Juxtapose: An Exploration of the Technical and Aesthetic Potential of Print-based Augmented Reality Design

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Abstract
This practice-led research project examines how the technological and aesthetic components of augmented reality (AR) serve to extend, enhance and disrupt print-based design.

The outcome of the project is a conceptual hybrid AR/print publication that demonstrates the aesthetics and models of AR...

Keywords
Juxtapose; Darren Menorath; Augmented Reality; AR; Print design; Mixed Reality; MR; Augmented Space; Hyperreality; Zines; Vaporwave; Internet Art; Internet Culture; Prosumer; Physical and digital; Hybrid AR/print; Graphic design; Print publication; Virtual and physical; Matsuda; Manovich; Baudrillard; Simulacra and Simulation; Zine culture; Participatory creative space

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components of the events within augmented space. In this paper, by using the dynamic event concept and through analyses of famous mobile AR artworks, we reach three major conclusions of aesthetic experiences in AR artworks: the event of real-time interaction is the aesthetic manner; the immanent event of the fuzzy boundary immersion is the aesthetic distance; and the immanent event of augmented realization is the aesthetic purpose. Keywords: which is made of artificial augmented reality and physical world reality, feels real, and the actor believes he/she exists in it. Type Film VR (3D) refers to the realization that is not only based on reality but also goes beyond reality. The immanent event of augmented realization is the. One such technology, with “the potential to transform the shopping experience” (Duncan et al., 2013, p. 6) is augmented reality (AR). AR can enhance sensory perceptions for consumers by superimposing virtual elements directly into the real-time environment (Yaoyuneyong et al., 2016). Much of the literature on AR has focused on adoption-based factors, using traditional technology acceptance models (TAMs) (Huang and Liao, 2015; Lee et al., 2006; Pantano and Servidio, 2012; Rese et al., 2014, 2016), or the impact of specific AR features on emotional and behavioral responses (e.g. Huang and Liu, 2014; Huang and Liao, 2017). 2.2 Augmented reality Interest in, and usage of, augmented reality interactive technology is rapidly increasing. The project follows a design-based research methodology, with several cycles of AR application development, user testing and evaluation. This manuscript is a work-in-progress report of the EduPARK project’s options regarding the AR content and triggers, and points out some future directions. Some technical issues, related to the markers’ recognition, were observed and registered by both pupils and monitors, leading to the revision of the markers’ purposes, structure, and content. Examples of refined AR markers and content are presented and discussed in this manuscript. Future work will include developing markerless tracking for this application in the selected urban park. A comparative review of the educational impacts of augmented-reality*, ISMAR 2012 – 11th IEEE Int. Symp. Mix.