

Creating your blog, blog favicon and QR code¹



PRE-TASK

Before creating a new blog concentrate and

1. CHOOSE A TOPIC you are passionate about, or you are expert in or you want to know more about.

Remember your blog must be in a foreign language, and the content of the blog must be connected to the foreign language country/ies to some extent.

2. CHOOSE A BLOG NAME

Here are some tips from <http://www.blogclarity.com/the-guide-to-choosing-a-blog-name-you-wont-regret-part-1/>

Jot down the topics you'll be writing about and then any words associated with those topics. For example, if you had a food blog, you might write down obvious words like “cooking” or “kitchen” but go further and think: utensils, cooking methods, fave ingredients, how food/cooking makes people feel (comfort, enjoy), how people describe food (delicious, savory), etc.

Brainstorming all these words helps spark blog name ideas, so write down a word even if you know you wouldn't use it for your blog. You'd be surprised how just writing words down can springboard into more words (one of which just might end up being part of your blog name).

Look at your words. Are there words you know you definitely want or don't want in your blog name? Circle the definites and cross off the “no ways.”

3. CONSIDER YOUR TARGET AUDIENCE

Here are some tips from <http://www.blogclarity.com/the-guide-to-choosing-a-blog-name-you-wont-regret-part-1/>

Who is your audience or potential audience? Are they mostly women? Mostly men? Why do they come to your blog (or if you have no blog yet– why do you want people to come to your blog)? To be entertained? To laugh? To learn something? Because they're curious about your

¹ Optional but very interesting, easy-to-do and advanced.

life? You can have more than one answer. Is there an audience you want to attract, but aren't at the moment?

List some characteristics of your ideal target audience. You want your blog name to resonate with them. For example, if your blog readers love that you make them laugh, then a bland name won't be as effective as a name with a tinge of humor.

TASK 1

Now either watch or read **any** instructions about how to create a blog at www.blogger.com and launch your blog.

1. You may choose and watch one of these two tutorials

<http://www.youtube.com/watch?v=LtLt3TbPPHg&feature=related> or

https://www.youtube.com/watch?v=naDWeOL_uLI

2. You may want to read some instructions and follow them.

Instructions from <http://bloginstructions.blogspot.com.au/>

1.) Go to the web site www.blogger.com. On the right hand side of the page, about half way down you will see a blue box that says, "Sign Up," ([see Figure 1](#)). In the corresponding blanks, **enter a username and password for yourself. Confirm your password.**

NOTE: Remember your username and password. Write them down if necessary.

2.) In the next screen **enter your first and last name and your email address.** Then **click the link to read the Terms of Service**, and **click the checkbox** indicating that you have. After entering this information, you will return to the Blogger.com home page as a logged in user.

3.) On the right hand side of the home page you will see a blue box that says, "Your Blogs,". To start your blog, **click where it says "Create a new blog"** in the blue box. After your blog has been created, you will return here to update it.

4.) You are now at a screen that prompts you to enter a title and brief description of your blog. Also it will ask you if you want this to be a public blog. **Enter your title, enter your description, choose public or not, click next.** A "public blog" will be listed in the Blogger directory and might

appear on the recently updated list on the blogger.com home page. If you choose no, your "Private Blog" will still be viewable to anyone on the internet.

5.) Now you will choose an address for your blog and agree to the Blogspot terms of service. It would be a good idea to use the same address as the title you chose in step (4.)

NOTE: The address for your blog will follow the form:

1. **<http://whateveryouchoose.blogspot.com/>**
2. **Remember this address. Write it down if necessary.**

The address for this set of instructions is <http://bloginstructions.blogspot.com/> Enter the **address** you would like to use in the appropriate blank, **click the checkbox** next to "I accept the Blogspot terms of service" and **click next**.

6.) This screen offers you a selection of eight templates for your blog. The template determines what your website will look like. **Select one of the templates and click "Finished."** Select one of these eight right now, but you can change at any time to one of the many other templates available or even create a custom one of your own.

7.) Now you are at the Blogger interface that you will use to update your blog from now on. On this first visit, the following instructions will appear on the bottom half of the screen. I have copied and pasted them here for future reference.

Quick-Start Instructions


Posting: Enter text and/or HTML in the form field above and hit the post button in the upper right. All posts will show up here.

Saving to your server: To transfer the latest version of your blog to your web site, hit the "publish" button on the right of the black bar, above, or the "post & publish" button in the toolbar at the top. (If there are no changes since your last save, the "publish" button will not appear.)

Editing: All posts that you have permission to edit (which is all posts created by you, or, if you're an administrator of a collaborative blog, all posts) will appear with an [edit] link. To get

to older posts that are not showing up in this frame, use the filter form on the right. This filter will not effect what appears on your actual blog page.

NOTE: Your blog will not be published and therefore not viewable for the public until you have published some text or html code.

Сообщения  ▼

Report about the task you have done to the Teacher via DiSpace.

TASK 2


1. Watch one tutorial about creating a favicon

<http://www.youtube.com/watch?v=rHaHyKcdxzs> and visit a site <http://favicon.ru/>


What is the way of creating a favicon you are going to use, you think? Will you recommend it to your groupmates?

2. Think of a favicon for your blog theme. Create or find and customize a favicon.



3. Change  into your favicon. Follow the instructions at

<http://helplogger.blogspot.ru/2012/04/how-to-add-or-change-favicon-on-blogger.html>

Сообщения  ▼

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TASK 3²

Creating a QR code with a favicon

There are various options for creating QR codes with favicon. The most affordable and simple way is online QR code generator. Here is a selection of services that will allow you to make QR codes with favicon **in just a couple of minutes**. Choose any you like.

² Optional but very interesting, easy-to-do and advanced.

– **QR CODE MONKEY**

[QR CODE MONKEY](#) is a popular free QR code generator. To create a QR code, you just need to follow a few simple steps to:

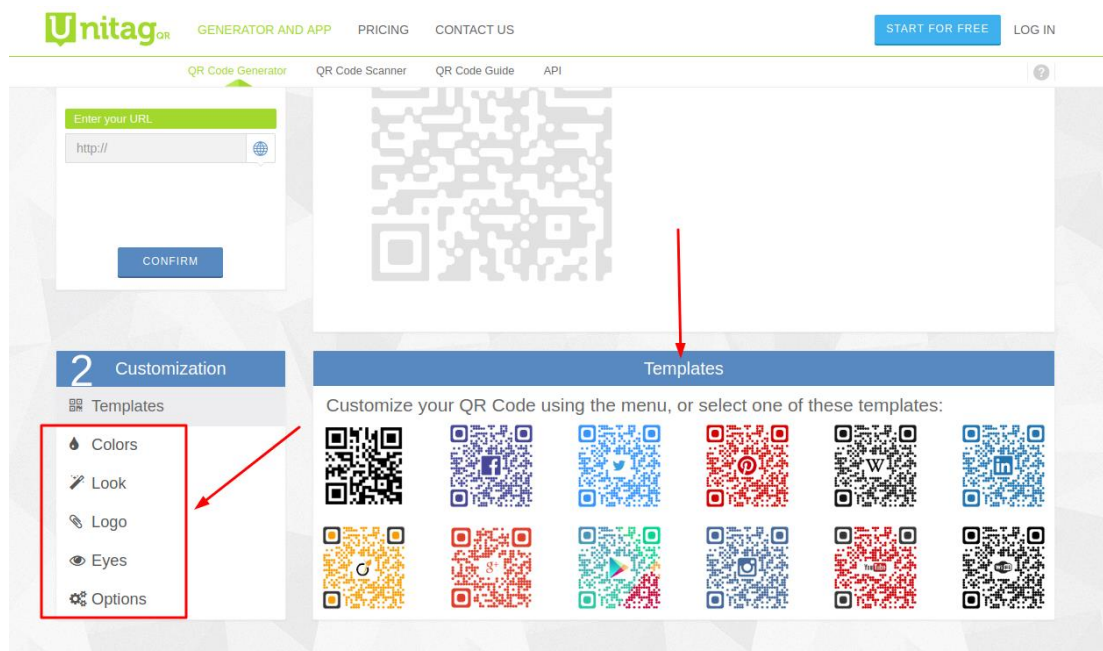
- 1.) Add the URL of your site
- 2.) Select the color of the code
- 3.) Fit the design code
- 4.) Download your favicon. This is done in order for the code to be scanned normally.
- 5.) Generate the code and save in the desired format.

As a result, you get a code that can be used in just a couple of minutes.

– **UNITAG QR CODE GENERATOR**

[UNITAG QR CODE GENERATOR](#) is another QR code generating software that provides the ability to create, manage and track codes with custom colors and favicons. It is a simple and cost-effective software for creating intelligent codes tailored to all needs, with dynamic target content. In addition, you can customize the design and URLs and get HD codes.

Steps of code generation are done similarly to QR Monkey.



– **QR CODE-PRO**

[QR code-pro](#) is an online generator that offers a wide range of color palettes and the ability to add your own favicon. The mechanism of the creation process is similar to the other services from the list, but the functionality is slightly simplified.

The screenshot shows a web interface for a QR code generator. It is divided into three main sections:

- 1 Content:** A list of content types with checkboxes. A red arrow points to the 'Website' option, which is checked. Other options include Youtube, Scan to mail, Scan to call (phone), Download link, Contact Card, Product page, Business Card, Payment page, Facebook, Twitter, Google+, and Pinterest.
- 2 Your logo (optional):** A section for adding a logo. It shows a 'SEND' button, a 'Supprimer l'image' button, and a 'LOGASTER' logo. A red arrow points to the 'LOGASTER' logo.
- 3 Design suggestion:** A grid of QR code design suggestions. Each suggestion has a 'Free' label below it. A red arrow points to the bottom right corner of this grid.

On the right side, there is a 'Preview' section showing a large QR code with the 'LOGASTER' logo in the center and a 'FINISH' button below it. A red arrow points to the 'FINISH' button.

Сообщения +1 ▼

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