



QR Code® Generator Plugin for Adobe® Photoshop®

Manual

Version: 1.2

QR Code® Generator Plugin for Adobe® Photoshop® - Create scalable and sizable QR Codes directly in your composition.

You can generate them in custom sizes without any aliasing effects and so recognition is optimized. The QR Codes are generated offline, no internet connection is required.

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.

QR Codes can be generated as:

- URL (Link, Facebook like, Twitter follow, googleplus profiles, Youtube channels)
- Contact information (VCard and MeCard Format)
- Calender events
- Wifi networks
- Geo location
- SMS
- Phone number
- Plain text

Questions? Contact our customer support:

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

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I. Overview

System requirements

- Windows PC (x32 or x64 platform)
and
- Adobe® Photoshop® CS/CS2/CS3/CS4/CS5 (32/64bit compatible)
or Adobe® Photoshop® Elements 4/5/6/7/8/9/10

Supported modes

- Color modes: 8bit/Channel RGB, CMYK, LAB, Multichannel, Grayscale and Duotone 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 filter menu (**Filters->EVEnX->QR Code Generator**).

To uninstall the plugin start the uninstaller in the Windows-list of installed programs.

It is not necessary to uninstall trial or older version prior update installation. Our 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 the upgrade directly to the email address you provide with you order.

Trial version restrictions

There are no restrictions or limits in using the Trial version of this plugin. 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 remove this string.

Trademarks

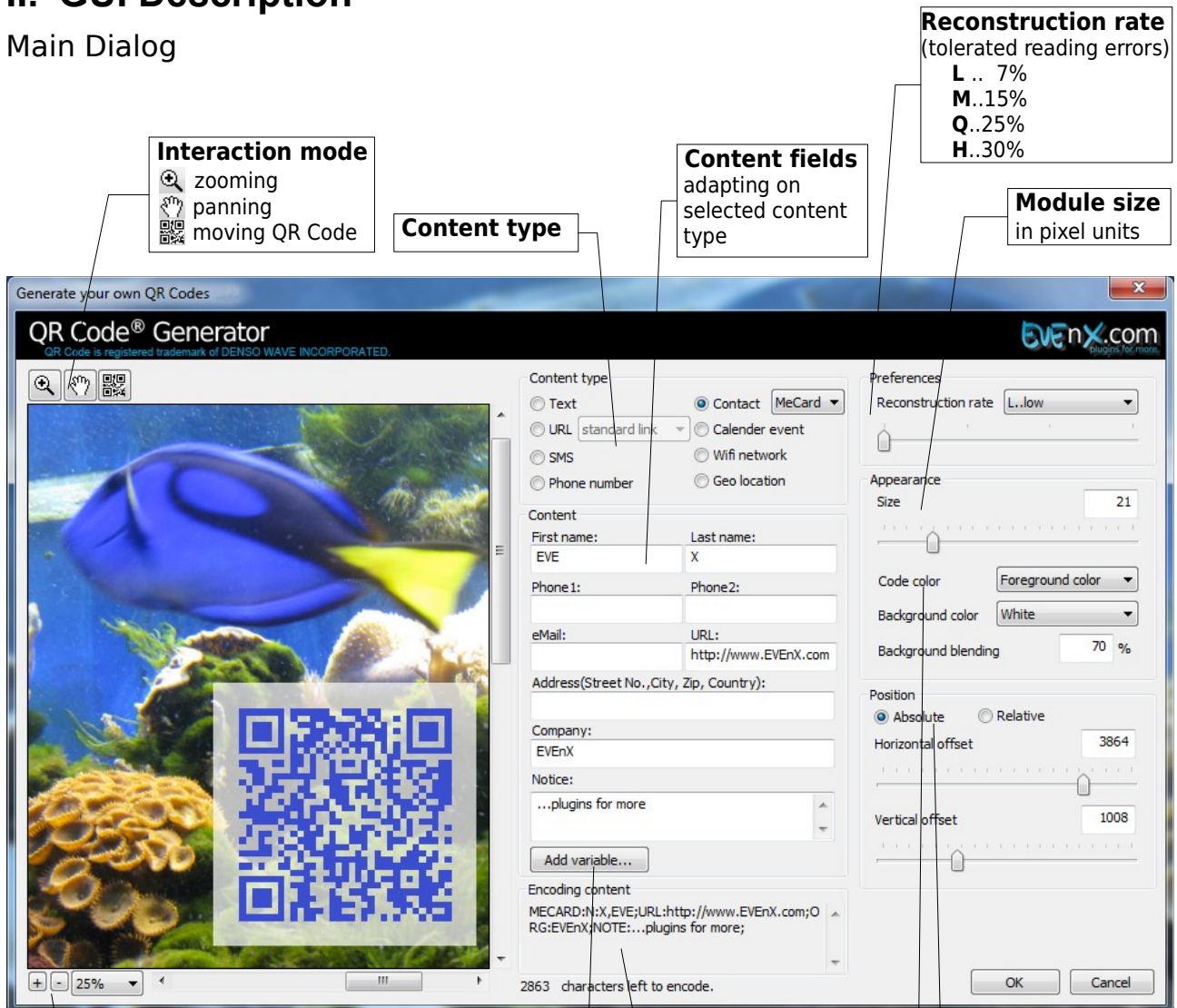
QR Code is registered trademark of DENSO WAVE INCORPORATED.

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 and Windows 7 are either registered trademarks or trademarks of Microsoft Corporation in the United States and other countries.

II. GUI Description

Main Dialog



Interaction mode
zooming
panning
moving QR Code

Content type

Content fields
adapting on
selected content
type

Reconstruction rate
(tolerated reading errors)
L .. 7%
M ..15%
Q ..25%
H ..30%

Module size
in pixel units

Preview zoom controls

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

Coding content
shows the data
encoded in the QR
Code

Color settings
adjust foreground and
background code color
Background blending
merges background with
existing pixels in layer
0% transparent QR background
100% full overlay

Position
- relative/absolute
(important for scripting)
- offset adjustment
sliders

Dialog „Add Variable...“

List of variables
select one to insert

Variable	Description
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 in pixels

Date and Time format: M/d/yy

Insert button
adds selected variable to content field

Finished
close dialog if you're done

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}

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
 - Plain text
 - URL (Link, Facebook like, Twitter follow, googleplus profiles, Youtube channels)
 - Contact information (VCard and MeCard Format)
 - Calender events
 - Wifi networks
 - Geo location
 - SMS
 - Phone number
3. Fill in the fields and 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. Press **OK** and the code is generated on the active layer.

(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**.

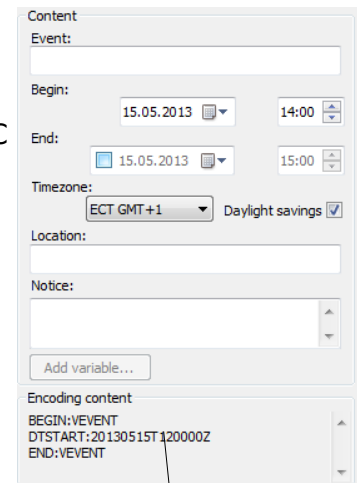
	<p>Hue and Saturation</p> <p>Changing the colors is a very simple way of altering the boring QR Code look. Select the color or area you want to change and go to menu <i>Image -> Adjustment -> Hue/Saturation (CTRL + U)</i>. Experiment to find a suitable (and still readable) QR Code design.</p>
	<p>Outer 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 Calender 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.

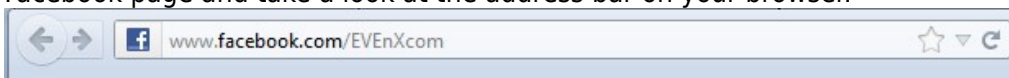
You are in timezone Eastern Standard Time (EST GMT-5) and the target timezone is European Central Time (ECT GMT+1).

1. Select the target layer and execute the plugin (**Filters->EVEnX->QR Code Generator**).
2. Choose the **Type** of QR Code you want to generate.
In this guide we will select Calender 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 the remaining fields and 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.
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. Press **OK** and the code is generated on the active layer.



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

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.
 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. Press **OK** and the code is generated on the active layer.

(E) Best Practice Guide for scripting file names into multiple images to QR Code placed in the right-lower corner

This Guide uses Adobe® Action Script for multiple images to add QR Codes containing their filename.

1. **Start** recording an action, select the target layer and execute 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.

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

- 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.)* 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. Set **Position** switch to **Relative**.
(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 on the active layer. **Stop** recording action. Now you can use this Action Script on multiple images, every time the correct filename will be inserted.