let's make it awesome.

seventyseven

a creative team of designers & developers.

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seventyseven volume 1

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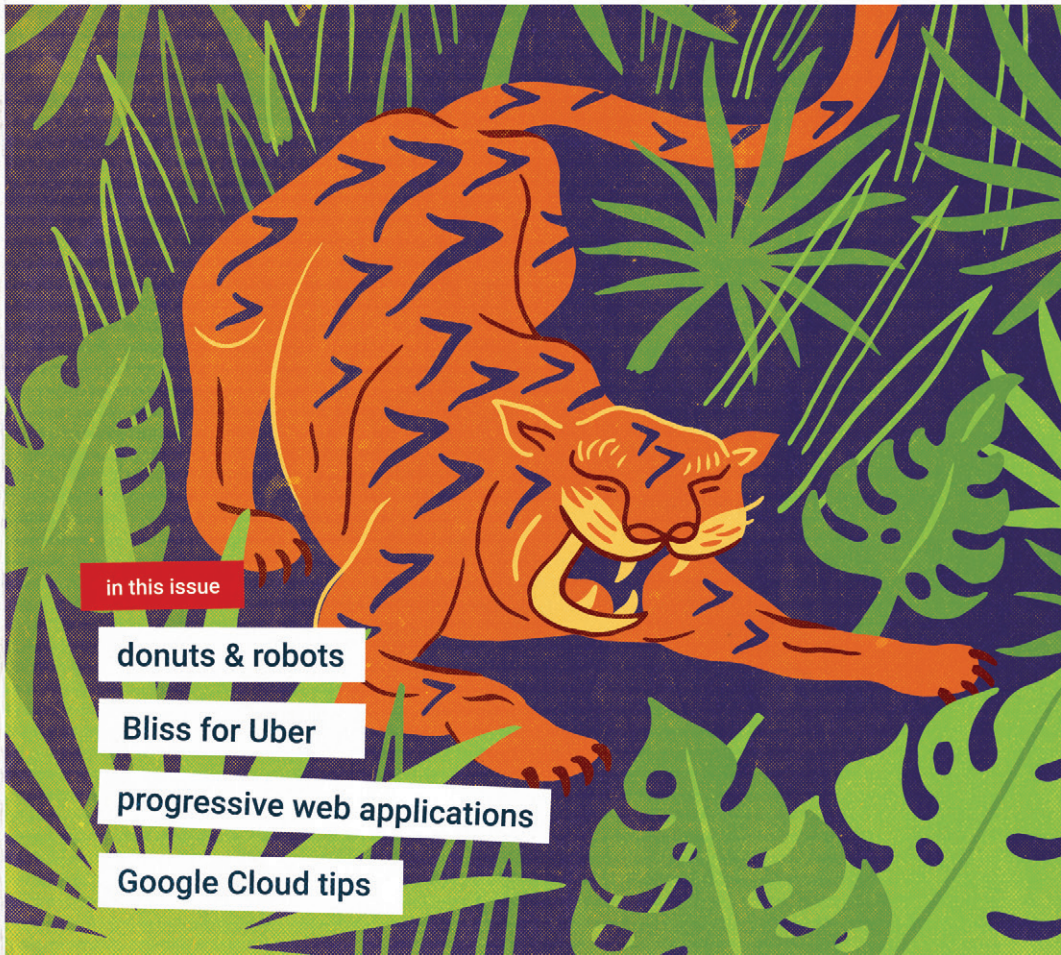
seventyseven

volume 1



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meet BRAD

full CIRCLE

brad manderscheid
partner / strategy & business development

Back in ancient times (the early 90's), expressing yourself through media was essentially non-existent. Mass publishing or broadcasting of any type was exclusive to TV, radio, magazines, etc. At the time, and for many years after, I was completely immersed in the subculture lifestyle of skateboarding and punk music — both of which used the artform of the zine to publish content around itself. Zine layout was contrived of designing pages by carefully taping snippets of typewriter copy with photos and illustrations. Finally this page would be xeroxed and mass copied. Not only was I obsessed with skateboarding and music, but I was equally intrigued by the prospect of using zines to publish content around my passions.

As I became more serious with skateboarding, video quickly took over as my number one form of expression. A shitty camcorder, two VCRs, a stereo, and you're making decent skate videos. The process was equally meticulous as zine creation, but would exercise my brain in ways that would prove to be beneficial by the time nonlinear techniques became feasible with computers.

As DVDs came out (early 2000s), I was in college and making music videos and documentaries. DVD burners were now shipping with Mac laptops, along with professional software to create actual DVD menus. These interactive programming techniques instantly trumped any desire I had to produce content. This would send me off into a decade of obsessive learning and career building. Flash was naturally my gateway drug to web development at that time, allowing me to truly blend design, copy, animation, and video into single interactive compositions.

Nearly 30 years after my first zine, I'm embarking on a new adventure that I hope can truly utilize all of these wonderful mediums I've learned along the way. Although much more modern, this zine is my homage to the technique that kickstarted my creative life.

Skate or die, dude.

zach nelson
partner / interactive director

Refocus

5 By crossing your eyes

7 Objects merge into themselves

5 Forming new patterns

Coding for Kids

5 Poised upon the keys

7 My fingers are small children

5 Eager to create

Brevity

5 If it can't be said

7 In the confines of haiku

5 It needs refactored

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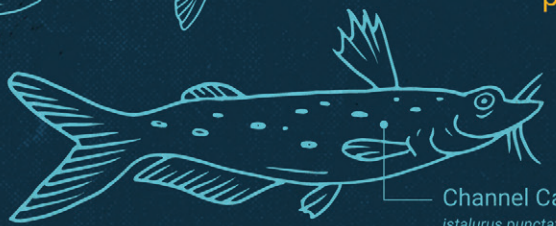
game development

creative and effective

design

illustration
3D animation
motion graphics
websites + apps
marketing campaigns
user experience
video production
identity + logo + branding
environmental graphics
print + packaging
web banners
posters



Lake Michigan Shore length: **1400 mi** Water volume: **1180 cu mi** Average depth: **279 ft** Minimum width: **91 mi**

brad manderscheid
partner / strategy & business development

progressive web apps

native application feel, powered by the web

When deciding to build your mobile app natively or as a web application, it's important to carefully consider your feature requirements and market goals. Oftentimes, this will lead to the conclusion that going native truly is your only option. Nothing matches the responsiveness, speed, and overall feeling of an application built with native tooling. Storing the application on the device allows the software to leverage the device's processing speed and take full advantage of the platform's features.

However, as mobile browsers and JavaScript get faster, it's much more feasible for robust applications to be served as websites. As a platform, nothing beats the cost, delivery, and overall ease of maintenance than the web. No convoluted provisioning and certificate signing or rigid laws to abide to for approval. You have complete control.

Progressive Web Applications (PWAs) attempt to bridge that gap between native and web. By adding a website to your homescreen, PWA functionality kicks in. This gives you complete control over what content is cached, assuring that the app is loaded instantly, regardless of connection speed. Utilizing this cache control allows you to build a site that can quickly render crucial information, even when offline. Service Workers are scripts that run in the background, loading new assets, managing cache, and providing faster loading overall. Another popular feature available with PWAs are push notifications, allowing your web application to send notifications, regardless if your browser (or website) is actually running in the foreground.

fast *reliable* *engaging*

With Google leading the way, PWA development is quickly gaining popularity, and its technology is being utilized by companies like Twitter and Starbucks. Microsoft appears to be all in by providing free tools like PWABuilder, and even hiring on evangelists from companies like Ionic — a Madison based company delivering dev tools for hybrid applications and PWAs. Apple is also providing support, albeit slow and limited. While certainly possible to write PWAs for iOS, cache is currently limited to 50MB and creating custom UI to install the application (add to homescreen) is not available. However, with proper thought and planning, these limitations are hardly a deal breaker.

We've been having a lot of fun with this new technology and are excited to be offering it to our clients. Will this type of delivery eventually take over the need of app stores? Seems doubtful, but if it does, it's even more proof that the web is definitely not dead.

dave solwold
digital producer

process makes perfect

Has your project ever turned into a mountain of tasks with not enough time to complete them?

Over the years I have learned it's simply due to a lack of planning and direction. As the saying goes, "If you fail to plan, you plan to fail". This is where having a process makes all the difference.

Many reports say that 70% of all projects fail and most of these failures are simply due to poor project planning. When a project lacks proper planning teams are unclear as to what they are supposed to be focused on. The project starts to fall off the rails with no clear milestones outlined. Eventually it becomes an avalanche of outstanding tasks and due dates are missed. This is a recipe for disaster.

Here are a few things to keep in mind before kicking off a project:
First, figure out who will be involved in the project based on the requirements gathered during the initial client meeting. Second, define milestones and deadlines with your team. I find the easiest approach is to work backwards in two week increments or "sprints" from the project due date. Third, once everyone is on the same page, define specific goals to complete within these sprints. I find setting S.M.A.R.T. goals (Specific, Measurable, Achievable, Relevant, and Time-Bound) works best. And fourth, determine a communication and project management tool that works best between your team and the client. Don't forget to explain to your client, from a high level perspective, what they should look for and expect.

When you put a good project plan in place for your company that's simple, consistent and efficient, it makes it effective. A good process makes perfect outcomes and happy clients.

CLOUD COMPUTING DOWN TO EARTH

Develop with Google Cloud

The world of cloud computing has exploded over the past few years, and you might be scratching your head as to what it is or why it matters. Throughout my time at *seventyseven* I have found it helpful to distill the concept of cloud computing into a simple and concise definition.

"Cloud computing is the practice of offloading tasks and data storage to networks of computers managed by a third party."

That's it! And with it comes a lot of magic. We use the Google Cloud Platform (GCP) to build our cloud applications. Let's explore a few of the services that Google Cloud Platform offers us.

1 Google Cloud Functions

Google Cloud Functions (GCF) sits at the heart of our applications. GCF allows you to write code that can manage other GCP services, return data from other GCP services, or simply run a block of code and return the results. It can also tap into the 'event stream' of GCP, allowing for automation (e.g. A new user signing into the authentication service could trigger a function to send a welcome email). GCF is one of the services that I use the most when building an application.

2 Google Firestore

Firestore is my go-to database whenever I'm starting a new project. Firestore is a non-relational database (think MongoDB) that can nest data into 'collections'. Querying these collections is the real power of Firestore, returning only the data that you need. Data that is updated, created, or deleted also triggers events that are readable by the above-mentioned Google Cloud Functions. Google Firestore is also realtime, which means changes in the database immediately updates any clients connected. This allows lightning fast updates to your applications and rich connectivity for your users.

3 Google Storage

A database is one thing, but what if you need to store a large amount of files for later retrieval? Google storage has your back. Simply stated, Google Storage is a hosted folder to hold your files. These files can be publicly accessible or private to your application. I have used it to drop off large data files, store user images, and even stream music.

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bliss building with Bliss.

seventyseven case study

Client Uber
Product Training & Simulation Web Application
Skills Angular, Google Firebase, Data Usage / Reports, Non-Relational Database

Uber had totally revamped their internal Help Desk platform, Bliss, and needed a simulation tool for training purposes.

This sandboxed application was to be built to load custom scenarios (tickets), and would be used for training new employees in many locations around the world. The logged, user actions would be compared against scenario metadata to determine the results and success of the trainee.

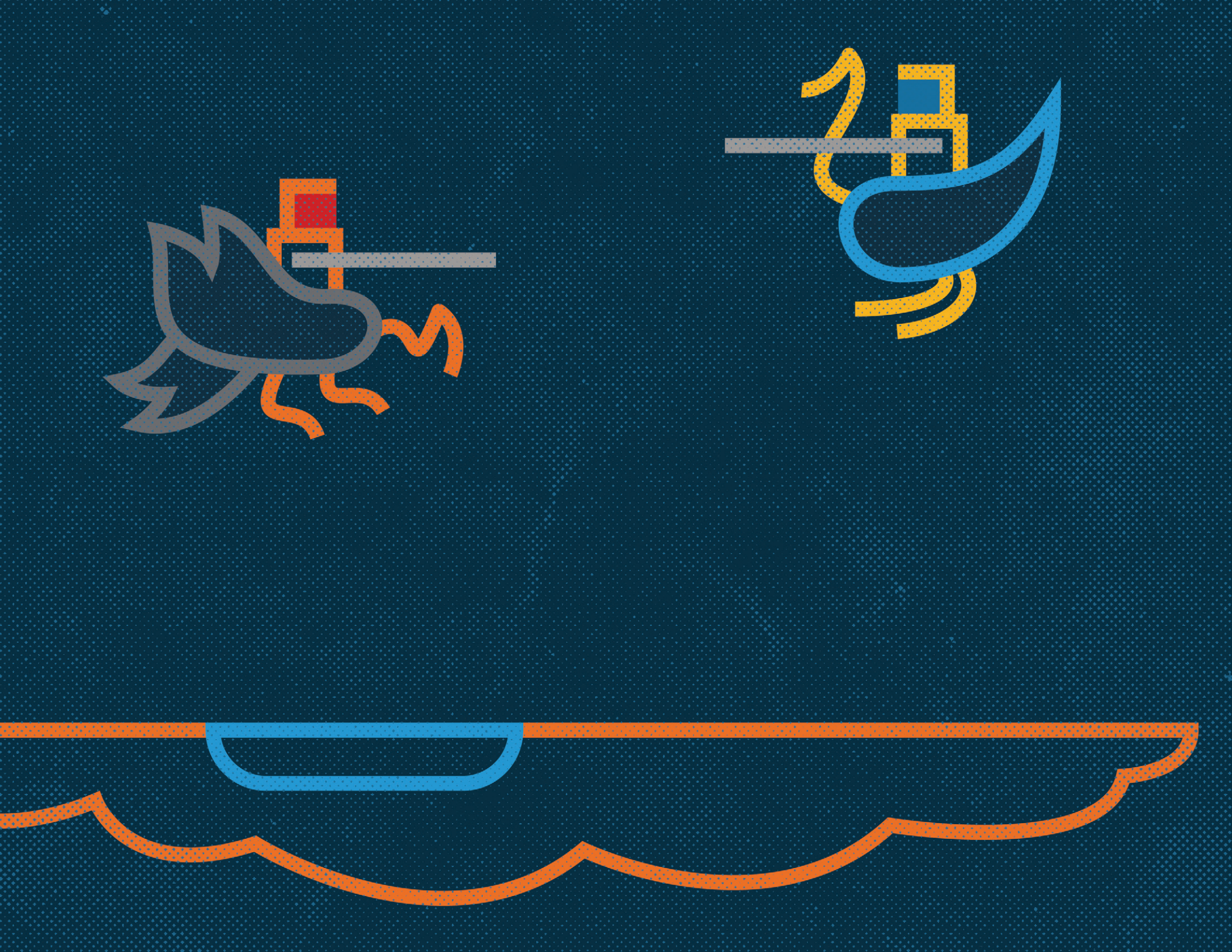
Our solution?
Re-build the Bliss application using Angular and Firebase.

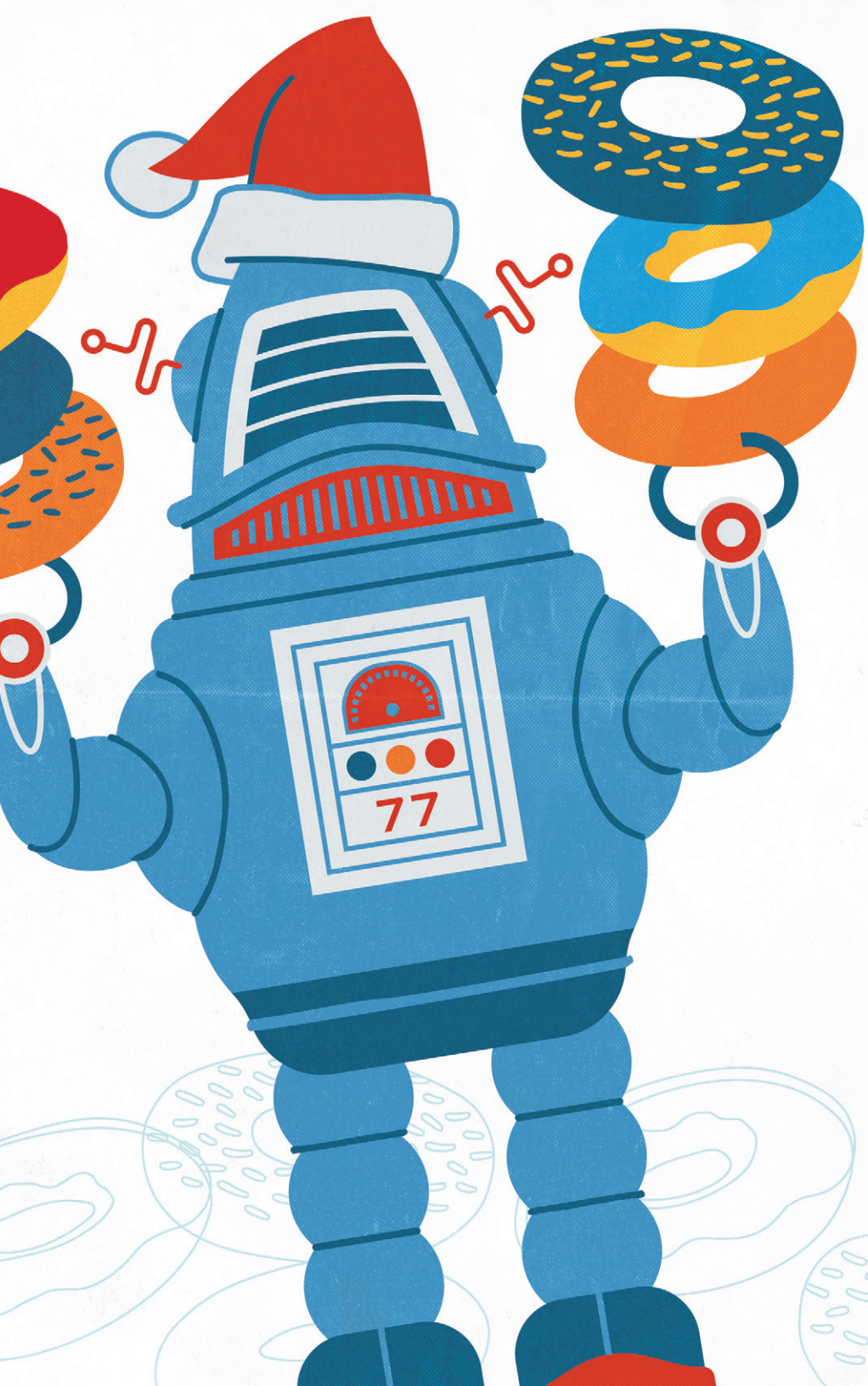
Having only access to screenshots, videos, and spreadsheets we rebuilt the application from the ground up. Using Angular on the frontend and Firebase (Authentication, Cloud Firestore, and Cloud Functions) on the backend, development was fast and efficient. We also built a companion tool that allows administrators to easily create and publish new scenarios, making them available for any trainer to add to their custom curriculums.

We had achieved success when the client consistently had trouble distinguishing the actual Bliss application from our simulator.

As of right now we have over 10,000 users training in the simulator. Another *seventyseven* success!

Manicule
A symbol in the shape of a pointing hand, used to draw attention.





billy baldus
creative director

donuts and robots

A simple campaign that's unique can leave a great impression.

Suddenly the holiday's were here. Like most years they seemed to sneak up out of nowhere. This is always a great time to say thanks to clients and business friends. We wanted to follow suite with this tradition.

Our new young company needed a gift to give. Hmm, what to do? We are a small, nimble company that likes to think outside-the-box... and sometimes inside-the-box... the donut box. Yes we like donuts just like the rest of you. Especially Holey Moley donuts, a great little company located nearby.

So, donuts it was. But, that seemed too simple. Sure our clients will love a good donut. But will it leave an impression besides the bit of powdered sugar left behind on their plate? Maybe there was a way to add to this idea.

Sometimes creating a juxtaposition between two simple ideas creates a memorable impression. Something fun that could play off-of the toys that use to populate the ground beneath Christmas trees in years gone by... robots... wind-up robots. We had our theme, donuts and robots!

Before we knew it we had a box full of wind-up robots and a mountain of donuts. Next step, wrap this theme into a single gift package. We created illustrations of a fun, slightly menacing robot, some simple tasty donuts and of-course, because it's the holidays, we needed to put a Santa hat on our robot. We created a simple postcard featuring our illustrations along with a straight forward "Happy Holidays" message. We found nice boxes to house our donuts and robots. We made a sticker label for the outside of the box. And we made all of this fit our seventyseven brand. Even the robots were in the colors of our brand. Simple and unique.

What's another good way to make an impression? Deliver your donuts and robots box in person! We love our clients and friends and look forward to interacting with them in person.

It was great to see everyone's reactions to a box full of donuts and robots. They loved them. The donuts were eaten and the robots are still competing in office races.

Let's be Partners

Take your project all the way to the end. From the first level to the last, we're here to help.

We are a creative and skilled team who can jump over any of the Pitfalls that appear when working with large agencies. We want your project to Breakout from the competition. We help you find the correct solution for what you need. When we're partners, everybody wins.

Get more BANG from your project.

With our knowledge and experience we find the true solution for what your project needs.

Put a ZING in your project.

We stay on top of the latest technologies so what we deliver always runs fast and smooth.

Make it POP.

Our quality and craftsmanship takes your project to the next level.

We have a BLAST working with you.

We get the project done right and we have fun doing it.
We're a straight-forward team that's easy to work with.
We take pride in our work and value our partners.

Make your project ZOOM.

We keep your project on task and keep you informed so you know what's going on.

Let's get started!

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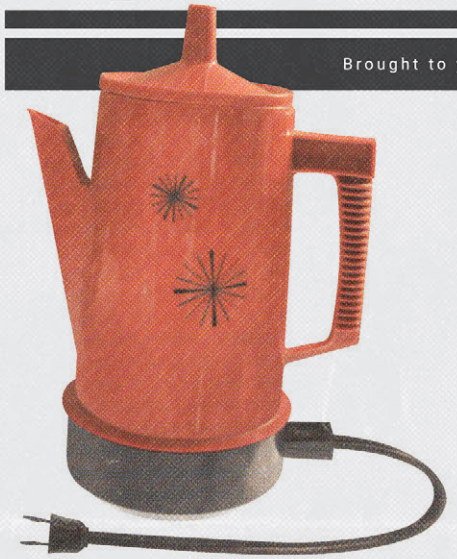

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QTY 1 ..... **$10**

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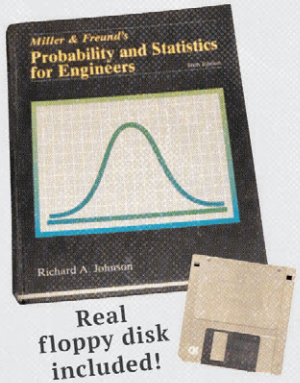

Real floppy disk included!

QTY 1 ..... **$20**

Real 50th Reunion Mug

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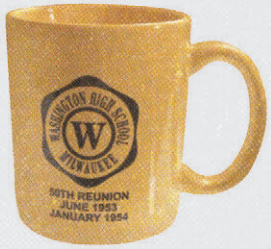

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