Digital Storytelling with Augmented Reality

The stories we tell literally make the world. If you want to change the world, you need to change your story. This truth applies both to individuals and institutions.

Michael Margolis

AR can be used to bring animation, digital, products, and people to life within a real-world space and environment. The list of possibilities or experiences that you can or could create is limited only by imagination. Today's Mass Comm students must take this new world head-on to be part of what is coming.

Marketers' PR efforts, storytellers, producers, creative agencies are all directed at finding more innovative ways to let their message speak more powerfully, tell their unique stories, and utilize innovative technology to achieve that. Combined with social media, the brand's story lets you tap into viewers emotions and create a direct link, which ideally leads to greater knowledge and awareness through experience.

The two magical words – Print and digital – seem to be inseparable today in 2017.

P.O.P.E. Produce once Publish everywhere