

Snapchat Geofilters in Adobe Illustrator

WELCOME TO THE DESIGN LAB

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GET HELP WITH INDESIGN

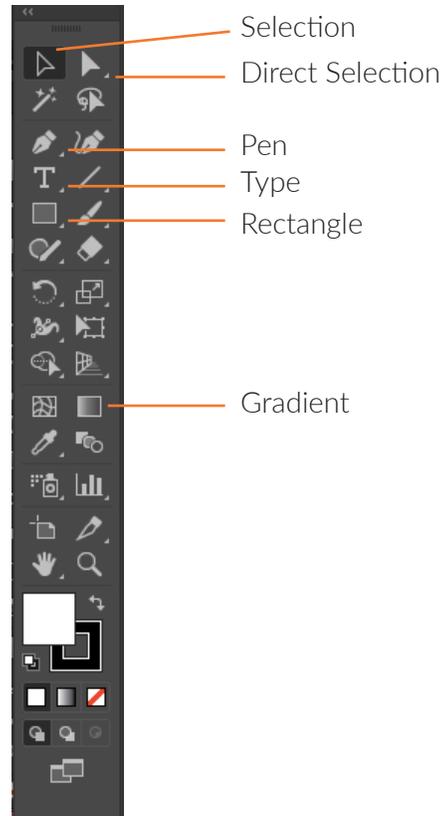
- Ask at the UL Research & Design Desk
Lynda.com tutorials available through UNC subscrip-
tion: <http://software.sites.unc.edu/lynda/>
- Sign up for a design consultation on our webpage
www.library.unc.edu/house/designlab
- Sign up for the Design Lab's listserv to get email
alerts for our programs: <https://goo.gl/bMH1N8>

FILE FORMATS

AI Editable Illustrator file
PSD Editable Photoshop file
PNG Good for sharing digital images

Package your file (File>Package) to create a folder
with all linked files and fonts. Best practice for shar-
ing Illustrator documents with another person or for
storage.

TOOLS WE'LL USE TODAY



KEYBOARD SHORTCUTS

****Use Control on PCs, Command on Macs**

Ctrl z Undo
Ctrl + Zoom in
Ctrl - Zoom out
Ctrl c Copy
Ctrl v Paste
Ctrl a Select all

Snapchat Geofilters in Adobe Illustrator

LESSON OUTLINE

Navigate to: skillful.web.unc.edu to download the files needed for this workshop

Pre-made templates

1. Templates for both Photoshop and Illustrator are available from www.snapchat.com/geofilters. We're using Illustrator today, so we'll open that file.

Create layers (Optional)

2. In the Layers panel, Create New Layer, label it "Sample Image," and File > Place samplescreenshot.png onto background. Eye icon can be toggled to view this layer or not.
3. In the Layers panel again, Create New Layer, label it "Geofilter."

Enter text

4. Using the Type tool on the left hand side, click and drag on the artboard to create a text box.
5. In the top bar, play with font, color, and sizing options.

Manipulate text

6. Using the Selection tool (black arrow), select the text. In the Type dropdown, select Create Outlines.
7. Using the Direct Selection tool (white arrow), select the anchor points on the H to heighten/reform/play with the character.

Gradient

8. Using the Rectangle tool, create a box at the bottom of the artboard.
9. While that new box is still selected, click on the Gradient tool in the left hand bar.
10. To edit that gradient, use the Gradient panel in the right hand bar.
11. To change spectrum colors, double click on the color selectors below the gradient bar.
12. To alter the direction of the gradient, type in (or rotate the gradient circle to) -90 degrees.
13. Move gradient to the back by right clicking with the Selection tool (black arrow), and selecting Arrange > Send to Back.

Define text from background further with an outer glow

14. Select text with the Selection tool (black arrow).
15. In top menu, go to Effect > Stylize > Outer Glow.
16. Change Mode to Multiply with the dropdown.

Saving your geofilter

17. Make sure to hide your sample background by going to the Layer panel.
18. File > Export > Save for Web (Legacy).
19. Under Preset, choose PNG-24.

