

Engaging Learners in Learner Services via the use of QR codes.

This section of the report will be a rationale of some of the delivery method of the project and "how to's" for the tools used to create the content behind the QR codes. One of the driving forces behind much of the content creation was that we wanted the content to be easily accessed across a number of different devices and operating systems. This initially caused us some problems as some of the tools we would traditionally use are flash based and therefore would not work on some mobile web browsers. Delivery of content also had to be as seamless as possible to the learner.

List of tools used:

- Wordpress for Grapevine Blog
- Delivr – QR codes
- Texting systems
- Aurasma – Augmented reality
- Thinglink – interactive images
- Videoscribe – video content used in AR
- Issuu – online e-magazines
- Quizpoo and Questbase – various quizzes
- Quizlet - flashcards
- Wordsearch Maker – word search

Grapevine Blog

One of the first tasks we had set ourselves was to change the delivery method of the weekly student Grapevine newsletter. The newsletter contained information for students on the range of activities going on in college and contained important information on a variety of topics. Various discussions took place as to the best way to convey this information to students, initial thoughts were to develop an area on the VLE to house this information. However, as we wished to enable access via QR codes we decided that this option would not work as they would be required to log in before they would be able to access the information. With the advice of our external mentor we decided to set up a blog as a way of enabling easy access via mobile devices.

Consequently we purchased a domain name www.srclearn.net and installed Wordpress. This domain now houses a number of blogs including the project blog www.srclearn.net/qr and the Grapevine blog www.srclearn.net/grapevine One of the reasons Wordpress was chosen was that there are both Apple and Android Wordpress Apps which would allow for easy posting from anywhere with an internet connection - a useful feature for busy staff.

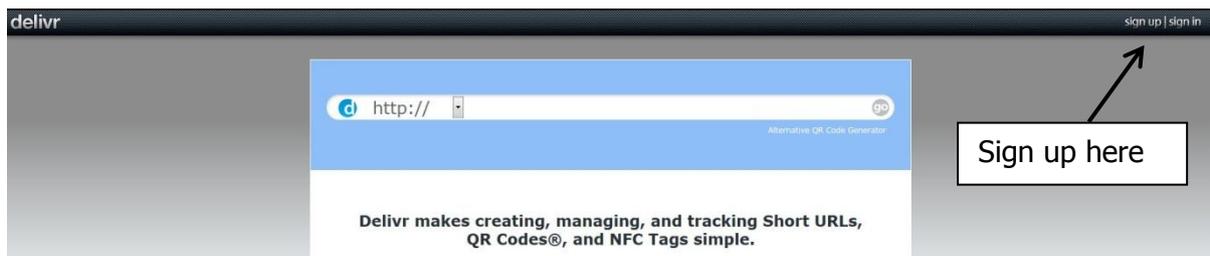
QR Codes

We reviewed a number of different QR code generators to decide which best suited our purpose and eventually decided to use Delivr for the majority of the project codes. Delivr offered us some functionality not available in some of the other free QR code generators - mainly the ability to edit the destination of the QR code and the ability to track usage of the codes (although this does need to be used with discretion as the location statistics are

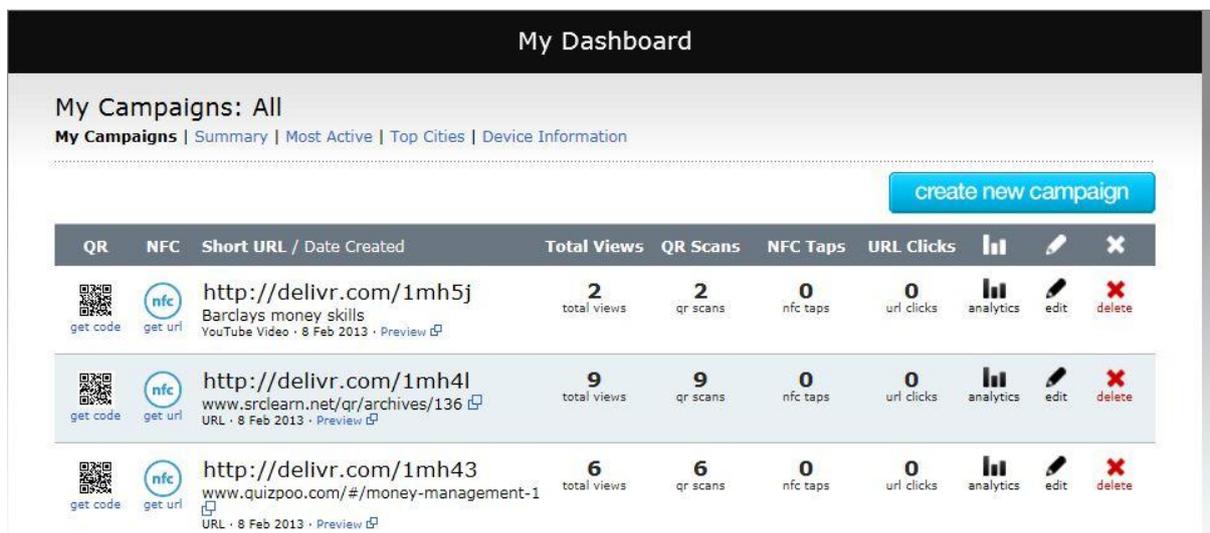
dependent on location services on the scanning device to be switched on), it also has the added advantage of shortening the URL. Where possible we always include a short URL with the QR codes as we did not wish to disadvantage those who did not have phones capable of scanning the codes. We did on occasion use Kaywa to produce codes.

How to create QR codes using Delivr

Go to www.delivr.com - sign up for a free account, this gives you access to a dashboard where any codes you create are stored.



Delivr dashboard



This is where you can get some basic statistics on your code views, edit the destination of the QR code (change URL that it goes to etc.). Click on the "create new campaign" button to create new code.

Creating a new code:



Use the drop down arrow to choose the type of code you want to create – web address, text, YouTube video, Flickr and Google Maps. Paste or type in the destination for your code and click on "go".



This then results in you getting a short URL and a QR code which you can now save to your computer.

You are now able to put your QR code on any of your printable resources – for example we put QR codes on posters, key rings, labels, badges etc.



Texting QR codes

At an early meeting with our mentor it was suggested that we use the opportunity that the project would provide us with to not only engage learners in tutorial materials but in a whole range of college services, moving towards a culture of e-services. This took us down the route of using QR codes to populate the message system of phones enabling learners to easily text for various services. Our initial foray was to use this as a means for learners to access Advice and Guidance at an early stage in their studies. We ran a campaign called "Not loving your learning" which was very successful in retaining learners on courses or in quickly giving advice to enable them to move to a course more suited to their needs. For our initial campaign we used JanetText but this was difficult to configure to our needs. We also wanted to provide an easy way for learners to access our Safeguarding team and services so following on from the previous campaign we investigated other text systems which would allow for easier configuration.

The text system we decided to use for our Safeguarding "SAFE" service was TextAnywhere. This is a user-friendly service which incorporated short code technology to allow students to receive almost instant advice regarding their safety no matter where they were located and what time of the day or night they felt unsafe. Students simply needed to text the word, SAFE to 81025 and they would receive a text back with details on how to take action on feeling safer in their situation. This responsiveness is paramount to any Safeguarding agenda and the text service allows students to put control of their safety, literally in their own hands. This is still in the early stages so we are unable to fully evaluate this at the moment.



SRC NOT LOVING YOUR LEARNING?
ON THE RIGHT COURSE?
UNSURE?
Text SRC UNSURE To: 60081
Android BlackBerry iPhone

Example of one of the posters created for the "Not loving your learning" campaign. A range of posters were produced relevant to a range of curriculum areas.

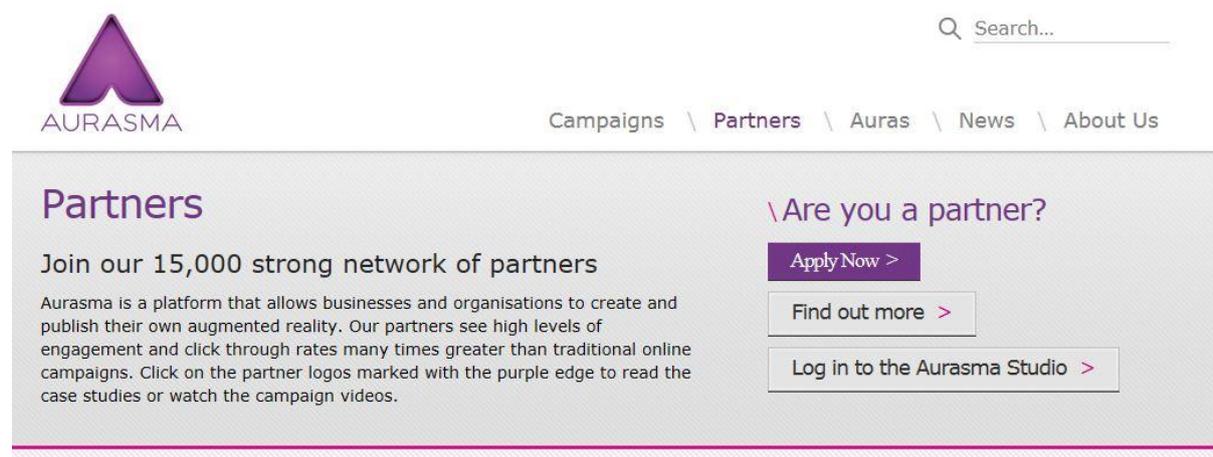
Augmented Reality

As a result of our initial meeting with our LSIS critical friend we investigated the possibility of using augmented reality as part of the project. We signed up as a partner with Aurasma and looked at developing AR content to support the project. This has led to us producing augmented reality cakes to support equality and diversity and including it on posters. We now have an AR app "SRC AR", which is available on both the Android, Google Play and Apple App store. By opening the app and scanning an augmented image additional content will then be displayed - in this instance video and animations. **(Please note that Aurasma charging model has now changed, it is still free to have an account and a channel to use through the Aurasma App but they will now charge to create customised apps)**

Creating a basic augmented image.

Sign up for an account with www.aurasma.com/partners

Click on the "apply now" button and fill in request form.



The screenshot shows the Aurasma website's 'Partners' page. At the top left is the Aurasma logo, a purple triangle with a white outline, and the word 'AURASMA' below it. To the right is a search bar with a magnifying glass icon and the text 'Search...'. Below the logo and search bar is a navigation menu with the following items: 'Campaigns', 'Partners', 'Auras', 'News', and 'About Us'. The main content area has a purple heading 'Partners' and a sub-heading 'Join our 15,000 strong network of partners'. Below this is a paragraph of text: 'Aurasma is a platform that allows businesses and organisations to create and publish their own augmented reality. Our partners see high levels of engagement and click through rates many times greater than traditional online campaigns. Click on the partner logos marked with the purple edge to read the case studies or watch the campaign videos.' To the right of this text is a section titled 'Are you a partner?' with three buttons: 'Apply Now >', 'Find out more >', and 'Log in to the Aurasma Studio >'.

\ Become a Partner

Please complete the following form to become a partner.

Company*

Contact Name*

Email*

Phone Number*

Type of Applicant

How did you hear about Aurasma?

Country

Description of contemplated use:

*If you are applying for personal rather than commercial use, please provide your full name under Company. Once you have applied, the Aurasma Team will review your application. If accepted, you will then receive an automatic email with login details for your Aurasma Studio account. Once inside the Aurasma Studio, you can personalise your login details. You may also wish to upgrade your account settings, for example to allow for the request of the Aurasma SDK or skinned apps for iOS and Android.

Your company name will become the name of your channel - see wording at the bottom of the form if you want to set up a personal channel.

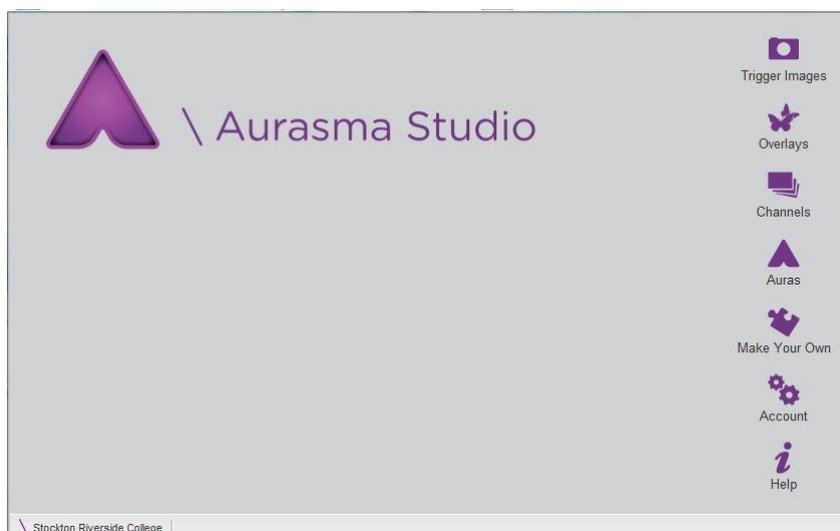
Describe what you want to use Aurasma for - in our case this was for college marketing and the development of augmented learning materials.

Once you have submitted the form it will take about a day for them to get back to you with your login details.

When you have your login details go to the partners page and login to the studio.

To create an augmented image you will need a "trigger image" and some content to sit behind this - usually a video file, this is known as "the overlay".

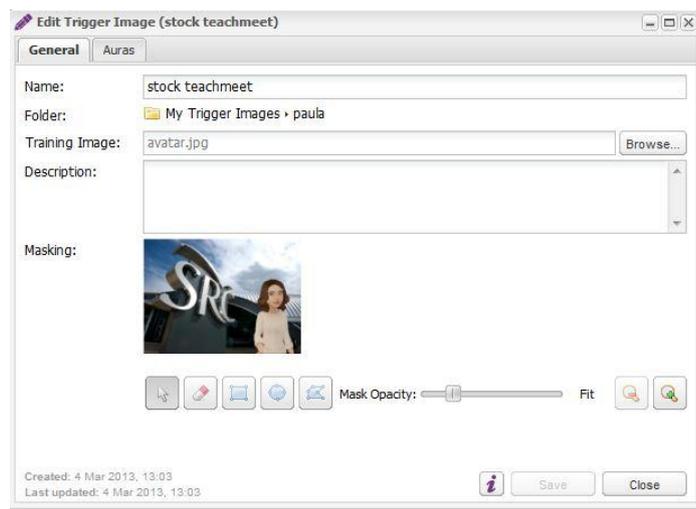
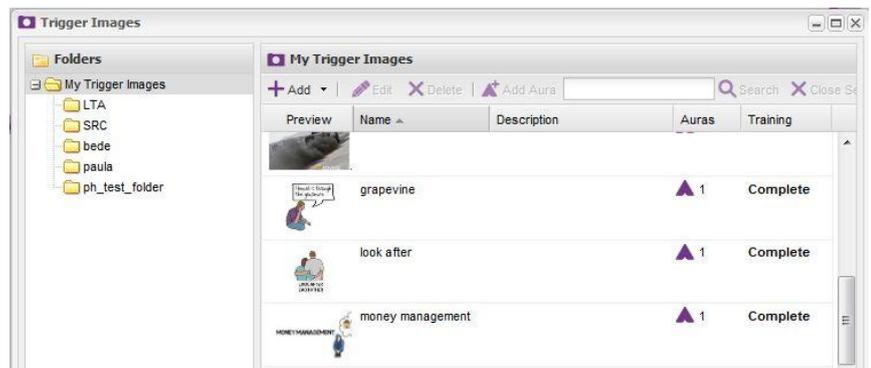
Sign in to the Aurasma Studio.



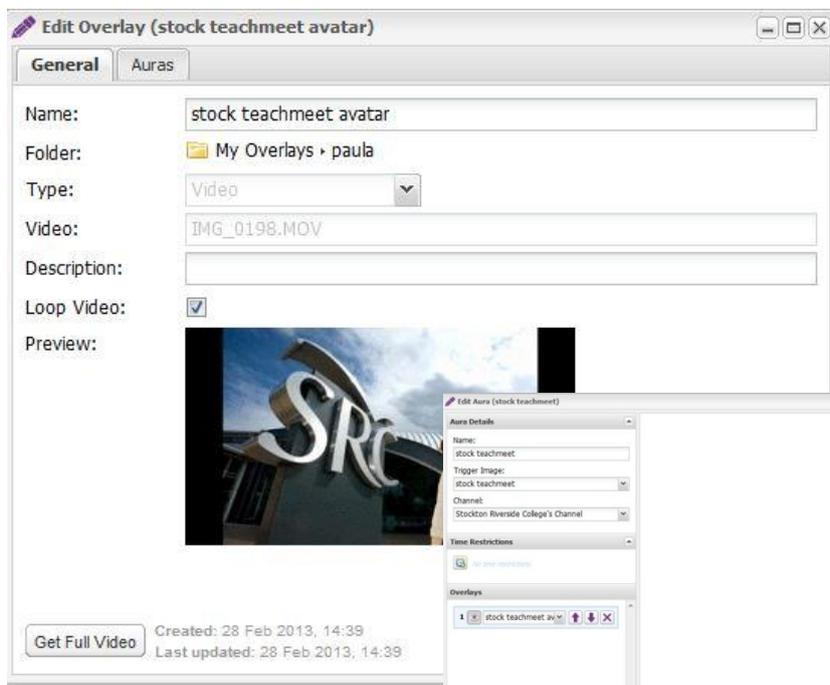
This is where you manage all the aspects that make up your auras (augmented reality).

Click on "Trigger Image" - then click on the "add" button to upload your trigger image.

Give your trigger image a name, browse for your file and upload your image - it is advisable to reduce the size of your image before you upload. Also choose a bright, clear image as this works best.

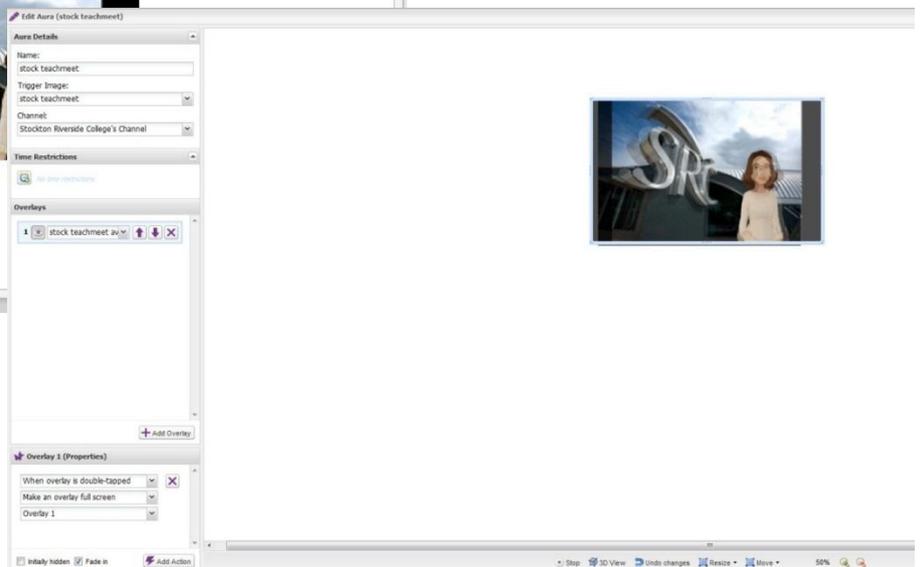


Next click on "overlays" to add the layer that will open up when the image is scanned. Again click on the "add" button to add your video – you may need to compress your video first as it prefers videos under 100mb.



Once your video has uploaded click on the aura tab to link your video with your trigger image. (Adding auras can also be done via the trigger images section as well).

Make sure all the "aura" details are included. You can create an aura that is time sensitive if you wish although this is not something we have tried.



Test your image by printing it out and scanning, when you are happy it works you can put your image onto posters, hand outs etc.



Scan this image with SRC AR app to see it in action. Or with the Aurasma App but you will need to subscribe to "Stockton Riverside College" channel

Creating resources

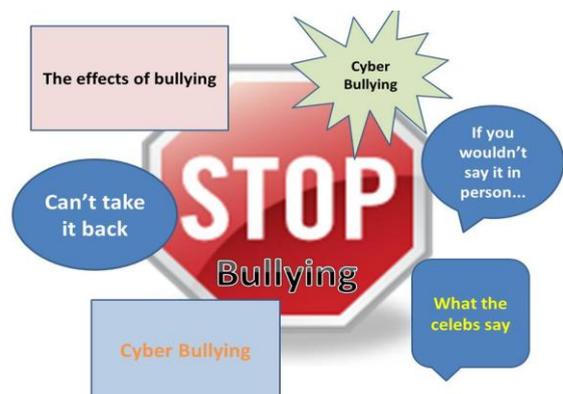
In this section I will show some of the tools we have used to create content for the project - the majority of the tools we have used are free to use and just require you to register, one of the tools did cost but we felt we could justify the cost due to the output. One of the overriding concerns we had was to use tools that would work on a number of devices and some materials have been developed and tested on a number of devices until we were happy with how it worked across devices.

Interactive images – Thinglink

Thinglink is an easy to use site that lets you create interactive images - on an image you can create a link to text, audio, video and web links. This is great for linking resources via one QR code. We have used Thinglink for a number of resources but possibly the QR code anti bullying badge best exemplifies its use.



Badge image is on the left, which links to the image on the right in Thinglink – each section on that image links to a YouTube video on bullying.



Sign up for an account - www.thinglink.com

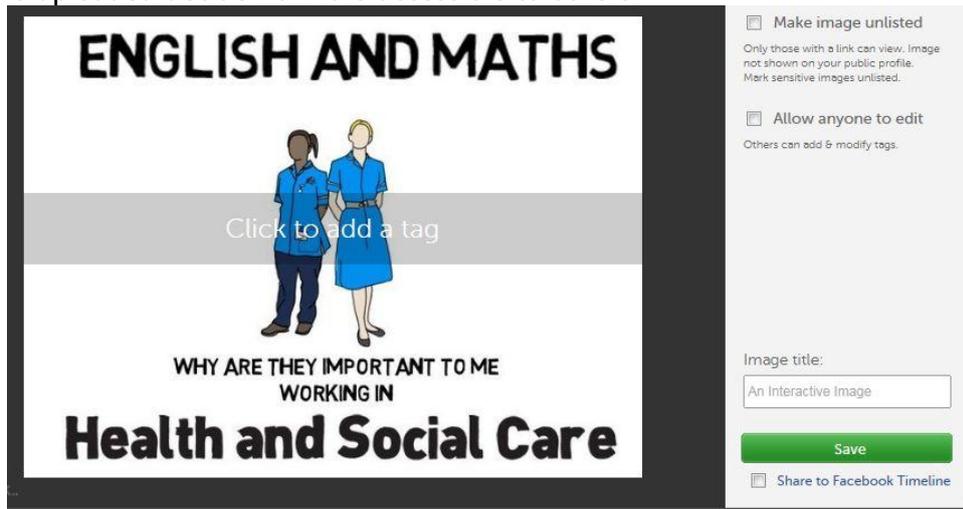
Click on create to begin creating your interactive image.

Upload images from your hard drive

About image upload »

Choose images »

Choose an image from your computer or import from Facebook or Flickr. Once your image is uploaded decide how it is accessible to others.



Click on the image to add tags - these tags act like hot spots, when you roll over or click on the tag and link to text information or to rich media such as video content, audio or link to websites.



To insert rich media just paste a URL into the link box. (the image below gives you information on all the services that currently offer rich media tags). If you only want text type in the description box. Click on the link box to change the link image.

Keep clicking on the image to add more links – when added all the links click save.

Rich Media Tags

You can embed several types of rich media tags to your images. Interacting with the following services is now possible from within a single image. Using the ThingLink Rich Media Tags is as simple as copying the URL into the Link field of the Thinglink tag editor.

Video	Music	Images	Social	E-commerce	and more!
<ul style="list-style-type: none"> • Youtube • Vimeo • TED • Bambuser • Qik • Hulu • Clickthrough • Blip • USTREAM • VHX • dotSUB • Animoto 	<ul style="list-style-type: none"> • Spotify • SoundCloud • Official.fm • Rdio • Mixcloud • iTunes • Chirbit • Huffduffer 	<ul style="list-style-type: none"> • Flickr • Instagram • 23hq • deviantART • Photobucket • Imgur • ThingLink • TwitPix 	<ul style="list-style-type: none"> • Facebook • Twitter • LinkedIn • Scribd • Meetup • yelp • ThingLink 	<ul style="list-style-type: none"> • Amazon • Etsy • Best Buy • eBay • Savalanche 	<ul style="list-style-type: none"> • Wikipedia • CNET • Slideshare • Eventbrite • Speaker Deck • Google Maps • Polldaddy • Thrillcall • Mailchimp • FanBridge • TopSpin

Once your image is created you can share your image in a number of ways - click on the share button to the side of your image to share via email or social media sites. If you want to embed your Thinglink image click on the person icon on your image (top left hand of image) to get an embed code.

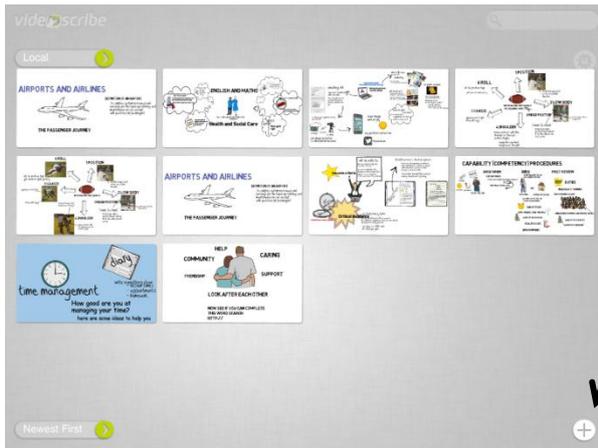


Animated presentation content – Videoscribe

At the beginning of this project one of the things we were quite keen to do was to move away from tutorial content being delivered via PowerPoint and to create some engaging content that could be embedded to the blog. We originally looked at using Muvizu, free 3d animation software (<http://www.muvizu.com/>), but due to time constraints this proved to be

unworkable (time needed to learn how to use the software and to develop resources). We then investigated Videoscribe from www.sparkol.com. This software does have a cost involved but we felt that the outcomes justified this cost (we paid £350 for full desktop version of the software, also available on iPad at £2.99 and Android at £1.69). This software has allowed us to create content for the blog but also to create augmented content for any posters we produce and also for our AR cakes. The following screen shots will show you how to create a basic videoscribe on an iPad.

Open Videoscribe app - this will open the dashboard where you will find previous videoscribes. Click on the plus symbol to start new videoscribe.



This is the dashboard where you will find previous videoscribes. Click on the plus symbol to start new videoscribe.

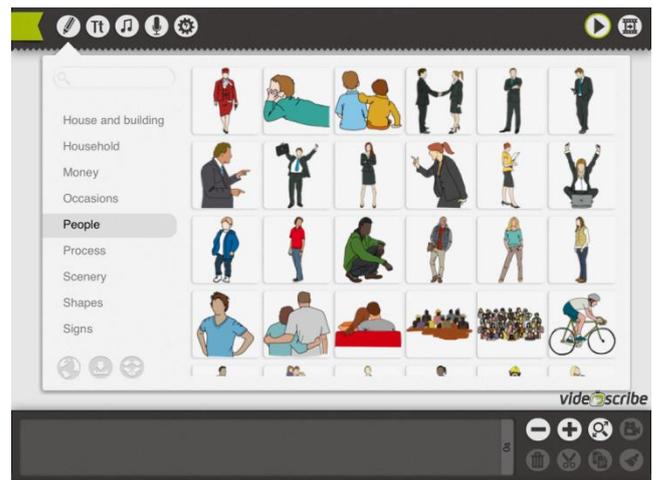


This is the blank canvas pane – click on one of the icons at the top of the pane to insert images, text, music or voiceover



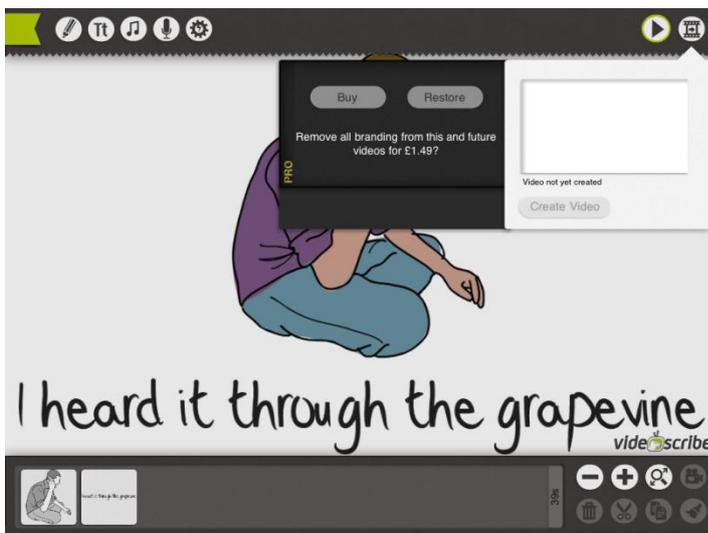
Choose your images and add text. Use boxes to alter size and rotation.

Timings for transitions on elements can be altered in the bottom pane

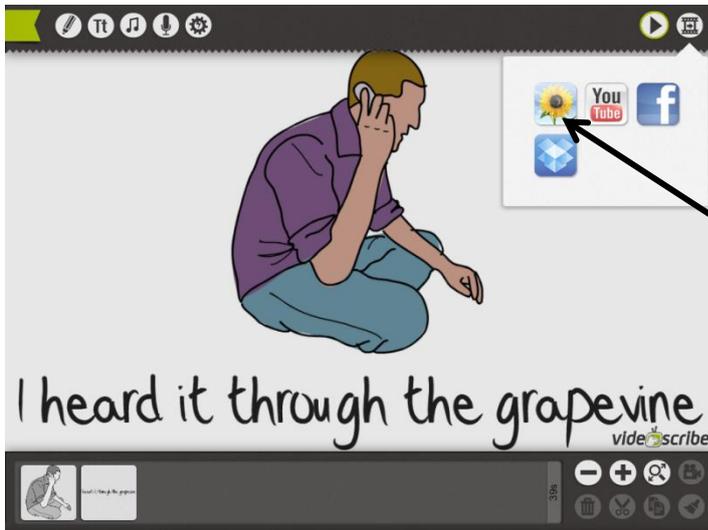
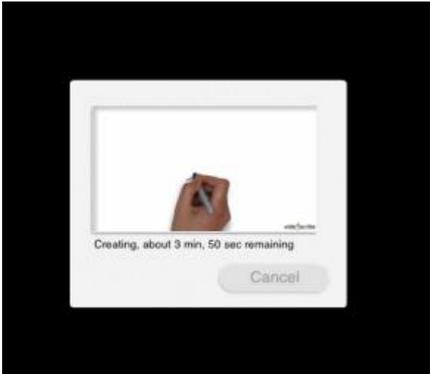




To preview your videoscribe click on the playback button. This allows you to adjust timings etc before you export as a video.



Click the film strip icon to generate your video – be patient as this can take time.



Options for saving your video – I find it quickest to save to device's camera roll.

Now use your video in your presentations, as part of flipped learning techniques and on your VLE.

E-magazines – Issuu

As part of the project drive to turn traditional resources “electronic” and accessible via mobile devices a number of publications were turned into e-magazines using Issuu (www.issuu.com). This site will turn a pdf document in to a flippable e-mag, with the added advantage that any web links contained within the document would still be clickable.

To begin we created our publication using Publisher or Powerpoint as we found these gave us more flexibility in design that MS Word. We then saved the document as a .pdf using – file – save as – click on dropdown box to choose the pdf option.

Create a free account at issuu.com (there is a pro account which gives you more functionality and also removes any advertisements). Login and click on upload.

The screenshot shows the Issuu user profile for 'paulak66'. At the top, there is a navigation bar with 'Upload' highlighted. Below the navigation bar, there are sections for 'Featured Magazines' (including titles like 'BLISS', 'M... MAISON', 'CHASSEUR', 'HUCK'), 'Statistics' (with graphs for 'Reads' and 'Impressions'), 'Friends activity', and 'Recent visitors'. A 'News' section on the right contains a yellow alert about a '18,000,000 publications' milestone.

Click on Upload

Browse for your file and complete the form. Click on submit.

The screenshot shows the 'Select a file' page on Issuu. It features the Issuu logo, a search bar, and the heading 'Select a file'. Below the heading, there is a sub-heading 'Simply select a file from your computer or on the net. We accept all kinds of documents.' and a link for 'Upload many files'.

Upload a file Upload from URL

Your document is limited to 500 pages and 100mb. (?)

General info (* required) [Close](#)

Title:

Description:

Web name:
How it is seen in the URL web address.

Keywords:
Enter a few descriptive keywords. Example: news, sport, sun

Info Link: [Test](#)
Generate traffic for your site. Where on your site can people find information about this document?

Type:

Preview: Yes Preview version No Full publication

Child-safe: Yes Child safe No Contains pornography / violence

Publish date:

Target your audience [Close](#)

Category:

Language:

Target area:

Be good to yourself

January 14, 2013 paulak66 [Edit](#) [Order print from £ 3.04](#)



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A guide to safe sex, alcohol awareness and drug awareness [More](#)

[Comments](#) [Articles](#) [11 impressions](#)

Respond to this publication...

Your finished document.

Sharing options

Document in full screen mode – click on the arrows to turn page, thumbnails displayed at bottom of page.



Interactive Quizzes – Questbase and Quizpoo

To engage learners we wished to create some fun activities for the blog, as such we looked at a number of different quiz tools. There are a large number of free quiz/survey type tools available but we wanted the content we created to be as device agnostic as possible.

Initially a picture quiz on LGBT celebrities was created using EducaPlay but as this is flash based we had difficulty getting it to work in mobile web browsers. Some of the other quiz tools did not display pictures in the way we wanted or give the option to use a free text response. During an RSC North West webinar on online assessment tools I was introduced to Questbase - a relatively new tool which would do what we wanted.

Register for an account www.questbase.com. Login to Questbase and click on start Questbase. This will take you to a screen where you will manage all your assessments.



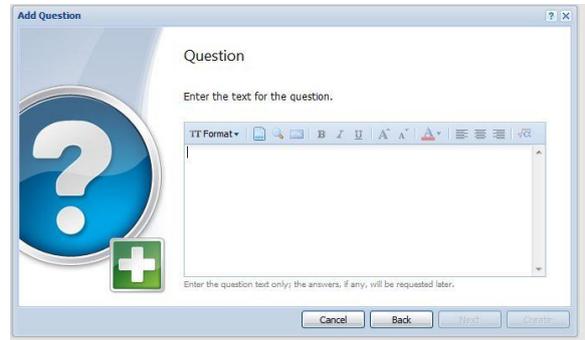
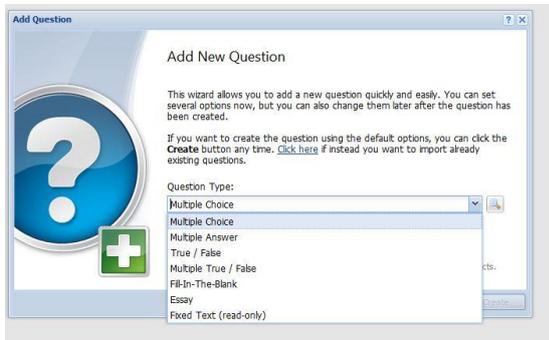
Click on the Plus symbol to create a new assessment/quiz.

This will now take you through a wizard to create the assessment and each question - this can take a bit of time but gives you great flexibility in the range of questions you can ask in one assessment.

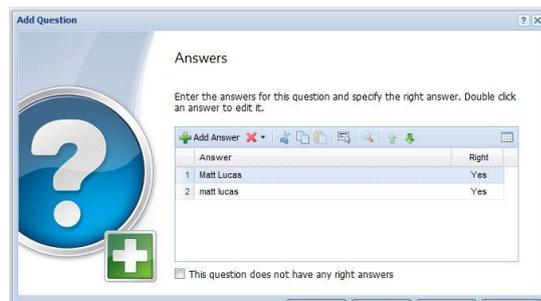
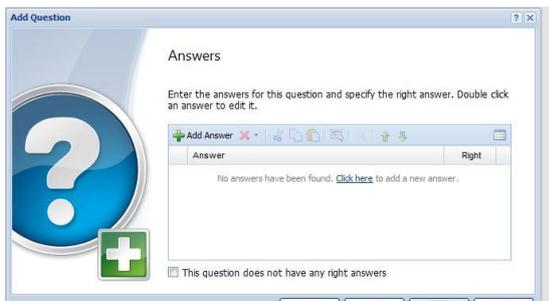
Assessment set up

A screenshot of the 'Add Assessment' wizard, 'Add New Assessment' step. It includes a list of checkboxes on the left, a 'Title:' text input field, and 'Cancel', 'Next', and 'Create' buttons at the bottom.A screenshot of the 'Add Assessment' wizard, 'Assessment Type' step. It asks 'What type of assessment do you want to create?' with radio button options: 'Educational test, quiz, exam, validation, certification', 'Psychological test, personality quiz', 'Survey', and 'Other'. It also asks 'How do you want to publish your assessment?' with a dropdown menu set to 'On-Line'. 'Cancel', 'Back', 'Next', and 'Create' buttons are at the bottom.A screenshot of the 'Add Assessment' wizard, 'General Options' step. It asks to 'Please set the options below to customize your assessment.' and includes checkboxes for 'Display questions in random order', 'Display answers in random order', 'Set max time' (10:00), 'Set passing score' (70 Percent), and 'SECURITY' options like 'Request password' and 'Allow only 1 access'. 'Cancel', 'Back', 'Next', and 'Create' buttons are at the bottom.A screenshot of the 'Add Assessment' wizard, 'Custom Fields' step. It asks 'Do you want to request custom fields or personal information before taking the assessment?' with radio button options: 'No, I don't want to request any custom fields' and 'Yes, I want to request the following custom fields'. A dropdown menu shows 'First Name, Last Name'. 'Cancel', 'Back', 'Next', and 'Create' buttons are at the bottom.

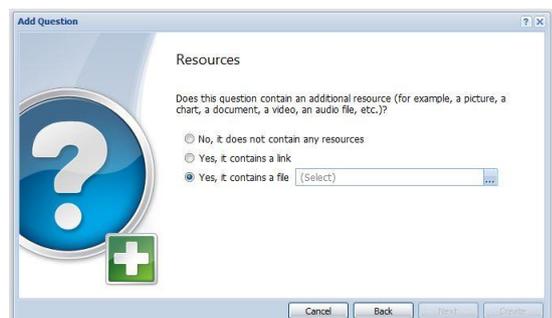
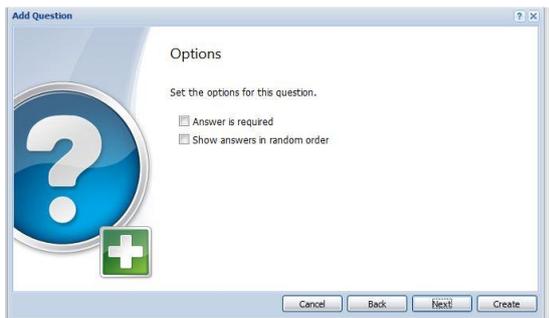
Question set up



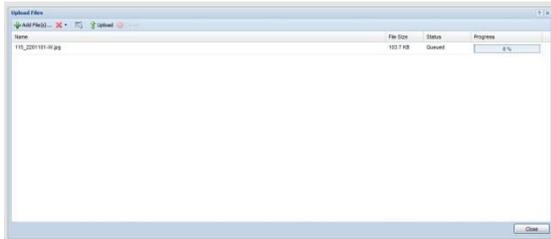
For the picture quiz we used the "fill in the blanks" question type. You can have a mix of question types within a quiz.



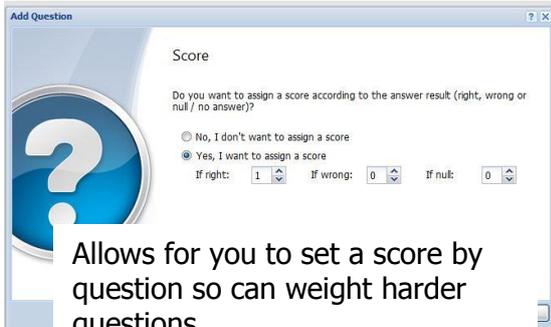
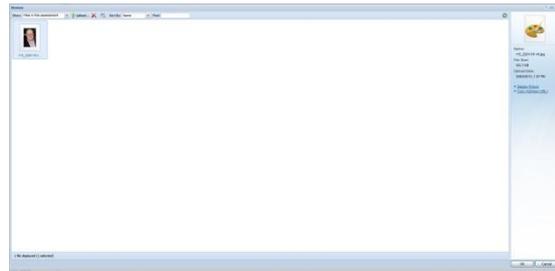
You can fill in more than one correct answer – so you can allow for words commonly misspelt or for capital letters



Add additional files – images, video, audio etc.



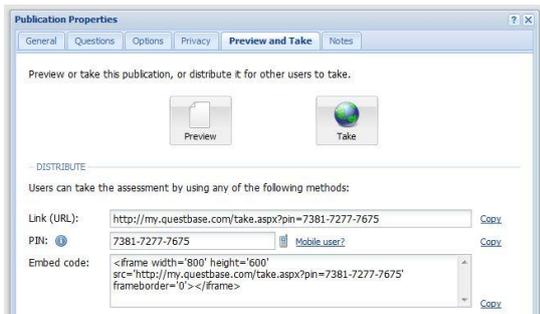
Uploading the media files



Allows for you to set a score by question so can weight harder questions.



Check or edit properties of quiz and of how you publish it.



Click on preview tab to view your quiz or to get the embed code.



Preview of finished quiz

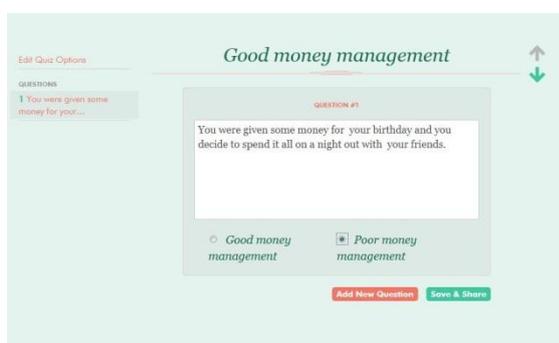
Quizpoo – www.quizpoo.com No registration required and it is a very simple, quick activity to set up, however, because you do not have to register you are unable to go back and edit your quiz once created. Quizpoo will create a “this or that” category type quiz, it does not do any other type of quiz but it does do this type of quiz very well. We used it for a simple money management activity <http://delivr.com/1mh43>



Click on "make your own quiz"



Insert your quiz title and categories



Insert question text and indicate which category is the right answer. Add more questions or click on "save and share" to finish quiz.



Finished quiz – works really well on mobile devices.



Online wordsearch

www.wordsearchmaker.net

No registration required, simply go to site and type in the words you want your learners to look for. The word search grid will change every time you add in more words. When you have put in all the terms you want just copy the embed code to post onto your website or VLE, or give the web link to your learners (create a QR code as a quick way to link to resources)

THE ULTIMATE WORD SEARCH MAKER

Step 1) Add words to your puzzle
Step 2) Copy and paste the code into your website
It's that easy to make free word search puzzles!

- FAQs
- Can I See A Sample?
- How Do I Resize It?
- Don't Have A Website?
- Question or Comment?

Add A Word:

A Y P U E T O X A O
 G O X H T D T R V Y
 V G F R T W F B T J
 U F T B K X A N H T
 S G P C K B E K O U
 C A L Q Y C Q V Q K
 P G M B K B V D K O
 O E V O Q B F U S T
 J X J C C F C J Y G
 Y P I J B H P Q Y T

Copy and paste the following code into your page:
 (Add At Least One Word To Get Your Puzzle Code)

...OR link to this page:
 (Add At Least One Word To Get The Puzzle Link)



Empty word search grid – just type in your terms in the box and click the “Add” button.

Below is a grid with a few terms added – there is now an embed code and a web link in the boxes below the grid.

Add A Word:

D K Q S R Y W L X H C F V
 P C D U T B J K V W O O K
 S C I G G E C Y E W N T G
 H X T T S E W H S P S E R
 X E N X I L X H H E I E E
 A V A L B Z K K O O D B D
 B E L I E V E F L V E V U
 J W M B M I K N B I R U T
 T L S U H H G H S K A W Q
 T B P I S A R X T H T S T
 U B Q U Q E H E L P I N G
 I I B V M Q N J Q T O P C
 L Q N E U K T B N H N A X

BELIEVE CITIZENSHIP HELPING
 CONSIDERATION

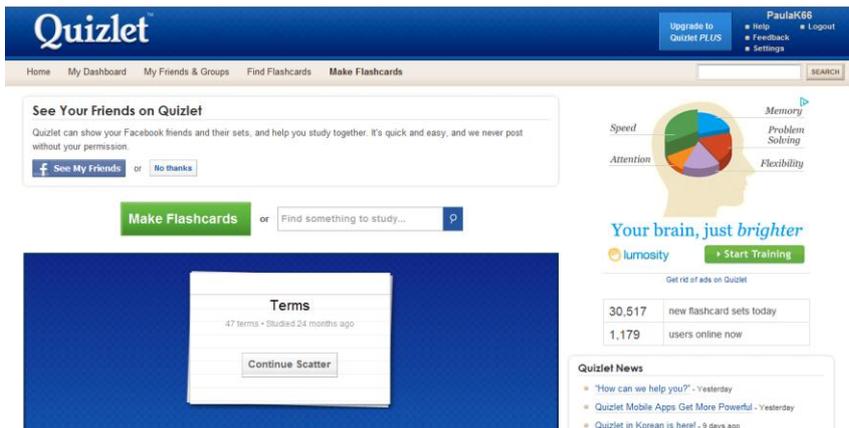
Copy and paste the following code into your page:

```
<div style='width: 400px; background: white; text-align: center;'><iframe frameborder='0' src='http://www.wordsearchmaker.net/wordsearchplayer.aspx?puzzleid=3c546c4c-870a-40e7-b7ad-4edfb233d4ed&w=400&h=300' width='400px' height='357px'></iframe></div>
```

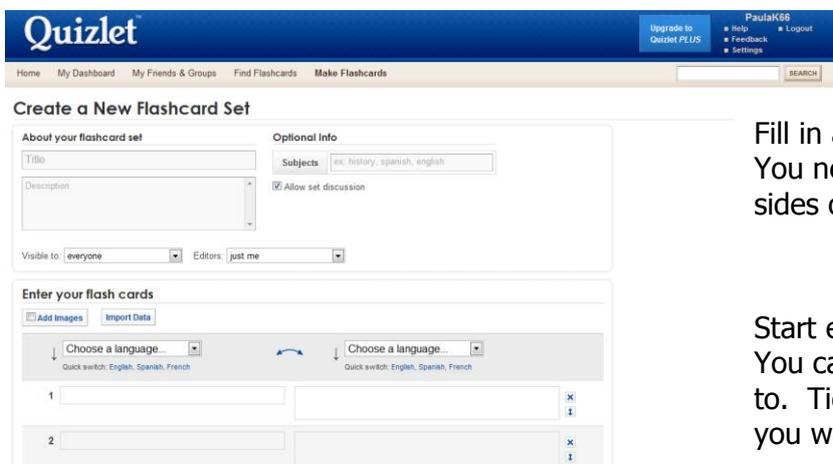
...OR link to this page:
<http://www.wordsearchmaker.net/wordsearchplayer.aspx?puzzleid=3c546c4c-870a-40e7-b7ad-4edfb233d4ed>

Interactive Flashcards – Quizlet

www.quizlet.com You will need to register to be able to create flashcard sets. We created a set of LGBT terms to embed into our tutorial blog.

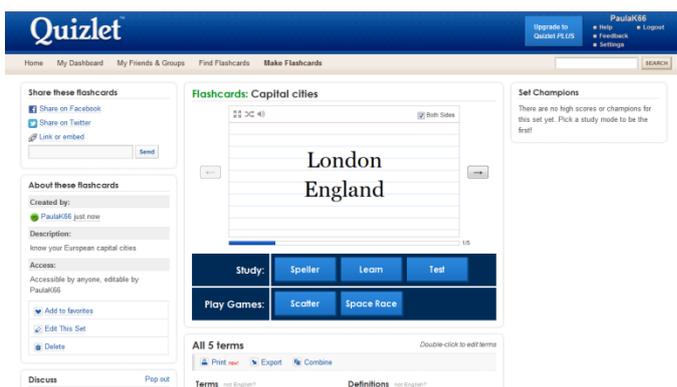


Once registered sign in and click on make flashcards



Fill in all sections relating to your set. You need to set the language for both sides of your flashcards.

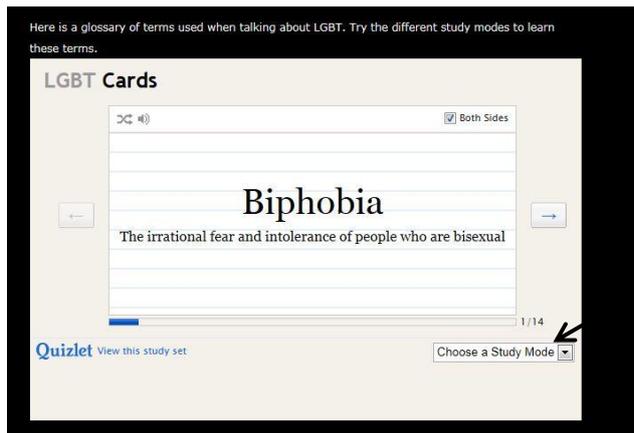
Start entering terms and your definition. You can look up definitions if you need to. Tick the box for adding images if you want to include them.



Once set is created you can share your sets with others – see options on right hand side.

Your learners will be able to study your sets of terms, test themselves on them and also play games.

For studying on the go there is now a Quizlet app available from the Apple App store and whilst it does not yet have its own Android app there are a number of free apps that do link in with Quizlet - there is more information available on the Quizlet site. For Android devices there are a number of flashcard apps that will allow you to link to Quizlet flashcard sets – do a search on Quizlet in the Google Play store.



This is what Quizlet flashcard looks like embedded on the Grapevine blog.

Below is what it looks like when you change the study mode – there are a number of study modes you can change to.

