

THE EFFECT OF AUGMENTED REALITY AND VIRTUAL REALITY INTERFACES ON EPISTEMIC ACTIONS AND THE CREATIVE PROCESS

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ABSTRACT

The aim of the study is to investigate how VR and AR interfaces affect the creative design process in design education. Theories from cognitive psychology, information sciences, and design cognition are provide an explanatory mechanism to indicate that epistemic action reduces cognitive load, thereby reducing fixation in the design process and enhancing the creative design process. A linkography protocol was used to understand the effect of different interfaces on the creative design process and a questionnaire was administered to examine the effect of user characteristics on the creative design process. Results of the study indicated AR to provide a more conducive environment for creativity than VR. The results supported the conclusion that certain user preferences lead to higher acceptance levels for technology.