

Extended Reality and the Graphic Design Curriculum

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As we rapidly move toward a fully virtual world, commercial industries and organizations are becoming increasingly competitive with their communications strategies so that they can continue to attract audiences' attention and break through industry noise. As a result, the notion of “immersive experiences” is becoming more popular. XR technology is at the forefront of delivering unique, immersive and interactive experiences — and it has seen significant growth in recent years across all commercial industries and is poised to continue that trend.

The graphic design industry is embracing XR as a new medium, and XR skills are in high demand within the field. Given the trend in consumer interest and the recent pandemic-fueled shift toward exclusively virtual consumer interaction, AR is poised to be the ideal technological solution for meeting consumer demand and maintaining exciting brand engagement. Graphic designers must be prepared to meet that demand and craft those digital experiences. Those designers who do invest in AR skills will be in high demand and will contribute to a new era of interactive design.

Institutions of higher education must adopt XR—and particularly AR—into the graphic design curriculum to keep pace with the industry. Several barriers are slowing this curricular adoption but can be overcome through a greater push in education and training of AR technologies, as well as the overall dedication toward investing in the right AR tools.

Advances in AR technology have created an opportunity for its use as both a pedagogical tool and a creative medium. AR is the natural evolution of the digital mockup, and a vital tool in training our next generation of graphic designers. Integrating AR with traditional graphic design elements and principles will improve the learning process and outcomes of design students while elevating the design industry as a whole.

In this presentation we will discuss our paper and findings. We will show two demos, including (1) a branded stationery system for a company, and (2) a poster/banner. We will showcase how these design projects can be visualized in a real-world setting using AR. Through these demonstrations, audiences will understand how AR can elevate the design process from conception to final product.

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