

# Turning an Internet link into a QR code (CS7+)

*Conference reports and various reference materials usually contain hyperlinks to online resources. In the PDF file, you can follow these links. But they are useless in print media. No one will type these long lines to get to the site. Although this text is interesting and a reader would like to get more information.*

*You can get rid of this inconvenience by putting the same address next to each link, but in the QR code version. And readers can easily access the page of interest using their smartphone.*

The **AddQR-code.jsx** program searches for and converts hyperlinks into QR codes, its window is on the next page. On the right is an example of how this program works.

The QR code must be large enough for the smartphone scanner to recognize it, even if the file is printed on the office printer. And since in the vast majority of cases the pointsize/leading ratio of 10/12 is used, it was decided to make QR codes in which the side of the square is equal to three times the value of the leading. They can be easily read on any print example.

Three leading determine which texts have the practical usefulness of using this script: there should be at least four lines of text between the links to the sites. Then the frames with QR codes are guaranteed not to touch or overlap.

If you have a high-quality print, then you can try to make a test impression with the side of the QR code square in two leading instead of three. The multiplier for calculating the side size of a QR code square is called **qrMultiply**, it's in a service text file **AddQR.jsxinc**. But it is necessary to check with different smartphones whether a QR code of this size is readable on paper.

The purpose of this script is to make a bridge between the informa-



## Divide Table Row

This script is to enable in InDesign to deal with page breaks within tables as easily as we do this in MS Word  
<https://shop.dotextok.ru/en/02-divide-table-row>



## Divide table row in invisible tables

But sometimes there are tables that do not fit on the page. The reason is that there are such extended cells that their length is greater than the height of the page.  
An auxiliary script has been made to solve this problem. They work together, the main one and this service one, and the problem with non-committable tables is solved.  
<https://shop.dotextok.ru/en/19-divide-table-row-in-invisible-tables>



## Composite Running Header

Keep live paragraph numeration in the multi-line running header  
<https://shop.dotextok.ru/en/05-composite-running-header>



## Gutenberg Drop Caps

Let's make eye-catching drop caps.  
Now there is a program for this: the result is better than InDesign can do  
<https://shop.dotextok.ru/en/09-gutenberg-drop-caps>



## Two Tools to Work with Text: Show Me Rivers & Typefitting Tool

As you know, the river in the text it is a vertical or oblique line of spaces that occasionally forms in a typographic composition and makes it ugly.  
And who among us will like that they will say about his layout that it is ugly?  
<https://shop.dotextok.ru/en/22-two-tools-to-work-with-text-show-me-rivers-typefitting-tool>

tion about the website printed on paper and the smartphone that allows you to access this website.

The QR code size and print quality determine the reliability of this bridge. There are no problems with the size of the side of the QR

Converting an Internet link into a QR code

Text with hyperlinks

☐ text Paragraph Style

☐ термин Character Style

☒ Selected text without specifying styles

The location of QR codes on the page

☒ left ☐ right

3 Shifting the QR code down (pt)

☐ Hide the link after creating the QR code

? OK

code square, equal to 36 pt, and black. And with smaller sizes and color options, you should always check.

The number in tooltip for the [?] is the value of this multiplier.

## Performing a search

This script turns an Internet link into a QR code. Links are searched in the highlighted text.

There are three options for search terms:

- grep query in a text designed with a specific paragraph style
- links designed with a specific character style are being searched for
- grep request only, without specifying styles.

grep-searchforanInternetaddress:((ht|f)tps?:/|(www|ftp)\.)+?(?=\s), if this is a search without specifying the style or with the specified paragraph style.

If a search with a character style is selected, then the grep query is: ((ht|f)tps?:/|(www|ftp)\.)+

## Placing QR codes on the page

The program will find links to websites, and the layout designer must specify where to place QR codes on the page. If it's on the right, then the layout may look sloppy due to the different lengths of short paragraphs. If you place these information squares on the left, then due to the fact that the distance between QR codes and texts is now the same, the layout will look better.

The QR code created by InDesign always has a small white field around the sign. And visually, the lower edge of the information square is not placed exactly on the baseline of the text, but slightly higher. You can move the image slightly down so that it stands exact-

ly on the baseline of the font, for this you need to select the desired offset in the field **Shifting the QR code down (pt)**.

An object style is applied to the QR code frame. By default, its name is #QR. If there is such a style in the work, it is used, if not, then it is created.

### Hide the link after creating the QR code

Sometimes it is assumed that there will be no Internet link in the text, only a QR code. It is not advisable to delete them automatically, because the number of lines will change. Therefore, hyperlinks are made invisible (character style #hideLink is used), and the QR code aligns with the line above the hyperlink.

All settings are remembered, and the next time you start the program window, the state will be the same as it was when you clicked on the red cross in the window header.

### Changing the layout

So, these information squares are placed on the margins of the layout. There is a distance of 12 pt between the text frame and the QR code. Obviously, the usual size of margins for these QR codes are not enough, so you need to arrange the list with links differently.

And then this solution will help save time: if you place this text in alone frame sequence, then using a script **ColorAndMargins.jsx** you can quickly select the required field values. The user changes the width of the text frame and evaluates the calculated distance between the edges of the QR code and the page. If this value is less than zero, then the QR code will go beyond the edge of the page.

When specifying the width of text frame, integer values are entered, and the unit of change is millimeters. After the first resizing, the ra-

dio buttons on the **left** and **right** will become inaccessible. The distance between the edges is calculated immediately after entering the new value.

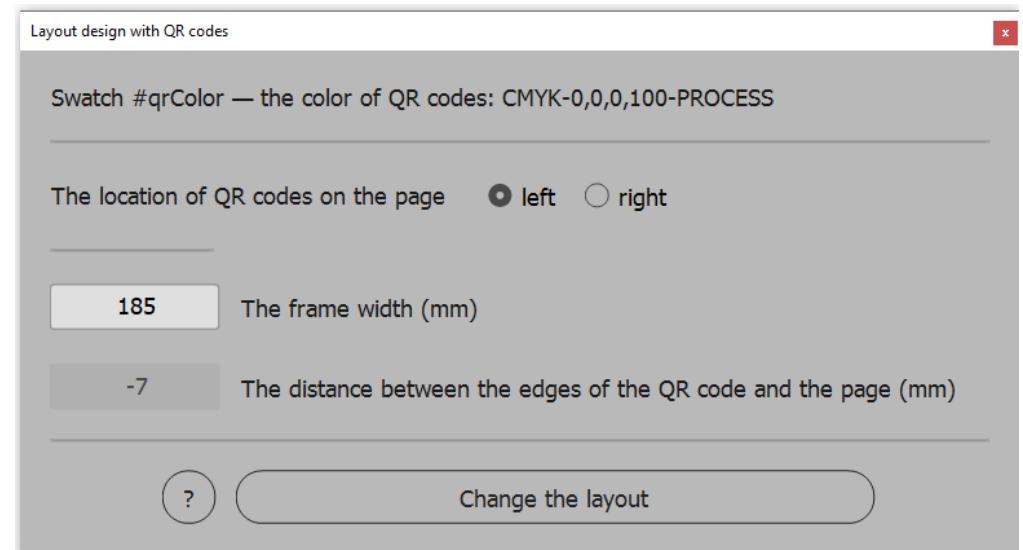
After selecting the desired width of the text frame, click the **Change Layout** button. The script will change the dimensions of all text frames in layout, where the story in which the cursor is located is located. After resizing the frames, the program window will close.

It may be that as a result of reducing the width of the frames, the previous number of pages is no longer sufficient. Then a message will appear on the screen: **It seems that changing the width of the layout caused the text overflow.**

If this message is not present, then you can run the QR code placement script **AddQR-code.jsx**.

### Color of QR codes

Each information square of the QR code is colored with the swatch #qrColor at the time of creation. If there is no such swatch in the



document, it is created, it is CMYK 0-0-0-100. And if there is, then the one that is available is used.

And this can be used in the design of documents, for example, to make the printing color of these signs 0-0-0-60. They will no longer look too dark spots, and at the same time, the smartphone scanner normally reads such offset prints. Or even a different color, if there is an idea to make the color of QR codes an element of the document design.

Information about the color sample to be used when creating QR codes is displayed in the **ColorAndMargins.jsx** script window.

The color design of the QR code available in the InDesign was made with an error: at the time of creation, the QR code will be #qrColor, but if you later change its CMYK ratio, the color design of the previously made codes will not change. It won't change even if you remove the #qrColor swatch from the work altogether. This means that each QR code is colored in an unnamed color.

Therefore, if you plan to use a specific color assignment, then you need to make the desired swatch #qrColor before you start creating QR codes.

## The QR bridge between text and the Internet

Here is an absolutely obvious statement that it is impossible not to agree with: all printed documents are made in order to be read and worked with. But the situation is such that there is a gap between text on paper and the Internet. Modern information documents always contain links to Internet resources. There are links in printed form, but there are no means of transferring from the printed page to the Internet space. And therefore there is no sense in these links.

These scripts create a bridge over this abyss — they convert ordinary links into QR codes that can be read by a smartphone. Do you remember Steve Jobs' idea of "A thousand songs in your pocket"? And here, too, user convenience is put at the forefront — a square of small dots on the margins of a printed publication page provides a completely different and very powerful user function: there has never been such a convenient way to have access to the Internet *from any document* with a few hand movements.

Tell the authors and organizers of the editions about this opportunity to make the printed editions more convenient for readers. Let's create a new format for accessing information. And if readers take QR codes on the margins of documents for granted, that's a good thing. This means that such format is useful.

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