

QR print checklist

18 checks that decide whether a printed QR code actually scans — run them before, during and after every print job.

Size rule: minimum width $\approx$ farthest scan distance $\div$ 10

Quiet zone: at least 4 modules of empty space on every side

1. Before design

Decisions that are expensive to reverse later.

- ☐ 1 You chose static or dynamic on purpose — a static code is permanent ink, a dynamic code keeps the print fixed while the destination stays editable.
- ☐ 2 The destination is final, live and mobile-friendly — you opened the exact URL on a phone.
- ☐ 3 One named person owns this code — its destination, its artwork and its review dates.

3. Proof

One test print before the production run.

- ☐ 10 A proof is printed on the final material — office paper says nothing about vinyl, fabric or glass.
- ☐ 11 The proof is at the exact final size, after every layout scaling and crop.
- ☐ 12 It scans with several different phones, old and new.
- ☐ 13 It scans in the real lighting, from the nearest and farthest realistic distances, and at an angle.
- ☐ 14 Glossy finishes are checked for glare, curved and folded surfaces for distortion of the pattern.
- ☐ 15 Nothing clips the code after cutting, folding or lamination — the quiet zone survives finishing.

2. Design

What decides whether a camera can read it.

- ☐ 4 Dark modules sit on a light background — no inverted, low-contrast or gradient-filled patterns unless thoroughly tested.
- ☐ 5 A quiet zone of at least four modules of empty space surrounds the code — no text, logos or trim crowding any side.
- ☐ 6 Any logo is small and centred, error correction is raised to compensate, and the three corner squares are untouched.
- ☐ 7 The code is at least one tenth of the farthest scan distance wide — a poster read from 2 m needs a 20 cm code; round up.
- ☐ 8 A short call to action sits next to the code — “Scan to see the menu” — so people know why to lift their phone.
- ☐ 9 The artwork is exported as SVG or a high-resolution PNG at final size — never an upscaled screenshot.

4. After print

A printed code is a maintained asset, not a one-off graphic.

- ☐ 16 The installed piece is scanned once more from where people will actually stand — and a dynamic code's redirect is confirmed to land on the right destination.
- ☐ 17 Placement, destination and owner are recorded in one place, so old artwork and new destinations never drift apart.
- ☐ 18 A review date is in the calendar — and you re-test after any change to the destination, domain or schedule.