

# QR codes



QR codes are images that contain digital information of one of several types. It might be a web address or a map location, a simple text message or a telephone number or one of many other pieces of data. The position of all the dots in the square image can be read by a suitable scanner and the code also includes instructions as to what application is needed to open the 'message' - be it a browser, an application to view document or an image etc.

Apps are now freely available for smartphones so someone can scan the code with their phone and immediately be taken to a particular web page, advertisement or sent a message, phone number or any one of the possible types of data.

These are, therefore, ways to share access to more information about something than might be easy to include on a poster or leaflet.

## Using QR Codes

There are many ways in which QR codes are starting to be used now. As a temporary tattoo on one's hand, for example, or a code printed as a badge can contain data which will enable access to buildings or concert venues, data that can be collected and later analysed too, if required.





Another use might be to include a web address or location on a business card



A tag might incorporate data relating to handling dangerous chemicals



Film promotional posters often now include a QR code which links to a trailer.



Scanning this tag with a smartphone can provide access to parking areas and details of the venue.

A QR code can be created by visiting sites like QRStuff.com.

### 1 DATA TYPE

- Website URL
- YouTube Video
- Google Maps Location
- Twitter
- Facebook
- LinkedIn
- FourSquare
- App Store Download
- iTunes Link
- Plain Text
- Telephone Number
- Skype Call
- SMS Message
- Email Address
- Email Message
- Contact Details
- Event (VCALENDAR)
- Wifi Login (Android Only)
- Paypal Buy Now Link

### 2 CONTENT

Website URL

- Embed URL into code as-is
- Use our qrs.ly URL shortener

Subscribers get analytics and dynamic QR code editing when using our URL shortener.

### 4 OUTPUT TYPE



**DOWNLOAD**



**PRINT**



**EMAIL**

Select the type of data that you wish to include in the QR code image. The code will be produced automatically in seconds on-line and displayed. There is also an option to change the colour.

The image can then be downloaded and used either in printed material or placed on a web page. There are also links to have the image printed on a whole range of items, including cups and T shirts. These images have been designed so that they can be read even when on curved or uneven surfaces so can be used on all sorts of things.

Smartphone owners will need to install a free app such as Scan or QRDroid. There are many available on the appropriate app site for your type of phone and plenty, including the most highly rated by users, are free at the time of writing.

# Suggested uses

**Recruitment | Communications**

**Planning | Maps and plans**

**Teaching and Learning | Presenting information**

Any promotional posters or leaflets could usefully include a QR code to display more information about an organisation, its courses or upcoming events.

For students, including a QR code in task notes could display further explanations - perhaps using a colour code to denote the degree of assistance or explanation offered.

Students could also include QR codes in their materials submitted for a task which might link to a portfolio of further illustrations or sources used.

Another idea might be to place QR codes in a number of locations which students need to visit and, perhaps, answer questions about, the code providing both the question or information about that location and instructions how to find the next location.