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Spark AR training

3 days (21 hours)

Presentation

Spark AR is a technology developed by Facebook. It is an Augmented Reality experience creator. Augmented Reality has become a fundamental feature of today's top social media platforms and is expected to be worth \$165 billion by 2024. Spark AR Studio is the only software tool available to create augmented reality effects on the Facebook and Instagram platforms.

It simplifies the creation of Augmented Reality effects and opens up the possibility of developing and living new Augmented Reality experiences on Facebook and Instagram. Create and share Augmented Reality experiences for the billions of users of Facebook applications. (Facebook, Insta, What's App, etc).

You want to get involved in an emerging industry and be among the few social network users to create viral AR content for Facebook and Instagram. AR media can help you with all kinds of objectives, whether it's selling effects to brands, developing your own following with content that's more appealing to your audience, or whether you just want to create fun content for your friends, the Spark AR tool is a medium for creating interactive, exciting and creative content to stand out from the crowd. It can be a real boost to the career of an influencer or artist, for example.

Featuring easy-to-use templates and resource libraries with advanced controls and customizations, the application offers a wide range of features and capabilities to the user.

These creative tools are aimed at junior JavaScript developers, 2D artists, 3D modelers and/or creative visual effects designers. You don't need any coding experience to get started.

The future of digital professions lies in AR, and this industry and market are gearing up for strong growth in the coming years thanks to the development of interactive and dynamic 3D experiences. For example, Facebook, and other major digital companies, are already working on AR glasses, which will enable users to see AR creations.

without ever needing to hold a phone.

During this training course, you will see :

- How to create 10 Augmented Reality camera effects
- How to use FaceTracking to attach 2D and 3D content to the face
- How to create interesting visual experiences with the right materials and textures
- How to use Segmentation, which separates the user from the background, to create a virtual environment for the user.
- How to use TargetTracker for image recognition
- How to use PlaneTracker to integrate a 3D scene into your user's real world
- How to integrate an interface and make its content interactive
- How to manipulate user audio
- How to use the patch editor and facial recognition triggers to make created effects more dynamic and interactive
- How to insert JavaScript code to add special features
- How to import and animate 3D content
- How to publish your created and finished effects
- How to join the Spark AR designer/programmer community

As with all our training courses, this one will introduce you to the latest version of [Spark AR Studio v187](#) at the time of writing.

Objectives

- Learn to use the tool
- How to develop a filter using a computer and a smartphone
- Get a good overview of the possibilities
- Create your own end-to-end Facebook/Instagram filter
- Know where to find the tools you need to progress: tutorials, forums, documentation, etc.

Target audience

- Junior JavaScripts developers
- Non-developer Instagram users (Instagrammers, influencers and regular users)
- 2D artists, 3D modelers and visual effects designers
- Brands and professionals (advertising and marketing agencies, etc.) wishing to diversify their offerings with new experiences

Prerequisites

- No special background knowledge required
- A basic knowledge of 2D and 3D design tools can help you progress more quickly.
- A basic knowledge of JavaScript can also facilitate progress.
- Regular use of Facebook and/or Instagram is a plus, but not essential

- Having your own computer, a recent smartphone (Android or iOS) and the cable to connect them will help you get the most out of the practical work.
- [Test My Knowledge](#)

Technical requirements

- Download Spark AR studio
- Create a Spark AR account
- 2GB VRAM
- 8GB RAM

Spark AR Training Program

SPARK AR STUDIO PRESENTATION

- Installation
- Latest features
- Versioning
- Interface overview and basic functions
- Import: 2D, 3D, image, sound

THE FACE TRACKER

- Add a face tracker to the scene
- Parenting a 2D / 3D object
- Using a patch to interact

THE PATCH EDITOR

- Publisher's presentation
- Basic patch types
- Connections
- Power and limits

MATERIALS AND TEXTURES

- Intro : Texture ? Material ? Shader
- Import and configure a texture
- Create and manage material
- Associating a shader

- Overview of shader types

BASIC EFFECTS

- Facial mesh (effect 1)
- Eye color (effect 2)
- Silhouette/background separation (effect 3)
- Business card enhanced by target tracker (effect 4)

FACIAL MESH (EFFECT 1)

EYE COLOR (EFFECT 2)

SILHOUETTE/BACKGROUND SEPARATION (EFFECT 3)

BUSINESS CARD ENHANCED BY TARGET TRACKER (EFFECT 4)

SPARK AR CONCEPTS LEVEL 2

- Builds
- Layers, Canvas and 2D elements (Sprite)
- Null Objects
- Compression levels
- Particles
- Other concepts

PLANE TRACKER (EFFECT 5)

INTERFACE

- Button creation
- Wiring in the patch editor
- Appearance disappearance of a 2D or 3D object
- Practical notions of canva

TRIGGERS

- Overview of "Interaction" Patches
- Screen Tap
- Open Mouth
- Smile
- Head Rotation
- Kissing Face
- Screen Pan

INTERACTIONS TRIGGERS CLOWN NOSE (EFFECT 6)

- Overview of "Interaction" Patches
- Screen Tap
- Open Mouth

AUDIO MODIFIER (EFFECT 7)

- Add Speaker
- Wiring with microphone
- Inserting an audio effect
- Smartphone test

MAKE-UP (EFFECT 8)

- Template Make-up
- Parameter exploration
- Skin retouch

FACIAL DECORATION WITH OCCLUSION (EFFECT 9)

- Template Head Decoration
- 3D asset import: cap...
- Precise spatial alignment
- Bite problems
- Installing an occluder

ADVANCED EFFECTS: JAVASCRIPT

- Adding a script
- Javascript basics in Spark AR
- Example: Mobile antennas

MOBILE ANTENNAS WITH JAVASCRIPT (EFFECT 10)

PUBLICATION

- Builds (reminder)
- Direct upload
- SparkARhub interface
- Effect destination
- Test phase
- Publication phase
- Validation
- Possible reasons for rejection

SPARK AR COMMUNITY

- Introduction to the Spark AR community
- Facebook Groups
- Forums
- Documentation
- SparkARhub help and bug reports

SPARK AR CONCEPTS NIV 3 (Additional module +1 day - on request only)

- Size limits and optimizations
- Blocks
- Debugging
- Combining effects
- Object visibility
- Creating exportable patches
- Customized instructions

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning on entry to training complies with Qualiopi quality criteria. As soon as enrolment is confirmed, the learner receives a self-assessment questionnaire enabling us to

assess their estimated level of proficiency in different types of technology, and their expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or internal security difficulties within the company (intra-company or virtual classroom) that could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.