

# Human/AI Design Challenge

Category: [Multiple Disciplines](#)

Deadline: September 27, 2023

Website: <https://bit.ly/3OgRnQZ>



Barcelona Design Week, created by Barcelona Design Centre in 2006, celebrates its 18th edition from October 16 to 28, 2023 and will be associated with the 17 Sustainable Development Goals (SDGs), declared by the United Nations.

Halfway to reaching the 2030 Agenda, promoted in 2015, it is time to have a realistic perspective regarding the path developed and the pending achievement.

Faced with a global scenario marked by uncertainty, complexity and volatility, design is a key element for the present and future of people, to create a human future. In this sense, the BDW'23 launches a global initiative to promote SDG number 18: Design for Human Future, which also becomes the motto of the edition.

Aim of the challenge is to open a reflection among the students of design schools around the world on how to balance the best relationship between human creativity and artificial intelligence, as well as to promote creativity and innovation in the field of graphic design, using artificial intelligence tools to amplify human creativity.

The challenge is to create a graphic design project using artificial intelligence whose final result is a 70x100 cm poster on the theme Design for Human Future. The images and visual content must be original.

There is no entry fee.

## **Eligibility**

Open to students, of legal age, from design schools from all over the world. Participation can be individual or in a group of 2 people.

## **Prize**

18 finalist posters will be selected to be part of an exhibition that can be visited during BDW'23. Among the finalists, a winner will be selected who will receive the BDW-CASA SEAT prize of 1,500 EUR (approx. 1,670 USD), which will be announced at a public event on October 25.

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