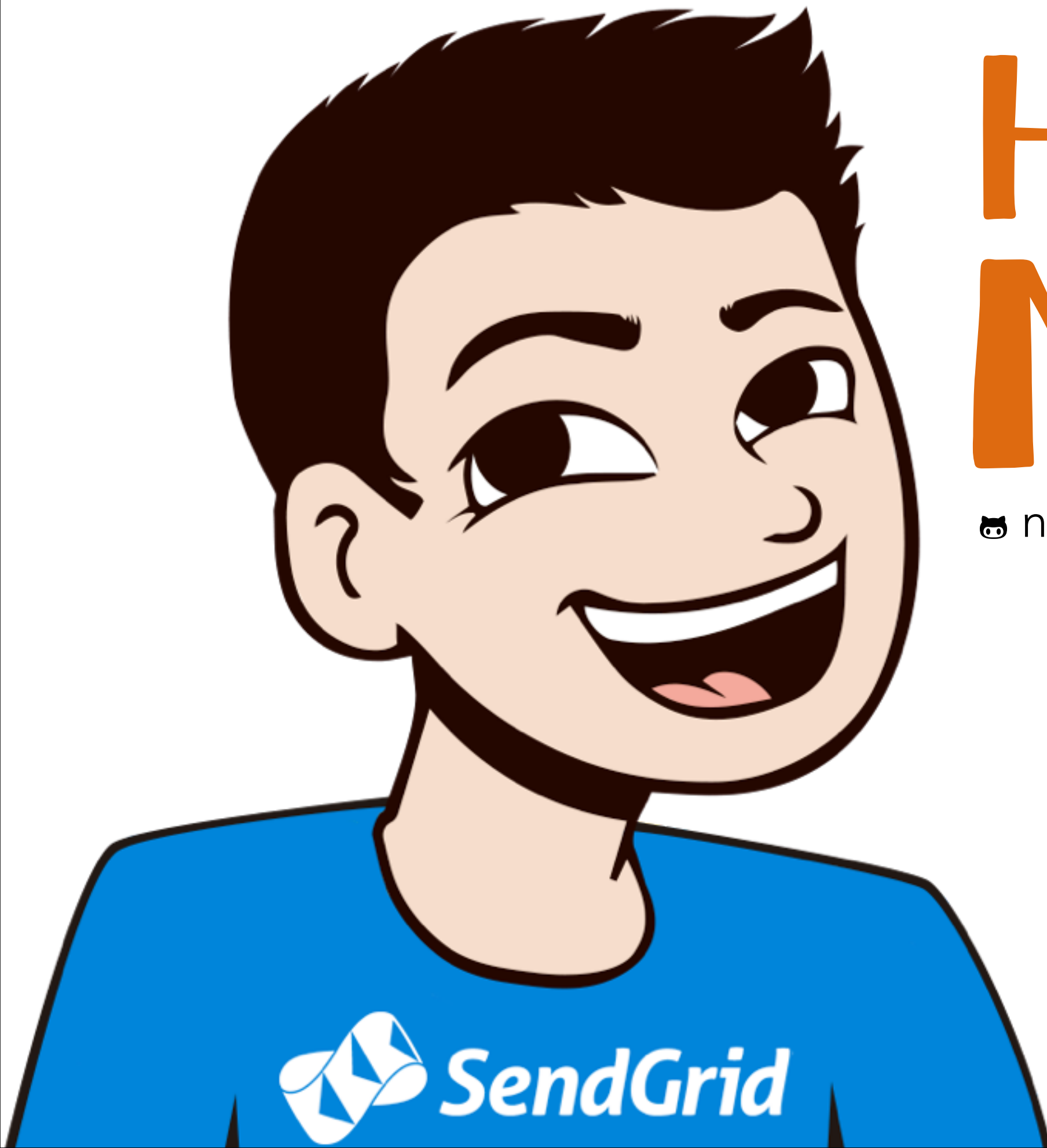


~~Content-Transfer Encoding: Understandable~~

COMMUNICATING YOUR CODE

```
// Nick Quinlan  
// SendGrid  
// Developer Evangelist
```

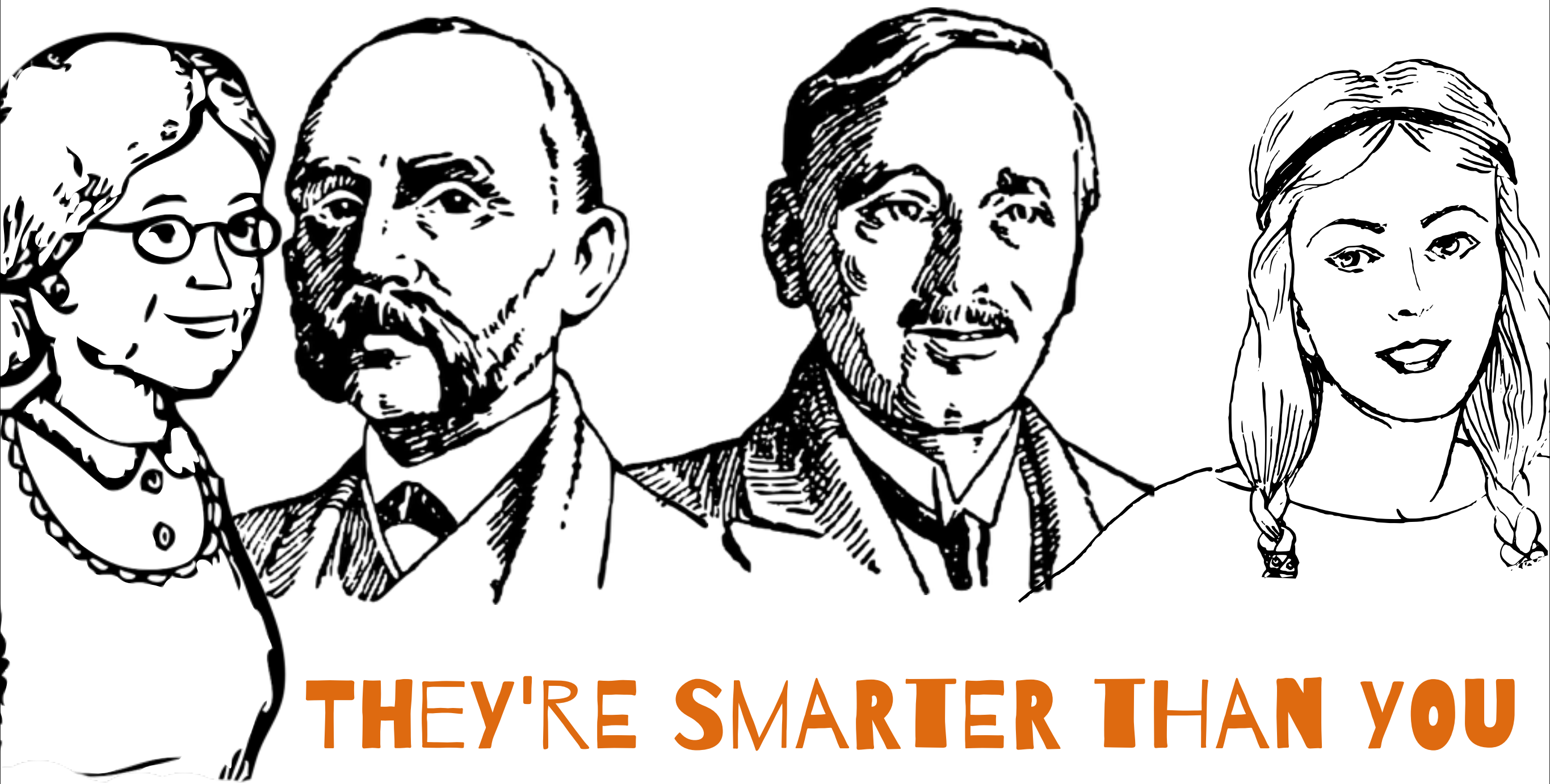


HI, I'M
NICK

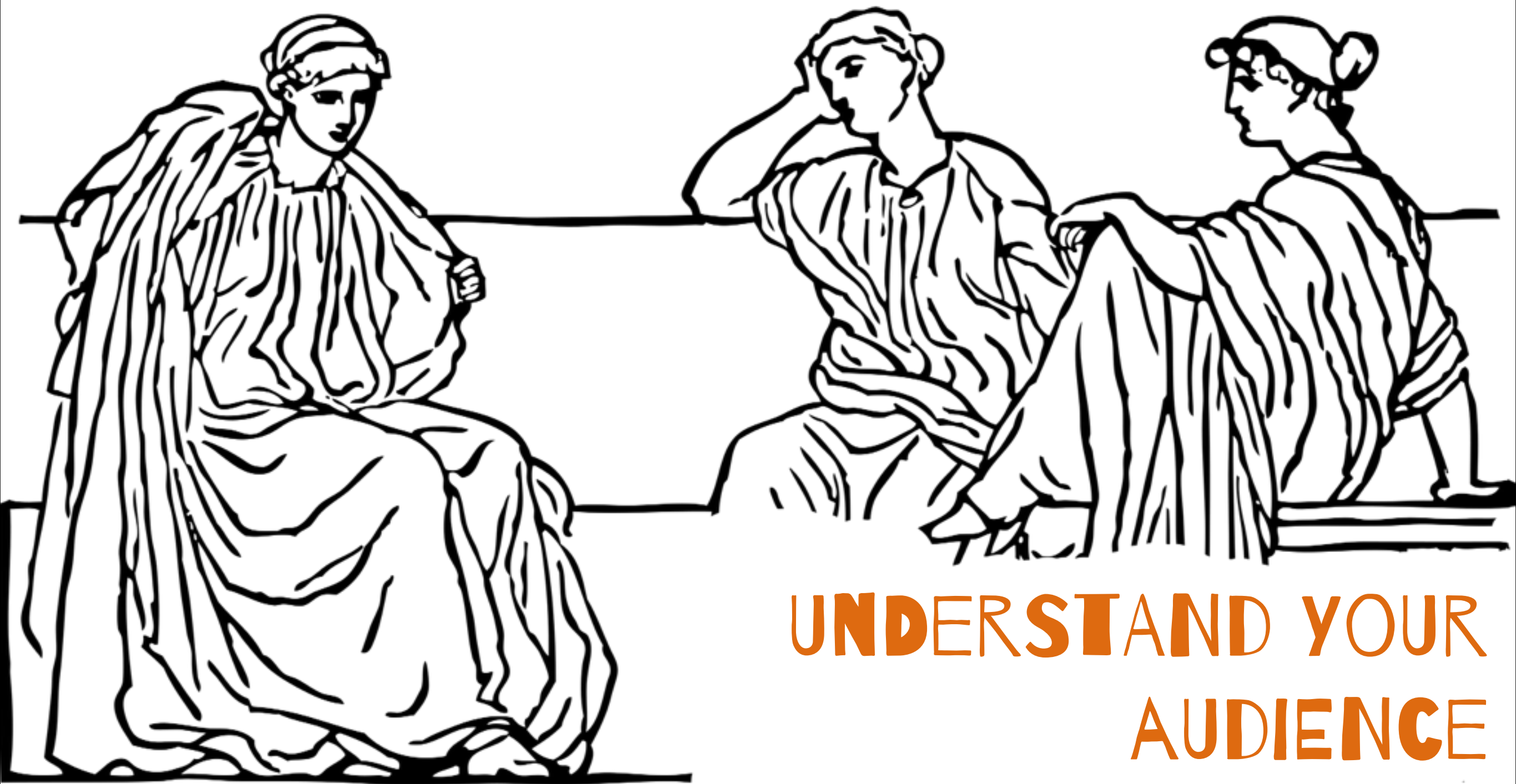
 nquinlan

 @YayNickQ



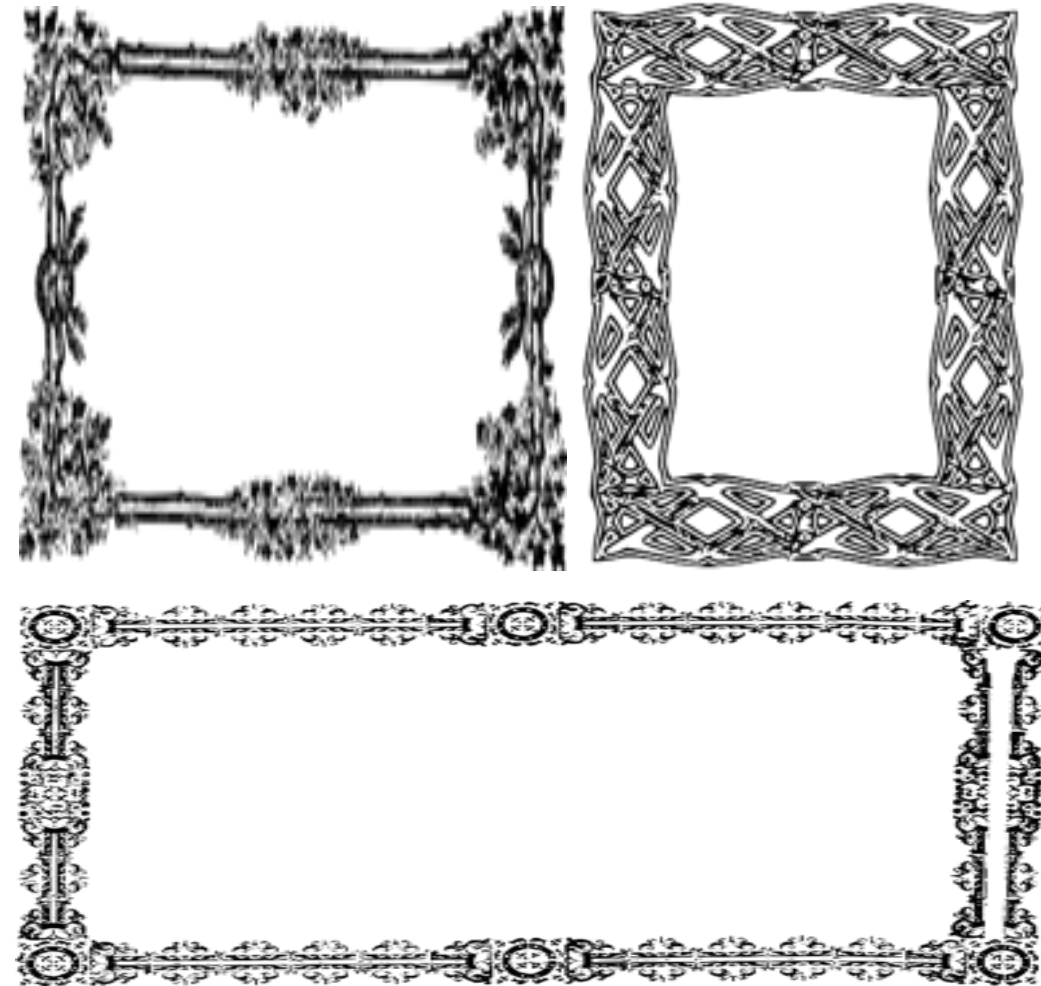
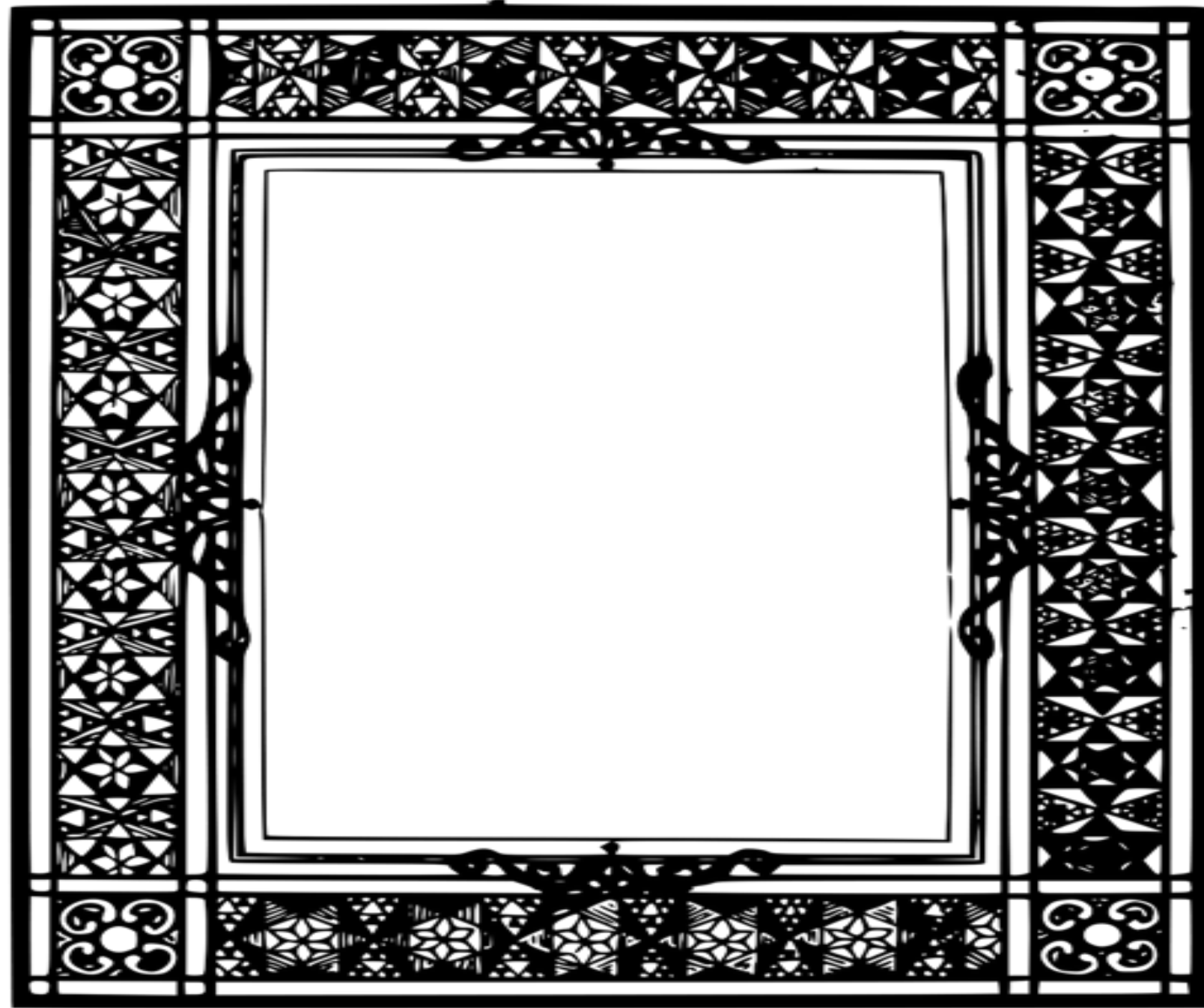


THEY'RE SMARTER THAN YOU

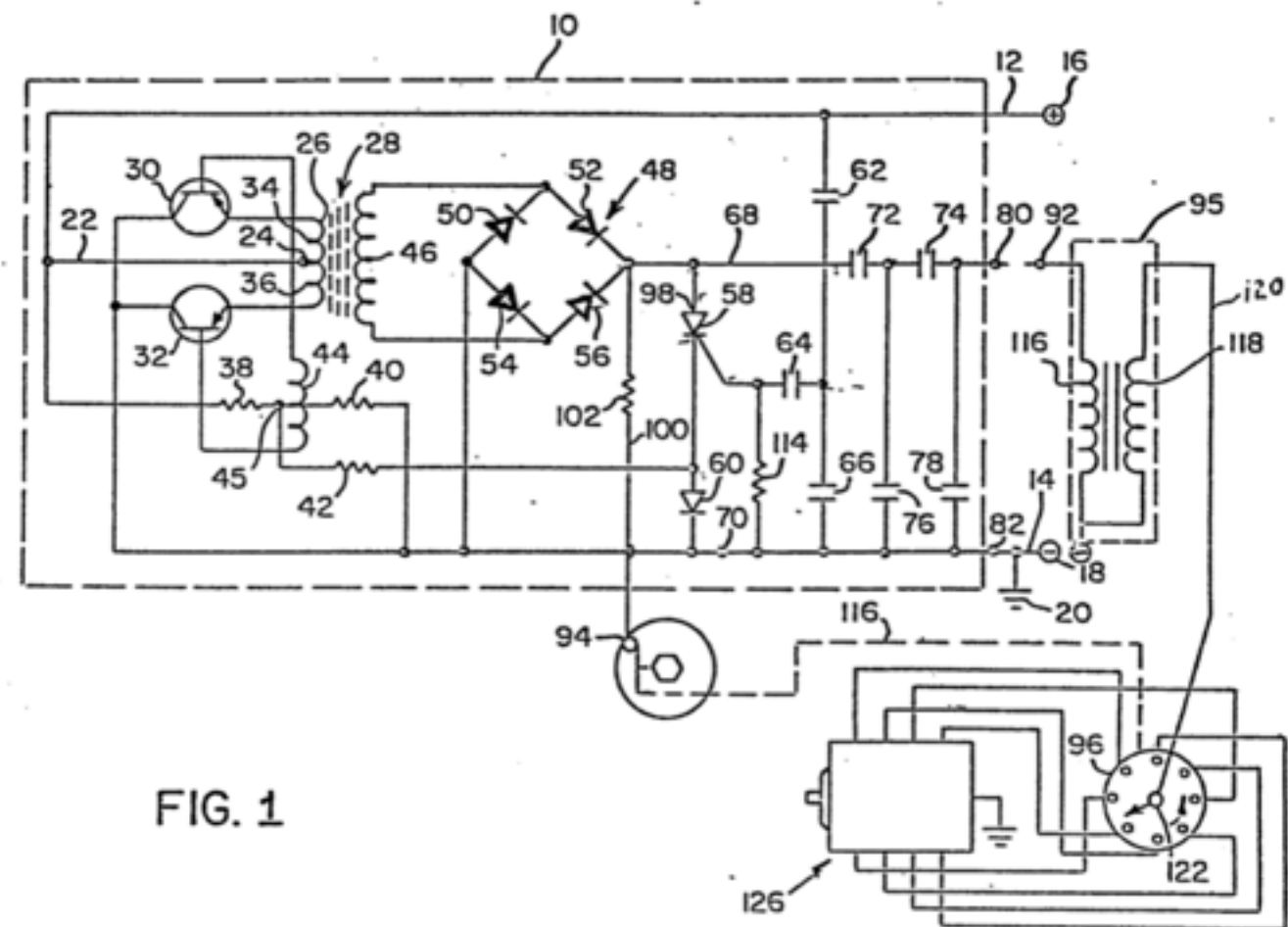


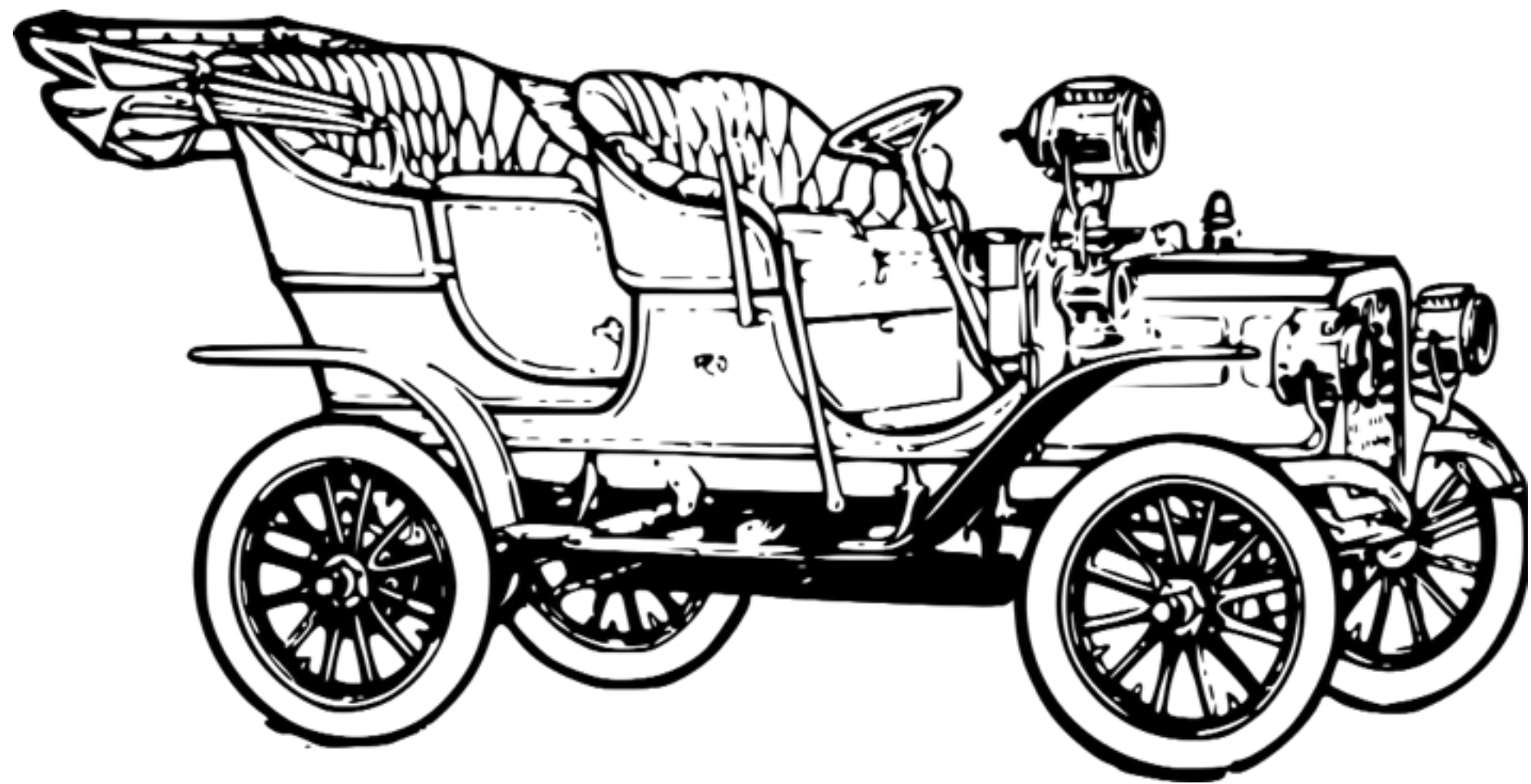
**UNDERSTAND YOUR
AUDIENCE**

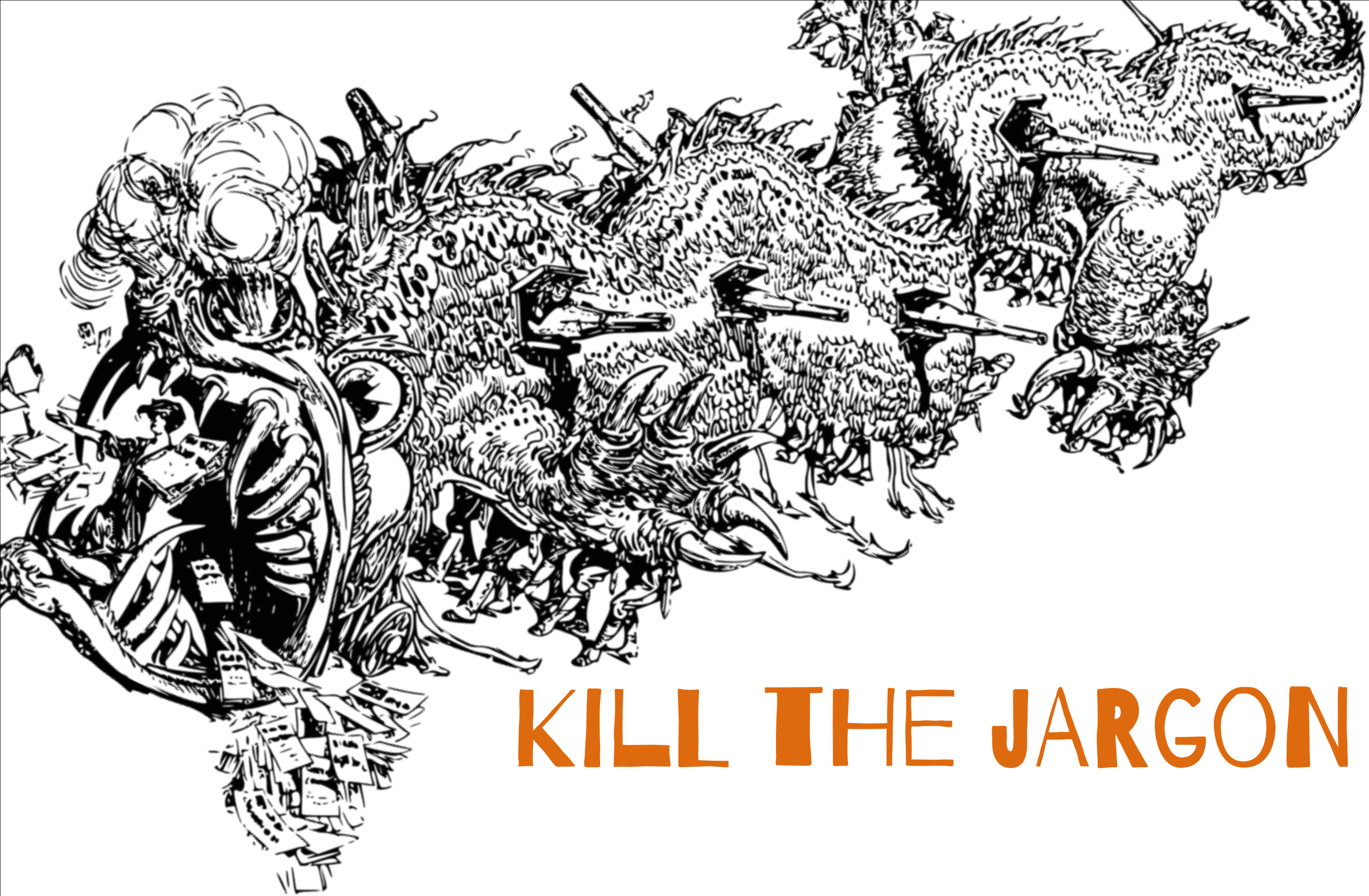
ASSUME



BIG PICTURE FIRST







KILL THE JARGON

THE ODM STORES THE JSON
DOCUMENT IN THE NOSQL
DATABASE (MONGO)

**IT'S STORED IN THE
DATABASE**

IT'S STORED IN THE DATABASE,
MONGO, WHICH IS A "SCHEMALESS
DOCUMENT STORE". MEANING WE
CAN THROW ANY JSON AT IT, AND
IT THEN BECOMES QUERIBLE!

...





DON'T GET LOST IN DETAILS

```
a(function (X) {  
    b(function (Y) {  
        console.log(Y - X);  
    });  
});
```

```
a(function (X) {  
    // This is called when a() is complete  
    b(function (Y) {  
        // This is called when b() is complete  
        console.log(Y - X);  
    });  
});
```

```
var X, Y;  
a(function (response) {  
    X = response;  
    if(X && Y){  
        console.log(Y - X);  
    }  
});
```

```
b(function (response) {  
    Y = response;  
    if(X && Y){  
        console.log(Y - X);  
    }  
});
```



```
var X, Y;

function test (X, Y) {
    if(X && Y){
        console.log(Y - X);
    }
}
```

```
a(function (response) {
    X = response;
    test(X, Y);
});
```

```
b(function (response) {
    Y = response;
    test(X, Y);
});
```

```
a(function (X) {  
    b(function (Y) {  
        console.log(Y - X);  
    });  
});
```



**DON'T GO DEEPER THAN
NECESSARY**

```
TRY {  
    }  
CATCH ERROR {  
    }
```



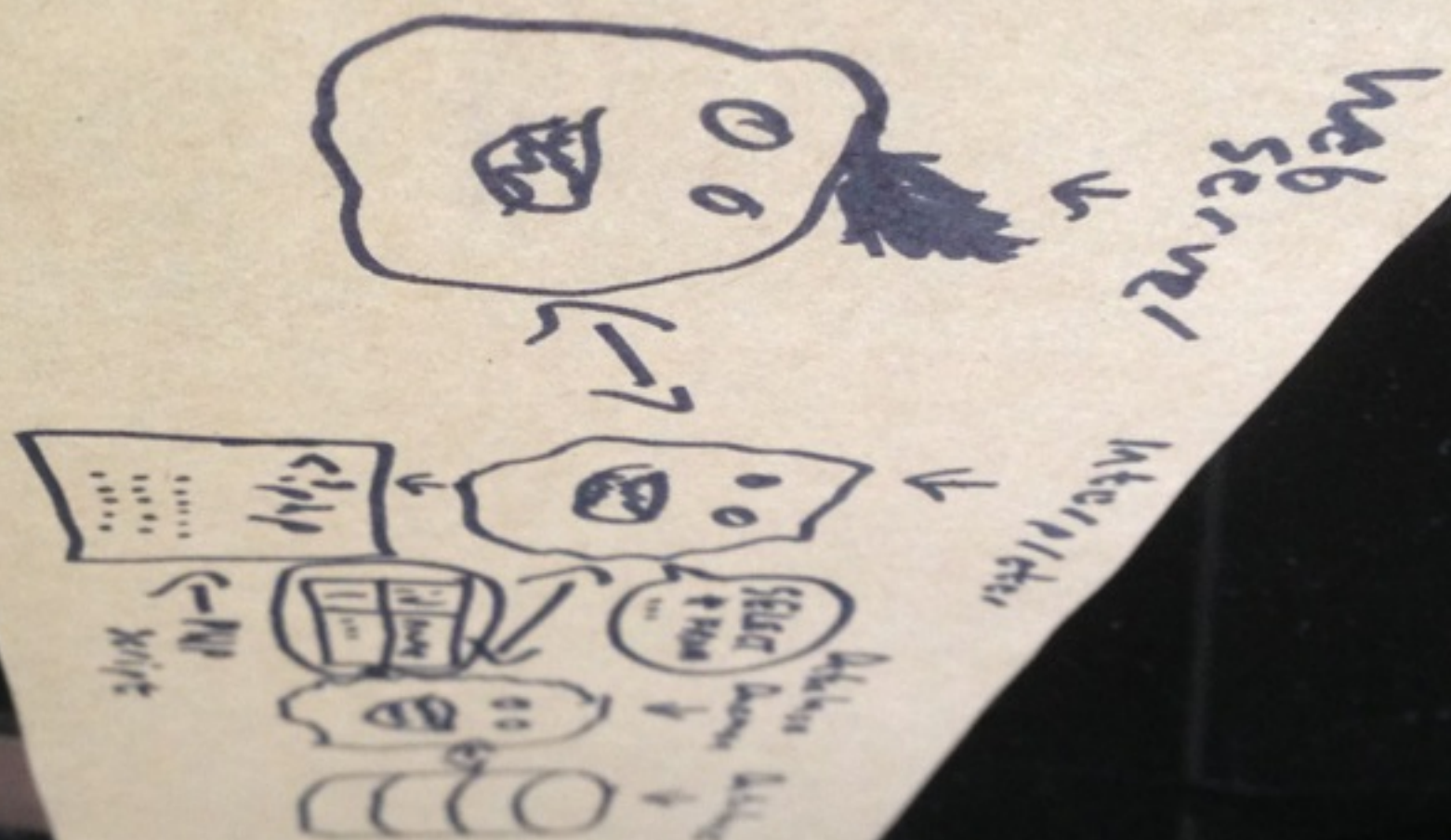


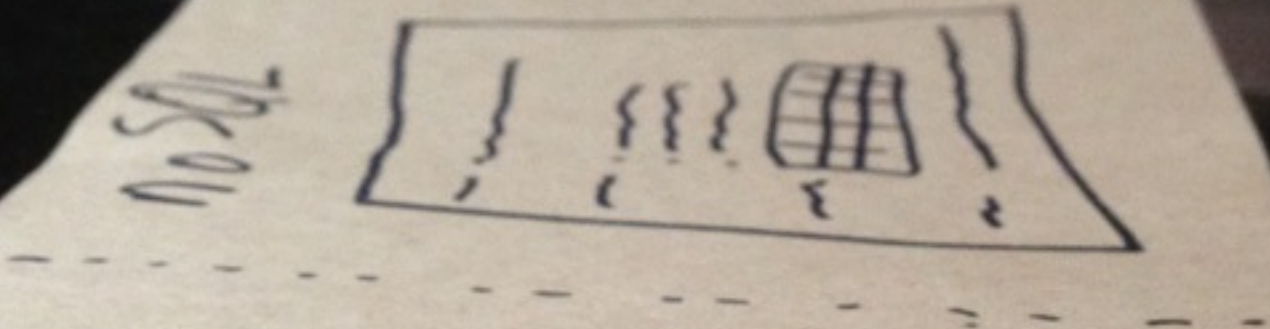
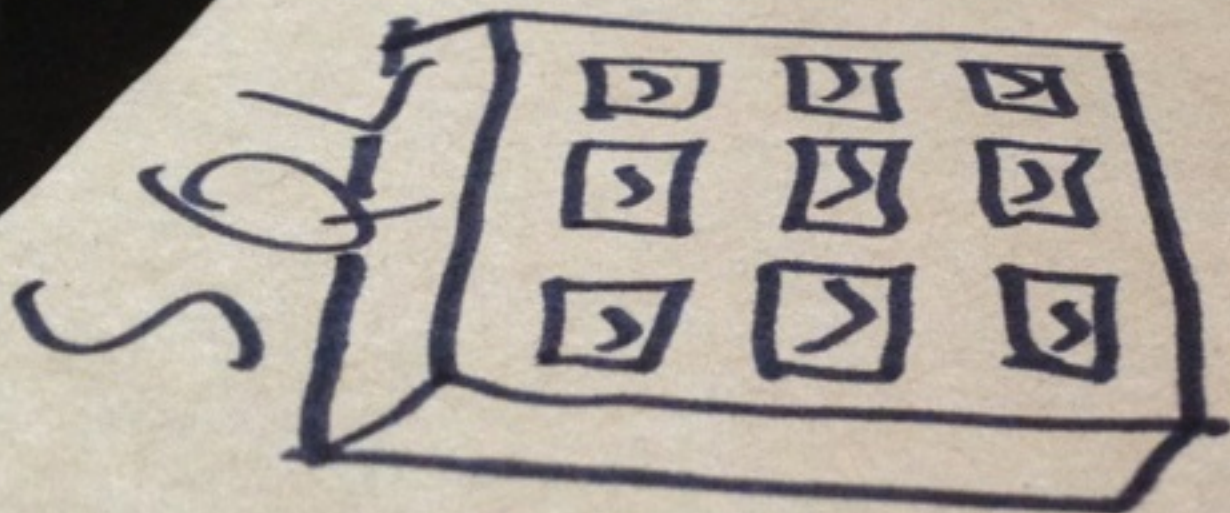
USE EXAMPLES

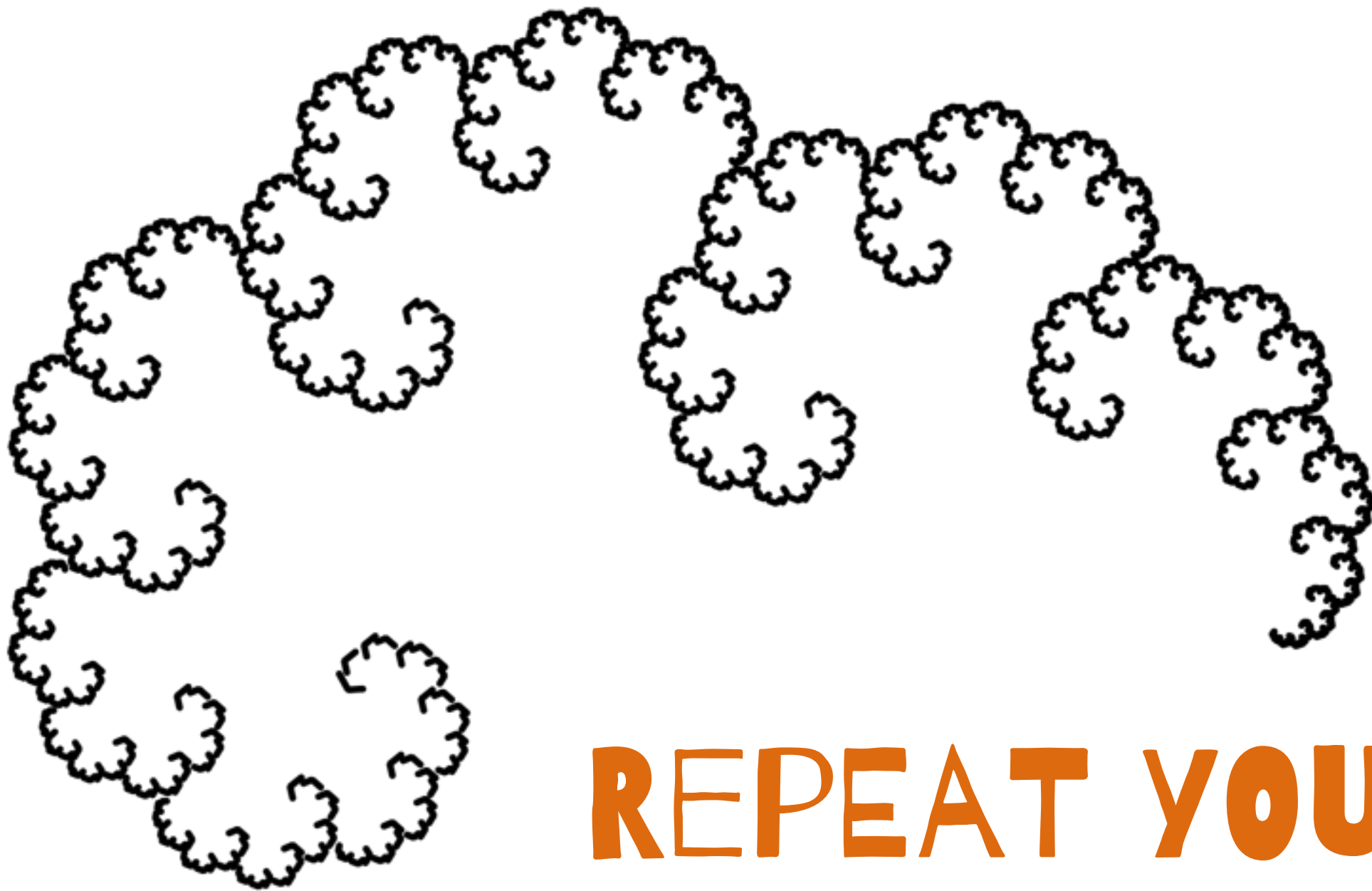
META-XAMPLE



USE METAPHOR







REPEAT YOURSELF

~~DRY~~RY

THE COMMUNICATIVE ROLE OF SELF-REPETITION IN A SPECIALISED CORPUS OF BUSINESS DISCOURSE

**USE REPETITION TO MAKE YOUR
WRITING POP**

UNDERSTAND YOUR AUDIENCE

BUT

TREAT THEM AS SMARTER

THAN YOURSELF

APPROACH THE BIG PICTURE
THEN
DETAILS, BUT NOT TOO MANY
AND
KEEP THEM JARGON FREE

USE EXAMPLES AND
METAPHORS
TO
COMMUNICATE YOUR
POINT

REPEAT YOURSELF
AND
SAY THINGS AGAIN

NICKQ.ME/TALKS/DEVBEAT13

@YAYNICKQ

Content-Transfer-Encoding: Understandable

COMMUNICATING YOUR CODE

Nick Quinlan
SendGrid Developer Evangelist