The Communicator

Message from the President

Dear IGAEA Family,

The IGAEA Annual Conference at the North Central State College in Mansfield, Ohio is quickly approaching. The hosts, Lynn Damberger and Bill Delgado, have planned many exciting presentations, workshops, and social activities for the participants and guests. Besides offering various workshops, the hosts devoted the entire Tuesday to tours of print shops in Cleveland, graphics tour of the Rock N Roll Museum, or the graphics tour of the Cleveland Museum of Art. It will be a conference for the entire family, so bring your significant others, children, and grandchildren.

Another exciting thing that will taking place at the IGAEA Conference next month is the official unveiling of the new Graphic Communications Educators Association (GCEA) logo, website, and color scheme. The Branding Committee and I have worked very closely with Spindletop Design, the company the Board of Directors hired for rebranding, on the creation of our new logo and website. I'm looking forward to the unveiling of our new identity at this year's conference.

I hope to see you all in Ohio!

My Best,

Monika Zarzycka

Envision Graphics 2014

IGAEA (GCEA)   NC State College

Augmented Reality Use in the Classroom
by Dr. Charles T. Weiss

Some of us probably remember when the first virtual reality video games came out oh so long ago. We were able to put on the bulky helmets and immerse ourselves in an alternate universe. A universe that usually consisted of very basic visualizations. At the time I know I thought it was the coolest thing ever. Spring forward some 30 or more years and we have now gone way past the virtual reality created with the bulky helmet, now we are able to view alternate realities through our smart phones and/or tablets. Today's alternate realities, when viewed through an Augmented Reality Application, use some aspect of the "real" world to create a new world. This could be a three-dimensional view of a house in a real estate magazine, maybe a listing of nearby restaurants with ratings that utilize GPS coordinates that can be viewed directly through our phone or tablet screen, or even a movie trailer that is launched while you wait outside the movie theater and point your phone towards a movie poster. These are just a few examples of the nearly endless possibilities created by the use of Augmented Reality (AR) applications (Apps).

As graphic communication educators it is important to understand the possibilities of Augmented Reality as it can truly add value to print (even non-print to a degree as you can use AR triggers from a digital screen) publications and designs. We all know printing has changed dramatically over the past 10 years; newspapers are disappearing, magazines are shrinking their distribution, and the world of traditionally printed pieces is becoming more specialized. So, as educators what can we do to bring value back to print? This is how AR can really be a benefit. AR can bring printed pieces to life and really provide a new return on investment (ROI) students can capitalize on with their creative ideas.

Scan the image above with your Aurasma App to see a 1947 movie on printing.

Holmes (Burton) Films, Inc. "Printing 1947." Online Video Clip. Public Domain. Accessed on 5/5/14. <https://archive.org/details/Printing1947>

Scan this QR code to follow my Aurasma Channel. If you already have Aurasma installed, on your smartphone or tablet, you can also follow it manually by looking up "Weiss IGAEA Channel"

Aurasma is available for free download on Mac and Android

AR Applications

• Aurasma •
http://www.aurasma.com/

• Aurasma Studio
https://studio.aurasma.com/
(use this to create your auras)

• Layar •
https://www.layar.com/

• Augment •
http://augmentedev.com/

• Junaio •
http://www.junaio.com/

• Yelp Monocle •
http://www.yelp.com/yelpmobile

• SnapShop •
http://www.snapshopinc.com/

These are presented as examples. If you have the time, check out each of these sites as they all have something worthwhile to offer in terms of AR.

Classroom Implementation

From a classroom perspective Dr Eric Weisenmiller and myself implemented an AR project as part of a course project last fall. We have now included this AR component for two semesters and the results have been very interesting. One of the initial discussions had to do with which application we wanted to use. After looking at several we chose Aurasma (aurasma.com) as it was very user friendly and free. The free version does have some minor limitations but for educational purposes it works great.

The first step was to educate our students on AR. This was accomplished through a few lectures, including lots of visual and hands-on examples. One of the aspects of creating AR is deciding on the media you are going to utilize. Aurasma works well with movie clips, animations, and even 3D visualizations. It also works from a smart phone, tablet, or computer so access was very easy for students. As part of the lectures we also discussed how to create basic animations and movies using Photoshop and Illustrator. We did not spend very much time on creating 3D visualizations because we had limited time in the curriculum. Aurasma does provide some free 3D visualizations through their software App so students can get an idea of the possibilities by viewing these, and can even create their own auras using some of the sample 3D animations.

The second step was implementation. Most students chose to use exisitng media, though a few did create their own animations. One of the biggest drawbacks was the lack of instructions provided. Several students included an Augmented Reality trigger but did not communicate this to the reader. Students have to properly communicate the need for the AR App as well as the need to follow a specific channel in the case of Aurasma.

Some of the lessons learned were that students used long videos as part of the augmentation not realizing viewers have short attention spans. Some students also failed to properly test their triggers, and poor lighting can also make it impossible to launch a trigger. In the end it was a learning process for the students and the educators.

For more information contact Charles Weiss at ctweiss@clemson.edu.

Scan this with the Aurasma App

AR Elements

Trigger: This is the image that will interact with the software application to activate the AR.

Overlay: This is the media launched when the trigger activates the AR application. Media could be a movie, an animation, or even a 3D visualization.

Aura: Aurasma calls the AR element that you create an Aura. Other AR apps may call this something different but it is the same idea.

Channel: In Aurasma, and others, you can create individual channels that include specific AR elements. For instance, you might have one for public use as well as one for private use.

Just a reminder...

- Do you have any student work that you are very proud of?
- Do you have student work you want to share with the membership?
- Do you have students interested in winning awards for their work?

Well look no further...

Gutenberg Award Entries are due June 15th. You can access the forms and more information on IGAEA.org. You can also scan the image to the left and tap your display screen to go directly to the website.

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