Workshop making Instagram Filters:

Workshop description:

Using Spark AR you can now make your own Instagram face filters without needing to know anything about technology. You can start designing your own masks, create your own makeup and share funny filters with your friends.

Target audience: 12 -16 year
Participants: 8-12
Time: 2 hours
Skill level needed: Medium

21st century skills learned:
- Collaboration
- Creativity
- Communication
- Media literacy
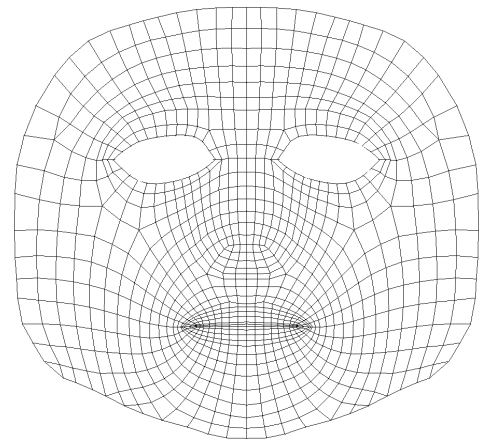- Technology literacy
- Social skills

Specific skills learned:
- Drawing
- Digital drawing
- Augmented Reality
- Spark AR studio software

Material list:

Workshop supervisor:
- Beamer / TV
- External webcam
- Scanner
- Wifi
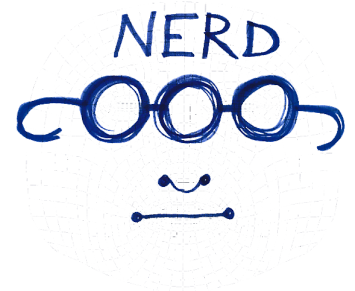- Enough windows for half the participants.

Participants:
- Smartphone

Making analog filters:
- 6 white chalk markers
- 12 colored chalk markers
- 12 animal cards
- 12 painting style cards
- paper to write on
- paper to draw on
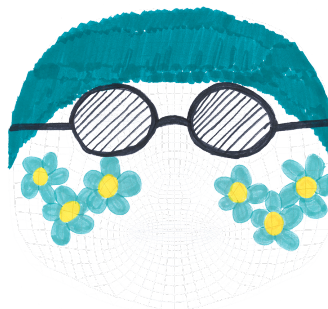- pens and markers
- 12+ Mask templates

Software
- Spark AR studio
- Facebook account
- Instagram

Vision material:

Instagram filter
Photos/videos

Workshop progress:

Warm up exercise (40 min)
Exploring Instagram filters (20 min)
Designing Instagram filters (40 min)
Trying out our own Instagram filters (20 min)

Warm up exercise (40 Min)

Introduction: Today we are going to make our own Instagram filters. We are going to design masks and virtual make-up that we can share with our friends and family.
Before we start designing our own Instagram filters. Let's practice our drawing skills a bit.

Exercise: Everybody in the group gets 6 pieces of paper. On these pieces you write down 6 facial features or accessoires (f.e. Glasses, blush, beard, tattoo, makeup etc.) Now collect all facial features.

Divide the participants up in 2 groups and give one group the white chalk markers.
The other group is going to stand behind the window and be the models. The group with chalk markers has 10 minutes to draw the models on the glass.
After everybody is ready you switch the participants and now the other group draws.
When all participants are drawn on the window you retrieve the chalk markers.
Give all the participants colored chalk markers and 2 pieces of paper with a facial feature on each of them. The participants now have 10 minutes to add the facial features to their drawings of the other participants.

Take a moment to look at each other's drawing and question the drawings.
Do they still look like the person? How did the filters change their look?

Tip: closing one eye makes it easier to draw the other person on the glass.

Exploring Instagram filters (20 min):

Introduction: Now is the time to try out some Instagram filters. To find new Instagram filters you can create stories or go to a creators instagram profile.
You can find a step by step guide how to find filters in the drive. Underneath is a collection of really inspiring and cool creators.

Exercise: Every participant can try out some filters, look at some different creators and some different types of filters.
While the participants are trying out filters, write down their insta-username and one emotion (happy, sad, crazy, lonely, in love, hungry, ...) on a piece of paper.
When you have collected everybody's names, mix the pieces of paper and distribute them to the participants.
Now invite everybody to create a short insta-story using a filter inspired by the feeling written on the paper and send it to the other person.

Tip: Some filters are world filters. You can always help the participants make a fun story by being their cameraperson.

Designing our own face filters (40 min):

Introduction: We just tried out many funny and weird filters. Some of them are really complex and use 3D models to change the shape of our face or even distort reality itself. Now we are going to design our own animal mask using a very easy face-template.

Exercise: Give every participant a face-template and let them pick an animal and art-style. Inspired by the art style they can design their own animal mask.
Inform the participants to color in their entire face, but everything that is drawn outside of the face template won't be on the filter. So no need to be carefull and draw inside the lines.

Guide how to turn drawings into face filters:
(step by step pictures in the drive)
- Scan the drawing
- Crop the drawing into a square on the black lines on the template
- Open Spark AR studio
- Pick the Face Mask template
- Click on the little camera icon on the left of the screen
- Select your webcam
- Now right click on the file called replaceMe
- Choose replace in the drop down menu
- Add the drawing you just scanned
- Click on the material facePaint_mat
- On the right side
- Change the shader type from physically based to Flat
- Change the texture to replaceMe
- To make the window bigger click on Iphone 8 and change it to resizable window
- Press control/command S to save your filter.

To change the filter you can replace the drawing again.
If everybody's drawings are done and scanned. You can create one filter using everybody's designs.
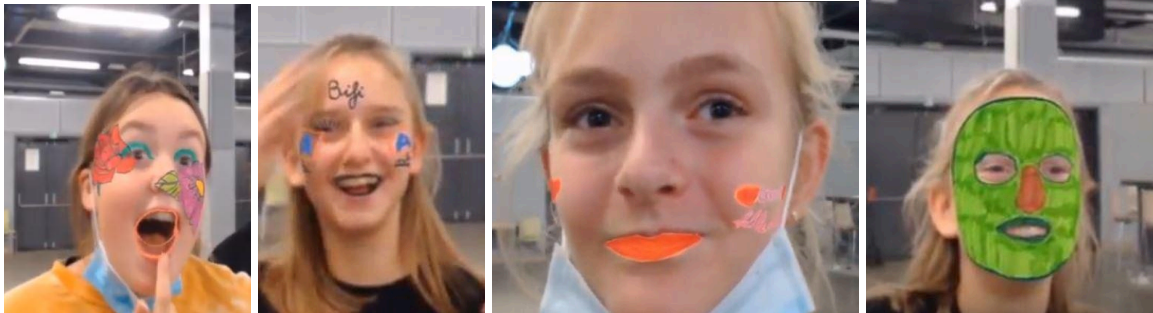
- Click add assets underneath the screen
- Choose Animation sequence
- Select all the drawings
- On the right change FPS (frames per second) 24 to 1
- Select Randomize
- On the left click on the material facePaint_mat
- On the right change the texture replace me to the animationSequence0

→ If not the entire mask template is colored, it is best to remove the white background in order to only cover the part of your face that is colored.

Trying out our own Instagram filters (20 min)

Up to 3 people can stand in front of the webcam and experience all the face filters. Ask them to make a cool facial expression to celebrate their creation. You can make screenshots or use screen recording software to make some cool footage.

Ask the participants what they think of their designs. If anything is different now they see it on their own face. What went well and what would they change? What kind of masks would they want to design next?

How to upload Instagram Filters