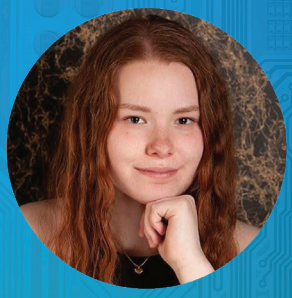
TentCraft

BEYOND THE PROMPT

Where AI concepts meet
the realities of booth design.



A CONVERSATION WITH
TIA MCCLANE
WORLD CLASS DISPLAYS



Meet Tia McClane,

a 3D Designer at **World Class Displays**, where she helps turn booth concepts into visual, functional spaces. With World Class Displays' focus on custom trade show exhibits and the process of taking an idea from concept through production, Tia brings a hands-on perspective to how AI is changing the way booth designers explore ideas, visualize spaces, and bring those concepts closer to reality.

1. Where is AI creating the most value for you in the creative or concept-development process right now?

For me, AI is most useful for creating temporary graphics during the booth design process. Those graphics help a concept feel complete, but creating them from scratch can take time away from working through the design itself. AI helps me fill in those visual gaps so I can spend more time thinking about how the booth is structured, how the space functions, and how visitors will move through it.

Since most clients ultimately provide their own branded artwork, I find it helpful to use AI-generated graphics to support the initial presentation. They give the client a better sense of how the space could look and how graphics might work within it, without requiring me to develop custom artwork that will likely be replaced.

The biggest benefit is having more time to work through the details that shape the visitor experience. Is the entrance inviting? Can people navigate the space comfortably? Are the key products and messages easy to find? Does the layout support the conversations or activities the client wants to encourage? Using AI for temporary graphics lets me give those questions more attention while still presenting a concept that feels polished and helps the client picture the finished booth.

2. When an AI-generated concept needs to become a real-world activation or finished customer design, what challenges, if any, are you running into between the initial idea and something that can actually be designed, produced, or printed?

For me, the challenge is translating a compelling visual into a booth that works in a real space. An AI-generated concept can look impressive, but it may include features that aren't practical for the project's budget, installation schedule, or venue requirements. There's still a lot to work through from materials and structural support to lighting, electrical needs, and how people will move through the space.

I approach those images as a starting point for discussion. Before developing the design further, I want to understand which elements the client is connecting with. Maybe it's the open layout, the lighting, or the way a product display draws their attention. Identifying those details helps me focus on what matters to them and make thoughtful decisions about how to incorporate it into the booth.

From there, my role is to translate that direction into something functional and achievable. That might mean adjusting proportions, choosing a different material, or simplifying a feature so it can be fabricated and installed effectively. The finished booth may evolve quite a bit from the original image, but the goal is to preserve what excites the client while creating a space that supports their needs and gives visitors a positive experience.

3. What do you think still needs to improve before AI can play a bigger role in taking experiential ideas from concept all the way through execution?

I think the next big step is for AI to better understand the project as a whole while giving designers more control over the details. It's already useful for visualizing a concept, but taking that concept into production requires it to account for things like venue dimensions, structural limitations, brand standards, budget, and installation timelines For booth design, it also needs to consider how people will move through the space, what they need to see, and how the environment supports the client's goals.

I'd also like to be able to lock an approved layout, adjust one element, and trust that everything else will stay consistent. Better integration with the design tools I already use would make it easier to replace temporary graphics with final client artwork and carry approved assets through revisions. Even help with routine checks, such as dentifying missing content, outdated logos, or inconsistencies across booth graphics, would save time and reduce unnecessary rework.

Human expertise remains essential throughout that process. Designers and production teams still need to evaluate the concept, resolve practical challenges, and make sure the finished booth can be built, installed, and used successfully. For me, the biggest opportunity is for AI to become a more dependable part of that workflow is by helping with repetitive tasks and supporting informed decisions so I can spend more time on the details that make the space work well for the client and their visitors.