ABTRACT

This research aims to determine the right marker design parameters to get optimal rating results on Vuforia engine and measure the effect of 2D marker design with the right parameters using Vuforia engine. Design performance testing in this research uses experimental methods on marker design using Vuforia engine with design parameters such as image, color intensity, and the use of file formats in the design, namely png and jpg. There are three design samples used, namely QR codes, Flat Design Illustrations, and photos. Design testing is done by experimental method to see the functional marker design based on design performance testing with distance parameters. The results of this study show that the 2D marker design can affect the rating value in the Vuforia engine because the Vuforia engine can recognize the corner points in the design based on image parameters, color intensity, and the use of file formats tested with a 5-star scale assessment.

Keyword: Augmented Reality, Marker Based, Vuforia Engine, Eksperimental, 2D Marker Design