

A Short Guide to Aurasma

Suitable for classroom and other educational uses.

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1. Overview

You can use Aurasma to augment objects such as posters, handouts, brochures, books signs and even equipment. Using a smart phone, or other mobile device you can combine the real world view with an overlay that plays sound, images or video to augment the scene as seen through the viewfinder of the device. Your trigger image acts like a web link to the associated media and needs to be sufficiently unique and unchanging. This will allow you to play 'auras' locally on your device, or publish them for public view via a channel using the Aurasma data servers.

This tutorial will take you step by step through the creation of a simple augmented reality application. The advantage of using Aurasma is that it is simple, free, freely available and designed for users to create their own content. The disadvantage is that the amount of data you can use is limited and, as with many creative processes, the outcome rather depends on the abilities of the users.

This tutorial shows how you can use augmented reality as a way to focus attention on existing, traditional, teaching activities and materials, rather than a demonstration of technological ability. In this example the task for students is to create a poster based on a favorite book and then augment this with a short video saying why they like the book.

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2. Getting Started

You will need a smart phone or tablet on which you can download and install new apps.

Aurasma works on Apple or Android devices, but will not work with windows devices.

You will need a reasonable WiFi connection – although you could use your phone and data allowance from your service provider.



For this example you will need to provide pens, large A3 or A2 sheets of paper, printed images and magazine clippings, glue etc.

You will also need a selection of books for the students to look at, choose, reflect on, so that they can design their poster and script their video clip.

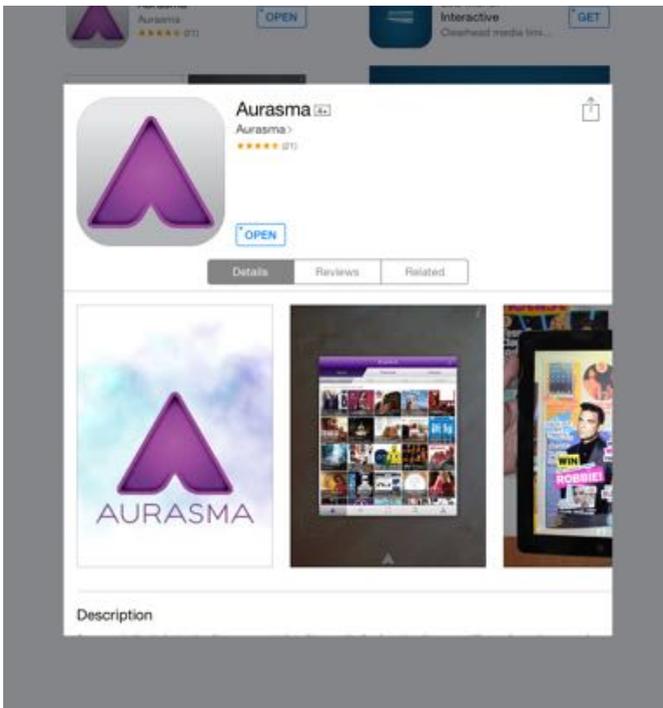
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3. Download and Install

For Apple / iOS go to the appStore or for Android get it from Google Play - search for 'Aurasma'. The download and install process should not take long.

Once installed run the app to check that it is working – if at anytime it gets stuck, or stops working, then it is a good idea to try and download it and reinstall it again.

You can skip the first time use introductory screens and there is no need to log in or create an account until you want to make your material public and viewable on different devices.



4. Starting Aurasma

The App starts on the 'viewfinder' page – with pulsating white dots on the screen.



Notice the small  in the top right corner – this gives access to the online help guide.

Trigger images need to be viewed within the indicated rectangle, holding the device parallel to the image, minimising reflections and holding still. This may take a few moments.

When an aura has been triggered the pulsing dots change to pulsing circles until the content has been loaded and the media starts to play.

This can take a few moments, depending on the speed of connection and size of the media downloaded. You will also need to keep the trigger image in the viewfinder while the media is playing.

Tap on Aurasma icon  at the bottom of the viewfinder screen to get to the set of available auras and the menu icons at the base of the screen. You might see your recently used auras displayed as well as those that are publically available to anyone.

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6. Finding Content

You can tap on one of the current 'Auras' displayed, or select the 'Featured' tab, or 'Viewed' tab. A 'Chanel' dialog box will pop up, tapping this will take you to an overview of the channel.

Searching



The search icon, at the bottom of the main menu page, will take you to the search page, which allows you to type in the name of the Aura, or user or channel to find what you want.

Following



Click on the 'Follow' box in the top right hand corner – this should change to 'following'.

The Viewfinder menu icon ' [] ' will take you to the viewing screen, ready to aim at the trigger image.

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7. Quick Start

Each 'Arua' is actually referenced through a URL – so you can provide a direct link. On the 'Follow' page you can also see the 'share' menu item. If you share via email you can email the direct link to yourself, for inclusion in your documentation, or to others so that they can access this material.

If someone follows the link, they will be asked if they want to run the Aurasma app, and if this is not installed they will be asked to download and install the app. If your users have devices with QR readers installed they can scan a QR code and will be taken directly to the Aurasma viewfinder screen, ready to be triggered by the appropriate image.

Epping Forest Trigger

Here is QR code that links to the books4U user and the aruposter channel, which can give you quick access to aurasma. <http://auras.ma/s/T8FGa>



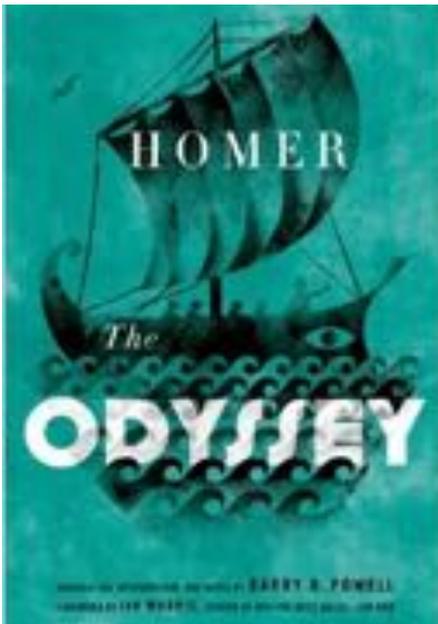
8. Creating your Aura

The process of creating your aura is as follows:

Create media-> import media to 'overlay' -> capture trigger image -> position overlay -> name & publish

Before getting participants to create their own auras it is a good idea to get them to have a go with using Aurasma on some pre-prepared trigger images (some examples are included at the end of this booklet).

Initially it is easier to use the built in media content, so it is advisable to get participants to go through the process of creating an aura without using their own media to start with.



Here we are using the cover from a book of Homer's Odyssey.

Remember to respect copyright when selecting target images and other media.

In this case 'fair use' allows us to use a part of a work for research, educational purposes and critical review.

More information on copyright can be found at:

<https://www.copyrightservice.co.uk/ukcs/docs/edupack.pdf>

9. Create Media

You can use existing video, audio and images or one of the simple animations provided by Aurasma in their default library as your 'overlay'. This overlay is superimposed onto the trigger image or scene to produce a combined image that you will see when looking through your camera viewfinder.

If you are creating your own video:

Script and practice a short (i.e. 10 – 30 sec) video clip. E.g. *'Why I like Homer's Odyssey ...'*

Use the video camera on the device that is running Aurasma.

Set the resolution for your video to the lowest setting to save space as there is a 20Mb* limit.

For apple users you can't alter the quality of the original video, so you either need to use some simple video editing app. to compress the file, or turn the device around and use the lower definition user facing camera.

Record your video and save onto your device.

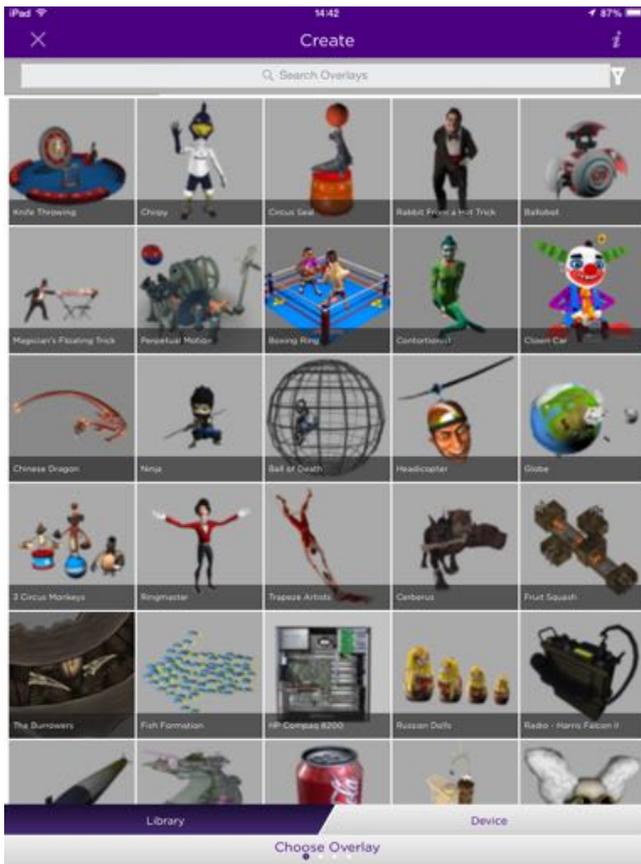
Aurasma Studio

This is a freely available desktop application (*register at <http://www.aurasma.com>*). This provides more editing features and allows up to 100Mb overlays.

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10. Choose Overlay

From the bottom of the main menu screen, tap  to start creating your aura. You are presented with a library of some simple animation that can be used as overlays. If you want to use your own material you need to select the 'Device' tab at the bottom of the screen.



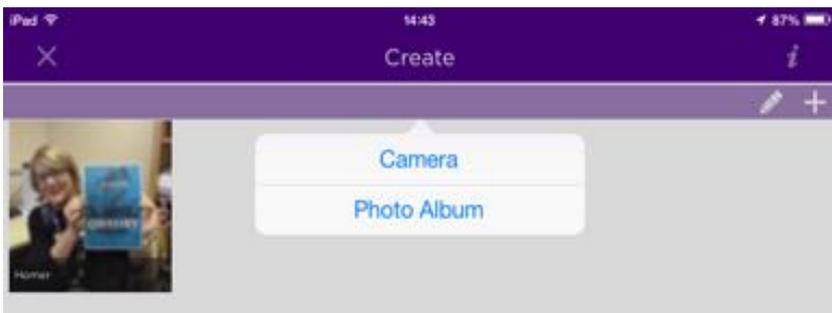
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11. Create Overlay

In the picture you can see an overlay we have already created. To add your own material you will need to turn your images, sound or video into an overlay. Tap on the + on the right hand side of the bar at the top of the screen.

You can record media directly using the 'camera' which will allow you to use your device to capture a video clip and process it for use as an overlay. This is a good technique if you want spontaneous and natural sounding clips with a minimum of complexity.

For pre-recorded material choose the 'photo album' to load your video clip from the memory of the device.



From your photo album or gallery select the video you want to use. *If it is too large you will not be able to create your overlay so you may need to edit your video to reduce the resolution and size.*

You should name the overlay then tap 'Finish. Your overlay is now in the library ready for use.

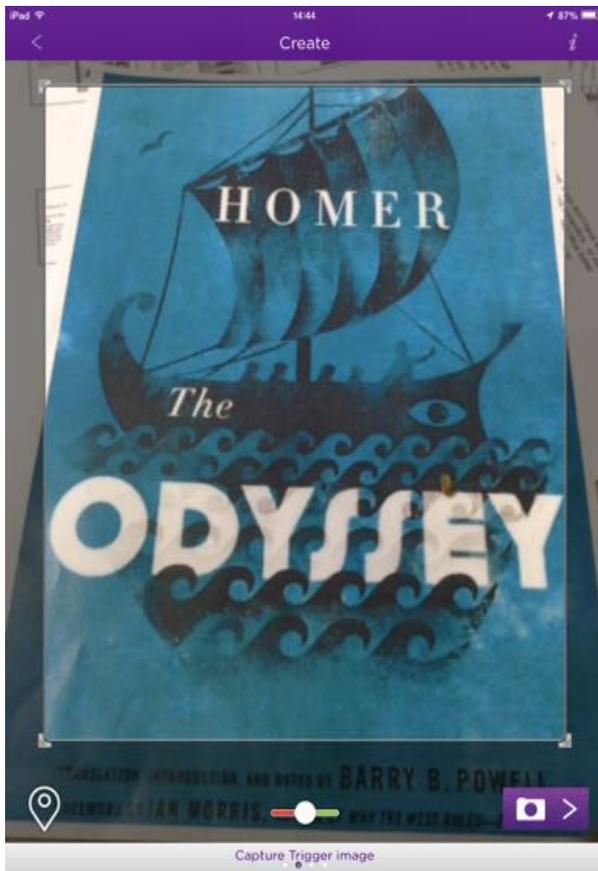


12. Capture Image

You can now point your camera at image / scene you wish to use as a trigger.

It is a good idea to take an ordinary photo of the trigger image so that you always have a reference that can be used in case something happens to the actual scene (e.g. building alterations, re-decorating)

The small scale at the bottom shows when you have a good image (green) or one without sufficient contrast (red)



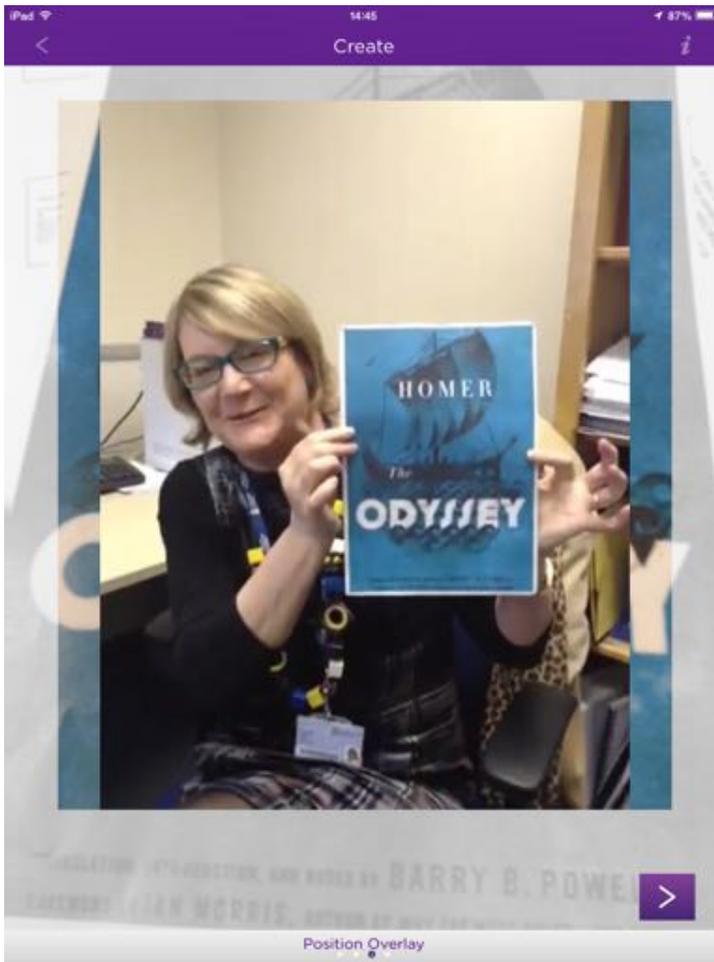
When you have a nice clean image (*watch out for reflections and shadows*) tap the camera > icon in the bottom right hand corner.

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13. Position Overlay

Your overlay will now play (in a loop) superimposed on your trigger image.

You can change the position by dragging with your finger, or the size by pinching between two fingers, rotation and aspect ratio.



14. Name & Publish

You can now name your Aura and finish. You can test out your aura on the trigger.

By



default your aura is added to the 'private' channel of your device.

If you want to make it public you will have to create and/or log into an account. Then your aura will be loaded to a remote server and available to others who follow you, or your channel.

Log onto or Create Account



From the main menu page select the account icon. The default account is 'Me' but you can create a new account by putting filling in the account details with 'new'

Or log into an existing account with name and password with the slider set to 'existing'.

