**Concept to code**

*Code breathes life into a user experience.*

**Communication & code literacy**

*“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”*

- Alvin Toffler, Rethinking the Future

Code literacy: the ability to identify, understand, interpret, create, communicate, and use rules that shape and reshape information in order to participate fully in the creation of new information.  
(Sounds similar to what UX professionals do on a daily basis).

**How literate should we be?**

* The enthusiast: understands just the code principles. Can have meaningful convo’s with development team -> solutions more effective in delivering a UX and efficient to implement.
* The mash-up artist: learned enough about code and play with it sometimes. Mainly understands differences between languages & can make small alterations to/pieces of code. -> Can begin creating interactive prototypes, using mostly design patterns (to alter).
* The inventor: more advanced in code (at least one language), can write code from scratch. -> Can work from concept to code.
* The wizard: can learn any language, knows which one is best fort he job. Knows exactly what is (im)possible, and can adjust/make anything they want.

**Ways to start thinking about code**

* As pattern: patterns that represent and do something.
* As material: used to sculpt.
* As narrative: you can describe the UX and requirements and how they play out.
* As play: can be fun and trigger inspiration.

**Brad Frost: Death to Bullshit**

10% of all books ever made were made last year (2012), same for photos taken.

90% of all data ever was created in the last two years. Starting to become a wall of information that we’re being bombarded with.

Things are getting faster and cheaper. Generating content is getting easier.

**Bullshit**

Superfluous, unnessecary. Cluttered, clunky, needlessly complex. Intentionally deceptive or insincere.

*90% of everything is crap, especially in this information age.* (Sturgeon’s Law)

*It’s the disease you have to fight in any creative field: ease of use.* (Jack White)

*When information is cheap ,attention becomes expensive.* (-James Gleick)

What sets professionals apart from the crap = craft. People are starting to appreciate this more, willing to pay for quality.

**Focus**

SNR = (Psignal) / (Pnoise)

People are learning how to circumvent bullshit.

**The future is about respect**

It’s getting harder and harder to be an asshole.

Respect yourself. Respect people’s time.

**Be original**

And if you are, there is a chance that you’ll get knock-offs.

**Attitude + passion = the element**

Know what it is that you love to do, know what you’re good at. And if you’re not in that position, there are countless options to rediscover yourself.

*Do we want to be part of the 90% of noise, or do we want to be part of the 10% of signal?*