

Code_in a Day

An unparalleled accelerated learning experience taking you from zero skills and confidence to coding your own app in a single day.

Code_ in a Day is an intensive day-long experience for anyone seeking to understand the digital world. The day is designed around a brief: design, build and launch a multi-platform app that encourages and rewards customer loyalty.

Through this hands-on process you will understand what code is, how it is used and how you can harness your new understanding of it to excel in business.

You will learn the roles of different technologies including HTML, CSS and JavaScript on the frontend, and server-side programming languages and databases on the backend. You will gain valuable insight into the design and development process.

Morning

- Introduction to code and the web
What it is, where it came from and where it is going.
- HTML/CSS in depth
What they are, how they work, how you write them.
- Hands-on coding
Build a simple website in HTML/CSS, then create your app's user interface.

Afternoon

- Backend languages and data
Allow your app to store and process data.
- Programming theory
Understand the core principles of computational thinking.
- App briefing and brainstorm
How to research and plan the coding process.
- Hands-on coding
Add behaviour and interactivity to your site with JavaScript.
- Wrap-Up
We end the day with everyone presenting their apps.



Why is it relevant to my business?

While many of our alumni leave **Code_in a Day** with a thirst to carry on coding, the biggest outputs are far broader:

Knowledge

Experience the digital development process from idea inception to project deployment.

Innovation and Creativity

Realise the value of open source culture by seeing how libraries like jQuery and D3 can be used to create new products quickly and efficiently. Understand what is possible with the technologies of today, and tomorrow.

Activate Talent

Enable internal talent to shine and create new products, even collaborating with your consumers.

Skills

Understand fundamental coding concepts and basic coding skills.

Communication

Understand how prototyping can be a powerful and universal way to gain consensus and buy-in to ideas.

Leadership

Gain the top-level knowledge and skills to help lead digital projects with confidence.

Once upon a time I used to sit in meetings desperately trying to pull my facial expression into one that conveyed understanding whenever people started talking about JavaScript, PHP and HTML. Now I don't have to. Couldn't recommend this course highly enough to anybody who wants to lift the veil on the seemingly murky word of coding.

Ian Hughes
Senior Digital Manager,
EE

Decoded is a very effective and inspiring one day training. It removes contact barriers with the "digital world", makes it comprehensive and dissects the components. I feel like I learned a new language and I am able to say hello, order a drink, get invited to a party and find my way home in this new country...

Uli Barth
Regional Operations Director P&G Latinamerica,
Leo Burnett

Logistics

Code_in a Day starts at 9am and finishes around 6pm. Absolutely no preparation is needed from attendees beyond a short registration form. All attendees need to bring is themselves. All course materials and equipment are provided – there's no need to bring a laptop.