



Project Work

QR CODE
BY AASTHA

QR CODE

GET STARTED ON YOUR QR CODE IN SECONDS.

MAKE YOUR CUSTOM QR CODE IN A FEW TAPS. ALL YOU NEED IS YOUR MOBILE DEVICE OR COMPUTER AND BROWSER; YOU DON'T HAVE TO DOWNLOAD SPECIAL SOFTWARE OR APPS TO USE THE ADOBE EXPRESS QR CREATOR. THE SETTINGS ARE SO EASY TO USE, YOU WILL SOON BE AN EXPERT WITH QR CODES. CUSTOMIZE THE COLOR AND STYLE, THEN USE THE QR CODE IMAGE IN ANY OF OUR FREE ADOBE EXPRESS TEMPLATES. MAKE A QR CODE THAT STANDS OUT.

QR CODES ARE USED EVERYWHERE. PERSONALIZE YOUR QR CODE TO MATCH YOUR BRAND OR PERSONALITY OR CHANGE THE STYLE AND SWITCH UP THE COLORS. PICK YOUR PREFERRED FILE TYPE TO DOWNLOAD AND SHARE YOUR QR WITH EASE. ADD VARIETY BY USING THE FREE IMAGES IN ADOBE EXPRESS TO INCLUDE A FRAME OR ADD A CALL-OUT TO YOUR QR CODE.

DO MORE WITH YOUR QR CODE.

QR CODES CAN BE USED IN MOBILE MARKETING AND ON SIGNS AND BROCHURES TO DRIVE PEOPLE TO YOUR SITE OR TO COLLECT FEEDBACK AND PAYMENTS. MAKE IT EASY FOR CUSTOMERS TO FIND YOUR SUPPORT PHONE NUMBER OR ADDRESS SO THEY CAN MESSAGE YOU OR CONNECT IN PERSON. DON'T RELY ON TEXT, THERE ARE COUNTLESS WAYS TO CREATE A QR CODE WITH YOUR BRAND LOGOS AND OTHER ASSETS FOR ANY PRINTED OR DIGITAL FORMAT.

CHOOSE FROM THOUSANDS OF TEMPLATES.

ADOBE EXPRESS HAS THOUSANDS OF EXPERTLY DESIGNED TEMPLATES
YOU CAN ADD A QR CODE TO AND MAKE IT EASY FOR ANYONE TO
ACCESS YOUR PAGE OR SITE. CREATE QR CODES TO HIGHLIGHT
DIFFERENT CATEGORIES OR TYPES OF CONTENT - VIDEOS, CAMPAIGNS,
LANDING PAGES, BROCHURES, EXAMPLES OF YOUR WORK, AND
FEEDBACK PAGES. FOR ANOTHER OPTION, ADD A DOWNLOAD LINK IN A
QR CODE TO A PDF VERSION OF YOUR FLYER OR BROCHURE. ADOBE
EXPRESS TEMPLATES HELP YOU STAND OUT ON ANY CHANNEL AND
EVERY DEVICE.

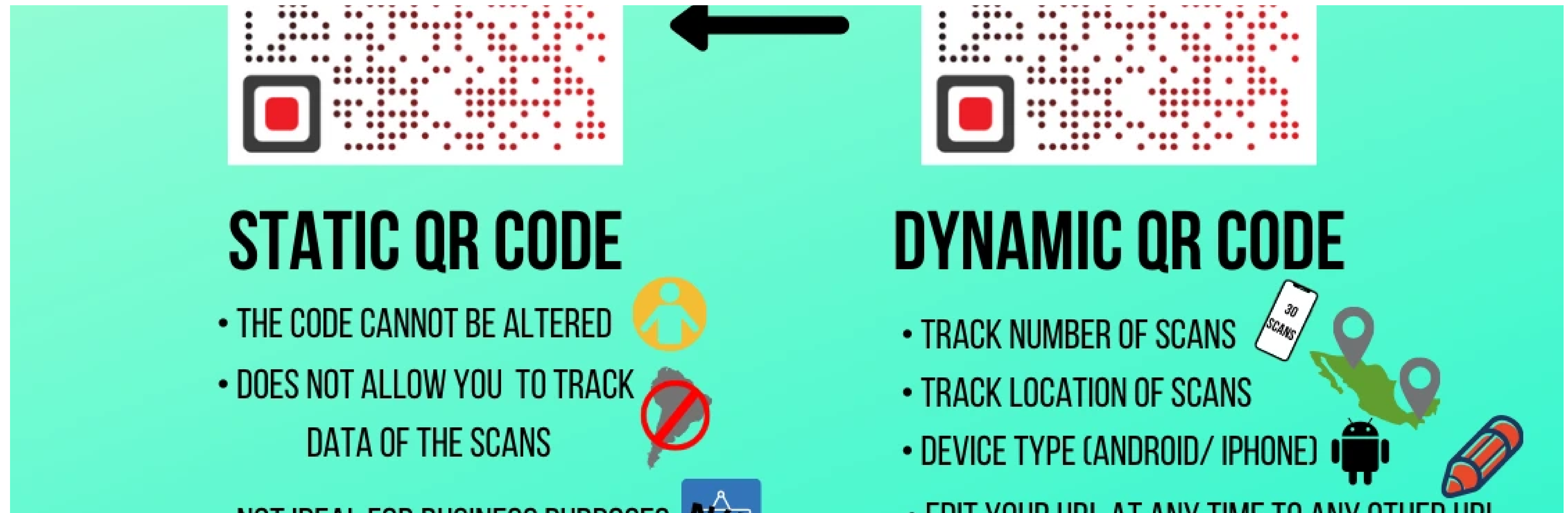
STATIC QR CODES

STATIC QR CODES ON THE OTHER HAND CAN'T BE CHANGED OR UPDATED ONCE CREATED AND WENT PUBLIC.

ALSO, STATIC QR CODES DO NOT GIVE YOU STATISTICS OF HOW MANY PEOPLE SCANNED YOUR QR CODES, FROM WHERE AND ON WHAT DATE.

THIS QR CODE TYPE IS MOST USED BY DEVELOPERS AND USERS WHO CAN CREATE AN URL (LANDING PAGE) FOR THEMSELVES.

MOST OF OUR USERS GENERATE THEIR QR CODES IN BLACK AND WHITE. IT'S MORE PROFESSIONAL FOR OFFICIAL AND PERSONAL USE. ANYWAY, WITH OUR API YOU CAN CREATE QR CODES WITH THE DESIGN AND COLOR YOU WANT.



The image is a comparison graphic between Static and Dynamic QR codes. It features two columns. The left column is titled 'STATIC QR CODE' and lists two bullet points: 'THE CODE CANNOT BE ALTERED' and 'DOES NOT ALLOW YOU TO TRACK DATA OF THE SCANS'. It includes icons of a person, a map of Argentina with a red prohibition sign, and a document icon. The right column is titled 'DYNAMIC QR CODE' and lists three bullet points: 'TRACK NUMBER OF SCANS' (with a '30 SCANS' icon), 'TRACK LOCATION OF SCANS' (with a map of Mexico and location pins), and 'DEVICE TYPE (ANDROID/ IPHONE)' (with an Android robot icon). A large black arrow points from the right column to the left column. Both columns show a QR code at the top, which is a standard black and white code with a red square in the bottom-left corner.

| STATIC QR CODE | DYNAMIC QR CODE |
|--|---|
| <ul style="list-style-type: none">• THE CODE CANNOT BE ALTERED• DOES NOT ALLOW YOU TO TRACK DATA OF THE SCANS | <ul style="list-style-type: none">• TRACK NUMBER OF SCANS• TRACK LOCATION OF SCANS• DEVICE TYPE (ANDROID/ IPHONE) |

SHORT FOR QUICK RESPONSE, QR CODES ARE A TYPE OF BARCODE EASILY READABLE WITH DIGITAL DEVICES LIKE SMARTPHONES. THEY STORE INFORMATION AS A SERIES OF PIXELS IN A SQUARE GRID THAT CAN BE READ IN TWO DIRECTIONS — TOP TO BOTTOM AND RIGHT TO LEFT — UNLIKE STANDARD BARCODES THAT CAN ONLY BE READ TOP TO BOTTOM.

THANKS