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CODE CLUB

Building a Collaborative Tech Community

MISSION

Organize hackathons and events focused on coding, tech, and collaboration
Developing a multi-step program to support personal growth and preparation for hackathons
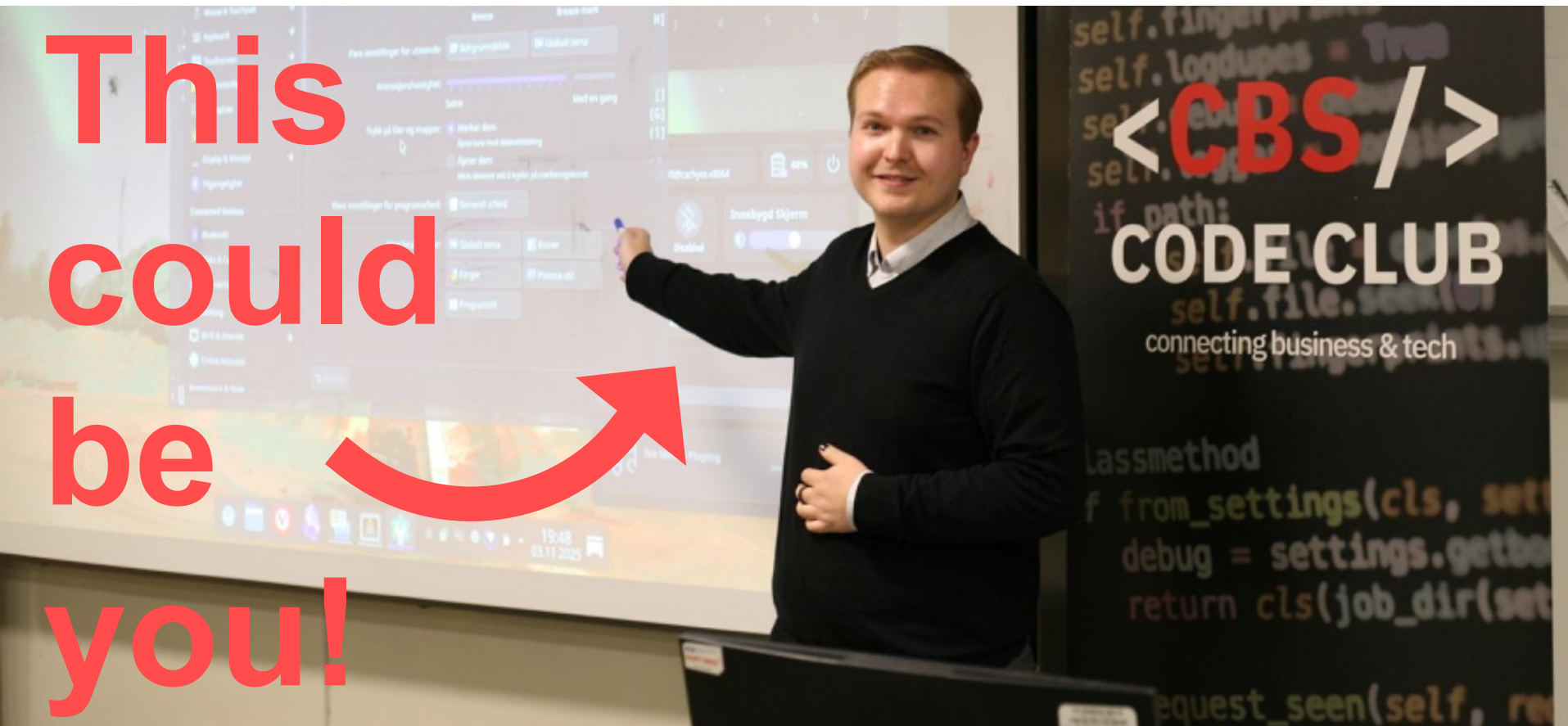Foster a strong, community-driven environment where students can learn and collaborate
Host events that bring people together to challenge themselves, share knowledge, and have fun with technology

VISION

CBS Code Club strives to build a social community around hackathons, coding, and hands-on experience.
Creating a space where we can grow, collaborate, and succeed, especially through hackathons.

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1.

Storytelling

Stories convey meaning

... because they create emotional connection, evoke empathy, and help people learn through the experiences of others.
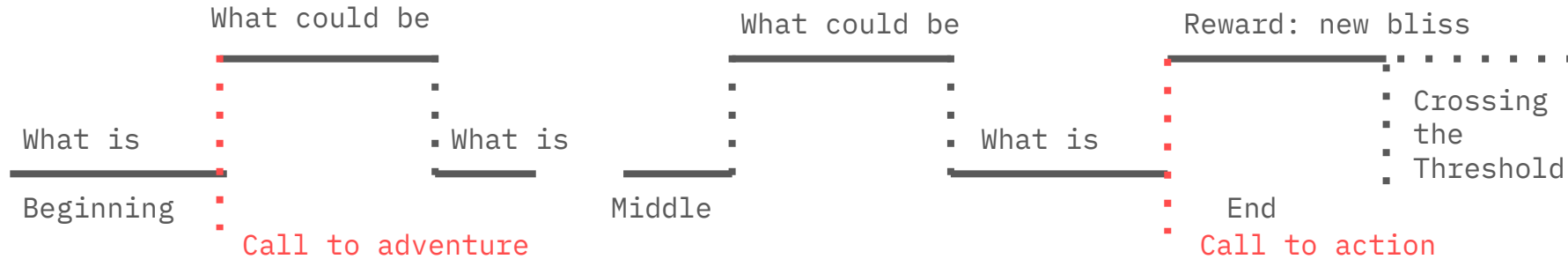
Audience the hero ↔ Presenter the humble **Mentor**

Incorporate story: *spark desire, show fulfillment*

Drama is everything: *challenges + goal → powerful results*

Crossing the threshold: *contrast reality vs. possibility, drive engagement*

The audience is the hero.

That's you!

Luke Skywalker and Yoda
Star Wars: Episode V—The Empire Strikes Back

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Crafting the journey

What could be

What is

Beginning

Call to adventure

What is

Middle

What could be

What is

Reward: new bliss

Crossing the Threshold

End

Call to action

Beginning & Call to adventure

Establish "ordinary world" → invite audience to leave comfort zone

Middle

Use emotional, structural, and visual contrast to maintain tension and engagement

Call to action

Tell them clearly what to do → align with their strengths + meaningful reward.

End

Inspire: vivid vision of the future → audience ready to act

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Audience: The Story's Hero

> Know your audience - segment it: who's most likely to adopt your perspective?

> Message that resonates = message that is effective

> <u>What do they care about?</u>

> Build bridges on emotions, not rationality - go beyond demographics

> Connect over desires, soothe fears - be empathetic

> Why wouldn't your CTA work? - Think about it

> Reward for CTA - the benefit

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The Big Idea

Your unique point of view on a topic

A clear statement of what's at stake for those who do or don't adopt your point of view

Written in the form of a sentence

Focus your content: keep only what supports the big idea.

Organize ideas: MECE mutually exclusive, collectively exhaustive

topics → one key message per cluster

Organizational structures: Topical

- Natural story like form: *Chronological, Sequential, Spatial, Climactic*
- Contrast inherently built in: *Problem-solution, Compare-contrast, Cause-effect, Advantage-disadvantage*

we have no R&D

Sales are DOWN

Market

Buying trends shifted

More aggressive competitors

Message: *We have an aggressive competitor grabbing market shares.*

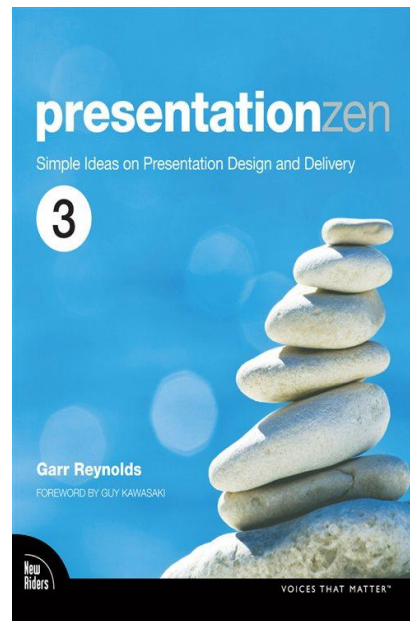<CBS/>

The S.T.A.R. Moment

A single moment that the audience will still remember two weeks later.

1. **Memorable Dramatization**
   Small dramatizations, props, or demos convey insights

2. **Repeatable Sound Bites**
   Short, catchy phrases that are easy to repeat and share

3. **Evocative Visuals**
   Compelling images that create lasting emotional impact

4. **Emotive Storytelling**
   Stories that reinforce the big idea and are memorable

5. **Shocking Statistics**
   Surprising data that grabs attention and emphasizes

   key points

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2.

Presentation Zen

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Zen Aesthetic Values:

1. **Simplicity** → clean layouts, minimal text, intuitive navigation

2. **Subtlety** → understated color schemes and typography

3. **Elegance** → visually pleasing without unnecessary ornamentation

4. **Suggestion** → imply functionality rather than literal descriptions

5. **Naturalness** → organic, human-centered interface

6. **Empty space** → effective use of negative space to reduce clutter

7. **Stillness & tranquility** → calm visual experience, reduces cognitive load

8. **Eliminating the nonessential** → prioritize core content

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Signal-to-Noise Ratio

Core Idea: Maximize relevant information, minimize irrelevant content.

Principles:

- People struggle to process excessive information.
- Eliminate anything that does not play a key role in conveying your message.

Web Design Application:

- Clear hierarchy: headings, subheadings, and content only where needed.
- Reduce decorative elements that do not support functionality.
- Focus attention on calls-to-action and primary content.

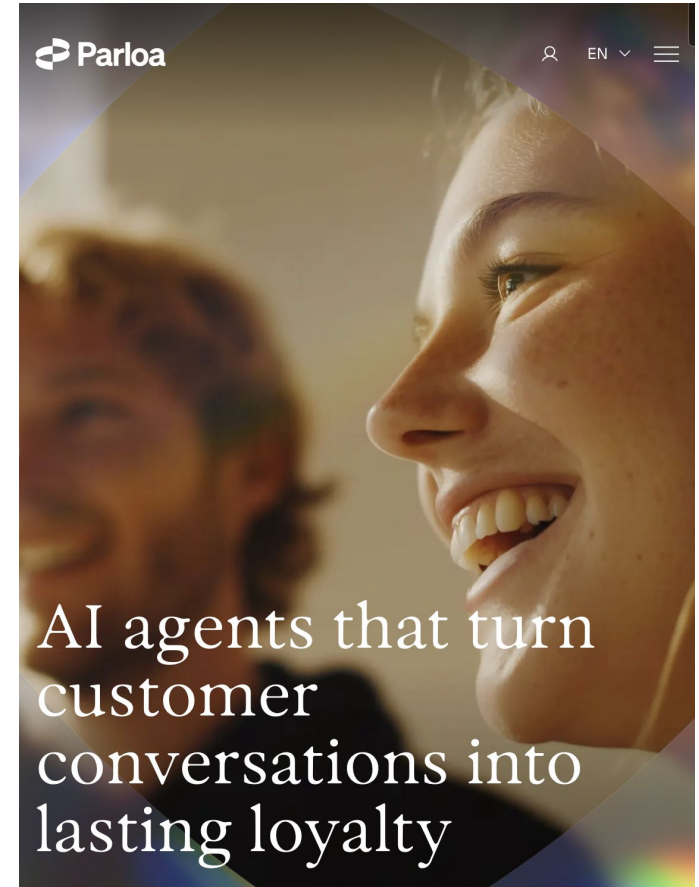<CBS/>

Visual Storytelling

Core Idea: Pictures improve recognition and recall of key information. Combine words and visuals so they reinforce the same message.

Key Principles:

- **Picture Superiority Effect:** People remember images better than words.
- Visuals should represent concrete, relatable concepts.
- Words and visuals must complement each other, not compete.

Web Design Application:

- Use hero images or illustrations to tell the story of your product/service.
- Infographics to explain processes clearly.
- Icons to highlight key features.
- Animation to demonstrate interactions or transitions.

AI agents that turn customer conversations into lasting loyalty

https://www.parloa.com/

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2.
Examples

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Planning: Basic Elements

> **IDENTIFY** problem

> **IDENTIFY** causes

> **SHOW** <u>why</u> & <u>how</u> you solved it

What is the core message?

How many sections?

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Design

> Make it an experience

> Web design = visual **storytelling**

> Make it make sense: cause -> effect

> Layout aesthetics to retain focus

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Design #2

> Avoid clutter

> Visuals supporting narrative

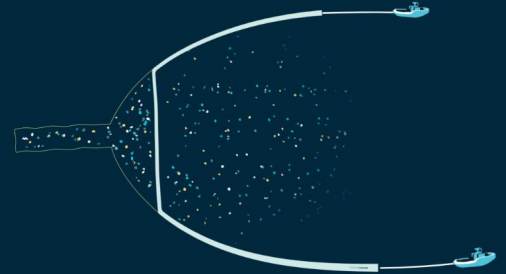> Contrasts - before/after, problem/solution

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Examples

A **PLANET-SIZED** PROBLEM

Trillions of pieces of plastic pollute our oceans today, and the problem is worsening. This plastic has a devastating impact on marine wildlife and ecosystems. Plastics can persist for many decades, continuously degrading into microplastics. These can be ingested by wildlife and later enter the human food chain. Plastic pollution is a global crisis requiring urgent action.
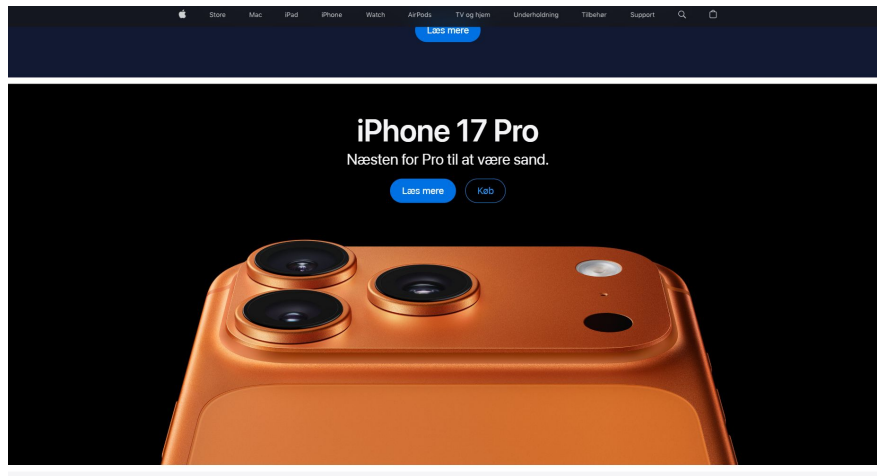
WE AIM TO CLEAN UP **90%** OF **FLOATING OCEAN PLASTIC** POLLUTION BY 2040

The Ocean Cleanup is a non-profit organization developing and scaling technologies to rid the oceans of plastic. To achieve this objective, we clean legacy pollution from the garbage patches as well as from coastal ecosystems, stop plastic flows from rivers or waterways, and advocate for stronger international plastic regulations.

https://theoceancleanup.com/

Læs mere

iPhone 17 Pro

Næsten for Pro til at være sand.

Læs mere   Køb

Ben&Jerry's

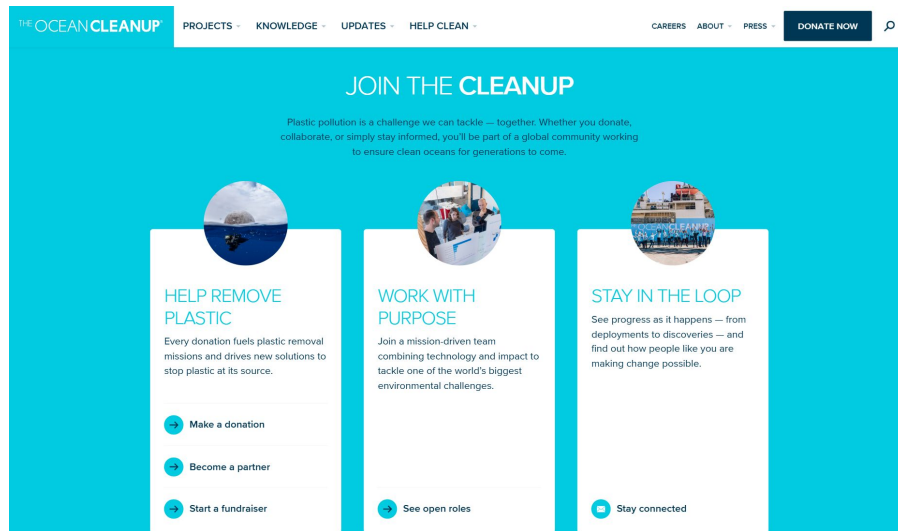Ice Cream Flavors ⌄   Where to Buy ⌄   Shops & Catering ⌄   Activism ⌄   About Us ⌄   What's New

Our Values, Activism and Mission

We believe that ice cream can change the world. We have a progressive, nonpartisan social mission that seeks to meet human needs and eliminate injustices in our local, national, and international communities by integrating these concerns in our day-to-day business activities.

Our Values

THE OCEAN CLEANUP

PROJECTS ⌄   KNOWLEDGE ⌄   UPDATES ⌄   HELP CLEAN ⌄   CAREERS   ABOUT ⌄   PRESS ⌄   **DONATE NOW**

JOIN THE **CLEANUP**

Plastic pollution is a challenge we can tackle — together. Whether you donate, collaborate, or simply stay informed, you'll be part of a global community working to ensure clean oceans for generations to come.

HELP REMOVE PLASTIC

Every donation fuels plastic removal missions and drives new solutions to stop plastic at its source.

→ Make a donation

→ Become a partner

→ Start a fundraiser

WORK WITH PURPOSE

Join a mission-driven team combining technology and impact to tackle one of the world's biggest environmental challenges.

→ See open roles

STAY IN THE LOOP

See progress as it happens — from deployments to discoveries — and find out how people like you are making change possible.

→ Stay connected

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3.

The Website

Our Services

At **C1pher Inc.**, we offer a variety of groundbreaking digital services:

Web Design (Geocities Chic)

Hand-coded HTML with <blink> tags and <marquee> text. Animated GIFs of dancing babies and 'Best Viewed in Netscape' badges. Guestbooks

Software Development (16-Bit Glory)

Custom MS-DOS batch scripts for all your automation needs. Visual Basic 6.0 applications that crash gracefully. Y2K compliance guarantees (we swear).

Networking Solutions (Dial-Up of Your Dreams)

BBS setup and hosting (300 baud or bust). LAN parties for DOOM and Quake (BYO-keyboard). Modem optimization (we can get you up to 28.8K if you're lucky).

Y2K Consulting

Y2K readiness audits, approved by Peter de Jager himself. AOL keyword strategy (we'll get you top billing in the AOL directory). ICQ and IRC setup (for all your chat room needs).

INSTAGRAM | LINKEDIN

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2.

Tech Stack

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Backend vs Frontend

Frontend
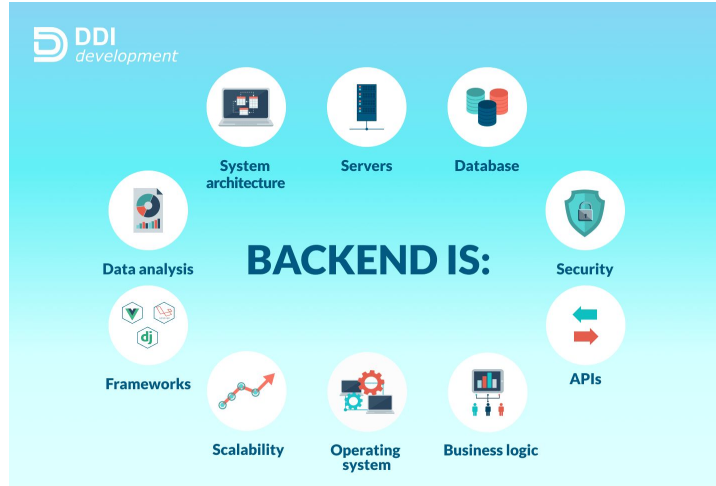(Developer builds)

- User interface
- Client-side logic

Backend
(Vendor provides as a service)

- Database management
- Cloud storage
- User authentication
- Push notifications
- Hosting

API

What is Backend?

The **server-side part** of an application that handles everything a user doesn't see, including the logic, database management, and communication with other systems.
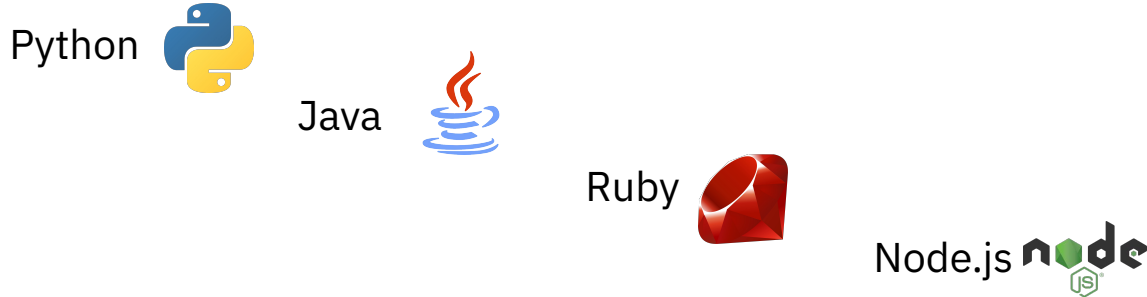

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It processes user requests from the frontend, retrieves or modifies data in a database, and sends the necessary information back to the frontend for display. Technologies like:

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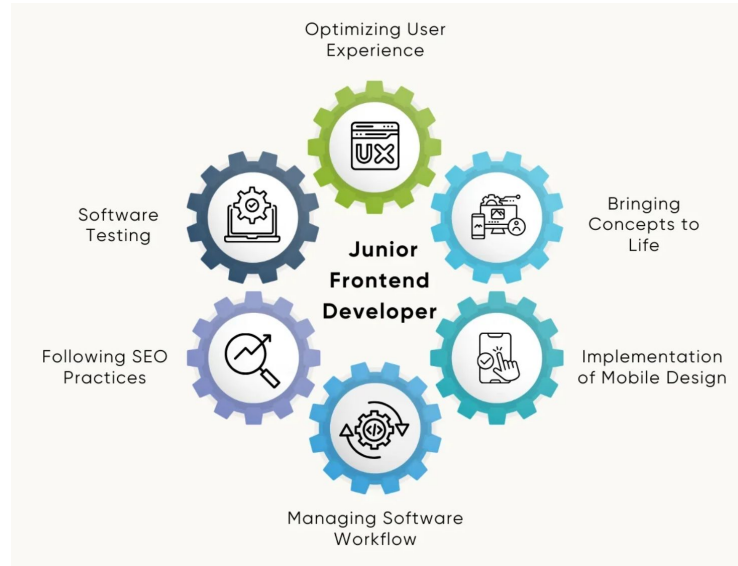
It processes user requests from the frontend, retrieves or modifies data in a database, and sends the necessary information back to the frontend for display. Technologies like:

Python

Java

Ruby

Node.js

are commonly used for backend development.

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What is Frontend?

The part of a website or application that **users see and interact with directly**, including visual elements like buttons, menus, and text.

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The part of a website or application that **users see and interact with directly**, including visual elements like buttons, menus, and text.

It is often called the "client-side" and is built using languages like

HTML

CSS

JavaScript

to create the user interface and experience.

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What is Frontend?

The part of a website or application that **users see and interact with directly**, including visual elements like buttons, menus, and text.

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HTML (Hypertext Markup Language): Provides the basic structure and content of a page.

CSS (Cascading Style Sheets): Controls the presentation, styling, and layout of the content.

JavaScript: Adds interactivity, dynamic content, and complex features to a website or application.

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What is Frontend?

The part of a website or application that **users see and interact with directly**, including visual elements like buttons, menus, and text.

It is often called the "client-side" and is built using languages like

HTML   CSS   JavaScript

to create the user interface and experience.

The main goal of frontend development is to make a product intuitive, user-friendly, and visually appealing

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Our Stack

1. **React Typescript:** Modern component-based development with type safety.
2. **Vite Framework:** Next-generation bundler with lightning-fast dev server and instant hot-reload.
3. **Material UI:** Elegant, responsive, production-ready UI components following Google's Material Design.

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Why this stack?

- Fast to learn, fast to build, fast to ship.

- Perfect for this workshops: smooth setup, minimal configuration.

- Real-world tools used in top companies.

- Lets us focus on *building*, not debugging config.

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Our Stack

1. **React Typescript:** Modern component-based development with type safety.
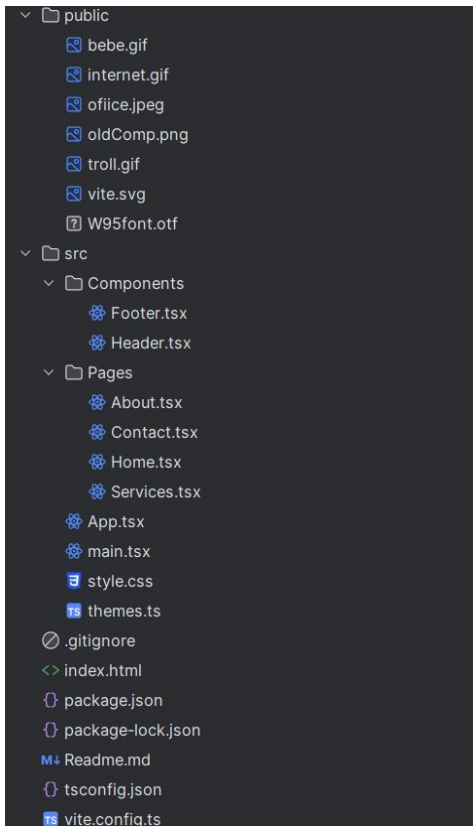2. **Vite Framework:** Next-generation bundler with lightning-fast dev server and instant hot-reload.
3. **Material UI:** Elegant, responsive, production-ready UI components following Google's Material Design.

What you will learn

- Structuring a modern React app

- Using TypeScript for safer coding

- Styling and layout with Material UI

- Running and deploying a Vite project

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Structure

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See you at 15:30!

+47 99 29 58 55

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#.

What the chapter is about

Table of Contents

1. Topic 1
2. Topic 2
3. Topic 3

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Big Box

Text

2.

Template Slides

One Box Single: Subtitle

Highlight 1 More info

Highlight 2 More info

<CBS/>

Two Boxes: Subtitle

Box 1 Title

<mark>Highlight 1</mark> More info

<mark>Highlight 2</mark> More info

Box 2 Title

More Info

<CBS/>

Four Boxes: Subtitle

Box 1 Heading

More Info

Box 2 Heading

More Info

Box 3 Heading

More Info

Box 4 Heading

More Info

<CBS/>

Blank Slide with title 1...

> Thoughts as a list

>

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Blank Slide with title 2...

```
Proposed Date:    13-09-2025/ 14-09-2025

Format:           8 hour event
```

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