Augmented Reality (AR) Design Research for Connecting Print and Interactive Media in Graphic Design Education

Hwang, Kristine Hyejung

Kennesaw State University
Graphic Communications, School of Art and Design

Kristine Hyejung Hwang
Graphic Communications, School of Art and Design
Kennesaw State University

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Synopsis:

Augmented Reality (AR) apps put the print publication and digital media together. The interactive prints with AR let the readers enjoy traditional reading experiences and explore interactive adventures. AR design research in graphic design education lets students prepared for their professional practices in the industry of interactive prints with Augmented Reality.

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Abstract

Graphic design had been referring visual communication in print media, focusing on brand identity and publications, magazines, newspapers and books, signs, and product packaging until digital publications became popular media in advertising and education fields. Since mobile devices such as smart phones and mobile tablets became a center of our daily lives, numerous digital media have been published for these devices: e-Textbook, e-Book, interactive pdf, mobile app, mobile website, etc. Although both print and digital media are equally important for accomplishing the marketing campaign goals and strategies in the current market, there is a disconnection, due to the overwhelming differences. A bridge between print and digital media will bring more powerful and impressive results in advertising and education.

Augmented Reality apps put the print publication and digital media together. The print with Augmented Reality can deliver phenomenal and engaging interactive experiences to the targeted audiences, because it is directly linked to digital media such as motion graphics, animation, video, audio, 3D, game, and social media that provide dynamic interactivities. The interactive prints with Augmented Reality let the readers enjoy traditional reading experiences and explore interactive adventures. For producing dynamic and successful graphic design projects for the current market, graphic design students should understand and have knowledge of the current technology and targeted markets. There are the needs of AR professional practice in advertising, education, and entertainment. Therefore, AR design research in graphic design education lets students prepared for their professional practices in the industry of interactive prints with Augmented Reality.