

QR Code Workshop

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Warning:

This presentation is interactive.
Please scan the codes.

Steps:

Get content

Upload it

Copy the link

Make a QR code

Share it

1. Get content

Figure out what you actually want to share.

- A picture?
- A sound clip or video file?
- A web site?
- A dropbox folder?
- Access to an online app?
- Someone's contact info?



2. Upload your stuff to the Internet

- Many website builders and blogging platforms let you create multiple pages easily.
 - Wix, Squarespace, Wordpress, etc.
- Create a new page for each QR code you're making so that people don't get confused.
- Think about what you're trying to do:
 - Showing things is easy for most website builders
 - More complex things, like counting visitors to a page or allowing them to post comments, might require external plugins.
- Demonstration:
 - Wordpress: <https://test-michaelpeto.rhcloud.com/wp-admin/> -> adding a cat picture (test)
 - Wix: <https://michaelpeto.wixsite.com/test> -> adding an art video

3. Copy the link

- Once your content or art is online, people need to be able to get to it.
- That's what links are for.
- Copy it!

4. Create a QR Code

- Use a QR code generator
 - <http://www.qr-code-generator.com/>
 - Paste the link into the box.
 - Click create QR code.
 - Click download (as JPG).
 - Don't sign up, just wait.
 - Extract the downloaded zip with your image file.
 - Look at the image
 - Scan it to test!
- You can pretty it up afterwards in Photoshop or Illustrator, just don't mess with the actual code (black and white) parts.



5. Put it somewhere with instructions

- QR codes by themselves don't get scanned.
- You need to tell people what the code does so that they *want* to scan it.
- You can even provide instructions about how to use QR codes.



- Example:
 - Scan code to see more about cats! ->



Examples - Pictures



<- Scan this to see a cool picture.

<http://test-michaelpeto.rhcloud.com/>

Examples - Audio



<- Scan this to hear a native bird call.

<http://test-michaelpeto.rhcloud.com/audio-test/>

Tracking Example



<-----Scan this first.

If you aren't lazy,
scan this next ----->



<http://test-michaelpeto.rhcloud.com/page-counter/>

<http://test-michaelpeto.rhcloud.com/2nd-tracking-page/>

Your turn.

Pick one item you'd actually want a QR code for and try it out on:

<https://test-michaelpeto.rhcloud.com/wp-admin/>

Username: test | Password: test

Things To Think About

Always remember the viewers!

- Why would I scan this?
 - How hard is it to scan it?
 - Do I have what I need to scan it?
 - Will this distract me from the experience?
 - Why should it be digital instead of physical?
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- How can we keep users focused on our art instead of their phones?
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