AUGMENTED REALITY:

HOW IT CAN BE USED AT UNIVERSITY?

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AUGMENTED REALITY is Ordinary Reality
with the addition of Multimedia Content,
which is displayed on gadgets screen.

Augmented Reality is attractive and impressive.
But is it useful for university level of education?

The purpose of this study is to find out:
1) possibilities of creating AR
   by non-specialists in multimedia technologies (MT);
2) possible directions of using AR at universities

Examples of applications:

Apps	Free?	Complexity for developers of AR	Complexity for users of AR	Access to AR-content
EyeJack	Partly free	Intended for non-specialists. Developer need to download a specialized application	User have to download a specialized application	by hyperlink
Meta Spark Stidio	Free	Intended for non-specialists. Developer need to have a Facebook account	User need to have an Instagram or Facebook account	by hyperlink or by the name of the effect
Vuforia Engine	Free	Intended for specialists in MT	User have to download a specialized application	by hyperlink
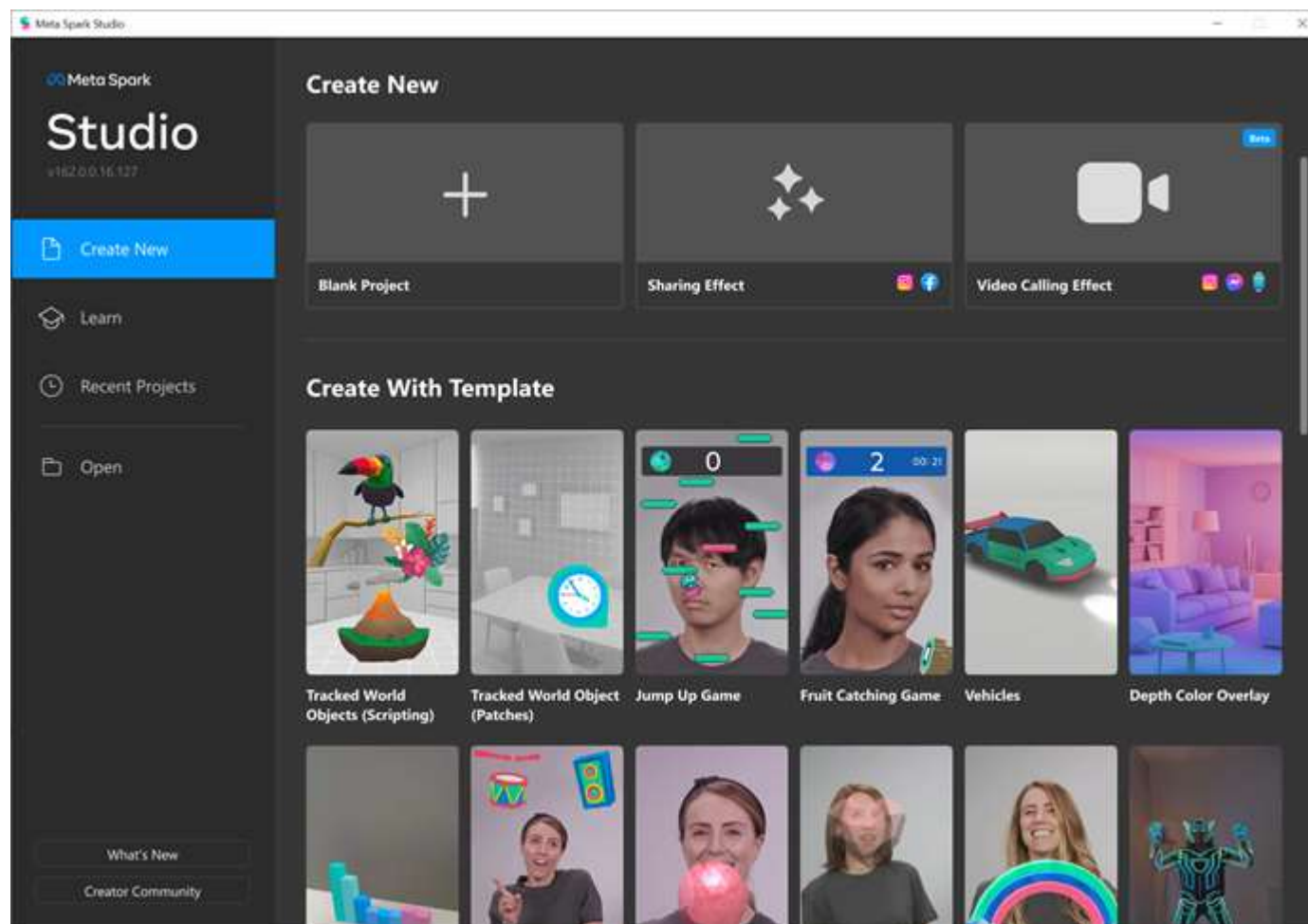
Features of AR:

AR is appropriate to use for:

AR-content is an **addition** to the existing content

getting interesting and useful effects from combining the original content with AR-content

AR-content can contain **multimedia**

AR-content can serve as an addition to images of **different nature,** including non-digital images

adding multimedia to printed publications, paintings etc.

AR-content can be **quickly delivered** to users

transmission of operational information, small changes in the content

AR-content is sent in **small portions**

1. Brand promotion
Creating the image of a modern, high-tech, creative institution
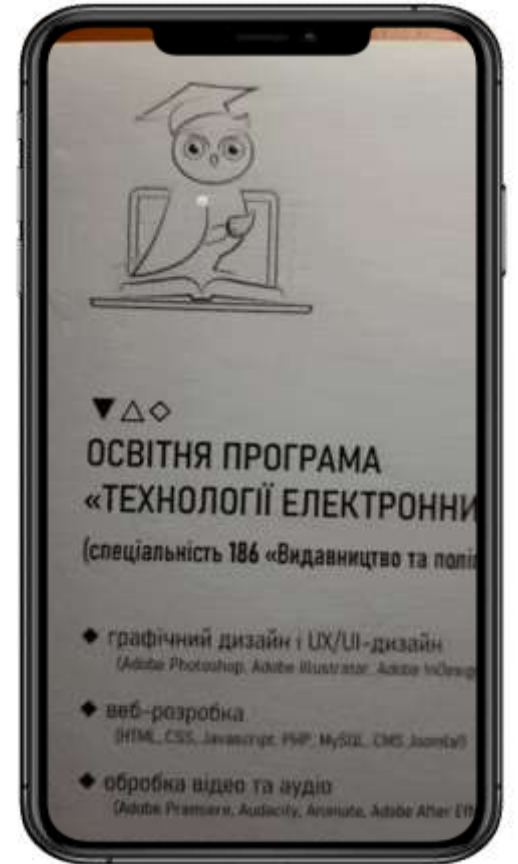
1.1. Entertainment:

Instagram masks and effects

AR-games

1. Brand promotion
Creating the image of a modern, high-tech, creative institution

1.2. AR-multimedia in addition to printed branding publications

1. Brand promotion
   Creating the image of a modern, high-tech, creative institution

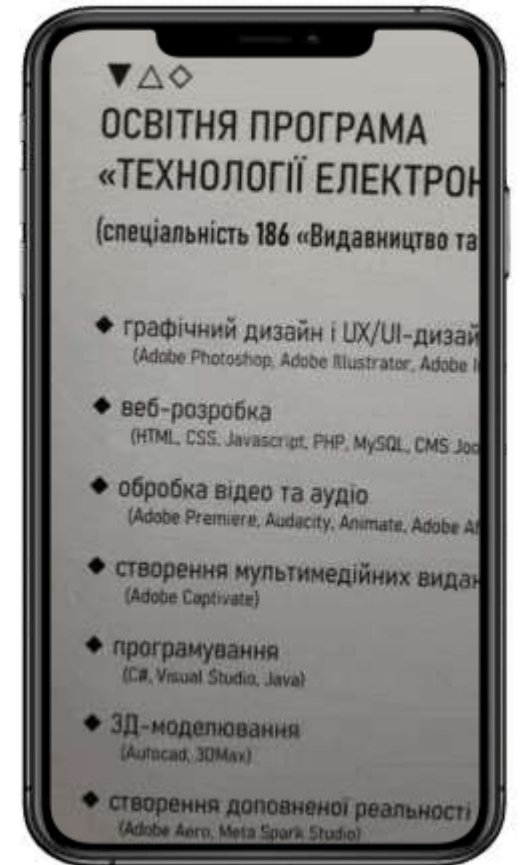1.3. AR-multimedia in addition to non-digital images (e.g. paintings)
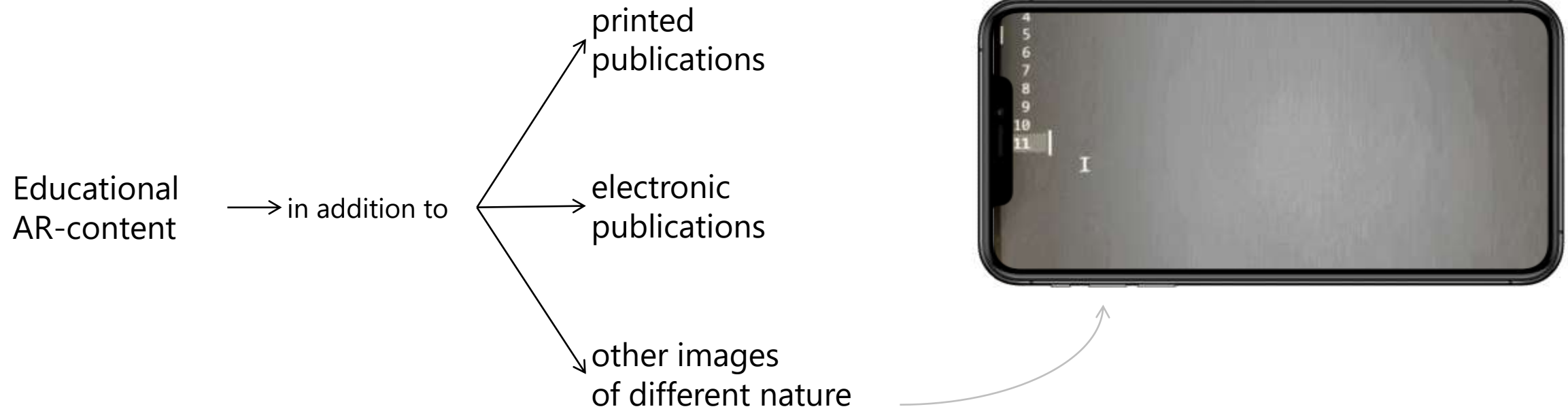
1. Brand promotion
Creating the image of a modern, high-tech, creative institution

1.4. AR-content for operational information, changes in publications

2. Educational process
Educational AR-content

Educational AR-content →in addition to → printed publications

electronic publications

other images of different nature

3. Support activity. Process of design of space
Preview of location of graphic and other interior elements in space

Thank you for your attention