

# PROGRAMMING FOR NON-PROGRAMMERS

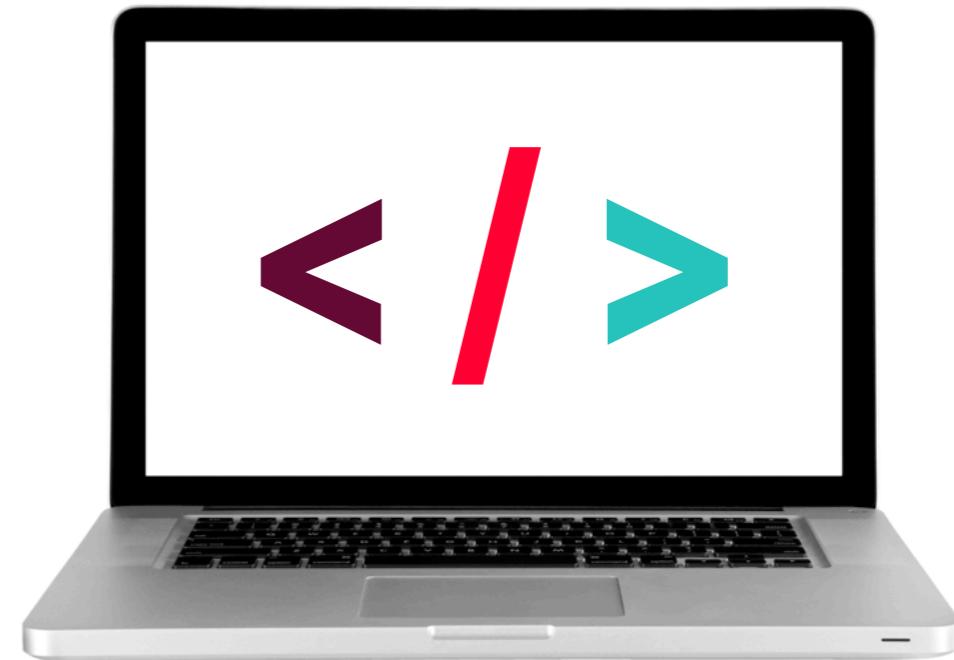
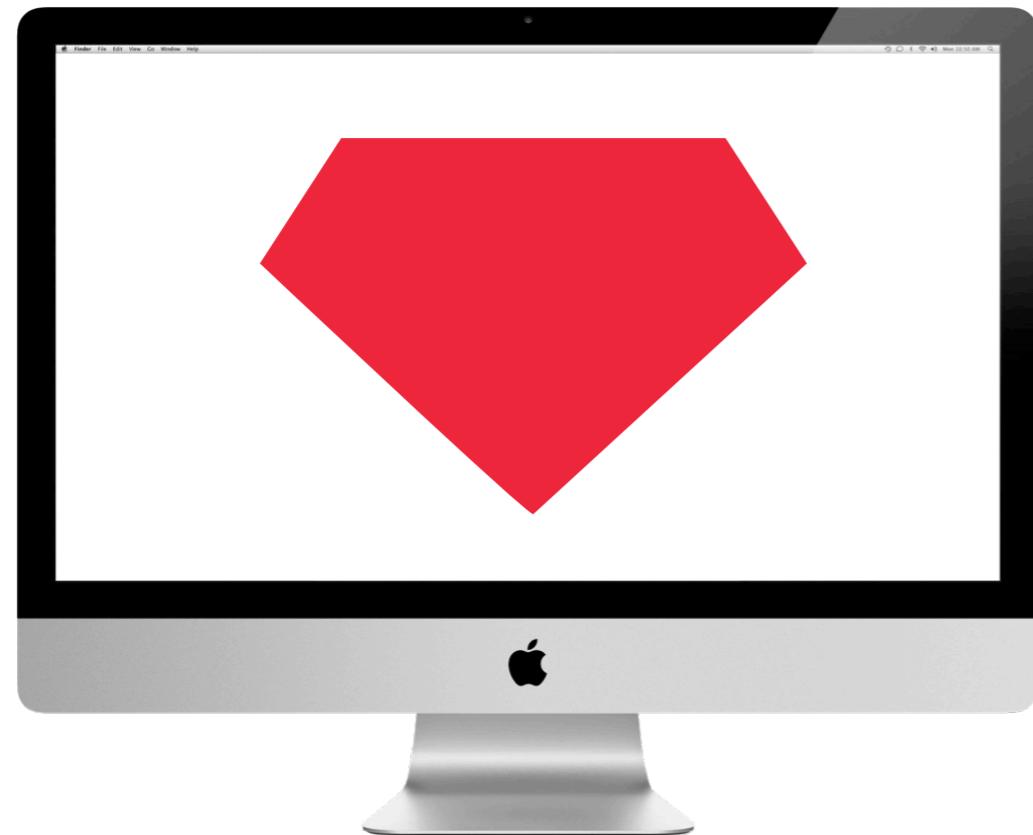
Adrian Bautista  
General Assembly, Marketing Software Engineer

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# PROGRAMMING FOR NON-PROGRAMMERS

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## I LEARNED HOW TO CODE LAST YEAR



# PROGRAMMING FOR NON-PROGRAMMERS

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## WHY ARE YOU TAKING THIS CLASS?



Indulging  
your curiosity



Developing  
work skills



Collaborating



Building  
something

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**PROGRAMMING FOR NON-PROGRAMMERS**

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# **THE WEB DEVELOPMENT PROCESS (ABRIDGED)**

# PROGRAMMING FOR NON-PROGRAMMERS

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“First, solve the problem.  
Then, write the code.”

*– John Johnson*

## PROGRAMMING FOR NON-PROGRAMMERS

# PRODUCTS START WITH PROBLEMS

### PROBLEM

- Keeping track of friends is hard.
- It's hard to figure out who can help me find a job.
- It's hard to find the right product and get it to my house.

### PRODUCT

- Facebook
- LinkedIn
- Amazon.com

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## PROGRAMMING FOR NON-PROGRAMMERS

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# PROGRAMMERS WORK IN TEAMS



# PROGRAMMING FOR NON-PROGRAMMERS

## TEAMWORK

- Product Managers own the process of identifying the core problem and potential solutions



# PROGRAMMING FOR NON-PROGRAMMERS

## TEAMWORK

- Product Managers own the process of identifying the core problem and potential solutions
- User Experience (UX) designers figure out what users do and how they feel when they use your solution



# PROGRAMMING FOR NON-PROGRAMMERS

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# PROGRAMMING FOR NON-PROGRAMMERS

## TEAMWORK

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- Visual designers find the best way to visually present information
- Marketers help users find and use your product



# PROGRAMMING FOR NON-PROGRAMMERS

## TEAMWORK

- Product Managers own the process of identifying the core problem and potential solutions
- User Experience (UX) designers figure out what users do and how they feel when they use your solution
- Visual designers find the best way to visually present information
- Marketers help users find and use your product
- Programmers tell computers what to do



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## **PROGRAMMING FOR NON-PROGRAMMERS**

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# **PROGRAMMERS ARE ALSO KNOWN AS**

Coders

Engineers

Developers

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# PROGRAMMING FOR NON-PROGRAMMERS

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Programmers are people who use their ability to write in the language of computers to solve problems.

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## **PROGRAMMING FOR NON-PROGRAMMERS**

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**PROGRAMMING IS:  
MAGICAL.  
NOT MAGIC.**



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## **PROGRAMMING FOR NON-PROGRAMMERS**

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### **OUR CASE EXAMPLE**



# **PROGRAMMING FOR NON-PROGRAMMERS**

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## **WHAT CAN YOU DO ON AMAZON.COM?**

Find products

Write reviews

Search

Make a wishlist

Purchase

Get support

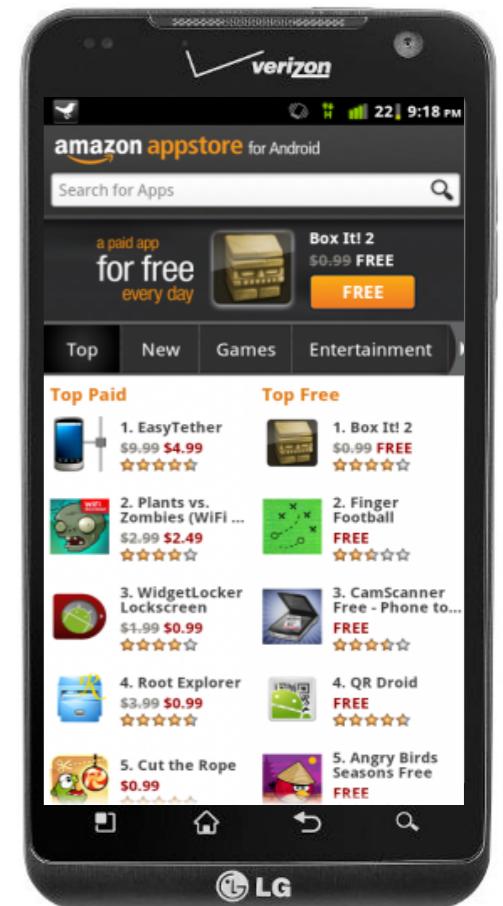
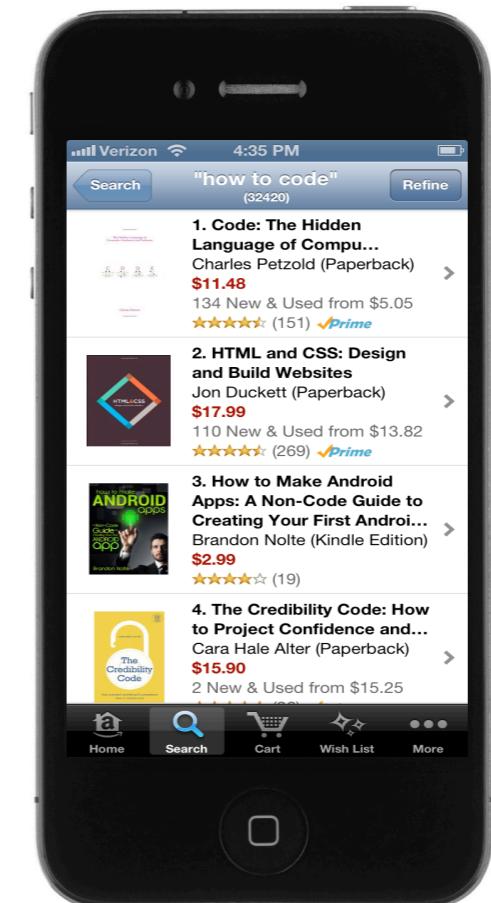
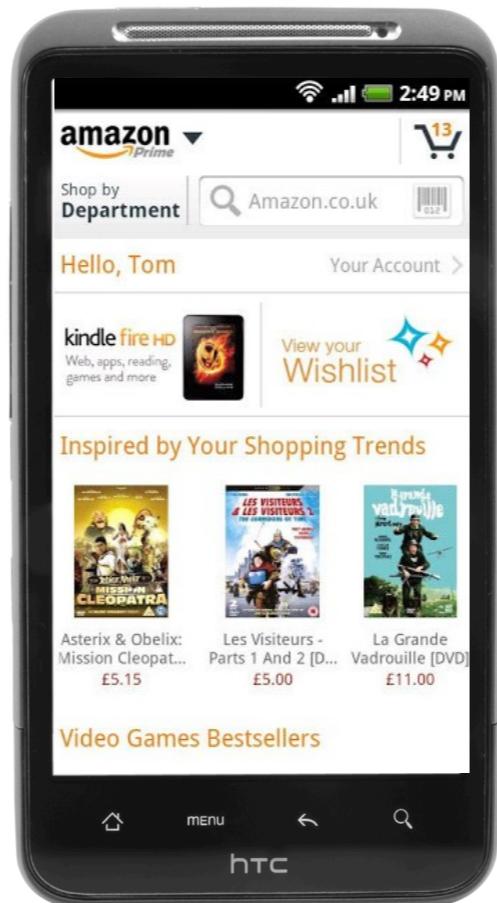
# PROGRAMMING FOR NON-PROGRAMMERS

## AMAZON.COM



# PROGRAMMING FOR NON-PROGRAMMERS

## AMAZON NATIVE APPS



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# PROGRAMMING FOR NON-PROGRAMMERS

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Programming is  
telling the computer  
what to do



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# PROGRAMMING FOR NON-PROGRAMMERS

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Programming is telling the computer what to do



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# PROGRAMMING FOR NON-PROGRAMMERS

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The front-end is what users see in the browser

► Elements:

- Colors
- Fonts
- Buttons
- Links
- Search bars
- Transitions



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# PROGRAMMING FOR NON-PROGRAMMERS

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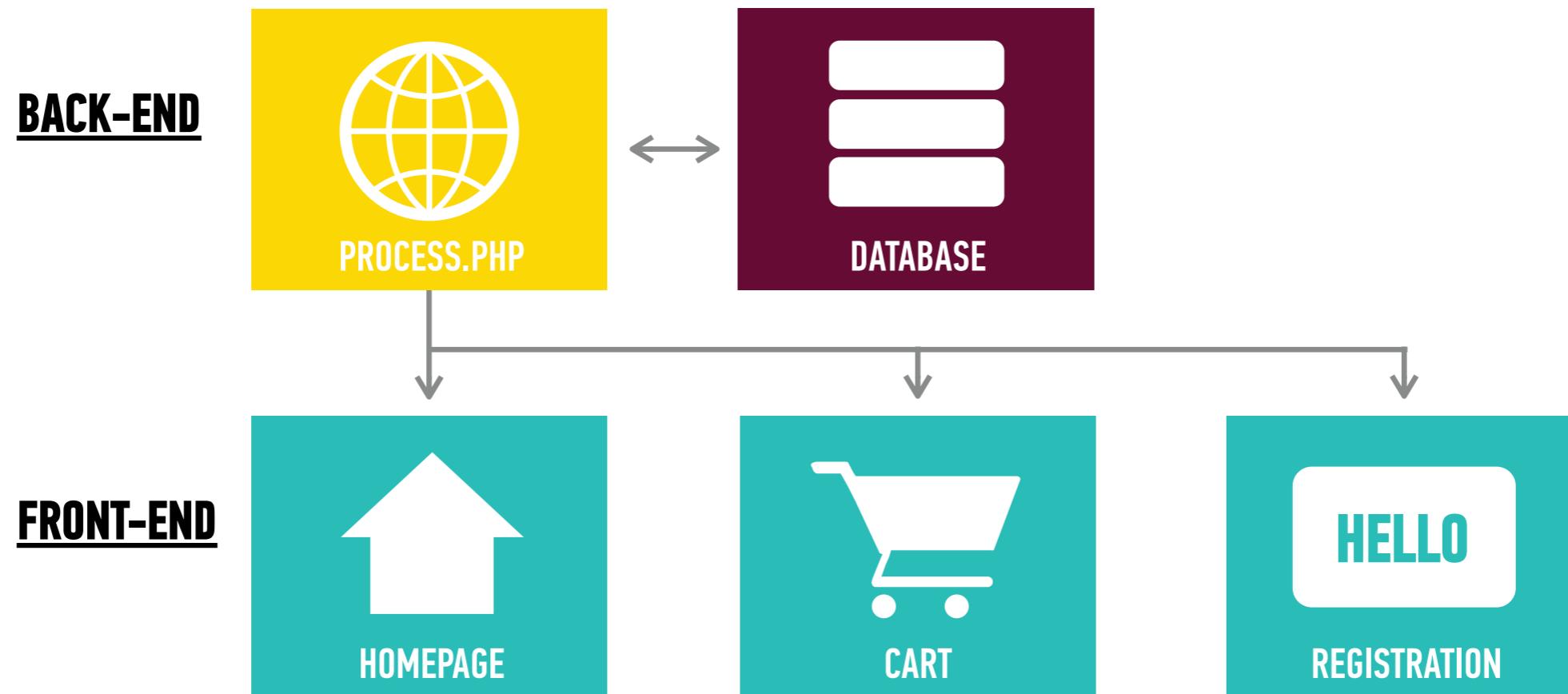
The front-end is what users see in the browser

- Elements:
  - Colors
  - Fonts
  - Buttons
  - Links
  - Search bars
  - Transitions
- Languages:
  - HTML
  - CSS
  - JavaScript



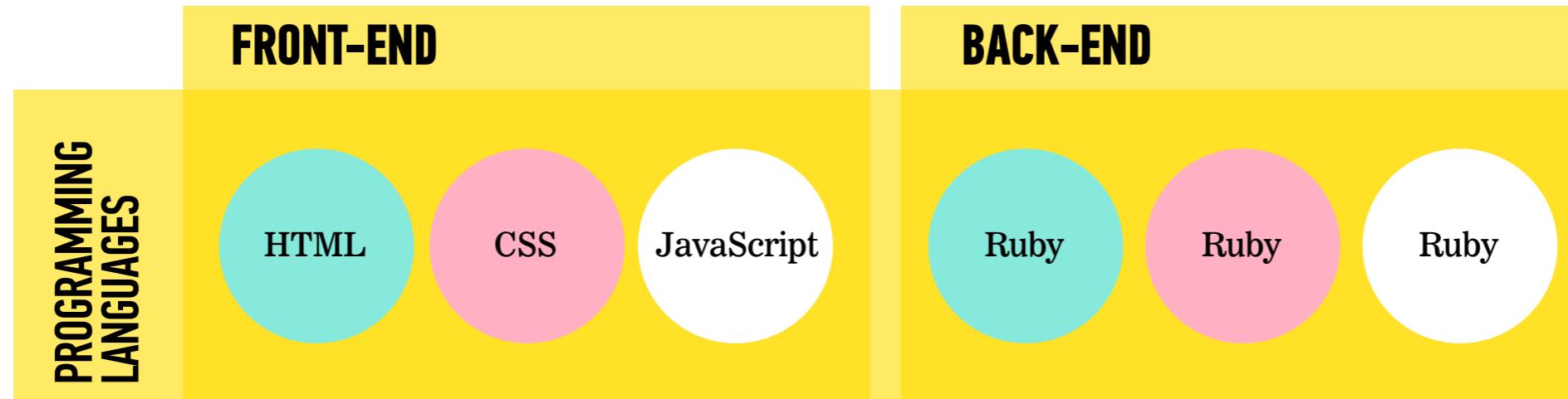
# PROGRAMMING FOR NON-PROGRAMMERS

## THE BACK-END IS WHAT HAPPENS OUTSIDE OF YOUR COMPUTER



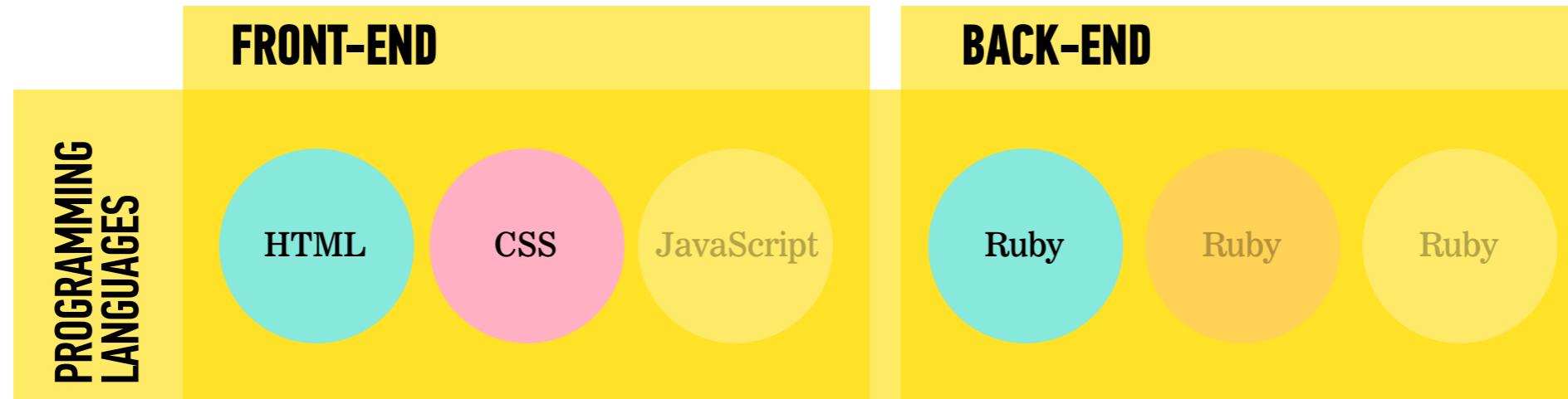
# PROGRAMMING FOR NON-PROGRAMMERS

## FRONT-END VS BACK-END



# PROGRAMMING FOR NON-PROGRAMMERS

## FRONT-END VS BACK-END



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# PROGRAMMING FOR NON-PROGRAMMERS

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How do programmers  
learn how to code?

# PROGRAMMING FOR NON-PROGRAMMERS

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You learn when you try  
and fail and try again!

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# **PROGRAMMING FOR NON-PROGRAMMERS**

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## **WHAT DO YOU WANT TO LEARN?**



**1**

**PATIENCE**

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# PROGRAMMING FOR NON-PROGRAMMERS

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## WHAT DO YOU WANT TO LEARN?



1

PATIENCE



2

RESOURCEFULNESS

---

# PROGRAMMING FOR NON-PROGRAMMERS

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## WHAT DO YOU WANT TO LEARN?



1

PATIENCE



2

RESOURCEFULNESS



3

CREATIVITY

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**PROGRAMMING FOR NON-PROGRAMMERS**

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**NEXT CLASS:  
START LEARNING HTML!**

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# PROGRAMMING FOR NON-PROGRAMMERS

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## SETUP YOUR PROGRAMMING ENVIRONMENT



Sublime text



Google Chrome



Github



SourceTree

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**SEE YOU NEXT TIME!**

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# **PROGRAMMING FOR NON-PROGRAMMERS**

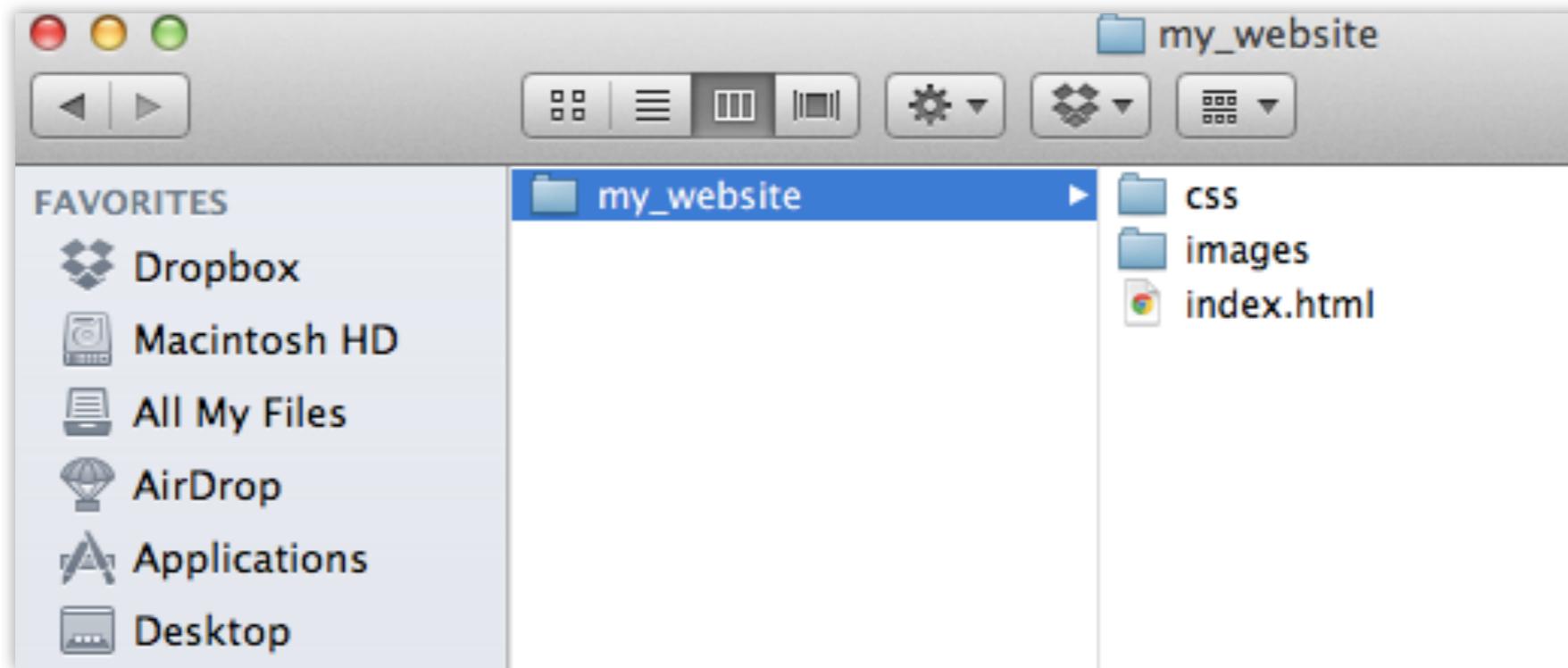
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## **CREATE A NEW FOLDER**

- Create new folder called web-dev
- Create new folder called my-first\_website
- Create images folder
- Create css folder

# PROGRAMMING FOR NON-PROGRAMMERS

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## **PROGRAMMING FOR NON-PROGRAMMERS**

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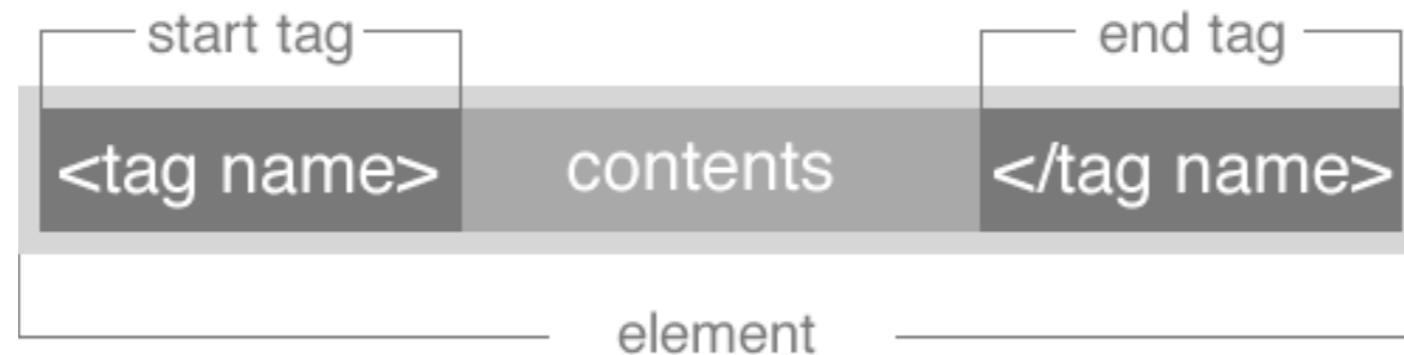
### **MAKE SURE SYNTAX HIGHLIGHTING IS ENABLED**

- Open Sublime Text -> Preferences -> Color Scheme -> **Monokai**
- View -> Syntax -> **HTML**

# PROGRAMMING FOR NON-PROGRAMMERS

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## ELEMENTS AND TAGS

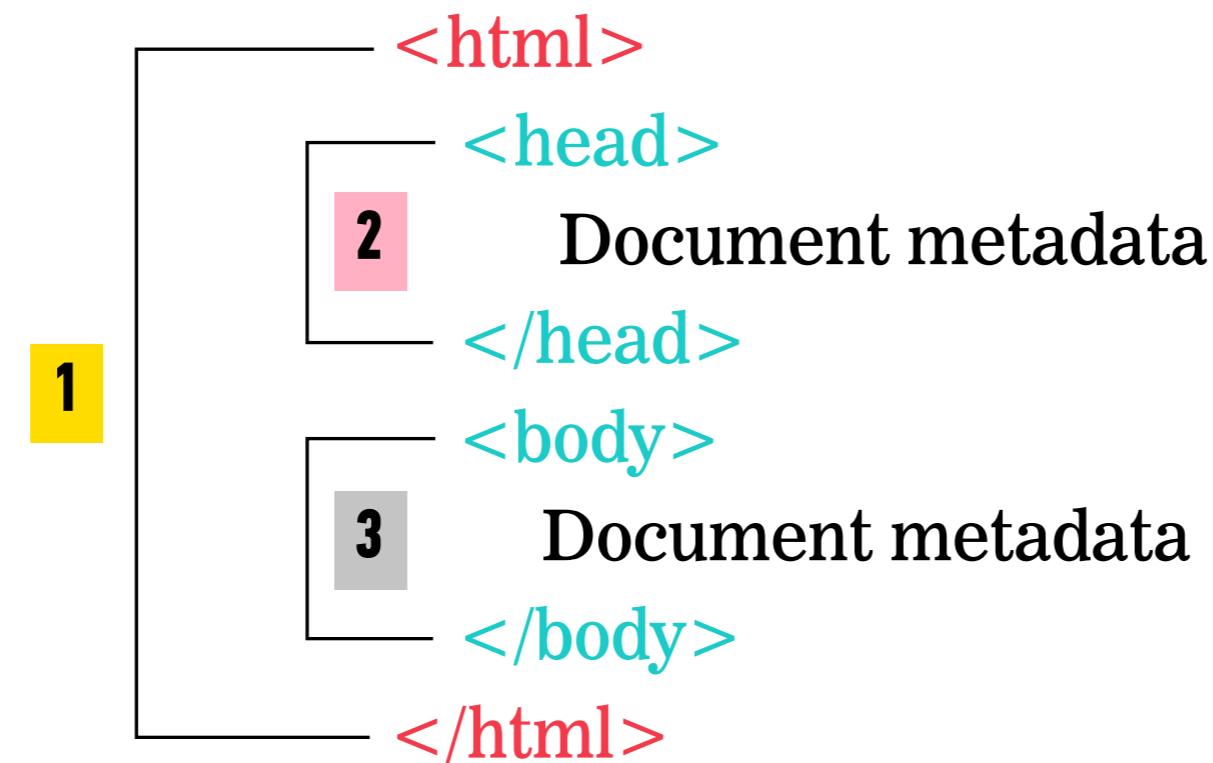


**EX:**

`<h1>Hello!</h1>`

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## BASIC DOCUMENT STRUCTURE

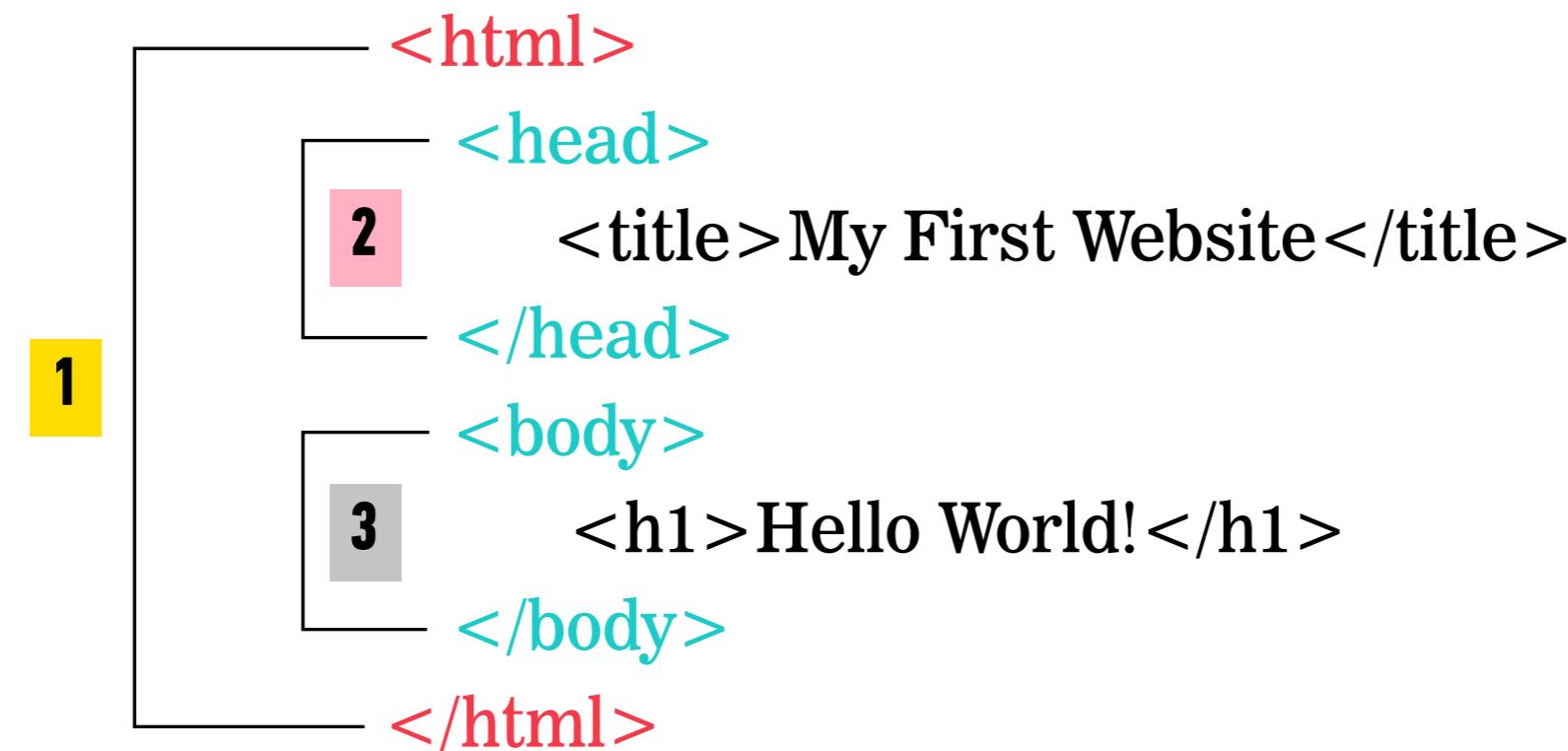


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# PROGRAMMING FOR NON-PROGRAMMERS

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## HELLO WORLD!



```
<html>
  <head>
    <title>My First Website</title>
  </head>
  <body>
    <h1>Hello World!</h1>
  </body>
</html>
```

---

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## **CONTENT TAGS: HEADINGS**

**<h1>Most important HEADING</h1>**

**<h2>Second Most Important Heading</h2>**

**<h3> Third Most Important Heading</h3>**

**<h4> Fourth Most Important Heading</h4>**

**<h5> Fifth Most Important Heading</h5>**

**<h6>Least Important Heading</h6>**

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## **CONTENT TAGS: TEXT ELEMENTS**

< p > This is a paragraph </ p >

< hr /> (horizontal rule)

---

< br /> (line break)

---

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### CONTENT TAGS: FORMATTED TEXT ELEMENTS

<em>emphasized text (italics)</em>

<strong>important text (bold)</strong>

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## **CONTENT TAGS: LIST ELEMENTS**

### **ORDERED LIST (NUMBERED)**

```
<ol>  
  <li>First item</li>  
  <li>Second item</li>  
</ol>
```

### **UNORDERED LIST (BULLETED)**

```
<ul>  
  <li>First item</li>  
  <li>Second item</li>  
</ul>
```

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# PROGRAMMING FOR NON-PROGRAMMERS

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## IMAGES

```

```

or

```

```

or

```

```



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## **PROGRAMMING FOR NON-PROGRAMMERS**

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### **IMAGE FILE EXTENSIONS**

- jpg
- png
- tiff
- gif
- a url

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## **LINKS**

<a href="http://google.com">Google</a>

---

# PROGRAMMING FOR NON-PROGRAMMERS

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## LINKS

< a href="http://google.com" > Google </ a >



INSERT URL HERE!



INSERT TEXT YOU WANT TO  
DISPLAY THAT WILL BE CLICKABLE

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# **CHALLENGE: MY TRAVEL BLOG**

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# **SESSION 2**

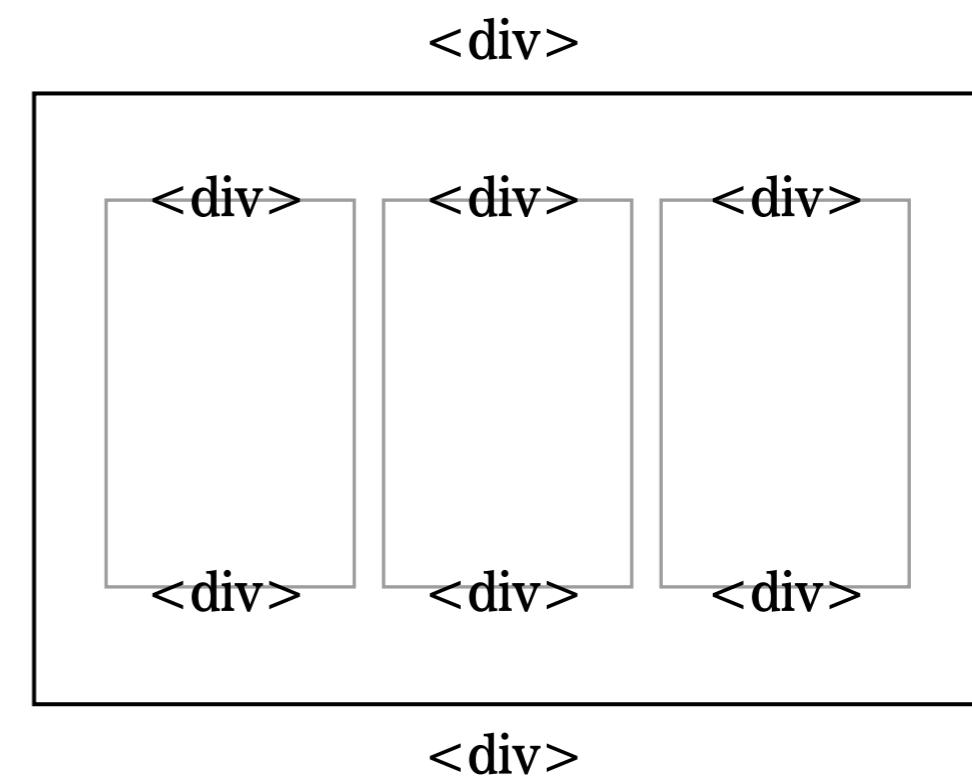
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## DIVS, IDS, AND CLASSES

- They contain things
- They have **classes** and **IDS**



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## COMMENTING

I want to take this out *for now* and see what happens. I might put it back in.

<!-- Link directly to google -->

<!-- <a href=“http://google.com”>Google</a> -->

I want to write a note to myself and anyone else reading this code so we know what is going on in the code.

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### **SEPARATION OF CONCERNS**

**HTML = structure**

**CSS = style**

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# **CSS (CASCADING STYLE SHEETS)**

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## CSS: STYLE

How do you link HTML to CSS, you ask?

```
1 <head>
2     <link rel="stylesheet" href="styles/style.css">
3 </head>
```

---

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## CSS: SELECTORS

```
selector {  
    property: value;  
    property: value;  
}
```

```
body {  
    color: yellow;  
    background-color: black;  
}
```

---

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## CSS: SELECTORS

### Types of Selectors

element

id (#)

class (.)

position in document

e.g. make all paragraphs elements  
red

```
p{  
    color: red  
}
```

---

# **PROGRAMMING FOR NON-PROGRAMMERS**

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## **CSS: TYPES OF PROPERTIES**

- Types of properties
  - e.g.
  - color
  - background-color
  - font-family

---

# PROGRAMMING FOR NON-PROGRAMMERS

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## CSS: COLORS

- Name
  - red, yellow, green, blue, black, white, ...
- Hexadecimal
  - #FF0000
- Rgb (red, green, blue)
  - rgb (100, 0, 0)

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## **CSS: FONTS**

- font-family
- font-size
- font-style
- font-weight
- color

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## HTML / CSS: BOX MODEL



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# **NEXT CLASS: HTML CHALLENGE**

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## **PROBLEM**

- Recruiters, potential customers, and others don't have much time to learn what you can do for them

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# **PROGRAMMING FOR NON-PROGRAMMERS**

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## **SOLUTION**

- Create an online portfolio that showcases your work in a visually-stimulating way

# SPIRIT DUNKIN

FLOWER SHOP OWNER, WILLIAMSBURG



## ABOUT

Spirit has been working in the flower industry for 20 years. She began her work in San Francisco and has recently moved to Williamsburg in Brooklyn, NY. She recently has transitioned to a lifestyle in which she enjoys frolicking in the fields on a daily basis.

Her specialty is flowers for hipster weddings. Please feel free to contact Spirit anytime if you are planning a wedding that involves teepees, quilts, or lace.

## PHOTOS



Spirit Dunkin © 2012