

Process
BOOK

Snapchat Geofilters

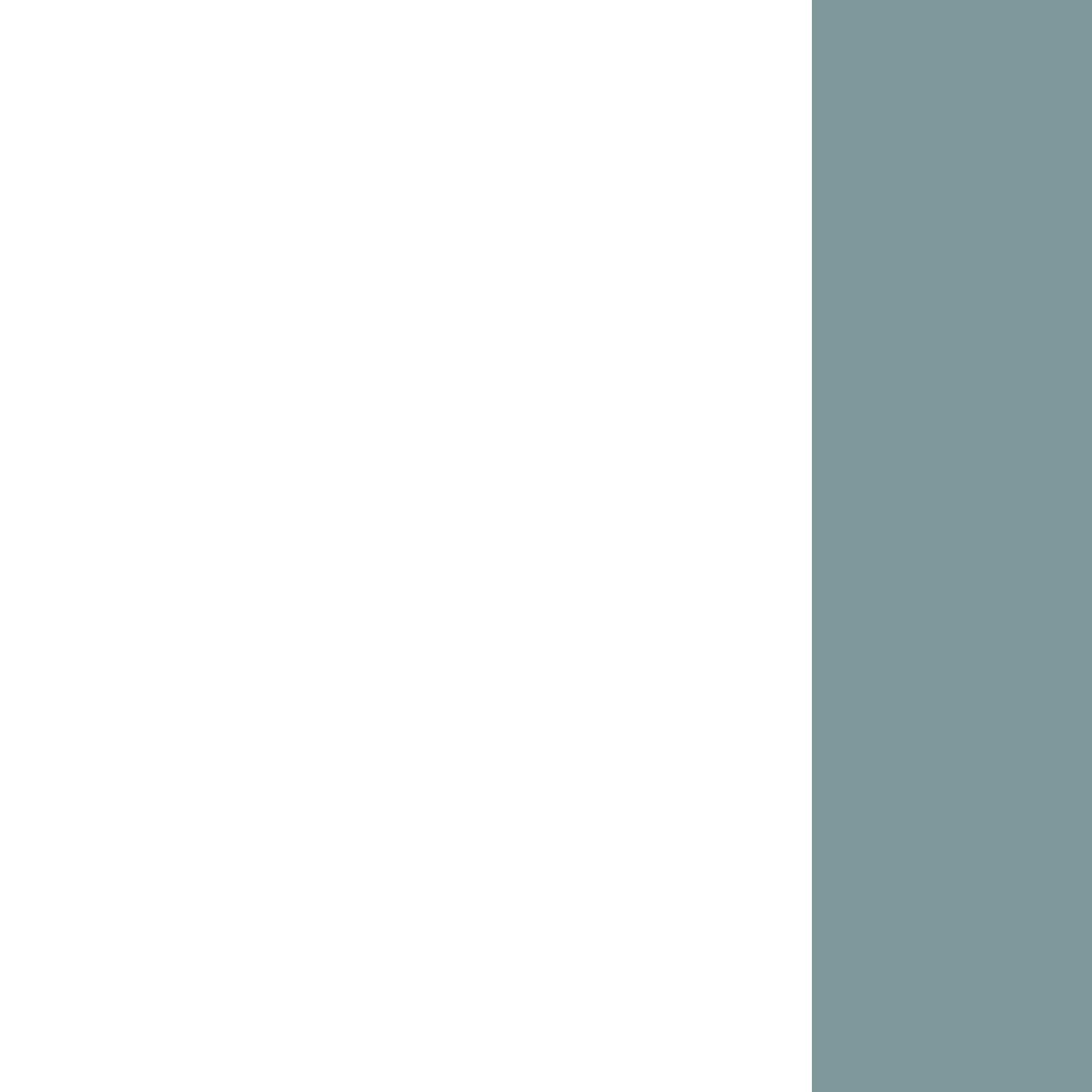


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Geofilters are a fun way to share where you are through filter overlays. They let Snapchat users add fun location illustrations to any photo they take. First introduced to the public in August of 2014, geofilters have taken the world by storm. As of today, there are 265 million Snapchat users across the globe. Geofilters are popular due to the exclusivity of an area, and the amount of time it is available there. The plan for this project was to design and create illustrative visuals to be geofilters on Snapchat. I chose three tall United States landmarks and then used the title of the area they are in to create a fun, hand-rendered visual. The places I ended up choosing were Seattle and the Space Needle, Yellowstone and Old Faithful, and Utah and the Arches. These are not real filters, as one needs to pay for the different kinds of filters and they also need to be in the area that the filter applies to.

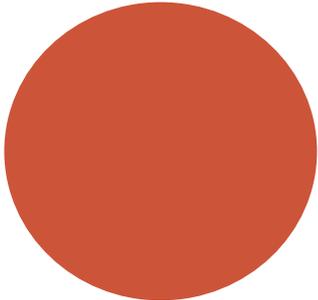
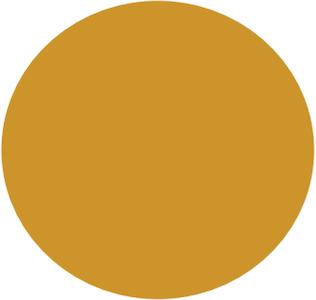
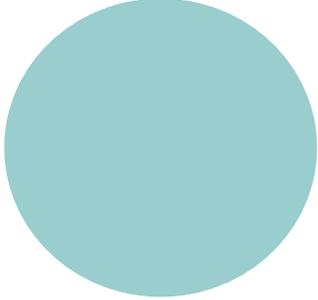


SnapChat

Snap Chat is a social media network that allows you to chat with people around the world as well as save photo memories with fun geofilters.

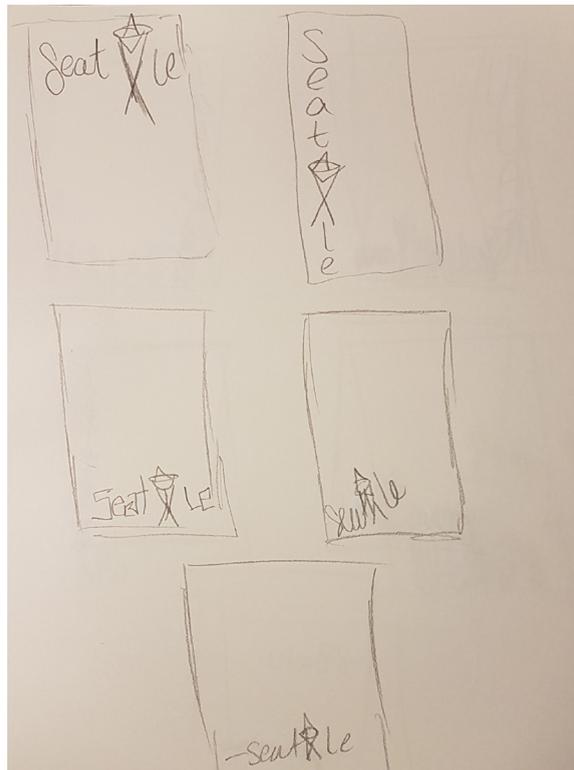
OBJECTIVE

My research started with examining the different Snapchat geofilters in my area to see what different filters looked like. I also google searched other geofilters to give me a well rounded view on all of the filters that are available out there. My research also included creating a list of famous landmarks in the United States that would be exciting to illustrate. Then, I narrowed down the list to three landmarks I liked most. They were, the Space Needle, Old Faithful, and Arches national park. Once I chose the landmarks, I looked at multiple images of each place and started sketching how to illustrate them. I created a mind map where I listed different words that described the landmarks I chose, then I looked at different typefaces that would look right with my illustrations. I came up with a few color schemes for each, to make sure each illustration gave off the correct feel that I wanted.

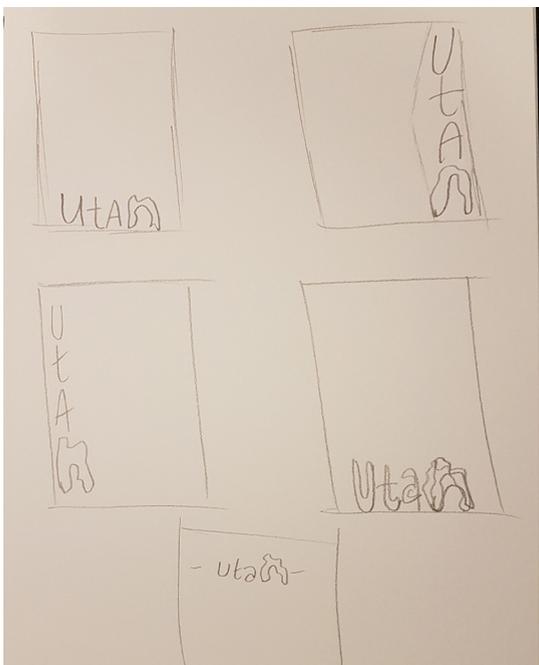


IDEATION

These are the sketches I created once the landmarks were picked to give an idea of the layout, placement, and visual. I first started with making each landmark look like one of the letters in each word. Then I was deciding on where the visual would sit on a phone screen. Lastly, I sketched each place title differently to figure out how I wanted to style the typography.



PRELIM SKETCHES



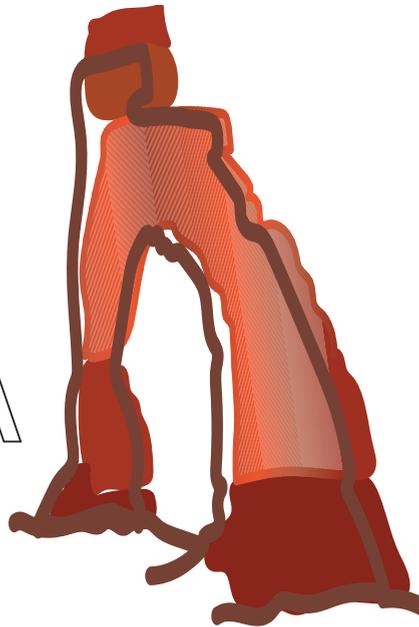
With my sketches complete, I digitized my work and started creating the illustrations. Each illustration has a fun vibe to it and I wanted to push that further through the typography around them. I decided to hand-rendered my typography, and that was the perfect solution. The letters here were placeholders to determine where my illustrations would fit and approximately how large the text would need to be.



YELLOWS ONE



UTA



DIGITAL W.I.P.

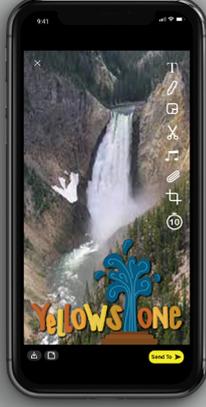
From sketches to digital designs, I created these finalized works. I added a darker version of the colors behind the main set to give a sense of depth to the text. I used guidelines to make sure that the letters fit nicely against the illustrations and had the perfect amount of kerning. Then I found a mock-up that was a phone with a Snapchat image open. I chose images of each place to put behind my geofilter and they look amazing and real.





FINAL WORK

This project has been a great experience both in learning something new and using skills I already have. Being able to research, design, and create a project such as this has helped me to see what is popular and how those things should be portrayed. I included photos of the phone mock-ups that I made and could not be happier with how they turned out. This process did not take more than a few weeks to fully accomplish, but I wanted to do my absolute best in making something that could be seen in such a public way. Creating these illustrations and hand-rendered type has helped me to improve my skills but also to give me confidence in those skills. I loved getting the opportunity to design and create this type of project. **Overall, I hope to design and create more projects like this and am excited to add this to my portfolio.**



CONCLUSION

JA
creativ
studio