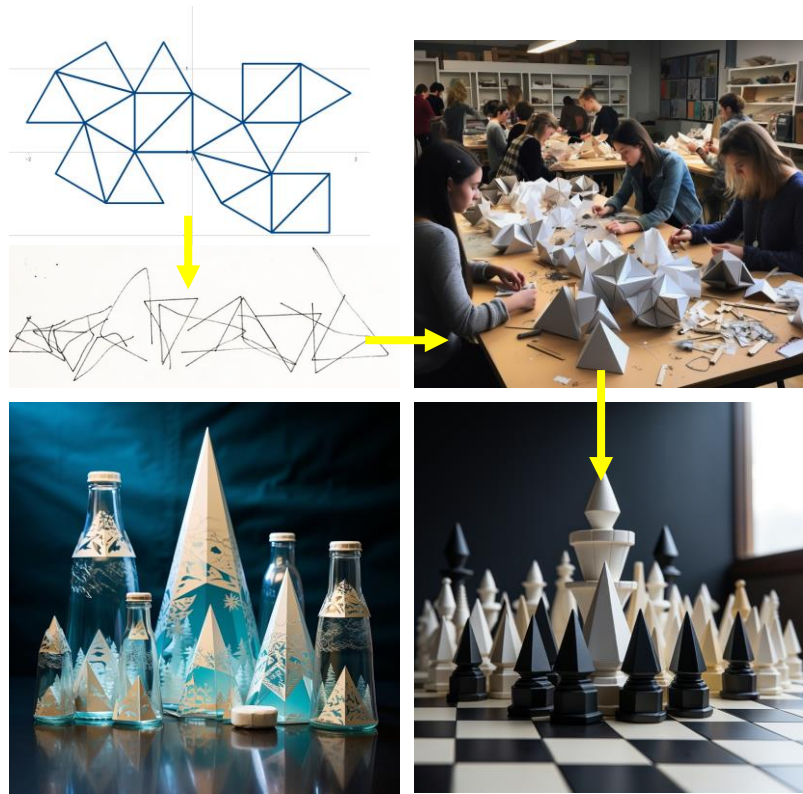


## 2. Workshop Information

<b>Length</b>	One day workshop, 4 hours duration. (Including Break) Date: November 7, 2023.
<b>Short Abstract</b> (500 words max.)	This workshop explores the lateral thinking approach in light of emergent AI applications. It tackles idea generation, concept development and concept realization. It also explores thinking strategies, and how to use them in problem-solving that help in creating an original design. The workshop's aim is to explore AI applications' capabilities in expanding creativity. It also aims to define the stages where AI can be used in the design thinking process. Lastly, it intends to reach the positives and the negatives of AI applications in the design field through the different perspectives of participants. The methodology is through a collaborative set of design challenges/gamified activities that include a design problem and having the participants come up with solutions using mind-provoking activities where the AI is used within different stages. Each design challenge is followed by an open discussion to foregather findings from the participants. The collective collaborative extracted findings will answer the objectives of the workshops. This workshop is intended to be live with the physical presence of the participants for collaborative activities.
<b>Handouts and Materials</b>	<ol style="list-style-type: none"> <li>1. Stable internet connection</li> <li>2. Participants' Laptops</li> <li>3. Subscription to Mid Journey (Basic Package)</li> <li>4. Subscription to mnml.ai (Free Package)</li> </ol>
<b>Learning Objectives</b>	<p>Participants are expected to gain the following learning objectives:</p> <ol style="list-style-type: none"> <li>1- Understand how the human mind works and perceive the information, and how this impacts the use of AI application.</li> <li>2- Comprehend Lateral thinking approach.</li> <li>3- Apply different AI applications in design fields.</li> <li>4- Explore when to use the AI application through design thinking process.</li> <li>5- Finally, know how to tame and tailor the AI according to your design needs.</li> </ol>

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**Sample Outcome**



This is a sample of one of the mind provoking challenges (integration of 2D and 3D ideation, sketches, and AI (Mid-Journey Application))

**Corresponding Conference Theme**

Please select one or more conference themes that your workshop matches:  
 (D) Digital Media and Generative Art

**3. Attendees Information**

<b>Who should attend this workshop?</b>	Participants who would like to challenge themselves by mind provoking challenges that can affect the way they think/work during their design process using AI applications. Open for architects and designers from all fields.
<b>Prerequisites</b>	No prior knowledge needed.