Intro To Instagram's Spark AR

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Social AR is revolutionizing the way advertisers interact with their consumers. Interactive ads are seeing more return on investment and higher click rates than traditional, passive ads. Platforms like Instagram and Facebook offer advertisers a direct line to their consumers who already follow their pages. Social AR allows for consumers to share branded content in an organic fashion that enrolls the consumer into the marketing campaign.

My co-worker, Emily Haldeman, and I would like to put on a workshop that introduces attendees to the basics of SparkAR. In our workshop, we will provide attendees assets and step by step instruction to create a filter that they can upload and take home with them.

Emily and I graduated from the School of Film and Animation at RIT in 2019. Since then, we have worked at Optic Sky in Rochester, NY as Emerging Tech Production leads responsible for all unconventional advertising techniques. We have created many Social AR experiences which have amounted to over 2 Million impressions on Instagram with over 800k uses.

The filter we will create in the workshop will have a front facing and backing facing aspect if time allots. The front facing camera would allow the user to wear a hat or glasses. The point of this is to introduce people to the Spark AR interface and get them familiar with importing objects, placing them in the scene, and dealing with layers. The back facing camera would allow for importing animation, basic patches, playback controllers, and plane tracking.

For this workshop we would need lab space. We can utilize the 3D lab in Magic Spell Studios if it is available. Spark AR is free and does not require any purchases from RIT. We will provide a .zip file to the attendees the day of with all necessary files.

We hope that when an attendee leaves our talk, they have a basic understanding of the capabilities of Spark AR and are inspired to continue to learn more and create engaging Social AR filters.

Fig. 1.   Above is the spark logo. Next is a link to the Spark Website to see it for yourself. *Spark Website*