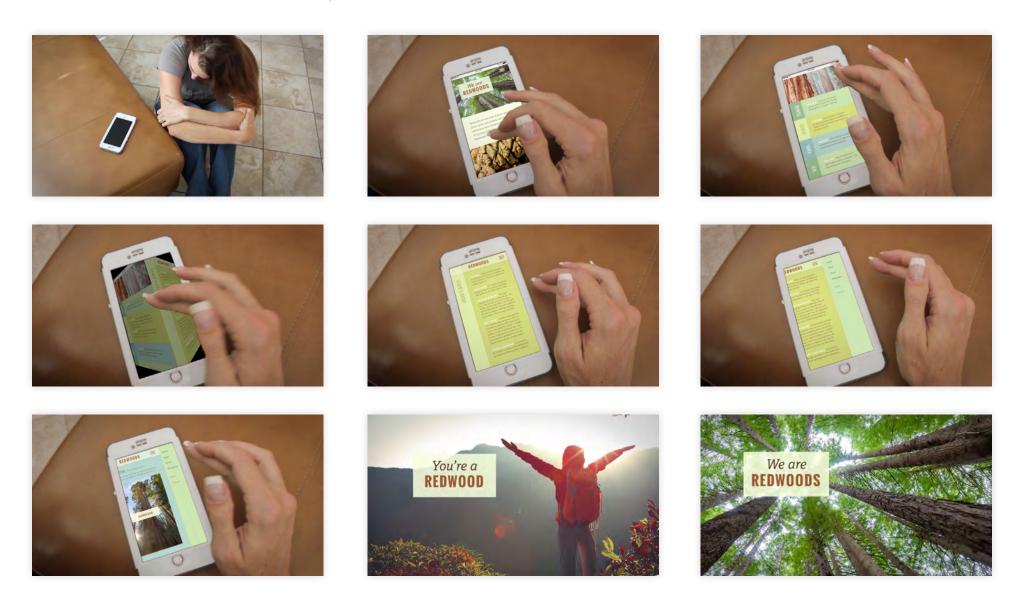


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▶ WE ARE REDWOODS



Concept and User Interface Video

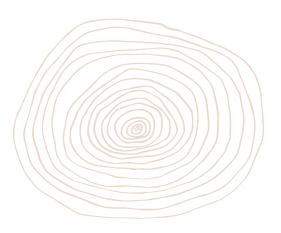
This video was created before the branding to introduce the concept and demonstrate possible user interactions. vimeo.com/190316971

Fall 2016, WNM 663, Nikki Oettinger

### Concept and Branding

Survivors of abuse often have a poor self image as a result of their experiences. We Are Redwoods was created to inspire them with a different point of view. The home page reads, "Redwoods are survivors of abuse who grow above and beyond, and it's not an uncommon story. The Redwood seed needs a fire to be freed from its shell—then they become the tallest trees in the world." Logo and color palette reflect a positive, welcoming destination for survivors of abuse in contrast with related websites that are depressing with images of bruises and cuts.

Fall 2016, WNM 349, Fred McHale



Visual Texture



Color Palette

we are

**REDWOODS** 

we are REDWOODS

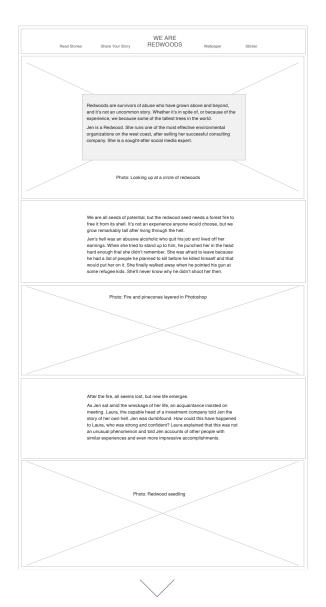
Friendly | Welcoming

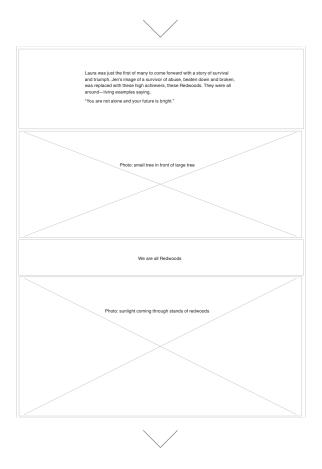
Growing Tall

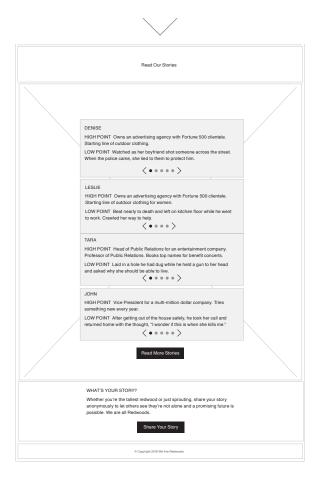
Logotype

# Scrolling Story

A single scrolling page is an effective way to reach the user through storytelling. Even people outside the target audience are hooked by the unthinkable and unexpected. The storyline culminates with a positive message.





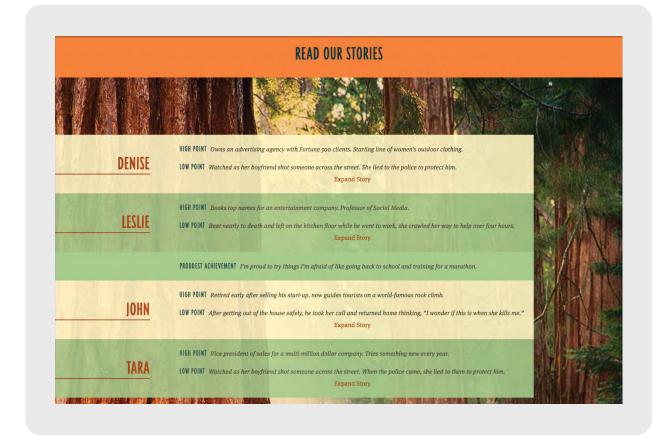


# Responsive Website

The site was designed mobile first as users are more likely to view on a small screen, but it works responsively as well. angieellis.design/redwoods







#### Interactive Stories

Users read the contrasting high and low points of each person's life before they click to learn more details. These stories help the user see they are not alone and their potential is limitless. angieellis.design/redwoods

# Form Design | SASS, Susy, Breakpoint

People can share their own story anonymously whether they are seedlings or mature Redwoods. The site is coded with SASS, Susy and Breakpoint. angieellis.design/redwoods/share.html

Fall 2016, WNM 349, Fred McHale



```
$serif: 'ff-meta-serif-web-pro', 'Georgia', serif;
$sans: 'triplex-cond-sans', sans-serif;
$script: 'voltage', 'ff-meta-serif-web-pro', 'Georgia', serif;
26
      $unit: 20px;
$small: 600px;
27
      $medium: 900px;
      $large: 1024px;
      $bleed: 10em;
31
32
      $susy: (
33
           columns: 12,
34
35
           gutters: 1
36
38 @ @mixin caps-sans {
         //take info from span on high/low points or elsewhere
           display: inline-block;
           font: 400 1.3rem/1.3 $sans;
           color: $green;
           letter-spacing: .09rem;
           text-transform: uppercase;
```

SASS variables, mixins and Susy

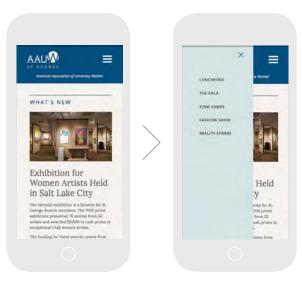
```
505 * .share {
506
         background: $orange;
         @include clearfix;
508
509 T
510
                font: italic normal 1.1rem/1.5 $serif;
                color: $cream;
511
512
                padding-left: 10%;
                padding-right: 10%;
513
514
                 @include breakpoint($small) {
515 9
                    padding-left: 0;
516
517
                     padding-right: 0;
518
519
520 }
```

SASS nesting and Breakpoint media queries

► AMERICAN ASSOCIATION OF UNIVERSITY WOMEN—ST GEORGE WEBSITE

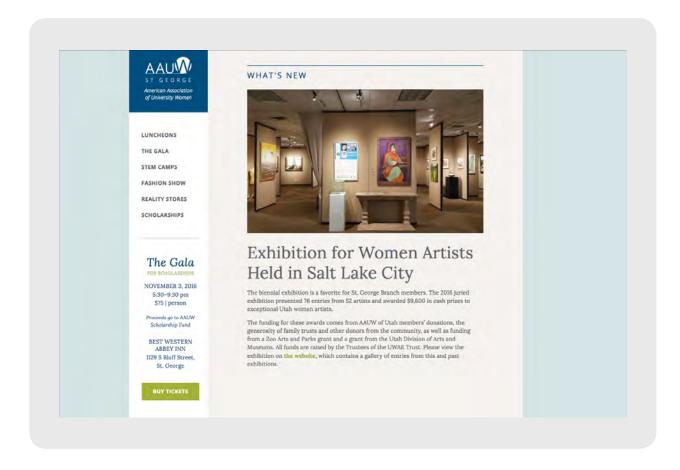






#### Responsive Website

The site transition from WordPress results in relevant, up-to-date content in a streamlined organizational structure. The site is fully responsive, with a line menu icon that reveals a Javascript side-sliding navigation menu. angieellis.design/aauw



```
468
469
      // BEGINNING OF HAMBURGER MENU ADAPTED FROM
      http://www.w3schools.com/howto/howto_js_sidenav.asp
470
      /* The side navigation menu */
471
472 .sidenav {
          height: 100%; /* 100% Full-height */
473
474
          width: 0; /* 0 width - change this with JavaScript */
475
          position: fixed; /* Stay in place */
476
          z-index: 1; /* Stay on top */
477
          top: 0;
          left: 0:
478
479
          background-color: $bluelt;
480
          overflow-x: hidden; /* Disable horizontal scroll */
481
          padding-top: 60px; /* Place content 60px from the top */
482
          transition: 0.5s; /* 0.5 second transition effect to slide in the
          sidenay */
483 }
484
485
      /* The navigation menu links */
486 1
      .sidenav a {
487
          padding: 8px 8px 8px 32px;
488
          text-decoration: none;
489
          display: block;
          transition: 0.3s
490
     }
491
492
      /* When you mouse over the navigation links, change their color */
493
      .sidenav a:hover, .offcanvas a:focus{
          color: #f1f1f1;
495
496
497
      /* Position and style the close button (top right corner) */
498
499 ▼ .sidenav .closebtn {
          position: absolute;
500
501
          top: 0;
502
          right: 25px;
503
          font-size: 36px;
504
          margin-left: 50px;
     }
505
506
     /* Style page content - use this if you want to push the page content
      to the right when you open the side navigation */
508 T
      #main {
509
          transition: margin-left .5s;
510
511
512 /* On smaller screens, where height is less than 450px, change the
      style of the sidenav (less padding and a smaller font size) */
513 @media screen and (max-height: 450px) {
          .sidenay {padding-top: 15px:}
515
          .sidenav a {font-size: 18px;}
516
      // END OF HAMBURGER MENU ADAPTED FROM
517
      http://www.w3schools.com/howto/howto_js_sidenav.asp
518
```

#### Mobile Navigation Menu

The code for the mobile sliding main navigation is responsibly attributed and formatted for readability. angieellis.design/aauw

Fall 2016, WNM 349, Fred McHale

```
28
29
               <!-- HAMBURGER MENU ADAPTED FROM
               http://www.w3schools.com/howto/howto_js_sidenav.asp -->
               <div id="mySidenav" class="sidenav">
30 ▼
31
                 <a href="javascript:void(0)" class="closebtn"</pre>
                 onclick="closeNav()">×</a>
32
33 ₹
34
                      <a href="luncheons.html">Luncheons</a>
35
                      <a href="gala.html">The Gala</a>
                      <a href="stem.html">STEM Camps</a>
36
37
                      <a href="fashion.html">Fashion Show</a>
38
                      <a href="reality.html">Reality Stores</a>
                   39
40
               </div>
41
```

HTML

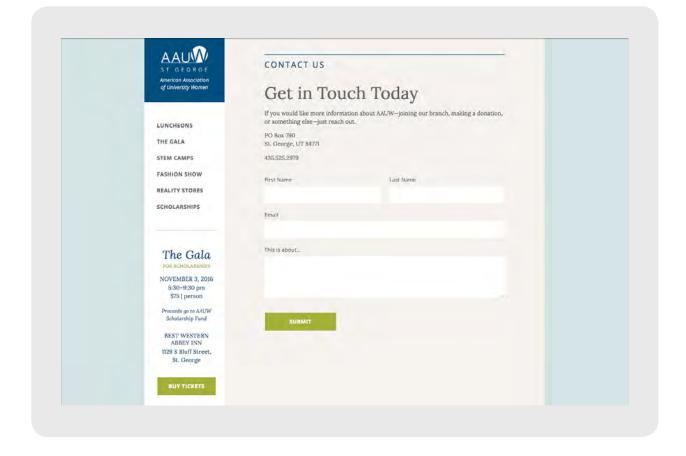
```
130
131
     <!-- Javascript for HAMBURGER MENU FROM
      http://www.w3schools.com/howto/howto_js_sidenav.asp -->
132
133
      <script>
134
          /* Set the width of the side navigation to 250px */
135 4
          function openNav() {
              document.getElementById("mySidenay").style.width = "250px";
136
137
138
139
          /* Set the width of the side navigation to 0 */
140 =
          function closeNav() {
141
              document.getElementById("mySidenav").style.width = "0";
142
      </script>
```

Javascript

# Thoughtful User Experience

Form design doesn't use unnecessary fields, and clear page headings support wayfinding.

angieellis.design/aauw/contact.html



CASA DE AMIGOS WEBSITE

# Responsive Website

The site was designed mobile first for tourists that are more likely to view on a small screen, but it works responsively as well. tiny.cc/sklxjy

Spring 2016, WNM 369, Fred McHale (code, concept) Spring 2017, WNM 755, Nikki Oettinger (branding)





### Filterable Menu Populated by Database

By using a database to populate the menu, the extensive choices can be easily filtered. tiny.cc/sklxjy

```
<section class="col-2-3 nopad">
 52 ×
53
54 ×
55
56
57
58
59
60
61
62 ×
63
64
                                     <?php
                                              //DISPLAYS DATA FROM DATABASE ON WESTHOST
                                      //connecting to database WORKED IN MSB_OSCARS.PHP FILE include 'doconnect.php';
                                          //begin category code
if ( isset( $_GET['category'] ) ) [
                                           // category is set so load only menu items that match the category chosen. Order them alphabetically by name.

$results = mysql_query( "SILECT = FROM menu
 65
66
67
68
69
70
71
72
                                          WHERE category='($_GET['category'])' ORDER BY name" );
                                            // Category is not set so load the entire menu
$results = mysql_query( "SELECT = FROM menu DRDER BY cat_sort, name"
 73
74
75
76
77
78
                                          //end category code
                                          //the following code udapted from http://www.tutorialspoint.com/php/mysql_select_php.htm
 79
89
81
82
83
84 ×
85
86 ×
87
88
90
91
                                          //variable holds name of current category. Empty =" is an empty string. $current_cat = "";
                                          //specify field and add HTML tags while($row = mysql_Fetch_array($results, MYSQL_ASSOC)) {
                                              if ( $row['category'] != $current_cat ) {
   echo "ch3) ($row['category']} 
$current_cat = $row['category'];
                                               lecho "sdt> {$row['name']} </dt>".
    "<dd> {$row['about']} &nbap; {span class='price'>{$row['price']}
    </span> </dd>";
92
93
94
95
96
97
98
99
100
101
102
103
104
                                          //USE NEXT LINE WHEN TESTING, COMMENT OUT WHEN BUNNING WELL. //acho "Fatched data successfully\n";
                                          //CLOSE THE CONNECTION TO DATABASE mysql_close($conn);
                          </dl>
```





# Admin Can Login to Change Database

The restaurant owner can login and edit the database when the menu changes. The code was adapted from examples provided in WNM 369.

Spring 2016, WNM 369, Fred McHale (code, concept) Spring 2017, WNM 755, Nikki Oettinger (branding)

#### Login

```
c/php
require("dbconnect.php");

require("dbconnect.php");

require("dbconnect.php");

require("dbconnect.php");

require("dbconnect.php");

require("dbconnect.php");

require("dbconnect.php");

require("dbconnect.php");

require("angle.quetes.php");

require("dbconnect.php");

require("angle.quetes.php");

require("angle.quetes.ph
                                                          //if magic quotes is turned on with host, remove slashes it added
if (ini_get( 'magic_quotes_gpc')) {
   $data = stripslashes($data);
                                                    //returns the properly escaped atring return $data;
                                    if(s,GET['confire']=="yes") {
   /!update record
   fname = escape_data(s,POST['name']);
   sprice = escape_data(s,POST['name']);
   sabout = escape_data(s,POST['name']);
   scategory = escape_data(s,POST['name']);
}
                                                       Sagl ="UPDATE menu SET name="Sname", about="Sabout", tategory="Scategory",
price="$price" SetERE id='$id' LIMIT 1";
freault=myal_query(Sagl);
     61
62
63 Y
64
65 Y
66
67
68
69
70
71 ~
72
73
74
75
77
78
77
78
78
80
81
82
83
84
85
86
                                                      iff($result) (
                                                    carticle>
ch2?hank You
cp?tem successfully updated
cp?tem successfully updated
cp?ca href='edit_menu.php'>Return to Edit More</a>
</article>
                                     <?php } else ( ?>
                                                          Unable to update iten
Error: <?php echo mysql_error(); ?>
                                                       $sql="SELECT * FROM menu WHERE id='$id' LIMIT 1";
$result = mysql_query( $sql );
$row = mysql_fetch_array($result);
                                                        Sname = $row['name'];
$price = $row['price'];
$about = $row['about'];
$category = $row['category'];
$category = $row['category'];
$cat_array = array("starters", "salada", "sandwichea", "burgers", "mexican",
"ateakribs", "desserts");
     87
86 T
89
                                                <h2>Edit Menu Item</h2>
                                        <form action='<?php echo $_SERVER['PHP_SELF'] . "7id=$id&confirm=yes"; ?>'
                                     92
93
94
95
96
97
98
99
102
102
103
104
105
106
107
108
109
110
111
112
113
114
115
                                Splect iv value.
(fphp
foreach($cet_array as $cat_name) {
    ff($cat_name*>scategory){
        echo "coption value" $cat_name ' selected" selected $cat_name (/option)";
        else {
            echo "coption value" $cat_name' > $cat_name (/option)";
            echo "coption value" $cat_name' > $cat_name (/option)";
            echo "coption value" $cat_name (/option)";
}
                                 20 1
                                                      </article>
```

Edit a menu item

MARKETNINE WEBSITE

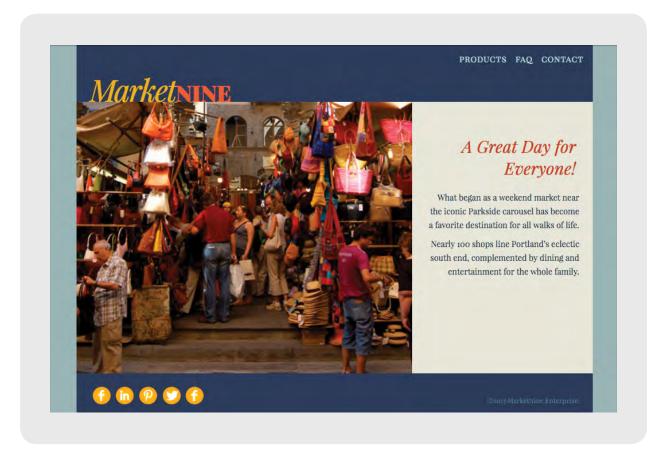
# Responsive Website

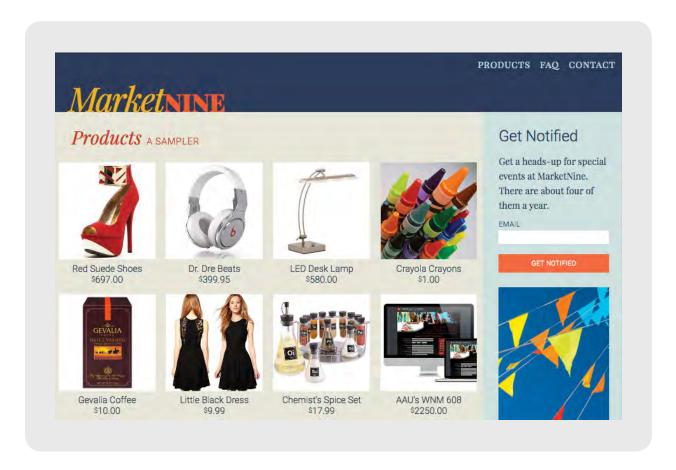
This website was developed to experiment with three-level son-of-suckerfish dropdown menus, pulling content from a database and responsiveness.

angieellis.design/marketnine/html/home.php

Fall 2014, WNM 608, Kevin Smit



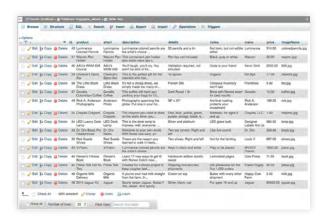




# Products Populated from Database

Using PHP and MySQL, content is pulled from the database and populates the product page. angieellis.design/marketnine/html/inventory.php

Fall 2014, WNM 608, Kevin Smit



```
<?php
    include 'connect.php';
     //get the id of the product from the URL parameter
     $product_id = $_GET['id'];
     //Create the query string
     $querystr = "SELECT * FROM two ORDER BY id ASC";
10
11
     //Execute the query on the data base and store in $result
     $result = mysql_query($querystr, $conn);
14
     //Check to see if query failed
     if(!$result) die("Query failed.");
16
17
     //Make the result into a real PHP array($products)
     $products = array();
19 | if(mysql_num_rows($result)) {
         while($product = mysql_fetch_assoc($result)) {
20 1
             $products[] = array('product'=>$product);
21
22
23
24
    //output in JSON format
     header('Content-type: application/json');
     echo json_encode(array('products'=>$products));
29
     //close the connection
     mysql_close($conn);
31
32
```

MAKERBOT WEBSITE





#### Project Management

As project manager, I coordinated with a team of graduate students at the Academy of Art University to create a fictional agency called Sprout that analyzed the usability and design of MakerBot's real website, makerbot.com.

My responsibilities included assigning people to roles, managing the schedule, documents and Trello boards, coordinating weekly progress reports with the Project Support role, writing some content and proofreading everything.

Fall 2015, GLA 610, Ruben Mosqueda

# **SPROUT**



PROJECT MANAGER Angie Ellis



UX / UI DESIGNER Jey Wong



VISUAL DESIGNER Gina Lacayo



CONTENT CREATOR
Chutima Sooksena Elliot



INFORMATION ARCHITECT Eric Yu



VISUAL DESIGNER Ke Chen

# **OUR COMPANY**



CONTENT CREATOR Dan Liu



PROJECT SUPPORT Bei Ji

Sprout's history is compact, though teeming with international prestige. This tightly-knit group of web design and development professionals met at the esteemed Academy of Art University in San Francisco while working on a group project. They found the experience so enriching and successful that they decided to see what they could accomplish together. That's when Sprout emerged-a web agency devoted to delivering excellence to each client. Sprout initially benefitted from Academy contacts and welcomed their first clients: Google, BMW, Sony and Pixar. These corporate giants were so impressed with the small agency's attention to detail that they all wrote strong letters of reference. Once established, the team wanted to give back and searched for organizations that supported ideas they were passionate about. Sprout worked closely with these non-profits on a pro bono basis and transformed their websites-resulting in substantial increases in donations.

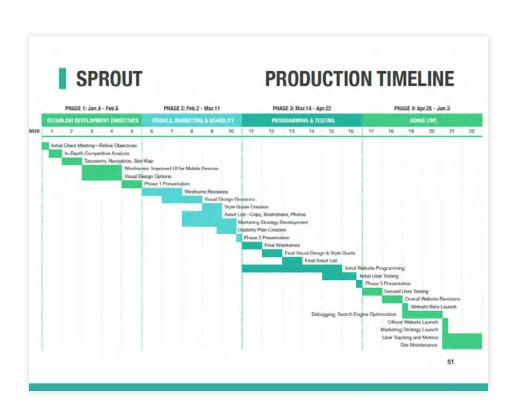
Now Sprout wants to help your organization grow. Contact us today to learn more about our work and see what we can do for you. Sprout is the beginning of a strong future.

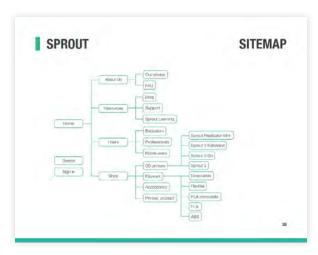
04

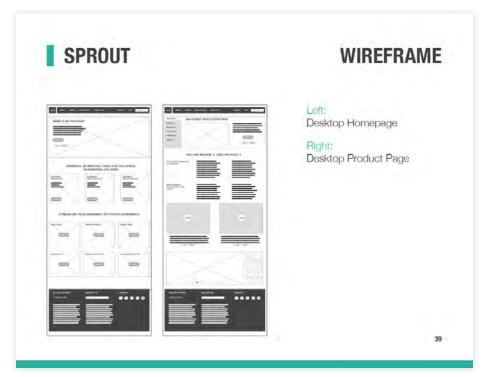
# Usability and Project Support

As project manager, I created a fictional background for Sprout, managed team bios, and helped project support generate a weekly progress report for the graduate instructor. As a team, we simplified the deep site map and created timelines, budgets, personas and wireframes for desktop as well as mobile.

Fall 2015, GLA 610, Ruben Mosqueda





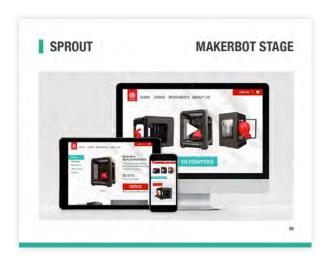


MAKERBOT

# Visual Design and Presentation

Our fictional agency designed an effective look that would help MakerBot sell more 3D printers if applied in the real world. As project manager, I proofed and edited the presentation that our fictional agency compiled in six weeks. angieellis.design/makerbot

Fall 2015, GLA 610, Ruben Mosqueda









# **DESKTOP VISUAL**

Left:

Desktop Homepage

Right:

Desktop Product Page

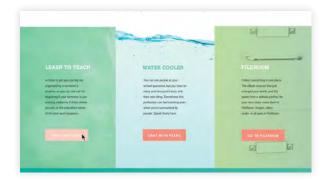
44

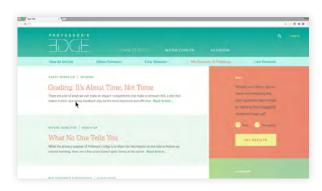
▶ PROFESSOR'S EDGE



















# Concept Video

Created concept video to introduce a website that helps new professors learn to teach. Here, an entrepreneur captures ebook highlights and transfers them to FileRoom where they can be edited. There are also articles about teaching, which can also be saved to FileRoom, and a forum to talk with others. The new instructor is ready for the first day of class with the Professor's Edge. vimeo.com/208230677

▶ PROFESSOR'S EDGE WEBSITE

# Concept and Branding

After finding few online resources to learn to teach college, Professor's Edge was created to fill the void. FileRoom is part of Professor's Edge and lets user capture, organize, and output resources from ebooks, websites and their own files.

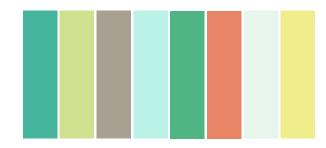
Spring 2015, WNM 643, Nikki Oettinger (concept) Spring 2016, WNM 830, Heather Norvall (design)



Logotype



Sub-Section of Site



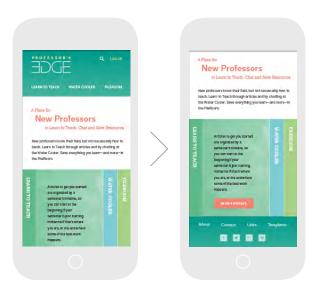
Color Palette

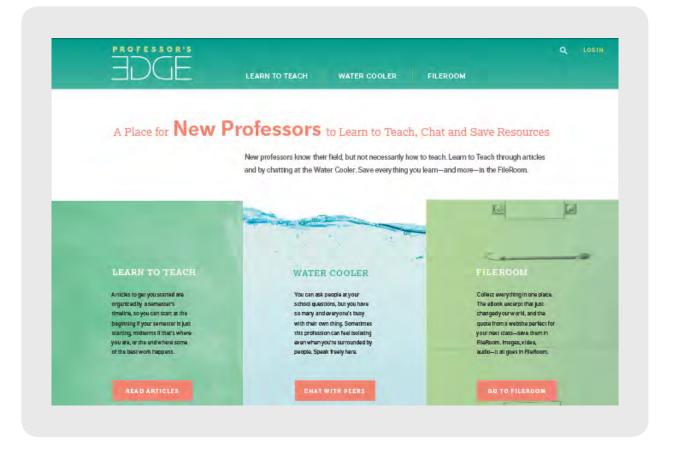
# Visual Design

The home page presents the three distinct areas of the site. Five-second testing ensured that it communicates quickly and accurately to a new user.

#### professorsedge.net

Spring 2016, WNM 830, Heather Norvall



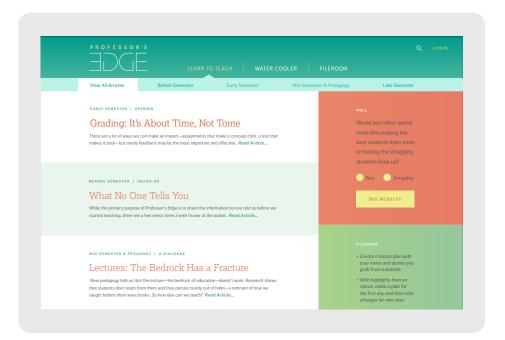


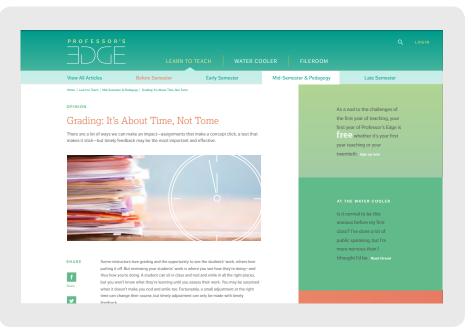
## 1 of 3 Areas of a Professor's Edge: Learn to Teach

Articles offer rare insight to help a new professor learn to teach, and offer the opportunity to chat about the ideas with others. The articles are served from a database and can be filtered by the semester's timeline. professorsedge.net/articles.php professorsedge.net/articlesgrading.php

Spring 2016, WNM 830, Heather Norvall (design)
Summer 2016, WNM 820, Teylor Feliz (overall code)
Spring 2016, WNM 369, Fred McHale (filtering articles)

Learn to Teach Main Page





Learn to Teach Story

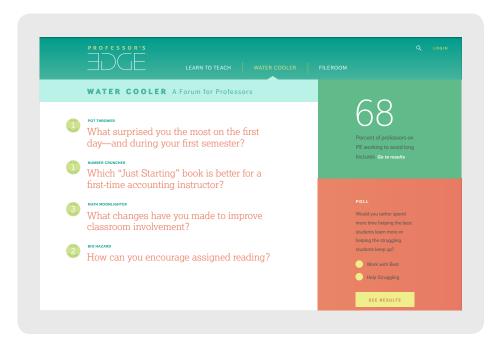
# 2 of 3 Areas of a Professor's Edge: Water Cooler

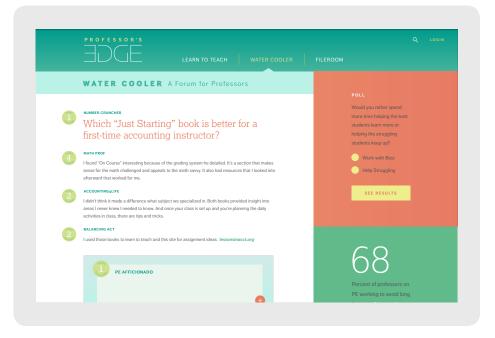
Professor's Edge offers a place for new professors to talk with other professors—new and experienced. That can be rare, especially for adjuncts.

professorsedge.net/forum.php
professorsedge.net/forumthread.php

Spring 2016, WNM 830, Heather Norvall (design)

Water Cooler Main Page





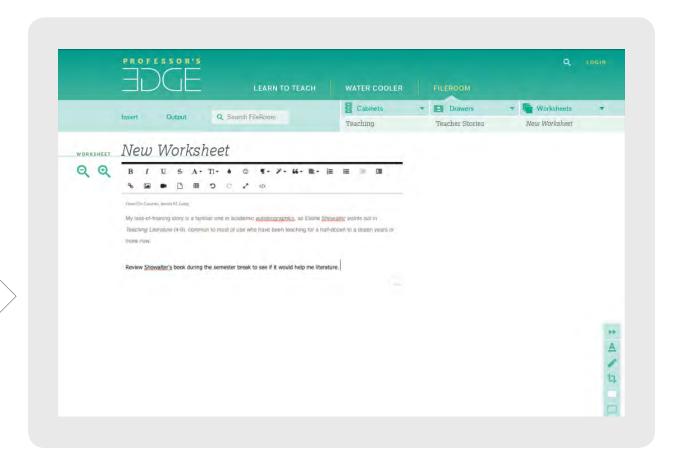
Water Cooler Thread





# 3 of 3 Areas of a Professor's Edge: FileRoom

FileRoom introduces a way to save, organize and share your resources, including ebook highlights which are cumbersome to export otherwise. invisi.io/jdb4aiwk4#/226800325\_ebook professorsedge.net/fileebook.php



# > ABOUT ME

My design career started with an X-Acto knife and a wax machine. It jumped to the firearm industry where I created cohesive packaging design for Browning Arms and helped refresh their corporate look. I went on to freelance for nearly every other firearm company before being hired by Democratic politicians and environmentalists.

From this work, I became an expert in print design—from letterpress to web press—and I wanted to do the same with web. I found a wealth of knowledge in an MFA degree in Web Design and New Media from the Academy of Art University. I teach graphic design and web development and accept freelance assignments.



