



QR Code® Generator plug-in for Adobe® Photoshop®

Manual

Version: 2.2.0

QR Code® Generator plug-in for Adobe® Photoshop® - Create QR Codes inside your composition.

QR Codes can be generated as:

- URL (Link, Facebook like, Twitter follow, googleplus profiles, Youtube channels)
- Contact information (vCard 3.0 and MeCard Format)
- Calendar events
- Paypal payment links
- Wifi networks
- Geo location
- SMS, Phone number, eMail
- Plain text

You can create QR Codes in custom sizes without any aliasing effects.

You have 4 levels to choose the reconstruction rate(redundancy level) depending on your needs. It's recommended to use "high quality" for Design & Art QR Codes.

The QR Codes are generated offline, no internet connection is required.

Questions? Contact our customer support:

support@EVENX.com or visit <http://www.evenx.com>

Content

I. Overview.....	2
System requirements.....	2
Supported modes.....	2
Installation and uninstall.....	2
Upgrade policy.....	2
Trial version restrictions.....	2
Trademarks.....	3
II.GUI Description.....	4
III. Best Practice Guides.....	7
(A) Best Practice Guide for creating a QR Code.....	7
(B) Best Practice Guide for creating a custom QR Code	8
(C) Best Practice Guide for creating a QR Code Calendar event for a different timezone	9
(D) Best Practice Guide for adding Facebook Fan Page link.....	10
(E) Best Practice Guide for scripting: insert QR Code that contains current file name.....	11

I. Overview

System requirements

- Platform: **Windows® PC** (*Windows Vista® x86/x64, Windows 7® x86/x64, Windows 8® x86/x64*)

and

Adobe® Photoshop® CS/CS2/CS3/CS4/CS5/CS6/CC (32/64-bit)
or Adobe® Photoshop® Elements 4/5/6/7/8/9/10/11/12 (32/64-bit)

OR

- Platform: **Intel® Macintosh®** (*OS X® 10.7 Lion and up*)

and

Adobe® Photoshop® CS5/CS6/CC (64-bit)
or Adobe® Photoshop® Elements 12 (64-bit)

Supported modes

- Color modes: 8/16/32 bit/Channel RGB/CMYK/LAB/Multichannel/Grayscale Mode
- Character encoding: UTF-8

Installation and uninstall

To install the plugin execute the delivered file and follow the instructions. Please restart your host application afterwards.

You can access the plugin via Adobe Photoshop®'s filter menu (**Filters->EVENX->QR Code Generator**).

To uninstall the plugin:

- (for Windows)
select „QR Code Generator Plugin for Adobe Photoshop“ in the list of installed programs and double-click it.
- (for Mac® OS X)
Launch „Applications/EVENX.com/QR Code Generator“ and execute the uninstall script.

It is not necessary to uninstall trial or older version prior update installation. The installer will detect former versions and remove them automatically.

Upgrade policy

Our policy is to let our customers participate in our innovations.

Purchasing a product includes a 1-Year-Upgrade-Support.

Every update will be automatically delivered to our customer base.

We will send you an upgrade link to the eMail address you've provided with your order.

Trial version restrictions

There are no time limits while using the Trial version of this plugin. But within this version the string „powered by EVENX.com“ is added to every generated QR Code. This enlarges the resulting code. Please buy full version to create QR codes without this string.

Trademarks

QR Code is registered trademark of DENSO WAVE INCORPORATED.

Adobe and Photoshop are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

Windows, Windows 2000, Windows XP, Windows Vista, Windows 7 and Windows 8 are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

Intel is a trademark of Intel Corporation in the U.S. and/or other countries.

Apple, Mac, Macintosh, Mac OS and OS X are trademarks of Apple Inc, registered in the U.S. and other countries.

All other trademarks are the property of their respective owners.

II. GUI Description

2.1 Main Dialog:

The screenshot shows the 'QR Code® Generator' dialog box. The main preview area on the left displays a QR code overlaid on a background image of a comet. The right side contains a form for entering event details and a settings panel for the QR code's appearance. Callout boxes provide detailed descriptions for various parts of the interface.

Help
Select „Get Help“ to view manual

Interaction mode
 zooming
 panning
 moving QR Code

Content type
Data fields available values for selected content type

New layer
creates QR Code on separate layer

Settings for
(see description 2.2)
 QR Code
 Color
 Position
 Output

Preview zoom controls

Add variable (see description 2.3)
(focus on text field enables button)
insert data from list (format #VAR#)
x EXIF tag
c counter with start value
p full path and filename
n filename without extension
ne filename and extension
e extension of file
d directory path of file
dp parent directory of file
t change date/time of file
tc creation date/time of file
ta access date/time of file
tn now (current date/time)
w document width
h document height
win document width in inch
hin document height in inch
wcm document width in cm
hcm document height in cm
dpi document dpi (pixel per inch)
dr document ratio

Data controls
 loading
 saving
 clear forms
 clear all forms

2.2 Dialog Control „Settings“

In this control you can change the properties of your QR Code.

The dialog box is divided into four main sections: **QR Code**, **Color**, **Position**, and **Output**.

- QR Code Section:**
 - Reconstruction rate:** A dropdown menu set to "L..low". A callout box explains: **Reconstruction rate** (tolerated reading errors) with options: L.. 7%, M..15%, Q..25%, H..30%.
 - Size:** A slider and input field set to "6". A callout box explains: **Module size** in pixel units.
 - Module border:** A dropdown menu set to "3". A callout box explains: **Border** (default is 4) in module units.
- Color Section:**
 - Code color:** A dropdown menu set to "Foreground color".
 - Background color:** A dropdown menu set to "White".
 - Background blending:** A slider and input field set to "100 %". A callout box explains: **Background blending** merges background with existing pixels in layer. 0% transparent QR background, 100% full overlay.
- Position Section:**
 - Position:** Radio buttons for "Absolute" (selected) and "Relative".
 - Horizontal offset:** A slider and input field set to "1888".
 - Vertical offset:** A slider and input field set to "1159".
 - A callout box explains: **Position** - relative/absolute (important for scripting) - offset adjustment sliders.
- Output Section:**
 - Coding content:** A text area containing:


```
BEGIN:VEVENT
SUMMARY:Comet ISON closest to
the sun
DTSTART:20131128
END:VEVENT
```

 A callout box explains: **Coding content** shows the data encoded in the QR Code.
 - At the bottom, it says "2857 characters left to encode."

2.3 Dialog „Add Variable...“

This Dialog allows you to insert variables retrieved from the file properties, or add time stamps. If you have selected a variable, that contains a time, you can set the time format.

List of variables
select one to insert

Available time and date formats
Dropdown list is enabled, if time variable is selected to insert

M	month {1..12}
MM	month {01..12}
MMM	month {jan..dec}
MMMM	month {january..december}
d	day {1..31}
dd	day {01..31}
ddd	day {mon..sun}
dddd	day {monday..sunday}
yy	year 2 digits
yyyy	year 4 digits
hh	hour 2 digits
mm	minute 2 digits
ss	second 2 digits
t	time marker {A P}
tt	time marker {AM PM}

Insert button
adds selected variable to content field

Finished
close dialog if you're done

If your file contains a supported EXIF header, a variable called „exif tag“ shows up in the list. In the dropdown list you can specify the type of EXIF data you want to insert.

Select EXIF tag: Model

- ImageWidth
- ImageLength
- BitsPerSample
- PhotometricInterpretatic
- Make
- Model**
- Orientation
- SamplesPerPixel
- XResolution
- YResolution
- ResolutionUnit
- Software
- DateTime
- YCbCrPositioning
- Compression
- XResolution
- YResolution
- ResolutionUnit
- ExposureTime
- FNumber
- ISOSpeedRatings
- ExifVersion
- DateTimeOriginal
- DateTimeDigitized
- ComponentsConfiguratic
- CompressedBitsPerPixel
- ShutterSpeedValue
- ApertureValue
- ExposureBiasValue
- MaxApertureValue

III. Best Practice Guides

These lessons give you detailed description how to to use the QR Code Generator Plugin.








(A) Best Practice Guide for creating a QR Code

1. Select the target layer and execute the plugin (**Filters->EVEnX->QR Code Generator**).
2. Choose the **Type** of QR Code you want to generate. These types are available:
 - URL (Link, Facebook like, Twitter follow, googleplus profiles, Youtube channels)
 - Contact information (vCard 3.0 and MeCard Format)
 - Calendar events
 - Paypal payment links
 - Wifi networks
 - Geo location
 - SMS, Phone number, eMail
 - Plain text
3. Fill in data fields. *(You can see in preview, how you QR Code changes and grows.)*
4. Select you preferred **Reconstruction rate**. *(This determines, how many of the code can be destroyed but still maintain readability.)*
 It's recommended to use "high quality" for Design QR Codes. This results in a larger, but well manipulatable code.
5. Select the **Size** of your code. *(This value can be set between 1 and max. The algorithms doesn't use any aliasing, so QR Code recognition will be the best possible.)*
6. Set **Foreground**(code) and **Background color**. Also you can change the **Background merging** of the QR Code.
7. **Move** the QR code to the position you want. *(You can use either the horizontal and vertical sliders or the mouse, interaction mode set to move.)*
8. Select wheter you want the code created on the current layer or on a new layer.
9. Press **OK** and the code is generated.

(B) Best Practice Guide for creating a custom QR Code

Follow the instruction described in (A)Best Practice Guide.

Ensure to have selected "high quality" as **Reconstruction rate**.

	<p>Hue and Saturation</p> <p>Changing the colors is a very simple way of altering the boring QR Code look. Select the color or area you want to change and go to menu <i>Image -> Adjustment -> Hue/Saturation (CTRL + U)</i>. Experiment to find a suitable (and still readable) QR Code design.</p>
	<p>Outer Glow</p> <p>Before adding outer glow you have to put the code against a dark background. Then add a layer style to this layer(<i>by clicking the FX button at the bottom of the layers window or double clicking on the layer</i>). In the style options check <i>Outer Glow</i>. Now try finding a valuable result changing spread, size and blend mode.</p>
	<p>Gradient Overlay</p> <p>Adding some gradient is a very effective way of altering the boring QR Code look. Copy the black colored squares of the QR Code into a new layer and add a layer style to this layer(<i>by clicking the FX button at the bottom of the layers window or double clicking on the layer</i>). In the style options check <i>Gradient Overlay</i>. Customize this gradient and get a very unique look. Choose dark colors to ensure readability, alternative you can reduce the effect blending value (opacity).</p>
	<p>Inner Glow</p> <p>Copy the black colored squares of the QR Code into a new layer and add a layer style to this layer(<i>by clicking the FX button at the bottom of the layers window or double clicking on the layer</i>). In the style options check <i>Inner Glow</i>. Customize colors/size/choke to get a unique look. Choose dark colors to ensure readability, alternative you can reduce the effect blending value (opacity). Experiment with other layer effect styles to get quick but amazing design results.</p>
	<p>Accented Edges</p> <p>This is a way to change the complete look of the QR Code. It's very important to take care of the the readability of the resulting art QR Code. Select the area you want to change and go to menu <i>Filter -> Brush Strokes -> Accented Edges</i> . Experiment to find a suitable (and still readable) code design.</p>
	<p>Rounding Edges</p> <p>Round edges smooths the technical and industrial-like look of QR Codes. Select the black colored squares and smooth this selection (<i>Select -> Modify -> Smooth</i>). To fill the resulting selection add a new layer and choose <i>Edit -> Fill -> Black</i>. Don't forget to uncheck the visibility of the original code.</p>
	<p>Enhance with logo</p> <p>This way of altering your QR Code recommends generating it with a high error correction level (Q or H). Then your QR Code can resist up to 30% destruction but remains readable. These 30% can be used to superimpose a logo or other graphic enhancement.</p>

(C) Best Practice Guide for creating a QR Code Calendar event for a different timezone

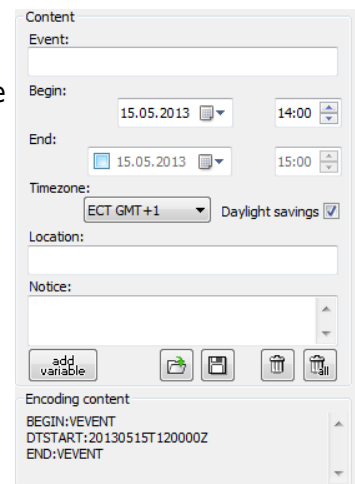
Imagine you have to create a QR Code for a Wedding invitation. You are in the United States and the Wedding ceremony will be celebrated in Paris, Western Europe on May, 15th at 14:00 CET.

You are in timezone Eastern Standard Time (EST GMT-5) and the target timezone is European Central Time (ECT GMT+1).

1. Select the target layer and start the plugin (**Filters->EVENX->QR Code Generator**).

2. Choose the **Type** of QR Code you want to generate.
In this guide we will select Calendar event.

3. As timezone you have to set the **Target timezone** of the Wedding ceremony.
Select **ECT GMT+1** in the **Timezone** dropdown and verify, if the **Daylight saving flag** is set to on, as daylight saving is in effect on May in Paris. In our example the saved value will be 12:00 UTC
(Inside QR Codes all time values are converted and saved as Unified Time Code values (UTC)).



4. Fill in remaining data fields. *(You can see in preview, how you QR Code changes and grows.)*

5. Select you preferred **Reconstruction rate**.
(This determines, how many of the code can be destroyed but still maintain readability.)
It's recommended to use "high quality" for Design QR Codes.
This results in a larger, but well manipulatable code.

Resulting UTC time is 12:00:00

6. Select the **Size** of your code. *(This value can be set between 1 and max. The algorithms doesn't use any aliasing, so QR Code recognition will be the best possible.)*

7. Set **Foreground**(code) and **Background color**. Also you can change the **Background merging** of the QR Code.

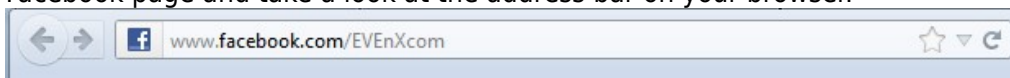
8. **Move** the QR code to the Position you want. *(You can use either the horizontal and vertical sliders or the mouse, interaction mode set to move.)*

9. Select wheter you want the code created on the current layer or on a new layer.

10. Press **OK** and the code is generated.

(D) Best Practice Guide for adding Facebook Fan Page link

1. Select the target layer and start the plugin (**Filters->EVEnX->QR Code Generator**).
2. Choose the **Type** of QR Code you want to generate.
In this guide we will select **URL ->Facebook like**.
3. **Retrieve** your Facebook FAN PAGE ID. To retrieve it, simple browse to the main site of your Facebook page and take a look at the address bar on your browser.



If you have set up a Custom Fan Page, the ID you need is everything behind the slash in your web address bar, i.e.

<http://www.facebook.com/EVEnXcom>

Otherwise, if you haven't set up a Custom Fan page, your FAN PAGE ID contains a little bit more:

<http://www.facebook.com/pages/EVEnXcom/18904524>

This is the ID you have to use for setting up a QR Code. Use EVERYTHING behind the domain address.

4. Insert your retrieved(yellow) string to the field **FAN PAGE ID**.
5. Select you preferred **Reconstruction rate**. (*This determines, how many of the code can be destroyed but still maintain readability.*)
It's recommended to use "high quality" for Design QR Codes. This results in a larger, but well manipulatable code.
6. Select the **Size** of your code. (*This value can be set between 1 and max. The algorithms doesn't use any aliasing, so QR Code recognition will be the best possible.*)
7. Set **Foreground(code)** and **Background color**. Also you can change the **Background merging** of the QR Code.
8. **Move** the QR code to the position you want. (*You can use either the horizontal and vertical sliders or the mouse, interaction mode set to move.*)
9. Select wheter you want the code created on the current layer or on a new layer.
10. Press **OK** and the code is generated.

(E) Best Practice Guide for scripting: insert QR Code that contains current file name

This Guide shows how to use Adobe® Action Script in multiple images to add QR Codes containing the filenames.

1. **Start** recording an action, select the target layer and start the plugin (**Filters->EVENX->QR Code Generator**).
2. Choose the **Type** of QR Code you want to generate.
3. For adding the filename, select the **Content field** and fill in the variable formatted like: **#ne#**. You can also push the button [**Add variable..**] and select variable from the list.

The screenshot shows the 'Free text' field containing '#ne#' and the 'Encoding content' field containing '2012-03-26 img 025.jpg'. A callout box titled 'Add variable' lists various file-related variables. A label 'Variable symbol type it or choose from list' points to the '#ne#' in the text field. Another label 'Filename will be added to the QR Code' points to the filename in the encoding content field.

Add variable
insert data from list (format #VAR#)

- x** EXIF tag
- c** counter with start value
- p** full path and filename
- n** filename without extension
- ne** filename and extension
- e** extension of file
- d** directory path of file
- dp** parent directory of file
- t** change date/time of file
- tc** creation date/time of file
- ta** access date/time of file
- tn** now (current date/time)
- w** document width
- h** document height
- win** document width in inch
- hin** document height in inch
- wcm** document width in cm
- hcm** document height in cm
- dpi** document dpi (pixel per inch)
- dr** document ratio

4. Select you preferred **Reconstruction rate**. (*This determines, how many of the code can be destroyed but still maintain readability.*)
5. Select the **Size** of your code. (*This value can be set between 1 and max. The algorithms doesn't use any aliasing, so QR Code recognition will be the best possible.*)
6. Set **Foreground(code)** and **Background color**. Also you can change the **Background merging** of the QR Code.
7. Set **Position** switch to **Relative**. This allows you size independent positioning into the lower right corner. (*This is important for scripting images of different size and ratio.*)
8. **Move** the QR code to the lower right position. (*You can use either the horizontal and vertical position sliders or the mouse with interaction mode set to move.*)
9. Press **OK** and the code is generated. **Stop** recording action. Now you can use this Action Script on multiple images, every time the filename will be inserted.