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# Internet Portfolio



- signage
- catalogs
- print ads
- brochures
- direct mail
- GUI design
- data sheets
- e-commerce
- flash design
- web site design
- packaging design
- corporate identity
- exhibitor graphics
- brand development
- 3d Animation to DVD
- streaming new media
- CD-ROM development
- workflow management
- corporate presentations

## Experience and Expertise

Over the course of the last 17 years, Hale Design Communications has expanded our service offering by adding animation, XHTML eCommerce Websites, Flash design as well as outstanding print and ad design. Unlike many design firms our web programming is done in-house.

The ability to create depth and texture in a purely two dimensional medium requires a discriminating eye for detail. The ability to then prepare that art and have it translate to the many and diverse mediums requires years of experience and mastery of the best tools technology has to offer.

Steven Hale, Hale Design Communications creative director stepped from one of the West coasts finest design/business schools with degrees in graphic design and marketing almost 20 years ago. Since then he has been witness to the evolution of technology of Internet, graphic design and production for print.

Our experience with advertising agencies, magazines, newsprint, trade shows and printers both domestically and internationally means your projects will be done right, on-time and under budget. Hale Design Communications can accommodate your business whether you're an entrepreneur or a Fortune 500 company. Our approach is to build custom packages for design and production depending on our client's needs.

The following pages represent some of the cutting-edge design produced at Hale Design Communications. Diverse projects for a variety of clients presented in myriad formats, have continually exceeded client expectations to achieve outstanding results.

Please contact us, no matter how big or small your projects are, we have a custom graphic design solution for you. We're here to help you realize the your vision through a creative solution.

### Contact information:

115 South Church Street, Suite A  
Grass Valley, CA 95945 USA

530. 271. 1226  
steven@haledesign.biz

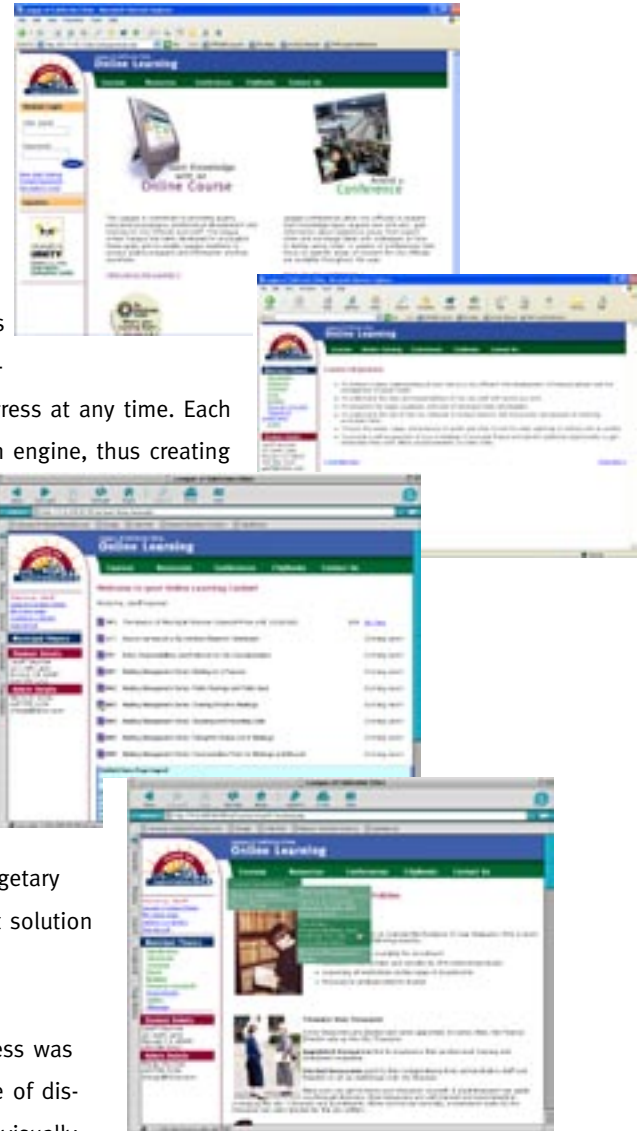
## Online Training/ ECommerce

The League of California Cities launched on-line training in the autumn of 2002 for the express purpose of benefiting elected municipal officials on some of the administrative challenges they will face during their term. First was an extensive course on Municipal Finance. Next are courses on the Roles and Responsibilities of City Council Members and the Keys to Serving on Advisory boards. Six new courses in the Meeting Management Series and a course on Public Sector Human Resources round out the League's initial offering. Banner Mountain Creative designed and built a customized web application that acts as the engine for the entire curriculum. The courses are built on-line so the client can view progress at any time. Each new course is modularly plugged into the main engine, thus creating an easy to navigate, scalable development and delivery environment for the deployment of new courses.

The League On-line Campus includes a complete e-commerce solution, certification, "hot-tips" pop-ups, testing, name acquisition and seamless integration with the League's current SQL database. The entire backend database was done using MySQL, meeting the budgetary constraints of the client while offering a robust solution for their on-line training needs.

One of the main objectives in the design process was creating a user interface that would be capable of disseminating a large amount of information in a visually compelling easy to navigate and use environment. This was achieved in the very early stages of the project.

The League of California Cities has announced plans for up to 27 courses with average releases of 1 course per month. Banner Mountain Creative designed the League's web application in order to expand functionality, interactivity and tracking abilities as the number of courses grows. The League Campus is the perfect example of exceeding client expectations while offering complete technological solutions that leave the door open to inspiration.



Video FX/  
Sound  
Industry

Coda VFX is a film resolution digital effects company based in New York. In order to create a web identity for them, a hybrid of Flash, HTML and extremely high quality streaming video was necessary.



This elegant site can be viewed at <http://www.codavfx.com>.

Offering a home page that is 100% Flash with a number of simultaneous moving elements, each of the secondary pages of the site are HTML. These secondary pages offer streaming video examples in QuickTime format for the real-time demonstration of some of the cutting edge work this client has done for the likes of Coca Cola, the SciFi Channel and others. This particular client has since become the defacto standard in digital effects for Victoria's Secret television commercials. They tout that the web site Banner Mountain Creative designed and built was instrumental in the acquisition of this marquee account.

New History Music and Sound in New York City, an industrial soundtrack studio with an advertising agency based client list, needed to make a unique presentation in their highly competitive market.

BMC designed and built an HTML only featuring a Javascript drop down menu structure for navigation: <http://www.newhistorymusic.com>, offers over thirty streaming media portfolio examples in multiple formats. MP3, QuickTime and Microsoft WindowsMedia are available for each item.



site



The site was designed, built and all encoding of media was done entirely in-house at Banner Mountain Creative. An exceptional example of art presented in a web format, the web site has received numerous accolades from the advertising industry as a presentation that offers a completely different look and feel from New History's competition.

business to  
business

**Banner Mountain Creative** As partner and creative director of this Nevada City Internet design firm, Steve Hale brought a unique approach to the navigation of this site.

Innovative in its design and presentation: <http://www.bannermountain.com>, presents dozens of pages of content within the framework of a single web page.

A customized web application in and of itself diverse portfolio items are to be recalled in “sets” depending on the viewer’s needs.

Using Macromedia’s Flash for navigation and to offer subtle movement to the page, the site acts as a pure demonstration of style and taste.

Showing that animation doesn’t have to be overdone or create long load times. BannerMountain.com is a unique presentation tool .



**o1 Communications** voted

Sacramento’s “fastest growing business” was in great need for a change in their web presence. On the verge of launching a massive consumer oriented telecom campaign deadlines were extremely tight in designing and building an entirely new look and feel for the company.

<http://www.get-o1.com>

Offering an innovative design solution, name acquisition and intranet log-in options. The scalable, portable nature of the code offered the client the ability to plug in functionality seamlessly “in-house”. Thus giving complete control to o1’s IT department while Internet traffic increases exponentially due to the company’s resounding success.



## Retail

**Florin Mall** in Sacramento has been through the gambit of challenges for a retail oriented establishment. Due to their geographical location in a known high crime area, Florin Mall was looking for a new identity and attitude exuding safety, variety, cleanliness and ethnic diversity.

The site can be viewed at:

<http://www.florinmall.com>.

A Flash introduction paves the way for a very simple, clean, information oriented web site. Florin Mall has seen increased traffic and sales since the site went live last autumn. The same identity and attitude created for the web has been translated to all of Florin Mall's print marketing efforts and in-house signage. While design intensive, the site offered the client precisely what they asked for - on time and under budget.



**Wellbeing Lifestyles** offers a unique set of products that help people who have become stressed over work, family and a combination of their daily activities. These online products can transform peoples lives through the wonder of online training.

The site can be viewed at:

<http://www.wellbeinglifestyles.com>

The site features CSS style sheets and drop-down menus that allow quick navigation in the product pages. Samples can be view

quickly and easily directly within each product page. An eCommerce checkout system was intergrated into the site, along with for-pay downloadable PDFs. While this site wasn't simple we were able to accomplish a fully functional eCommerce site in five weeks. This site acheives precisely what the client asked for.

