

# Augmented Reality: Filters



<b>Link to digital tool</b>	<a href="https://sparkar.facebook.com/ar-studio/">https://sparkar.facebook.com/ar-studio/</a>
<b>Level of knowledge</b>	Intermediate digital knowledge
<b>Linked to module</b>	Module 4
<b>Learning objectives</b>	To be familiar with various digital tools and strategies and apply them to content creation.  To allow professionals from the CCIs and the tourism sector to enrich their virtual tours by generating and developing ideas in practice using augmented reality.

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<b>Description of the tool</b>	<b>Spark AR</b> is a software developed by Facebook to create Augmented Reality (AR) effects or filters, to be used in Facebook and Instagram. It includes templates and 3D objects to add into filters. With Spark AR, it is possible to change the background in a selfie, add makeup, a virtual 3D object, face decorations, custom masks and more.
<b>How to use the tool as part of the course</b>	The effects can be published on Facebook and Instagram for communication purposes.

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#### How to create:

- Download the software. You need a Facebook account and [AR Studio for your laptop](https://play.google.com/store/apps/details?id=com.facebook.arstudio.player&hl=en_US&gl=US) or the Spark AR app, available at:  
[https://play.google.com/store/apps/details?id=com.facebook.arstudio.player&hl=en\\_US&gl=US](https://play.google.com/store/apps/details?id=com.facebook.arstudio.player&hl=en_US&gl=US)  
Or <https://apps.apple.com/us/app/spark-ar-player/id1231451896>.
- Create a project. Spark AR has several templates and also has the possibility of starting from scratch.

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- Once you select the template, you will see a placeholder object in the central panel, called the Viewport. Now you can add objects, materials, and textures - choose from hundreds of ready-made assets from the AR library.
- Edit the object to change its position, scale, textures and so on.
- Test your filter. Send your test file to Instagram or Facebook to see how it works on Instagram Stories or Facebook Stories, or download the Spark AR Player app.

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- Publish your filter. First, make sure that the filter meets the review policies:

<https://sparkar.facebook.com/ar-studio/learn/publishing/spark-ar-review-policies>). Keep in mind that the effect won't be published immediately. Facebook has a review process that might take a few days, or it could take up to one week.

More detailed instructions are available here: [https://www.dimpaproject.eu/wp-content/uploads/2021/01/Augmented-Reality-Spark-AR\\_Model-3.pdf](https://www.dimpaproject.eu/wp-content/uploads/2021/01/Augmented-Reality-Spark-AR_Model-3.pdf)

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