



# Instagram

Filter in Photoshop

# Instagr.am

- Entwickelt von Kevin Systrom und Mike Krieger
- ursprüngliches Projekt: Burbn
- Weiterentwicklung: Instagram
- Veröffentlich 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](http://bit.ly/uMnXEi)

# 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:

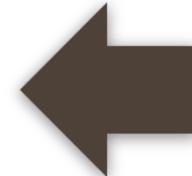
- Mobile photos always come out looking so-so. We set out to create some awesome looking filters to transform your photos into professional-looking snapshots.
- Sharing on multiple platforms is a pain - we want to take a picture once, and have it shared (instantly) on the services of our choice.
- Most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

# What is Instagram?

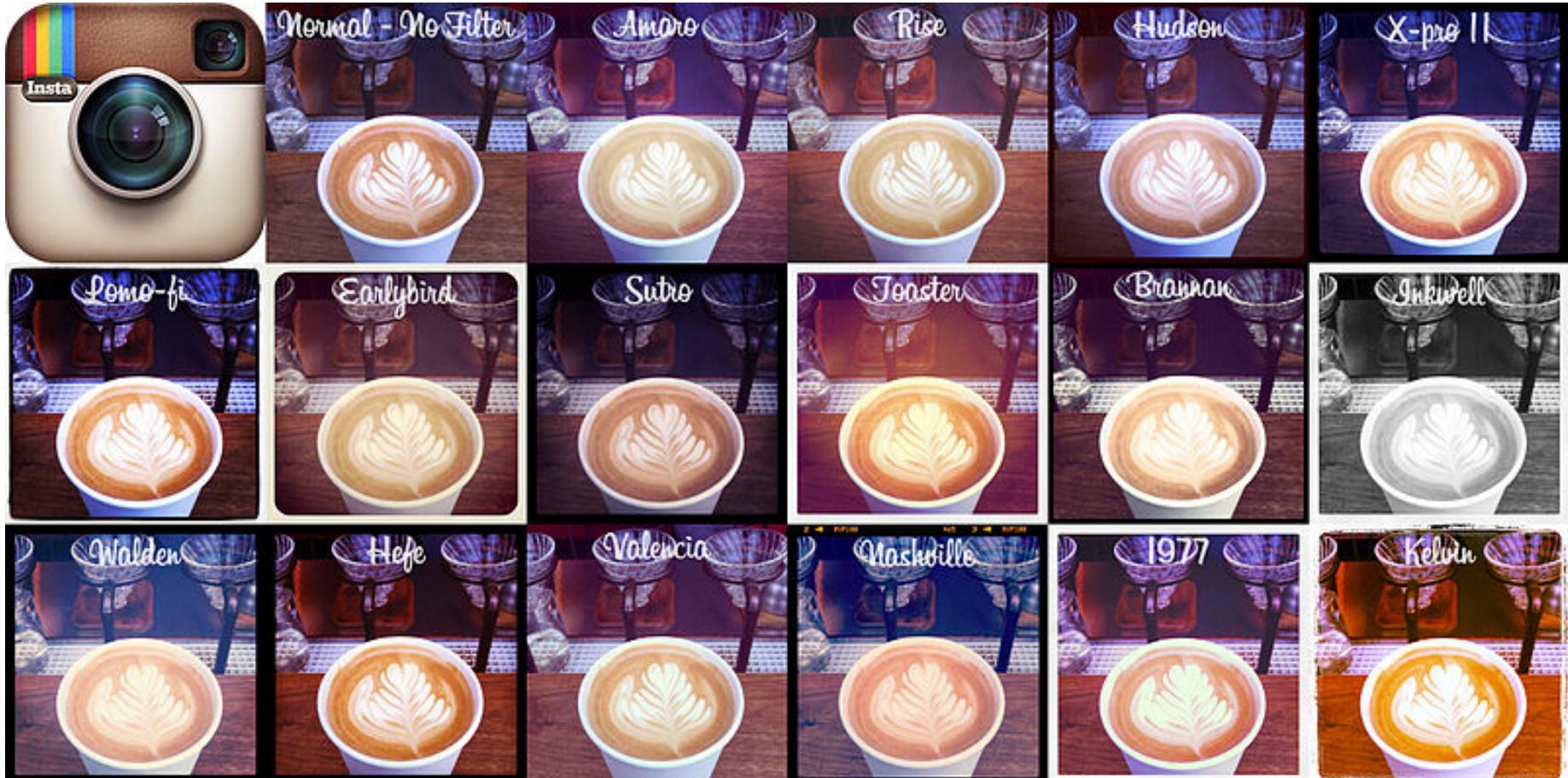
“Instagram is a fun & quirky way to **share your life with friends** through a series of pictures. Snap a photo with your **iPhone**, then choose a **filter to transform the look and feel** of the shot into a memory to keep around forever. We’re building the platform to allow you to experience moments 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](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](http://farm6.static.flickr.com/5147/5624304167_1c6b97b546.jpg)

- Gotham



[http://farm7.static.flickr.com/6090/6076521010\\_ea2de854d4.jpg](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>

- Hefe



[http://farm6.static.flickr.com/5284/5365408097\\_aaff988445\\_o.jpg](http://farm6.static.flickr.com/5284/5365408097_aaff988445_o.jpg)

# Filter

- Inkwell



[http://farm6.static.flickr.com/5268/5642903508\\_2aa7523797.jpg](http://farm6.static.flickr.com/5268/5642903508_2aa7523797.jpg)

- Lord Kelvin



[http://farm5.static.flickr.com/4106/5056754177\\_c7dfdc5cb\\_o.jpg](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>

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

- Walden



[http://26.media.tumblr.com/tumblr\\_lp6p84TkvR1qej9axo1\\_500.jpg](http://26.media.tumblr.com/tumblr_lp6p84TkvR1qej9axo1_500.jpg)

- Toaster



[http://distillery.s3.amazonaws.com/media/2011/05/24/5035b7865d274c1c87dc1ab380ac227c\\_7.jpg](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](http://www.nuwomb.com/nuwomb/wp-content/uploads/2010/10/nola_x-pro-ii.jpg)

# Instagram Filter in PS

The screenshot shows a Tumblr blog post titled "Instagram Filters as Photoshop Actions" by "dbox". The post date is May 12, 2011, at 2:51pm. The post content discusses converting Instagram filters into Photoshop actions. It includes a list of filters: brannan, actions, action, earlybird, cross-processing, nashville, instagram filter, x-pro II, xpro 2, photoshop, vintage, borders, lomo-fi, sutro, and vintage. There are 261 comments and a link to the home page. The post has been shared on social media, indicated by the "Reblog" and "Follow" buttons.

## The Tumblog of Daniel Box

### Instagram Filters as Photoshop Actions

I recently did a google search to see if anyone had “converted” **instagram filters to photoshop actions**. After not finding any results, I decided to see if I could do it myself. I didn’t get a 100% exact match, but it’s pretty close.

Im starting with “Nashville” then will add more soon. Let me know any feedback. I’ll update this post when I add more.

**Update #1:** “Earlybird” filter, auto-cropping tools added.

**Update #2:** “Brannan”, “X Pro II” added

**Update #3:** Sutro, Lomo-fi, Inkwell, Lord Kelvin, Walden added. Also added 5 borders that can be applied with one-click.

**Update #4:** “Gotham”, “Hefe”, “Toaster” added

# Examples

**Brannan**



Original



Instagram



Photoshop Action

[http://media.tumblr.com/  
tumblr\\_ll78mhE3h1qz7n3v.png](http://media.tumblr.com/tumblr_ll78mhE3h1qz7n3v.png)

**Earlybird**



Original



Instagram



Photoshop Action

[http://media.tumblr.com/  
tumblr\\_ll78r1Rjd81qz7n3v.png](http://media.tumblr.com/tumblr_ll78r1Rjd81qz7n3v.png)

# Examples

Nashville  
Vicente



Original



Instagram



Photoshop Action

[http://media.tumblr.com/tumblr\\_ll780asvU1qz7n3v.png](http://media.tumblr.com/tumblr_ll780asvU1qz7n3v.png)

X Pro II



Original



Instagram



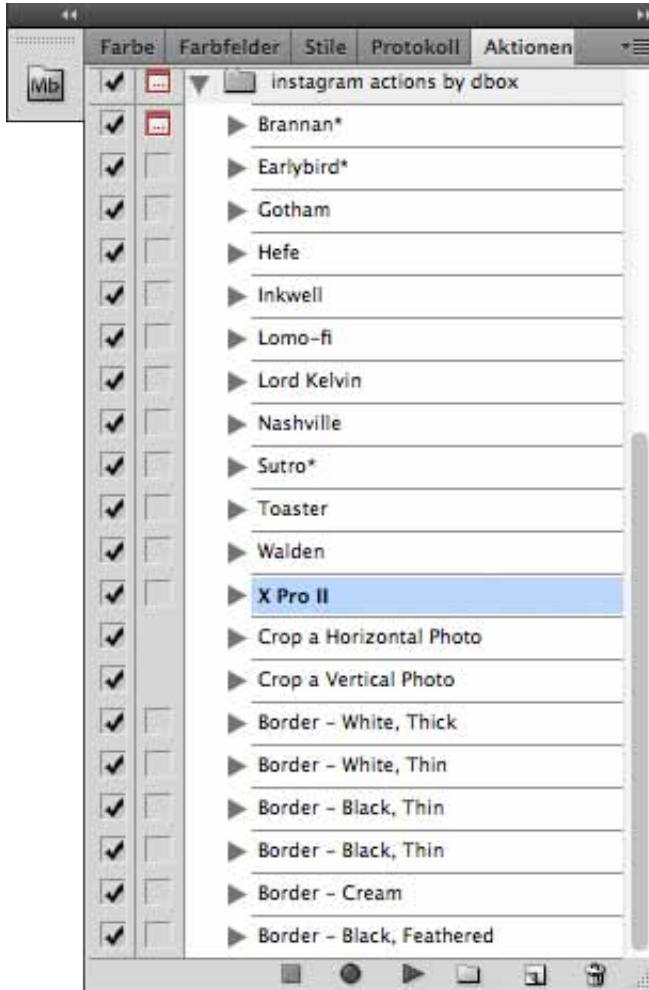
Photoshop Action

[http://media.tumblr.com/tumblr\\_ll78syj0S1qz7n3v.png](http://media.tumblr.com/tumblr_ll78syj0S1qz7n3v.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>

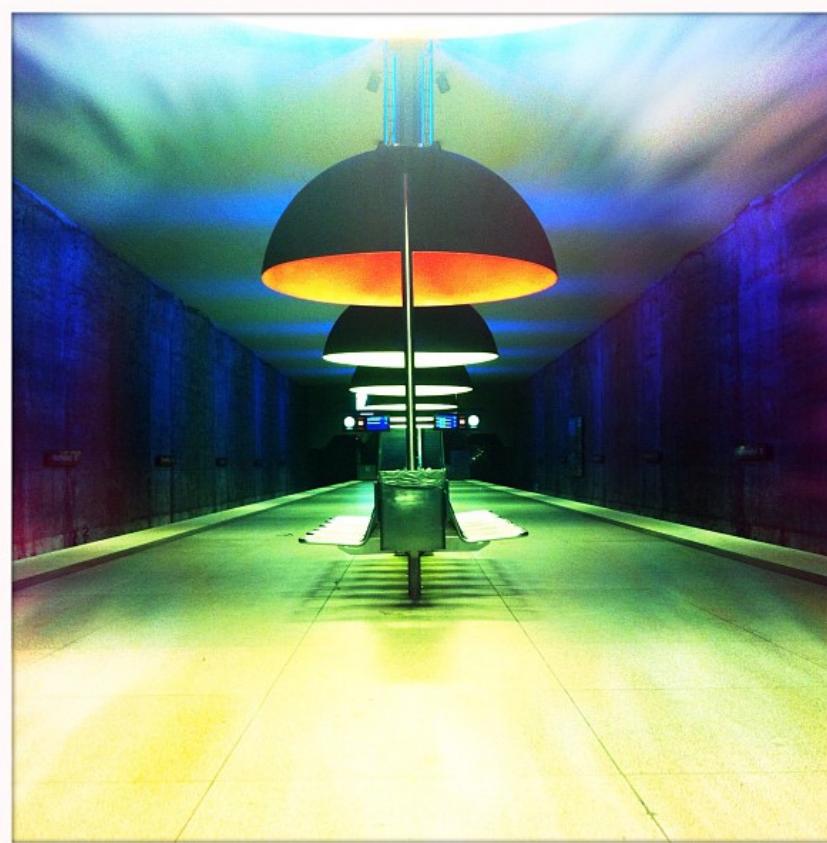
Instagram Blog: <http://blog.instagram.com/>

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/I3tr6/>



# Instagram users

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



# Filter your photos now 😊

