



Instagram

Filter in Photoshop

Instagr.am

- Entwickelt von Kevin Systrom und Mike Krieger
- ursprüngliches Projekt: Burbn
- Weiterentwicklung: Instagram
- Veröffentlicht im App-Store:
 - 6. Oktober 2010
- Innerhalb der ersten Woche über 100.000 mal heruntergeladen



<http://events.stanford.edu/events/278/27819/earlybird.jpg>



Video: Instagram CEO Kevin Systrom on the growing Instagram community, which is now more than 12 million users strong:
bit.ly/uMnXEi

1 minute ago via Assistly ☆ Favorite ↗ Retweet ↩ Reply

The Idea

We love taking photos. We always assumed taking interesting photos takes a **big bulky camera and a couple years of art school**. Now with mobile phones having cameras that rival those of **point-and-shoots**, we decided to challenge that assumption. We created Instagram to have one single app solve the biggest problems we heard from users:

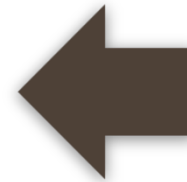
- Mobile photos always come out looking so-so. We set out to create some awesome looking **filters to transform your photos into professional-looking snapshots**.
- Sharing on multiple platforms is a pain - we want to take a picture once, and have it **shared (instantly) on the services of our choice**.
- Most uploading experiences are clumsy and take forever – we've optimized the experience to be **fast and efficient**.

What is Instagram?

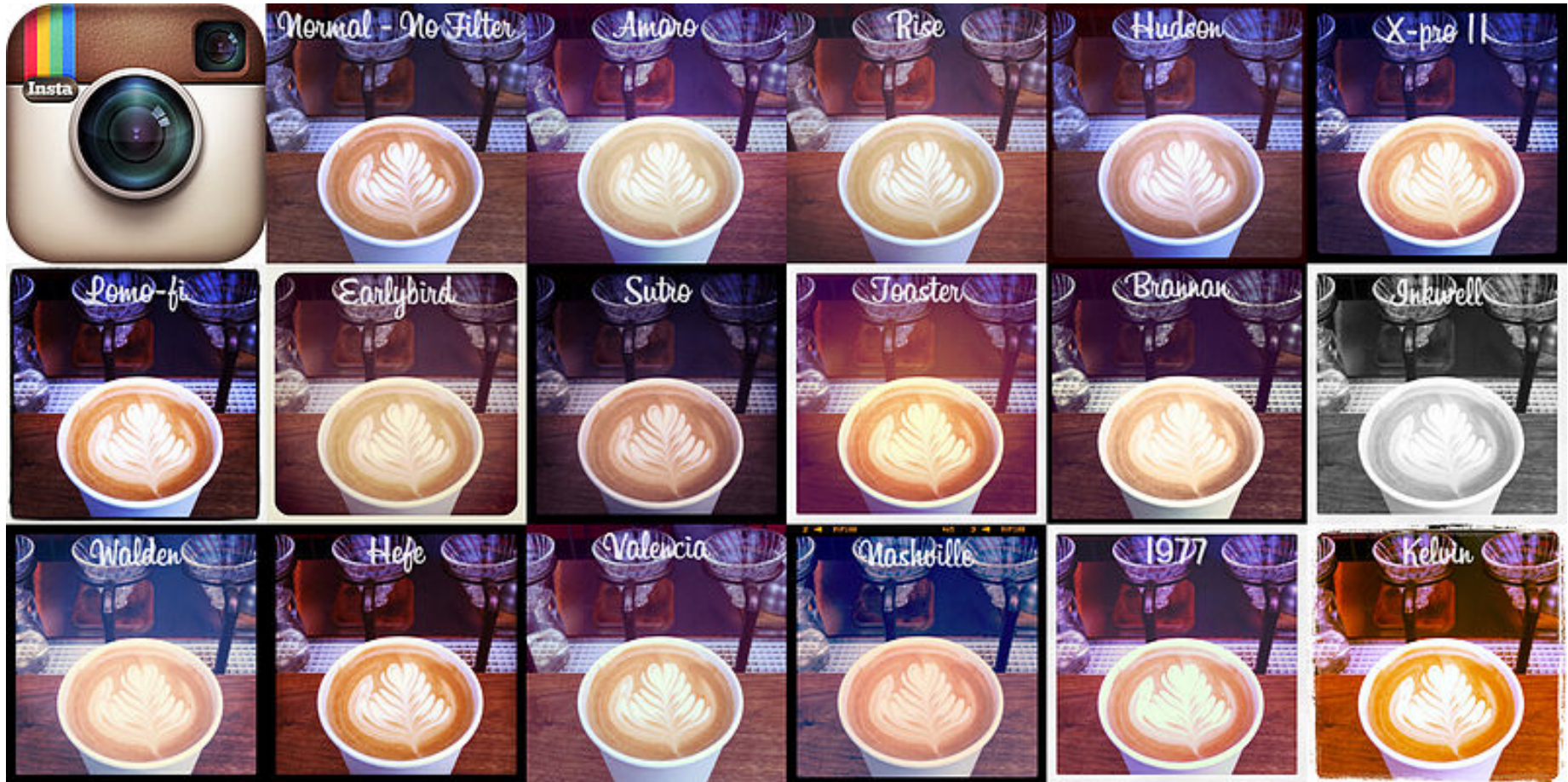
“Instagram is a fun & quirky way to **share your life with friends** through a series of pictures. Snap a photo with your **iPhone**, then choose a **filter to transform the look and feel** of the shot into a memory to keep around forever. We’re building the platform to allow you to experience moments in your friends’ lives through pictures as they happen. We imagine a world more **connected** through images of what happens around them – whether through **friends or people across the world.**”

What is Instagram?

- iPhone App (Android in Planung)
- Für “snapshots” gedacht
- Man kann Bilder mit Filtern versehen
- Und seine Bilder mit Freunden/Followern teilen
 - -> Community



Filter



http://de.wikipedia.org/w/index.php?title=Datei:Instagram_Filters_2011.jpg&filetimestamp=20111005011217

Filter

- Brannan



http://farm6.static.flickr.com/5147/5624304167_1c6b97b546.jpg

- Gotham



http://farm7.static.flickr.com/6090/6076521010_ea2de854d4.jpg

- Earlybird



<http://8.mshcdn.com/wp-content/gallery/instagram-popular-users/Brandy%20Byrd%20Editor%27s%20Pick.jpg>

AK Digitalfotografie WS 11/12

- Hefe



http://farm6.static.flickr.com/5284/5365408097_aaff988445_o.jpg

Filter

- Inkwell



http://farm6.static.flickr.com/5268/5642903508_2aa7523797.jpg

- Lord Kelvin



http://farm5.static.flickr.com/4106/5056754177_c7dfdc5cb_o.jpg

- Lomo-fi



<http://www.nuwomb.com/nuwomb/wp-content/uploads/2010/10/harrahs-lomofi.jpg>

AK Digitalfotografie WS 11/12

- Nashville



<http://www.nuwomb.com/nuwomb/wp-content/uploads/2010/10/hotel-monteleone-nashville.jpg>

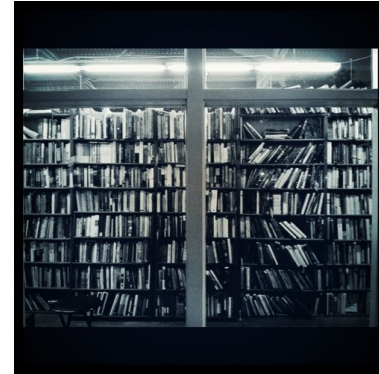
Filter

- Sutro



http://3.bp.blogspot.com/-FNdFZ_zkRn0/ThVcPjy9d7I/AAAAAAAAB-s/K6hnFU8kOAg/s1600/%252836%2529%2Bbold%2Bclickety%2Blove.JPG

- Walden



http://26.media.tumblr.com/tumblr_lp6p84TkvR1qej9axo1_500.jpg

- Toaster



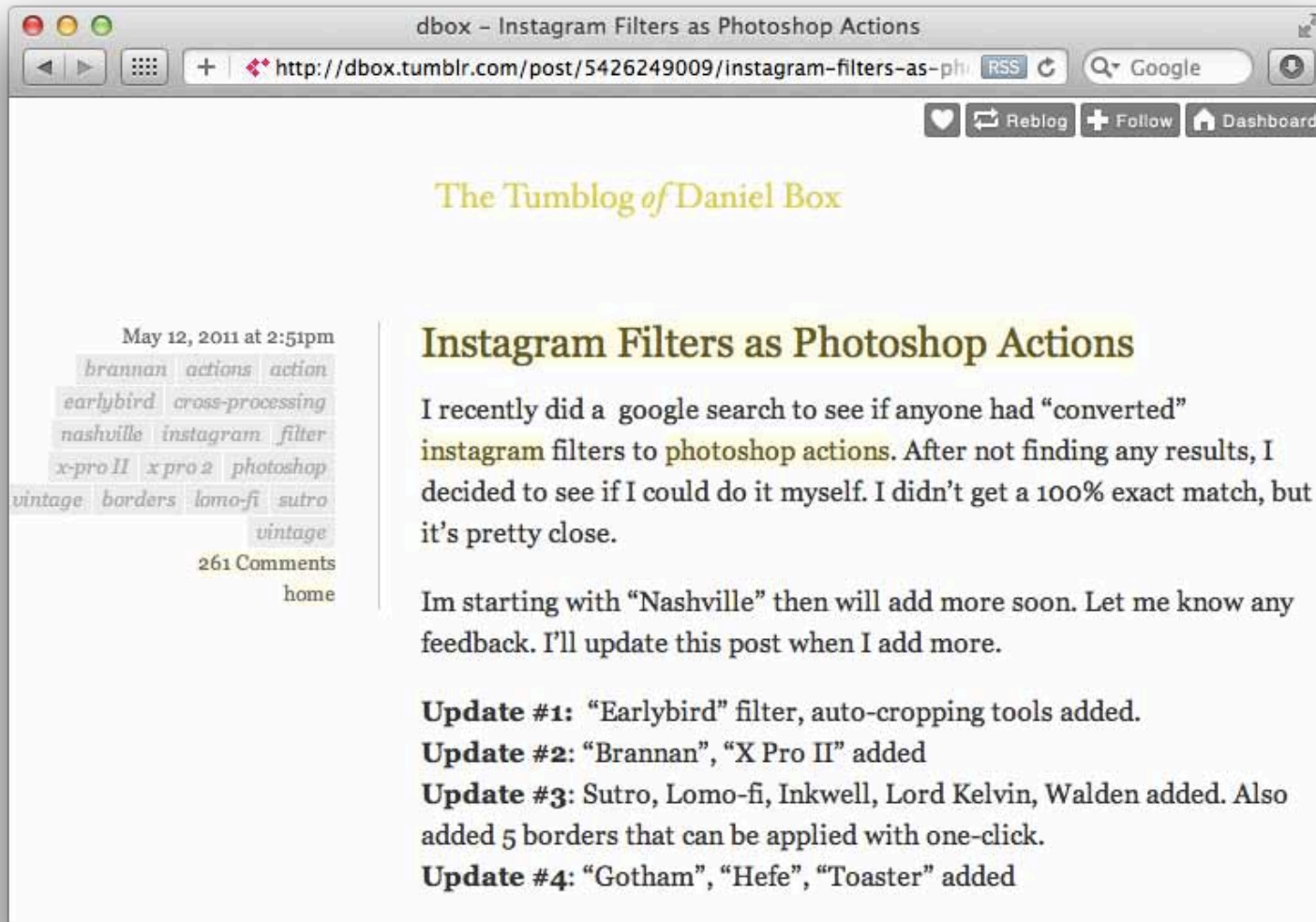
http://distillery.s3.amazonaws.com/media/2011/05/24/5035b7865d274c1c87dc1ab380ac227c_7.jpg

- X Pro II



http://www.nuwomb.com/nuwomb/wp-content/uploads/2010/10/nola_x-pro-ii.jpg

Instagram Filter in PS



Examples

Brannan



Original



Instagram



Photoshop Action

http://media.tumblr.com/tumblr_lj78rmHE3h1qz7n3v.png

Earlybird



Original



Instagram



Photoshop Action

http://media.tumblr.com/tumblr_lj78r1Rjd81qz7n3v.png

Examples

Nashville



Original



Instagram



Photoshop Action

http://media.tumblr.com/tumblr_1l78syj10S1qz7n3v.png

X Pro II



Original



Instagram



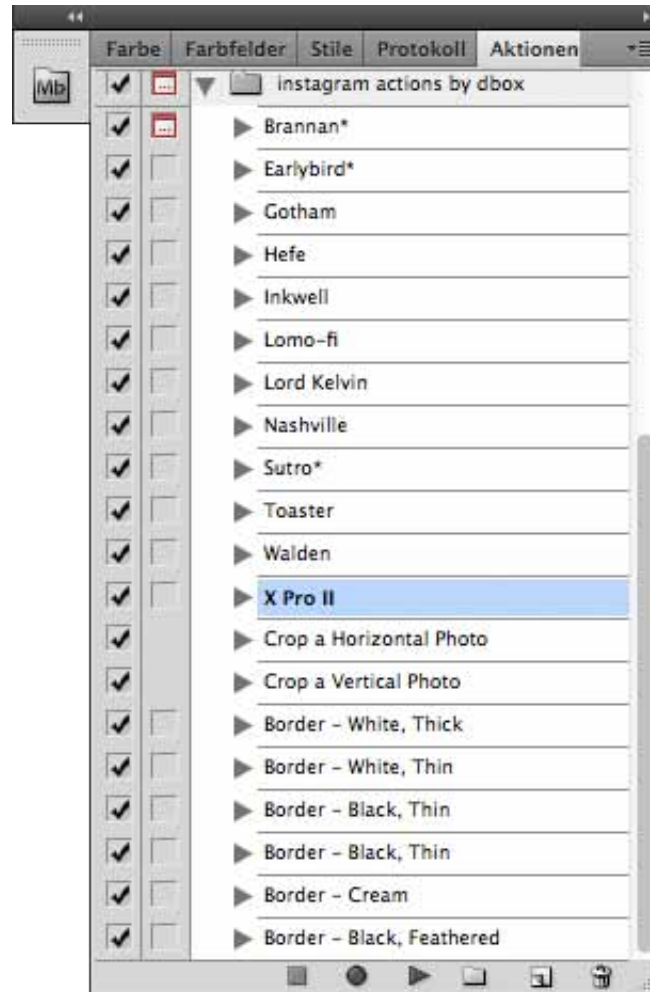
Photoshop Action

http://media.tumblr.com/tumblr_1l78syj10S1qz7n3v.png

Photoshop actions file



Filter actions



Resources & further links

- <http://instagr.am/> , <http://instagr.am/about/> , <http://instagr.am/about/faq/>
- <http://de.wikipedia.org/wiki/Instagram>

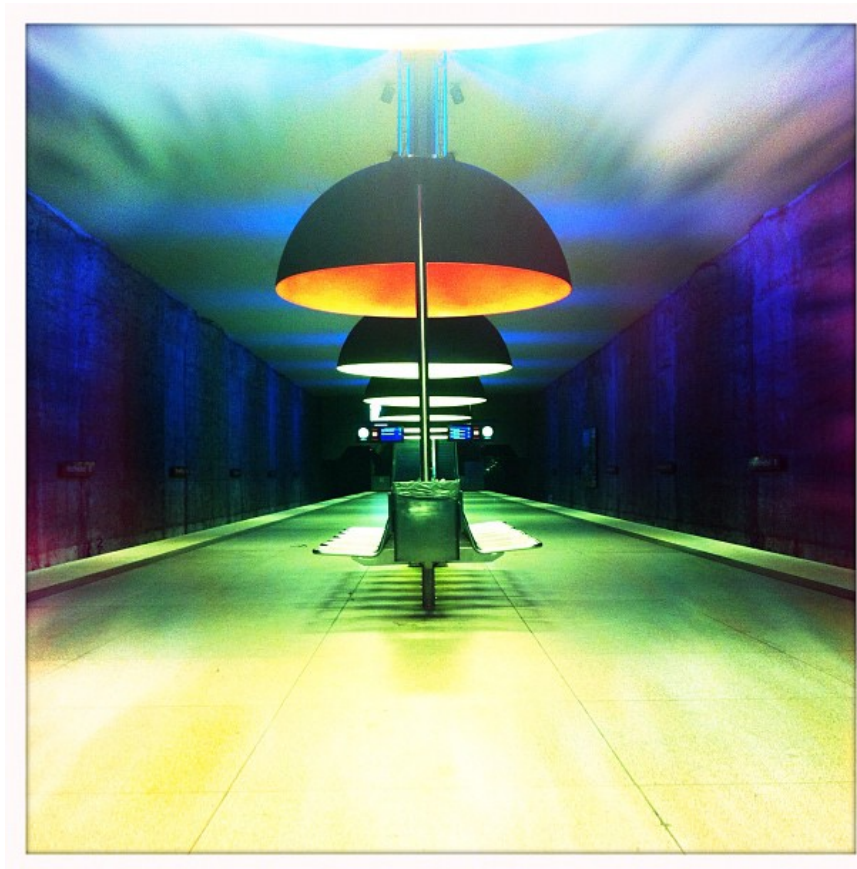
Instagram Blog: <http://blog.instagram.com/>

Instagram Flickr Gruppe: <http://www.flickr.com/groups/instagram>

Instagram Twitter account: <http://twitter.com/#!/instagram>

Instagram users

- Doris (@herbstkind) <http://instagr.am/p/T-T81/>



Instagram users

- Chris (@muphli) <http://instagr.am/p/l3tr6/>



Instagram users

- Tom (@tttooommm) <http://instagr.am/p/dzlZ/>



Filter your photos now 😊

