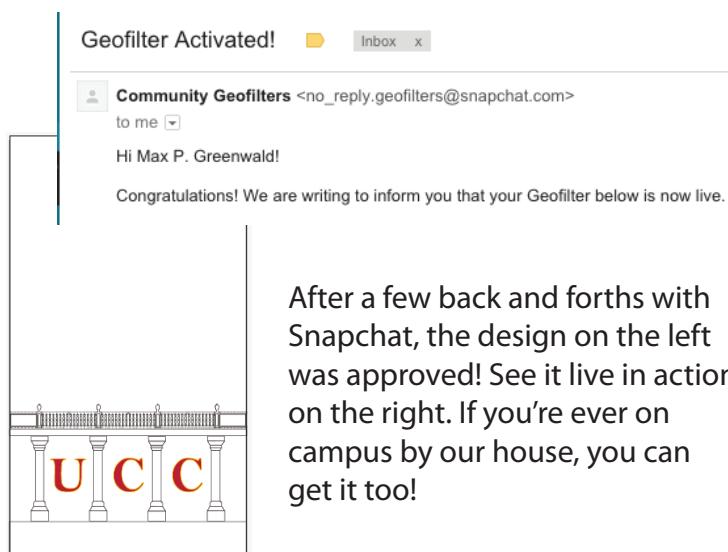


# Snapchat Geofilters

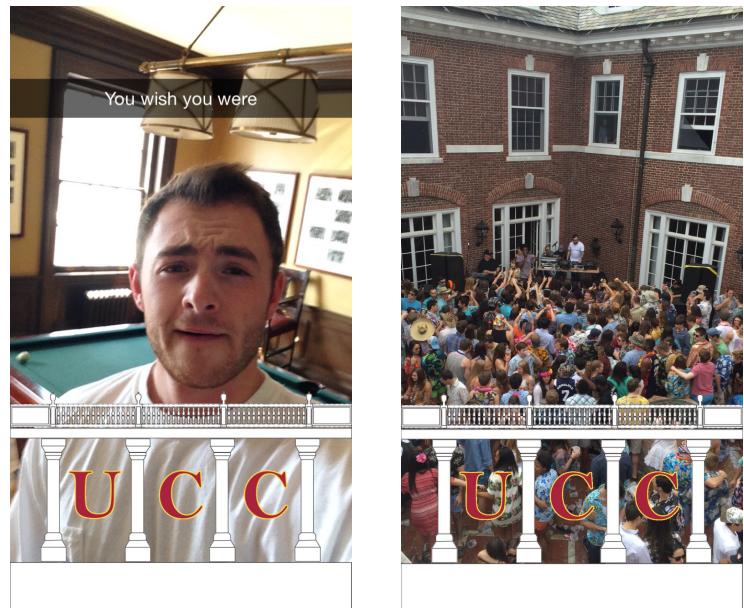
Below are some Snapchat geofilters that I designed. A geofilter is a graphic that you can add to your Snapchat that only appears when you're within a certain geofenced radius. For example, if you're in Boston, you can overlay your Snapchat with a graphic design of Boston. Though Snapchat creates most 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

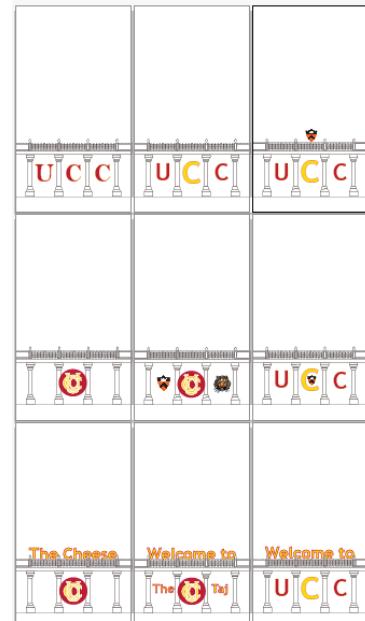
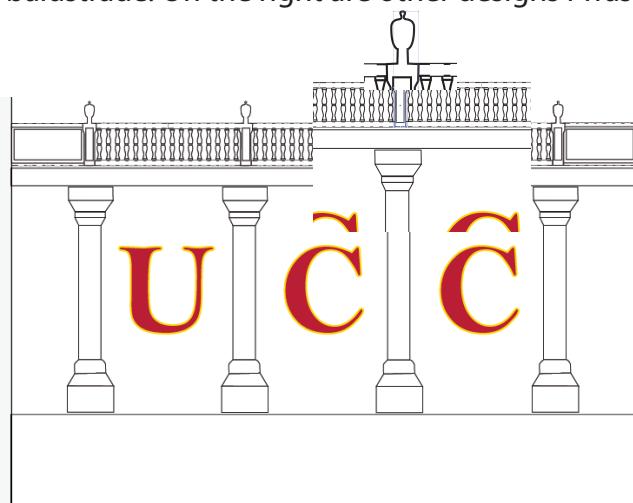
I belong to a social house at Princeton called University Cottage Club, or UCC for short. When our rival club got their own geofilter, I thought we had no choice but to make our own! Our house has a large white balustrade that encircles the backyard so I created a balustrade in the design.



After a few back and forths with Snapchat, the design on the left was approved! See it live in action on the right. If you're ever on campus by our house, you can get it too!

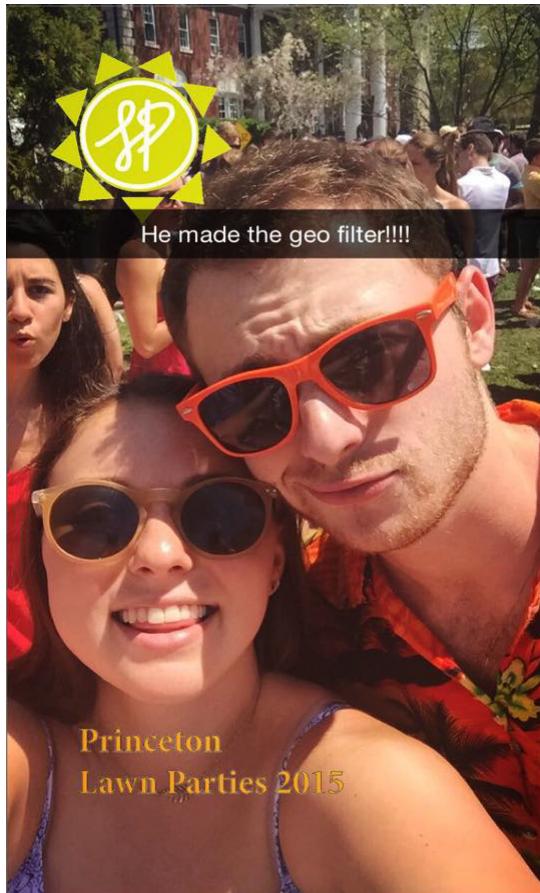
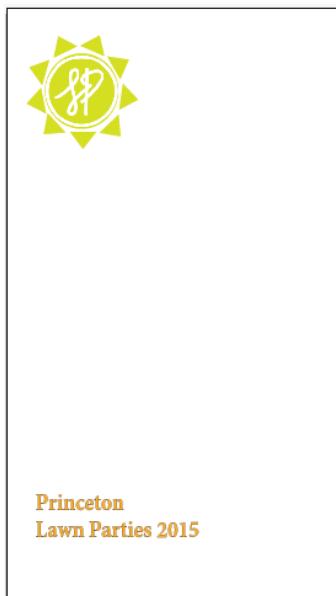


Here you can see a close up of the balustrade. Once I made one pillar and a few railing posts I was able to copy/paste to make a bigger balustrade. On the right are other designs I was considering.

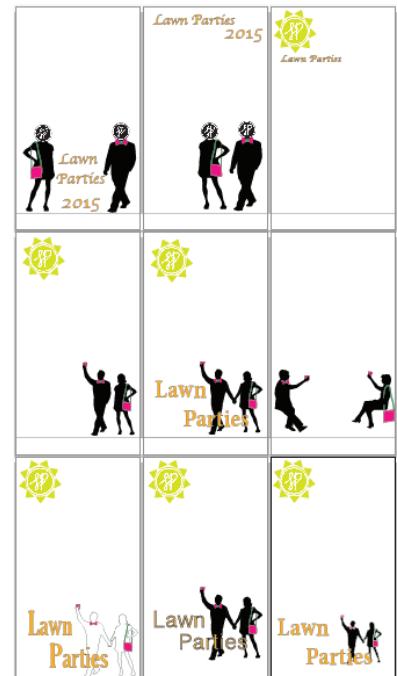


## Live Geofilter 2: Princeton Lawnparties 2015

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!

