

Aurasma

Scenario

Professor Johnson is teaching an Introduction to Ecosystems course in which students do a lot of group work. It is important for the professor that the students learn from each other's work. To that end, he has experimented with group presentations in class, but it takes up too much time. Consequently, his best option until now has been to end the course with a poster presentation session where the groups display their research into various kinds of ecosystems. However, the posters are still not ideal and the students cannot integrate audio or video, even if they would like to.

By implementing Aurasma and having his students use it for their poster presentations professor Johnson is able to give students this opportunity to work in different media formats and integrate them into their posters. Now, the students put their posters up in the building hallway for two weeks and are each assigned to explore a minimum of ten other group posters during this time. The use of Aurasma enables the students to find or create video and audio clips that help explain their research and provide a more complete and creative way to convey their research to their classmates. Students have told him they find it more interesting to make the posters now and also that exploring other groups' posters is more fun and educational. The ability of the viewers to provide feedback to the presenters through such tools as a Google Form have also become a useful feature as communication now goes both ways and the posters are much less of a passive viewer experience. The fact that a mobile device is required to use the Aurasma app and view the different 'Auras' has not been an obstacle, even if not all students have a mobile device. Those who don't can usually borrow one or check out one from the university library.

1. What is it?

An augmented reality application that lets you use a poster or picture as a trigger to load additional interactive content on a user's mobile device.

2. How does it work?

With Aurasma, you can create 'Auras' by uploading a trigger image, such as a picture of a poster, or maybe a picture of a painting, to an online account. You can then associate various events and materials with the trigger image, such as videos, websites or online feedback forms. These events are triggered and the additional materials become visible when people activate the Aurasma app on their mobile device and point their camera at the trigger image.

3. Who's doing it?

While the app has seen some use in education, the majority of the customers linked to on the Aurasma site are national and multinational companies such as Honda, Disney and BBC Worldwide who use it for advertising purposes.

4. Why is it significant?

Many courses require students to present their work or research in the form of a poster. However, posters have some limitations that Aurasma can help overcome. It allows students to work with different media to express their messages in different ways, via print, audio, and video. It encourages more creativity in students while also enabling them to enter into a dialogue with their viewers through the use of feedback forms. In addition, it allows viewers to take something with them from the poster and continue to interact with the materials at a later time. Lastly, it provides another way for students and teachers to integrate mobile devices into classroom learning in a meaningful way.

5. What are the downsides?

The tool is free, so some may be concerned with its longevity or staying power. However, it is supported by the paid accounts of various companies who use it for advertising purposes.

The user interface is reasonably simple and step-by-step guides to creating an 'Aura' are available online. Still, teachers and students will probably need to experiment with it a bit to learn its functionality. Aurasma makes no claims of being ADA or FERPA compliant.

Instructors should always keep FERPA and accessibility issues in mind when using new online tools like this in their classroom. In case of any doubts or concerns, please contact the relevant offices on campus for advice and assistance.

6. Where is it going?

Doceri was first released in 2011 and has since been updated and expanded regularly by the creators, SP Controls, who produce audiovisual control technology and have been in business since 1997. Given its reasonable cost and reliance on established and familiar technology, it has the potential to see increased adoption across schools and colleges.

7. What are the implications for teaching and learning?

While presentation software has continued to evolve since the invention of PowerPoint the poster format has not seen similar developments, aside from the greater access that students may have to digital poster creation and printing at schools today. By using Aurasma to add an augmented reality aspect to student poster presentations teachers enable students to express themselves in various forms of media and to interact in new ways with their audience. There is also a potential for museums and art galleries to create 'auras' for some of their art pieces. This would allow students and visitors to better interact with the different art

pieces and could help create more interest and greater art appreciation among students.

8. Where can I find out more?

Visit the Aurasma website at www.Aurasma.com and download the mobile app from the Apple App Store or Google Play.

You may also contact Jacob E. Larsen (jlarsen@iastate.edu) in IT Services to discuss how Aurasma can be used with your students.

Additional [legal information](#).