



Quick Sheet artist reference

HISTORY

Definition:

QR stands for Quick Response, this type of code is a two denominational bar code. The code is made up of white and black information arranged in a square configuration. This type of code can be used for many applications, such as providing text information, dynamic web addresses and other types of data.

How it Started:

In 1994 the QRcode was created by a Toyota subsidiary of the DENSO Corporation in Japan. It was originally designed for tracking automotive parts. Allowing for high speed data retrieval.

How to use:

QR codes store many different kinds of data. You can now see the codes on ads, billboards etc. in a high speed way to get the user information. The process of scanning from the physical world to the information is called hard linking.

Most camera phones now come with a reader application. And if they don't there are many you can download to your mobile device.

USAGE

Where to look for it:

- Artists from QR code creation have been using it in their art work and videos.
- Canadian government are using QR codes on passport applications.
- Gaming systems Playstation3 and Wii are using QR codes in games.
- US and UK libraries are using QR codes to deliver information about the selection.
- Money produced by the Royal Dutch Mint have QR codes on them.
- Cemeteries in Japan have used QR codes on grave markers.

Data storage

CODE TYPE	MAX CHAR.
Numeric	7,089
Alphanumeric	4,296
Binary	2,953
Kanji / Kana	1,817

Some applications:

Contact information	SMS	Business cards	Billboards
Calendar events	Text	Magazine ads	Videos
Email addresses	URL's	Posters	Art
Geo locations	WiFi networks	Logos	etc.

STRUCTURE



- 1) Version information
- 2) Format information
- 3) Data and error correction
- 4) Quiet zone
- 5) Required patterns
 - 5.a) Position
 - 5.b) Alignment
 - 5.c) Timing

Error correction:

QR Code has error correction capability to restore data if the code is dirty or damaged. Or if you are creating unusual artwork. Four error correction levels are available for users to choose according to the operating environment.

Correction Levels

LEVEL	AMOUNT
Level L	7%
Level M	15%
Level Q	25%
Level H	30%