

تصميم تطبيقات الواقع المعزز باستخدام الوسائط الرقمية من اجل العثور علي المسار  
وأدراجها علي الاجهزة الالكترونية وأثرها علي المتلقي

using digital media in order to Design of applications Augmented Reality  
way finding the path and its inclusion on the Electronic devices and its  
effects on the recipient

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**Research Summary :**

In this era, there is a continuous change and rapid development in various aspects of life, including technical development and scientific progress. The aim of the study is to identify the effect of using the technological development of reality technology enhanced by using digital media to find the path whether it is public places, places of study, ..., The research examines the stages in which the recipient experiences, so that the interaction can be generated by a sense of perception, then a response, and how these stages can be considered to enhance the interaction between the receiver and the digital media that is designed to communicate the information, , And how they can influence their motivation to attract and make decision through enhanced reality technology that provides virtual observations to find the path in the real environment,

Hence, the problem of research is whether the patterns of enhanced reality design using digital media can influence the recipient's behavior negatively or positively in order to find the path. The research assumes that using the possibilities, ideas and patterns of interactive design of the enhanced reality in the areas of life surrounding the recipient will affect His social behavior, And the study aims to identify the effectiveness of Augmented Reality in developing the visual thinking skills of the recipient and his understanding of the digital media that leads to the information to reveal the positive aspect in terms of the study of all different types that fit the recipient. To emphasize the role of interactive design of enhanced reality technology, to develop and construct the behavior of the recipient, to shed light on the effect of enhanced reality patterns on the behavior of the recipient, The research methodology is based on a descriptive analytical approach.

Keywords: augmented reality - digital media - creative thinking - recipient behavior