

PROJECT THREE

Explorative Final Project

AR VR MR

GOALS

Combining your previous class knowledge design and create augmented or virtual content linked to a physical piece.

SKILLS

- Planning and development of augmented content and/or 3D virtual space.
- Be able to critically analyze and research new technologies in preparation for implementing and designing with them.
- Solving complex problems through ideation and critical thinking.
- Apply graphic design principles and fundamentals of User Experience (UX) design to a augmented and/or 3D environment.
- Apply your digital literacy skills to move between multiple programs and trouble shoot.

EXAMPLES

- **Design a product package** and add augmented content or use AR to link a virtual environment to a package design like a portal to another world.
- **Create a poster or 2D artwork** and add augmented content or use AR to link a virtual environment to a package design like a portal to another world.
- **Create a 3D printed piece or sculpture/ceramic work** and add augmented content or use AR to link a virtual environment to a package design like a portal to another world.

REQUIREMENTS

AR: Use augmented reality (*zapAR, Aurasma, or other*) to add digital content to a physical piece (*poster, artwork, packaging, photo, magazine, book, any design, 3D artwork, ceramic, sculpture, 3D printed object, final paper or report, other....*)

Digital Content: You may wish to link a virtual environment to a physical object through AR or use the AR to add other digital content. (*additional information, small animations, music, other...*)

Process PDF: Create a process book documenting your ideation, sketches, visual research and design steps. Summarize your initial idea and final product in a concept statement to explain how your design changed or evolved.

Video: Create a concept video documenting the use of your augmented or virtual design. Post to youtube and link to process book.

DELIVERABLES

Turn in the process PDF and link to your video on google classroom. Bring your physical object to the final and demo your augmented content.

Due: 11am Wed. May 16th (Final)

