

COURSE PRESENTATION

Design-driven creativity with AI

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TEACHER(S)

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Design-driven creativity with AI

This new summer course is dedicated to high school students who want to explore how a design-led creative business is born and how artificial intelligence can become a powerful creative ally.

Starting from a real need and arriving at a concrete entrepreneurial idea, you will learn to design like real designers do: **observing people, imagining possible futures, and building solutions that have an impact on everyday life.**

Throughout the journey, you'll be guided by design experts who will help you create your first D-Venture.

From a concrete problem to a service or a product

In today's world, many of the most revolutionary companies weren't born from a technological insight, but from a simple human need.



Airbnb: from spare room at home to service platform



GoPro: from a "wearable" camera for surfing to an action camera for everyone

Design-driven creativity with AI

This is the design-driven approach: looking at the world through people's eyes, understanding what works and what doesn't, and imagining solutions that transform the experience even before building the product.

Today, artificial intelligence greatly amplifies this way of working:

- it allows you to simulate interviews and conversations with users,
- it helps generate and organize ideas,
- it supports the creation of clear, visual, and easily shareable concepts,
- it accelerates the ability to evaluate scenarios, business models, and possible futures.

Our course teaches you how to combine design + AI to create a creative venture that doesn't start from technology, but from a deep understanding of a need- and then uses technology to bring the solution into the world.

The course

We live surrounded by technologies that shape our choices, our movements, the way we learn, and even how we connect with others. Yet we often remain passive users of tools and applications designed by someone else.

This course aims to “open the black box” of innovation and enable students to design a design-driven venture of their own.

The course

Throughout the program, we will work like small innovation teams: starting from a real need, building a vision, developing a coherent offering, analyzing how to make it sustainable and scalable, and finally learning how to communicate it through identity, storytelling, and compelling visuals.

AI will be present as a constant tool: from user simulations to acting as a creative sparring partner, all the way to shaping the visual aspects of the final proposal.

In five days, the goal is to give participants a real experience of venture design in a design & AI style.

Program

Over the five days, you will:

Understand what it means to be design-driven

start from real needs, observe people, define future scenarios and opportunities. AI will help simulate interviews and usage situations.

Ideate and define your offering

shape a value proposition aligned with the needs identified. AI will be used as a creative sparring partner and to produce clear, communicable summaries.

Design the business model

learn how to make your idea feasible, sustainable, and scalable. AI will support the definition and visualization of different potential models.

Build the identity and storytelling of the creative venture

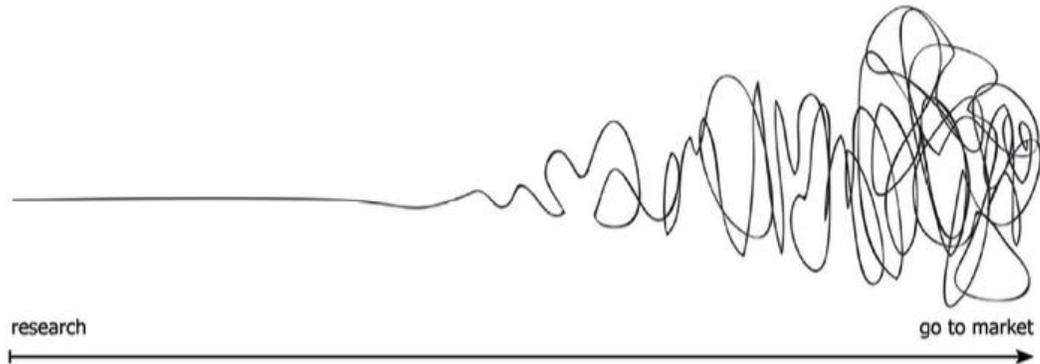
work on branding, narrative, and visual communication. AI will be used to generate graphic materials and effective representations.

Develop a final pitch

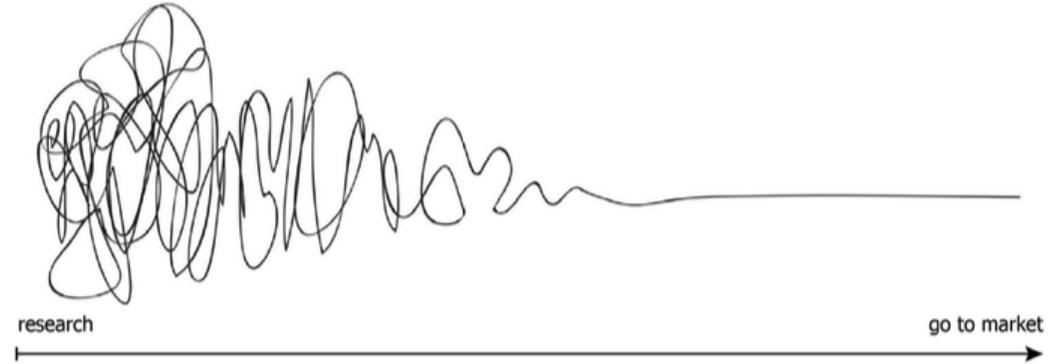
each group will produce a complete and coherent presentation of its D-Venture, integrating everything experienced during the previous days

Why to use a design-driven approach?

Classic entrepreneurial process



Design-driven entrepreneurial process



You cannot understand good design
if you do not understand people;
design is made for people.

Dieter Rams, 1976

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