

INOVM0028: The Role of AI in Digital Innovation

Project Brief 2026-27

The Challenge

How might we use AI to explore, question, or improve digital innovation in real-world contexts?

Artificial Intelligence is transforming how we design, build, and communicate in digital spaces. But it also raises complex questions about trust, ethics, creativity, and impact.

You've been commissioned by a fictional innovation agency to investigate the role of AI in a sector or system of your choosing. Your task is to develop an insight-led innovation proposal that responds critically and creatively to the challenges and opportunities of AI.

Your outcome could be:

- A speculative concept
- A user-centred service
- An experimental media prototype
- A strategic or systemic intervention

There is no single solution, only rigorous inquiry, thoughtful experimentation, and collaborative learning. The focus is on process, insight, and collaboration.

Your Task:

Work in an interdisciplinary team to:

- Frame your AI innovation challenge using tools and frameworks from the unit
- Apply design, media, and strategy methods to generate insight
- Explore and critically evaluate relevant AI tools and approaches
- Test and develop ideas through experimentation and iteration
- Reflect critically on your process, decisions, and ethical considerations
- Document your journey in a visual Evidence Deck
- Participate in a structured Learning Conversations with tutors

What this project is not:

- A coding challenge
- A competition to produce a polished end product
- An individual project – your outcome is developed collaboratively by the whole team.
- A shortcut to an immediate solution

- An excuse to let AI do all the work

Pathway Perspectives (Balance Your Team Thinking)

Each team will include students from one or more of these pathways:

Business Innovation	Explore systems, feasibility, value creation, and ethical impact of AI use.
UX Design	Understand user needs, prototype intelligent interactions, and improve usability in AI contexts.
Digital Media	Use narrative, visual design, or speculative practice to frame or challenge AI futures.

What You Will be Assessed on

Evidence Deck (Week 10)	A 12–20 slide visual record of your innovation journey, covering: • Problem framing and context • Tools and methods used • AI exploration, experiments or outputs • Key decisions, testing and iteration. • Reflections, pivots, and insights • Must include a prompt log or documentation of AI use. The Evidence Deck should show how your team explored, researched, tested and developed ideas throughout the project. It is not a pitch deck.
Team Learning Conversation (Weeks 11–12)	A 15–20-minute oral discussion (recorded) with tutors, based on your Evidence Deck. You will not present the deck live — tutors will review it in advance and guide the conversation. As a team, you should be able to explain and justify your project's development, decisions and outcome, including: • How you explored and selected AI tools or approaches • What you learned from experimentation and evidence • The capabilities and limitations of the AI you used • Relevant risks, ethical considerations and trade-offs • How evidence informed the resulting outcome • How collaboration shaped the project
Individual Critical Reflection (Weeks 11–12)	Your individual assessment is based on your contribution to the shared team project and your Individual Learning Conversation. You will reflect on your: • Contribution to the project process and outcome • Engagement with AI technologies

	• Decisions, judgement and problem-solving • Learning and critical self-awareness • Ethical awareness and responsible AI practice • Personal development
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Assessment Connection

Team Project – Evidence Deck and Team Learning Conversations – 60%

Breaks down as:

The **Evidence Deck (40%)** is a structured record of how your team explored, researched, tested ideas during the project. It should be an accurate reflection of your team's methods, experimentations, decision making and outcomes.

The **Team Learning Conversation (20%)** is a guided discussion that allows you to demonstrate your team's understanding of the project's evolution. You should be able to explain and justify your decisions, discuss the capabilities and limitations of AI, and consider relevant risks, ethical implications and trade-offs. You should also explain how evidence informed the resulting outcome.

Individual Critical Reflection – 40%

The individual assessment is based on the evidence, within your deck, of your contribution to the shared team project and your **Individual Learning Conversation**.

You will reflect on your contribution, learning, critical self-awareness and professional development, including your engagement with AI, your decisions and judgement, and any ethical or societal considerations that arose during the project.

For more detailed information on assessment rubric: Blackboard/Courses/ The Role of AI in Innovation/Unit Assessment.

Generative AI Use

This assessment follows Category 3 – Selective Use Permitted.

 You may use AI for:

- Ideation
- Image generation
- Prompt engineering
- Text synthesis for exploration

 You may not bring scripted AI outputs or read from AI-generated responses in your viva.

AI should **support, not replace**, your own research, analysis, evaluation, reflection or project decisions.

 You must include an **AI prompt log** in your Evidence Deck. [AI Prompt Log](#)

Marks are awarded for original thought, critical reasoning, ethical engagement, and design thinking, not AI polish.

Timeline

Week	Activity
Week 1	Teams Formed, Project and Case Studies Introduced
Weeks 2–9	Project Development + Workshops
Week 10	Submit Evidence Deck
Weeks 11–12	Attend Learning Conversation & Individual Critical Reflection

Need Help?

Use drop-ins, weekly sessions, to get feedback or ask questions.

There is no perfect answer, just strong reasoning, shared learning, and thoughtful use of tools.

We look forward to seeing where you take this.