



CONTENT

- A bit about us
- Teammates and Partners
- The way we work
- Key services
- Why us?
- Our clients
- Talk to us



Beyond web design and development.....
We build communication!

we love

Creative + Social + Technology™



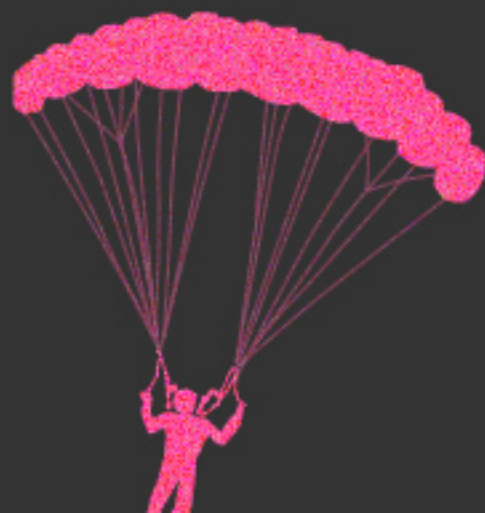


A bit about us

Hello, we are a fresh web development team focusing on non-government organisation, educational and cultural projects.

We are fresh because we don't want to follow routines. Each client is unique and it is our passion to tailor make communication platforms for every project.

We are fresh because the six of us decided to form a new team in 2011, integrating a wider range of skills and dreams.



There is so much that our world has to be changed, for the better. It's not just about spreading the word. It's about putting ideas into action. It's about bringing people and pulling resources together. This is what **Pixel Action** is all about. Come and check out how you can tailor your budding ideas into socially meaningful projects.



we love
Creative + Social + Technology™



Key members of Pixel Action Team



Del Leung, the Creative Director and co-founder comes from a strong agency background and has experience on both the agency and client sides in both the public and private sectors. She has worked with diverse clients including Smartone, Hong Kong Disneyland, PCCW, California Fitness and Shangri-La International. In 2008-2011, she rebuilt the web design team in Mingpao.com and One Media Group to provide creative solutions for marketing and business projects.

With experience gained at his previous partnership business at Network Power over the last 4 years, our co-founder and frontend webmaster, **Cheong** Tse is instrumental in broadening the range of creative service offering and in delivering creative projects on various disciplines for clients including Hong Kong Council of Social Service(HKCSS), Caritas HK, Amnesty International HK, HKU and many other non-government organisations.

Koala Yeung is an experienced DevOps developer. Starting as a Linux administrator, he opted for programming position out of interest. He is an active member in Code for Hong Kong, Hong Kong Linux User Group, Hong Kong Go language meetup and Hong Kong open source community. Besides 10 years experience in Drupal CMS development, he is also experienced in NodeJS, Go language, Laravel and Symfony. With experience both in Linux system administration, API server development and web frontend programming, he is a solid full-stack developer.





The Way We Work > PPS Tailoring

We help you with Planning, Producing and Spreading the word by optimizing the use of internet resources.

Planning

>

Producing

>

Spreading

"Tailoring inspires us on the way we work and relate to our clients. It's personal, unique and takes care of details"

we love

Creative + Social + Technology™



Information tailoring

You have lots of ideas and loads of information. Headache?

Very often, yes. Pixel Action will draw out the essential parts with you and arrange them into a pattern – your first step to visualise your dream. 🏹

Thumb-pin Launch and Usability Testing

We miss the good old days when we go to the tailor and try on the thumb- pinned dress.

It's a clever phasing approach to avoid big wasteful adjustment when the pieces are sewn up. Pixel Action learns from this old wisdom. We phase for a thumb-pin launch, undertake usability tests and fine tune the cutting to reflect your dream. 🏹



we love

Creative + Social + Technology™



We are ready for the sewing. With our tool kit and skilful hands, we can :

Web Accessibility, Web/mobile site
design, Dedicated Server Solutions, AWS
solution, iOS/Android app production, Digital marketing,
Social media and natural search (SEO),
Database Management System, Animation
Production, Web/data analytics and measurement,
Data Visualization, Viral video production and editing,
Responsive Web Solution

Why Us ?

We have several keywords at Pixel Action: details, user experience, accessibility and usability.

We do love details and are wholly dedicated to see that the projects promote communication and inspire action.

We have the experiences, skills and resources network to put our core values into practice.

We believe that our commitment is driven by creativity and the fun of taking on challenges. 🎨

Selected Clients



耀中國際學校



香港大學



中文大學



社會服務聯會



滙豐社會企業商務中心



PCD社區伙伴



中國勞工通訊



龍虎山教育中心



HKCTU



綠活地圖



AMRC



公民實踐培育基金



玻璃再生璀璨



采風



好好社企



天水圍社區發展網絡



社會創業論壇



iTechTowers

扶貧資訊網

社聯扶貧網



香港兒童音樂團



達文西教育



明愛綠色小腳板



小童群益會



FifthWisdom



社企民間高峰會



數碼港



Channel CSR



Revamp Planning and Management

Client: Hong Kong Council of Social Service (HKCSS)
Project: Database Management System and Mobile Application for Social Enterprise Consumption Guide

Challenge:

SEBC is the online information platform of social enterprise resources by HKCSS. Along with the growth of Social Enterprise(SE) development, SEBC required a data-reconstruction on the SE database and need to build a collaborative data management system for HKCSS administrator and SE users. The SE data will implement the location based information and perform an enhancement on map search in mobile APP interface as well.

Solution:

Our solution enables SEBC to acquire a proven, deployed system that is integrate enough to suit their needs. Project delivery is supported by our proven project management methods, support and operational tools and techniques, and testing approaches and stability.

The website revamp finalized with the following new features:

- Data re-construction of SE database
- Build a new Data management system including Advertisement and location based data
- Multi-level user allowed
- Advanced Search Engine system with explicit grouping in multiple languages, allow multi-dimensional search, ranking fine tune on specific content types
- Search Engine Optimization (SEO)
- Content Management System (CMS)
- Mobile Responsive of user interface
- User friendly frontend and mobile app interface for both IOS and Android
- To provide better user-experience on Mobile Application
- To enable real-time update and access to the SE directory data in all platforms
- To comply with web accessibility standards



Awards :

- | | |
|-------------|---|
| 2014 - 2015 | Gold Award of Web Accessibility Recognition Scheme (Website and Mobile Application) |
| 2015 | Best.hk Website Awards Gold Prize |





Revamp Planning and Management

Client: Visible Record Limited (NPO)
Project: Website Revamp and rebuild the event system
Online Catalogue of Chinese Documentary Film

Challenge:

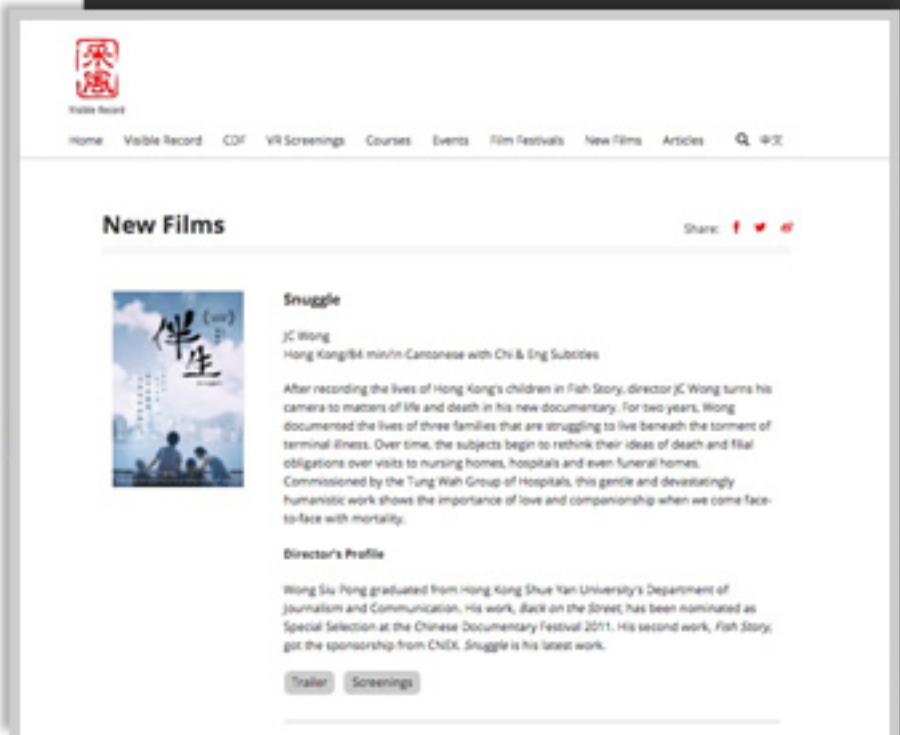
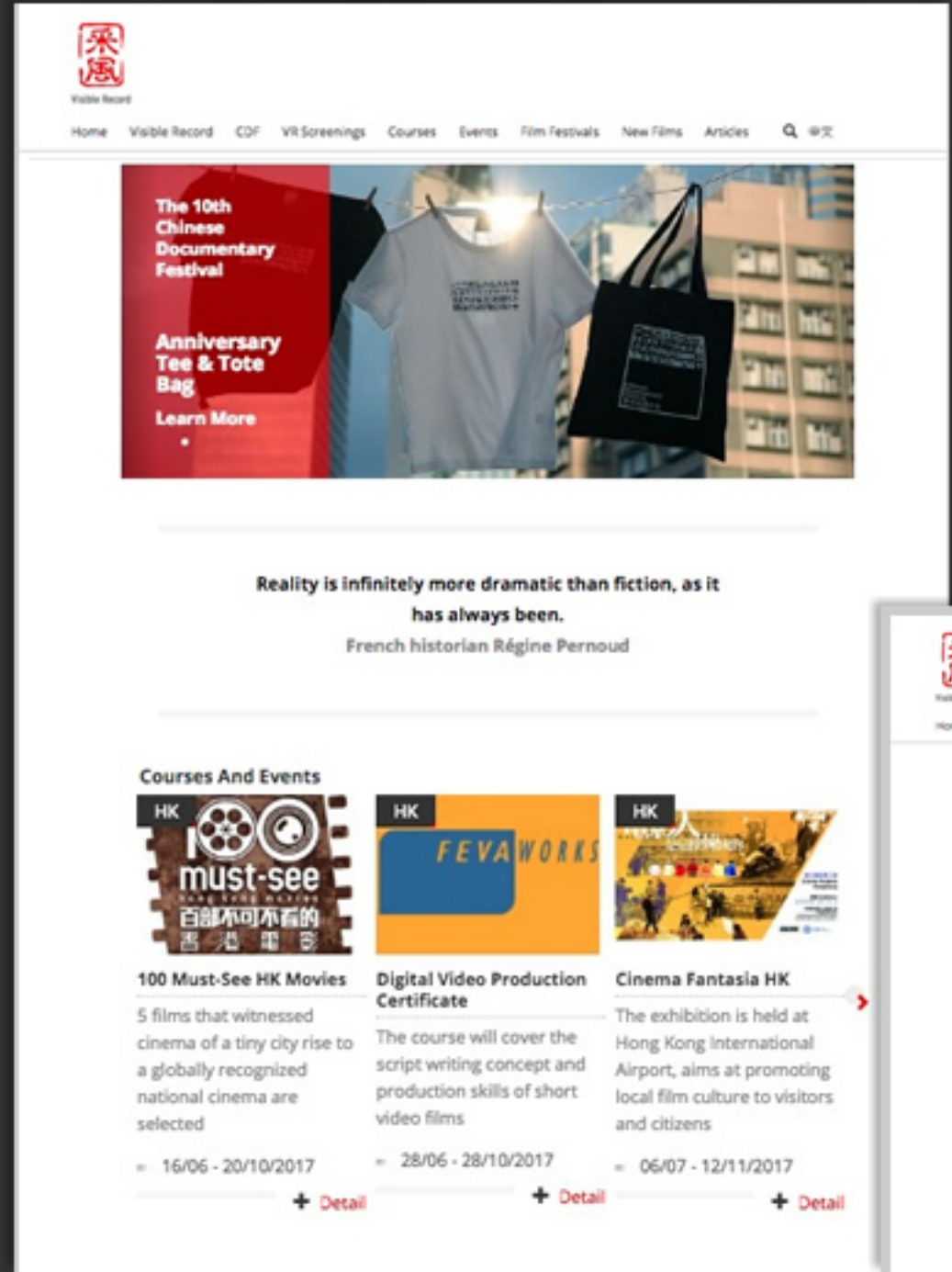
Visible Record has frequent events, workshops and an annual Chinese Documentary Festival(CDF) , there are always too many administrative works to manage the content of the organisation and various events. The original website was difficult to update and the CDF was only a single Informative page, no archive was built either.

Solution:

Our solution enables Visible Record to acquire a proven, efficient system that can help them to run annual festival on the website CMS system. Now the CDF is now available with various media content, trailer, . A responsive platform enables Visible Record to reach out more audience.

The website revamp finalized with the following new features:

- Rebuild the content archectiture
- Build a new Data management system including annual film festival, events and courses data
- Multi-level user allowed
- Basic Search Engine Optimization (SEO)
- Content Management System (CMS)
- Mobile Responsive of user interface
- User friendly frontend and reponsive for mobile
- To comply with web accessibility standards
- Provide technical support on both server and rountine operation





Collaborative online map platform

Client: Wherevergreen (former Greenmap.org)
Project: Build a collaborative online map platform with open data infrastructure

Challenge:

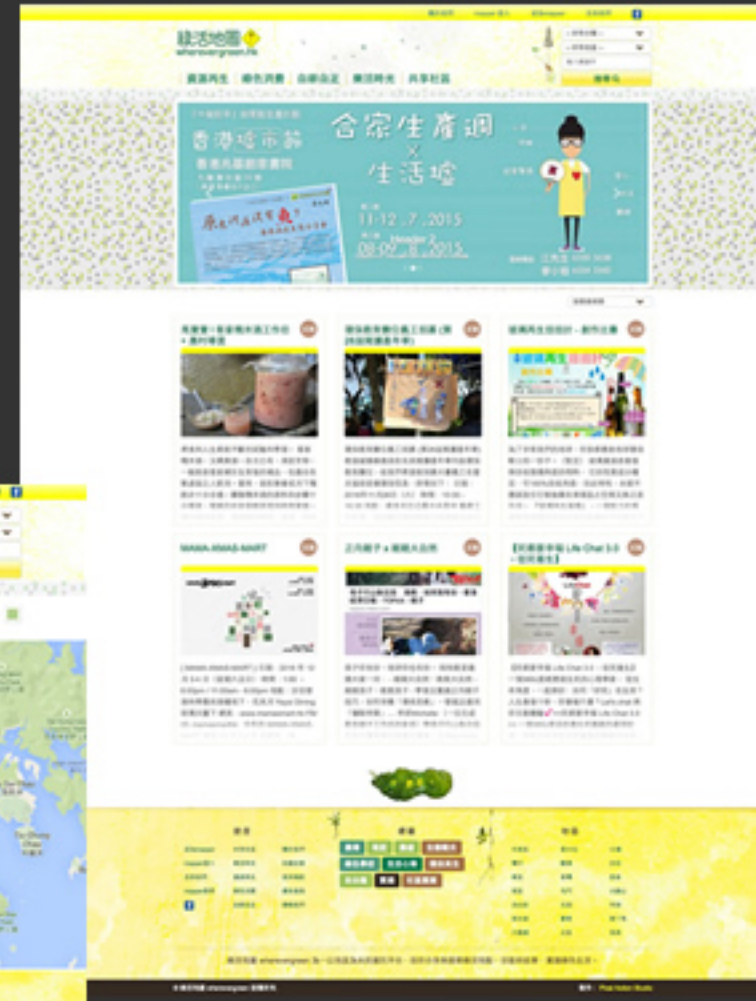
Wherevergreen is a group of green and environmental lovers from all over Hong Kong, they have over 200 hundreds of members and District hosts, they required a scalable platform which will be efficient and flexible enough for their growing online Mapper community and to generate location based content by themselves. The next planning of the platform will likely to open the green data in the system for public to use, eg. to extent the data usage on an app for disabilities, so the backend structure has to be ready for open data and provide API or developer kit.

Solution:

Both parties spent plenty of time on platform requirements and usabilities with over 80 core members and committee members. The Server is set up and allows either upgrade or downgrade of system setting simply within a very short time without any interruption. There is various type of user accounts for volunteers, administrators, contributors and Wherevergreen staffs. The generated content is allowed to be output for further implementation and programming usage, API and documentation is provided

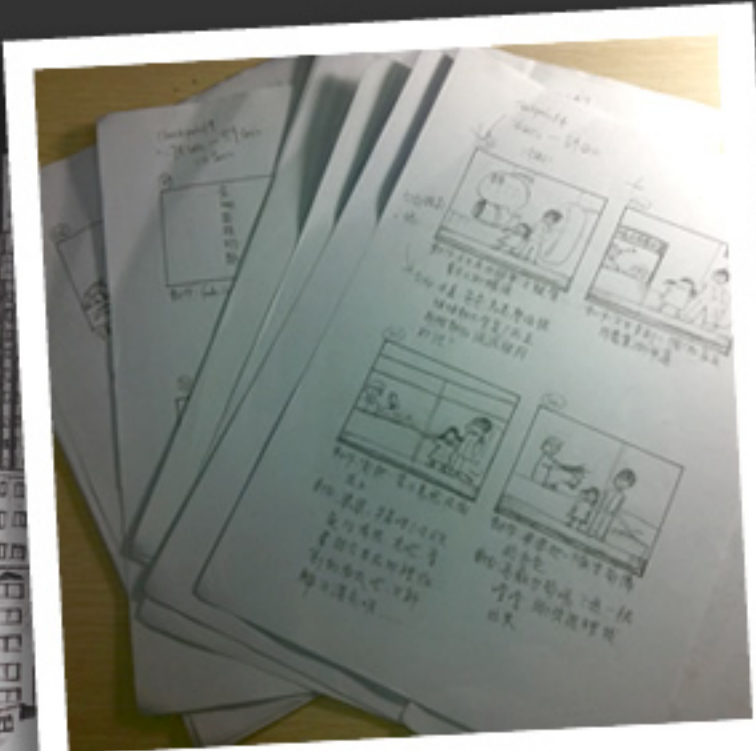
The website revamp finalized with the following new features:

- Scalable Server configuration
- Search Engine Optimization (SEO)
- Content Management System (CMS)
- Affordable Image hosting solution in AWS amazon
- Content can be input in 3 specific types: Location, Event, Story.
- Map search
- Content can be viewed and searched in map view and content grid view
- Multi-level user allowed
- Mobile Responsive of user interface
- User friendly frontend and mobile responsive interface
- To enable real-time update and access to the data
- Open Data API and documentation



Multi-Media Communication

Client: Partnerships for Community Development (PCD)
Project: Animation on Community Supported Agriculture



Challenge:

PCD is a community development organisation on the promotion of sustainable living in China. One focus of their work is Community Supported Agriculture (CSA). CSA is a new concept in China and the client is seeking a solution to convey their message in a simple, interesting way to help people grasp the concept.

Solution:

We suggested to deliver a dynamic presentation in the form of animation. Animation is an attractive media with the combination of sound, movement and colourful visual elements, that can effectively draw people's attention and help people digest the concept without too much reliance on the text. It has a big potential to be spread through the social network on the internet.

Process:

To make the message more concise, only the key points should be presented in the animation. We met the client to get the concept of CSA and then we produced a storyboard which was the blueprint of the animation. It helped us review if the concept was accurately expressed and test user's experience when watching the animation. We then finalised the storyboard and went on with the full production. The whole process took us to research and discussion that Pixel Action regards highly in order to create effective communication.



Content Architecture

Client: Department of Geography, The University of Hong Kong
Project: Luk Wu Oral History Project

Challenge:

The aim of this project is to compile the history and Buddhist culture in Luk Wu for educational purpose. The current website serves as an information archive. The client is seeking a way to connect the public to the information that seems daunting, and organize the research reports, videos and photos in a methodical way.

Solution:

We were engaged to re-design the website. Content structure and visual impression are the main design consideration. Since the reading experience among the target audience can be very different, it is important that the main points of each theme be delivered in the first instance. For that purpose, we made wide use of visual reference and produced flash presentation. A content management system (CMS) was also set up to provide a platform for easy updating and other web-based functions.



Process:

To have a better understanding of the client's needs, we studied the research information and also went to Luk Wu for site visit. Then, we drafted a site map that carried a reading strategy. We considered how to structure the content hierarchy and how to present the content to leave a sharp impression of Luk Wu on the visitors. We invited the research team and photographer to discuss the site map as we believed that each party in the project was closely related. We then made a prototype to help the research team visualize how the content would be presented, and also gave a clear guideline for the programmer to build up the CMS. This process reflects Pixel Action's equal emphasis on content architecture for effective communication.



Style Guideline and Branding Creative

Client: Project Citizens Foundation

Project: To create a comprehensive visual language for the website and publications



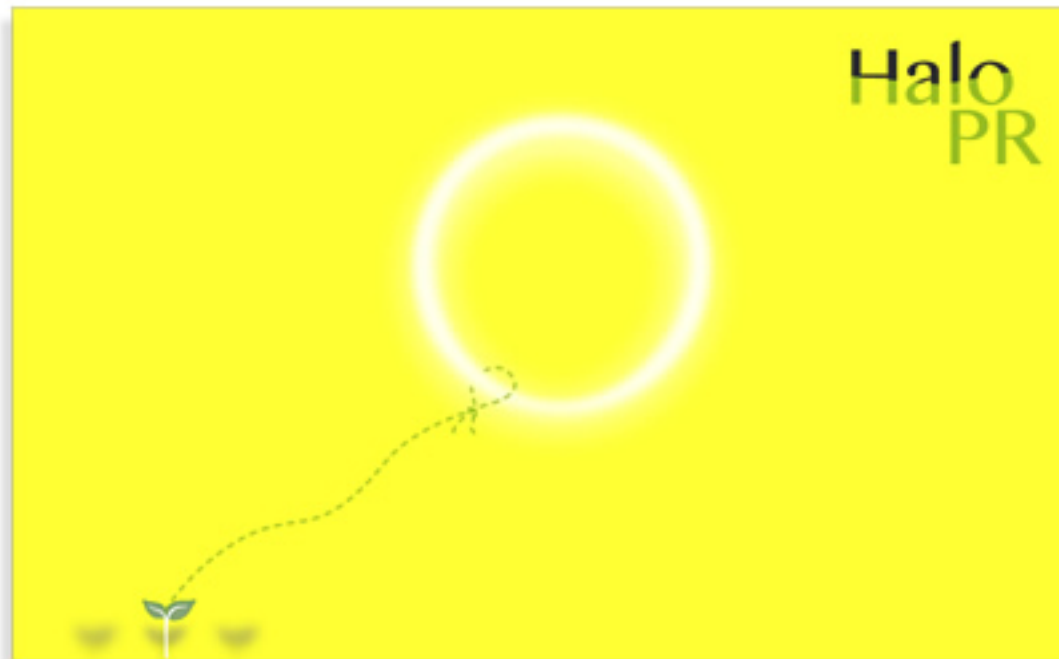
Great brand strategy revolves around clearly articulating your differentiation against competitors. Branding creative speaks for itself with unique value propositions



Logo and Branding Creative

Client: Halo PR

Project: To design logo and branding creative





Logo and Branding Creative

Client: Channel CSR
Project: To design logo and branding creative for Youtube channel





Logo and Style guideline

Client: FifthWisdom
Project: To design logo and style guide

Color Scheme



#FF6600

Primary color



#FF8800

Secondary color



#37BDB3

Secondary color



#333333

Content text color



#F8F8F8

Background color

Overlay Color



photo color overlay
#FF6600 (90% opacity)

Font style

Font: MuseoSansCyril

H1 Header

H1 Header

H1 Header




Metrophobic

Talk to us

L1, The Sparkle, 500 Tung Chau Street, West Kowloon
contact@pixelactionstudio.com



 [Contact@pixelactionstudio.com](mailto:contact@pixelactionstudio.com)