The Don Difference Series
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:00-:14 In my field, modeling animation, it's a growing feeling of importance because it's not related with cinematics, or movies, or entertainment industry. It's related with science.

:15-:30 And how artists help the scientists to make good renditions of something that is no longer available… it's gone. So you can simulate these elements and then illustrate pretty much what is not there.

:31-:45 So the audience can render what the scientists actually can provide as data and information. That relationship and that collaboration is extremely important today. Research basically in my area is focused on visualization aspects.

:46-1:01 For example, right now I'm in a … I'm focusing a very specific field which is augmented reality. Have you seen those diagrams or books that are three-dimensional that kids open the books and then see, for example, things popping up like sculptures, or shapes?

1:02-1:40 Okay. Augmented reality will turn this in a digital thing. So you have the physical book—this thing—you probably will see some images there… very nice render. However, when you wear a glass like Google Glasses, or Oculus Rift, or tablets, or your phone, or your smartphone, you will start actually seeing in these images a narrative popping up stories, characters, actions, little animations, reference. And then you can start interacting with your fingers and triggering buttons and then actions.

1:41-2:05 This is a fully, fully immersive but at the same time interactive narrative. So my research paper is covering that aspect. It's trying to implement ways, new ways of interaction using your hands based on haptics—how your deftly hands can sense these brittle objects.

2:06-2:41 That is actually the subject of my research— how to turn the augmented reality in a sort of narrative structure, in a sort of communication action. We are as a department kind of cementing or kind of doing a strong relationship with the community in the way how we provide ideas and resources for local businesses, especially in the area of graphic design and modeling animation.

2:42-3:04 If we have this relationship with the community, in order to give answers for local solutions, local systems or implementations our department can provide a lot of interesting proposals.

3:05-3:10 (Music)