

# Como começar a se **divertir** com iOS

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# Carddi

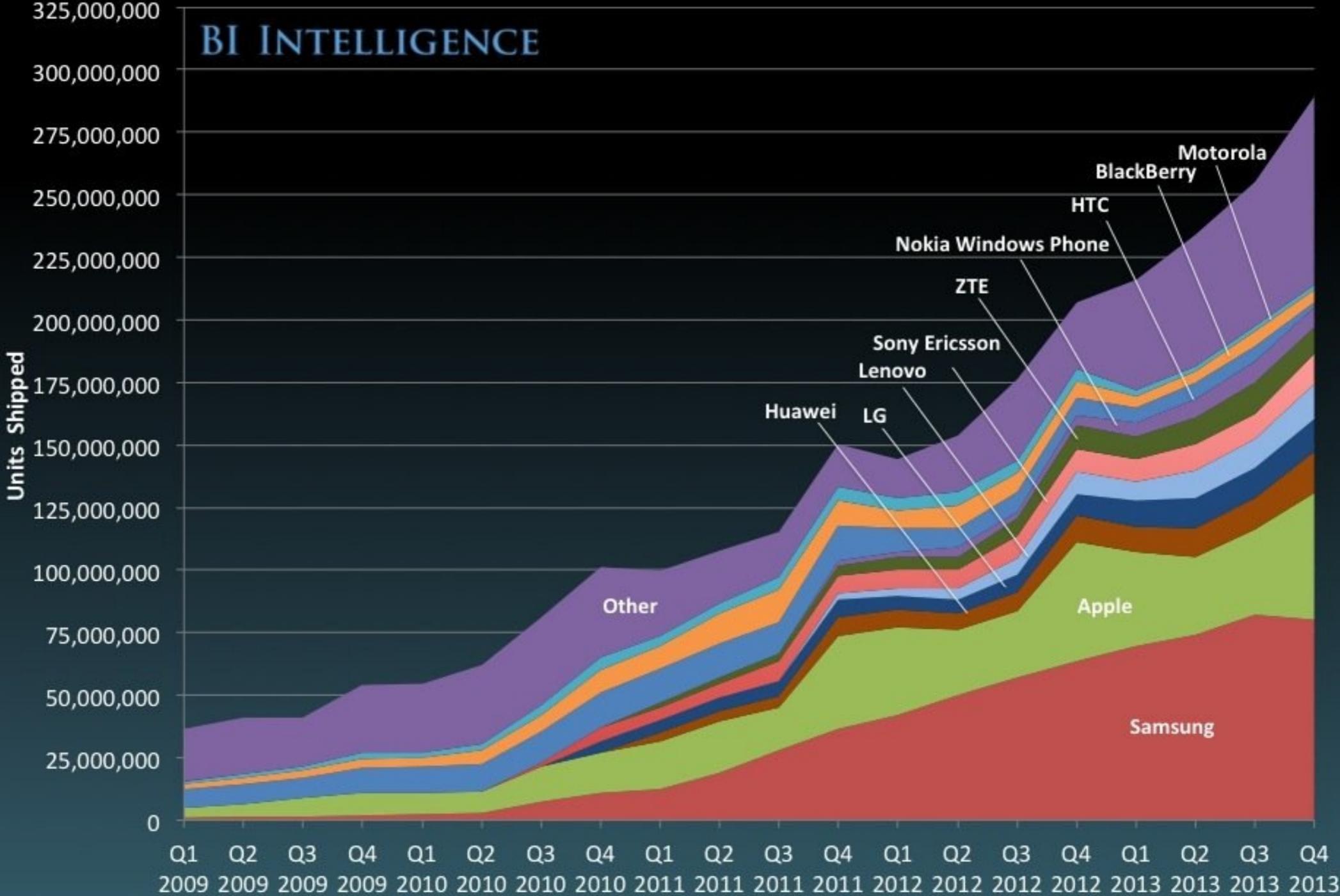


enjoei :P



# Almost 1 billion smartphones shipped in 2013

## Global Smartphone Shipments By Manufacturer



Source: BI Intelligence Estimates

**Mobilidade está  
gerando novos  
negócios**

# Square



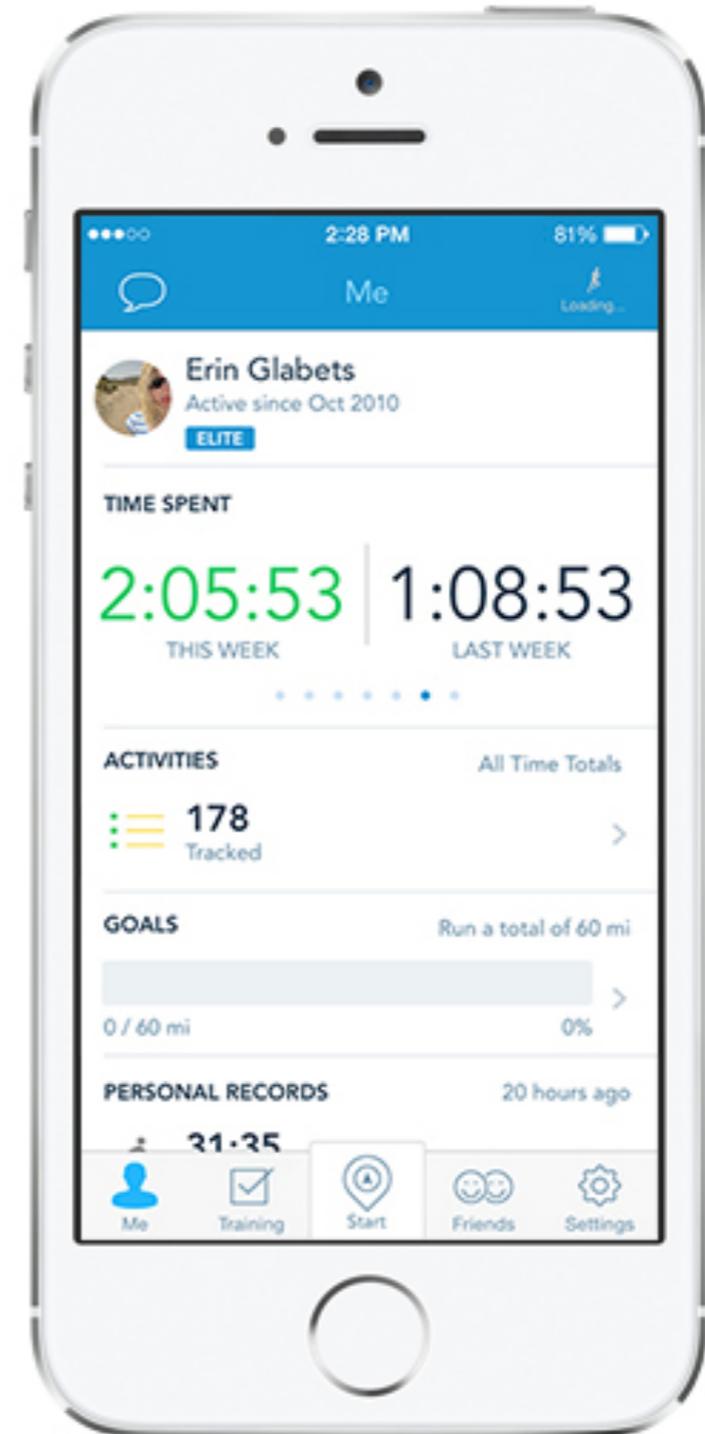
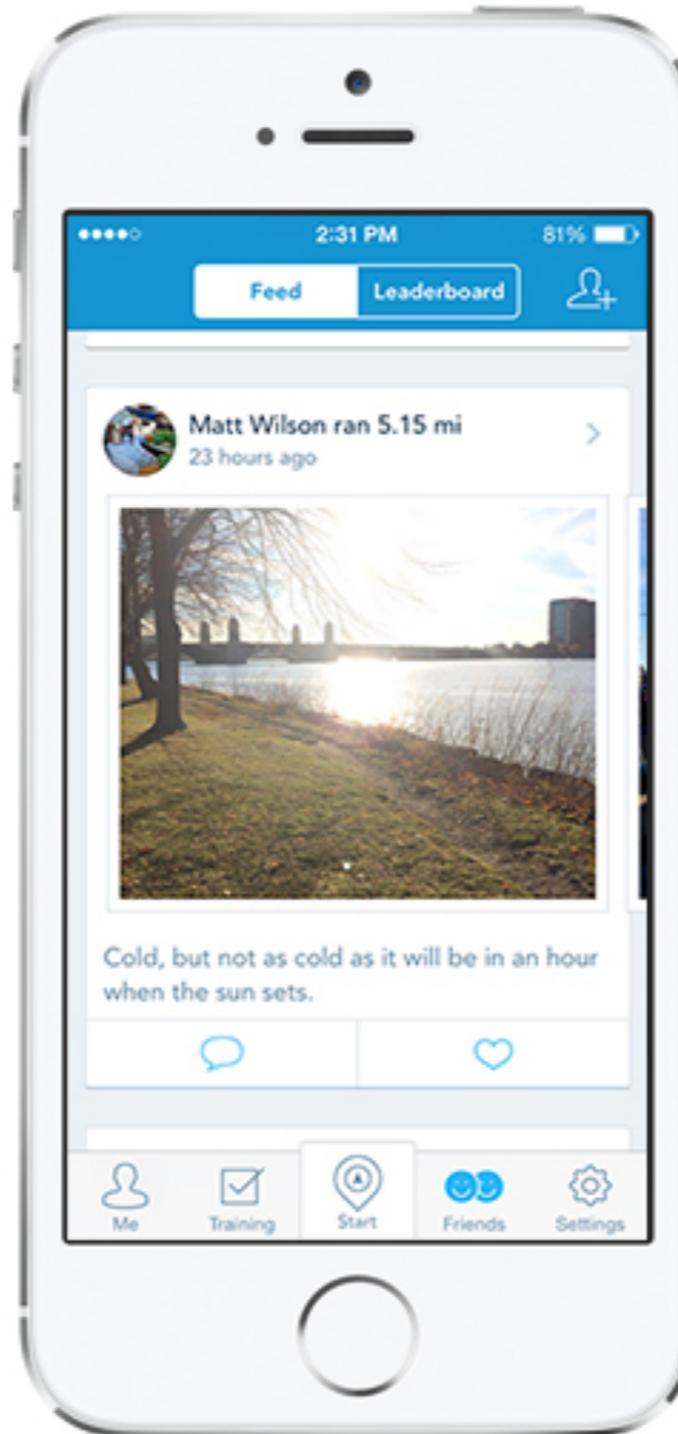
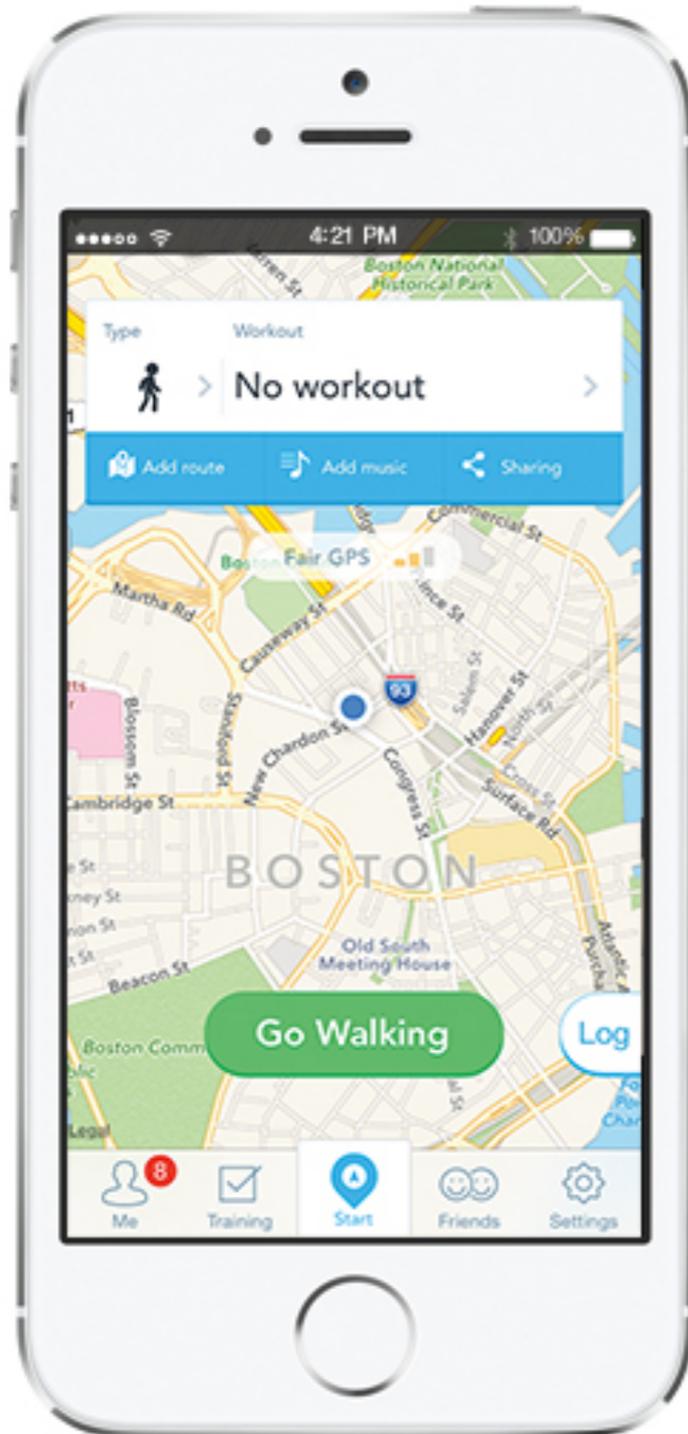
# CarPlay



# Waze



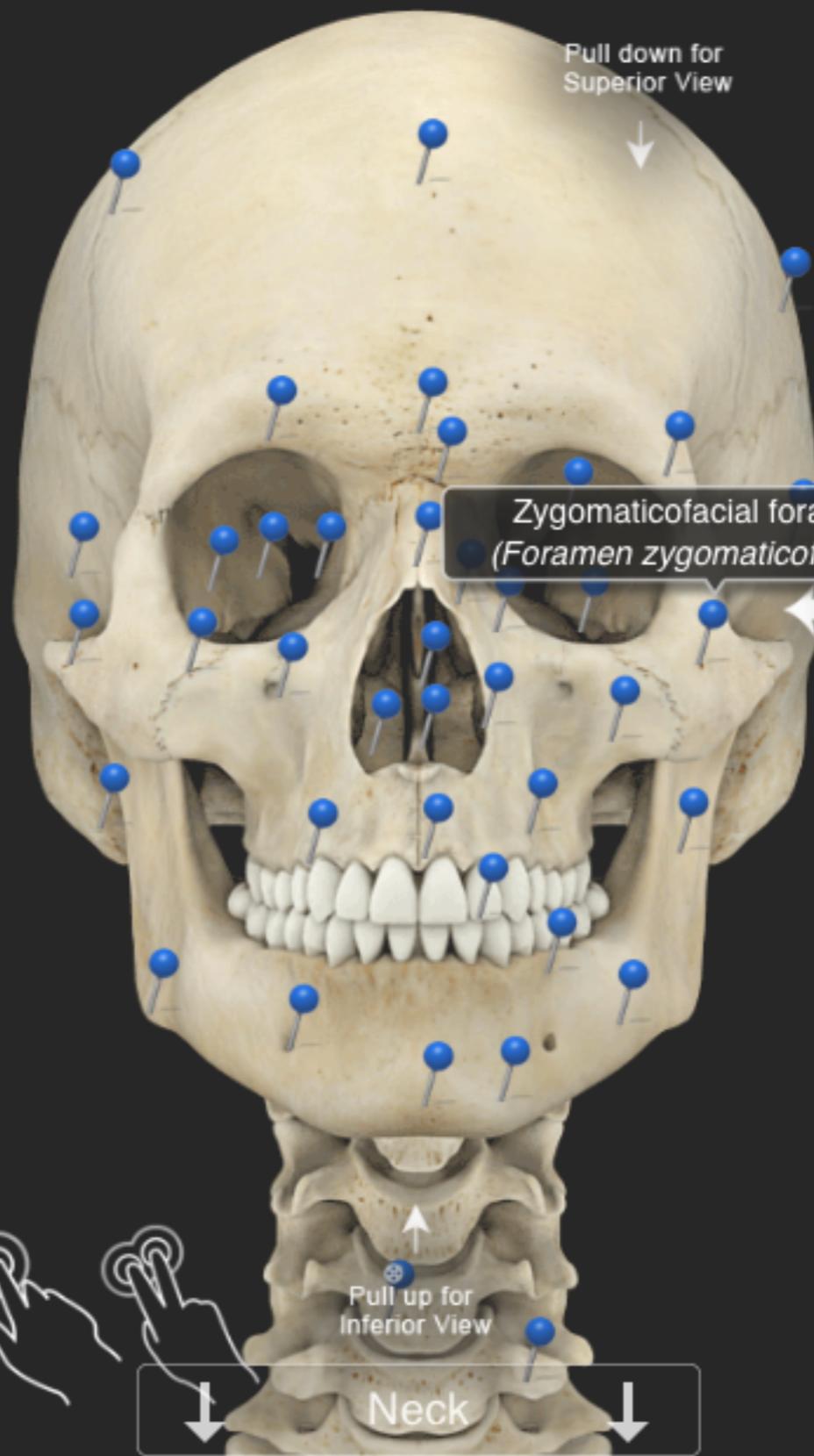
# RunKeeper



# Skeleton



Drag to cut

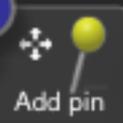
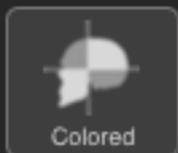
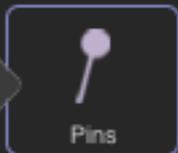


Zygomaticofacial foramen  
(Foramen zygomaticofaciale)

Pull down for Superior View

Pull up for Inferior View

Neck



to rotate

Anterior

Lateral

Posterior

R. Lateral

Ant. Superior

Inferior

\$

Apple detêm 30%  
da venda de cada  
aplicativo

**Apple pagou \$2B  
em 2014 aos  
desenvolvedores**

**Como começar?**

# Desculpas

1. Não conheço Objective-C!
2. Objective-C é muito difícil!
3. Qualquer Mac é caro pra caramba!
4. Muitas outras...

# Requisitos

- OSX (FREE, acompanhado de qualquer Mac)
- Xcode (FREE)
- Apple Developer Account (US\$99/ano)

# Frameworks

Ruby? **RubyMotion**



C#? **Xamarin**



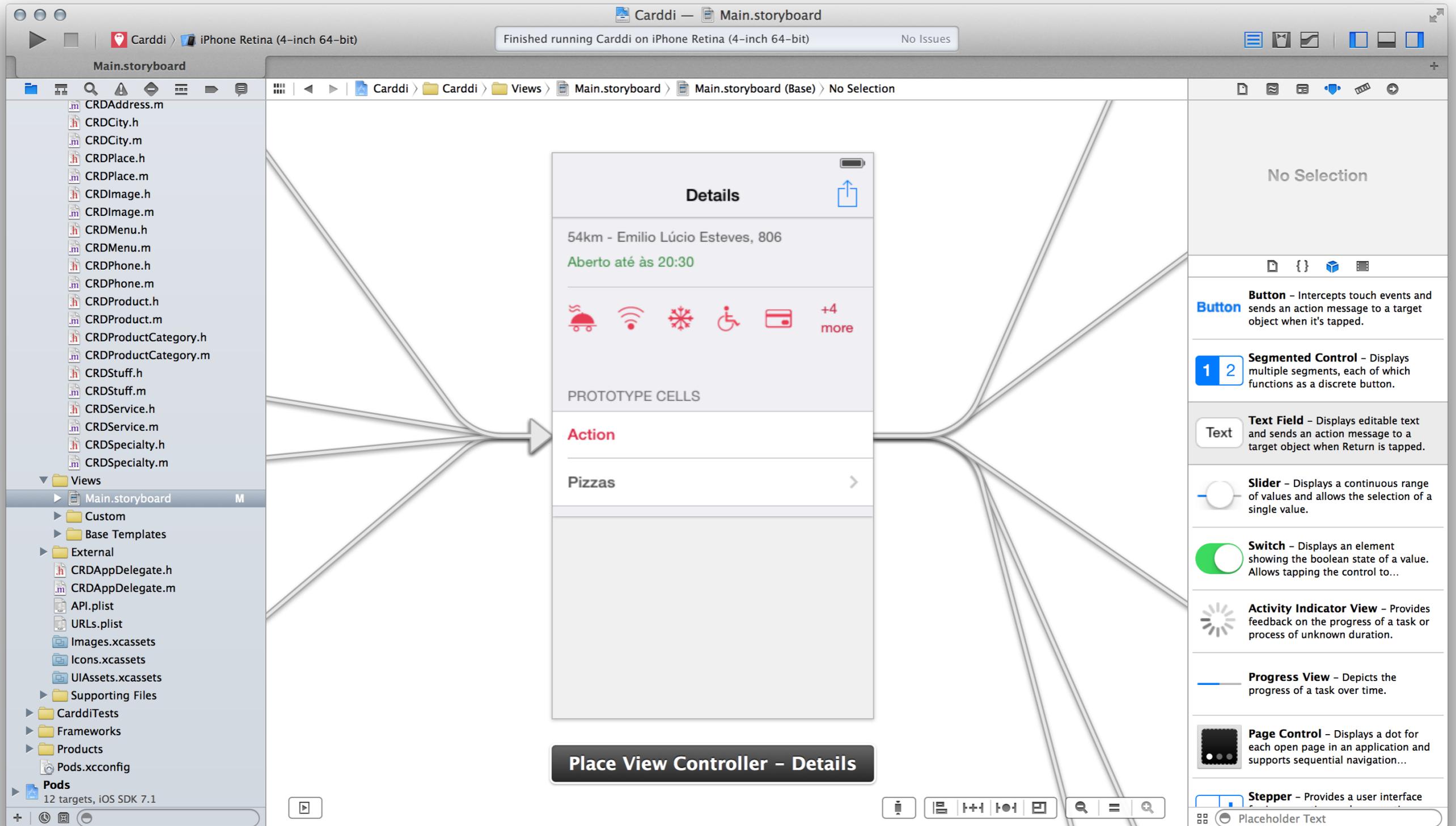
JavaScript? **Titanium**



# Objective-C? Xcode



**Interface, UX...**



## Details

54km - Emilio Lúcio Esteves, 806

Aberto até às 20:30



### PROTOTYPE CELLS

Action

Pizzas

Place View Controller - Details

No Selection

**Button** - Intercepts touch events and sends an action message to a target object when it's tapped.

**Segmented Control** - Displays multiple segments, each of which functions as a discrete button.

**Text Field** - Displays editable text and sends an action message to a target object when Return is tapped.

**Slider** - Displays a continuous range of values and allows the selection of a single value.

**Switch** - Displays an element showing the boolean state of a value. Allows tapping the control to...

**Activity Indicator View** - Provides feedback on the progress of a task or process of unknown duration.

**Progress View** - Depicts the progress of a task over time.

**Page Control** - Displays a dot for each open page in an application and supports sequential navigation...

**Stepper** - Provides a user interface

Placeholder Text

**Seja usuário de iOS**

# Apple HIG

Human Interface Guides



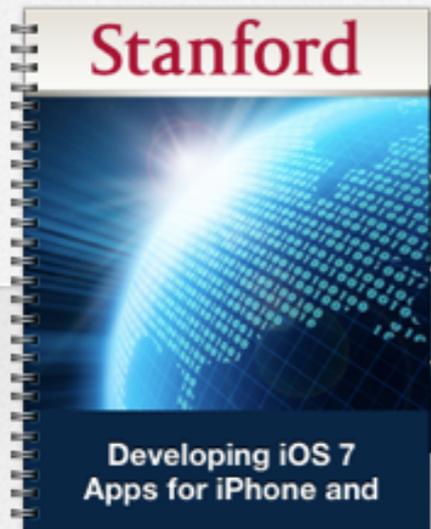
**Onde eu aprendo?**

# Stanford

iTunes U - Developing iOS 7 Apps

- Video-aulas
- Curso **completo** e **gratuito**
- Atualizado para iOS 7

iTunes U > Stanford



Subscribe

# Developing iOS 7 Apps for iPhone and iPad

Paul Hegarty

Details Ratings and Reviews Related

## Description

Updated for iOS 7. Tools and APIs required to build applications for the iPhone and iPad platform using the iOS SDK. User interface designs for mobile devices and unique user interactions using multi-touch technologies. Object-oriented design using model-view-controller paradigm, memory management, Objective-C programming language. Other topics include: object-oriented database API, animation, multi-threading and performance considerations.

[More](#)

★★★★★ (16)

Stanford

Category: Computer Science

Language: English

Published 28 Oct, 2013

When viewed using the iTunes U app for iOS, this course may also include enhanced materials such as instructor notes and assignments.

## Course Outline

- I. Course Introduction, Overview of iOS, MVC Objective-C
- II. Xcode 5
- III. Objective-C
- IV. Foundation, Attributed Strings
- V. View Controller Lifecycle

[More](#)

▲	Name	Time	Released	Description	Popularity	Price
1	Lecture 18 Slides				██████████	Free
2	18. Localization, Addi...	1 hr 7 min			███	Free
3	Lecture 17 Slides				██████████	Free
4	17. Camera, Core Mo...	1 hr 12 min			███	Free

# Treehouse

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

Learn how to build websites & apps, write code or start a business

- Plano para estudantes (US\$9/mês)
- Ensinam iOS, Android, Web, Rails, Business, etc
- Super explicativo, sempre atualizado, muito legal!

← Library

828



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HTML



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iOS



Android



Development Tools

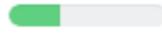


Project

### Build a Photo Browser iPhone App

Advanced

Resume



Deep Dive

### iOS Tools

Intermediate

New

iOS



Workshop

### Unit Testing in iOS

Intermediate

New

iOS



Workshop

### Using Auto Layout in iOS

Intermediate

iOS



Deep Dive

### Objective-C Basics

Project

### Implementing Designs





**NSHipster**

nshipster.com

# Organizing Your Code

Code organization is a matter of hygiene. How you structure your code is a reflection on you and your work. A lack of convention and internal consistency indicates either carelessness or incompetence--and worse, makes a project difficult to maintain and collaborate on.

Good habits start with `#pragma` mark. Like so:

```
@implementation ViewController

- (id)init {
    ...
}

#pragma mark - UIViewController

- (void)viewDidLoad {
    ...
}

#pragma mark - IBAction
```

# Apple Developer

Documentação para os desenvolvedores

- Documentação completa, desde o Hello World
- Integrada com o Xcode
- Conteúdo técnico de alta qualidade

# Designing Great Apps

Exceptional user experience is a hallmark of Apple products, and a distinguishing feature of the most successful apps built for iOS and OS X. Use the resources below to learn how to build the polished, engaging, and intuitive apps that Apple customers expect.

## Presentation Videos



### User Interface Design for iOS 7 Apps

Details of the iOS 7 look and feel, including animation guidelines, tips for icon design, and how to use blurring and transparency.



### User Interface Design for iOS 7 Games

Insight into how the best iOS games are designed for touch, follow iOS conventions, teach new players basic game mechanics and objectives, and maximize enjoyment.



### What's New in iOS User Interface Design

Introduction to the design principles and key characteristics of iOS 7.

## Designing iOS 7

Watch an overview of iOS 7 features and learn about the essential principles that influenced the design of iOS 7.



# FACCAT - nTI

Núcleo de Tecnologia da Informação

- Temos um grupo de pesquisa focado em mobilidade na FACCAT?
- Se não temos, porque não criamos um?
- Se tens interesse, **fale conosco depois da palestra!**

**Divirtam-se!**

**; -)**

# Obrigado!

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