Chinese Whispers

semiotically mediating between idea and program

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How to make our ideas clear?

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beauty    computability
aesthetics  algorithmics
vagueness    precision
learning is a process from vague idea to precise description.

learning needs metaphor.
vague ideas
precise descriptions
metaphors

sign

sign function

presentation
re-presentation
interpretation
human-centricness

programming as a semiotic activity

technical issues of programming hidden in a visual metaphor
algorithmic sign

read by processor: precise determination of meaning
read by human: vague interpretation of meaning
we deliberately use an alienating, childish metaphor
a visualization that is obviously metaphorical.

we offer the metaphor
not to explain, but to be used for a while, then thrown away.
learning makes metaphor superfluous
transforms metaphorical into technical terms
end user programming as a sign process

syntactic precision (processor): instruments
pragmatic interpretation (human): media