

# Adding Code to Design: Will it blend?

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[@Stixan](https://twitter.com/Stixan)

WILL IT BLEND?



DESIGN  
CODE







# DMJX

Danish School of  
Media and Journalism



**DEMAT**  
**SIGN**  
**TERS**  
**'21**



**This presentation contains flashing lights  
which may potentially trigger seizures  
for people with photosensitive epilepsy.**



Quick show of hands

How many of you  
have never done any  
coding before?

How many of you would like  
to learn how to code?

Have you ever given up on  
learning how to code because  
you found it too hard?

Does the thought of having to  
do math makes you cringe?

```

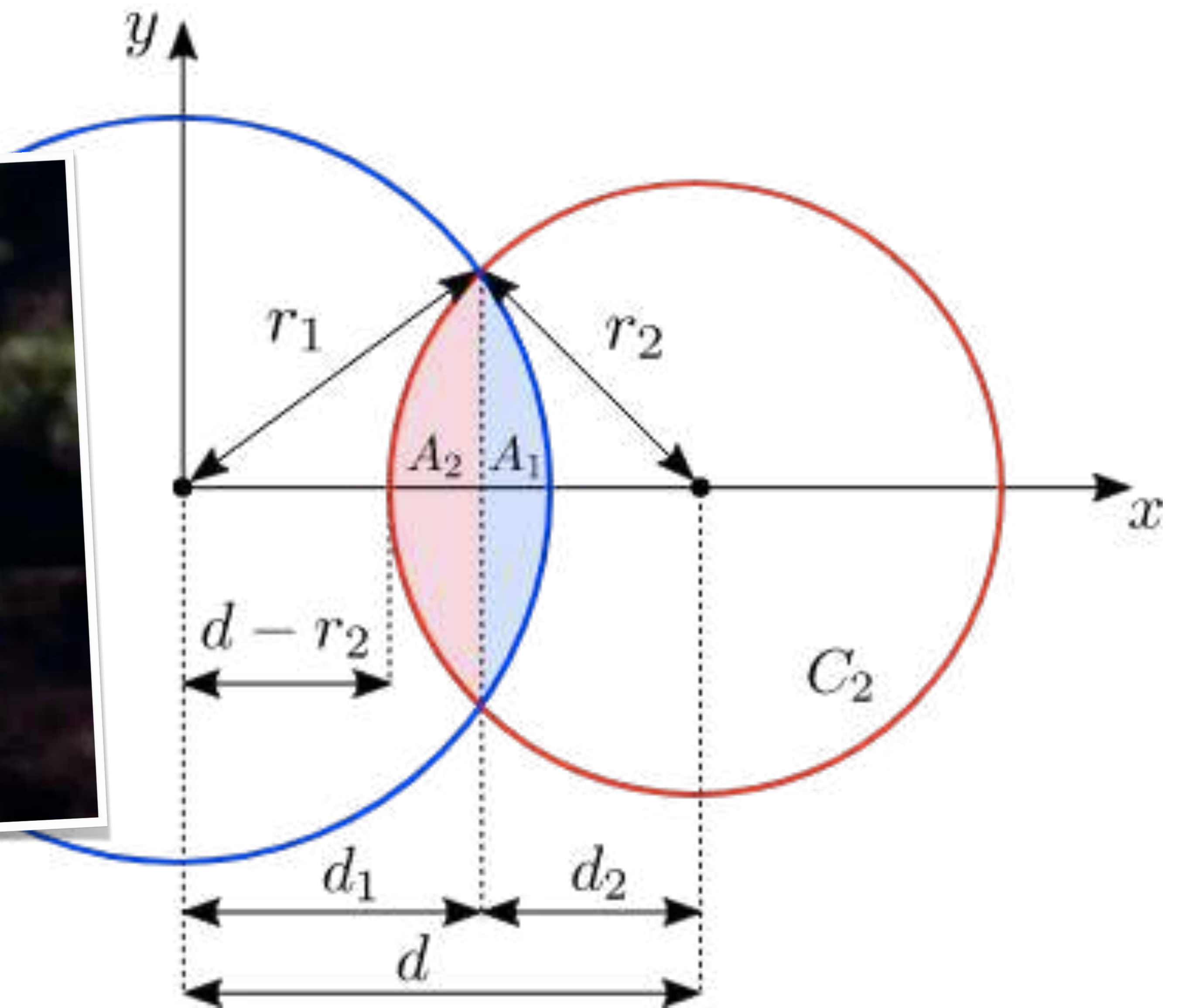
void draw() {
  loadPixels();
  float n = (mouseX * 10.0) / width;
  float w = 16.0;           // 2D space width
  float h = 16.0;           // 2D space height
  float dx = w / width;     // Increment x th
  float dy = h / height;    // Increment y th
  float x = -w/2;           // Start x at -1
  for (int i = 0; i < width; i++) {
    float y = -h/2;         // Start y at -1
    for (int j = 0; j < height; j++) {
      float r = sqrt((x*x) + (y*y)); // C
      float theta = atan2(y,x);      // C
      // Compute 2D polar coordinate function
      float val = sin(n*cos(r) + 5 * theta);
      //float val = cos(r);
      //float val = sin(theta);
      // Map resulting value to grayscale v
      pixels[i+j*width] = color((val + 1.0)
      y += dy; // Increment y
    }
    x += dx; // Increment x
  }
  updatePixels();
}

```



en -1 and

n 0 and 25





Shutting down





Blender  
 Oster

Oster





**BUT WHAT IF I TOLD YOU**

**IT DOESN'T HAVE TO BE THAT WAY**



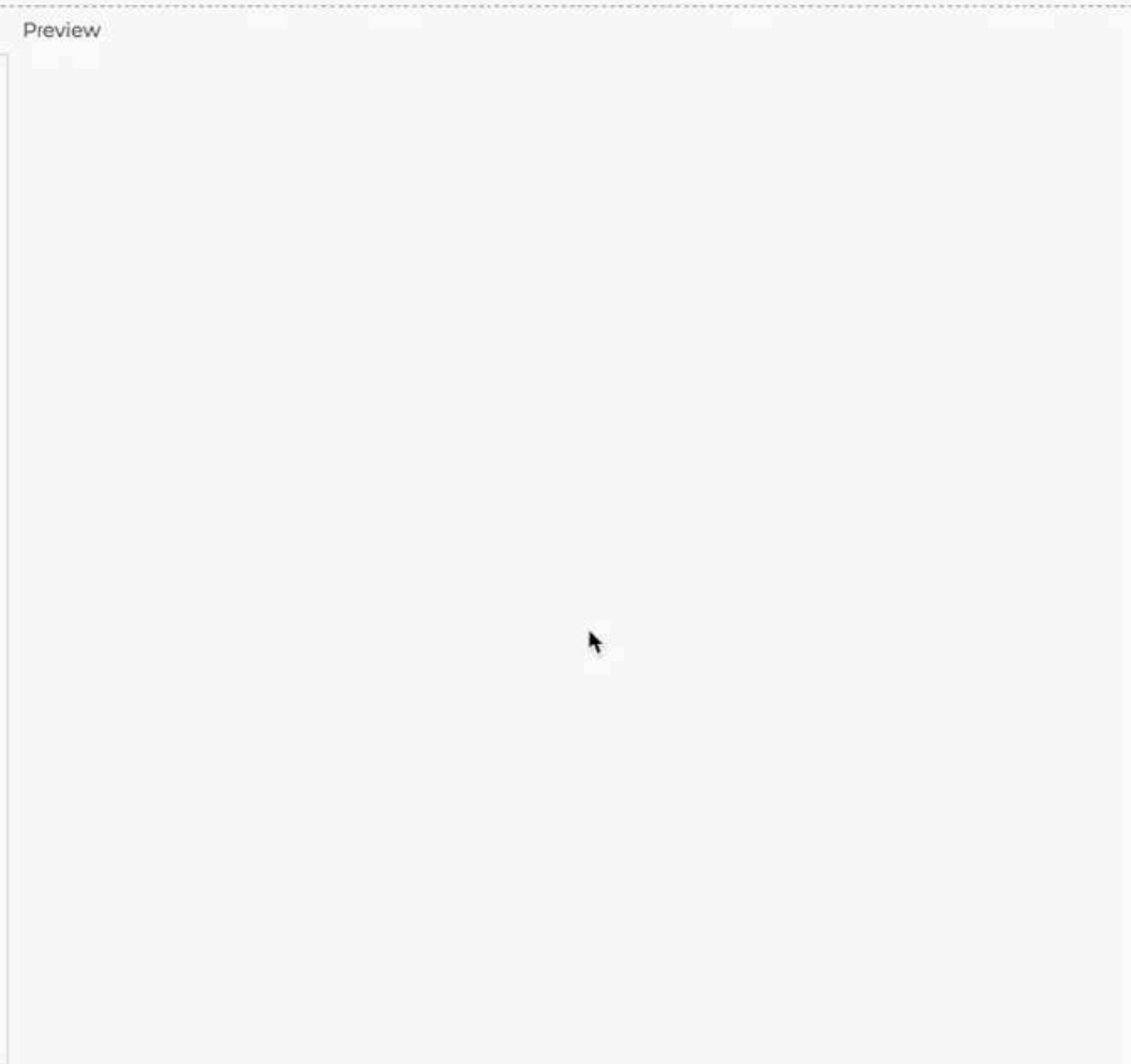
What is this yummy  
creamy blended  
goodness called?

# Creative Coding

»A loosely defined term used to describe a wide range of artistic practices that use computer code as a medium. It typically distinguishes itself from regular coding by the fact that it doesn't follow pre-defined specifications to solve problems for a user, but rather aims at expressing ideas and concepts.«

(Naoto Hieda & Raphaël de Courville, 2021)

```
1 function setup() {  
2   createCanvas(600, 600);  
3 }  
4  
5 function draw() {  
6   background(220);  
7 }
```





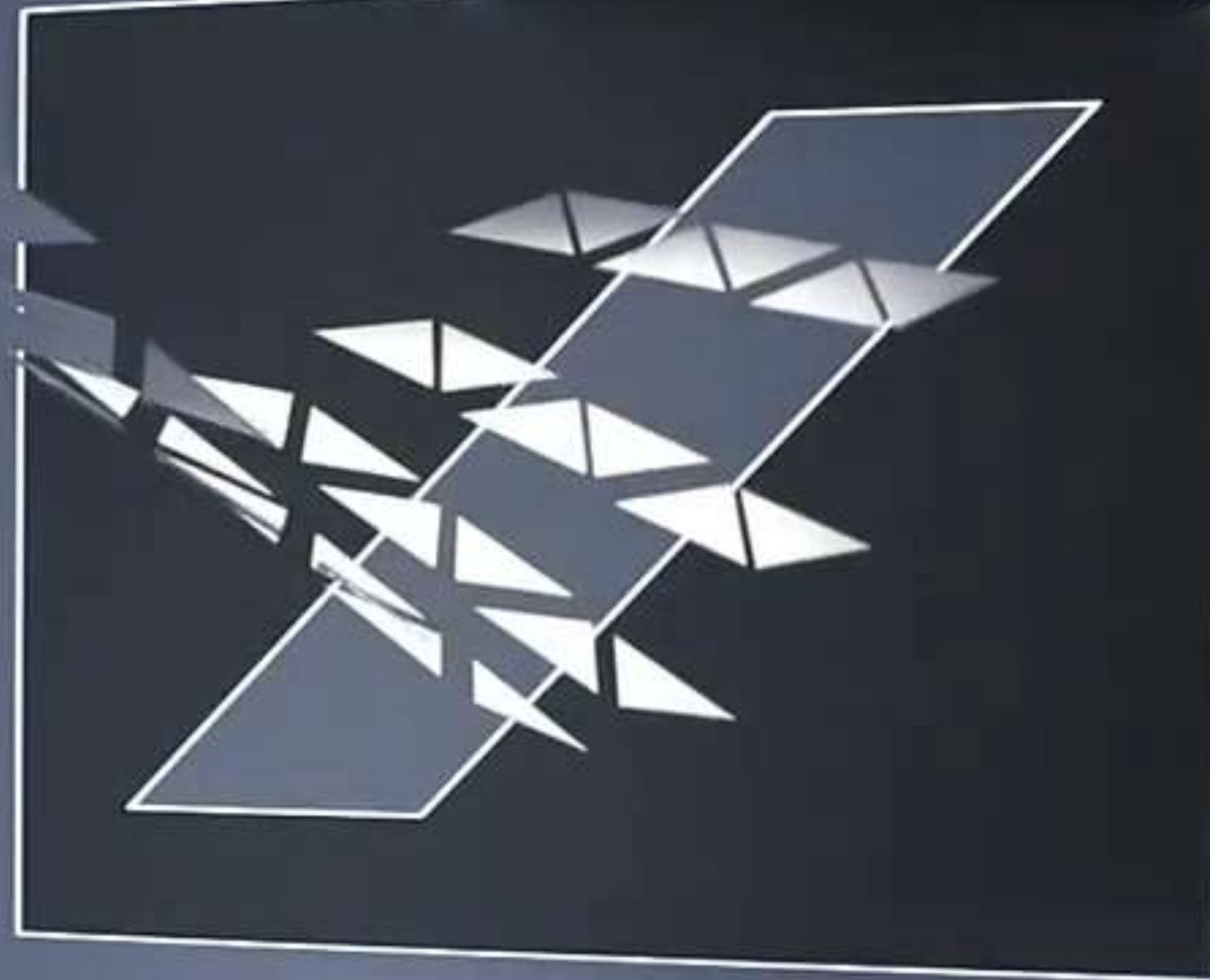
179° 5  
25,900  
4.54 ±  
Action

Luc

**Creative Algorithms - Generative Design & Creative Coding Art**  
Patrik Hübner (2019)  
<https://www.youtube.com/watch?v=Z9NLxrkMWM4>



Deutsche Bank



**Anamorphic Logos**

ART+COM Studios (2011)

<https://www.youtube.com/watch?v=Z9NLxrkMWM4>



```
1 slow 2 $ jux rev $ sound "[gabba, kick:4, future](3,8,<0 2 3>)"  
# gain 1.1 # squiz "[3|4|6]" # room 0.6 # djf 0.9 # end 0.1
```

```
4 slow 2 $ slow 2 $ chunk 4 (hurry 2) $ jux rev $ every 3 (0.25 <~) $ n "0 ~ 3">  
# sound "cpu"  
# gain 1.2
```

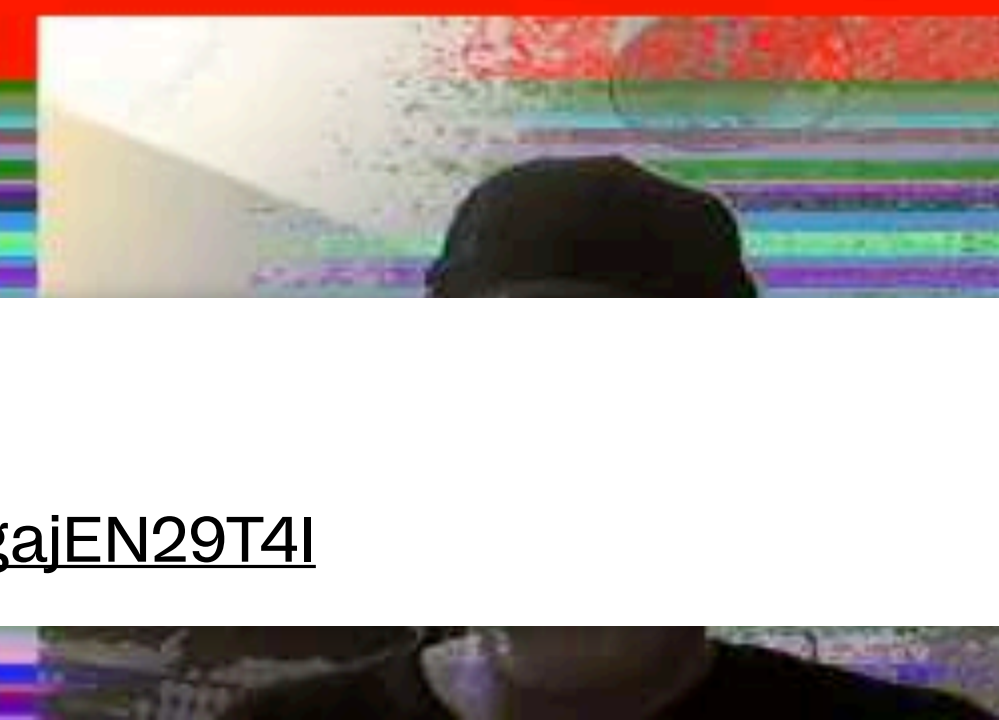
```
2 jux rev $ off 0.125 (# s "rash") $  
off 0.25 (|+ n 7) $ n "<c7(3,8) a7(3,8,2) f7*2 e8*2>" # sound "xx"  
# lpf (range 300 700 perlin) # lpq 0.2  
# room 0.4 # sz 0.96
```

```
3 splice 8 "[0 1] 2 3" $ sound "arc"  
# gain 1.35
```

```
5 n ("0 [3 5] 1") # sound "bassneuro" # legato 1  
# gain 1.3
```

yaxu+helloca

hellocatfood x yaxu  
Alex McLean & Antonio Roberts (2020)  
<https://www.youtube.com/watch?v=rgajEN29T4I>



Point 1 of 4:

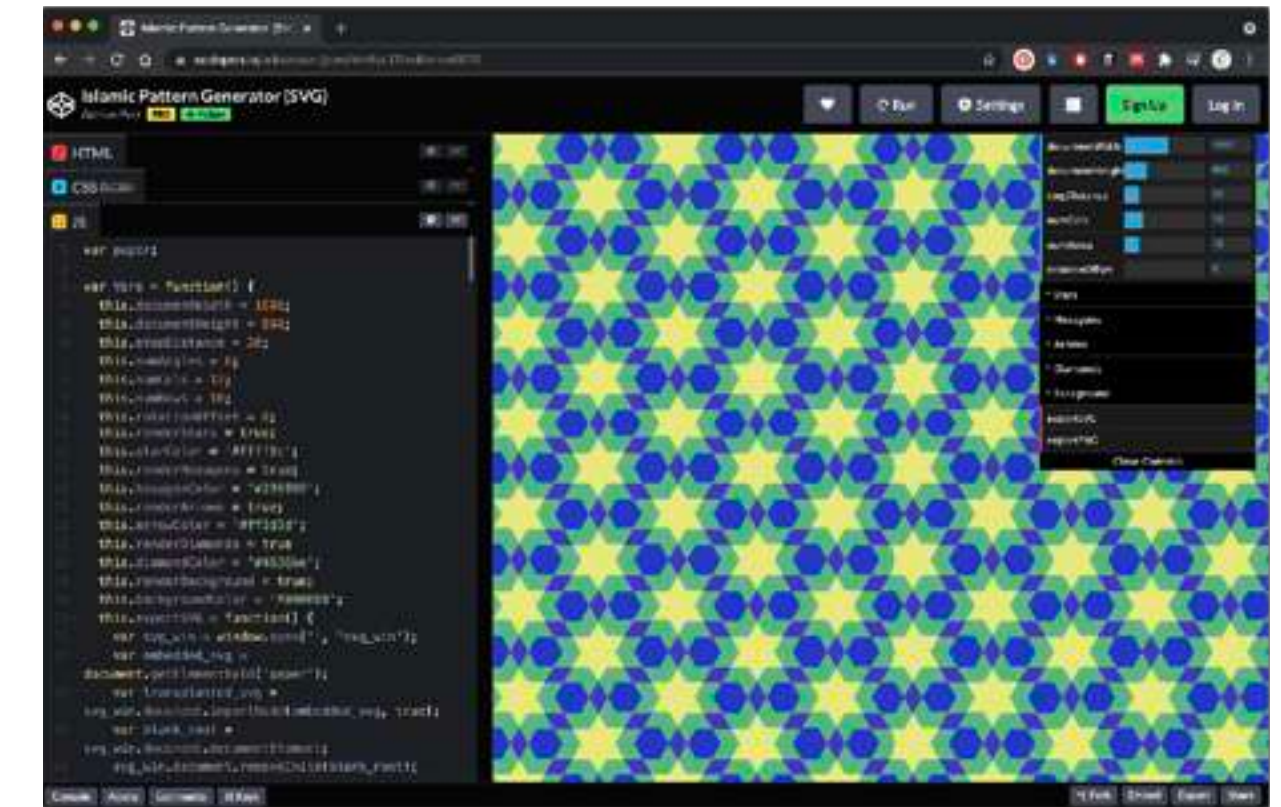
Math, algorithms and  
systemic thinking have always  
been a part of visual design



Zellij fragment (Algeria, 14th c.)  
Iznik tile (Turkey, 1560)

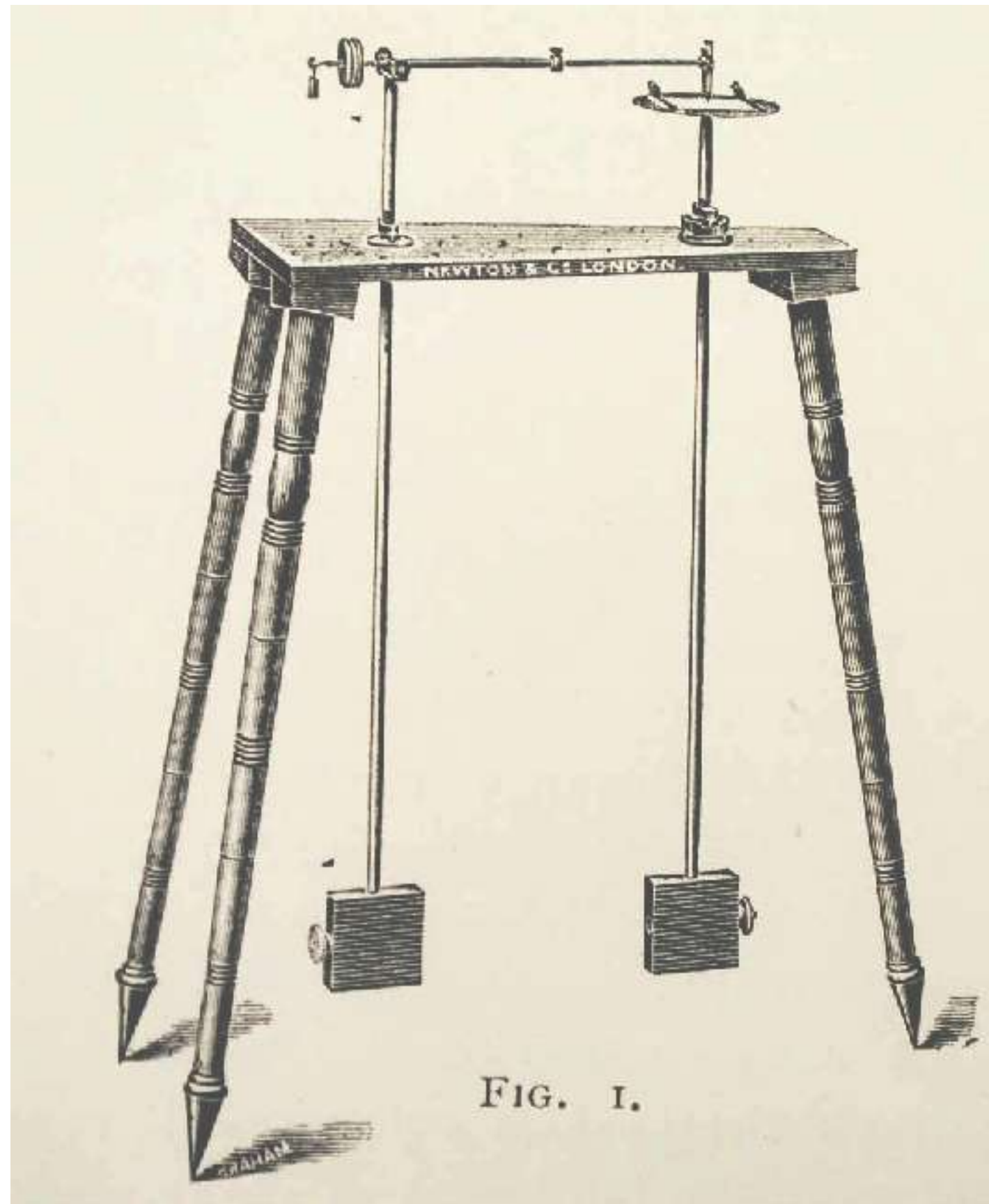


Postage stamps  
(Pakistan, 1980 & Morocco, 1917)  
50 Ouguiya banknote  
(Mauritania, 2017)

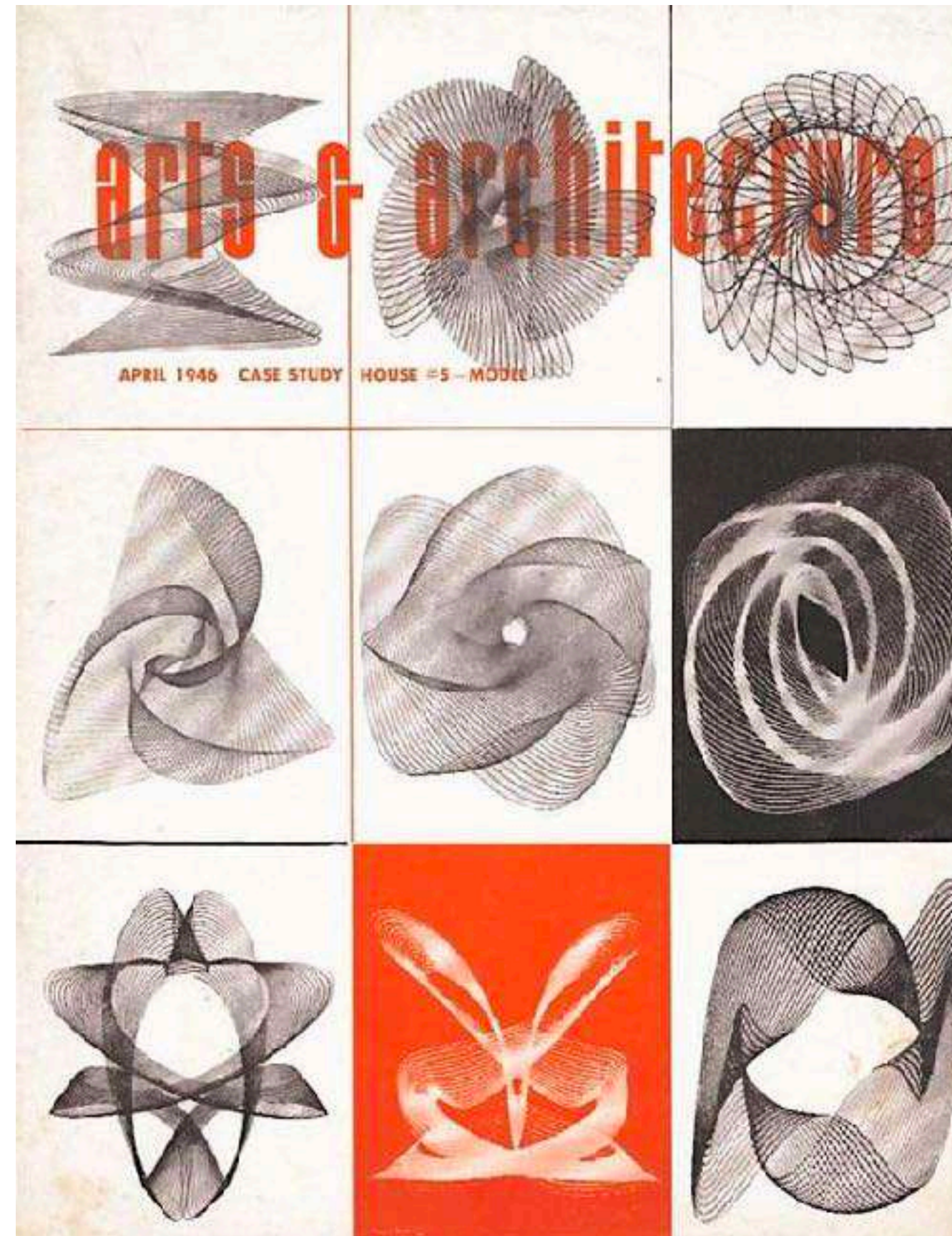


Pattern Generator SVG (Parr, 2021)  
Live Stream: Islamic Star Patterns  
(Coding Train, 2017)

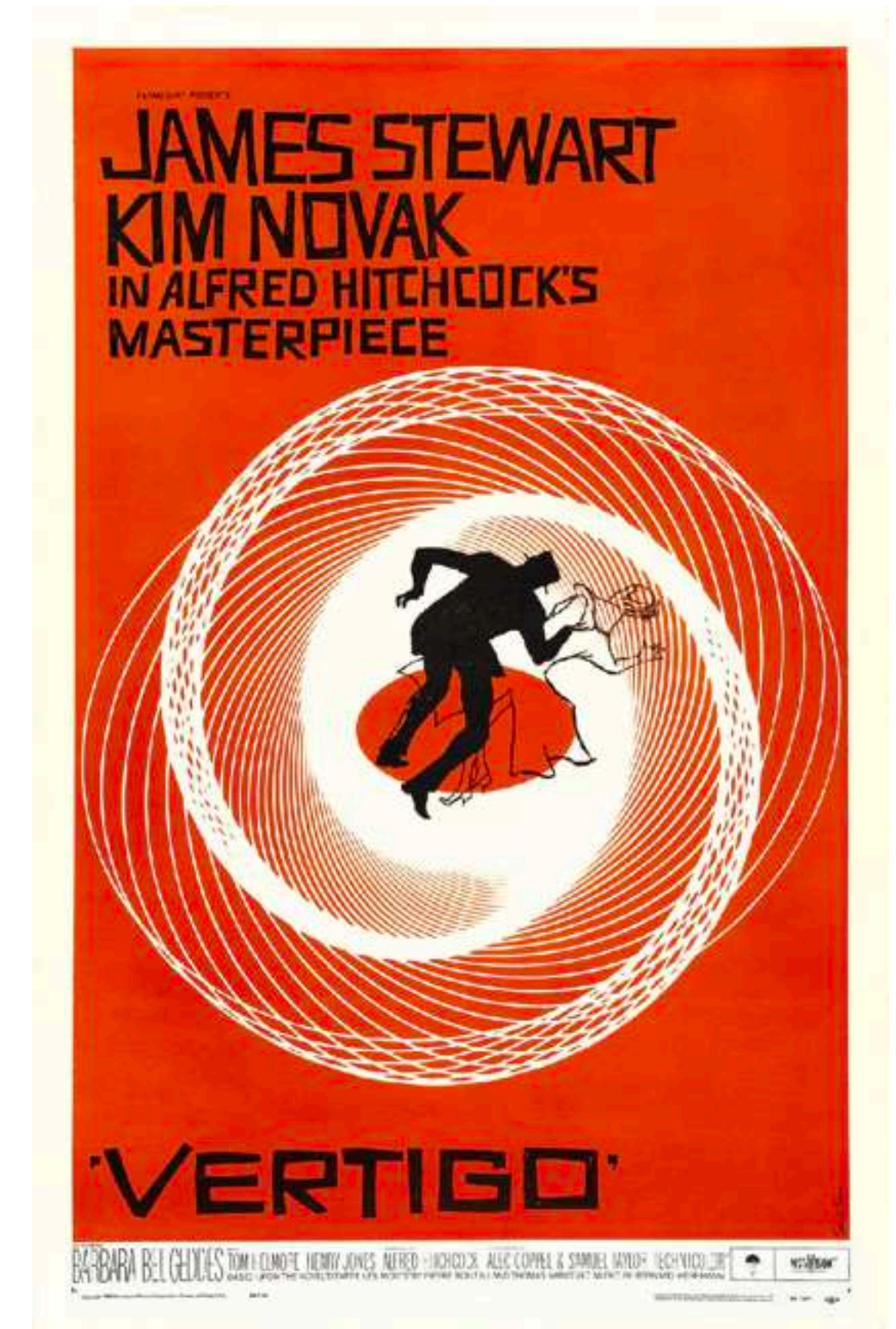




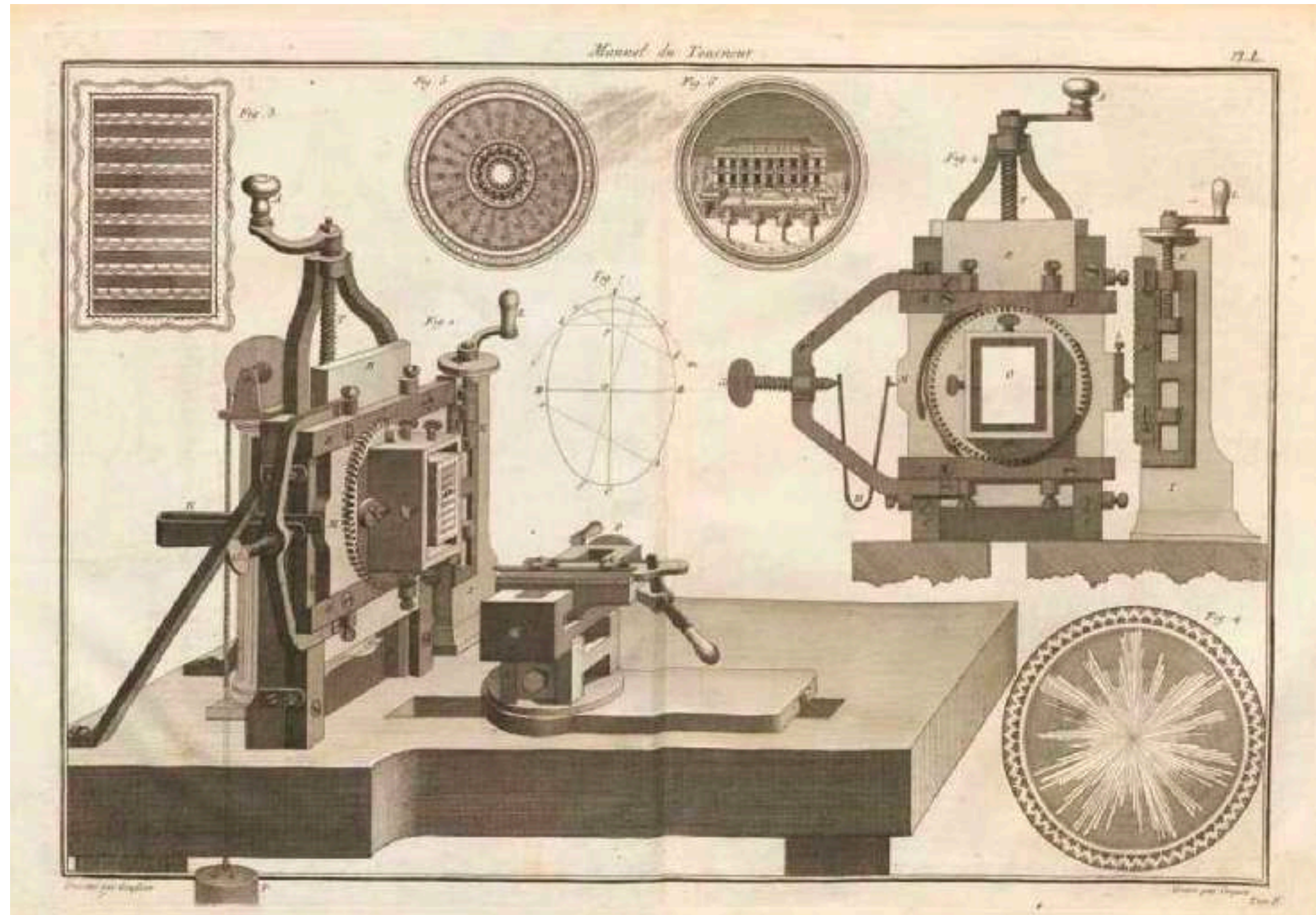
Mechanical Harmonograph  
(Newton & Co., 1909)



Magazine Cover  
(arts & architecture, 1946)



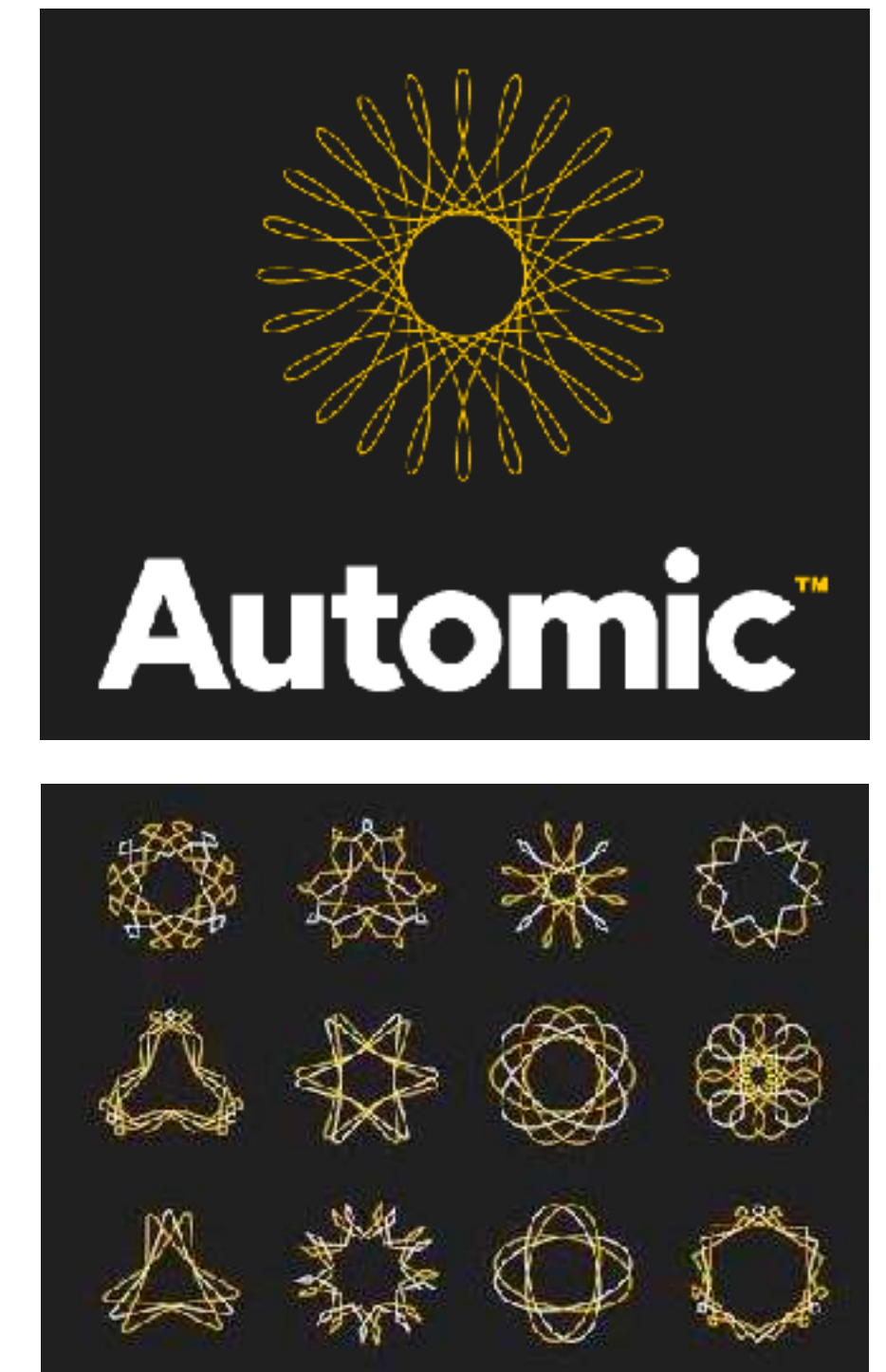
Vertigo Movie Poster  
(Bass, 1958)



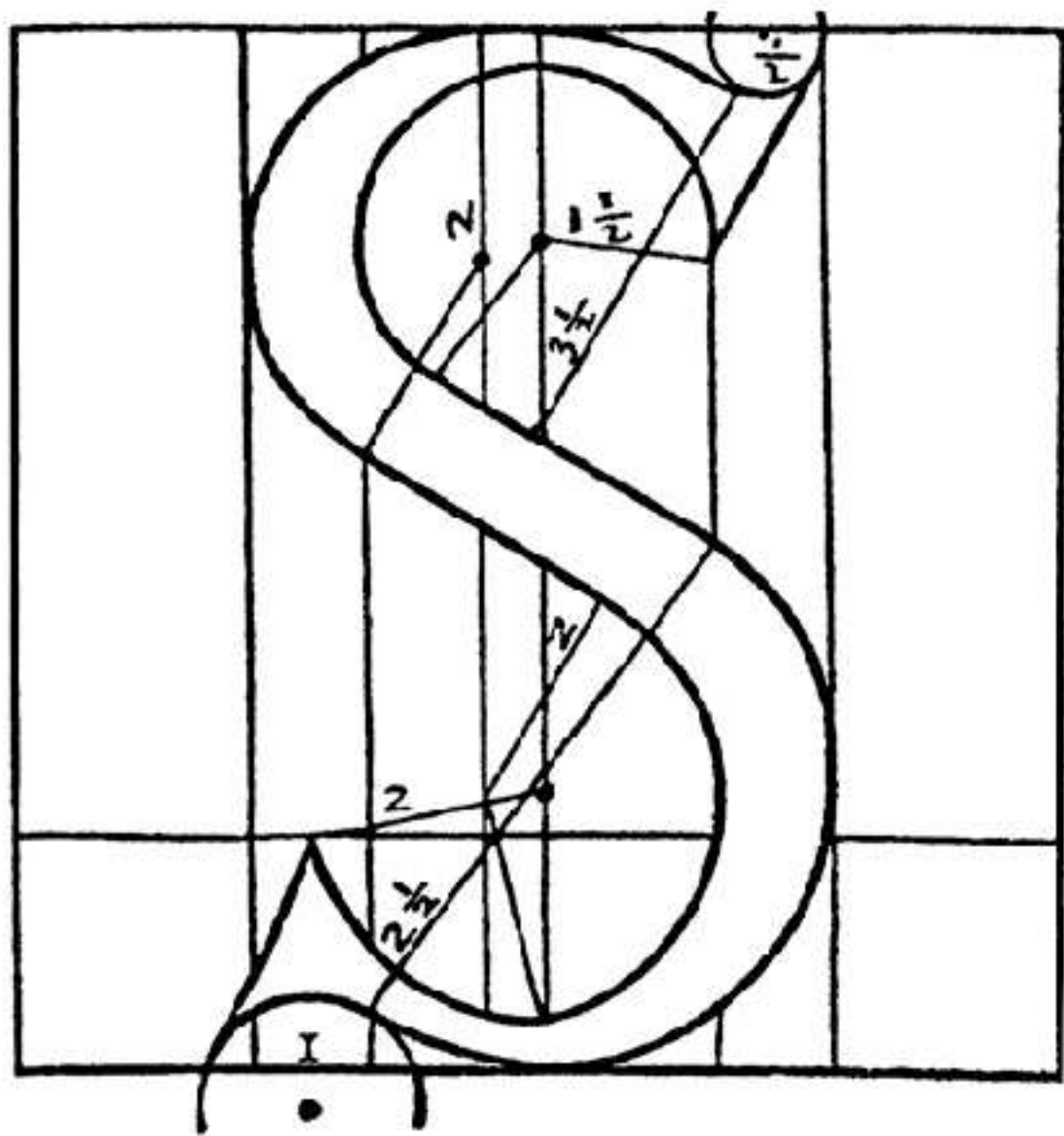
Blueprints for manual guilloché machines  
(Salivet, 2nd ed., 1816)



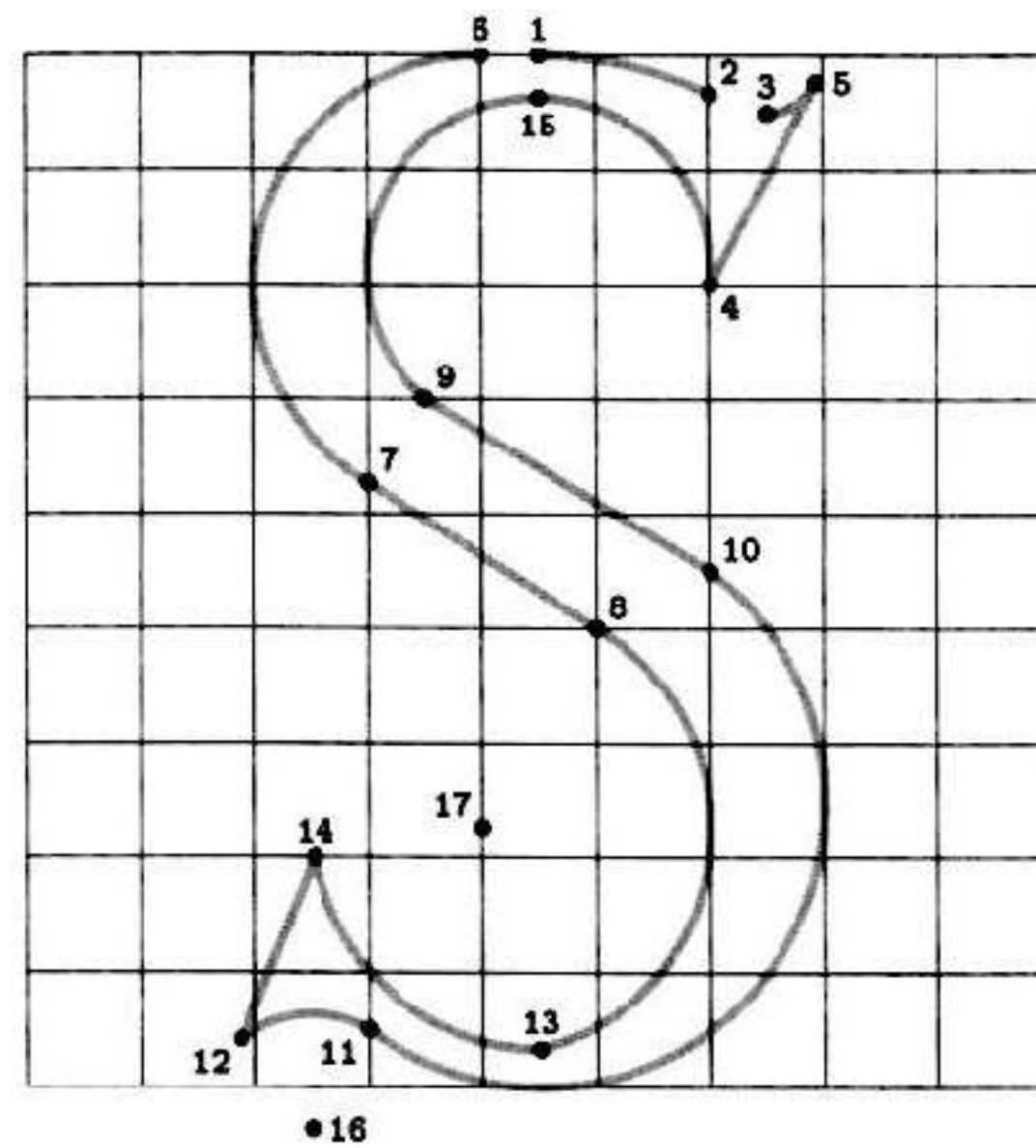
5 Pounds Banknote  
(Central Bank of Egypt, 1961-1964)



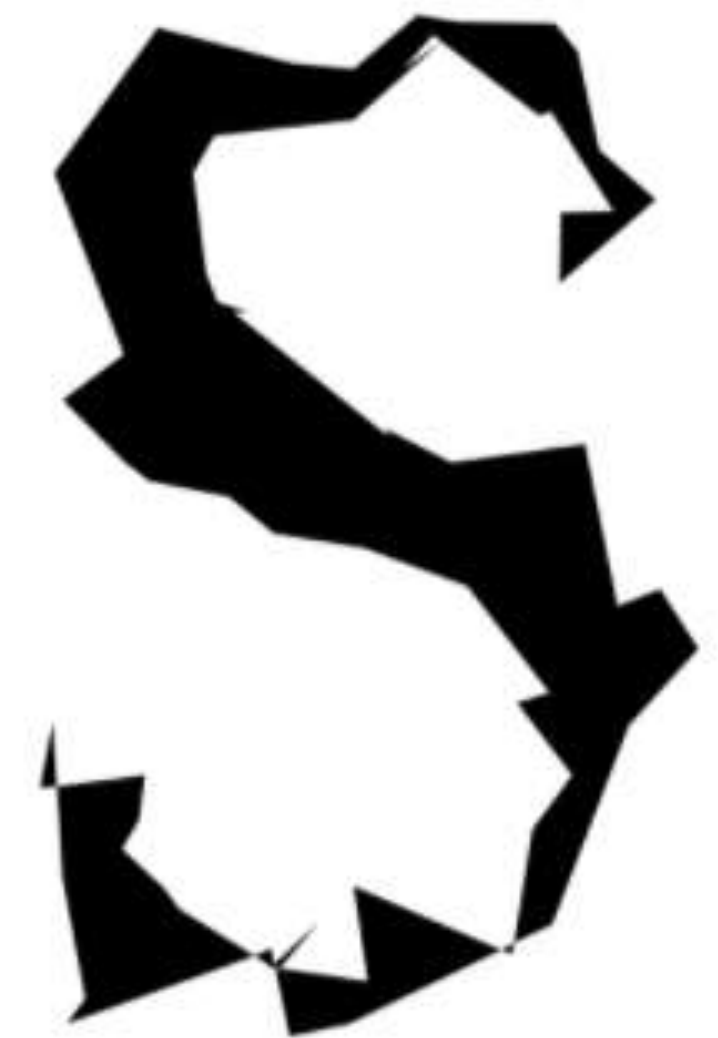
Automic Visual Identity  
(SomeOne, 2013)



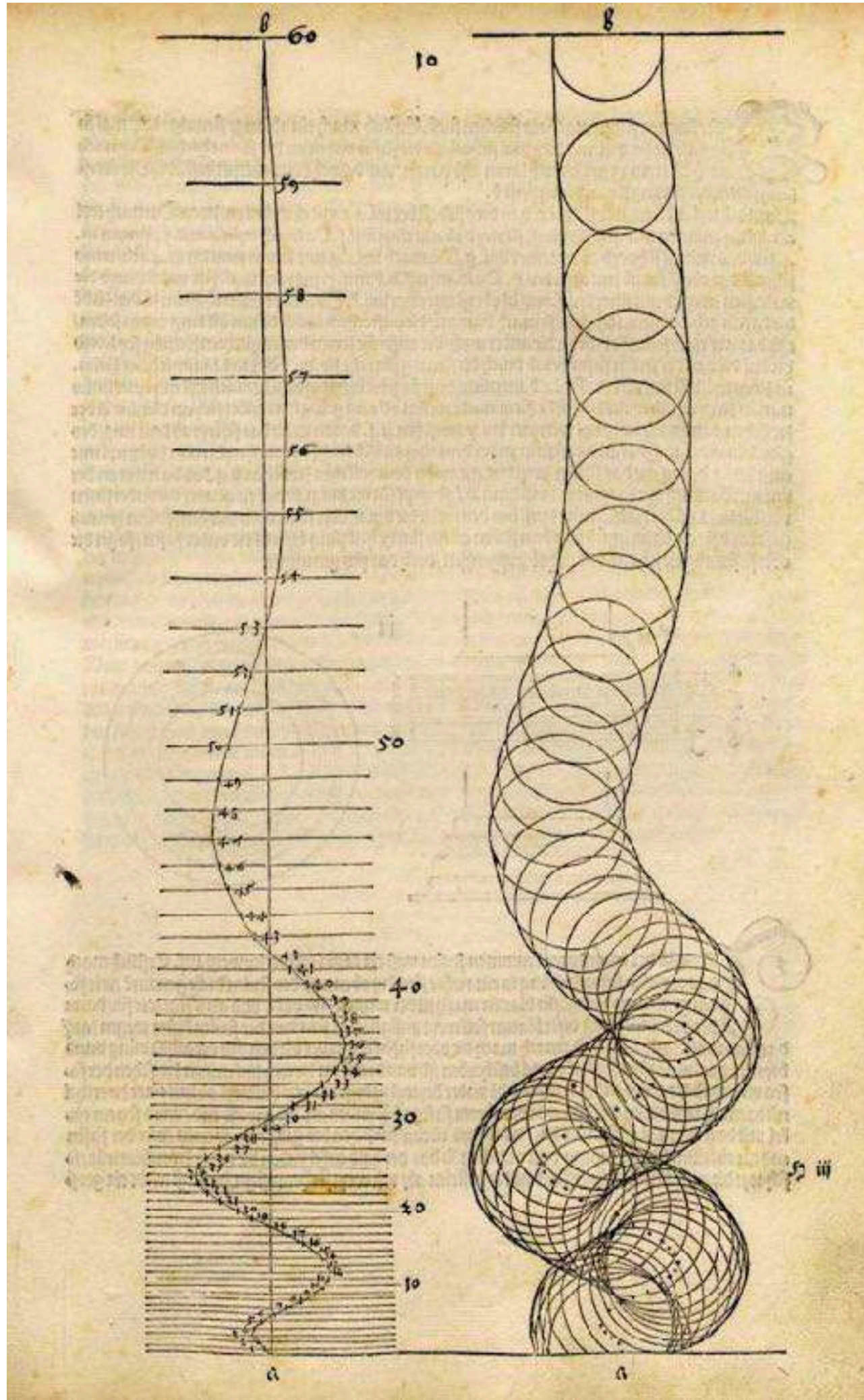
Opera del modo de fare le  
littere maiuscole antique  
(Torniello, 1517)



Metafont (Knuth, 1979)



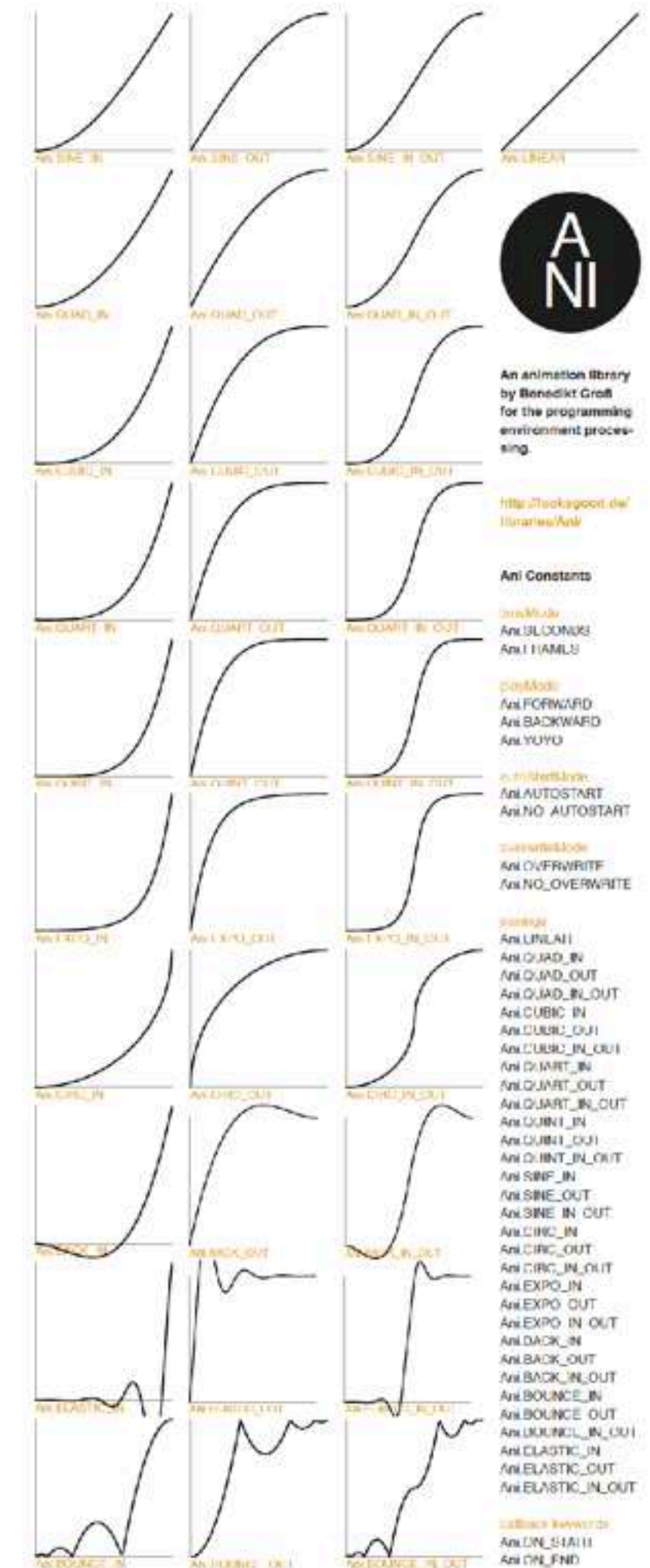
FF Beowolf (Blokland & Rossum, 1990)



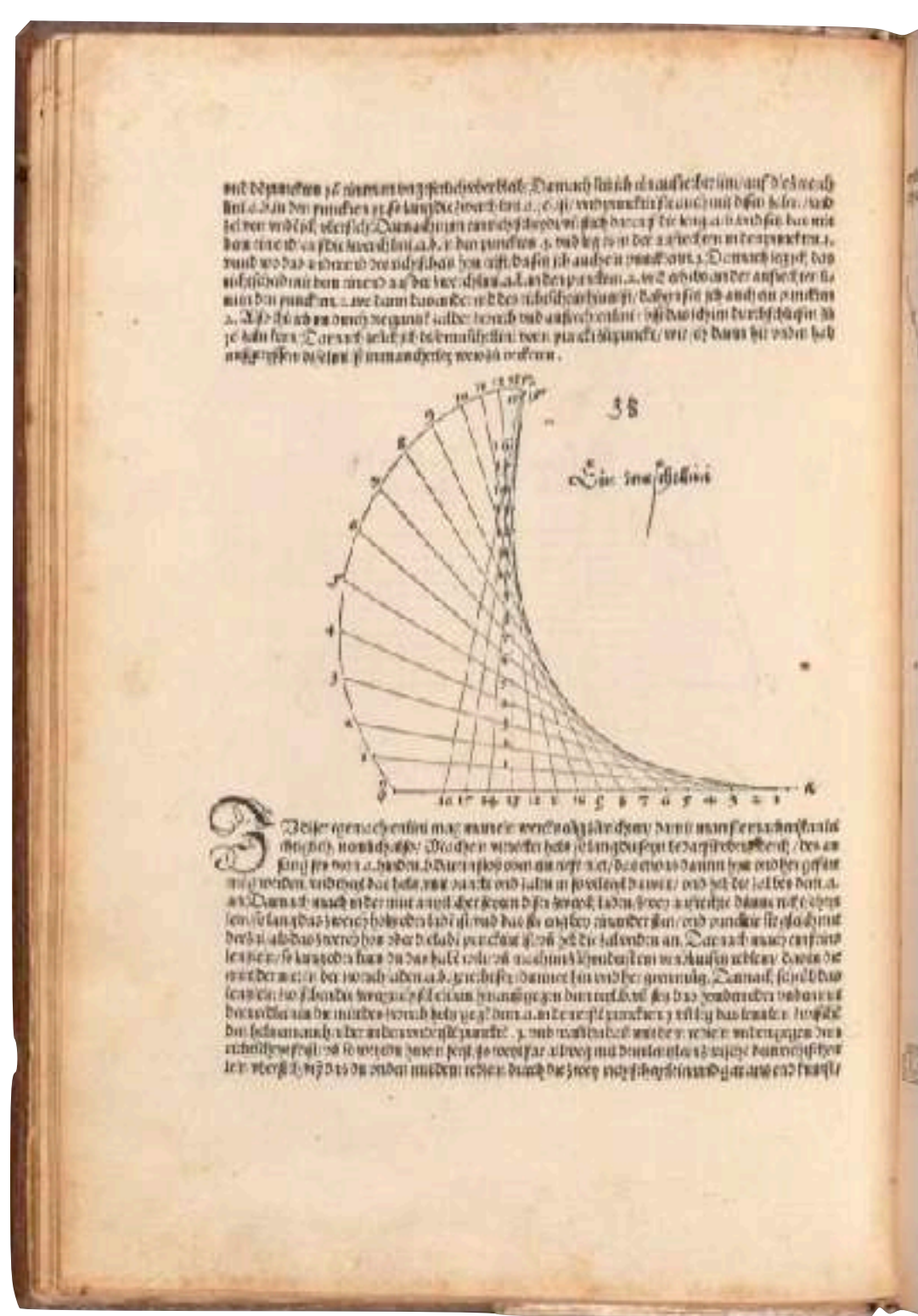
Albrecht Dürer (1532)



Franco Grignani (1968)



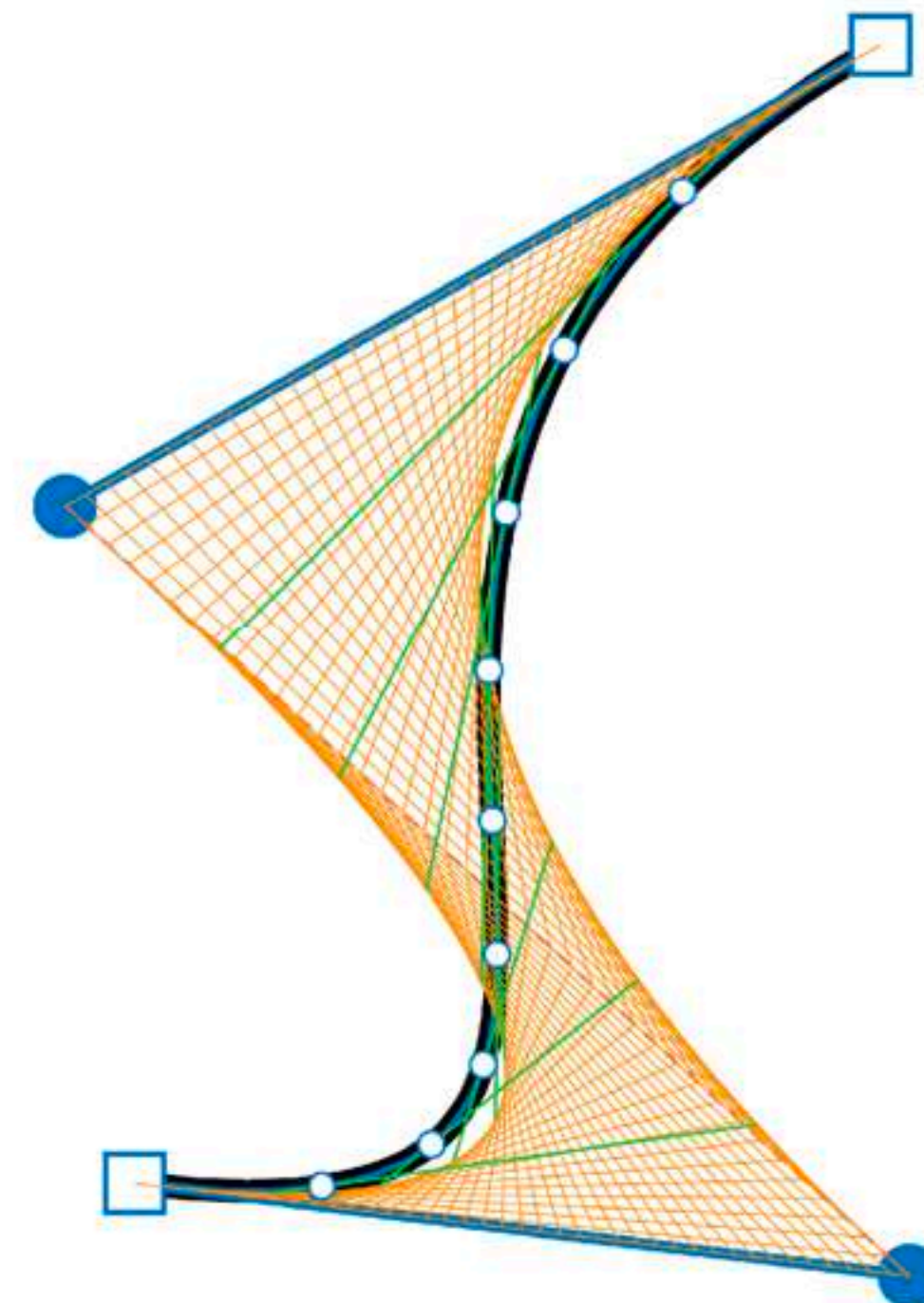
Implementation of Penner's Easing Equations (Groß, 2015)



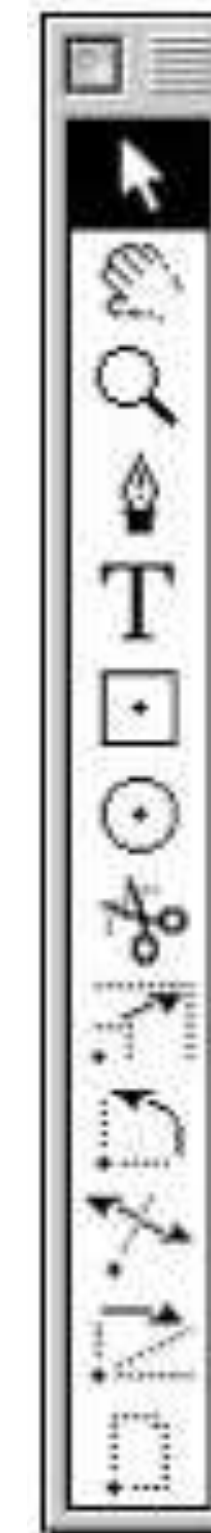
Albrecht Dürer (1532)



Burmeister Curve Set (c. 1880)  
aka »French Curves«

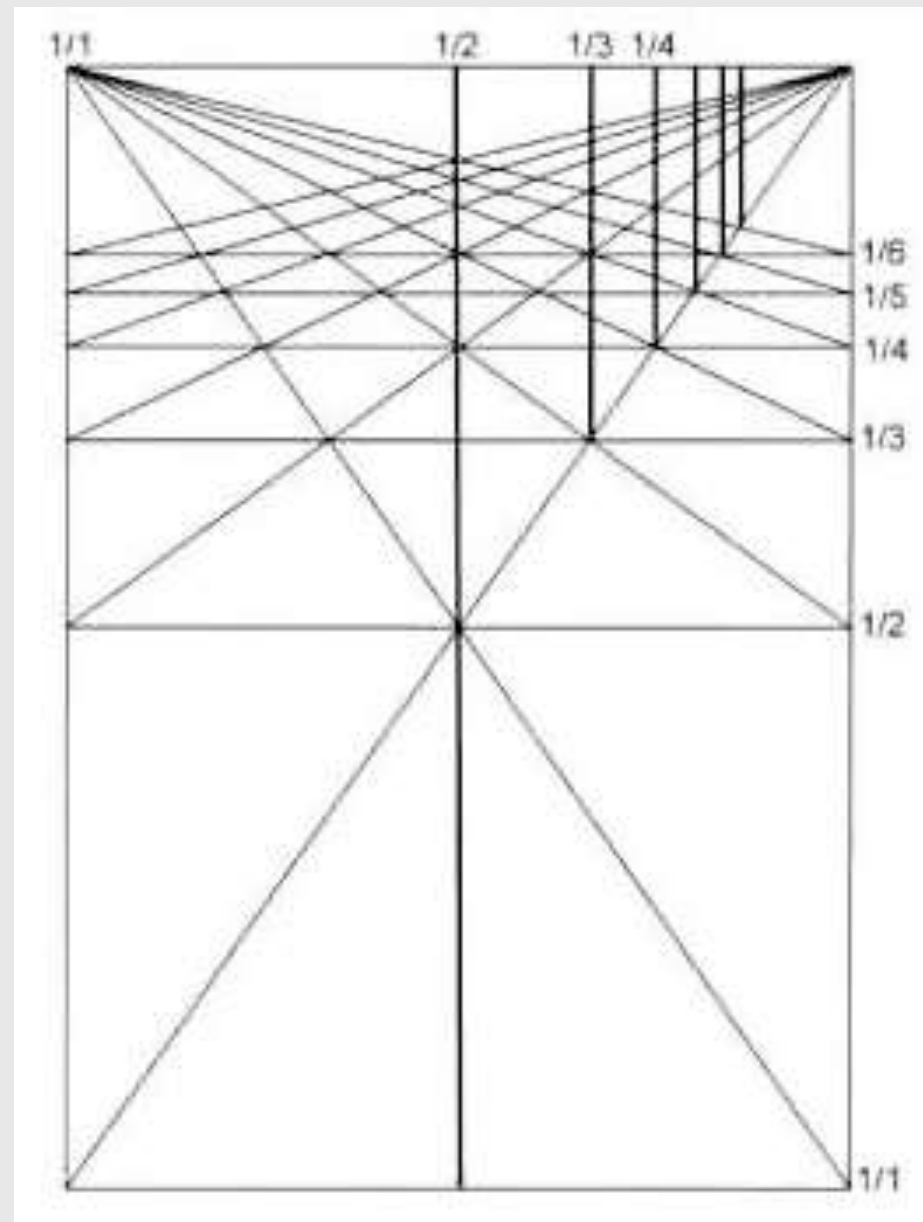


Bezier Curves  
(Casteljau & Bézier, 1960s)



Pen tool  
Adobe Illustrator 1.0  
(1987)

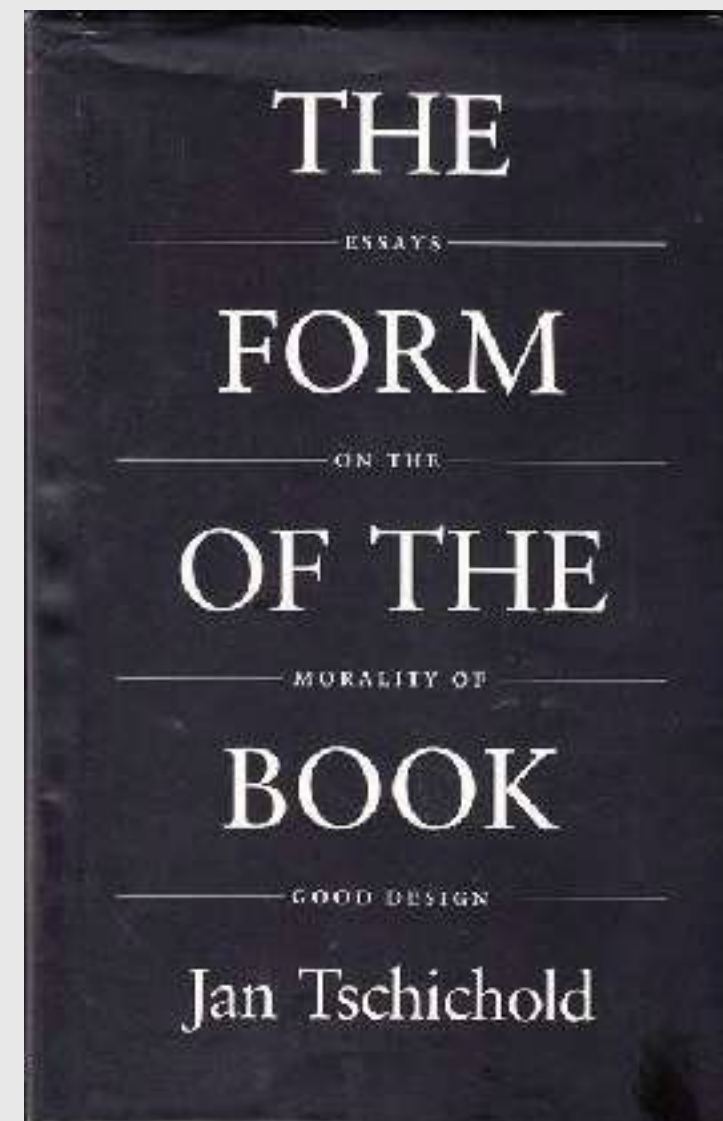




Villard Diagram  
(Honnecourt, 13th c.)



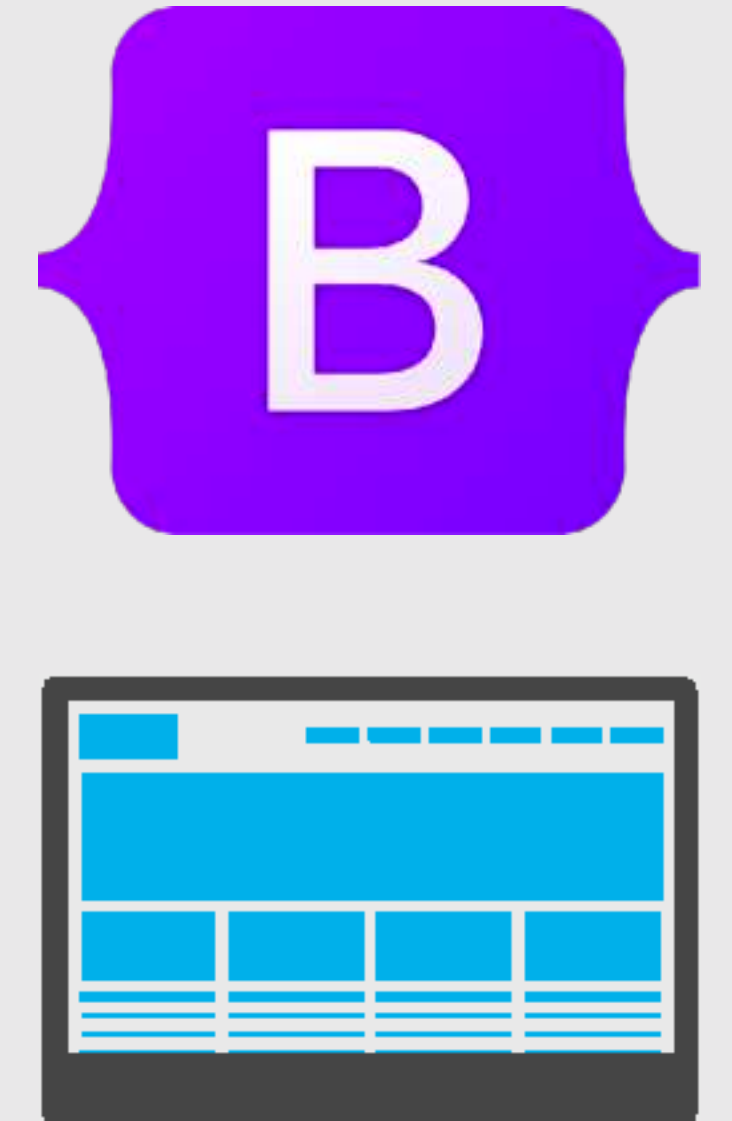
Valerius Maximus:  
Facta et dicta memorabilia  
(Mainz, 1471)



Die Proportionen  
des Buches  
(Tschichold, 1955)



Raster Systeme Fur Die  
Visuelle Gestaltung  
(Müller-Brockmann, 1981)



Bootstrap (2011—)

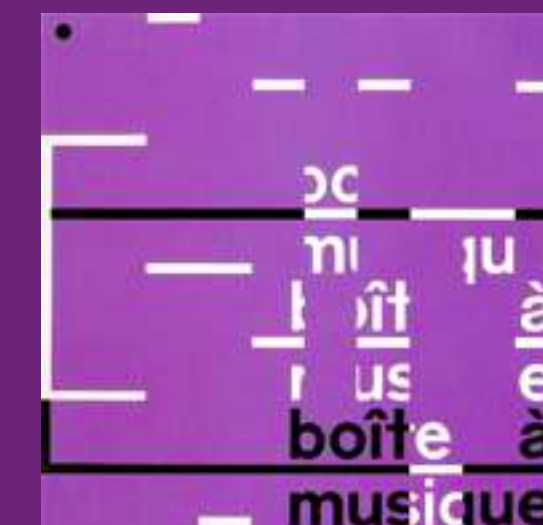
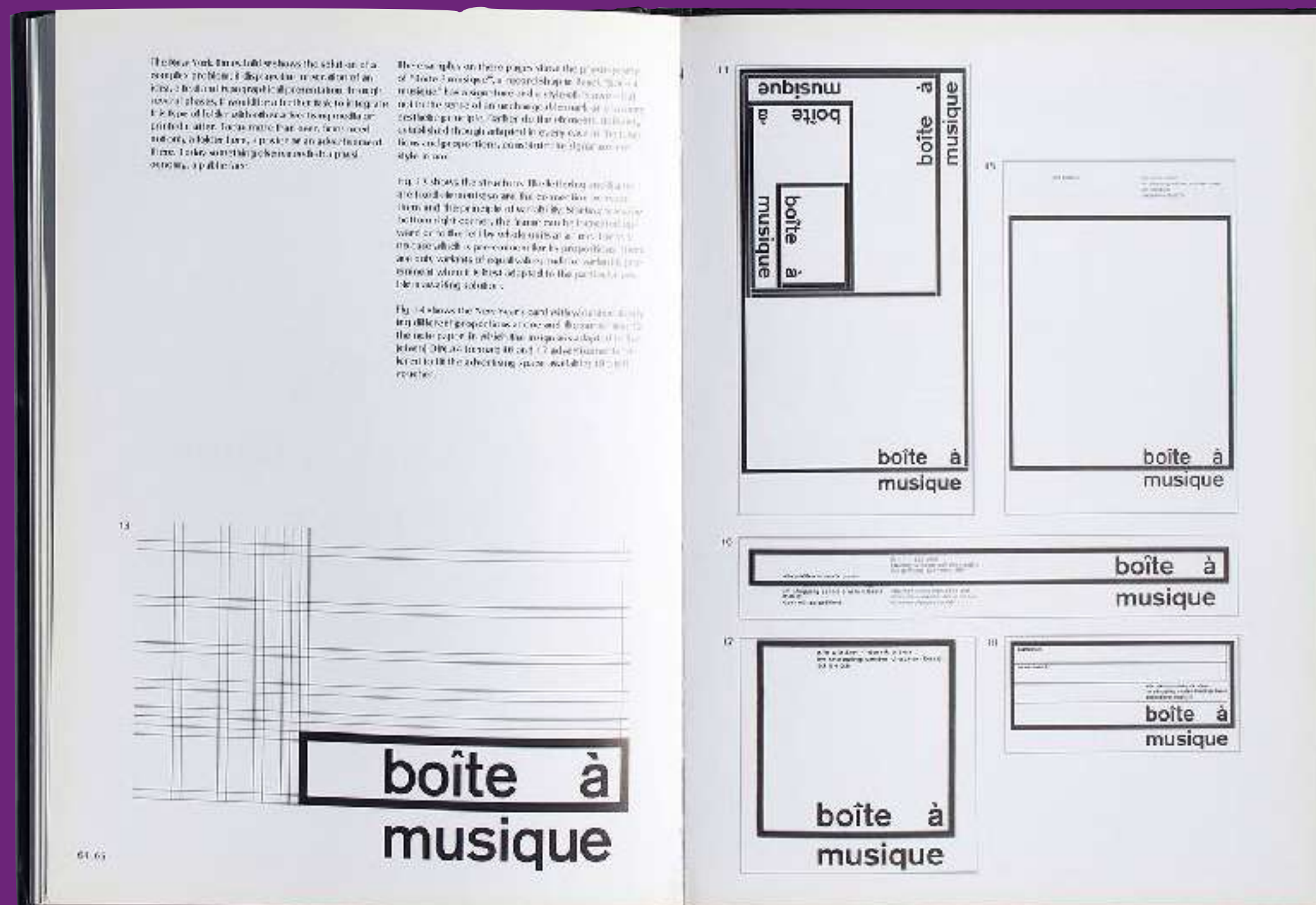
Karl Gerstner:

# Designing Programmes

Programme as morphology  
Programme as logic  
Programme as grid  
Programme as photography  
Programme as literature  
Programme as music

Programme as typeface  
Programme as typography  
Programme as picture  
Programme as method

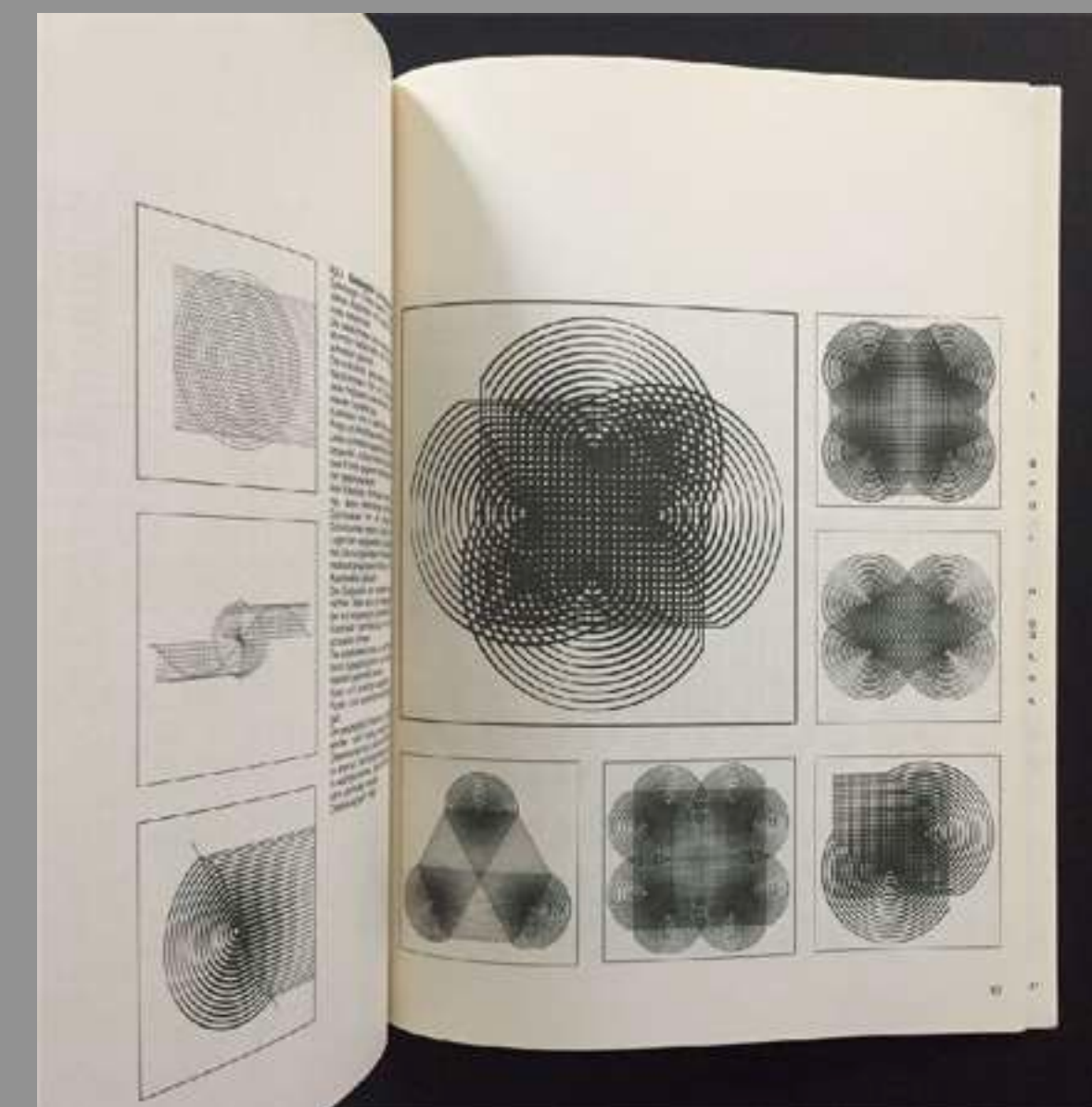
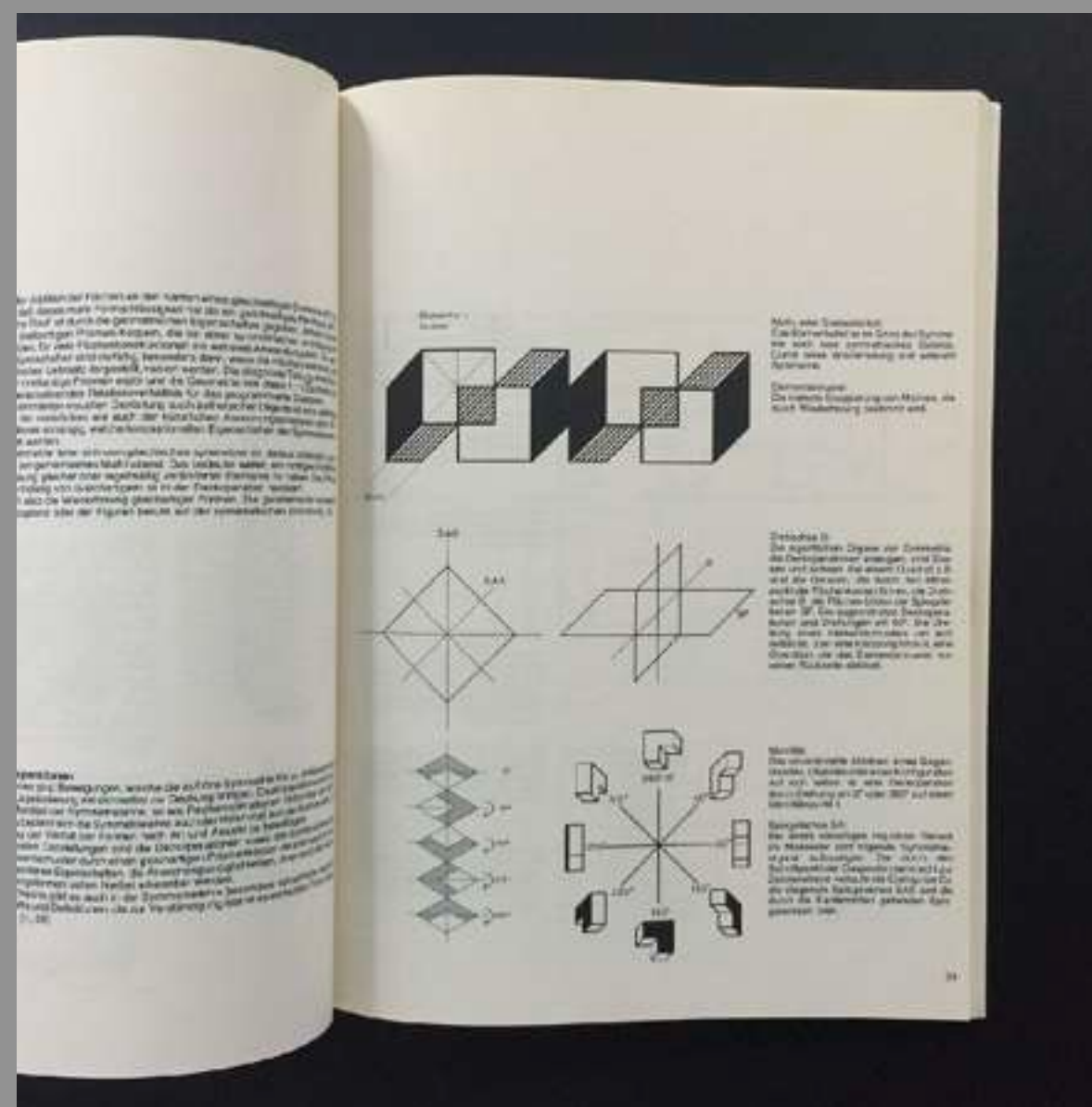
Alec Tiranti Ltd., London W.1.



## Designing Programmes

Karl Gerstner (1968, 1st ed.), Alec Tiranti Ltd.

<https://www.lars-mueller-publishers.com/designing-programmes>



»The knowledge required for systematic design work is initially imparted as it applies to manual working, and is intended to make it easier to understand programmed design when using electronic means.«

**Programmiertes Gestalten**  
Herbert W. Kapitzki (1980), Verlag Dieter Gitzel



figure 1

**CONTAINER**

A holder that contains constantly changing content

figure 2

**WALLPAPER**

A static logo with variable designs behind it

figure 3

**DNA**

A selection of ingredients that can be used in various ways

figure 4

**FORMULA**

A system is create to be the constant.

figure 5

**CUSTOMIZED**

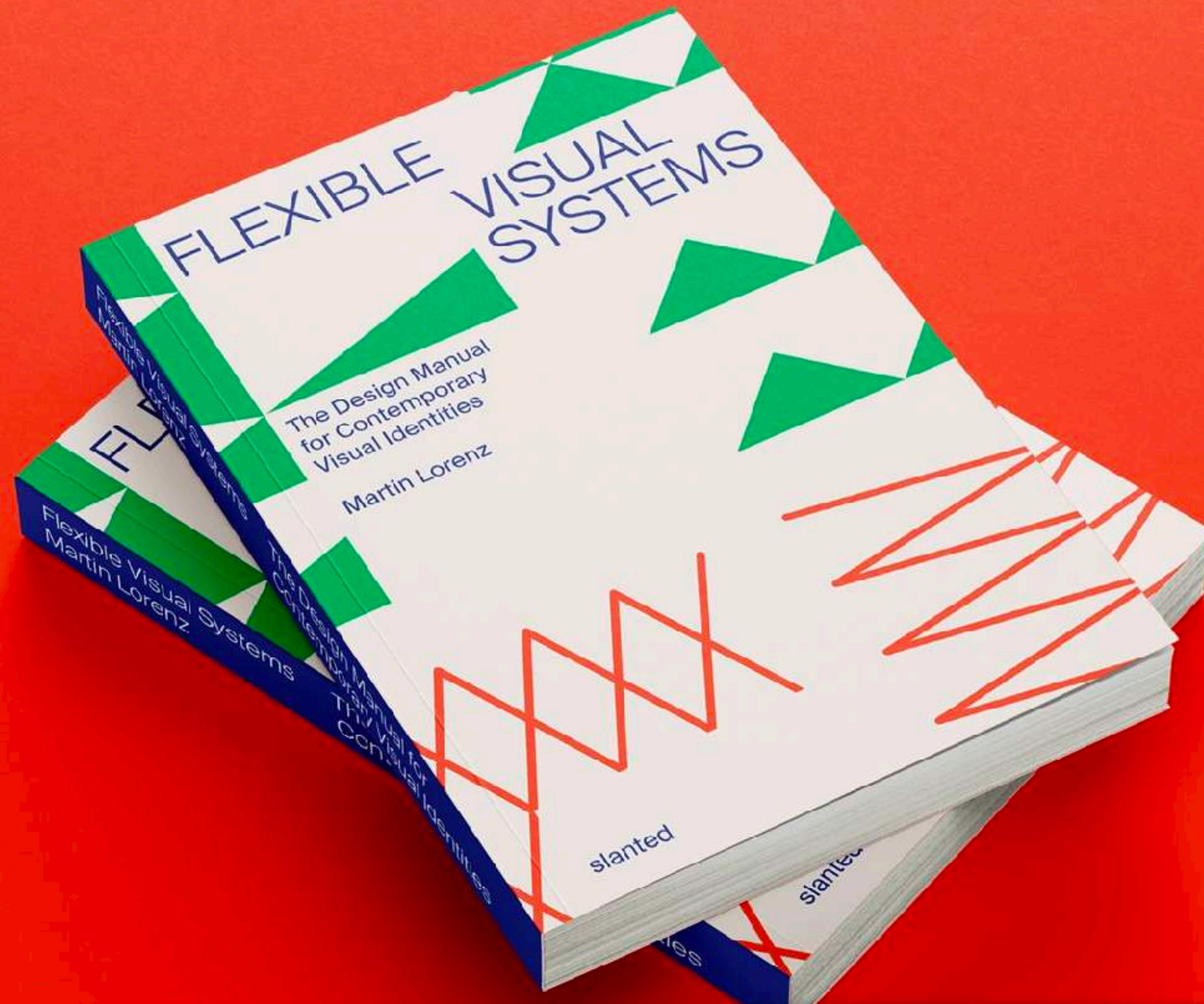
An element of the design is customized by the client or customer

figure 6

**GENERATIVE**

Introduce external data to vary the appearance

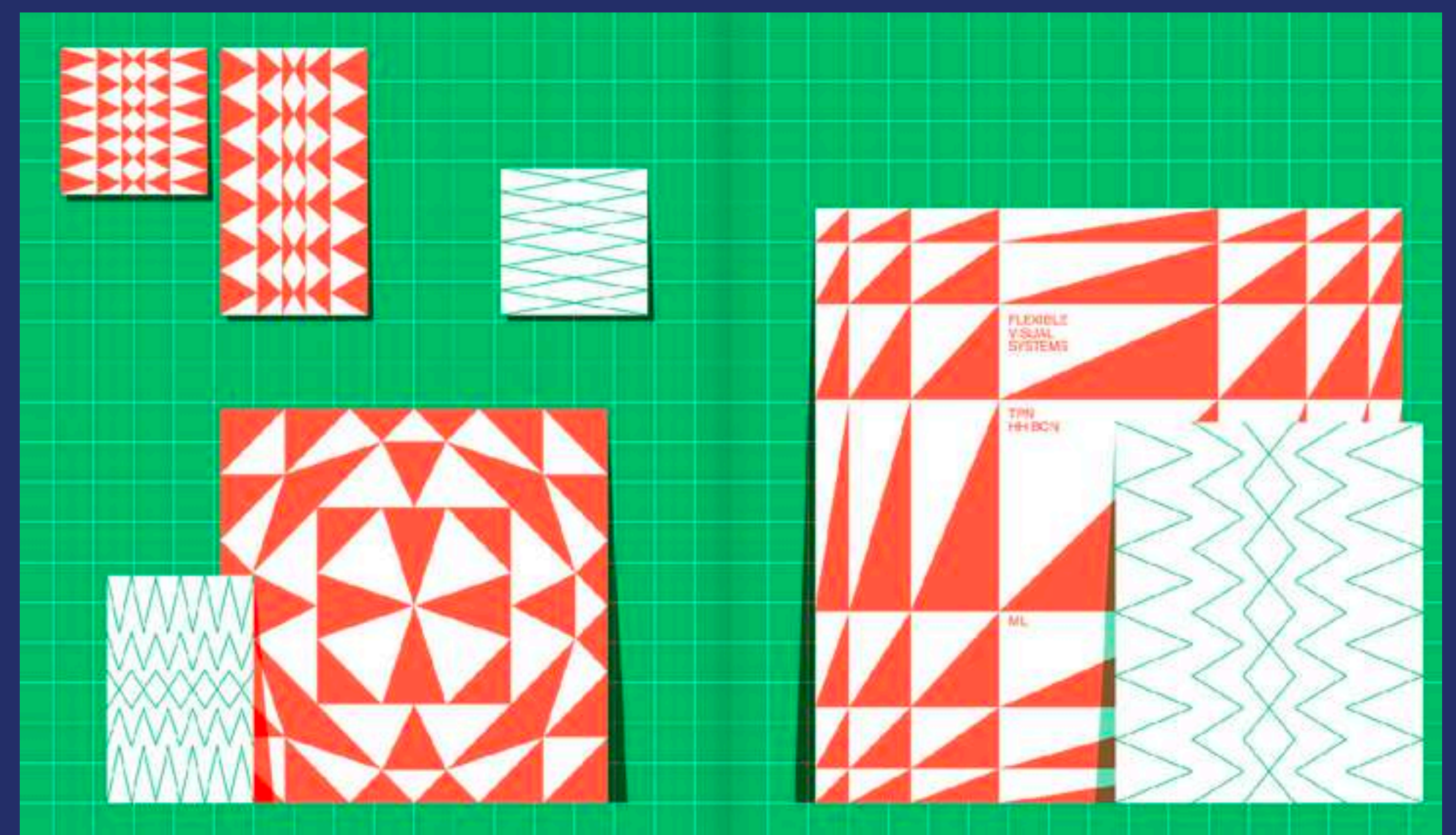
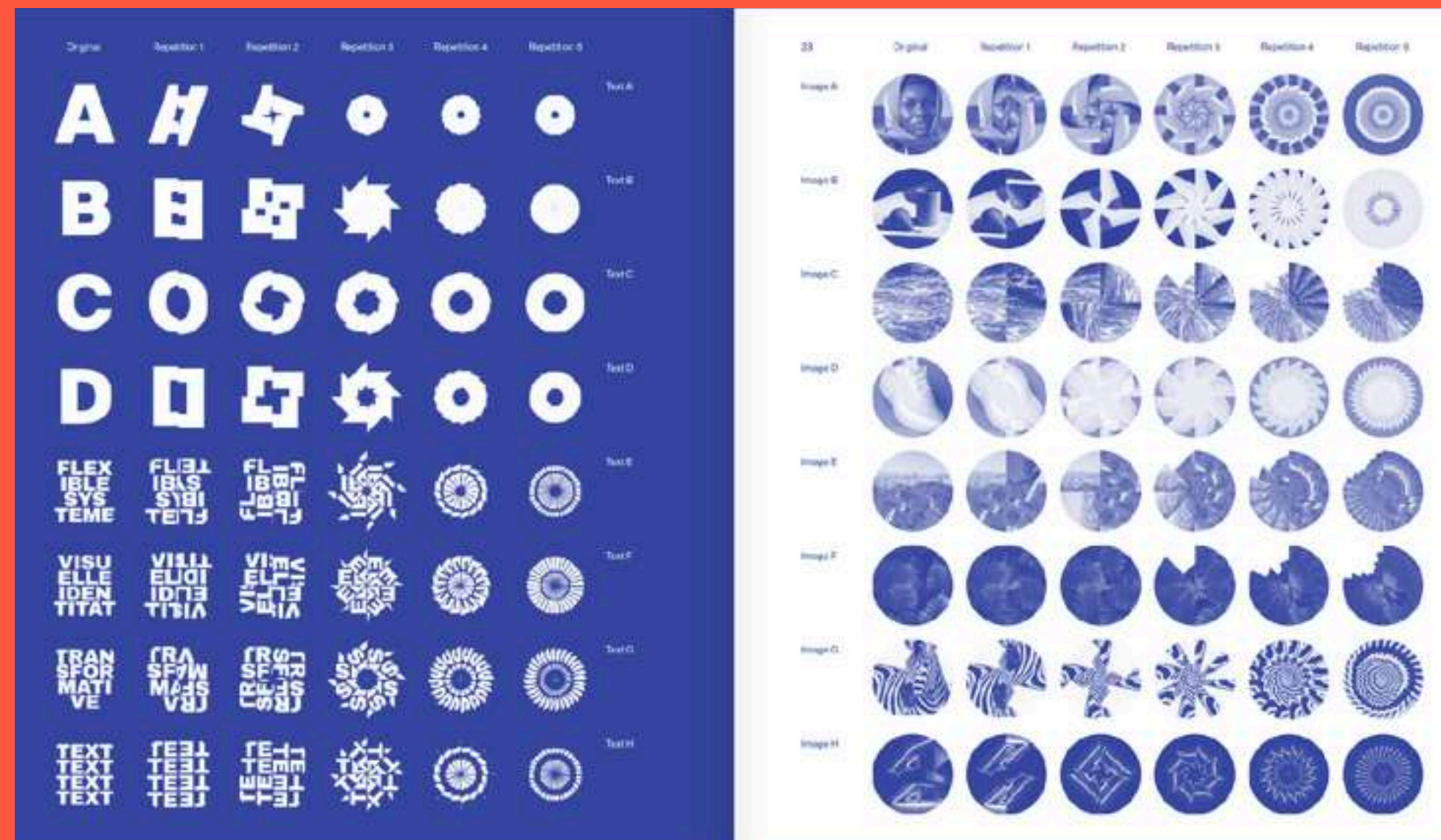
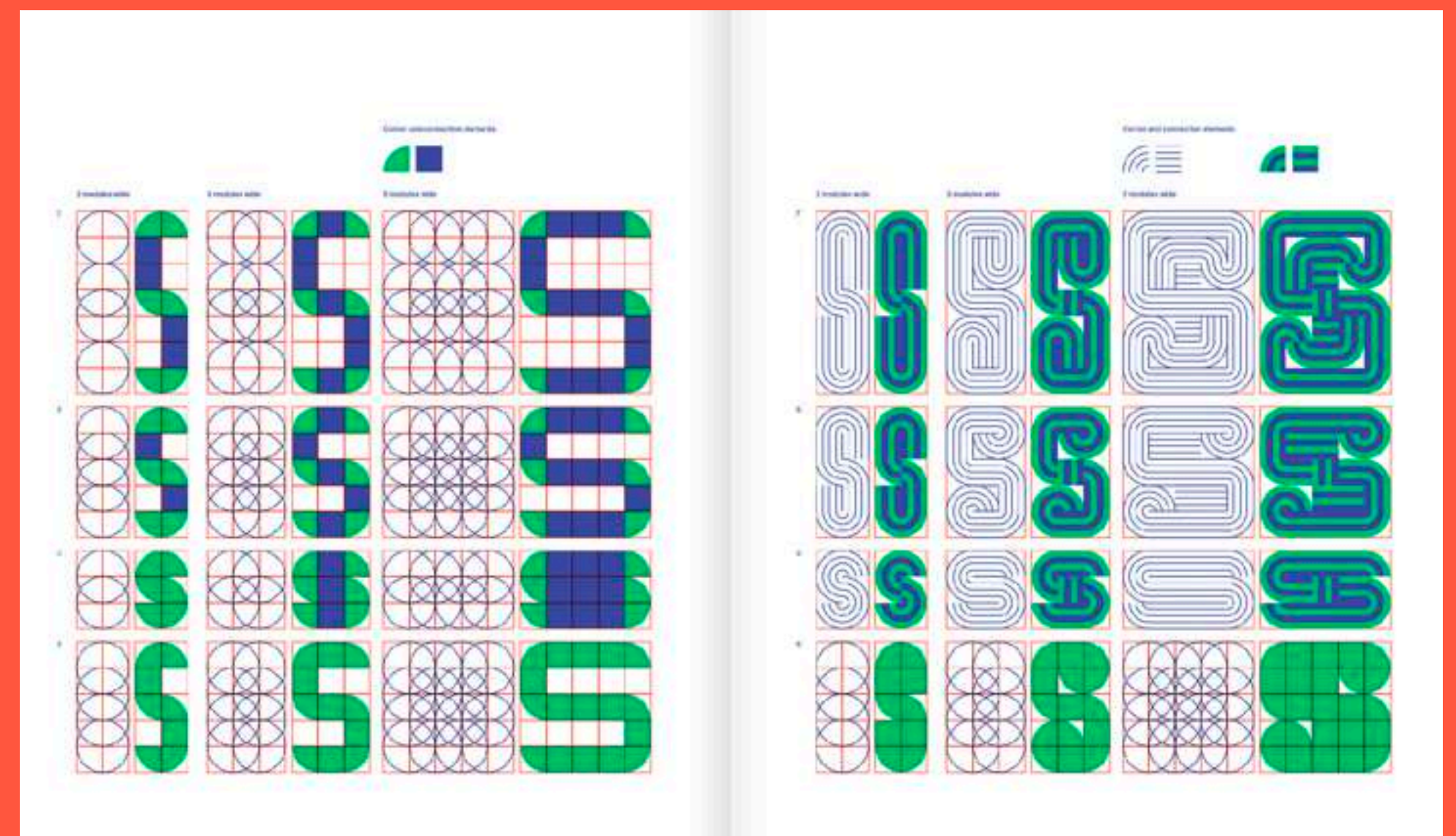
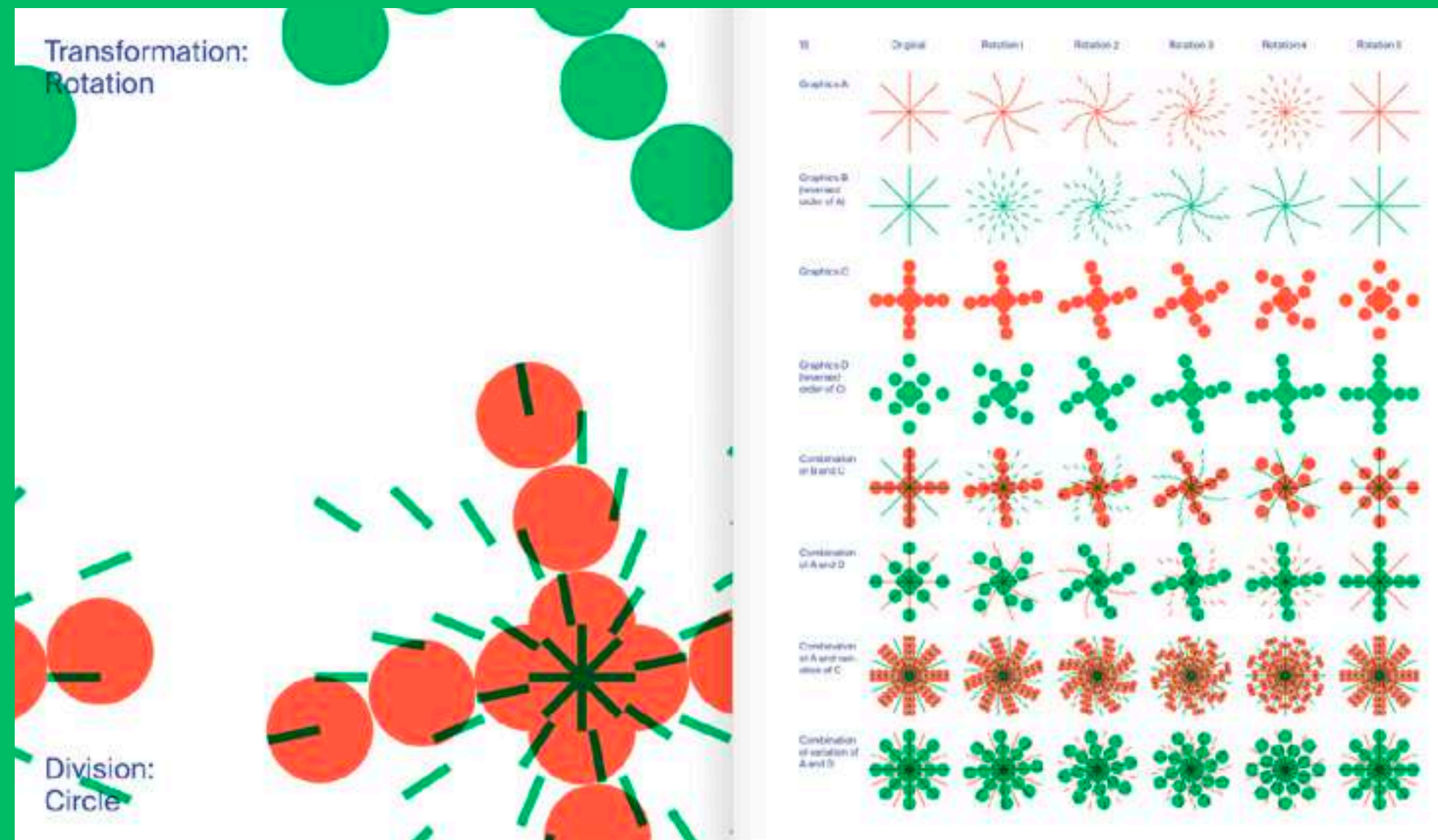
**Dynamic Identities – How to create a living brand**  
 Irene van Nes (2012, 1st ed.), BIS Publishers  
<https://www.bispublishers.com/dynamic-identities.html>



**Flexible Visual Systems**

Martin Lorenz (2021), Slanted Publishers

<https://www.slanted.de/product/flexible-visual-systems/>





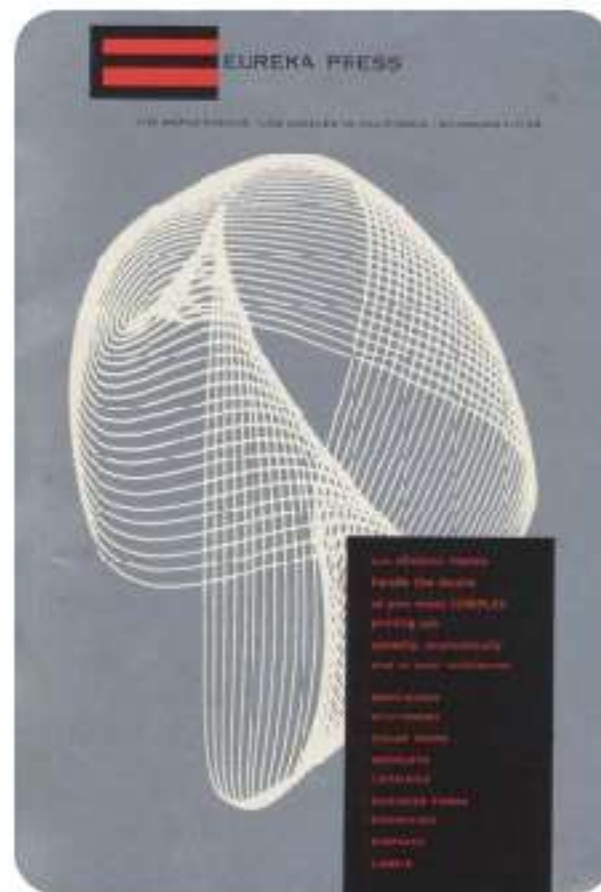
# Computational Graphic Design Inspiration ...



A large collection of commercial graphic design products useful for teaching programming to graphic design students using the deconstruction/reconstruction method (see <http://bit.ly/deconrecon>)



4217 pins



Herbert W. Kapitzki



Type Journal • Five Books about a Restless...



Film Commission Chile



Creative Fffound, Design, Orange, Graphic, and...



A Visit to the Eames Case Study House—(Perfect)...



60 Powerful New York Times Magazine Covers...



SARA



Architecture

## Computational Graphic Design Inspiration

Stig Møller Hansen (2010-), Pinterest

<https://www.pinterest.dk/stixan/computational-graphic-design-inspiration/>

Point 2 of 4:

Code will increasingly  
blend into designers'  
future practice





designer + coder

People ▼



192,000



Meta-designer

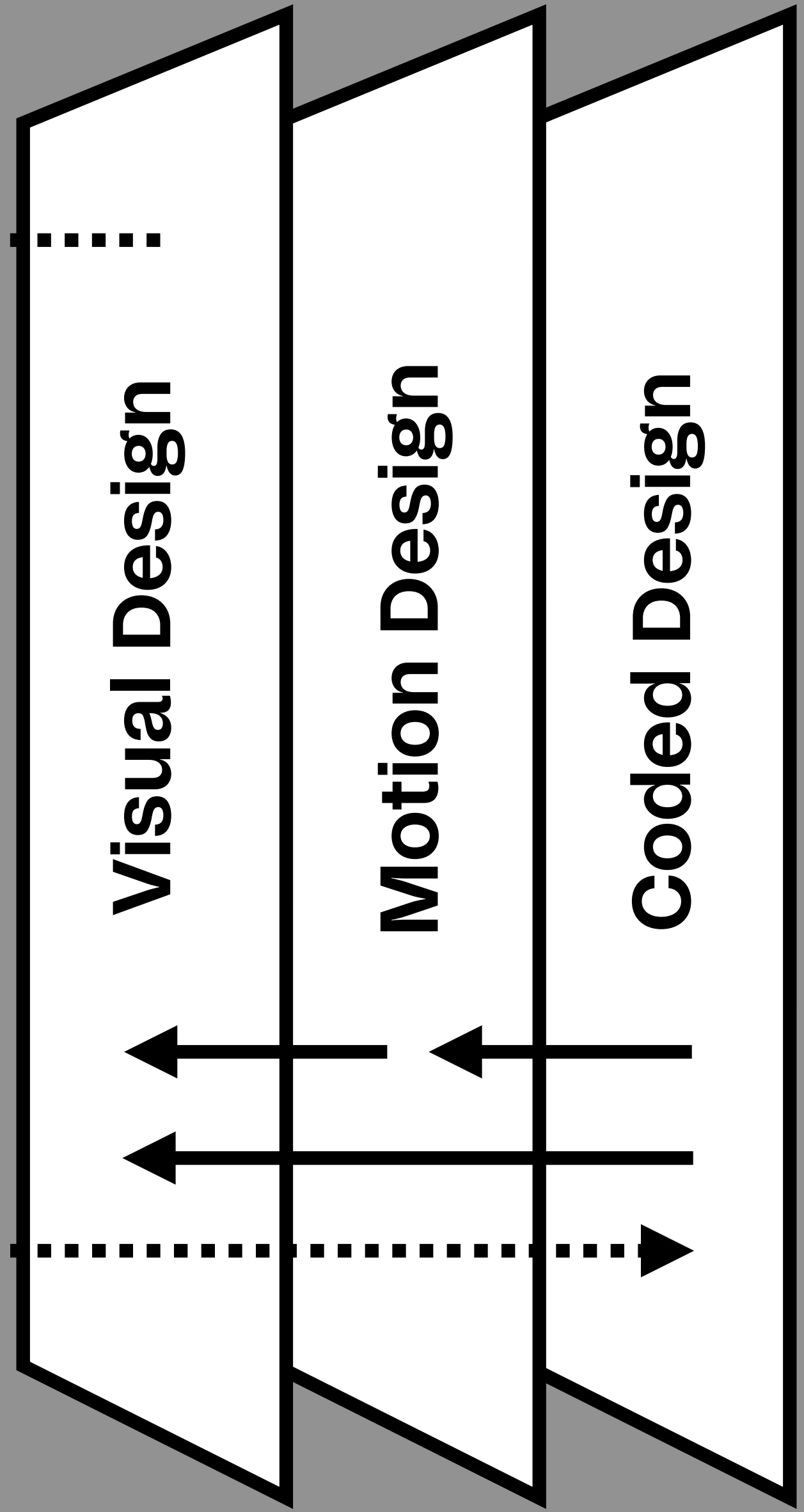
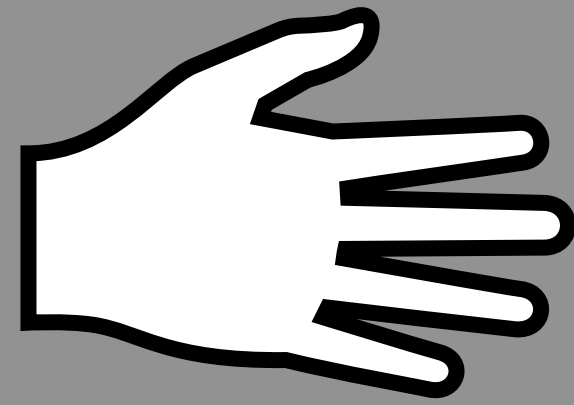
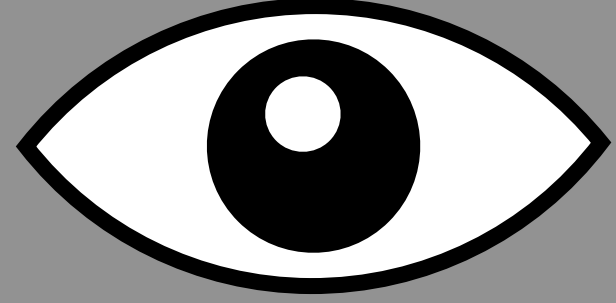
**»[Metadesigners] are as visually talented as they are technically proficient and they see the technical process as an accelerator for creativity.«**

— Rune Madsen (2015)

**»Meta-design involves the transformation of the role of the designer from one in which she is primarily concerned with the design of individual artifacts to one where she also creates or develops new tools, systems, and methods for design.«**

— Brad Tober (2017)

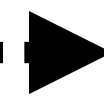
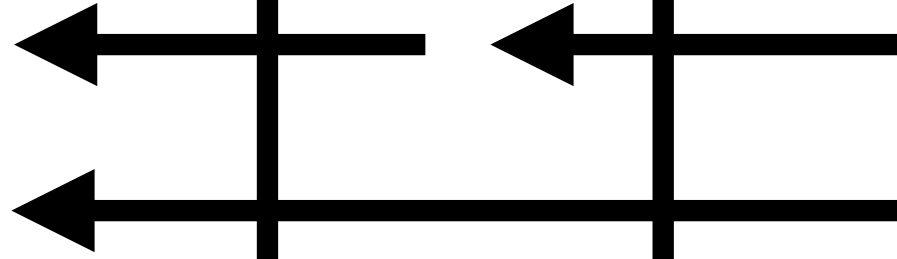
# Experience Design



**Visual Design**

**Motion Design**

**Coded Design**



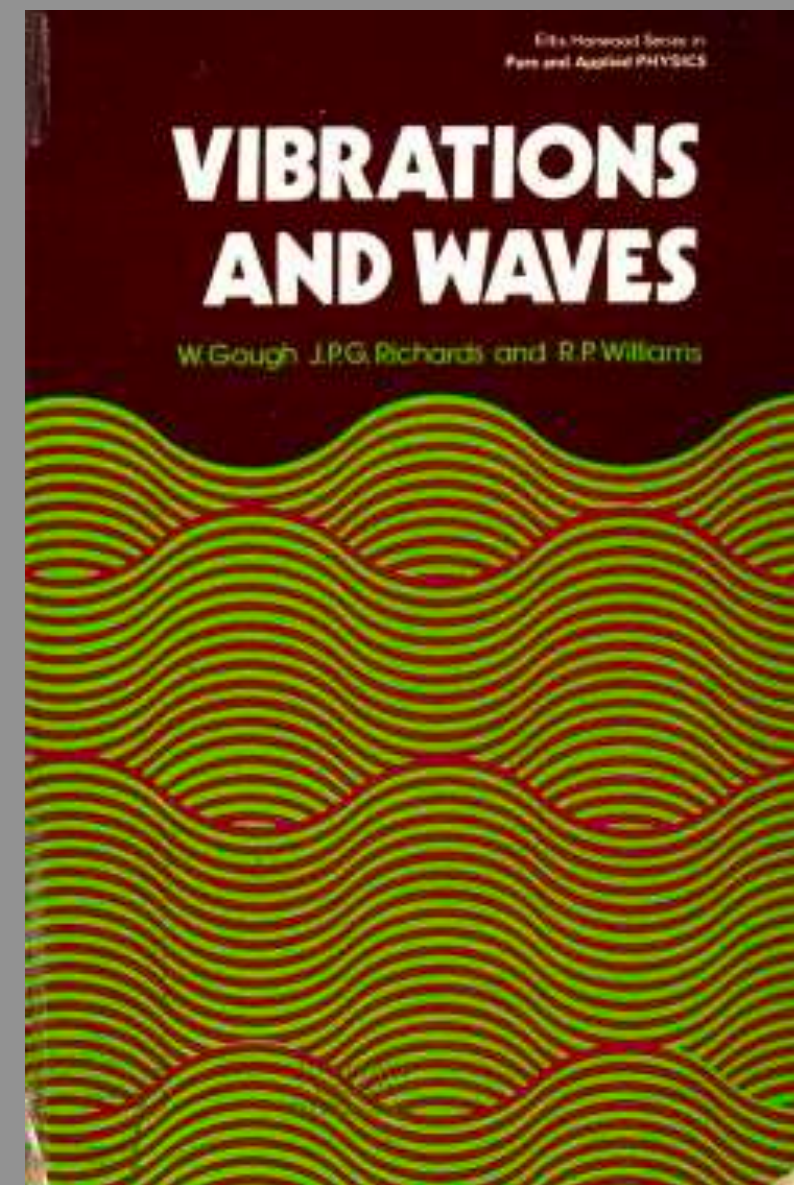
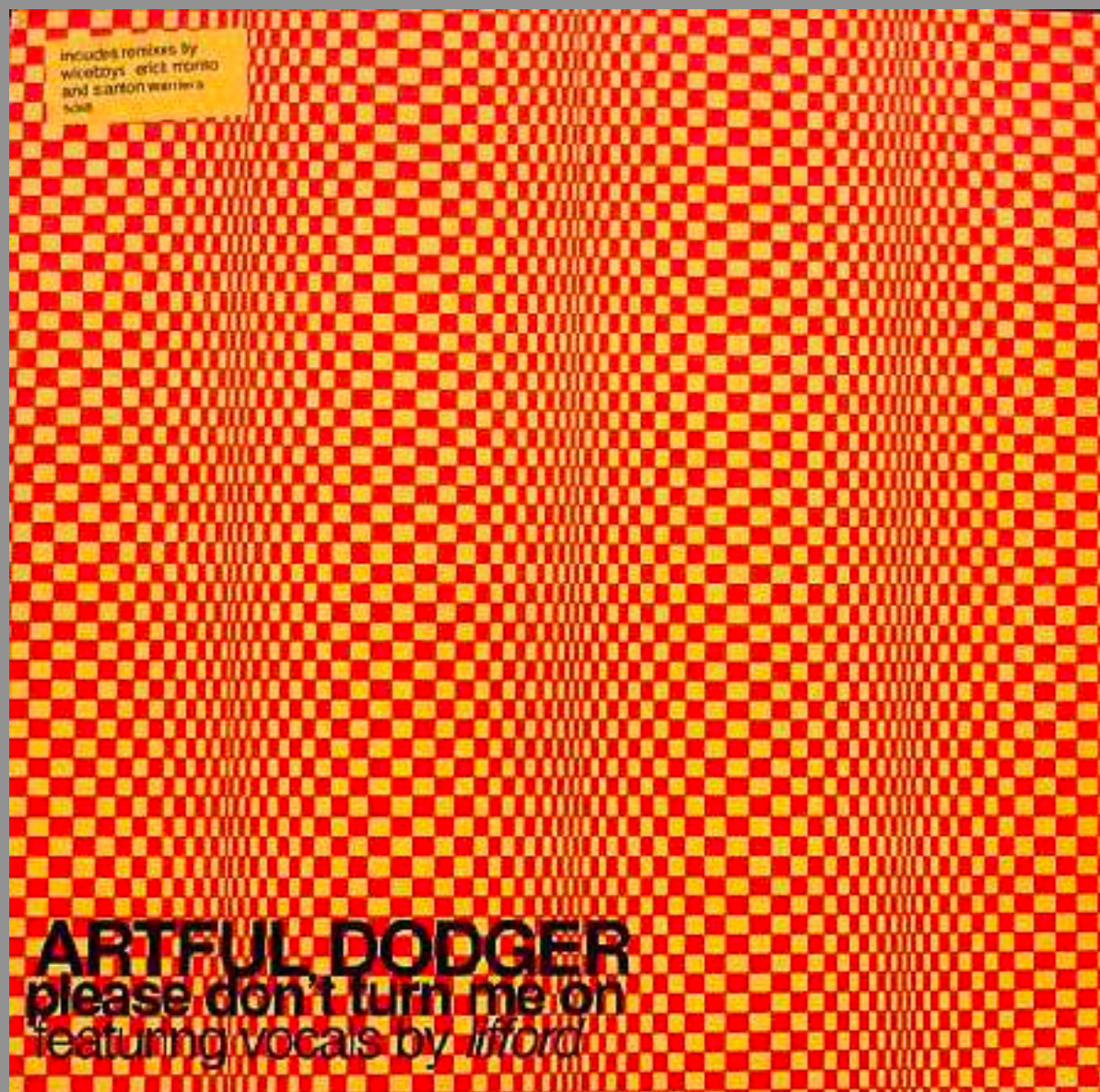
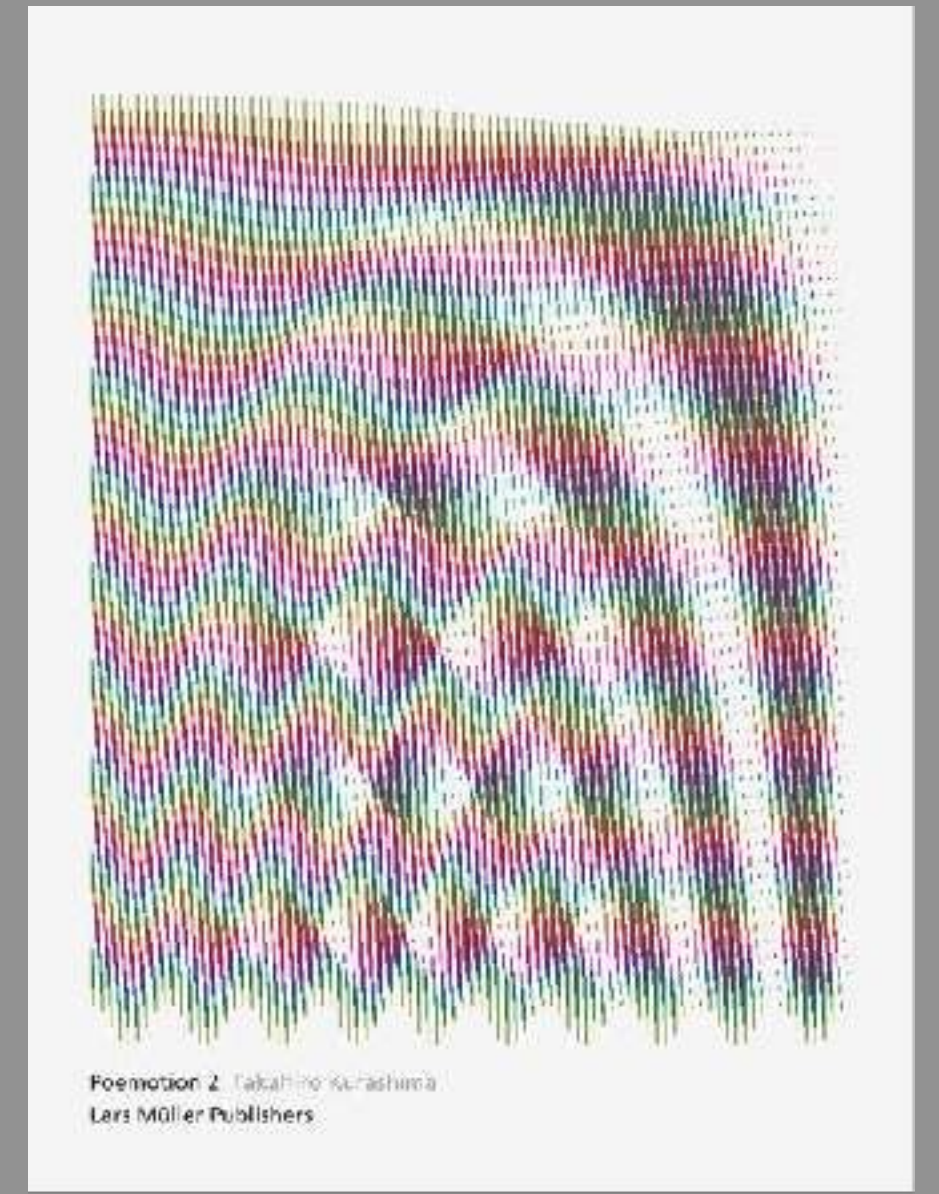
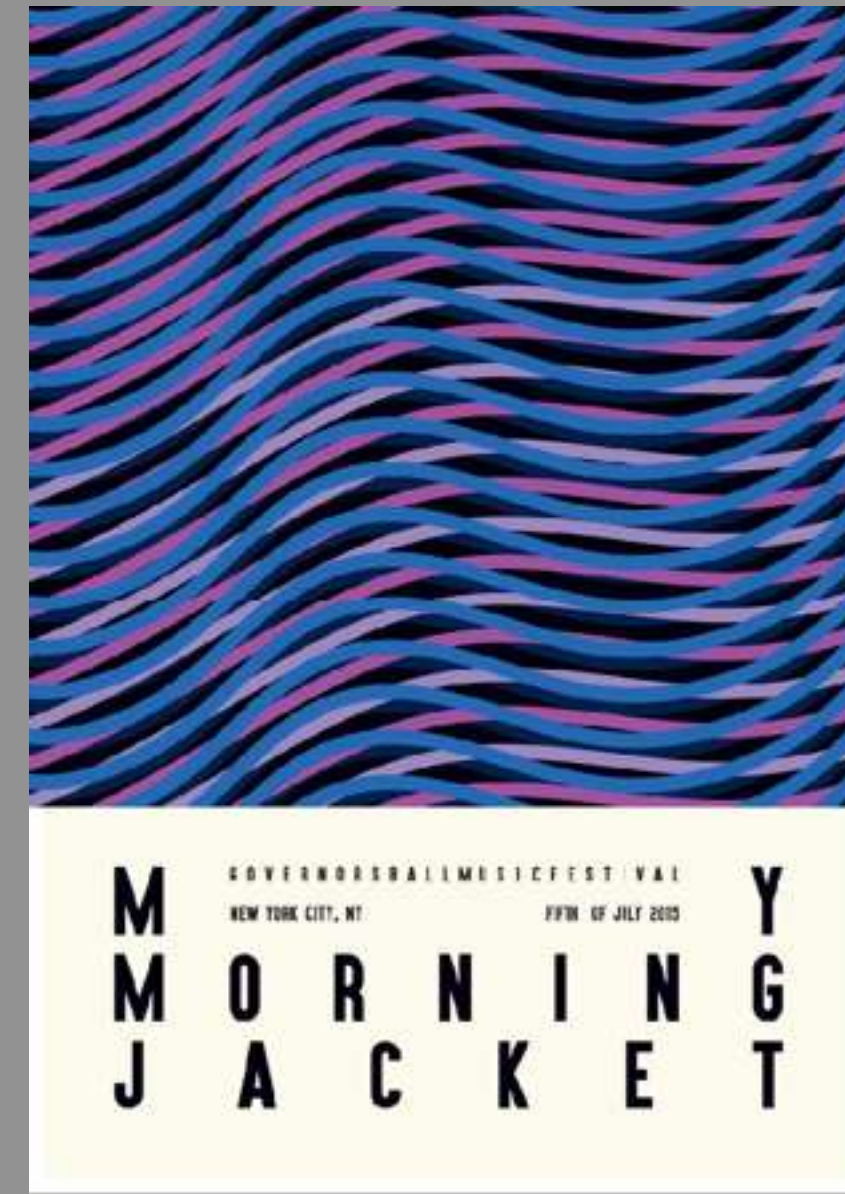
**Blending code with your pre-  
existing design skills becomes  
a transformative experience**

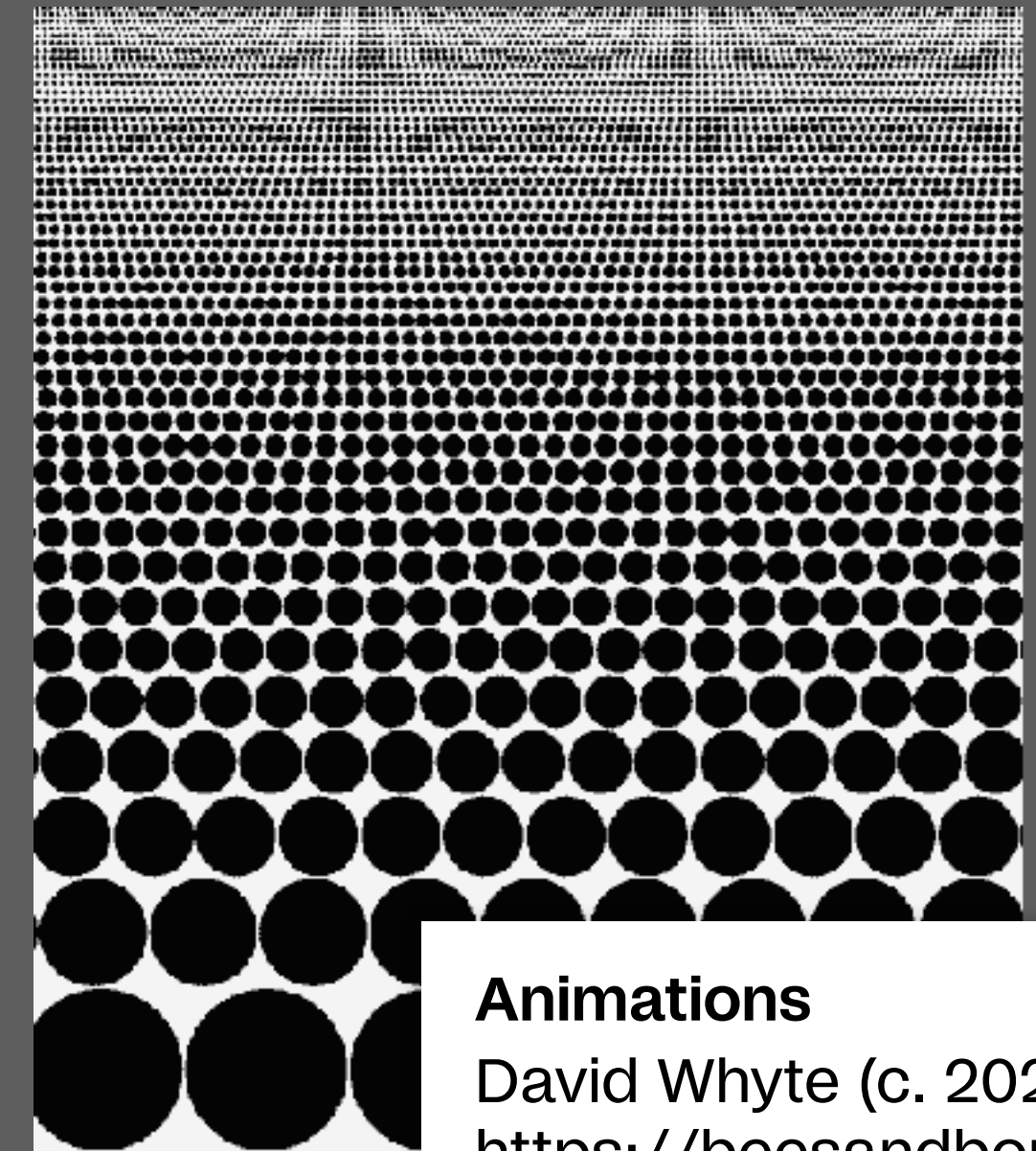
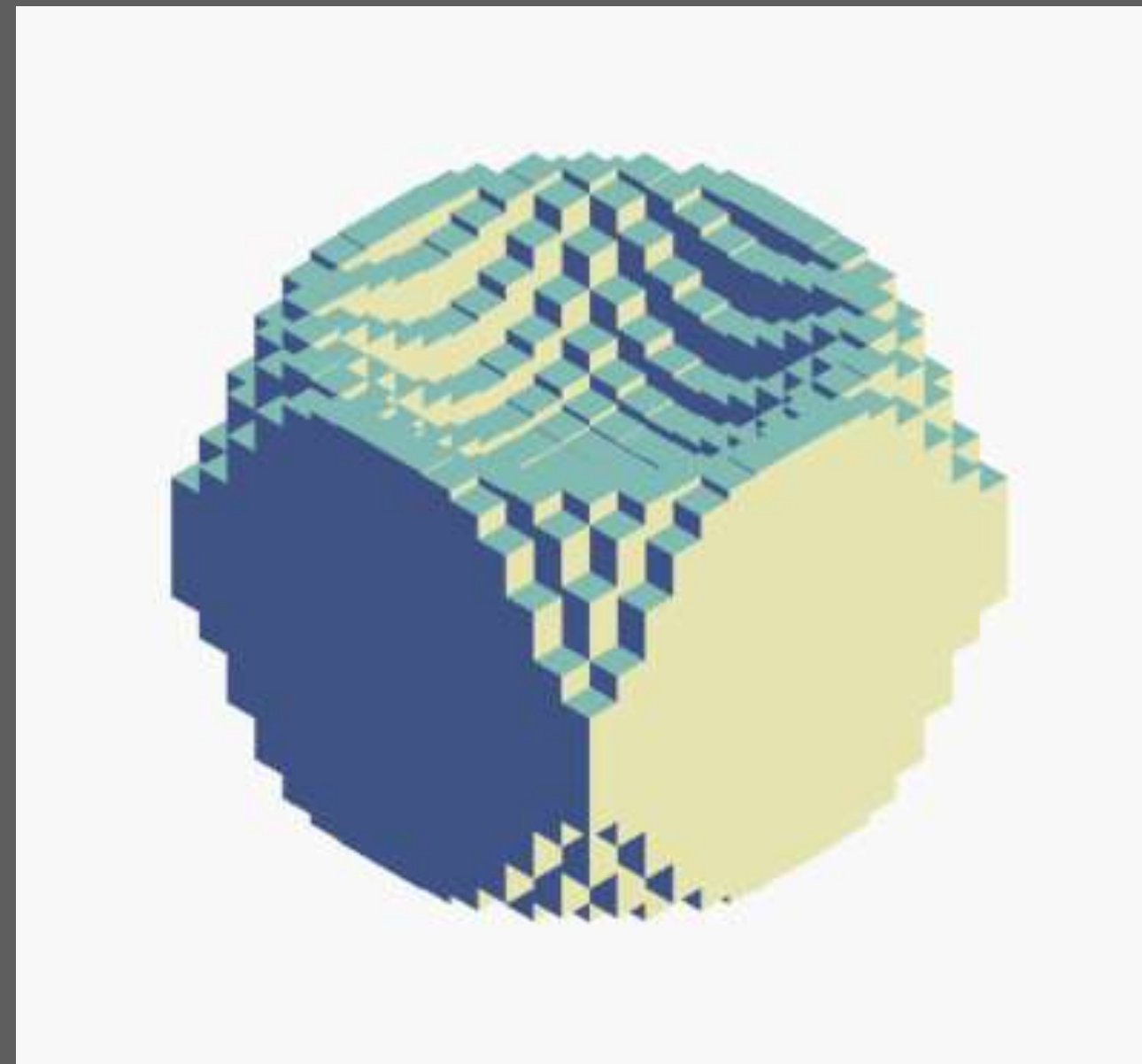
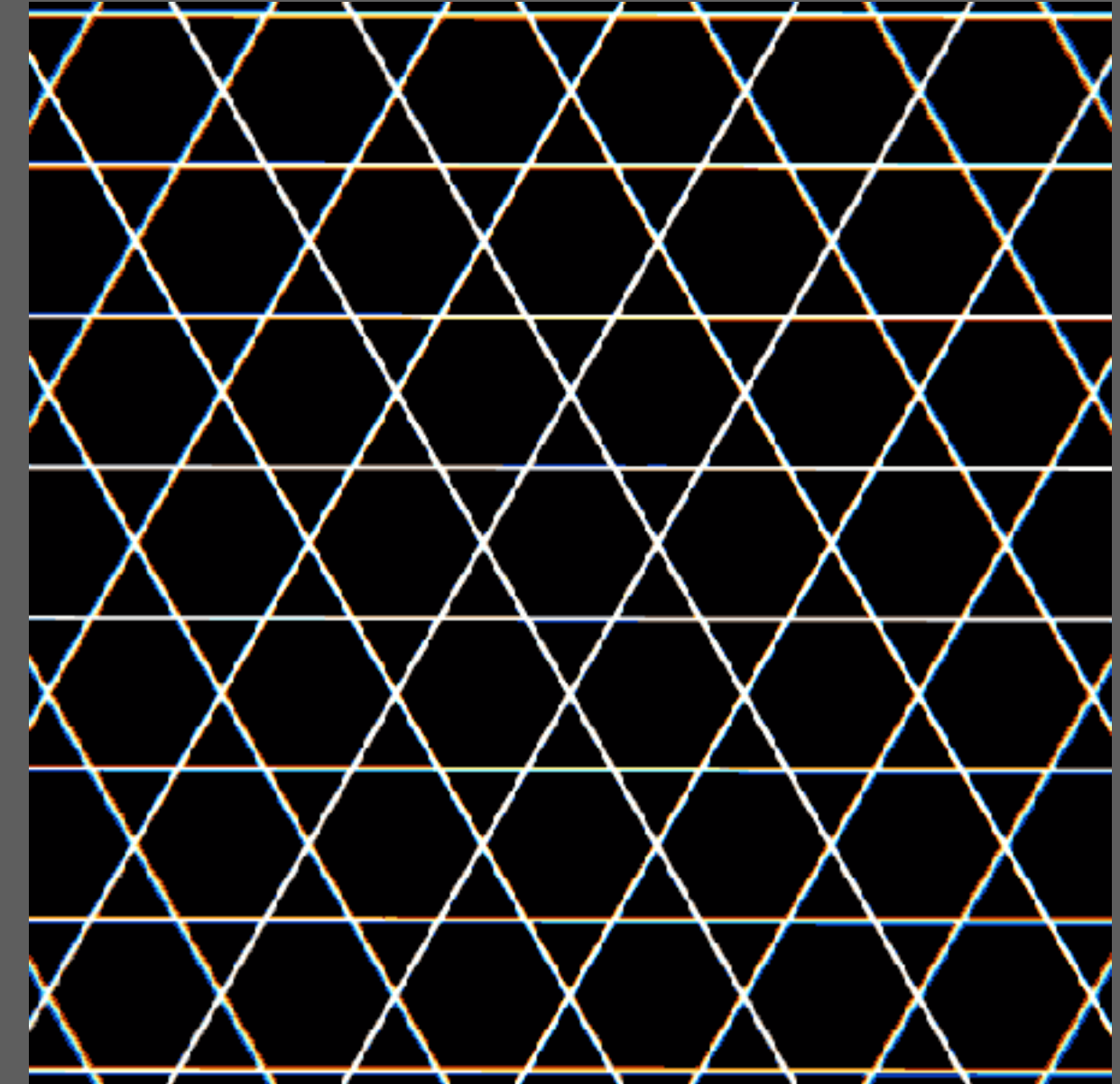
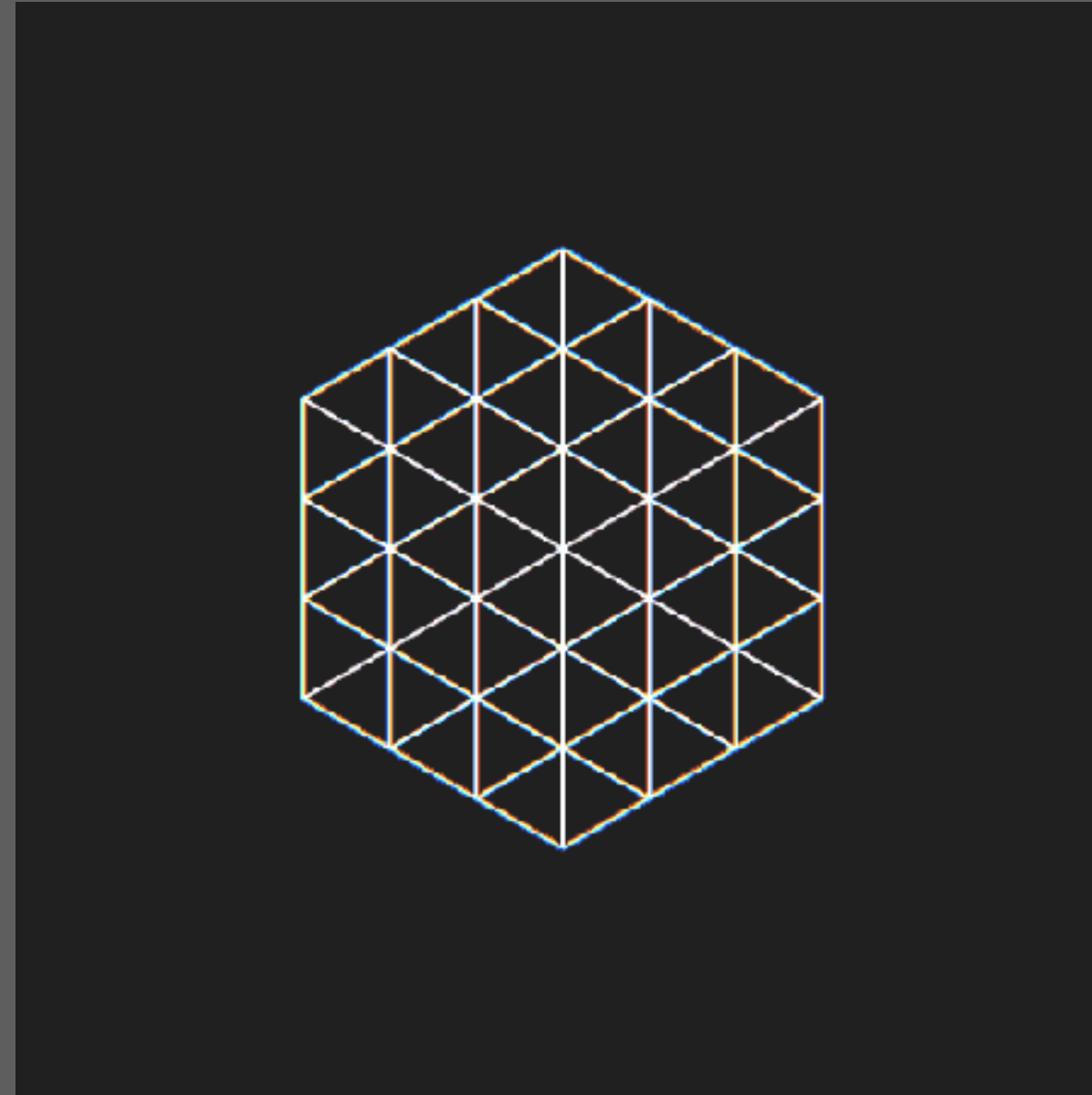
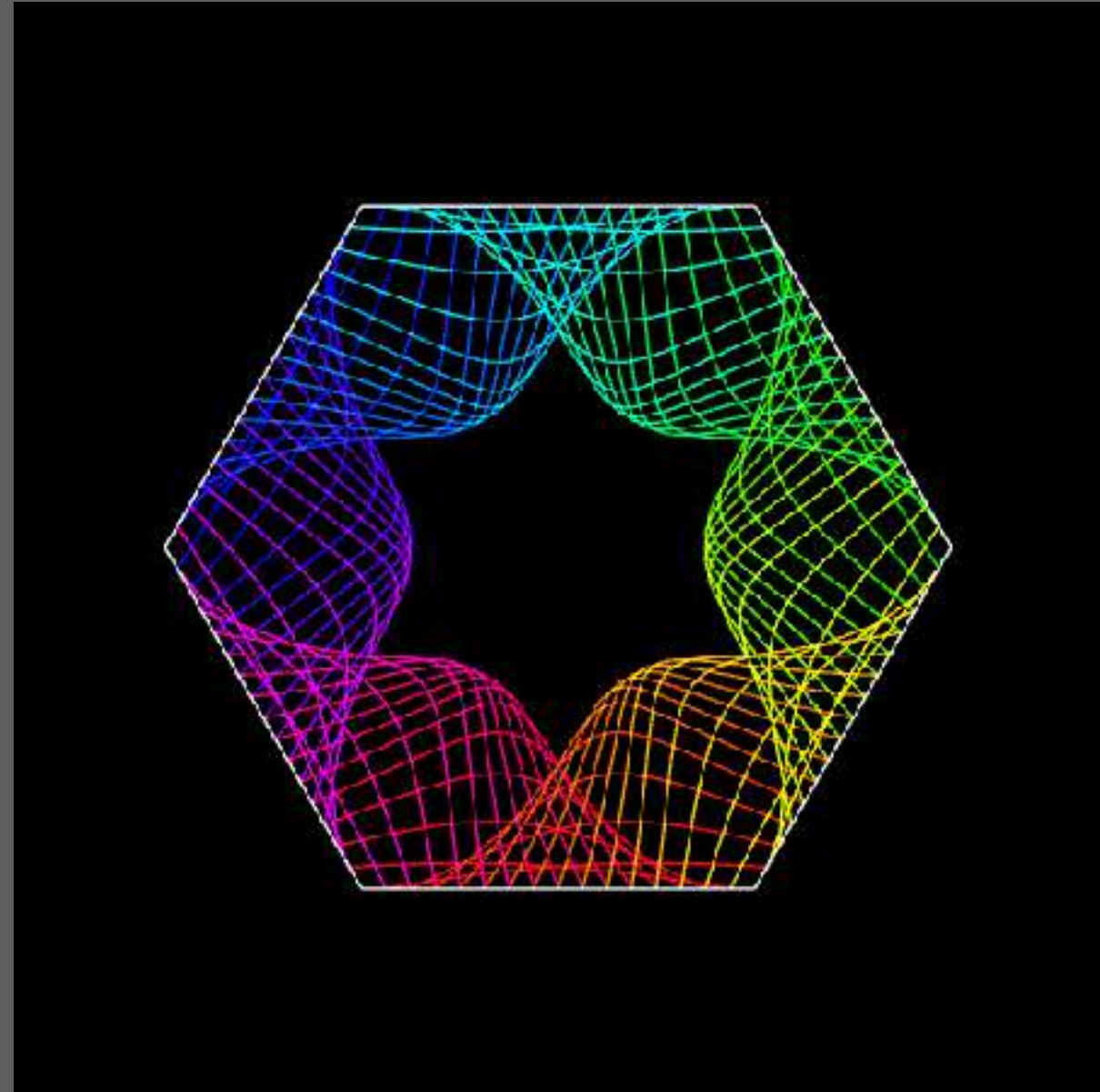
Point 3 of 4:

Blending design and code  
yields lots of benefits

Rekindle your  
love for math







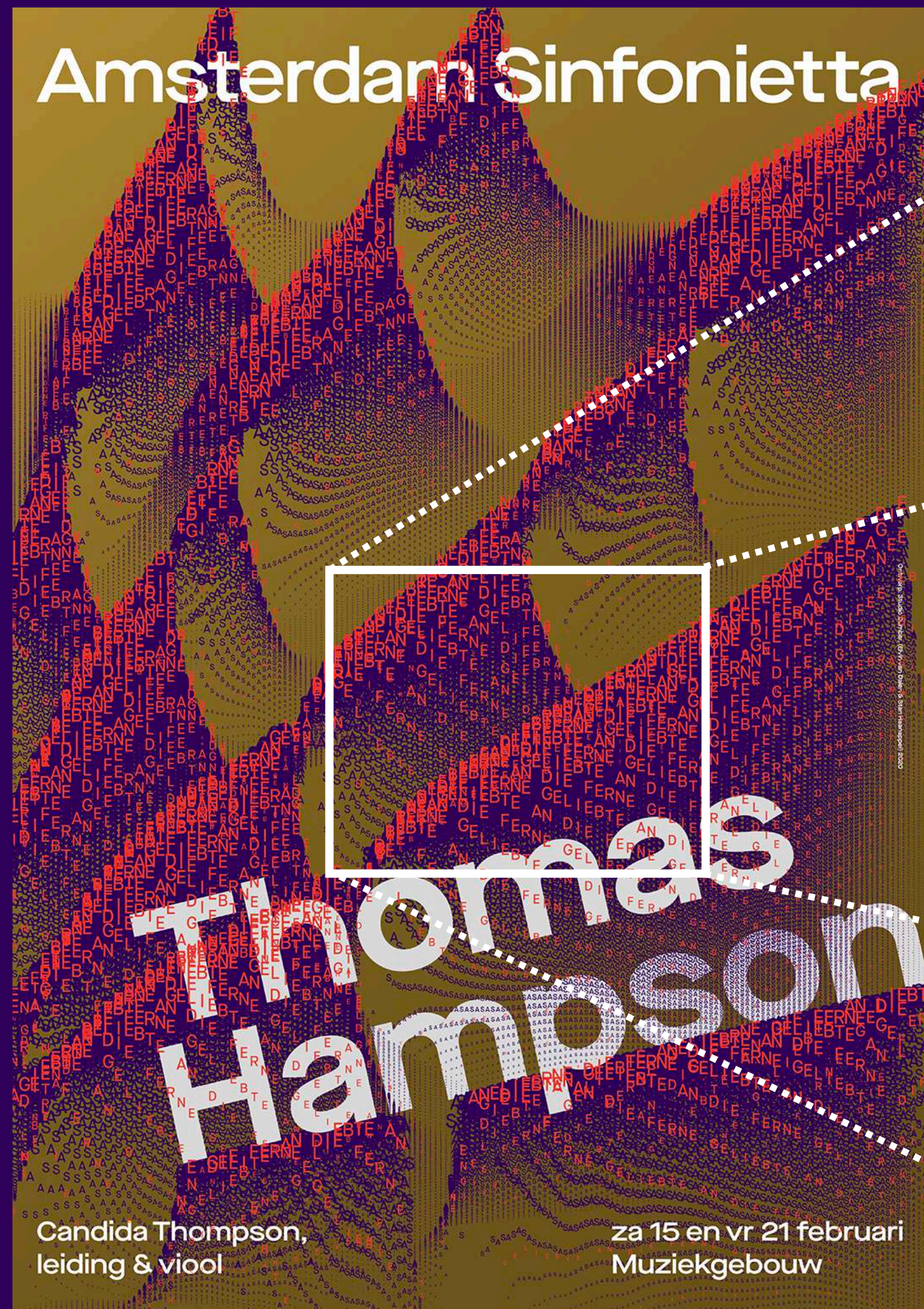
**Animations**  
David Whyte (c. 2020)  
<https://beesandbombs.com/>

DIRECTED BY

SCOTT FRANK

**Title sequence for »Queen's Gambit«**  
Saskia Marka & David Whyte (2020)  
<https://www.artofthetitle.com/title/the-queens-gambit/>

Explore new levels of  
visual intricacy not  
achievable by hand



Amsterdam Sinfonietta feat. Thomas Hampson  
Studio Dumbar (2020)  
<https://studiodumbar.com/work/amsterdam-sinfonietta>



**Coded Design:**

**Typographic grid where individual size of the letters is calculated from a grayscale value**



**Motion Design:**

**Grayscale animation with »blobs« animated by a designer to match the vibe in the music**



**Amsterdam Sinfonietta Visual Identity in motion**

Studio Dumbar (2018)

<https://vimeo.com/289255843>

Amsterdam Sinfonietta

# Pärt en Tavener

Candida Thompson, leiding & viool  
Nicolas Alsteaert, cello  
Gijs Scholten van Apchat

do 15 & vr 16 maart 20.15 uur  
Muziekgebouw aan 't IJ

reservaten 020 788 2000  
www.sinfonietta.nl

Amsterdam Sinfonietta

# terugblik 2012

Amsterdam Sinfonietta

# terugblik 2013

Amsterdam Sinfonietta

# Illumine me

Anthony Marwood, leiding & viool  
Alexander Melnikov, piano

vr 10 en do 16 mei  
Muziekgebouw

Amsterdam Sinfonietta

# Goldberg variaties

Candida Thompson, leiding & viool  
Ning Feng, viool

za 30 nov  
Muziekgebouw

Amsterdam Sinfonietta

# Klezmer dansen

Candida Thompson, leiding & viool  
Michele Fröst, klarinet

wo 1 mei 20.15 uur  
Muziekgebouw aan 't IJ

reservaten 020 788 20 00  
www.sinfonietta.nl

Amsterdam Sinfonietta

# Lied

# Erde

Candida Thompson, leiding & viool  
Thomas Oliemans, bariton  
Nikolai Schukoff, tenor

vr 10 maart 20.15 uur  
Muziekgebouw aan 't IJ

reservaten 020 788 2000  
www.sinfonietta.nl

Amsterdam Sinfonietta

# Visions at sea

Kristian Bezuidenhout

vr 10 februari 20.15 uur  
Muziekgebouw aan 't IJ

za 18 februari 20.15 uur  
Het Concertgebouw

Anthony Marwood, leiding & viool  
www.sinfonietta.nl

Amsterdam Sinfonietta

# Quartetto Serioso

Candida Thompson, leiding & viool  
Marc-André Hamelin piano

do 6 & za 8 december  
Muziekgebouw

Amsterdam Sinfonietta

# Duivels-kunstenaar

# Ray Chen

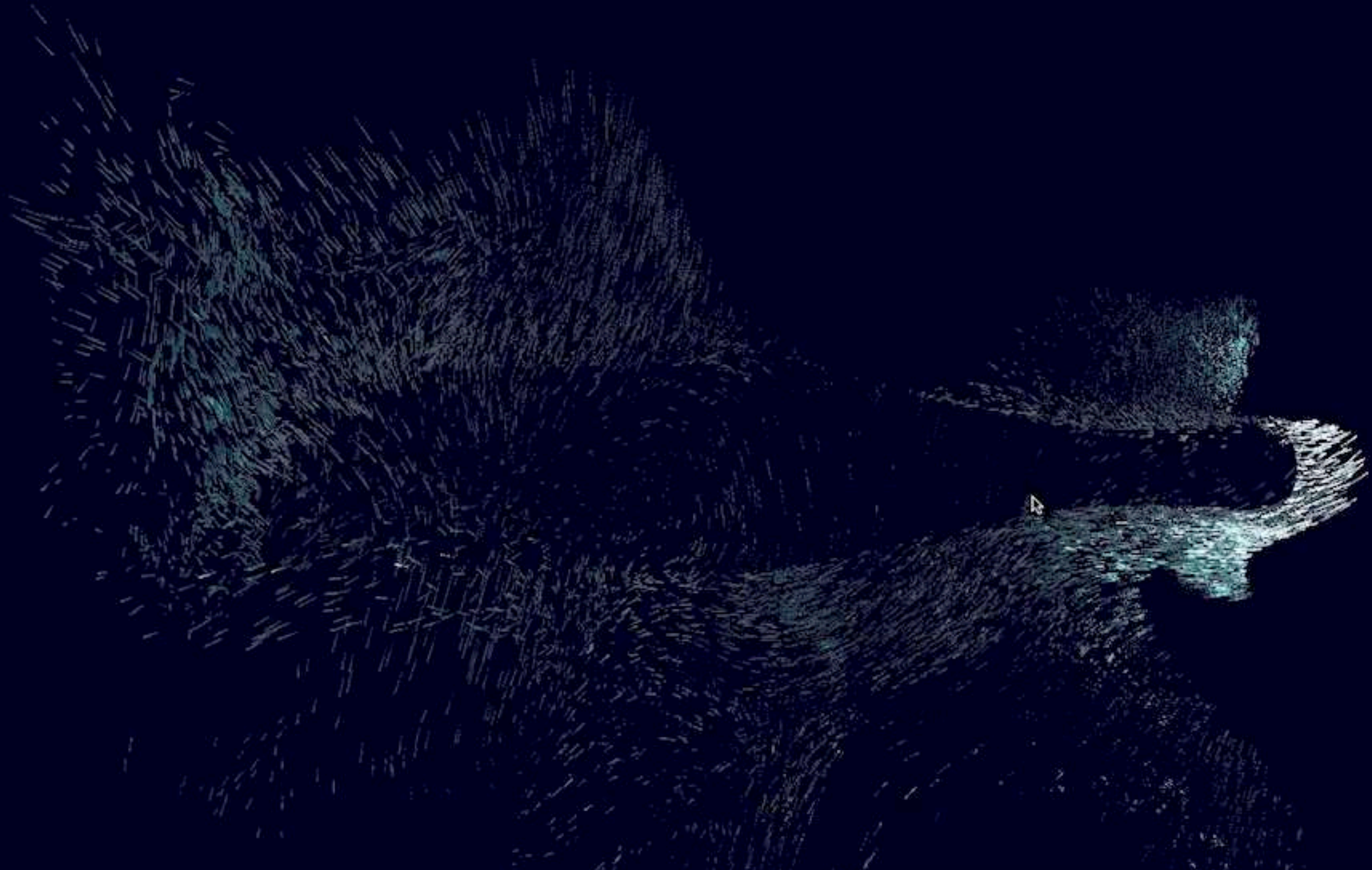
Candida Thompson, leiding & viool  
Ray Chen, viool

vr 15 februari  
Muziekgebouw

zo 17 februari  
Het Concertgebouw



Access a new world of  
computational aesthetics



Wet\_No\_Wind

Scene

Light Position

Weather Override

wind	<input type="range"/>	17
rain	<input type="range"/>	0
temp	<input type="range"/>	6

Simulation

dispersion	<input type="range"/>	0.9
turbulence	<input type="range"/>	0.37
speed	<input type="range"/>	0.19
fadeAway	<input type="range"/>	0.45
animate	<input checked="" type="checkbox"/>	
randomize	<input type="button"/>	

Particles

mesh

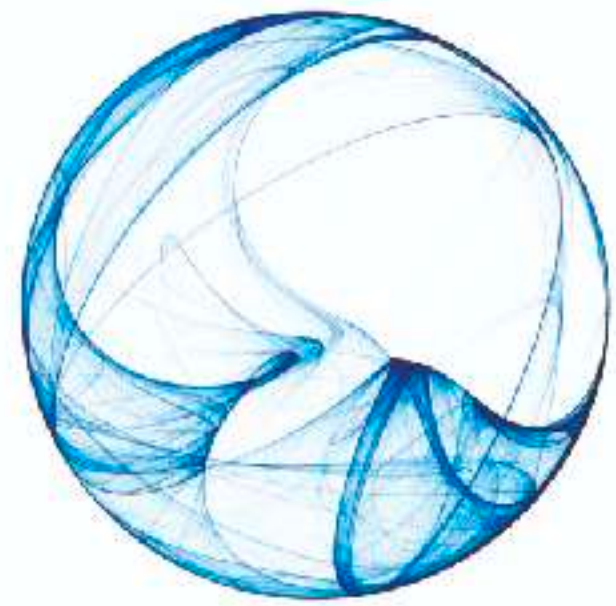
scale	<input type="range"/>	1
scale_X	<input type="range"/>	1
scale_Y	<input type="range"/>	1
scale_Z	<input type="range"/>	1
color_Hue	<input type="range"/>	5
color_Saturation	<input type="range"/>	0.58
color_Value	<input type="range"/>	1.8
line_Formation	<input type="range"/>	0.76
line_Length	<input type="range"/>	8
particleCount	<input type="range"/>	18000
randomize	<input type="button"/>	

Export / Save

Close Controls

**Brute - A brand crafted by the elements**  
Patrik Hübner (2018)  
<https://www.patrik-huebner.com/work/brute-data-driven-wine-brand/>

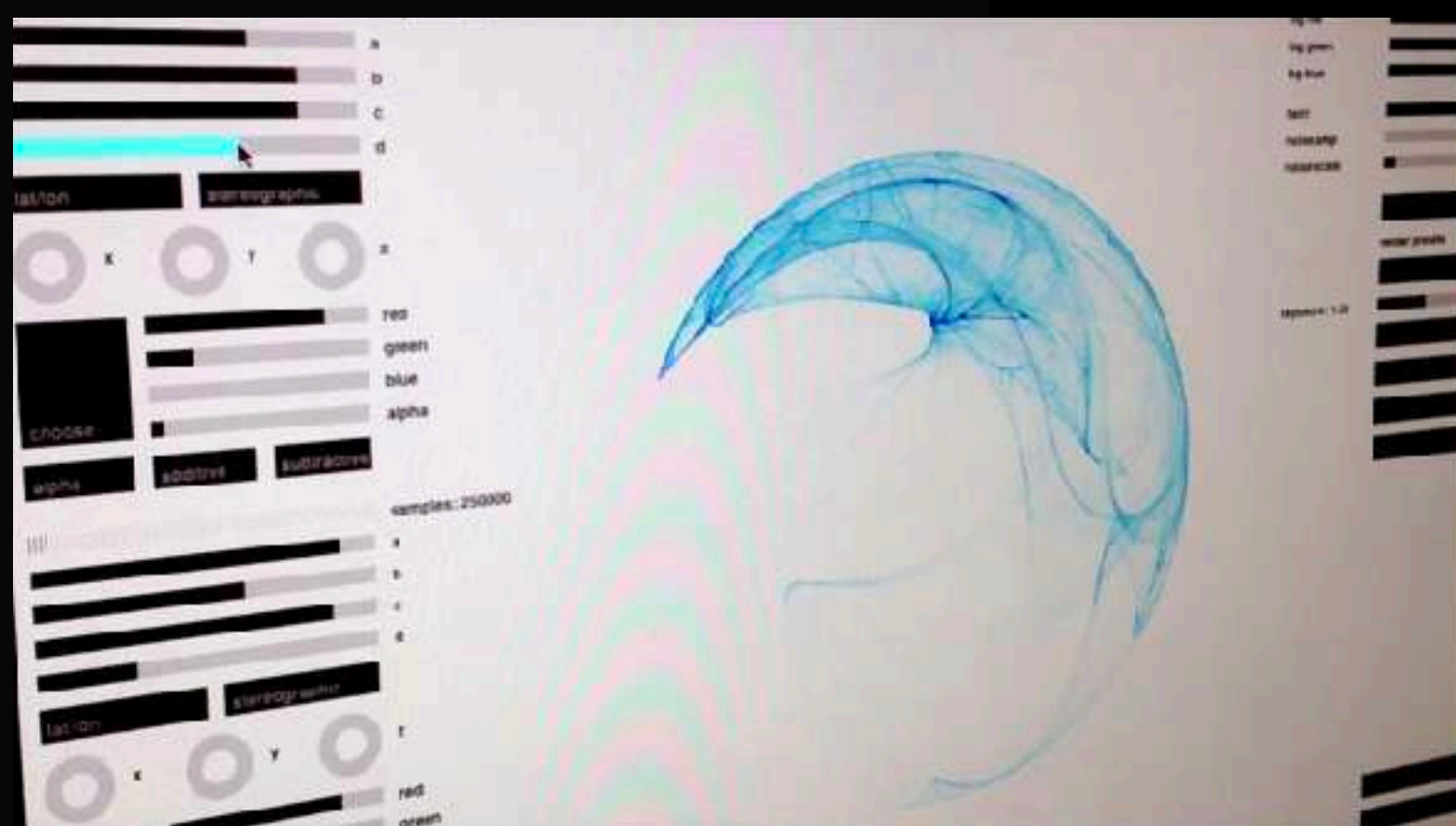




**LEEDS COLLEGE**  
of **MUSIC**

## YOUR SOUND

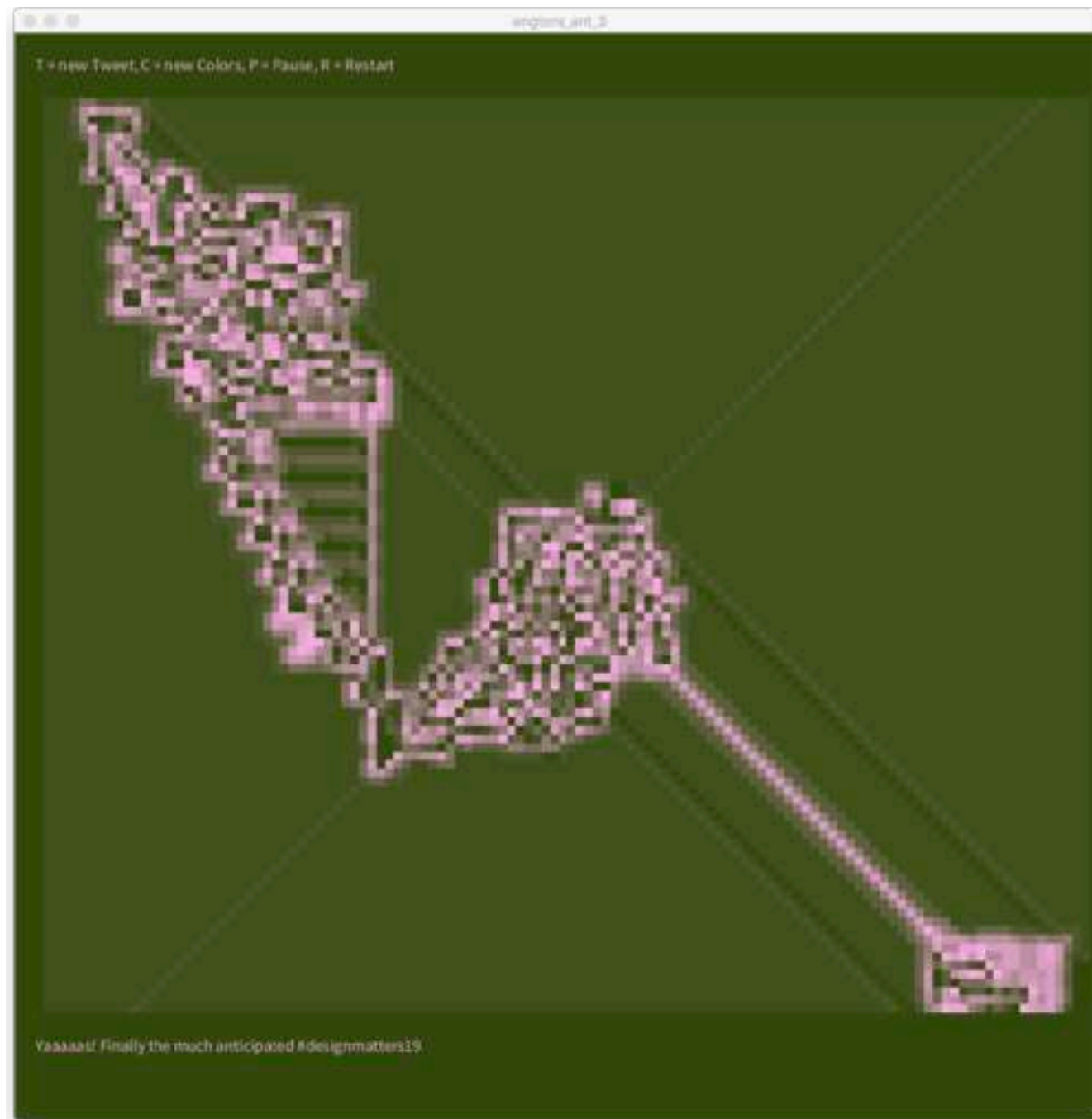
Our software creates a unique visualisation  
of a student's music.



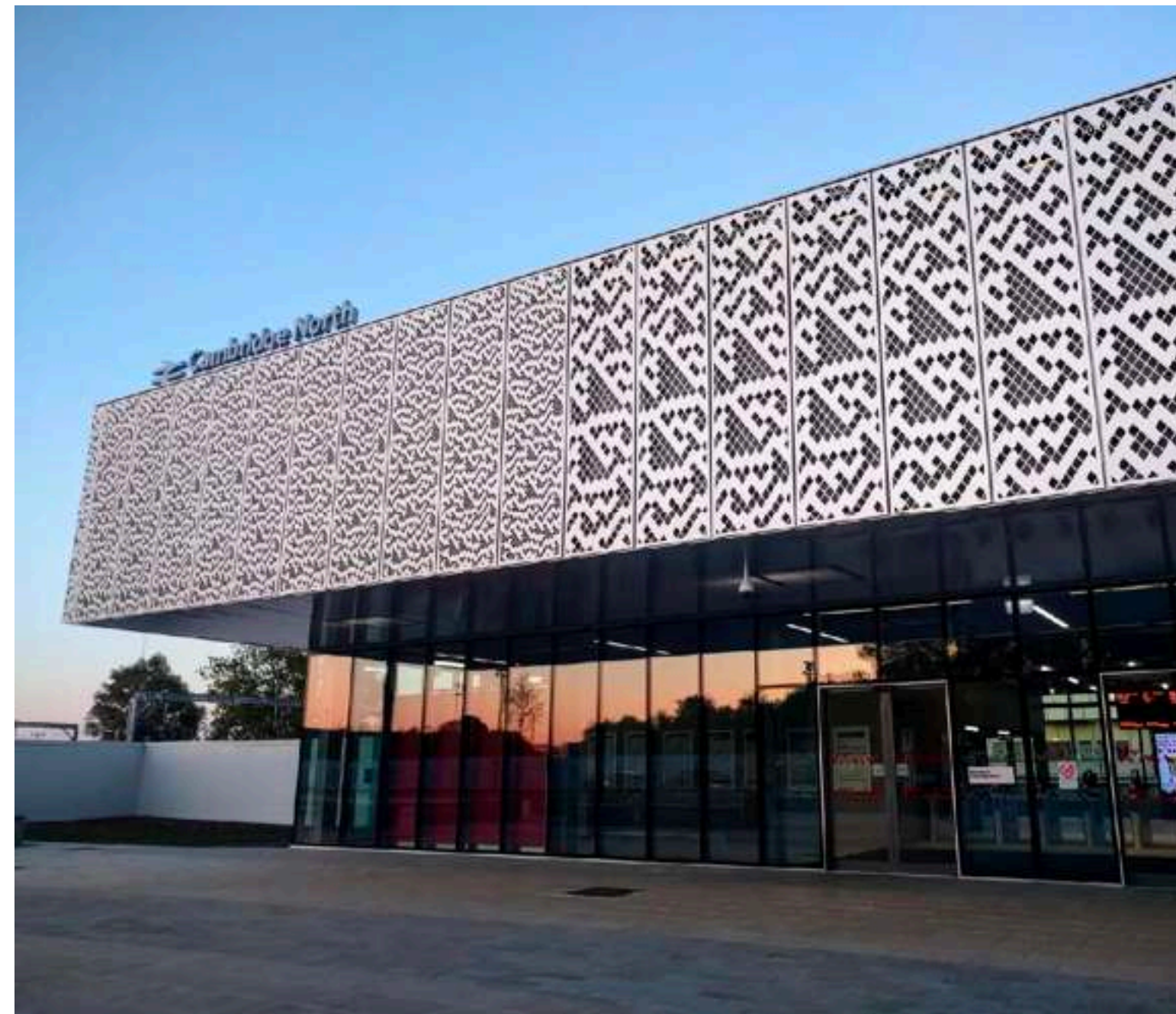
**Leeds College of Music**  
Precedent & Karsten Schmidt (2013)  
<https://vimeo.com/67382947>



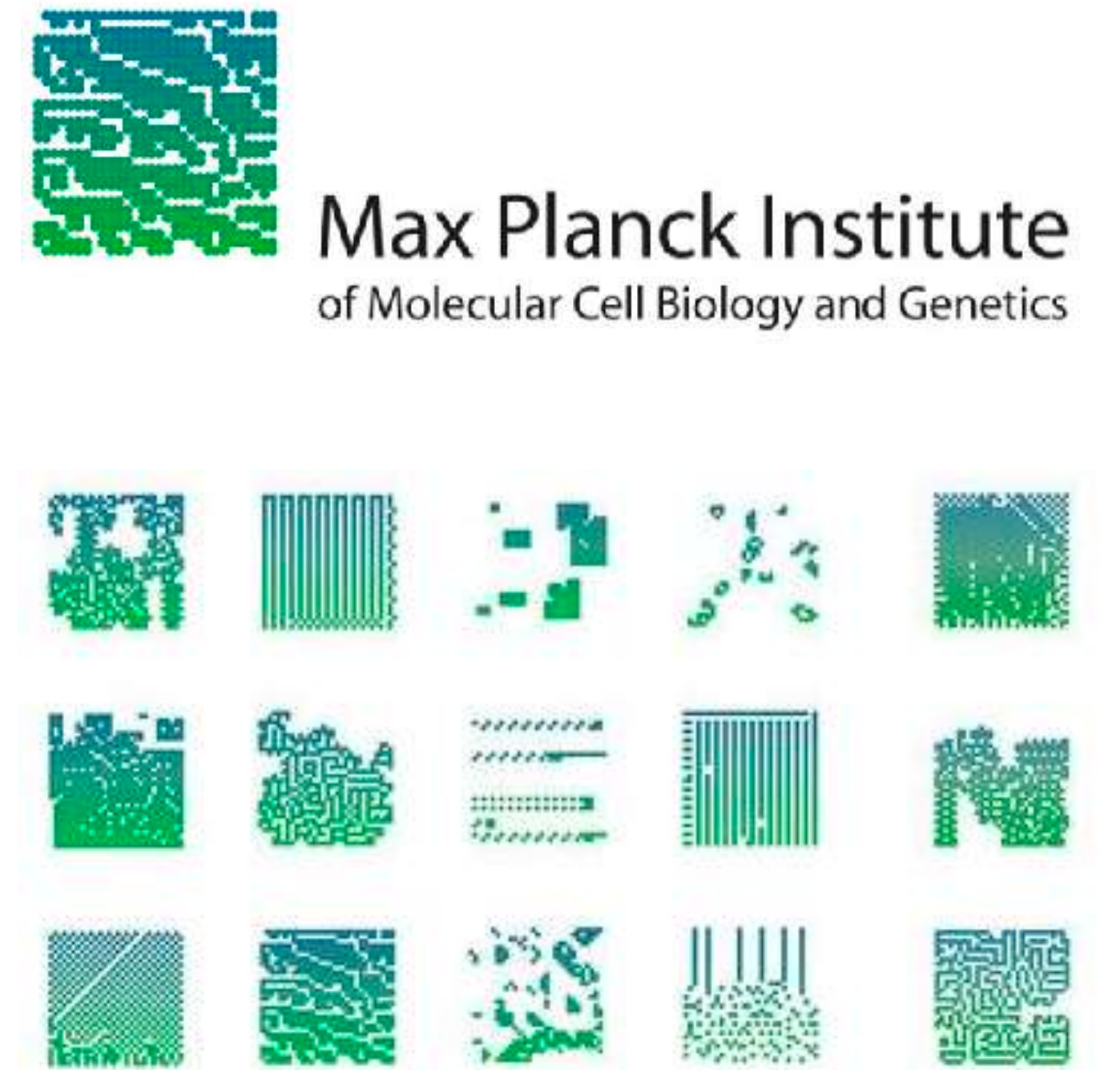
**Corollaria Algorithmic Jewelry**  
Nervous Systems (2016)  
<https://n-e-r-v-o-u-s.com/blog/?p=7465>



Tweet Visualization using Langton's Ant  
(Eigil Mandrup Nicolajsen, 2021)



Facade cladding on Cambridge North  
Station using Wolfram Rule 30  
(Atkins Architects, 2017)



Speculative visual identity for Max  
Planck Institute mimicking natural  
selection, mutations and breeding  
(Michael Schmitz, 2006)



Experimental book covers  
(Michael Kosmicki, 2009)



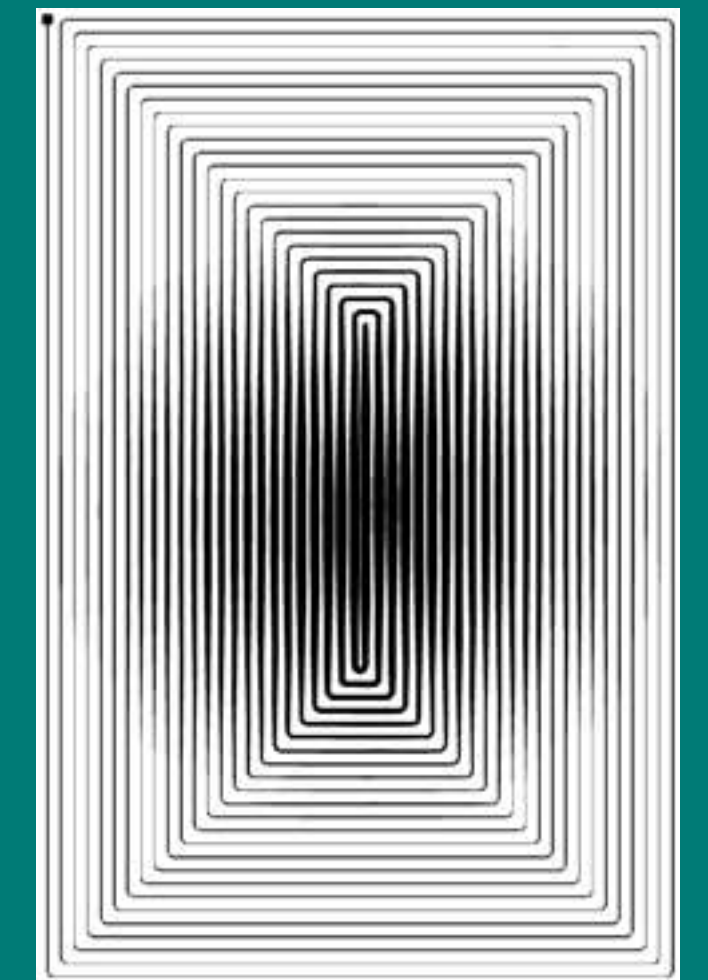
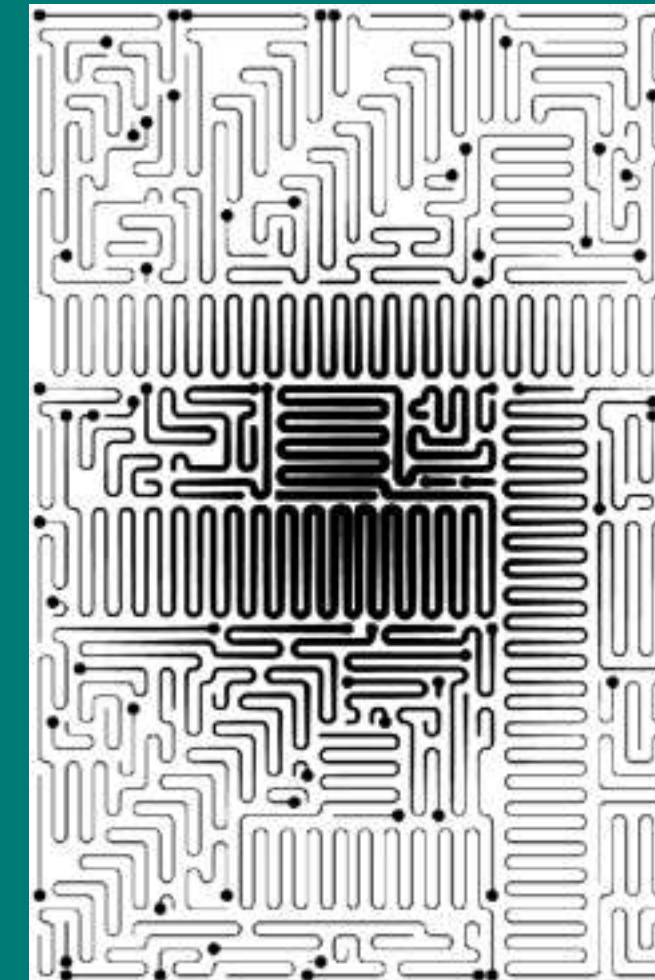
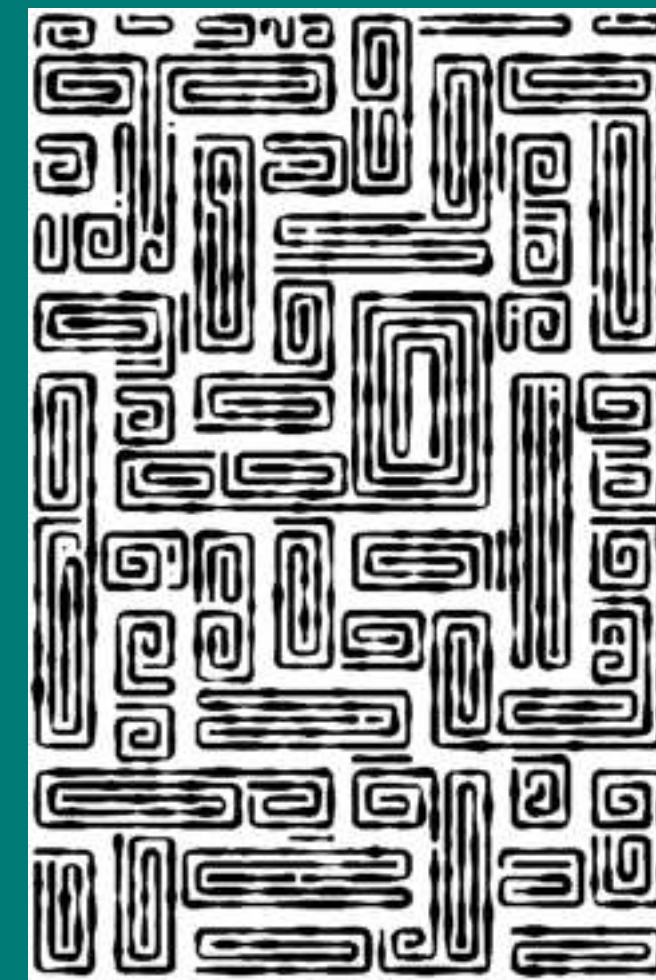
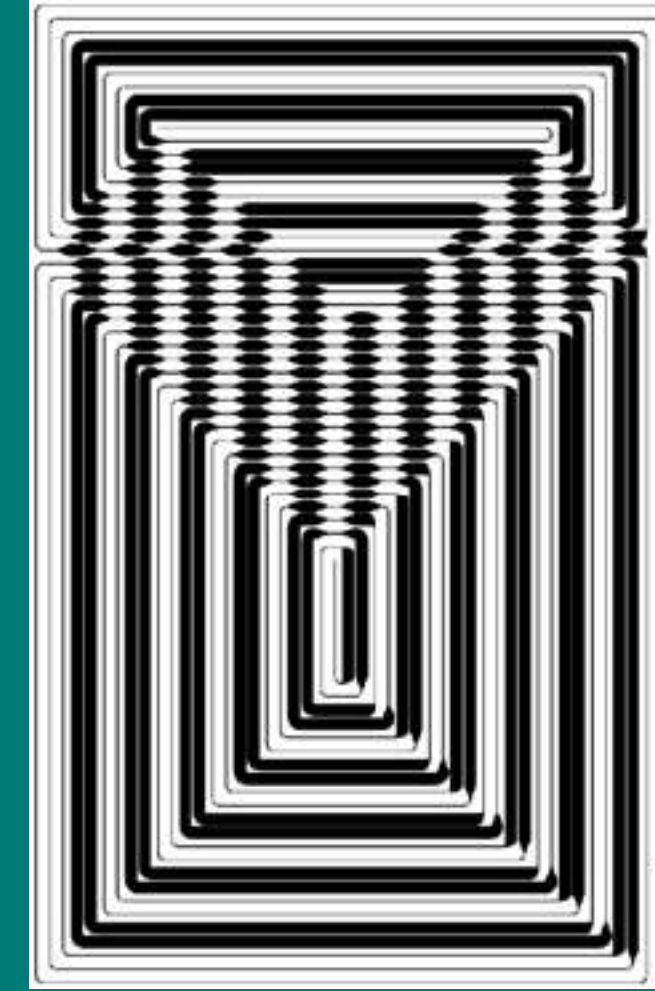
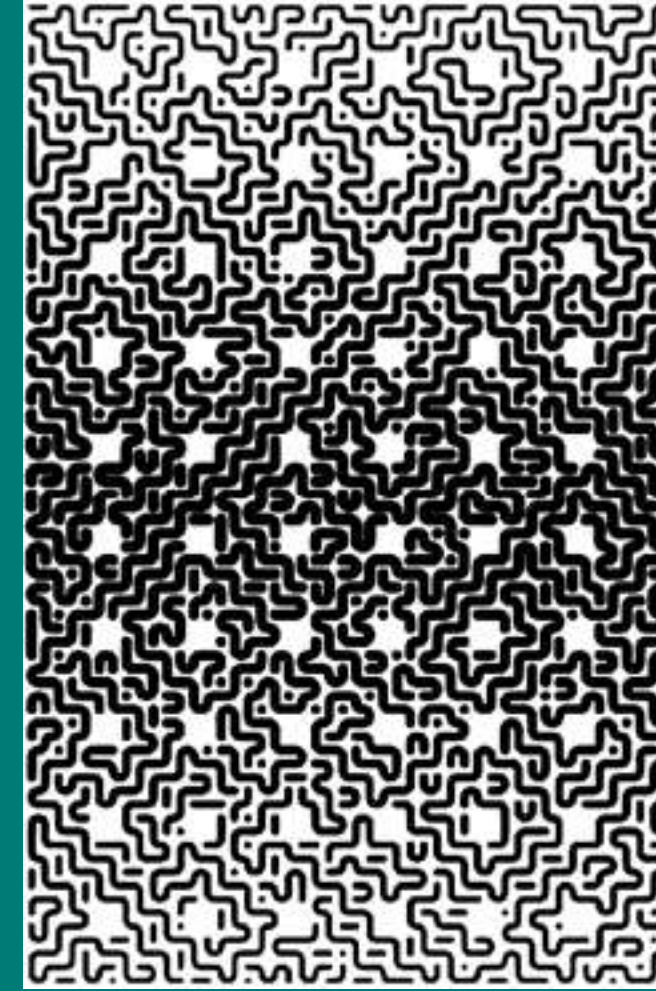
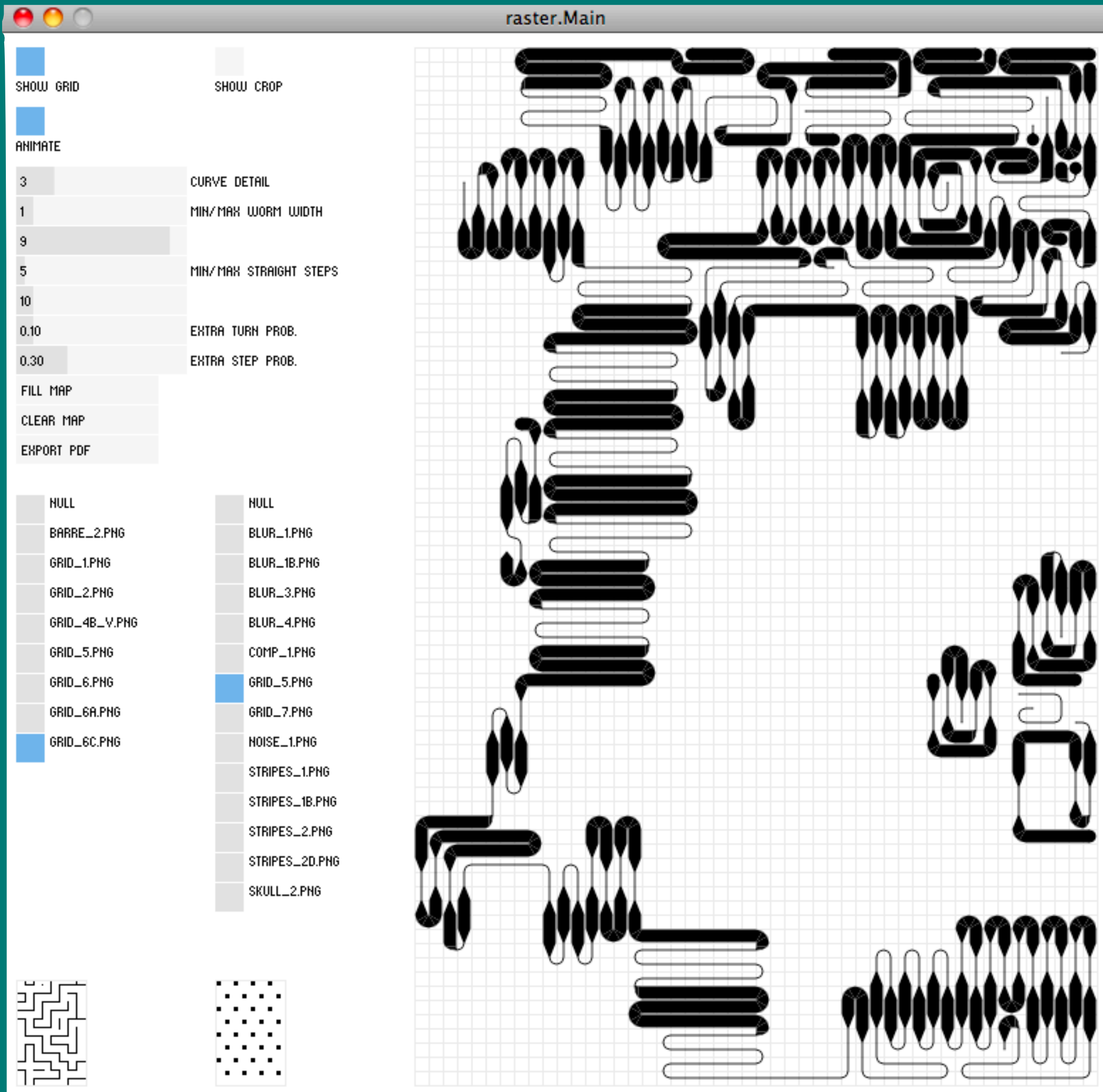
Glitch Throw Pillow (Berg, 2010-)  
XOR DDoS scarf ([glitchtextiles.com](http://glitchtextiles.com), 2012)



Poster for Pixelache Helsinki Festival  
(Château Fort Fort, c. 2012)

Continue the century-old  
tradition of designers being  
toolmakers in the digital realm





### The Puddle Builder (#3 in series of 13)

Andreas Gysin & Sidi Vanetti (2009-2014)

<https://ertdfgcvb.xyz/p2/the-puddle/index.html>

Graphic design Gyula Koranyi

The Puddle  
more than Hip-Hop

Samstag  
21. Mai 2011  
23 Uhr

Stall 6  
Gessnerallee 8  
ZH

**Bit-Tuner**  
**Feldermelder**  
**Nik!**  
**.Suffix**  
Electronics, Dubstep and less  
Live, DJ and VJ

**P-tess**  
Hip-Hop and more  
DJ

Special event:  
Dope  
Crackers  
Tour

www.stall6.ch

Graphic design Gyula Koranyi

The Puddle  
more than Hip-Hop

Freitag  
25 Februar 2011  
23 Uhr

Stall 6  
Gessnerallee 8  
ZH

**Das Fest**  
Posttrap  
Live

**Nik!**  
Dubstep and less  
dj

**P-tess**  
Hip-Hop and more  
dj

www.stall6.ch

Graphic design Gyula Koranyi

The Puddle  
more than Hip-Hop

Freitag  
25 Februar 2011  
23 Uhr

Stall 6  
Gessnerallee 8  
ZH

**Baths**  
Dubstep  
Live

**Kratemann**  
Dubstep  
Live

**P-tess**  
Hip-Hop and more  
dj

Graphic design Gyula Koranyi

The Puddle  
more than Hip-Hop

Freitag  
25 Februar 2011  
23 Uhr

Stall 6  
Gessnerallee 8  
ZH

**Fell**  
Dubstep  
Live

**Candis Hank**  
Dubstep  
Live

**In the mix**  
Hip-Hop and more  
dj

Graphic design Gyula Koranyi

The Puddle  
more than Hip-Hop

Freitag  
25 Februar 2011  
23 Uhr

Stall 6  
Gessnerallee 8  
ZH

**Wedge**  
Dubstep  
Live

**Koolkat**  
Dubstep  
Live

**P-tess**  
Hip-Hop and more  
dj

Graphic design Gyula Koranyi

The Puddle  
more than Hip-Hop

Freitag  
25 Februar 2011  
23 Uhr

Stall 6  
Gessnerallee 8  
ZH

**Black Cracker**  
Dubstep  
Live

**Soulsonic**  
Dubstep  
Live

**In the mix**  
Hip-Hop and more  
dj

Graphic design Gyula Koranyi

The Puddle  
more than Hip-Hop

Freitag  
25 Februar 2011  
23 Uhr

Stall 6  
Gessnerallee 8  
ZH

**Hepp**  
Dubstep  
Live

**Raphaelus**  
Dubstep  
Live

**P-tess**  
Hip-Hop and more  
dj

Graphic design Gyula Koranyi

The Puddle  
more than Hip-Hop

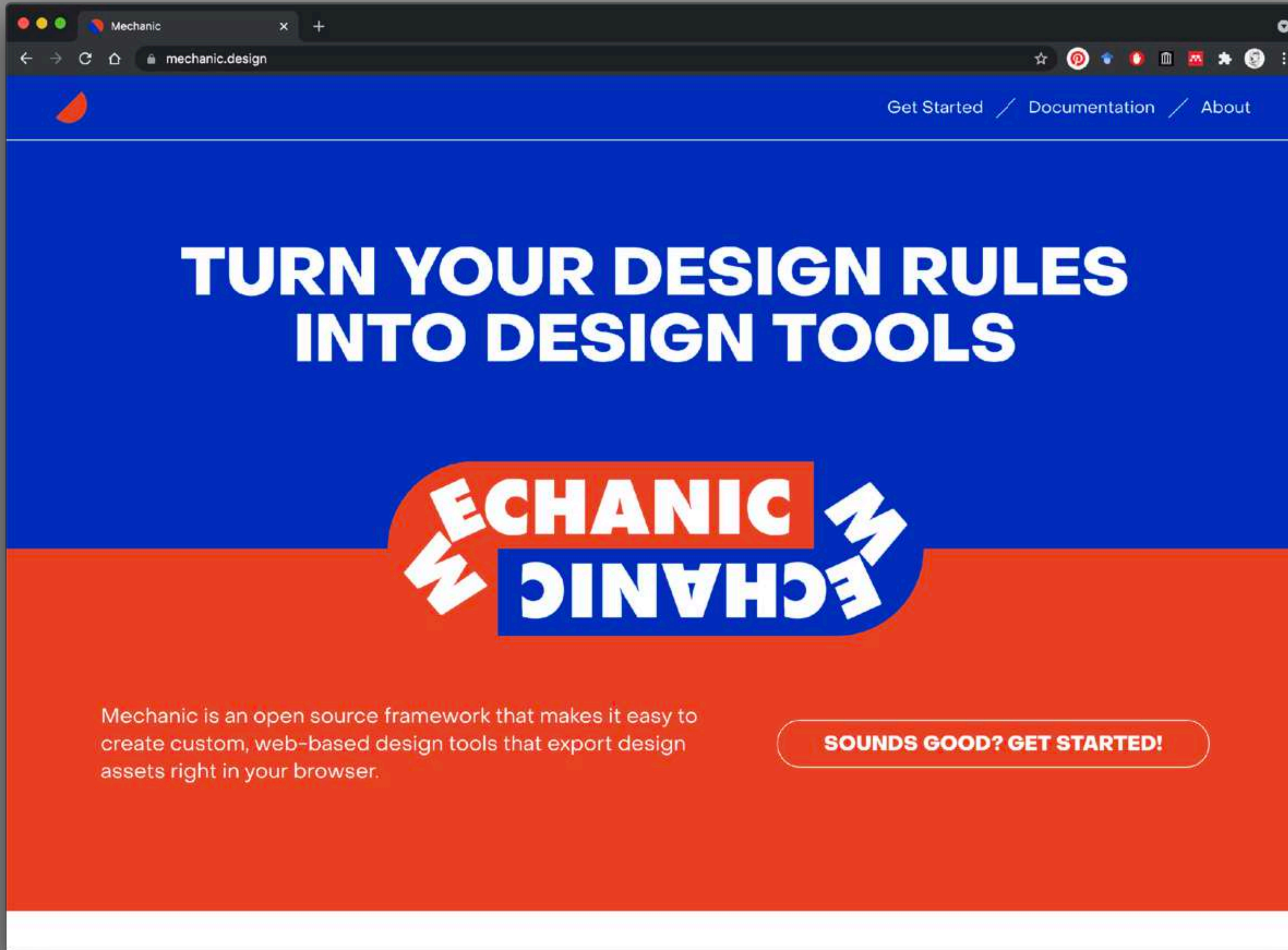
Freitag  
25 Februar 2011  
23 Uhr

Stall 6  
Gessnerallee 8  
ZH

**Simon/off**  
Dubstep  
Live

**Kolt**  
Dubstep  
Live

**In the mix**  
Hip-Hop and more  
dj



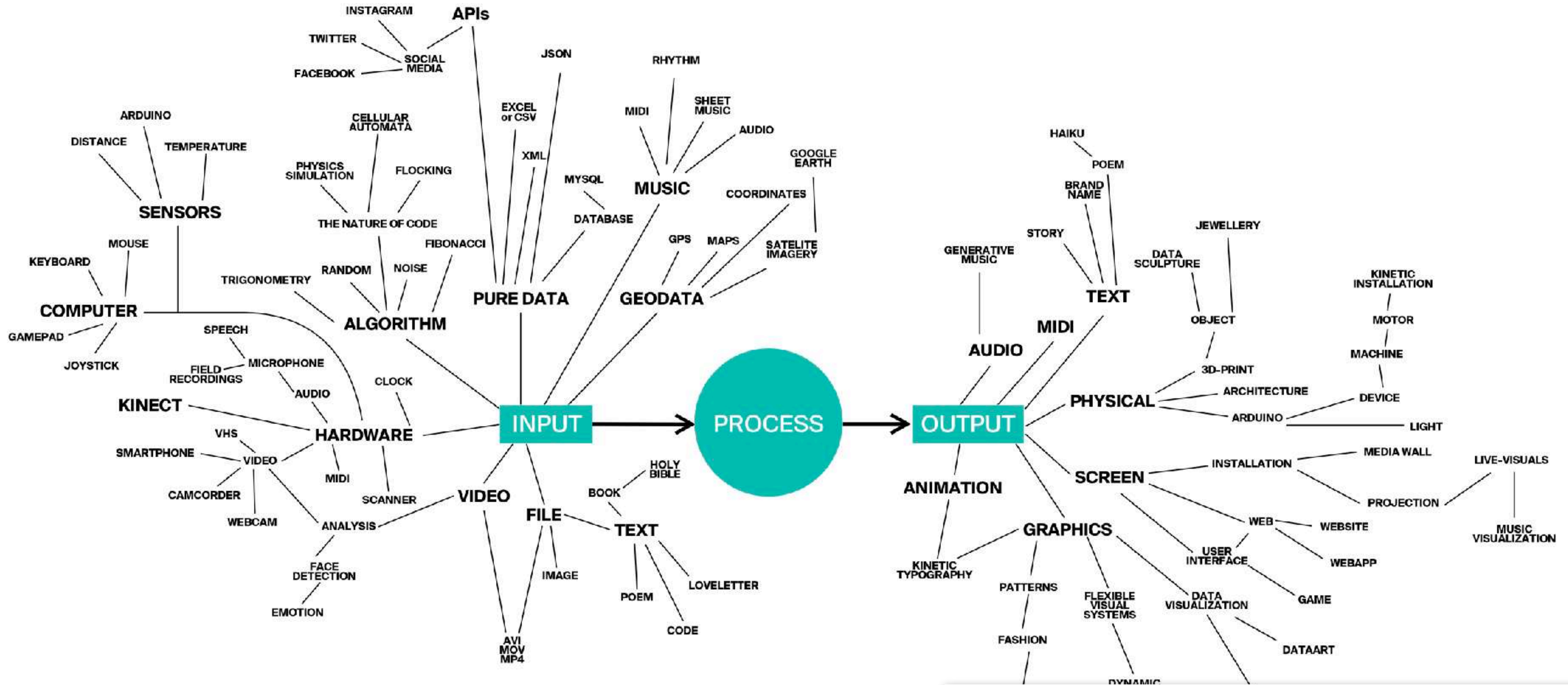
# TURN YOUR DESIGN RULES INTO DESIGN TOOLS



Mechanic is an open source framework that makes it easy to create custom, web-based design tools that export design assets right in your browser.

[SOUNDS GOOD? GET STARTED!](#)

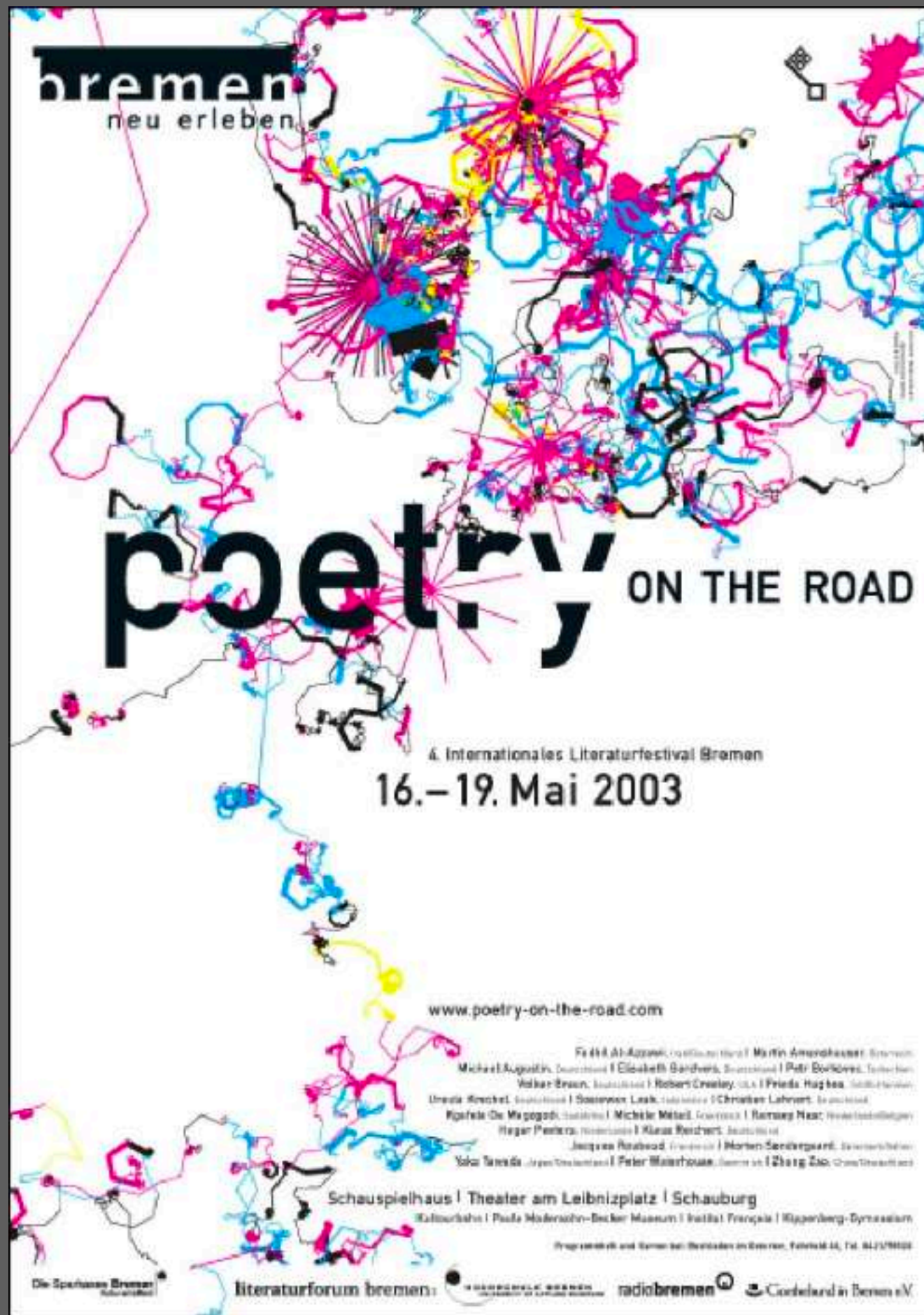
When you look at the world  
with a computational mindset,  
everything can be an input



**Method**

Patrik Hübner (2018)

<https://www.patrik-huebner.com/method/>



(Boris Müller, 2003)



(Boris Müller, 2010)



(Friederike Lambers, Boris Müller, Florian

**Poetry On The Road (various years)**  
 Boris Müller et al. (2002-2013)  
<https://esono.com/boris/projects/>

Designing with code begs  
for cross-disciplinary  
collaborations



**Hansje van Halem**  
Graphic Designer  
<http://www.hansje.net/>



**Just van Rossum**  
Designer, Programmer  
[@justvanrossum](https://twitter.com/justvanrossum)



**Jurriaan Hos**  
Motion Designer  
<https://jurriaanhos.com/>



LL SCIENCE LL SCIENCE

**CHARTER**

IN 2050 MOETEN WE 10 MILJARD MENSEN VOEDEN. DEZE GIGANTISCHE UITDAGING GAAN IMEC EN RABOBANK AAN. IN DE KAS VAN DE TOEKOMST WORDT ELK PLANTJE VAN SLIMME SENSOREN VOORZIEN ZODAT KOSTBARE VOEDINGSTOFFEN, ENERGIE EN WATER NIET VERLOREN GAAN.

imec

LOWLANDS 2018

**ARMADILLO**

**HET GEDRAG**

FIRST PUBLIC APPEARANCE IN THE NETHERLANDS

POLUNIN

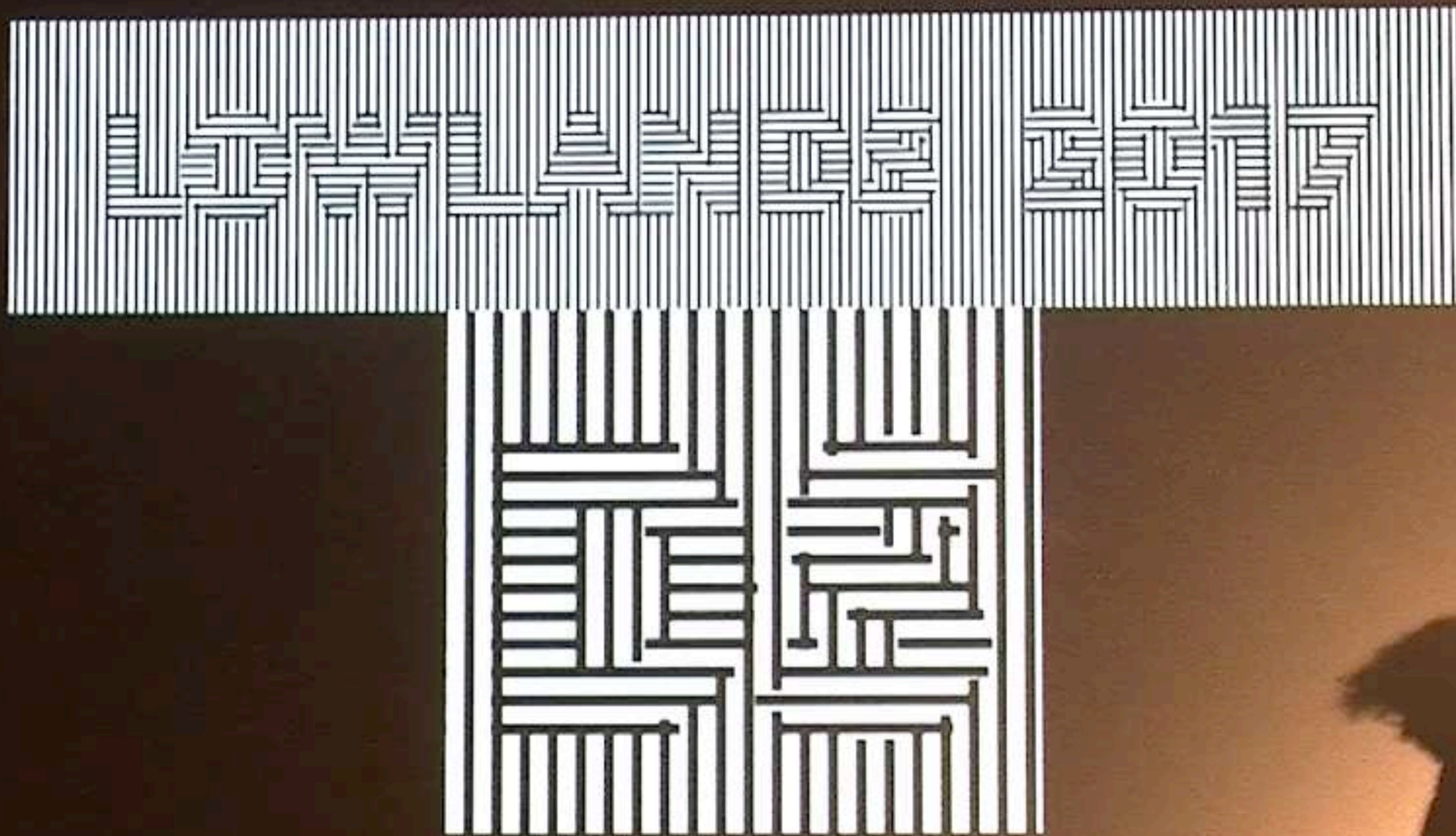
LOWLANDS 2018

**ARMADILLO**

**ZONDAG 19 AUGUSTUS**

09:00 - 18:00	<b>OPERATOR RADIO:</b> PIERROT, MESOJORNY, LOUISA "SUBURBAN NOISE", RADICAL HI-FI, JOHN MATRIX
18:00 - 21:00	<b>VERA EN HAAR MANNEN</b>
21:00 - 00:00	<b>FUCK FOREVER</b>
00:00 - 05:00	<b>MICHIEL PEETERS &amp; MARCO MUHRING</b>
05:00 - 09:00	<b>PIETER JANSEN &amp; BOB VERHOEVEN</b>

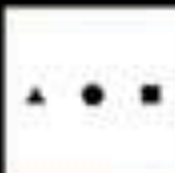
The Lowlands Project 2018  
 Hansje van Harlem, Just van Rossum & Jurriaan Hos (2018)  
<http://www.hansje.net/Lowlands-2018>



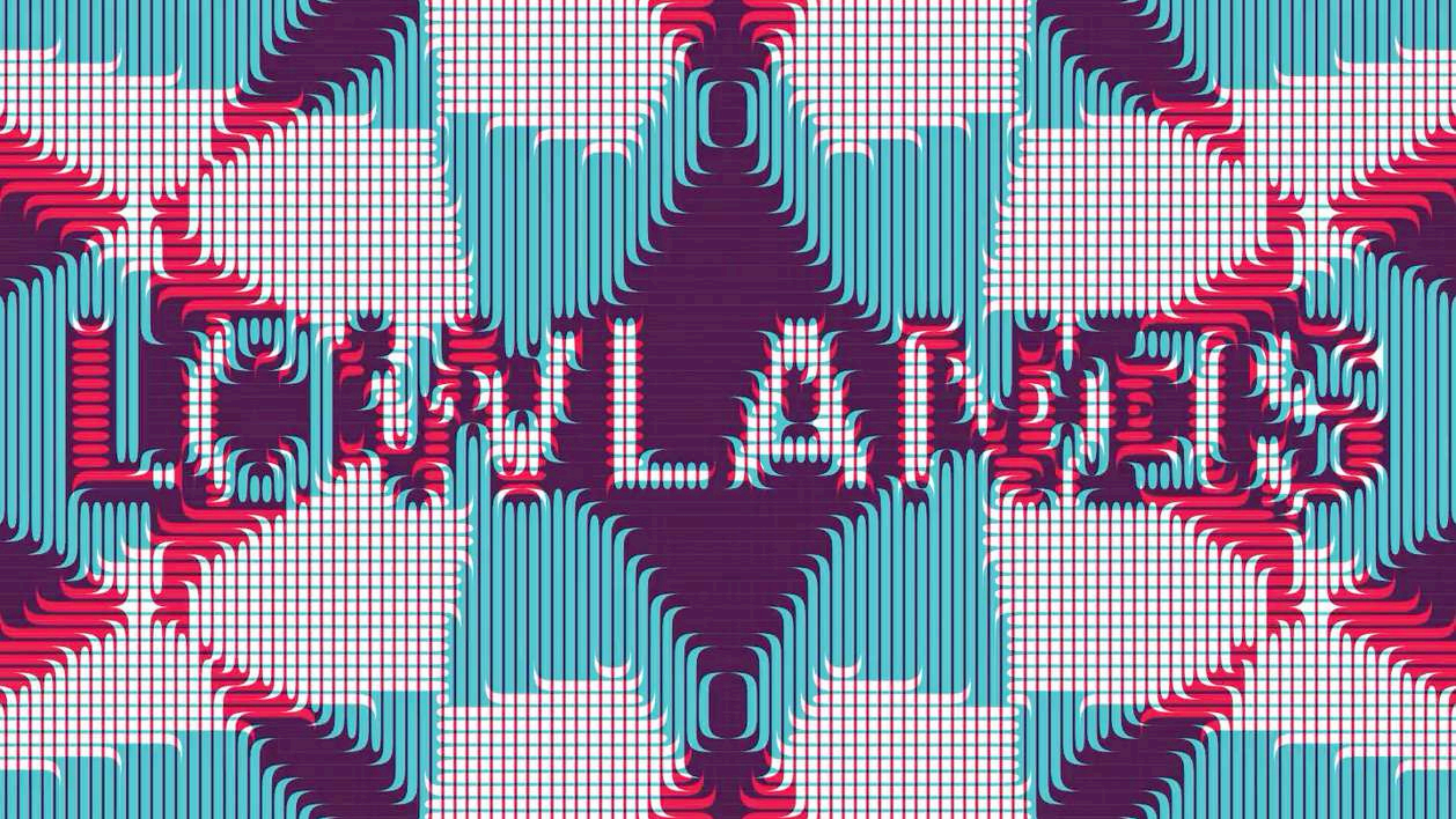
### The Lowlands Project

Just van Rossum (2018), talk @ Typographische Gesellschaft München e.v.

<https://www.youtube.com/watch?v=0KqtgxnOIVs>







Point 4 of 4:

Learning to code  
can be easy and fun

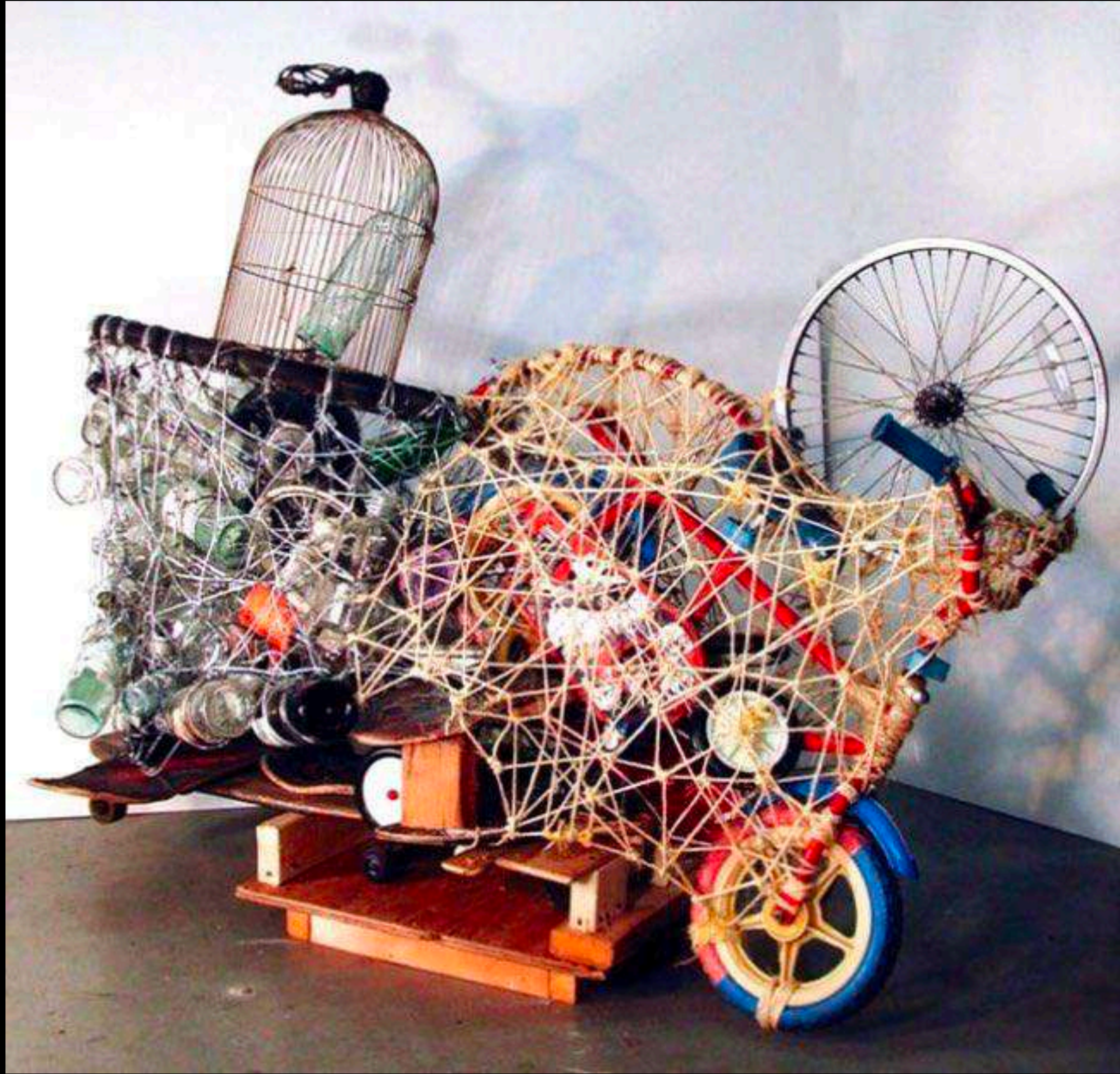
# »Programming Tourist«

— Faramarz Amiri (2011)













PLAY 

18m+



# Tiny Chefs - Blender

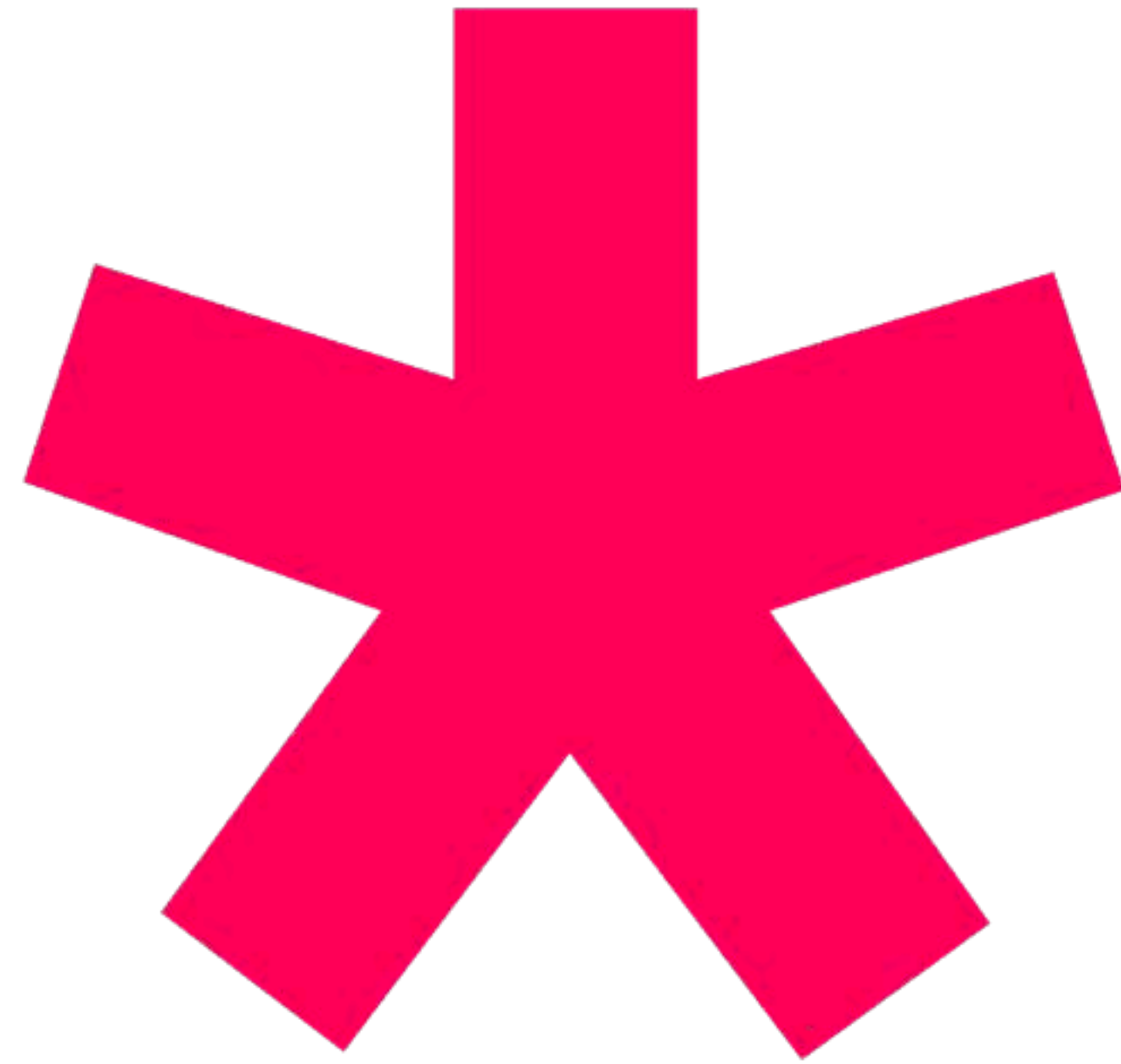
ITEM NO. 2602

Light and sound blender to inspire the tiny chefs of world  
Spark the imagination of your tiny chef!

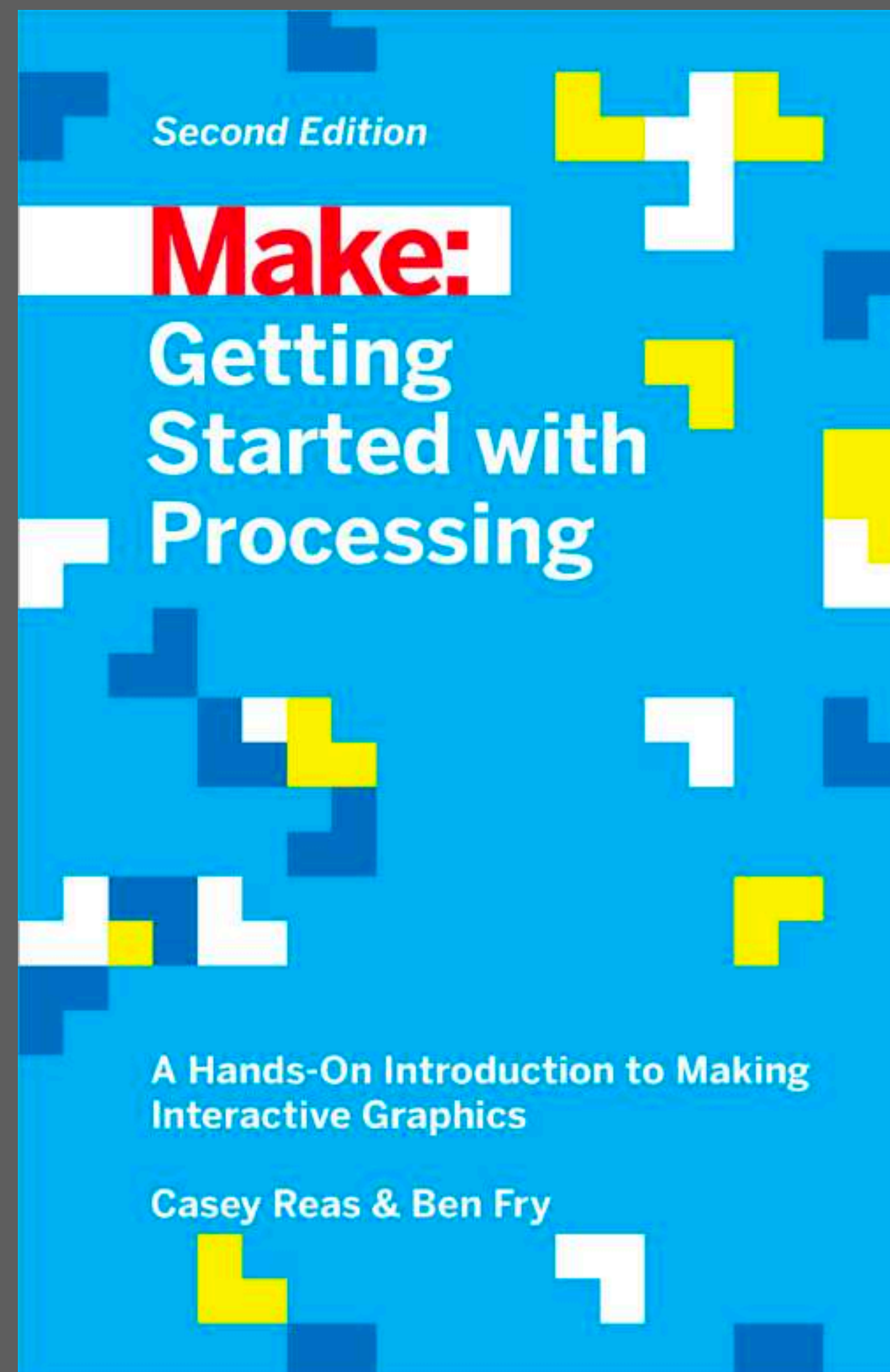




**Processing**



**p5.js**



**Make: Getting Started with Processing**

Casey Reas & Ben Fry (2015, 2nd ed.), O'Reilly Media

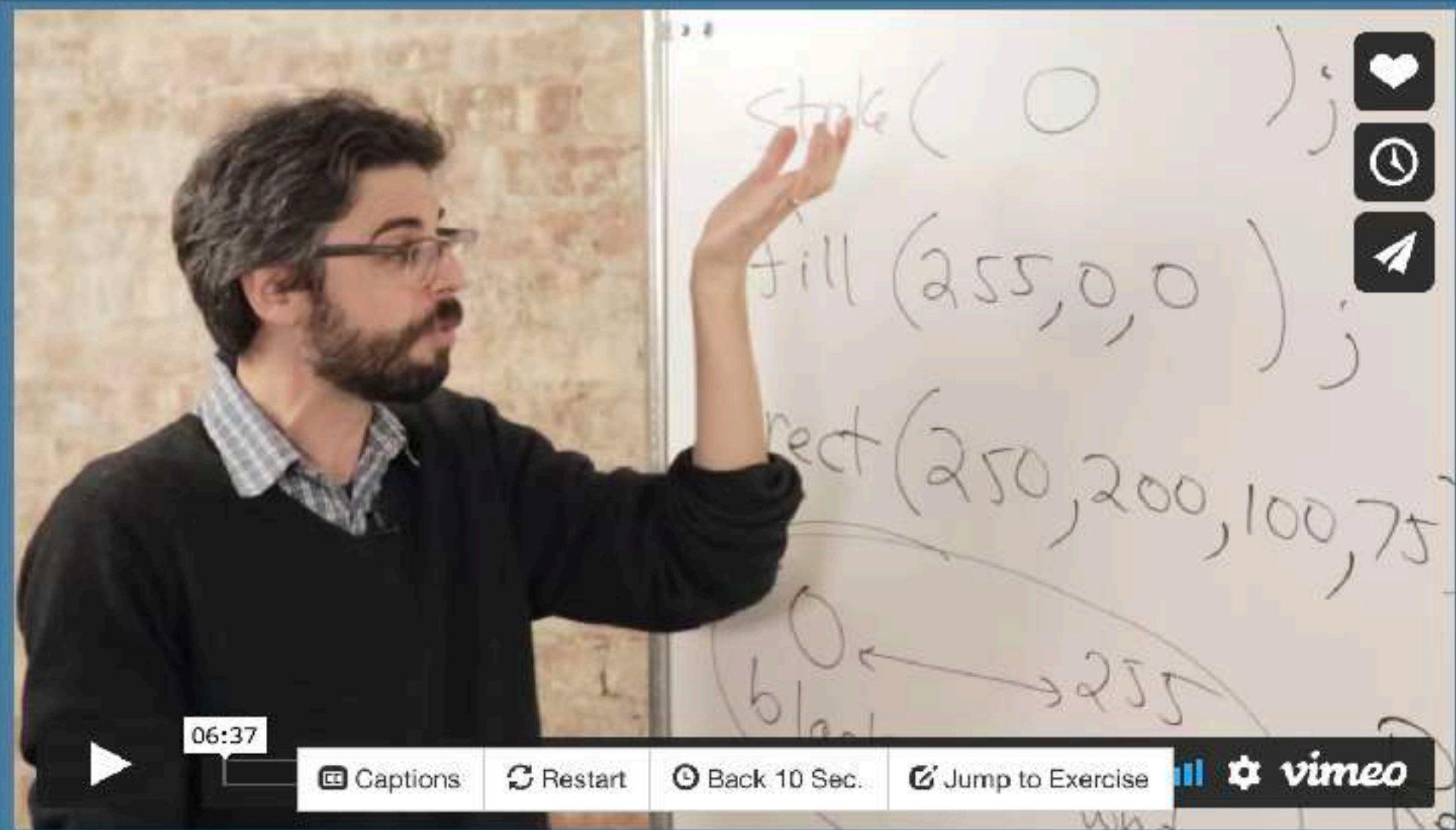
<https://www.oreilly.com/library/view/make-getting-started/9781457187070/>

**Make: Getting Started with p5.js**

Lauren McCarthy, Casey Reas & Ben Fry (2015-), O'Reilly Media

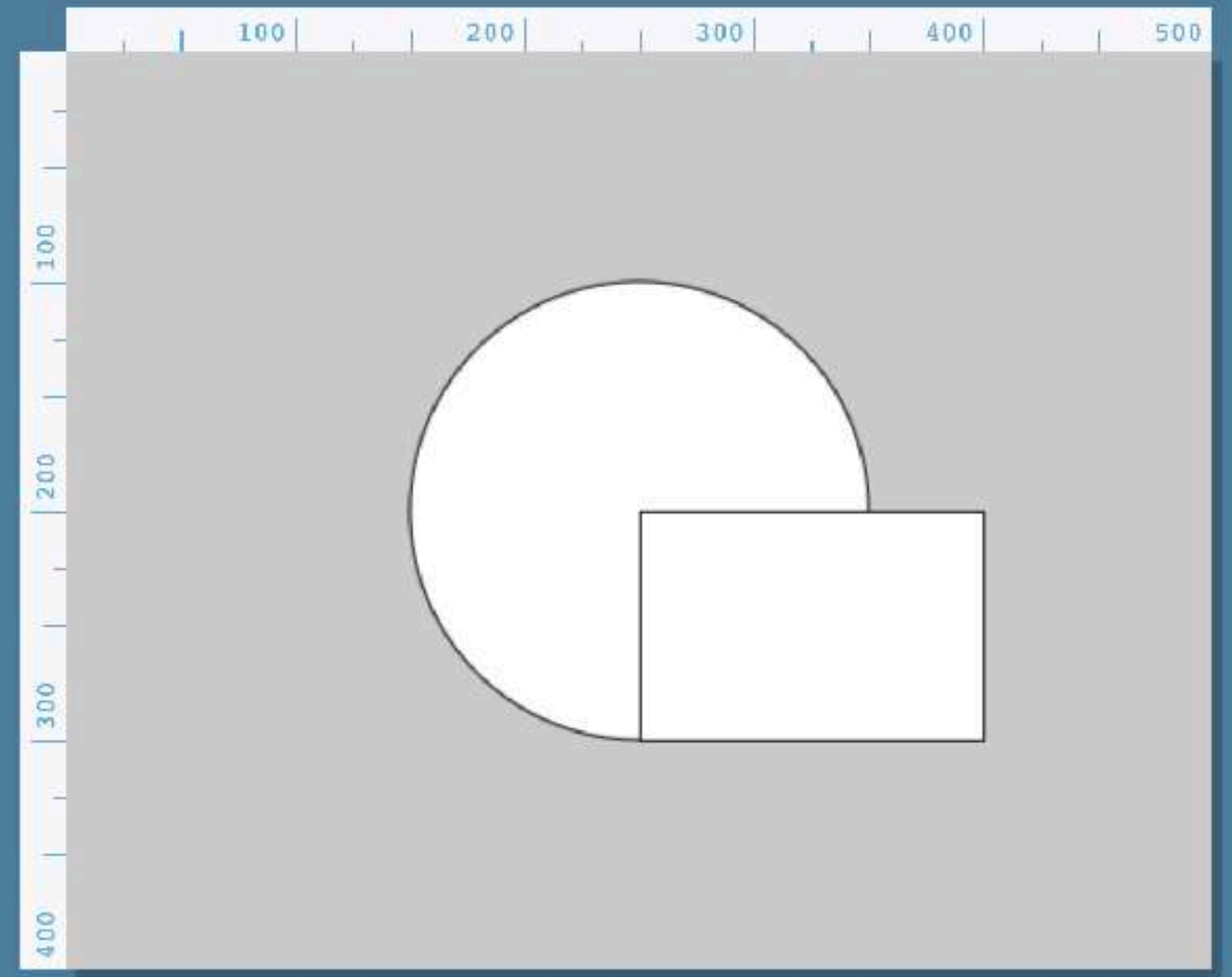
<https://www.oreilly.com/library/view/make-getting-started/9781457186769/>

# Hello Processing!



```
1 ellipse(250,200,200,200);  
2 rect(250, 200, 150, 100);
```

Run Code



Toggle Rulers

## Hello Processing!

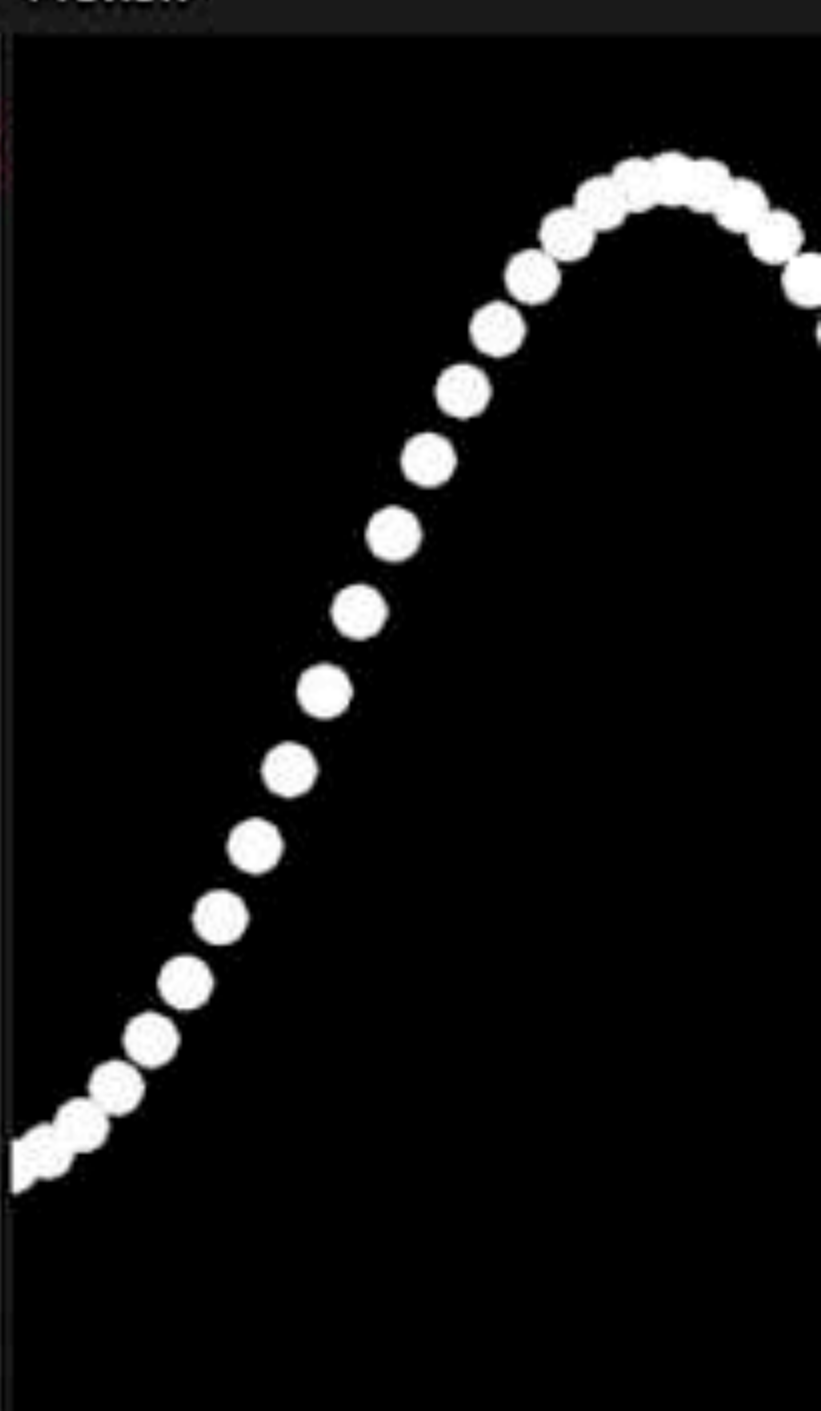
Daniel Shiffman (2019), Processing Foundation

<https://hello.processing.org/>

```

23   waves[i] = new Wave(random(20, 80), random(100
24   }
25 }
26
27 function draw() {
28   background(0);
29
30   for (let x = 0; x < width; x += 10) {
31     let y = 0;
32     for (let wave of waves) {
33       y += wave.evaluate(x);
34     }
35     noStroke();
36     ellipse(x, y + height / 2, 16);
37
38     for (let wave of waves)
39       wave.update();

```



Coding Train  
 Daniel Shiffman (2015-), Youtube  
<https://thecodingtrain.com/>

P.1

## Farbe

Im Gegensatz zu diesem Buch, dessen Farben wir durch das reflektierte und gefilterte Licht wahrnehmen, sind Computer wahre Quantenschleudern. Mit dem Blick auf den Monitor wird das Licht in unterschiedlichen Wellenlängen direkt in unser Auge geschickt und ist in Echtzeit manipulierbar. Die folgenden Beispiele zeigen Ihnen die wichtigsten technischen Aspekte und einige gestalterische Möglichkeiten von Farbe am Bildschirm.

**Generative Design, Coding on the Web**

Groß, Bohnacker, Laub, Lazzeroni et al. (2021), Verlag Hermann Schmidt

<http://www.generative-gestaltung.de/2/>





# Code as Creative Medium

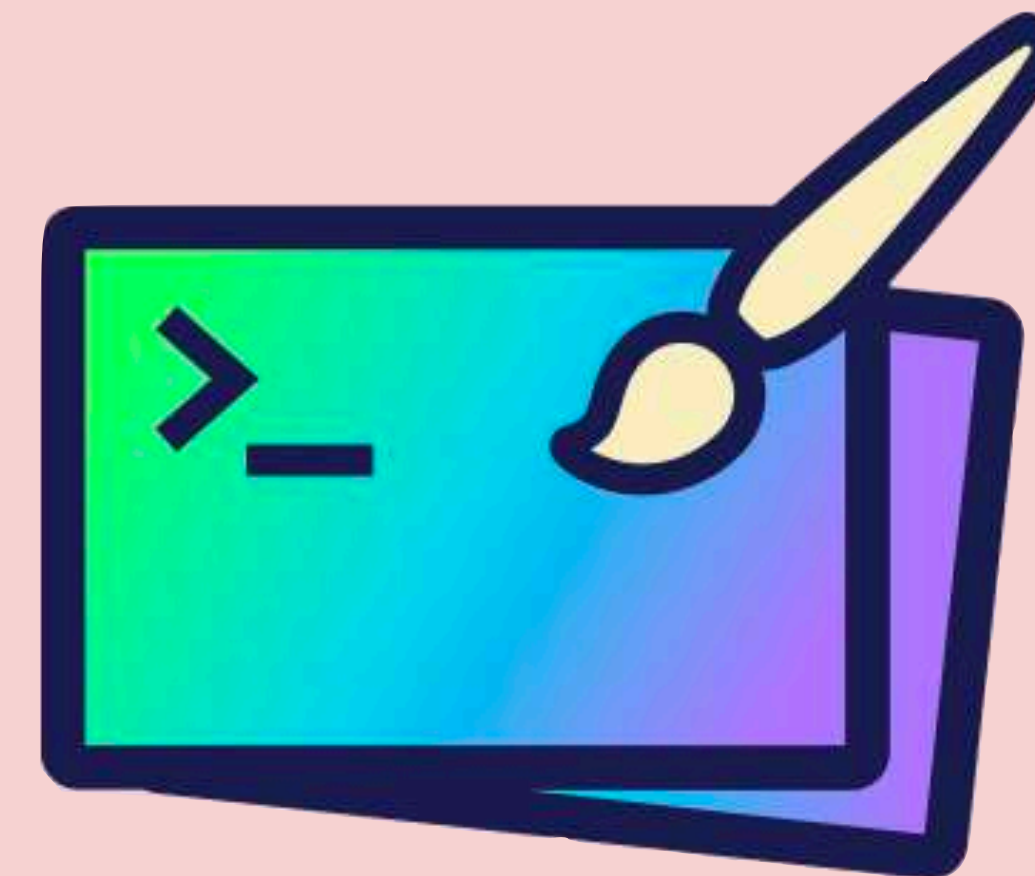
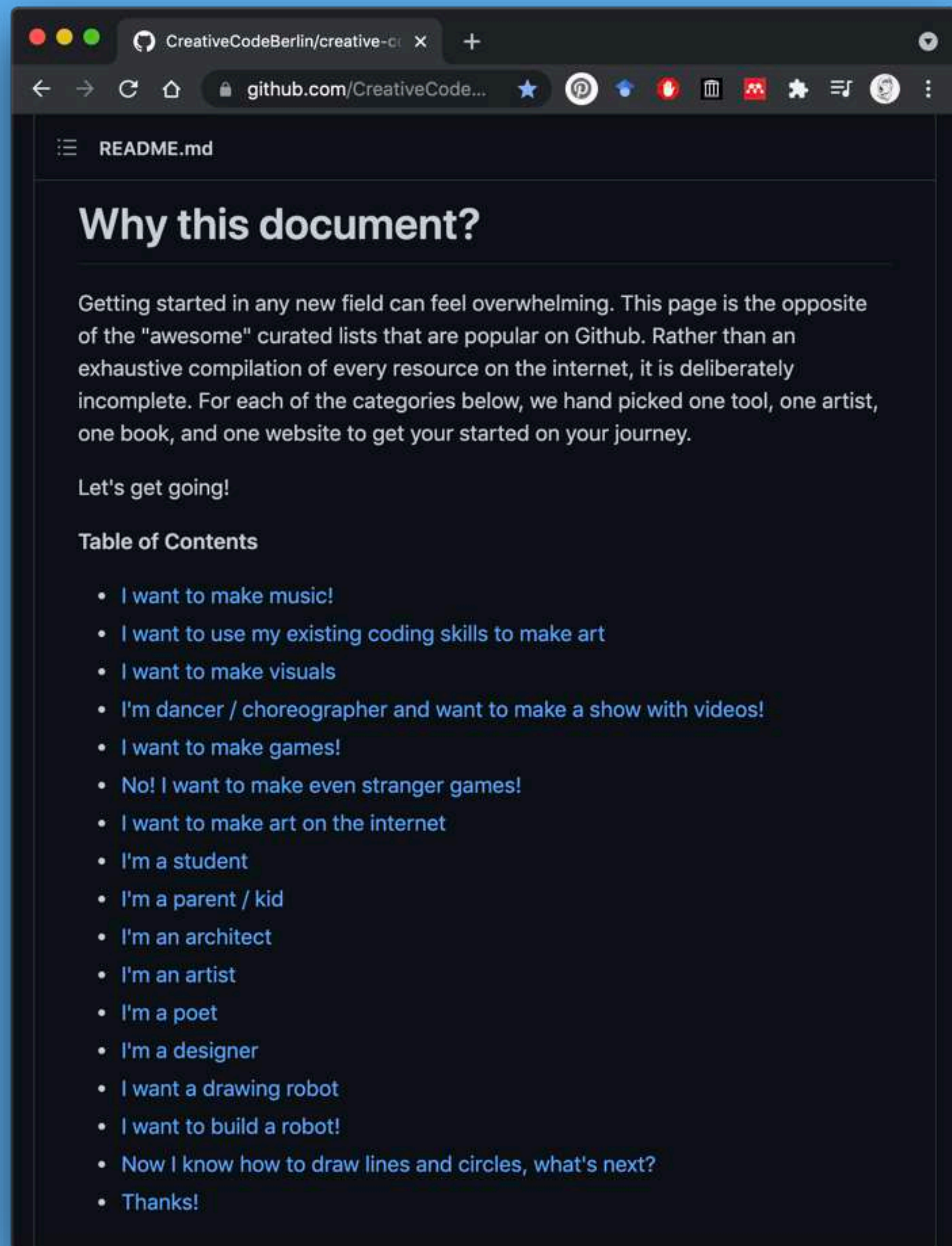
A Handbook for Computational Art and Design

Golan Levin and Tega Brain

**Code as Creative Medium**

Golan Levin and Tega Brain (2021), The MIT Press

<https://mitpress.mit.edu/books/code-creative-medium>



# AWESOME CREATIVE CODING

## **Creative Coding Minilist**

Naoto Hieda & Raphaël de Courville (2021), Github

<https://github.com/CreativeCodeBerlin/creative-coding-minilist>

## **Awesome Creative Coding**

Terkel Gjervig & contributors (2016-), Github

<https://github.com/terkelg/awesome-creative-coding>

**Summing up**

**Design and code have a lot in common.**

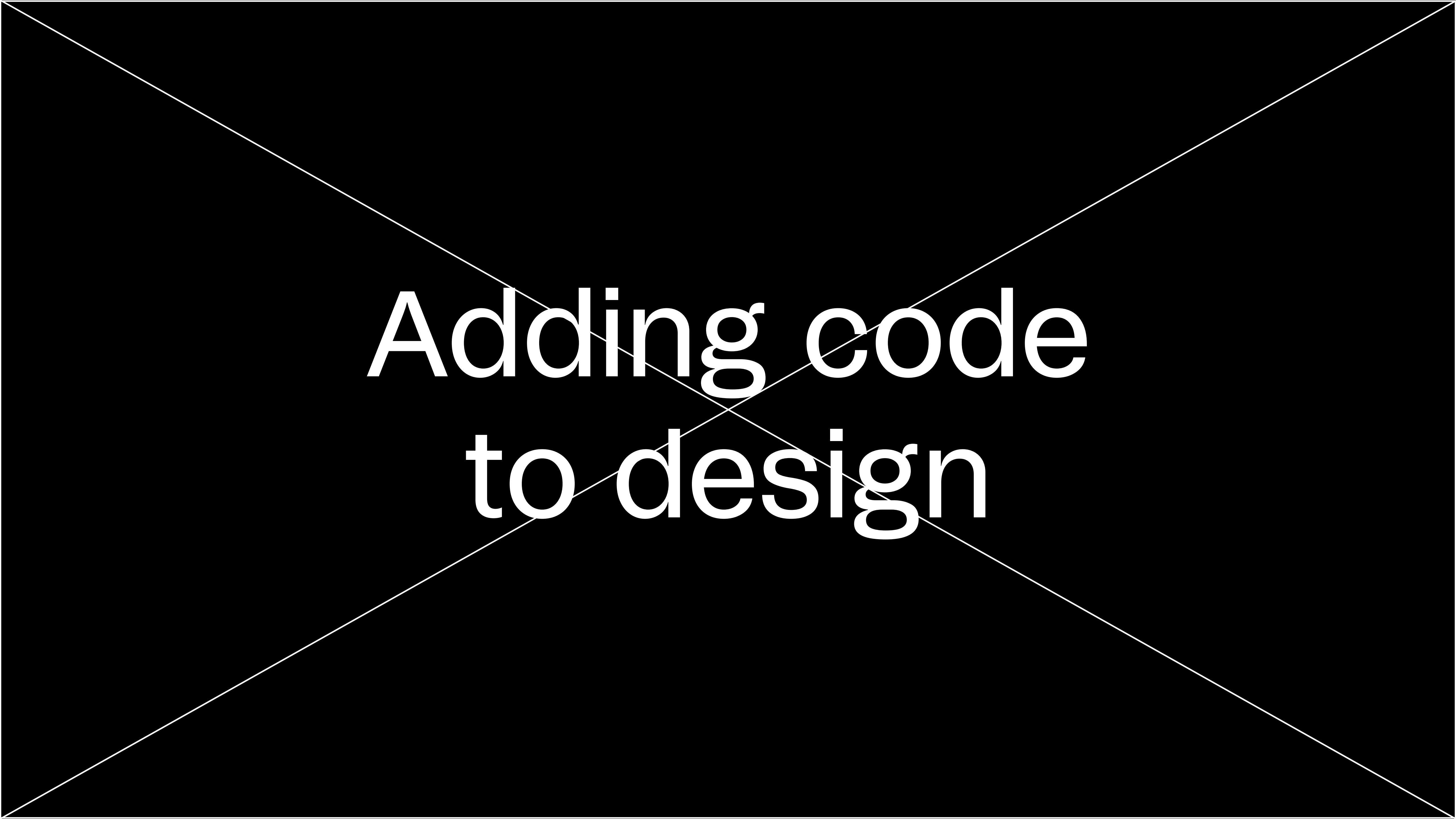
**Code will increasingly blend into designers' future practice.**

**Blending design and code yields lots of benefits.**


**Learning to code can (and should) be easy and fun!**

**If code doesn't tickle your fancy: Fine! It's not for everyone.**

So...



Adding code  
to design



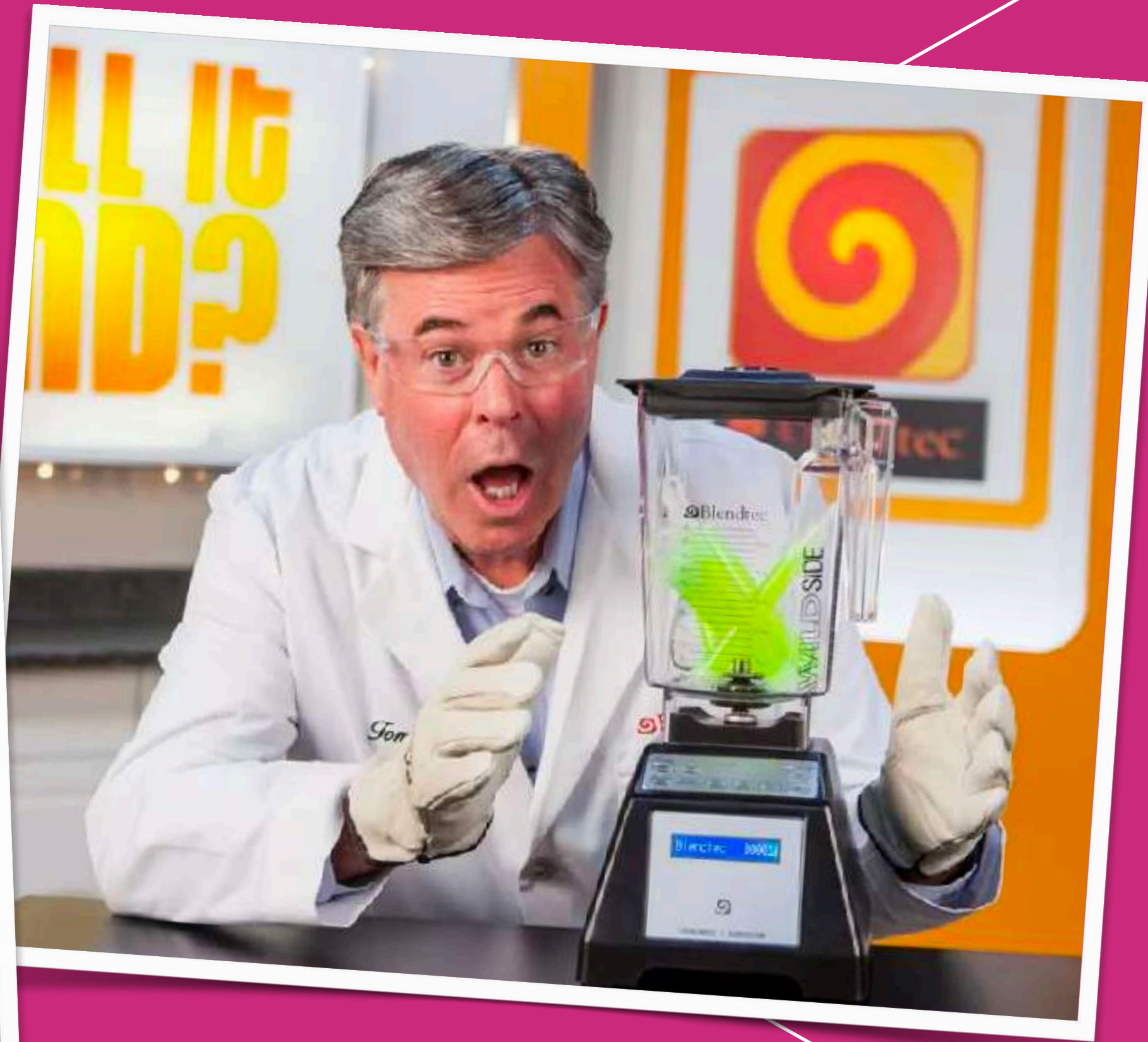
**Will it blend?**

DESIGN  
CODE









Get in touch: @ockley & @Stixan

