media | medeə | midiə | midiə |

noun

1 plural form of **medium**.

2 (usu. **the media**) [treated as sing. or pl.] the main means of mass communication (esp. television, radio, newspapers, and the Internet) regarded collectively: [as adj.] *the campaign won media attention*.

engineering | enjə ni(ə)ri ng | sendə nı(ə)rın | Endə nı nərın |

noun

the branch of science and technology concerned with the design, building, and use of engines, machines, and structures.

- the work done by, or the occupation of, an engineer.
- the action of working artfully to bring something about : if not for Keegan's shrewd engineering, the election would have been lost.

"It's about communication. The rest is technology."
- An old Ericsson slogan

"The best performance improvement is the transition from the nonworking state to the working state"

- John Ousterhout

"There are two ways to write error-free programs; only the third works."

- Alan J. Perlis

"There are only two industries that refer to their customers as "users"."

- Edward Tufte

"The most important single aspect of software development is to be clear about what you are trying to build."

- Bjarne Stroustrup

"Theory is when you know something, but it doesn't work. Practice is when something works, but you don't know why.

Programmers combine theory and practice: Nothing works and they don't know why."

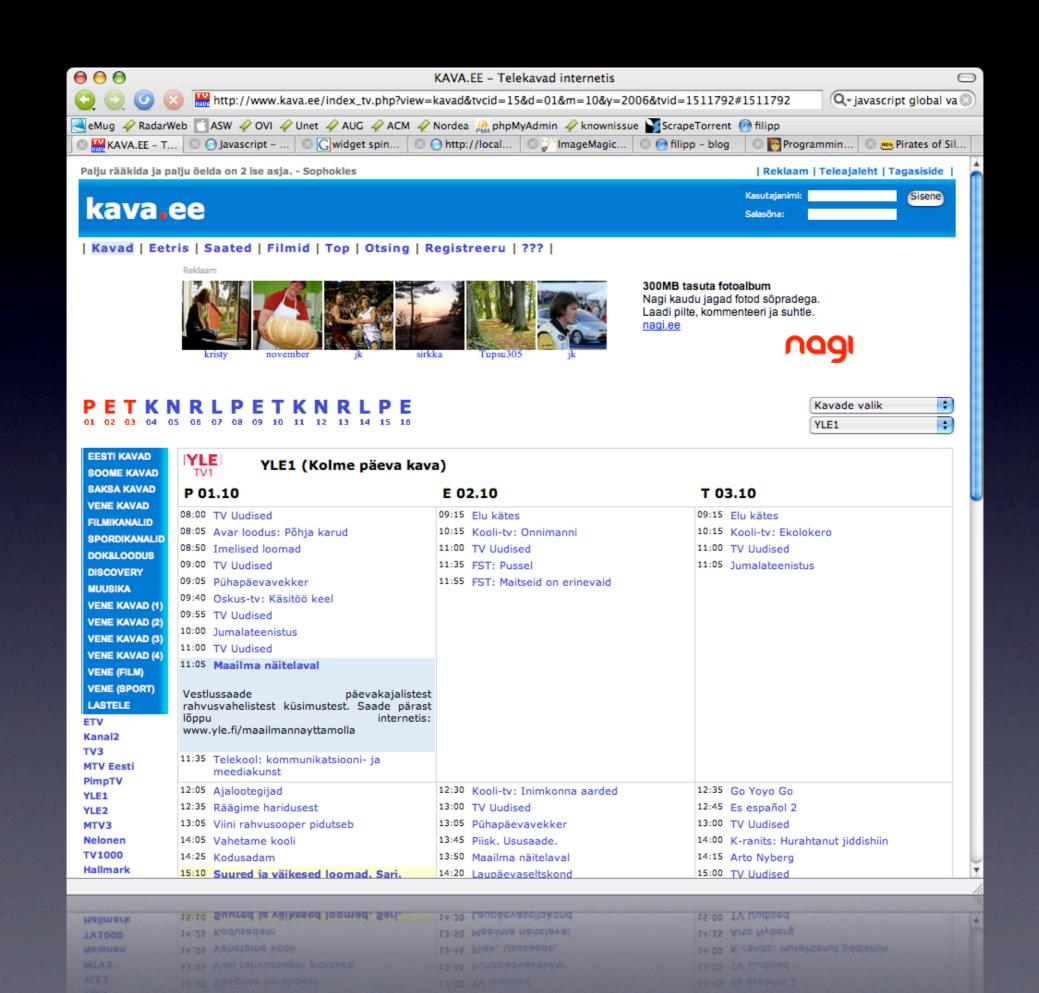
- Unknown

"The Mystery machine"

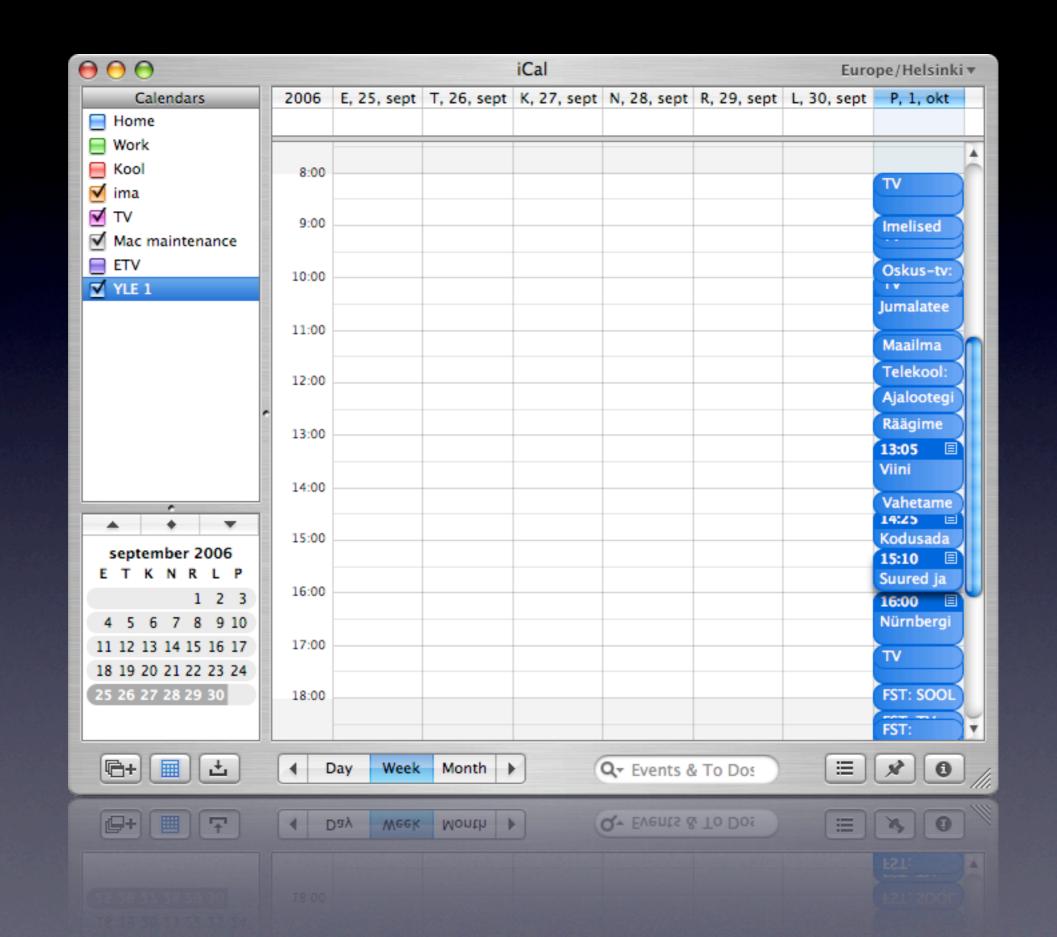


Which language?

- High level!
- "A programming language is low level when its programs require attention to the irrelevant." - Alan J. Perlis
- PHP and JavaScript



```
08:00 TV Uudised
08:05 Avar loodus: Põhja karud
08:50 Imelised loomad
09:00 TV Uudised
09:05 Pühapäevavekker
09:40 Oskus-tv: Käsitöö keel
09:55 TV Uudised
10:00 Jumalateenistus
11:00 TV Uudised
11:05 Maailma näitelaval
11:35 Telekool: kommunikatsiooni- ja meediakunst
12:05 Aialooteaijad
```





• How to find what we don't know?

- How to find what we don't know?
- How do we make it useful?

- How to find what we don't know?
- How do we make it useful?
- It's too slow!

- How to find what we don't know?
- How do we make it useful?
- It's too slow!
- How can I add this to my calendar?

- How to find what we don't know?
- How do we make it useful?
- It's too slow!
- How can I add this to my calendar?
- Oh yeah, where's the front end?





Tips

- Write down your ideas
- Keep track of your progress
- Choose the simplest tools you can find
- Think first, then google
- Find a good graphic designer

Tips

- When stuck, try redifining the problem
- Try explaining it to an outsider
- Get to know your platform
- Concentrate on the core idea
- Release early, release often
- Sketch