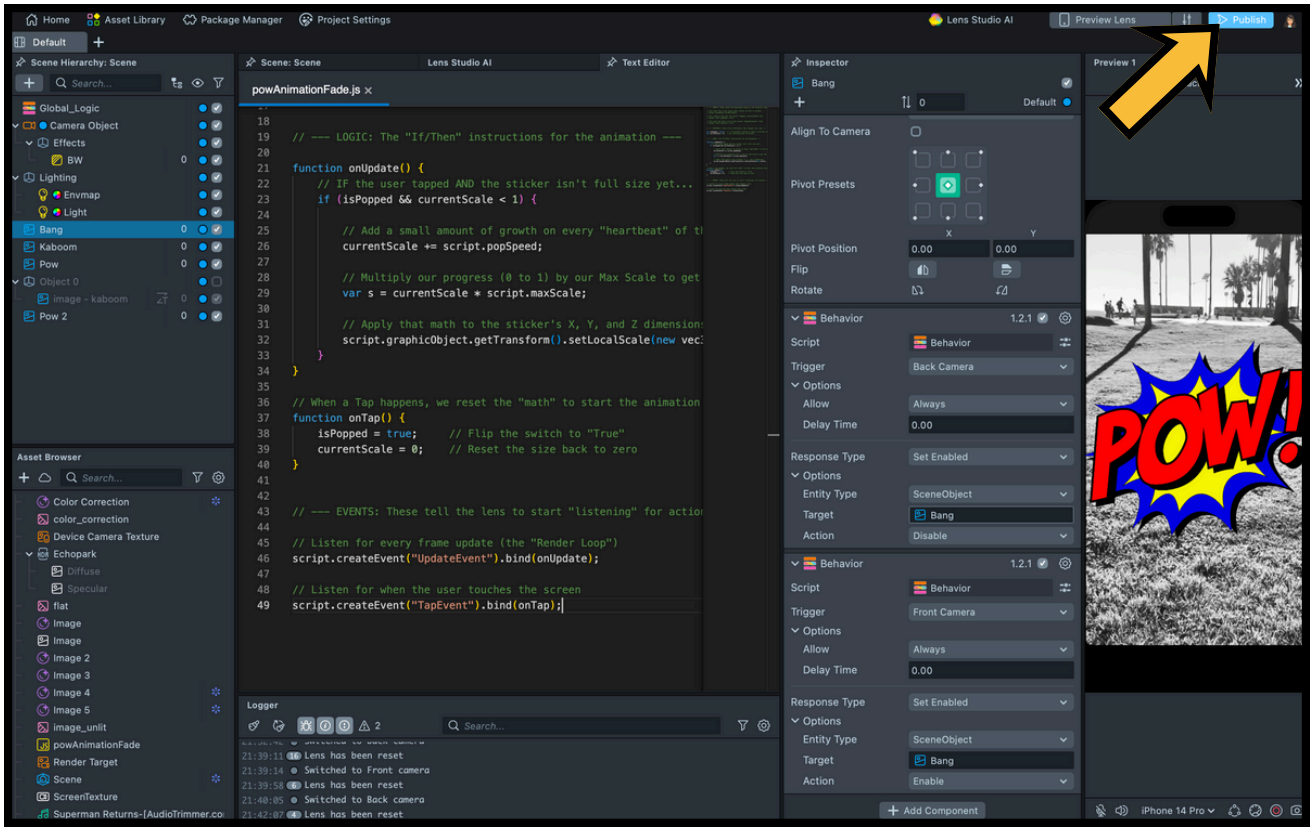
Ready, Set, Publish!

Publishing the AR Experience

You've built the 3D scene, written the "If/Then" logic in JavaScript, and added the immersive audio—now it is time for the final stage of the STEAM workflow: Deployment.

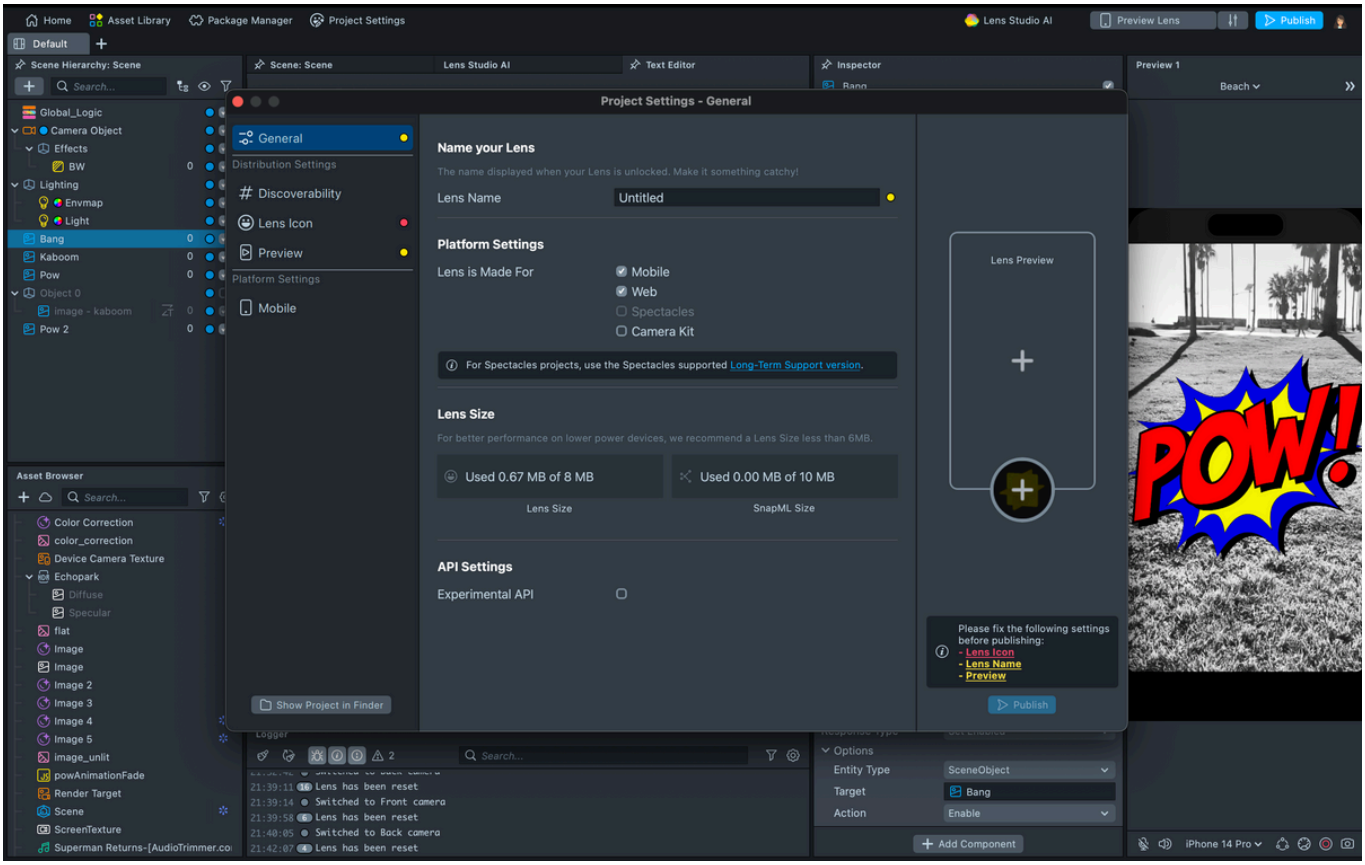
Publishing your Lens is how you transition from a "Developer" to a "Creator," sharing your interactive art with millions of people around the world.

To begin publishing, click on Publish in the top right corner.



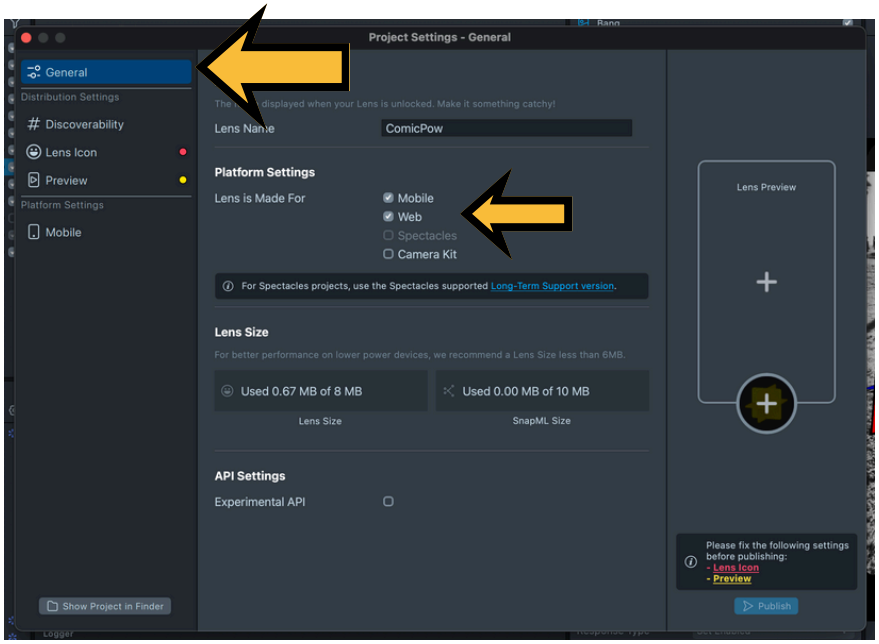
Publish Settings

A window opens with a variety of options for you to customize before publishing.



In the General section, you can customize the following:

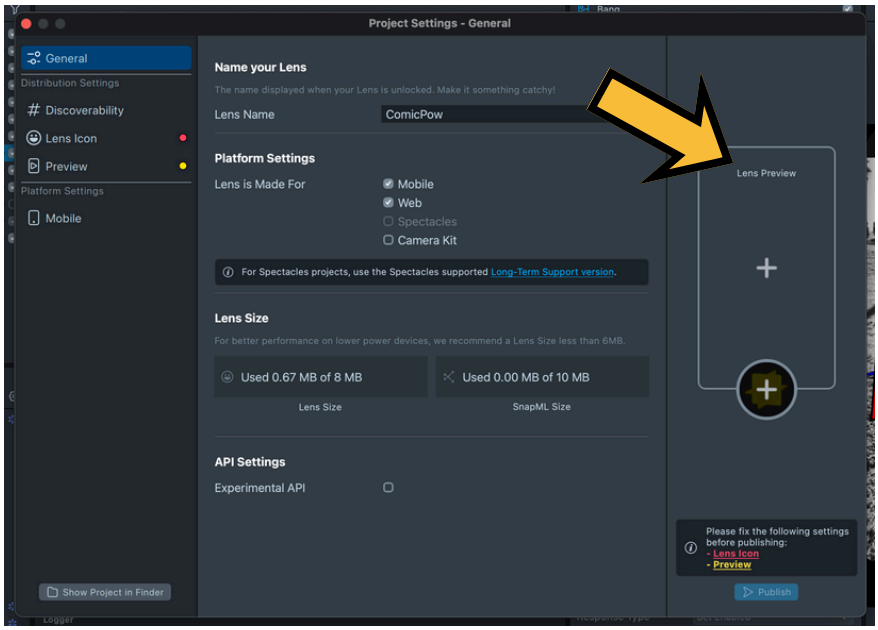
- Lens Name
- What the lens is made for (Mobile, Web Spectacles, Camera Kit).
- We are going to choose Mobile and Web.



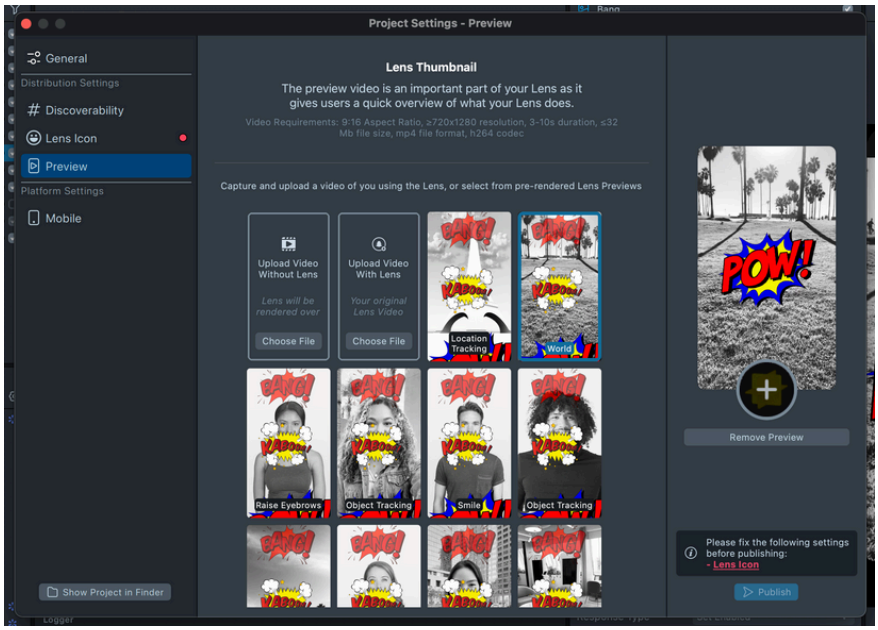
Setting the Lens Preview

A window opens with a variety of options for you to customize before publishing.

Now we need to add a Lens Preview.



Lens Studio provides some sample previews. Select one.

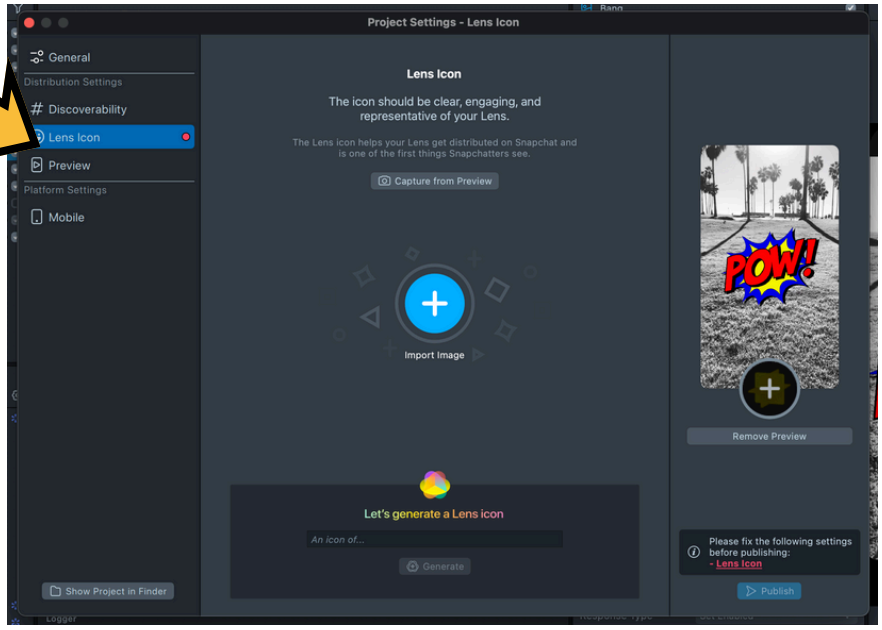


Setting the Lens Icon

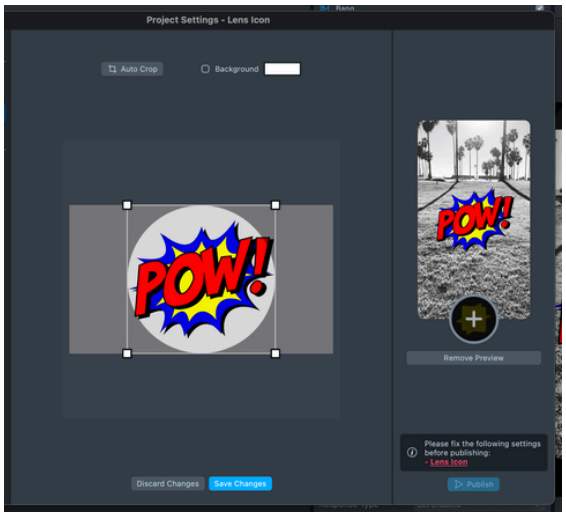
A window opens with a variety of options for you to customize before publishing.

Now we need to add a Lens Icon.

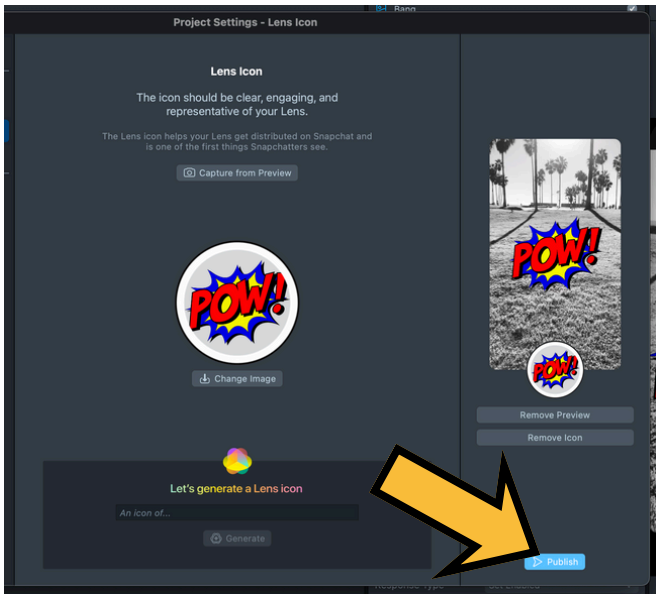
Click the blue button in the middle to import an image.



Upload an image from your computer and click Save Changes.

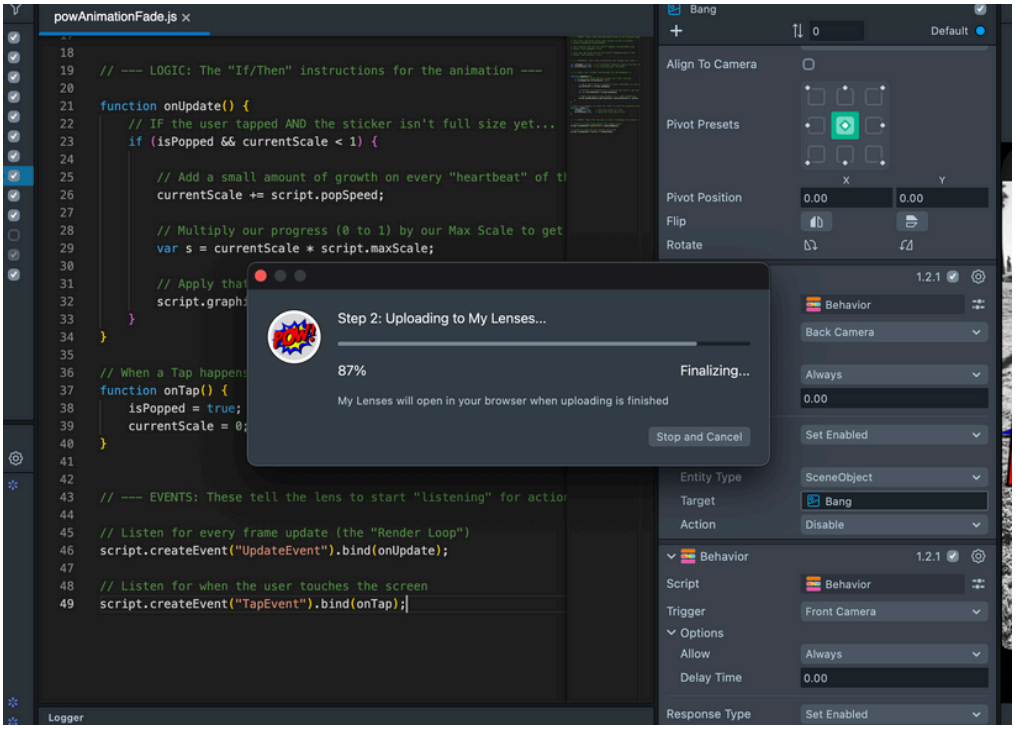


Click Publish

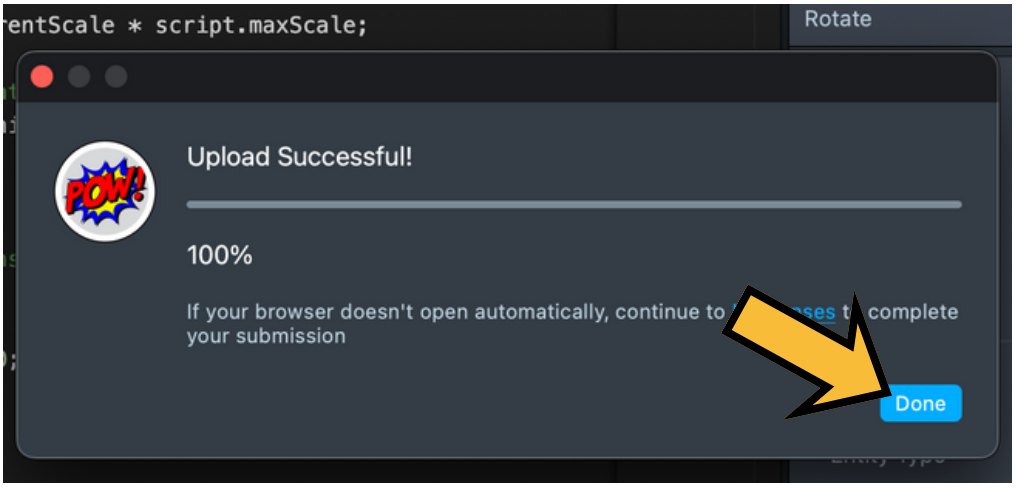


Lens Studio is Preparing

We see a popup showing that our lens is being published.

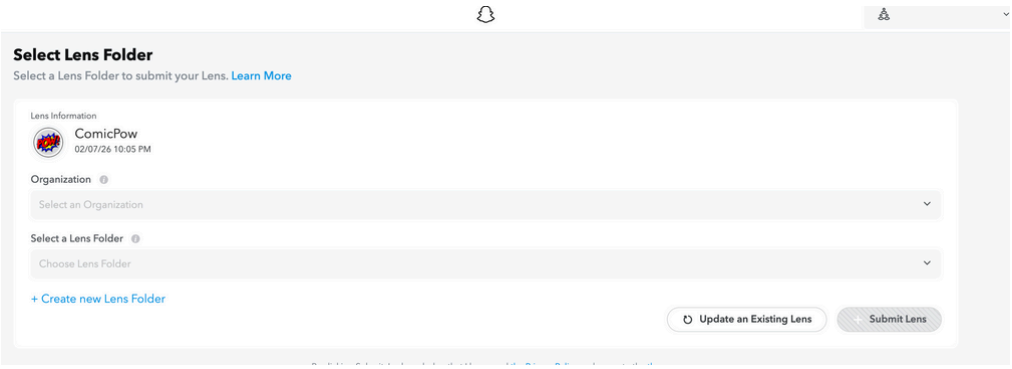


Click Done

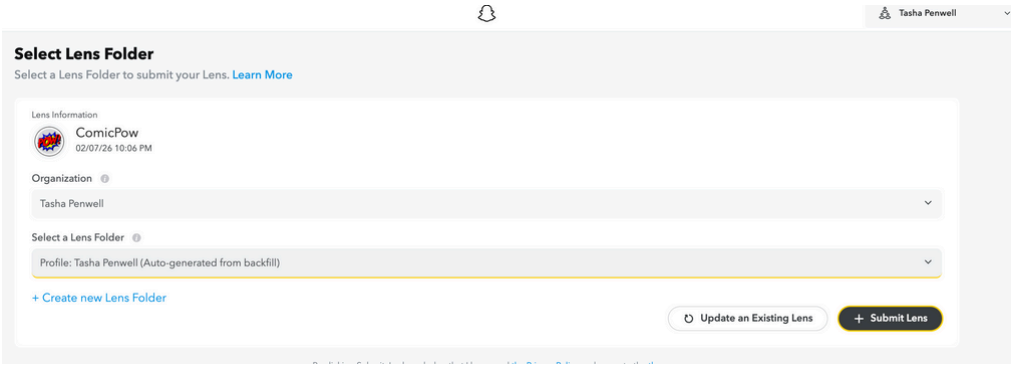


Setting Up Your AR File

Note: You may be prompted to log in your Snapchat account.

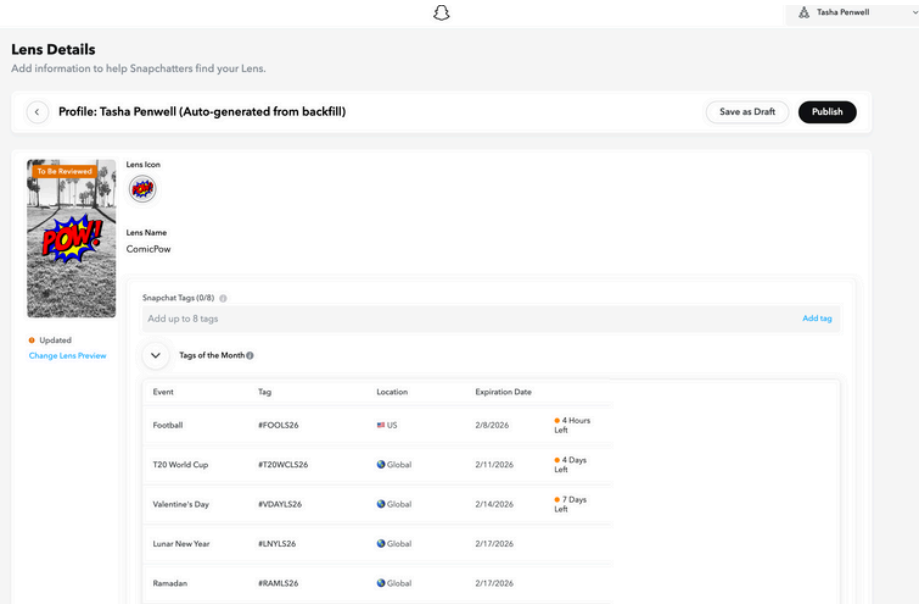


Update the information and click Submit Lens



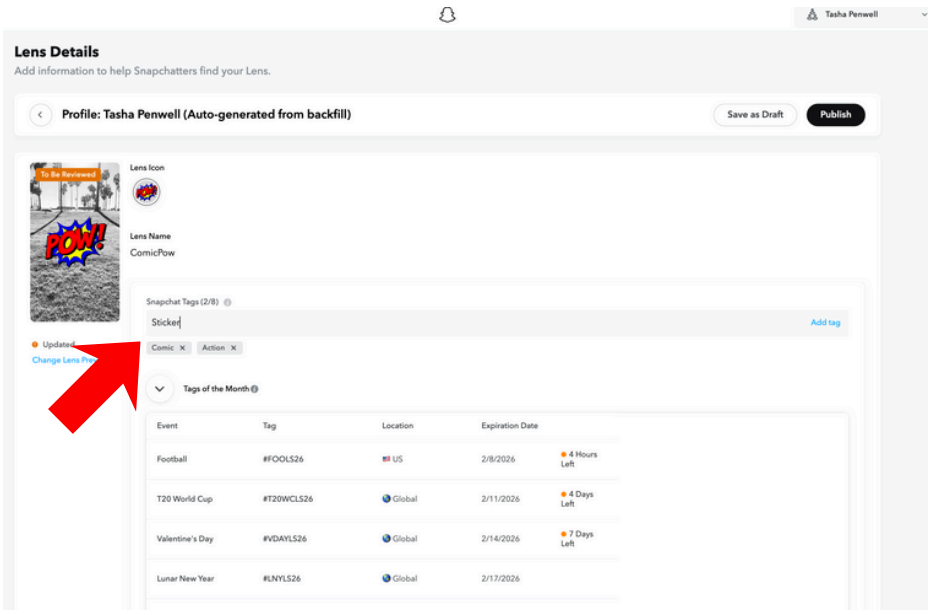
Add the Details

Update the Lens Details is the final step before publishing



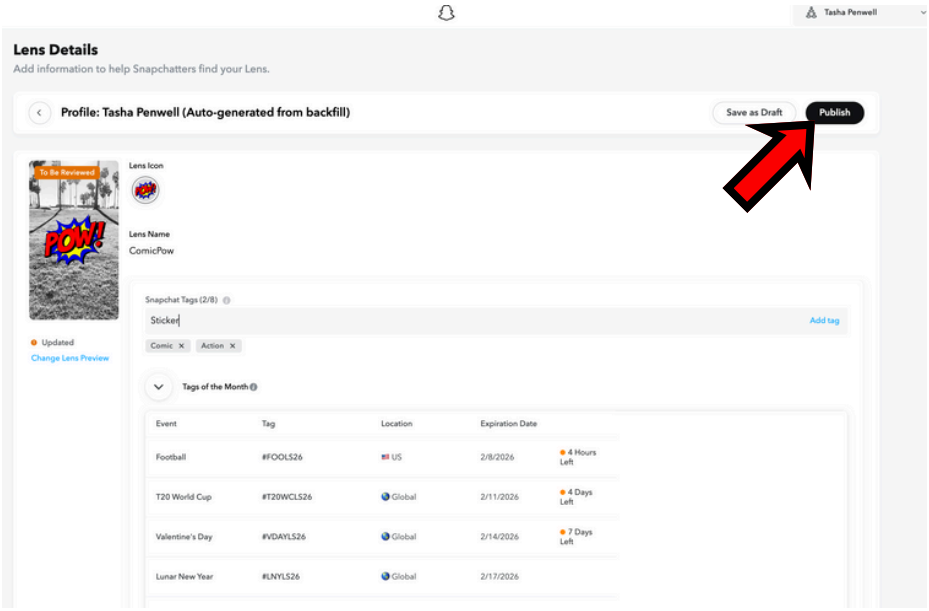
Tags are keywords that help Snapchat's search engine categorize your work.

- Relevant Tags: Include terms like "Comic," "Action," "Sticker," "2D," and "Interactive."
- Category: Selecting a category (like "Selfie" or "World") helps the app understand if your Lens uses the front-facing camera or the rear-facing "World Tracking" camera.



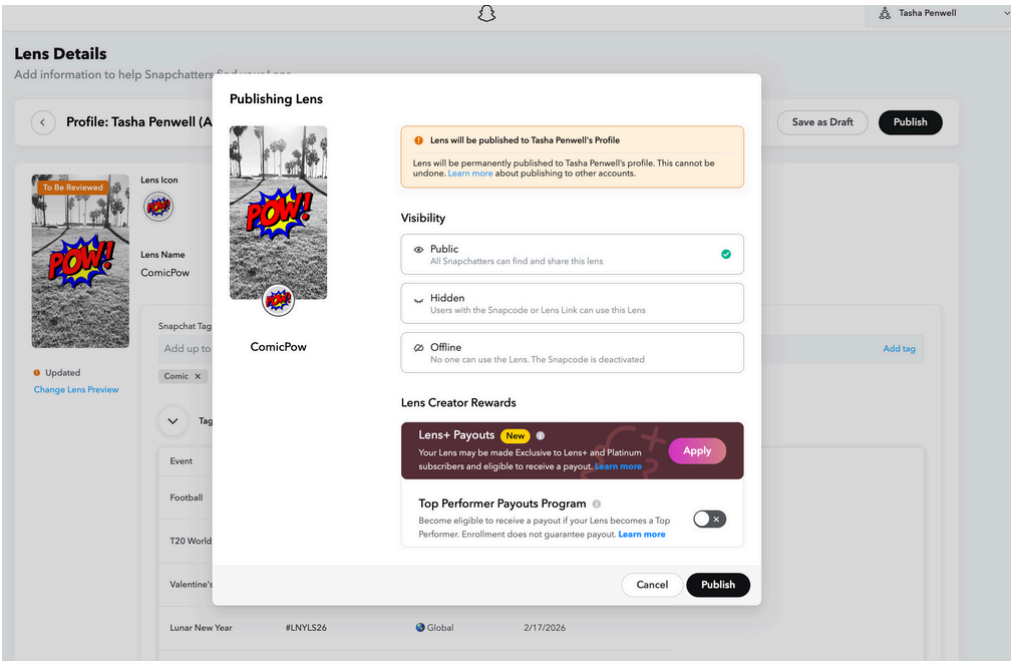
Finish It Up

Click Publish



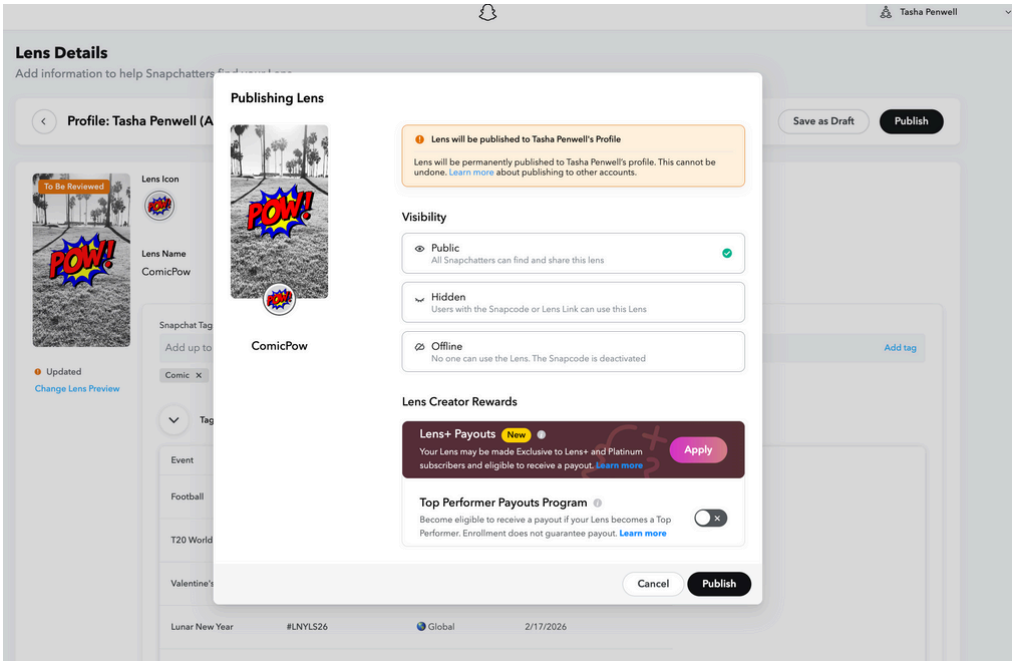
Choose the desired visibility. The options are

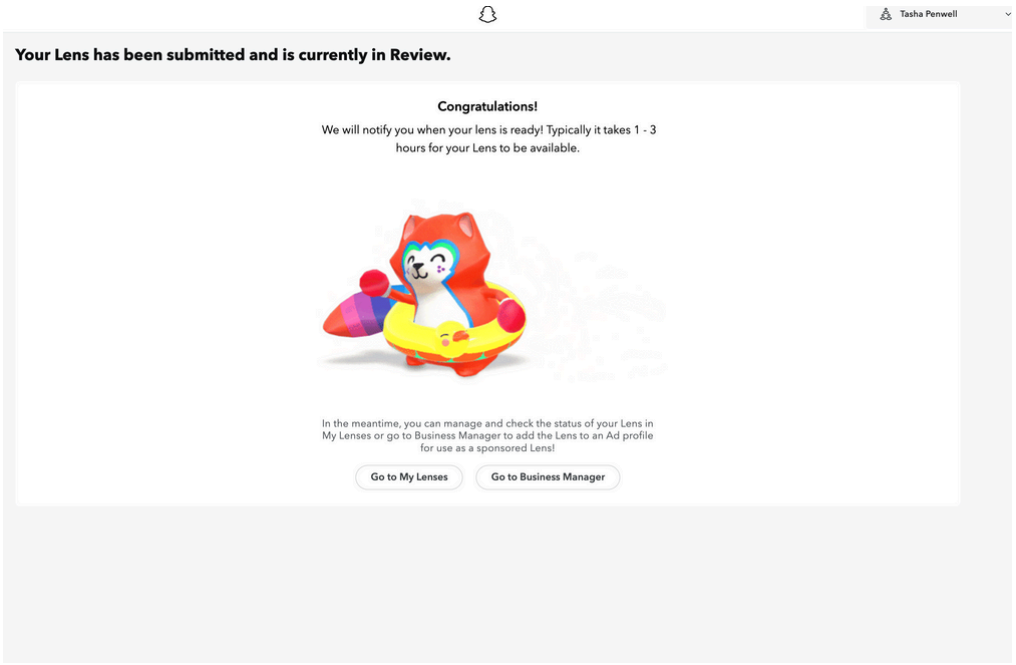
- Public
- Hidden
- Offline



Additional Options

Click Publish to publish the lens to the Snapchat platform.



Optional: Review the Lens Creator Rewards. You must be over 18 to apply.

The dancing red panda is a sign of success. Lenses are usually available within 30 minutes.