

**Title**

Design und künstliche Intelligenz.
Theoretische und praktische Grundlagen der
Gestaltung mit maschinell lernenden Systemen

Authors

Marc Engenhardt, Sebastian Löwe

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Birkhäuser Basel, Schweiz

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53

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books/9783035625554](https://birkhauser.com/de/books/9783035625554)

Website of the book

www.designundki.de
(Available from October 11)

Presskit for download

www.designundki.de/pressekit/designundki.zip

The vast collection of processes and systems traded under the name of artificial intelligence promise an evolutionary leap in the world of work. Design is no exception. Artificial intelligence not only optimizes design, it also expands the capabilities of designers. It makes it possible to find design solutions that were previously inconceivable. It also helps create completely new personalized digital experiences for users.

In order to unlock the potential of these new intelligent processes and create new user-centric applications, creative people need guidance. To date, however, there is a lack of a systematic overview for creatives on how to understand and use artificial intelligence. There is no fundamental study of how artificial intelligence can be used as a tool for design, nor how it works as a design material.

This gap is now filled by the publication “Design und künstliche Intelligenz. Theoretische und praktische Grundlagen der Gestaltung mit maschinell lernenden Systemen” which will be published Oct. 24 by the well-known Swiss design publisher Birkhäuser.

Authors Marc Engenhardt and Sebastian Löwe explain in an understandable and comprehensible way what hides behind the dazzling buzzword artificial intelligence. They provide insights into the broad range of applications and potentials of intelligent systems. For the first time in German-language academia, cross-disciplinary theoretical systems are developed for artificial intelligence as a design tool as well as a design material.

With this book, Engenhardt and Löwe show that design must be rethought. Because with artificial intelligence, designers can not only work on a new evolutionary level. They are able to design in such a way that the final design solution actually originates at the moment of its use being adaptive to the users' preferences. For this new notion of design, the book not only develops the principles of good design and shows first practical steps. It also uses well-selected case studies to show how good design can be implemented with artificial intelligence.

The book ultimately lays the foundation for the design of the future. It will revolutionize our understanding of how design must be thought and practiced.

Erik Spiekermann, probably the best-known German graphic designer and typographer, said about the book: „We designers have a new colleague, called AI. This book doesn't promise easy solutions, but it explains carefully, understandably and, above all, well designed, what we should expect from the new colleague and how we should deal with her. It's about time for this book.“

About the authors

Marc Engenhardt is a communication designer, leads the Engenhardt ° Design Studio and lectures in the field of human-machine interaction, communication design and interaction design.

Dr. Sebastian Löwe is professor of design management and an expert on design and innovation topics.

Both are founders of the conference „Designing With Artificial Intelligence (dai)“.

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Jennifer Moosbrugger, Head of UX-driven AI, Siemens AG

„Marc Engenhardt and Sebastian Löwe have succeeded in writing a comprehensive foundational work on the topic of design and AI that makes you want to use the technology for creative ideas and actively shape the development of algorithms. I can recommend the book to anyone looking for an introduction to the topic of AI to interface design.“

Wolfram Schäffer, Managing Partner, design hoch drei / Founder Cyber Podcast on Design and AI / ADC Jury Member

„Marc Engenhardt and Sebastian Löwe deliver an introduction to the topic of design and artificial intelligence with their typical care and passion. This book is a standard work and, above all, a valuable on-board resource for designers who want to get serious about the future of design.“

Dr. Martin Böckle, Lead Strategic Designer, Boston Consulting Group Platinion

„An excellent entry-level work on human-centered design and artificial intelligence with highly relevant and inspiring use cases.“

Julia Laub, Co-Founder onformative - Studio for Digital Art and Design, Co-Author „Generative Design“ / Cedric Kiefer, Co-Founder, Creative Lead, onformative

„When we look at artificial intelligence as a tool and as inspiration, it opens up previously unknown possibilities for creation and visual dimensions that make us think anew based on unexpected results. This book illuminates this exciting interplay from a wide variety of creative directions and provides a valuable overview for anyone interested in exploring the co-creation of humans and machines.“

Jan-Erik Baars, Professor of Design Management, Lucerne University of Applied Sciences and Arts, author of “Leading Design”

„Our world is increasingly determined by the digital. Therefore, designers and creators need to set out to grasp the possibilities and impossibilities of designing with artificial intelligence. This book introduces both aspects and uses examples to show where the possibilities and limitations of AI in design currently lie. Ultimately, AI is like a hammer: you can build something meaningful with it, or destroy something meaningful. It is in the capability and intention of the user what the tool creates. All those who design with AI are therefore advised to prepare themselves thoroughly for it. This book makes an important contribution to that cause!“

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