



SUPERMAN WAS HAVING A
PROBLEM RESOLVING THE
NEUSTAR QR CODE !!!!!!!!

Digital Portfolio

QR Code

QR Code (Paper-based Hyperlinks)

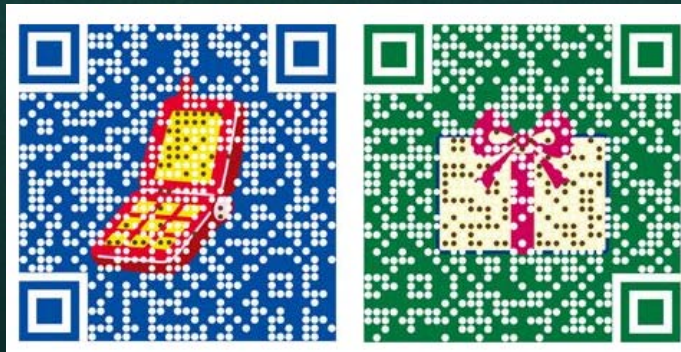


- Quick Response
- 2 Dimensional Symbology
- Developed by DENSO WAVE : Code read easily for the reader in 1994.



QR Technology

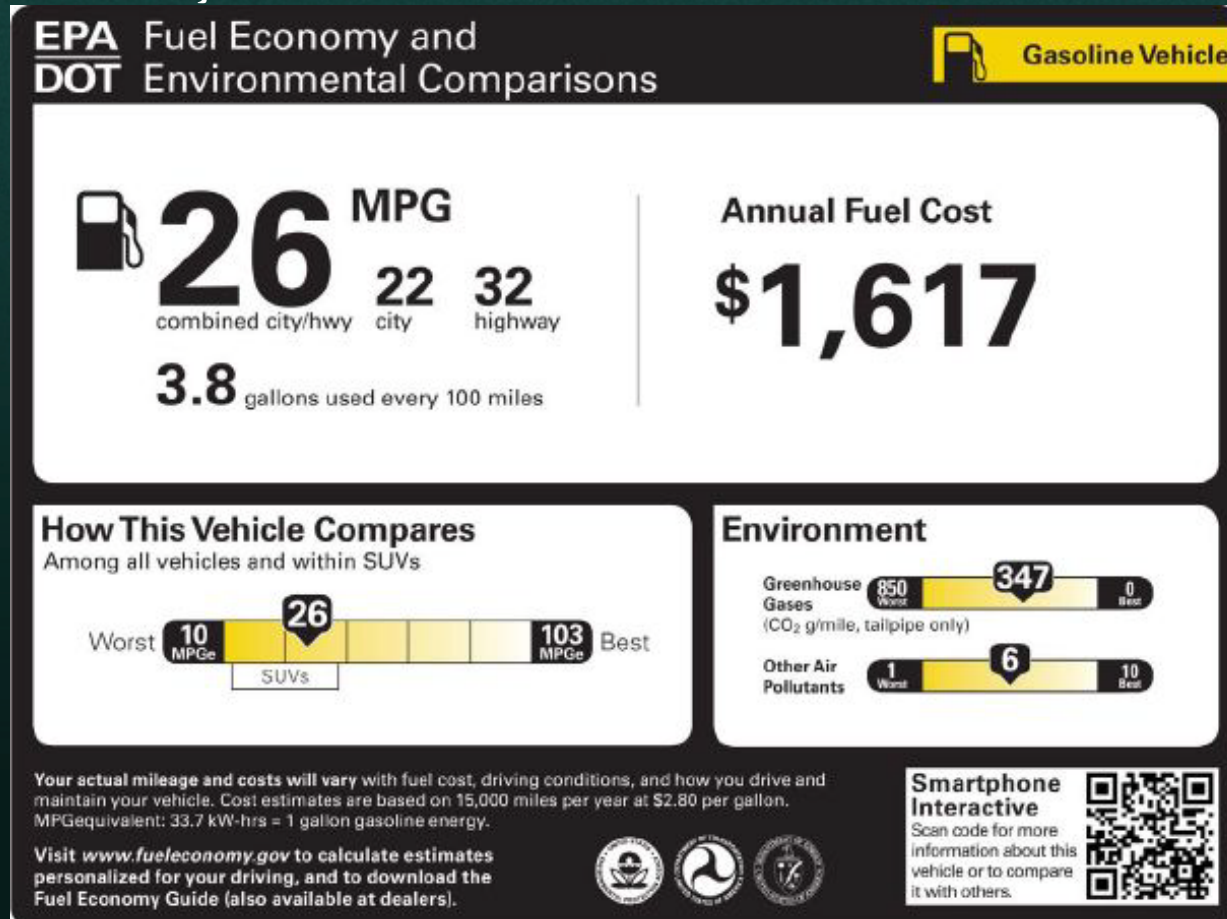
- Using the cell phone's camera or scanner to decode information on a menu, a magazine, a business card, a gift card, a coupon or a website



- Personal or company contact
- An embedded phone number which the phone can dial, or a company home page URL or a specific destination on a social network
- An RSS feed, SMS or an arbitrary text message
- An email address or a calendar event with location, title, start and end time, alarm and zone
- A physical address with location coordinates information

Design QR Code

- Case Study



Design QR Code

- Case Study : H & M



H&M incorporates semacode to their advertisements. The reader has the option to purchase goods with their mobile phone by scanning the semacode bar. Then the reader is directed to a menu where size and color can be picked. The item will be charged to the user's cell phone bill.

Design QR Code

- Case Study : H & M



Women compliment each others clothes. Labels on the back of clothing can be used as a scanning device.

Magazine advertisements with semacode bars can be scanned to buy items.

H&M

Design QR Code

- Case Study : Skechers



Design QR Code

- Case Study : 아반떼



Design QR Code

- Case Study : 소고기 짜장면



Design QR Code

- Case Study : Calvin Klein Jeans



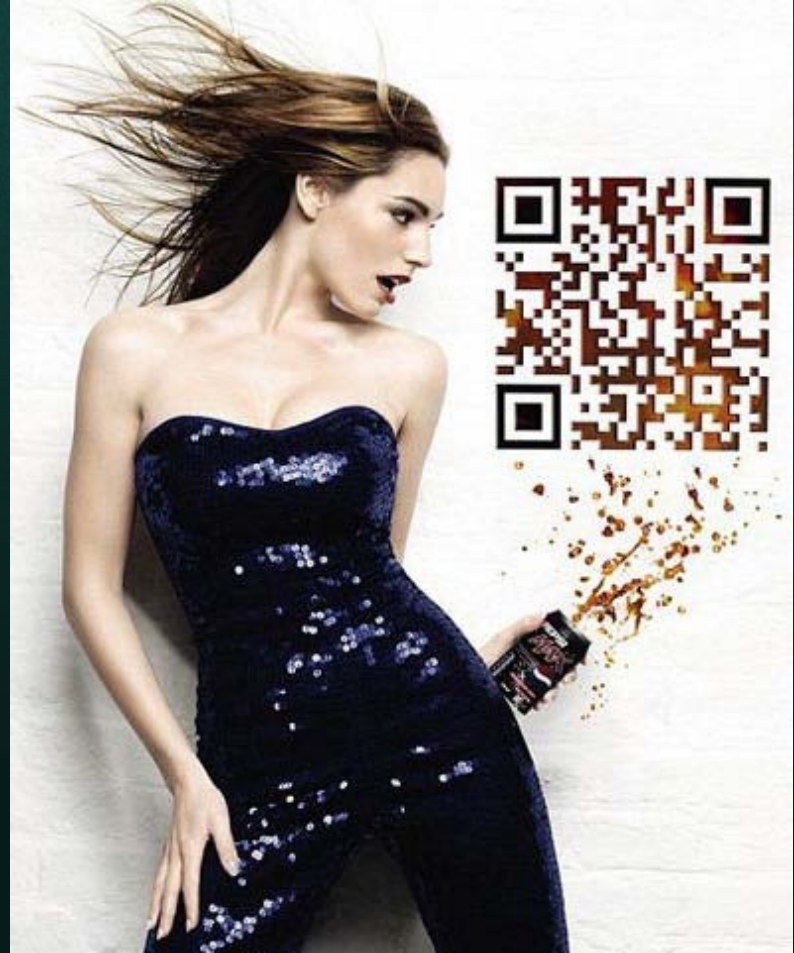
Design QR Code

- Case Study



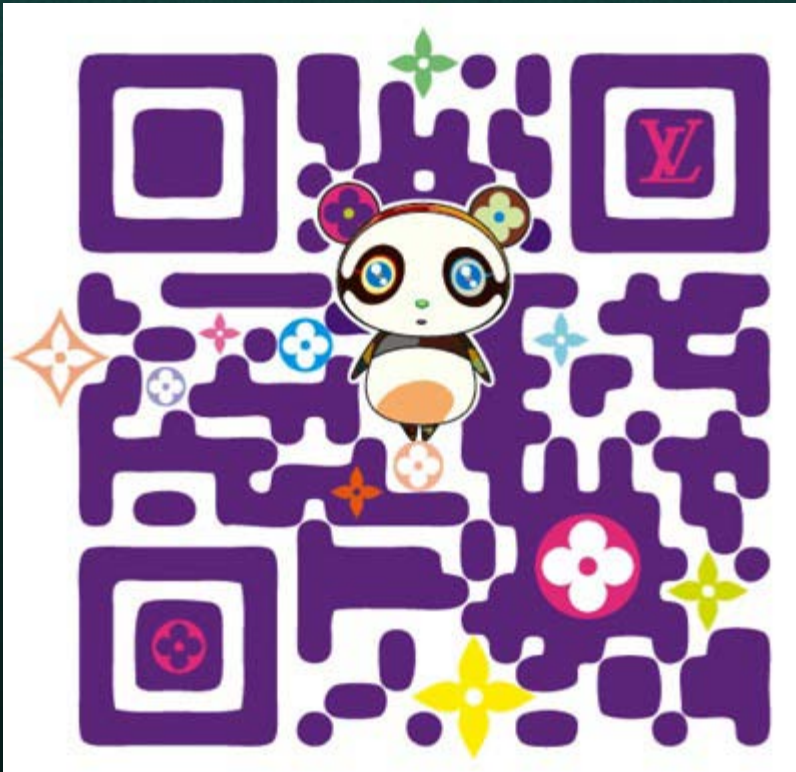
Design QR Code

- Case Study



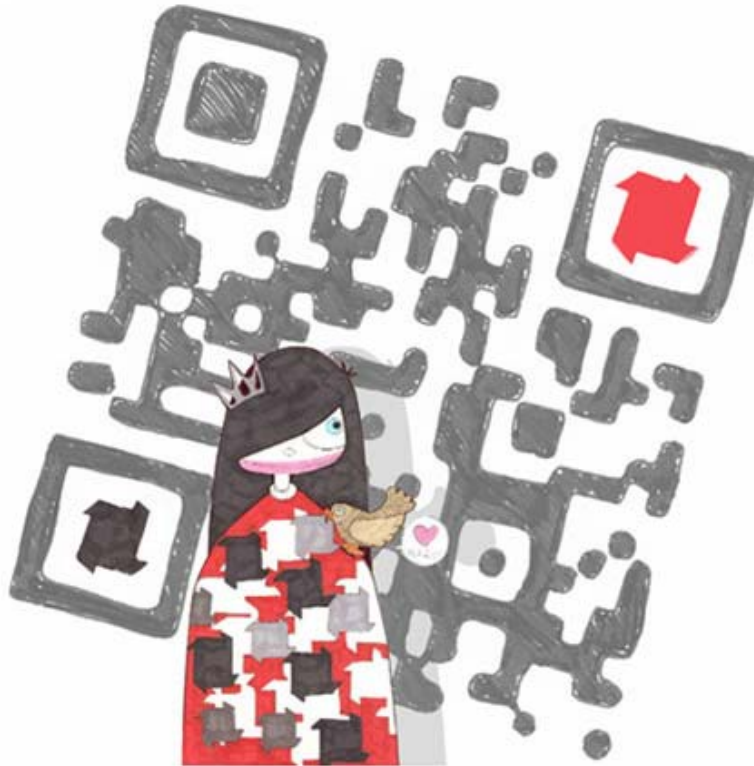
Design QR Code

- Case Study : Louis Vuitton (Takashi Murakami)



Design QR Code

- Case Study : Marc Jacobs



MARC BY MARC JACOBS

Design QR Code

- Case Study : Disney Land & Mc Donald in Japan



Design QR Code

- Case Study



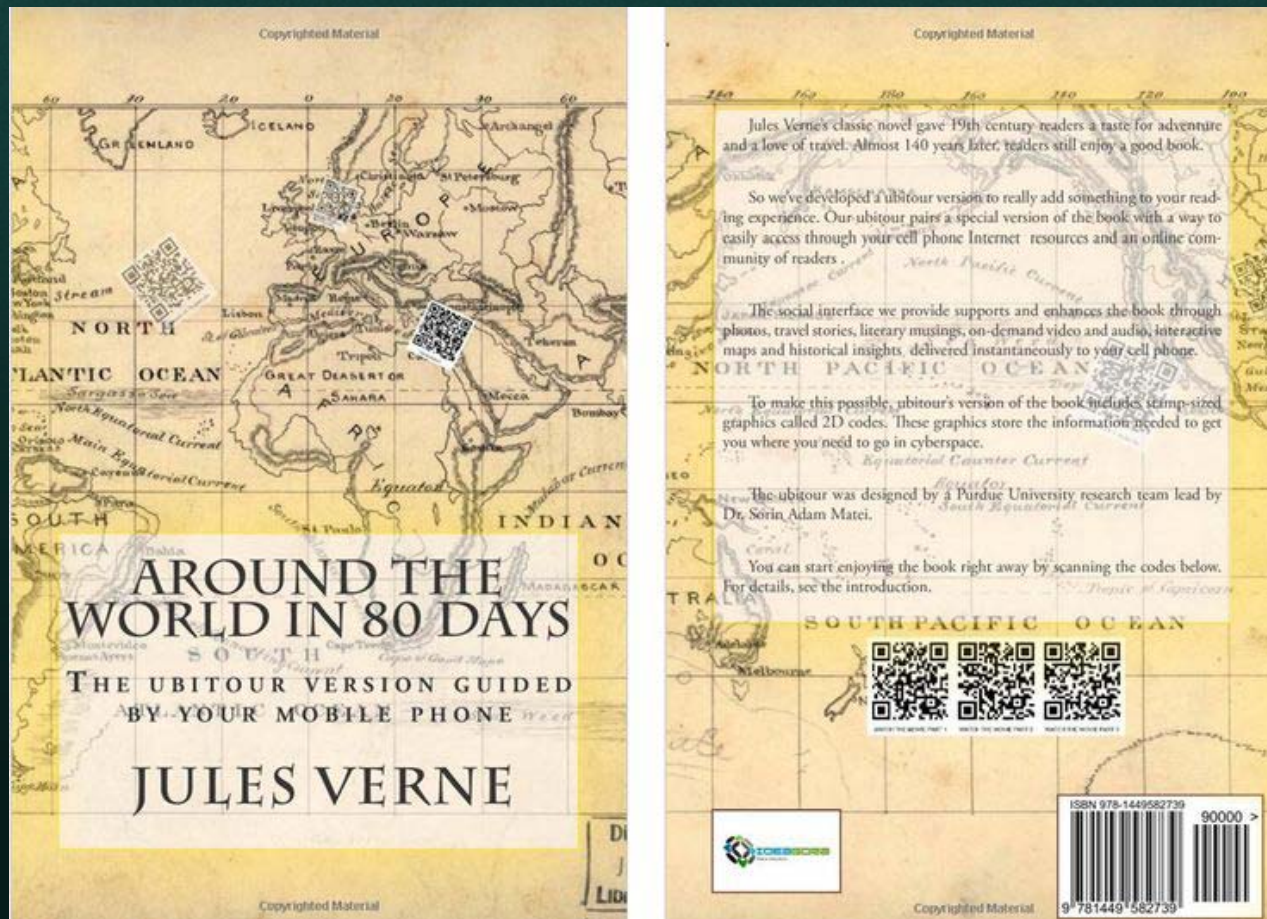
Design QR Code

- Case Study



Design QR Code

- Case Study



Design QR Code

- Case Study



Design QR Code

- Case Study



Design QR Code

- Case Study



Design QR Code

- Case Study : Buddhist



Design QR Code

- Case Study : Buddhist



Design QR Code

- Case Study : Art



Design QR Code

- Case Study : Art



Design QR Code

- Case Study : 서울디자인한마당 2010



Design QR Code

- Case Study : Art



Design QR Code

- Case Study : Art



Design QR Code

- Case Study : Art



Design QR Code

- Case Study : Business Card



Design QR Code

- Case Study : 2% 부족할때



Tag Marketing

- QR Code
- Microsoft Tag
- ColorZip



Reference

- QR Code
 - <http://www.denso-wave.com/qrcode/index-e.html>
 - <http://www.qrcode.com/ko/>
- Microsoft Tag
 - <http://tag.microsoft.com/>
- Case Studies
 - <http://www.youtube.com/watch?v=ihlMludeAno>
 - <http://www.youtube.com/watch?v=myzLAXtqoa8>
 - 아반떼 광고 <http://www.youtube.com/watch?v=U53YWmleTGs>
 - NYC 거리 <http://www.youtube.com/watch?v=KD8DACT3a9w>
 - 드라마 CSI <http://www.youtube.com/watch?v=43886f2co6I>
 - Tissot 거리 광고 <http://www.youtube.com/watch?v=DYuzrXbDna4>
 - 80일간의 세계일주 <http://www.youtube.com/watch?v=OE5Ch4NnVuo>
 - QR 코드 ART <http://www.youtube.com/watch?v=XjoPJTpkAMQ>
 - Zoo Record 캠페인 <http://www.youtube.com/watch?v=IwURImYOKiQ>
 - The World Park <http://www.theworldpark.com/nyc/>

Reference

- QR Code 생성기
 - QR Stuff.com (<http://www.qrstuff.com/>)
 - QR Code Generator (<http://delivr.com/qr-code-generator>)
 - Daum 코드 생성기 (<http://code.daum.net/web/codeForm>)
 - QR 명함 생성기 (<http://www.makeqr.kr/QRCode/>)
 - QR 생성기 (<http://www.xbs.co.jp/PJ/qr2/>)
 - QR 생성 + 구글 Chart API (<http://createqrcode.appspot.com/>)
 - BeQRious + 이미지 (<http://www.beqrious.com/qrcode/create>)
- QR Code Decoder
 - <http://zxing.org/w/decode.jspx>