

POPCODE

IDENTITY & WEBSITE

MARCH 2016



SITUATION

Popcode is a code editor designed to help people learn how to code in HTML, CSS and Javascript by giving users clear and helpful feedback on their mistakes in plain English. By giving immediate and understandable feedback, it allows student to focus on mastering concepts rather than deciphering and hunting down errors.

As an easy to use tool, Popcode has the potential to be used in a range of coding programs and curriculum. It will be first used as part of the ScriptEd program, which teaches the fundamentals of coding to students in under-resourced schools in NYC.

Today we'll show you: logo, visual system, UX and activation ideas.

MANDATORIES

- Establish Popcode as a tool for learning and editing code
- Resonate with the “institution” audience (e.g., school districts) but also work for “end users” (e.g., students)
- Communicate that Popcode gives simple feedback that aids in the learning process
- Avoid anything too “joke-y”

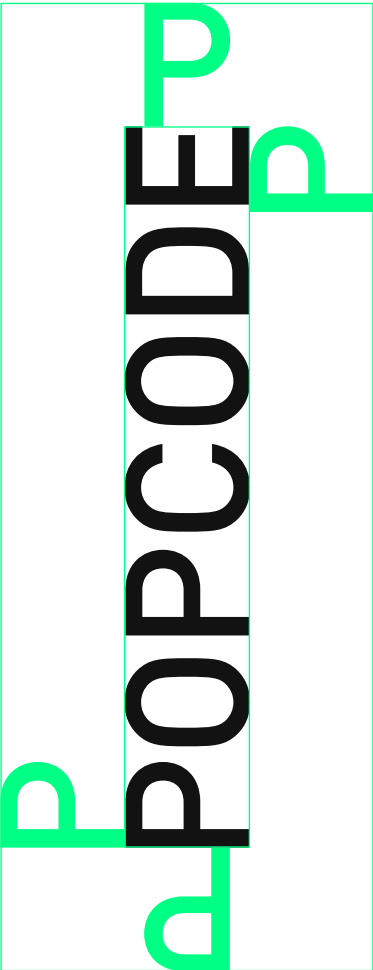
IDENTITY

LOGO

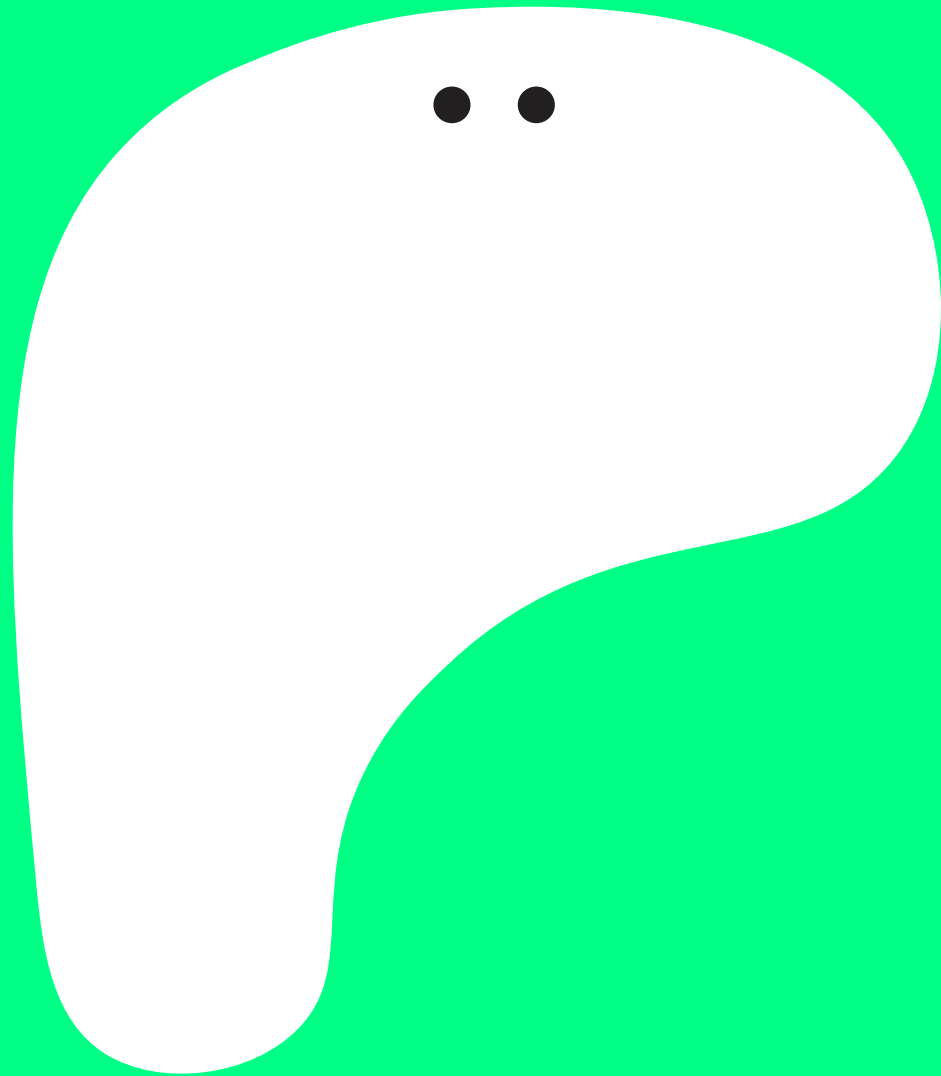
POPCODE

LOGO

Vertical logo only appears on the official website.

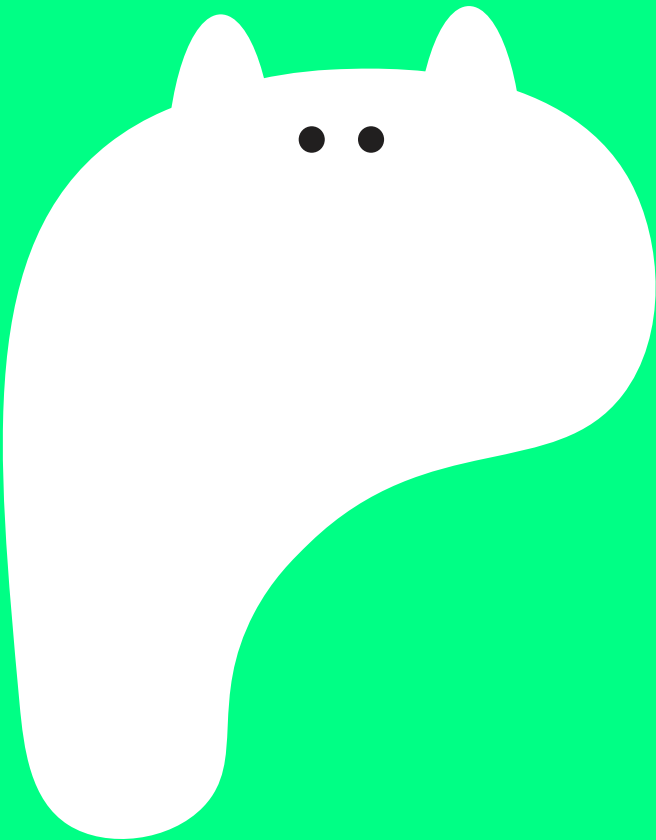
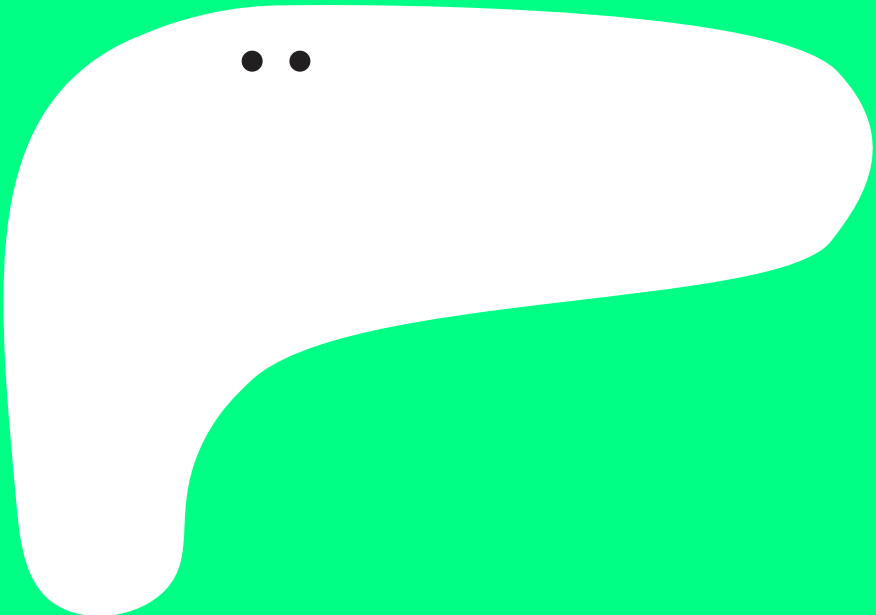
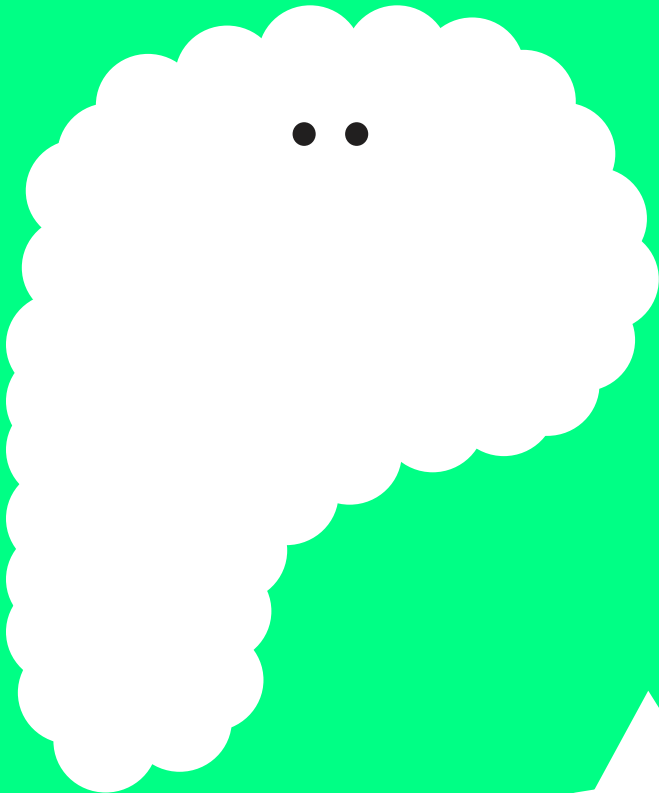


POP



Hi, I'm Pop. As you type your code, I'll react to what you're doing. When you get something right, I'll change shape. When you get something wrong, I'll pop back into place and point out what you could do to fix it. I'm always here if you need me, but if you don't, I can hide in the background. Let's get started!

POP

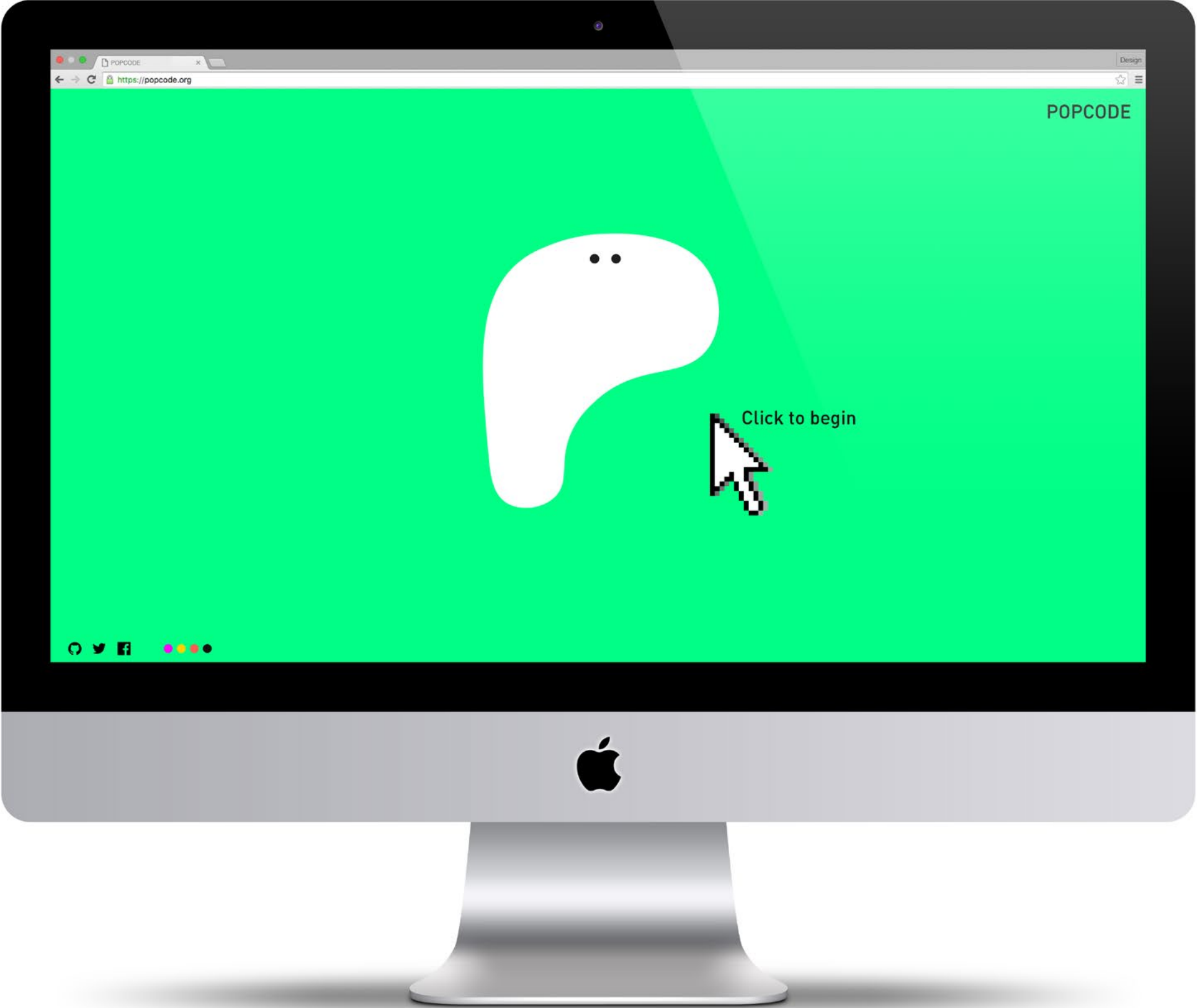


COLORS

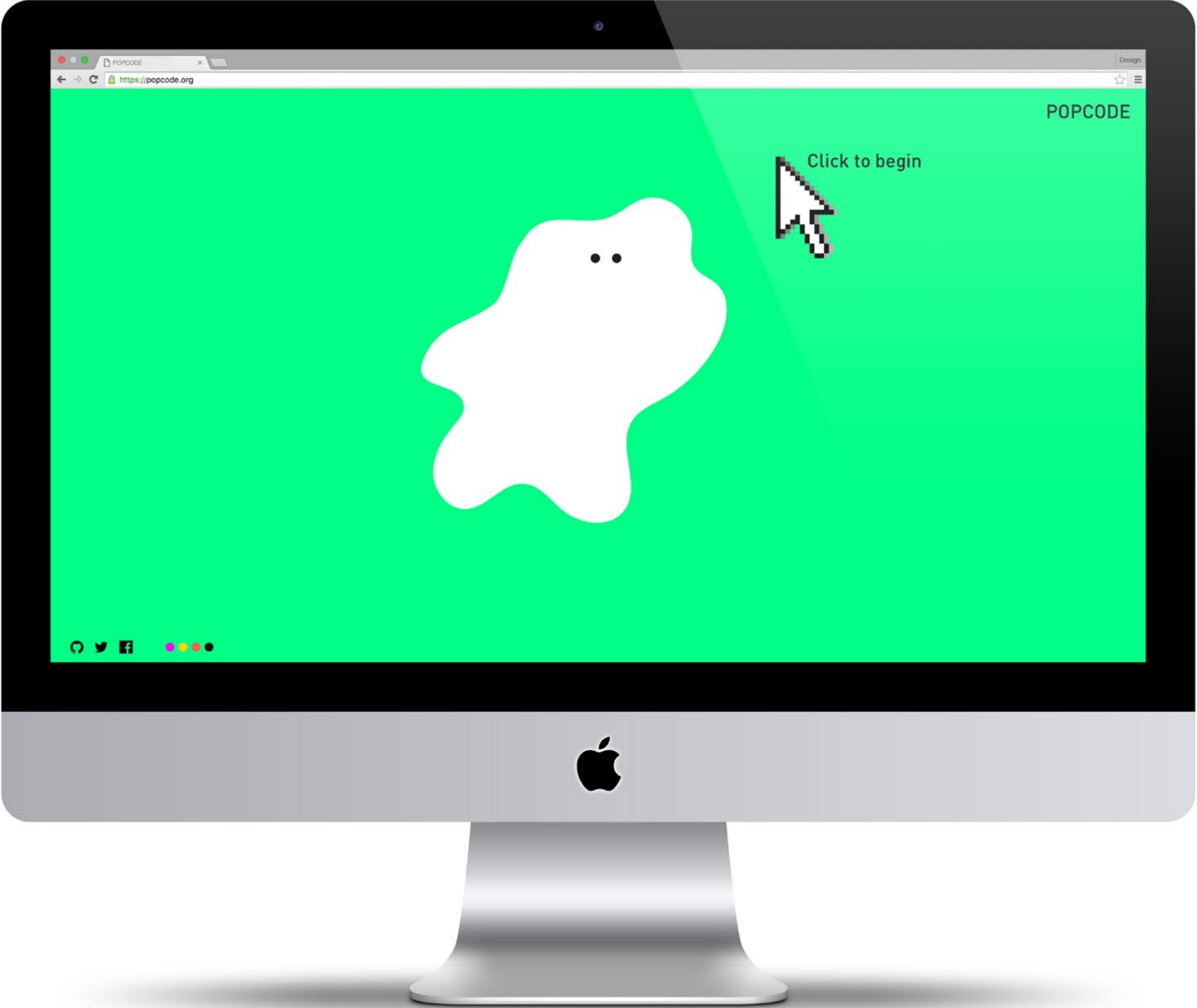


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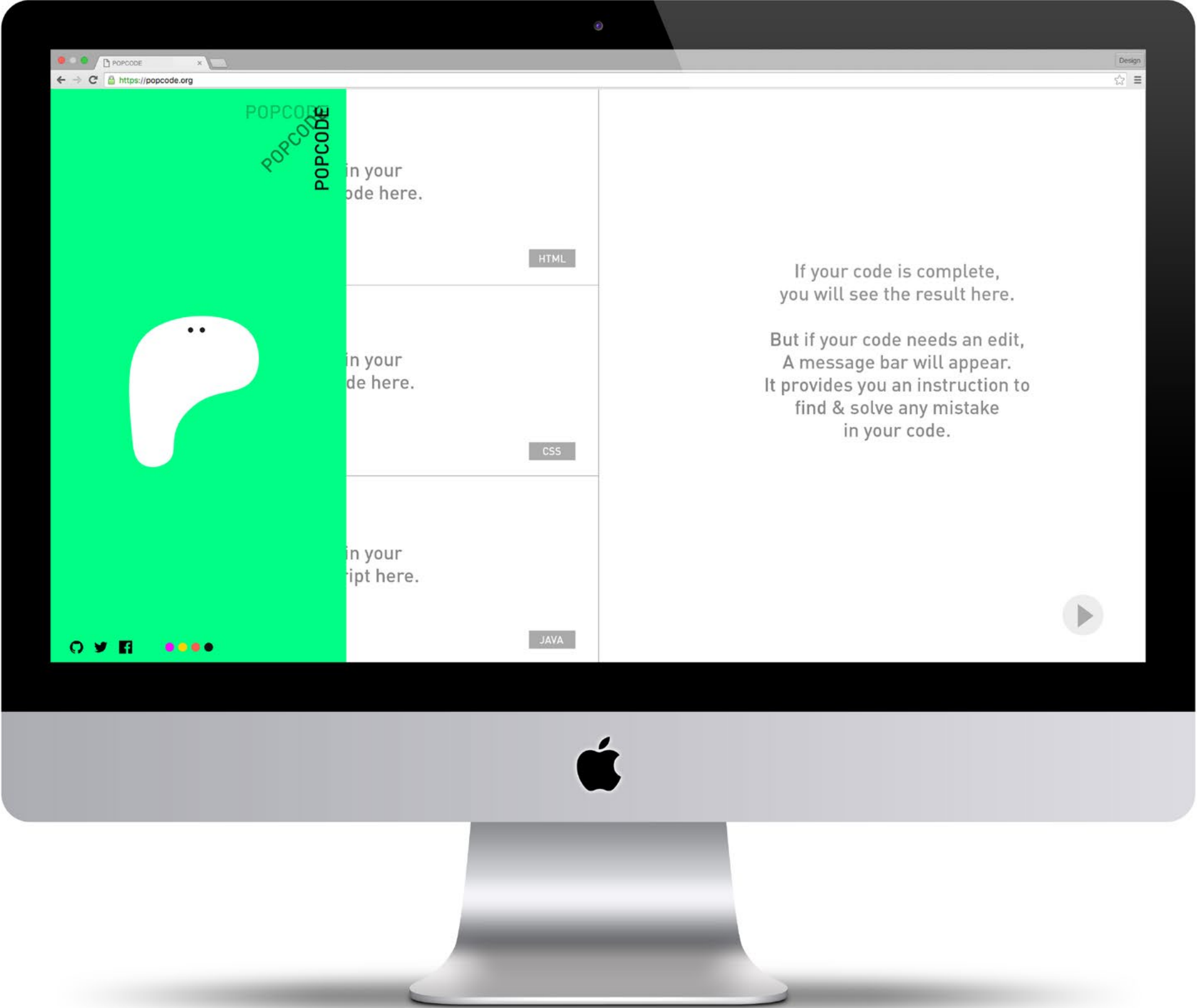
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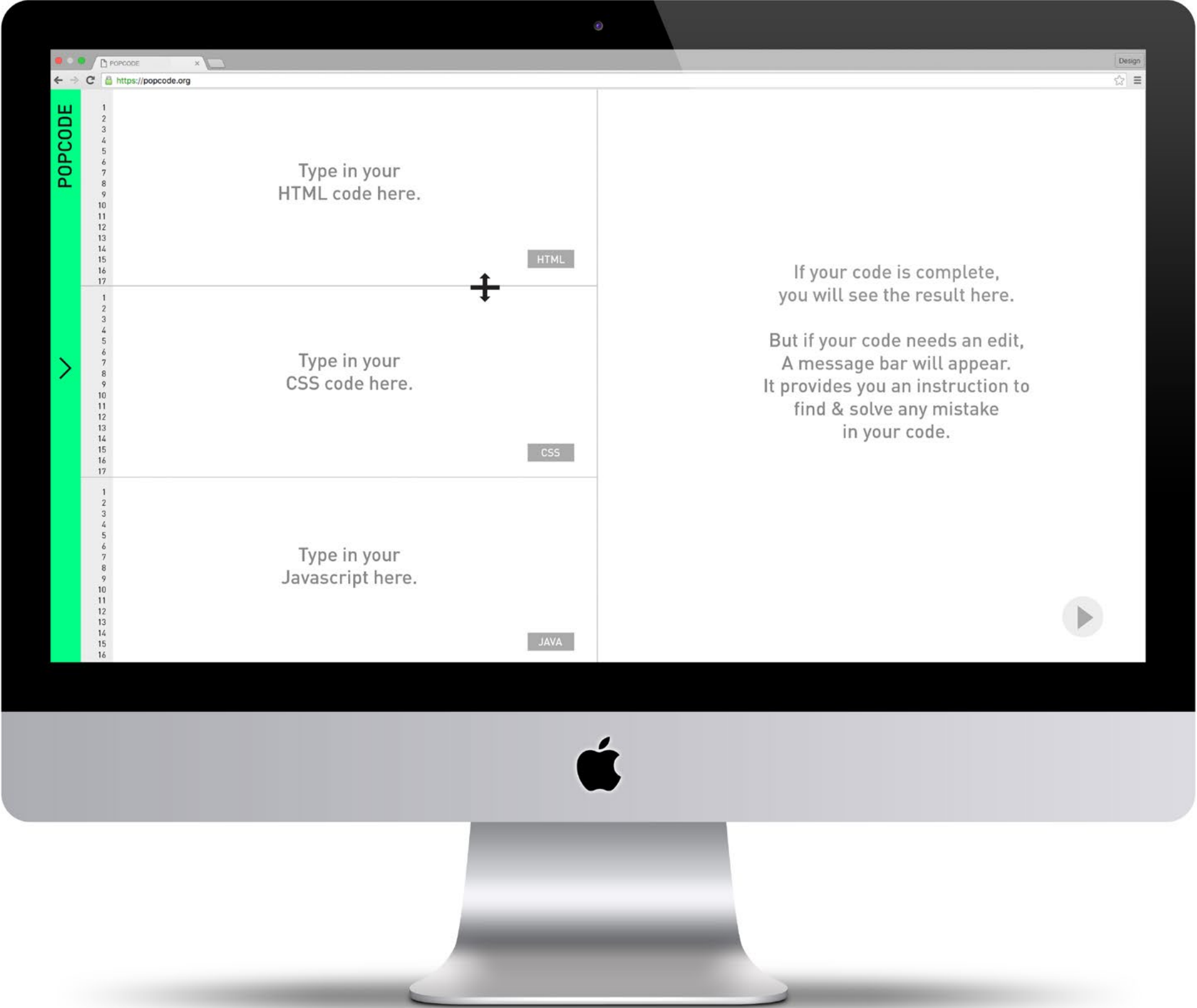
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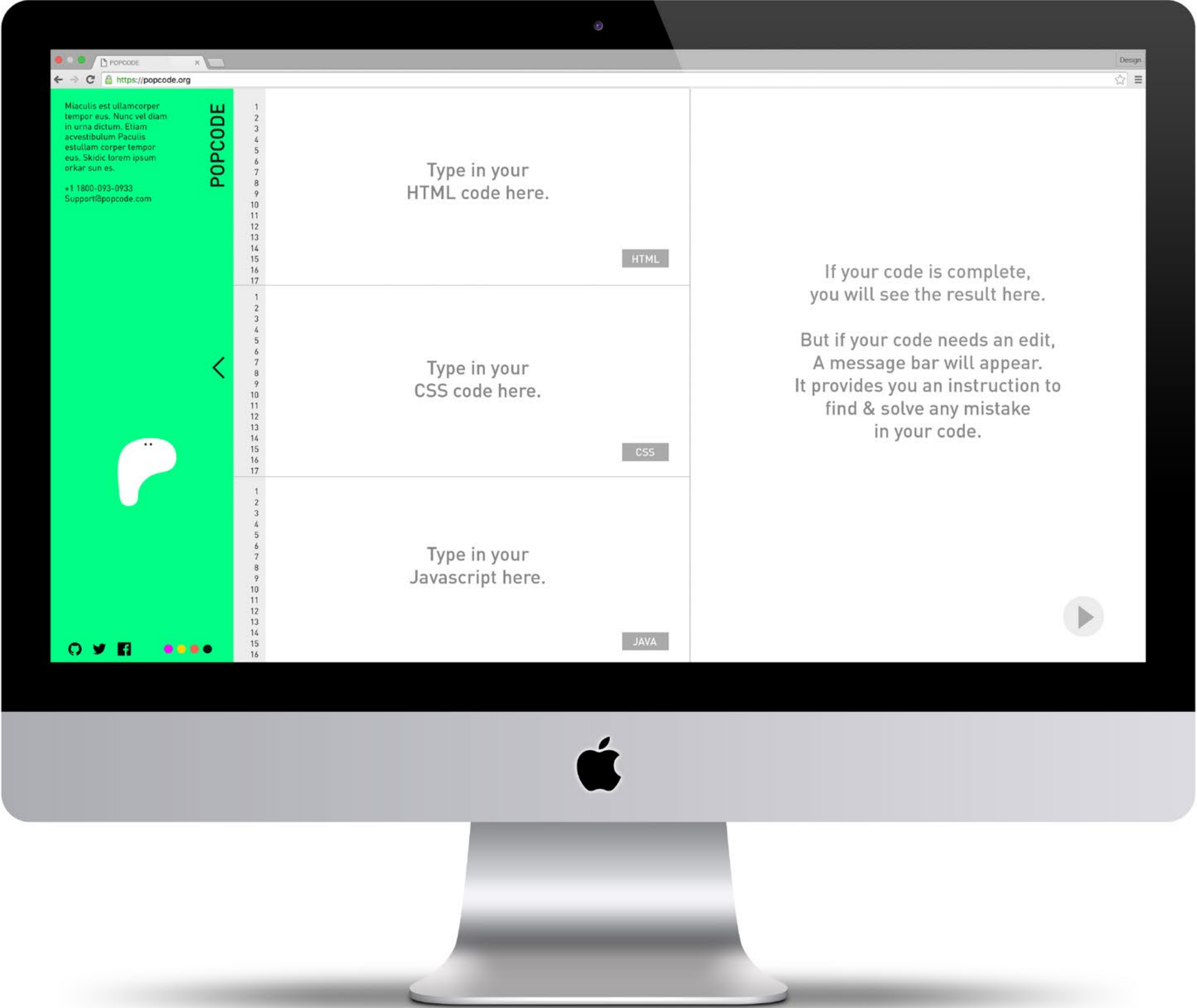
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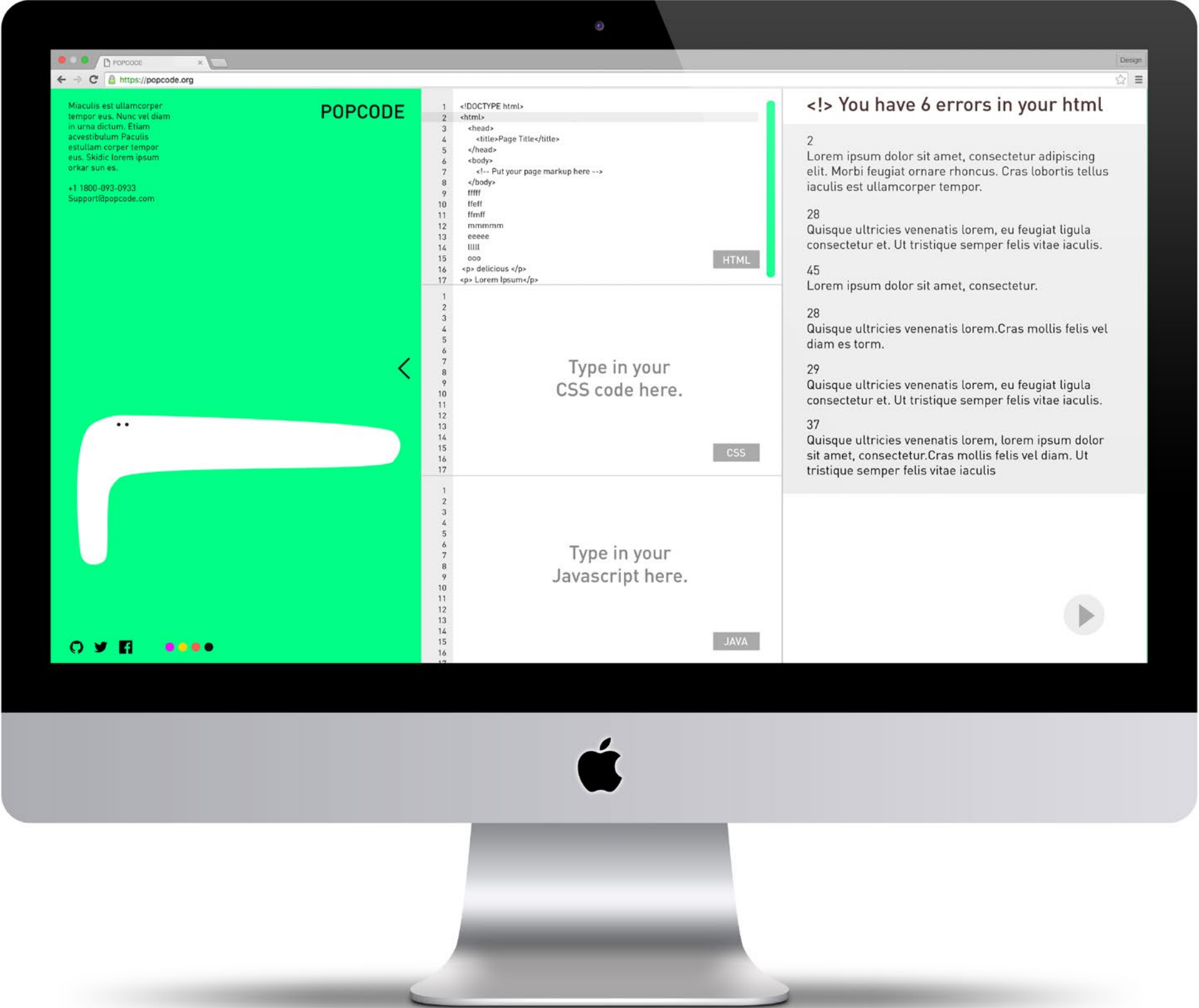
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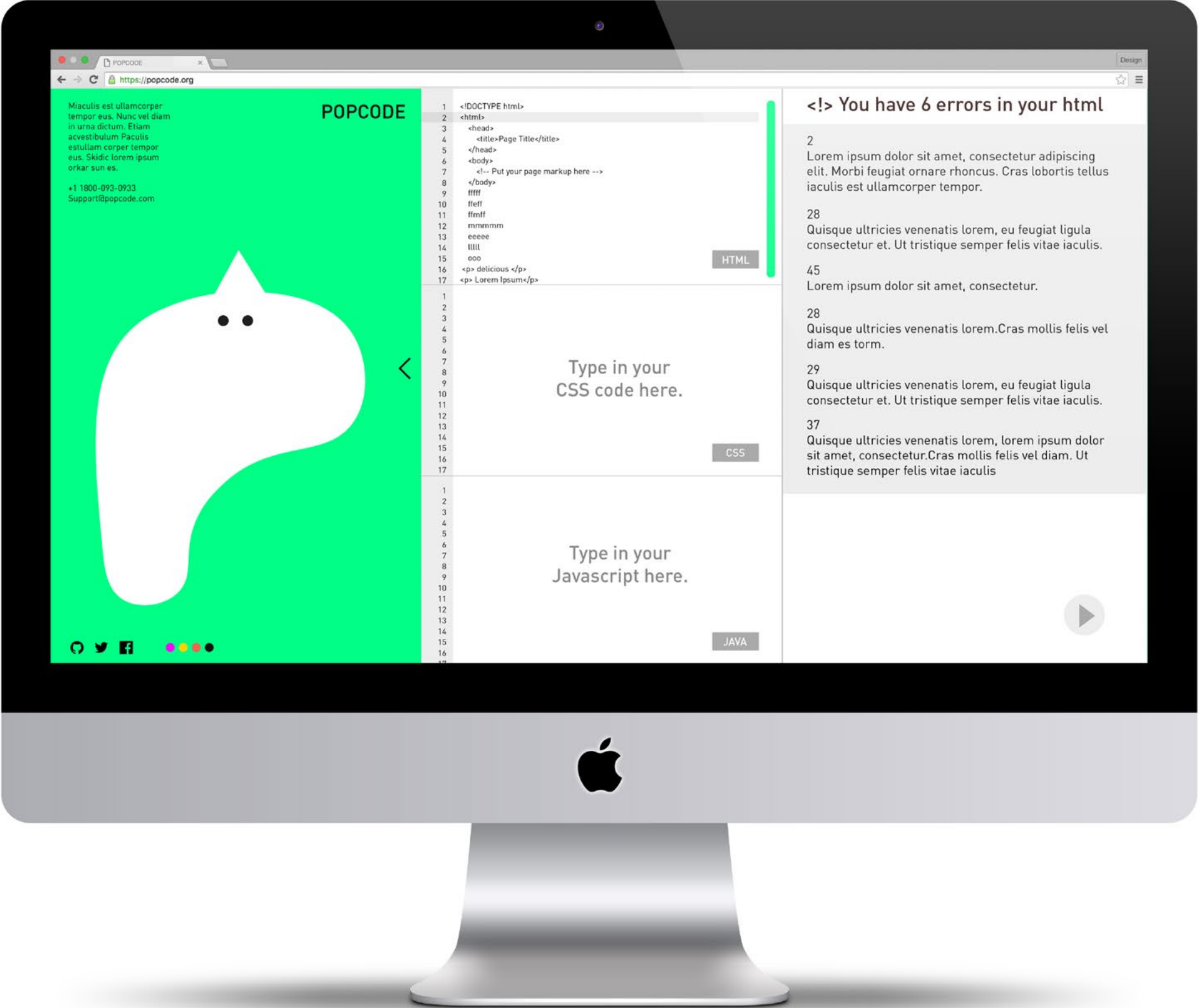
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WEB



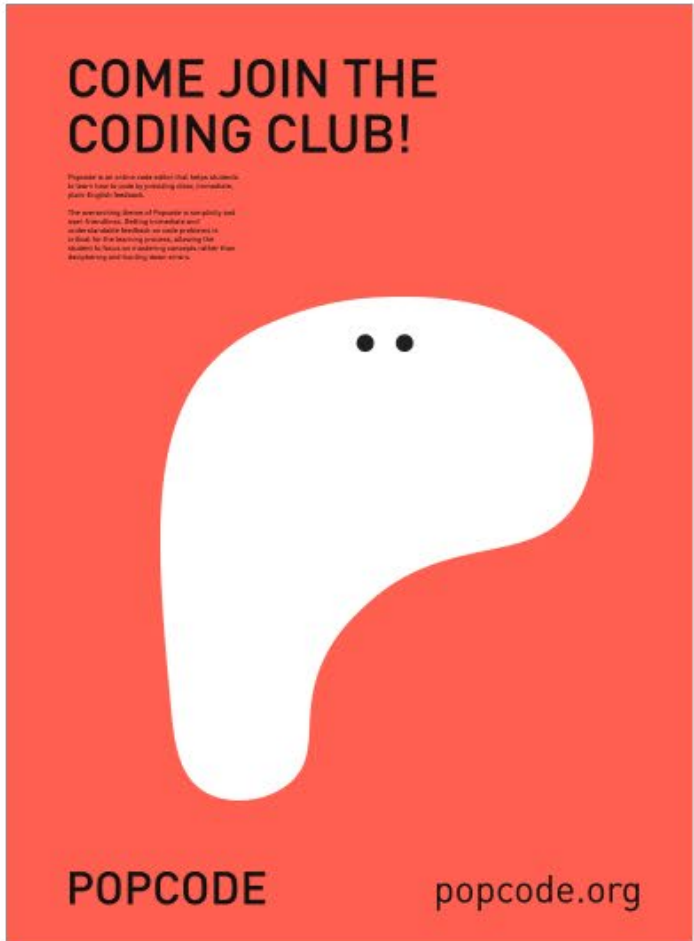
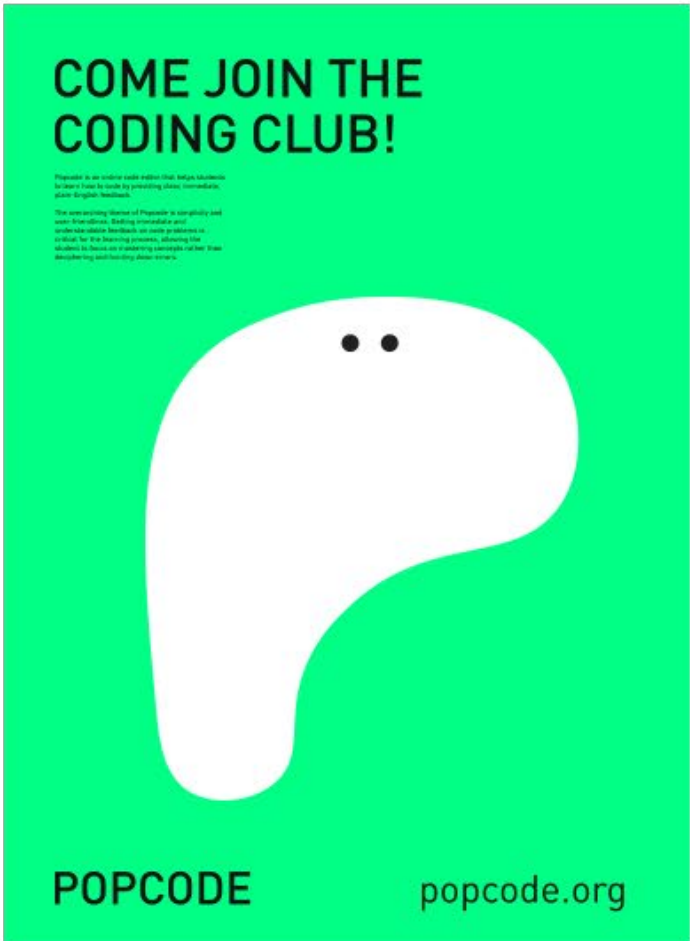
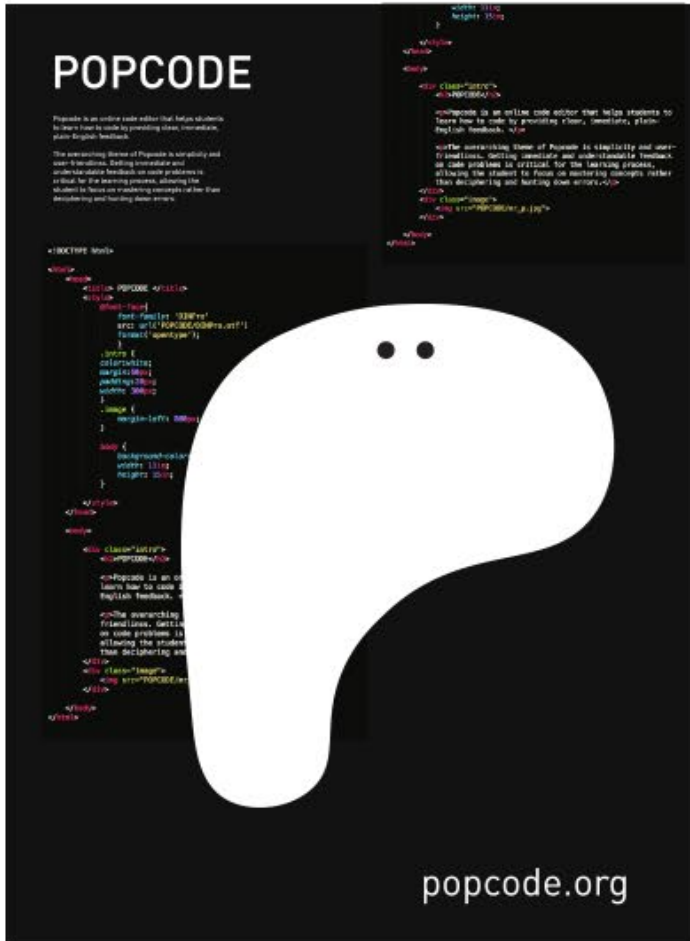
WEB





DISTRIBUTION

POSTERS





COME JOIN THE
CODING CLUB!

Popcode is an online code editor that helps students
to learn how to code by providing clear, interactive,
visual feedback.

The programming lessons of Popcode are simple and
easy to understand. Learning programming and
problem-solving skills are essential for students to
succeed in the 21st century, offering the
students the chance to learn how to solve problems
using logic and reasoning.



POPCODE

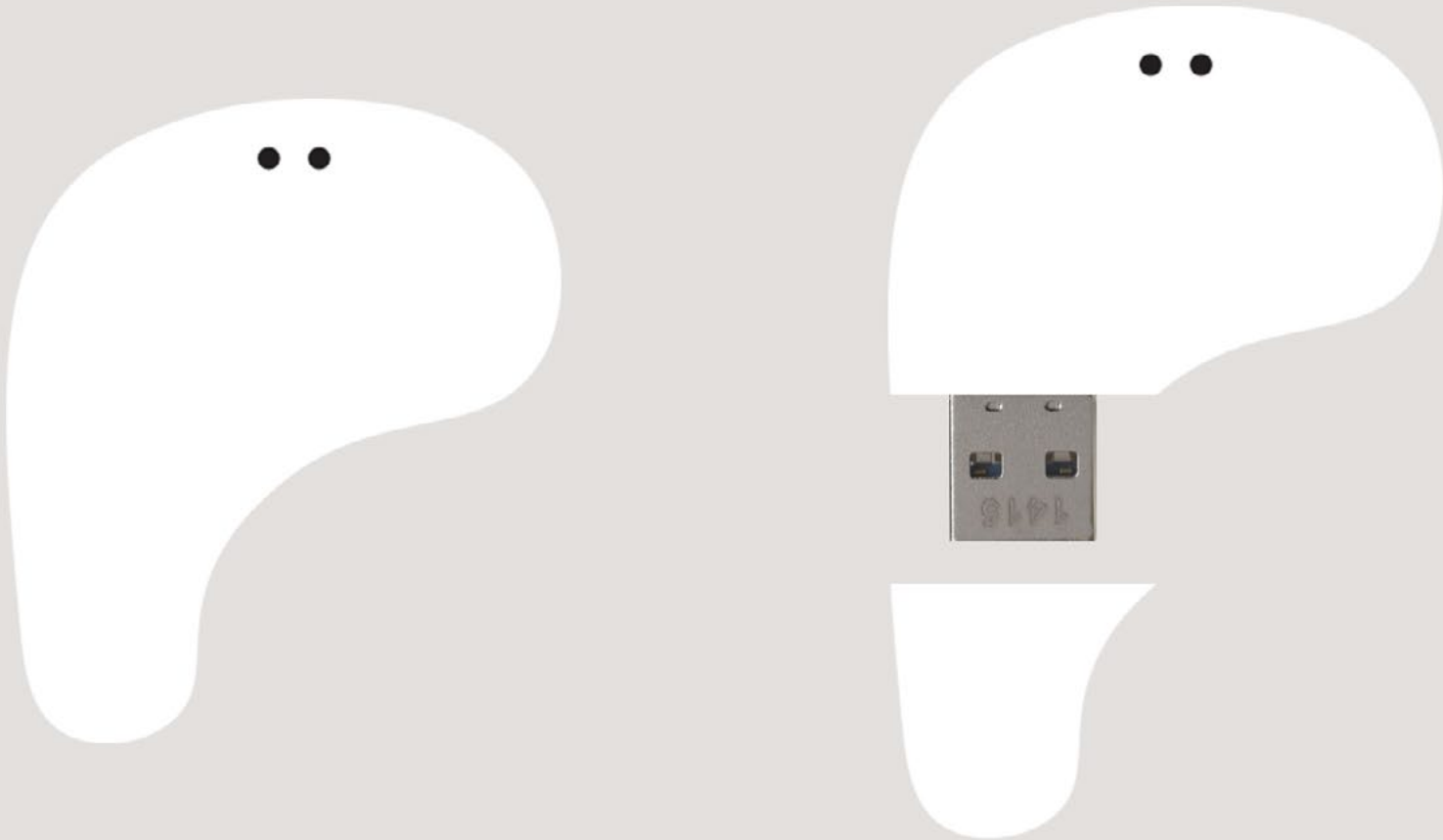
popcode.org



NOTEPAD



USB



T-SHIRT



THANKS

