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Toolsheet on Ethical AI Design Canvas

https://www.videogames4good.eu

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Author: Alan Turing Institute

When to use it / Targeted skills:

This tool is ideal for the idea generation or planning phase of a video game project, especially when designing game mechanics, characters, or storylines that might be influenced by AI or algorithmic logic (e.g., NPC behavior, procedural generation, adaptive difficulty).

It helps learners build skills in:

• Ethical awareness – considering fairness, inclusion, and impact in game systems

• Systems thinking – mapping how mechanics and player interactions connect

• User-centered design – planning with diverse players in mind

• Social responsibility – reflecting on how the game may affect players and society

Use it when defining your AI strategy in game creation, for example: how enemy behavior adapts, how characters are represented, or how data might shape gameplay.

What You'll do:

You'll fill in a structured canvas that guides you in evaluating your AI idea's ethical, social, and technical implications. You'll consider who is affected, what could go wrong, and how to make your design fairer and safer.

What You'll Need:

- Printed or digital Ethical AI Design Canvas (see Annex 1)
- Pen, pencil, or digital editor (e.g., Miro, Jamboard)
- Optional: Access to research tools (internet, articles, examples)

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How to use it:

1. Start in the Center: Write your AI idea in the central box (e.g. “Homework helper chatbot”, “Face scanner for school security”).

2. Stakeholders (Top Right): Who are the direct users? Who might be affected (positively or negatively)?

- Tip: Think about age, accessibility, background.

3. Benefits & Harms (Bottom Right): What are the potential positive outcomes? What unintended consequences might arise?

- Tip: Could it exclude anyone or be misused?

4. Bias & Fairness (Bottom Center): Could your tool show bias (e.g., favoring certain languages, genders, or skin tones)?

- How can you detect and reduce bias?

5. Data & Privacy (Bottom Left): What kind of data does it use? Is it personal or sensitive?

- Tip: Where does it come from? Is consent required?

6. Improvements (Top Left): What changes would make your tool more ethical, inclusive, or transparent?

- Tip: Could you explain it clearly to a non-technical user?

7. Review & Reflect: Share your canvas with others. Get feedback. What would you revise?

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About this template:

This is a student-friendly adaptation of the Alan Turing Institute's "AI Ethics Canvas." It's a visual thinking tool made to support:

- Brainstorming
- Critical reflection
- Group discussion
- Iterative improvement

Each canvas section prompts a different lens of thinking:

- Social (who's impacted?)
- Technical (data and logic)
- Moral (is it fair?)
- Strategic (what to improve?)

It turns abstract ethical questions into a structured activity.

Tips for Reuse / Continuation:

1. Revisit the canvas after user testing or peer feedback
2. Use it on existing real-world AI tools to analyze how well they address ethical concerns
3. Pair it with a presentation or short report to justify design choices

Languages:

Available in English, French, Czech, Latvian and Italian.

Improvements	**AI IDEA**	Stakeholders
Data and Privacy	Bias and Fairness	Benefits and Harms