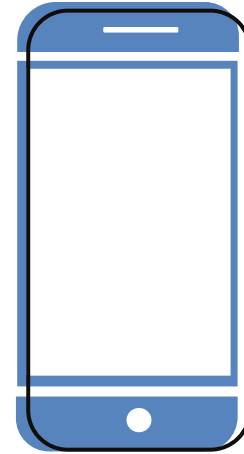


WHAT'S A QR CODE?

The term "QR code" stands for "Quick Response code." A QR code looks like a square pixelated version of a barcode. It is **scanned with a smartphone** as a way to **connect to URLs or undertake actions** like getting directions, or receiving a coupon.



HOW TO MAKE A QR CODE

To create a QR code you will need a **QR code generator**. There are a many generators available. A few free options are:

- kaywa.com
- goqr.me
- the-qr-code-generator.com

These generators will create a QR code image you can **embed in a flyer, poster, or other collateral**.

FURTHER QUESTIONS?

Contact the University Life Communications and Marketing Team, or email Karen Wolf at kwolf1@gmu.edu.

