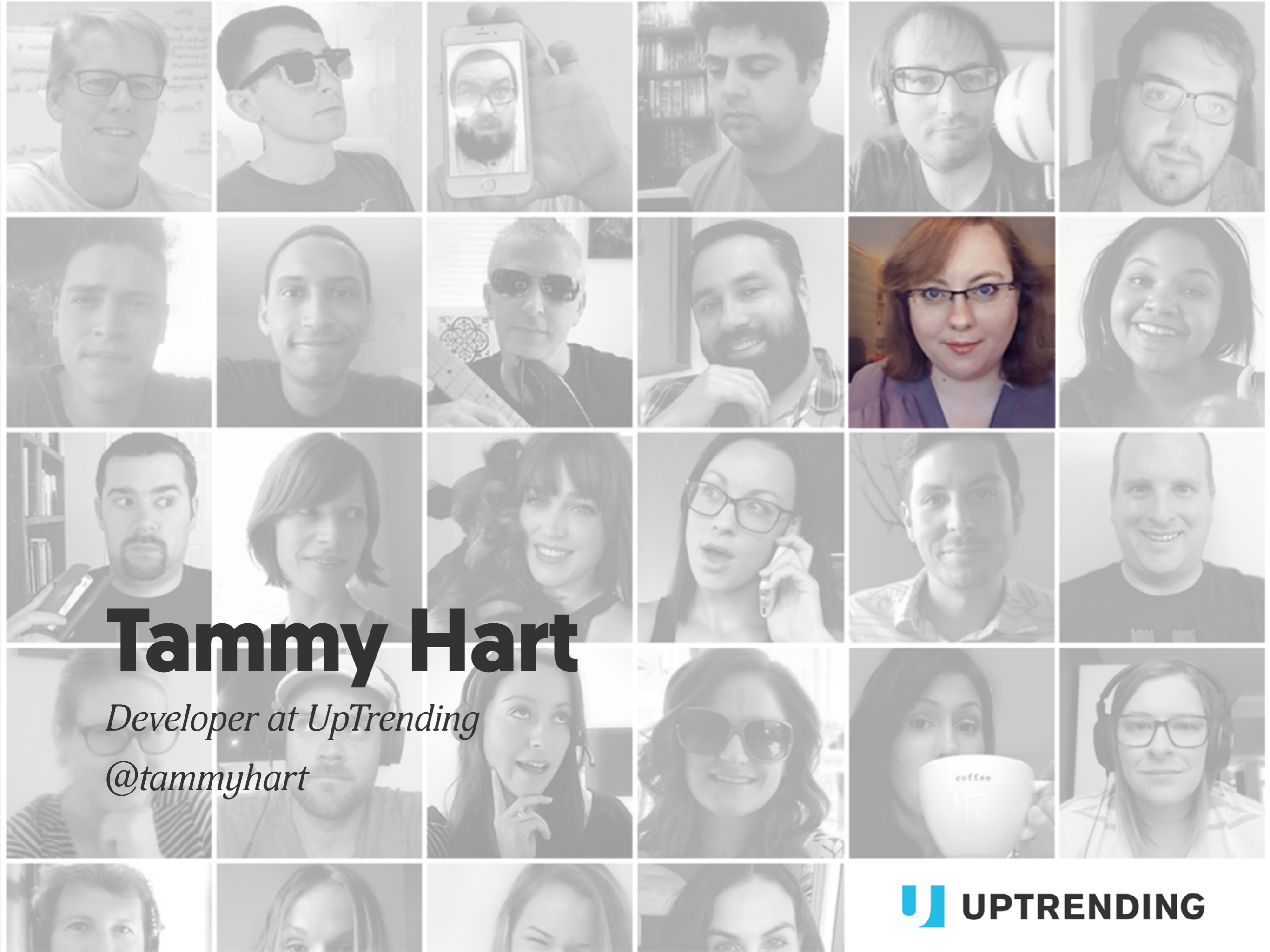*Designing and Building*

Modular WordPress Themes

Tammy Hart

Developer at UpTrending

@tammyhart

UPTRENDING

Objective

1. Design custom page layouts with reusable sections

2. Create drag and drop modules for each section

01. OUR VISION

UpTrending elevates brands through digital experiences. We aim to deliver exciting, strategic, brilliantly crafted products that bring our clients real, measurable results. In collaborative partnership, we achieve the best possible results through efficient, effective execution.

More Than Empty Words

UpTrending is about so many things. The drive to innovate. A thirst for learning. Pride in our work that drives us to never settle. A culture of collaboration, both internally between departments and team members, and externally with our client partners. A strategic, data-driven approach.

Our vision needs to be more than a string of jargon-laden catchphrases that live in the employee handbook and get recited at the annual company meeting. This vision is living, active, a daily check and balance for any project we undertake. The vision truly is UpTrending.
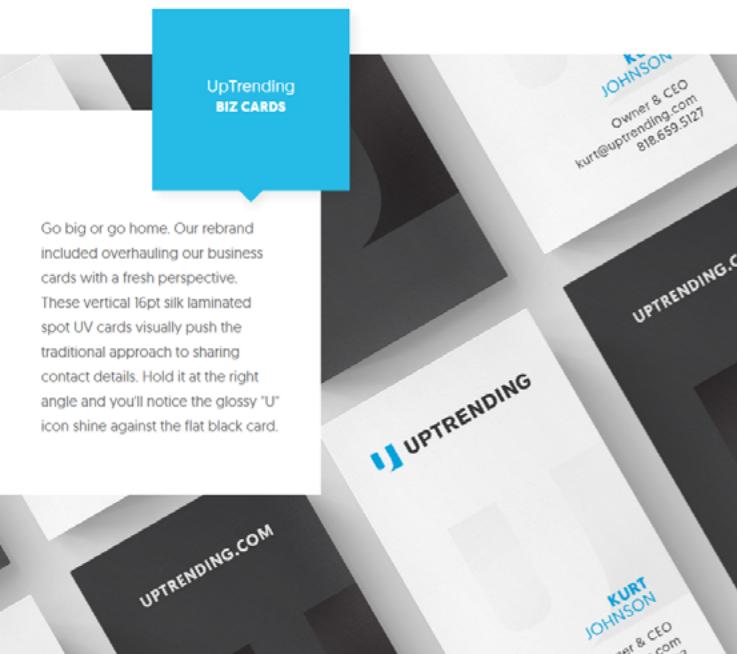
Handpicked From Across the Country

Although founded in Palo Alto, our talent search extends far beyond those borders. We have carefully assembled a diverse team of the best and brightest from around the U.S. We've perfected the art of distributed collaboration and team execution, with a focus on efficiency and effectiveness.

16 STATES   **78** SKILLSETS   **3** MEETUPS

HQ Silicon Valley

UpTrending
BIZ CARDS

Go big or go home. Our rebrand included overhauling our business cards with a fresh perspective. These vertical 16pt silk laminated spot UV cards visually push the traditional approach to sharing contact details. Hold it at the right angle and you'll notice the glossy "U" icon shine against the flat black card.

KURT
JOHNSON
Owner & CEO
kurt@uptrending.com
818.659.5127

UPTRENDING

UPTRENDING.COM

02.

THE LOGO

We are different by design. Able to scale from favicon to wall decal, the icon delivers a strong visual anchor to the UpTrending brand. This logo mark utilizes the negative space of the "U" to create an upward movement. We carefully kerned every character to bring polish and longevity to the type. The palette leverages an energetic family of colors that work together and show the vitality of the team.

UPTRENDING

Cross-Promotion

Grow your traffic for free! Promote your new titles to the players who already love your other mobile games with free interstitial or video house ads. It's a beautiful native experience with powerful targeting and install tracking.
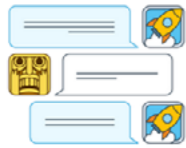
Direct-Deals Marketplace

Sell inventory directly to other mobile game developers, or buy installs directly. Think of it as your own developer-to-developer ad marketplace. Run interstitial or mobile video ad campaigns on your own terms and keep 90-100% of the revenue.

Mobile Game-Ad Network

We're a mobile games-only ad network that delivers relevant content to your players with interstitial and rewarded video ads. See exactly who's advertising in your game and take full control of who's in or out, when to show mobile ads, and how frequently.

App Analytics

Our app analytics give you full transparency into how your mobile advertising campaigns are performing so you can see exactly where your money is coming from.

Get Started

Direct-Deals Marketplace

Sell inventory directly to other mobile game developers, or buy installs directly. Think of it as your own developer-to-developer mobile ad marketplace. Run Interstitial and *mobile video ad* campaigns on your own terms and keep 90-100% of the revenue.

SIGN UP ▶

"Chartboost is a must-have for every mobile game developer. If you're not using it, you're losing money. Their reach and transparency are just amazing."

— *TOMMY PALM, CANDY CRUSH MASTERMIND*

Every Game Developer's Best Friend

700 million monthly active players. 200,000 games. 20 billion monthly game sessions.

Candy Crush

"Every mobile game that I know is using Chartboost. They understand what mobile game developers need to build a successful business."

— TOMMY PALM, CANDY CRUSH MASTERMIND

DirtyBit

"We already generate terrific revenue with Chartboost's static interstitials. Then our revenue surged by 70% after integrating rewarded video ads. With Chartboost, we get both interstitial and mobile video ads in one product."

— ERLEND BØRSLID HAUGSDAL, CEO & CO-FOUNDER

Future Games of London

"The first thing every mobile game developer should do when they launch a new game is to integrate the Chartboost SDK! With Chartboost's cross-promotion functionality, we are able to connect our own games and promote in-game content to our players for free."
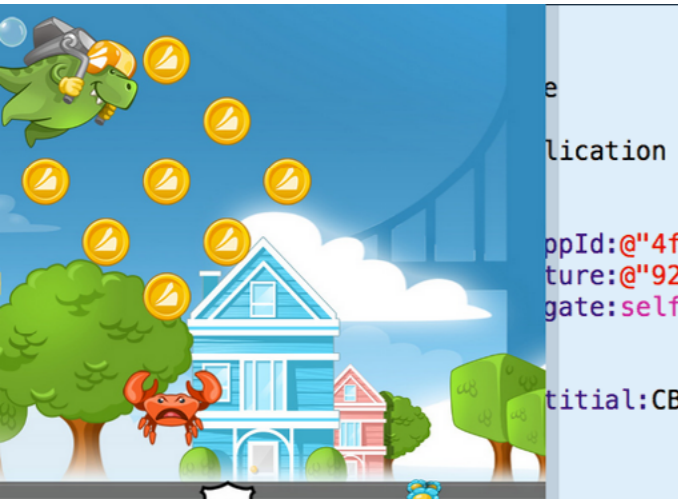
— IAN HARPER, MANAGING DIRECTOR & CO FOUNDER

Rovio

"Chartboost has everything that I need to acquire the highest quality players: an enormous diversity of games, plus the ability to target, track, and optimize with detailed app analytics."

— ERIC SEUFERT, VP OF USER ACQUISITION AND ENGAGEMENT

MEDIACENTER

Share knowledge, deliver a message, connect with your audience.

LEARN MORE
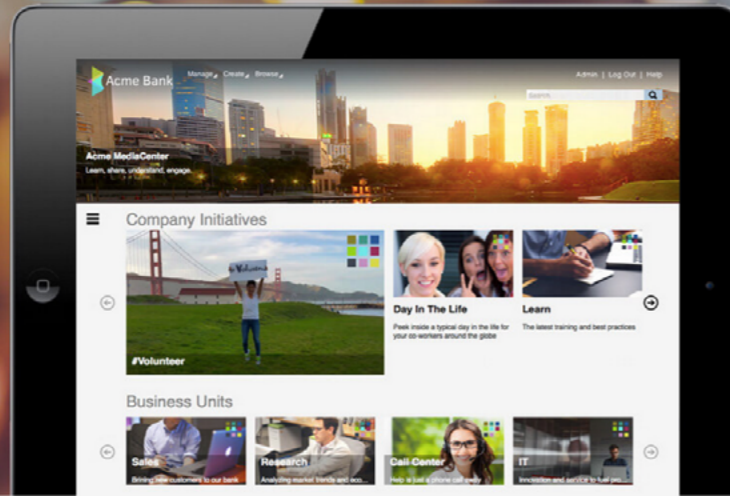
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Kontiki is the leading provider of cloud based enterprise video apps. Through our end-to-end enterprise video platform, we're making it easier millions of business subscribers to use live and on demand video to engage their employees.

At Kontiki, we measure our success by how successful our customers are and our team is always looking for opportunities to do whatever it takes to help our customers. We look forward to helping you be successful with your video goals!

Kontiki is now part of Kollective Technology Inc. We work together to create amazing enterprise video apps and solve the IT challenges associated with video.

For more information

VISIT KOLLECTIVE.COM
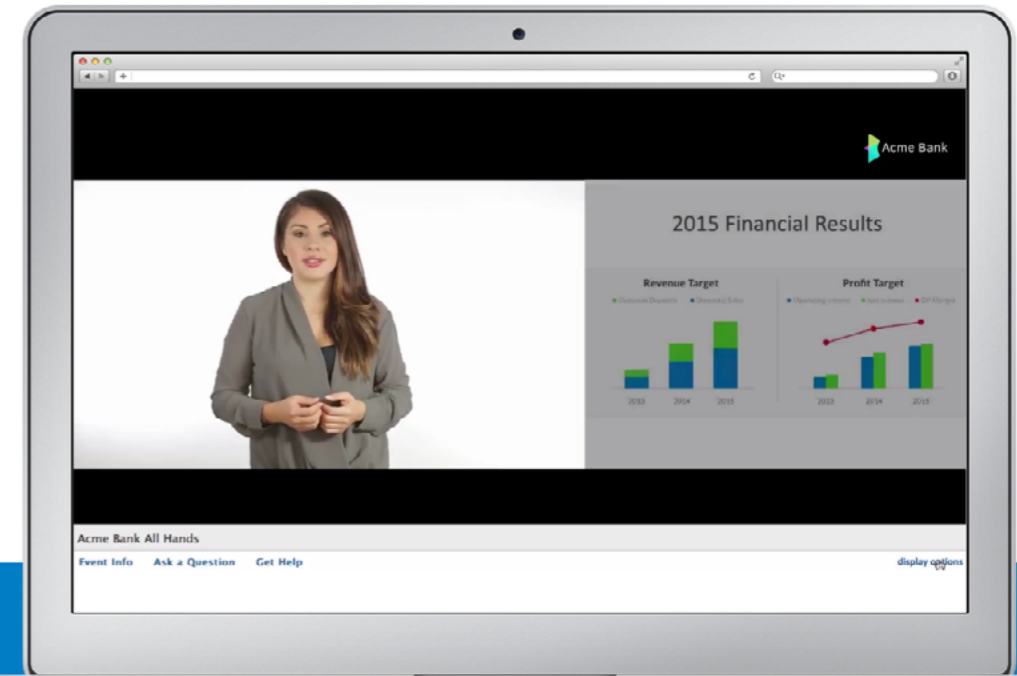
Self-service

Out of the box, intuitive webcasting interface turns ordinary users into producers.

Must-have Features

Interactive elements keep your audience tuned in for more.

Unlimited

The sky's the limit when it comes to how many participants you can webcast to, and how many webcasting events you can do.

The Magic:

Advanced Custom Fields Pro (ACF)

advancedcustomfields.com/pro

About

Permalink: http://new.uptrending.com/about/ [Edit] [View Page] [Get Shortlink]

WordPress SEO by Yoast ▾

Header ▾

Sections

1 Center

2 Team Map

3 Team Grid

4 Center

5 Call to Action

6 Customer Logos

Main Content
Center
Team Map
Team Grid
Contact
Photo Reel
Locations
Video
Testimonies
Share Buttons
Call to Action
Customer Logos

[Add Section]

Publish ▲

[Preview Changes]

📍 Status: **Published** Edit

👁 Visibility: **Public** Edit

🕓 Revisions: **26** Browse

📅 Published on: **Mar 30, 2015 @ 22:01**
Edit

⚫ SEO: **N/A** Check

Move to Trash   [Update]

Featured Image ▲

Set featured image

Edit Field Group Add New

Page Sections

Order	Label	Name	Type
1	Sections	page-sections	Flexible Content

⬇ Drag and drop to reorder   **+ Add Field**

Location ▲

Rules

Create a set of rules to determine which edit screens will use these advanced custom fields

Show this field group if

Post Type ▼	is equal to ▼	Page ▼	and
Page Template ▼	is equal to ▼	Default Template ▼	and
Page Type ▼	is not equal to ▼	Front Page ▼	and

or

Add rule group

Options ▲

Order No.

Field groups are created in order from lowest to highest

`1`

Position

Normal (after content) ▼

Style

Seamless (no metabox) ▼

```php
<?php get_header(); ?>

<section class="page">

<?php while ( have_posts() ) : the_post();

    get_template_part( 'partials/sections/header' );

    if ( have_rows( 'page-sections' ) ):

        while ( have_rows( 'page-sections' ) ) :
            the_row();

            get_template_part( 'partials/sections/page', get_row_layout() );

        endwhile;

    endif;

endwhile;
?>

</section>

<?php get_footer(); ?>
```

📂 partials

    📂 sections

        page-center.php

        page-contact.php

        page-cta.php

        page-locations.php

        page-logos.php

        page-map.php

        page-reel.php

        page-team.php

        page-video.php

```php
<div class="cta">

    <a href="<?php the_sub_field( 'action' ); ?>">

        <span class="h3"><?php the_sub_field( 'call' ); ?></span>

        <i><?php the_sub_field( 'description' ); ?></i>

    </a>

</div>
```

Edit Page Add New

About

Permalink: http://new.uptrending.dev/about/ [Edit] [View Page] [Get Shortlink]

Header	▼

Sections

1 Center

2 Team Map

3 Team Grid

4 Contact

5 Photo Reel	⊕ ⊖

6 Locations

7 Customer Logos

Add Section

The End

@tammyhart | @uptrending | uptrending.com