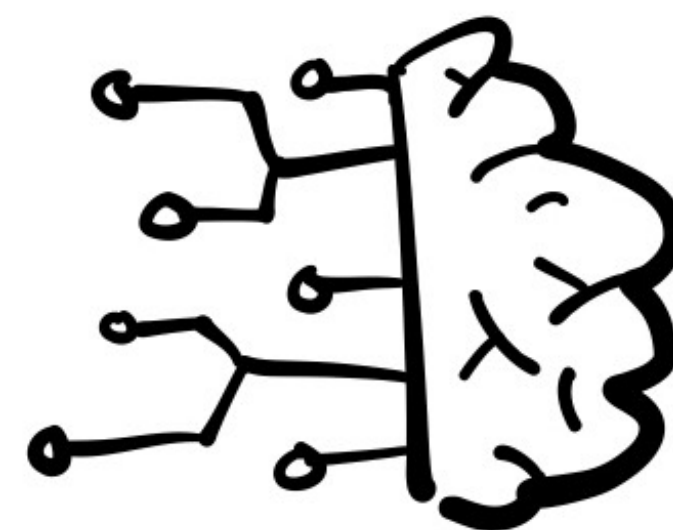
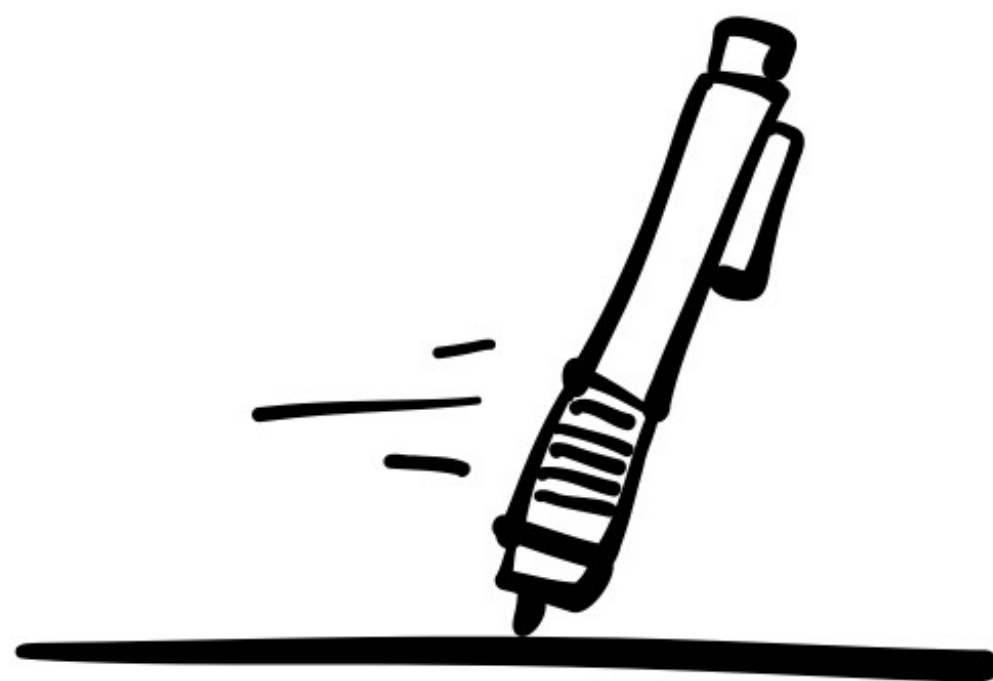
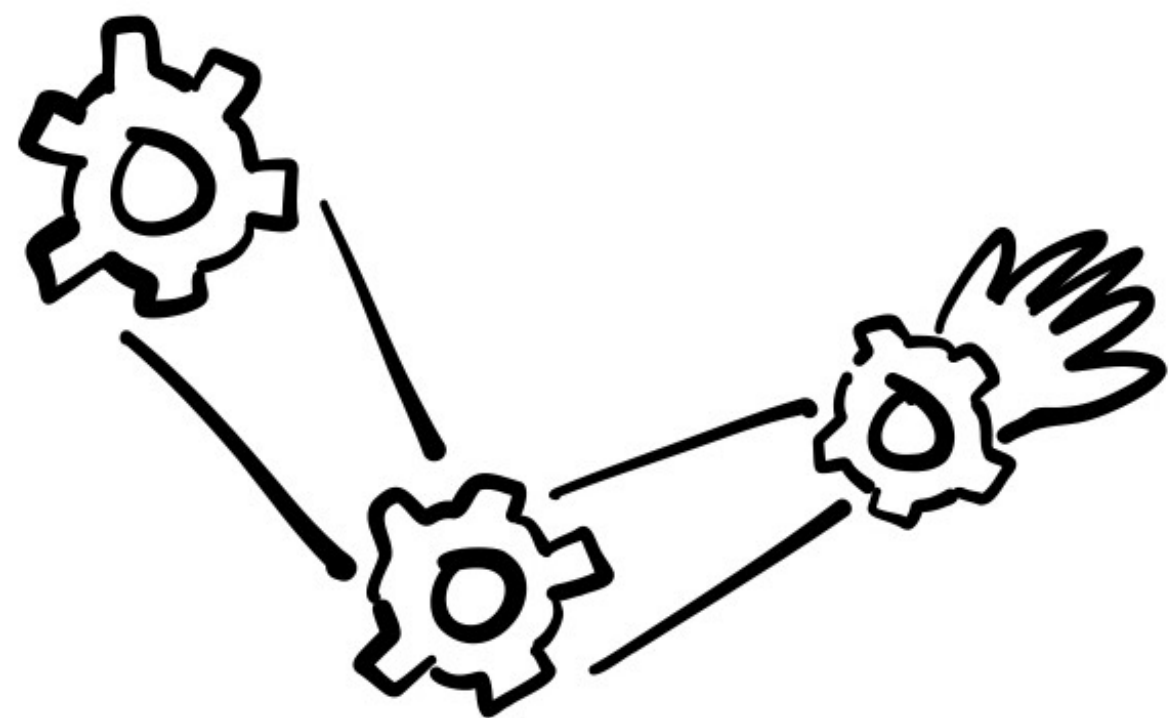


SKETCH IT OUT



BUILD THE SKILL OF VISUAL THINKING TO SUPPORT
YOUR RESEARCH, GRANT PROPOSALS, & PUBLIC COMMUNICATION



19TH MARCH, 26TH MARCH, 2ND APRIL
14:00-15:30

Bionics+

VERBAL
TO
ISUAL

Generative AI in a Nutshell

Henrik Kniberg
Jan 2024

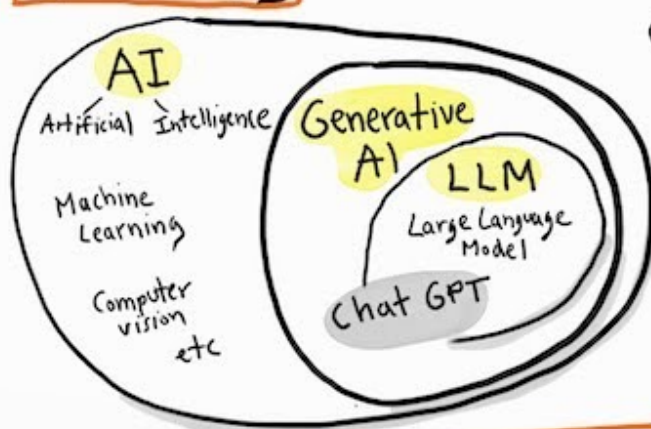
Computers have gotten smarter

Execute Instructions

Learn + Think

You: What are you? Explain in 1 sentence to a 10 year old.
ChatGPT: I'm like a super smart robot that can answer lots of questions and help with all sorts of things, kind of like a really helpful genie in a computer!

Terminology



Emergent Capabilities

Einstein in your basement

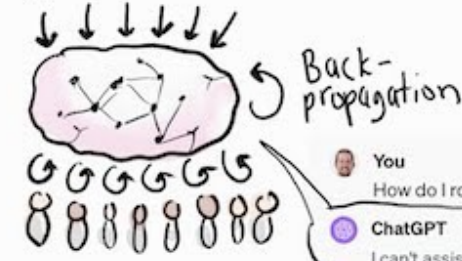
Biggest limitation is You

Imagination
What can I do?
Prompt Engineering skills
How do I do it?

Training



① Unsupervised Generative Pretraining (lots + lots of text...)



You: How do I rob a bank?
ChatGPT: I can't assist with that.

How it works

Text Images Audio Video ...

Models

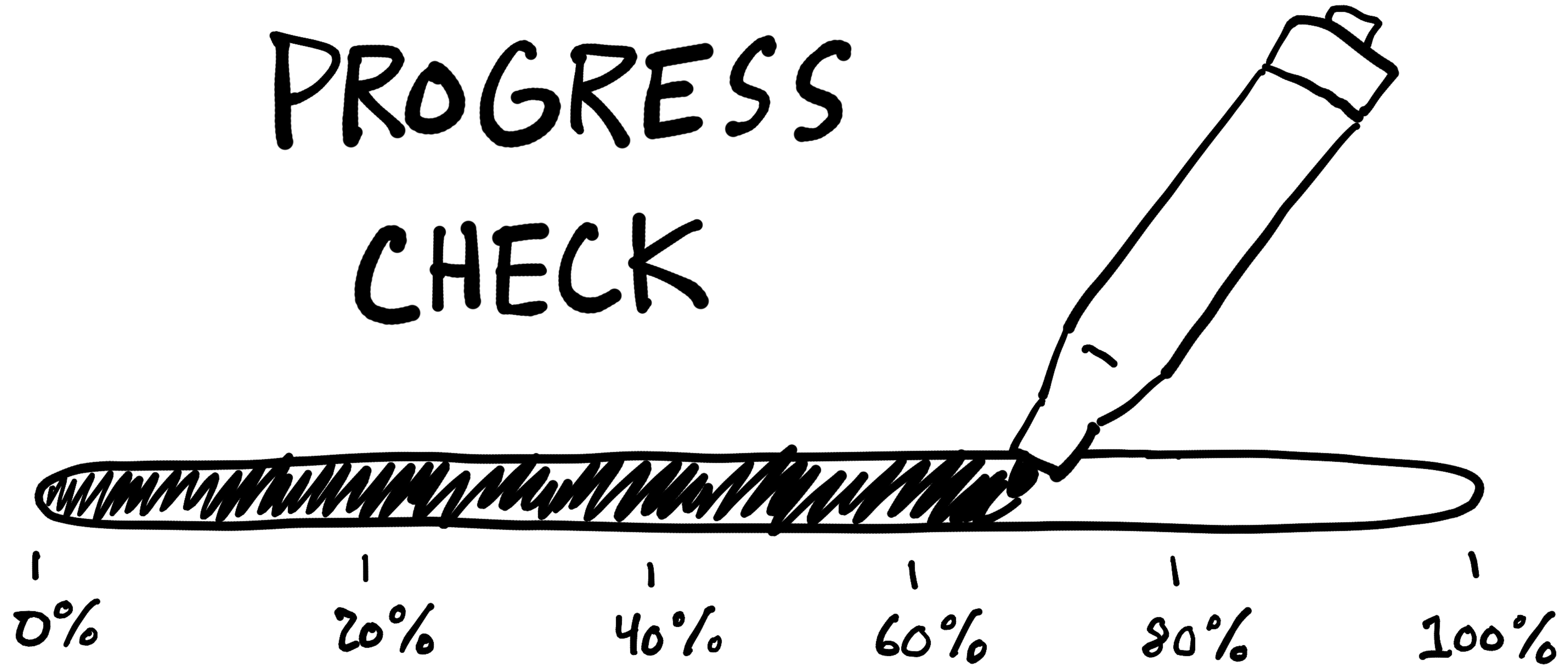
Llama ... etc...

THE MAP OF MATHEMATICS

WASTEWATER



PROGRESS CHECK

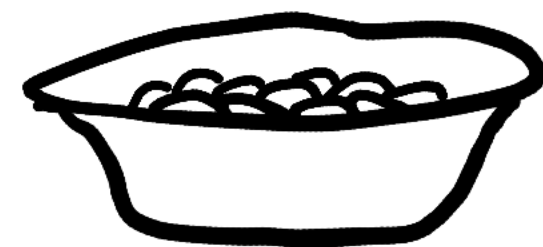
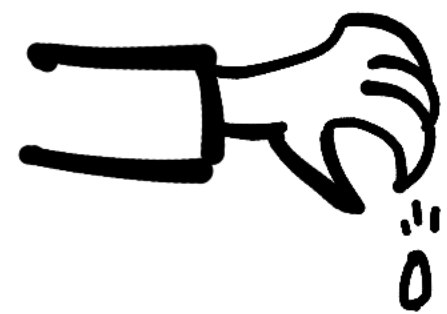


HOW COMPLETE ARE EACH OF THE VISUAL ARTIFACTS THAT YOU'RE WORKING ON?

THE PHASES OF CREATIVE WORK

THE CREATIVE ACT
BY RICK RUBIN

DON'T COMPARE,
SIMPLY GATHER



I
SEEDS

TRY
EVERYTHING

FOLLOW YOUR
EXCITEMENT

DON'T RUSH,
BUT WORK
QUICKLY

II
EXPERIMENTATION

III
CRAFTING

A/B
TESTING

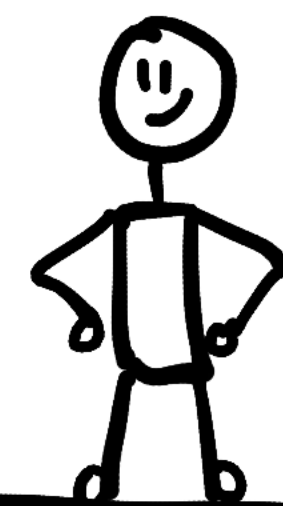


ABUNDANCE

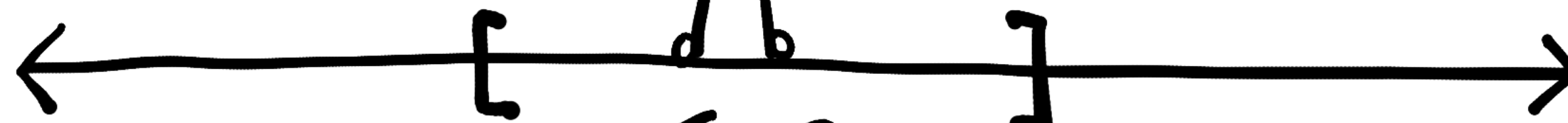
IV
COMPLETION

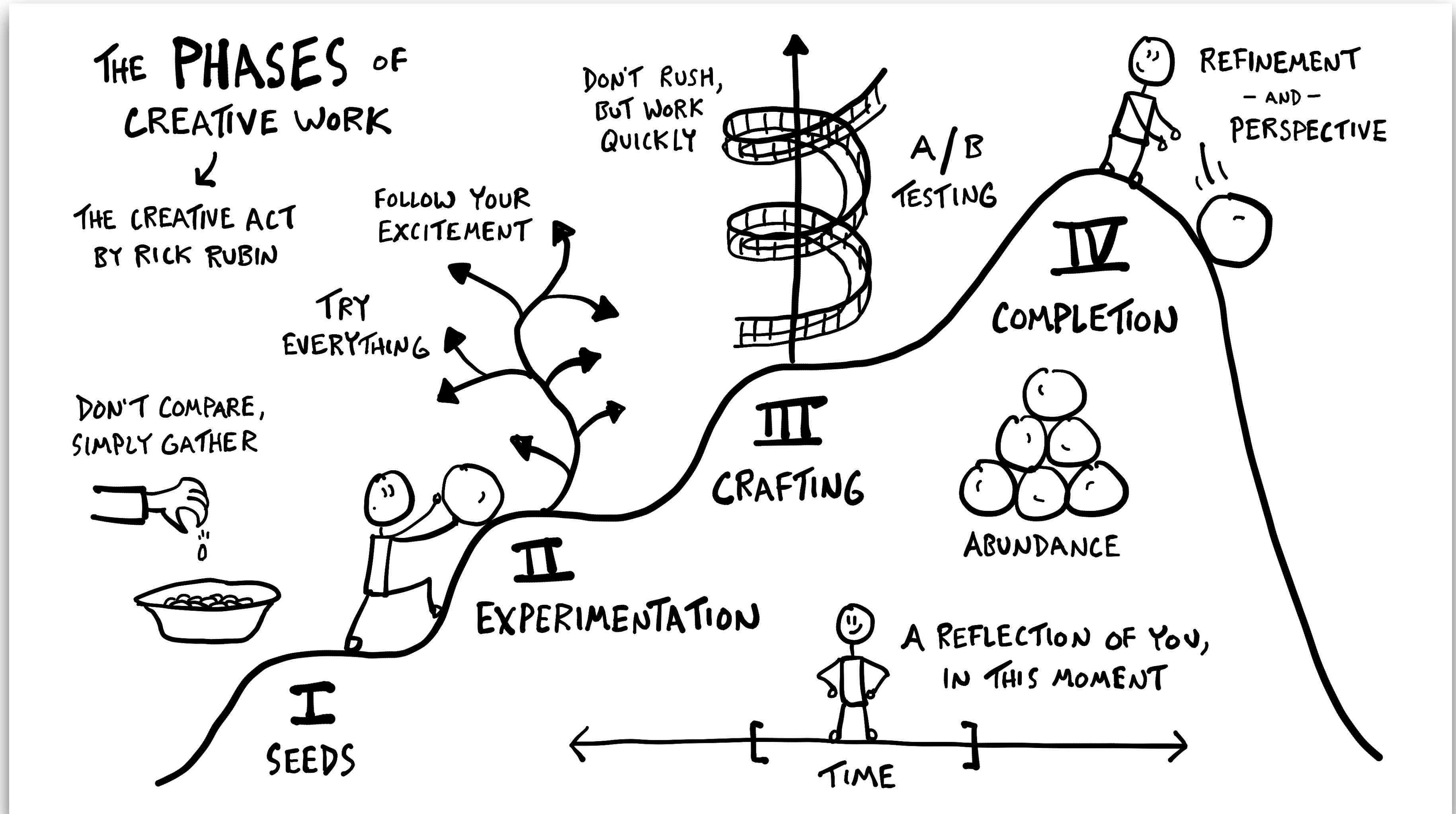
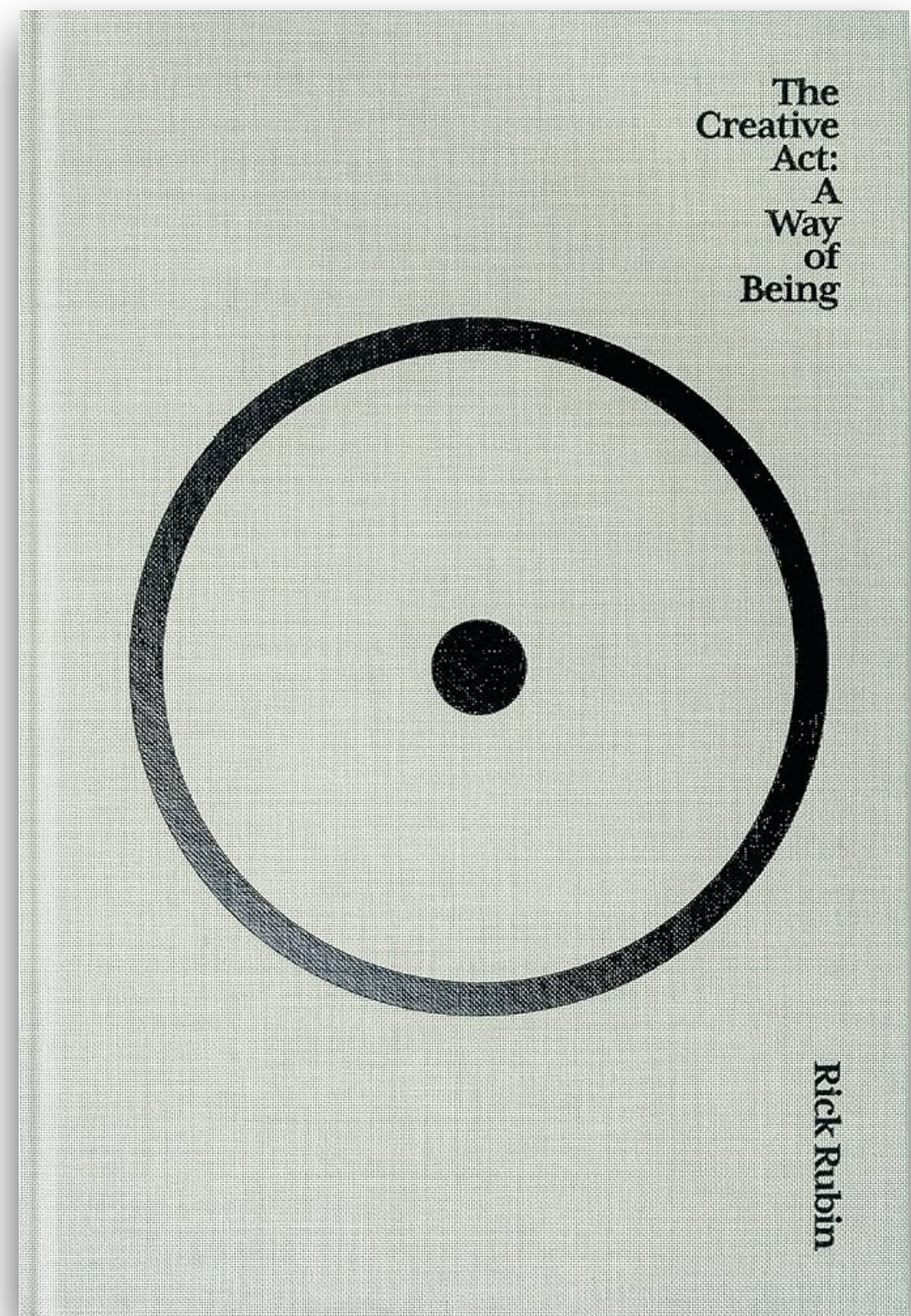
REFINEMENT
- AND -
PERSPECTIVE

A REFLECTION OF YOU,
IN THIS MOMENT



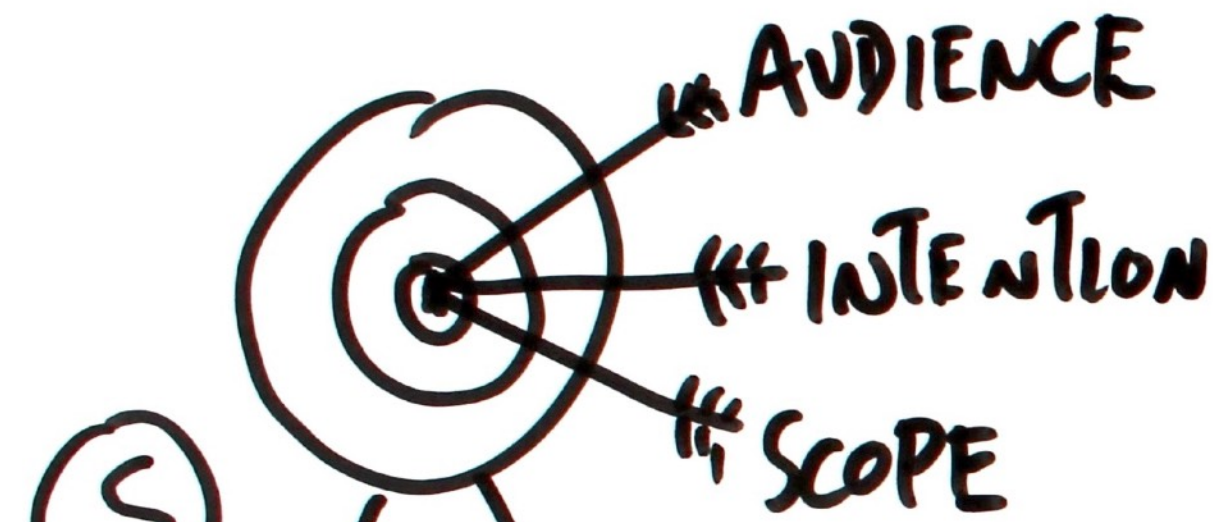
TIME



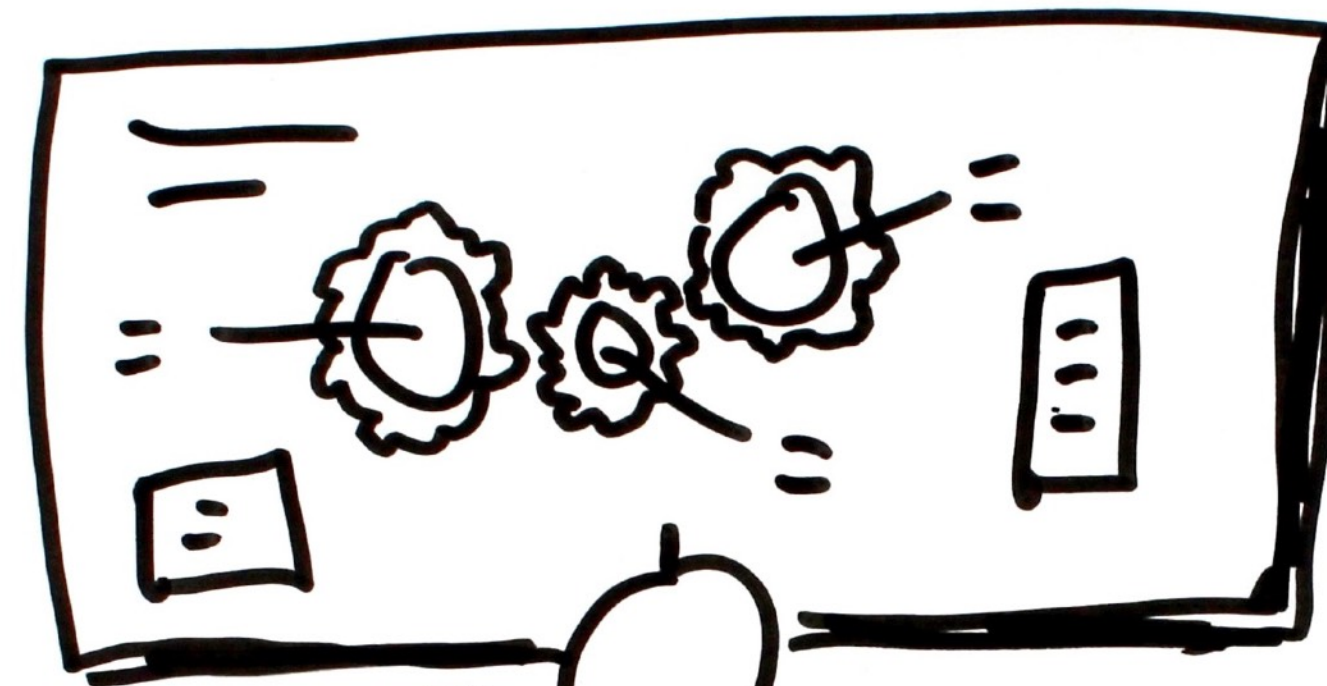


2 ^③ QUESTIONS } THE "DONE" DIAGNOSTIC } 4 TESTS ^④

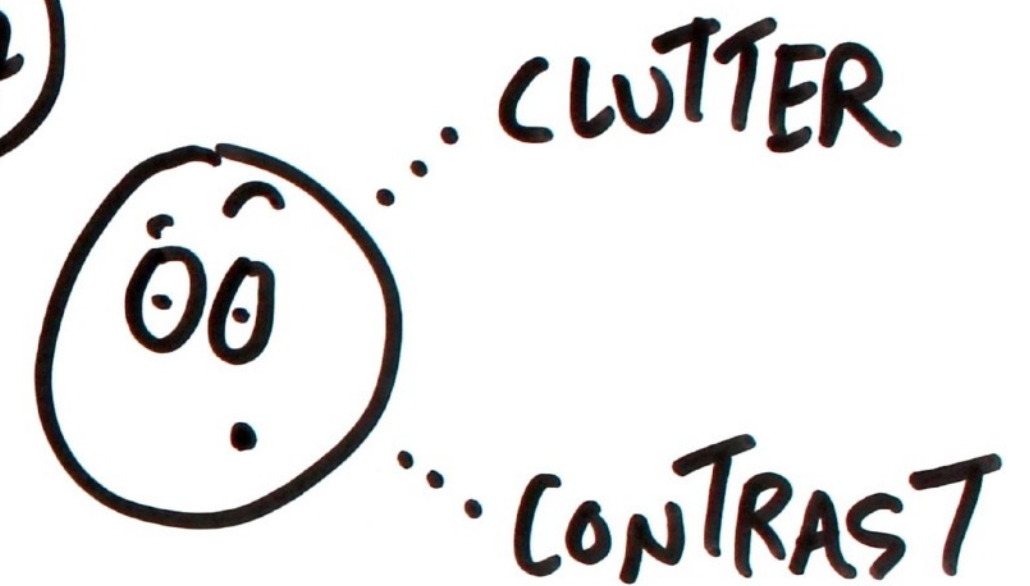
①



⑤ IS IT COMPLETE?



THE ^⑦ GLANCE TEST



THE ^⑧ TALK TEST



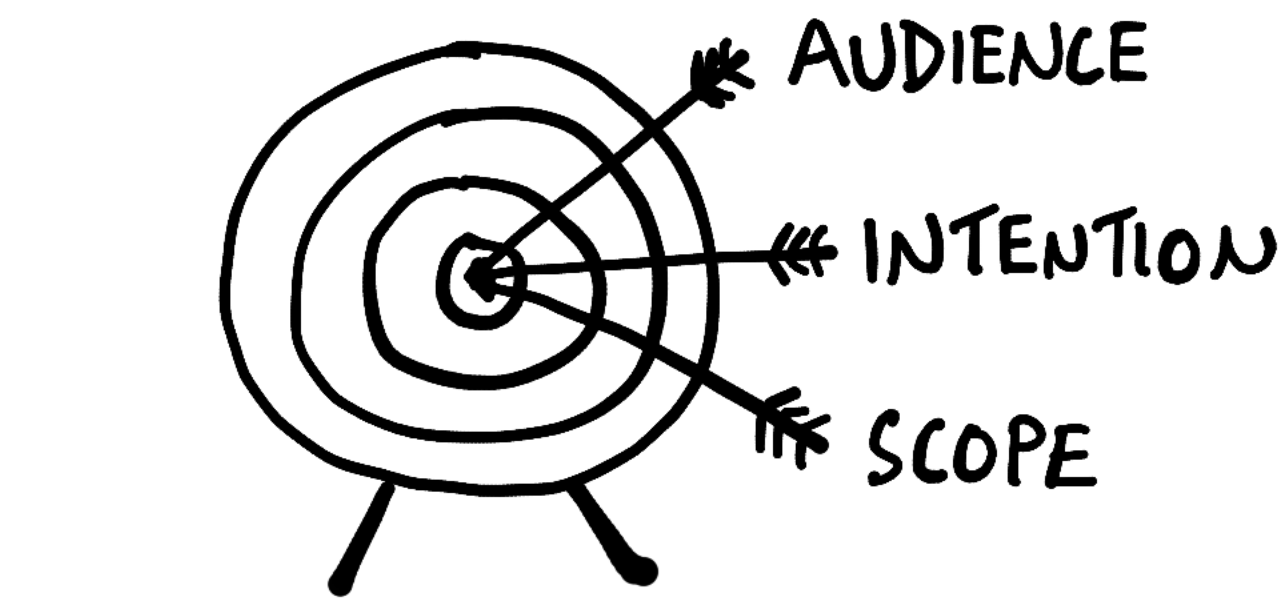
THE ^⑨ AUDIENCE TEST



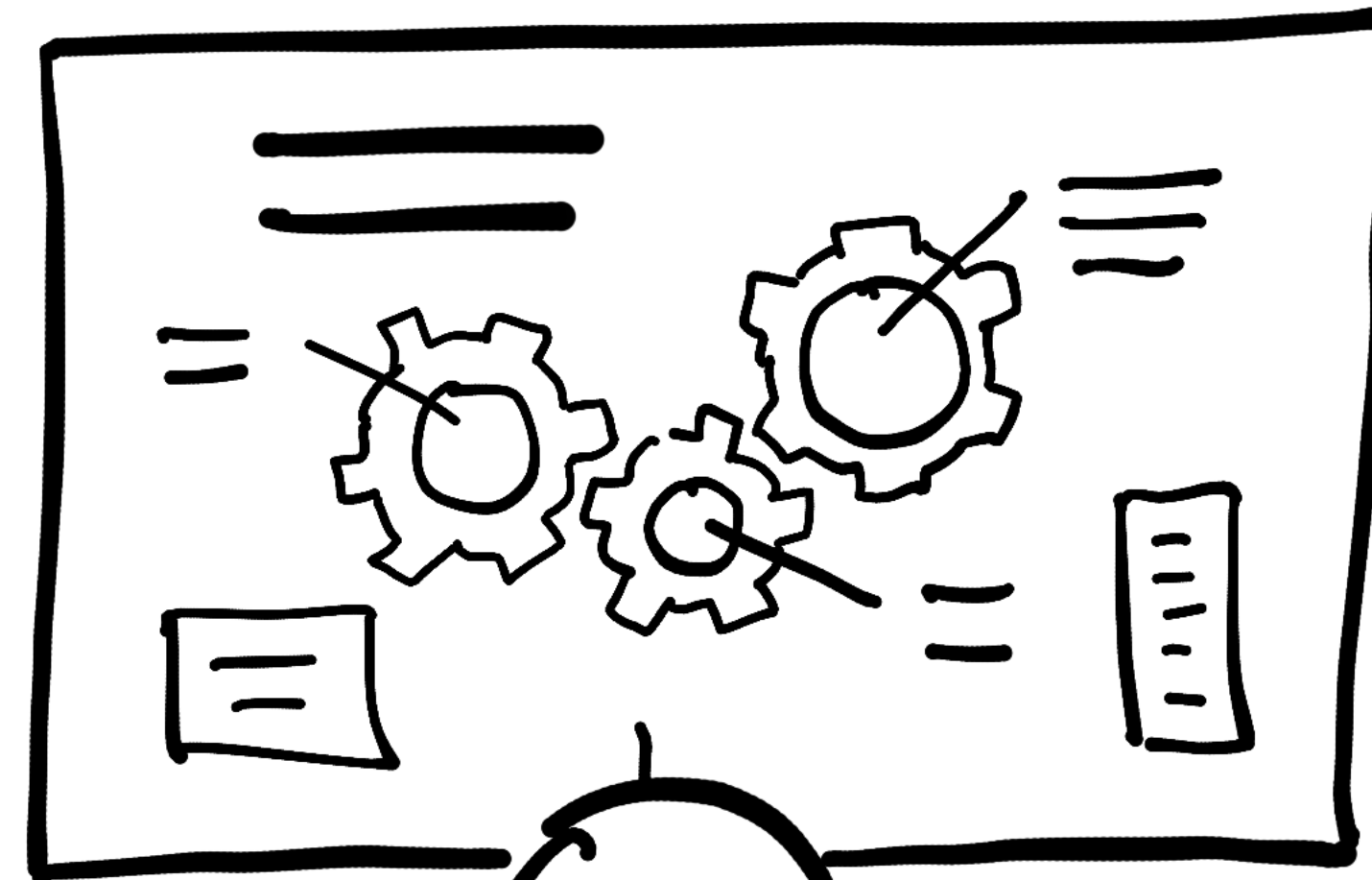
COGNITIVE EMOTIONAL

⑥ SPARK + INTRIGUE
IS IT COMPELLING?

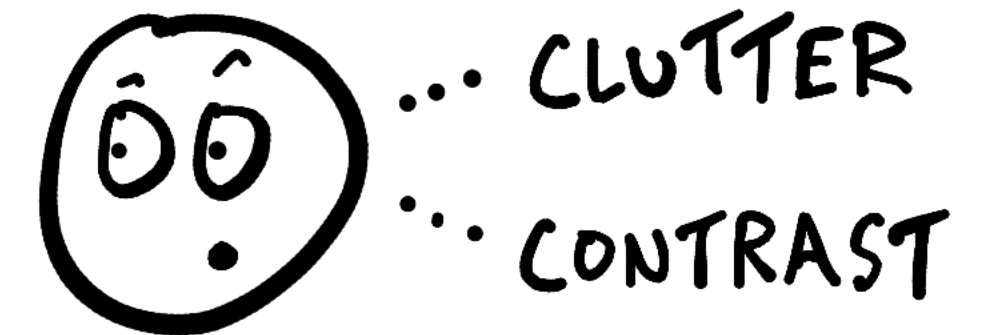
2 QUESTIONS THE "DONE" DIAGNOSTIC 3 TESTS



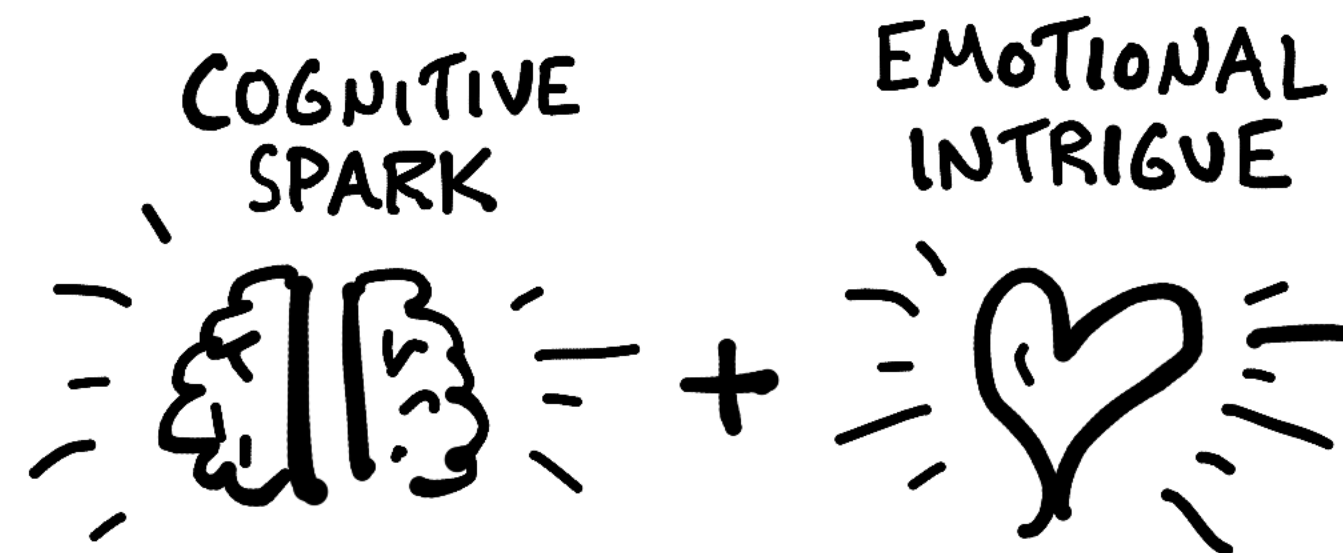
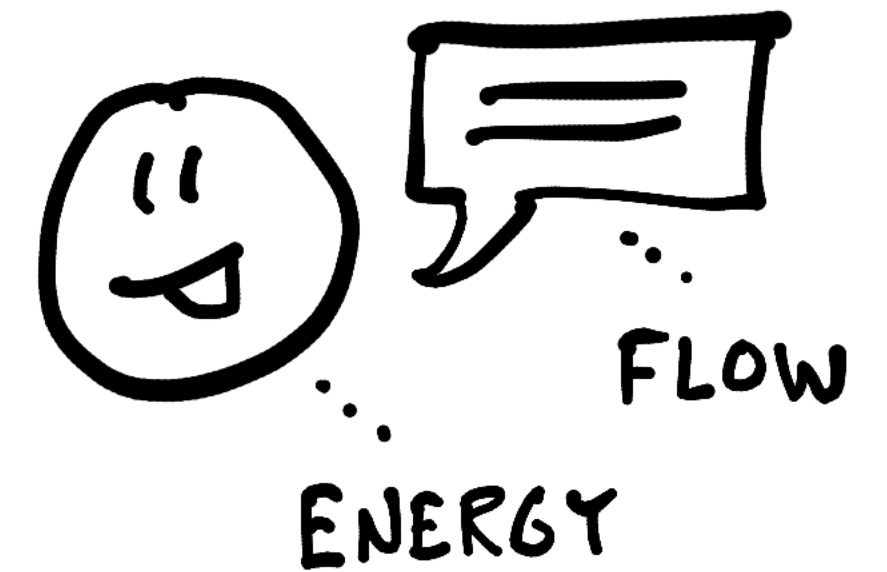
IS IT COMPLETE?



THE
GLANCE
TEST

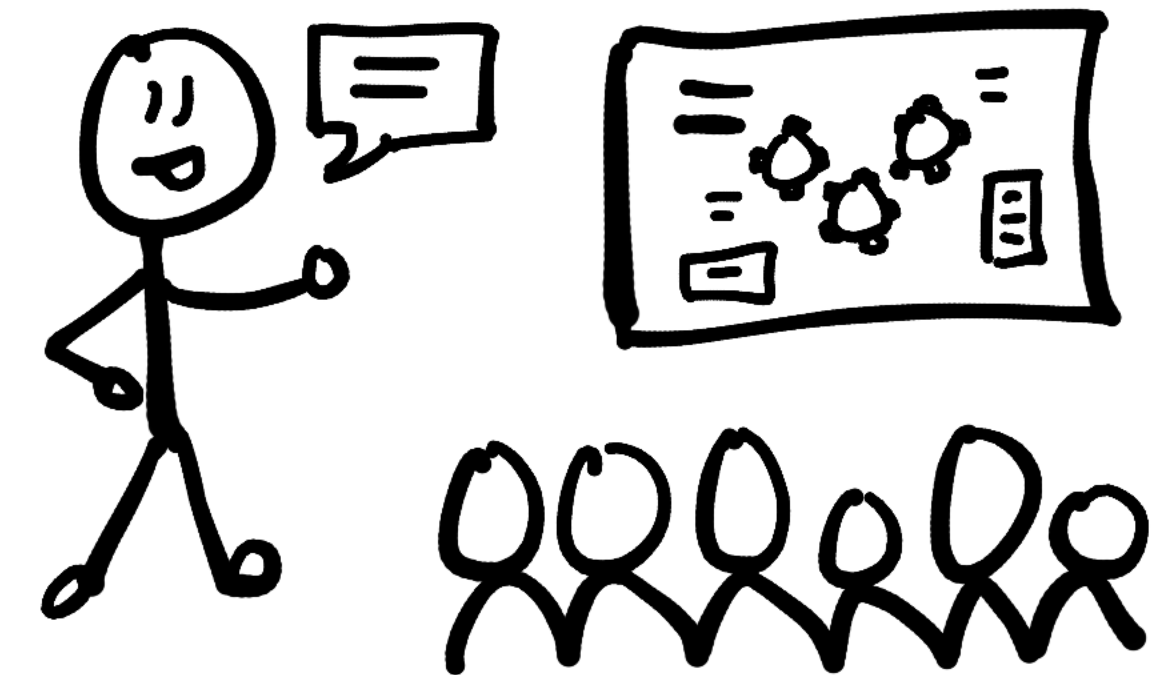


THE
TALK
TEST



IS IT COMPELLING?

THE
AUDIENCE
TEST

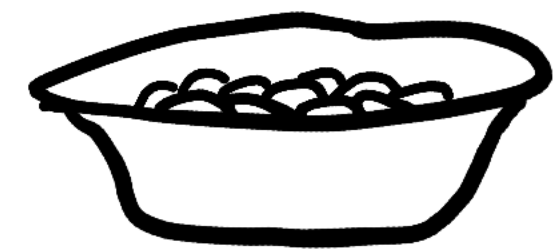
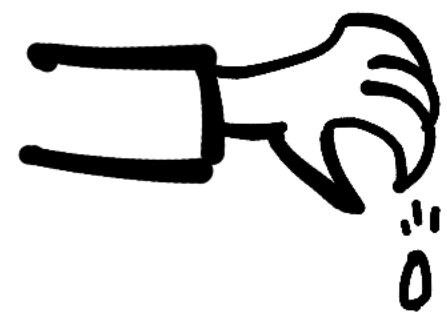


ENGAGEMENT EXECUTION

THE PHASES OF CREATIVE WORK

THE CREATIVE ACT
BY RICK RUBIN

DON'T COMPARE,
SIMPLY GATHER



I
SEEDS

FOLLOW YOUR
EXCITEMENT

TRY
EVERYTHING

II
EXPERIMENTATION

DON'T RUSH,
BUT WORK
QUICKLY

III
CRAFTING

A/B
TESTING

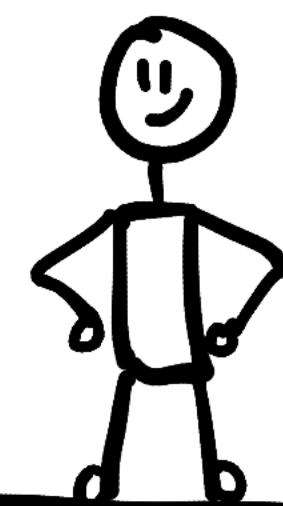


ABUNDANCE

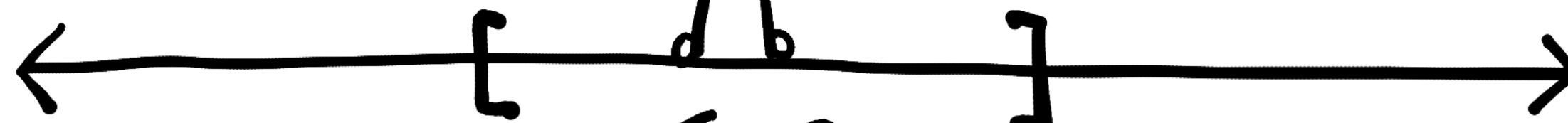
IV
COMPLETION

REFINEMENT
- AND -
PERSPECTIVE

A REFLECTION OF YOU,
IN THIS MOMENT

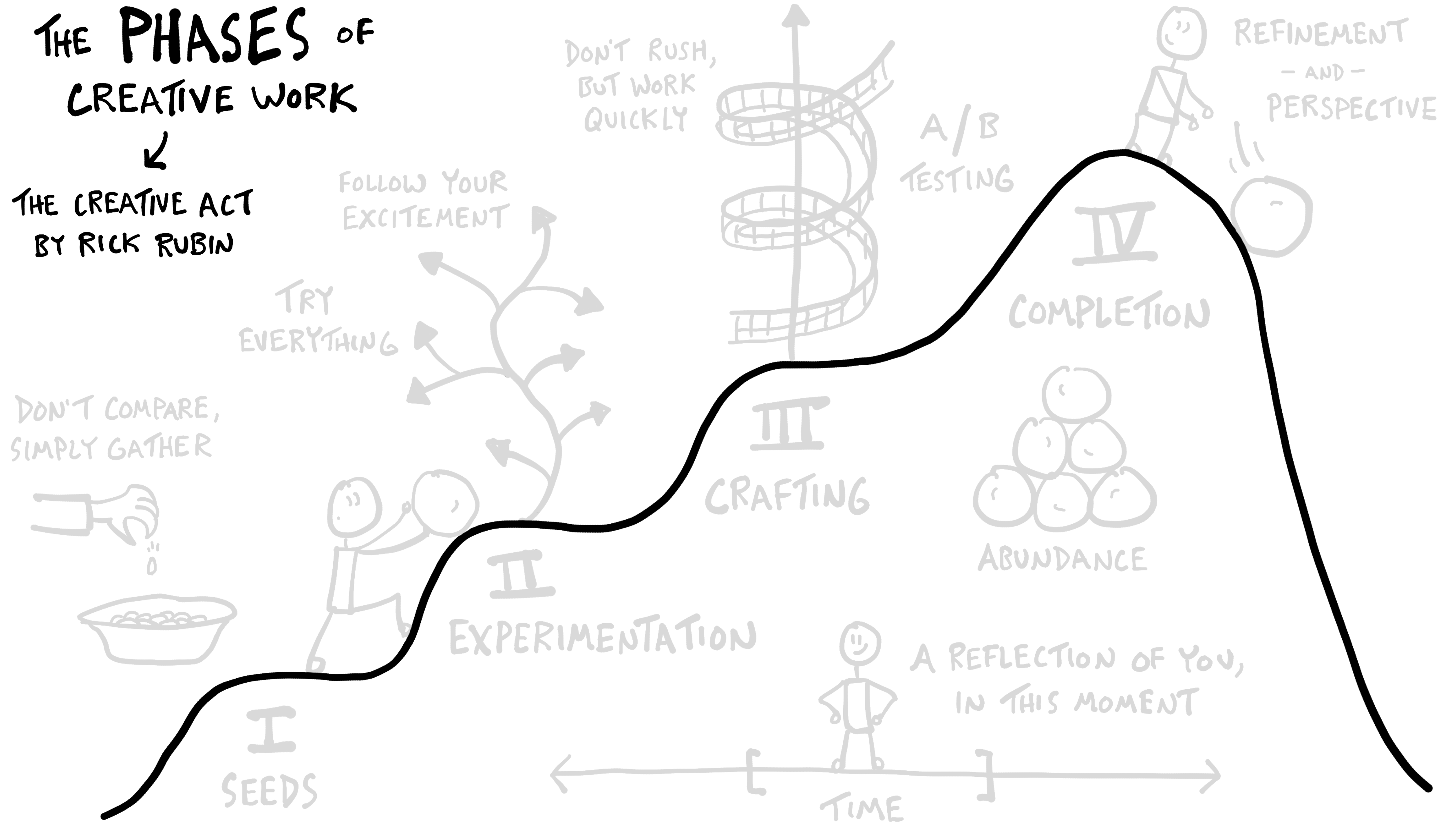


TIME



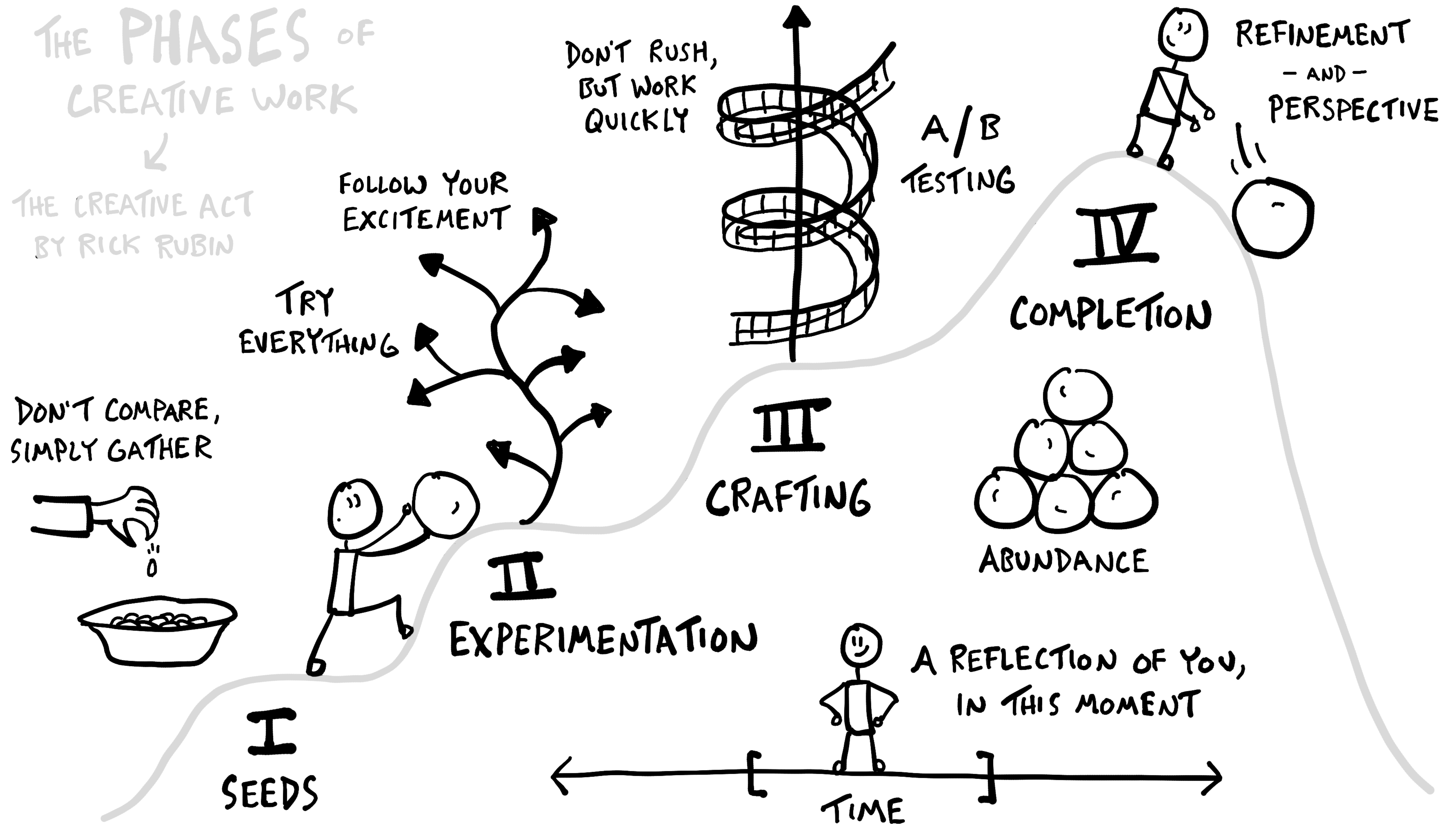
THE PHASES OF CREATIVE WORK

↓
THE CREATIVE ACT
BY RICK RUBIN



THE PHASES OF CREATIVE WORK

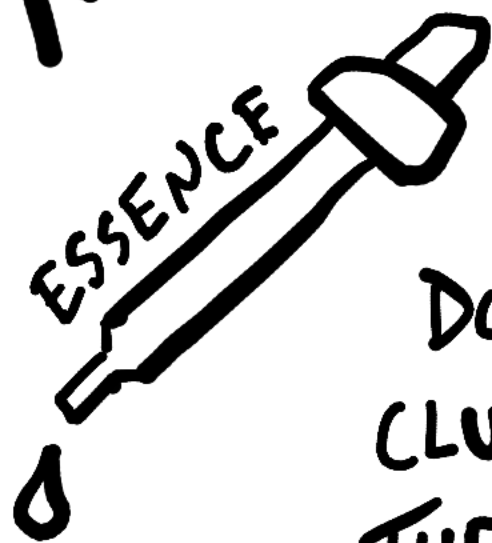
THE CREATIVE ACT
BY RICK RUBIN



GUIDING PRINCIPLES



LESS
IS MORE



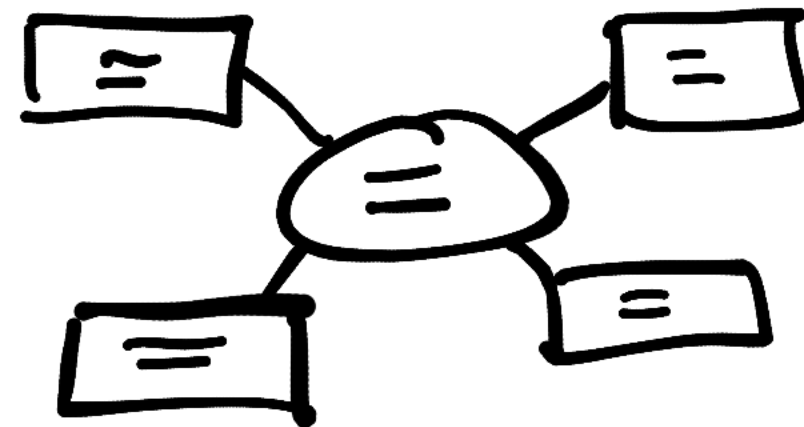
DON'T
CLUTTER
THE PAGE



MAKE USE OF
ACCOMPANYING TEXT

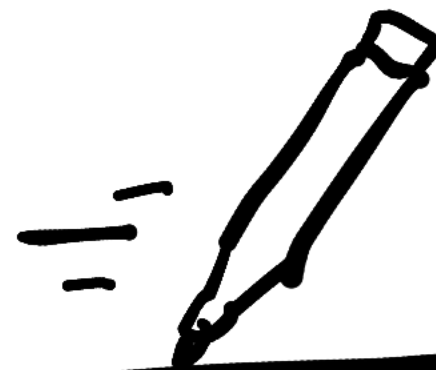


SYSTEMS
NOT LISTS



FIND THE
CONNECTIONS

MAKE A
MODEL



THINK
- AND -
FEEL



COGNITIVE
SPARK

+



EMOTIONAL
INTRIGUE

GUIDING PRINCIPLES



LESS
IS MORE



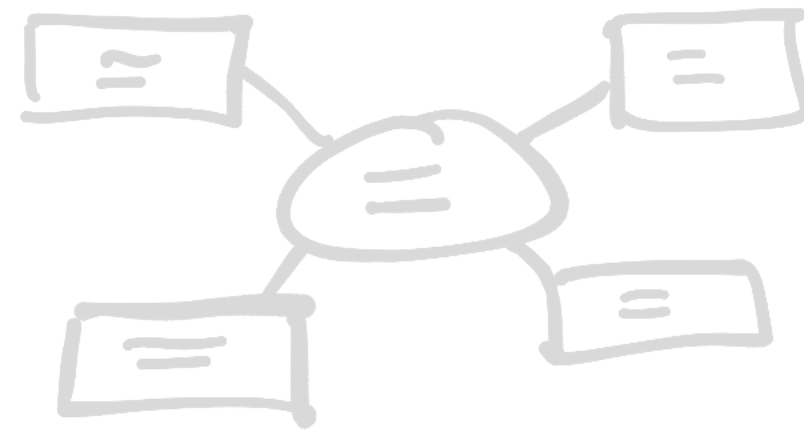
DON'T
CLUTTER
THE PAGE



MAKE USE OF
ACCOMPANYING TEXT



SYSTEMS
NOT LISTS



FIND THE
CONNECTIONS

MAKE A
MODEL



THINK
- AND -
FEEL

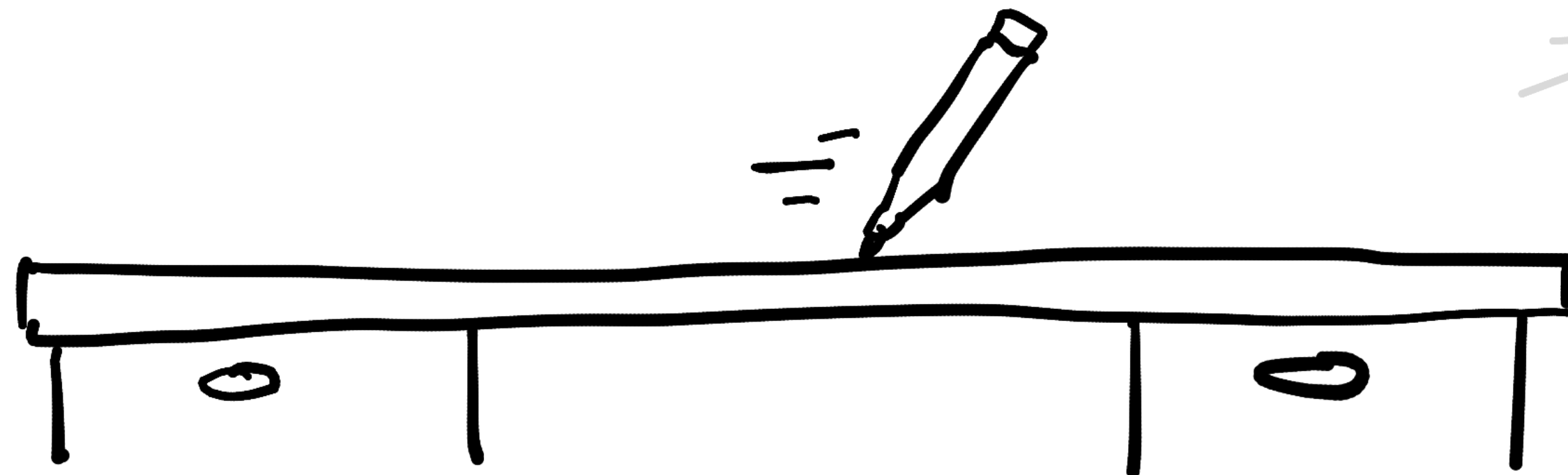


COGNITIVE
SPARK

+



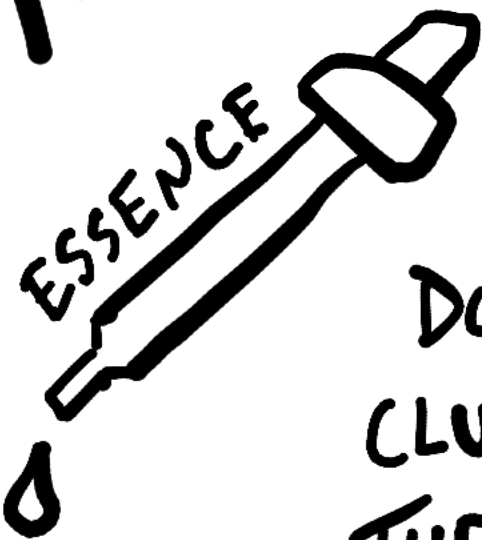
EMOTIONAL
INTRIGUE



GUIDING PRINCIPLES

1

LESS
IS MORE

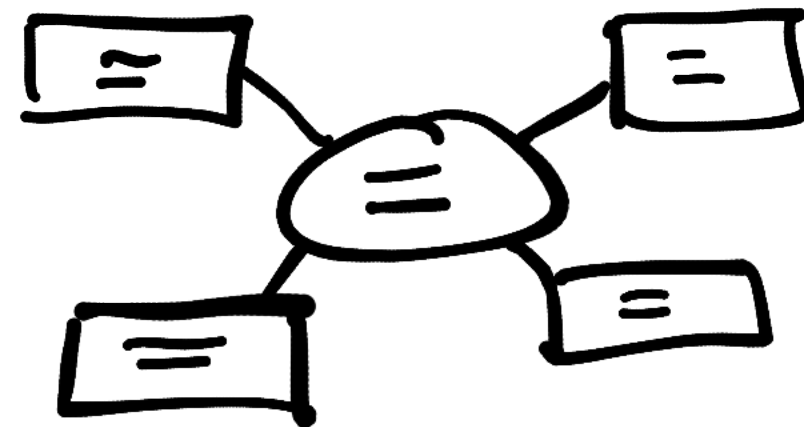


DON'T
CLUTTER
THE PAGE

MAKE USE OF
ACCOMPANYING TEXT

2

SYSTEMS
NOT LISTS



FIND THE
CONNECTIONS

MAKE A
MODEL

3

THINK
- AND -
FEEL

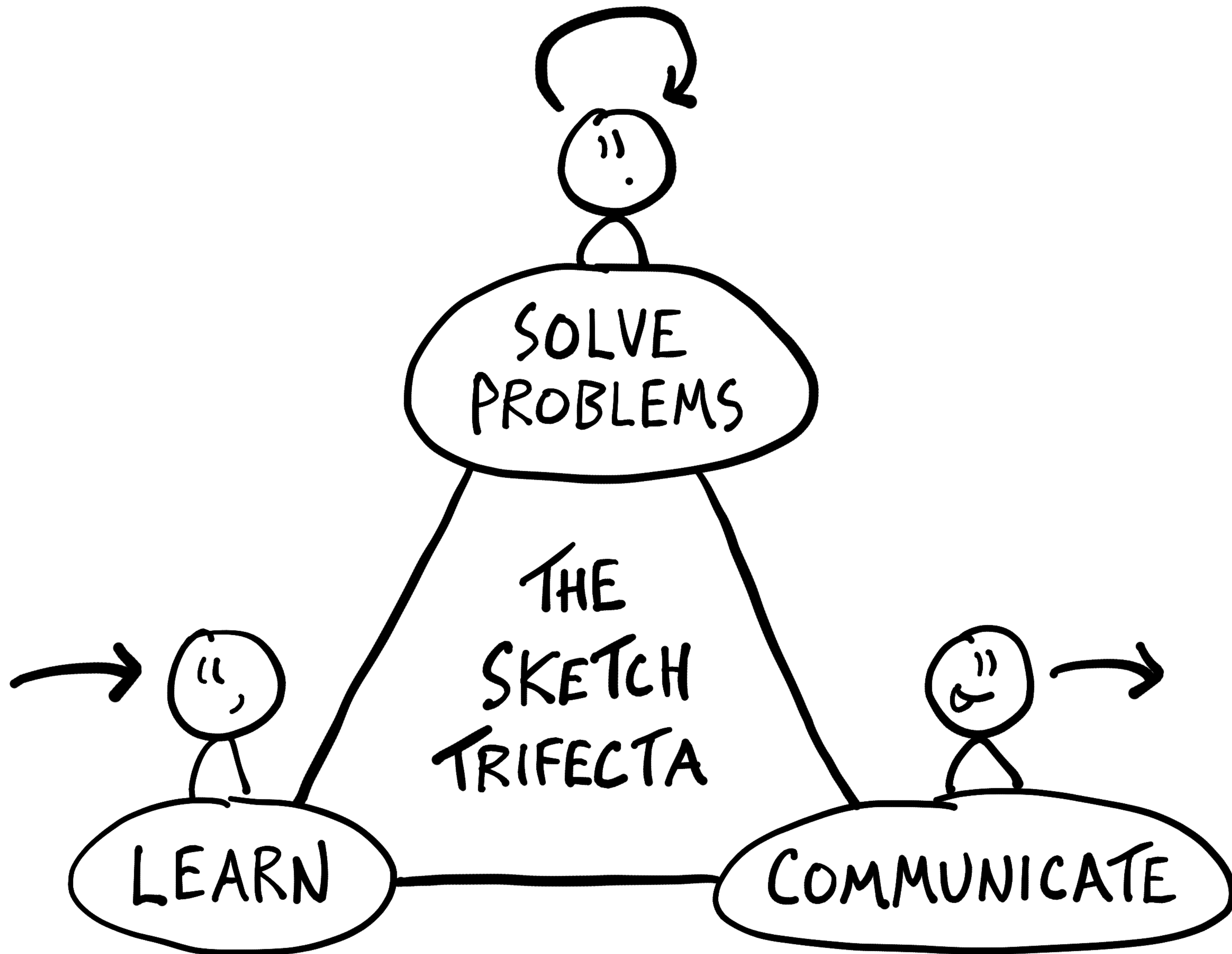


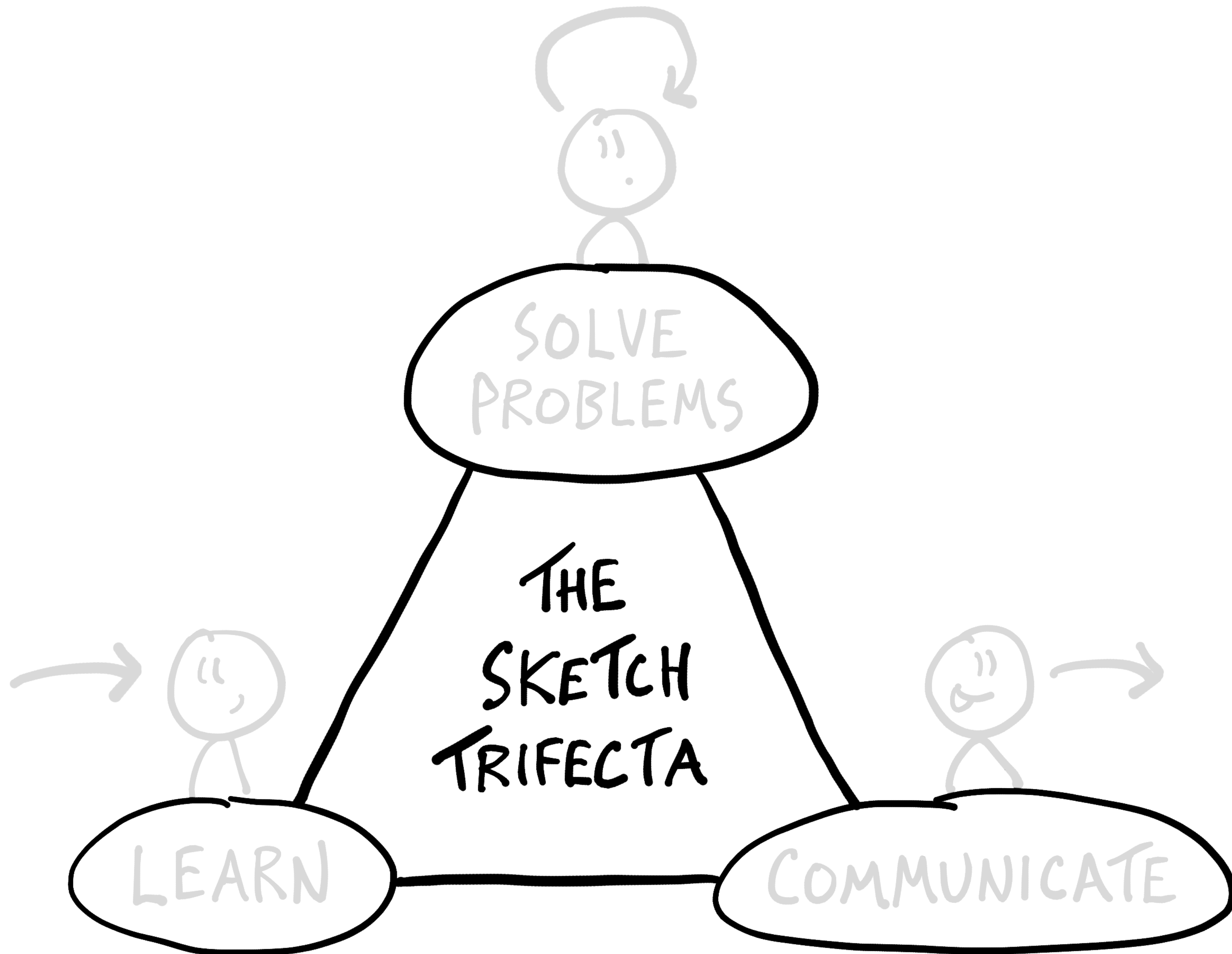
COGNITIVE
SPARK

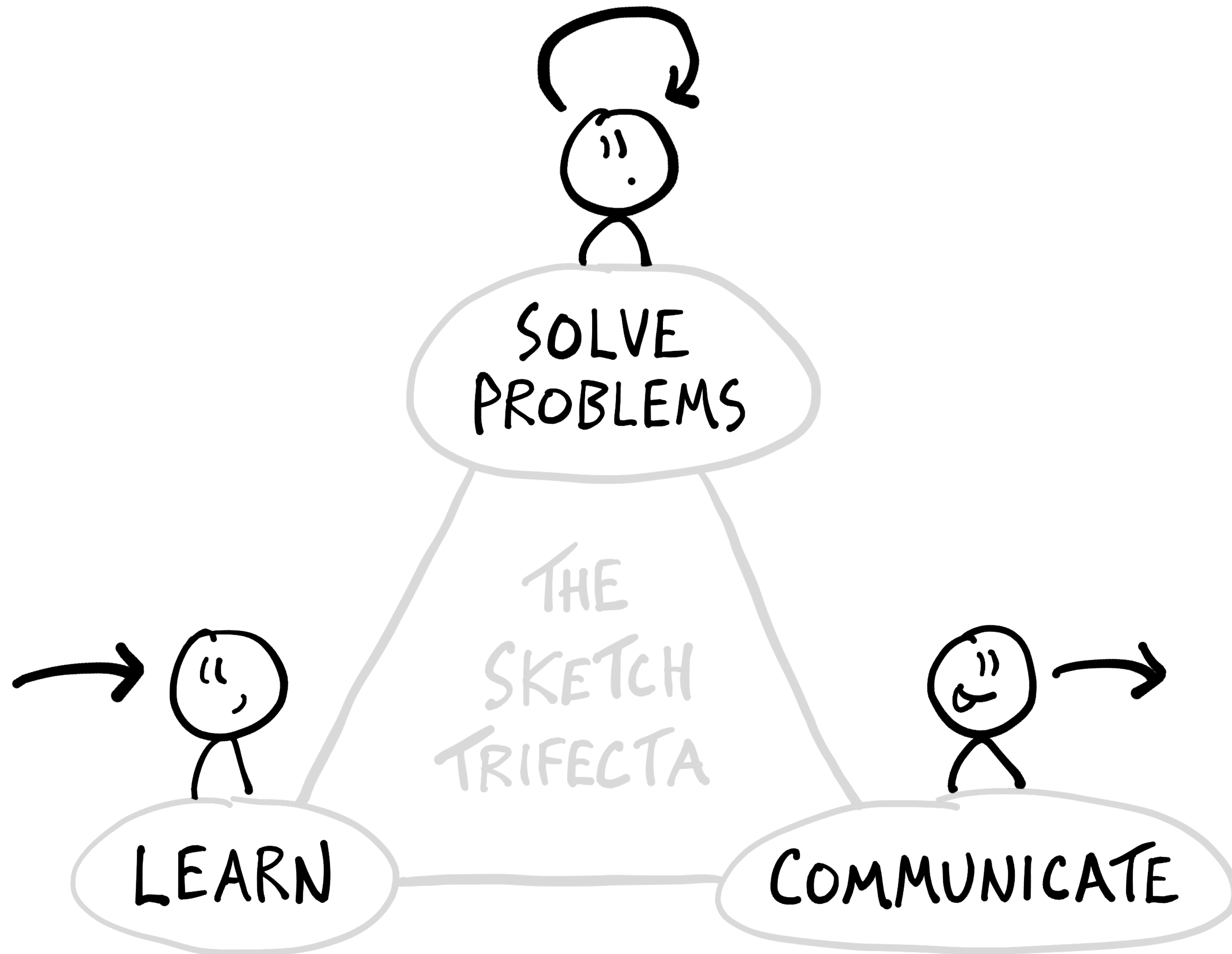
+



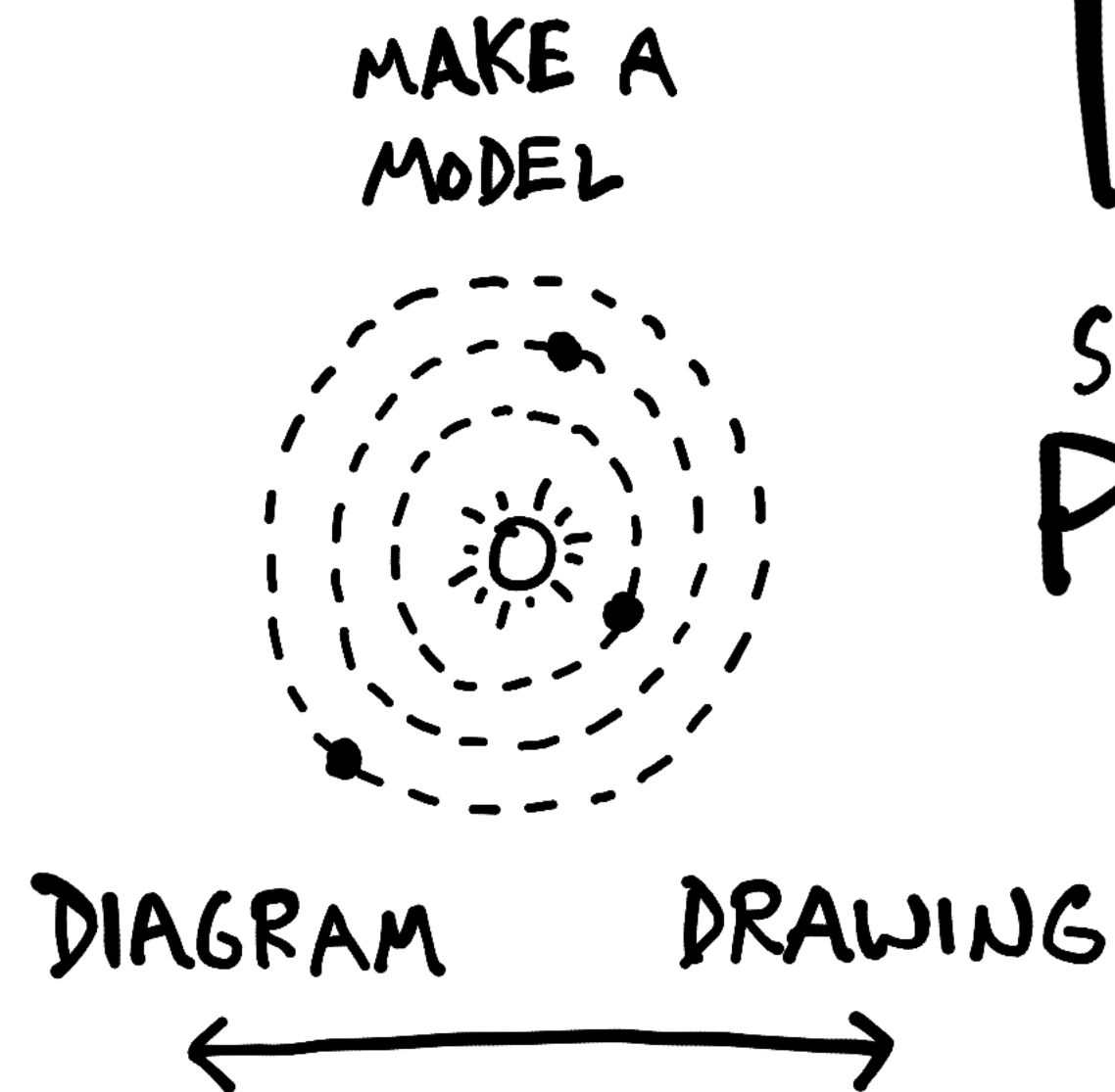
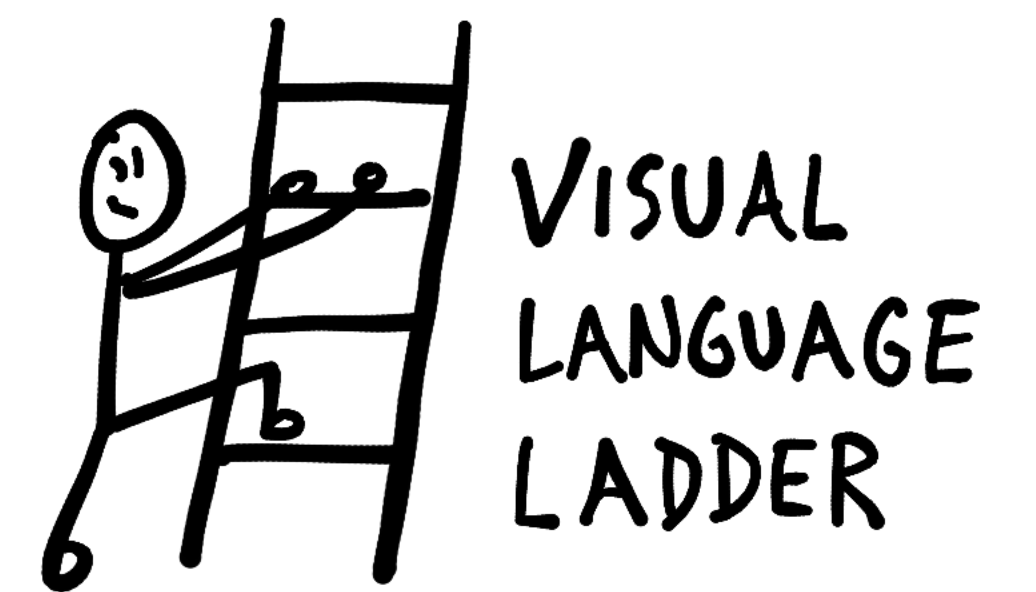
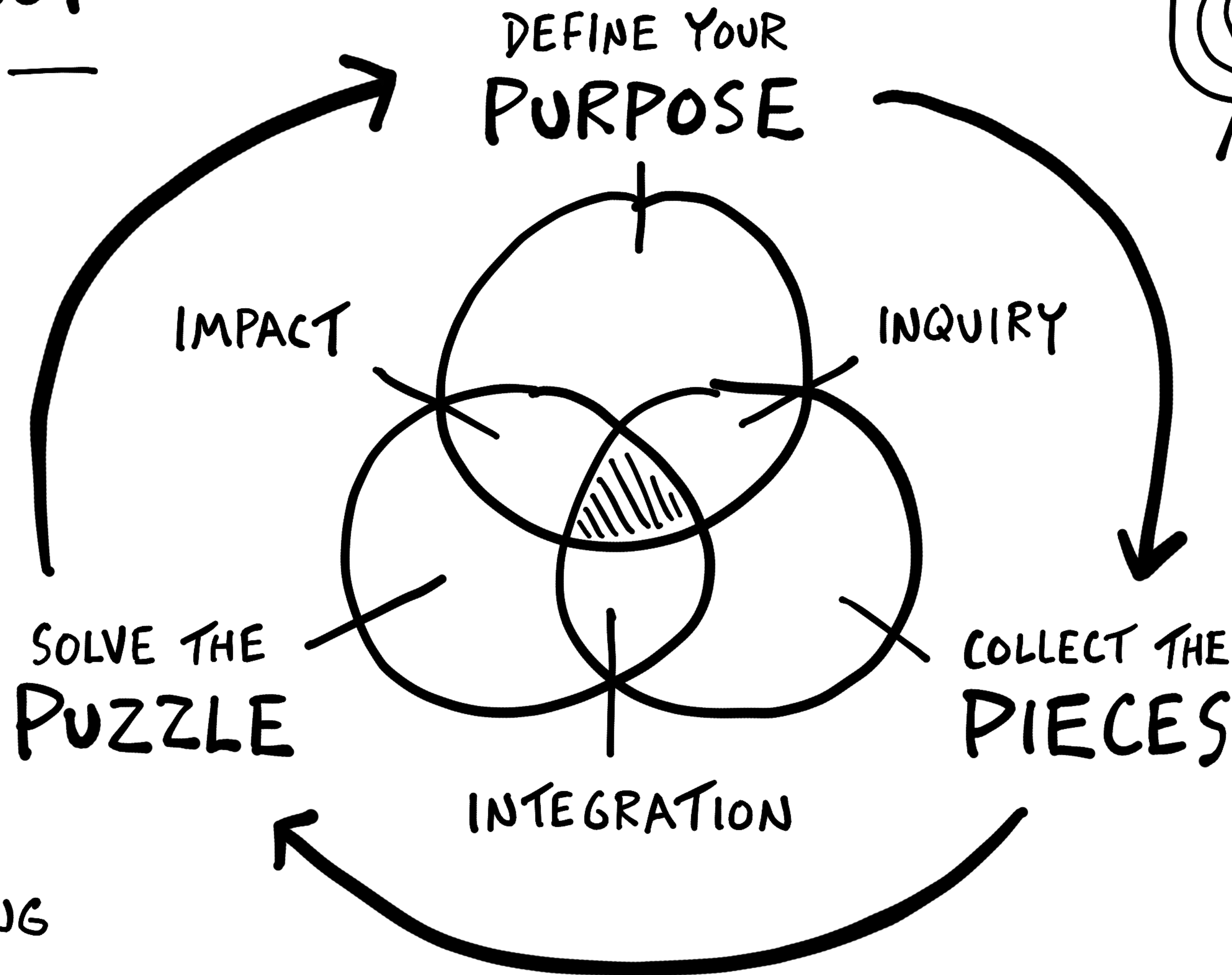
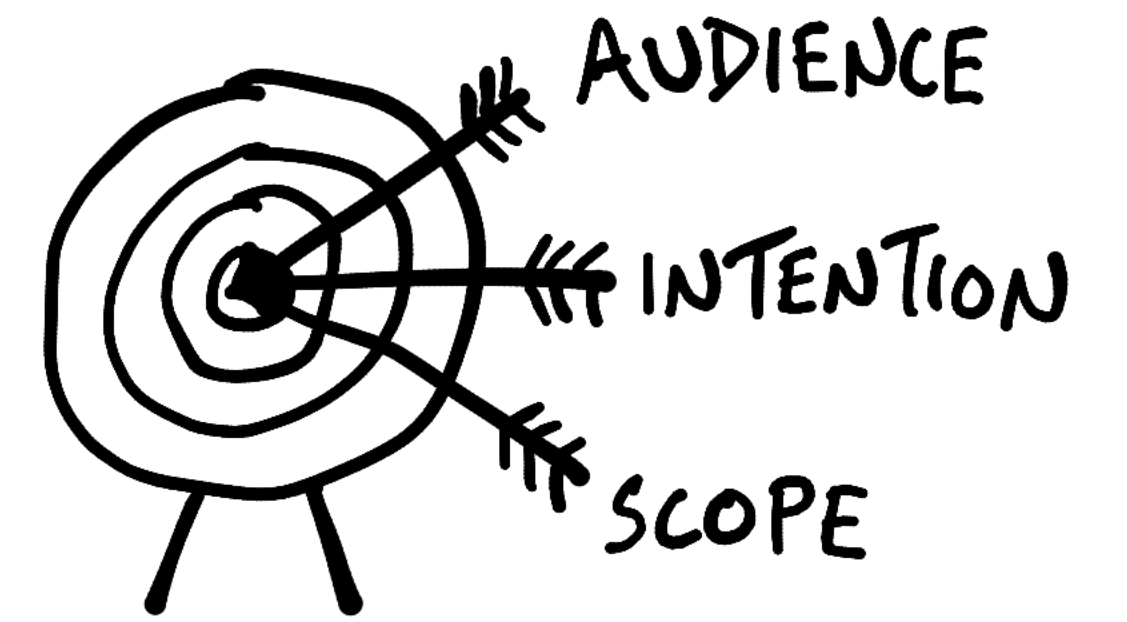
EMOTIONAL
INTRIGUE



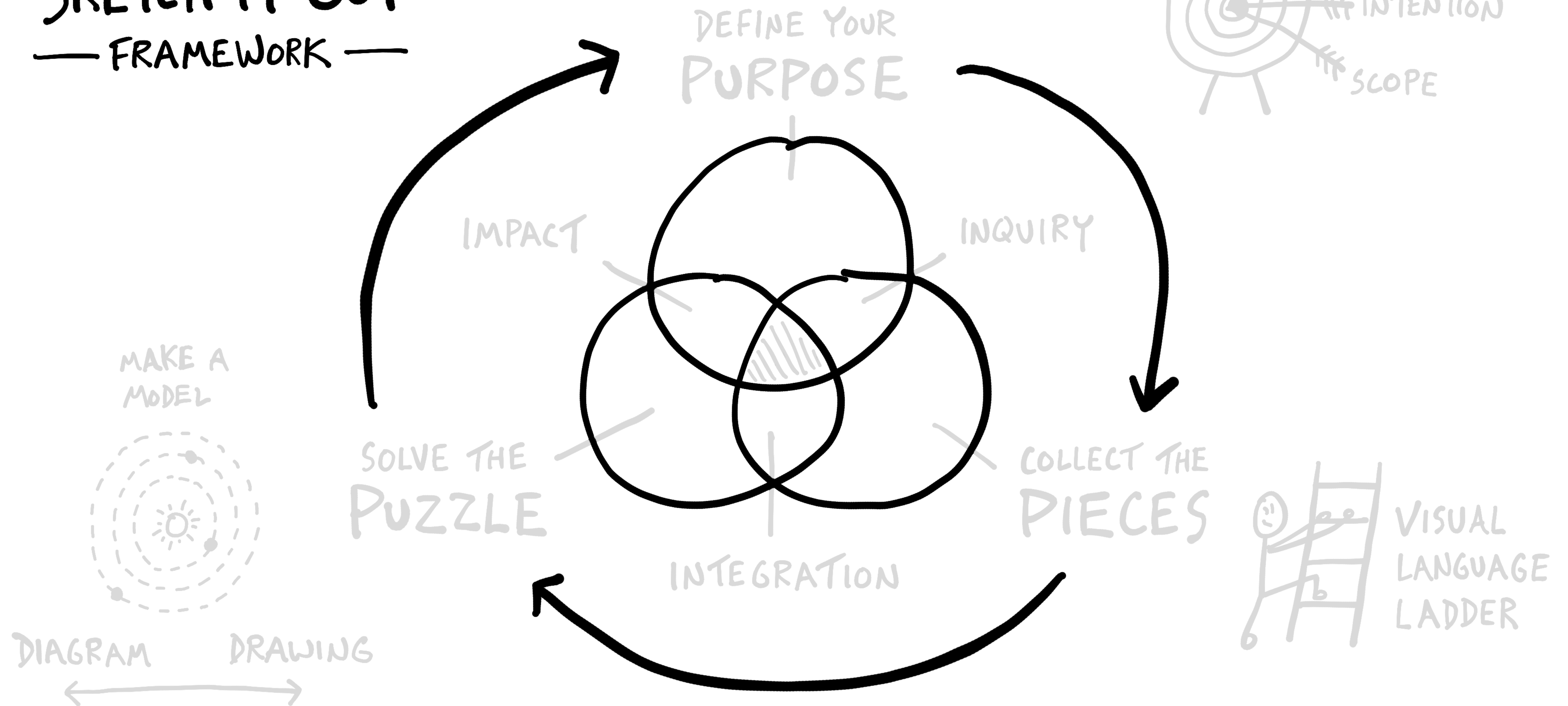




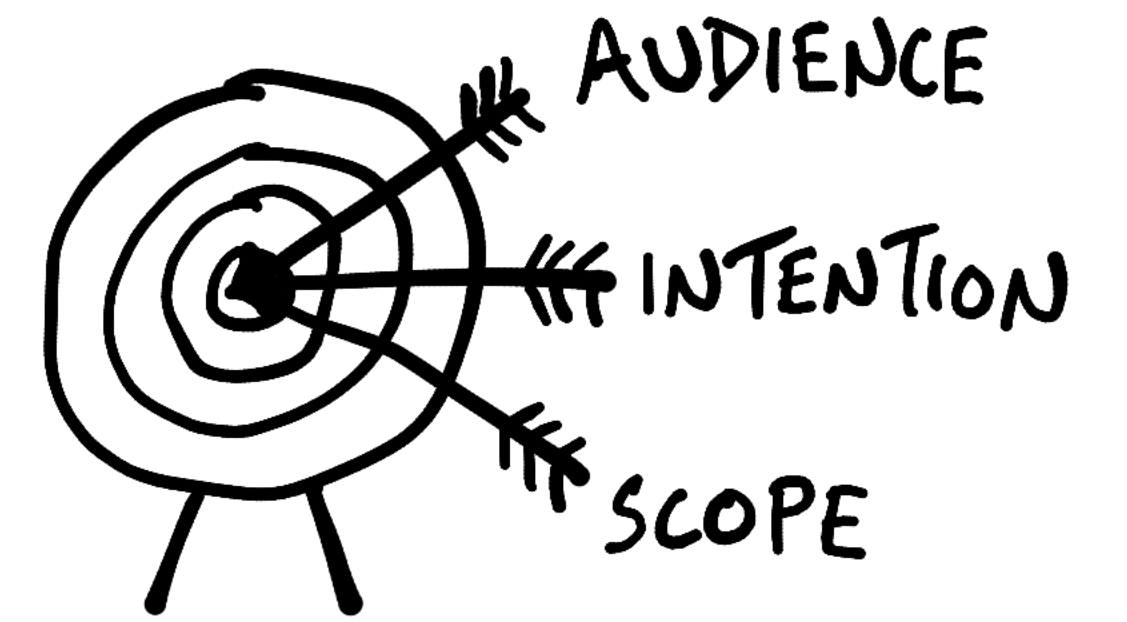
— THE —
SKETCH IT OUT
— FRAMEWORK —



THE SKETCH IT OUT FRAMEWORK



THE
SKETCH IT OUT
FRAMEWORK



DEFINE YOUR
PURPOSE

IMPACT

INQUIRY

SOLVE THE
PUZZLE

COLLECT THE
PIECES

INTEGRATION

MAKE A
MODEL

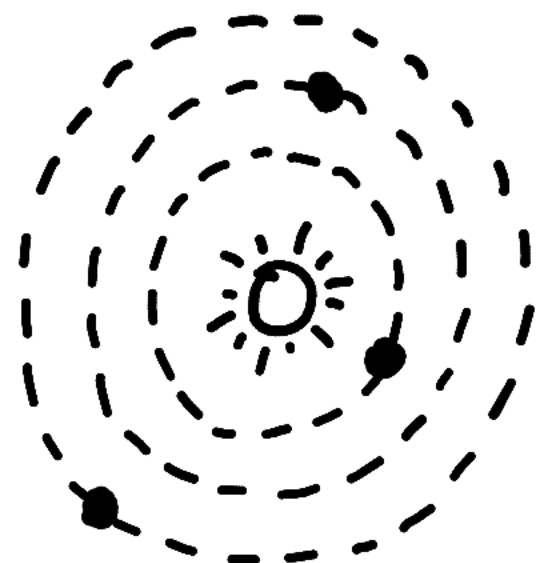
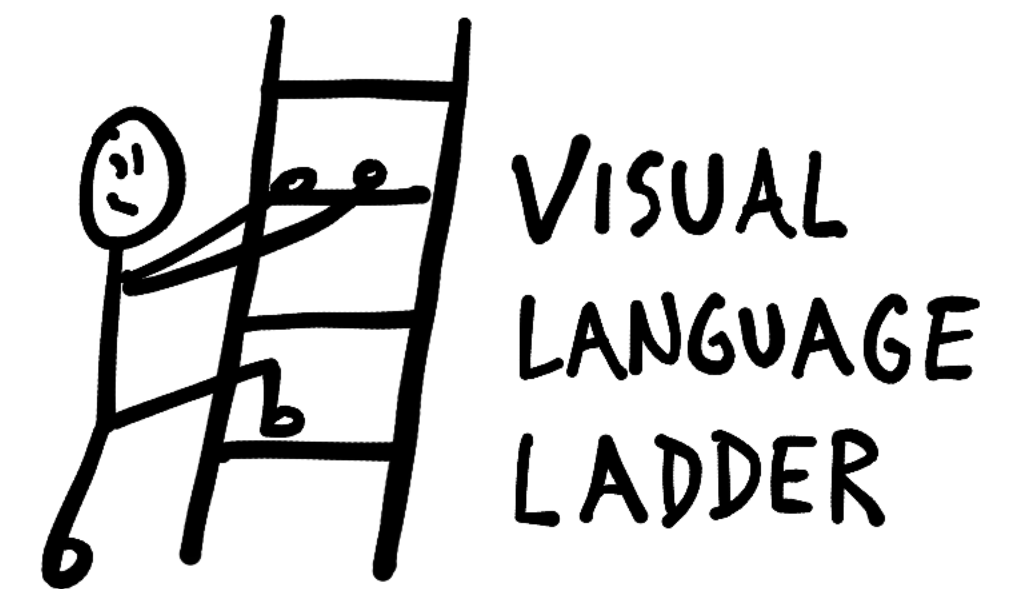


DIAGRAM DRAWING



THE VISUAL LANGUAGE LADDER



MAKE MARKS → MAKE MODELS → MAKE MEANING

THE VISUAL LANGUAGE LADDER



MAKE MARKS → MAKE MODELS → MAKE MEANING

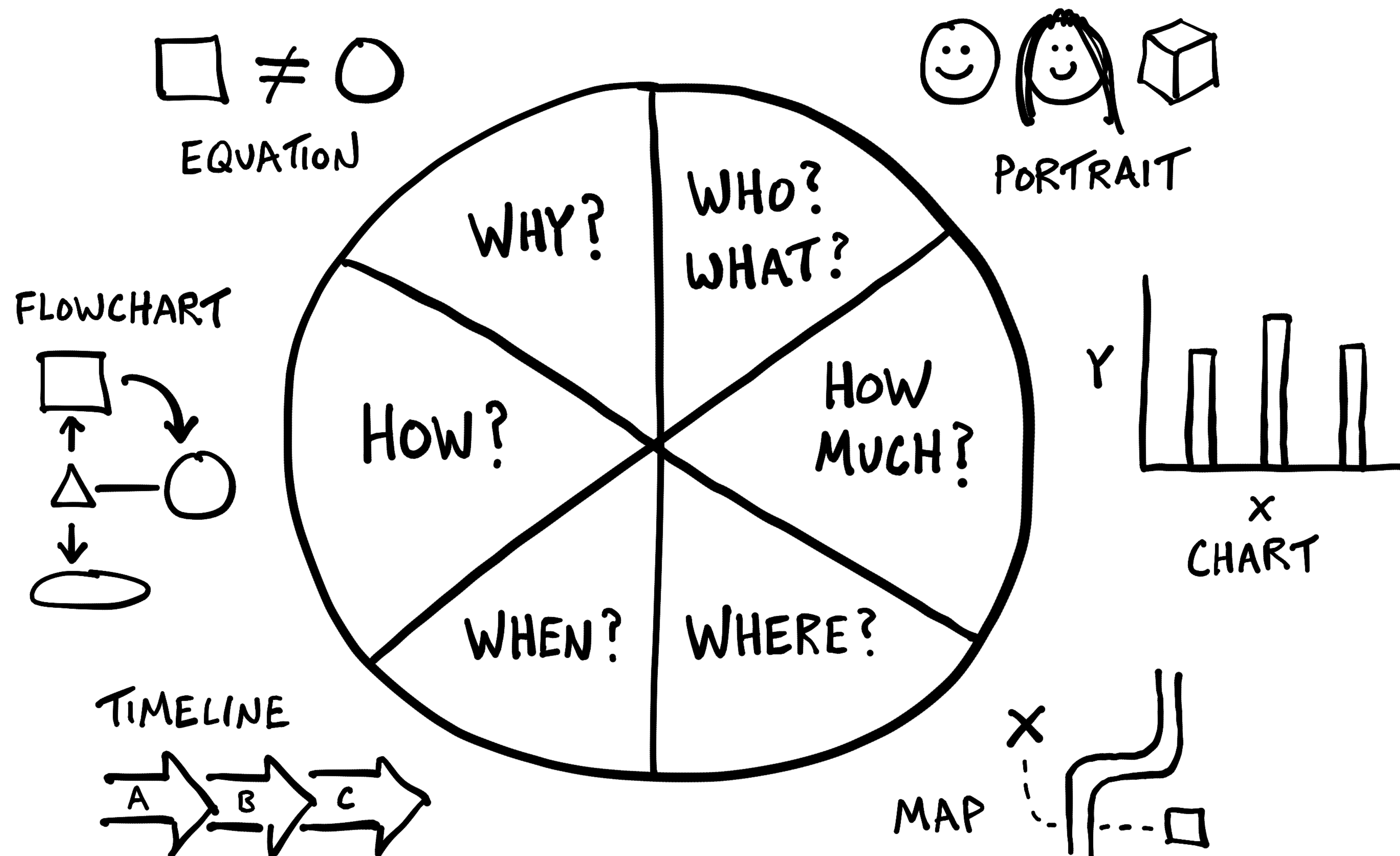
THE VISUAL LANGUAGE LADDER

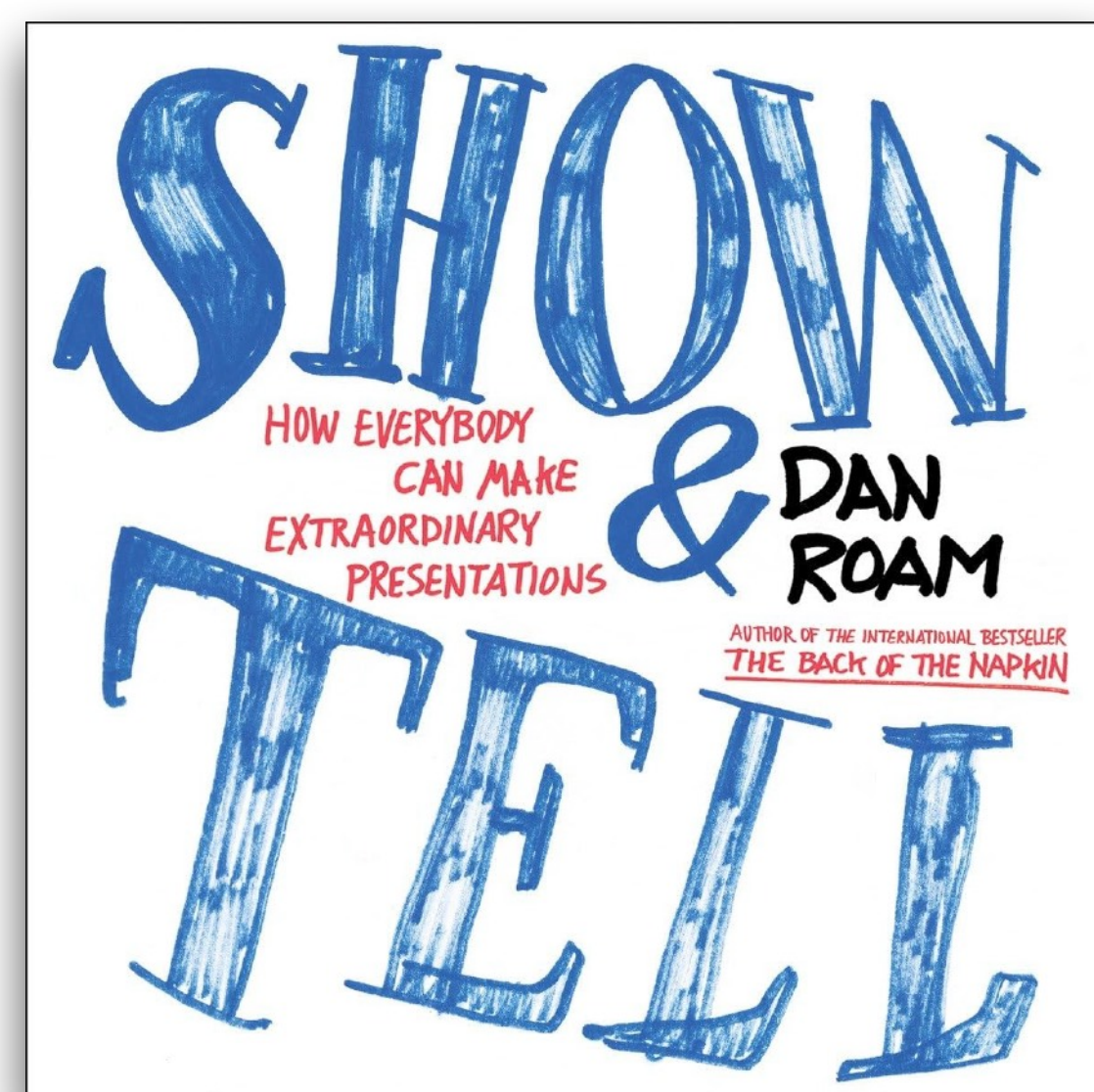


MAKE MARKS → MAKE MODELS → MAKE MEANING

THE PICTURE PIE

FROM SHOW & TELL BY DAN ROAM



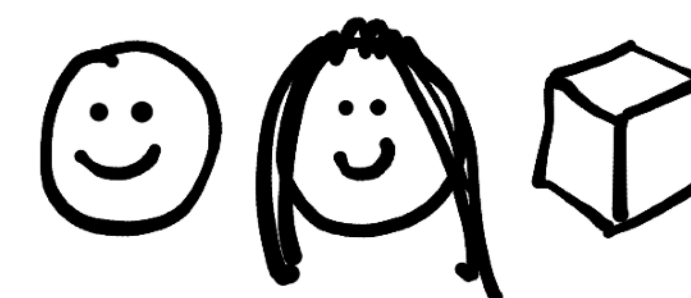


THE PICTURE PIE

FROM SHOW & TELL BY DAN ROAM

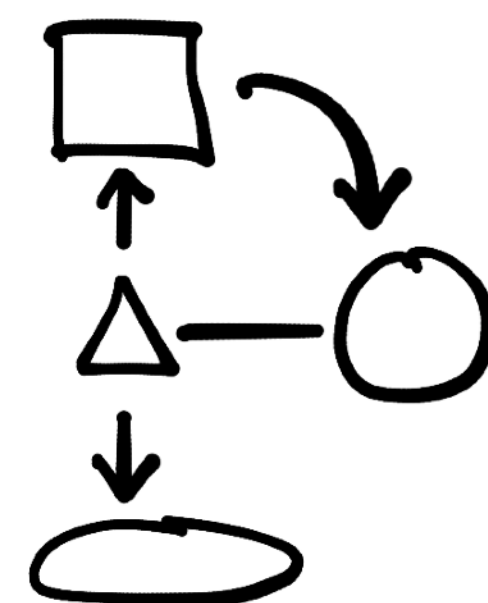


EQUATION

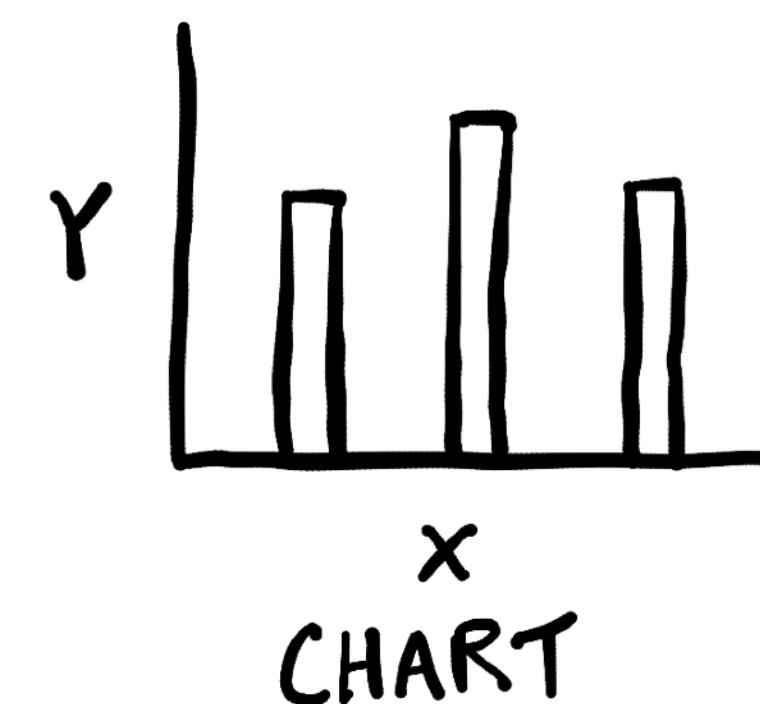
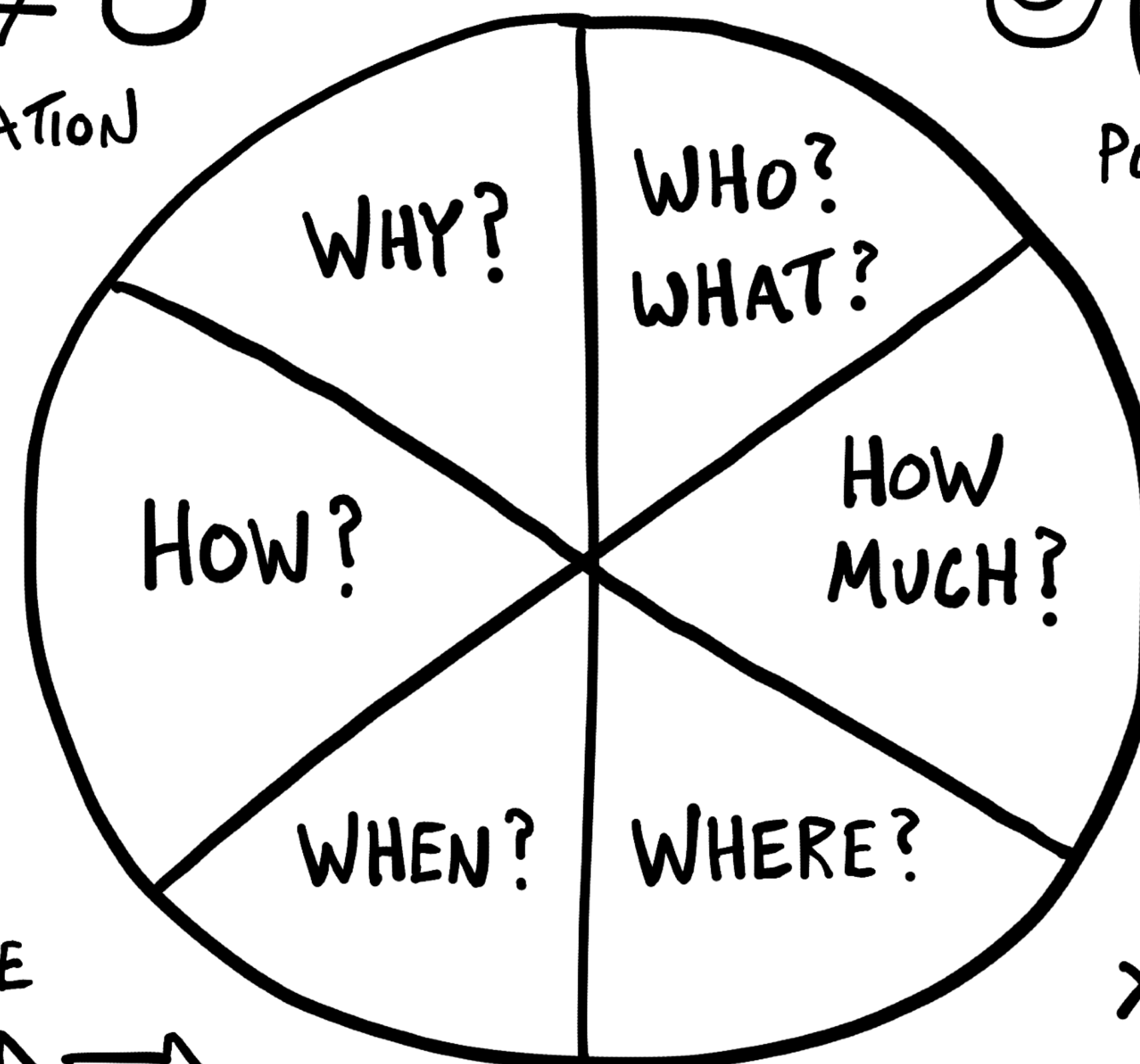
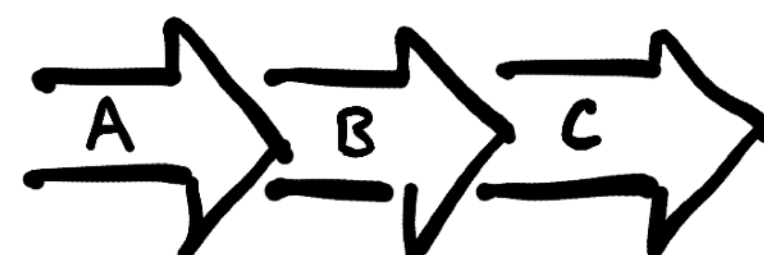


PORTRAIT

FLOWCHART



TIMELINE

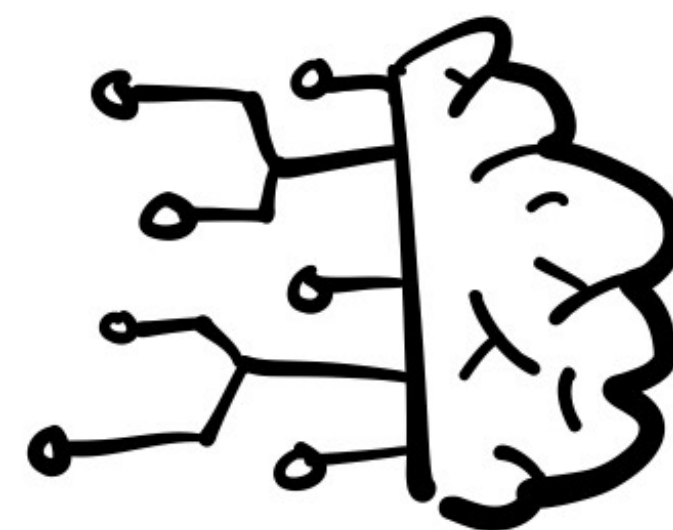
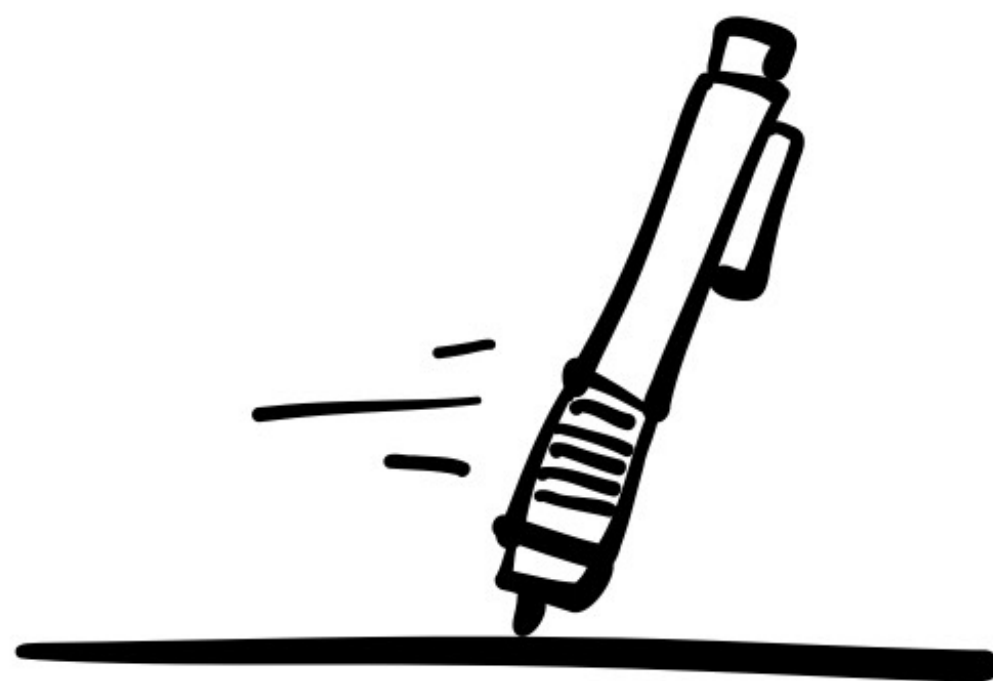
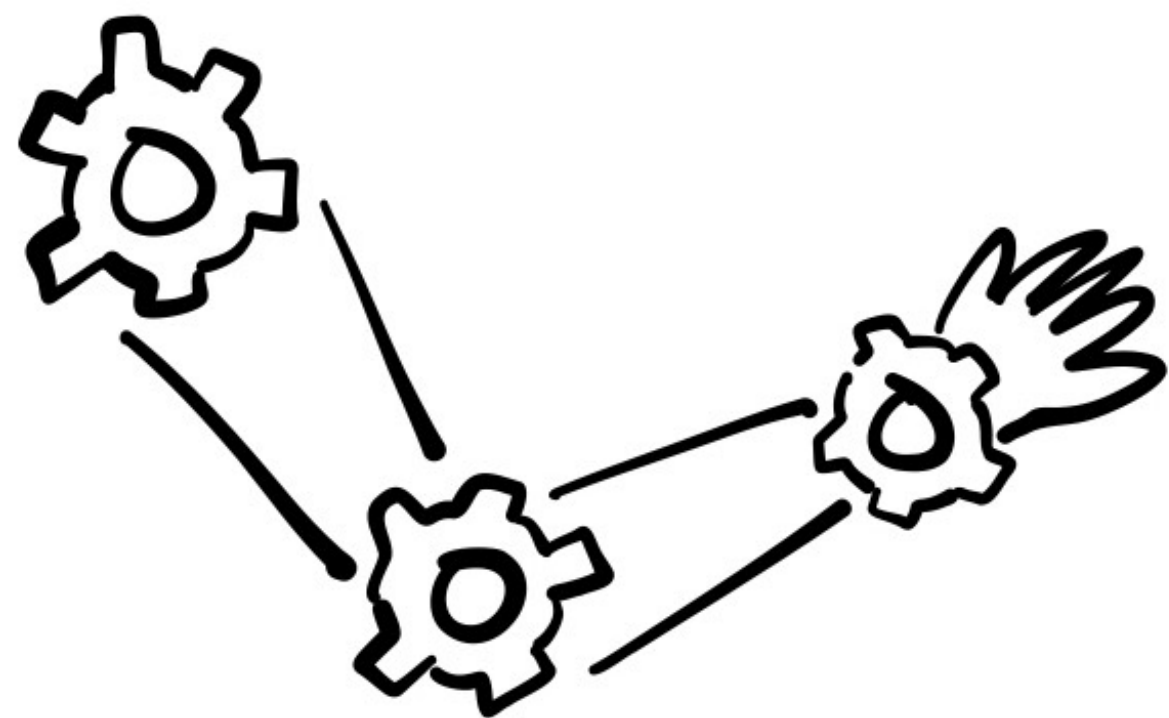


CHART



MAP

SKETCH IT OUT



BUILD THE SKILL OF VISUAL THINKING TO SUPPORT
YOUR RESEARCH, GRANT PROPOSALS, & PUBLIC COMMUNICATION



19TH MARCH, 26TH MARCH, 2ND APRIL
14:00-15:30

Bionics+

VERBAL
TO
ISUAL