



# QR CODES 4 All



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# Handout

- Follow along at
- <http://www.esc4.net/default.aspx?name=edtech.qrcodes>
- Or
- <http://techapps.wikispaces.com/QRazy+QR+Codes+in+Your+Classroom>



# What is a QR Code?

Quick Response Codes are “paper”-based hyperlinks that allow users to transfer important information directly to their cell phone, I-Touch, or any smart device with a camera



# Where are they?

- T-shirts
- Magazines
- Post cards
- Bill boards
- Clothing labels
- Flyers
- Shopping bag
- Greeting cards
- Coupons
- Gift cards
- Credit cards
- Tattoos
- Tickets
- Web pages
- Business cards
- Soda cups
- Shopping bags
- Menus
- Calendars
- Maps
- Posters
- Ads
- Invoices
- Receipts





# QR Codes in Action



# Details, Details

- Product details
- Contact details
- Event details
- Competition details
- Coupons and special offers
- Twitter, Facebook, MySpace IDs
- YouTube video links
- Web addresses



# Why use them?

- Customers who are technically-aware will be more receptive to your message and more likely to value your information
- Track effectiveness of print-based media
- Download applications and content
- They are perceived as cool and cutting edge.
- Surveys
- Loyalty programs
- Create interactive activities





# QR Codes Campaigns

- The Nonprofit Technology Network used QR codes to conduct a scavenger hunt at the recent NTEN conference.
- Real estate agents are putting QR codes on “house for sale” signs.
- Best Buy has a QR code iPhone app that provides product information.
- Fox TV is using QR codes to advertise TV programs.
- Ralph Lauren places QR Codes in print ads, store placements, and mailers. The QR Codes gave consumers access to their style guides, limited edition collections and exclusive video content.





# CSI



# Unique QR Codes



**Audi 100 Year Anniversary**



# Brazilian Living Book

C.A.O.S living book





# Guess who?





# How to read QR Codes

- Install a QR code reader on your smart phone
- Use your phone camera to bring the QR code into focus
- Snap the picture
- The code reader will display the hidden message



# QR Code Readers

- <http://reader.kaywa.com/>
- <http://www.megamobilecontent.com>
- <http://www.inigma.com/DownloadinigmaReader.html>
- <http://get.neoreader.com>
- <http://www.beetagg.com/supportedphones/>
- <http://code.google.com/p/zxing/wiki/GetTheReader>
- <http://www.androidcentral.com/google-goggles-brings-visual-search-android-phones>
- <http://gettag.mobi>
- For Ipad  
– Crafter  
– [QR Code Reader HD](#) (also works on Touches and Iphones too)  
– [Sema Code](#)
- For Iphones  
– Neoreader  
– Optiscan  
– QR App  
– Quickmark
- For Blackberry (from [Blackberry App World](#))  
– QR Code Scanner Pro  
– Code Muncher  
– CertainTeedQR Code Reader



# Periodic Table

- [http://www.youtube.com/watch?v=AM-Wg8IH2VE&feature=player\\_embedded](http://www.youtube.com/watch?v=AM-Wg8IH2VE&feature=player_embedded)



# QR Codes in the Classroom

- Just imagine...
  - A link to an online video that students can watch on their own
  - Today's homework assignment
  - An article in the paper for current events
  - An online quiz or poll; different qr codes to different quizzes
  - A simulation
  - An image or a presentation
  - A scavenger hunt
  - A shared Google doc





# QR Codes in the Classroom

- Just imagine...
  - What if the code linked to a site for students to submit test answers
  - What if the link led a teacher-made video providing extra assistance if a student was stuck “I see you’re having a problem with multiplying fractions. Did you remember to...



# QR Codes in the Classroom

- For the student
  - Instructional activities
  - Homework assignments
  - Calendar due dates
  - Classroom website link
  - Lunch menus
  - Schedules: Class schedule, upcoming football games, tests, etc...
  - Posters for class officers
  - Yearbook information



# QR Codes in the Classroom

- For the teacher
  - List supplies for activities in Teacher's Guide
  - URL codes for recommended websites
  - Contact information to send to parents
  - Lesson TEKS
  - Research and reference links
- For the principal
  - Calendar information on meetings
  - Teacher phone numbers
  - Security codes



# QR Codes in the Classroom

- For the librarian
  - Link to online wiki for student-created book reviews inside book
  - Codes inside book cover with information on other books similar or by same author
  - Inventory information
- For the parent
  - Calendar due dates
  - Teacher contact information
  - Lunch menus
  - Report card reminders
  - School supply lists
  - Event information
  - Emergency closing information





# Augmented Tour

- Students produce webpages about specific features or historical events from town.
- Students create a QR code for their webpage and post it at the site. Check with Businesses or Chamber of Commerce who might be willing to underwrite the cost.



# QR Code Generators

- <http://qrcode.kaywa.com/>
- <http://www.mskynet.com/static/maestro>
- <http://www.qrstuff.com/>
- <http://createqrcode.appspot.com/>
- <http://www.begriious.com/qrcode/create>
- <http://invx.com/>
- 



# Making it fancy



designQR



Logos and small graphics can be added to your QR code to add extra interest. Graphics must be a simple and small design that can be layered over the mid section of the code.





# The final word





# Top 10 Things Teachers Don't Learn in College



# QR Codes in Schools

- [Black & White and Scanned All Over](#)  
(McGuffey School District, PA)
- [Using QR Codes in the Classroom](#)
- [Creating Flashcards in the Classroom](#)
- [Learning the Human Skeleton with QR Codes](#)
- [Discussing Ideas for QR Codes in Education](#) (interlinkONE)



# Articles and Blogs

- <http://www.edlio.com/blog/2011/08/the-ultimate-educators-guide-to-qr-codes/>
- 37 Examples for Using QR Codes
  - <http://www.youtube.com/watch?v=tGYqxVrJN-s&feature=related>

