



## The capability of media students to interact with three-dimensional augmented reality in virtual broadcast news studios

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### Abstract:

The latest developments in technology are constantly affecting all fields, including through the implementation of augmented reality (AR) in media broadcasting. Using AR would improve the public image of broadcasting and allow international, national, and regional information and stories to be presented impressively and effectively, allow presenters to interact with television stories through a three-dimensional virtual world, and provide the viewer with rich information about the world. However, the undergraduate media departments at universities in Jordan are still teaching the presentation of the news in basic newsrooms. Therefore, this paper presents an experimental collaboration between the Television Department and the Animation/Multimedia Department at the University of Petra involving the use of an AR virtual studio and three-dimensional computer graphics animation to teach performance skills to students who aim to become television news anchors after graduation. This experimental research will give the students a new approach and tool for storytelling, including techniques to deal with technological evolution in the media field. This paper evaluates the impact of employing virtual worlds in newscasts as an effective method of education delivery for Jordanian students. The latest developments in technology are constantly affecting all fields, including through the implementation of augmented reality (AR) in media broadcasting. Using AR would improve the public image of broadcasting and allow international, national, and regional information and stories to be presented impressively and effectively, allow presenters to interact with television stories through a three-dimensional virtual world, and provide the viewer with rich information about the world. However, the undergraduate media departments at universities in Jordan are still teaching the presentation of the news in basic newsrooms. Therefore, this paper presents an



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### Biography:

TARIQ ALRIMAWI is a Jordanian animated film director. His first degree, which was obtained in 2006 from the University of Petra, Jordan, was in Graphic Design. In 2010, he graduated with a Master's Degree in Animation from Newport Film School in the United Kingdom. His graduation stop-motion film entitled Missing has screened at more than 100 international film festivals including the Academy Award Qualifying Festivals, the Tokyo Short Shorts International Film Festival and the Chicago International Children's Film Festival. The film has also received 12 awards domestically and internationally. In 2014, he completed his PhD studies about Arab Animation Cinema at The Animation Academy, Loughborough University in the United Kingdom. Currently, he is an Assistant Professor at the Graphic Design Department at the University of Petra. To see more of his projects: [www.tariqrimawi.com](http://www.tariqrimawi.com).