

RESEARCH THEME

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Title of the doctoral research Images for the metaverse: new technologies and evolution of drawing between digital interaction and storytelling for scientific and cultural dissemination.

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Abstract Computerization has evolved the civil society communication processes from a passive mode linked to the use of information, to virtual spaces in which representation and images support the active participation of users in producing and sharing content with which to interact freely. The utilization of immersive technologies promotes the creation of virtual environments, analogous to or completely different from the real world, in which the fruition of meanings and interaction with other users takes place through the mediation of a digital avatar. The proliferation of these platforms is creating in the metaverse a new hyperconnected space, place of intersection between the real and virtual world, built through global communication networks that interconnect environments, information, subjects and objects. The new paradigm is characterized by interactive structures that integrate heterogeneous languages, allowing the user to influence the contents and/or the type of mediated communication. As an informative and transmedia graphic language, drawing evolves into innovative forms of representation that drive the user's interaction. Starting from the tools used in game development, the first sector to integrate different media into an interactive space, the research aims to identify archetypal models of representation that can be used in scientific-cultural and/or pedagogical dissemination. The scientific use of these tools leads to epistemological reflections about the digital reformulation of drawing as an intellectual translation that acquires meaning in the dialogical and social dimension since it can convey innovative communicative processes, characterized by collective forms of knowledge appropriation.

Keywords Game engine, storytelling, Digital representation