

No Biz Like Show Biz

Xcode And iOS Instructional Video Production





I'm an [in]structor



LinkedIn Learning

iOS Development Tips Weekly

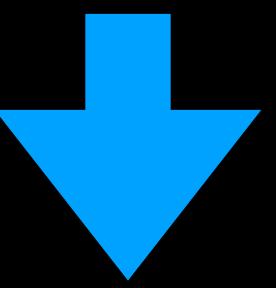
with **Steven Lipton**



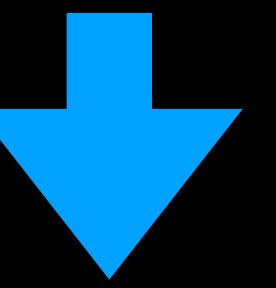
iOS Development Tips Weekly

<https://bit.ly>ShowBiz360>

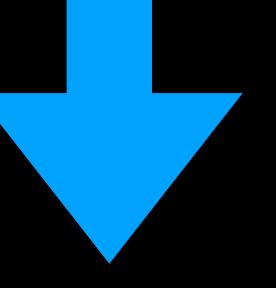
Pre-Production



Production



Post-Production



Publishing

Pre-Production

Tagline

- Wagon Train to the Stars
- Jaws in Space
- The Hidden Fortress in Space
- MiFitness trails: Run outdoor trails on a treadmill. Use built-in or custom trails.
- Learn how to use state variables with buttons

Tagline → Objective

- A statement of the outcome of this training
- "At the end of this video, the learner will be able to..."
- Some measurable or observable action

Bloom's Taxonomy

- The higher, the better.
- By the end of this speech the learner will be able to make a five minute video instructing a user in the use of their app.
- By the end of this video, the user will be able to add their own course to MiFitness trails.

(Evaluation)

Judge, Value, Critique

(Synthesis)

Design, Make, Write

(Analysis)

Contrast, Take Apart

(Application)

Use, Complete, Solve

(Comprehension)

Relate, Summarize

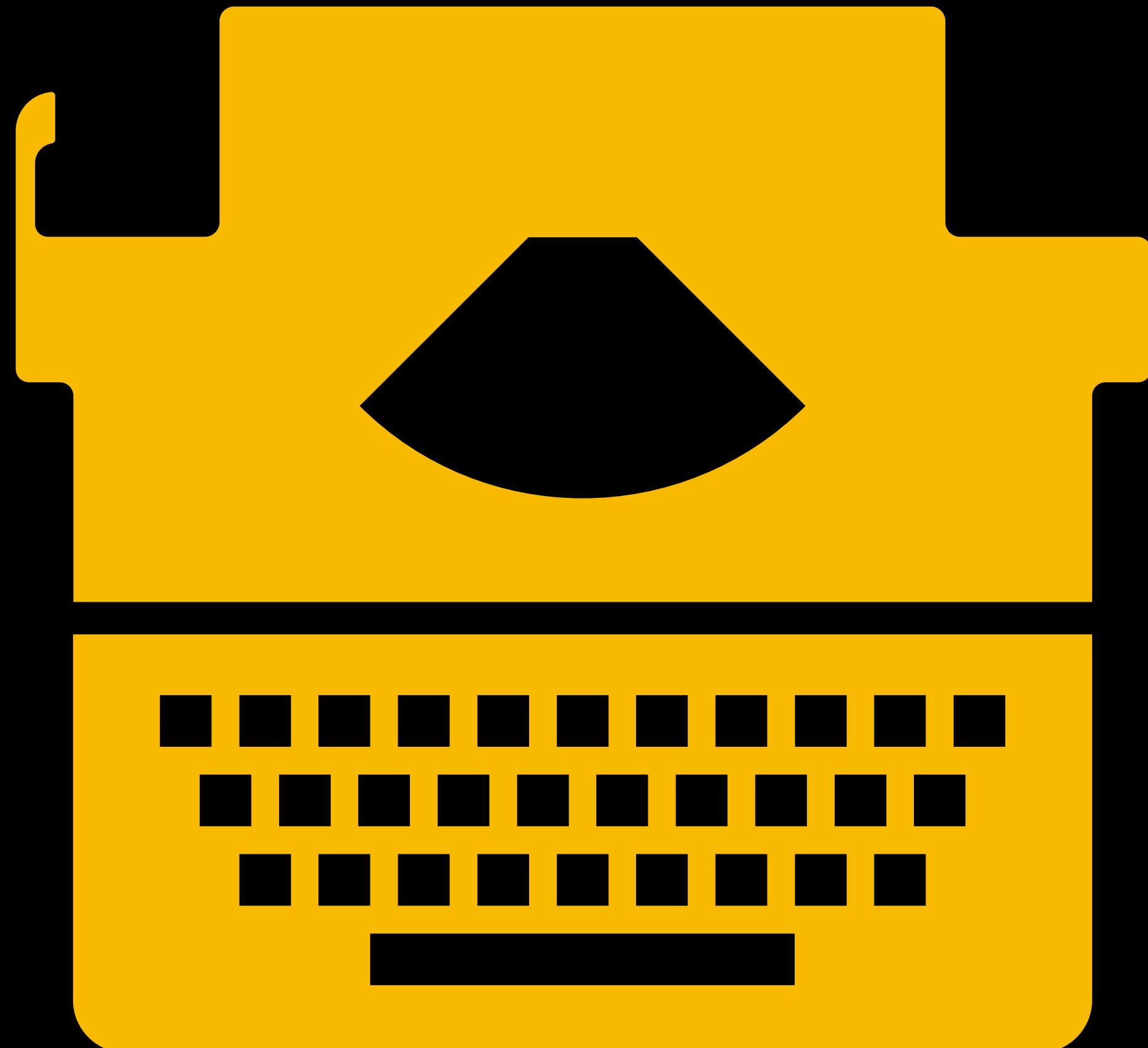
(Knowledge)

Define, Identify, Tell

Exercise 1

Write an objective for your video

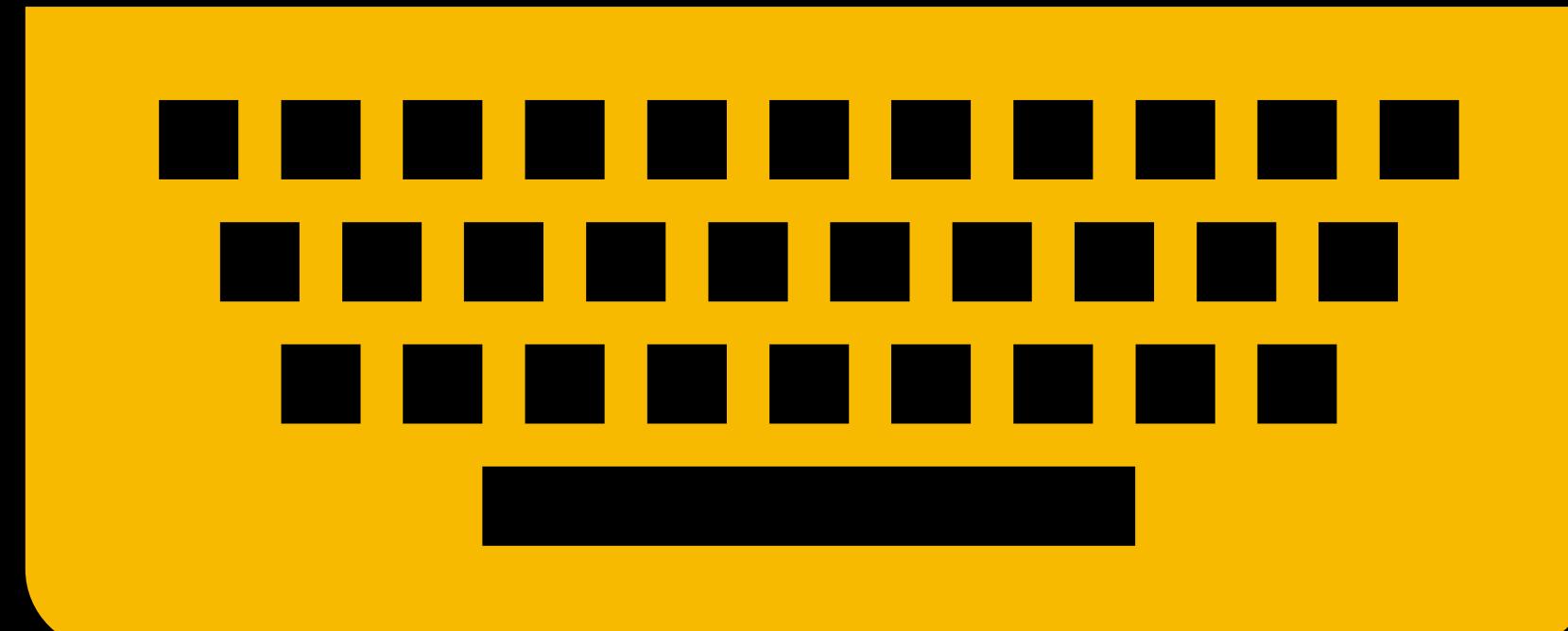
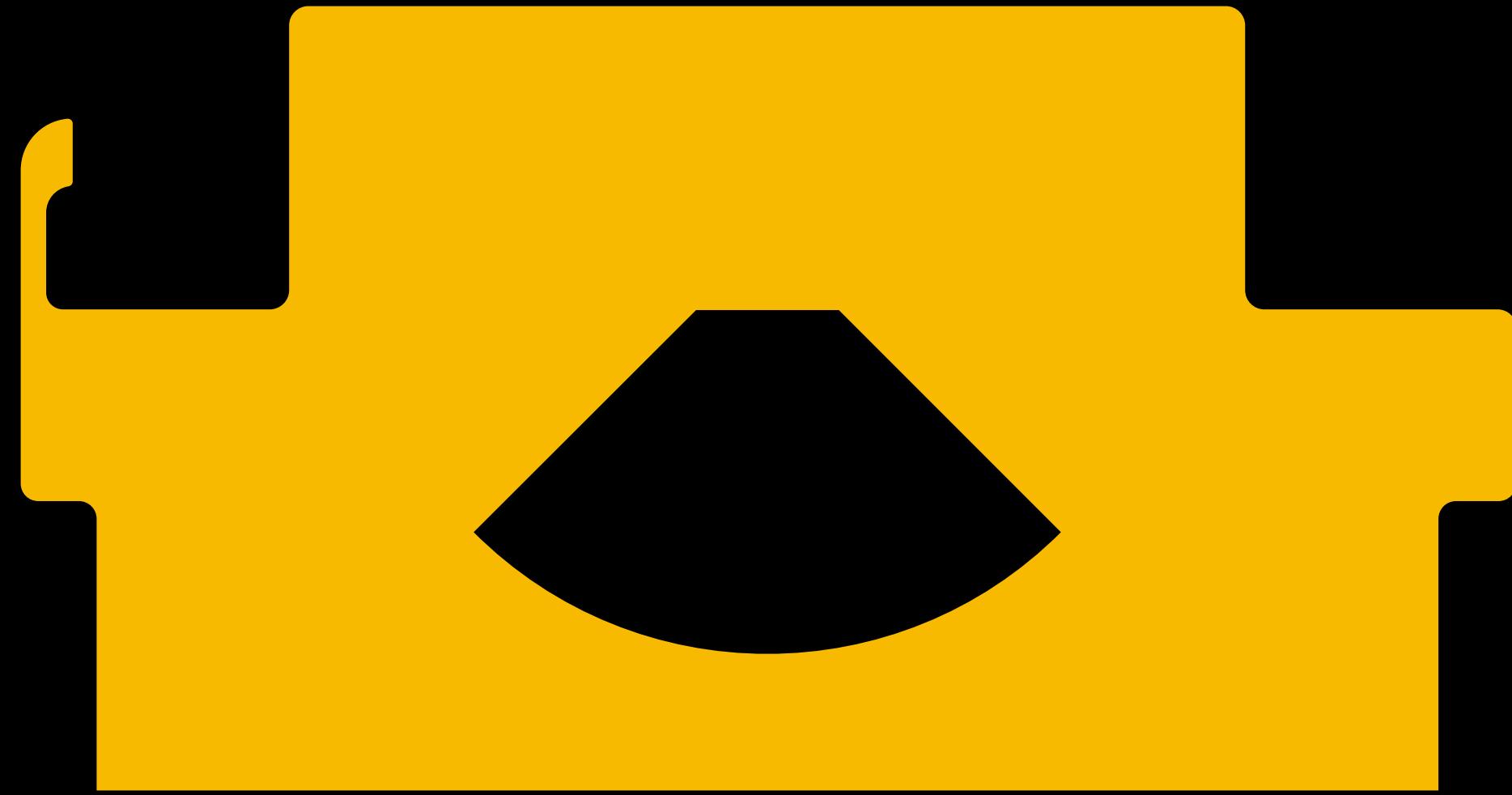
What is the outcome?



Exercise 1

Write an objective for your video

By the end of the video the learner will be able to make a counter with a SwiftUI Button.



Script - The Hero's Journey

- Humble beginnings
- Crisis causes the journey
- Meets strange people, one a mentor
- Combat against the Big Beast
- Becomes a better person in the victory



Script - You Are Obi Wan

- Your user is the Hero, you the mentor
- Need to know how to do something
- Introduce new concepts
- Apply the concepts, and possibly failures
- Show it working/won



Script Structure

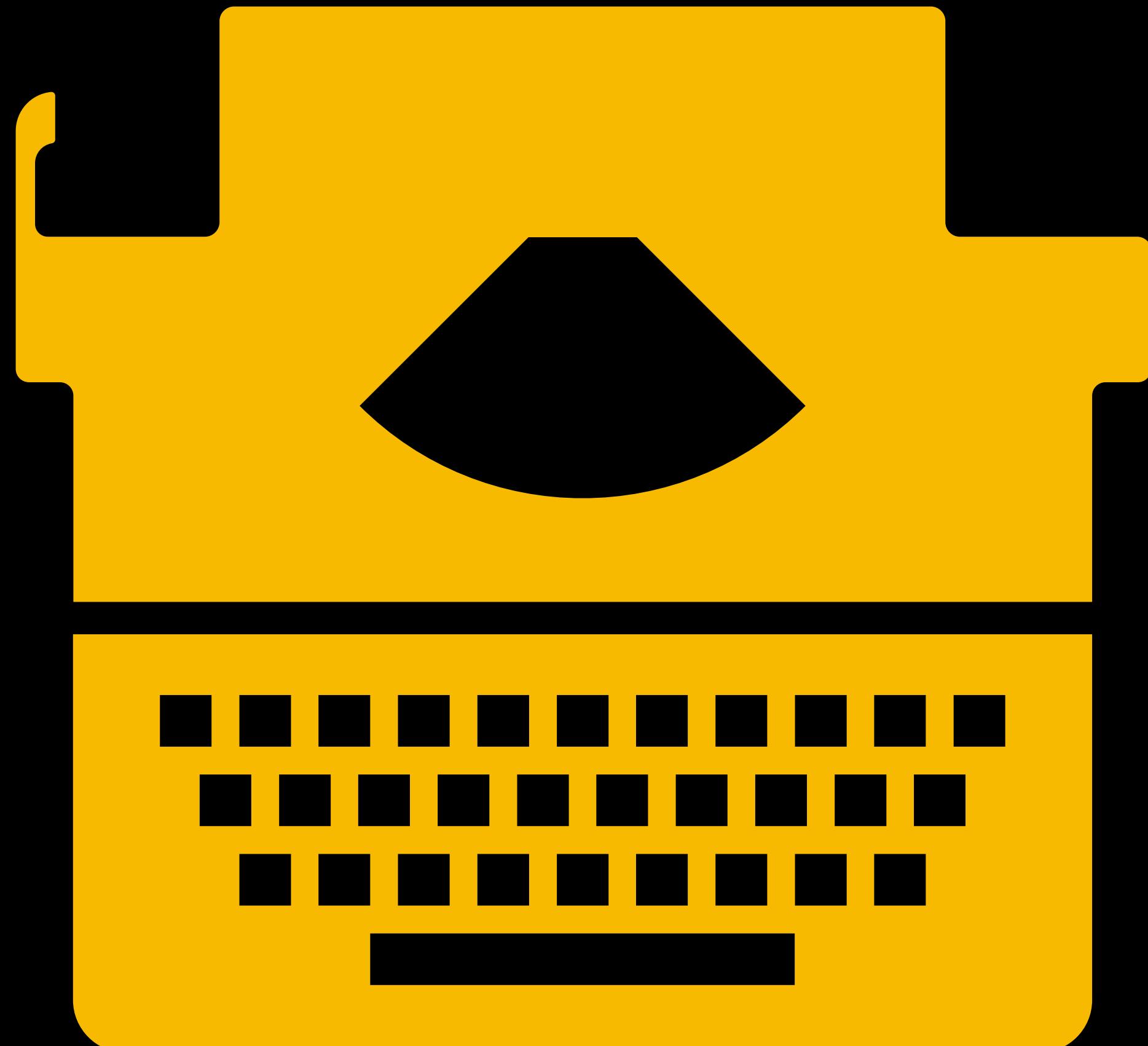
- Intro - Why to do this? (Crisis)
- Narrative - How to do this?(Journey)
- End - What is the reward? (Reward)

Script Structure

- Good Length Target a maximum of 5 minutes/ 500 words(including code)
- Break it up - Make more videos if need more time
- Intro -(15 - 30 Seconds/ <100 words)
- Narrative -(4 - 4.5 minutes)
- End -(15 - 30 seconds/ <100 words)

Exercise 2

Write an introduction and a conclusion

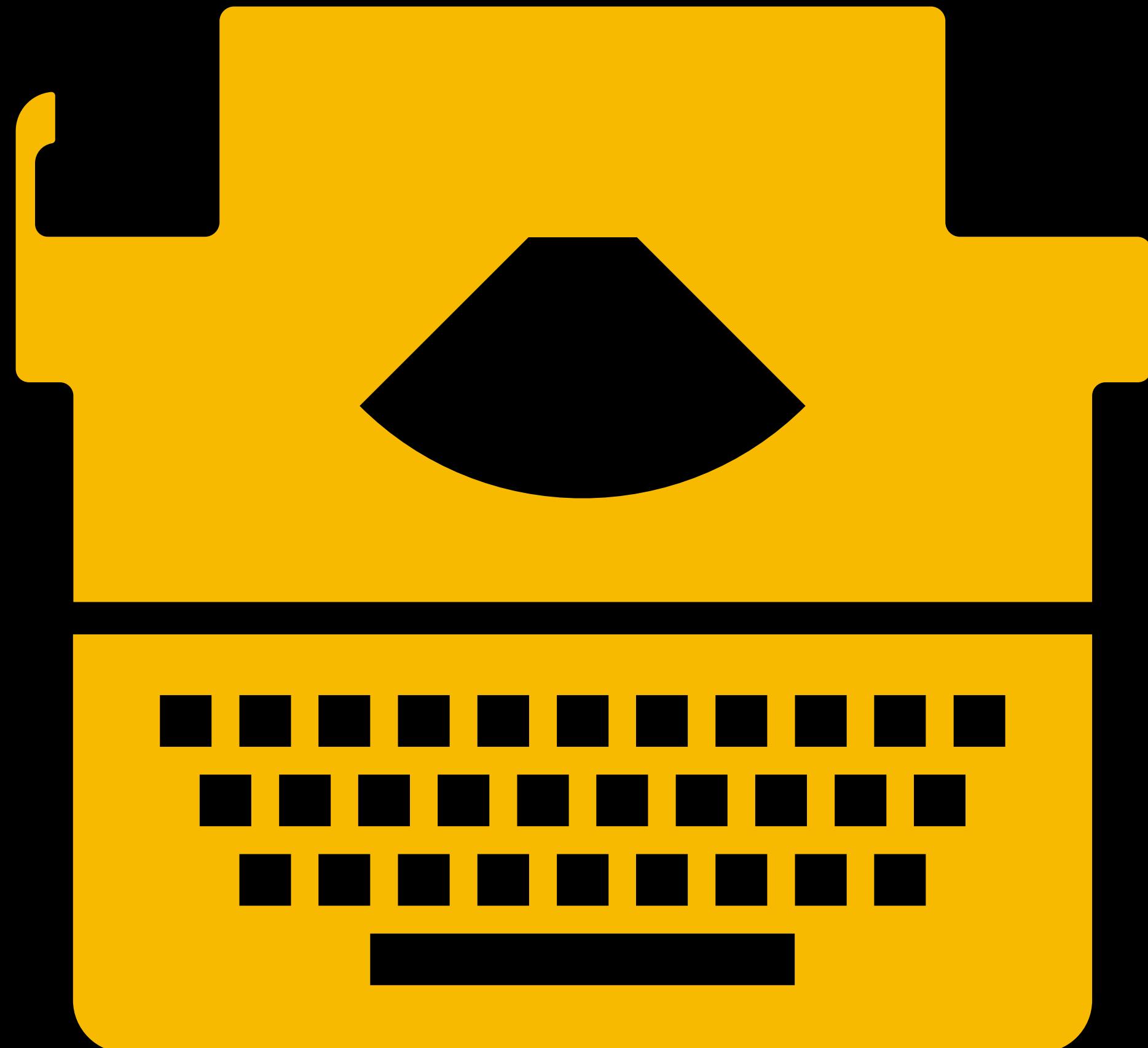


Blocking out / Choreography

- Do the steps in a copy of the app as you are writing
- Be specific in what the viewer is seeing
- Give a good sequence of the steps.
- Build on earlier videos

Exercise 3

Write the script



Blocking out / Choreography

- Do the steps in a copy of the app as you are writing
- Be specific in what the viewer is seeing
- Give a good sequence of the steps.
- Build on earlier videos

Script Styles: Text Only

Swift UI is an amazingly cool tool for making user interfaces. However much of the data passing in Swift UI is not as intuitive. Let's look at how to make a simple counter button to show you some things you should know about SwiftUI. (44 words)

If you are not familiar with buttons in SwiftUI, let's look at their basic anatomy. Buttons take a parameter target which can be a closure, or it could be a function. Inside the closure you return a View for the label. Most likely a Text Object, but It could be any View, so you can get creative.

Let's do some coding. Open up a new SwiftUI project like I have here.

In SwiftUI, if you want a control to change a value, you need to make it a State viable with the @state wrapper. Add the following:

```
@State var count = 0
```

Script Styles: Documentary

Clip	Source	Time	Description/ Direction	Script
07_07_01	Slides 01	00:10	Introductory title shot	You might have seen some swift code that has question marks in it, and had no idea why that was. Let's deal with two really useful operators, the ternary conditional operator and the nil coalescing operator.
07_07_02	Screen	00:12	Cut to Xcode with exercise file in playground. Add the link at mention of exercise files	If you download the exercise file, you'll find a playground that you've probably seen before. A simple if then else statement. Now for multiple lines of code, this is what you should be using, but there are times when you are just
07_07_03	Screen	00:30	In playground on line 21, Type rating = 7	For these cases, you can use a Ternary Conditional operator instead for a single line of code, and only one assignment. I'll change the rating to 7,
07_07_04	Screen	00:47	In playground on line 20, type pizzaRating =	Assign a new value to pizzaRating

Edit & Rehearse

- Start with a blank slate
- Go through every step you will do in recording
- Time yourself

Production

Live Action Screenshot Slide Deck

Teleprompter

Camera

Microphone

Live Action

Live Set

Lighting

Green Screen

Screen Capture

Microphone

Screenshot

Images or
Screen Capture

Microphone

Slide Deck

Screen Capture

Microphone

Screenshot

Images or
Screen Capture

Microphone

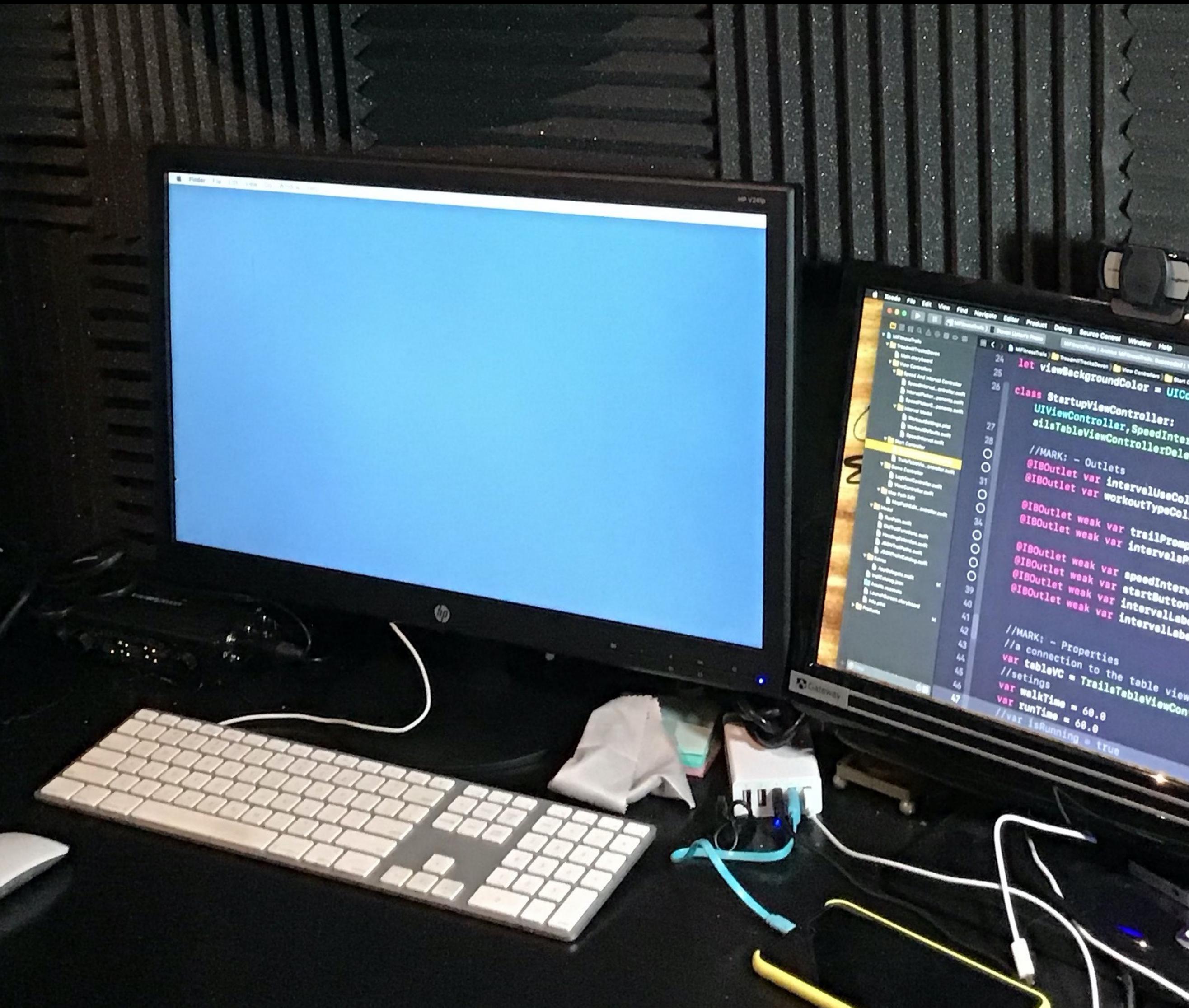
Slide Deck

Microphones

Good Microphones are Critical!!!



Reverb And Microphones



Microphones

Good Microphones are Critical!!!

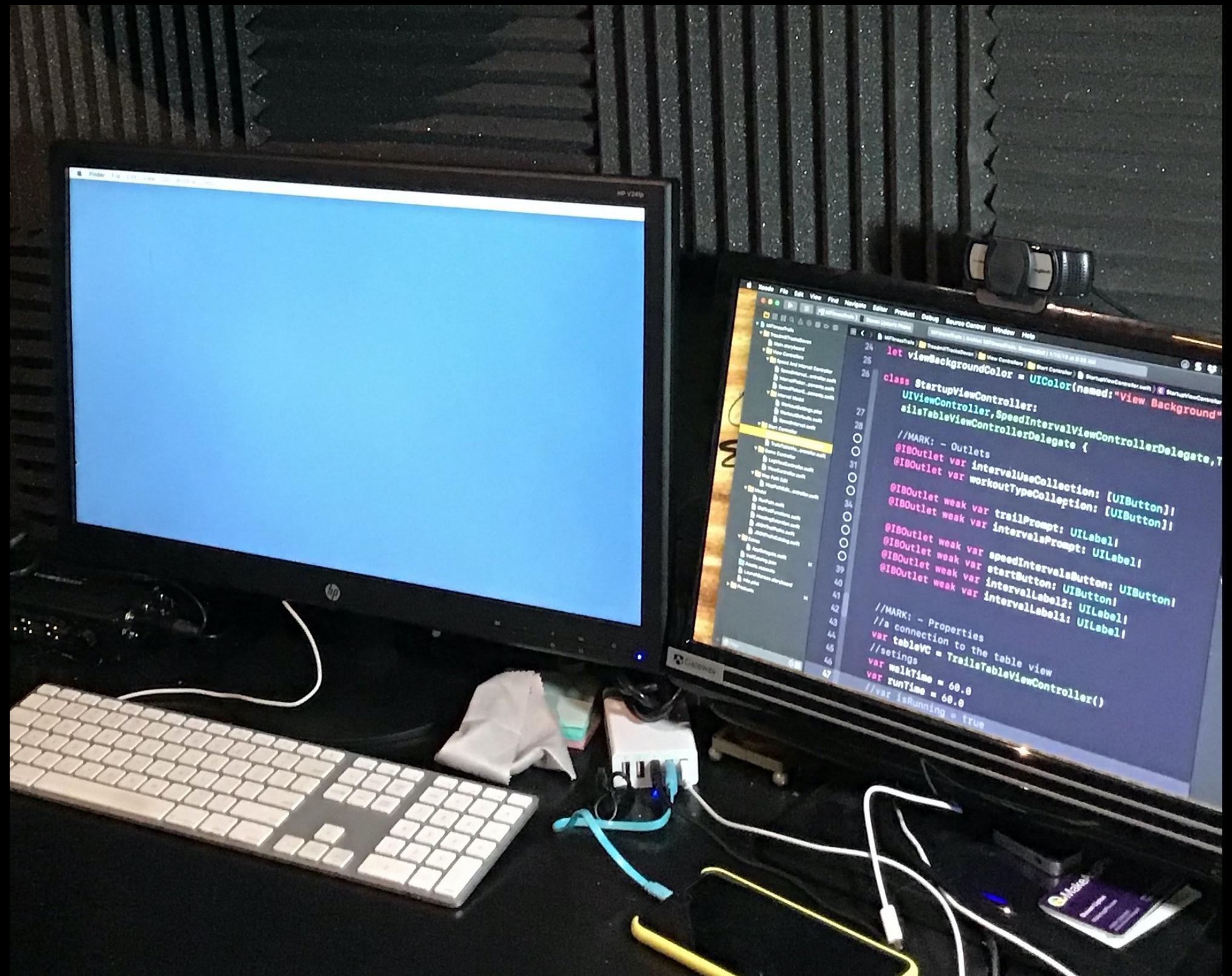


Screen Capture Software

- Not iOS Screen Capture
- **Quicktime** - \$0
- Screenflick \$35
- Techsmith Snagit \$50, \$13 annual Maintenance
- Techsmith Camtasia(Mac and PC) \$250, \$50 annual Maintenance.
- Adobe Captivate (\$33.99/mo, \$408/yr)

Set the stage

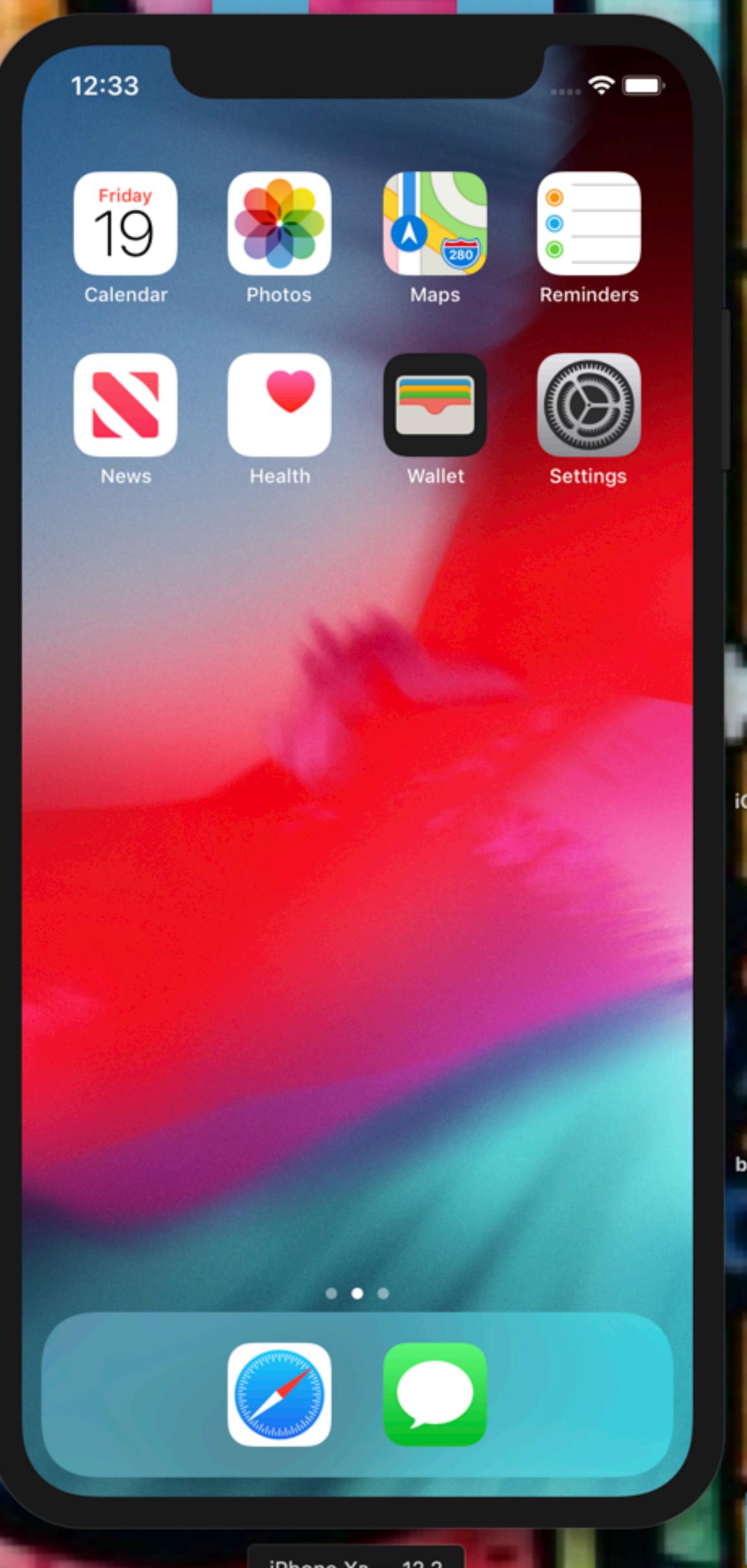
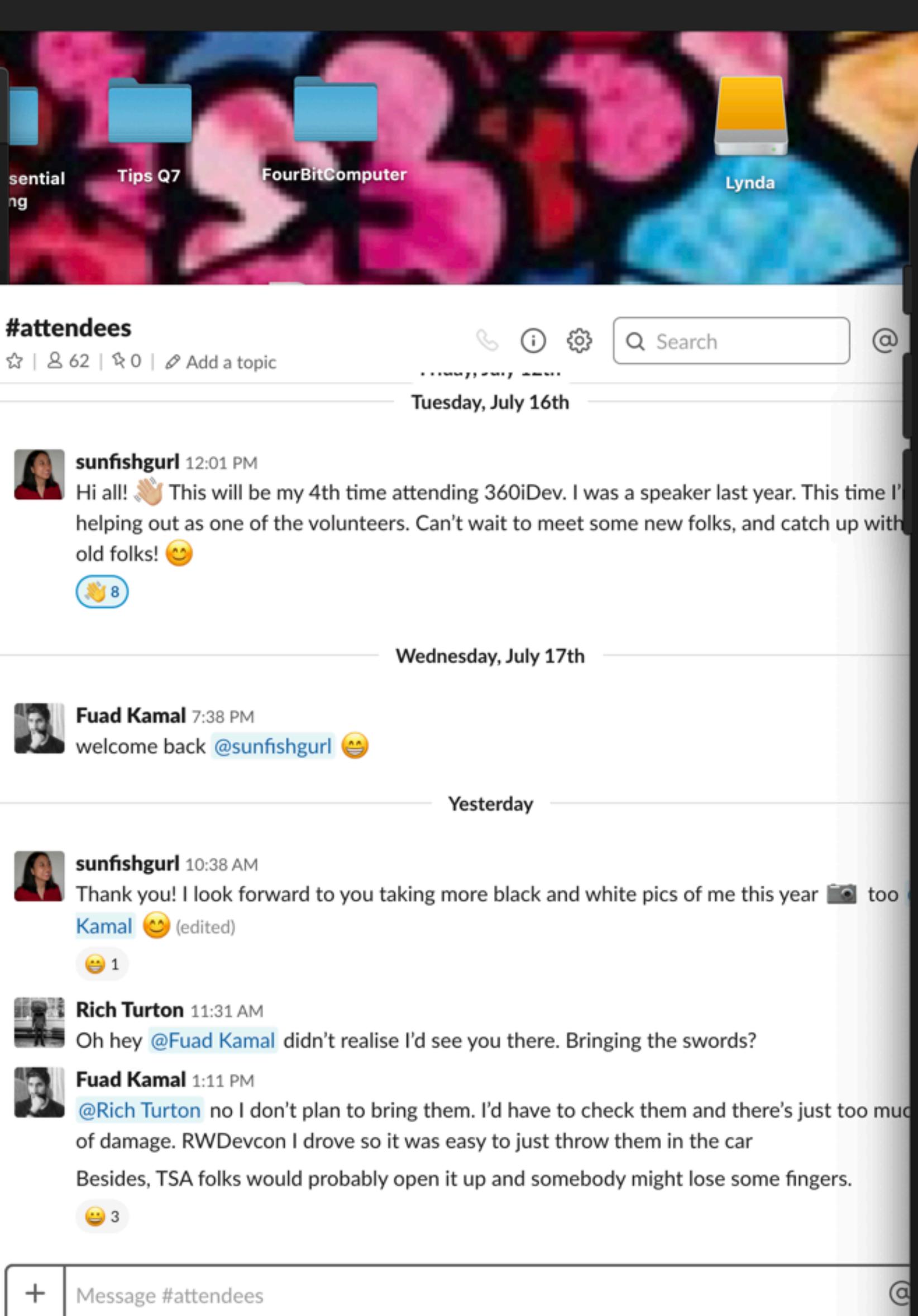
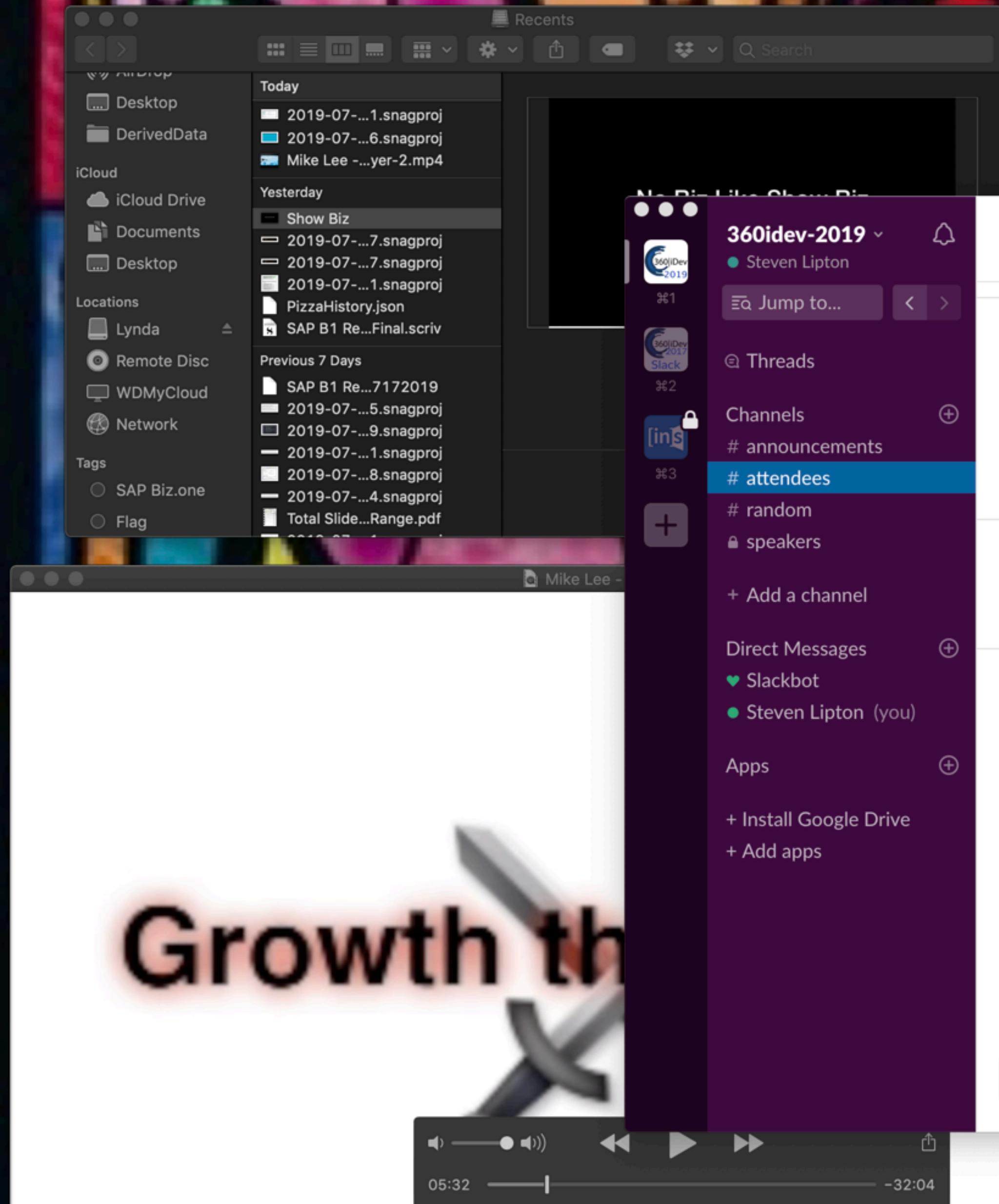
Workflow Microphone Demo system Teleprompter





80%



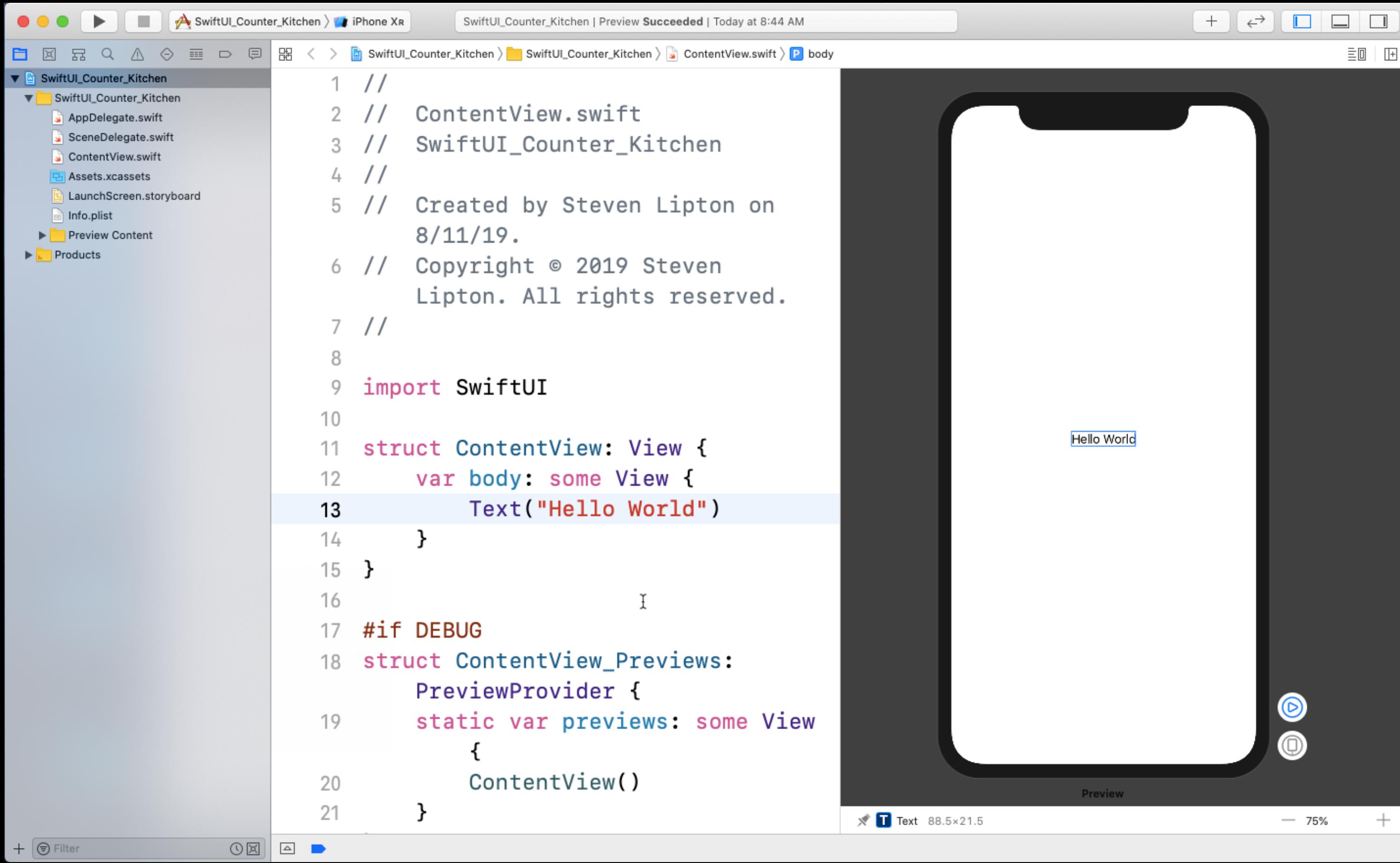


Set your stage

- Remove ALL distractions and irrelevant info
- Change to solid background
- Remove all icons from status bar, dock and desktop (Including clock)
- Fullscreen of app if possible

Set your stage

- Preset your data and exercise files
- Pre set your saving and loading paths.
- Adjustable Fonts: 18 point or bigger 22 point ideal.
- Launch screen recording software



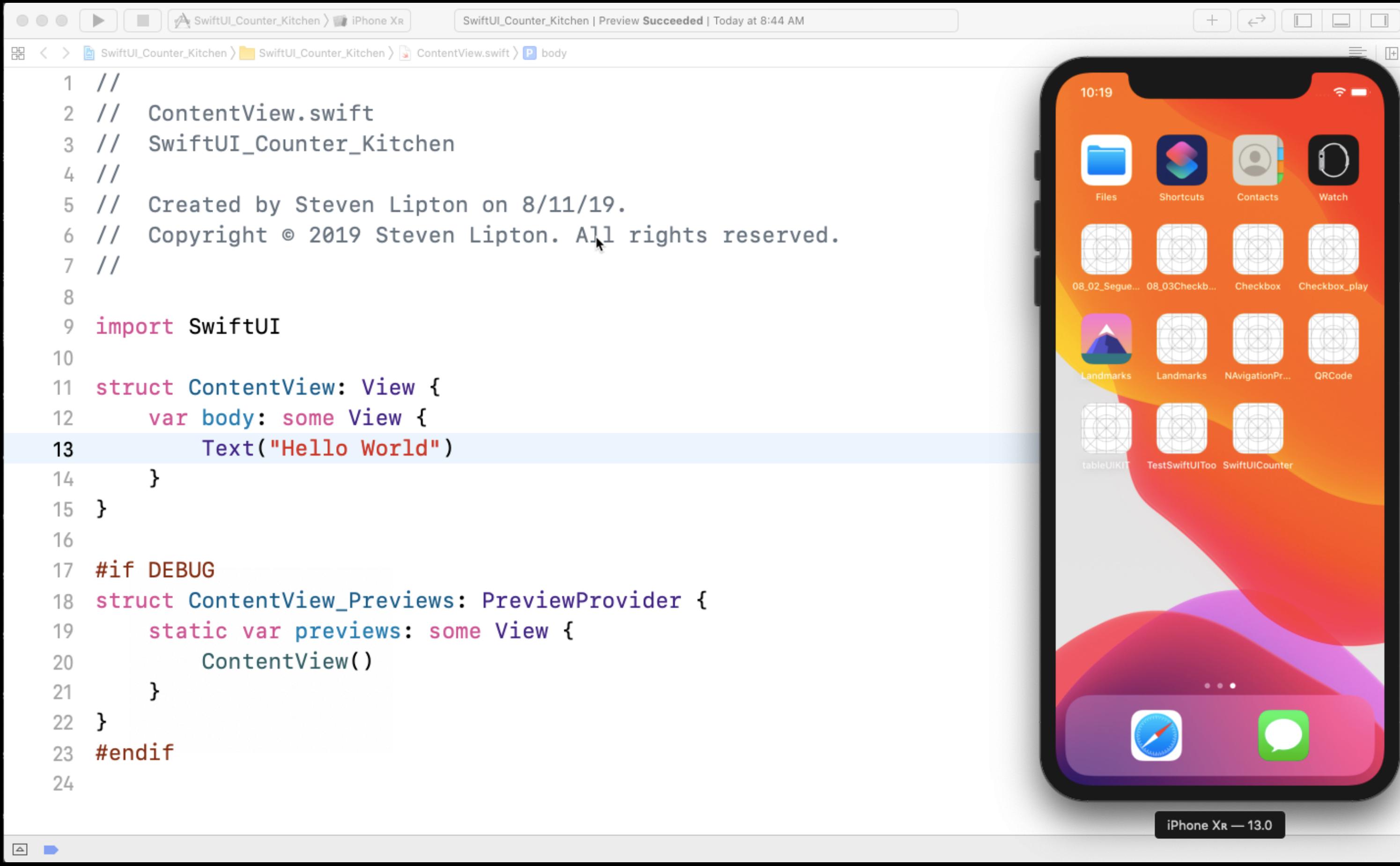
A screenshot of the Xcode IDE showing a SwiftUI preview of an iPhone XR. The preview window displays the text "Hello World" in a blue font. The Xcode interface shows the project structure on the left, the ContentView.swift file in the center, and the preview window on the right.

```
1 //  
2 // ContentView.swift  
3 // SwiftUI_Counter_Kitchen  
4 //  
5 // Created by Steven Lipton on  
6 // 8/11/19.  
7 // Copyright © 2019 Steven  
8 // Lipton. All rights reserved.  
9  
9 import SwiftUI  
10  
11 struct ContentView: View {  
12     var body: some View {  
13         Text("Hello World")  
14     }  
15 }  
16  
17 #if DEBUG  
18 struct ContentView_Previews:  
19     PreviewProvider {  
20         static var previews: some View  
21             {  
22                 ContentView()  
23             }  
24     }  
25 }
```

Set your Stage

```
1 //  
2 // ContentView.swift  
3 // SwiftUI_Counter_Kitchen  
4 //  
5 // Created by Steven Lipton on 8/11/19.  
6 // Copyright © 2019 Steven Lipton. All rights reserved.  
7 //  
8  
9 import SwiftUI  
10  
11 struct ContentView: View {  
12     var body: some View {  
13         Text("Hello World")  
14     }  
15 }  
16  
17 #if DEBUG  
18 struct ContentView_Previews: PreviewProvider {  
19     static var previews: some View {  
20         ContentView()  
21     }  
22 }  
23 #endif  
24
```

Set your Stage



The screenshot shows the Xcode interface with the ContentView.swift file open. The code displays a simple SwiftUI view structure:

```
1 //  
2 // ContentView.swift  
3 // SwiftUI_Counter_Kitchen  
4 //  
5 // Created by Steven Lipton on 8/11/19.  
6 // Copyright © 2019 Steven Lipton. All rights reserved.  
7 //  
8  
9 import SwiftUI  
10  
11 struct ContentView: View {  
12     var body: some View {  
13         Text("Hello World")  
14     }  
15 }  
16  
17 #if DEBUG  
18 struct ContentView_Previews: PreviewProvider {  
19     static var previews: some View {  
20         ContentView()  
21     }  
22 }  
23 #endif  
24
```

The iPhone XR simulator window shows the app running on iOS 13.0. The screen displays a "Hello World" text view.

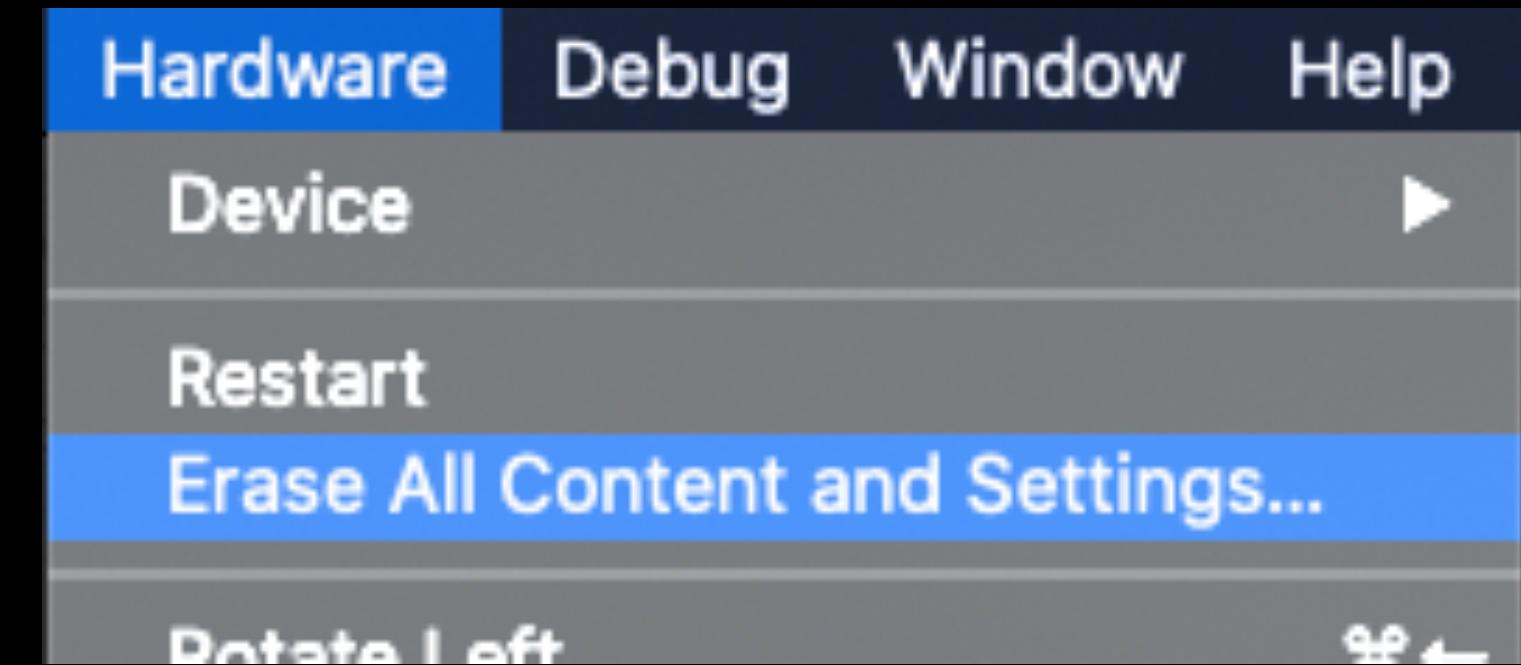
Set your Stage: Simulator

```
1 //  
2 // ContentView.swift  
3 // SwiftUI_Counter_Kitchen  
4 //  
5 // Created by Steven Lipton on 8/11/19.  
6 // Copyright © 2019 Steven Lipton. All rights reserved.  
7 //  
8  
9 import SwiftUI  
10  
11 struct ContentView: View {  
12     var body: some View {  
13         Text("Hello World")  
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15 }  
16  
17 #if DEBUG  
18 struct ContentView_Previews: PreviewProvider {  
19     static var previews: some View {  
20         ContentView()  
21     }  
22 }  
23 #endif  
24
```

Set your Stage

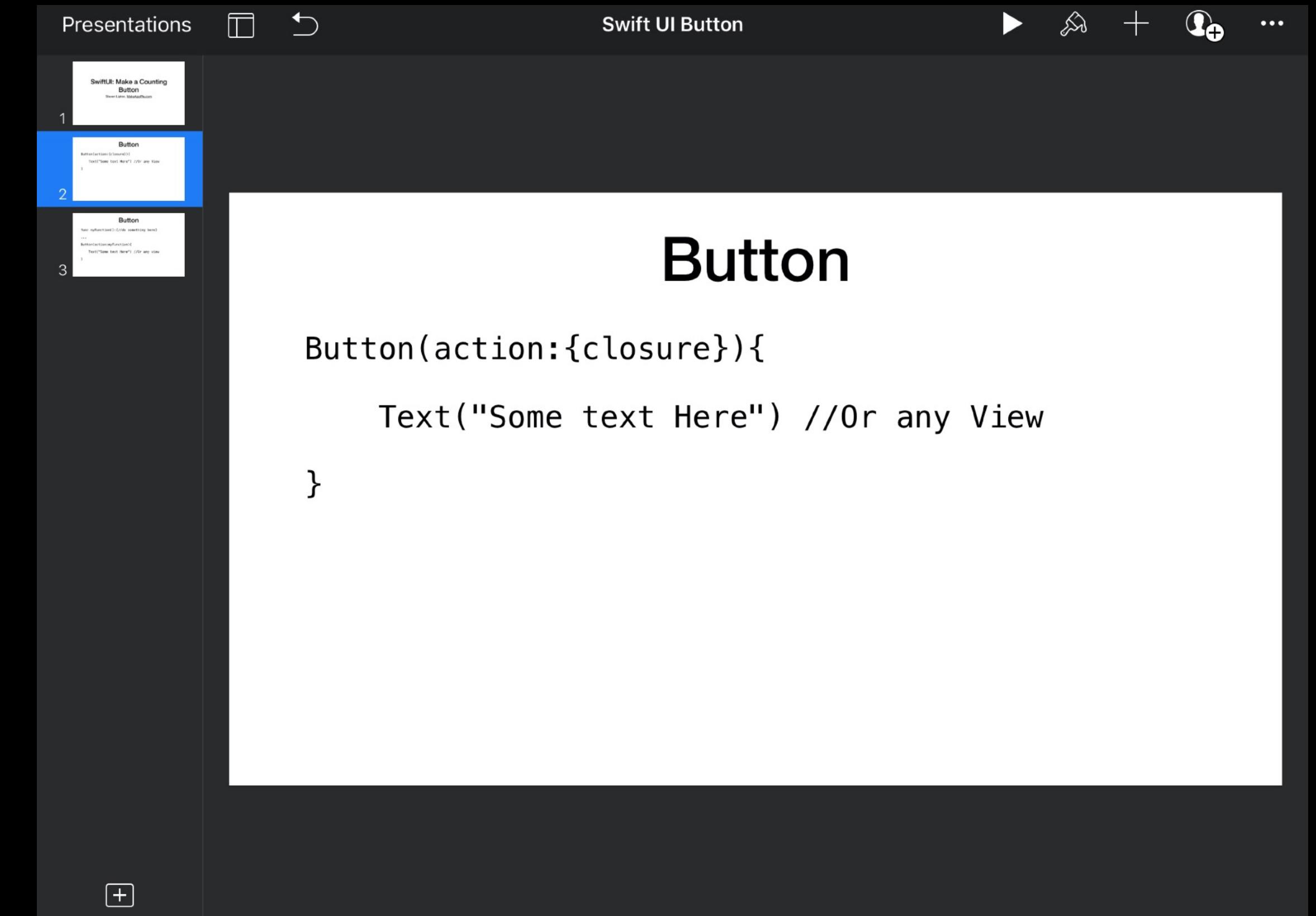
Set Your Simulator

- Simulator open
- Erase content and settings
- Use unless impossible (MapKit, Camera,Haptics, etc.)
- Hide simulator under Xcode
- More on recording devices Tuesday



Slide Deck

- 16:9 (Wide mode) slides
- Simple background and fonts
- Load before recording



QuickTime Settings

Recording



Recording Settings

- App store - native resolutions for devices
- 16:9 Aspect Ratio, 30fps

2160p: 3840x2160(UHD)

1440p: 2560x1440

1080p: 1920x1080(FULL HD)

Legacy: 1360X768

720p: 1280x720(HD)

480p: 854x480(SD height)

360p: 640x360(SD width)

240p: 426x240

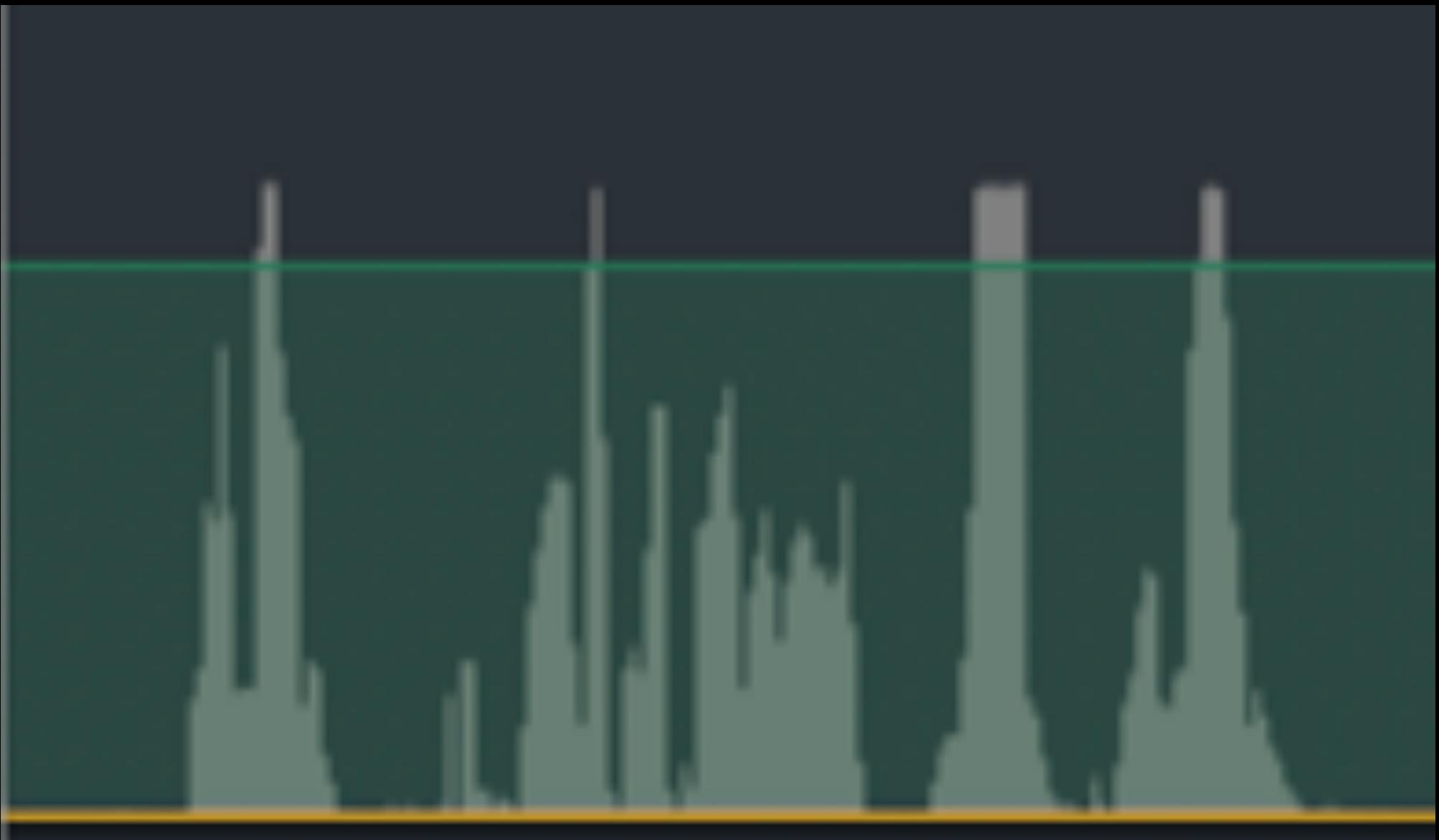
Aim for One Take

Record Screen Action

DEMO

Making Mistakes

- In video: "Redo" Or "Rephrase"
- Pickups: redo a while segment
- "Hello editors, this is a audio and video pickup for video XXXX at M minutes and S seconds"
- Retakes: Redoing the entire video take.
-

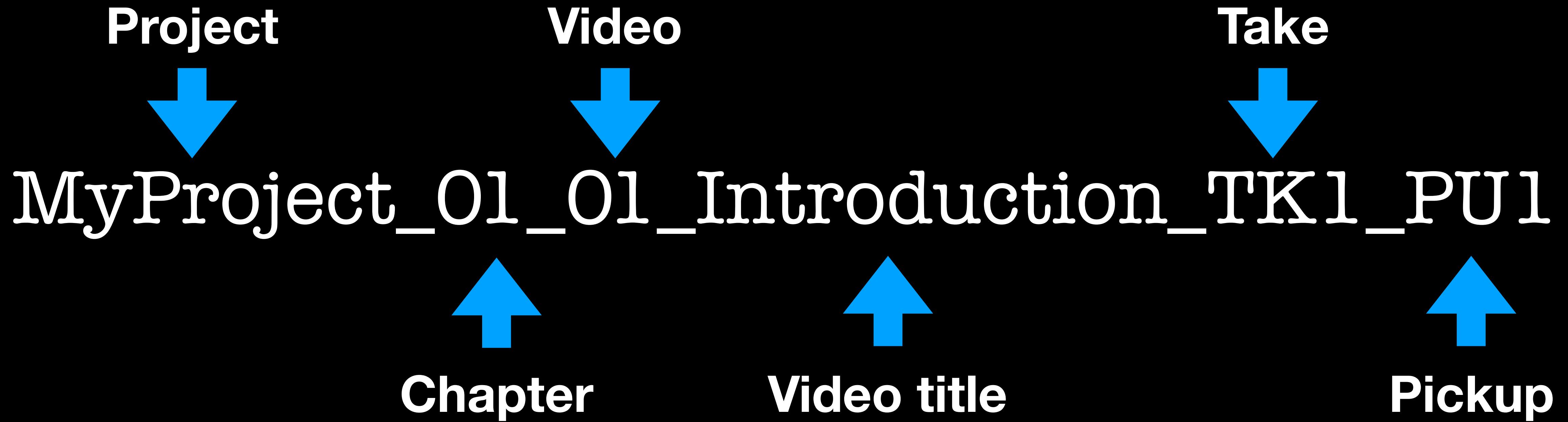


Exercise 4

Record a video



Saving and naming



Producers or Dailies

- Get a second set of eyes and ears
- Review after recording



Post-Production

Video Editing Software

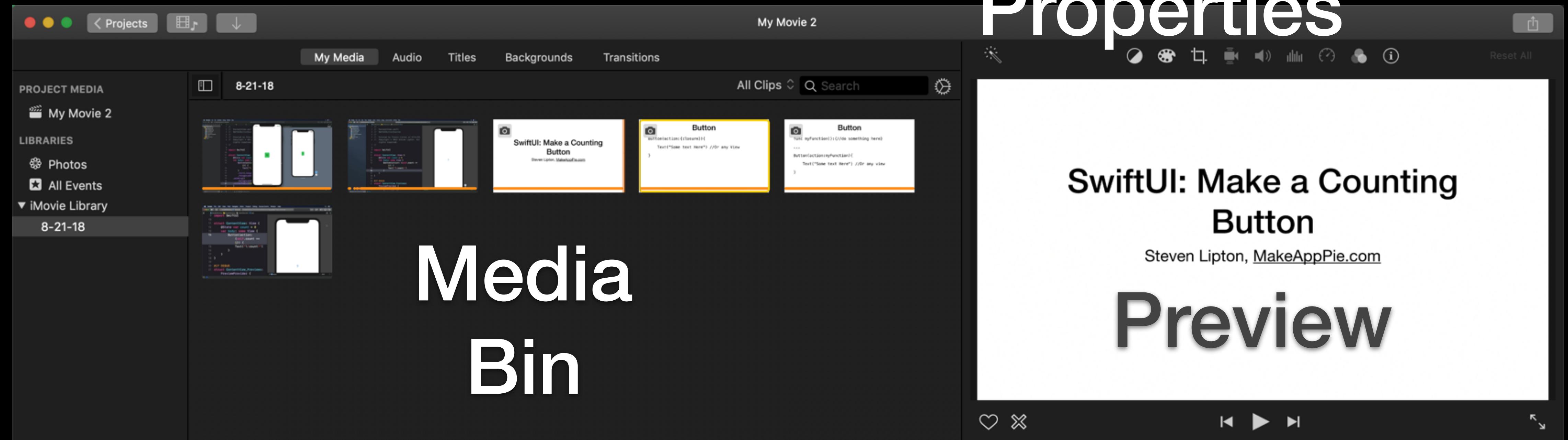
- iMovie
- Techsmith Snagit \$50, \$13 annual Maintenance
- Techsmith Camtasia(Mac and PC) \$250, \$50 annual Maintenance.
- Adobe Captivate (\$33.99/mo, \$408/yr)
- Final Cut Pro X (\$299.00)
- Adobe Premiere Pro CC(\$31.49/mo,\$239.88/yr)

Editing - iMovie

- Cheap
- Good canned animations
- Not powerful otherwise
- Super-light Final Cut Pro



Properties



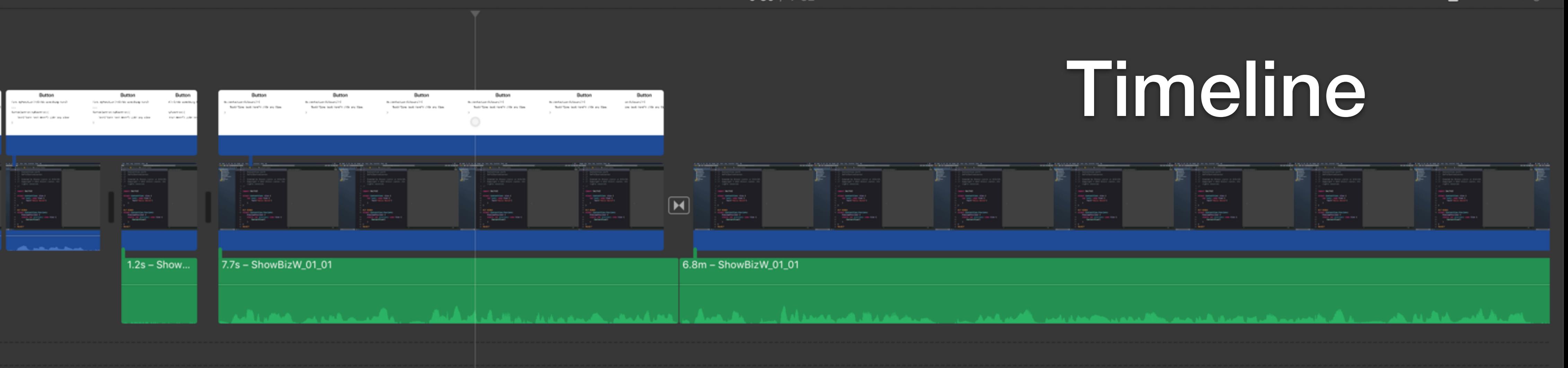
Media Bin

SwiftUI: Make a Counting Button

Steven Lipton, MakeAppPie.com

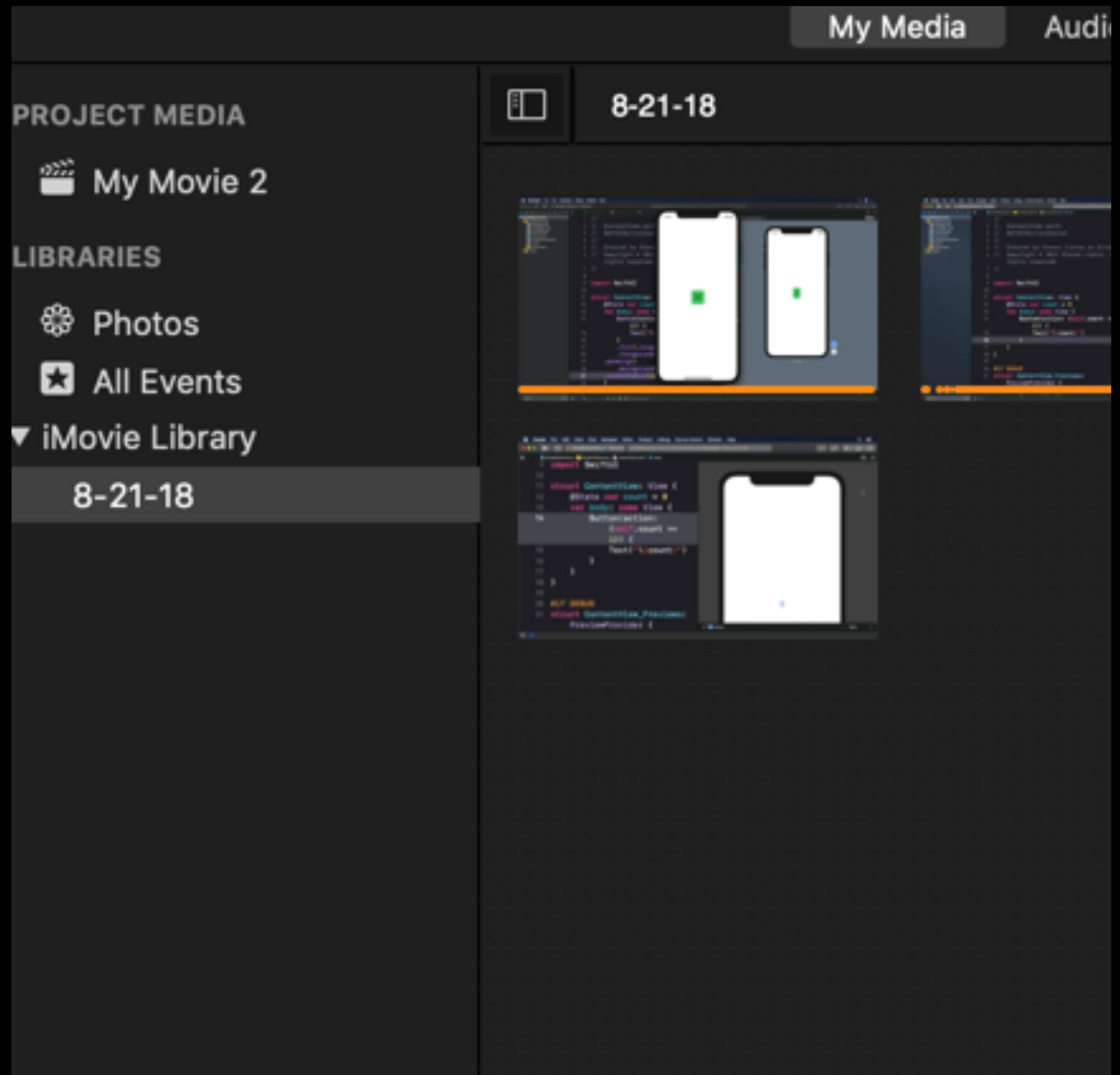
Preview

Timeline



Media library

- Drag from sources into library
- Cannot be iCloud source or destination

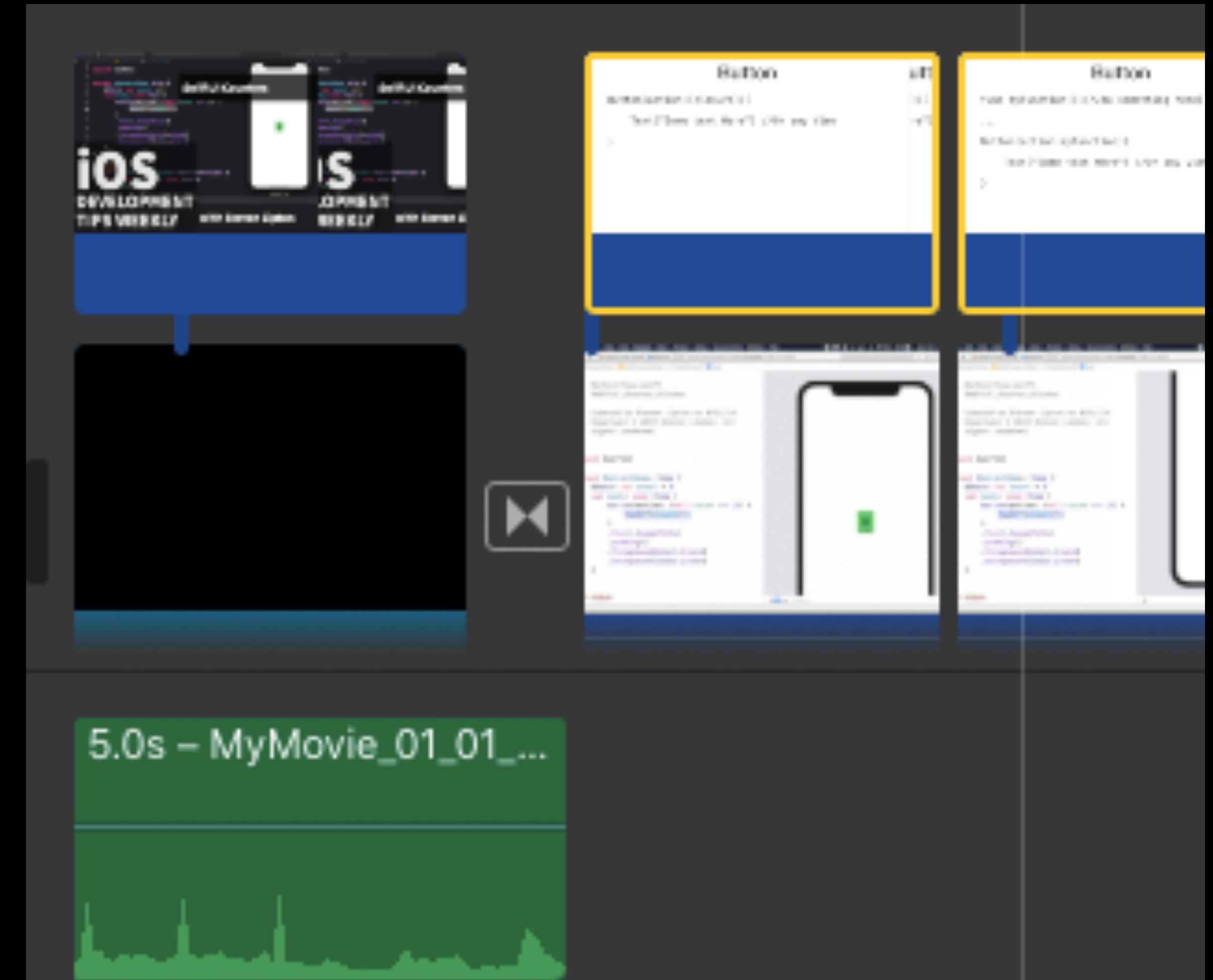


Editing - iMovie Hotkeys

- ⌘ = , ⌘- Zoom in and out
- K and Spacebar play/Pause
- L forward and LL fast forward
- J reverse and JJ fast reverse
- Arrow keys ← → one frame move
- ⌘B Cut film at playhead

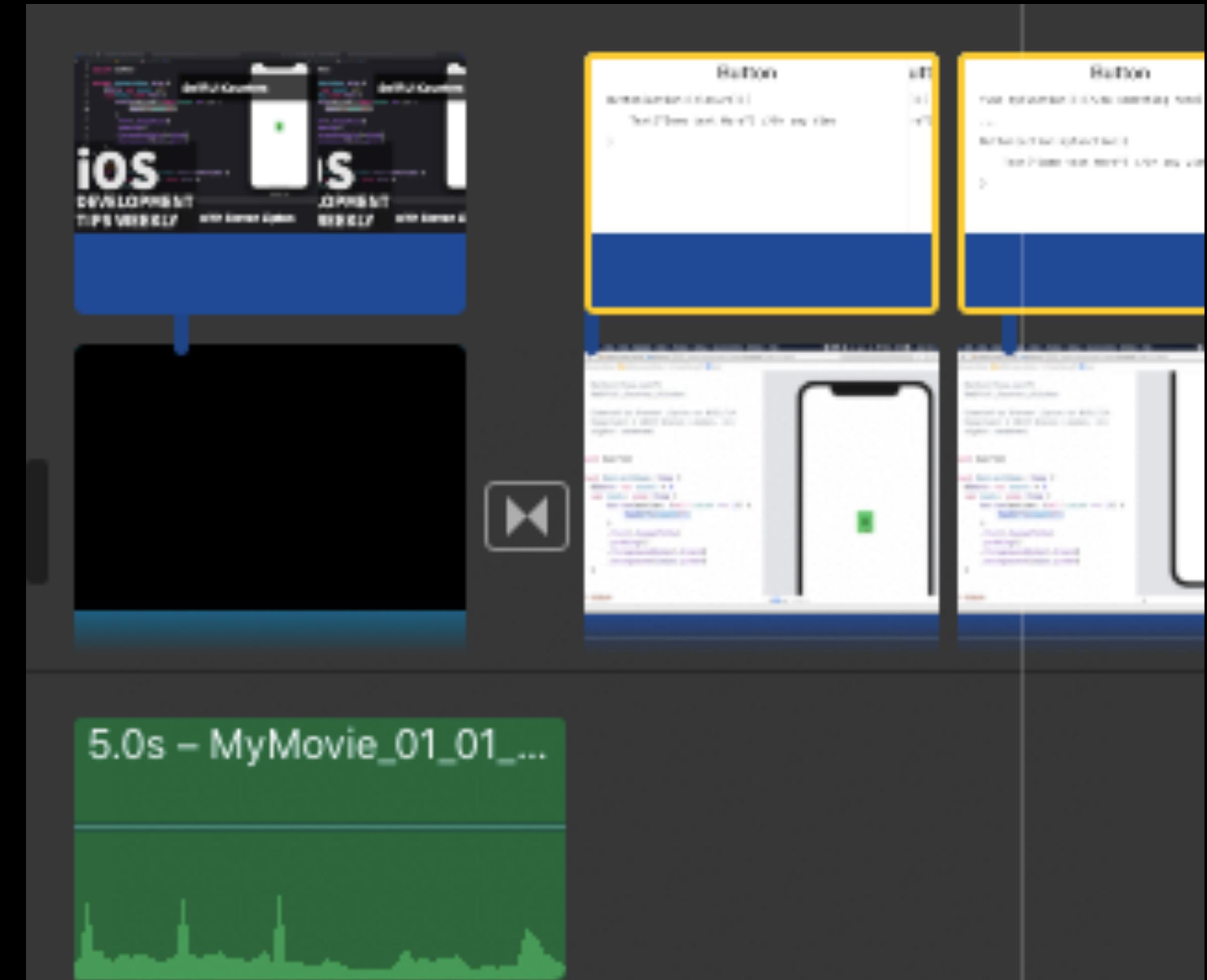
Editing

- Add Pickups
- Add Images and Audio
- Cut rephrases
- Cut extra pauses



Editing

- Speed up typing
- Add annotations
 - iMovie can't
- Effects if necessary

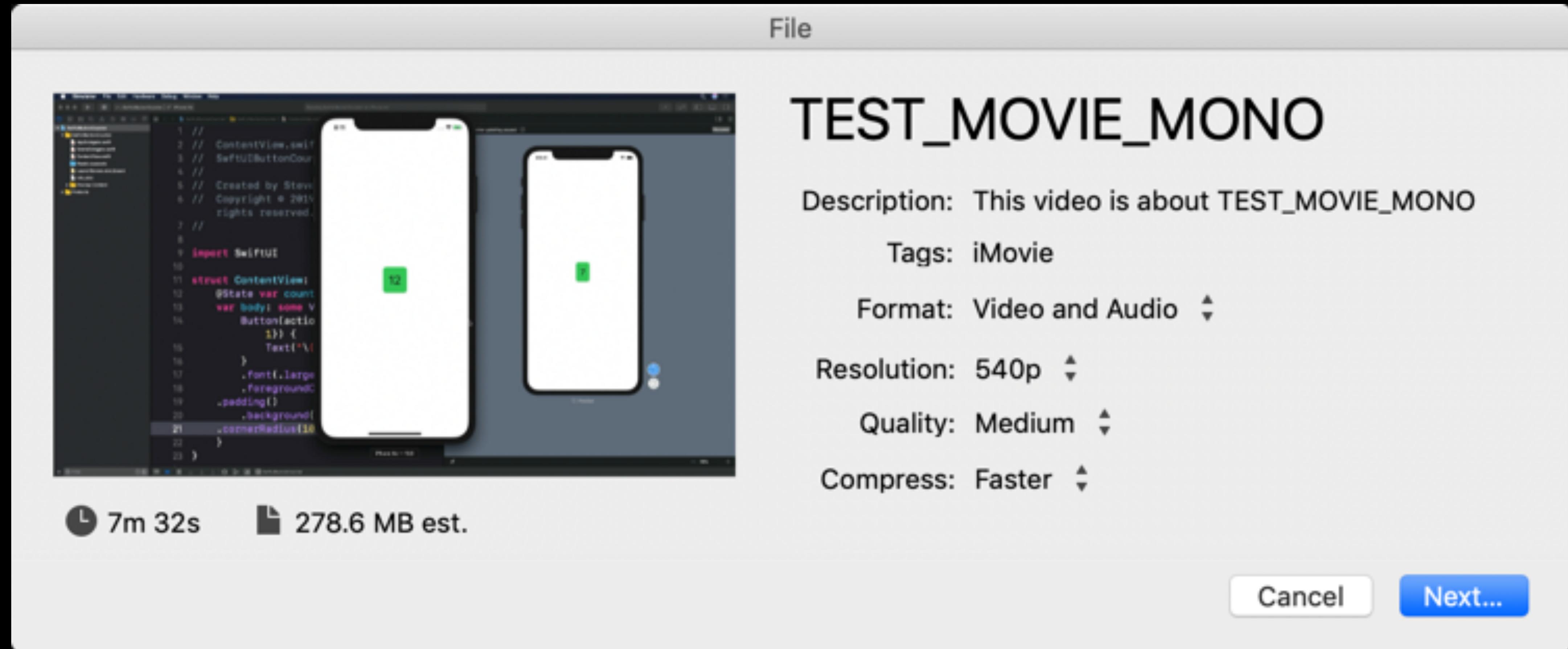


Audio Issues

Stereo to mono



Rendering



Publishing

Publishing

- Find the publishing site's requirements for sound and video resolution
- Decide on quality vs space
- Export/Share movie directly or to a file

Internal website

- Google Sites
- Intranet site



The screenshot shows a Google Sites page titled "SAP B1 Basics". The page has a blue header with navigation links: "Home", "IT Services", "Google Apps", "Sharing Files", "SAP B1", and "Work Specific". Below the header is a large banner image featuring a pine cone and two books on a wooden surface. The main title "SAP B1 Basics" is displayed prominently in white text over the banner. Below the banner, a section titled "Your first steps for SAP Business One" is shown in blue text. A descriptive paragraph follows: "Here's where you'll find the basics of logging on to SAP B1, logging off properly and some basic navigation." To the left of this text is a screenshot of the SAP Business One application interface, showing various modules like Administration, Financials, Sales, and Purchasing. To the right of the text is a section titled "01 Logging on SAP B1" with the sub-instruction "Learn to log on to the SAP B1 Server, then to log onto SAP B1". A video player icon is positioned between the screenshot and the text.

YouTube

The screenshot shows a YouTube video player interface. At the top, the YouTube logo and the channel name 'Kinderswift' are visible. The video title 'Defining Functions' is displayed in a large, light blue font. Below the title, a Swift code snippet is shown:

```
func myColorRed(myRed:CGFloat) -> UIColor{
    return UIColor(red:myRed, green: 0.0, blue: 0.0, alpha: 1.0)
}
```

The text '(identifier:Type)' is highlighted in blue. Below the video player, the video details are listed: 'Kinderswift 8: Making Functions', '178 views', and 'Published on Dec 10, 2014'. The video has 3 likes and 0 dislikes. There are buttons for 'SHARE', 'SAVE', and '...'. A red 'SUBSCRIBE' button with '394' subscribers is also present. The video description at the bottom states: 'We define our first three functions in Swift's playground. you can find the transcript and code at : <http://wp.me/p2kbUU-qt>'.

Learning Management Systems

The screenshot shows the UMU.com Learning Management System interface. At the top, there's a navigation bar with tabs for Home, Classes, Courses, Learning Programs, Assignments, Course Resources, and a notifications icon. The user profile "Steve Lipton" is displayed, showing a yellow profile picture with a white horse head, the name "Steve Lipton", a "Basic" badge, and a "LV.7" level indicator. A link to "Upgrade for more amazing features" is also present. Below the profile, a "MY PROFILE" button is visible.

Basic Information

1 Created Courses	3 Participated Courses	0 Created Learning Programs	8 Learners Influenced	0 Unread Notifications
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Basic Features

Create Course
Upload videos, write articles, take attendance, create a quiz or exercise. All of these can be done online or offline with blended learning.

Create Learning Program
Group courses into a complete learning path. Decide how learners progress through the program.

Pin course to top of page [View My Courses >](#)

Training Websites

The screenshot shows a web browser window with the LinkedIn Learning interface. The title bar displays the URL `linkedin.com`. The main content area shows a list of 13 courses, each with a thumbnail image, course name, completion status, and a bookmark icon.

Course	Status	Completion Date	Bookmark
iOS Development Tips Weekly	Completed	Jan 24, 2018	Bookmark
SAP Business One Essential Training	In Progress	2h 40m left	Bookmark
iOS and watchOS App Development: Notifications	In Progress	3h 20m left	Bookmark
iOS Development: Auto Layout Programmatically	In Progress	4h 27m left	Bookmark
Apple watchOS App Development: Advanced APIs	Pending	-	Bookmark
func layoutViews(){ //lay ou	Pending	-	-
imageView.frame = CGRect(Pending	-	-
label.frame = CGRect(x: 0	Pending	-	-
orderLabel.frame = CGRect(Pending	-	-
backButton.frame = CGRect(Pending	-	-
}	Pending	-	-

Sort by: Newest

Get Help

Abby Pufpaff

apufpaff@linkedin.com

Questions

steve@makeappie.com



steve@scientificdevice.com

<http://makeappie.com>

linkedIn: www.linkedin.com/in/steven-j-lipton