

RESEARCH THEME

XLII Cycle – a.y. 2026/2027

Title of the doctoral research	Agency, Interpretation and Collaboration in AI-Mediated Communication Design Processes
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Abstract

In the context of digital transformation, AI is having a significant impact on communication design, both in terms of the tools that support project development and in terms of the ways in which design processes are structured and understood. While recent attention has largely focused on generative AIs as "prompt-based" systems for the production of outputs, ongoing developments are opening up broader scenarios in which AI increasingly participates in the design process as an active and situated agent.

In this perspective, the central issue is no longer only what AI can produce, but what it understands about communication design, how it interprets visual and contextual information, how it conceptualizes design problems and objectives, how it reflects on project conditions, and how it may contribute to processes of inquiry, evaluation, coordination and interaction. The focus moves from the generation of artifacts to the participation in the cognitive, interpretative and relational dimensions of design activity, understood as a process-oriented and distributed form of reasoning.

This research pursues a twofold aim. On the one hand, it seeks to provide a more precise understanding of the forms of situated agency, interpretation and design reasoning that AI may assume within communication design processes. On the other hand, it uses this inquiry to investigate the roles, dynamics, logics and inferential structures through which the design process is organized.

Keywords

Communication Design, Artificial Intelligence, Design Process, AI Agency, Design Reasoning