

**POST TOOL DESIGN  
CAPABILITIES BROCHURE**

2010

True to their name, Post Tool's aesthetic is in many ways beyond technology, in the sense that they blend tools and content into seamless onscreen events that exist as naturally within their technological universe as a book does in the tangible world.

–Max Bruinsma, Eye Magazine, no.28 vol.7 summer 1998

## INTRODUCTION

PostTool design is an internationally acclaimed design and technology firm based in San Francisco since 1993. PostTool design has garnered numerous awards and recognition for its work in interaction design. In 2001, the San Francisco Museum of Modern Art recognized the firm with an exhibit of their interaction and navigation-based work, honoring it with the First Annual SECA Experimental Design Award. The Smithsonian's Cooper-Hewitt Museum in New York has also presented the work of Post Tool as part of their first "Design Triennial." Post Tool is distinguished by its ability to link design with technology; it is philosophically committed to the integration of design and technology.

PostTool has developed a wide range of customized applications for clients including the Getty Center, the Rock and Roll Hall of Fame, Wal-Mart, The Exploratorium and The San Francisco Museum of Modern Art. Our unique combination of skills and diverse experience enable us to provide end to end services such as the design and implementation of rich, scalable client/server architectures as well as more specialized services such as user experience development, art direction, graphic design, and server-side development.

Our process is practical: We help our clients arrive at a formal expression of their requirements. We then use the requirements to transform the vision into reality. We strive to accommodate the unexpected. We do it on time and on budget.

Our philosophy is simple: We recognize that our clients are the experts. We apply our 25 years of experience with evolving technologies to translate their visions into elegantly designed and sustainable software solutions.

## SERVICES OFFERED

Project Analysis and Strategy  
User Experience Design  
Information Architecture  
User Interface Design  
Art Direction and Graphic Design  
Technical Liaison  
Audio and Video Development  
Transcoding  
Web, Mobile, Kiosk and  
CD/DVD Production  
Software Development in  
Java,  
C,  
C++,  
Perl/PHP,  
Actionscript,  
HTML,  
Javascript,  
CSS,  
...  
Database Development  
Content Management Systems

## PARTIAL CLIENT LIST

Apple  
Nokia  
The Body Shop  
Warner Records  
Sony Music  
The Getty  
Penguin Putnam  
Chronicle Books  
The Rock and Roll  
Hall of Fame  
SFMOMA  
The Exploratorium  
Hackett-Freedman  
Southern Exposure  
Todd Hido  
The California  
College of the Arts  
The Design Institute  
Cogswell  
Polytechnique  
Swatch Watch  
Levi's  
Marks & Spencer  
Smarts Co.

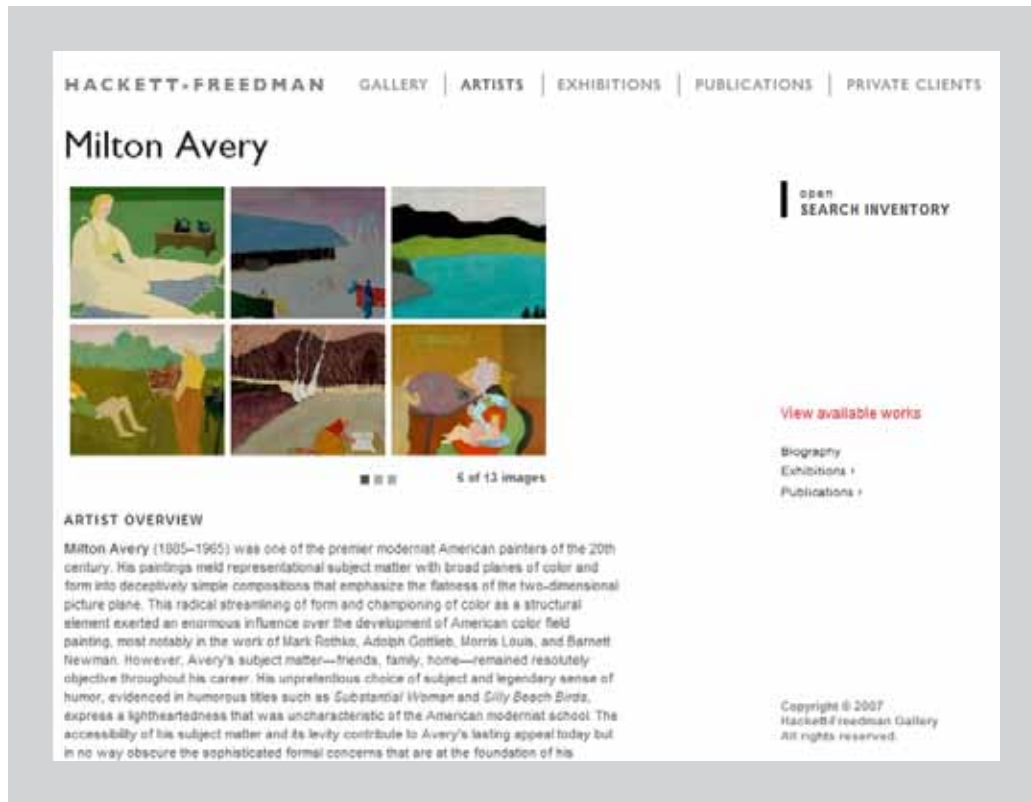


NOKIA  
CIRQX

Nokia commissioned PostTool in 2004 to design and develop a Java game for their latest high-end phone. The 8801 was one of the first phones on the market to include a software rendering engine for 3D graphics. PostTool was awarded the design and development of this project because of its ability to innovate graphically using new technologies. This project required a high degree of detail in the documentation phase to conform to Nokia's corporate standards. User interface and programming conventions within the organization are rigid. PostTool worked to maintain high graphic and user interface standards within this structure.



- Services Provided
- User Experience Design
  - Information Architecture
  - User Interface Design
  - Art Direction and Graphic Design
  - Technical Liaison



## HACKETT-FREEDMAN GALLERY, SAN FRANCISCO

The re-design of the Hackett-Freedman Gallery web site was intended to present the gallery as a sophisticated, exciting, and accessible venue for collecting works of fine art. The experience of the site reflects these tenets through simple, clean, and strong design coupled with a smart and well-considered site architecture. The site reflects the real-time inventory of the gallery. It is responsible for a significant percentages of the gallery's sales leads.



- Services Provided
- Project Analysis and Strategy
- Information Architecture
- Art Direction and Graphic Design
- Technical Liaison
- Web Production and Software Development in Java, HTML, Javascript, CSS Database Development
- Content Management System Integration



## OFFICE OF CHARLES F. BLOSZIES

PostTool worked in collaboration with Bob Aufuldish and Tim Culvahouse, to develop this hyper-structural web site for a structure engineering and architecture firm in downtown San Francisco. The group worked closely with Mr. Bloszies to realize his vision representing the union of formalism and engineering. The site serves not only as the firm's portfolio, but a forum for philosophic writing related to architecture.



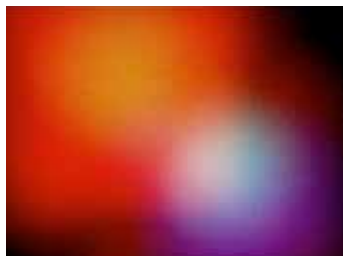
- Services Provided
- Project Analysis and Strategy
  - Information Architecture
  - Art Direction and Graphic Design
  - Web Production
  - Software Development in Java, HTML, Javascript, CSS
  - Database Development
  - Content Management System Integration



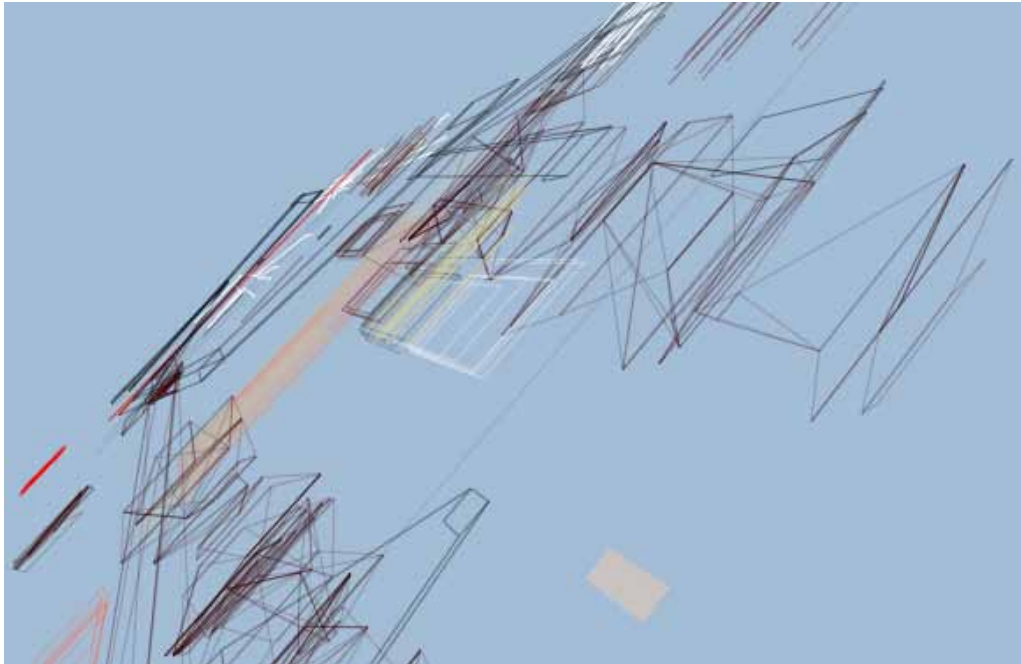
## THE BODY SHOP INTERNATIONAL LISTEN

Every day our senses must derive meaning from chaos, this concept is explored in the CDROM created for the Body Shop International entitled 'Listen'. A single navigation tool, a sinewave, acts as a tuner allowing the user to discover a range of intelligences from chaos to meditation. Twenty-one spoken languages convey individual meaning and understanding.

The Body Shop International hired Post Tool to create a learning and development experience for their employees which reinforced themes of cultural diversity and listening.



Services Provided  
Project Analysis and Strategy  
Information Architecture  
Art Direction and  
Graphic Design  
Software Development in  
Director / Lingo  
CDROM Production



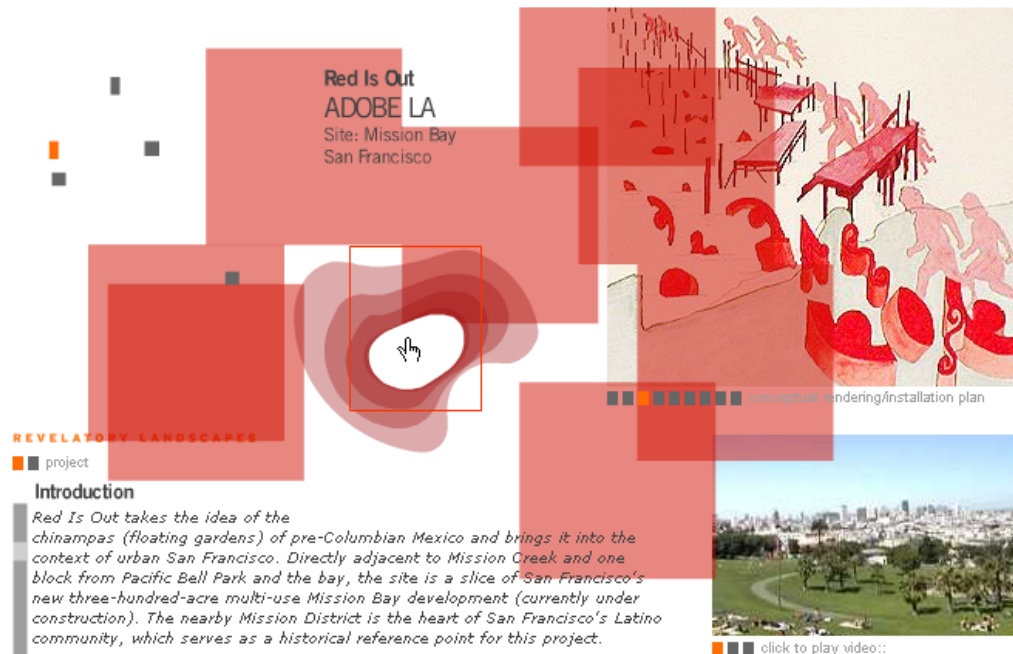
## SFMOMA SECA RECIPIENT FOR DESIGN

As recipients of the San Francisco Museum of Modern Art's Experimental Design Award in Design we took the opportunity to create something that reflected what we had learned in the commercial arena and merged it with personal interests.

'Variations' was comprised of a musical organ connected to a computer processing unit. The processed signals were output to computer monitors and stereo speakers. When played, the organ keyboard generated interesting sounds and musical phrases. The mode keys on the organ were used to control and alter the sounds and the imagery. 'Variations' was a real time interactive audio visual keyboard. 'Variations' creates a connection for users between sound and image. The goal was to allow a user of any degree of musical literacy to have a unique and fulfilling experience in an environment of audio and visual expression.

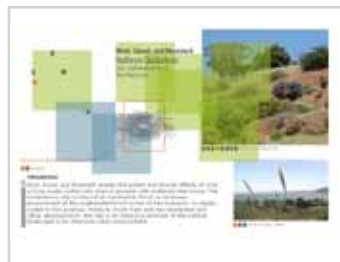


Implementation Details  
Kiosk Hardware Electronics  
Software Development in C++  
Real-Time (OpenGL) Video  
Real-Time (STK) Audio

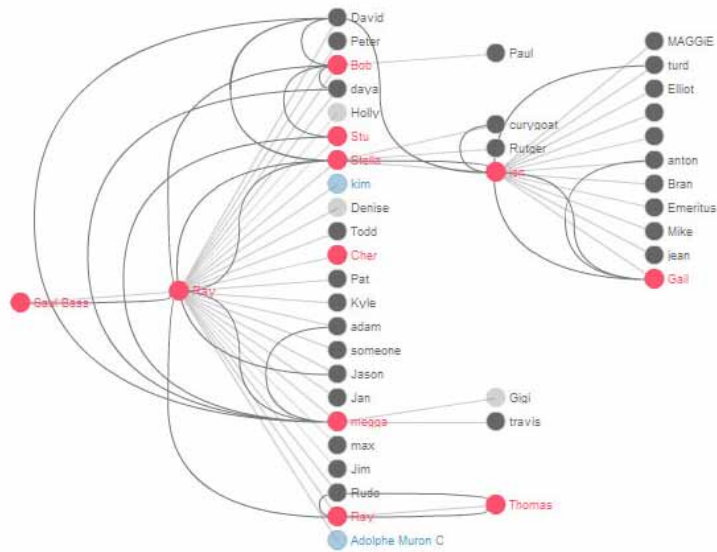


**SFMOMA  
 REVELATORY LANDSCAPES**

Revelatory Landscapes was the Exhibition title for an ambitious series of commissioned earthworks situated around the San Francisco Bay Area in 2000. SF MOMA had never undertaken offsite installations and so the on-site Kiosk of 'Revelatory Landscapes' posed a unique challenge. The kiosk functioned as a way to provide in-depth information about the exhibit, information about each earthwork and in-depth information about the 5 artists responsible for each enormous off-site work. Furthermore the kiosk was meant to establish a perspective for the exhibition. The interface was direct yet intuitive. The Graphic User interface borrowed from conventions of mapping and surveying to deliver the understanding that these works were site specific and grand in size. Ultimately the kiosk served to bring the off-site work on-site and in turn to inspire viewers to visit the actual off-site works.



- Services Offered
- User Experience Design
- Information Architecture
- Art Direction and Graphic Design
- Streaming Audio and Video
- Web, Kiosk and CD/DVD Production
- Software Development in Java and Actionscript



DESIGNSTER

The vision of Designster is to create an online environment for collaborative exchange, and discussion. The concept developed from a desire to be able to post work for practical review purposes as well as artistic dialog. Designster is a social network web site intended to promote interaction between designers. Based on the "Circle of Friends" technique for networking individuals it demonstrates the "Small World Phenomenon" popularized by Stanley Milgram and his "Six Degrees of Separation" experiment.

Features include, visual mapping, a filtered search function, image posting, message and bulletin boards and a system for visualizing links.



- Implementation Details
- Information Architecture
- Art Direction and Graphic Design
- Web Production
- Software Development in Java, HTML, Javascript, CSS
- Database Development



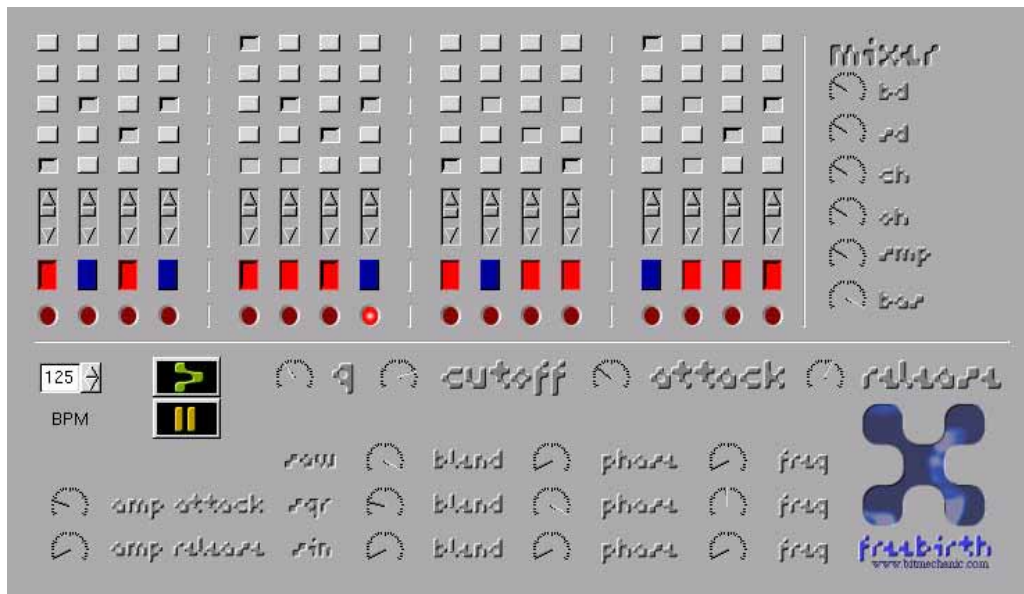
## SOUTHERN EXPOSURE

Located in San Francisco’s Mission District, Southern Exposure is a 32 year old, non-profit, artist-run organization dedicated to presenting diverse, innovative, contemporary art, arts education, and related programs and events in an accessible environment. Southern Exposure reaches out to diverse audiences and serves as a forum and resource center to provide extraordinary support to the Bay Area’s arts and educational communities.

PostTool design leveraged its work with for profit galleries to efficiently design & develop a content managed, Flash and Ajax driven, highly interactive website.



- Services Provided
- Project Analysis and Strategy
  - Information Architecture
  - Art Direction and Graphic Design
  - Web Production
  - Software Development in Java, Actionscript, HTML, Javascript, CSS
  - Database Development
  - Content Management System

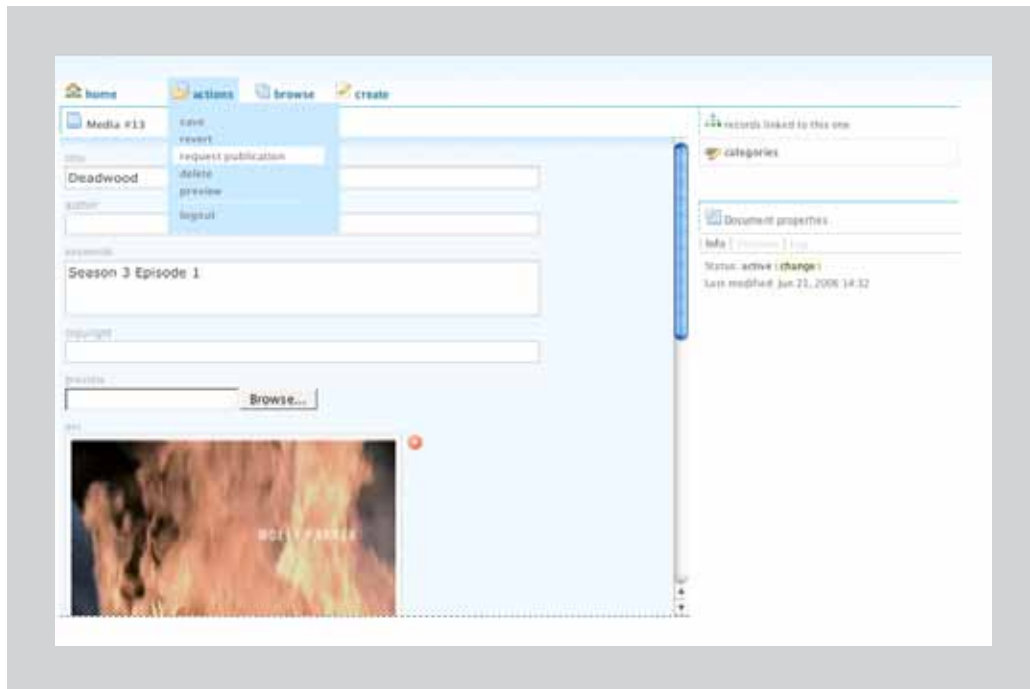


## FREEBIRTH

An independent open source project initiated by principals at Post Tool design in the service of the Linux community to provide tools for audio synthesis, sampling and primitive sequencing when very few tools existed for the Linux platform. Freebirth is still actively maintained today and is available for Ubuntu, Redhat and Debian Linux distributions.



- Services Provided
- Software Architecture
- User Interface
- Software Development in C
- Linux Integration

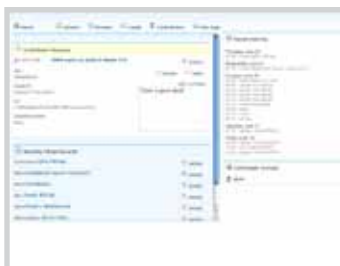


**CURRENT CMS**

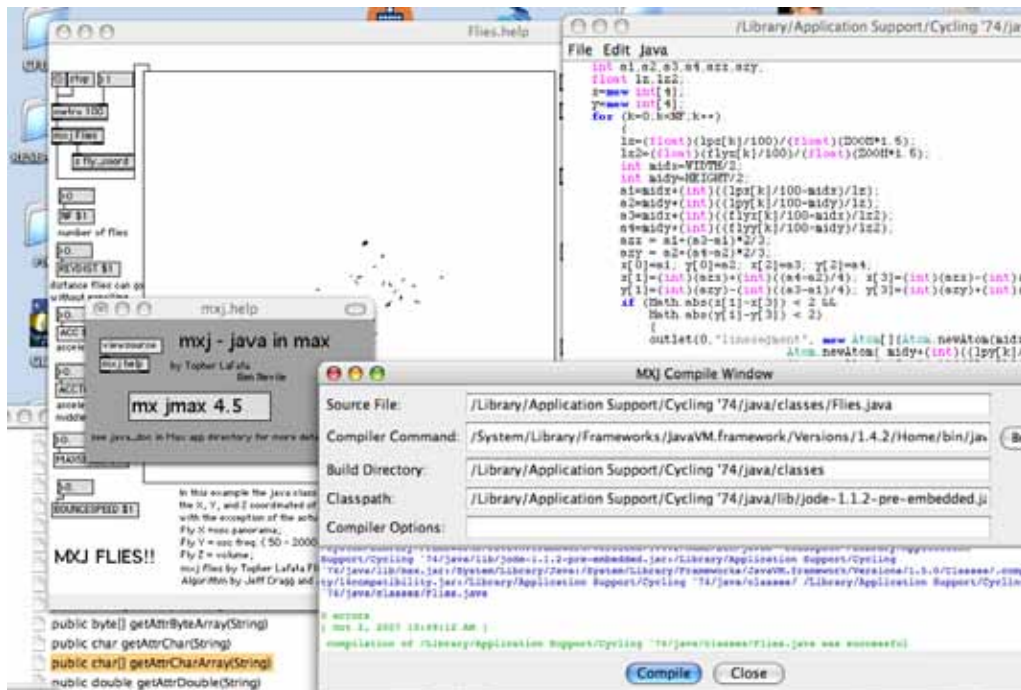
Current CMS is a multi-user Content Management System with workflow, versioning and publishing capabilities built on Java Enterprise technology. It provides a highly configurable framework for developing, deploying and maintaining content managed web applications.

Current CMS includes many features including:

- Non-technical maintenance of web site content
- User management
- Publication workflow and approval
- Category and sitemap management
- Rich media resource management

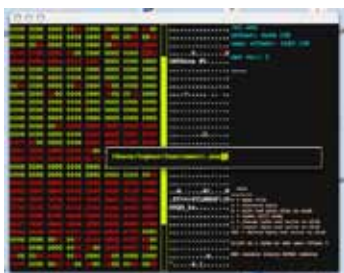


Implementation Details  
 Software Development in  
 Java, HTML, CSS, Javascript,  
 Actionscript  
 Database Development

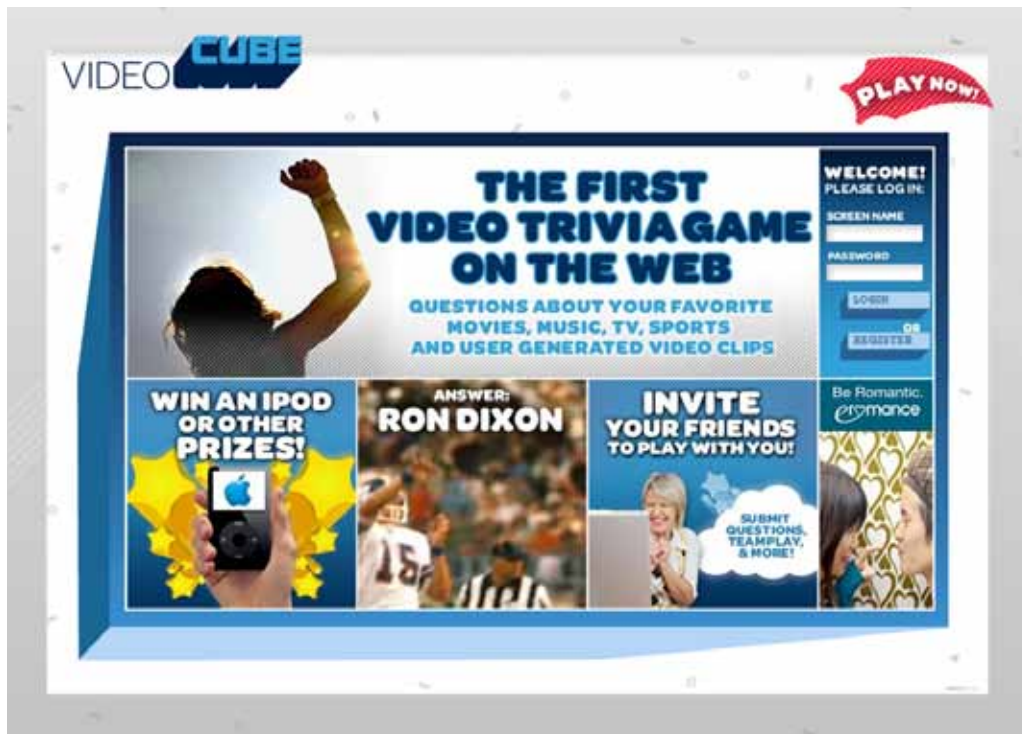


### CYCLING74

Tasked by cycling '74 to extend the capabilities of the Max/MSP programming visual programming environment with the integration of Java we worked closely with the principal engineers to provide an end to end development solution opening the world of Max/MSP to Java developers and the world of Java to Max/MSP developers. The end result was a simple IDE enabling the development and execution of Java code entirely within the Max/MSP environment. This provided an alternative to extending the environment via the existing C API. The new features have been embraced by the Max/MSP user community and are used for such diverse tasks as signal processing and application logic prototyping.



- Services Provided
- Software Architecture
- User Interface
- Software Development in Java, JNI, C



**VIDEOCUBE**

VideoCube is a new online game show, which leverages the ever-growing amount of entertaining video on the web. VideoCube’s aim is to create a whole new generation of trivia game playing on the web leveraging the ubiquitous web video, social networking opportunities, competition and prizes. PostTool developed the prototype of the concept that resulted in the seed funding of the company by well known venture capital firms: Draper Fisher, Selby Ventures, and Shasta Ventures. The consumer product name will be PopJax.

PostTool acted as a 1 stop shop producing the brand, the design, the videos, the Flash programming, the server-side Java and database programming as well as the content management system. The content management system is currently supporting thousands of questions written by dozens of contributors.



- Services Provided
- Project Analysis and Strategy
- Information Architecture
- Art Direction and Graphic Design
- User Interface
- Web Production and Software Development in Java, Actionscript, HTML, Javascript, CSS
- Database Development
- Content Management System



ROCK AND ROLL HALL OF FAME  
 ROCK AND ROLL AND THE MOVIES KIOSK

Rock and Roll and the Movies was a kiosk created for the opening of the Rock and Roll Hall of Fame in 1995. The Kiosk was glamorized to depict a 1950's sensibility when Rock and Roll music was first co-opted by Hollywood. The kiosk employed a graphical interface that envisioned itself as a 1950's Jukebox. Musical selections brought up film clips of Rock and Roll hits preformed on film. Colossal Pictures paired PostTool design with an archivist to develop and structure the content.



- Services Provided
- User Experience Design
  - Information Architecture
  - User Interface Design
  - Art Direction and Graphic Design
  - Technical Liaison



## THE GRATEFUL PALATE IMPORTS

PostTool design worked with General Working Group and Beth Elliot to produce the web presence for The Grateful Palate Imports.

The Grateful Palate Imports has assembled the world's finest portfolio of Australian Shiraz, including producers such as Chris Ringland, Trevor Jones, Henry's Drive and dozens of others. Owner, Dan Shapin, needed a way to showcase hundreds of regionally specific wines with new wines being added regularly. He wanted to be able to write a personal note about every wine and every vineyard. This site represents broad knowledge about Australian wine. It is meant to be informative and engaging.



### Services Provided

- Project Analysis and Strategy
- Information Architecture
- Art Direction and Graphic Design
- Web Production
- Software Development in  
Java, HTML, Javascript, CSS
- Database Development
- Content Management System

## PUBLICATIONS

2005 Blobjects  
 2004 Coast to Coast  
 2003 Graphic Design for the 21st Century  
 2002 E-design, Case Study  
 2002 Adobe Masters Class: Web Site Redesign  
 2001 Web Design Edge in USA  
 2000 Moving Type, Designing for Time and Space  
 2000 Design Culture Now  
 2000 Sonic Graphics, Seeing Sound  
 1999 Radical Graphics, Chronicle Books  
 1999 Type in Motion, Rizzoli  
 1998 Typographics Three Global Vision, Hearst Books Intl.  
 1998 Cool Sites: Innovations in Digital Graphics, Hearst Books Intl.  
 1998 Eye Magazine 'Serious Doodling'  
 1998 IMG SRC 100  
 1996 Graphic Design in America, Rockport Publishers  
 1996 Communication Arts 'Post Tool design'  
 1996 Popeye Magazine-Japan 'Post Tool'  
 1996 C - Net Television  
 1996 MSNBC Television, The Site  
 1996 Critique Magazine,  
 1996 Creative Review 'Brainshift'  
 1995 ID Magazine 'An Interpretation of Dreams for Our Times'  
 1995 ID Magazine 'Electronic Youth'  
 1995 Graphis Magazine 'Multimedia by the Bay'  
 1995 The AIGA Journal 'Absolute Individuals'  
 1995 Upper & Lowercase Magazine 'Post Tool design'  
 1994 On-line Design Magazine 'Digitizing the Child Within'

## NOTABLE LECTURES

2007 San Jose State University Design Lecture Series  
 2004 University of San Francisco Design Program Design Lecture Series  
 2003 Stanford University's MFA Joint Program in Design, Guest Speakers  
 2002 Fabrica, Automatic Design,  
 2000 The Netherlands Design Institute, 'D.DADA'  
 2000 University of Hawaii 'Behavior is Form'  
 2000 Beursschouwburg, Brussels  
 2000 Parsons 'Excavating the Archive'  
 2000 SFMOMA, 'Digital Masters'  
 1999 Sci Arc 'Differentiated Topographies'  
 1999 Art Center Pasadena 'Audio Interface'  
 1997 AIGA Seattle Minds On Conference 'Interactive Environments'  
 1997 AIGA National Convention 'Virtual Identity' 'The Museum in the Digital Age' 'Generation Extraordinaire'  
 1997 The Creative Show, London 'Redefining Interactivity'  
 1997 SVA How We Learn What We Learn 'Redefining Interactivity'  
 1996 Minneapolis AIGA Design Camp 'The Internet and Self-Publishing'  
 1995 AIGA National Convention 'Post TV' 1995  
 1994 VISCOM 'Interactive Design'

## EXHIBITIONS

2007 SFMOMA, 'California College of the Arts at 100: Fertile Ground'  
 2005 San Jose Museum of Art, 'Blobjects'  
 2001 SECA/SFMOMA A+D Experimental Design Award  
 2000 Cooper-Hewitt National Design Museum, Smithsonian Inst. 'Cardinal Direction' Video

## **CONTACT**

### POST TOOL DESIGN

419 14th Street  
San Francisco, CA 94103  
t 415 558 8668

David Karam  
[david@posttool.com](mailto:david@posttool.com)