

## Snap Challenge

from Ben Slotznick ([bslotznick@gmail.com](mailto:bslotznick@gmail.com))

To spur creative fun for online social events, here's a contest for February 2021.

*Legal Disclaimer:* People may have fond memories of "Feb Club" parties, but the term "Feb Club" has become a generic term that has been used by a number of different organizations over the past several decades to describe parties held in February. As far as we know, the term "Feb Club" is in the public domain and is not owned by any one organization or university. This contest is our own, and is not endorsed by any university or other organization.

**Snap Challenge:** Create your own virtual "Feb Club" lens with Snap's free Lens Studio: <https://lensstudio.snapchat.com/>. For example, think neon-colored VIRTUAL MARGARITAS 🍹, STEAMING CUPS OF VIRTUAL COCOA ☕, or even a tall glass of LEMONADE!

Snap lenses generate virtual reality objects that can be used on the free SnapChat smartphone app, or the free Snap Camera software for laptops and desktops. Snap Camera software lets you use Snap lenses as filters on Zoom, Microsoft Teams, Google Meet, etc. As examples, checkout the screenshots below of a virtual beer mug and a champagne glass that will follow your hand. There's even a link so you can download them. We created the beer mug and champagne glass in Lens Studio ... and we know that today's creative communities can do even better. Let's make virtual drinks for virtual parties a reality!

### ***RULES for Contest***

A. Create a public Snap Lens for toasting at virtual events. It can (but need not) feature alcohol, but otherwise must be family friendly. If it attaches to the Snap Camera virtual hand object, you need both right-hand and left-hand versions, although slick programmers might combine them in one lens.

B. The Lens' virtual object(s) must include the words "Feb Club", but cannot include the name of any university or other organization. (It's a trademark thing.)

C. To win a prize, 🏆 you must email to me ([bslotznick@gmail.com](mailto:bslotznick@gmail.com)) both (a) a lens link when it goes live, so we can promote it, and later (b) a screenshot from an online "Feb Club" get-together with the lens being deployed in a toast. You don't have to be an organizer of the event, but do include the date of the event. Screenshots may be posted to the web.



Winners to be announced at the end of February 2021!

### Virtual drinks for virtual parties

Check out the FIRST (and FREE) virtual drinks we've created. They were designed in January 2021 for online parties held in February (often called "Feb Club" parties by a number of different organizations): <https://lensstudio.snapchat.com/creator/TUGSaE5DXDMLdodxK1UqrQ>. These virtual objects will follow your hand!



To use them, you need to download the free Snap Camera software (<https://snapcamera.snapchat.com/>) from SnapChat. Then use the "Search Lenses" function with the Lens Links for the lens you want. (You can grab the links to the mug and glass from the webpage first listed above. We'll give you more links as we get them.) FYI, Snap "Lenses" are similar to Zoom "filters".

To use Snap lenses for an online virtual event: When you use Zoom or other video conferencing software, you must pick Snap Camera as your webcam. Note, a real webcam can only connect to one software application at a time. So if you have your webcam linked to Snap Camera, the webcam cannot connect directly to Zoom or any other video software. However, a virtual camera like Snap Camera can connect to many video applications at once.

You can create your own virtual objects using Snap's free Lens Studio software (<https://lensstudio.snapchat.com/>). If you do, let me know!