

Design

App Development with Swift

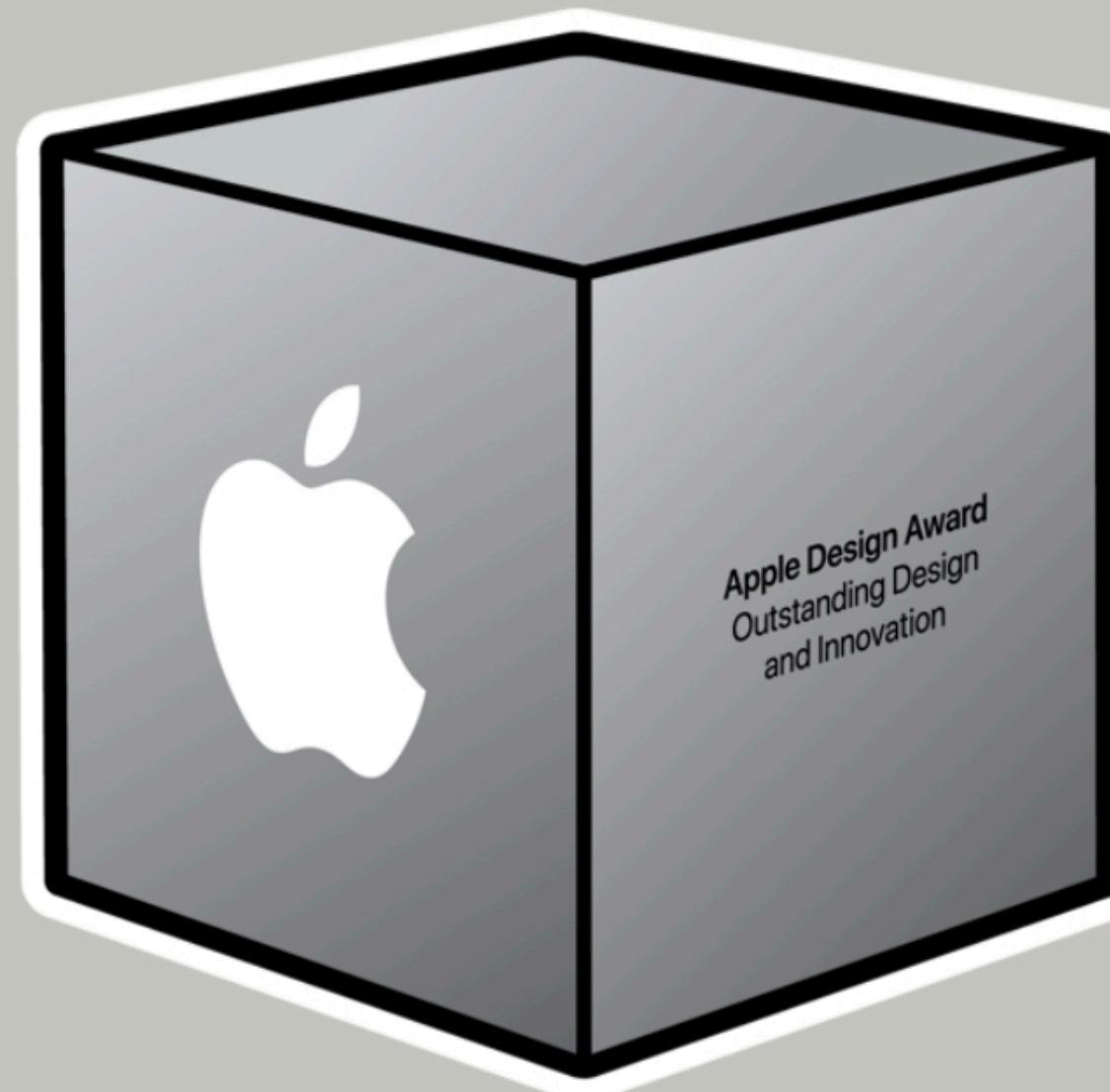
Human Interface Guidelines

« Les HIG, c'est la vie. »

- *Un développeur anonyme*

<https://developer.apple.com/design/>

See what's new in the Human Interface Guidelines >



Apple Design Awards

Join us in celebrating the developers who used their ingenuity, smarts, and savvy to build this year's award-winning apps.

[See this year's winners >](#)



Human Interface Guidelines

- › iOS
- › App Architecture
- › User Interaction
- › System Capabilities
- › Visual Design
 - Adaptivity and Layout
 - Animation
 - Branding
 - Color
 - Terminology
 - Typography
 - Video

- › Icons and Images
- › Bars
- › Views
- › Controls
- › Extensions

macOS

tvOS

watchOS

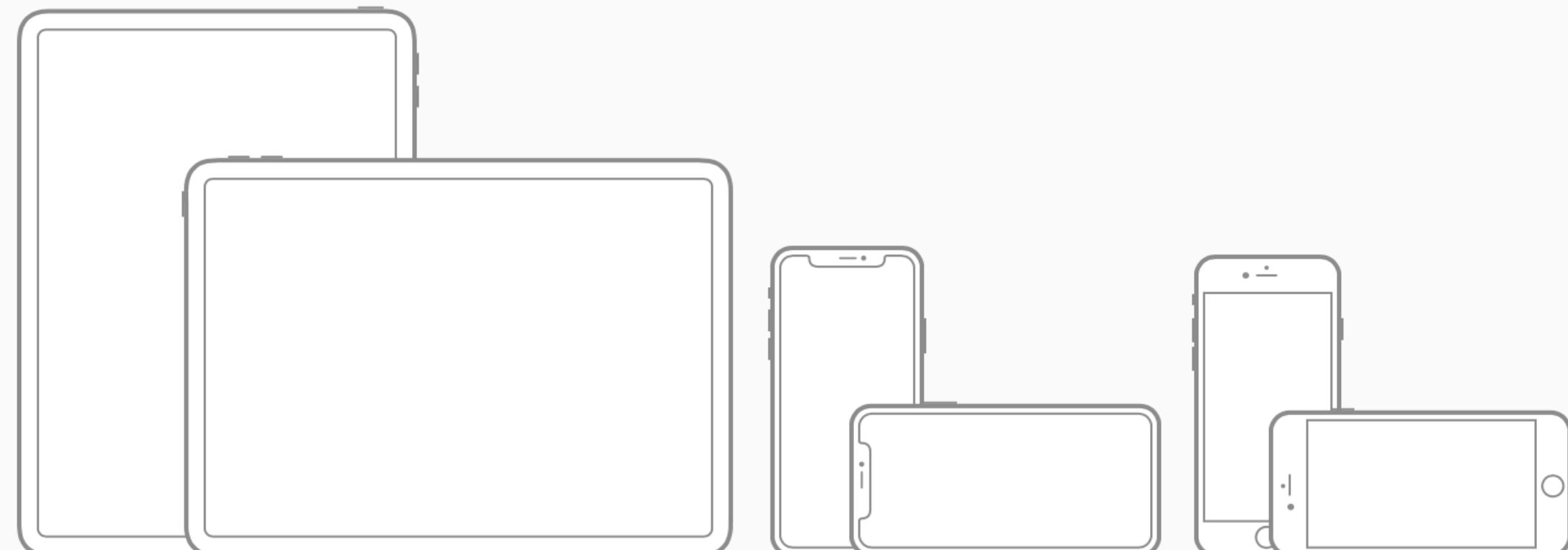
- › Technologies

Adaptivity and Layout

People generally want to be able to use their favorite apps on all of their devices and in any context. In iOS, interface elements and layouts can be configured to automatically change shape and size on different devices, during multitasking on iPad, in split view, when the screen is rotated, and more. It's essential that you design an adaptable interface that provides a great experience in any environment.

Device Screen Sizes and Orientations

iOS devices come in a variety of screen sizes and can be used in either portrait or landscape orientation.



Device	Portrait dimensions	Landscape dimensions
12.9" iPad Pro	2048px × 2732px	2732px × 2048px

› iOS

App Architecture

Accessibility

Loading

Modality

Navigation

Onboarding

Requesting Permission

Settings

› User Interaction

› System Capabilities

› Visual Design

› Icons and Images

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› Controls

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Navigation

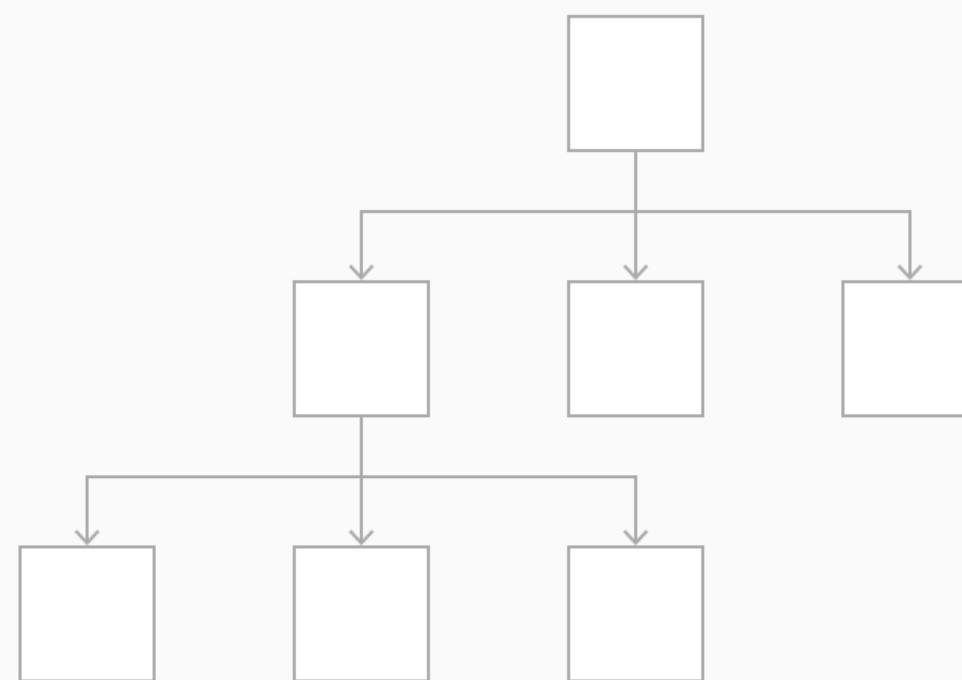
People tend to be unaware of an app's navigation until it doesn't meet their expectations.

Your job is to implement navigation in a way that supports the structure and purpose of your app without calling attention to itself. Navigation should feel natural and familiar, and shouldn't dominate the interface or draw focus away from content. In iOS, there are three main styles of navigation.

Hierarchical Navigation

Make one choice per screen until you reach a destination. To go to another destination, you must retrace your steps or start over from the beginning and make different choices.

Settings and Mail use this navigation style.



Flat Navigation

Switch between multiple content categories. Music and App Store use this navigation style.



- › iOS
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- › **Visual Design**

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Typography

San Francisco (SF) is the system typeface in iOS. The fonts of this typeface are optimized to give your text unmatched legibility, clarity, and consistency. Download the San Francisco family of fonts [here](#).

(23pt) John Appleseed

(22pt) John Appleseed

(21pt) John Appleseed

SF Pro Display (20pt) John Appleseed

SF Pro Text (19pt) John Appleseed

(18pt) John Appleseed

(17pt) John Appleseed

(16pt) John Appleseed

Emphasize important information. Use font weight, size, and color to highlight the most important information in your app.

If possible, use a single typeface. Mixing several different typefaces can make your app seem fragmented and sloppy. Consider using one typeface and just a few font variants and sizes.

Use built-in text styles whenever possible. The built-in text styles let you express content in ways that are visually distinct, while retaining optimal legibility. These styles are based on the system fonts and allow you to take advantage of key typographic features, such as Dynamic Type, which automatically adjusts tracking and leading for every font size. iOS includes the following text styles:

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Color

Color is a great way to impart vitality, provide visual continuity, communicate status information, give feedback in response to user actions, and help people visualize data. Look to the system's color scheme for guidance when picking app tint colors that look great individually and in combination, on both light and dark backgrounds.

R 255
G 59
B 48

R 255
G 149
B 0

R 255
G 204
B 0

R 76
G 217
B 100

R 90
G 200
B 250

R 0
G 122
B 255

R 88
G 86
B 214

R 255
G 45
B 85

Red

Orange

Yellow

Green

Teal Blue

Blue

Purple

Pink

Use color judiciously for communication. The power of color to call attention to important information is heightened when used sparingly. For example, a red triangle that warns people of a critical problem becomes less effective when red is used elsewhere in an app for noncritical reasons.

Use complementary colors throughout your app. The colors in your app should work well together, not conflict or distract. If pastels are essential to your app's style, for example, use a coordinating set of pastels.

In general, choose a limited color palette that coordinates with your app logo. Subtle use of color is a great way to communicate your brand.

Consider choosing a key color to indicate interactivity throughout your app. In Notes, interactive elements are yellow. In Calendar, interactive elements are red. If you define a key color that denotes interactivity, make sure other colors don't compete with it.

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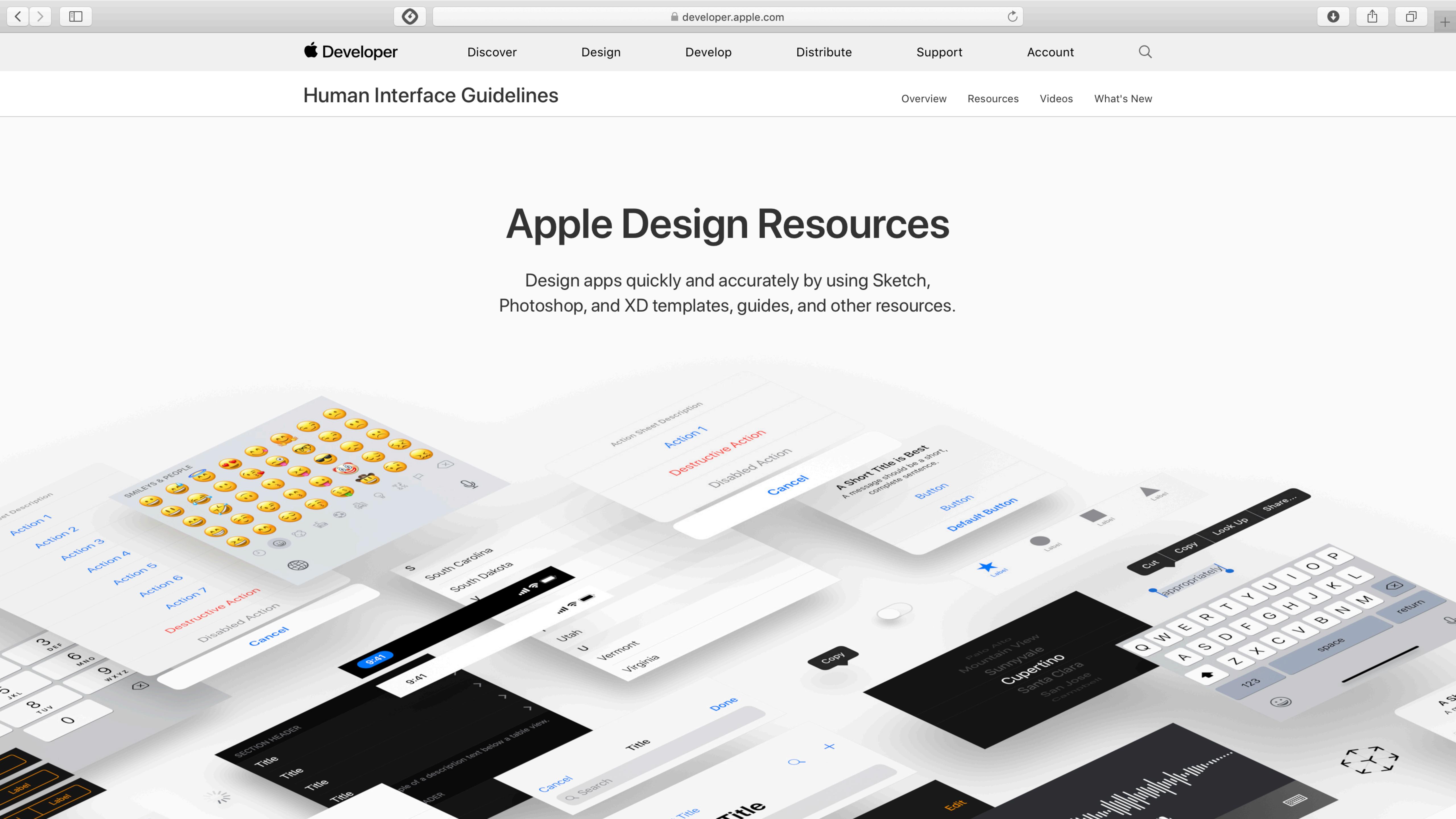
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Ressources



Apple Design Resources

Design apps quickly and accurately by using Sketch, Photoshop, and XD templates, guides, and other resources.

Human Interface Guidelines

Overview Resources Videos What's New

iOS

Apple UI Design Resources for iOS include Sketch, Photoshop, and Adobe XD templates, along with comprehensive UI resources that depict the full range of controls, views, and glyphs available to developers using the iOS SDK. These resources help you design apps that match the iOS design language. Icon and glyph production files are preconfigured to automate asset production using Sketch slices or Adobe Generator for Photoshop CC. Color swatches, dynamic type tables, and fonts are also included.

[View the iOS design guidelines >](#)

 [Add iOS Sketch Library ↗](#)
iOS 12 (Requires Sketch 51 or greater)

 [Download for Sketch ↴](#)
iOS 12 (28.2 MB)

 [Download for Keynote ↴](#)
iOS 12 (32.9 MB)

 [Download for Photoshop ↴](#)
iOS 12 (242.8 MB)

 [Download for Adobe XD ↴](#)
iOS 12 (33.9 MB)

To download iOS device frames for use when marketing your app, see [App Store Marketing Guidelines](#).

macOS

Apple UI Design Resources for macOS include Sketch and Photoshop templates for Touch Bar glyphs.

 [Add macOS Sketch Library ↗](#)
macOS 10.14 (Requires Sketch 51 or greater)

Marketing Resources and Identity Guidelines

We believe that powerful marketing will help bring continued success for your apps. Use App Store badges, Apple product images, and these identity guidelines to effectively promote your app's availability on the App Store in all marketing communications.



App Store Badges



Product Images



Photography + Video



Messaging + Style



Legal Requirements

App Store Badges

Include App Store badges in all digital and printed marketing materials as a clear call to action to get your app. App Store badges are available in 40 localizations to help you reach a broader audience. Versions are available for the App Store for iPhone and iPad, the Mac App Store, and Apple TV.



[App Store Badge Downloads](#)

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Vidéos WWDC

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Apple Developer Discover Design Develop Distribute Support Account

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Design

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Tech Talks

A thumbnail image for a video titled "Designing for Subscription Success". It features a dark background with a small, stylized yellow and purple character icon at the top, followed by the text "Sign me up!".

Designing for Subscription Success

Tech Talks · Session 803 · iOS, tvOS

Providing a great subscription experience within your app makes it easier to acquire new subscribers. Learn how to more clearly communicate the value of your subscriptions, streamline your sign up flow, and make subscriptions appealing and effortless.

A thumbnail image for a video titled "Designing for iPad Pro and Apple Pencil". It shows two side-by-side screenshots of an iPad screen displaying a colorful landscape scene.

Designing for iPad Pro and Apple Pencil

Tech Talks · Session 804 · iOS

Learn how to make your app look great on the amazing, edge-to-edge display of iPad Pro and get essential guidance on which app behaviors are appropriate for the double-tap gesture on Apple Pencil.

A thumbnail image for a video titled "Designing for Apple Watch Series 4". It shows two side-by-side screenshots of an Apple Watch screen. The left watch displays a workout interface, and the right watch displays a podcast episode interface.

Designing for Apple Watch Series 4

Tech Talks · Session 802 · watchOS

Apple Watch Series 4 provides new opportunities for designers and developers to do more with their apps. Series 4 watches have new displays with larger dimensions, and other enhancements that allow developers to deliver richer and more immersive experiences.

A thumbnail image for a video titled "Designing for iPhone X". It shows a screenshot of an iPhone X displaying a green interface with text and icons.

Designing for iPhone X

Tech Talks · Session 801 · iOS

developer.apple.com/videos/topics/

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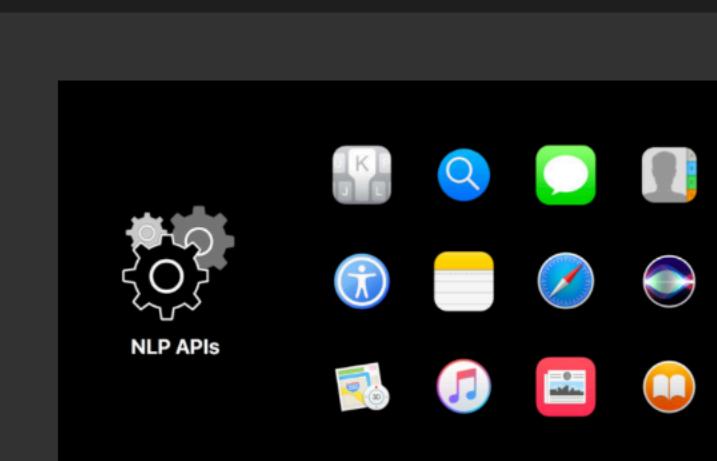
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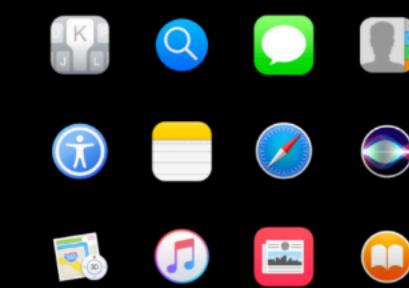


Featured

-  Special Events
-  Lunchtime Sessions



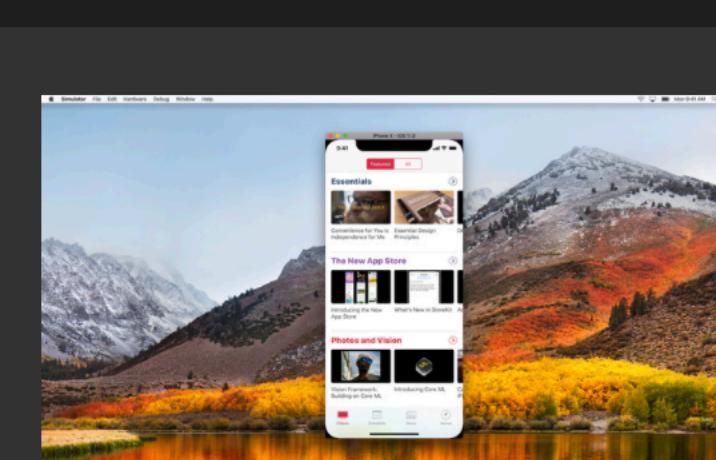
Frameworks

-  NLP APIs
- 



Media

-  Audio
-  Camera
-  Photos and Imaging
-  Video



Design

-  Visual Design
-  Prototyping
-  Sound and Haptics
-  Interaction Design
-  Typography



Developer Tools

-  Compiler and LLVM
-  Debugging
-  Interface Builder

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COLLECTIONS

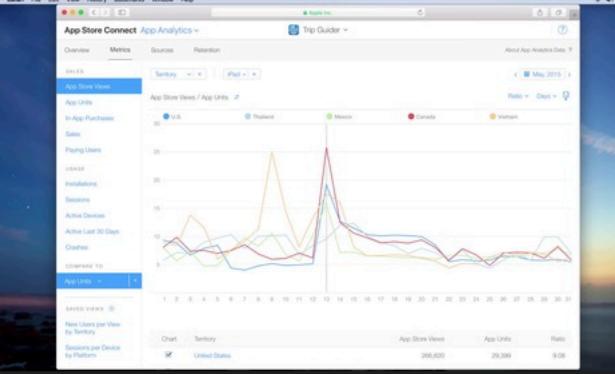
Collections

App Store Connect Insights Tech Talks WWDC 2018 WWDC 2017 WWDC 2016 WWDC 2015

Platforms

iOS macOS tvOS watchOS

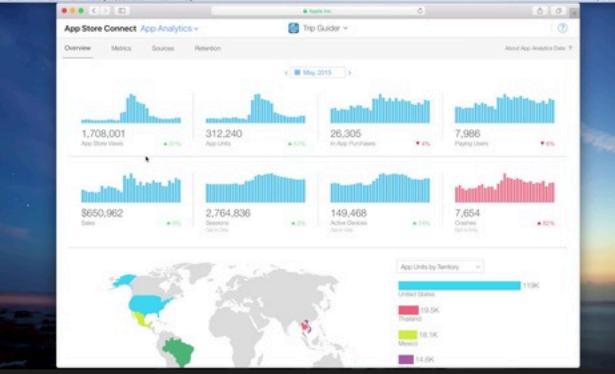
App Store Connect



App Analytics Metrics

App Store Connect · Session 103 · iOS, macOS, tvOS, watchOS

Dig deeper to understand and compare your analytics data.



App Analytics Overview

App Store Connect · Session 102 · iOS, macOS, tvOS, watchOS

Get started using App Analytics on App Store Connect.



App Analytics Retention

App Store Connect · Session 104 · iOS, macOS, tvOS, watchOS

Prototypage

Papier, Marvel, Keynote...

Crazy 8's

Crazy 8's

- Travail individuel
- Chacun une feuille pliée trois fois
- Minuteur de 1 minute
- Au lancement du minuteur, dessiner un design
- A la fin du minuteur, le relancer pour 1 minute et passer au design suivant

