

# VIST405

## Project 2

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### Augmented Reality Design

For project two we will explore the concept of augmented reality. Create a 3D animation or motion graphics to be projected on a real environment to achieve the augmentation. Concentrate on the image, motion, sensory input and narrative side of the project. Which basically means we will use real world “found” objects, architecture, people (think augmented fashion) etc. as the basis for the work. The primary objective of this project is to find a narrative bridge between the physical and virtual worlds.

**Task:** Design an AR (Augmented Reality) using 3D projection mapping techniques

- Theme: Emergent narrative space
- Project type: Projection on an existing environment or fabricated environment

#### Part 1 – Concept

- Develop a concept for an AR environment that allows a user(s) to create emergent narratives.
- Each team needs to find a space or fabricate a physical environment for projection and study your space.
- Every object or building for example has a history of process, we could speculate about that through the mapping of images or we could think about the future of objects and architecture and apply the same rules.
- You will need to create some relationship (or a story) between physical and augmented environments. This relationship should be considered according to the context you define.
- Consider an audience’s point of view as well as interaction.
- An environmental input is required (sound, light, temperature, etc.) to create an interactive project.

#### Part 2 – Research

You should conduct two types of research:

- Research on other projects that are related to yours. Make sure the projects relate to your concept and not just the technology.
- Research/ experiments on your own experience in the system

This research needs to be part of your final presentation as well as your blog documentation.

#### Part 3 – Implementation

The focus of this project is a quality of augmentation.

- Find a space and experiment with a projector

- You use 1 projector
- Consider physical, technical constraints (power source, light, time, placement of hardware)
- Focus on creating qualitative relationships between a physical space and media content.
- Consider the ambient interaction between your system and environment
- The aesthetics of visual/ sound of your project is important to create narratives;

## **Part 4 – Presentation**

### **Evaluation Criteria**

- Aesthetics \*\*\*
- Emerging narratives
  - Experience
  - Interaction
- Research
- Presentation
- Documentation

### **Time Table**

- September 29 : Drawings, photos and initial experiments
- October 4 : Tutorial II, Working Session
- October 6 : Working Session
- October 11 : Working Session, System Rehearsal, Presentation Slides Due
- October 13 : Presentation

**Good Luck.**