



# Rails Girls

**The year 2011-2012  
at a glance**

[railsgirls.com](http://railsgirls.com)



“I thought I was just going to a workshop where I would meet some people, score a SoundCloud shirt, and learn a few things about Rails.

I had no idea I was stumbling right into a movement that was clearly set out to do something big!

I think the entire attitude of the workshop is summed up with “Why the hell not!”  
Why shouldn’t I learn how to program?  
Why shouldn’t I make a career out of it?  
I think if any of us had doubts that we couldn’t do it, Rails Girls set us straight.”  
- Participant in Berlin

# Get excited and start things

Rails Girls gives girls and women the first experience to building the Internet. We believe that coding is a craft much like any form of creation. Right now we have a lot more people using code than those who are influencing it. Technology is changing our society in profound ways and we don't think these revolutions should be conducted by only the code-savvy.

# Introduction

Rails Girls is a community that helps and encourages women to build their ideas by offering workshops all around the world. Founded originally in Finland in 2010 it quickly started spreading across the globe and to date we've conducted events in Shanghai, Singapore, Tallinn, Berlin, Krakow and Helsinki.

## A global volunteer community

The two-day Rails Girls event is free and open to all enthusiastic girls and women. We are a fully non-profit operation with a small base-funding from Finnish Technology Industries Federation. All events are organized together with local partners and with the help of actual developers.

## Impact beyond events

We've been featured in the biggest technology medias of Singapore, China & Germany as well as almost all of the biggest Finnish newspapers and taught hundreds of girls the basics of web application programming. We also won the annual Women in Technology prize of Finland in 2011. In April 2012 all of our documentation related to the events was open-sourced aiming at anyone being able to organise an event wherever in the world. The team is getting bigger and so is the impact.

We look forward for a great 2011 & 2012.

Love,

Linda & Karri



# A revolution in software engineering culture

For us, coding is about building great products that affect millions of lives and disrupt whole industries. Spotify is changing music, Facebook friendships, Amazon books, Google information.. Code is about making change. It is profoundly changing societies everywhere. That's why it's so important to have an approachable way to spread this knowledge.

# What happens in the events?

What makes Rails Girls events so successful? In our humble opinion the fact that they are done together - girls and boys, beginners and seasoned developers, all mixed up in a non-stressful environment.

The two-day event includes a lot of small group working and short focused talks on programming, design and web. No panel discussions or podium-talks - the spirit should be informal and hands-on.



# Those special sparks

In a Rails Girls event programming alone isn't central. The goal of every event is to make something visible.

This is why we only use a couple of hours to learn Ruby (programming language) and most of the time with Rails (framework) to build up a real application. The events also include talks on UX & UI design, open source culture, the programming community as well as lightning talks from coaches.

The application built in workshops is for listing ideas and pictures (an example can be found at <http://railsgirlsapp.herokuapp.com>). The participants can theme their applications: for example make an app for displaying your favourite restaurants, your shoe collection or reading list. Even with a very simple structure the apps become different.

The participants also meet other women and girls who are interested in technology, as well as local developers.

We encourage coaches keep in mind the big picture. They should explain, repeat and always tie what they are telling into a larger context. Coaches should continuously show the human side of programming: talk about open source communities, their programming idols and their aspirations.

# Take aways

What we hope every participant can take home after the day.

**Understanding the vocabulary of the web:** developing a basic understanding of what components make a web application.

**Understanding the ABCs of coding:** strings, methods, variables, arrays, exclamations, chaining, hashed, symbols, blocks.. as well as the tools (terminal, browser, text editor). Understanding the beauty and expression code can have.

**Creating a conceptual understanding** of the web's building blocks: programming languages, frameworks, databases, infrastructure.

**Appreciation towards programming culture.** Get to know some of the open source heroes and experience the creativity and compassion that programming communities have. Understand that people write code, not computers.

**Have an idea of how to move forward** in the programming world: both online and offline. Have new friends (both male and female) who are interested in technology.



We're hiring!  
jobs.skype.com



Belle Geste



# Key metrics

Our year (and a half) in numbers.

13 events

28 forks on GitHub \*

66 watchers in GitHub repos

55+ stories written

90+ coaches

450+ participants

700+ applicants

1175 Twitter followers

1306 Facebook fans

42 867 unique visitors

\*) Already in a matter of days  
the guides were translated in  
Spanish, French and Chinese.

# Events 2010-3/2012

A quick recap on the happenings around the world. Who's the girl you ask? Meet Ruby, our fearless heroine.



## Rails Girls Helsinki 11/2010

The inaugural Rails Girls event done together with Kisko Labs in two weeks. Piloted the programme with 24 students. Small stories on Talouselämä and Tietoviikko.

Applications: 46

Participants: 24

Team: Vesa, Antti, Joao, Matias, Karri, Linda



## Rails Girls Helsinki 9/2011

[www.railsgirls.com/helsinki](http://www.railsgirls.com/helsinki)

Done in collaboration with Frozen Rails. We had a badge-making machine that proved to be a smashing hit. Keynote speaker from US, Jessica Allen, who spoke about Coffeescript development.

Applications: 75

Participants: 30

Team: Vesa, Antti, Karri, Linda, Raine, Timo, Jessica, Arttu



## Singapore 10/2011

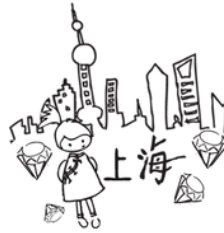
[www.railsgirls.com/singapore](http://www.railsgirls.com/singapore)

First international Rails Girls event, done together with StartupLah, SmartSpace, Viki and the local developer scene (connections.sg, hackerspace.sg). Later the girls formed a group called Singapore Geek Girls.

Applications: 109

Participants: 32

Team: Jason, Kat, Nia, Xuwen, Arul, Mingding, Choon, Subh, Sid, Andy, Thar, Ariff, Pete, Husein, Adinda, Damien, Sayanee, Linda, Karri



## Shanghai 2/2012

[www.railsgirls.com/shanghai](http://www.railsgirls.com/shanghai)

Done together with Ruby China, Girls in Tech China and hosted in Aalto Design Factory Shanghai. Got featured in China's biggest technology blog iFanr. Applicants found mostly via Weibo, with chinese updates. Curriculum was also translated to chinese.

Applications: 52

Participants: 30

Team: Daniel, Thomas, Ranmocy, Kai, Rainux, Jing, Yu, Natalie, Linda



## Tallinn 3/2012

[www.railsgirls.com/tallinn](http://www.railsgirls.com/tallinn)

Organised together with Garage48 & Skype, Tallinn event included a lot of curriculum development as the coaches made new exercises on the go.

Applications: 105

Participants: 32

Team: Hannes, Mariliis, Janika, Andri, John, Laas, Mhkel, Yu, Anna, Meri, Linda



## Berlin 4/2012

[www.railsgirls.com/berlin](http://www.railsgirls.com/berlin)

Our biggest event so far as well as largest community outreach, Berlin event was on track long before the event was even online. Thanks to the vibrant community in Berlin, we had support from local startups to tech blogs to top developers, all willing to help in all possible ways. The turnout was huge: we had 75 attendees and we had to reject over a hundred applicants. What makes it less heartbreaking is that some of the attendees made their own twitter [@railsgirls\\_bln](https://twitter.com/railsgirls_bln) and are now organizing meetups and crashing javascript meetups, also inviting the ones who didn't attend! Some sponsors also swung by during the event and decided to stay and sit down next to other ladies and get to work.

Applications: 172

Participants: 65

Team: Lena, Terrence, Mari, Josefine, Konstantin, Raphaela, Ingo, Josh, Sven, Patrik, Chris, Alex, Jan, Patrik, Duana, Joan, Matthias, Henrietta, Anna, Karri, Jori, Timo, Linda



## Krakow 4/2012

[www.railsgirls.com/krakow](http://www.railsgirls.com/krakow)

In Kraków we were fortunate enough to work closely together with the amazingly talented Applicake and Railsberry people, along with some of the best developers from around the world being in Kraków for the Railsberry conference following Rails Girls. Applicake girls also just started Webmuses, a community in Polish for girls in the area and country to network- absolutely perfect for the newbies in the scene. An amazing coach of ours also decided to make a tutorial during the day on how to push the railsgirls app on Heroku, and had a walkthrough with all interested on that.

Applications: 127

Participants: 43

Team: Terrence, Agata, Patrik, Vesa, Basia, Hanna, Michal T., Michal M. Marchin, Sebastian, Contantin, Mariusz, Lukasz, Przernek, Linda, Karri, Henrietta

The already in organising state events are:

Buenos Aires 6/2012 \* Warsaw 6/2012 \* Dublin 10/2012 \* Wien 10/2012 \* Stockholm 9/2012 \* Helsinki 9/2012

Full list of coaches at <https://twitter.com/#!/railsgirls/rails-girls-coaches>





# Open source model to teaching

Finland is the land of open-source: Finnish engineers invented technologies that have disrupted whole industries and still form the backbone of Internet like MySQL, Linux, SSH and IRC.

Thus it was very natural for us to apply early on the lessons learned in software development into building a social movement.





## Resources

The resources and documentation allow anyone in the world to take the concept, reuse and remix it into something totally new. Here you can see some of the stuff we've already done.

## How we communicate?

We use a number of different methods to communicate about our events and activities. Here's a few.

The website can be found at [www.railsgirls.com](http://www.railsgirls.com). Each city has their own website with specific information. Past events can be found from [www.railsgirls.com/events](http://www.railsgirls.com/events).

We keep a blog at <http://blog.railsgirls.com> which profiles people in the community, explains technological concepts and highlights the events.

We use Twitter ([www.twitter.com/railsgirls](http://www.twitter.com/railsgirls)) to communicate and interact with the Ruby-community as well as publicise new events. A lot of our attendee recruiting happens through Twitter.

Facebook ([www.facebook.com/railsgirls](http://www.facebook.com/railsgirls)) is used for more inspirational matters, links, articles and pictures.

There's a team mailing list anyone can join at <http://groups.google.com/group/rails-girls-team>

A list of photos, videos and press can be found from end of this booklet.

# Rails Girls Guides Garden

The latest bit of documentation can be found at [guides.railsgirls.com](http://guides.railsgirls.com). It's a full-stack to organize your own Rails Girls event, run on GitHub so anyone can contribute.

## How to organise a Rails Girls event

The instructions on how to organise an event, starting from getting coaches & sponsors to setting the venue, communicating about the event and hints on teaching the curriculum.

## Installation guides

How to install Rails on any computer.

## Curriculum

Guided instructions and code to build the ideation application. Includes also additional exercises that anyone can add. A sample app can be found at <http://railsgirlsapp.herokuapp.com/>

## Workbook

A workbook for the girls to take home with them. Focus is on the whole lifecycle of the webapp, from concept to code

<http://speakerdeck.com/u/railsgirls/p/rails-girls-workbook-a5>

## Bentobox

Conceptual model to understandign webapps

<http://speakerdeck.com/u/railsgirls/p/bentobox-template-a3>

In addition there are presentations and ready-made templates for participants to use for communications. Posters, nametags, stickers and other swag to help theme the event.

<http://speakerdeck.com/u/railsgirls/136157603144471&type=1>



# Hello ladies!

We get applications in every field from voice pedagogy to environmental conservationism. Participants don't need any previous knowledge about programming and there are no age-limitations.

We collect feedback after each event and keep a database of the participants and their expectations. Meet some of them.



## **Because I want to learn!**

“In the start-up scene, developers are kings. It's a man's world! Which I want to help changing for a better one. “

“Because I am incredibly interested in programing and never had a chance to get to learn anything about it. Now, after graduating I have some time on my hands until my master’s program will start.”

“I’m excited about building web applications of my own too. And last but not least I want to get a deeper understanding about the whole web development stuff works....”

“I think even a one-day crash course will expose me to skills that I can use to show a more well-rounded skill set to employers. I think that as a woman you can often be overlooked in programming and web development roles. I want to change this.”

## **This will allow me to communicate better with the development teams I work with (and to make stuff!)**

“I'm a designer working in the web field and feel strongly that designers are also developers - and developers are designers. This would make it easier for me to conceptualize, design and build my own projects.”

“I want to explore new ways of storytelling/communication through digital technology and open source tools/data. “

“Now, it's high time to learn coding myself and become more independent from programmers I would like to know how to code RoR in order to understand better what my developer colleagues are working on.

“Because I no longer want to be the one who comes up with ideas but then has to ask someone else to build them. I want to be able to do it myself. (Or at least contribute to the making). I no longer only want to consume stuff. I want to make stuff.”

## **Programmers are the new artists and creators of our world**

“On a more broader level I read articles about how programmers are the new artists and creators of our world with a lot of interest. ”

“I think today programming became a fundamental pillar of our cultural lives. I currently speak English, German, French, and Swedish, and I think Ruby should be the next language I learn.”

“Knowing how to code is an important skill. Being able to build stuff, in the case, websites is empowering, and creative.”

## **Help me to unlock my potential in a fun community**

“I love the concept - it is great to see that growing a week beard and eating yesterday's cold pizza are not the basic requirements to be called a tech nerd anymore. Not intending to offend guys, but I have a feeling that girls contribute in a way yet to be seen.”

“The workshop would be the perfect kick-off to then digg deeper into hands-on development later on.”

“Furthermore I find it intereseesting to get to know some others which have the same interessets.”

“I have been interested in rails for a while but couldn't get myself into the cold water of it yet and this seems to be just the right atmosphere for that. Being in a room full of smart tech women for a couple of days would be a dream come true, and I'm hoping it can help me unlock my potential. “

“I am into learning new technologies, love to meet other girls that are into tech and like to build communities on the web.”



# Photos and videos

Weve made two videos so far out of the events and taken a bunch of pictures that can be found either from Flickr or Facebook.

## Helsinki 2010

<http://vimeo.com/17752439>

Shot by Mikko Mutanen

Video viewed 7581 times in 1.5 years

## Berlin 2012

<http://vimeo.com/40852182>

Shot by Alex Lang

Video viewed over a 1000 times in one day.

## Pictures from the events

### Helsinki 2010

Photos by Suvi Korhonen

<http://www.flickr.com/photos/suviko/tags/railsgirls/>

Photos by Linda Liukas

<http://www.flickr.com/photos/lindaliukas/sets/72157625488460886/>

Photos by Karri Saarinen

<http://www.flickr.com/photos/karrisaarinen/sets/72157625487404622/with/5215148847/>

Photos by Matias Korhonen

<http://www.flickr.com/photos/matiaskorhonen/sets/72157625491649190/>

### Helsinki 2011

Photos by Tuuti Piippo

<http://www.flickr.com/photos/tuutip/sets/72157627635359667/>



### **Singapore 2011**

Photos by Karri Saarinen

[http://www.flickr.com/  
photos/karrisaarinen/  
sets/72157627858946866/](http://www.flickr.com/photos/karrisaarinen/sets/72157627858946866/)

Photos by Arul Prasad

[http://www.flickr.com/  
photos/arulprasad/  
sets/72157627743344137/](http://www.flickr.com/photos/arulprasad/sets/72157627743344137/)

### **Shanghai 2012**

Photos by Linda Liukas

[http://www.flickr.com/  
photos/lindaliukas/  
sets/72157629061694204/](http://www.flickr.com/photos/lindaliukas/sets/72157629061694204/)

### **Tallinn 2012**

Photos by Yu Shen

<http://www.flickr.com/>

[photos/lindaliukas/](http://www.flickr.com/photos/lindaliukas/)

[sets/72157629218800024/](http://www.flickr.com/photos/lindaliukas/sets/72157629218800024/)

### **Krakow 2012**

Photos by Wojciech Mardyla

[http://www.facebook.com/media/set  
/?set=a.268487483244815.63323.1  
36157603144471&type=1](http://www.facebook.com/media/set/?set=a.268487483244815.63323.136157603144471&type=1)

### **Berlin 2012**

Photos by Jemina Lehmuskoski

[http://www.flickr.com/  
photos/lindaliukas/  
sets/72157629460772886/](http://www.flickr.com/photos/lindaliukas/sets/72157629460772886/)

# Press

There's been a buch of stories written about Rails Girls in Finland and abroad. More at [railsgirls.com/press](http://railsgirls.com/press).

## Berlin

Getting started with tech at Rails Girls Berlin

Railslove 22.4.2012

<http://blog.railslove.com/2012/04/19/getting-started-with-tech-at-rails-girls-berlin/>

In Berlin the code word is women Smartplanet/CBS News 20.4.2012

<http://www.smartplanet.com/blog/global-observer/in-berlin-the-code-word-is-8216women/5125>

Rockin' with Ruby & the Rails Girls 6Wunderkinder, Charlette Prevot 19.4.2012

<http://www.6wunderkinder.com/blog/2012/04/19/rockin-with-ruby-the-rails-girls/>

Teaching Ruby on the weekend:

Rails Girls get busy in Berlin

Venture Village 16.4.2012

<http://venturevillage.eu/teaching-ruby-on-the-weekend-rails-girls-get-busy-in-berlin>

Solving Berlin's "women problem" with Rails Girls

Silicon Allee 16.4.2012

<http://siliconallee.com/events/2012/04/16/solving-berlins-women-problem-with-rails-girls>

Coding is poetry

Dot Dot Dot 14.4.2012

<http://ntljk.tumblr.com/post/21081326786/rails-girls-berlin>

Interview with Rails Girls organizer Henrietta

TechBerlin 13.4.2012

<http://www.techberlin.com/post/20976592066/interview-with-rails-girls-organizer-henrietta>

Giving women tools to build their ideas with Rails Girls

Silicon Allee 11.4.2012

<http://siliconallee.com/events/2012/04/11/giving-women-tools-to-build-their-ideas-with-rails-girls>



Rails Girls comes to Berlin  
Railslove 1.3.2012  
<http://blog.railslove.com/2012/03/01/railsgirls-comes-to-berlin/>

## Shanghai

Rails Girls Shanghai wants to teach you how to build web apps for free!  
Shanghaiist 9.2.2012  
[http://shanghaiist.com/2012/02/09/rails\\_girls\\_shanghai\\_wants\\_to\\_teach.php](http://shanghaiist.com/2012/02/09/rails_girls_shanghai_wants_to_teach.php)

Linda and her Rails Girls  
iFanr.com 10.3.2012  
<http://www.ifanr.com/77240>

Rails Girls crash-course of building web applications starts in Sino-Finnish Centre  
SFC Tongji blog 23.2.2012  
<http://sfc.tongji.edu.cn/index.php?m=news&a=detail&id=97>

Startup Sauna and Rails Girls in Shanghai  
Embassy of Finland & Consulate General  
15.2.2012  
<http://www.finland.cn/public/default.aspx?contentid=240723&nodeid=35185&contentlan=2&culture=en-US>

## Singapore

Rails for Girls Singapore  
Rails Girls in Amelia Chens blog 5.2.2012  
<http://ameliachen.com/2012/02/rails-for-girls-singapore/>

Rails for Girls: experiences in Singapore  
Rails Girls in Yvonne Lim Jias blog  
1.2.2012  
<http://yvonnely.com/post/16821214465/rails-for-girls>

Rails Girls Singapore: not so beginner after all  
Rails Girls in E27 14.19.2011  
<http://e27.sg/2011/10/14/rails-girls-singapore-not-so-beginner-after-all/>

Rails Girls go from HEL to SIN  
Rails Girls in E27 26.9.2011  
<http://e27.sg/2011/09/26/rails-girls-go-from-hel-to-sin/>

## Tallinn

Rails Girls @ Tallinna 9-10.3.2012  
Teknologiateollisuus e-Skills blogi  
<http://www.teknologiateollisuus.fi/fi/a/blogi-3132.html>

Rails Girls Make Technology World More Accessible For Girls  
Garage 48 blog  
<http://hub.garage48.org/blog/beginners-workshop-and-online-discussion-group-for-girls>

Inspired by Rails Girls  
Anna Bessonova  
<http://www.annabes.com/2012/03/inspired-by-rails-girls.html>

Rubies in the pocket, on rails back home  
Boost Turku blog  
<http://blog.boostturku.com/post/19178889632/rubies-in-pocket-on-rails-back-home>

HTML, MongoDB and jQuery, CSS – gibberish swearwords or something useful?  
Boost Turku blog  
<http://blog.boostturku.com/post/19110744180/html-mongodb-and-jquery-css-gibberish-swearwords-or>

Girls start to code - Rails Girls in Tallinn  
Garage48 Hub  
<http://hub.garage48.org/blog/girls-start-to-code-rails-girls-in-tallinn>





I'm on a boat towards Tallinn  
Boost Turku blog  
<http://blog.boostturku.com/post/19046572349/im-on-a-boat-towards-tallin>

## **Krakow**

Attention please - Rails Girls are coming to Krakow  
Rails Girls in Railsberry blog  
15.3.2012  
<http://blog.railsberry.com/index.php/2012/03/15/attention-please-rails-girls-are-coming-to-krakow/>

Women on the CPU!  
Gazeta.pl 18.4.2012  
[http://kobieta.gazeta.pl/kobieta/1,107881,11560588,Kobiety\\_na\\_processory\\_.html](http://kobieta.gazeta.pl/kobieta/1,107881,11560588,Kobiety_na_processory_.html)

## **Helsinki & general**

Linda Liukas haluaa opettaa maailman koodaamaan  
Suomen Kuvalehti 4.5.2012

Girls gone coding! Women's workshop on Ruby on Rails  
Rails Girls in The Next Women  
22.9.2011  
<http://www.thenextwomen.com/2011/09/22/girls-gone-coding-women-s-workshop-ruby-rails>

Girls get coding  
Rails Girls in YLE News 19.9.2011  
[http://yle.fi/uutiset/girls\\_get\\_coding\\_in\\_helsinki/2883205](http://yle.fi/uutiset/girls_get_coding_in_helsinki/2883205)

Flere kvinder til computeren,tak  
Jyllands Posten 13.4.2012  
<http://railsgirls.com/files/jyllends-posten.pdf>

Suomalainen Rails Girls konsepti leviää maailmalla  
Teknologiateollisuus tiedote  
15.3.2012  
<http://www.epressi.com/tiedote/koulutus/suomalainen-rails-girls-konsepti-leviaa-maailmalla.html?f=%2Fetusivu-2%2Fsuomalainen-rails-girls-konsepti-leviaa-maailmalla>

Koodauksen kulttuurivallankumous  
Anette / Finnet asiakaslehti  
17.2.2012  
<http://railsgirls.com/files/rg-anette.pdf>

Laaja-alaisuuden liputtaja  
Tietoviikko 2/2012  
<http://railsgirls.com/files/Tietoviikko-Laaja-alaisuuden%20liputtaja.pdf>

Onnellinen optimisti  
Gloria 3/2012  
[http://railsgirls.com/files/gloria\\_onnellinenoptimisti.pdf](http://railsgirls.com/files/gloria_onnellinenoptimisti.pdf)

Koodaten kohti muutosta  
Etelä-Suomen Sanomat 13.2.2012  
<http://railsgirls.com/files/ess1322012.pdf>

Tytöt tekemään verkkosivuja  
Rails Girls in Kauppalehti 11.9.2011  
[http://railsgirls.com/files/110905\\_Teknologiateollisuus\\_Kauppalehti.jpg](http://railsgirls.com/files/110905_Teknologiateollisuus_Kauppalehti.jpg)

Kasvuyrittäjyyden tehotyöt  
Talouselämä 37/2011  
<http://railsgirls.com/files/Talouselama-kasvuyrittajyydentehotyot.pdf>

Naisten vuoro  
Mikrobitti 10/2011  
<http://railsgirls.com/files/mikrobitti.pdf>

Rails Girls - ohjelmoinnin tasa-arvon esitaistelijat (video)  
Rails Girls in Vapamedia 7.9.2011  
<http://www.vapamedia.fi/artikkelit/ilmioet/rails-girls-ohjelmoinnin-tasa-arvon-esitaistelijat/>

ICT-ala tarvitsee tyttöjä  
Rails Girls in LUMA Sanomat  
2.9.2011  
<http://www.luma.fi/artikkelit/756/ict-ala-tarvitsee-tyttoejae>

ICT ala haluaa lisää naisia  
Rails Girls in Tietokone 31.8.2011  
[http://www.tietokone.fi/uutiset/ict\\_ala\\_haluaa\\_lisaa\\_naisia](http://www.tietokone.fi/uutiset/ict_ala_haluaa_lisaa_naisia)

Naiset mukaan tekemään tietotekniikasta käyttäjäystävällistä  
Rails Girls in Teknologiateollisuus press release 31.8.2011  
<http://www.netprofile.fi/fi/tiedotteet?Article=2352>

Rails & Girls - Rubiinityöt innostuivat koodaamaan  
RailsGirls in Tietoviikko 2.12.2010  
[http://www.tietoviikko.fi/kaikki\\_uutiset/article541704.ece](http://www.tietoviikko.fi/kaikki_uutiset/article541704.ece)

Tytöt koodaa  
RailsGirls in Talouselämä 3.12.2010  
<http://www.flickr.com/photos/karri-saarinen/5228444443/>



# Knowing how

“I’ve long argued that UI design, programming, and product strategy should be learned apprentice-style with your hands and through experience, not through school and pedagogy. When I go to conferences about design I see a lot of declarative knowledge. Knowledge of. The latest CSS rules. The new JavaScript syntax. Ten ways to make users happy (supposedly) or whatever else.

What I don’t see are procedures—somebody standing up there with a pen or a text editor and making things happen and showing how it’s done. That’s what I want to see and that’s what I think our industry needs more of.”

- Ryan Singer, 37 Signals

## Futher Reading:

**The first step is to start**

<http://goo.gl/02u5>

**Code as Craft by Etsy**

<http://goo.gl/5iX7L>

**Why Software is Eating the World**

<http://goo.gl/ry3Sc>

**Product Managers in Modern Development teams**

<http://goo.gl/TjRB6>

**Have we all become hackers**

<http://goo.gl/PA8e2>

**A Tour of the Design Process at 37signals**

<http://goo.gl/Fc49>

**5by5 Podcasts**

<http://goo.gl/QJqU>

# Getting futher

## **Try Ruby**

<http://www.tryruby.org>

Programming Ruby in your browser.

## **Codeschool**

<http://www.codeschool.com>

Try out the Rails for Zombies module: a free, browser-based Rails workshop. Other classes interesting too!

## **Codecademy**

<http://www.codecademy.com>

A new Y-Combinator startup aiming to teach the world to code.

## **Don't fear the Internet**

<http://www.dontfeartheinternet.com/>

Frontend stuff (CSS & HTML) explained through short videos.

## **A Quick (and Hopefully Painless) Ride Through Ruby (with Cartoon Foxes)**

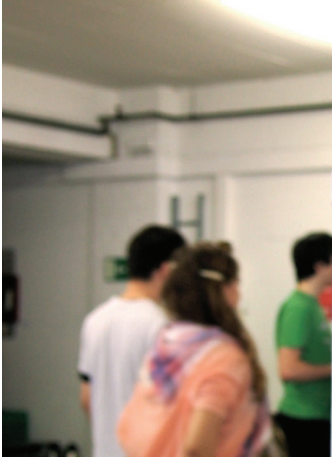
<http://mislav.uniqpath.com/poignant-guide/book/chapter-3.html>

The legendary Why's Poignant Guide to Ruby: part comic book, part coding exercise.

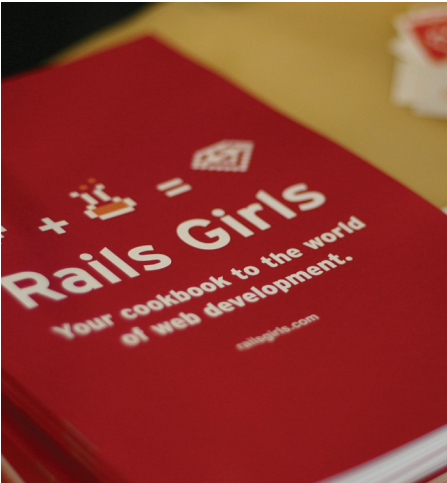
## **RailsGuides**

<http://guides.rubyonrails.org/>

Tutorials and guides created by the Rails community



I ♥ HTML  
more than  
Ryan Gosling



♥  
RUBIES  
ARE FOR

# Thank you team.

mkdir projects

cd projects

rails new railsgirls

cd railsgirls

rails s

## Making it possible



**Teknologia  
teollisuus**

& all local sponsors

# Thats all!

2010-2012, Rails Girls.

Contact us at [team@railsgirls.com](mailto:team@railsgirls.com)

[railsgirls.com](http://railsgirls.com)