AR u ready ?

AR u ready?

**A publication of Augmented
Reality experiences.**

RMIT
UNIVERSITY

APPEARITION
CREATING REALITIES

Typeset in 9/10 pt Liberation Sans Bold, an open source typeface.

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RMIT.edu.au

Cover image:
Zhongrui (Ray) Feng

Cover AR experience consists of contributions from all students and teachers in the AR u ready? Studio, March–June, 2020.

The world in which we are publishing this collection of augmented reality (AR) works is very different to the world in which we began this studio.

We began by asking students to imagine new worlds which they could explore through Augmented Reality technologies. Shortly after the studio began it was disrupted by quarantine measures introduced due to the COVID-19 pandemic.

Students and teachers continued working together across virtual spaces for the remainder of the course. Together we worked with the Melbourne-based AR company, *Appearition*, to develop original Augmented Reality experiences for a custom-built mobile app.

In this publication, we present the outcomes of the students' research, allowing the reader a way to explore the speculative worlds these students have imagined. These new worlds range from the comforting and hopeful, to the dystopic.

Regardless of what the future may hold, the question remains:

Are you ready?

–Karen ann Donnachie & Andy Simionato,

Studio leads, *AR u ready?* School of Design, RMIT

Immersive Technologies (Augmented Reality, Virtual Reality & Mixed Reality) along with the Internet of Things (IoT) and Artificial Intelligence (AI) are changing the way we work by establishing a digital connection with the real world.

In most real-world scenarios, Information is derived from data that has been collected, analysed and processed from operational and transactional sources including Internet of Things (IoT). Such a fluid and changing data landscape cannot be supported by static immersive experiences.

The challenge is to provide a user experience which is contextually relevant at a particular moment in time.

The *Appearition Experience Management System* enables organisations to author and manage immersive experiences which work with existing business systems, workflows and IT operations.

Appearition helps its customers define use cases, build prototypes, and allows for enterprise to scale with innovative visualisation solutions which can be integrated into their existing IT systems.

Our team were excited to work with RMIT and students from the Design Studio as they pushed the boundaries of creative Augmented Reality on their journey to deliver new immersive experiences.

–Mark Hillebrand, Chief Customer Officer, *Appearition*
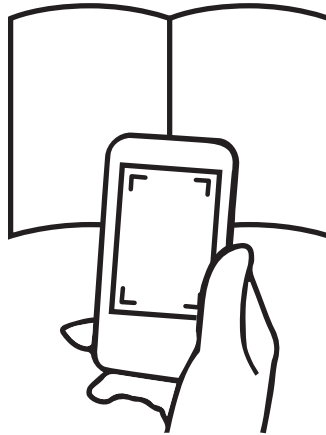
Instructions

The Augmented Reality artworks in this publication are visible through the custom-made *AR u ready?* mobile-device app.

STEP 1. Download and install the *AR u ready?* app appropriate for your system from either   Google Play (Android), the App Store (iOS), or through this webpage:

www.digbeyond.com/ARuready

STEP 2. Using the *AR u ready?* app, scan any of the full-page images in this publication to visualise that AR experience.

Each of the 20 full-page images (including the cover) will trigger a unique AR experience viewable through the mobile device app.

More detailed instructions are available in the app, or at the above link.

Contents

"I" in Identity
Kezya Anatha

This AR Experience showcases one individual's confession, or a 'manifesto'.

Just as there are two sides to a coin, there is more than one side or face to a person as humans are complex and intricate beings. This is evident in the way that they look or present themselves differently according to the situations and conditions they are in. These different sides and faces as perceived by others are affected by variables such as age, gender, cultural and ethnic backgrounds, occupation and more. Essentially, they are 'performed' to feature only the best side despite how an individual truly is or feels. Nonetheless, all those seemingly random and scattered 'sides' and 'faces' (be it shown or hidden from the public) ultimately coalesce in one embodiment of an individual. In other words, they make up a person's identity.

The idea of collating and compiling various kinds of images in different media and techniques into an image demonstrates how all those varied elements and variables construct an identity.

This project aims to introduce a fresh perspective of what makes a person. Moreover, it is created in the hope that more people will come to an understanding that there is always more to a person, than simply their 'face'.

Buy my art before I die
Meg Bielby

**Buy my art before I die
is a juxtaposition of two-
dimensional illustration and
three-dimensional animation. It's
a response to internet culture
and the desire to constantly
challenge the barriers of
traditional art and design.
The experimental nature of
this AR project aims to create
something visually fresh and
unconventional. Handmade
meets computer made.**

**The illustration draws on the
distinct aesthetic of medieval art
(specifically tapestries) and their
limitations in themes, colours,
textures and style. To juxtapose
this, the viewer will see the AR
transition into a contemporary
world of experimental
movement, shape and colour.
The result both contrasts and
compliments, exemplifying
how AR can manipulate and
merge conventional into
unconventional.**

**Buy my art
before I die
Meg Bielby**
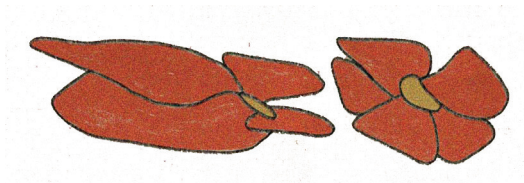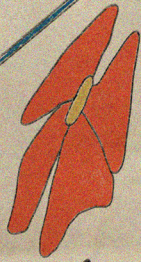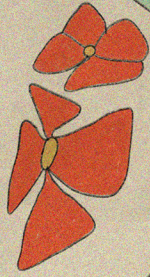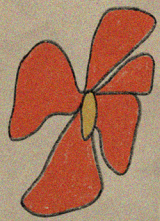
BUY·MY·ART
BEFORE·I·DIE
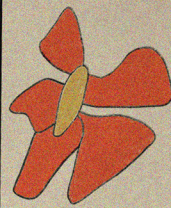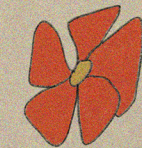
Different Colours World
Jiaqi Chen

This is a project that explores the perspectives and reality of people who suffer from colour blindness. Also known as colour vision deficiency, colour blindness is the decreased ability to see and differentiate specific colours or all colours, most commonly red and green, blue and yellow. It is a condition that makes the most mundane of daily tasks such as crossing the road or driving challenging or even dangerous. My project combines the use of Augmented Reality with communication design to provide people and especially fellow designers an optical and artistic experience into the world of colour blindness. Colour blindness affects approximately 300 million people and if designers could incorporate their needs into day-to-day practical design, it would significantly improve their daily lives and their opportunity at navigating our world.

The colour composition of these four images (from left to right) is based on green defect (Deuteranopia), blue-yellow defect (Tritanopia), red defect (Protanope) and total colour blindness (Monochromacy). The use of AR technology is akin to the corrective glasses people who suffer from colour blindness rely on, to experience our world. Now it is our turn, let us feel the colours and feel their world, so that we may all be a little more considerate, inclusive and understanding, and give the people who suffer from color blindness equal (and safer) rights navigating reality.
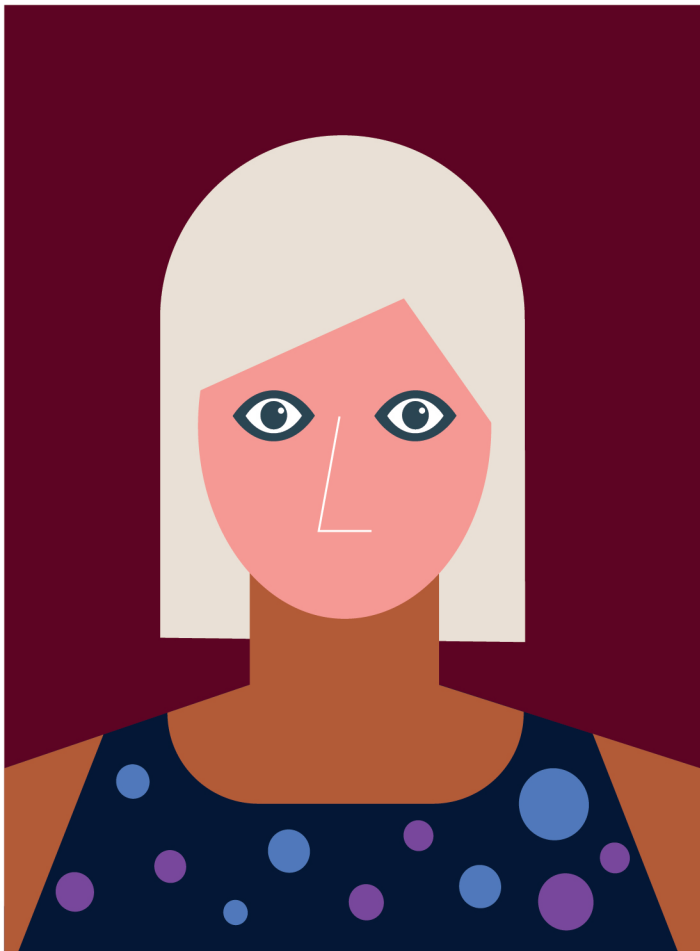
What is a Brand, Anyway?
Zhongrui Feng

When was the last time you dressed up in your designer brands and hung out with your friends? Before the lockdown?

For me, the clothing I bought in January is already off-season, but I didn't get the chance to wear it.

During the lockdown, I have been thinking about why people want to pay so much for these brands and how deeply they can affect people's identity and behaviour.

Even when everyone is staying at home, luxury brands still have a way to invade our life. You can see their marketing everywhere. Now they occupy our VR experiences!

What is a brand, Anyway? **is an AR experience which explores the relationship between branding components (colour, logo, slogan etc) and their target audience. What are the most important elements for customers to identify the brand? and, in consequence, how they will react when those components are deconstructed?**

Avenir

COUTURE BOLD

Myriad Pro

What's a Brand, Anyway?

Think different.

SILVER
CMYK: (38,27,26,0)

WHITE
CMYK: (1,2,5,0)

L.V the Truth

Dirt
CMYK: (0, 0.198, 0.532, 0.388)

Dark Lava
CMYK: (0, 0.217, 0.289, 0.729)

WHITE
CMYK: (0 0 0 0)

JUST DO IT

BLACK
CMYK: (0 0 0 100)

SHARE THE FANTASY

RED
CMYK: (26 100 85 27)

**You've made your bed,
now lie in it!
Stavros Giannoulakis**

**My AR project is a portal
into the current global crisis.
Historically, people have turned
to religious iconography as a
means of comfort or faith, but
in this instance, they will be
forced to face the unflinching
reality of their current position
and circumstance. The global
crisis is revealed through a
Biblical lens with reference to
climate change, bushfires, a
plague of locusts and pestilence
in the form of the coronavirus
pandemic. What initially
presents as harmless kitsch
religious iconography, quickly
morphs into something deeply
unsettling and disturbed.**

**My concept stems from my
observation that things that once
offered comfort or consolation
during times of intense stress
and anguish, seem to have
lost their potency or are no
longer up to the task, given the
sheer enormity and unyielding
consistency of tragic and
fatal events with which we are
progressively bombarded.**

**This project serves as a wake-up
call for the viewer, forcing them
to engage with the notion that;**

**"You've made your bed, now lie
in it!"**

**References
The Last Supper, panel - NGV
Music by Ryoji Ikeda - Data.
Microhelix**

**WARNING: the graphic content
in this augmented reality may
be disturbing to some viewers**

You've made your
bed, now lie in it!
Stavros Giannoulakis

**Submersive Experience
Sylvain Girard**

**A *Submersive Experience* is
a visual representation of a
potential future that many cities
around the world face with the
changing climate. Venice, Italy,
is projected to be underwater
and uninhabitable in less than
eighty years, so Venice is
the subject of this particular
augmented reality experience.
Through this experience you
can see the effect that rising
sea-levels will have on the city
of Venice. Many other cities with
a similarly low sea-level face
the same fate. Using augmented
reality as a visual aid to raise
awareness of this issue is more
effective than reading statistics
or looking at graphs, as you
are able to see the effect and
literally immerse yourself in it.
The target image is a simplified
plan view of the city of Venice,
which transforms when viewed
through your device, showing
the effect of rising sea levels due
to climate change over the next
eighty years, condensed into 30
seconds.**
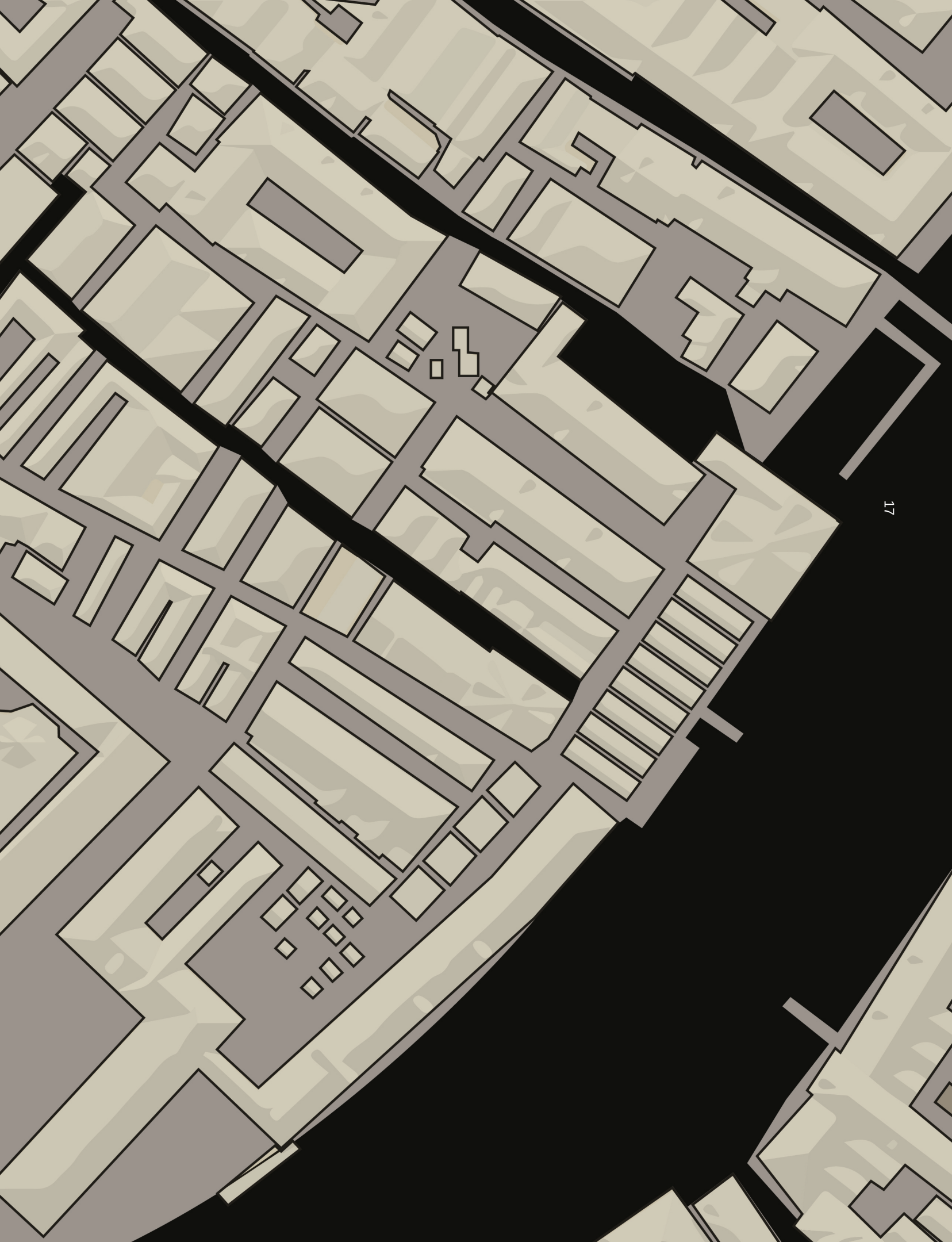
A Reminder
Karenina Kartikahadi

We live in a world composed of magnificent creations, from the solar system to the smallest forms of being. We live in a world so beautiful, but where lies the beauty in a world composed, governed, and preserved by humans without humanity?

Today's world lacks humanity in many places. Murder, brutality, riots, racism, bullying, and harassment everywhere. Very rarely do we see people helping each other or practising acts of kindness. We do not have time for anyone except ourselves. We have become more selfish than selfless. We feel superior to others and put our ego before anything and everything. We take pride and are happy to see the downfall of others. We are comfortable in living this life full of hate and spite. It saddens me to watch all that is living be abused by others that are equally human, but unequally humane. It saddens me that humanity has lost its meaning.

This AR project serves as a reminder for us to be humane. The goal of this AR experience is to raise awareness around the topic, and hopefully improve humanity.

When Is Now?
Jackie Liu

Einstein's theory of relativity changed how we understood time, saying "The distinction between past, present and future is only a stubbornly persistent illusion." This mind-bending theory that time is nonlinear breaks the cultural framework of time that we've been living all our lives.

As humans, we think and live sequentially, making it almost impossible to imagine the moment we call 'Now' is really an 'Any-All-Forever' time. Here is a chance to step outside the limits of human consciousness, and dive into a typographic metaphor of nonlinear time.

The watch on your wrist, the clock on the wall —it's likely you're living in a constructed 'tick-tock' world.

So, what's the time?

WHEN IS NOW? *TODAY? TOMO* RROW? YESTERDAY?

NO MAN

IS

AN

ISLAND

No Man is an Island
Jinni Low

No man is an island, no man is meant to be alone.

The poet John Donne once indicated that even though we claim to be separate 'islands', we are all still connected in our commonality of what we all share in our identities and behaviors.

This project aims to show the interconnectedness of humanity through neon as a medium. Inspired by Joseph Kosuth and Pierre Huyghe's neon artworks, this project is a 'reflection on its own construction'.

In the AR experience, we are challenged to think about the future of humanity. Every day, we are bombarded with news and issues that create tensions within us as a community, and we soon realise that they are unavoidable. Not only are we confronted with the overwhelming truth, but we are also then questioned to think of the purpose and impact of our lives as a whole. What if, the solution towards humanity is already there and within ourselves?

Selection
Kawai Mak

Today, AR provides a new way to interact. In short, AR offers an information overlay on the real world. Not only can it offer additional information, without affecting its subject, but the dynamic properties of AR allow unlimited exploration through 2D and 3D communication design.

***Selection* provides a 3D-AR experience, demonstrating the potential for AR technology to increase the shopping experience. When users want to buy a specific type of product, they can turn on the mobile camera and aim at the product they are currently interested in. Also, *Selection* can provide additional information, details, and suggestions for these items, ultimately enabling users to more intuitively make their purchase, through AR.**

Untitled
Timon Meury

From the early days of industrialisation through to the rise of the digital age, a defining characteristic of our society has been the continuous production and innovation of new goods– An everlasting cycle of the new replacing the old, the obsolete discarded into obscurity, and forgotten.

This process is not foreign to the digital world, especially with the rise of the internet, smartphones and social media - the network forgets even more rapidly, creating an overwhelming quantity of digital garbage, buried in the depths of platforms, social networks, stored away in clouds and data centres across the planet. Within this continuous cycle of digital production, rapidly pumping out content en masse, to stall is to be dead. The platform's subsistence depends upon the continuous output of content, being inactive is not being - images, videos, tweets, gifs, jpeg, shared, travelling the web, ripped apart by digital processes, images lose their resolution until they are nothing more than what Hito Steyerl calls a 5th generation bastard of an image. Irrelevant, forgotten, digital garbage.

This project is a way of restoring some of the dignity of these unwanted, discarded objects. Using software designed for architectural mapping and mining, I transform these forgotten artefacts through sculpture. Dug up from the underbelly of our digital culture, I borrow these unwanted sequences of images, giving them a new, perhaps more dignified, form of existence within this AR experience. Garbage remastered.

The Passage
Garima Minocha

Delhi, a culturally rich, diverse, and historical city hosts people from all over India. It is the capital of India and the center of power for Indian democracy. The city is fast-paced and vibrant. It fascinates me how this city has been able to sustain its culture and rich heritage through its food, historic monuments, and sites even in times of modernisation and change.

But for me, it is simply home. Its where I've spent most of my childhood and thus, it holds a special place in my heart.

The experience here depicts my journey of navigating through this passage of life while living in this beautiful city. This experience is a significant one that has shaped me as a person.

This is an insight into my experience.
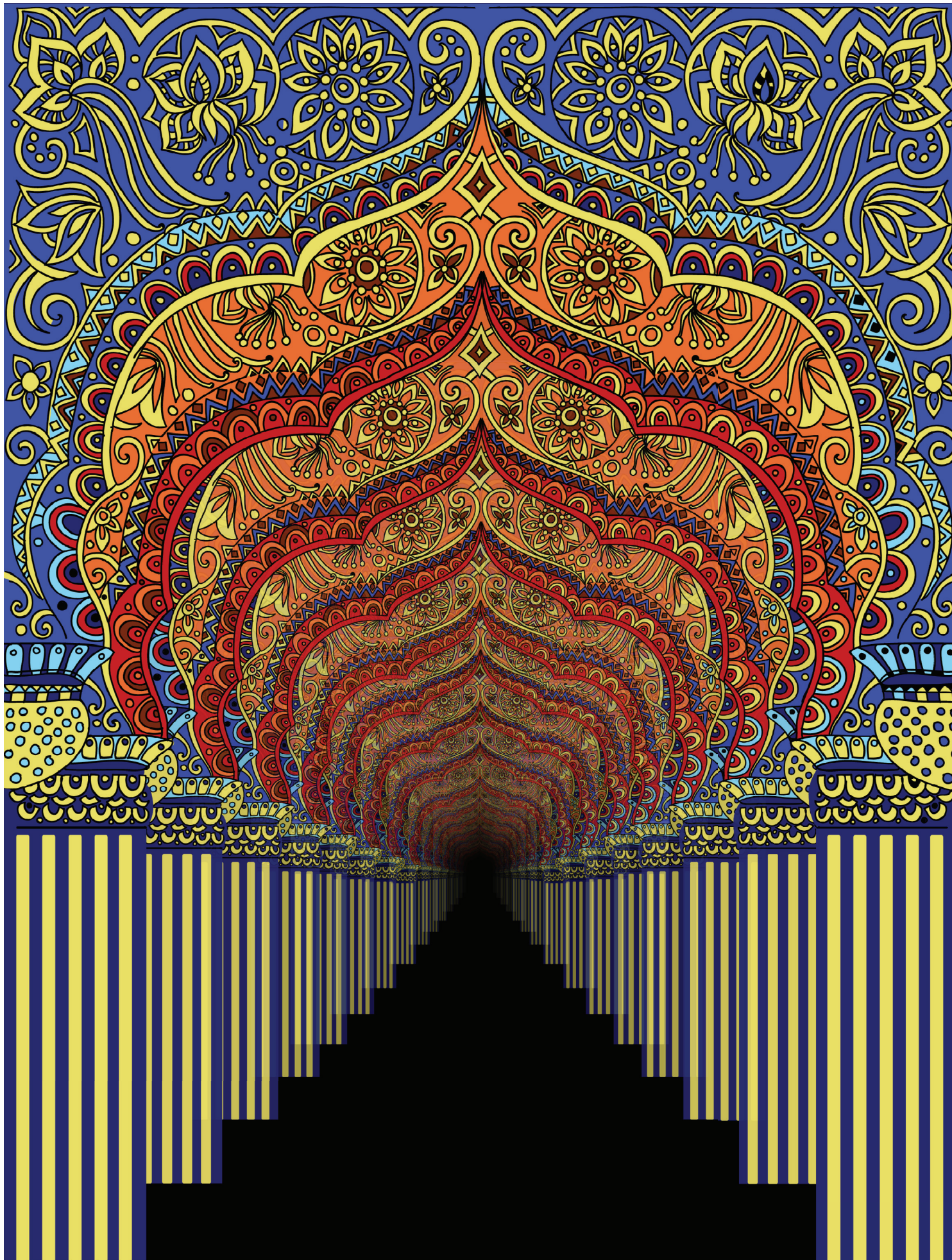
Neo Wrld
Jia Sheng Ong

The name of the project is "Neo Wrld." I came up with this idea cuz i feel it relates or might help me on creating future branding ads as well. The main focus of this project is basically to make type into life, explore & create type in a more engaging and futuristic way for the audience. The small eyes icon i did in the middle is part of the AR, not in a glowing effect like the type but just a normal flat shape.

Not Haptic, Not Real?
Alexandra Palioportas

An exploration of perception and the disruption of touch in sculpture.

From ivory cave sculptures to paper mache art projects, sculpture has been documented as a quintessential form of creation dating back to approximately 35,000 BC. With the rise of technological art forms, what is it that determines the materiality of virtual sculpture?

The AR experience for 'Not Haptic, Not Real?' is a sculpture of technological three-dimensional space. Strategically, the sculpture is anamorphic in design to heighten the capabilities of augmented reality through user interaction. This experience is initiated from the print image, a single frame from a generated sculpture of coordinates, over time, created by code.

Through its exploration of playful childish memories, these sculptures attempt to challenge the creative freedom of using such non-haptic 'materials' to elicit similarly positive experiences.
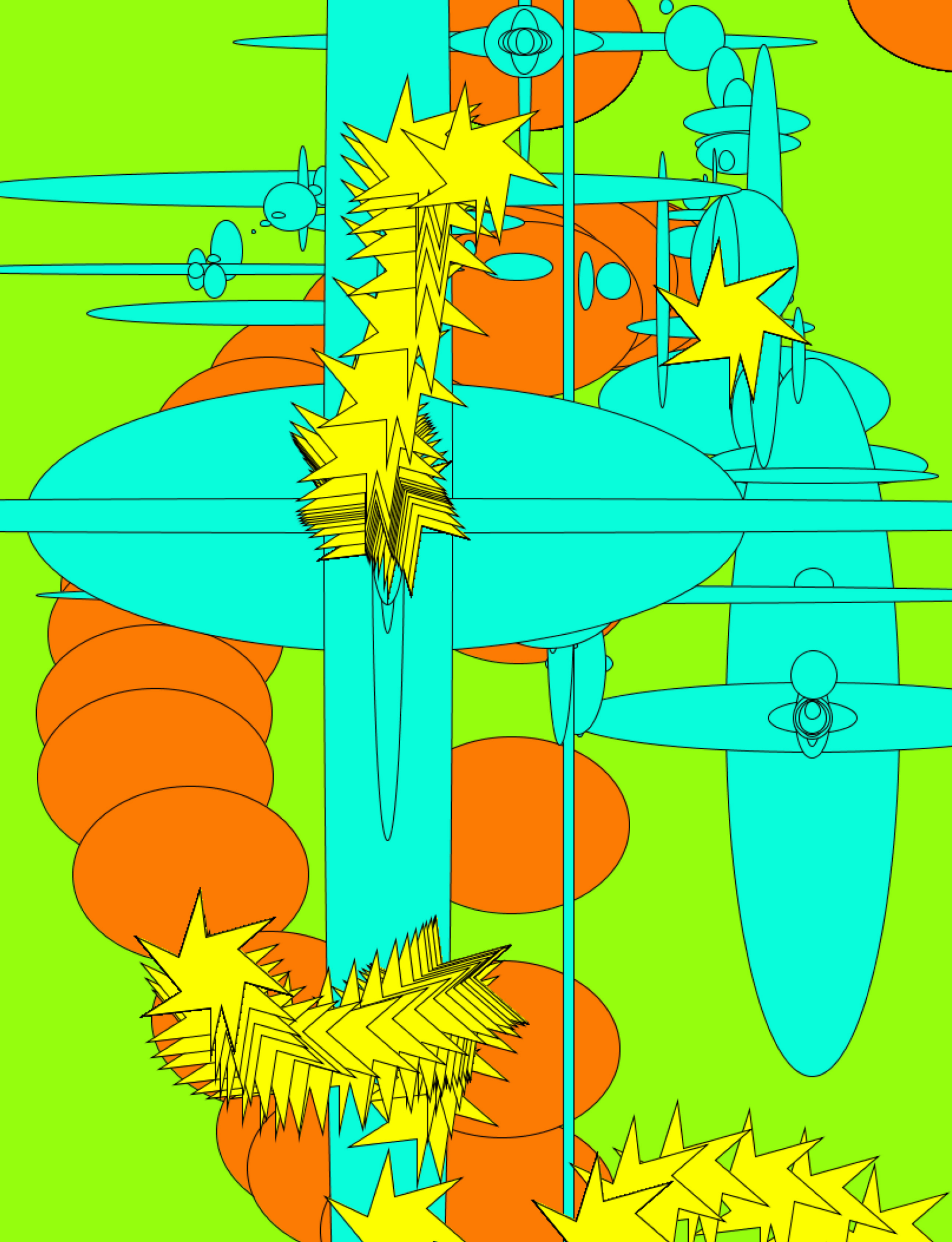
Fragile
Anastasia Stanislaus

'Fragile' is an interactive experience which uses a series of lightbulbs to depict the emotional and physical aspect of fragility. The recent pandemic has laid bare the insecurity of work, the cruelty of welfare policy, the hypocrisy of a system that leaves the vulnerable ignored and isolated. The fragility of our collective system has been exposed, and society is falling apart. The uncertainty of this pandemic has had an adverse impact on mental health.

Being quarantined makes us feel like we are being kept in a bubble, unable to express ourselves or act upon our desires. This series of lightbulbs specifically represents this feeling of restriction and fragility. Although the lightbulbs are blazing, and floating freely in space, the light within the bulb is still trapped or burning out. The potential to shine outside of this confined space still remains inescapable. The aim of my project is to depict 'fragility' through a graphic transformation of the lightbulbs.

'Fragile' portrays the unfortunate reality of the new world we live in, to raise awareness, exposure and sensibility of the fragility of being human.
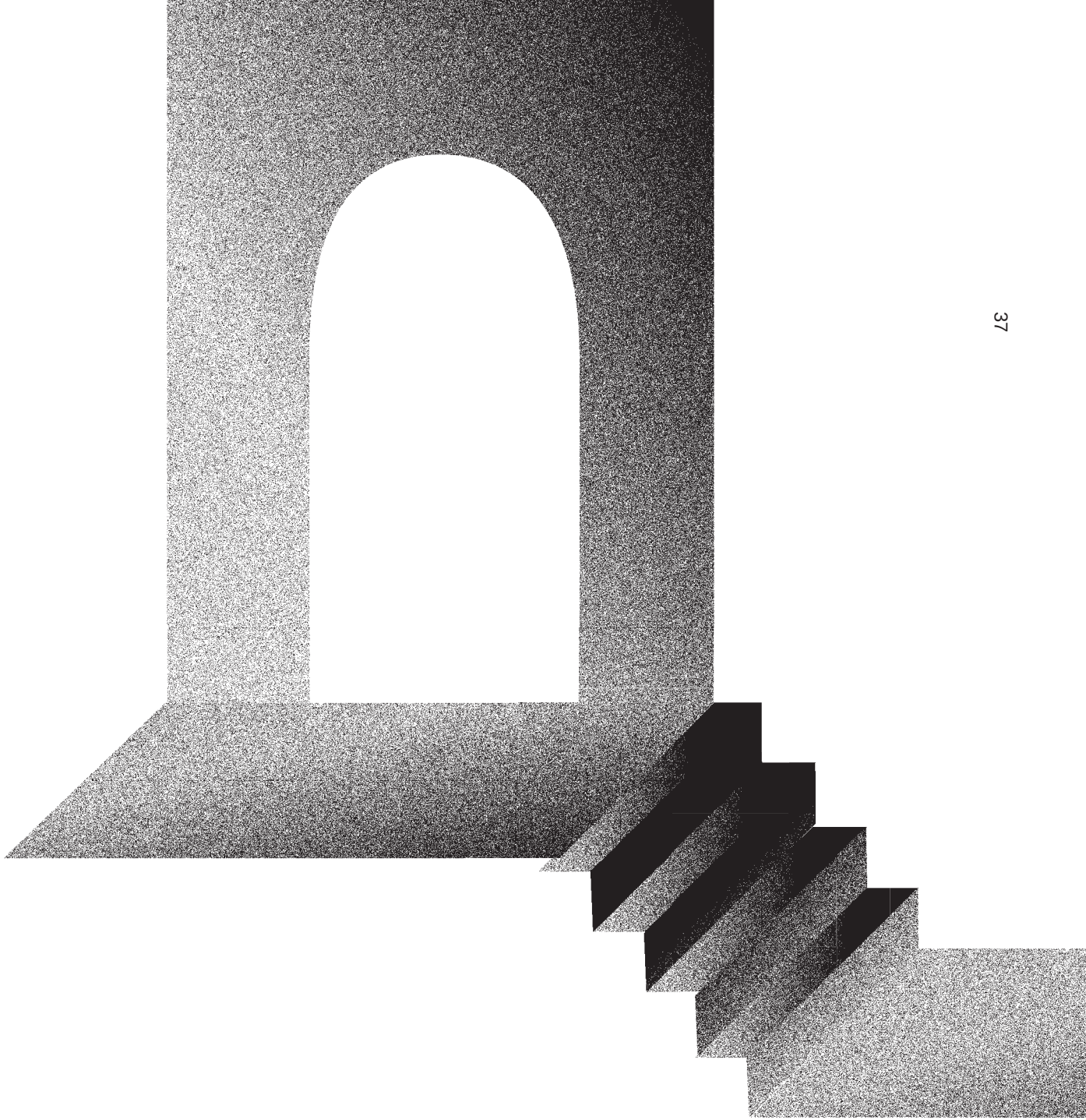
**Its Nice Inside
Medina Siregar**

It's Nice Inside **explores the new world of living indoors. Noting these unprecedented times, we must now be able work, live and function in the square by square spaces of our own homes. We are stuck indoors with less breathing space than normal and this can have a huge impact on the way we must think. A simple change we can make is to change our mindset to the idea that this ISO isn't so much a prison but rather a retreat. This 3D AR experience explores the idea of how the surroundings an individual**

submerges themselves in can be influential to the individual's wellbeing, using dreamscapes and a blend of reality.

Our physical spaces play a huge role in ensuring we work effectively but a large portion of this also lies in the structures of our own mindsets. So, while others might be changing their spaces around them to suit their new conditions to work from home or to stay fit while gyms are closed, making space in the mind for all the thinking we are now
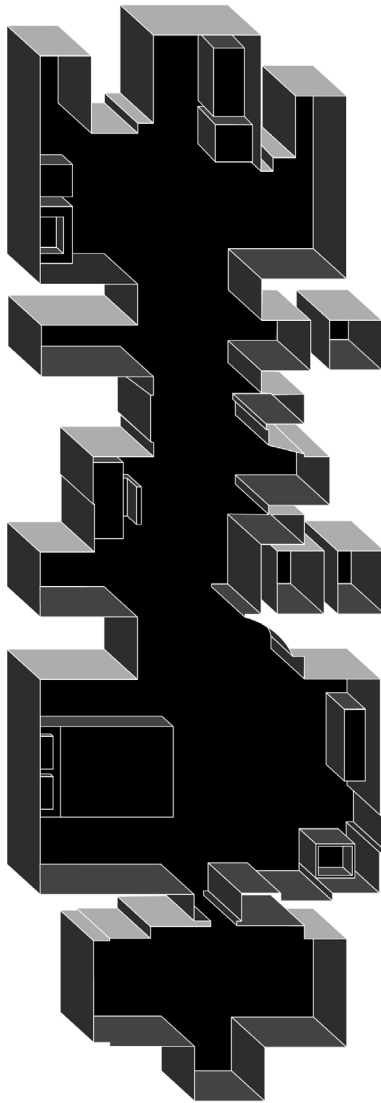
stuck with and creating a positive environment mentally is just as needed if not, more important. In times like this, we must hone into our needs and that is the need to stay healthy in our minds, because just as it is important to be comfortable in our homes, our minds must be equally as enjoyable to be inside of too.

ECTURE
1PM

10AM
PSYCH

work
(weekend)
9-1

Media
Bank
Project

UX
assignment
DUE

3PM Dom

Class
@4PM Class
@4PM Class
@4PM

DUX
homework

IRP
presentation
for TUES

apply
job
catd gid
Uni Stu
tutorials
UX
Presentation

* frances,
i just wanted to write a silly
lil' note to say just how much
you mean to me - I miss you so
much. Can't wait to see
you soon!

♡ love you.

WOULD YOU LIKE
TO GO FOR A
WALK WITH ME?

(AM LEAVING
AT 2-ISH)

HAPPY BIRTHDAY!!! YOU'RE THE MOST
BEAUTIFULLY KIND-HEARTED, THOROUGHLY
MISCHIEVIOUS SOUL + I LOVE YOU TO
BITS ♡

I WISH I COULD SPEND TODAY WITH
YOU - BUT I AM SENDING MANY
BIRTHDAY HUGS + KISSES.

I LOVE YOU LOTS
+ HOPEFULLY SEE YOU
SOON!

$1.10

TOMAS
20 GURNER STREET
ST. KILDA 3182
MELBOURNE, VIC
AUSTRALIA

3 1 8 2

Nanna,

I hope you're doing well! Dad tells me :
devoured Milford library's fiction sectio
isolation - what have you been reading
moment? Do you have any book recom

I thought isolation would give me time to
forgotten hobbies like reading, but hones
more lost than ever. Even though the w
oyster to spend time (digitally) with frie
expand my knowledge or explore new
I've found it so easy to find myself
up in my own head. I have all this time
access to so many exciting opportunities but I
just can't seem to grasp them. It's like when
Troy fell asleep on one of the cords for the TV
while we were watching a movie and the picture
would vanish for a lil' then pop back again -
that's how I feel at the moment ahah, a little
disconnected from everything. A phrase I think
you'd appreciate: a little bit away with the
fairies!

I think I just need a change of perspective
- so do let me know if any of the books
you're reading might fit the bill! (cont.)

here's
pancake
mix if
you want
some in the
fridge

* eggs ☐
* milk ☒
* sugar ☐
⊗ brown sugar! ☐
* museli bars ☐
* porridge mix ☐
* self raising flour ☐
* marble choc ☒

①

U COMPLIMENTED
SMELL OF BAKING
^ OUR APARTMENT
-N THE LIFT YESTERDAY
SO I THOUGHT YOU
MIGHT WANT SOME

(FROM
APARTMENT
206!) ☺

Swings and Roundabouts
Ellen Waite

Swings and Roundabouts **is
an exploration of perspective
and of how our experiences
of home and community have
altered during this period
of isolation. We've found
ourselves disconnected from
our old interactions, feeling
simultaneously lost and
constricted as the things that
exist within the bounds of our
homes becomes our entire
world.**

**Connected, but apart, this
experience exists in two
halves. The first, a collection
of notes and letters sent and
received in isolation—the
second, a fragmented floor
plan. Disjointed, the two halves
emanate discomfort.**

**This experience encourages
the exploration of what lies
above the disconnected and
home space—revealing a playful
new perspective, and adding
a senseof connectivity and
community.**

Whilst *Swings and Roundabouts*
**initially establishes a lost and
lonely sensation, it aims to shift
that perspective in a surreal,
whimsical way.**
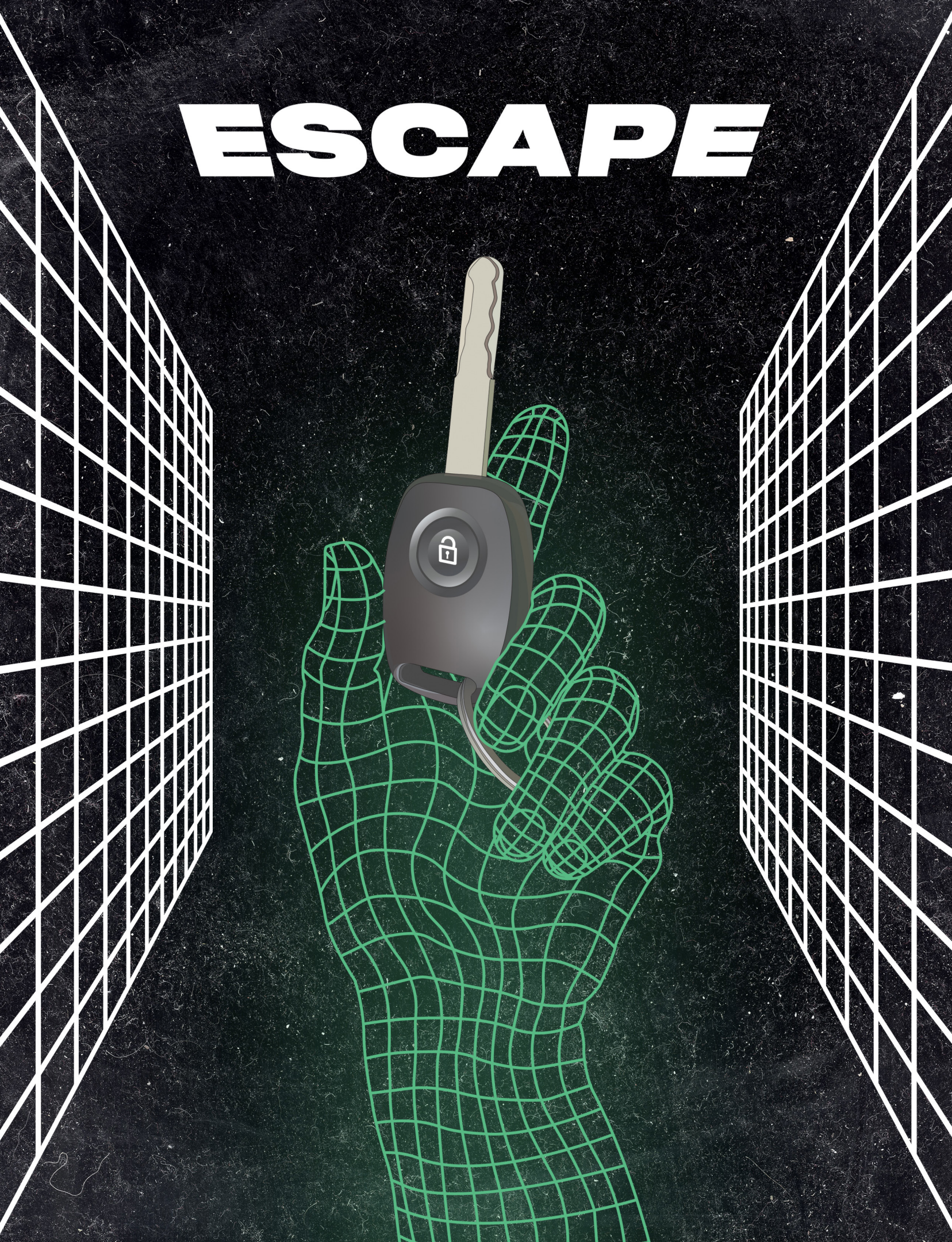
ESCAPE
Blake Walshe

Remember the days when you were allowed to leave the house, go out with your mates, or go on a road trip out to the country? The current pandemic has left many alone and isolated in confinement, desperate for a way out. When I was sitting in my room, bored, staring blankly at white walls, I had a daydream of picking up the keys, and just going for a drive. I decided to recreate this daydream, of escaping from isolation in augmented reality.

ESCAPE is an experience that for a few moments transports the user into a new digital world of freedom, allowing them to forget that they're stuck in their bedroom. It is an insight into that daydream, set in a dystopian future. The experience explores the aesthetics of Cyberpunk, neon Tokyo and Tron, in a digital, urban and retro style. Cyberpunk is known for its advanced technology, glowing neons, and intriguing digital forms.

Encapsulating this daydream in a futuristic augmented model that can be accessed and explored at home, plays on the future of possibility itself, aiming to capture the viewer's interest in a form of escapism.

SEPARATED BUT UNITED · DISTANCED BUT CONNECTED ·

#AloneTogether

We're All In This Together
Brock Willis

This project aims to put the current situation into a larger perspective while encouraging harmony and togetherness amongst an increasingly restless population. The static image communicates messages of hope and unity while the AR experience visually puts the situation into perspective with another important message. In these times it's more important than ever to realise how connected we are and reflect on the bigger picture.

I decided to incorporated the #AloneTogether hashtag, a current Dazed magazine campaign, the content will become part of a future archive that will document creativity, community and hopefulness.

Index of Works

The following images demonstrate each AR experience 'in action' as viewed with the *AR u ready?* app.

Kezya Anatha
Page 6

Meg Bielby
Page 8

Jiaqi Chen
Page 10
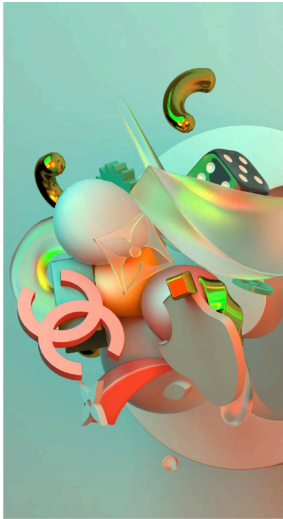
Zhongrui (Ray) Feng
Page 12

Stavros Giannoulakis
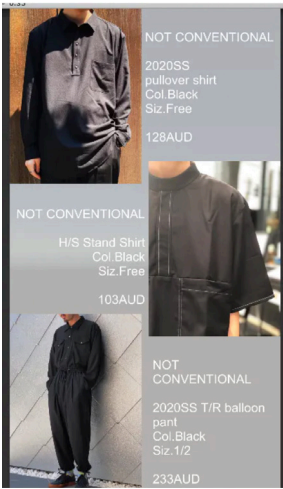**Page** 14
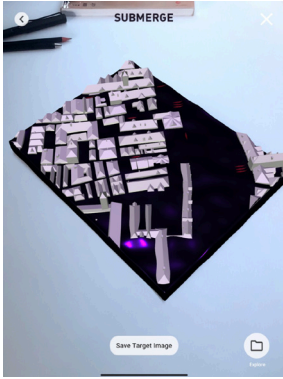
Sylvain Girard
Page 16
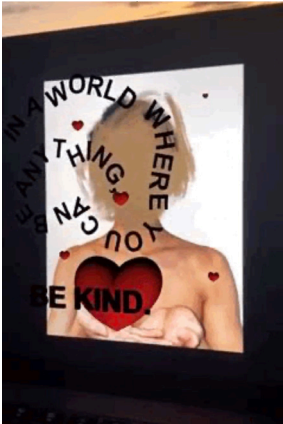
Karenina Kartikahadi
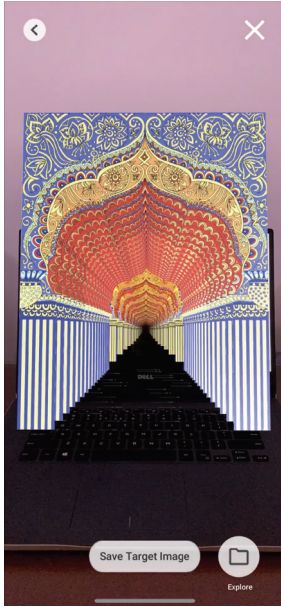**Page** 18
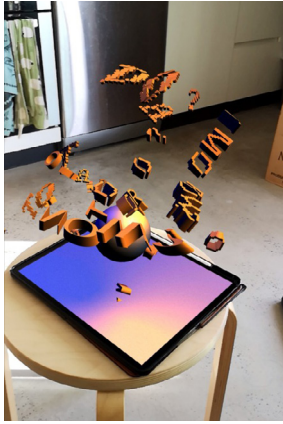
Jackie Liu
Page 20

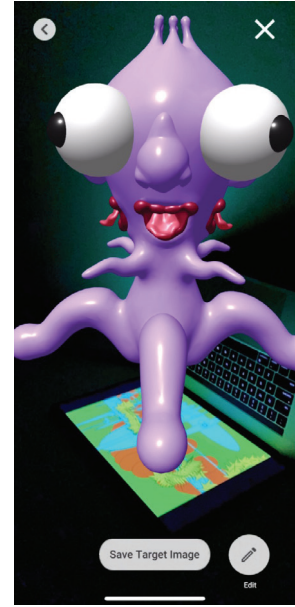
Jinni Low
Page 22

Ka Wai Mak
Page 24

Timon Meury
Page 26

Garima Minocha
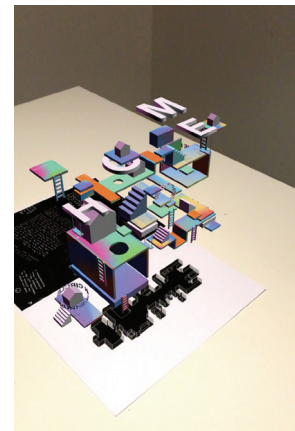**Page** 28

Jia Sheng Ong
Page 30
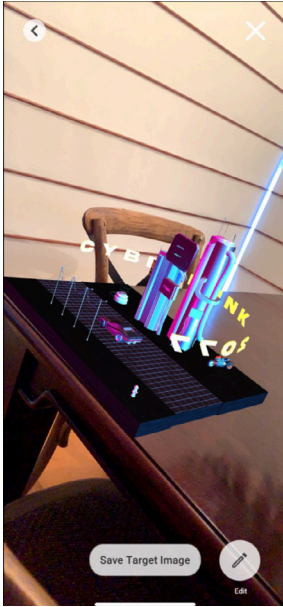

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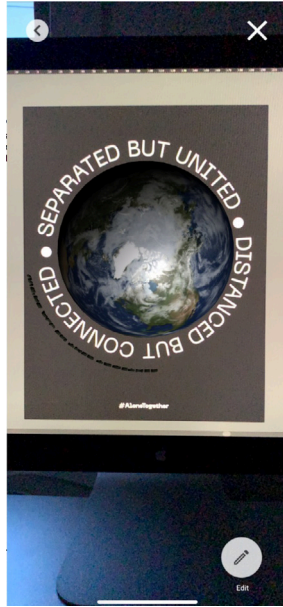**Page** 32
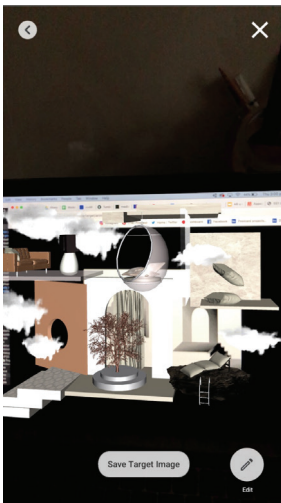
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Page 34

Anastasia Stanislaus
Page 36

Ellen Waite
Page 38

Blake Walshe
Page 40

Brock Willis
Page 42
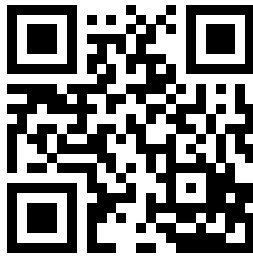
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