

SMART BUSINESS CARD

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1. Overview

Although initially used for tracking parts in vehicle manufacturing, QR Codes are now used in a much broader context, including both commercial tracking applications and convenience-oriented applications aimed at mobile phone users (known as mobile tagging).

QR Codes storing addresses and URLs may appear in magazines, on signs, buses, business cards or just about any object that users might need information about.

Today, users with a camera phone equipped with the correct reader software can scan the image of the QR Code causing the phone's browser to launch and redirect to the programmed URL or creating a new contact directly from the data stored in the QR code.

Why not make use of this ubiquitous technology to create a Unique but Impressive business card?

There are several sites which let users generate free QR Code. We will be using one of these sites to generate the QR Code for our business card.

You can download QR Code reader from the following link for your mobile

<http://www.i-nigma.com/Downloadi-nigmaReader.html>

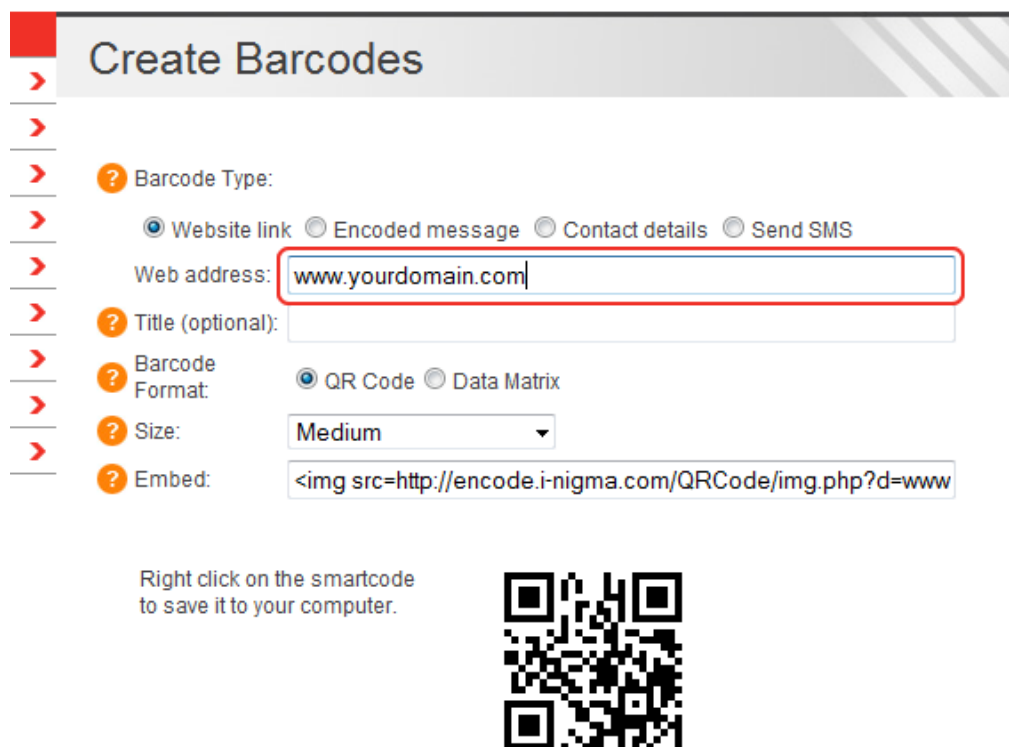
2. Generating QR Codes

QR codes are generated real-time as you type in your contact details and web URL address. These codes then decode exactly the same as you've typed in your details. Follow the steps below to create QR codes with your contact details and web address:

i) Goto the following URL address :

<http://www.i-nigma.com/CreateBarcodes.html>

ii) Type in your domain name as shown in the figure below:



Create Barcodes

Barcode Type:

☒ Website link ☐ Encoded message ☐ Contact details ☐ Send SMS

Web address:


Title (optional):

Barcode Format: ☒ QR Code ☐ Data Matrix

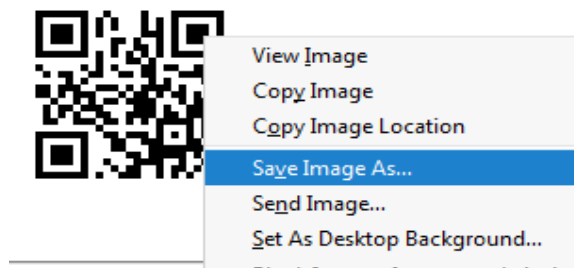
Size:

Embed:

Right click on the smartcode to save it to your computer.



iii) Right click on the QR code picture and save it to your computer.



iv) Select the **Contact details** in the Barcode Types field to save another QR Code for the contact details.

v) Here, you need to type in your contact details and then select **Small** for the size.

vi) Right click on the QR code picture and save it to your computer.

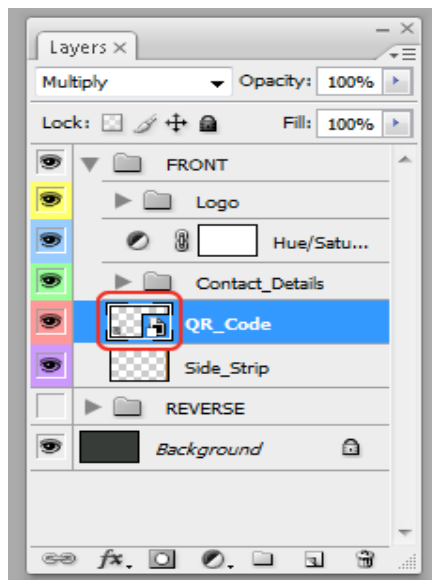
3. Placing QR Codes

Once the both QR codes have been saved into your computer, you just need to place the appropriate QR Codes in the PSD files provided. Follow the steps below to place the saved QR Codes into the business cards:

i) Open any of the PSD files provided.

sample1.psd is used for demonstration.

ii) Open the layers panel [Windows>layers]. There, expand the **FRONT** folder and you'll find a layer named **QR_code**. Double click the thumbnail on that layer as shown in the figure below.



iii) Click OK when prompted. Now, a new file with the QR Code image opens. Goto the file menu and select place [File>Place]

iv) Once the Place dialogue box opens, select the QR Code image that you saved on the last step of chapter 1.

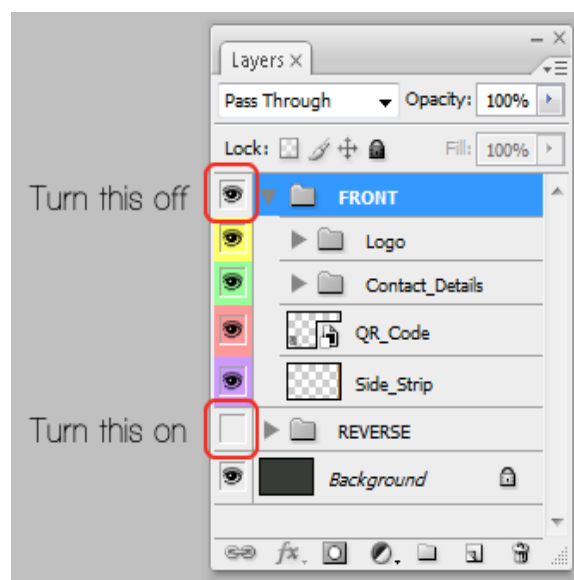
N.B. : The QR image opened here is for the contact details on the FRONT side of the business card, hence the image file saved second in chapter 1.

v) Once the appropriate QR Code is in the place, save the file [File>Save].

N.B. : Once the new QR image has been placed, you can delete the original layer with old QR Code. However there is no harm if the layer remains intact.

vi) Now close the window and you should see the image for the QR Code has changed automatically.

vii) You will need to turn off the visibility of the **FRONT** layer group and turn on the visibility of the **REVERSE** layer group before you start working on the QR Code for the web URL address on the reverse side.



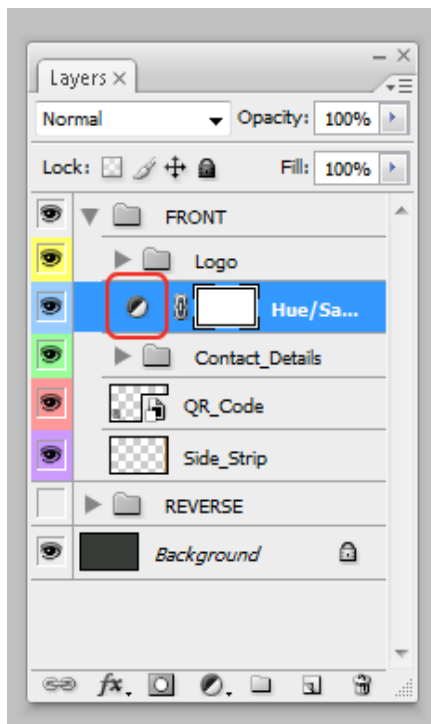
viii) Similarly, for the QR code on the REVERSE side of the business card, Expand the REVERSE group in the layers palette. You can find another layer called QR_Code there. Repeat the steps above to place the QR code for your web URL address.

N.B. : Make sure you choose the QR Code image that you saved selecting website link in the first part of chapter 1.

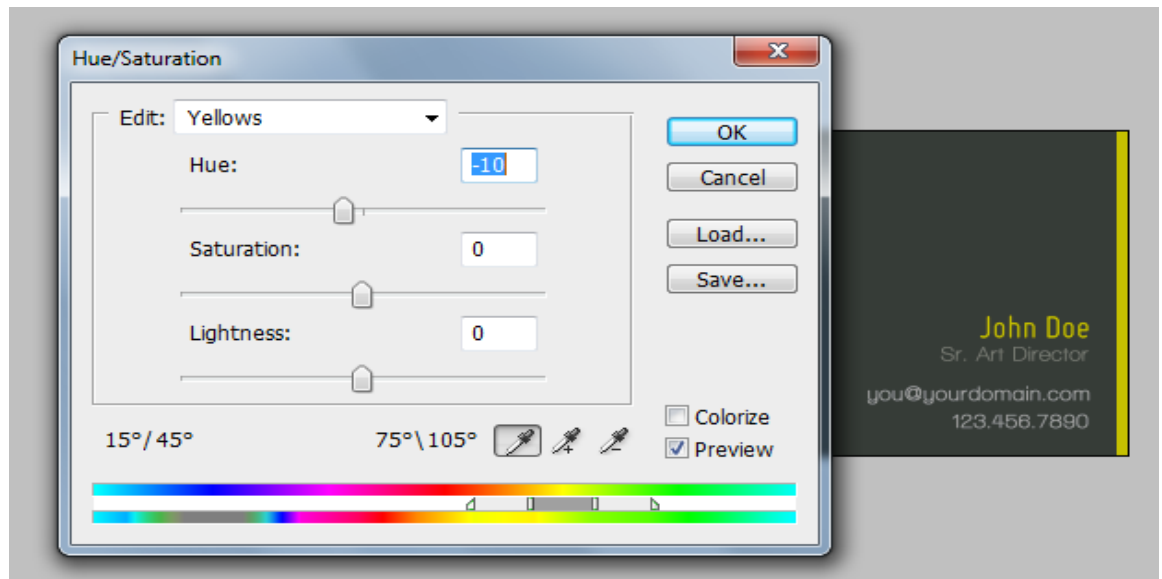
4. Changing the theme color

Changing the theme colour is very easy. Follow the given steps to change to color of the theme to your preference.

1. The respective Hue/Saturation adjustment layers can be found inside the respective group for corresponding sides. Open FRONT layer group and you will see an adjustment layer there. Double click the adjustment icon to open up the Hue/Saturation dialog box.



2. Once the Hue/Saturation adjustment dialog box opens, use the sliders to adjust the colors to your preferences.



3. Alternatively, if you want the exact color [Hexadecimal value], then you need to delete the adjustment layers and then change of colors manually for the following layers.

Contact_details>John Doe

Side_Strip/Bottom_Strip [varied with the theme chosen]

4. Of course, you can always change the elements to your liking. The elements have been neatly organized across different layers for your convenience.

5. Fonts

The files included use 2 free fonts. The fonts and their download links are given below:

- i) **Miso** [<http://www.omkrets.se/typografi/>]
- ii) **Walkaway** [<http://www.fontsquirrel.com/fonts/Walkway>]

That's it!! I hope you enjoyed using the SMART BUSINESS CARD.

Thank you!!

Please visit our portfolio for other files if you like this file and don't forget to rate if you like it.

<http://graphicriver.net/user/imultime>