

2023 - 2024

INSTAGRAM FILTERS MANUAL



MESSAGE FROM THE DTE

BUZZ BUZZ CNH! ✨+♥

My name is Katherine Geng and I proudly serve you as your 2023-2024 District Technology Editor. Thank you for taking the initiative to create instagram filters for your club/division! Filters are a useful way to publicize events and will serve as an engaging resource for your members!

This manual will closely guide you through the steps of creating & uploading filters even if you have no prior experience! Please utilize this manual as a resource to assist you in a successful term.

I'm BEE-yond excited to see how your filters will turn out! Best of luck! If you ever have any questions, comments, or concerns, please do not hesitate to reach out to me at dte@cnhkeyclub.org!

Serving through the Screen,

Katherine Geng (she/her) 🐝 ✨ •° : *

District Technology Editor 2023-2024



CNH District Technology Editor

Editor Katherine Geng | dte@cnhkeyclub.org

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OVERVIEW

Instagram filters are a great way to better **promote** and **incentivize** events! With this manual, you will learn the overall benefits of creating filters, a basic run through of how to create them, and some other quick tips!

To access and use filters made by an account, click their profile and then click on effects. Try using our District's new filters! Go to **@cnh_keyclub**, click on effects, and take some photos!



BENEFITS OF USING FILTERS



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BENEFITS OF USING FILTERS

Creating filters can be a **wonderful** asset for your club or division! Some benefits include

- Better publicity for events
- Better user engagement due to its easy accessibility
- Creative opportunities
- Little to no cost

Need help deciding what to use filters for? There are plenty of possibilities!

- Club/division events (club rush, Fall Rally, etc.)
- Games/quizzes/what ... are you?
- Key Club Education



HOW TO CREATE FILTERS



HOW TO CREATE FILTERS

Here's how to create Instagram overlays using Spark AR!

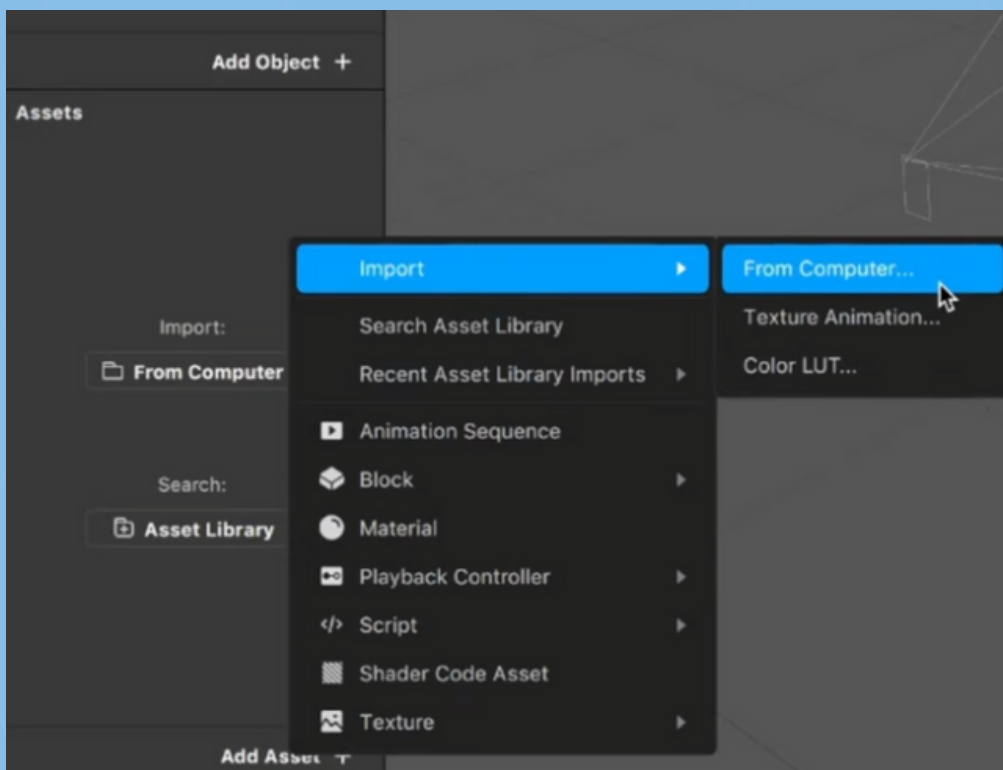
1

Get your overlay ready!

Ratio should be 9:16 (720x1280 or 1080x1920)

Download Meta Spark Studio and open a new project

On the bottom right of Assets, go to Add Asset > Import > From Computer > Upload your overlay



Your overlay will be put in a category called Textures

HOW TO CREATE FILTERS

Here's how to create Instagram overlays using Spark AR!

2

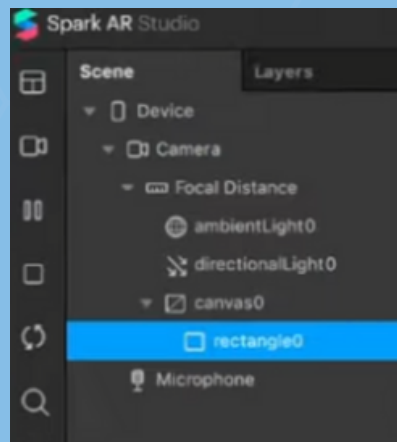
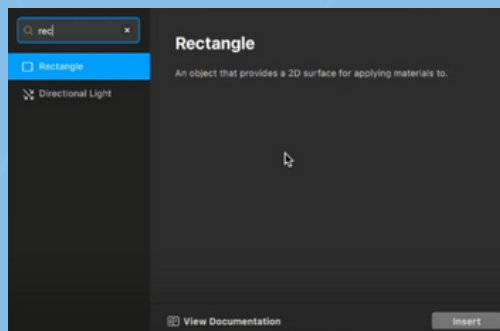
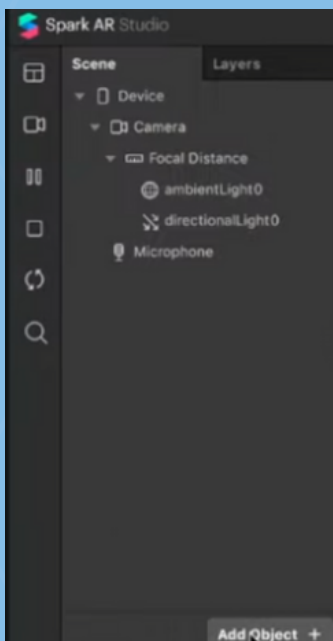
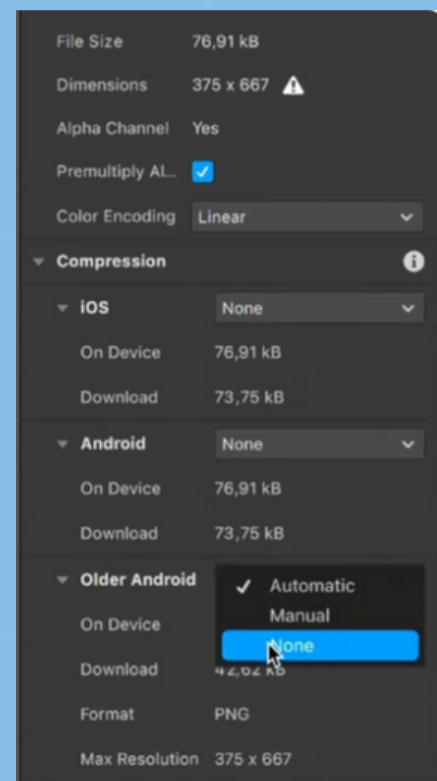
Click on the overlay to open up its Properties on the right side of your screen, and change the Compression sizes to None

(This is so that your overlay can fit onto any phone screen!)



3

On the left side of your screen, in the Scene category, click Add Object > search up Rectangle > click Insert



HOW TO CREATE FILTERS

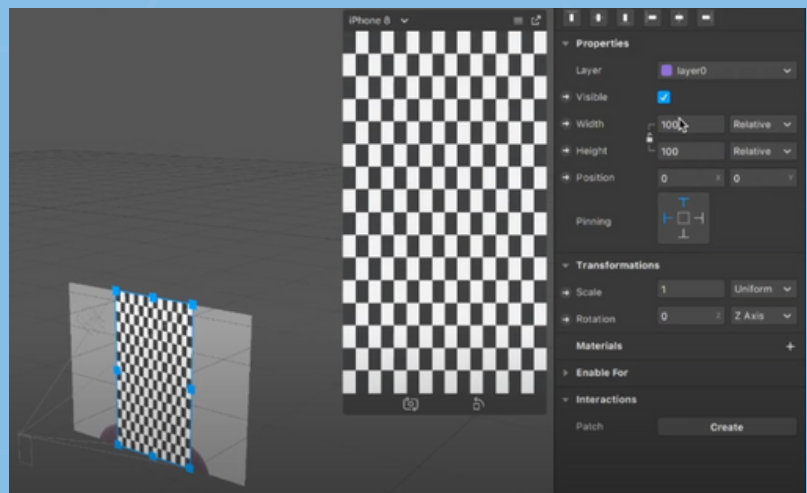
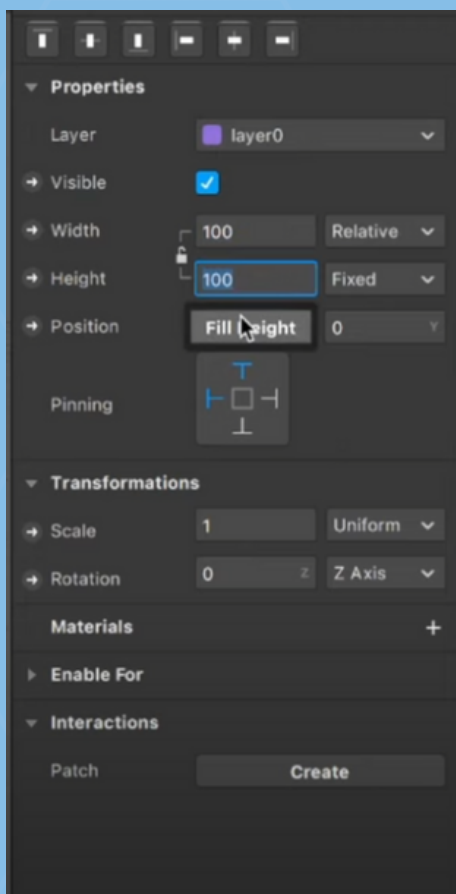
Here's how to create Instagram overlays using Spark AR!

4

Staying on the rectangle0 object, go to the right side of the screen to its Properties

Click on the '100's of the Width and Height, and change it to Fill Width & Fill height

- Your overlay screen should be filled with black-and-white squares

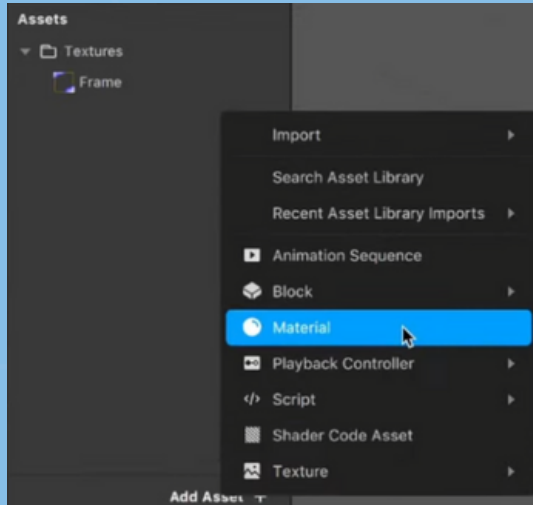


HOW TO CREATE FILTERS

Here's how to create Instagram overlays using Spark AR!

5

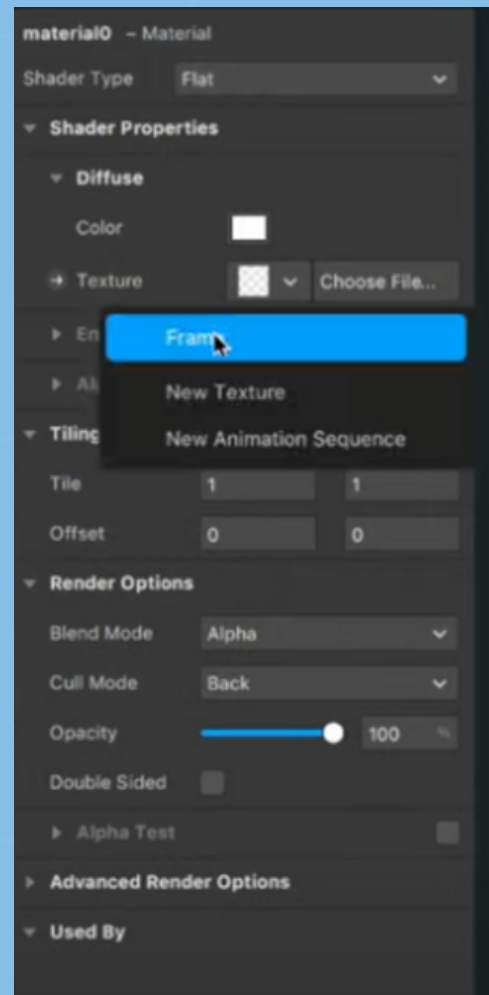
Go to the left side of your screen and add a new Asset called Material



That will create a new category called Materials, and your first material will be called "material0"

In the material0 Properties, change the Shader Type to Flat, then change the Texture to your overlay

- (in my case, the overlay is labeled as Frame, but your overlay would have whatever its downloaded as)



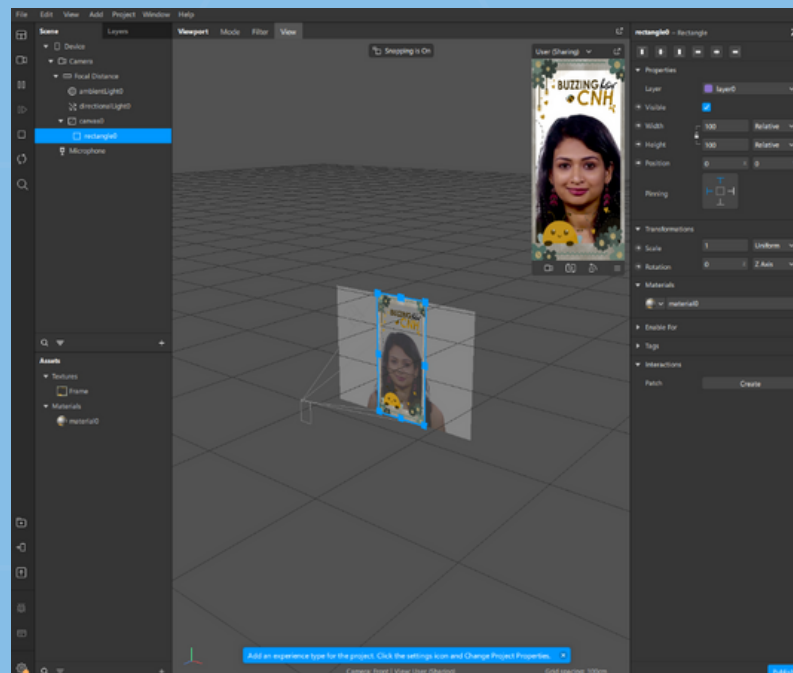
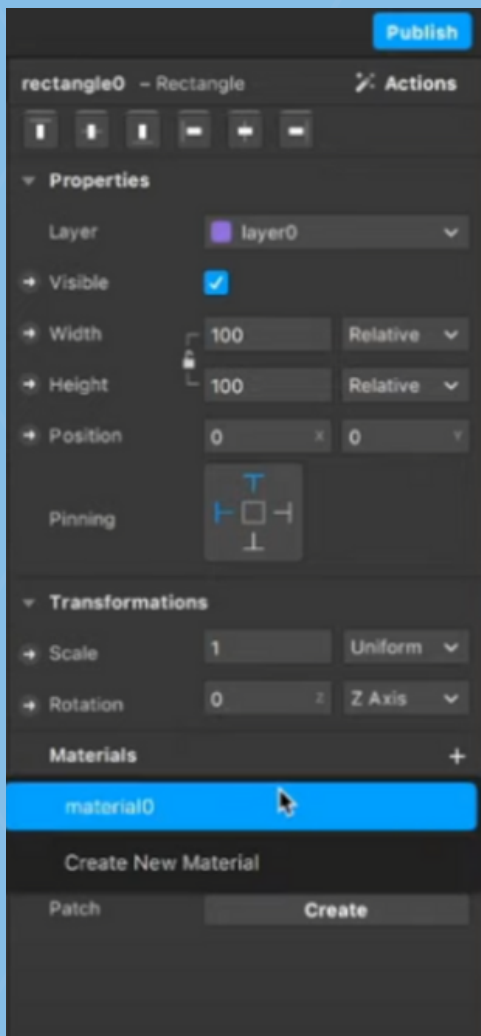
HOW TO CREATE FILTERS

Here's how to create Instagram overlays using Spark AR!

6

Go back to the rectangle0 object, and in its Properties, locate the Materials section > click the Plus + sign > click on material0

- Your overlay should replace the black and white squares on your device screen, and you should see the design



HOW TO UPLOAD FILTERS



HOW TO UPLOAD FILTERS

Here's how to test your filters on Instagram!

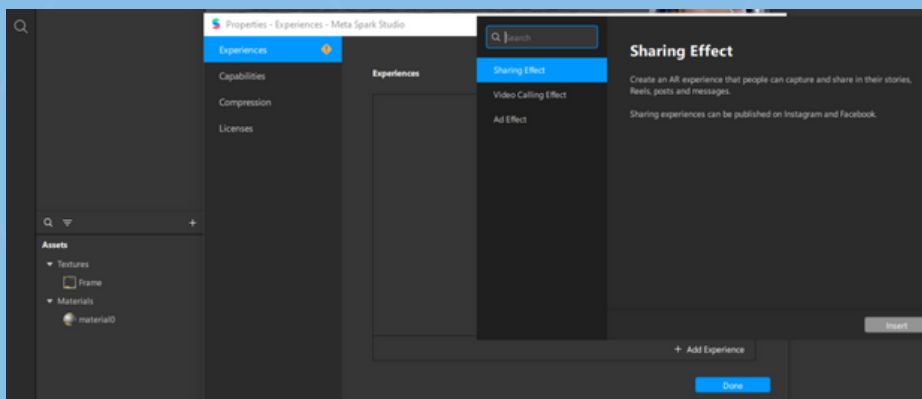
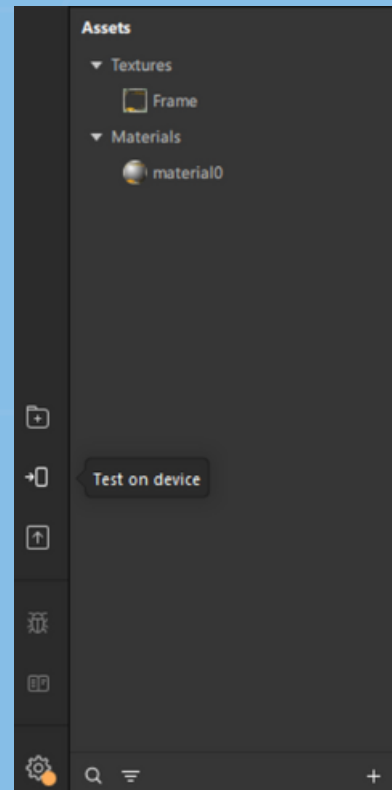
Congratulations! You have created your Instagram filter!
Before publishing your filter, you should test what it looks like on your device!

1

On the bottom left of your screen, you will find a couple of icons. Hover over the icon that has an arrow pointing to a phone

- It should show “test on device”

Once you click on it, click “Add Experience” highlighted in orange
Click the Plus + sign > Add Experience
> Insert the Sharing Effect

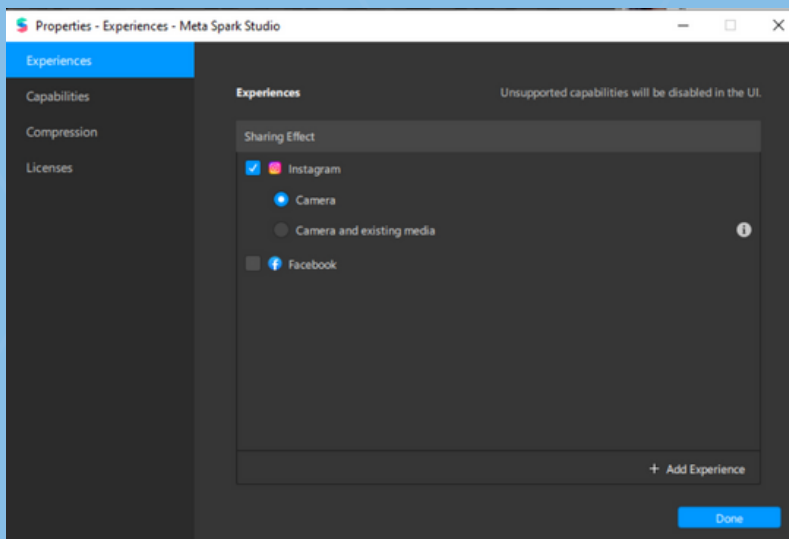


HOW TO UPLOAD FILTERS

Here's how to test your filters on Instagram!

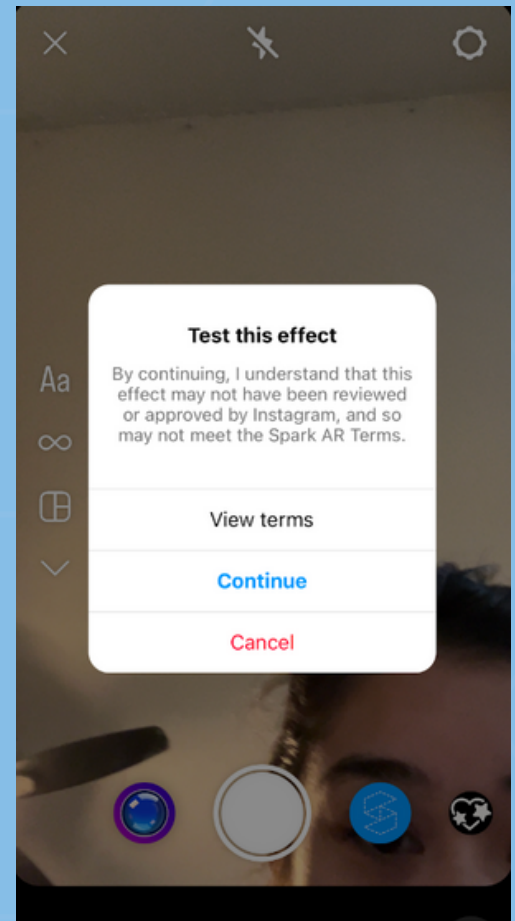
2

Here, you can choose what platform you want to access your effect from. For Instagram only, check the Instagram and Camera option > click Done



Now, your effect is ready to test on Instagram. Click on the “Test on Device” Icon once again > to the right of Instagram > click Send > copy the Test Link that was generated > share the effect to your desired device > (it will take you to Instagram > click Continue) > test the effect on Instagram

- Once you preview it on your device and it works well, you can publish it!



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HOW TO UPLOAD FILTERS

Here's how to export your filters!

3

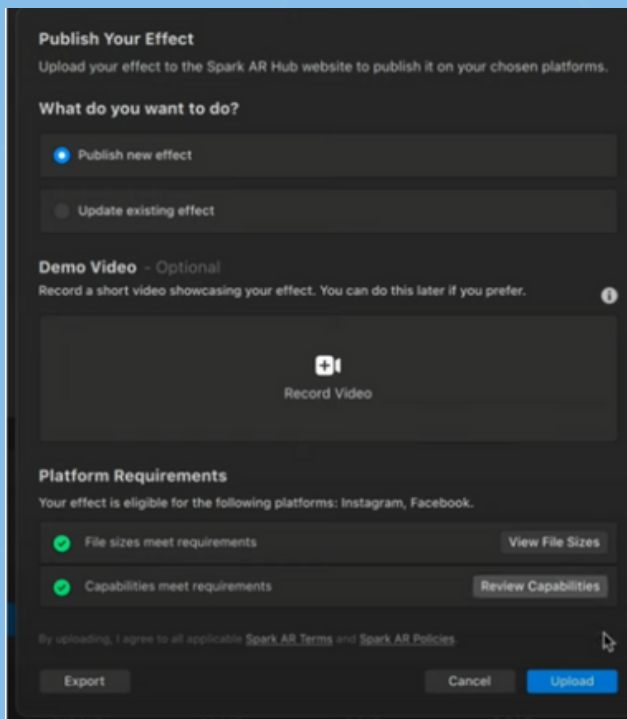
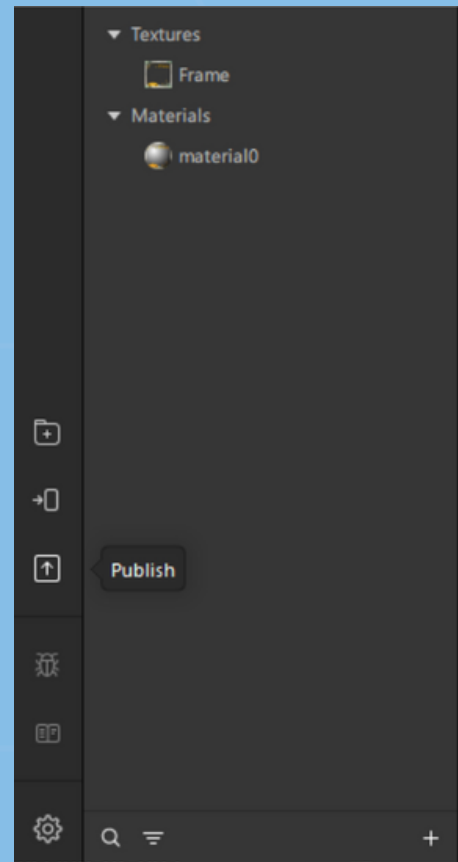
On the bottom left of your screen, you will find a couple of icons. Hover over the icon that has an arrow inside a square

- It should show “Publish”

The Settings to Publish should pop up

If the Platform requirements are met, you should be able to easily publish

Click Publish new effect, then click Export on the bottom left

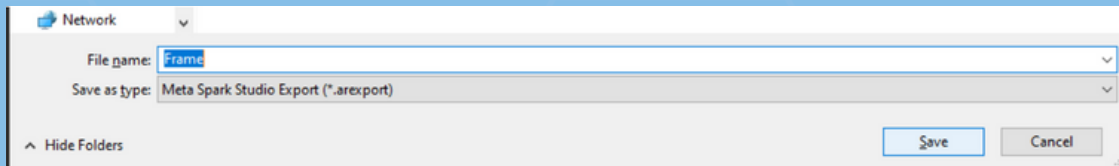


HOW TO UPLOAD FILTERS

Here's how to export/publish your filters!

4

Give your File a name, and press Save



You should now have your filter in your computer Files

- It should appear as YourFilterName.arexport

That's it! Now send your file over to the Instagram account owner and it will be published through Meta Spark Studio!

5

Visit <https://spark.meta.com/sparkarhub/effects/> and click the blue button on the top right labeled "Publish Effect"

Fill out all the required fields and upload the .arexport filter file

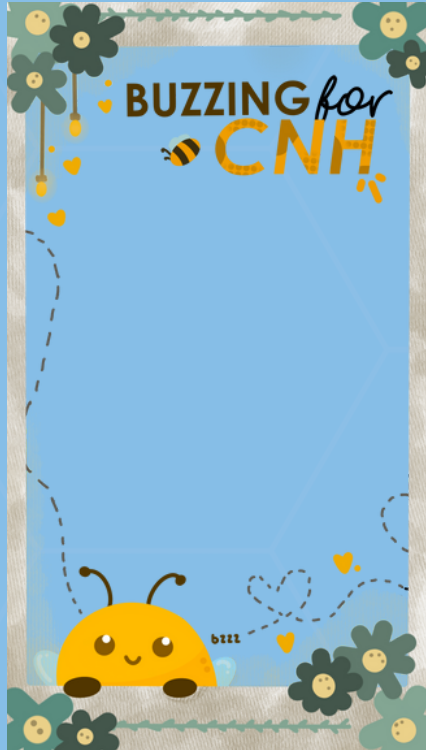
Click Submit

That's it! You have successfully published your filter to Instagram!

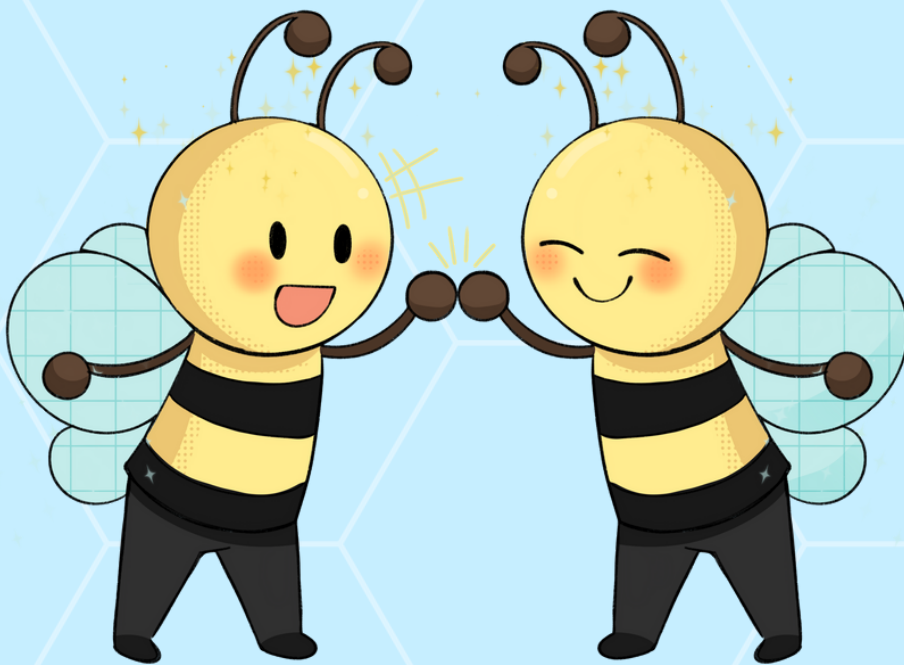
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EXAMPLES

CNH filters for Join Our Hive!



FAQs AND RESOURCES



EXTRA EFFECTS

Creating overlays isn't your only limitation for Instagram Filters!

Other possible effects you can create using Spark AR are:

- Interactive Games
- Customizable Filters
- Random Generatorrrs



TIPS & ADVICE

- BEE patient when creating a filter, things might take some time to process!
- Open your creative side!
- If you happen to get stuck, don't be afraid to reach out for help or try to search the problem up online!
- Make sure to keep all designs safekey!

FAQS

frequently asked questions

Q: If I need help, who should I contact?

A: Feel free to contact me (dte@cnhkeyclub.org) or any of the other District Technology Team Members if you need assistance or have any questions about creating Key Club filters.

Q: Are filters high-maintenance?

A: Nope! Once your filter is completed and published, no other modifications are necessary.

Q: Do I need an artistic or creative background to make filters?

A: Creating filters is a great way to expand your creative side, however having a professional background in art is not necessary.

Resources

[Editor's Reflector](#) (JOIN FOR CNH EMAIL UPDATES)

[CNH Key Club Instagram Filters](#) (GO TO EFFECTS)

Acknowledgements

The CNH Key Club District would like to acknowledge the following individuals who have contributed to this manual over the years.

- **Katherine Geng**, District Technology Editor, 2023-2024
- **Sophia Buban**, District Technology Team, 2023-2024
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- **Vera Faith Del Rio**, District Technology Team, 2023-2024

Thank you for reading!

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