A REPORT ON
Shaping realities with Spark AR

Date: 9th September, 2020
Platform: YouTube Live (Official YouTube channel of Silver Oak University IEEE SB)

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Spark AR

Introduction:

"Shaping realities with Spark AR" was a one day workshop organized by Silver Oak University IEEE Student Branch. The sole purpose behind organizing this event was to understand the fundamentals of one of the emerging technologies i.e. augmented reality. The event was conducted on 9th September by two very experienced speakers Mr. Snehaal Dhruv & Ms. Persica Picardo. With a view to share this knowledge with other students, the entire event is accessible on the official YouTube channel of Silver Oak University IEEE SB.

Expert Introduction:

Mr. Snehaal Dhruv:
      Mr. Snehaal Dhruv is founder and CEO of SuperFan Studio and official partners with Facebook, Instagram, Messenger, Spark AR, Twitter, Snapchat, and Giphy. He has been working in the space of AR since 2015 and has led efforts to build creative solutions using the latest technologies in the fields of media, entertainment, retail, travel, and many more.

About the Session:

Date: 9th September, 2020
Time: 5:00 PM – 6:30 PM IST
Channel Name: Silver Oak University IEEE SB

YouTube Link: https://youtu.be/BzYgczrVVpY

The event was started with a Welcome Speech by Bharvi Patel, a member of the SB. Later on, Mr. Snehaal took over and introduced Perisca Picardo.

Mr. Snehaal started the introductory part of the event by explaining why AR is the next video & why you should be on board the AR Train. Later he mentioned some of the available AR tools, platforms and where one can begin the AR journey followed by a brief on some of the common problems in AR and its relevant solutions. He also displayed a few examples of face AR projects and one Target Tracker (World AR). He went on with the industrial use of AR prevailing in the world in various industries like food, healthcare, education, sports, packaging, art, entertainment, etc.

Now, Perisca Picardo took over the session and started with a demo session of creating filters in Spark AR. It was a pretty intuitive demo with a perfect explanation alongside. She gave the information about various panels being used in Spark AR along with its specific use for better understanding. She explained everything with a demo for enhanced understanding and covered several other points like changing objects & targets, adding PNG textures in 3D objects, and also adding a null object to add a 3D object at the end. Later on, she portrayed a demo of face mask detection with AR to support the prevailing condition and needs. Apart from that, an example project to create an AR filter for Instagram was also covered at the end. The later part of the session was a Q/A session to clear all the doubts of the participants.

Conclusion:

The session was concluded by Kartik Derasari (chair-person of SB), expressing gratitude towards all the enthusiastic participants, organizers, and speakers: Mr. Snehaal Dhruv & Perisca Picardo. "Shaping Realities with Spark AR" was open for all and more than 300 students participated and got to learn about Spark AR and its use in the real-world.

Some glimpse of the event: