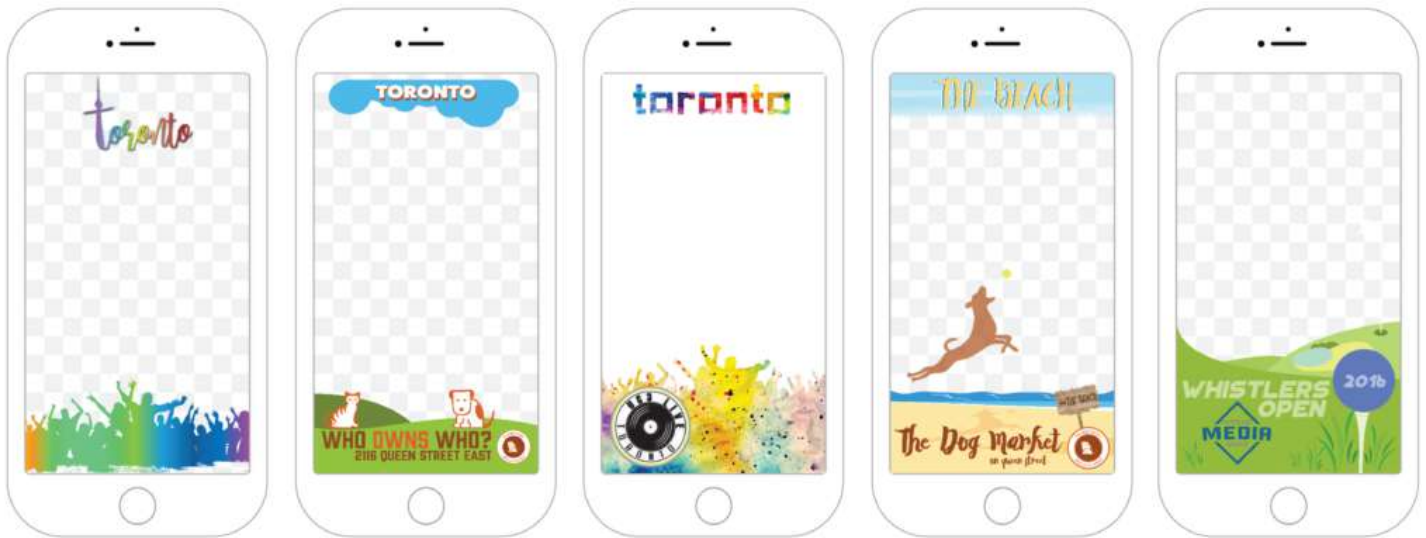


Snapchat Geofilter Project



Examples from a company that designs filters-- <http://www.officialmediagroup.ca/services/custom-snapchat-filters/>

Using either Photoshop or Illustrator, create 3 different Snapchat filter designs for a specific event (either a school event or personal event). You will not be *required* to submit your designs to Snapchat. All the graduation designs will be put to a vote for all classes and the winning design will be submitted and paid for by me. The set up for Snapchat filters is 1080x1920 PIXELS, transparent background, and RGB color scheme. Photoshop was the easiest program for me to use, but you may choose to use Illustrator if you want.

Requirement	Points Possible	Deductions
Three designs are submitted for scoring that are unique from each other and professional in nature. Professionalism means text is large enough to read, design would work well for event, it looks like it was thoughtfully designed, and there are no misspelled words.	100	
Designs include a combination of images (no photographs), shapes, and text.	75	
Use of some "special features" such as transparency, rotation, drop shadows, etc.	75	
Follows all Snapchat guidelines for submission (read carefully on the following pages)	100	
Three PNG images are posted to the classroom assignment, along with written summary explaining: 1) Explanation of event filter would be used for (include date) 2) Which design you believe is the strongest and why 3) Detailing the special features used and what software or website you used for the projects.	150	
Optional Bonus! Complete the process of submitting your design and take a screenshot of the "geo"map for the filter.	50	
TOTAL	500	

Important Rules! You must follow all Snapchat GeoFilter rules--
(from <https://geofilters.snapchat.com/submission-guidelines>)

Snapchap Geofilter Submission Guidelines

Geofilters

Geofilters are location-based overlays that users can apply to their Snaps. All On-Demand Geofilter purchases are subject to Snapchat's [Terms of Service](#), [Community Guidelines](#), [Privacy Policy](#), [Advertising Policies](#), and the [On-Demand Geofilter Terms and Conditions](#).

As part of the purchase process, you will need to indicate whether you're submitting a Personal On-Demand Geofilter or a Business On-Demand Geofilter.

- A Personal Geofilter is one that doesn't include any branding, business marks/names, or logos, and doesn't promote a business or a brand. You might submit a Personal Geofilter to celebrate a birthday or graduation, for example.
- A Business Geofilter is one that promotes a business or a brand, and it will need to meet the Business guidelines set forth below.

You can make changes to your order after you've submitted as long as it is still in the review process. Go [here](#) for more info. If you want to make any changes after your order has gone through the review process, you will need to [cancel](#) your order and place a new order.

For Snapchat to be able to run your Geofilter, you'll need to follow these guidelines:

Places and Dates

- Draw your geofence thoughtfully. It should cover the relevant area. We will use location information to determine if a Snapchatter is within your Geofilter geofence. Unfortunately, sometimes location information accuracy isn't exact, so it's important to create a geofence that doesn't use too many points or thin areas. An On-Demand Geofilter must be between 20 thousand and 5 million square feet. For more information about the types of location information we may use please visit our [Privacy Policy](#).
- Select dates and times that you're confident will cover the time you want the Geofilter to be active. An On-Demand Geofilter cannot be active for more than 30 days.

Graphics

- Do not use logos or trademarks you don't own or have authorization to use.
- No photographs of people.
- No phone numbers, emails, URLs, Snapcodes, download instructions, social media usernames, or personal information.
- No hashtags.
- No lotteries.
- No more than two lines of non-stylized text.

- No drug-related content.
- Be creative and make it visually compelling. Make something that Snapchat users will want to send to their friends.
- Geofilters are about sharing a location, event, fun effect, or idea and should be something that Snapchat users will want to send to their friends.
- Don't cover up too much of the screen.
- Make sure it's relevant to the location.
- Social platform logos are not permitted.
- Any personal or business Geofilter with political content must include "Geofilter paid for by [insert name of purchaser]" in 40 pixel height and with a shadow background on that text. Examples of political content include political issue advocacy, or promotion of certain political parties and candidates.
- For additional content restrictions and guidance please see our [Advertising Policies](#) and [Community Guidelines](#).

Submission Tips

- Files should be 1080px wide by 1920px high. Use the purchase tool preview page to see how it will look on different devices.
- Files should be under 300KB in size and saved as a .PNG file with a transparent background.
- If your Geofilter is rejected by Snapchat we'll do our best to provide you a reason as to why it was rejected. You can make adjustments and resubmit your filter as a new order.
- Name your Geofilter something you will remember - that way it will be easier to understand your results.

Business Guidelines

- You must have the necessary rights and permissions to include any business names, marks, logos, or trademarks in a Geofilter.
- If you are submitting a Geofilter for a business your Geofilter must include a business name.
- Please keep in mind Snapchat may display your business name, as entered by you, to let Snapchat users know that your business provided the Geofilter. Please go [here](#) for more info.

For additional tips, or to report an On-Demand Geofilter that does not follow our [Community Guidelines](#), please see our [Support Site](#).