Checklist for augmented reality

In AR, users experience a real-world environment with a digital layer added on top of it. In this list you will find a few tips to keep in mind when considering creating an AR project.

❑ DYOR (Do Your Own Research). Scan YouTube, TikTok, Instagram, Snapchat etc for examples and inspiration. Get to know the medium. This makes you able to use AR better, and also to have better dialogue with the digital designers/developers you work with. Play with the AR filters in Snapchat and Instagram to get a sense of what is possible.

❑ Why AR? Make sure you know why you want to use AR in/for your project. What does it add to the experience or process?

❑ Where to use AR? Make sure you know where you want to use AR. Are you using AR to augment a live performance on stage for an actual audience, or as a way to enhance a video stream. Perhaps as a part of a process, or for marketing on social media. Regardless, make sure to have a clear idea of where.

❑ Decide how to tell your story and the emotional output.
- Set the narrative.
- How can you get the audience to care about what is happening?
- What do you want the audience to feel during the experience?
- What kind of emotional output do you want the audience to have after the experience?

❑ Make a concept brief. Put together a text description and some reference images/videos of what you want to build to help communicate the idea to AR creators.

❑ Find people who can help build AR experiences. Again, YouTube and social media will help you find talented creators. Additionally, all the major AR platforms have listings of AR creators looking for work. Here is Snapchat's version: https://ar.snap.com/creatormarketplace. Also, reach out to peers who have made AR projects.

❑ Start with a small test. Don't start a long project with someone you have never worked with in a field you're new to. Do a small test to make sure you work well together and that the AR creator can deliver on the level you need.

❑ Iterate fast. Technology and interactive content is highly complex and it's almost impossible to exactly predict the outcome. Therefore it's crucial to test often to make sure you are on the right path. Make sure AR is part of rehearsals and that you test continuously to not end up with bad surprises near the premiere.

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