

QR Code Integration Guide

QR codes make multimedia assets accessible without adding hardware to the kiosk. They let visitors choose their own level of engagement while keeping the exhibit lightweight, low-maintenance, and cost-effective. Use them to link to expanded text, audio, video, and even evaluation links.

Where QR Codes Can Appear

Place QR codes where a visitor's eye naturally lands:

Location

Interactive kiosk panel (upper right or near take-away shelf)

Takeaways (postcards, seed packets, coloring sheets)

Event signage or printed programs

Best use

Links to related content like audio or video (oral histories, soundscapes, podcasts, mini documentaries)

Links to deeper learning

Links to evaluation survey or feedback form

Rule of thumb: One code per surface. Don't crowd!

How to Generate a QR Code

You can use any QR generator, but these are free, no sign-in required:

- [qr-code-generator.com](https://www.qr-code-generator.com/)
- [qr.codes](https://www.qr.codes/)
- Canva (if designing a poster/panel)

Steps

1. Upload your audio/video to a public link (YouTube, Vimeo, SoundCloud, Google Drive, etc.).
2. Paste that link into the QR generator.
3. Download the QR code as PNG or SVG.
4. Test it with two different phones before printing.

Formatting + Accessibility

Follow these specifications so codes scan reliably in indoor/outdoor light:

- Size on kiosk panels: minimum 1.5–2 in (3.8–5 cm) wide
- Size on takeaways: minimum 1 in (2.5 cm)
- Clear space around code: ¼ inch margin on all sides
- Contrast: black code on light background (no patterned fill behind the code)
- Add a short label beneath each code, for example:
SCAN TO LISTEN: "Grassland Voices"

For accessibility:

- All linked media must have captions or transcripts available.
- Include a text link below the QR code for people without smartphones.

Credit + Permissions Checklist

Before linking digital media:

- Consent forms signed (see Documentation appendix)
- Credits noted in video/audio description
- Confirm content does not include restricted cultural knowledge or sensitive locations
- Confirm data storage plan (where files live after kiosk comes down)

Recommended QR Use Cases

- Audio from pastoralist interviews
- 30–60 sec soundscape loops (wind / birds / bells / shearing / hoofbeats)
- Short film clips from the *Perspectives on Pastoralism Film Festival*
- Podcast excerpts (*Art of Range*)
- Evaluation survey (Google Form or SurveyMonkey link)

Copy/Paste Label Examples

Use these under QR codes so visitors know what to expect:

- Listen — Voices from the Rangelands
- Watch — Short Film: “Sheep Move at Sunrise”
- Explore — Bird Songs of the Grasslands
- Share Back — Leave Feedback / Take Survey

Final Tip

QR codes = invitation, not obligation.

Keep them few, placed with intention, and always paired with a clear action.