



Snap's AR Lens Challenge – A fantastic opportunity for students aged 16-18 with an interest in all things digital!

After its successful launch in the US, The Snap Augmented Reality (AR) Lens Challenge is coming to the UK! We are thrilled to announce an exciting opportunity for your students to get involved in this augmented reality learning experience that teaches STEAM education in a fun, innovative way while helping youth participants build transferable skills for the future of work.

Augmented reality is already being used for good across the globe; from performing delicate medical surgeries, to interior design and immersive therapy. Through the Snap AR Lens Challenge, Snap's goal is to inspire and educate young people on the power of AR and spark interest in the industry as a future profession.

Lenses are Snap's AR experiences, with which over 200 million Snapchatters engage every day. They sense, enhance, and transform the world around us – but we're just scratching the surface of what's possible!

The Snap AR Lens Challenge is a student-led programme created to help young people develop the foundational digital skills they need to be successful in the future digital landscape. The learning supports the UK computing and PSHE curriculums and promotes digital literacy and careers guidance.

The programme exposes students to the powerful potential of AR, enables them to build their digital literacy skills, and opens their eyes to a potential career in technology. Students will learn to create and design their very own Snapchat Lenses using Lens Studio, Snap's free software that provides established and aspiring creators alike with the opportunity to develop their own AR experiences within Snapchat.

The Snap AR Lens Challenge has been designed for students aged 16-18 and runs from w/c 10th October – w/c 5th December (roughly an hour a week) as a student-led extra-curricular programme.

This can be completed flexibly to suit you and your students' availability – either as an add on to your Computer Science or PSHE lesson, an afterschool computing/tech club, or students can complete it at home with regular check-ins from their teacher.

UK Launch

We are seeking a select group of schools interested in getting involved in this free (and fun!) learning experience.

For the programme launch, we need:

- A minimum of 10 students per school
- Each student will need access to a laptop/computer, the internet and their own mobile phone
- Commitment to complete the challenge in the given time frame (Monday 10th October 2022 – Friday 9th December 2022)
- Teacher support in ensuring students complete the final short survey





Detailed Overview

There are three stages of the Snap AR Lens Challenge:

1. THE LEVEL UP LESSONS

In the first stage of the programme, students will navigate through eight, one-hour lessons, including both written instructions and video tutorials. Students will also receive a guide outlining the design criteria for the Snap AR Lens Challenge competition. The Level Up lessons guide students through the different stages of designing and creating a variety of Snapchat Lenses. At the end of each lesson, students will upload their Lens to Padlet (a free and safe collaborative platform) and reflect on what they have created.

2. THE VIRTUAL WORKSHOP WITH A SNAP EMPLOYEE

The virtual workshop provides students with the opportunity to meet and learn from Snap employees. During the workshops, Snap employees will discuss their personal career pathways, answer any questions on the world of work, the creative tech industry, and offer tips on how to use Lens Studio. A variety of one-hour virtual workshops will be available. We will work together with you to schedule a time that works best for you and your students.

3. THE COMPETITION

This challenge motivates students to use their newly acquired digital skills developed in this programme to create an AR Lens of their own using Lens Studio. The theme of the challenge is 'all about YOU' and encourages students to think about their identity and what makes them unique. Whatever it is, we want to know and celebrate it through their very own Snapchat Lens! The competition deadline is Friday 9th December 2022.

The Prize

- A panel of judges will select the 30 best student Lenses, based on a list of preset and pre-communicated criteria. We are excited to offer those 30 student winners the opportunity to attend an engaging work experience day at the Snap Head-office in London. All expenses will be paid for students to attend the event. Students will get the opportunity to hear from and network with Snap employees in various departments, explore Snap's office, and attend workshops with Snapchat Lens Creators.
- Full details and the plan for the day will be communicated closer the time to ensure the date is appropriate for students.

How do I sign up?

If you match the requirements above, simply fill out this google form to register your interest. Someone will be in touch!

https://docs.google.com/forms/d/1mJpnzu8E72Pt4u3HOF_YBqmiWtlfauYNY5HcDJbQQ7A/edit

Want to find out more about SNAP and AR?

Snap Inc. is a camera company. We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate. We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together.

Augmented Reality (AR) is an interactive camera technology that overlays digital objects on the physical world in real-time. AR is being used across different industries, such as entertainment, gaming, healthcare, marketing, and more!

AR is core to the Snapchat experience. On average, over 75% of our community engages with augmented reality to communicate, play, and learn every day. For more information, visit [snap.com](https://www.snap.com).