

## EXPLANATORY SHEETS: AUGMENTED REALITY WITH SPARK AR

Reminder: These roadmaps will allow a better understanding of the workflow of digital interactive contents production through practical recommendations and testimonies of professionals.

In that way, we intend to support learners and teachers in their learnings but also after the training, in their practical working life.

### 1. About the technology

The technology used	Augmented Reality
Final objective and result	Show how to build an AR filter for Facebook (and Instagram) using Spark AR.  The model shows Virtual VR headsets and a purple texture in the user face.
Description of the tool	Spark AR is a software developed by Facebook to create AR effects or <i>filters</i> , 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.  The effects can be published in Facebook and Instagram to be used by anyone who has an account.
Medium used (computer, tablet, phone)	Computer, and a smartphone or tablet
Where will it be accessible (app, platform, website...)	On Facebook.com and/or Instagram.com



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How long did it take to develop this tool?	Test a template 15 min. Personalize and reuse it can take a few hours depending on the parameters. Publishing can take a few days, since the effect have to be reviewed from submission. In our case the review time was 10 days
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## 2. Used software

Name of the software	Spark AR
Name of the company	Facebook
Copyright status (cc, proprietary system, etc)	Proprietary system that can only be used with Facebook products.

In case you have used additional resources for the content of your tool, please describe them below:

For this model we used a CC 3d model: VR Headset free model from Vitamin.

## 3. Cost

Cost of the creation of this tool	0€
General pricing plan	

In case you have used additional resources for the content of your tool, please detail their cost below:

None

#### 4. Steps of production

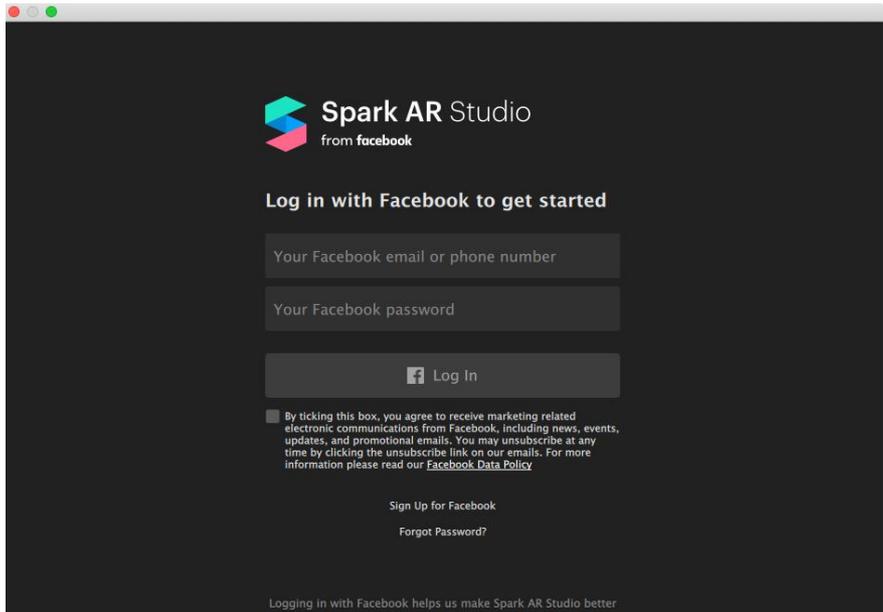
Please describe each step of the production of the tool

##### Design phase

Why did you create this tool?	This tool is useful to connect with Instagram and Facebook users. For communication purposes.
What functionalities does it have?	Filters can save editing time when it works as a photography filter. It can also help to build a brand with personalized filters, it can be used by you and anyone.
What will be its purpose? (pedagogical, communication, games, etc.)	For communication purposes

## 5. Creation phase

Please name and describe below the different steps of the creation of the tool (min 5)

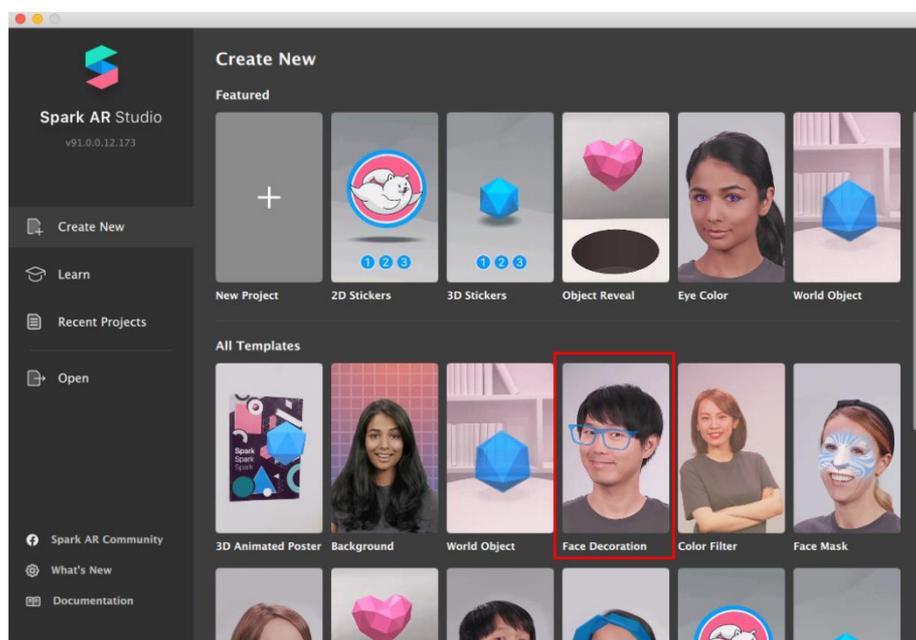
<p>Download the software</p>	<p>You'll need a Facebook account to use the platform, if you have decided to try this model use your account or create one in facebook.com</p> <p>Download spark AR Studio in your laptop</p> <p><a href="https://sparkar.facebook.com/ar-studio/">https://sparkar.facebook.com/ar-studio/</a></p> <p>You can choose several options to test the filter in your smartphone or tablet:</p> <p>Instagram or Facebook app</p> <p>Or Spark AR APP:</p> <p><a href="https://play.google.com/store/apps/details?id=com.facebook.arstudio.player&amp;hl=en_US&amp;gl=US">https://play.google.com/store/apps/details?id=com.facebook.arstudio.player&amp;hl=en_US&amp;gl=US</a></p> <p><a href="https://apps.apple.com/us/app/spark-ar-player/id1231451896">https://apps.apple.com/us/app/spark-ar-player/id1231451896</a></p> 
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## Create a project

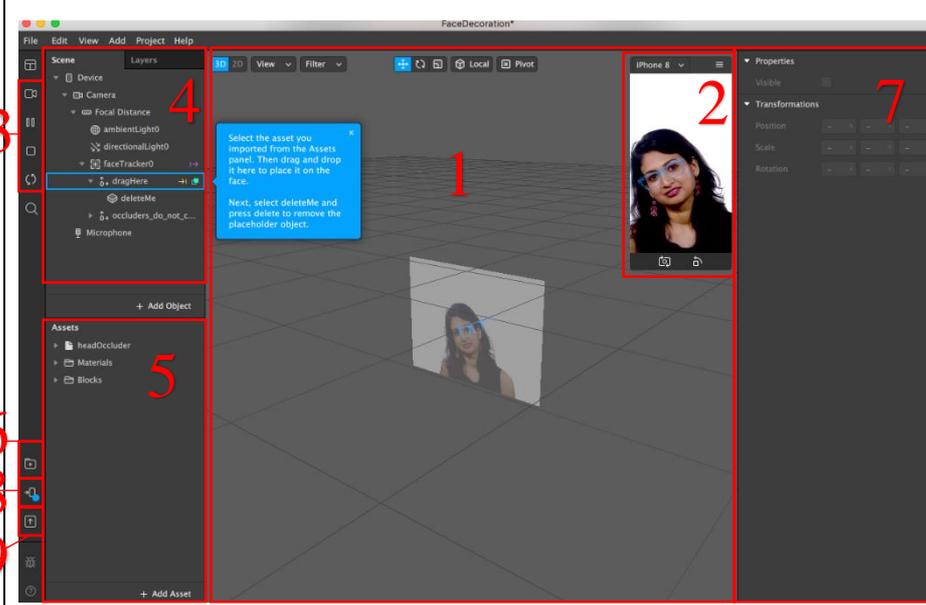
Spark AR has several templates and also has the possibility of start from scratch.

In this model we are starting from a **template**, and replacing and adding assets to create our own model. Spark AR works for different levels of users, from beginners to experts.

Choose face decoration:



Now is time to get familiar with the software:



**Getting familiar with the software**

Once you select the template you'll see a placeholder object in the central panel called Viewport (1). This is where we build the filter. In the simulator (2) we can preview how the effect will look. Change the simulator video with the video controls (3). In the Scene panel (4) it is where we add objects to build the effect. The objects, materials, and textures, will be organized at the assets section (5). Choose from hundred of ready-made assets from the AR library (6) Change the aspect and the behaviour of the object in the inspector (7) Test your effect with a tablet or smartphone (8) The Spark hub is a place where you upload your effect to start the publishing process (9)

Here you can find further info: <https://sparkar.facebook.com/ar-studio/learn/articles/fundamentals/navigating-the-interface#the-viewport>

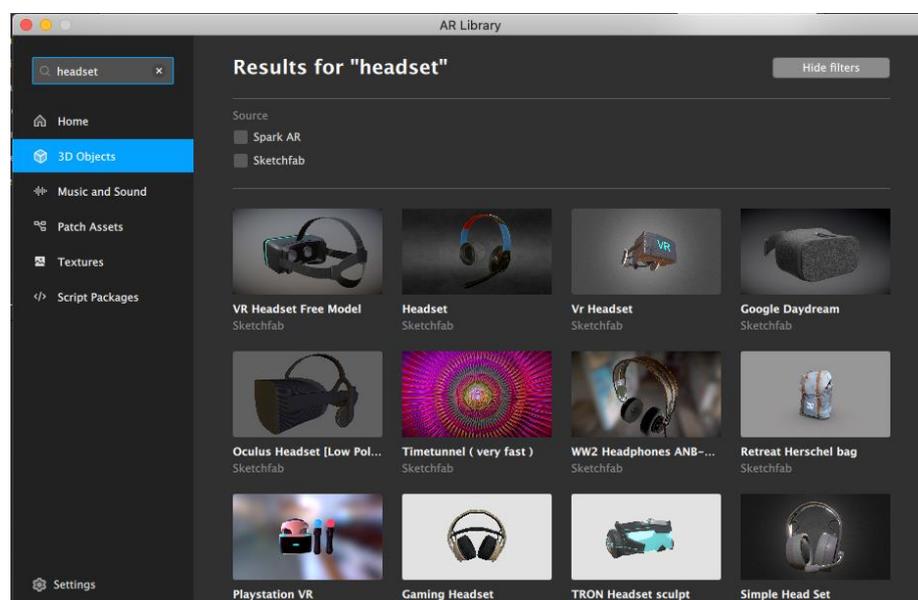
## Upload an asset

To make an AR filter you can Choose a 3D asset from the AR Library or import one.

For this model, we are importing a free asset from the AR Library.

To do that, go to library (6) and **search** for the object that you want to add to the filter, for the model we used VR Headset Free Model.

Click on **import free** and it will appear in your assets section (5)



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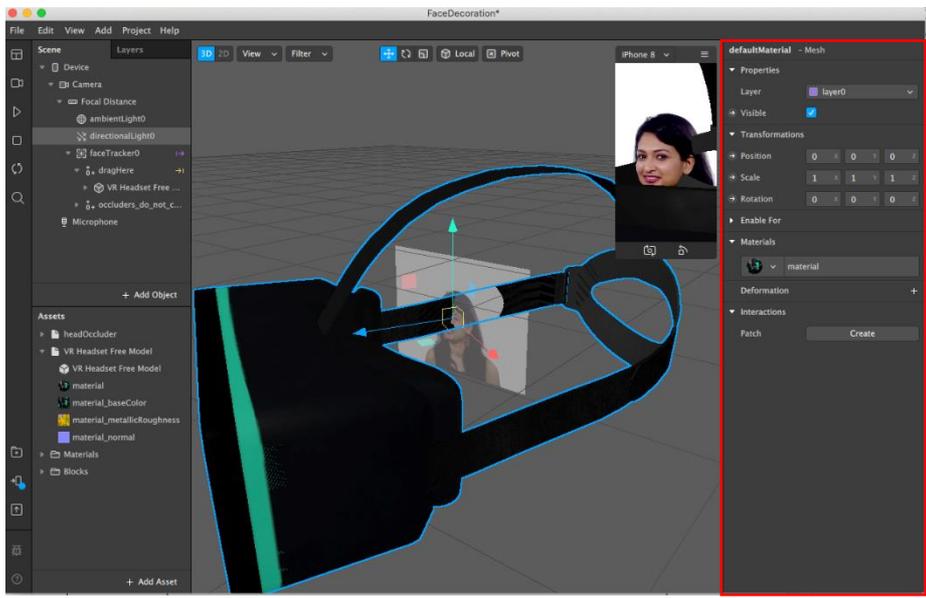


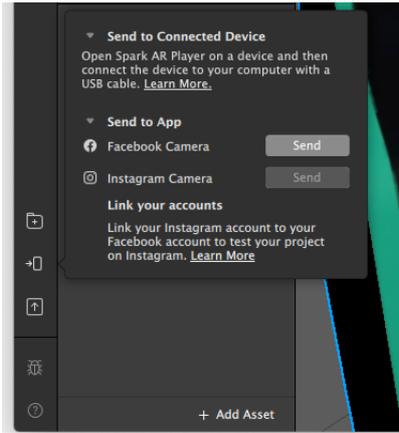
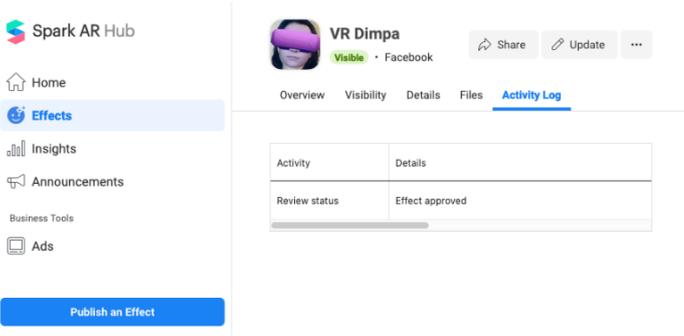
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<p><b>Edit</b></p>	<p>Now <b>add the asset to the scene</b> (into the “dragHere” tag) (4), the object will be shown in the Viewport (1). We can also delete the template object (“deleteMe”).</p>  <p>Edit the object in the inspector (7) to change the position, the scale, textures and so on. Feel free to change parameters until you find a good result.</p>
<p><b>Test</b></p>	<p>Testing is always an important phase and in this case it is fundamental because you have to be sure that the effect is working properly in a real environment.</p> <p>In the testing section (8) Send your test file to Instagram or Facebook to see how it works in Instagram Stories or Facebook Stories. Or download the Spark AR Player app.</p> <p>If you want to test the filter in Instagram of Facebook the software automatically will send the filter to the apps, this can be useful if you already have them installed.</p> <p>With Spark AR app you can connect your smartphone or tablet trough USB to your laptop and open the filter.</p>

					
<p><b>Publish</b></p>	<p>Once you have tested the effect is time to publish it, to be able to share it with friends.</p> <p>Before that, make sure that the filter meets the review policies:  <a href="https://sparkar.facebook.com/ar-studio/learn/publishing/spark-ar-review-policies">https://sparkar.facebook.com/ar-studio/learn/publishing/spark-ar-review-policies</a></p> <p>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.</p> <p>You can see the process and also manage your filters in the Spark AR Hub  <a href="https://www.facebook.com/sparkarhub/">https://www.facebook.com/sparkarhub/</a></p>  <table border="1" data-bbox="707 1570 1086 1659"> <thead> <tr> <th>Activity</th> <th>Details</th> </tr> </thead> <tbody> <tr> <td>Review status</td> <td>Effect approved</td> </tr> </tbody> </table>	Activity	Details	Review status	Effect approved
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Review status	Effect approved				

## 6. Test phase

Has the tool been tested by somebody else than you?

- If yes, please fill in the following questions
- If no, go to question 7

Number of users	63 people so far have used the effect on Facebook.
Category of users (teachers, youngsters, professionals, etc.)	General public, Facebook users.
Cumulated time of test by the users	does not apply, 29 of them have done Facebook stories using the filter

Please describe the test of the tools

Since the effect is published on Facebook, it can be usable by anybody with a Facebook account.

What did you learn from it?

The users can see the author's Facebook page when they try the effect, use that as an advantage to appoint the public to the Page related to the project.

Did you change anything in the content after the test?

no

If yes, please explain the different steps:



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## Release

Where did you publish the tool?	On Facebook
Why?	Because Spark AR is a Facebook product, only can be publish in Instagram or Facebook.
Have you encountered any difficulties in this step?	yes
If yes, please explain	The publishing time can take a few days, the effect has to pass some review policies.

### 7. Inclusive approach

What action did you implement to make this tool inclusive to as many users as possible?

This tool can be used for free for all the users on Facebook and Instagram, is compatible with android and apple smartphones and tablets.

There are several tutorials made by Facebook explaining this technology deeper in detail, and an active community developing and using it.



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### 8. Good / bad practices

Would you recommend this software to the users?	Yes
Please explain	It is a good choice to get into augmented reality because it proposes many tutorials and learning materials for experts and non-experts. The templates also are a good starting point.

What recommendation would you give to people creating such tool or creating content on this technology?

Be aware of the terms and conditions of having a Facebook account and using Instagram and Facebook products.  
Protect your personal information, and be aware that this can only be seen by people with Facebook and Instagram apps installed.