CREATING EFFECTS FOR INSTAGRAM

Welcome to Spark AR on Instagram! Use this guide to understand our community, guidelines and tooling.

GUIDELINES

Creative
People enjoy effects that help their photos and videos look cool, help them be funny or help them participate in a cultural moment. In addition to our Branding Guidelines, Icon Guidelines, and Spark AR Platform Policies, here are a few guidelines we’ve learned from experience:

• Design for repeat use: The most engaging effects are ones that are flexible and can be used in different contexts. Effects that are relevant year-round will give your work a longer shelf life.

• Start the experience quickly: Most people move on from an effect in a few seconds. People like effects that get to the point right away.

• Avoid using text: People like to put their own stickers and text on top of their content. If text is necessary for the experience, we recommend limiting it to a few words and keeping it natural to the environment (for example, names on a jersey).

• Avoid obscuring faces: People like to see themselves and their friends in their content. Avoid taking over the majority of the camera view or making people unrecognizable to themselves.

• Make it social: Consider adding support for multiple people to your effect so people can use it with their friends.

• Avoid the edges of the screen: If you have elements on the edges of the composition there is a chance they will be obscured by UI.

• Branding: We recommend avoiding branding or commerciality (logos, text, dates, URLs and other commercial elements) in camera effects unless it is native to the real-world environment or surface it appears on. Our community responds best to authentic experiences that aren't heavy on “selling.”

• IP: The Spark AR Terms require that you own or have appropriately licensed all content used in your effects.

Community
We want Instagram to continue to be an authentic and safe place for inspiration and expression. Help us foster this community by building effects that uphold our Community Guidelines. The following excerpts are especially important for camera effects:

• Well-being: The Instagram community cares for each other, and is often a place where people facing difficult issues come together to find support. We discourage effects intended to promote bullying, self-harm, or violence.

• Cultural sensitivity: We discourage effects intended to alter physical features to look more like any ethnicity (e.g. skin color, hair, eyes) or that allude to or unequivocally perpetuate negative stereotypes of a group.

Technical
We encourage you to test your effect on the Spark AR Studio Player app to check for the below and to catch any bugs.

• Simple design and interactions: Users may not have previous experiences with AR. As a result, make sure gestures are intuitive and touch interactions are clear. Focus on one or two main interactions so that people can master the full effect experience easily.

• Limit stacking of capabilities: Stacking capabilities can quickly lead to slower performance and higher ineligibility of older devices (ie - face tracking and segmentation together in an effect).

• Touch gestures: Avoid using screen gestures that conflict with system-level commands (interactions that people are familiar with on their mobile devices). Where possible, avoid full-screen gestures. Instead, attach gestures to smaller areas by attaching them to specific objects in your scene.
PUBLISHING EFFECTS

1. How do I publish an AR effect to Instagram?
   You can publish your effect via the Spark AR Platform. You will have the option to choose Instagram as the effect’s destination. This help page will take you through the process step by step.

2. What is the maximum file size for my effect?
   You can upload effects up to 4 MB for Instagram.

3. How is my effect reviewed and approved?
   Your effect will be reviewed to make sure it complies with the Spark AR Platform Policies. It must be approved before it can go live. While in closed beta, the review process can take up to a week.

4. How do I release my effect?
   When you upload an effect to the Spark AR Platform, you can schedule a start date and time for when your effect goes live, or set it to become active as soon as it’s approved.

5. How can people find my Instagram camera effect?
   Your followers will be able to find your effect in the Instagram camera. When your effect is shared in Instagram Stories or Direct, anyone who views that story can click a “Try It” link to try out the effect in their camera.

6. How can I share and promote my effect on Instagram?
   Once your effect is reviewed and approved, you will get a link that you can share with others for them to try out your effect in the Instagram camera. You can post that link on your Instagram profile, your website or other social media platforms. If your audience clicks the link while using a mobile device, it will open to your effect in the Instagram camera.

7. How do I understand how my effect is being used?
   The platform tool will display these metrics for your effects:
   - Impressions: The total number of times an effect was displayed on screen.
   - Story Impressions: The number of times an effect is displayed in Instagram Stories.
   - Camera Impressions: The number of times an effect is displayed while a person is trying it in the Instagram camera.

8. How do I stop delivery of my effect?
   You can stop delivery at any time with the toggle in the “Delivery” column in the Spark AR Platform.

TOOLING AND TESTING

1. What tool do I use to create camera effects for Instagram?
   Spark AR Studio (currently only available for MacOS) is the desktop authoring and compositing tool used to create experiences for the AR platform. It can be downloaded here: https://sparkar.com/ar-studio

2. How do I log in to these tools?
   You’ll need a Facebook account in order to log in to Spark AR Studio and the AR publishing platform. To publish effects to Instagram, you need an Instagram account.

3. How do I test and preview my effect on device?
   Spark AR Studio Player is a mobile app available in both the App Store and the Google Play Store which you may tether to Spark AR Studio on your Mac for quick iterative testing on device.
   Effects that perform well (i.e. high frame-rate and bug-free) are more likely to be used and shared. As much as possible, please test your effect on a range of devices (older and newer, iOS and Android).

4. What capabilities are currently available for Spark AR on Instagram?
   Not all capabilities in Spark AR Studio are currently available in Instagram. Please consult the table at the end of this guide to make sure you’re using supported capabilities.

TROUBLESHOOTING AND SUPPORT

I’m lost, where do I start?
Start by scanning our documentation portal and our FAQ.

I don’t know how to use X capability in Spark AR Studio—what should I do?
Spend some time with our online video tutorials within the documentation portal.

I have an idea for a project but I could use some feedback or inspiration—what should I do?
Ask the community for their input: join the Spark AR Community.

How do I report bugs, crashes, or make feature requests?
Click on the bug icon on the top right corner of your interface in Spark AR Studio to submit bug and crash reports or feature requests.

THANK YOU
We deeply value your feedback on the tools and overall development experience. Please join the Spark AR Community to give feedback and connect with other developers. When in doubt, check our documentation portal and FAQ for answers. Have fun!
# Spark AR Capabilities on Instagram

<table>
<thead>
<tr>
<th>Capability</th>
<th>Supported</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio</td>
<td>✔️</td>
<td>Add sounds to your projects using Spark AR Studio's audio tools</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(<a href="#">Audio Documentation</a>)</td>
</tr>
<tr>
<td>CameraControl</td>
<td>✔️</td>
<td>Control the camera (device position/etc)</td>
</tr>
<tr>
<td>CameraShare</td>
<td>❌</td>
<td>Share information from third-party apps and pass it to effects</td>
</tr>
<tr>
<td>CaptureEvent</td>
<td>✔️</td>
<td>Capture state information about the camera (is capturing photo/is recording video)</td>
</tr>
<tr>
<td>Date</td>
<td>❌</td>
<td>Get and use the current date</td>
</tr>
<tr>
<td>DeepLinkTexture</td>
<td>❌</td>
<td>Share textures from third-party apps and pass them to effects</td>
</tr>
<tr>
<td>FaceTracking</td>
<td>✔️</td>
<td>Track 1 or more faces (<a href="#">technical documentation</a>) + (High-level documentation)</td>
</tr>
<tr>
<td>FrameBrightness</td>
<td>❌</td>
<td>Return the average frame brightness</td>
</tr>
<tr>
<td>GestureEvent</td>
<td>✔️</td>
<td>Detect gestures / touch functionality + (<a href="#">technical documentation for gesture class</a>)</td>
</tr>
<tr>
<td>Instructions</td>
<td>✔️</td>
<td>Enable effects to provide instructions to the user, (<a href="#">InstructionModule class documentation</a>) + (high-level automatic instruction documentation)</td>
</tr>
<tr>
<td>LiveStreaming</td>
<td>❌</td>
<td>Lets you pull data from a live stream into the effect</td>
</tr>
<tr>
<td>Locale</td>
<td>❌</td>
<td>Expose Device locale information</td>
</tr>
<tr>
<td>Motion</td>
<td>✔️</td>
<td>Ability to capture information from the Gyro/accelerometer for World Tracking and standalone</td>
</tr>
<tr>
<td>Music</td>
<td>❌</td>
<td>Expose current playing &quot;song&quot; information into the effect</td>
</tr>
<tr>
<td>Network</td>
<td>❌</td>
<td>Ability to have your own server and send/recieve information - General purpose HTTP requests</td>
</tr>
<tr>
<td>OpticalFlow</td>
<td>❌</td>
<td>Ability to detect in which direction pixels are moving. For instance, when using particles systems, use the opticalflow to influence particle direction with movement</td>
</tr>
<tr>
<td>Persistence</td>
<td>✔️</td>
<td>Store information within an effect for a specific user (e.g. a previous high score)</td>
</tr>
<tr>
<td>PlatformEvents</td>
<td>✔️</td>
<td>Ability to retrieve information about what platform users are on</td>
</tr>
<tr>
<td>RandomGenerator</td>
<td>✔️</td>
<td>Ability to generate random values</td>
</tr>
<tr>
<td>TargetRecognition</td>
<td>❌</td>
<td>Enables AI 2D target recognition using server side communication</td>
</tr>
<tr>
<td>Horizontal plane tracking</td>
<td>✔️</td>
<td>Horizontal plane tracking</td>
</tr>
<tr>
<td>Vertical plane tracking</td>
<td>❌</td>
<td>Vertical plane tracking - Create content that’s contextually tied to images, logos, signs and pictures in the real world</td>
</tr>
<tr>
<td>Video</td>
<td>✔️</td>
<td>Ability to use video / load external video, but cannot use sound</td>
</tr>
<tr>
<td>Weather</td>
<td>❌</td>
<td>Provides current location's weather info into effects (<a href="#">Weather Module</a>)</td>
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