MEDIA ROOM

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Press Release: Learn to code on a tropical island.

We all know that learning to code can give you an extra edge in a competitive job market, and is quickly becoming an essential skill in many industries. But learning to code can be challenging, with the existing options failing to meet the mark. A new player on the scene, Institute of Code, wants to teach you web-development on a tropical island. Institute of Code runs 10 day, all-inclusive code retreats teaching small groups of marketers, graphic designers, and entrepreneurs how to build responsive websites from scratch.

The problem with existing alternatives.

Many people try to teach themselves through trial and error and internet tutorials, but without someone there to help them when they get stuck and connect the dots to show the bigger picture it can take months to develop any practical skills. Community college courses are another option, but these courses are often teaching outdated technologies by teachers who haven't been active in the web-development field for years. For those that are looking to build a career out of web development, coding bootcamps are an excellent option but at 3 - 6 months, these are overkill for many people.

Why a 'Code Retreat'?

Learning to code is learning another language, and there is significant evidence to suggest that best way to learn a new language is to immerse yourself in it. For many people the idea of learning to code is intimidating, and if you are stressed about your day, or distracted by everything else that's going on in your life, you learn at a much slower pace. At the Institute of Code, everything is included, from the massage on arrival, the morning yoga classes, the meals cooked by an in-house chef, and accommodation in a beautiful pool villa. When we take care of all the little details, it frees up all your mental energy to focus on learning something new. Over 10 days with no stress or distractions, you can build momentum and develop practical skills fast.

We are also driven by a desire to make the most of every moment, and that means that education should be more than a means to an end, but a cherished experience in itself.

What the course will teach?

In short, our courses take someone with no prior coding experience and teach them how to build kick-ass responsive websites from scratch. By then end of the course you'll have a clear understanding of how the web works and how to write clean, efficient code in HTML, CSS, and Javascript. You'll have created a portfolio of 2-3 responsive websites (meaning they look great on mobiles + tablets), with features like galleries, sliders and contact forms, and css animations.

The course content is roughly equivalent to General Assembly's part-time Front End Web Development Course https://generalassemb.ly/education/front-end-web-development. Both include 60+ hours of tuition.

Founders Story

After starting a marketing agency in her second year of university, co-founder Tina Swinkels quickly recognized the demand for web-development skills. *"For a small business, a great website can be a huge asset — it's a 24 hour salesman that can be generating sales while you are sound asleep"* —Tina. Wanting to provide more value for her clients, she taught herself to code piecing together the knowledge through internet tutorials and trial and error. Two years later together with her co-founder Emile, she embarked on a 7 month backpacking trip, working barter deals for web development as they went along. *"Knowing how to code, combined with Emile's photography skills opened so many possibilities for us... we stayed for almost a month in a boutique resort on the coast of Peru, spent three weeks at a Jungle lodge in Panama, and completed a dive course on an island in Honduras just to name a few."*

When asked why someone should take a course rather than learn themselves online, Tina responded *'at the time, I opted for the DIY learning route because I didn't see any good alternatives. It was tough though, and what I learned over several months and lots of frustration, we're now teaching in 10 days. I look back at late nights struggling with CSS positioning or DNS settings, and know how much more effective it would have been to have been taught by an experienced mentor.'* — Tina

The Institute of Code Vision

- driven by a burning desire to make the most out of every minute of every day. we reject the popular notion of being miserable 9-5 48 weeks per year all to earn enough money to spend 4 weeks of holidays actually living — our most precious commodity is time and spending our lives in a school / job / situation that we hate is a travesty. > when you value time that means that education should be more than a means to an end, but a cherished experience in itself. We equip people with the mindset and digital skills to live a life they are passionate about by helping them open up career opportunities that wouldn't otherwise be available.
- We want to create a revolution in technical education empowering people to accelerate their careers by learning in-demand digital skills by creating the perfect environment for learning and growth.
- I grew up believing that I can do and be anything that I put my mind to. Many people don't, and I want to change that. Girls grow up watching boys being pushed into 'strong' roles like leadership, science, technology and politics while they are encourages into 'nurturing' roles like teaching and nursing. Kids who have grown up in a low-socioeconomic background sometimes struggle to envision a life for themselves beyond what they have seen in their community. Others have fallen into a role through family expectations and believe they have missed their chance to create a life that inspires them to wake up every morning. Through the Institute of Code I want to help inspire people to change their mindset to believe that they can change their path, and give them the tangible skills to do so — Tina

Need a story idea?

Want a hand researching and writing an article about The Institute of Code? We'd love to help! Here are a few ideas that might be relevant to your audience.

- Learn to code on a tropical island
- The Code School where massages and yoga are all part of the package.
- 5 ways to pimp your resume while you travel the world
- Travel the world for free -- the secret of barter deals
- Launching a startup in 30 days - the Institute of Code story
- Best places for creatives to learn to code
- Study retreats -- Taking 'work hard, play hard' to a whole new level.