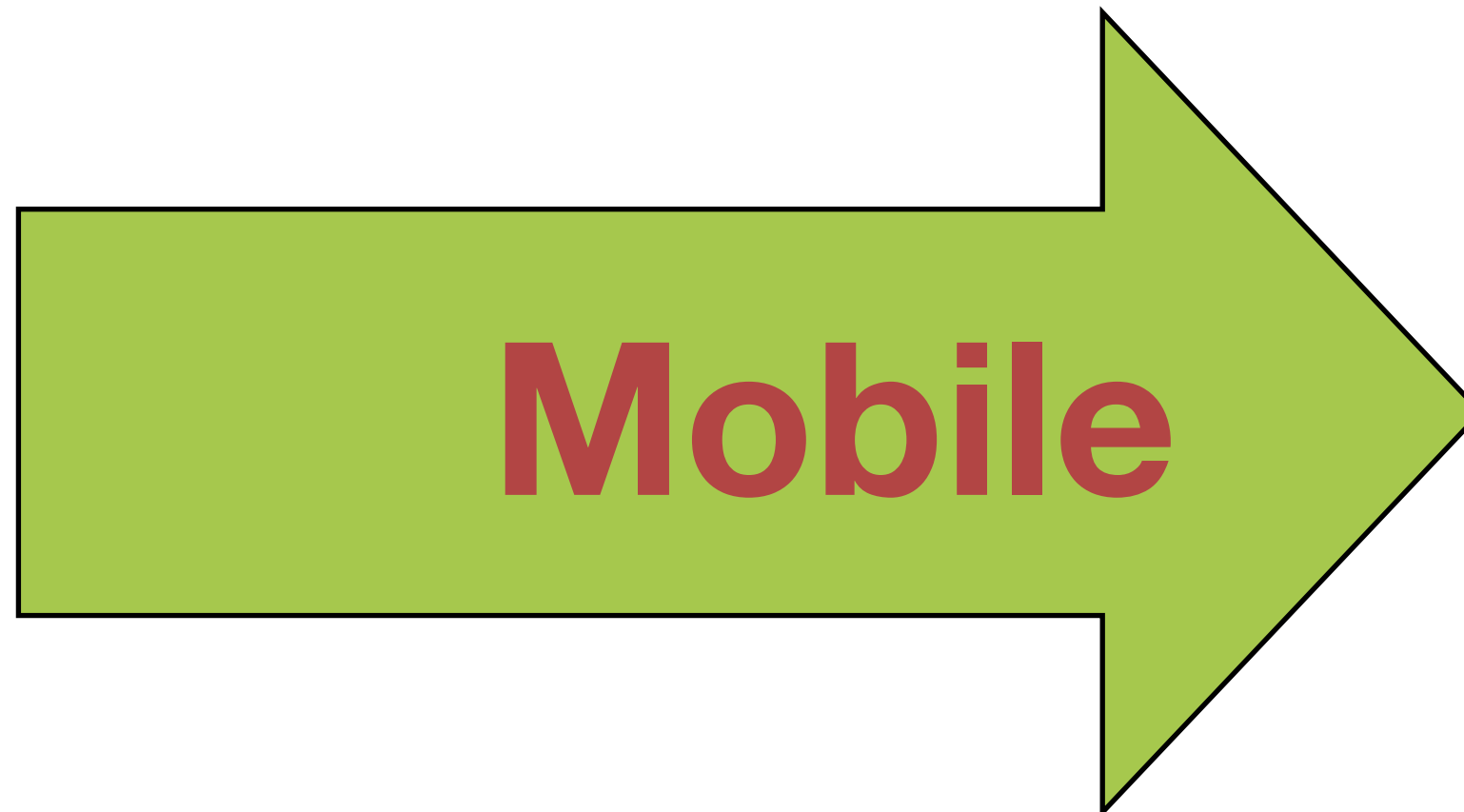


Please pick a side



.com - the class

Mark L. Chang
Spring 2011
Olin College

Our focus

Synthesis of your prior experiences in design, engineering, entrepreneurship

Our goal

Launch new digital products to the general public

Our hope

Foster **innovation** in digital services / software-as-a-service / mobile tech



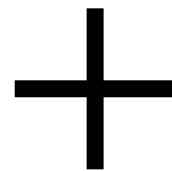
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github
SOCIAL CODE HOSTING



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Android is...

- Code: Java
- IDE: Eclipse or IntelliJ IDEA
- Test: emulator and phone
- Deploy: Google Android Market
- Resources: books, web



Why Android?

- Java instead of Objective-C
- Open Market submission
- Cheaper Market submission
- Proliferation of devices
- Don't need a Mac
- Expertise on campus



Rails is...

- Code: Ruby
- IDE: RubyMine or anything
- Test: local machine
- Deploy: Heroku
- Resources: books, web



Why Rails?

- Strong market for Rails devs
- We control deployment infrastructure (good and bad)
- “The Rails Way” is an interesting subculture
- Help from Pivotal Labs
- It's different



Structure

- Class is for interaction, not usually lecture
- Intensive mini assignments, now through Feb 10
- Agile/Extreme Programming training from Pivotal week of Feb 7
- Three week-long guided sprints from Feb 10 - Mar 1
- Projects

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http://www.flickr.com/photos/_pixelmaniac_/411667968/



Assignments

- At most six, due every class period through Feb 10
- Designed to get you quickly up to speed
- Grading and feedback done during class
- This will hurt
- We start today

<http://www.teic.ie/2010/04/opinion-there-is-more-to-creativity-than-coding/>



Sprints

- Work with external partners to understand an area
- Study, design, and develop **for one week**
- Present ideas
- Be judged
- Win prizes (maybe)



Potential partners



Projects

- Start March 1
- Launch during finals
- Stay at Olin for spring break
 - “Innovation Week”
 - I feed you
 - Optional



Questions?

The web site: <http://dotcom.olin.edu/>

Do this now: http://bit.ly/dotcom_mash

Staying? Get your books.

Mobile, get your book code:

http://bit.ly/dotcom_bookcodes

Book links:

<http://dotcom.olin.edu/wiki/>

If you want an Android phone

We will bring them next week