



# VISUAL AID: AUGMENTED REALITY MAGAZINE FOR THE DEAF

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**Düsseldorf – DEAF magazine, by German design collective Morphoria, is a glossy publication aimed at the hearing-impaired that includes an augmented reality app with added content for those who can't hear.**

Many people assume that reading is the same experience for deaf people as it is for those who can hear. But for Germans used to communicating through sign language, the written word is different because it is based on the spoken German language. Even while reading, sign language provides a visual aid to deaf people. DEAF magazine's accompanying app adds video context to the written content to provide greater understanding for its readers.

The magazine covers the culture surrounding German sign language and the deaf, but is also aimed at hearing audiences to give them a better understanding of German deaf culture.

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