DesignAR: Augmented Reality Designing Prototype. Towards a Media Semantic Taxonomy for Art Educational Implementation
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Features of DesignAR:

2. Drawing tool: related to device position and drawing on surface.
4. Inserting Objects: cube/sphere/cylinder/text editor.
4.1. Texture for objects: wood/plaster/gold/silver/transparent
5. 2D-Picture Stamp tool, access to picture gallery of device
5.1. Group objects and navigate in groups.
5.2. Ungroup objects.
6. UI mode vs. camera mode.

- **DesignAR-Video:**
- **3D-Interpretation of 2D-Painting & installation**
  (Atelierhaus Dachauerstr. e.V.; Atelier Uli Zwerenz)

- [https://www.youtube.com/watch?v=UMCpz3ix5Yc&t=0s](https://www.youtube.com/watch?v=UMCpz3ix5Yc&t=0s)
<table>
<thead>
<tr>
<th>USER</th>
<th>CONTENT</th>
<th>SPACE</th>
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<tbody>
<tr>
<td>Role</td>
<td>2D/3D</td>
<td>Flexible vs. Site-specific</td>
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<td>Observer</td>
<td>Moving/static</td>
<td>vs. User-centered</td>
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<td>Creator</td>
<td>Audio/Tactile</td>
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<td>Choreographer</td>
<td>Motif</td>
<td>Private/Public</td>
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<td>Embodiment</td>
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<td>Curated vs. intervention</td>
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<td>Combination of roles</td>
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<td>User Consent vs. Intervention</td>
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**SOCIALAR**

Singular vs collaborative artwork  
Sharing & Remix  
- sharing of individual artwork  
- shared objects via database (Adobe Aereo)
Taxonomy
AR-related Artwork

SOCIAL AR
Singular vs Collaborative,
View only vs Sharing and Remix
Human Cell Pixel Kernel

• Imagine floating on a petri dish..
• with other cells of hybrid quality

Novel ways of AR meaning formation?
Deixis, Situatedness, Imaginatory Embodiment
„HOW MY DOGS ARE JUMPING OUT HERE...“ (App:DesignAR)  
versus: „I SEE COLOUR IN FRONT OF ME. AND NOW?” (App:PaintAR)

(art teachers, grounded theory study 2020)

• FURTHER RESEARCH

• media-cultural dimensions of technology acceptance & epistemology of AR: Which Reality?
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