

# SNAPCHAT GEOFILTERS



# WHAT IS SNAPCHAT

Snapchat is a social media app that is image/messaging based. The photos are temporary and once they have been viewed they cannot be accessed again. This app simulates face to face conversation because just as interactions come and go so do your snapchats.

# HISTORY OF SNAPCHAT

In 2011 Snapchat officially launches. In 2012 Snapchat reaches 10M active users. In 2013 Snapchat introduces stories. July of 2014 geofilters was introduced. 40% of 18-year-olds in the US use Snapchat. In 2015 Snapchat introduces discover, the first businesses create filters and lenses/face filters are introduced.

Today there are around 187 million daily active snapchatters globally. The app is opened an average of 25 times each day. Roughly 30 minutes are spent on the app each day by active snapchatters.

# WHAT IS A GEOFILTER

A geofilter is an overlay that you can put on to your photos. These are typically location based, but Snapchat has also released a series of event-based filters as well.



Malad is located close the border of Utah and Idaho. When traveling North from Utah to Idaho Malad is the first city in Idaho. Their slogan is "Where Idaho Begins".



Pocatello had a law that made it illegal to not smile. This law was forgotten about for many years. Once it was discovered Pocatello became the US Smile Capital. For this filter, I went with a half circle shape because it reminds me of a smile.



The first thing that popped into my mind was an actual black foot. Blackfoot is the local Native American tribe name.



Shelley is known for hosting an annual Spud Day every September. Their high school mascot is also a Russet Potato. That inspired me to create a potato for their geofilter.



Idaho Falls is located right along the Snake River. One of the prominent landmarks is the temple of The Church of Jesus Christ of Latter-day Saints. It was opened in 1945 and was the tenth constructed temple.



Rigby is known as "The Birthplace of Television". It was Philo T. Farnsworth's hometown. He credits working in the potato fields for his idea of television scan lines. This inspired the TV symbol.





Rexburg's motto is "America's Family Community". This made me think of stars and stripes. I stuck to a simple shape and kept the feeling of patriotism.



Sugar City is known for growing sugar beets and was home to one of the larger factories for the Utah & Idaho Sugar Company. The factory closed in 1942, but its heritage still remains. They have a city sign that says "Where the Sweet Things Grow". This rich history inspired the design of this geofilter.



St. Anthony has a historic bridge known as fun farm bridge and it goes over Henry's Fork. At the bridge, there are signs talking about Historic Henry's Fork and they include an image of a man in a coonskin hat. That inspired me to include a coonskin for my geofilter.



Ashton is located right outside of the Caribou- Targhee National Forest. In this area, there are a lot of free-range cattle. I designed the Ashton geofilter to look like a cattle brand.



Island Park is located in the Caribou- Targhee National Forest and is one of the last cities in Idaho before you reach Yellowstone. Island Park is a popular area for camping. This inspired me to pick a font that reminds me of camping.



In addition to geofilters Snapchat has made event filters. The first thing that popped into my mind was snacking. I always find myself having a midnight snack and I know I'm not alone. I was inspired by the light in the fridge that is so bright when it's dark.



Another common event is Girls Night. This is when women get together and they have a special hang out. They either go out or they stay in. I wanted to create a filter that is both versatile for going out or staying in. I kept it simple with a script font to achieve this.



Another common occurrence is pillow talk. This is the conversations/chit-chat you have late at night before you go to sleep. I wanted to capture the essence of this conversation with the filter. I used a pillow and a nice rounded font to help portray the rounded easy flow of conversation.





Living in Idaho another common occurrence is snow. Lots of snow. I designed a filter that says snow day and the font its self-looks quite icy and blocky just like the ice that surrounds you on a snow day.



Something else that is common and is a highlight to most peoples day is a nap. Nothing beats a good nap. For this I used an eyemask because it's hard to nap when it's bright and it conveys the image of sleeping.



A common catchphrase of mine is "wild". I say it when something interesting or different happens. Every day something interesting happens so I made this filter in a fun font with lots of different prints because that is truly wild.



Something that a lot of people joke about is how whenever they cook something they are a master chef or need their skills to be recognized. This filter is fitting because it goes with any food or cooking act.



Every year lots of students graduate. I had to pay respect to them because this is their year. I kept it simple with the cap and overall feel of the filter. It's classy and could be used at anyone's graduation.



Last but not least I had to make a filter to celebrate. Everyday there is good news to be told. We all have lots of milestones in our lives. I had to create something that really conveys that feeling. I went with bright colored confetti and a nice congratulations to go with it.

# ABOUT

I decided to create Snapchat filters because I love Snapchat. I also wanted to work on a project that would encourage me to strengthen my graphic design skills. I used Adobe Illustrator to create logos or images that were fitting for the teme of the message. I also picked appropriate typography. Once I designed the filters I then made mockups of each filter with original photography in Adobe Photoshop. Once I made the mockups I then used Adobe InDesign to create this booklet to showcase them all.

From this project, I learned the importance of research. I learned a lot about various cities in Idaho. I also learned a lot about making mockups. I have designed things but I never really created mockups. I enjoy creating mockups because they make the final product look polished and done. This project also strengthened my skills in the Adobe Programs. There were many times where I would bounce back and forth between all of the programs that I have listed. Overall this project strengthened my skills and I learned a lot from doing this.



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