

# AUGMENTED INVITATION

VA 402- Studio Project  
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## WHAT IS AUGMENTED INVITATION?

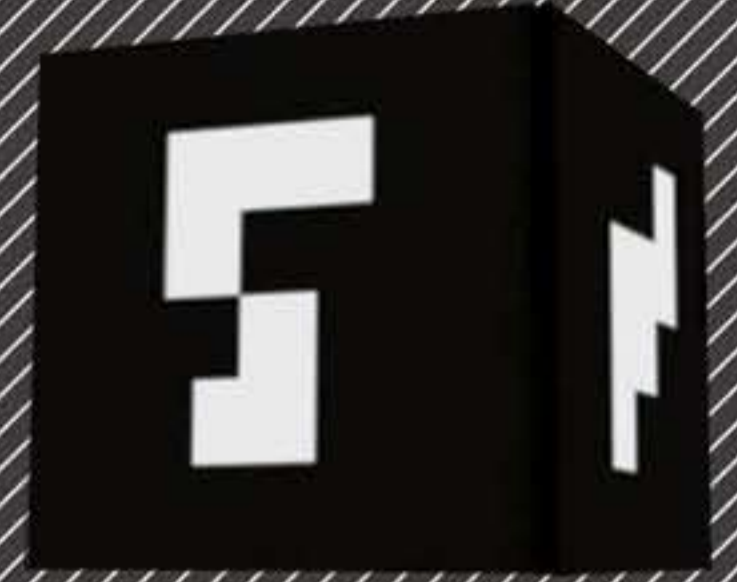
An alternative invitation project using Augmented Reality technology. It is basically a marker and link on it which leads to a website that user can see the context of the invitation and a 3D model of the event area virtually in the screen. The prototype made for Flow/ Debi exhibition of Sabanci University VACD students.

The invitation designed as cube because of the shape itself gives opportunity to navigate only by changing the faces of it. By this way user is able to change the menu without clicking or even touching the computer but turning the cube.

## CONCEPT DESCRIPTION

In the interactive invitation project augmented reality will be used as a tool to suggest different way to invite people, change the concept of printed media into something interactive and virtual, texts will be replaced by the 3D visuals. The invitation will contain a marker, link and some little details to make people direct to the link to see the real invitation content. By showing the marker to the webcam it will be possible to see the 3D model of the event's architectural structure so that it will be also possible to see the replacements in the area.

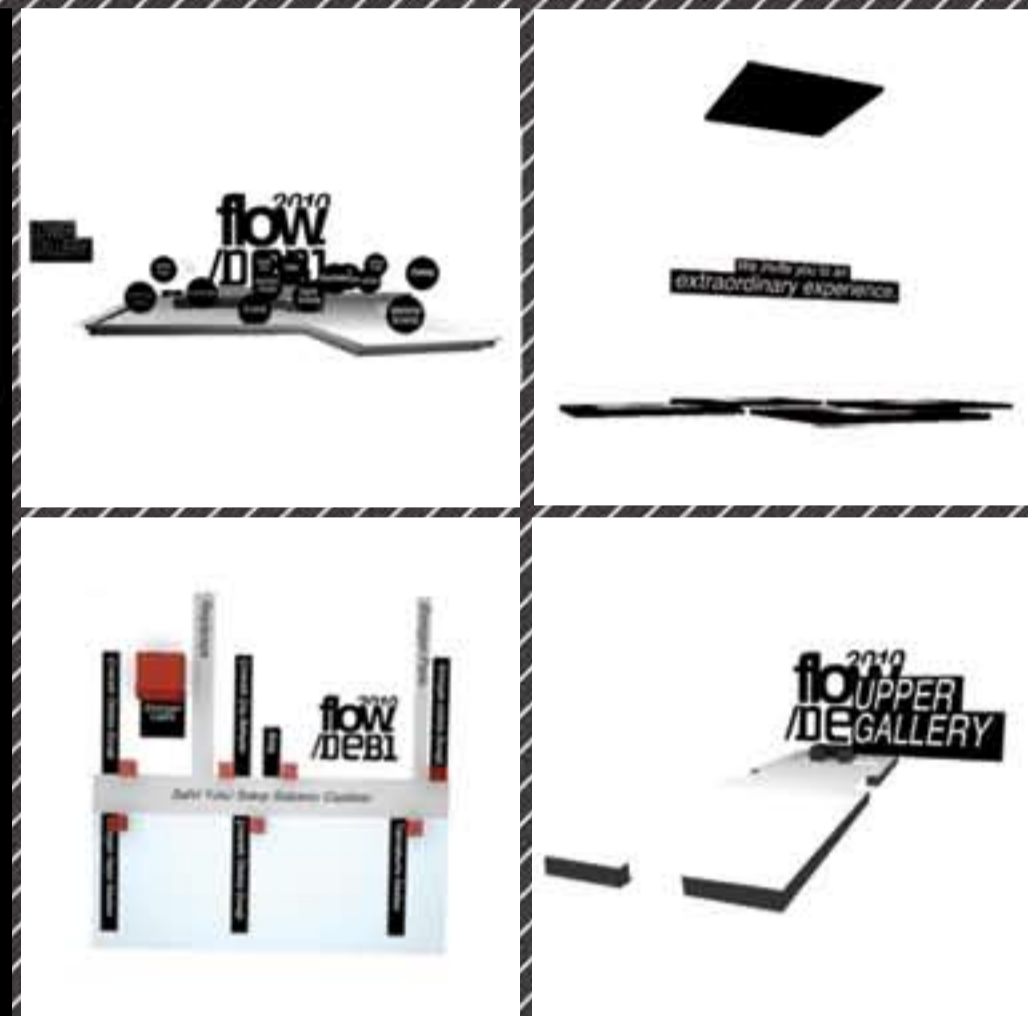
The concept derives from the idea of combining virtual environments into our real lives, with the invitation it will be possible to hold the area in our hands on a piece of paper and will be possible to turn side to side, up and down to make people interact with the virtual environment.



## OBJECTIVES & GOALS

The fundamental goal based in the project is to combine the real life and virtual space because it is how technology made our life like; based on a virtual world. Each person has a part of their knowledge, personality and activities in the virtual environment and every individual begun to live in a virtual environment somehow because of the developing technology suggesting us.

We begin to live in a more visual world so maybe text can also replace with more interactive and visual technique. Furthermore, it is possible to see the 3D model of the architecture and structure of the event, that user can see the inner parts, what is included in the event such as if it is an exhibition, which artwork is placed to which part of the exhibition. By this usage of the project, the aim is also challenging the space perception as experiencing an existing space in a virtual way in the individual own real time space.



## BACKGROUND INFORMATION

There are companies based on this technology such as Y-Dreams and T-immense that are still searching and contributing with different projects. In addition to this there is an augmented reality festival called ISMAR that developers and interested ones can follow the latest inventions and projects. Nowadays it has been using in advertising sector widely for big companies such as Mini Cooper, PlayStation, Lego, Coca-Cola and Adidas. In Mini Cooper's example it is possible to see the model of their new car that you can divide it into pieces and see all properties of the car which are similar with my project in the way to see the parts of the product. In the printed medium Esquire magazine has an issue on this subject that they made their fashion section as motion graphics and added to their websites. And also again in printed medium there is a project called "Magic Book" which is also similar because they assigned 3D animation on the pictures and projected on the book so that it seems like a pop-up book with 3D animations on it.

## REQUIRED KNOW-HOW AND RESOURCES

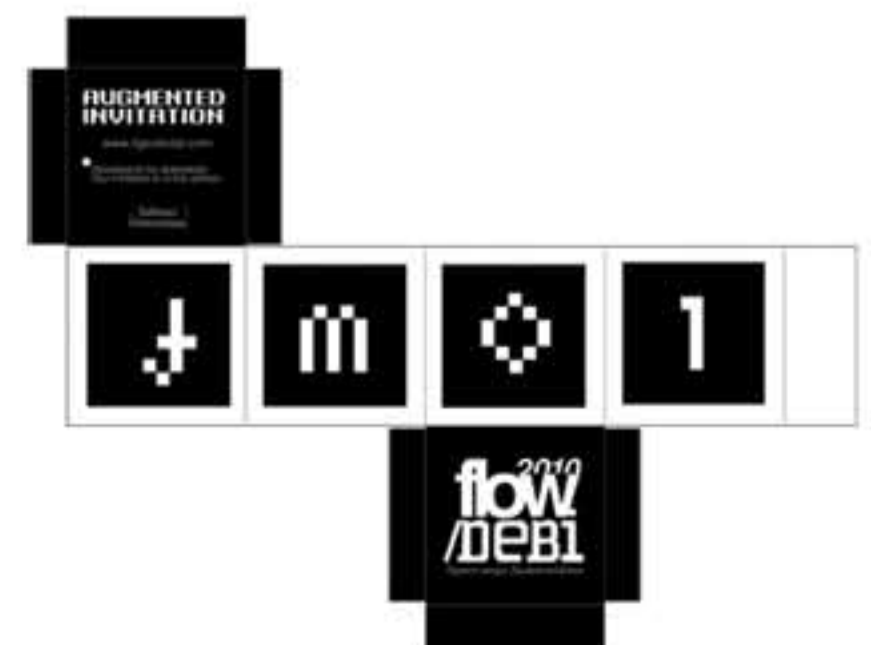
For "Augmented invitation" project, basically I need to learn different coding languages and softwares as ArtToolKit, FLARToolKit, PaperVision3d, Collada. Furthermore to create the content of invitation Maya, After Effects and Flash knowledge is a must, which means Actionscript knowledge is required. In the process of designing invitation basic design and typography needed to attract and direct people.

As a prototype of Flow Exhibition, I needed to know the plan of the Sakıp Sabancı Museum and a layout about estimated places of works in the exhibition area. So that I could divide the architecture in layers, model it in a way that every work could be seen while turning the model around.

To constitute this project, the only material need is a webcam and a piece of paper with a marker on it.

## PHASES OF THE PROJECT

1. Analyzing softwares such as ArtToolKit, FlarToolKit, reading forums about this.
2. Trying to create basic shapes like cube in the webcam image.
3. Making 3D Models of exhibition space and invitation text animation.
4. Assigning models and animation to marker.
5. Designing physical invitation paper.
6. Creating website which is invitation directs to.



The project sample for VA402,  
**AUGMENTED INVITATION**  
of Flow Exhibition is in this address:  
[www.ilgicandar.com](http://www.ilgicandar.com)

