

Create Snapchat Geofilter



You have been hired by Snapchat to add more Geo Filters to their app for the O'Neill area, including OHS.

You will need to design 4 **separate filters**. Be creative!! Make sure you don't inappropriate imagery or violate someone's copyright! ***You can use pictures to trace from, but it shouldn't just be an exact copy of the original image. Use different parts of different pictures.**

You will be graded on the complexity and creativity of your filter. If you finish significantly early, then your grade will suffer.

THIS ASSIGNMENT IS WORTH 200 POINTS.

As you work, save your projects as .ai and name it **lastname + firstname + period # + geofilter.ai**. When you are finished, save it as a PNG with the same name and submit it to Canvas.

1. Access this site to learn more on how to do this: <https://www.snapchat.com/geofilters> (**Links to an external site.**)
Links to an external site.
2. You will need to follow **these guidelines** (**Links to an external site.**)
Links to an external site.
in Illustrator.
3. You can download the Illustrator template on the website above or **here**.

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4. You can submit your Geofilters to Snapchat and you should follow **these guidelines (Links to an external site.)**
Links to an external site.
to assist in your filter actually being chosen.
5. Below are some examples of Geofilters. You should also Google some more to see what has been done in other places.
6. Eagle O Illustrator File
7. Eagle Illustrator File

Geofilter Submission Guidelines

Geofilters are location based overlays that users can apply to their Snaps. Now Snapchatters, artists and designers around the world can submit

(Links to an external site.)

Links to an external site.

their own fun and creative Geofilter artwork.

Following these guidelines will help increase the likelihood of your Geofilter being selected:

Places

- Businesses are not currently eligible for Community Geofilters.
- Draw your geofence thoughtfully, it should only cover the relevant area.
- Keep it local. Do not cover an entire country, state or province.
- Select a public place, neighborhood, landmark, venue or other location where people are likely to gather and send Snaps.

Graphics

- All graphics used must be 100% original.
- **No logos or trademarks.** The only exception is that we will accept college and university logos submitted by authorized officials from those schools.
- No photographs.
- No hashtags.
- Be creative and make it visually compelling.
- Don't cover up too much of the screen.
- Make sure it's relevant to the location and something that people will want to use.

Submission Tips

- Provide a good description, including any relevant dates.
- Files should be 1080px wide.
- Files should be under 300KB (for PNGs).

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