

let's make it awesome.

77mke.com

.95

seventyseven

volume 2

seventyseven

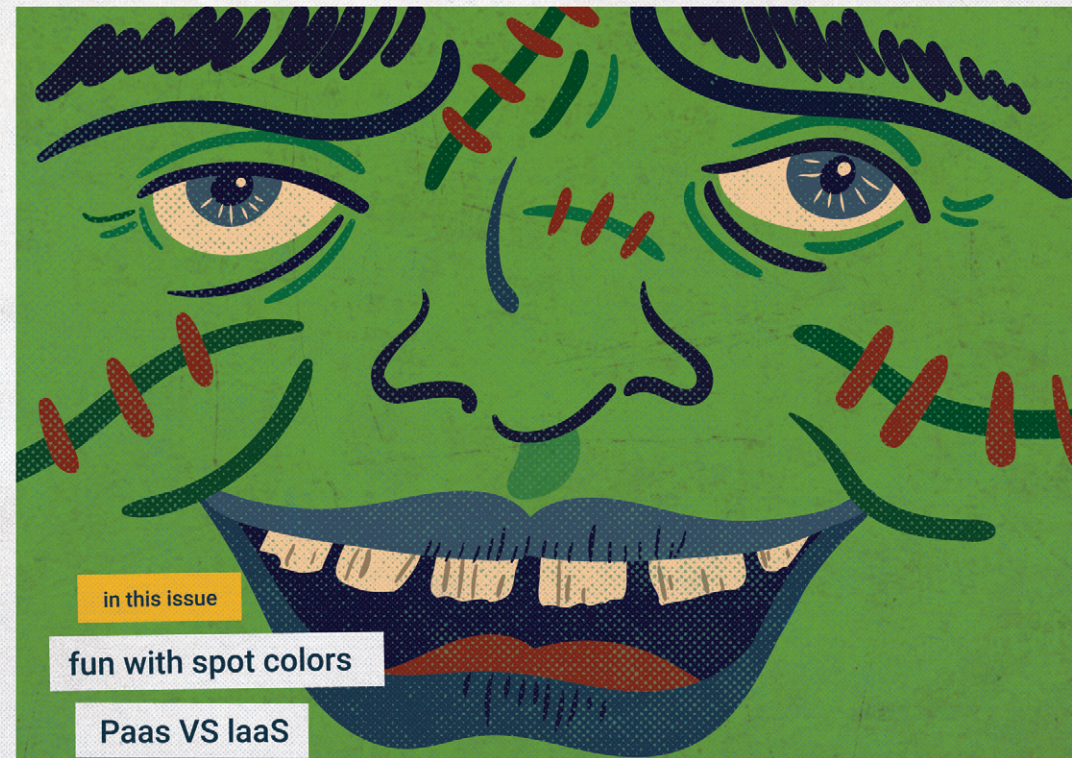
a creative team of designers & developers.

☎ 414.943.3527

✉ info@77mke.com

🌐 77mke.com

📍 225 e st. paul ave, suite 305, milwaukee, wi 53202



in this issue

fun with spot colors

Paas VS laaS

open-frame-rate in Cinema 4D

easy updating for Cousins Subs



Letter From the Editor

brad manderscheid
partner / strategy & business development

In many ways, our first issue of the *seventyseven* zine is a nice summary of our first year in business. Many things we never expected to happen, did so very quickly. We took on a full-time designer who helped us truly identify a brand for the company. We heavily adopted Google as a platform to power the majority of our apps, and dived into PWA and other technologies to form new techniques for mobile solutions. We polished a hired-on developer into a first class Digital Producer (who keeps this crazy train on its tracks), and even executed a whacky marketing campaign for the holidays that included robots and donuts.

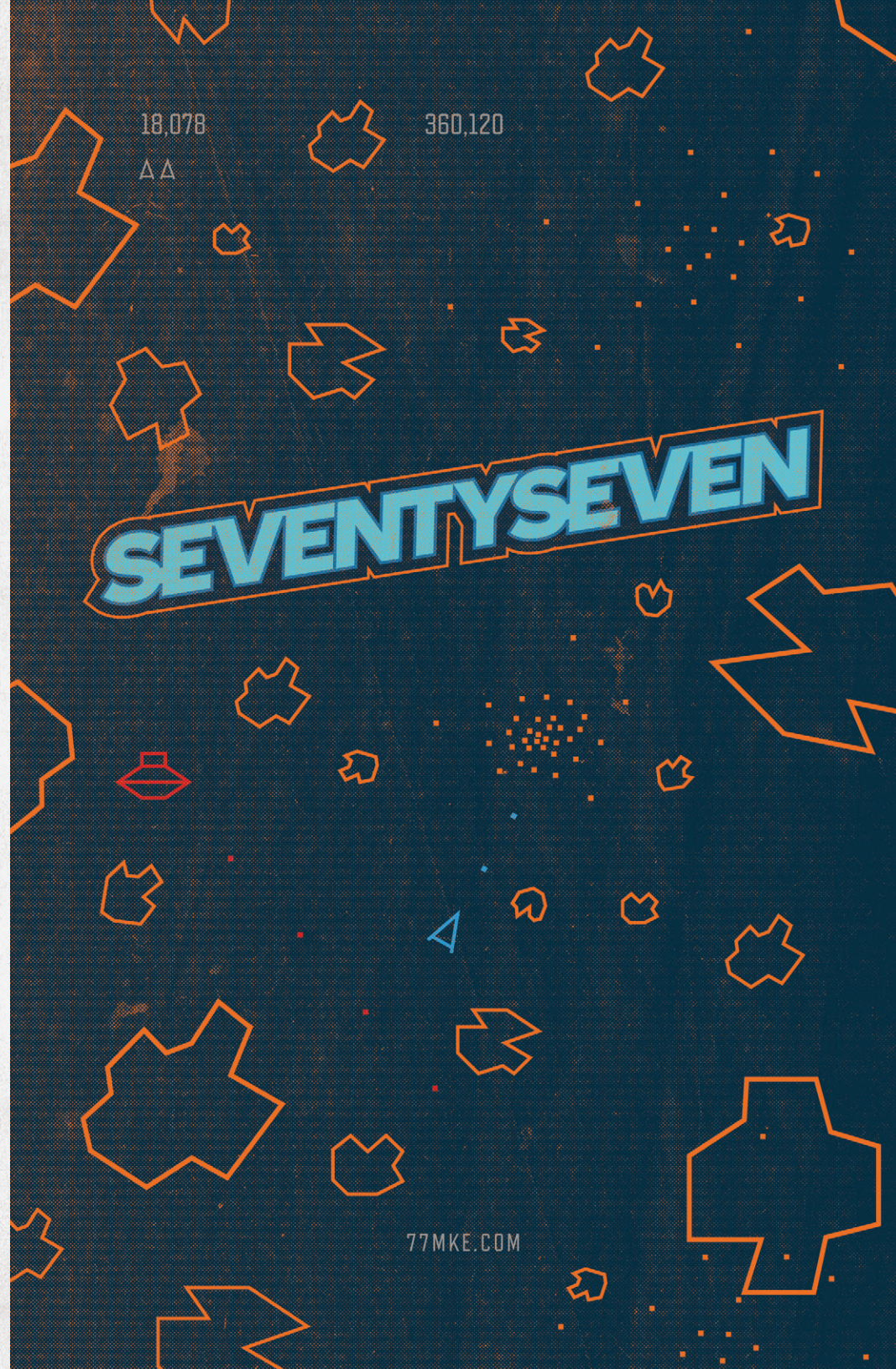
The intention of the zine was originally an idea for a simple piece of marketing material. We loved the idea of using print to promote our services, while laying it out in a way that was interesting and different. The idea of making it an actual, ongoing publication was always an idea, but never really a practical one.

As we moved into final proofing and into print, we were hiring on two more members to help with our motion graphics services. They hit the ground running with an actual commercial for the zine, and at that point it felt like nothing less than an actual product.

The issue was well-received and we quickly moved into outlining issue two, which you are reading now. Our services have doubled and our technical skill sets have expanded into deeper cloud implementations and fully-functional ecommerce solutions. We expanded our offices and continue to hone in our processes and general operations. I'm extremely proud of what *seventyseven* has become and what it's quickly becoming. We hope to keep this publication going on a seasonal basis, and plan to continue providing education and entertainment in other forms such as videos, tutorials, and online articles.

A big thanks to our solid team for kicking ass, and having the passion to contribute to this and other internal projects. And thank you for checking us out.

seventyseven		<i>zine volume 2</i>
<i>editor</i> brad manderscheid	<i>art director</i> billy baldus	<i>contact info</i> 414.943.3527
<i>3D art & models</i> luke wittig	<i>male model</i> david solwold	info@77mke.com
<i>illustrations</i> yam saiki billy baldus	<i>partners</i> brad manderscheid zach nelson	77mke.com
		225 e. st. paul ave suite 305 milwaukee, wi 53202



77MKE.COM



 zach nelson
partner / interactive director

JUX TAP OSE

One of the coolest things for me about seventyseven is that it feels like a culmination of something that Brad and I have been working towards off and on over two decades.

Brad and I go way back to elementary school in Iowa. It was Pulp Fiction, I think, that was the catalyst for getting us first working together. Inspired in part by what we saw Tarentino create, in part by the Beastie Boys, we started experimenting with video.

We shot and edited epic back-alley chase scenes, avant garde mood pieces, backwards-speaking claymation, random stories involving a potato, a basketball... During one shoot, one of us got hauled off by the police, but that's a story for another time.

Besides the pure joy that came with creating something, working on those videos together showed me my first glimpse of one of Brad's core talents - using his resourcefulness and vision to create something meaningful. He hooked up two VCRs, a camcorder, and a stereo and created visual short stories his friends never will forget.

For me, this was my first real encounter with creativity, with real art in my day-to-day. I was hooked.

Our lives have diverged and come together many times since those days, taking us each to different parts of the world and into different areas of interest. There's been many incarnations of our own individual creative efforts - Upshot, Impurity, SHOE, ActionMouse, Scuffedshoe... But always there's remained for each of us the desire to create cool shit. Now we've aligned once again, with seventyseven, to work on creating even cooler shit to share with others. And this time, we've assembled an amazing team to join us. The talent we've been fortunate enough to assemble here and the power of the tools at our disposal gives me goosebumps.

I'm excited to be partnering once again with Brad. I'm thrilled when I think about what's possible with our amazing team. I'm eager to keep pushing our creative boundaries. I'm proud of the work we are doing. And I'm hopeful that we at seventyseven can make a memorable, positive impact for our clients, for the community of Milwaukee and beyond.

OPEN-FRAME-RATE IN CINEMA 4D

luke wittig
motion design director

5

Use 24 (23.97) frames to hit the sweet spot between cinematic feel and frugality.

6

Use 25 frames per second when you are making an animation for a TV show in Europe.

7

Use 30 frames for your American Television production needs. It can be slowed to 24 FPA to create a bit of drama in your animation.

Frame Rate

12

24

30

60

1

Use 1 frame per second when you are showing someone an image... that's just a render, man.

2

Use less than 12 when you want to frustrate and confuse your audience.

3

Use 12 frames when you want your animation to appear intentionally choppy like the stop motion childhood movies you made moving around your TMNT toys.

4

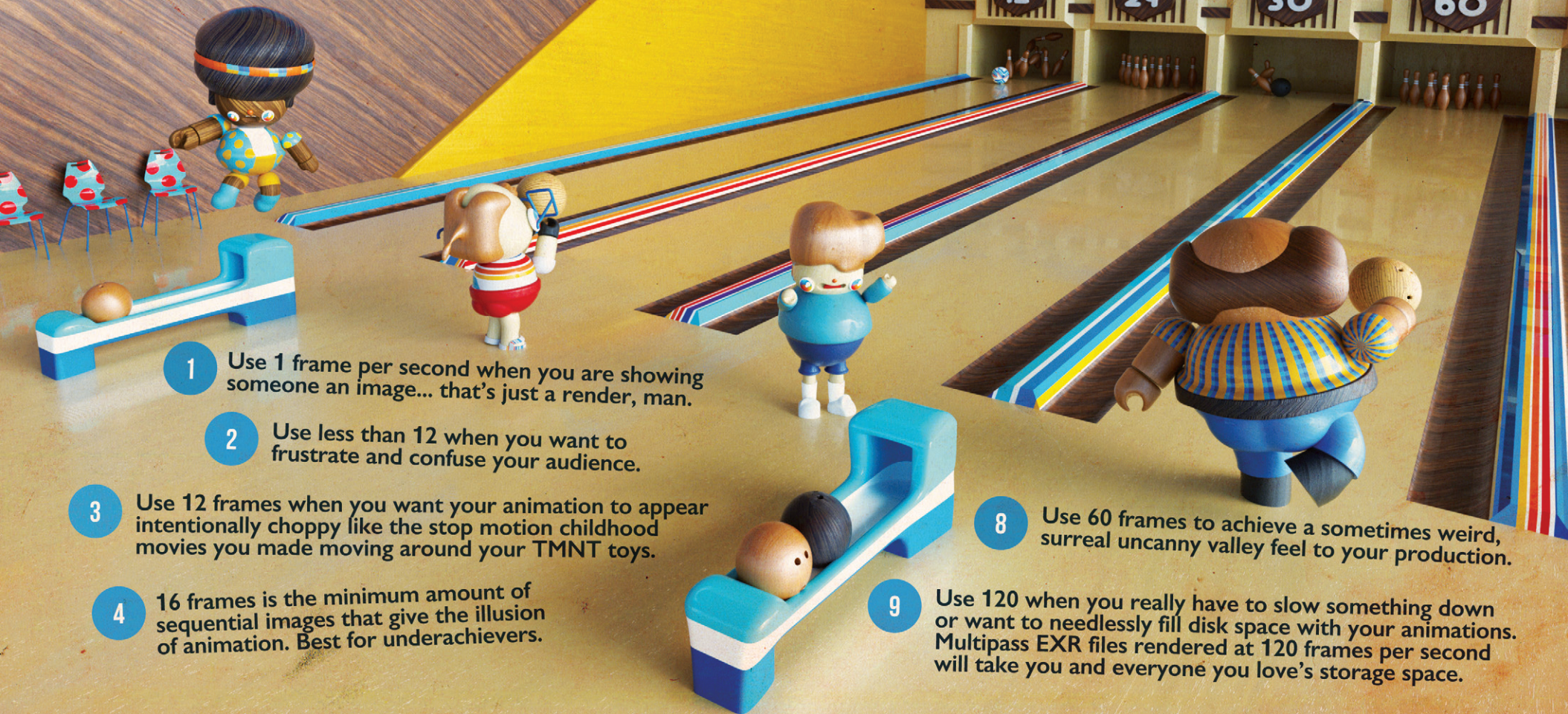
16 frames is the minimum amount of sequential images that give the illusion of animation. Best for underachievers.


8

Use 60 frames to achieve a sometimes weird, surreal uncanny valley feel to your production.

9

Use 120 when you really have to slow something down or want to needlessly fill disk space with your animations. Multipass EXR files rendered at 120 frames per second will take you and everyone you love's storage space.



 sam gallagher
cloud developer



CLoud COMPUTING DOWN TO EARTH

PaaS vs IaaS (yes I said aaaS)

When talking about cloud computing services there are two main categories. Platform as a service and Infrastructure as a service (PaaS and IaaS respectively). While they sound similar, they represent very different things.

PaaS

Platform as a service is what most people think about when thinking of cloud computing. There are many different varieties of PaaS but they all follow a similar workflow. After writing an application, you can easily use PaaS to immediately deploy it online. Typically this is through a CLI command or by uploading your source code to a provider's website.

Google Cloud Platform has two services that I consider PaaS: Firebase and App Engine. Firebase allows users to upload code to a multitude of services including: application hosting, cloud functions, managed database systems, and authentication. Typically Firebase is used for mobile apps, but we have been using it for many web applications as well.

App Engine is a little different than Firebase. In a broad sense, App Engine allows users to upload applications of many different varieties, not just web apps to the cloud. However, the source code is required to handle returning content to clients based on the incoming requests. This makes App Engine more complicated to get started with, but more flexible in the types of applications you can deploy (it's language agnostic for the most part).

We typically use Platform as a service for its quick deployment and ease of configuration. This allows our apps to be automatically supercharged by the platform.

IaaS

Infrastructure as a service is all in the name. Providers allow users to requisition computer resources, networks, firewall rules, and many other resources to build the ecosystem they need for their application. When we decide to use IaaS, we add room in timelines and budgets to set up the environment. This is because of the extra layer of complexity.

Google Compute Engine is this service in Google Cloud. This service allows users to create computer resources in the form of virtual machines that are connected to other resources. Users can then setup networks and firewall rules to allow external, or internal, access.

IaaS does add an extra layer of complexity to a project, but it can also add many benefits that PaaS cannot. PaaS is limited in the types of resources that are available to the user, and the user is not able to select what type of computer is running their application. IaaS, on the other hand, allows users to select from many varieties of computers to run an application. Anything from a micro processing computer for small, quick tasks, to a massive supercomputer with many times the processing power of any consumer hardware.

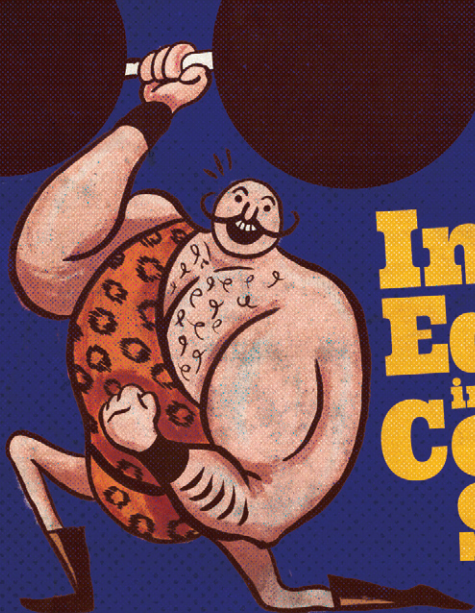
Honorable Mention

One thing I have enjoyed in my deep dive into IaaS is the idea of Code as Infrastructure. While users are able to setup all of their resources via the Google Cloud website, it becomes hard to measure updates to a platform or automate specific configurations. Enter Code as Infrastructure!

With this tool users don't need to use the website to configure cloud resources, it can all be managed from a code file. This allows for easier updates, rollbacks, peer review, and automated deployments of new infrastructure. The tool we have been using internally to achieve this is terraform (www.terraform.io).

 **matt knickelbine**
Full-Stack Developer

Informal Education in Computer Science



University, trade school, or McDonald's – those were the only options whispered into our youthful ears. If you succeed in high school, you go to college, you get a great job. If you don't, well, then good luck!

Employers subscribed to this model as well for quite some time - anyone who has searched the job market knows that many options are disqualified immediately for minimum education. Hiring managers admit this tactic is only for weeding out their applicants.

Junior Marketing Intern: Bachelor's Degree and 8yrs experience **REQUIRED**

Sound familiar?

How many potentially skilled workers are left behind because of this? Leaders in the tech industry such as Apple and Google have already caught on. The idea of a BD requirement or requesting transcripts has been dropped by these companies as they have found no true indication of how well the applicant would perform in their positions.

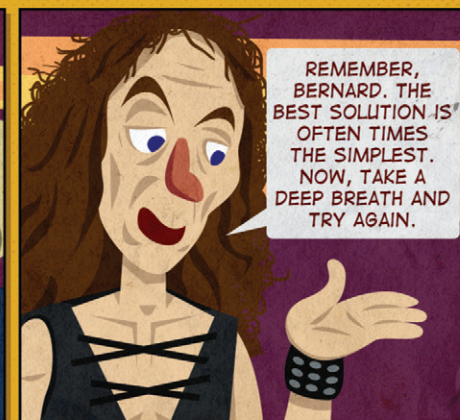
The best part about a degree-focused career path has to be the clear learning structure laid out in front of you for 3+ years. Industry best practices are instilled from the beginning and poor habits are squashed before being made. This puts self-taught folks at a major disadvantage while entering the professional tech world. Thankfully, opportunities for colleague mentorship are common, else they would be chewed and spit right back out.

To bridge the gap between formal and self-taught arose the concept of a "boot camp". Drop a couple grand and 6-12 months of 40+ hours/week of coding and you've got yourself a solid understanding of how a developer works in the real world - best practices, structure and all! Online services and local programs are competing to provide the most fruitful experience - some even offering tuition reimbursement if you don't land a job shortly after graduating. Certainly, fast-paced immersion is not for everyone, but for those who are successful, the reward is definitely worth writing a zine article about...

While the more traditional forms of education certainly are valid and necessary for many occupations, they should not be looked to as the only options in a career path. Proving your value through tangible projects is a well-received alternative, and employers recognize this. In the land of web development, sometimes the only way to learn is to dig into the dark corners of the internet and figure it out yourself. The vast expanse of information cannot be simply read to you in a classroom. Through Google and Official Documentation (GOD) anything is possible!



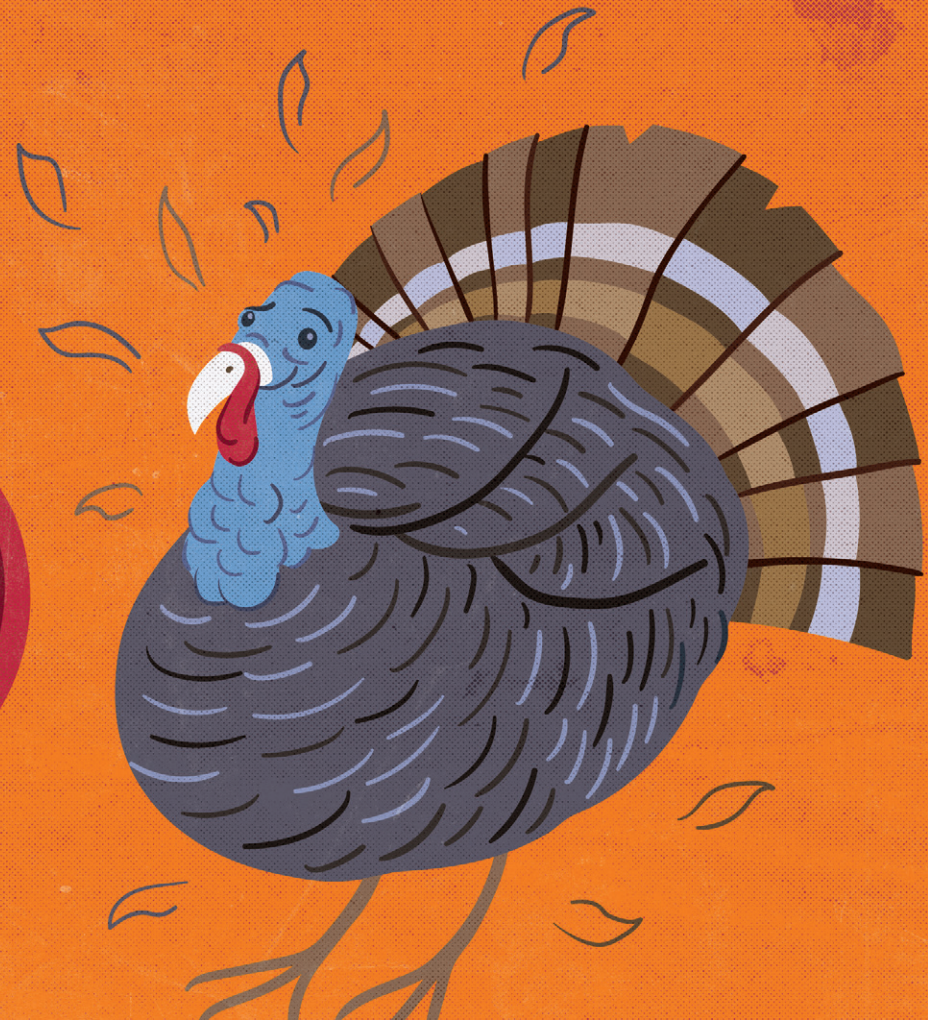
Les aventures de BERNARD





scary awesome shit

77mke.com



Digital Signage for Easy Pricing

Digital menu boards illuminate the customer experience at Cousins Subs.



Cousins needed a solution to deploy digital menu boards to all of its locations.

Pilot stores had already been rolled out to a few, select stores using BrightSign Digital Signage. This implementation displayed static menu graphics to three screens per store. The need for a dynamic menu solution, connected to their POS system for pricing, was needed before rolling out to further stores.

Our solution?

Utilize BrightSign's Screen Network feature, and build proxy feeds to join store prices with a custom device / store registration service.

Partnering with Cousins' web and marketing AOR, Disrupt Idea Co., we designed a feed schema that would pull from their many POS and store data endpoints. We also built an Azure Web App to register players to store IDs during installation. This allowed the application, built in HTML and Javascript, to quickly and efficiently update store-specific pricing.

We had achieved success while attending the first pilot install. The menus launched flawlessly with accurate pricing.

The Cousins Digital Menu Boards are the result of clever technical solutions and strategic execution, bringing their menus to life with dynamic pricing and regional content.

EST. 1972
COUSINS
 — SUBS —



Client Cousins Subs
 Product Digital Signage
 Skills Azure, HTML / CSS, JavaScript, BrightSign

LET'S BE PARTNERS

A CLASSIC TALE OF SUCCESS.



by seventyseven



THE ORIGINAL
TEE

ONLY
\$20

s m l xl

Order today...

shop.77mke.com



Fun with Spot Colors

 billy baldus
creative director

How do you spot a spot color? Well, in Adobe Illustrator they are the swatches in the swatch panel that have a little black dot in the corner.

The term "spot color" comes from industrial printing. When industrial offset presses and modern printing came about the industry used 4 process colors: cyan, magenta, yellow, and black. This was good and dandy but it didn't help when the perfect orange marmalade color couldn't be mixed for the jam companies' next magazine ad. So when the jam company needed that magical orange color a special ink was mixed and put into the press. This special ink was called a spot color.

In Illustrator, spot colors are a great tool for prepping your designs for a printer. But they are also an amazing tool in the world of digital design. They have a new use as an amazing way to update your colors throughout your design. It just so happens that when you update a spot color in the swatch panel Illustrator then updates all instances of it being used in your design. For example, if you update a red spot color to green all the red areas of your design turn green. This is a cool way to find the perfect color combinations for your designs.

Next time you design in Illustrator try using spot colors. You never know when you'll have to turn orange marmalade into strawberry jam!

The Power of the Follow-Up

With communication being a huge part of a business' success it is extremely important to define your follow-up process, as well as understand your clients' expectations surrounding it. If you find that you frequently forget to follow up with clients, here are a few tools and processes that will help you stay on track.

Note Taking

I generally use Google Docs to write meeting notes. This helps me follow up with, not only the client, but the internal teams. From those notes I can establish milestones, define any action items worth following up on, and generate my To Do lists and calendar events.

To Do Lists

I tend to leverage To Do list features that are built into our project management applications, such as BaseCamp, so the entire team has eyes on it.

Calendars

I use my calendar to keep track of important milestones to ensure I am following up with all stakeholders prior to hitting the milestone. Generally, my follow-up consists of what is going well, what we need to improve upon, what barriers we foresee, and any questions or concerns worth discussing.

To ensure you are meeting your clients' expectations, and not making them feel forgotten, always make sure to communicate any reason for delay in follow-ups. Also keep in mind that a follow-up internally is handled much differently than a follow-up with a client. Make sure you know your audience.

At the end of the day it is all about communication and providing awareness to crucial topics that warrant conversion. It is also important to share with your team the conclusions of those conversations. If you all lead with the same foot, you will have a better chance at hitting deadlines and ensuring your clients' satisfaction. As they say, either you follow up or you fold up.



Magical Grilled Salmon



Prep time 15 MIN * Cook time 10 MIN * Marinating time 20 MIN

Cooking instructions

- 1 Make the marinade**

Combine marinade ingredients in a bowl. If sugar is an ingredient in the marinade you are using, stir until the sugar is completely dissolved.
- 2 Marinate the salmon fillets**

Cut fillets 1½ to 2 inches wide. Place marinade ingredients in a large casserole dish. Coat the salmon fillets in the marinade and then place them skinless-side down in the marinade. Marinate for 20 minutes for a quick marinade at room temperature or if you have more time, from 1 to 2 hours in the refrigerator. Before grilling, remove fillets from marinade and discard the marinade. Generously rub or brush oil on both sides of fish fillets.
- 3 Prepare the grill**

Prepare the grill for high direct heat (if you are using a charcoal grill, prepare one side of the grill for high direct heat and the other side with fewer coals for indirect heating). When the grill is hot brush the grill grates with oil.
- 4 Place fillets skinless side down on the hot grill**

Place salmon fillets on grill, skinless side down first, so that they can get nice grill marks on the hot grill while the fish is still firm. Close the grill lid. Cook 1 to 3 minutes on the first side, depending on how thick the fillets are. Once the fish fillets have been placed on the grill, do not move them until you are going to flip them over. Otherwise, they may fall apart.
- 5 Turn fillets over to grill skin-side down**

Look for grill marks on the fish and a small layer of opaque (cooked) fish where the fish is closest to the grill. Using tongs, and a metal spatula to help if necessary, carefully turn the fish onto the other side, so that the skin side is now on the grill grates. Close the grill lid. Cook for another 2-5 minutes, again depending on the thickness of the fillets. Salmon should be just barely opaque throughout when done. Better to err on the side of undercooking the salmon, rather than overcooking. You can always put the fish back on the grill, but once a good fillet is overcooked, there's nothing you can do. Remove from grill and serve immediately.

Ingredients

- 1 ½ to 3 pounds salmon fillets, skin-on
- Extra virgin olive oil

Yakitori marinade with sake

- ½ cup sake
- ¼ cup soy sauce
- ½ cup mirin
- 2 cloves garlic, minced
- A dash of red chili pepper flakes
- ¼ cup white sugar
- 2 TBSP finely grated ginger

* Recipe found on the internet.

DESIGN DEVELOPMENT MOTION 3D



our new creative space

To maximize efficiencies, we built a 3D model of our new space so that the furniture could be strategically arranged. No nooks or crannies would be left up to chance. Now the placement of every couch, desk and garbage can is well planned. Our work efficiency is up 9.3%!

Real 3D model built by Luke.

Work station

Used for making amazing work for our clients.

Really comfy couch

This comfortable couch makes large group meetings a breeze. Now it's easier than ever to keep the team up to date.

Big TV screen

Movies, cartoons, video games and even project reviews and presentations. This screen does it all!

Brad's couch

Also known as "central command" and "logistics control". Many designs are reviewed here.

Dance floor

Great placement for successful jam-a-thons.

Deep thought desk

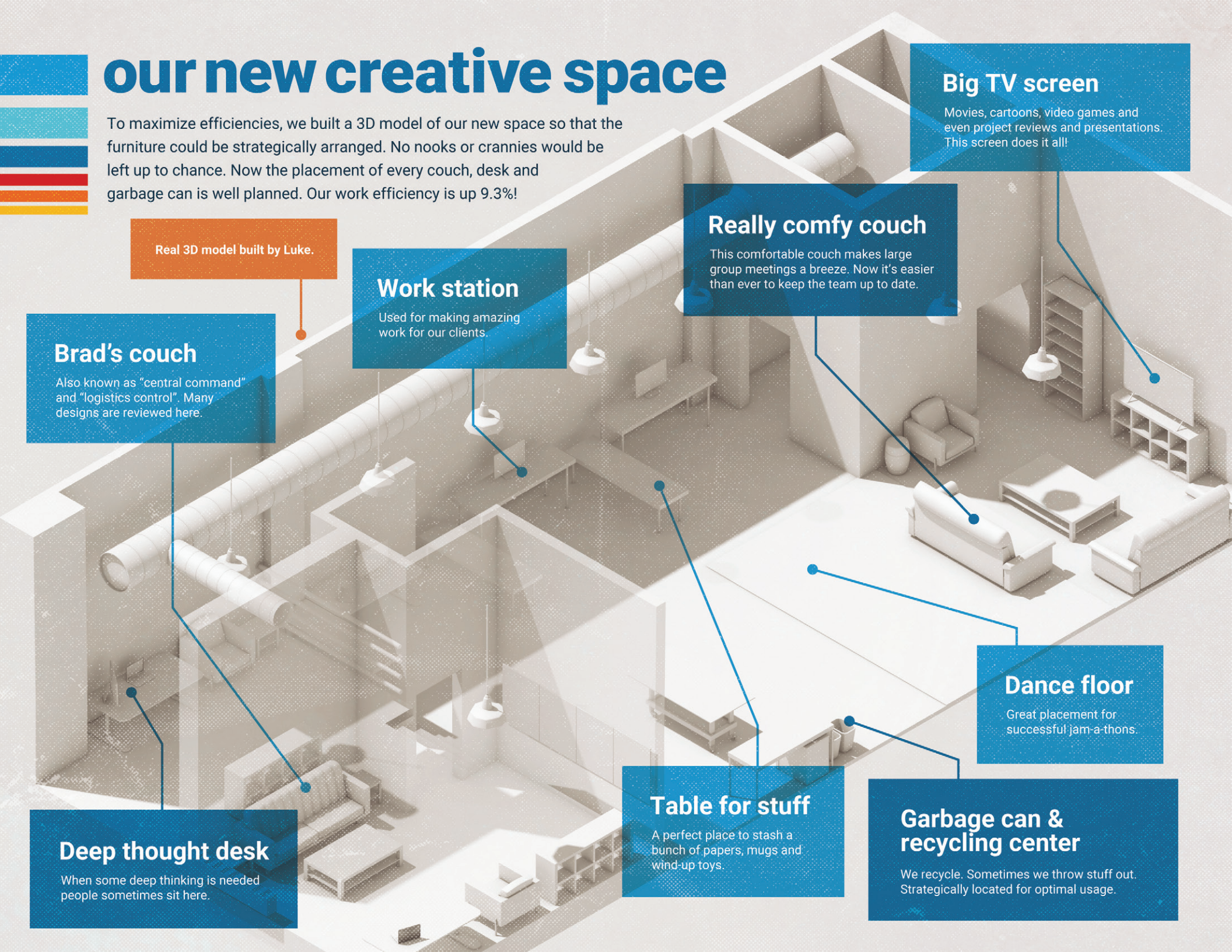
When some deep thinking is needed people sometimes sit here.

Table for stuff

A perfect place to stash a bunch of papers, mugs and wind-up toys.

Garbage can & recycling center

We recycle. Sometimes we throw stuff out. Strategically located for optimal usage.



Motion DESIGN



Take them home today!

Special Treasures

From the great minds at seventyseven.



\$10
1
QTY
Beautiful Pumpkin Patch Necktie
Perfect for parties, jamborees and harvesting in the field.

Classic Cooking with Coca-Cola
A Culture of Delicious Recipes and Family Secrets from the Founding Chef of 1902
Elizabeth Candler Graham
by Ralph Roberts

\$12
1
QTY
Happy Buddha Tiki Mug
Experience great joy as you enjoy a nice tropical drink straight from a happy Buddha's belly!

\$13
1
QTY
Classic Cooking with Coca-Cola
Delicious recipes and family secrets. It's mmmmm good!

Order Today

Check out these great items & more at:

shop.77mke.com →

shop.77mke.com