

Read Book Idea  
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Essential Guide  
**Idea To  
Iphone The  
Essential  
Guide To  
Creating  
Your First  
App For The  
Iphone Ipad**

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To Iphone The

**And Ipod**

**Touch**

*Beginning with the basics, this book provides an outline of the steps*

*necessary to set up an iOS*

*development*

*environment. An*

*introduction to the*

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First App For The

Iphone Ipad And

Ipod Touch

*architecture of iOS 7 and programming in Objective-C is provided, followed by an in-depth look at the design of iOS applications and user interfaces.*

*More advanced topics such as file handling, database management, in-app purchases,*

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IpadTouch

*graphics drawing  
and animation are  
also covered, as are  
touch screen*

*handling, gesture  
recognition,*

*multitasking, iAds  
integration,*

*location*

*management, local  
notifications,*

*camera access and  
video and audio*

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*playback support.*

*Other features are  
also covered*

*including Auto*

*Layout, Twitter and  
Facebook*

*integration, event  
reminders, App*

*Store hosted in-app  
purchase content,*

*collection views  
and much more.*

*New features of*

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*iOS 7 are also covered, including Sprite Kit-based game development, local map search and user interface animation using UIKit dynamics.*

*Fully updated for iOS 7 and Xcode 5, the aim of this book, therefore, is to teach you the*

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Ipad Touch

*skills necessary to  
build your own  
apps for iOS 7.*

*Assuming you are  
ready to download  
the iOS 7 SDK and  
Xcode, have an  
Intel-based Mac  
and some ideas for  
some apps to  
develop, you are  
ready to get  
started.*

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To Creating Your

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Iphone Ipad And

Ipad Touch iOS 9

About This Book

Create storyboards

in Xcode from

concept to code

and design Chalk

out your game's

overall navigation

and structure Work



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book is intended for

game developers

who wish to

develop 2D and 3D

games for iPhone

and iPad. If you are

a developer from

another platform,

or game engine

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*such as Android or Unity, a current iOS developer wishing to learn more about Swift and the latest features of iOS 9, or even if you are new to game development, then this book is for you. Some prior programming*

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*knowledge is  
recommended, but  
not required. What  
You Will Learn*

*Familiarise yourself  
with both basic and  
advanced Swift  
game development  
code Understand  
the structure and  
flow of a typical  
iOS app Work with  
the SpriteKit*

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*framework to make  
2D games, sprites,  
and overlays*

*Discover 3D game*

*development with*

*SceneKit Visually*

*design levels and*

*game assets with*

*XCode 7's latest*

*features Explore*

*the concept of*

*component-based*

*structuring with*

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iOS 9's

To Creating Your  
Gameplaykit Beta  
test and publish  
your game with  
iTunes Connect In

Detail Game  
development has  
always been a  
combination of  
programming and  
art, and mobile  
game development  
is no exception to

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ipodTouch

*this rule. The iOS platform has been both a staple in the ever-growing mobile game market, as well as a launching point for many game developers (hobby and career-wise). The features and frameworks available in iOS 9*

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*continue to cater to  
the synergy of  
design and  
computer  
engineering, using  
tools that allow  
developers to take  
a game idea from  
concept to  
application in  
record time.*

*Whether you are  
new to iOS and*

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*game development as a whole, or are an experienced programmer*

*wanting to learn the latest features of the platform, iOS 9 Game*

*Development Essentials will provide you with crucial insight into this widely used*



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Iphone Ipad And

Ipad Touch And

Ipad Mini

language, this book

gets the ball rolling

with code concepts

and game-centric

code samples right

from the get-go,

giving you get a

solid understanding

of Apple's cutting-

edge programming

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*language. The book*

*takes you through*

*iOS game*

*development*

*concepts and*

*introduces the*

*various frameworks*

*that allow you to*

*develop robust,*

*reusable, and*

*intelligent game*

*components in both*

*2D and 3D game*

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environments. Style

and approach This

book is a step-by-

step guide into the

code and concepts

of iOS apps. Each

chapter contains

diagrams that

showcase the

features of the

platform, along

with code samples

from Apple and

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*code samples  
exclusive to this  
book.*

*Since this great  
device is high in  
demand, it could be  
your destiny to be  
part of its  
marketing industry.  
For you to compete  
in this line of duty  
you need not be a  
bona fide computer*

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*geek rather, you have to create great market plans as well as excellent marketing strategies. The following are some steps you could consider to successfully profit from iPhone applications:*

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*essential guide to  
creating your first  
app for the iPhone  
and iPad* John Wiley  
& Sons

*The One Device*

*A User-Centered*

*Approach to*

*Sketching and*

*Prototyping iPhone*

*Apps*

*IPhone IOS 5*

*Development*

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*Essentials*

*iOS 9 Game*

*Development*

*Essentials*

*Creative Selection*

*iOS 7 App*

*Development*

*Essentials*

*Each chapter*

*will take you*

*through a new*

*major feature*

*of iOS 5. You*

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*will learn how  
to integrate  
each feature  
into your  
applications.*

*If you ever  
wanted to learn  
about the  
latest features  
of iOS 5 and  
learn how to  
incorporate  
Twitter, iCloud*



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*and Core Image*

*framework*

*effects*

*functionality*

*into your*

*applications,*

*then this book*

*is for you. You*

*should have a*

*good knowledge*

*of programming*

*experience with*

*Objective-C,*

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*and have used  
Xcode 4. iPhone  
First App For The  
programming  
experience is  
not required.*

*Based on the  
market-leading  
Operations  
Management  
text, this is  
the ideal book  
for those  
wanting a more*

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*concise*

*introduction to*

*the subject,*

*focusing on*

*essential core*

*topics, without*

*compromising on*

*the*

*authoritative,*

*clear and*

*highly*

*practical*

*approach that*

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*has become the  
trademark of  
the authors.*

*Revised and  
updated to  
reflect the  
ever-changing  
world of  
operations  
management, the  
book is rooted  
in real-life  
practice with a*

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*wealth of  
examples and  
case studies  
from different  
sectors and  
industries  
around the  
world.*

*This essential  
reference for  
photography  
students  
explains how to*

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*become part of  
the  
professional  
community. By  
defining*

*professional  
photography  
today, and  
exploring what  
is expected of  
professional  
photographers,  
the book*

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provides

readers with

valuable

information,

inspiration,

and education

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*on topics  
including  
developing your  
photographic  
voice, finding  
your area of  
specialization,  
exploring the  
moving image,  
building a  
website, and  
understanding s  
elf-*



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*Essential Guide  
presentation,  
promotion,  
legal aspects,  
and marketing.*

*It also*

*features*

*inspirational*

*projects for*

*students to*

*embark on their*

*education in*

*photography.*

*The new edition*

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*of this brief  
introductory  
text retains  
the hallmark  
features that  
have made its  
parent text  
unique, while  
offering a more  
manageable, stu  
dent-friendly  
format. The  
book was*

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*written with  
three goals in  
mind: to make  
the study of  
psychology  
accessible and  
engaging to the  
beginning  
student in  
psychology, to  
provide  
students with a  
solid grounding*

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*in the  
knowledge base  
in psychology,  
and to help  
students*

*succeed in the  
course. Nevid's  
comprehensive  
learning system-  
derived from  
research on  
memory,  
learning, and*

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textbook  
To Creating Your  
pedagogy-is  
First App For The  
featured  
Iphone, Ipad And  
throughout.

Ipad Touch  
This learning  
model  
incorporates  
what the author  
calls the Four  
E's of  
Effective Learn  
ing-Engaging  
Student

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*Interest,*  
*To Creating Your*  
*Encoding*  
*First App For The*  
*Information,*  
*Iphone Ipad And*  
*Elaborating*  
*Meaning, and*  
*Evaluating*  
*Progress.*

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PSYCHOLOGY:  
CONCEPTS AND  
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*broad view of  
psychology as  
well as  
applications of  
the knowledge  
gained from  
contemporary  
research to the  
problems and  
challenges we  
face in today's  
world.*

*Important*  
*Page 39/226*

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Practice of*



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Essentials  
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From Business  
Idea to Launch

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*and Management*

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*Designing the*

First App For The

*iPhone User*

Experience And

Food Touch

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Game Audio: The

Theory and Practice of

Sound for Games is a

first of its kind

textbook and must-

have reference guide

for everything you

ever wanted to know

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about sound for  
games. This book  
provides a basic  
overview of game  
audio, how it has  
developed over time,  
and how you can  
make a career in this  
industry. Each chapter  
gives you the  
background and  
context you will need  
to understand the

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us, technology creates connection. Cell phones, e-mail, digital cameras, personal

Web sites—they all join us, however tenuously, to what we value. Is connectivity what we're willing to pay for? Should technology be our servant or a tool that helps us do other

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things? What can we  
really learn from

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Napster? What would  
intelligent standards  
for touch-screen user

interface look like?  
How does technology  
evolve, and what  
drives that evolution?

For Dan Bricklin,  
technology cannot  
exist independently of  
the lives and needs of

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those who use it. For

more than a decade he

has shared his

thoughts on this

essential

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together case histories

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Heinemann

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preparation.’ Alun

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content is carefully  
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format, key  
information is easy to

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Each chapter is  
packed full of case  
studies, study tips and  
activities to test your

learning and  
understanding as you  
go along. •The  
coursebooks are the  
only study guide  
reviewed and  
approved by CIM  
(The Chartered

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Marketing). •Each  
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a range of learning  
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understanding of the  
theory. •Past  
examination papers  
and examiners'

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iPhone iOS4  
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The Watch OS is the software that is found as the operating system of the Apple Watch which was created

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by Apple Inc. The system is quite similar to the original iOS system and there are similar features between the two systems. The Watch OS 4 is the fourth iteration of the software which sees many new

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developments in the system. There are many new updates that see users adapting to new functionality that makes the watch very favorable to use.

This book will seek to explore the various features of

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the watchOS 4  
operating system  
so the reader will  
be aware of what  
is available.

Covering the  
complex topic of  
game interface  
design, GAME  
DEVELOPMENT  
ESSENTIALS:  
GAME

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comprehensive

introductory text

immerses readers

in the foundation,

theory, and

practice of

interface creation,



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while including  
interviews with  
working  
professionals,  
examples from  
every gaming era  
and many genres,  
and hundreds of  
screenshots from  
contemporary  
games. Also  
featured are an

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expanded practice section with a wide variety of real world design examples, coverage of interface design for mobile and motion-sensing devices, multiplayer games, and much more.

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computer game  
enthusiast who  
has always wanted  
to know what it

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takes to build a  
playable game, or  
maybe you would  
like to expand your  
programming  
knowledge so that  
you can develop  
great computer  
games using a  
solid game engine  
and toolkit, then  
this book is for

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you.

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software platform  
to create and  
deliver rich Internet  
applications (RIAs)  
that can run  
across a wide  
variety of devices.  
JavaFX Essentials  
will help you to  
design and build

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high performance  
To Creating Your  
JavaFX 8-based  
First App For The  
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applications that  
run on a variety of  
devices. Starting  
with the basics of  
the framework, it  
will take you all the  
way through  
creating your first  
working application  
to discovering the

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core and main  
JavaFX 8 features,  
then controlling  
and monitoring  
your outside world.

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provided illustrate  
different JavaFX  
and Java SE 8  
features. This  
guide is an  
invaluable tutorial



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if you are planning  
to develop and  
create JavaFX 8  
applications to run  
on a variety of  
devices and  
platforms.

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Techniques for

iPhone and iPad

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and the Ugly  
PhoneGap Your  
First App For The  
Essentials  
iOS Wow Factor  
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Guide to Game  
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and discovery,  
creating a  
foundation from  
which to build

solid strategies for  
academic growth.

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invites you to put  
new ideas into  
action

immediately and

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select additional strategies as you plan for your future. The fourth edition includes the new “Do you have a minute” feature, which provides specific actions that students can take to make a positive

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change or  
implement a new  
skill in just one  
minute. Important  
Notice: Media

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JOURNAL

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insider's account

of Apple's creative

process during the

golden years of

Steve Jobs.

Hundreds of

millions of people

use Apple

products every



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day; several thousand work on Apple's campus in Cupertino, California; but only a handful sit at the drawing board. Creative Selection recounts the life of one of the few who worked behind the

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scenes, a highly-respected software engineer who worked in the final years of the Steve Jobs era—the Golden Age of Apple. Ken Kocienda offers an inside look at Apple's creative process. For

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fifteen years, he was on the ground floor of the company as a specialist, directly responsible for experimenting with novel user interface concepts and writing powerful, easy-to-use software for

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products including  
the iPhone, the  
iPad, and the  
Safari web  
browser. His

stories explain the  
symbiotic  
relationship  
between software  
and product  
development for  
those who have

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never dreamed of programming a computer, and reveal what it was like to work on the cutting edge of technology at one of the world's most admired companies.

Kocienda shares moments of

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struggle and  
success, crisis and  
collaboration,  
illuminating each  
with lessons

learned over his  
Apple career. He  
introduces the  
essential elements  
of innovation—ins  
piration,  
collaboration,

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craft, diligence,  
decisiveness,  
taste, and  
empathy—and  
uses these as a

lens through

which to

understand

productive work

culture. An

insider's tale of

creativity and

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innovation at  
Apple, Creative  
Selection shows  
readers how a  
small group of  
people developed  
an evolutionary  
design model, and  
how they used  
this methodology  
to make  
groundbreaking



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and intuitive

software which

countless millions

use every day.

Got a great idea

for an app? The

iOS 13

Development

Essential Training

series can give

you the skills you

need to make

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your idea a reality.

In this course-the  
first installment in  
a two-part series-  
instructor Todd

Perkins covers the  
basics of  
application

development for  
iOS devices,  
providing novice  
iOS developers

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with the tools they need to jump-start a career in this exciting field.

Todd—who's been developing iOS apps for a decade—highlights key concepts and tips he wished he knew at the start of his own career.

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He covers Xcode fundamentals, such as how to create an Xcode project and use the iOS Simulator. Plus, learn how to build a user interface, including how to approach responsive UI

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Ipod Touch  
design with Auto  
Layout, and  
explore the  
essentials of app  
architecture.

Now updated with  
five new chapters  
dedicated to  
Xcode

Storyboards, the  
aim of iPhone iOS  
5 Development

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Ipod Touch

Essentials is to teach you the skills necessary to build your own applications for the iPhone.

Beginning with the basics, this book provides an overview of the iPhone hardware and the

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To Creating Your

First App For The

Iphone Ipad And

Ipod Touch

architecture of iOS  
5. An introduction  
to programming in  
Objective-C is  
provided followed  
by an in-depth  
look at the design  
of iPhone  
applications and  
user interfaces.  
More advanced  
topics such as

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Iphone Ipad And

Ipod Touch

user interface

layout and

resizing, file

handling,

database

management,

graphics drawing

and animation are

also covered, as

are touch screen

handling, gesture

recognition,



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multitasking, iAds  
integration,  
location and map  
management,  
camera access

and video

playback support.

New iOS 5 specific  
features are also  
covered in detail  
including page  
view controller

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implementation,  
the UIDocument  
class, iCloud  
based storage,  
Storyboard user  
interface design,  
automatic  
reference  
counting, Twitter  
integration and  
image filtering  
with Core Image.

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iPhone iOS 5  
Development  
Essentials takes a  
modular approach  
to the subject of  
iPhone application  
development with  
each chapter  
covering a self  
contained topic  
area. This makes  
the book both an

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easy to follow

learning aid and

an excellent

reference

resource.

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Development

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The Secret History

of the iPhone

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Development

Essentials: Game

Interface Design

***Real examples.***

***Real***

***companies.***

***Real business***

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*decisions.*

*Covering the  
core economics  
principles and  
providing*

*engaging,*

*relevant*

*examples*

*within just*

*nineteen*

*Chapters,*

*Hubbard*

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*Essentials of  
Economics is  
the perfect  
teaching and  
learning*

*resource for a  
one semester  
unit. The  
authors  
present  
economics as a  
dynamic,*

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*relevant  
discipline for  
Australasian  
students. The  
key questions  
students of  
first year  
economics ask  
themselves  
are: "Why am I  
here?" and  
"Will I ever*



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*use this?'*

*Hubbard*

*Essentials of  
Economics*

*answers these*

*questions by*

*demonstrating*

*that real*

*businesses use*

*economics to*

*make real*

*decisions*

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Essential Guide  
*every day.*

*Each chapter  
of the text  
opens with a  
case study  
featuring a  
real business  
or real  
business  
situation,  
refers to the  
study*

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Essential Guide

*throughout the*

To Creating Your

*Chapter, and*

First App For The

*concludes with*

Iphone Ipad And

*An Inside*

Ipod Touch

*Look—a news*

*article format*

*which*

*illustrates*

*how a key*

*principle*

*covered in the*

*Chapter*

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Essential Guide

*relates to  
real business  
situations or  
was used by a  
real company  
to make a real  
business  
decision.*

*Design User-  
Friendly,  
Intuitive  
Smartphone and*

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Essential Guide

**Tablet Apps**

**for Any**

**Platform**

**Mobile apps**

**should feel**

**natural and**

**intuitive, and**

**users should**

**understand**

**them quickly**

**and easily.**

**This means**

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To Iphone The  
Essential Guide

*that effective  
interaction  
and interface  
design is  
crucial.*

*However, few  
mobile app  
developers (or  
even  
designers)  
have had  
adequate*

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Essential Guide

*training in*

*these areas.*

*Essential*

*Mobile*

*Interaction*

*Design fills*

*this gap,*

*bringing*

*together*

*proven*

*principles and*

*techniques you*

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Essential Guide  
*can use in  
your next  
app—for any  
platform,  
target device,  
or user. This  
tutorial  
requires  
virtually no  
design or  
programming  
knowledge.*



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*Even if you've  
never designed  
a mobile app  
before, this  
guide teaches  
you the key  
skills that  
lead to the  
best results.*

*Cameron Banga  
and Josh  
Weinhold help*

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Essential Guide

*you master the  
mindset,  
processes, and  
vocabulary of  
mobile*

*interaction  
design, so you  
can start  
making better  
choices right  
away. They  
guide you*

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*through the  
entire design  
process,  
demystifying  
issues that  
arise at every  
stage. The  
authors share  
hard-won  
lessons from  
years of  
experience*

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Essential Guide

*developing  
more than one  
hundred mobile  
apps for  
clients and  
customers of  
every type.  
They cover  
important  
issues that pl  
atform-  
specific*

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*guides often  
overlook,  
including inte  
rnationalizati  
on,*

*accessibility,  
hybrid apps,  
sandboxing,  
and what to do  
after release.*

*This guide  
shows you how*

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*to Think  
through your  
designs,  
instead of  
just throwing  
together UI  
elements Allow  
an intuitive  
design flow to  
emerge from  
your app  
Sketch and*

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*wireframe apps*  
To Creating Your  
*more*  
First App For The  
*effectively*  
Iphone Ipad And  
Ipod Touch  
*Reflect key*  
*differences*  
*among*  
*smartphones,*  
*tablets, and*  
*desktops*  
*Design for*  
*visual appeal*  
*without*

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*compromising  
usability Work  
effectively  
with  
programmers*

*Make sure your  
apps are  
accessible to  
everyone Get  
usable  
feedback, and  
understand*



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*what it's  
telling you  
Learn valuable  
lessons from  
today's most  
successful  
apps Refresh  
your designs  
in new apps  
and future  
versions  
Discover new*

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*tools for  
designing more  
successfully  
Packed with  
iOS and*

*Android™*

*examples,  
Essential  
Mobile*

*Interaction  
Design offers  
dozens of tips*

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Essential Guide  
and solutions  
that will be  
equally useful  
on today's  
platforms and  
on whatever  
comes next.  
Extensive  
resources are  
available at [c  
ameronbanga.com/EMIDbook](http://c<br/>ameronbanga.com/EMIDbook).

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*Use PhoneGap*

*to build cross-*

*platform*

*mobile*

*applications*

*quickly and*

*efficiently*

*About This*

*Book Build*

*native mobile*

*phone*

*applications*

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*with HTML5,  
JavaScript,  
and CSS*  
To Creating Your  
First App For The  
Iphone Ipad And  
Ipod Touch  
*Incorporate  
smartphone  
capabilities  
such as GPS,  
camera,  
accelerometer,  
and more into  
your apps for  
any mobile*

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*platform Use  
Cordova view  
to embed  
PhoneGap into  
native  
applications  
to either  
transit  
smoothly to  
PhoneGap or  
incorporate  
PhoneGap funct*

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*ionalities Who*

*This Book Is*

*For If you are*

*a mobile*

*application*

*developer in*

*iOS or*

*Android, or a*

*web*

*application*

*developer who*

*wants to learn*

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*how to make  
cross-platform  
mobile  
applications  
using*

*PhoneGap, this  
book is  
perfect for  
you. To make  
the most of  
this book, it  
will be*



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*helpful if you  
have prior  
knowledge of  
HTML5, CSS,  
and*

*JavaScript.*

*What You Will  
Learn Get to  
grips with the  
fundamentals  
of PhoneGap to  
get started*

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*Set up a  
development  
environment  
for Linux, Mac  
OS, and*

*Windows Use  
Cordova CLI,  
workflows, and  
Plugman Plugin  
manager to  
create mobile  
applications*

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*efficiently  
Understand the  
development  
workflow to  
create native  
cross-platform  
mobile*

*applications  
Embed plugin  
support to  
transition to  
PhoneGap or*

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*use it to  
enhance  
existing  
applications*  
First App For The  
Iphone Ipad And  
Ipod Touch  
*Improve your  
mobile  
development  
knowledge  
using object-  
oriented  
programming  
(OOP),*

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*reusable  
components,  
and AJAX  
closures Be  
empowered to  
build your own  
mobile apps  
quickly with  
ease Discover  
tips and  
tricks to make  
app*

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*development*

*fun and easy*

*In Detail*

*PhoneGap is an*

*open source*

*framework that*

*allows you to*

*quickly build*

*cross-platform*

*mobile apps*

*using HTML5,*

*JavaScript,*

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and CSS.

PhoneGap Build  
is a cloud  
service that  
allows you to  
quickly  
develop and  
compile mobile  
applications  
without SDKs,  
compilers, and  
hardware.

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**PhoneGap**

**allows you to  
use its**

**existing**

**plugins or**

**create new**

**ones, as per  
your**

**requirements,**

**to enhance**

**your mobile**

**applications.**



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*Starting by  
installing  
PhoneGap,  
you'll develop  
an app that  
uses various  
device  
capabilities  
through  
different  
plugins and  
learn how to*

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Essential Guide  
*build an app  
in the cloud  
with  
PhoneGap's  
Build service.*

*You'll  
discover how  
to use  
PhoneGap to  
create an  
application  
view, along*

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Essential Guide  
*with how to  
use a camera,  
geolocation,  
and other  
device  
capabilities  
to create  
engaging apps.  
Next, you'll  
augment  
applications  
with*

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*PhoneGap's  
plugins using  
minimalistic  
code. You'll  
explore the  
app  
preparation  
process to  
deploy your  
app to the app  
store. By the  
end of the*

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*book, you'll  
have also  
learned how to  
apply hybrid  
mobile UIs*

*that will work  
across  
different  
platforms and  
different  
screen sizes  
for better*

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*user  
experience.  
Style and  
approach This  
is an example-  
based, fast-  
paced guide  
that covers  
the  
fundamentals  
of creating  
cross-platform*

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*mobile  
applications  
with PhoneGap.  
This is the*

*complete, up-  
to-date guide  
to creating a  
successful new  
venture. Using  
real-life  
examples, it  
helps you*

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*assemble every  
piece of the  
puzzle: you,  
your team,  
your*

*opportunity,  
your business  
concept and  
revenue model,  
your  
resources, and  
your*



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*successful  
launch,  
execution, and  
growth. The  
authors*

*illuminate ent  
repreneurial  
mindsets,  
motivation,  
attitudes, and  
leadership,  
and cover the*

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*entire process  
of starting a  
company, from  
idea through  
your first  
four years of  
operations.*

*You'll learn  
how to  
recognize,  
define, test,  
and exploit*

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*opportunities;*

*transform*

*ideas into*

*revenue models*

*that earn*

*sustainable*

*value;*

*demonstrate*

*viability to*

*funders;*

*establish a*

*strong ethical*

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*and legal  
foundation for  
your concept;  
and build a  
thriving team  
to execute on  
it.*

*Essentials of  
Economics  
Cengage  
Advantage  
Series:*

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*Essentials of  
To Creating Your  
Public  
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Speaking  
Iphone Ipad And  
Perfecting  
Ipod Touch  
Interface*

*Design in  
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*CIM 1*

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Inside Apple's  
Design Process  
During the  
Golden Age of  
Steve Jobs***

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for you if you're an  
iOS developer and  
you want to design

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your own apps to  
look great and be in  
tune with the latest  
Apple guidelines.

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work with the  
exciting new iOS 7  
look and feel, which  
your users expect  
within their latest  
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Development  
guides you through  
the design  
processes that you  
can apply to design  
your own apps  
brilliantly. We'll  
start at the idea  
stages of your apps,  
and you'll see how  
you can analyze  
and apply the right  
design patterns for



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every app you are coding, use

wireframing tools to take your ideas

forward, and use Photoshop to

create the visual assets you want to

look great in your app. You'll

understand why Apple have made

the decisions

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they've made with the new iOS 7 interface and new HIG guidelines, and from that insight you'll be able to vision and create your own apps, on iPhones and iPads, that work perfectly within the new iOS 7 interface.

With the millions of

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apps in the crowded Apple iTunes App Store, it can be difficult to get your apps noticed. How can you make your app stand out from the crowd and get it the reviews it deserves? iOS Wow Factor shows you how to get noticed! It

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explains how to go  
beyond the basics  
and where to

"break the rules" to  
give your users a

"wow" experience!

You'll learn to use  
standard controls,  
as well as to create  
non-standard  
controls and high-  
impact custom  
interactions to

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realize truly  
compelling app  
designs. Get  
grounded in

Apple's Human  
Interface Guidelines  
(HIG) so that you  
can appreciate all  
its wisdom. From  
that excellent  
foundation, move  
beyond the HIG and  
learn how to ensure

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that all your apps have that "wow" factor. Learn all about user experience (UX) design techniques, with and beyond Apple's HIG, and how to move your apps out of mundane design and into innovative user experiences.

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Examine the characteristics and constraints of the iOS platform and how to leverage its strengths to maximum effect in your apps. iOS Wow Factor explains what makes a successful mobile app design, and how to apply those

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principles of  
success to your own  
apps. Once you get  
the iOS Wow Factor  
into your apps, you  
can watch your app  
adoption rate  
increase and gain  
the traction it needs  
to succeed and earn  
a profit in the Apple  
iTunes App Store.

Find out everything



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you'll need to  
"wow" your future  
customers!

'Butterworth-

Heinemann's CIM  
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been designed to  
match the syllabus  
and learning  
outcomes of our  
new qualifications  
and should be  
useful aids in

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helping students understand the complexities of marketing. The discussion and practical application of theories and concepts, with relevant examples and case studies, should help readers make immediate

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use of their  
knowledge and  
skills gained from  
the qualifications.'

Professor Keith  
Fletcher, Director of  
Education, The  
Chartered Institute  
of Marketing 'Here  
in Dubai, we have  
used the Butterwort  
h-Heinemann  
Coursebooks in

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their various forms since the very beginning and have found them most useful as a source of

recommended reading material as well as examination preparation.' Alun Epps, CIM Centre Coordinator, Dubai University College, United Arab

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the definitive

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with a range of  
learning objectives,  
cases, questions,  
activities,

definitions, study  
tips and summaries  
to support and test  
your understanding  
of the theory.

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papers and  
examiners' reports



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extensive research,  
brand new online  
materials have been  
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students and  
created exclusively  
for Butterworth-  
Heinemann. Check  
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the Online  
Calendar, see

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case studies to  
cement your

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FLEXIBLE,

ACCESSIBLE ANY

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specially for the

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Fundamentals

module by the

Senior Examiners \*

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reports to enable  
you to practise  
what has been  
learned and help  
prepare for the  
exam

"In her book

*Page 173/226*

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iPhone User  
Experience,  
Suzanne Ginsburg  
takes a fresh look at  
cutting-edge, user-  
centered design  
from the  
perspective of  
designing mobile  
user experiences for  
the iPhone. Her  
book brings

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together everything  
you need to know  
to design great  
products for mobile  
contexts." —Pabini

Gabriel-Petit, UX  
Strategy & Design  
Consultant and  
Publisher and  
Editor in Chief of  
UXmatters “ It ’ s  
about time!

Suzanne Ginsburg

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takes the best of  
User-Centered  
Design (UCD)  
principles and  
tweaks them with a  
dash of mobile and  
a lot of hints about  
what it means to  
implement the  
Apple Human  
Interface Guidelines  
for iPhone. Your  
idea for an iPhone



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app has much  
better chances of  
being accepted by  
iPhone owners (and  
by the iTunes

watchdogs  
guarding entry to  
the App Store) if  
you follow even  
half of the  
suggestions in this  
book. ” —Nancy  
Frishberg, Ph.D.,

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Strategist and past  
Chair of BayCHI

Given the fiercely  
competitive state of  
the iPhone app  
landscape, it has  
become  
increasingly  
challenging for app  
designers and  
developers to  
differentiate their

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apps. The days are long gone when it was possible to crank out an app over the weekend and refine it after receiving a few not so flattering user reviews. Users now have choices -- lots of them. If your app is difficult to use or doesn't meet their

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needs, finding another one is just a tap away. To illustrate, consider the ever-growing field of Twitter clients. There are hundreds of variations in the App Store but only a handful stand out from the pack (such as Tweetie or

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Twitterific). For most apps, it boils down to one thing: the user experience.

The same is true for countless other categories within the App Store; well-designed apps are more likely to attract and retain users. Of course there are other

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critical aspects of iPhone app development: the coding, the marketing, the customer support. All of the elements must come together. Designing the iPhone User Experience will help you tackle the user experience part of

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the iPhone  
challenge. Three  
key themes will be  
reinforced

throughout the  
book: Know thy  
user, the Design  
Lifecycle, and

Attention to Detail:  
Know Thy User

Millions of people  
depend on iPhone  
apps to get them to

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work, find their next meal, and stay in touch with family and friends.

Professionals of all kinds also rely on iPhone apps: doctors look up drug interactions; photographers fine-tune lighting; cyclists find the best routes. To truly



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understand how  
your apps can fit  
into their lives,  
designers and  
developers must  
learn how users do  
things today,  
what ' s important  
to them, and what  
needs have not  
been met. Part II,  
Introduction to User  
Research, will

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introduce a variety  
of user research  
methods. The

Design Lifecycle

Award-winning

designs rarely

happen overnight;

they usually only

occur after many

rigorous design

cycles. To illustrate

this point, consider

USA TODAY's

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iPhone application,  
which went  
through at least  
seven iterations for  
the article view in  
their app. These  
kinds of iterations  
should happen  
before you launch  
your app, since it  
will save valuable  
time and money,  
not to mention the

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headaches a bad design could create for your user. More importantly, you may only have one chance to impress your users -- you do not want to sell them half-baked ideas. Part III, Developing your App Concept, will explain how to

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iteratively design and test your app concepts. Attention to Detail Most professionals know that attention to detail is important, but hundreds of apps fail to incorporate even the most basic design principles. This lack of

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attention is not merely an aesthetic issue (which is important) it also affects the way apps function. For example, a news article without proper alignment will be difficult to read, and a poorly rendered icon will be challenging to

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interpret. Apps with a razor sharp attention to detail will stand out because their apps will look good and perform well. Part IV, Refining your App Concept, will show you how to make to your app shine, from visual design and

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branding to  
accessibility and  
localization.

Mastering these  
three areas will help  
set your app apart  
from the crowd.

You may not have  
an award-winning  
app over night. But  
knowing your users,  
iterative design,  
and attention to



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detail are important  
first steps.

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how to take your  
idea and turn it  
into a fully  
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app. Walks you  
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*developing your*

*idea Helps you*

*launch your app*

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