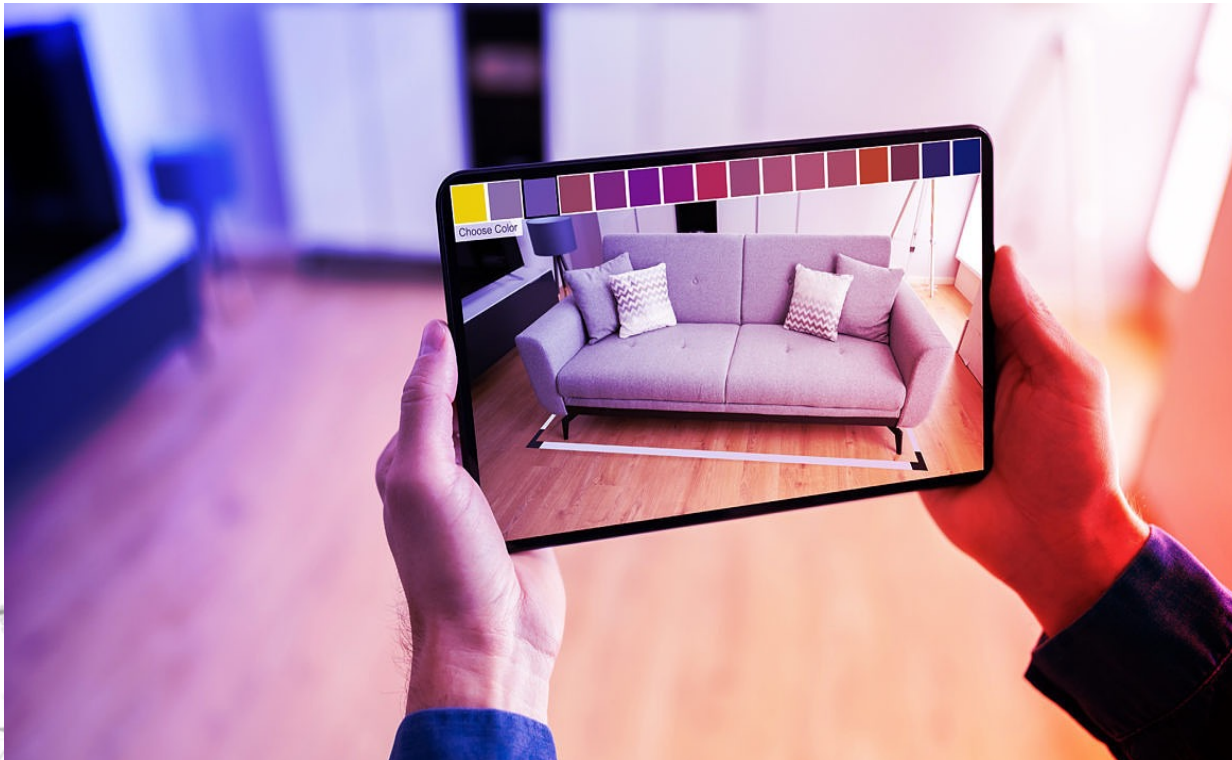Interventions: Collide

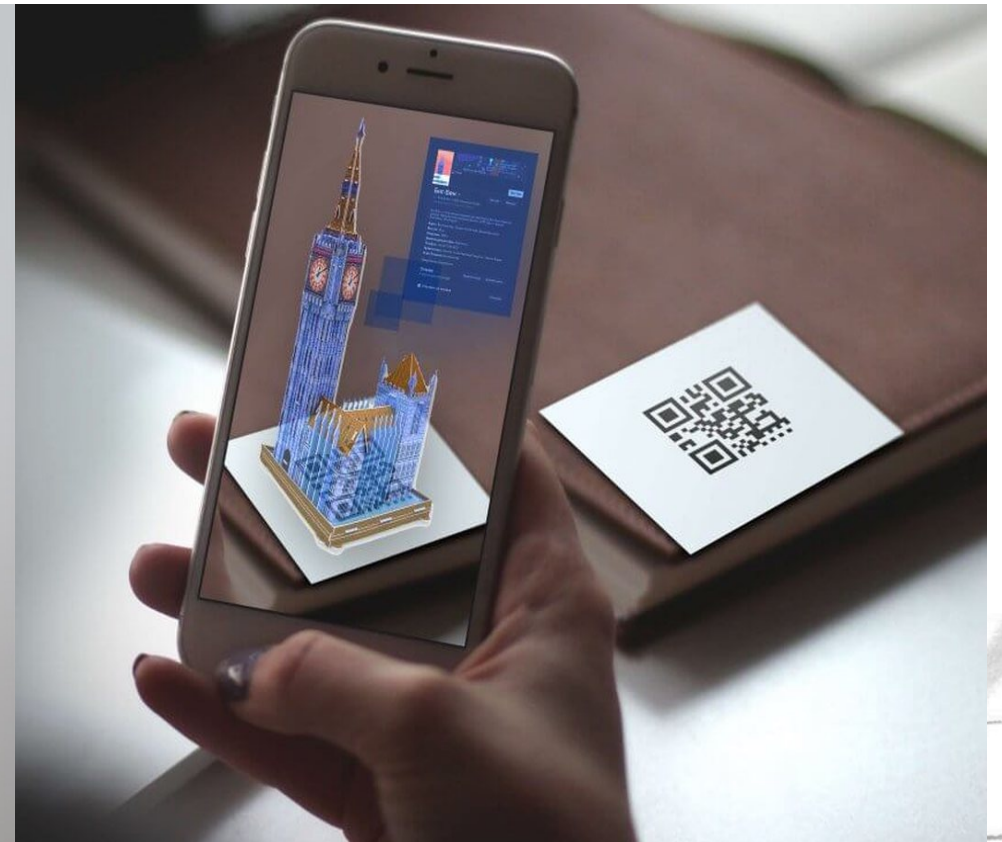# Intro to AR Workshop

Definitions

Augmented Reality

Augmented reality integrates digital media with the physical world, adding to what you already feel, see, or hear in the environment.

Marker—Based AR

AR experiences that look for a marker (like a QR code or an image) and layer digital media on top of the marker
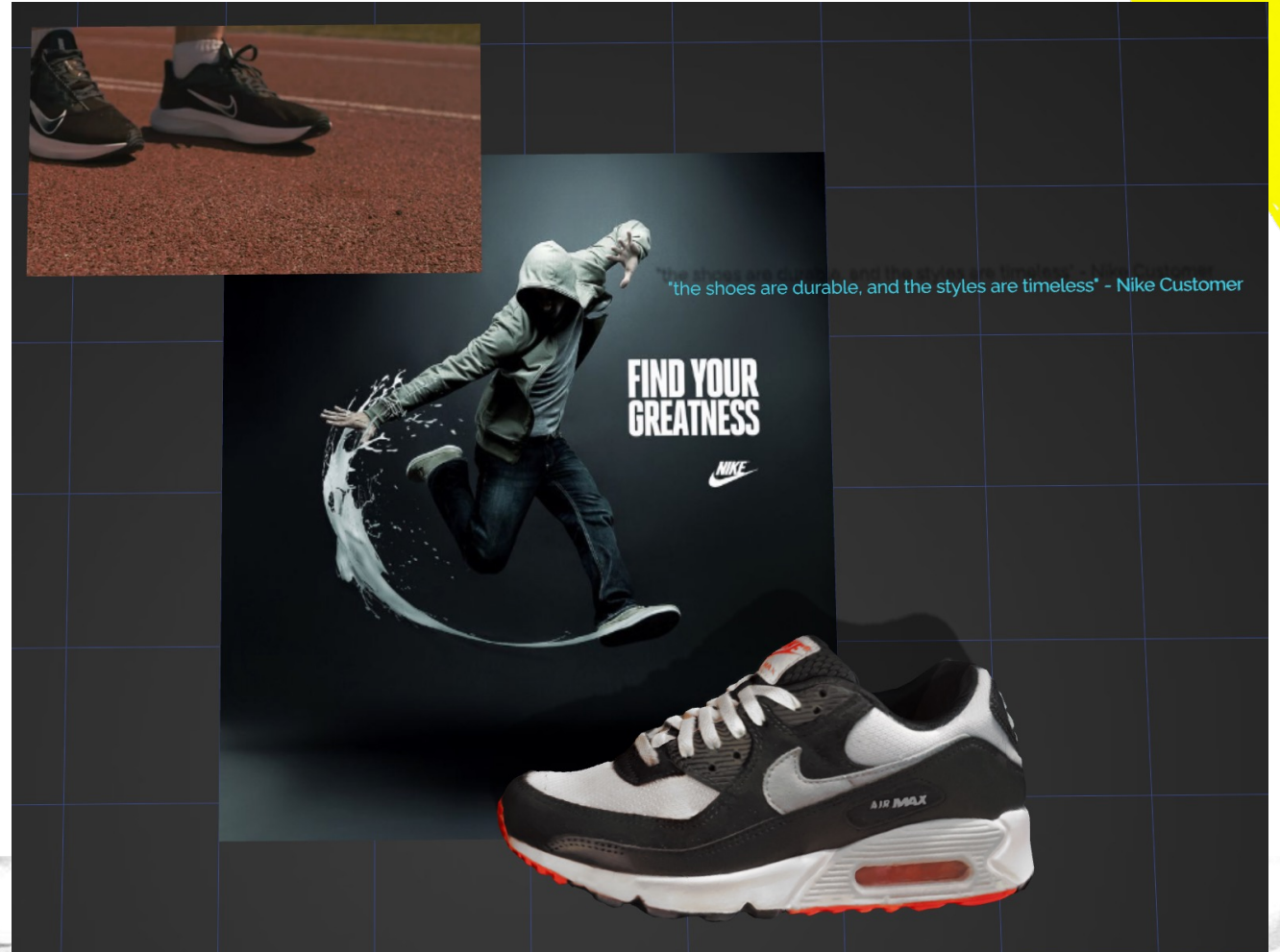
Intro to WorldCAST

Enhancing a Nike Poster

Enhancing a Nike Poster (Tutorial)

Try the AR Experience!

1) Find the packet labeled 'Example AR experiences,' and find the Nike AR experience!

2) Scan the QR Code.

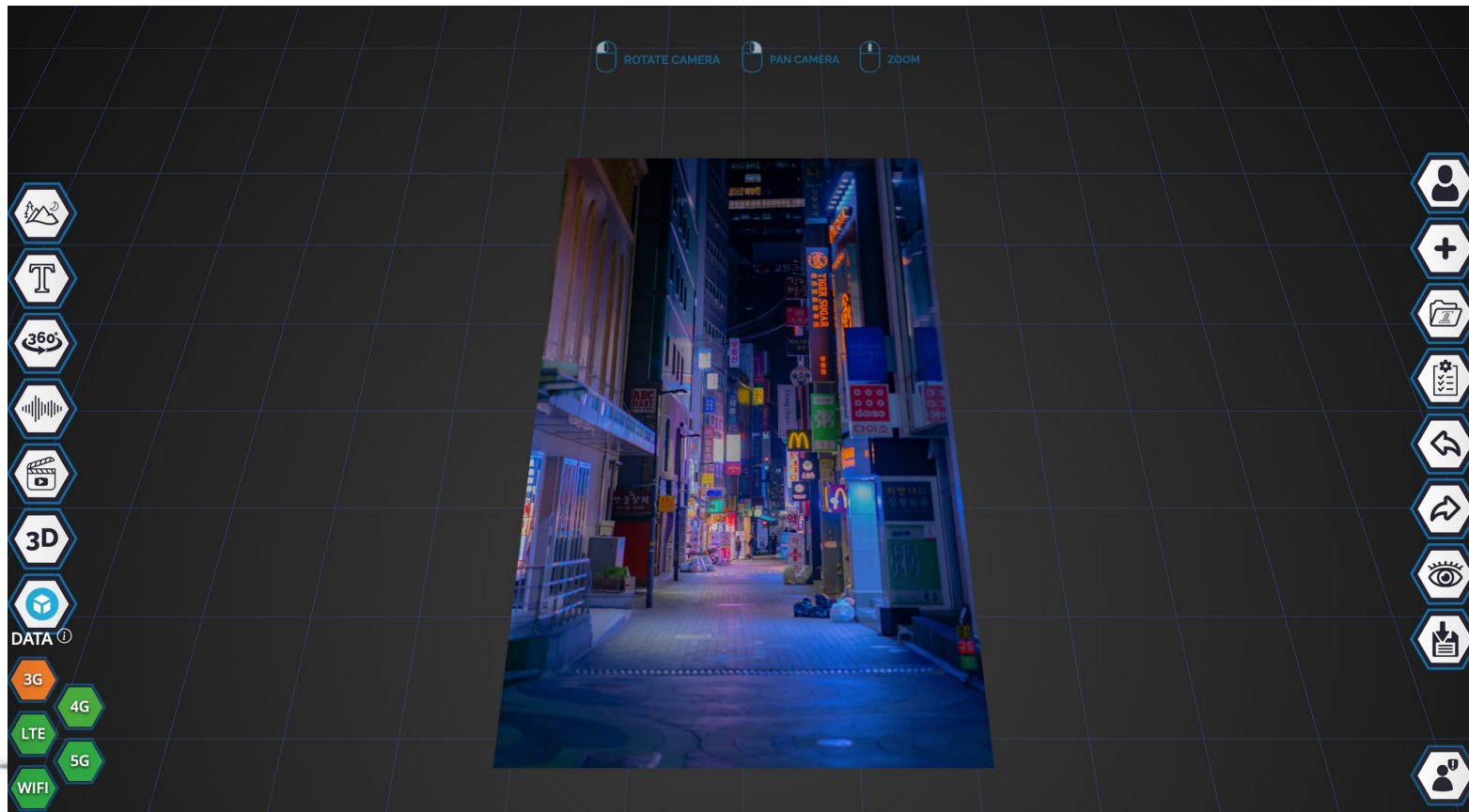3) Place your phone camera over the Nike poster, and watch the poster come to life!

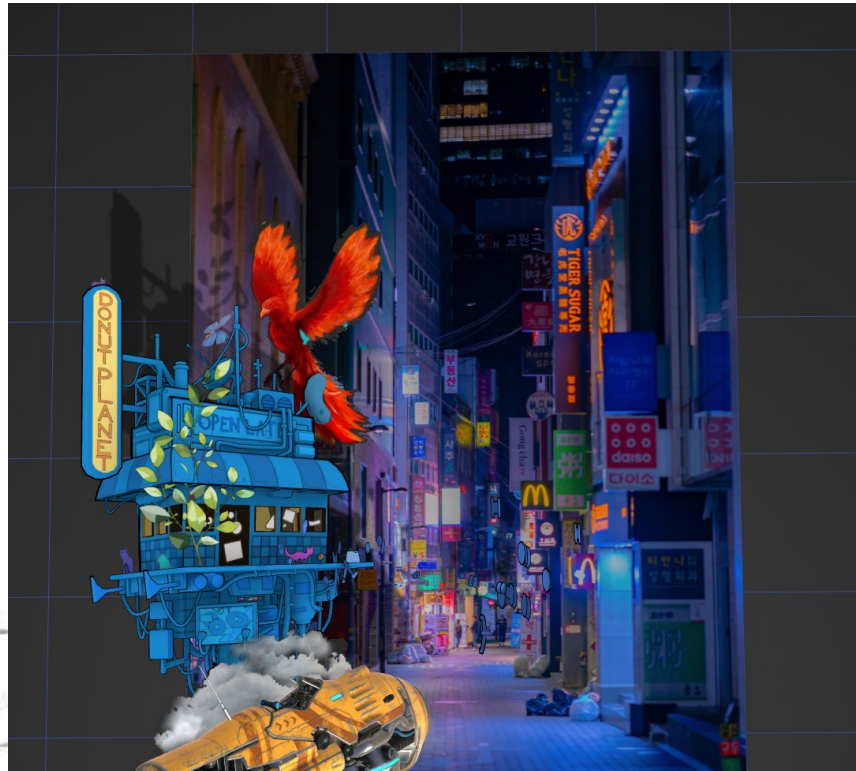# Let's Experiment!

Getting Started

You should already be signed into WorldCAST and have a photograph pre-loaded into the software.

Your Task

Add AR elements to your given location, and make it more fun, interesting, convenient and/or accessible. Blend reality with your imagination.

Take a look at the second example filter!

How will this work?

In the 'Documents' folder on your computer, you'll find 4 asset libraries:

`Fantasy`

`Futuristic/Sci-Fi`

`Nature`

`Everyday Objects`

Use 3 assets to transform your photograph!

Resources

Printed

All assets in the 'Documents' folder will also be printed on a physical catalog.

Digital

There are previews (in the form of videos/images) for all 3d models/animations.

The tutorial video is also available in the 'Documents' folder.

Roles

We recommend that you have roles in your team so that everyone is participating.

Role 1: Implementor

This is the person who imports and arranges assets into WorldCAST.

Role 2: Strategist

Since there's only one computer per group, most people will be strategists. Strategists will look through the printed asset catalog and plan the experience.

Share AR Filters!