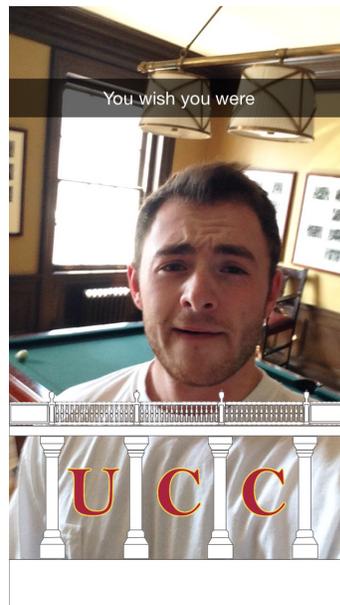
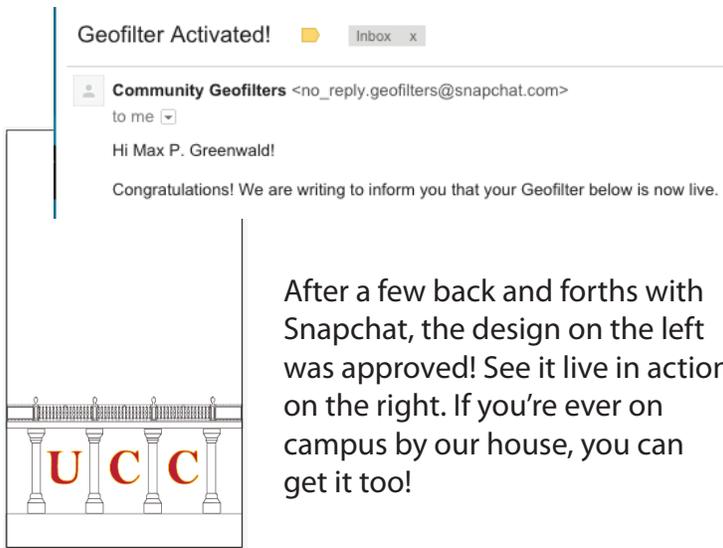


Snapchat Geofilters

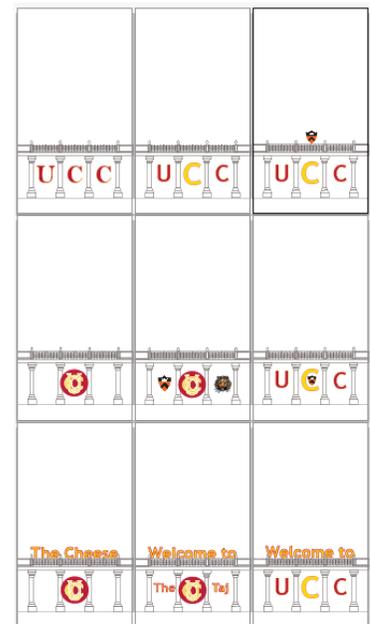
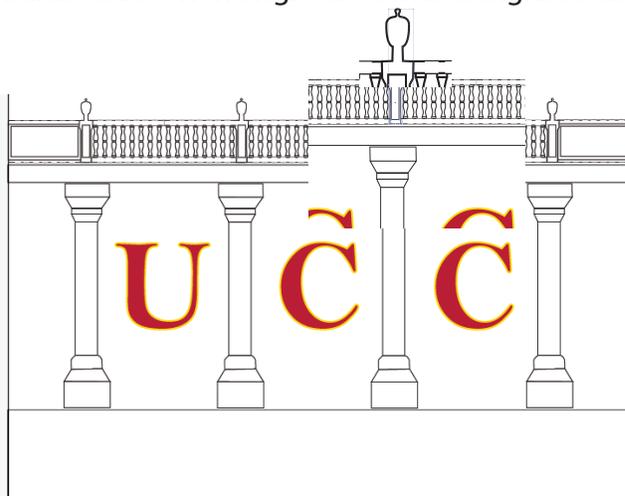
Below are some Snapchat geofilters that I designed. A geofilter is a graphic that you can add to your Snapchat that only appears when you're within a certain geofenced radius. For example, if you're in Boston, you can overlay your Snapchat with a graphic design of Boston. Though Snapchat creates most geofilters themselves, they do allow members of the public to submit some, provided they meet their strict design guidelines. Read more at <https://www.snapchat.com/geofilters>.

Live Geofilter 1: University Cottage Club

I belong to a social house at Princeton called University Cottage Club, or UCC for short. When our rival club got their own geofilter, I thought we had no choice but to make our own! Our house has a large white balustrade that encircles the backyard so I created a balustrade in the design.

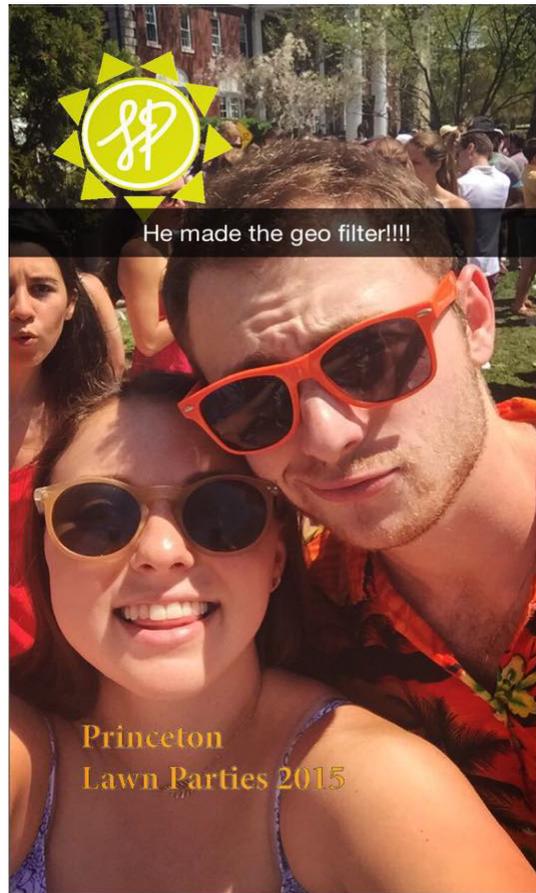
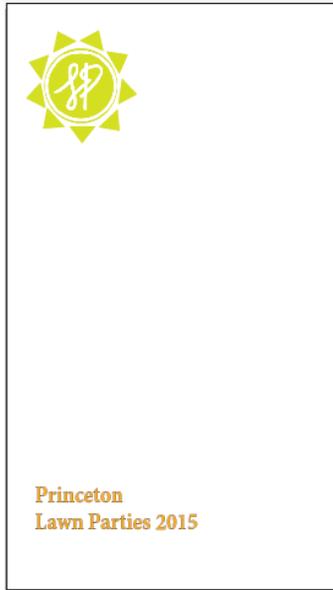


Here you can see a close up of the balustrade. Once I made one pillar and a few railing posts I was able to copy/paste to make a bigger balustrade. On the right are other designs I was considering.

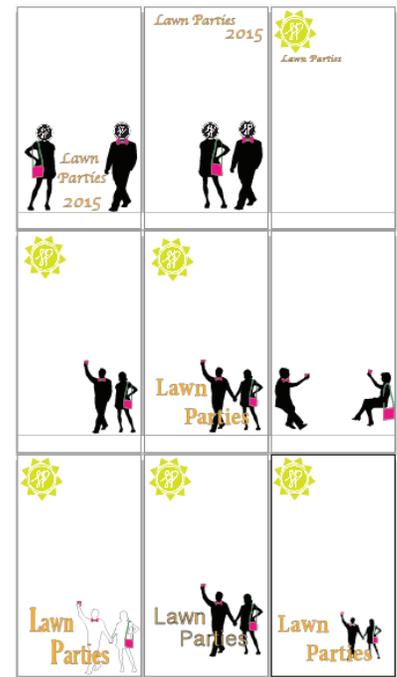


Live Geofilter 2: Princeton Lawnparties 2015

Every year at Princeton we have a big concert festival called Lawnparties. It is a ton of fun and everyone dresses up super preppy as a joke. Unlike the Cottage Club geofilter which is permanently within the geofenced location that I set around our house, the Lawnparties Geofilter was only active for a single day - during the event itself. If you were at Princeton on May 3rd, 2015 - you'd have been able to use it! The one for 2016 is already in the works.



Above you see the final design that was approved and a picture of it in action on the right.



Other designs I created were deemed a bit too busy. Though it was a lot of fun to create the silhouetted folks.

Geofilters in the works:

I'm in the midst of creating a geofilter for another social house called the Tiger Inn (left) as well as for my rugby team, Princeton Club Rugby (right). Go Tigers!

