JSAA ELECTIVE COURSE BLURB

Jindal School of Design & Architecture
India's Global Design and Architecture School

SEMESTER & YEAR	SPRING 2026	ELECTIVE TYPE (DEPARTMENTAL / CROSS ELECTIVE) *	Cross Elective
COURSE CODE	7002	ELECTIVE MODE (SEMINAR / STUDIO / WORKSHOP)	Seminar (with Studio-based Exercises)
NO. OF CREDITS	3	PREREQUISITE COURSE(S) (IF ANY)	N/A
COURSE NAME	Generative AI, Algorithms, and the Media We Believe		
AFFILIATED PROGRAM(S) (select as applicable)			

* Departmental Electives are only open to JSAA students and Cross Electives are open to all JGU students.

Faculty Bio

Prof. (Dr.) Kil Jae Ahn is an architect and educator whose work is grounded in architectural design and spatial thinking, and expanded through the thoughtful application of digital and emerging technologies. Trained in architecture Design and engineering, he approaches technology not as an autonomous field, but as a set of instruments that reshape how space is conceived, represented, and experienced.

His teaching spans architectural design studios, BIM, urban and infrastructural studies, and immersive design. Alongside these, he explores the use of drones for spatial documentation, 3D printing for prototyping and fabrication, game engines for spatial simulation, and generative AI for speculative and critical design inquiry. Across these domains, his focus remains consistent: how tools alter design processes without replacing human judgment, authorship, or responsibility.

Dr. Ahn's research interests extend beyond technique to include the cultural and perceptual implications of digital media and algorithmic systems—particularly how they influence belief, trust, and contemporary modes of representation. His pedagogy emphasizes learning through making, questioning, and reflection, encouraging students from diverse backgrounds to navigate technology critically while remaining grounded in architectural thinking.

Course Descriptor

This course examines how belief, trust, and authority are produced in the age of generative AI. Through hands-on creation of AI-generated avatars, short-form videos, and information-style media, students explore how algorithms and generative systems shape what we see, feel, and come to believe online.

Rather than approaching generative AI as a purely technical tool or an abstract ethical issue, the course emphasizes experiential learning. Students actively create media that appears persuasive, emotional, and credible, and then critically reflect on why such content is so easy to produce and so difficult to question.

Combining seminar-based discussion with studio-style exercises, the course encourages students to engage with generative media not only as users, but as reflective creators. The course is open to students from all disciplines, and no prior experience in AI, programming, or media production is required.

Key Learning Outcomes (Based on Blooms / Solo Taxonomy)

Upon completion of this course, the students will be able to:	
LO1	Describe the basic principles, capabilities, and limitations of generative AI and algorithm-driven media systems.
LO2	Apply generative AI tools to create avatars and short-form media for specific communicative purposes.
LO3	Analyze how trust, belief, and authority are constructed through media form, emotional framing, and algorithmic distribution.
LO4	Evaluate ethical and societal implications of AI-generated media, including misinformation and responsibility in content creation.
LO5	Reflect critically on their own role as both creators and consumers of generative AI–mediated media.

Assessment & Evaluation System

Assessment in this course is process-oriented and emphasizes critical engagement over technical perfection. Students are evaluated through participation in seminar discussions, hands-on studio exercises, and reflective assignments. Key components include short practical exercises (avatar creation, short-form video production), process documentation, group critique, and written or video-based reflections. A final project requires students to critically analyze or responsibly reframe AI-generated media, supported by a reflective rationale.