
AUGMENTED REALITY (AR) AESTHETICS AS A METHOD FOR CREATIVE ARTISTIC EXPRESSION

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Abstract

Over the past few years, the areas in which Augmented Reality (AR) has been used have expanded through entertainment, culture and digital arts, and with this rapid development of Augmented Reality in light of modern technological practices, there was a need to ask what Augmented Reality means as a new method for artistic expression and how it can enrich the creative field. The research aims to re-evaluate the capabilities of AR for artistic expression in the current era and the ability to generate new ways of perceiving the recipient or the user and drawing attention to the user's duplication of interpretation as a major feature of AR art. The research also discusses the implications of the future use of AR in art from the possibilities and problems for continuing artistic creativity in this field, including the visual space and the sensory and interactive methods.

Keywords

Augmented Reality, Virtual Reality, Digital Arts, Aesthetics, Interaction, Perception.

Introduction

Over the past few years, the areas in which Augmented Reality (AR) has been used have expanded through entertainment, culture and digital arts. Although AR businesses can be tracked in the late 1990s, many of these businesses require at least an understanding of restricted coding and imaging equipment from web cameras to goggles.

Augmented Reality was not published as a technical means until it began to appear, based on signs and gestures as well as geo-media supported by AR through mobile devices, therefore, one can argue that Augmented Reality-based artworks represent a convergence of mobile art and virtual reality.

Research Problem

With the rapid technological development of AR, in light of modern technological practices, there was a need to raise several questions, including what we mean by Augmented Reality as a new method for creative artistic expression, and how it enriches the current artistic field.

Research Objectives

1. Evaluate the potential of Augmented Reality AR as a method for creative artistic expression in the current era.
2. Generate new ways of user perception, and discuss user duplication of interpretation as a key feature of AR.

3. Discuss the aesthetics, possibilities, and problems in AR societies to continue the artistic creativity of this new field.

Research Significance

The need to study this aspect has been found after the tremendous development of AR art coinciding with the rapid development of today's technology and modern technological practices.

Research Methodology

The research follows the descriptive and analytical approach to reveal the extent of the creativity of AR as a new medium, and as a cognitive model that has the ability to generate new methods through the viewer or the user.

Conceptual Framework

The Concept of Augmented Reality AR

It is a kind of virtual reality that aims to replicate the real environment through the computer and enhance it with virtual data that it was not part of.

The AR system generates a user view that mixes the real scene being viewed with the virtual scene created by the computer in order to improve the perceptual perception of the real world that the user is seeing or interacting with.

It also aims to create a system that cannot perceive the difference between the real world and what has been added to it using Augmented Reality technology AR.

Paul Milgram's schema determines the continuity of the real reality, as the extension of communication from real environments to virtual environments is the basic assumption of digital forms of AR, which depends on the continuous succession between the real and the virtual, as the two environments tend to lose distinction in the relationship between them.

Azuma also defines the concept of continuity as a system that complements the real world with virtual elements created by the computer. (Azuma, R, 2001).

This integration exists by adding dynamic and interactive information to the perception of the space user, and this cognitive dimension is a pivotal dimension.

AR is defined as real-time computational mediation, and it has been defined as mediation because it has the potential to be augmentation in the environmental transformation of Augmented Reality as opposed to overlay.

Results

1. The art of Augmented Reality as a cognitive paradigm whose innovation lies in generating new ways of perception by the user, represented by his duplication.

2. The art of Augmented Reality is not limited to a single aesthetic, but its aesthetics varies to include user focus, mediation, mixing the virtual world with the real and interaction.
3. Technology offers new possibilities for the participants, environments, performance and levels of interaction among them.
4. Real interaction in the art of Augmented Reality is to enable machines to express among the participant and the Augmented Reality works, in addition to the changing role of the participant in the artwork.
5. Through the same work, AR art enables user self-expression and new forms of representation.

Recommendations

- 1- Interesting in studying different technologies and technological practices in the Faculties of Art and Design, in order to create and generate new creative forms of Augmented Reality.
- 2- Using Augmented Reality to provide visualizations of environments and merging them with Audio AR.
- 3- Providing new possibilities for more immersion and credibility for the art of Augmented Reality, and creating interactions through technology.
- 4- Reconsidering the ethical considerations of this type of interactive art.

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