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IS QR CODING THE FUTURE OF FASHIONS PROTEST MESSAGING?

Yusif Morris



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Find out how to create a QR code for your fashion projects by following this handy guide.



HOW TO CREATE A QR CODE

Artists and creators attempt many ways to get their products to the people, from flyers, poster art, merchandise and social media to name a few. The QR Coding system is relatively new to the fashion industry and if not new, then becoming accessible to the average business owner. It allows people closer, quicker access to whatever it may be they intend to give to the consumer.

Here are some useful steps to create a QR Code

On Any Device:

1. Go to any web-based QR code generator.

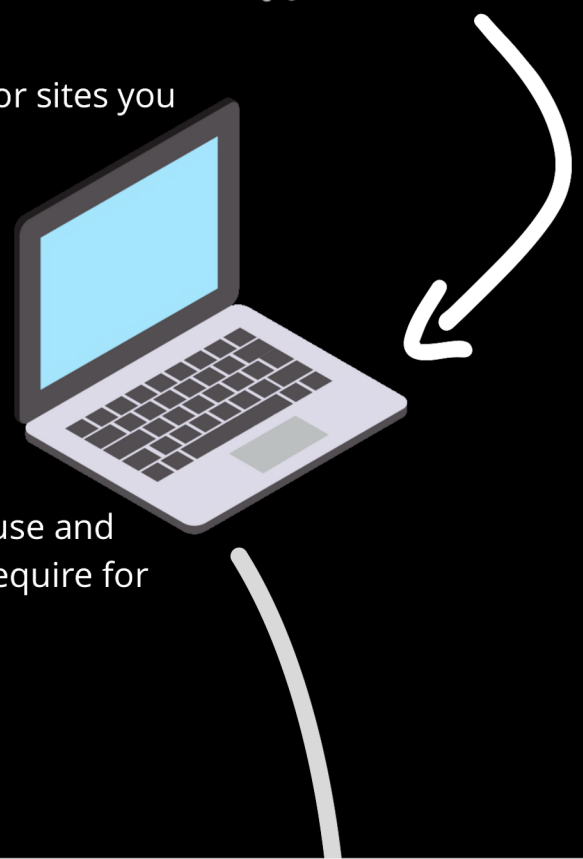


Using any browser on any operating system.

Here's a list of some handpicked QR Code Generator sites you can use:

1. Kaywa
2. GOWR.me
3. Free QR Code Generator by Shopify
4. Visualead
5. qr-code-generator.com

(Some of these sites offer free services for limited use and some may request fees to generate a code. Most require for you to sign up and operate through an account).



2. Enter your URL.

- If you want to redirect users to a URL, then enter it into the tool.
- You can also choose other content types. These include contact cards, MP3s and PDFs. (The exact content options will vary by tool).
- After the content type has been selected, a form will appear where you can enter information that matches your campaign. (For example: If you want your QR code to save contact information, you'll see a set of fields where you can enter your email address, subject line and personalised message).
- Once you enter your URL or upload your file, a QR code will immediately be generated and ready for download.
- There's also an option to customise your code which can strengthen your brand identity. This includes: QR code's frame, shape and colour.
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3. Click download and save the file to your computer.

4. Add the QR code to print material.

- Once you have downloaded your QR code, you can now add the code to your products or include it in promotional items.





On Android

1. Download the Google Chrome app from the Google Play Store.
2. Navigate to the URL you want to share.
3. Click the three vertical dots (⋮) on the top toolbar.
4. Tap Share.
5. A pop-up will appear, select QR Code.
6. Click download at the button.

You can only make QR codes for URLs on Android.

I have provided this information to show you how accessible QR Coding is and also to show the easy process to use the coding effect on your work.

I believe the future is QR coding and will be seeing a lot of this as times moves forward.

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