NEMA Conference 2022
QR Codes in Museum Galleries: Wave of the Post-COVID Future or Fleeting Fad?

How to Make a QR Code
Step 1: Create the content you want the QR code to open: could be static page, interactive site, or audio/video
Step 2: Load the content to the web (must have a web address to create a QR code link)
Step 3: Generate a unique QR-code graphic with a free or paid program (Ex. Flocode, ThingLink)
Step 4: Print the unique graphic
Step 5: Provide some basic instructions for visitors on WHAT they're linking to, HOW, and WHY
Step 6: Track QR-code usage to gauge effectiveness and popularity
Step 7: Adjust location, size or placement of graphic, instructional/invitational language to experiment with how to boost usage

Some Options for Content Hosting
ThingLink
GoogleDrive
YouTube
Your museum's website (if applicable)

Questions to Consider When Creating QR Codes and Content
How much money do you want to spend on the QR code creation? On content creation?
Will your content need to be updated?
What type of content are you linking?
Do you want to track usage?

Further reading on QR codes in museums
Dressler, V. A. & Kan, K. (2018). Mediating Museum Display and Technology: A Case Study of an
        International Exhibition Incorporating QR Codes. *Journal of Museum Education, 43*(2), 159-170.
Mogali, S. R. et al. (2019). Scan and Learn: Quick Response Code Enabled Museum for Mobile Learning
        of Anatomy and Pathology. *Anatomical Sciences Education, 12*(6), 664-672.

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