CODE
AND
VISUAL
ABOUT US
Web & interactive services
CODEANDVISUAL.COM.AU

ABOUT US

Est. 2008. Web, Apps, Elearning and more!

Code and Visual is a creative digital agency specialising in delivering engaging custom solutions that have flair. We aim to deliver results that exceed expectations and achieve targeted business goals.

We provide a broad range of digital services including branding, website & mobile app development, SEO, SEM, display advertising, email marketing, and more.

We also have a particular focus on eLearning development and corporate gamification services, as well as mobile games for both commercial fun and customer engagement purposes.

You're in good company.

We love our clients! We work with global organisations, non-profits, government agencies and businesses, large and small. Headquartered in Sydney, we service clients all across Australia.

Our family of happy clients includes some of Australia's most well known brands and is continuously growing. We'd love the chance to partner with you also, and to add your organisation to our list of happy customers.

Our Mission is to craft inspired solutions for each unique client.

OUR TECHNOLOGIES

WEB

- LAMP Stack, cPanel, AWS
- HTML, PHP, JS, CSS, JSON
- Zend, Laravel, WordPress, Drupal, MVC
- Sass, LESS
- JQuery, React, Angular, Bootstrap
- Rest APIs, HTTPS, SSL
- Custom backend development, user management, Custom web services
- Banner ads, EDM design, Custom forms
- Third party integrations

GAMES & GAMIFICATION

- HTML5, Adobe Air/AS3, Unity3D/C#
- Phaser, Starling, Feathers, Playmaker
- Box2D, PhysX
- LMS, Moodle, Articulate

APP

- iOS & Android
- Adobe Air
- Unity 3D
- HTML5
- PhoneGap/HTML wrappers
- React Native

INTERACTIVE

- Touch Screen development, Mobile, Tablets
- Bluetooth controllers, BLE, Wifi switches
- VR/AR
- 3D modelling
- Geo targeting, Computer vision, Kinnect

MORE

We're constantly researching new technologies.
Anything you don't see, we're happy to investigate.

KEY TEAM MEMBERS

Code and Visual are a team of passionate and experienced professionals.

We strive to be leaders in our industry; to surprise, delight, and deliver the best possible return on investment for our clients.

The spirit of partnership is important to us and we pride ourselves on being responsive, friendly and easy to work with.

James McNess

DIRECTOR / FOUNDER

- 20+ years experience in digital production
- Saatchi & Saatchi, TBWA, GPY&R, McCann & more.
- Nissan, Toyota, City of Sydney, ABC TV, The ANU
- Sydney and London.
- Creative and technical background
- Planning and implementation of responsive websites, mobile apps and gamification.

KEY TEAM LEADS

Dean Reeve

CREATIVE LEAD

- 20+ years experience.
- GPYR, Clemenger, Cummins & Partners.
- Art direction, web and UX design.

Deej Kinder

TECHNICAL LEAD

- 15+ years experience.
- Macquarie University, McDonald's, Win Television.
- Frontend, mobile, gaming.

  Backend, CMS, server admin.

Case Studies

CANCER COUNCIL

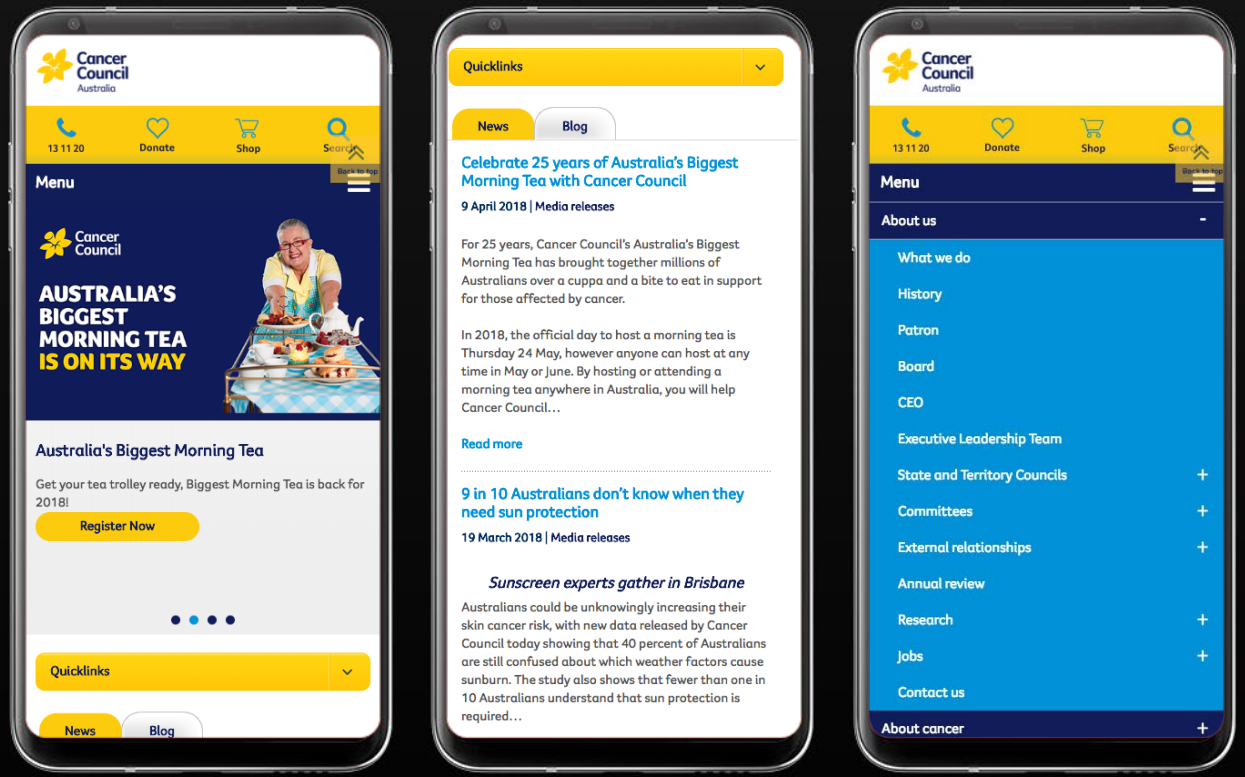
www.cancer.org.au

SUPPORT WEBSITE DESIGN

TASK:

Build a mobile responsive front end.

- Augment existing desktop site
- Integrate with existing CMS
- Cost effective solution
- Adhering to existing style guide
- Ongoing support and enhancements



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What we did

Code and Visual was engaged by Cancer Council Australia to provide ongoing web development support and to convert their desktop-only site into one with a mobile-friendly responsive layout. We adhered to the existing style guidelines, adding a modernised feel that was consistent with the existing desktop layout.

The end result was an increase in traffic and donations due to a better user experience and increased Google search performance delivered by the mobile upgrade.

The site is a complex installation of the ModX framework that houses both the national and Northern Territory sites off a single backend. We were presented with the particularly challenging job of working with existing HTML mark-up created for the desktop site and utilising that legacy code to create a highly performant and user friendly mobile layout.

All of this and zero down time when it came to launch.

AUSTRALIAN NATIONAL UNIVERSITY

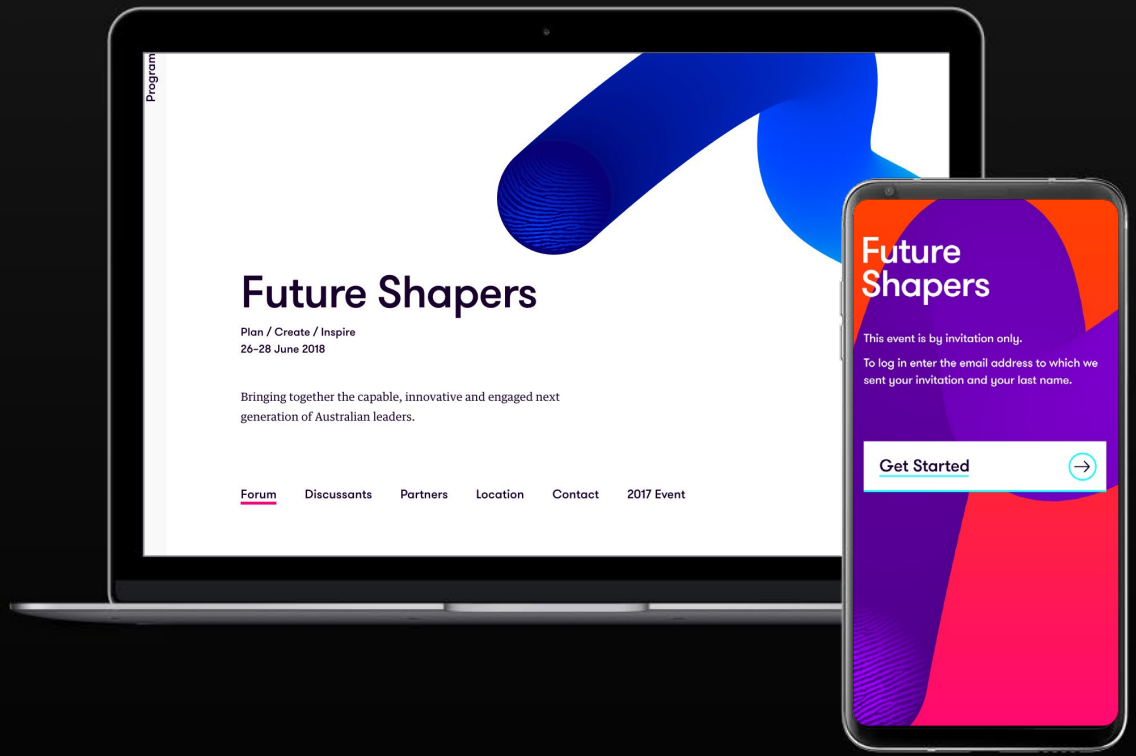
www.futureshapers.org.au

APP WORDPRESS CUSTOM BACKEND WEBSITE DESIGN

TASK:

Brand, design and build the inaugural Future Shapers event site & app

- Avant-garde design
- Bespoke theme and WordPress site
- iOS & Android app
- Unique per-user app experience
- Two-way communication

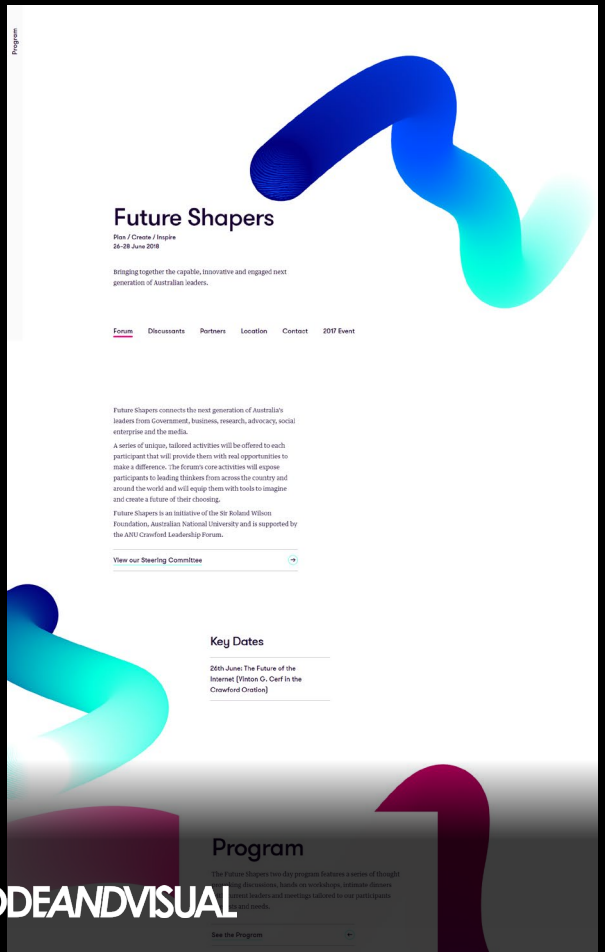


AUSTRALIAN NATIONAL UNIVERSITY

WORDPRESS

WEBSITE DESIGN

DESKTOP



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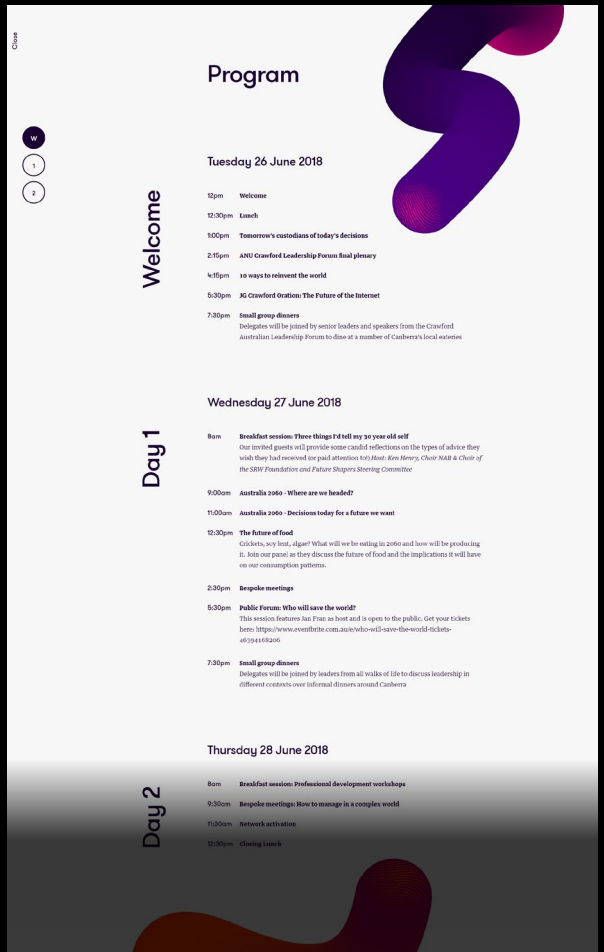

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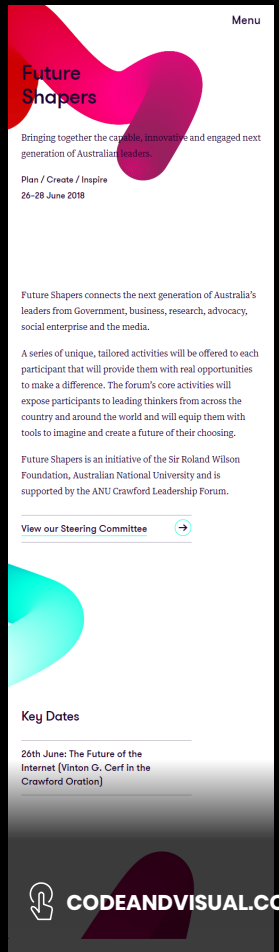

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APP WORDPRESS CUSTOM BACKEND WEBSITE DESIGN

“The app and website were incredibly well received.”

Lauren Bartsch

The Sir Roland Wilson Foundation,

Australian National University

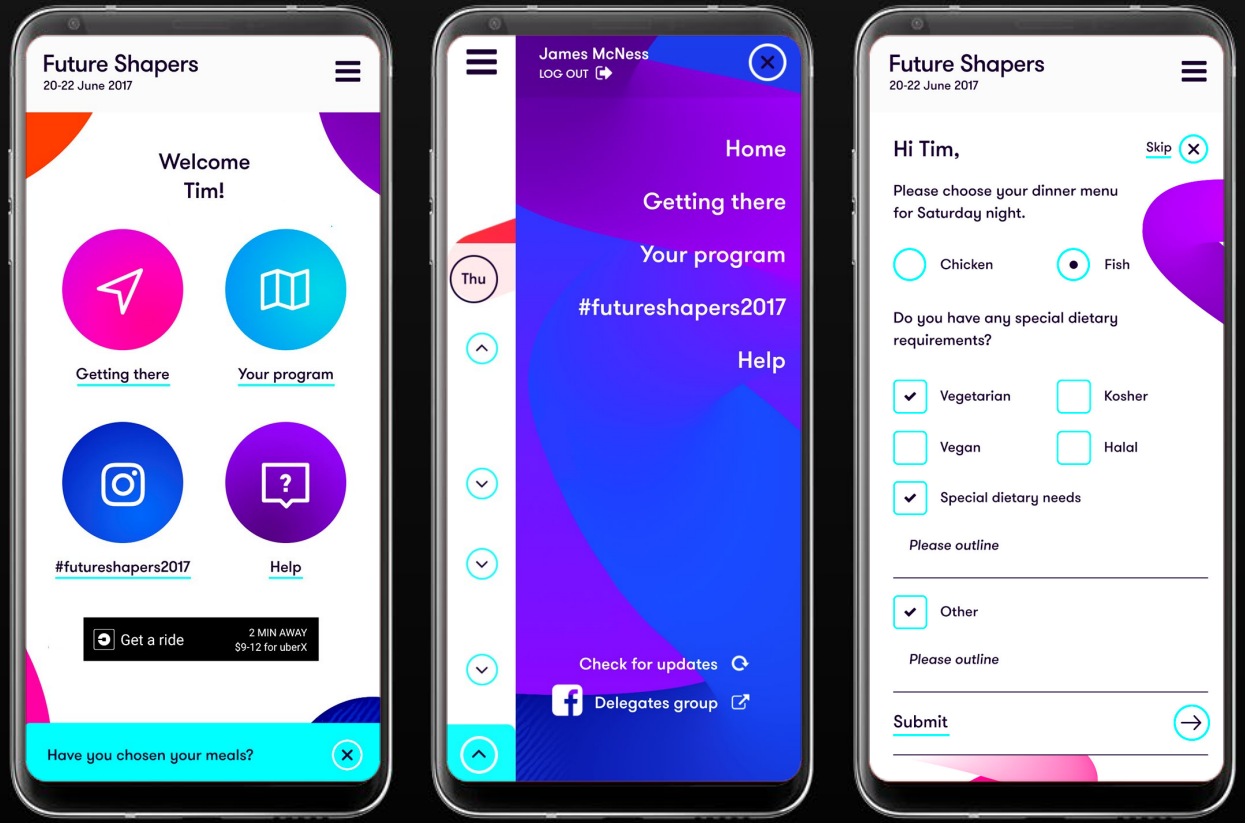
AUSTRALIAN NATIONAL UNIVERSITY

APP | WORDPRESS | CUSTOM BACKEND | WEBSITE DESIGN

APP:

A custom-built event app with personalized programs.

- Mobile platforms (iOS/Android)
- Dynamic content and timetabling
- Custom administration portal
- Individualised experiences
- Embedded survey system



What we did

Organised by The Sir Roland Wilson Foundation, the inaugural Future Shapers Forum was held in Canberra in 2017. The forum brought together future leaders from across Australia covering business, politics, advocacy and academia.

We started by providing a complete banding and visual identity for the forum to reflect a forward leaning attitude that was both innovative and striking.

The website expanded on these concepts and used a bold simplicity to position the Forum in a class of its own when compared to other similar events.

The star of the show was the custom mobile app we developed to be used a both as a communications vector and personalised program for attendees. Forum organisers could send messages and conduct surveys directly through the app, controlled by a cloud based back end. Using this system, each attendee had a personalised experience crafted specifically for them which included hotel and transport details, program assignments and special reveals detailing activities such as workshops and networking opportunities to be attended.

COUNCIL ON THE AGEING

WORDPRESS WEBSITE DESIGN

TASK:

Redesign COTA's website and information architecture to deliver cohesion to their online presence.

- Redesign the look and feel of the site
- Complete overhaul of UX strategy
- Combine the content of two separate sites into one
- Achieve WCAG AA accessibility compliance
- Expand the website look and feel across their federation of state sites through a WordPress Multisite Network

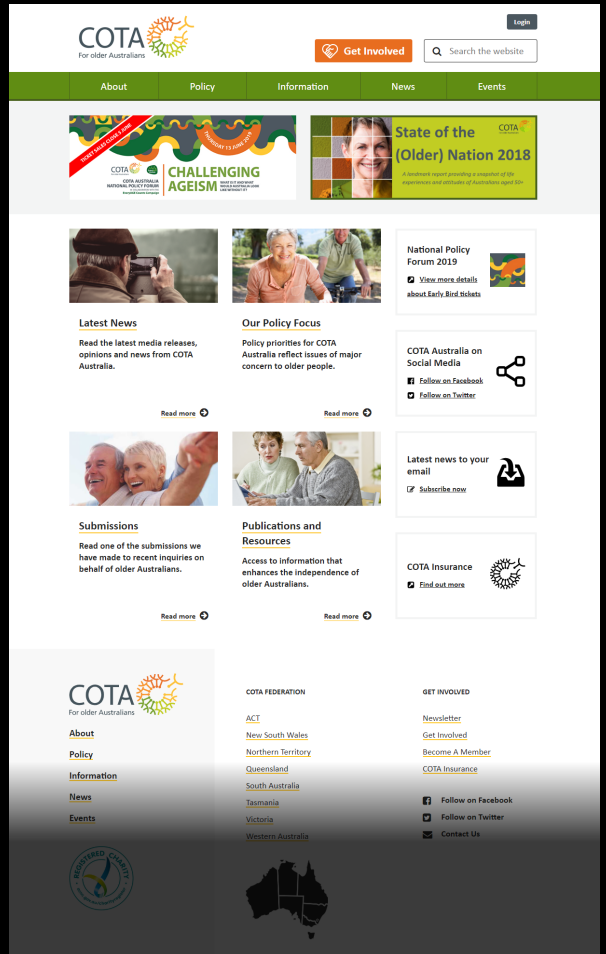
COUNCIL ON THE AGEING

WORDPRESS

WEBSITE DESIGN

WIREFRAME

DESKTOP



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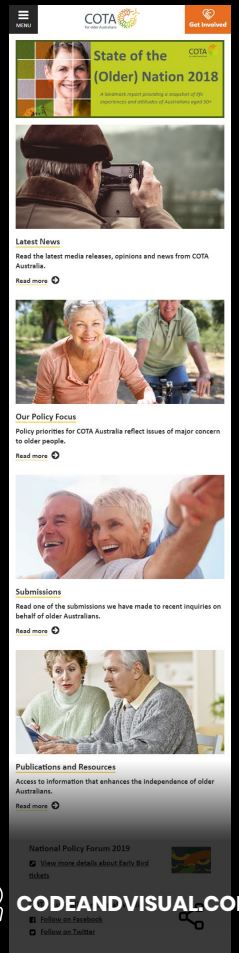

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What we did

The new COTA website is built on the WordPress platform and brings together content from the old cota.org.au site as well as homecaretoday.com.au. The overall information architecture (aka content structure) has been completely overhauled to provide a simple and consistent approach to navigation.

Website accessibility testing was an important factor given COTA's audience and we adhered to the stringent WCAG AA accessibility guidelines. This included maintaining proper readable contrast, using adequate fonts sizes and making sure the website was user-friendly for all screen sizes through responsive design; among many other things.

The use of hubs for resources, submissions, links, news and events provides central locations for key content types to be browsed and filtered, simplifying the process of locating specific content. With the universal application of Topics and Tags, the content can be cross linked to provide useful access to related items that exist in the site.

The project was so successful that we are now applying the new COTA front-end architecture to their federation of state sites, utilising a single WordPress Multisite Network. This enables content sharing, as well as centralising their website infrastructure and code base, increasing efficiency and reducing support overheads. Overall it introduces a federation-wide cohesion to their web presence whilst still maintaining the autonomy of each individual site.

FOX SPORTS

BANNER ADS

TASK:

Design and build dynamic templates for a programmatic banner campaign

- HTML5 banner suite
- Desktop and mobile targets
- Dynamic messages via spreadsheet
- Geo-targeted
- Flexible template for recurring use.
- DoubleClick DCO

What we did

We built this suite of banner ads for Fox Sports to promote their coverage of the AFL. The suite included 10 size variations based on a similar set of storyboards which we fleshed out for them from their initial reference.

Tapping into the dynamic abilities of DoubleClick we were able to provide Fox with an avenue for targeted promotion based upon the geo-locations of their audience.

The synched spreadsheet allow Fox to easily manage and adjust content, imagery and colours on each of the banner screens for a truly flexible and cost effective campaign.

The dynamic banner ad approach was so successful that Fox worked with us to roll out the same solution for their NRL coverage the following year.

AUSTRALIAN NATIONAL UNIVERSITY

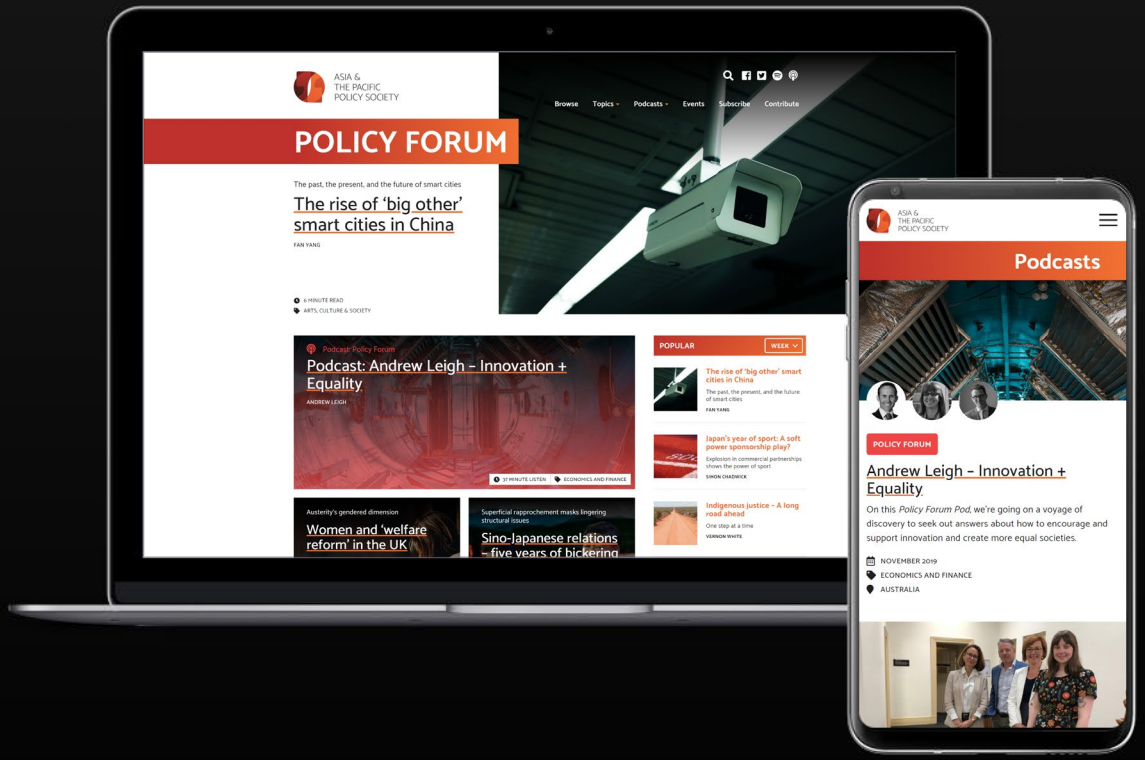
www.policyforum.net

WORDPRESS SUPPORT WEBSITE DESIGN

TASK:

Create a new online destination for insights and conversations on public policy.

- Deliver an easy-to-administer backend system built with the WordPress CMS.
- Create a scalable and flexible layout mixing custom curation with dynamic content.
- Build a resources hub to provide users quick and powerful filtering of content.
- Integrate the latest search engine enhancements such as Google News and AMP pages.



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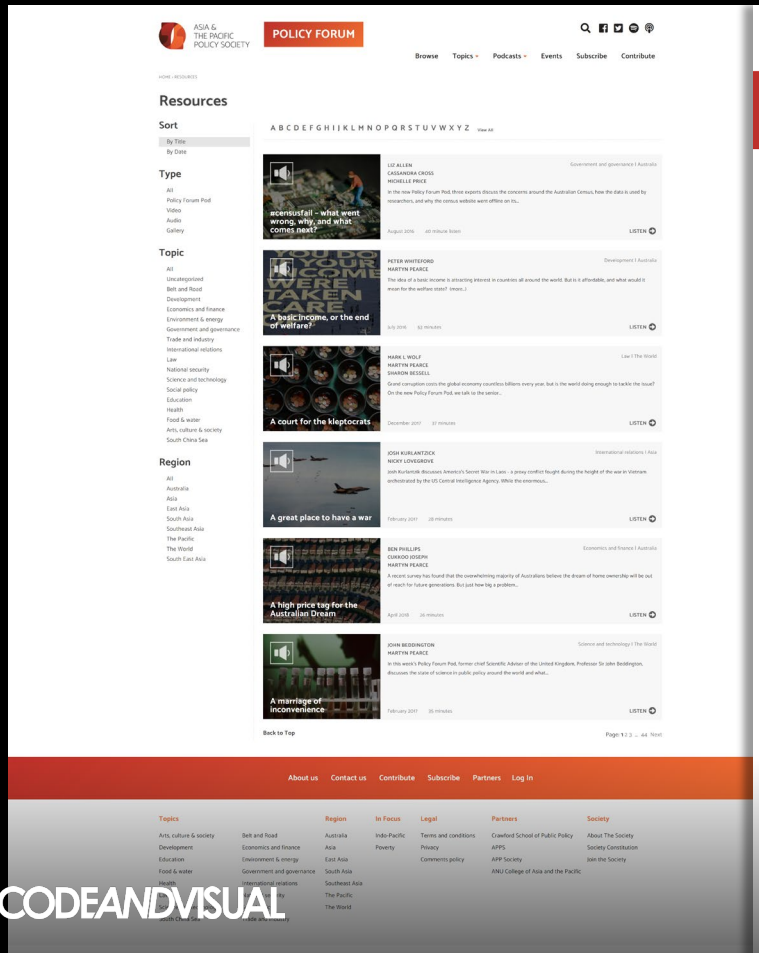
AUSTRALIAN NATIONAL UNIVERSITY

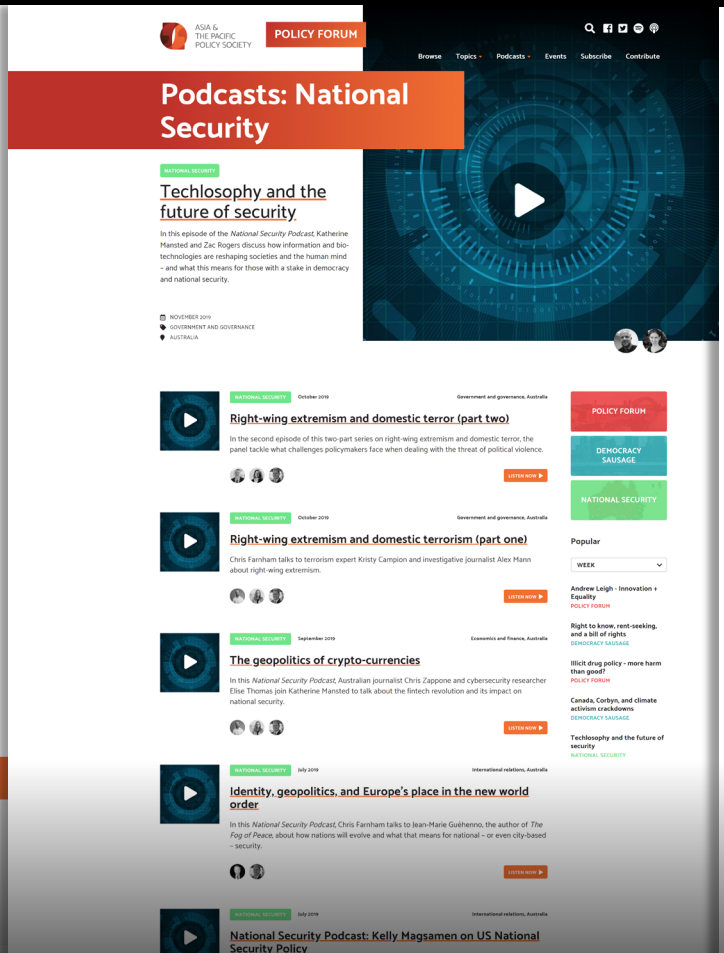
www.policyforum.net

WORDPRESS SUPPORT WEBSITE DESIGN

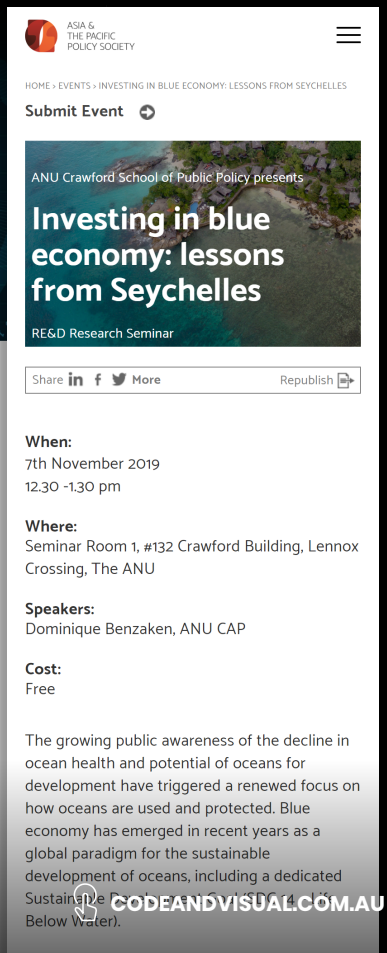
DESKTOP EXAMPLE – RESOURCES HUB



DESKTOP EXAMPLE – PODCASTS



MOBILE EXAMPLE – EVENT PAGE



What we did

We were enlisted by the ANU's Crawford School of Economics to create an online companion to their print magazine, Advance. We delivered a visually bold design, marrying striking imagery with the rich policy material published by the school.

In particular we focused on delivering a solution that could be endlessly refreshed through a flexible and curatable home page, with accompanying topic and resource hubs.

The responsive site was built with a WordPress backend, utlising the flexibility of the system, with both off-the-shelf and custom functionality. This included custom user sign-up forms, user contributed events and articles, easy article republishing, social media sharing and many more purpose-built solutions.

We focused on making administration easy for the client through strategic design and implementation choices, minimizing the need for double handling and simplifying resource management.

We also implemented a dynamic mailing and subscription service to promote continual audience engagement with content tailored to the exact interests of each individual subscriber.

With over 2,000 articles published from some of Australia's most well-known thought leaders and political figures, the website recently celebrated 5 years of publication. We helped mark the anniversary by implementing a site-wide style refresh and a new branding overhaul for the Asia & The Pacific Policy Society.

FOOD BALANCE

GAME

TASK:

Build a an educational game to teach children about healthy eating.

- Custom built framework
- Browser based play
- Dynamic logic
- Extensible data driven content
- Printable player certificates
- Male & female characters

What we did

The Food Balance game was built to teach children about daily nutritional needs and how much of each food group they should eat to meet their daily requirements.

Code and Visual were contracted to lead the development of the game via Folk under contract with the Australian Government.

Children can enter their age and gender at the start of the game which effects the daily quotas according to the recommended dietary intake, completion of the game sees the players choices compared to the recommendations and if successful a certificate is available for them to print out.

FIRST FOCUS

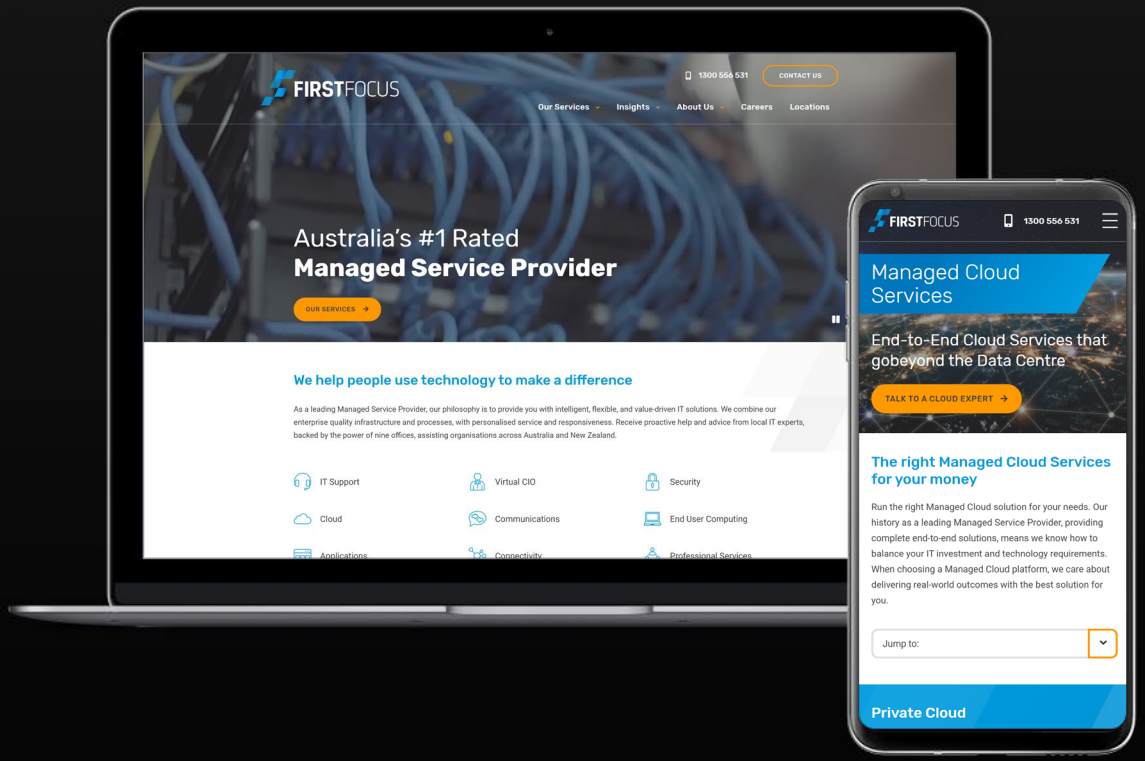
www.firstfocus.com.au

WORDPRESS SUPPORT WEBSITE DESIGN

TASK:

Provide a complete website overhaul for Australia's top rated IT solutions provider.

- Build a content system that provided design consistency and layout flexibility.
- Implement a persona-based UX strategy to drive lead generation and increase conversions.
- Build event and publication hubs for easy access and cataloguing of content.
- Apply fine-tuned optimisation and CDN integration to reduce page load speeds by more than 50%;



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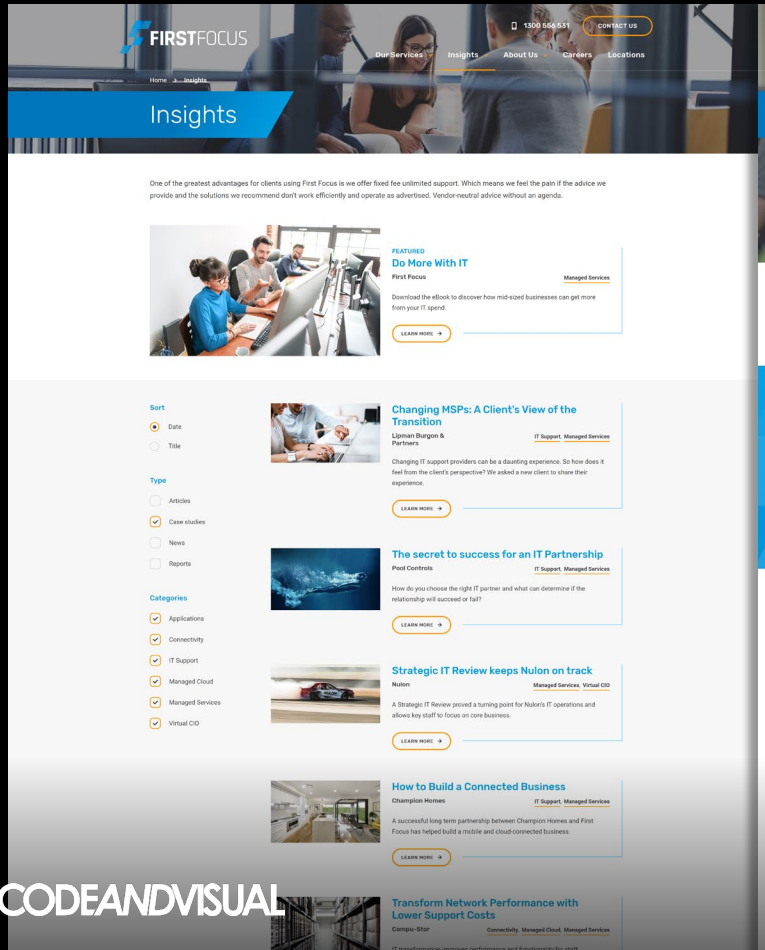
FIRST FOCUS

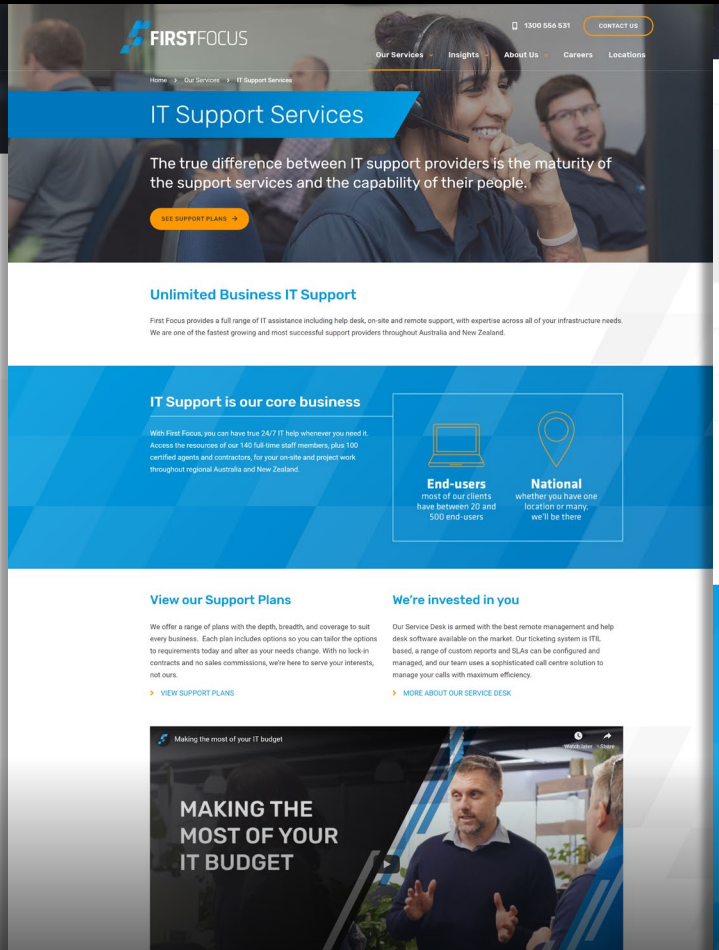
www.firstfocus.com.au

WORDPRESS SUPPORT WEBSITE DESIGN

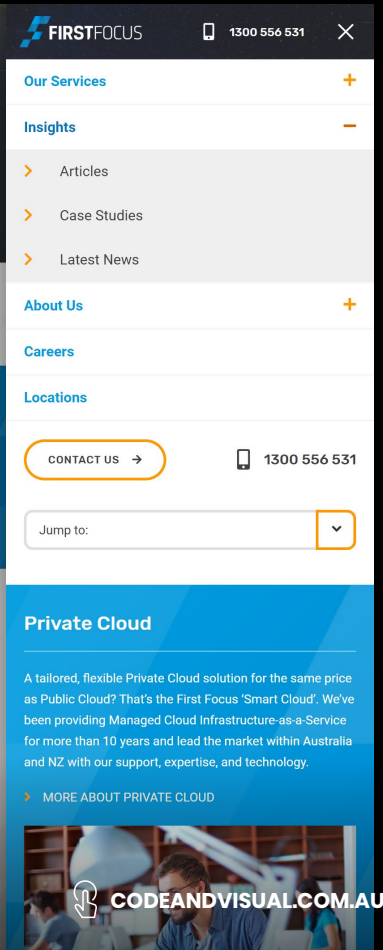
DESKTOP EXAMPLE – CONTENT HUB



DESKTOP EXAMPLE – FEATURE SERVICE



MOBILE EXAMPLE – MENU



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What we did

First Focus came to us with a brief to re-build their online presence, wanting to increase lead generation as well as overall conversions.

We started by developing a strategic user experience that was designed to provide relevant calls-to-action at significant moments within the customer journey.

A flexible design system was then built upon the WordPress CMS framework. This provided a cohesive management system that allowed for easy administration, layout flexibility and an overall design consistency.

We fine-tuned the website code to deliver optimal performance, ensuring fast page load times and better search engine optimisation. The end result blew away the old site's performance with speeds increased by more than 50% on both mobile and desktop devices.

Finally, the mobile responsive site serves as an information hub, providing access to key content and information; as well as a sales tool, providing engagement opportunities and collecting lead data from potential customers.

ELMO SOFTWARE

www.elmosoftware.com.au

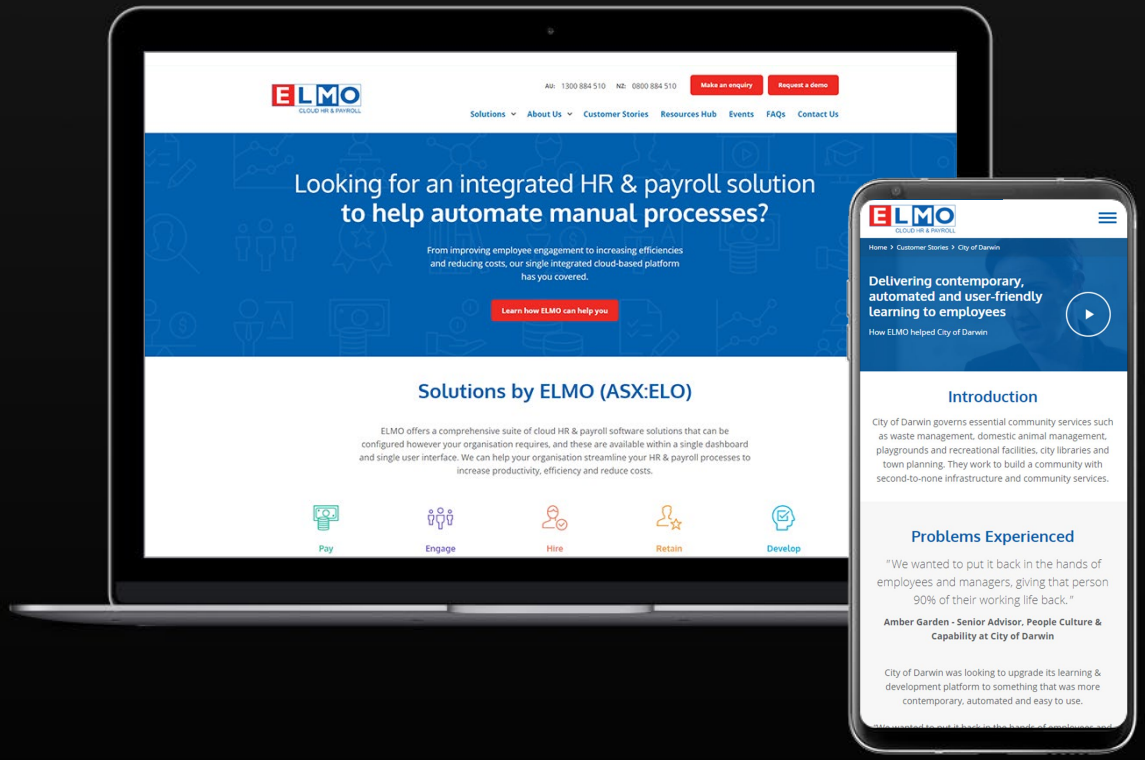
WORDPRESS

WEBSITE DESIGN

TASK:

Redesign ELMO's website to adapt to a larger service offering.

- Redesign the look and feel of the site
- Complete overhaul of UX strategy
- Repackage products to for better grouping and cohesion
- Strict 3 month turn-around
- Migration and launch with no down time

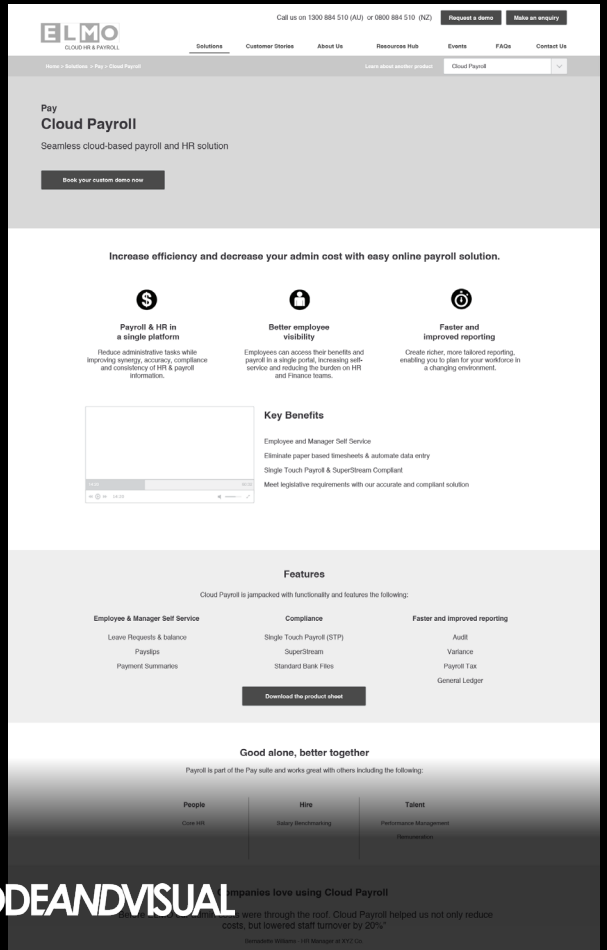


ELMO SOFTWARE

WORDPRESS

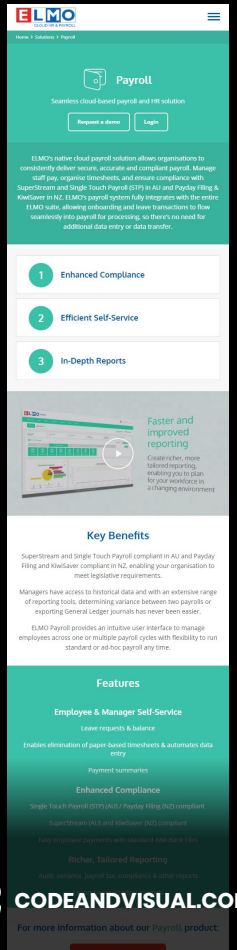
WEBSITE DESIGN

WIREFRAME



DESKTOP

MOBILE



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What we did

As part of marking their one year anniversary on the ASX, ELMO contracted Code and Visual to overhaul their website from the ground up. Having grown rapidly, ELMO had acquired more software solutions to add to their suite of SAAS products and their existing website was not equipped to successfully cope with the growing requirements.

We provided a complete redesign of their site including a strategy workshop, personas and customer journey mapping. Next we developed entirely new IA and UX structures, working with SEO experts to create the most effective footprint possible. The design and build phases were then completed in succession, all within a 3 month window.

The final outcome was extremely well tuned for SEO purposes, providing the best possible on-page outcomes including lightning fast page loads and simple overall navigation. Part of our solution including colour-coding and grouping the software solutions so that there was an overall context provided to the suite.

EY WAVESPACE

APP 3D VR

TASK:

Build a virtual tour to show off EY's innovation lab and highlight the benefits of working with their team.

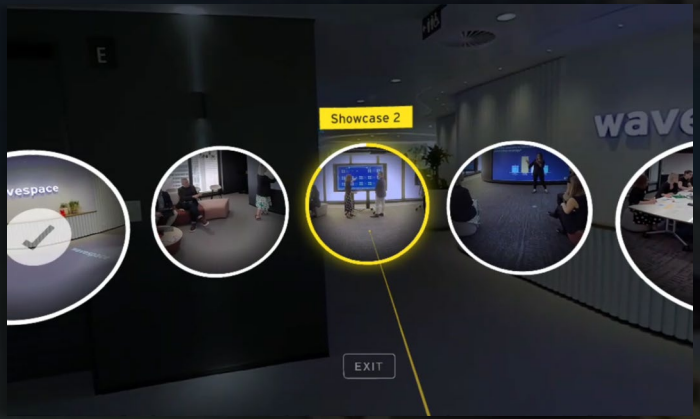
- Produced 6 x 360 videos including time-lapse footage of Circular Quay.
- Custom built portal navigation system to jump between locations.
- Immersive first-person experience of working with the team in their stunning location.
- Build a VR app for Oculus headsets to be taken to events and trade shows.

EY WAVESPACE

APP 3D VR

UI EXAMPLE– START SCREEN

NAVIGATION EXAMPLE – MAIN MENU



NAVIGATION EXAMPLE – IN SITU PORTALS

360 VIDEO EXAMPLE – SHOWCASE ROOM

What we did

Wavespace is an innovation lab contained within EY which produces engaging workshop and brainstorming events for their clients. At the centre, clients can explore and deconstruct concepts in a unique way, using collaborative technology.

EY sought Code and Visual to develop an immersive VR tour of their lab, to illustrate what the experience of working at wavespace is like. The app we produced allowed potential clients to easily experience the way wavespace can facilitate the exploration of familiar ideas in new ways.

We worked with the cross platform Unity3D technology to build a custom app for the Oculus headset. The goal was for the system to be taken to events and conferences with ease, in order to provide a concise overview of EY's Sydney facilities and work methods.

Along with the custom VR app development, Code and Visual produced 6 x 360 videos complete with voice over narration and spatial audio using high-quality 360 cameras and enlisting a willing cast of EY staff.

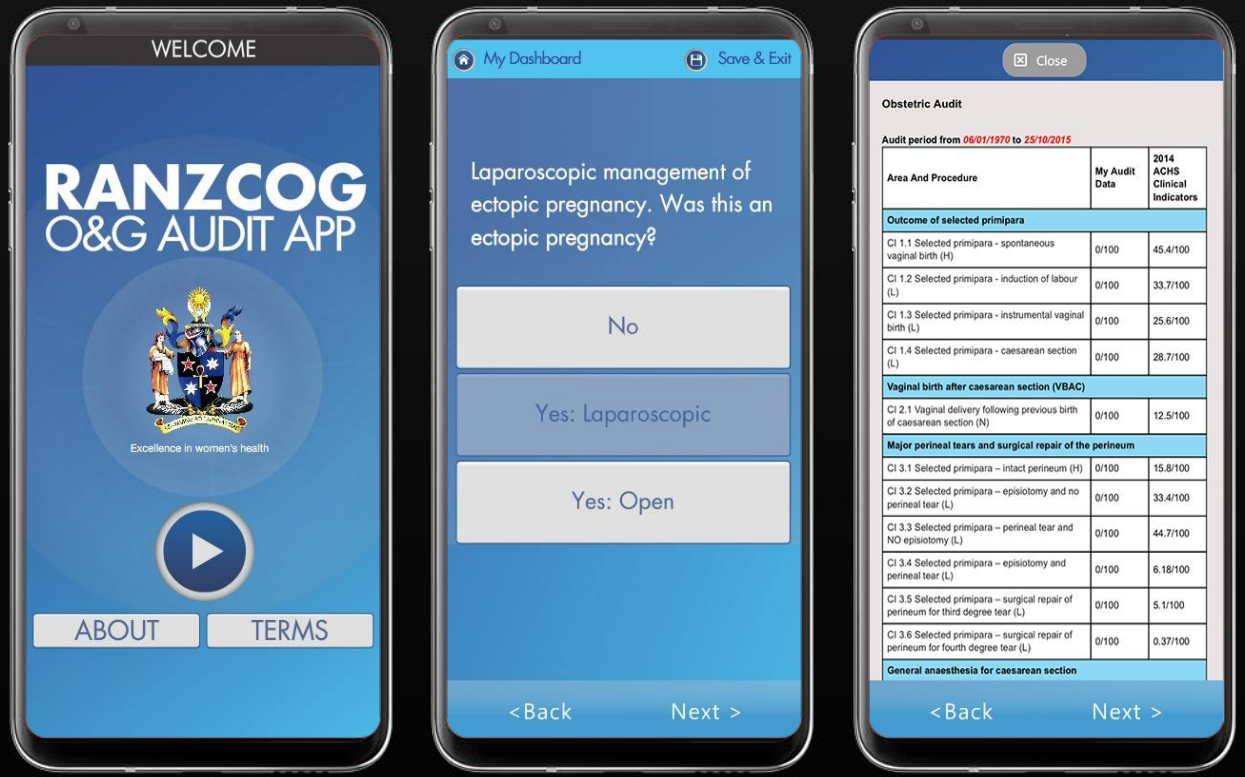
THE ROYAL AUSTRALIAN AND NEW ZEALAND COLLEGE OF OBSTETRICIANS & GYNAECOLOGISTS

APP | CUSTOM BACKEND | WEBSITE DESIGN

TASK:

Build a mobile app to collect patient data and collate statistics.

- iOS and Android
- Compare data to clinical indicators
- Cloud-based user management
- Backup and restore data
- Encryption



THE ROYAL AUSTRALIAN AND NEW ZEALAND COLLEGE OF OBSTETRICIANS & GYNAECOLOGISTS

APP CUSTOM BACKEND WEBSITE DESIGN

What we did

We designed and developed O&G Audit for The Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG). The app assists specialists in record keeping and auditing, replacing the existing manual process. Through the app, individual specialists are able to gain valuable metrics relating to patient outcomes, and how they compare to national averages.

The key requirement for the app was that it should make the act of collection, collation and submission a much easier proposition than the traditional pen, paper and calculator approach.

Designed to specifically match the College's key clinical indicators, the app uses our 'Logic Web' technology to develop a dynamic question and answer path, making combined calculations to determine the correct comparison values.

Through the use of O&G Audit, participating specialists are also able to gain Continuing Professional Development (CPD) points that are a requirement for membership.

THANK YOU.

If you have a digital project to discuss contact us now to for a consultation and initial quote.

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