iPhoto for iOS

UI Progression and Animation Design

Session 243

Randy Ubillos
Chief Architect Photo and Video Applications

Sam Roberts
Senior UI and Visual Designer

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

UI Progression

Exposure

Exposure

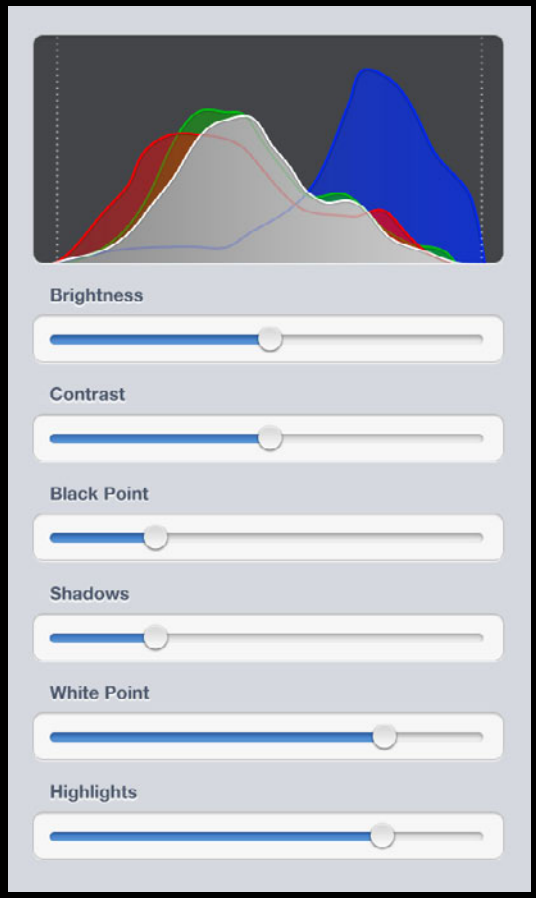
What's important?

- Brightness
- Contrast
- Black Point
- Shadow Recovery
- White Point
- Highlight Recovery
- Histogram
- Clipping Indication

Exposure

The simple solution—lots of sliders

- Brightness
- Contrast
- Black Point
- Shadow Recovery
- White Point
- Highlight Recovery
- Histogram
- Clipping Indication



Exposure

Brute force graphical solution

Exposure

Brute force graphical solution

Exposure

Brute force graphical solution

Exposure

Brute force graphical solution

Exposure

Brute force graphical solution

Exposure

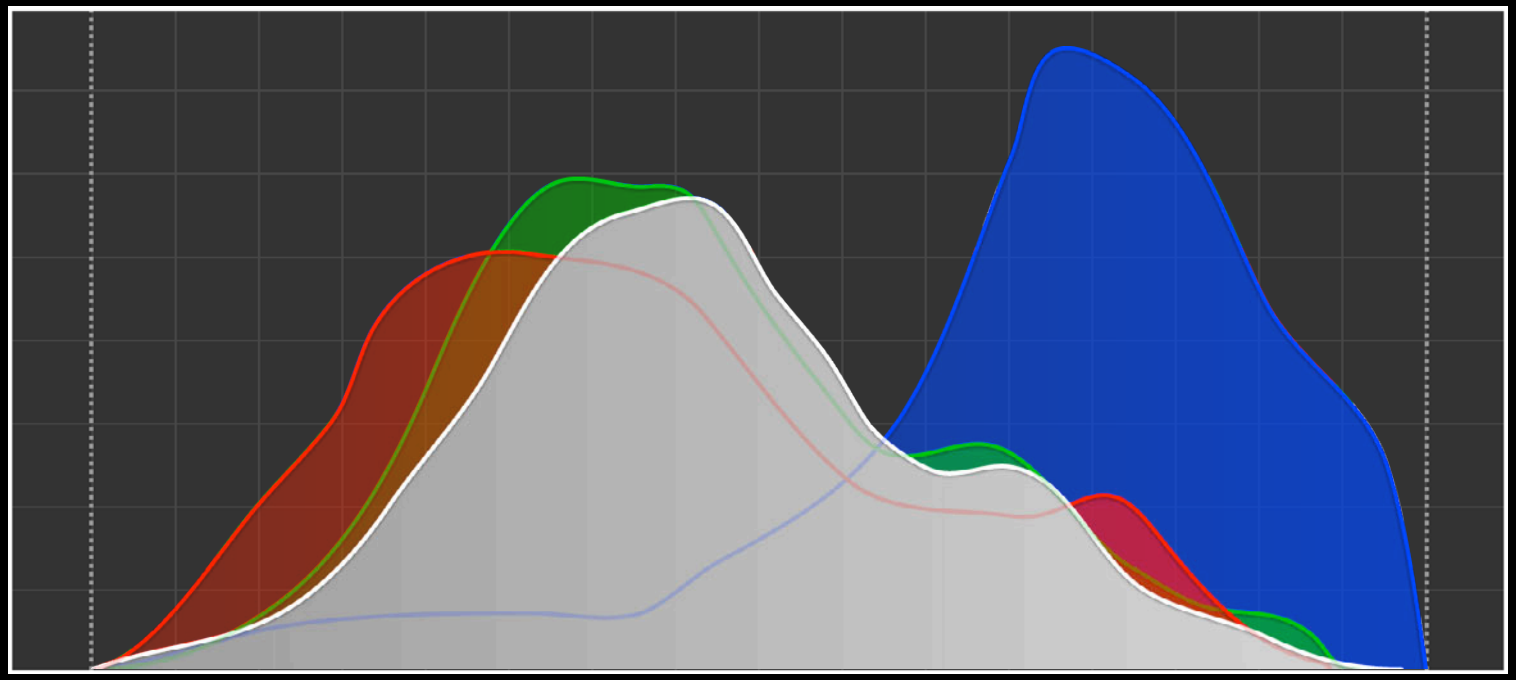
Brute force graphical solution

Exposure

Brute force graphical solution

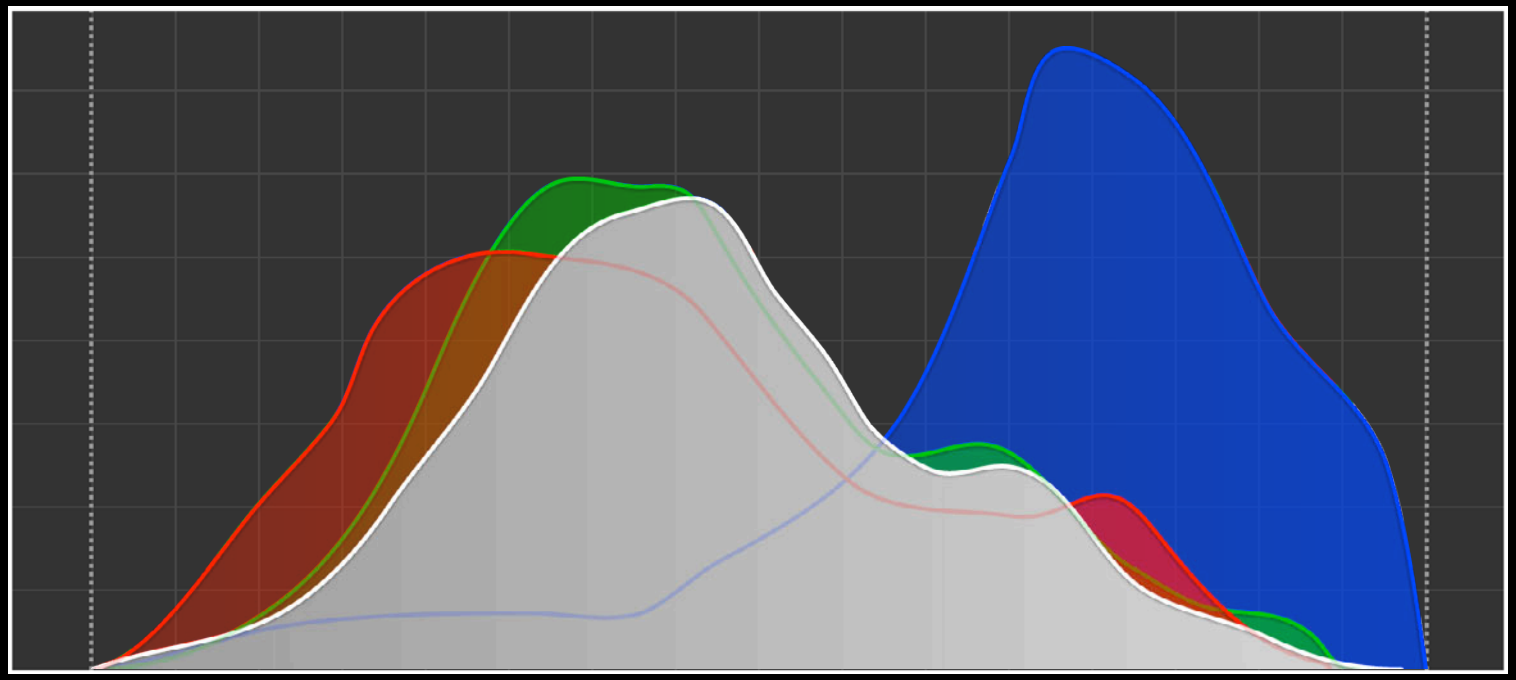
Exposure

Simplifying controls



Exposure

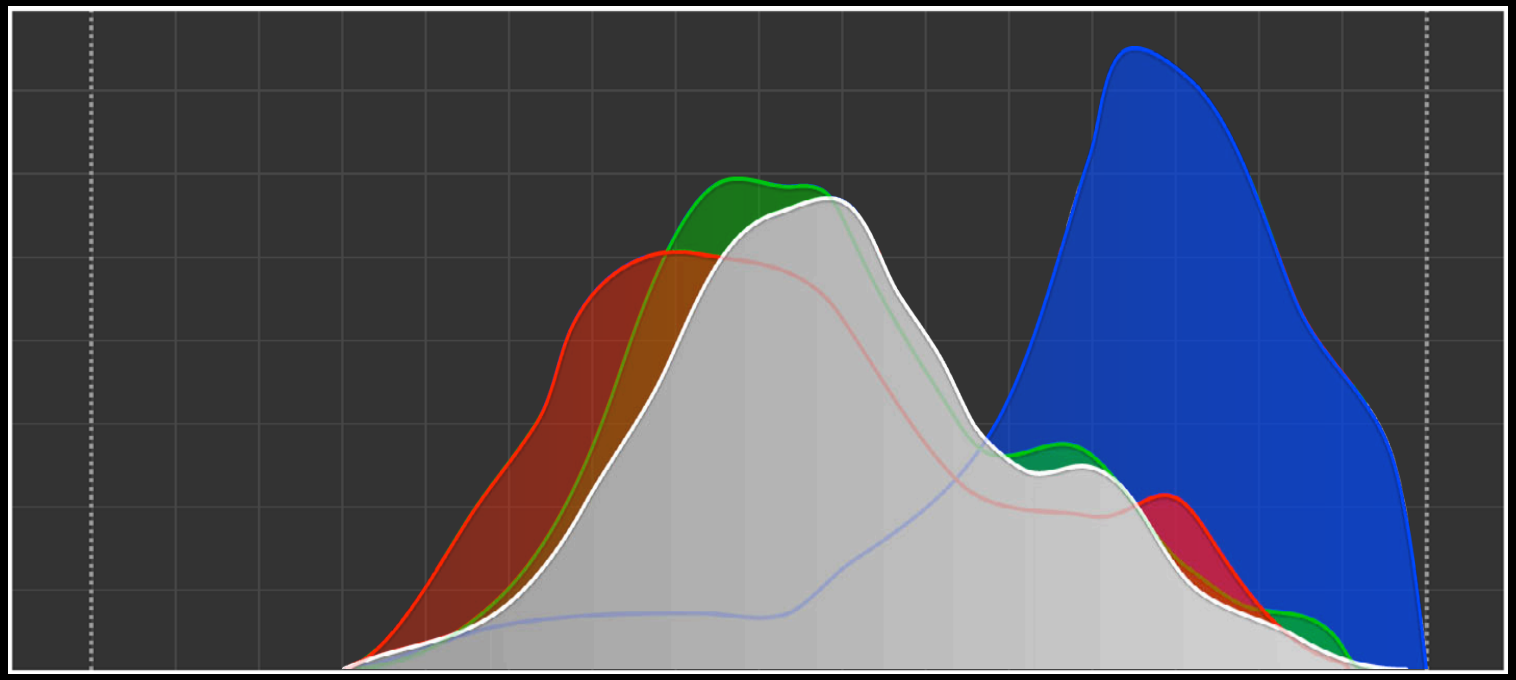
Simplifying controls



Shadow Recovery →

Exposure

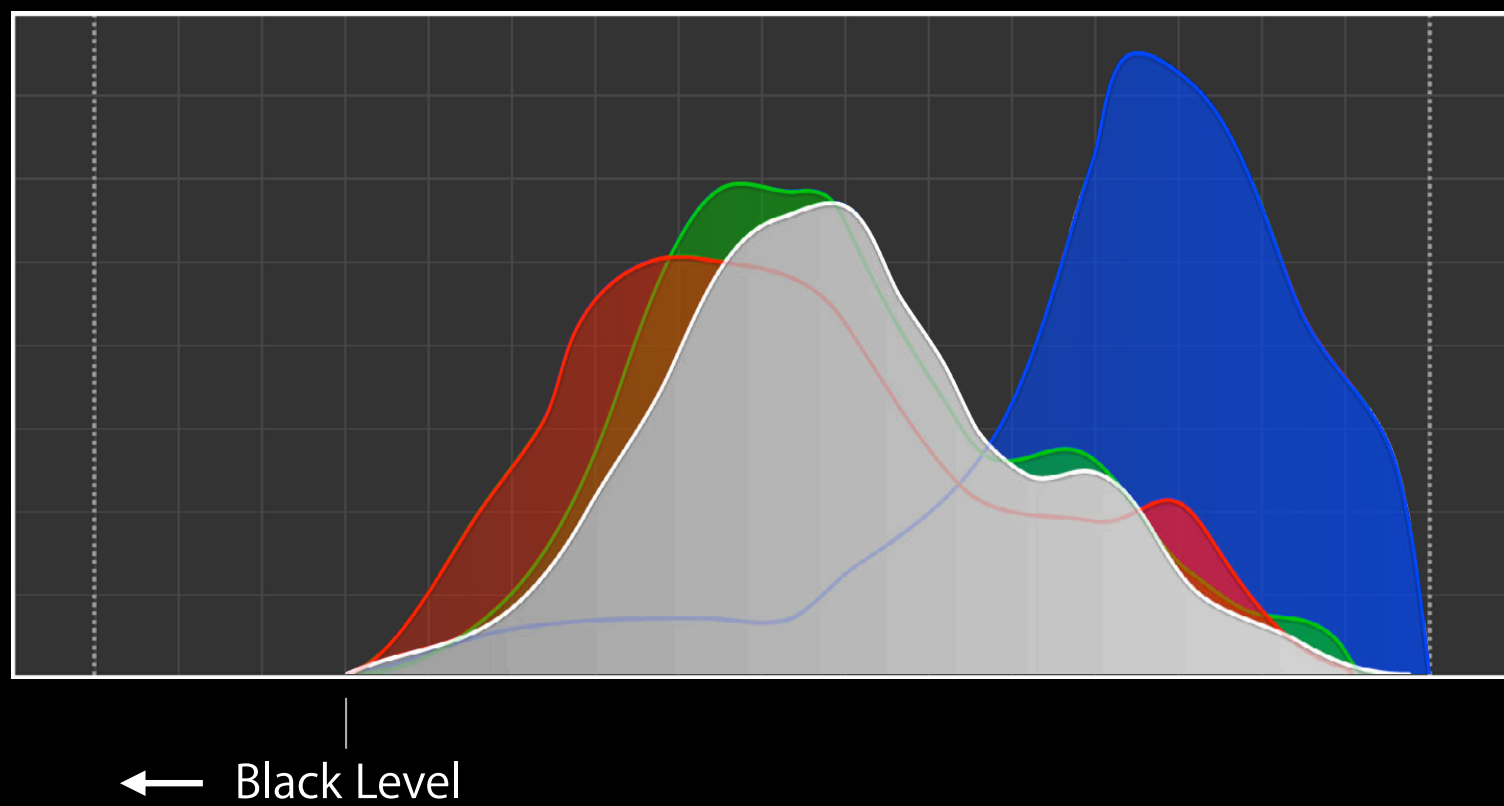
Simplifying controls



Shadow Recovery →

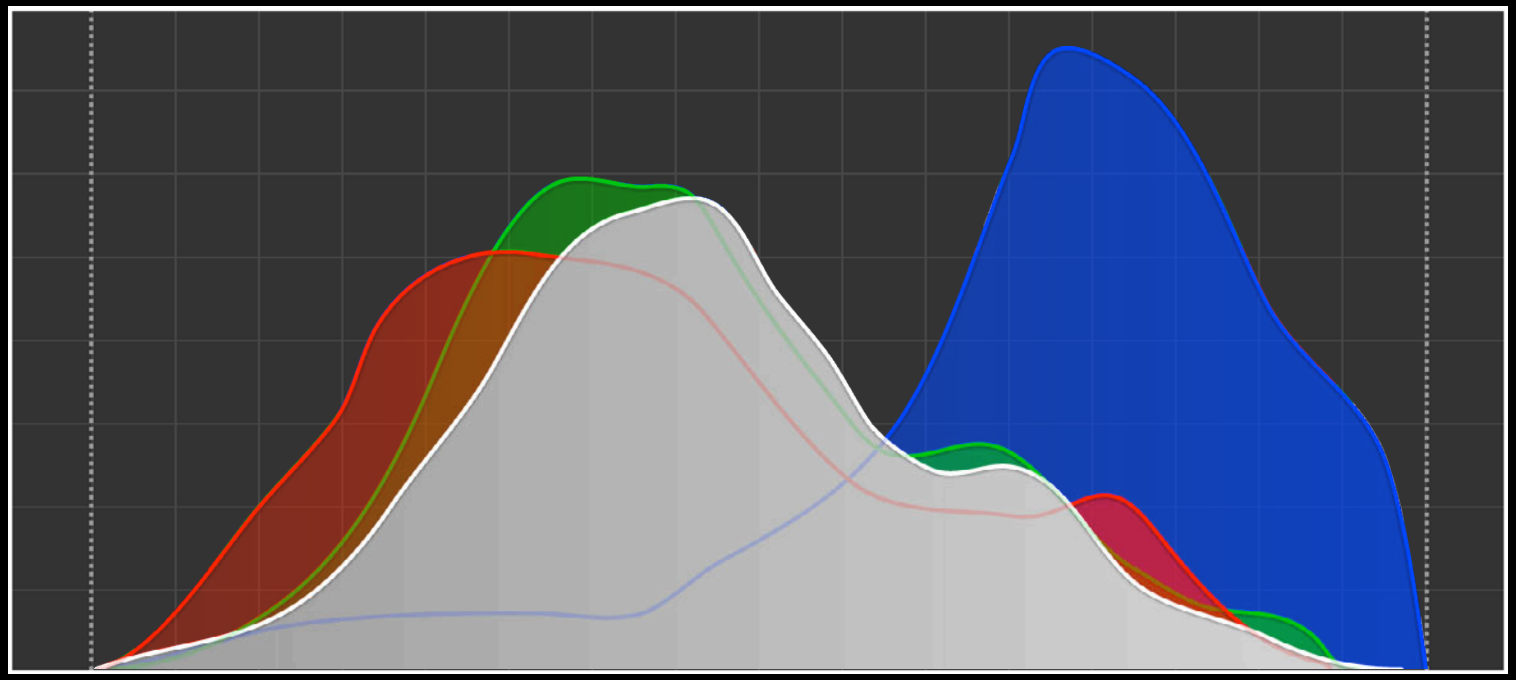
Exposure

Simplifying controls



Exposure

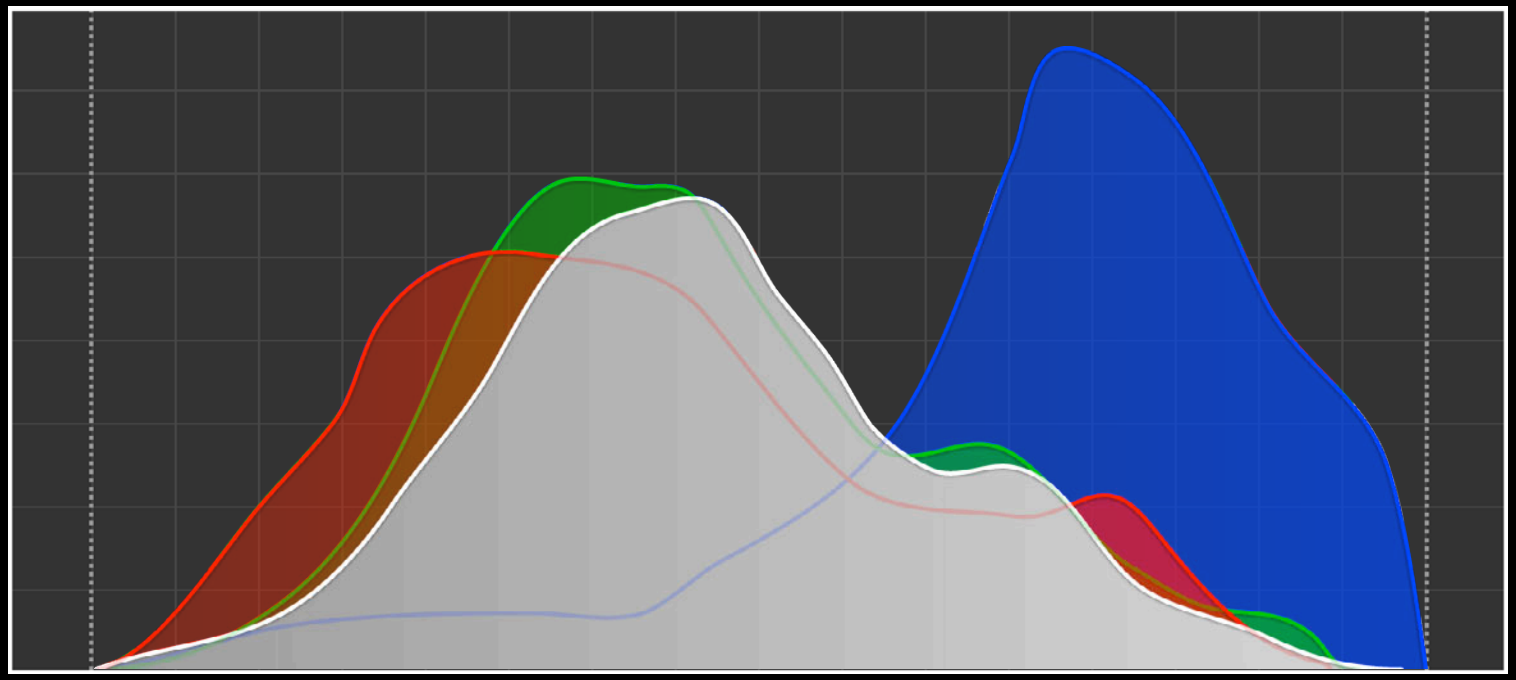
Simplifying controls



← Black Level

Exposure

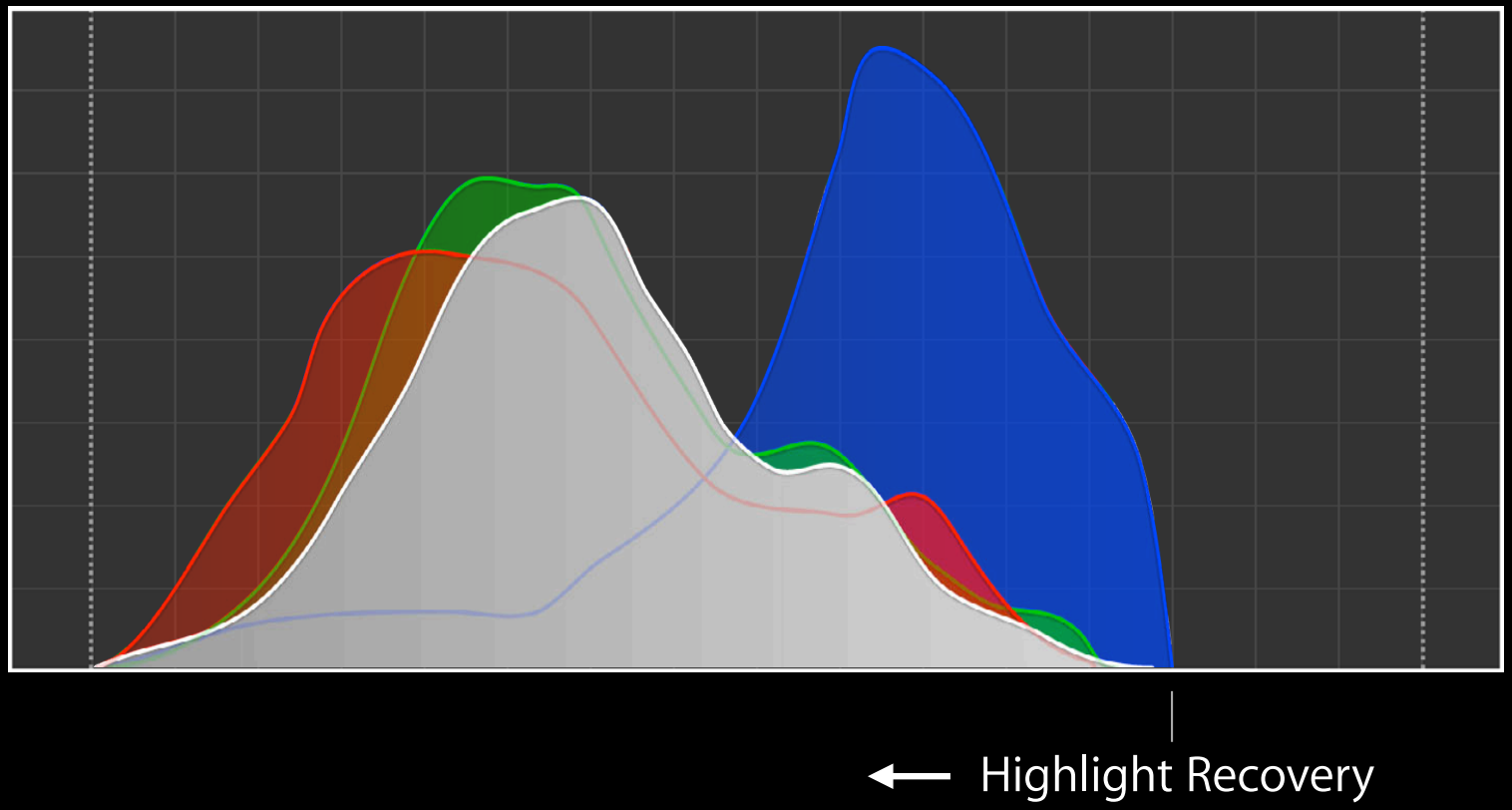
Simplifying controls



← Highlight Recovery

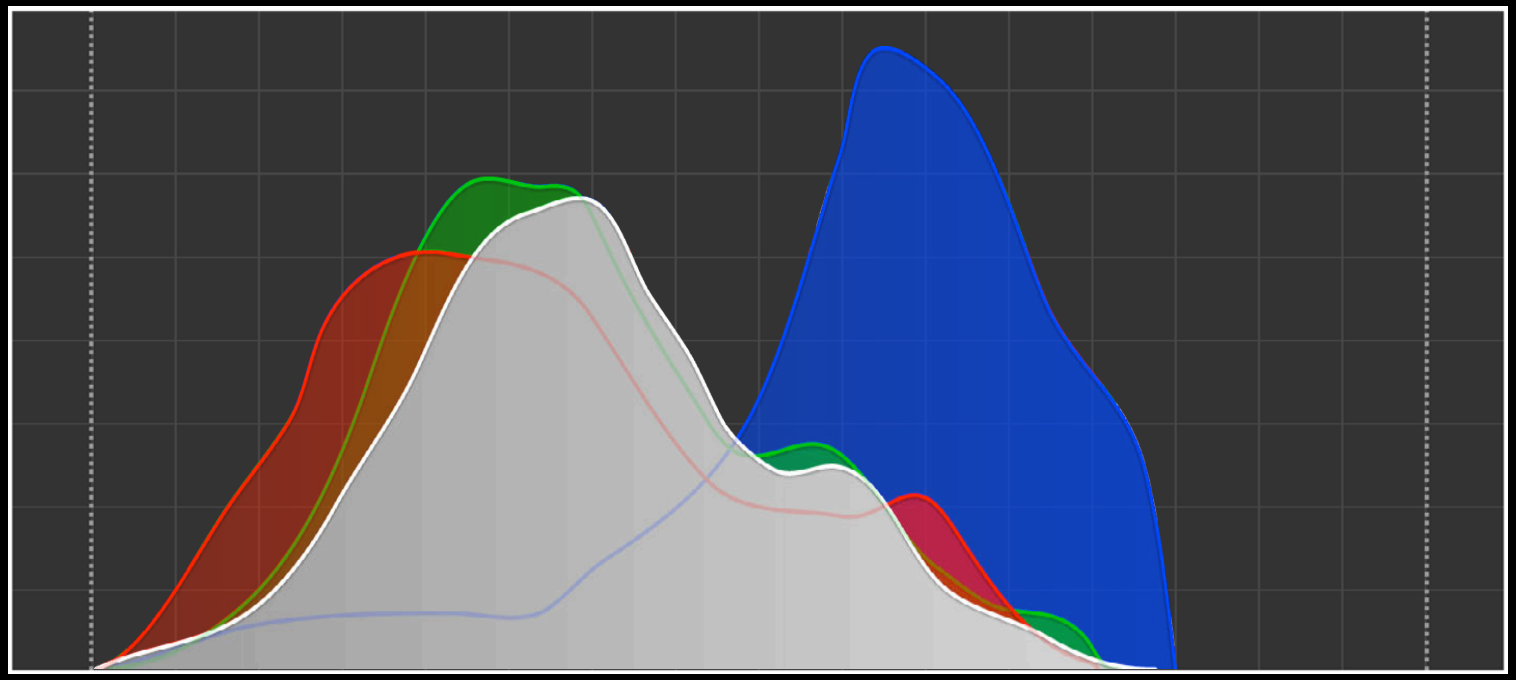
Exposure

Simplifying controls



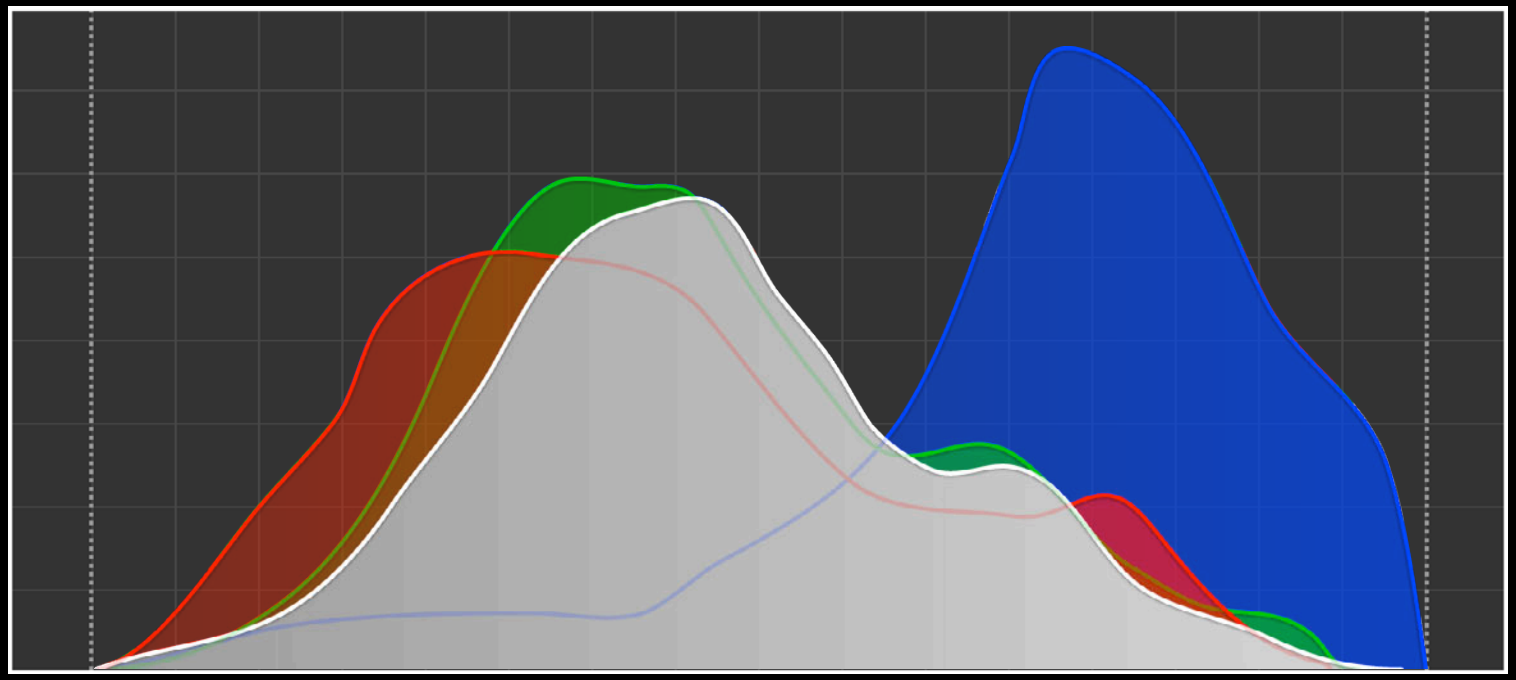
Exposure

Simplifying controls



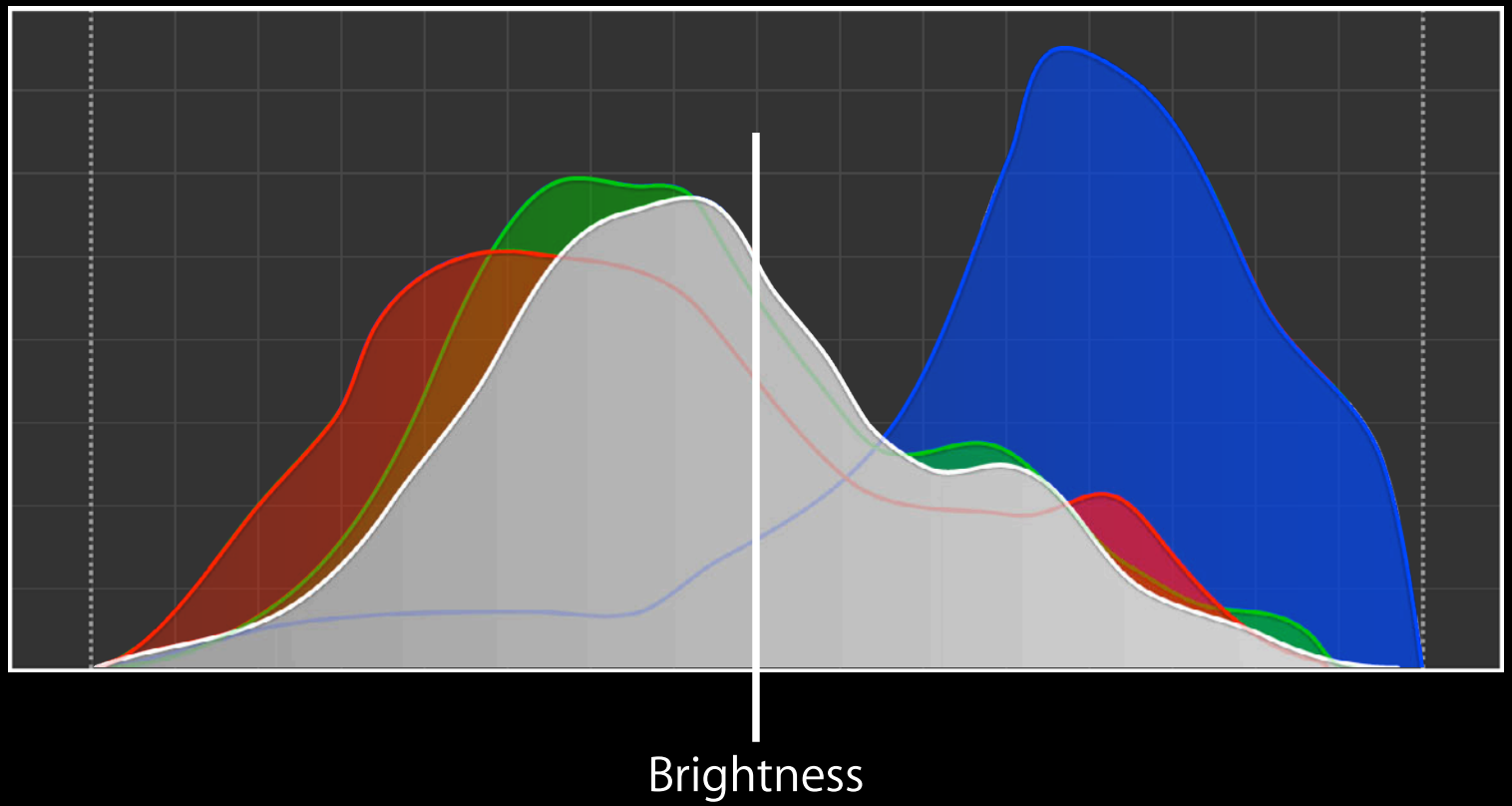
Exposure

Simplifying controls



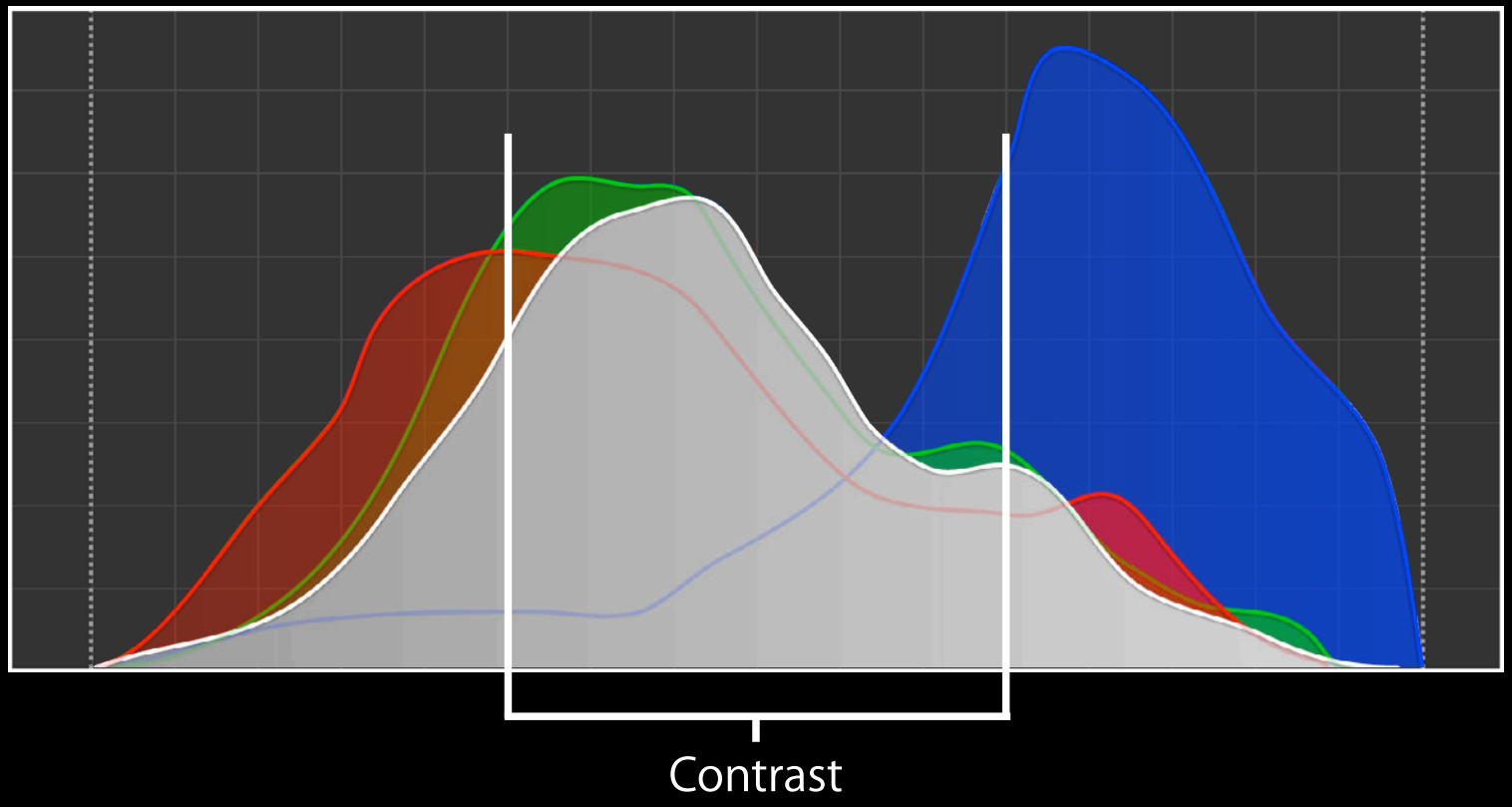
Exposure

Simplifying controls



Exposure

Simplifying controls



Exposure

Revised design #1

Exposure

Revised design #1

Exposure

Revised design #1

Exposure

Revised design #1

Exposure

Revised design #1

Exposure

Revised design #1

Exposure

Revised design #1

Exposure

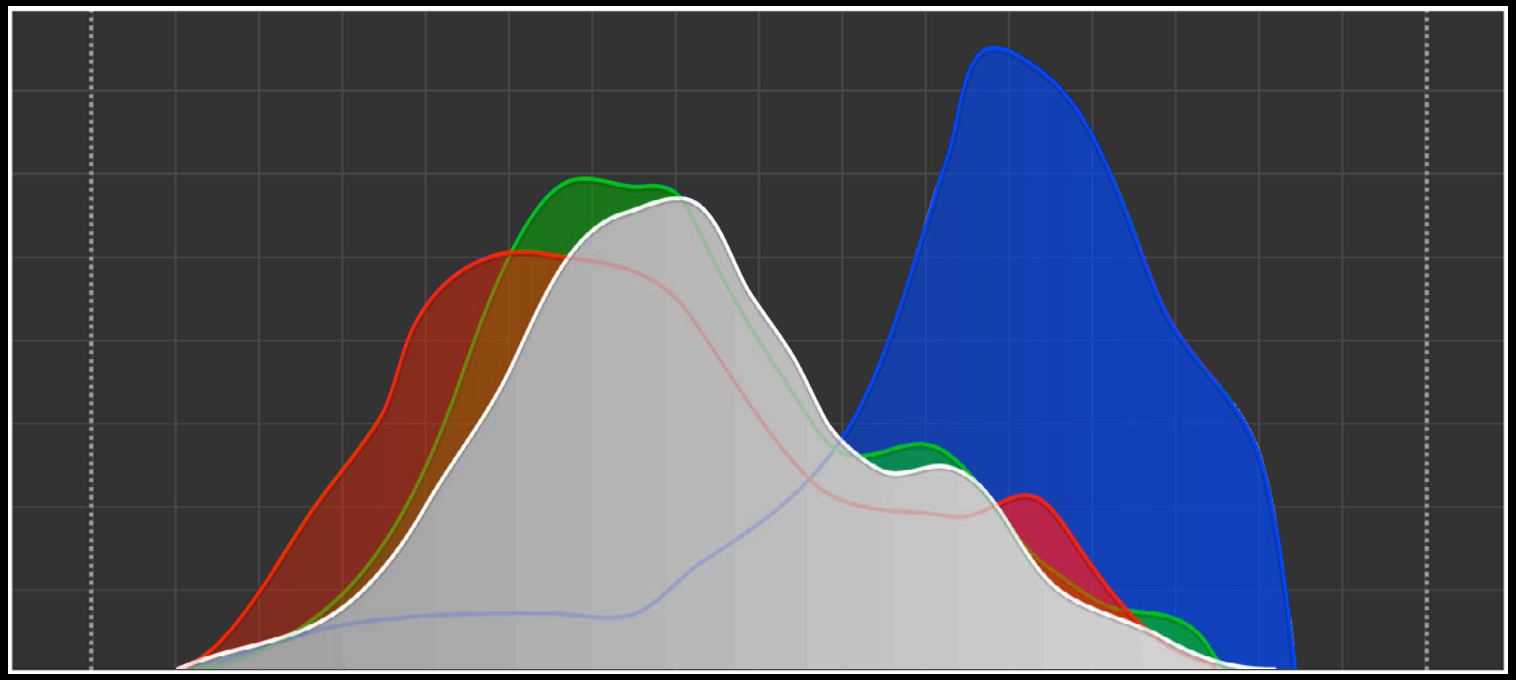
Revised design #2

Exposure

Revised design #2

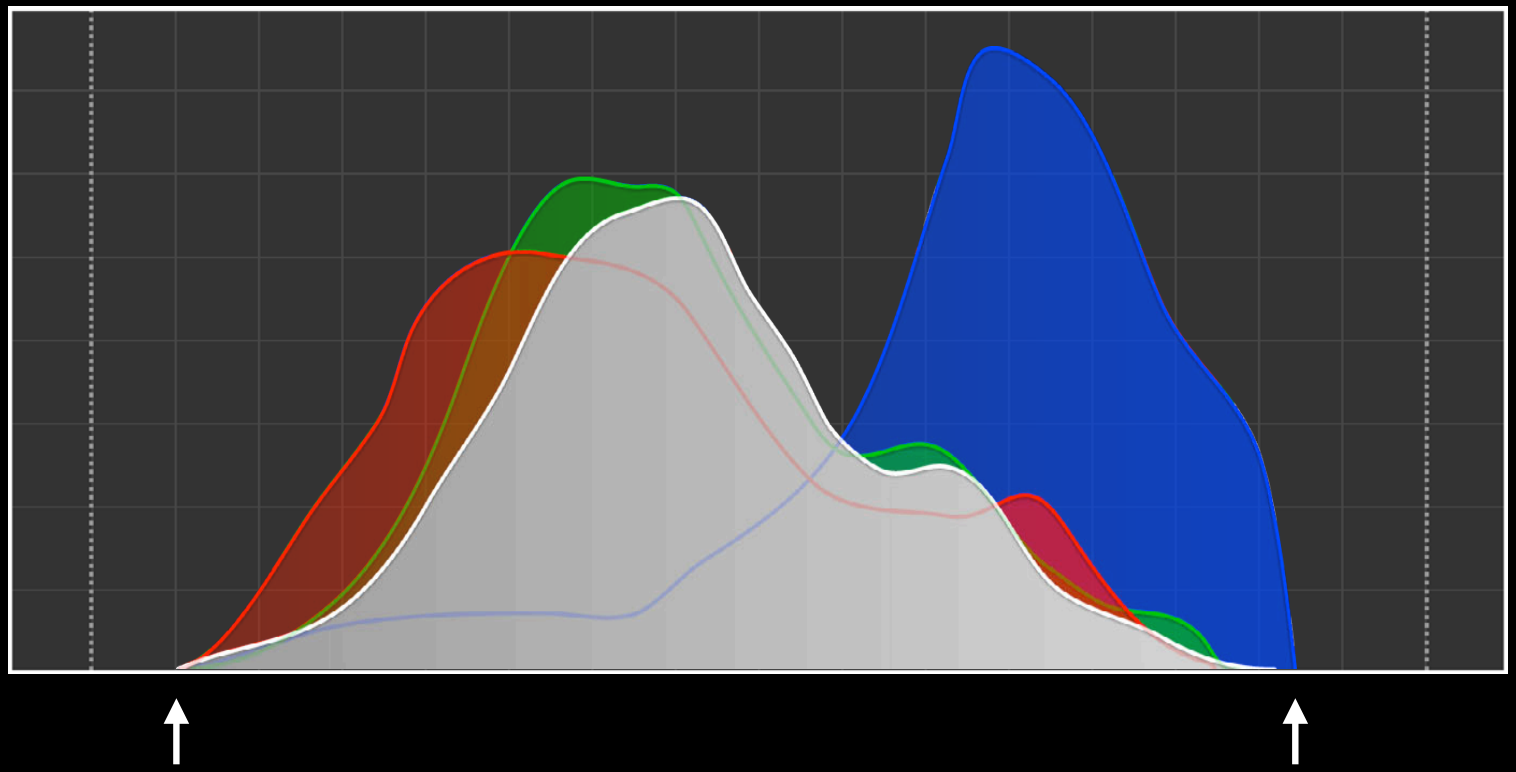
Exposure

Histogram



Exposure

Histogram

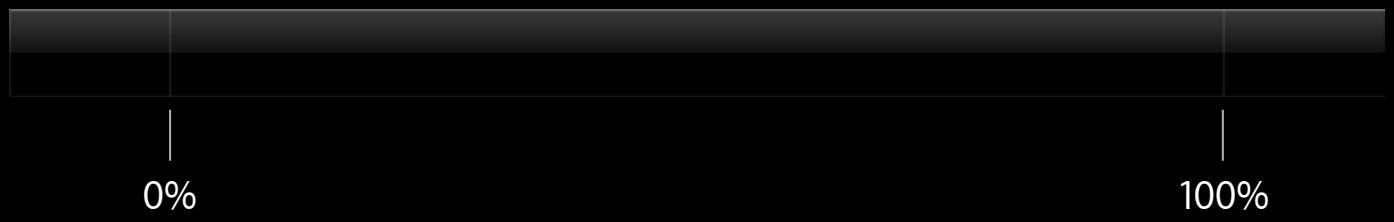


Exposure

9 functions in 1 control

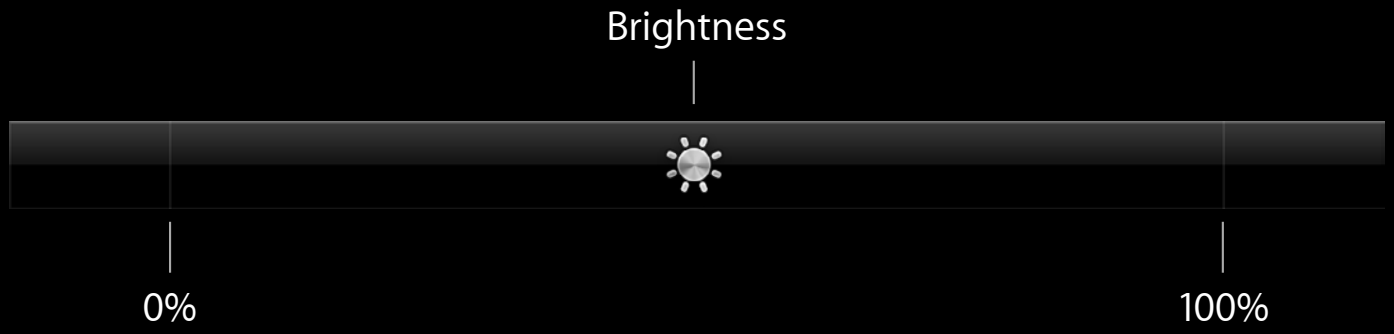
Exposure

9 functions in 1 control



Exposure

9 functions in 1 control

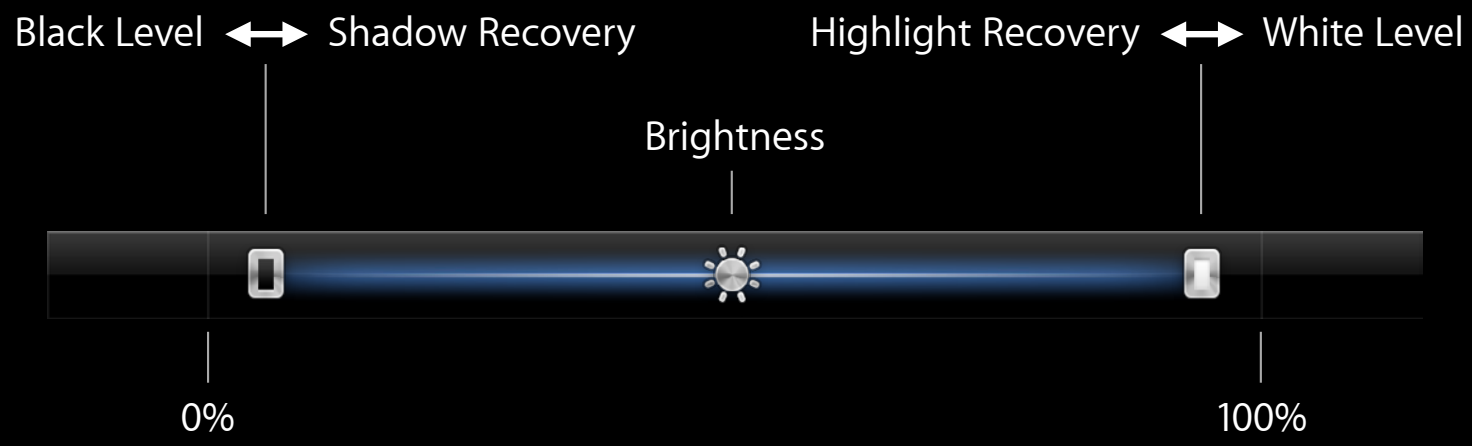


Exposure

9 functions in 1 control

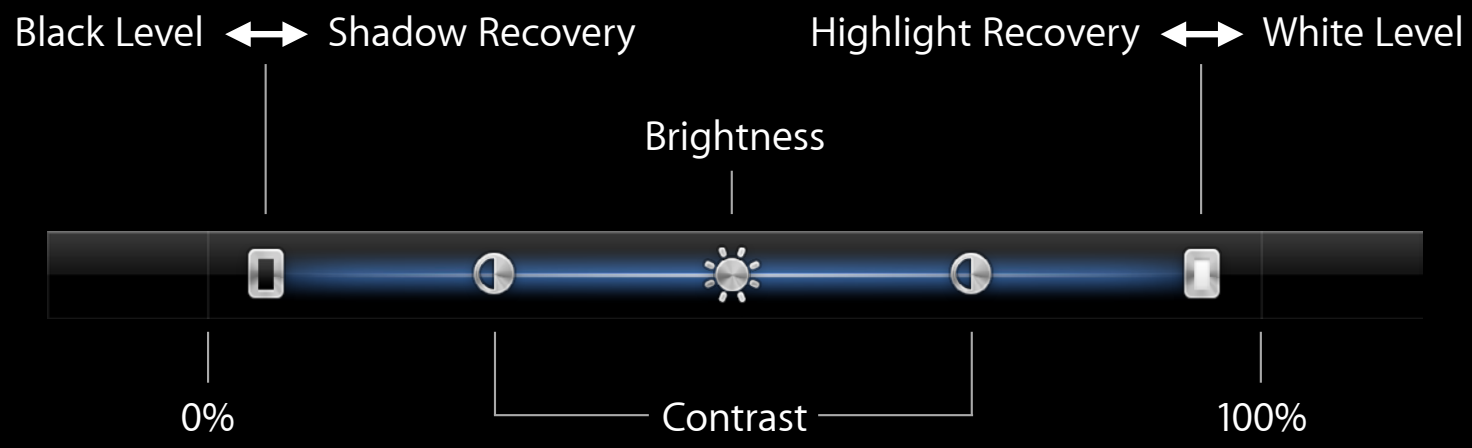
Exposure

9 functions in 1 control



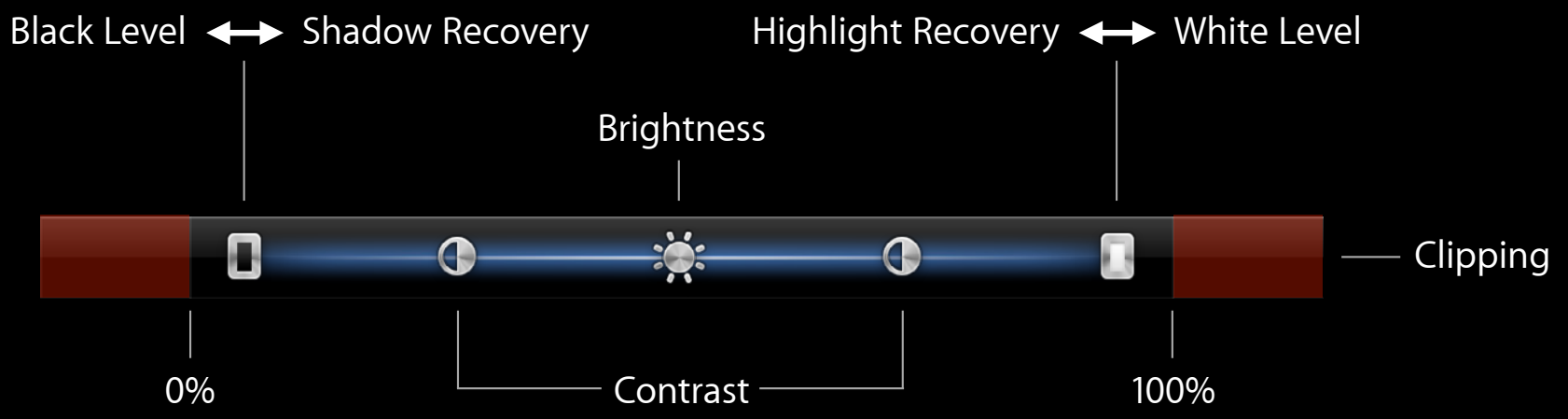
Exposure

9 functions in 1 control



Exposure

9 functions in 1 control



Exposure

Final design

Demo

Exposure Control

Brushes

Brushes

Initial design

Brushes

Design revision #1

Brushes

Design revision #1

Brushes

Final Design

Brushes

Final Design

Color

Color

Initial design

Color

Revised design

Color

Final design

Color

Final design

Color

Final design

Color

Back to exposure

Color

Back to exposure

Color

Back to exposure

Demo

Color

Effects

Effects

The goal

Effects

The goal

Effects

Black & White mix

Effects

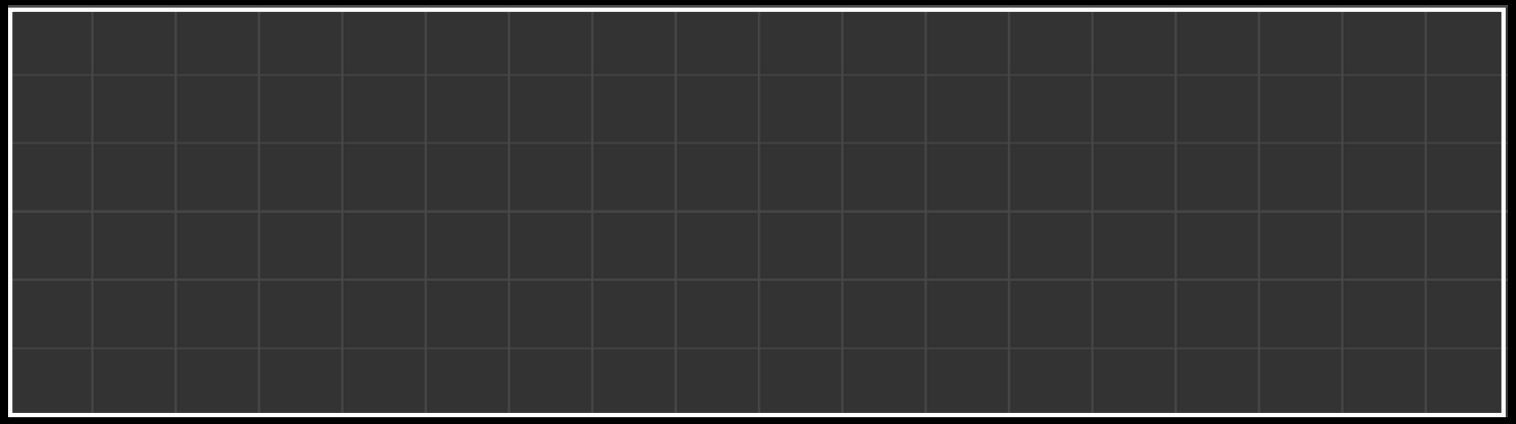
Black & White mix

Effects

Black & White mix

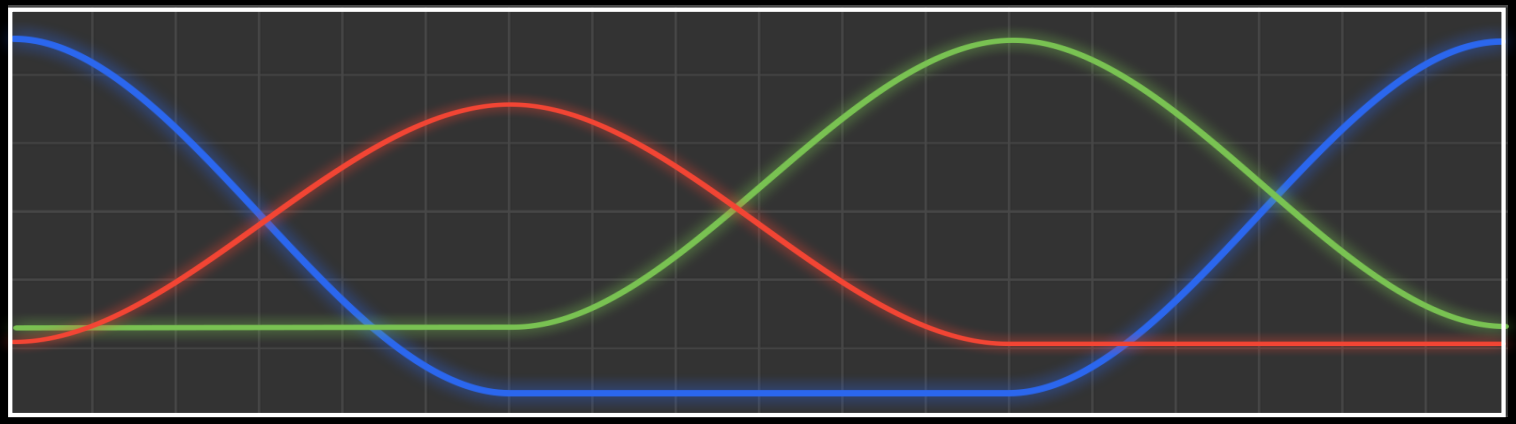
Effects

Continuum



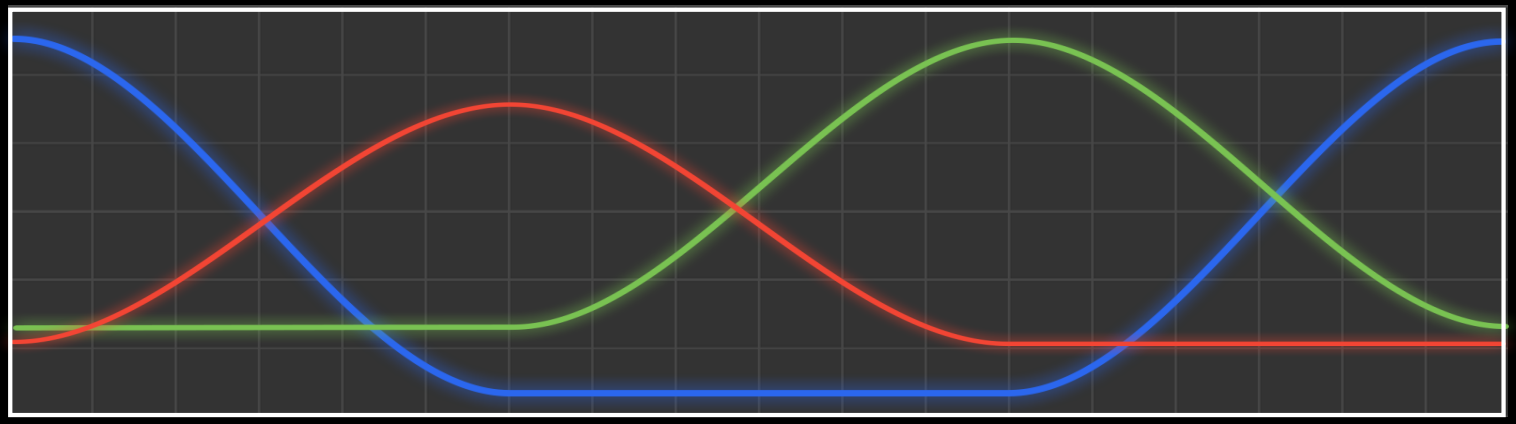
Effects

Continuum



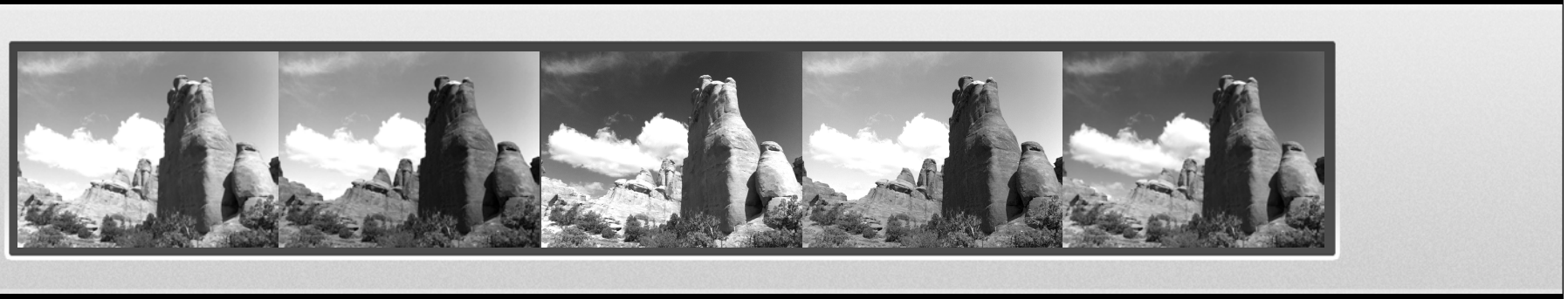
Effects

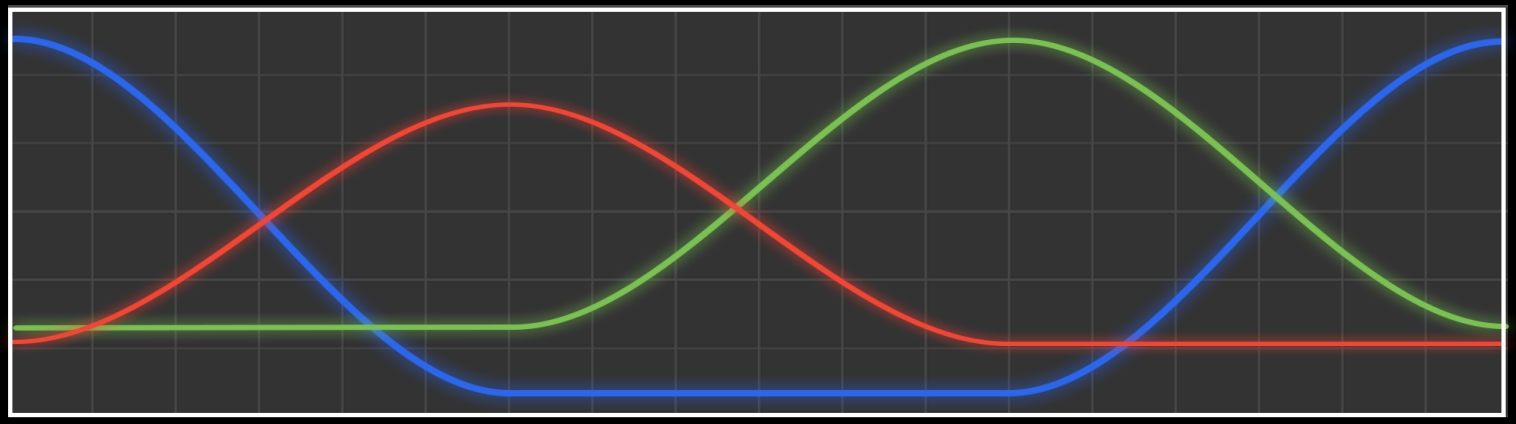
Continuum



Effects

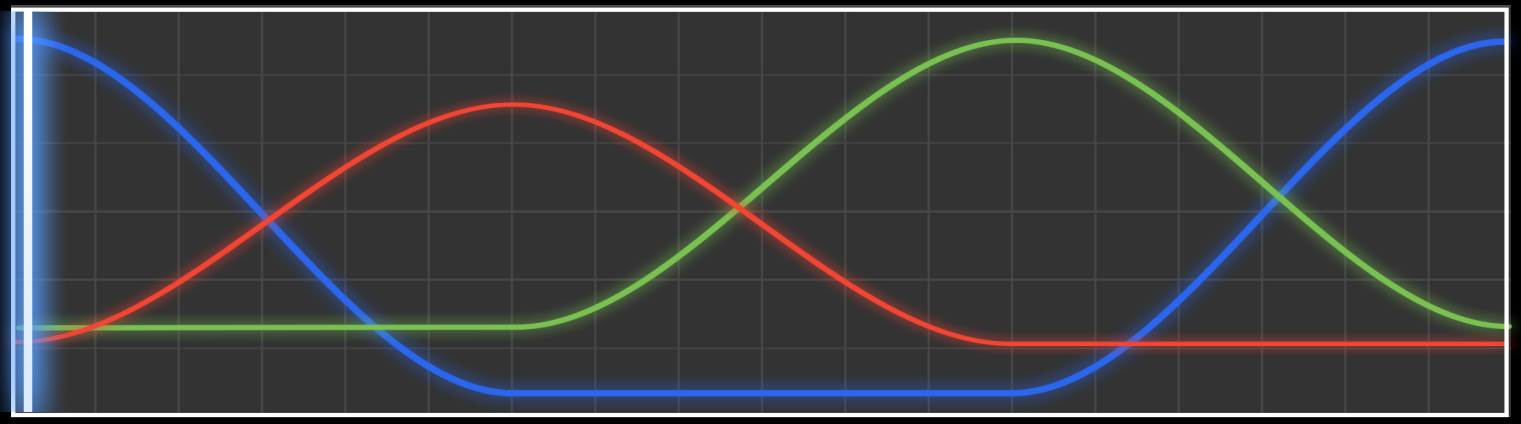
Continuum





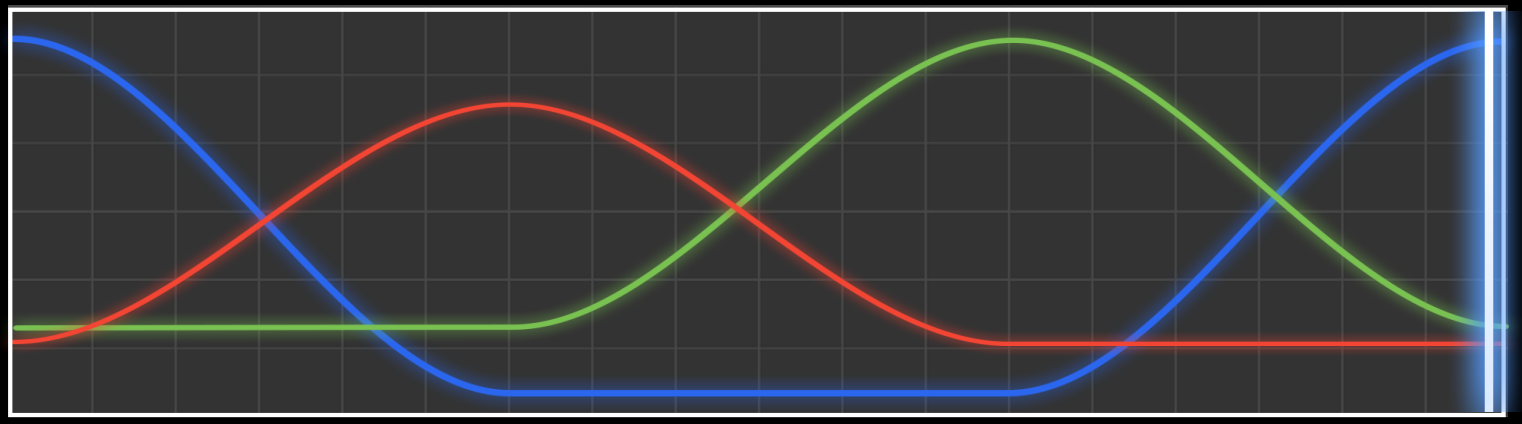
Effects

Continuum



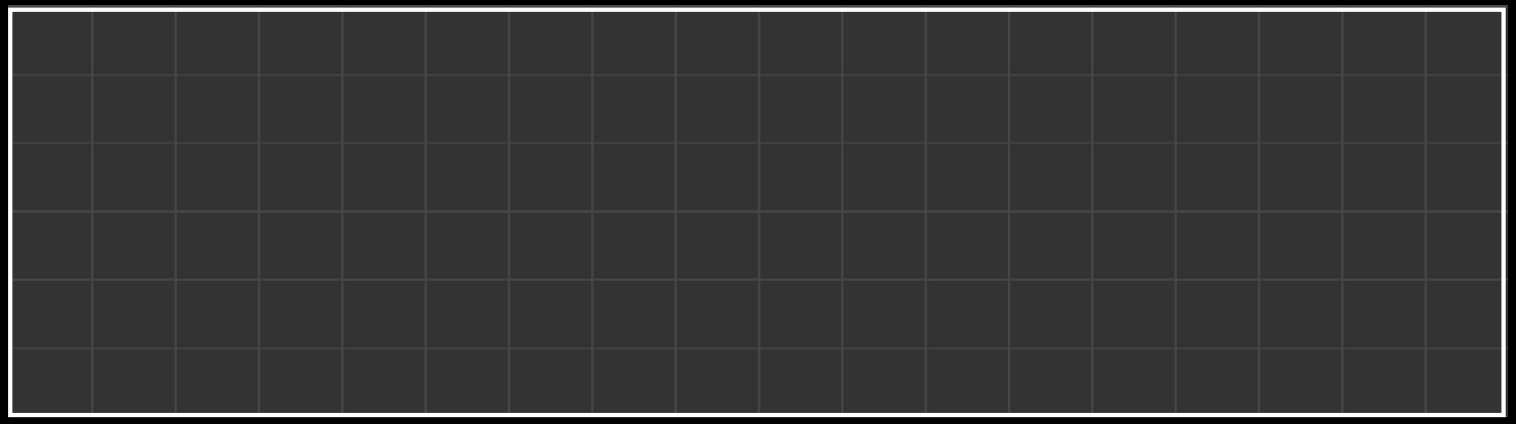
Effects

Continuum



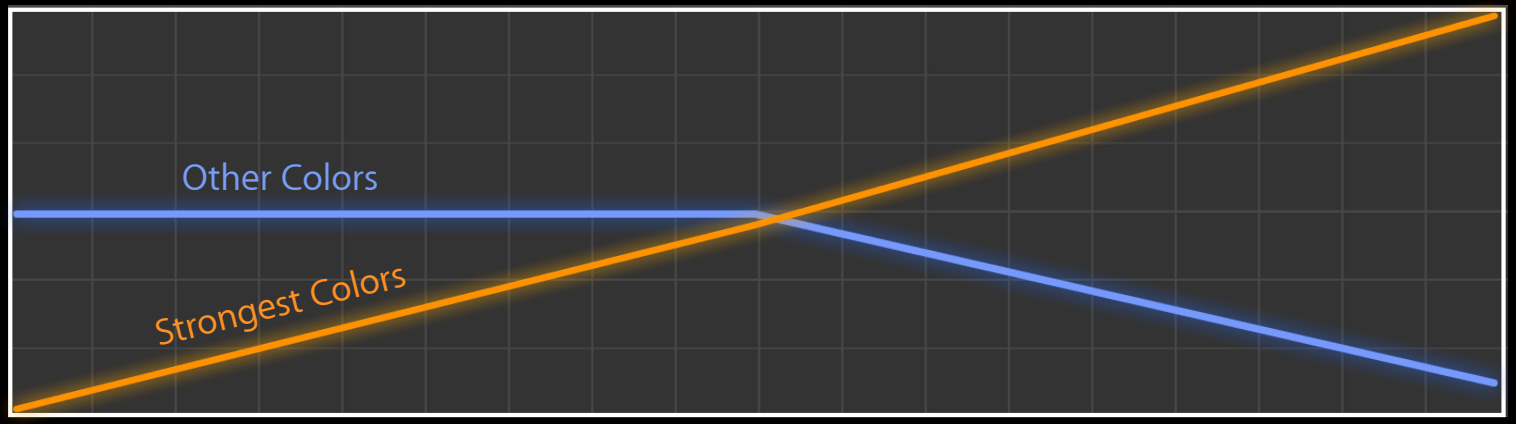
Effects

Continuum



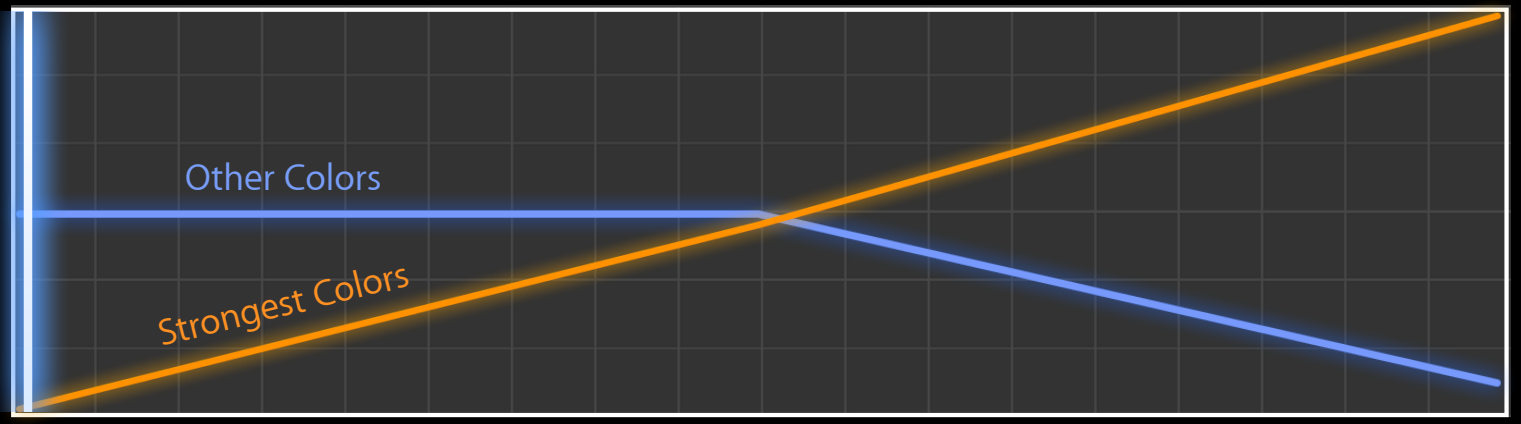
Effects

Continuum



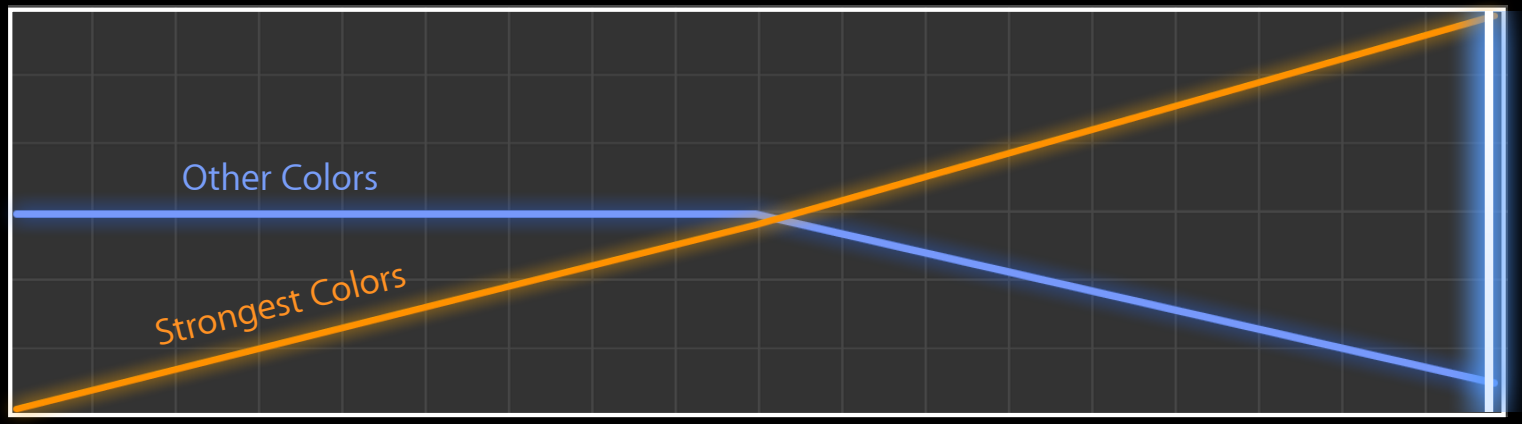
Effects

Continuum



Effects

Continuum



Effects

Discrete

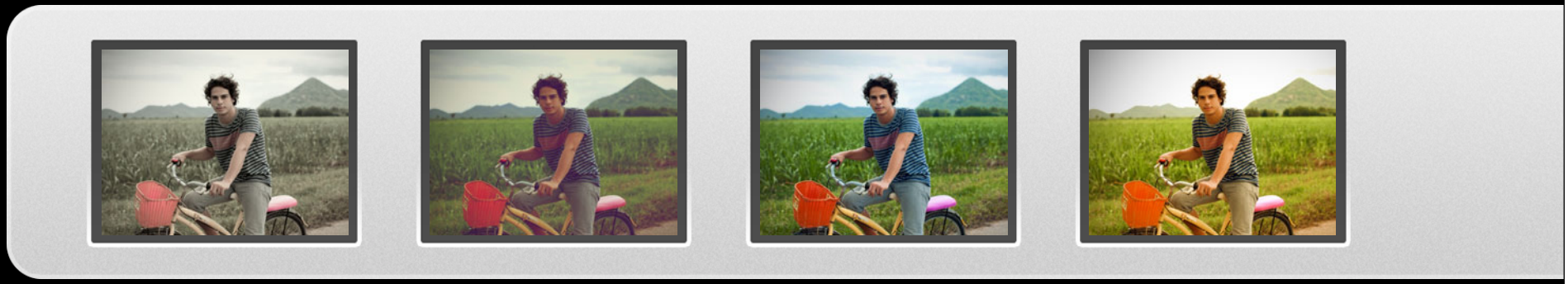
Effects

Discrete

a b c d

Effects

Discrete



a b c d

Effects

Discrete

a b c d

Effects

Final design

Effects

Final Design

Demo

Effects

Moving from iPad to iPhone

Moving from iPad to iPhone

Tools

Moving from iPad to iPhone

Tools

Moving from iPad to iPhone

Tools

Moving from iPad to iPhone

Tools

Moving from iPad to iPhone

Tools

Moving from iPad to iPhone

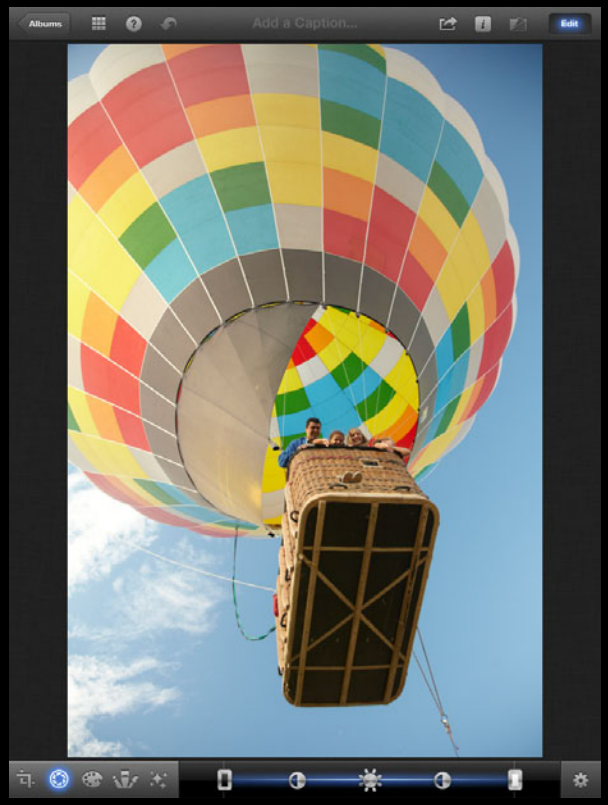
Tools

Moving from iPad to iPhone

Tools

Moving from iPad to iPhone

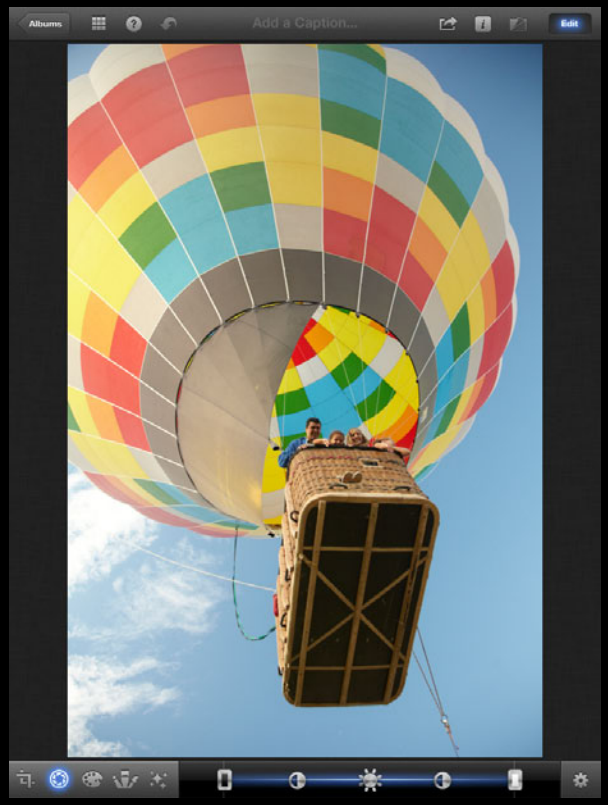
Some areas needed rework in portrait



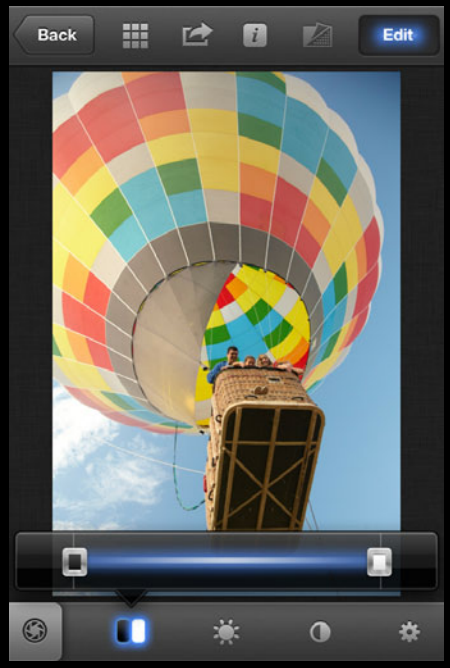
iPad

Moving from iPad to iPhone

Some areas needed rework in portrait



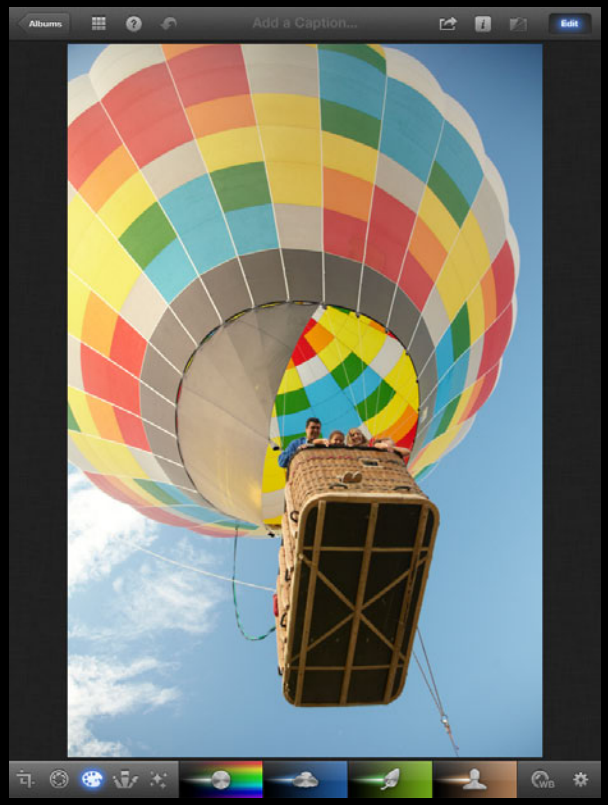
iPad



iPhone

Moving from iPad to iPhone

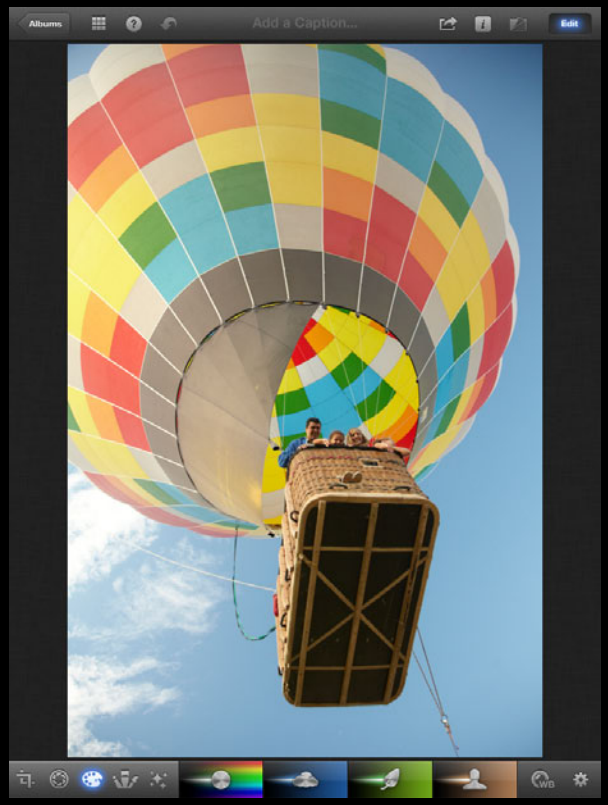
Some areas needed rework in portrait



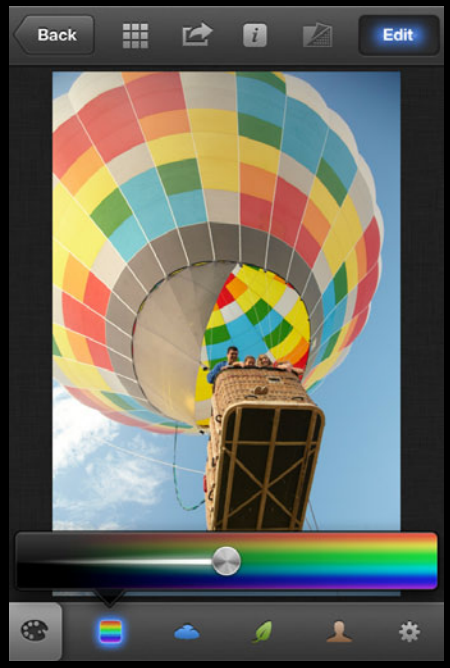
iPad

Moving from iPad to iPhone

Some areas needed rework in portrait



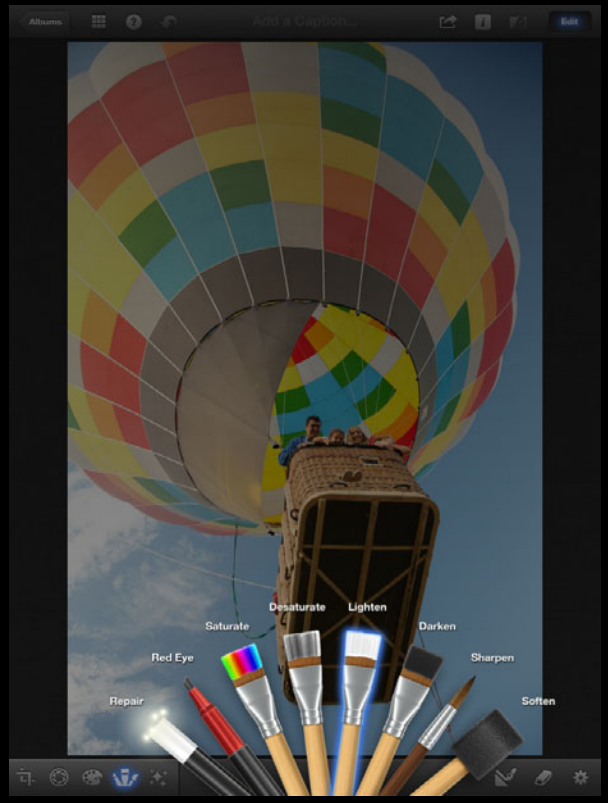
iPad



iPhone

Moving from iPad to iPhone

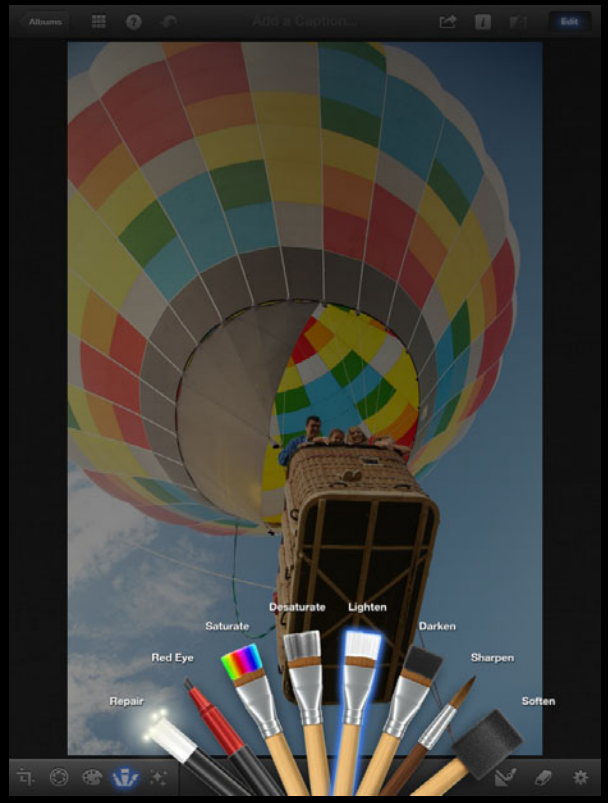
Some just needed adjustment



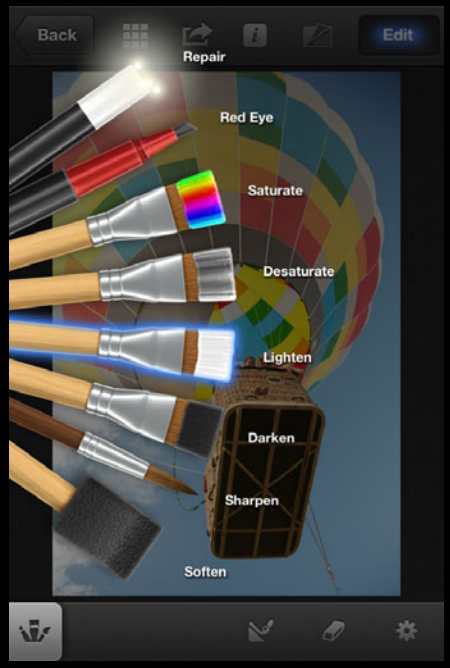
iPad

Moving from iPad to iPhone

Some just needed adjustment



iPad



iPhone

Animation Design

Toolbar

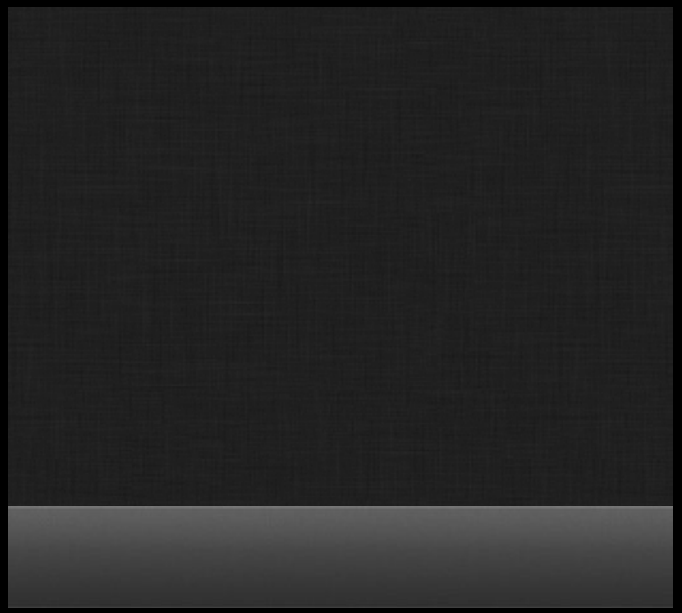
Demo

Toolbar

Brushes

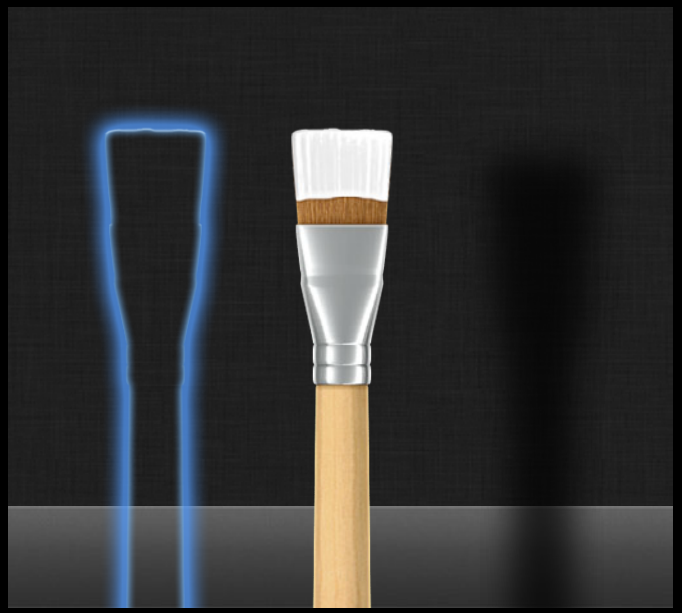
Brushes

Graphics



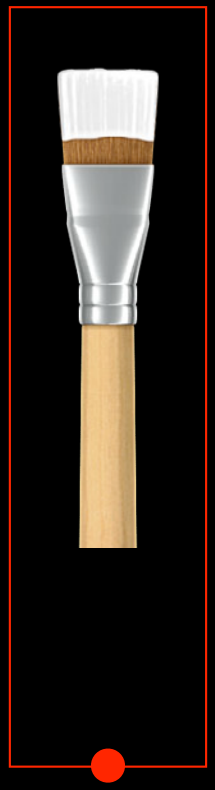
Brushes

Graphics



Brushes

Graphics

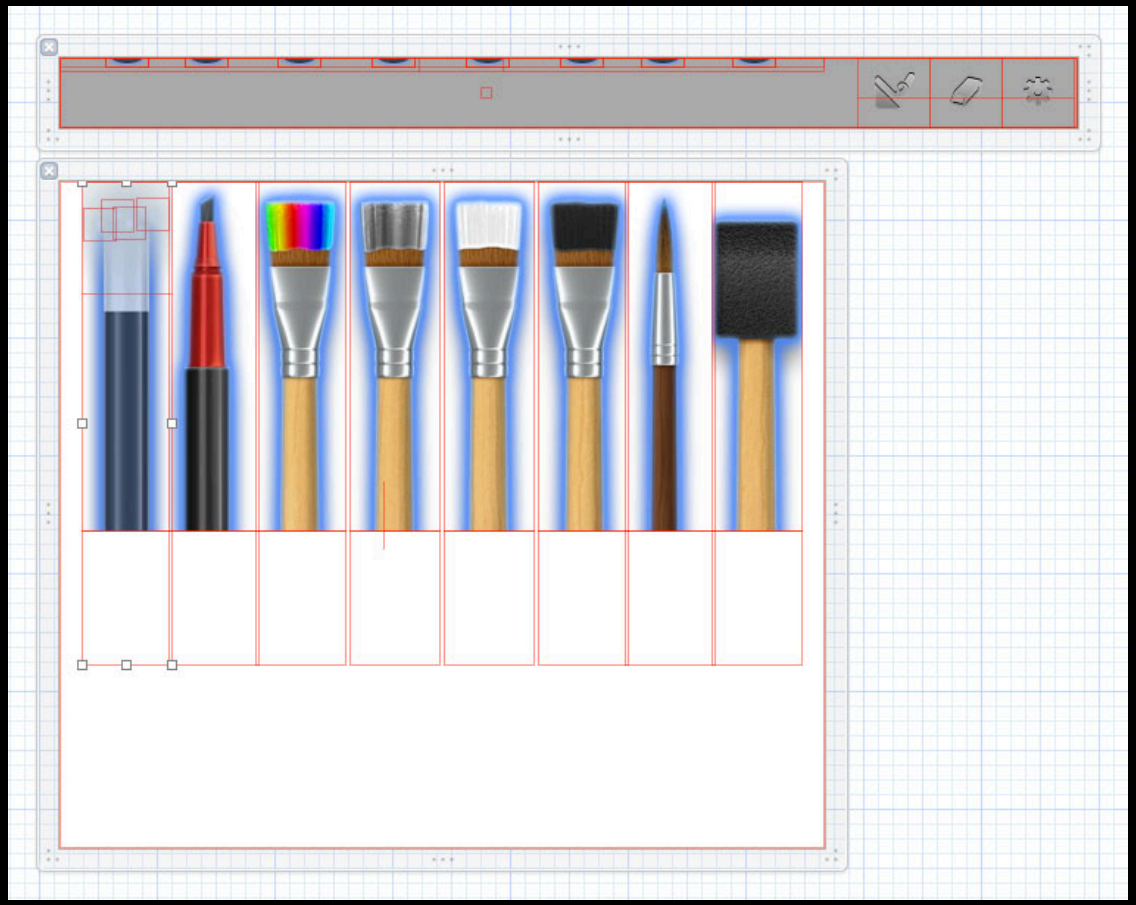


Brushes

Graphics

Brushes

Interface Builder

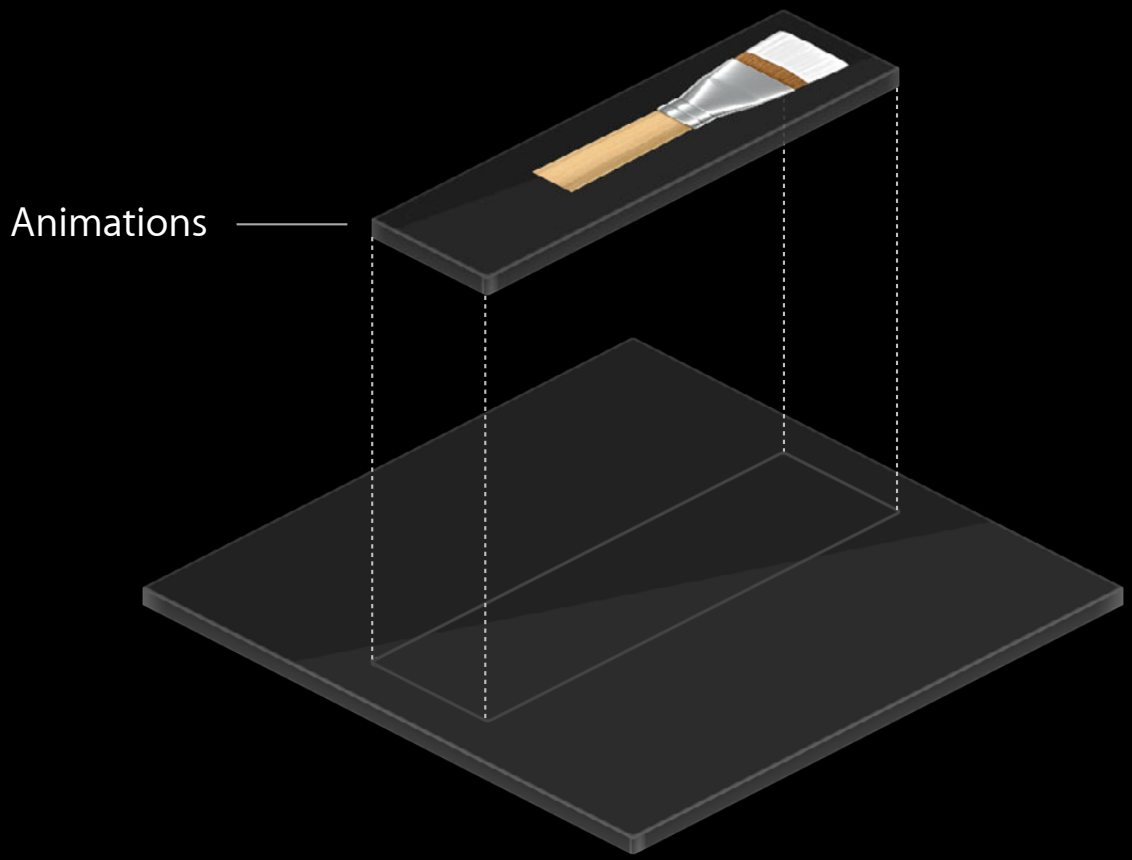


Demo

Brushes

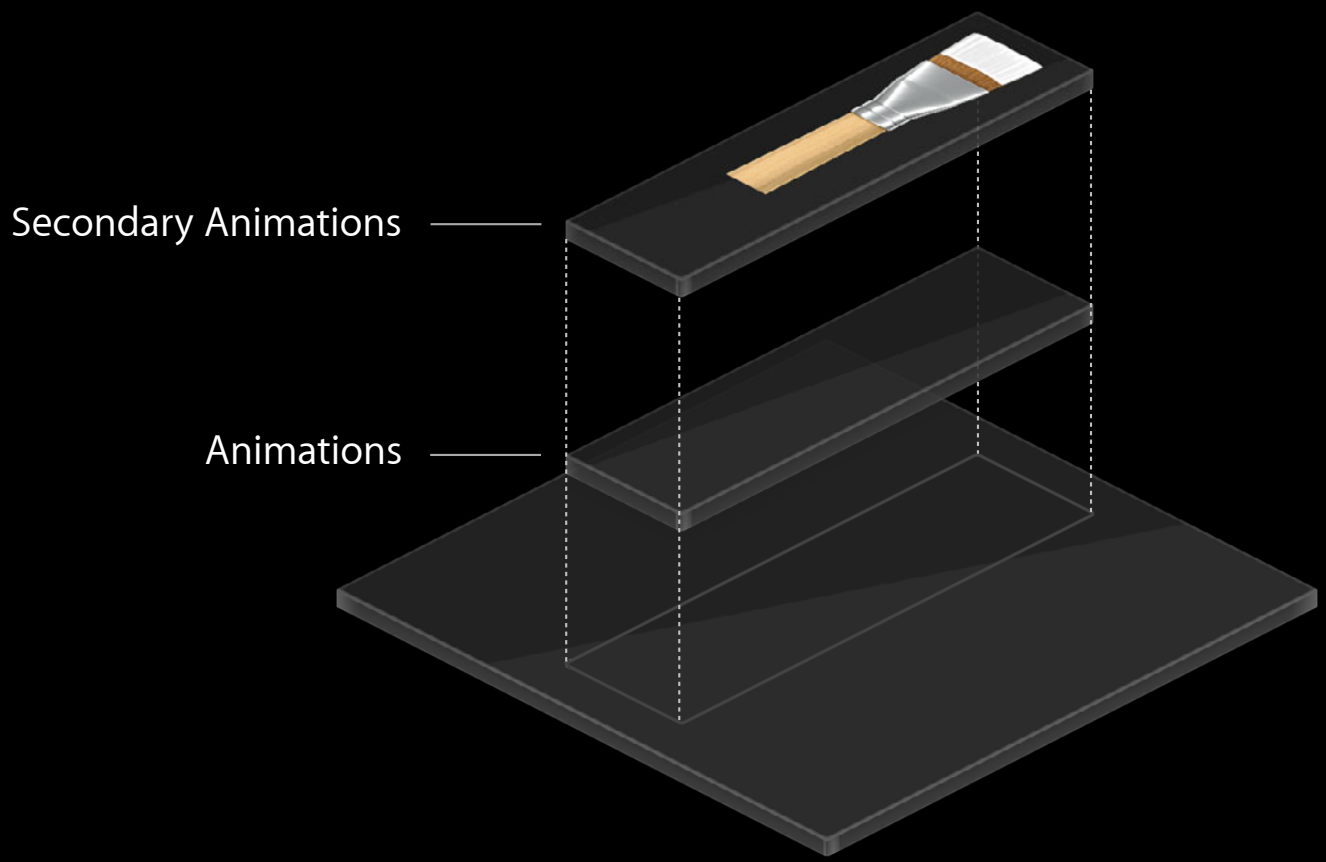
Brushes

Compound animations



Brushes

Compound animations



Demo

Effects & UI Arrangement

Wrap-Up

Wrap-Up

- Simplify, Refine, Repeat

Wrap-Up

- Simplify, Refine, Repeat
- Fresh Eyes

Wrap-Up

- Simplify, Refine, Repeat
- Fresh Eyes
- “Sunk Cost”

Wrap-Up

- Simplify, Refine, Repeat
- Fresh Eyes
- “Sunk Cost”
- Throw away good work

“Good Enough”

“Good Enough” isn’t

WWDC2012