

# Skeuomorphic Designs That Don't Make Users' Eyes Bleed

*Mike Pick & Jonathan Saggau*



# Mike Pick

Visual Designer  
*monkeydo.biz*



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iOS Programmer

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A **skeuomorph** /'skju:əmɔrf/ skew-ə-morf, or **skeuomorphism** (Greek: skeuos—vessel or tool, morphe—shape), is a derivative object that retains ornamental design cues to a structure that was necessary in the original

*Some thoughts on  
mimicking the real  
world in an application*



iCal

Calendars +

Day Week Month Year

29 Fri, Jun 29

Sun Mon Tue Wed Thu Fri Sat

1 2  
3 4 5 6 7 8 9  
10 11 12 13 14 15 16  
17 18 19 20 21 22 23  
24 25 26 27 28 29 30

◀ Today ▶

all-day events

10 AM

11 AM

Noon **CocoaConf Talk**  
Crowne Plaza Dulles. 2200 Centreville Rd, Herndon, V...

1 PM

2 PM

3 PM

4 PM

5 PM

6 PM

7 PM

8 PM

9 PM

		June 22, 2012
●	<b>Meeting with HappyCog</b> HappyCog HQ - 148 Madison, Suite 600	10 AM to 11 AM
<b>Tuesday</b>		<b>June 26, 2012</b>
<b>Wednesday</b>		<b>June 27, 2012</b>
●	<b>Last day of school</b>	9 AM to Noon
		June 29, 2012
●	<b>CocoaConf Talk</b> Crowne Plaza Dulles. 2200 Centre...	11:30 AM to 12:30 PM
<b>Tuesday</b>		<b>July 3, 2012</b>
●	<b>Dr Barkin</b>	10 AM to 11 AM
<b>Wednesday</b>		<b>July 4, 2012</b>
●	<b>Alternate Side Parking Suspended</b>	all day





*Use skeuomorphism  
Appropriately*





Enter your DIY Seder code:

Start

or

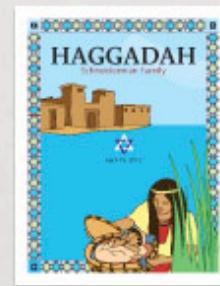
Choose a ready-made Haggadah to use:



**FREE**  
Basic Haggadah



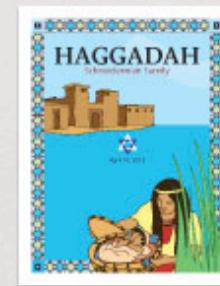
**PURCHASED**  
Modern  
Haggadah



**\$1.99**  
Humor Haggadah



**\$1.99**  
Judeo-Christian  
Interfaith  
Haggadah



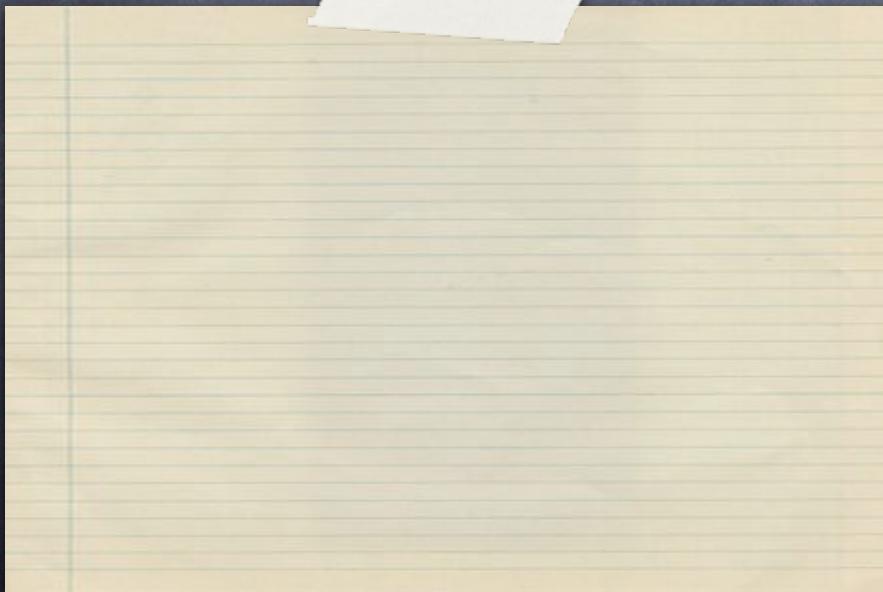
**\$1.99**  
Humor Haggadah



**\$1.99**  
Judeo-Christian  
Interfaith  
Haggadah

2

*Be influenced by the  
real world, but not  
slavish to it*





Regular



Large

April 16



Menu

i

A

 SECTIONS

- Dedication
- Part One
- Part Two
- Candle Lighting
- Wine Blessing
- Washing Our Hands
- Green Vegetable
- Breaking Middle Matzo**
- Story of Exodus
- Washing our Hands
- Blessing for Matzah
- Blessing Bitter Herbs
- Sandwich
- Half Sandwich
- The Meal is Served
- Search for Afikoman

THE ORDER OF THE SEDER 

- Cover
- Dedication
- Welcome
- Light the Candles
- Bless the Wine
- Wash the Hands without a Blessing
- Dip the Green Vegetable
- Break the Middle Matzah
- Tell the Story
- The Four Questions
- The Exodus Journey
- The Ten Plagues
- The Escape
- Wash the Hands with a Blessing
- Bless the Matzah
- Dip the Bitter Herbs



3

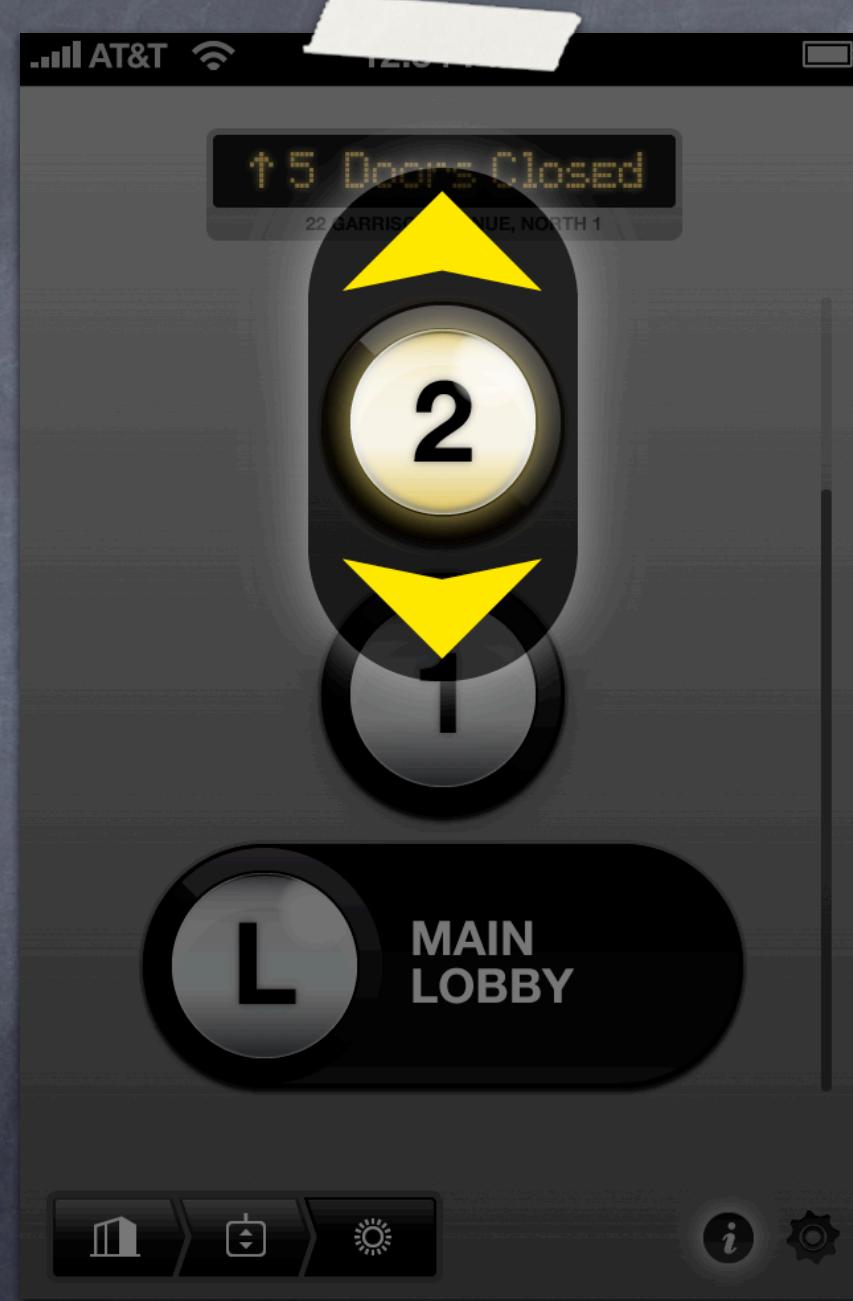
Consider behavior  
in addition to  
appearance



***We want your Seder to be a success, so we've created  
this Seder Checklist to help you get ready.***

- Afikomen reward /ransom
- Bag or napkin for the Afikomen
- Bowl of bitter herbs to pass around
- Bowl of bitter herbs to pass around
- Bowl of Charoset to pass around
- Bowl(s) of salt water for dipping

**Close**



Case study:  
Vertitron Passenger  
Elevator Remote  
Control Design

2

1

PRESS  
HERE  
↓

UP



11

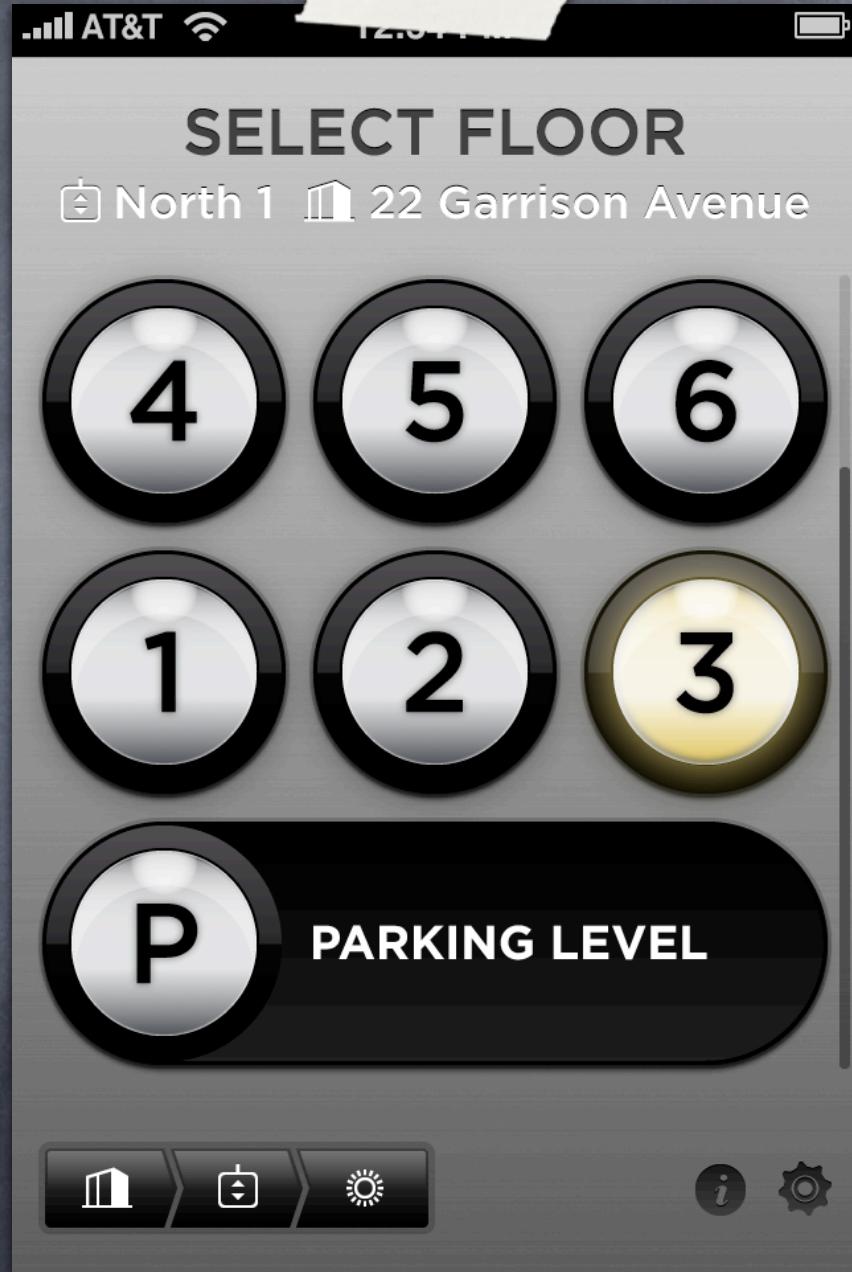
12

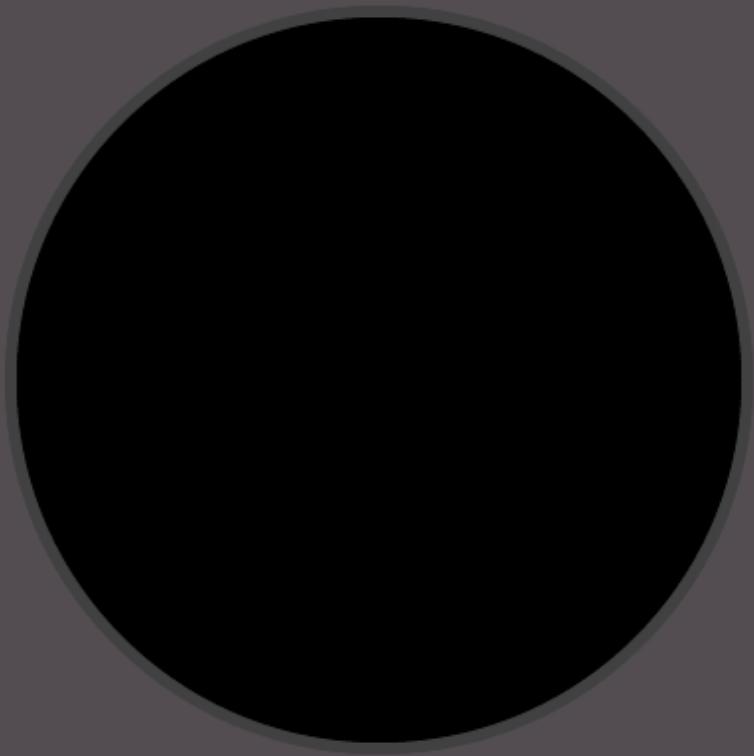
SPA

SUN



HELP IS  
ON THE  
WAY

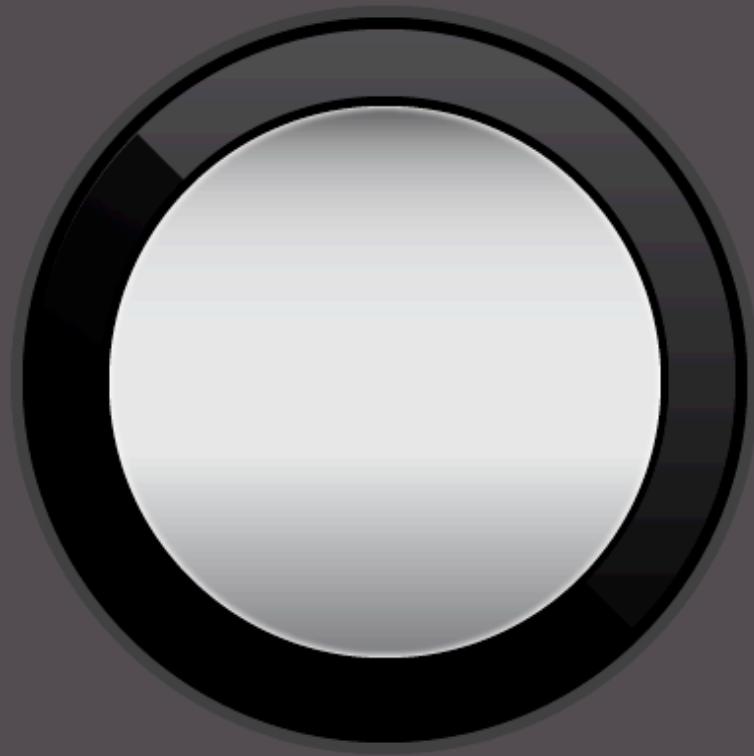














2

2

2



2



2



## SELECT BUILDING

 **Viacom Building**  
1515 Broadway, New York, NY

 **22 Garrison Avenue**  
Jersey City, NJ



## SELECT ELEVATOR

 22 Garrison Avenue

 **Penthouse** >

 **North 2** >

 **North 1** >



 **5** Doors Closed

22 GARRISON AVENUE, NORTH 1

**2**

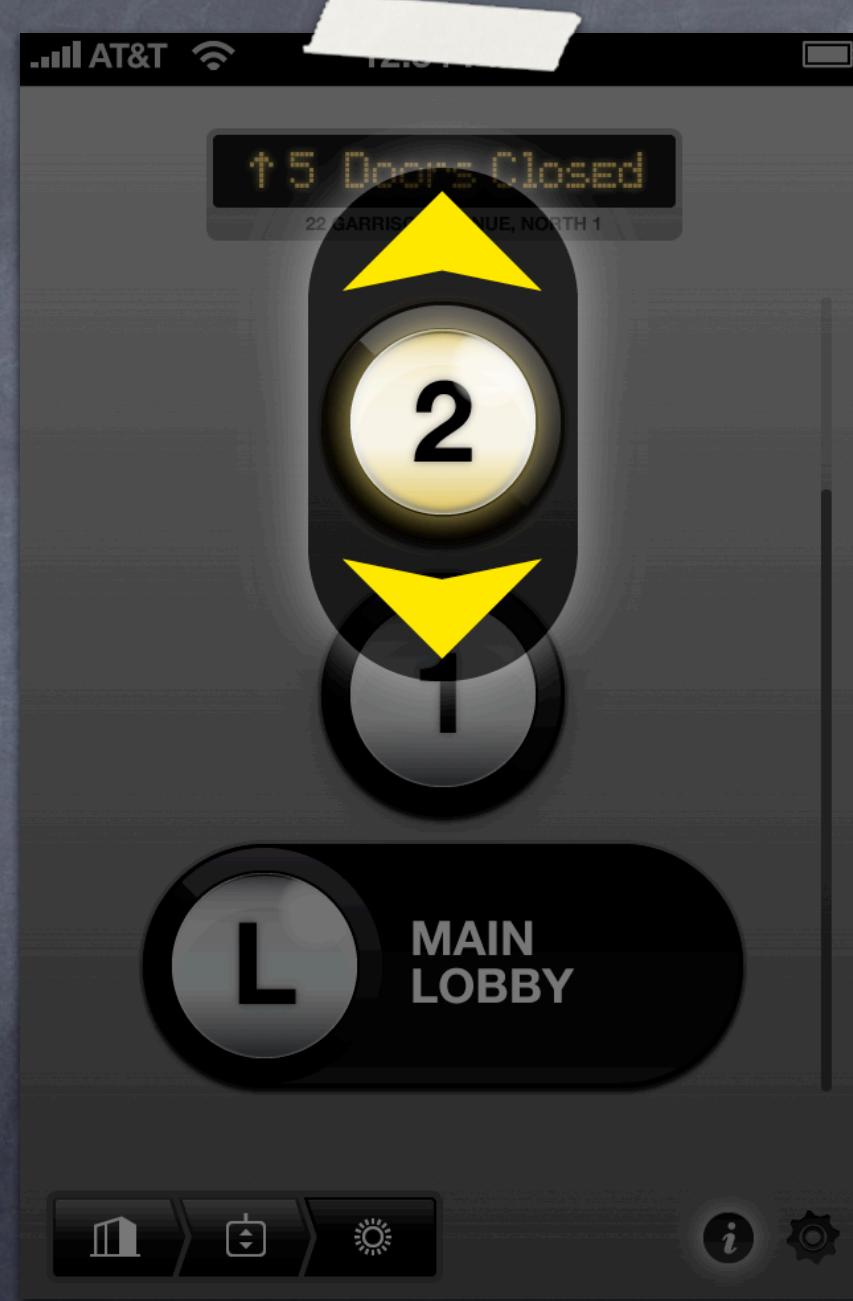
**1**

**L**

**MAIN  
LOBBY**







# Ask your designer:

- Use Illustrator if possible
- If you work in Photoshop, work in double resolution
- Use smart and vector objects and layers in Photoshop to make resizing easier
- visit [dribbble.com](http://dribbble.com) for inspiration

# Vertitron Passenger Elevator Remote Control implementation





Selective use of  
UIWebView

■■■ AT&T 3G 98 %

## Current Elevator Status

OPERATING MODE

AUTOMATIC

CURRENT FLOOR

5

DIRECTION

STOPPED

DOORS

CLOSED

Done

# Breadcrumb view

◀ ▶ | Gdata | SBGDataErrorTranslator.m | No Selection



# Using Opacity.app to make draft quartz code and UI Images.



<http://likethought.com/opacity/>

Inspector – Factories

Vectors Layers Image **Factories**

Build Factories on Save Build All +

Build: File Build -

Path: jonathan > D > T > S > g > opacityAndFriends > BreadCrumbButton.png  
 Relative Path eye

Format: PNG image 1.06 KB

Resolution: 55px down arrow

Process: Compress down arrow

Slice down arrow

Build: File Build -

Path: jonathan > I > opacityAndFriends > BreadCrumbButton@2x.png  
 Relative Path eye

Format: PNG image 1.72 KB

Resolution: 110px down arrow

Process: Compress down arrow

Slice down arrow

Build: File Build -

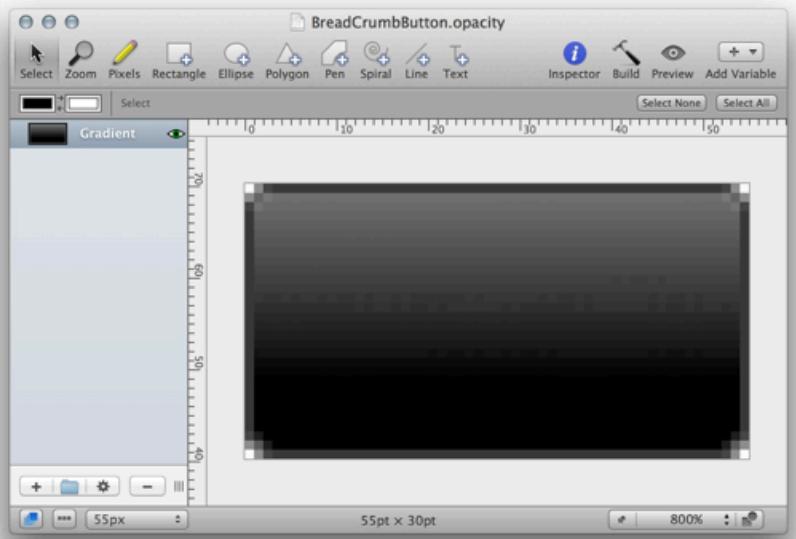
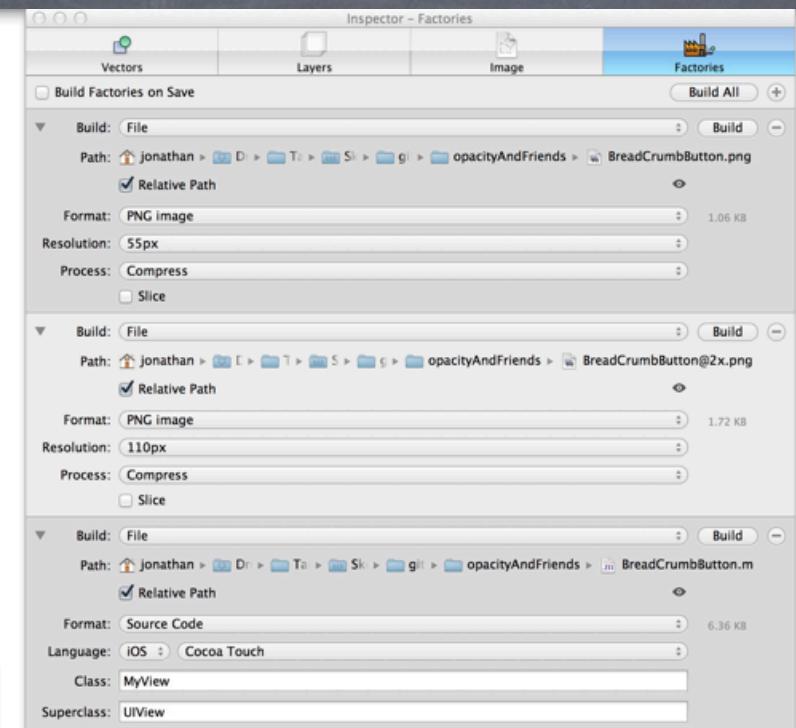
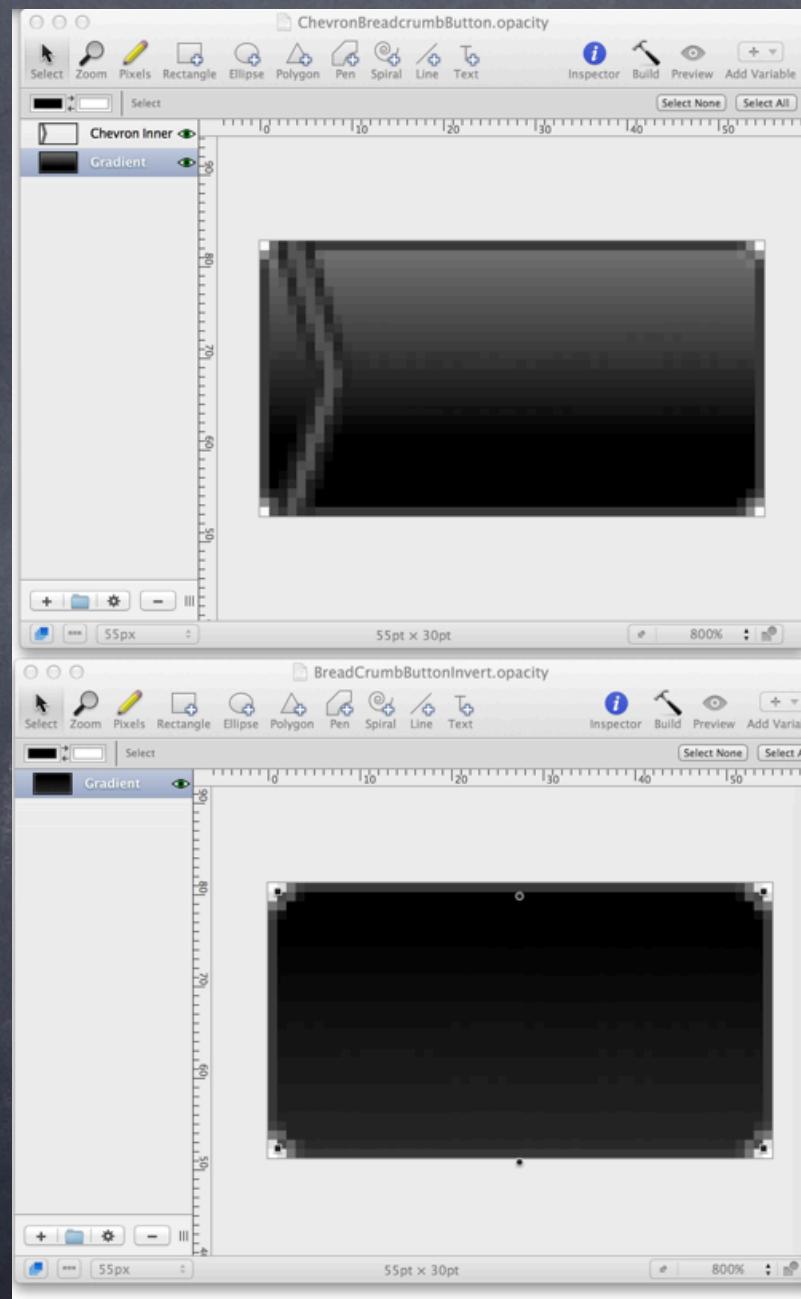
Path: jonathan > D > Ta > Sk > g > opacityAndFriends > BreadCrumbButton.m  
 Relative Path eye

Format: Source Code 6.36 KB

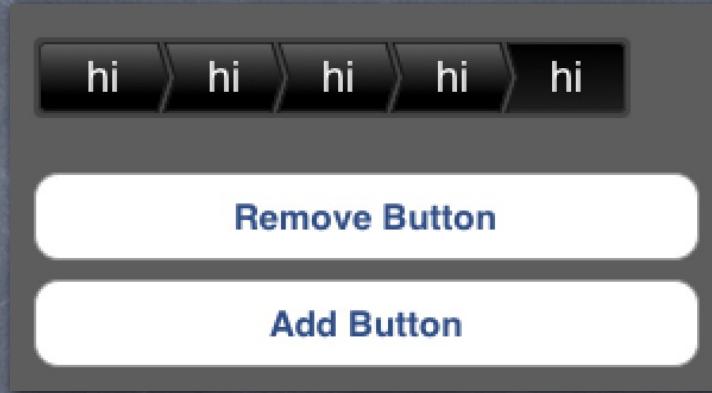
Language: iOS Cocoa Touch

Class: MyView down arrow

Superclass: UIView down arrow



# Code! -- CustomBread



<https://github.com/jonmarimba/cocoaconfDCJS>

*Brought to you in part by opacity's codegen*

# BreadcrumbView.m

-(void)addSegmentWithImage:(UIImage \*)image animated:(BOOL)animated

-(void)addSegmentWithTitle:(NSString \*)title animated:(BOOL)animated

-(void)removeLastSegmentAnimated:(BOOL)animated

-(void)updateGeometry:(BOOL)animated is interesting

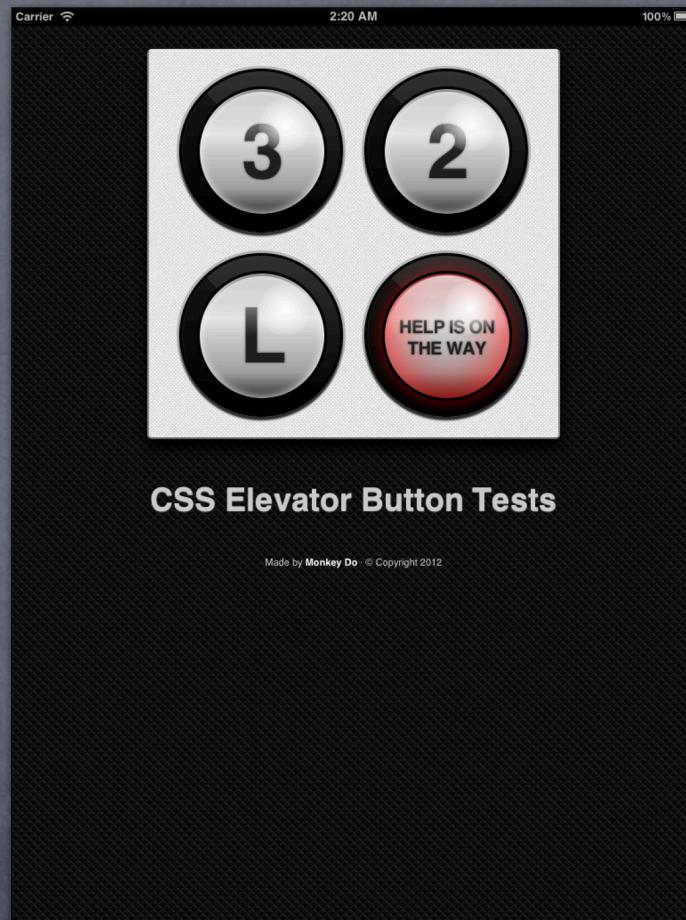
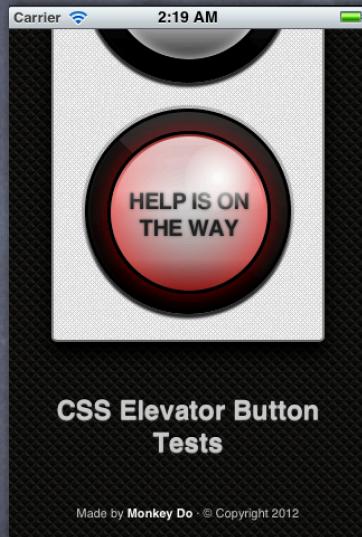
```
[breadCrumbView setAutomaticallySelectsNewButton:YES];
```

```
[breadCrumbView setAutomaticallyRemovesFollowingButtonsOnSelection:YES];
```

```
[breadCrumbView addSegmentWithTitle:@"hi" animated:NO];
```

```
[breadCrumbView setDelegate:self];
```

# Code! --- css buttons



<https://github.com/jonmarimba/cocoacnfDCJS>



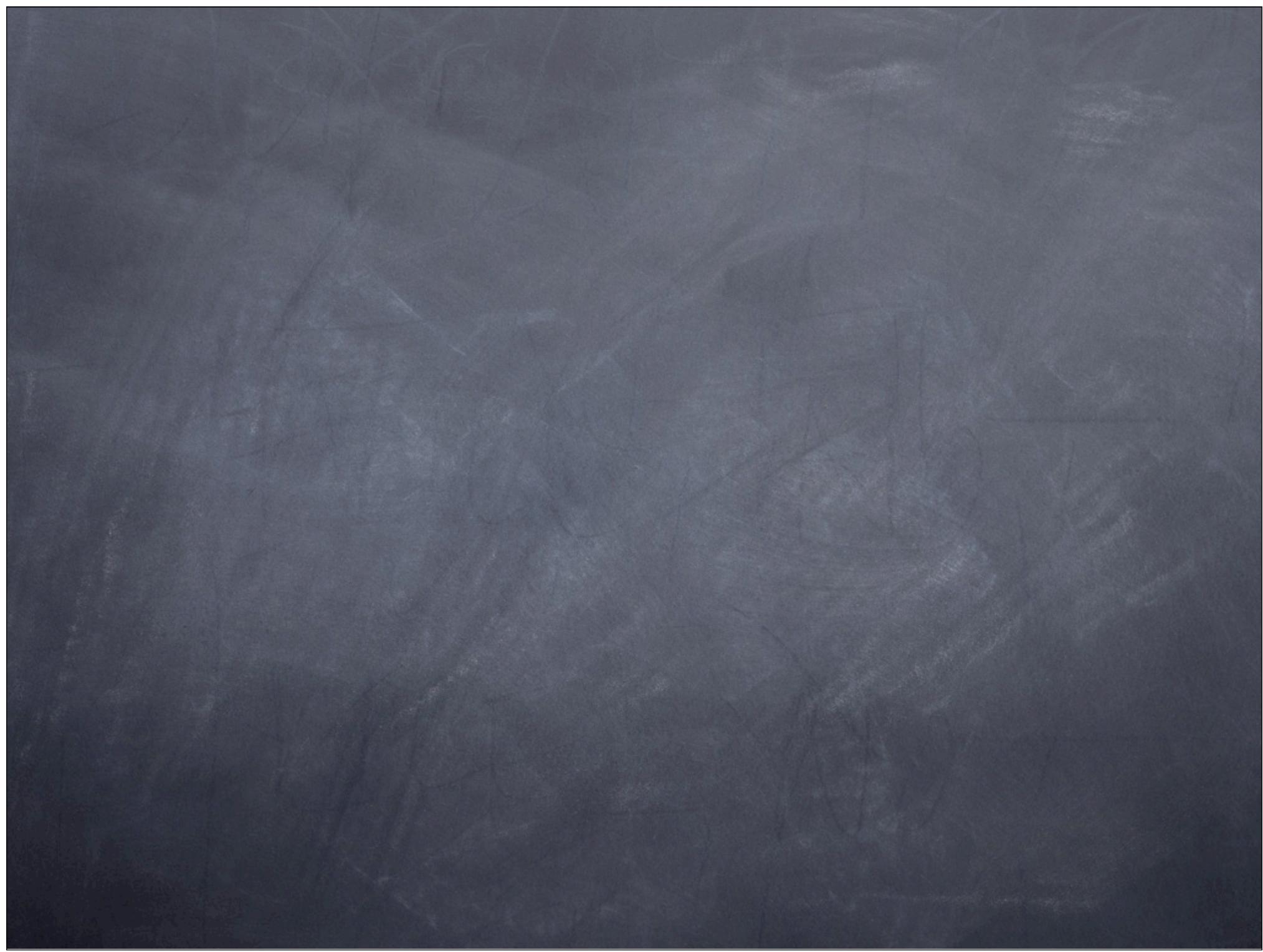
Jonathan  
[enharmonichq.com](http://enharmonichq.com)

United States Training Schedule					
DATE	COURSE	INSTRUCTOR	PRICE	STATUS	
Jul 9 - Jul 13	OpenGL	Anderson	\$3700	Register Now! 2 Spaces Left!	<a href="#">REGISTER</a>
Jul 14 - Jul 20	Beginning iOS (iPhone/iPad) <i>now teaching iOS 5</i>	Preble Keur	\$4950	Wait List! Sold Out	<a href="#">REGISTER</a>
Jul 23 - Jul 27	Advanced iOS Programming	Saggau	\$4050	Register Now!	<a href="#">REGISTER</a>
Jul 23 - Jul 27	Advanced Mac OS X	Dalrymple	\$3700	Register Now! 3 Spaces Left!	<a href="#">REGISTER</a>
Jul 30 - Aug 3	Python Mastery	Beazley	\$3700	Wait List! Sold Out	<a href="#">REGISTER</a>
Aug 6 - Aug 10	Fast Track iOS Bootcamp <i>iOS Bootcamp w/o the Objective-C primer</i>		\$4050	Register Now!	<a href="#">REGISTER</a>
Aug 11 - Aug 17	Beginning Cocoa	Fenoglio Preble	\$4950	Wait List! Sold Out	<a href="#">REGISTER</a>
Aug 11 - Aug 17	Beginning Ruby on Rails	Hardy Quinn	\$4050	Register Now! 5 Spaces Left!	<a href="#">REGISTER</a>
Aug 18 - Aug 24	Beginning iOS (iPhone/iPad) <i>now teaching iOS 5</i>	Ward Ritchie	\$4950	Register Now!	<a href="#">REGISTER</a>
Aug 27 - Aug 31	Android	Phillips	\$3700	Register Now!	<a href="#">REGISTER</a>
Aug 27 - Aug 31	iOS Commuter Class <i>iOS 5 in Reston, VA</i>	Blocksom	\$3050	Register Now!	<a href="#">REGISTER</a>
Sep 15 - Sep 21	Beginning iOS (iPhone/iPad) <i>now teaching iOS 5</i>	Fenoglio Ward	\$4950	Register Now!	<a href="#">REGISTER</a>
Sep 24 - Sep 28	Advanced iOS Commuter Class <i>iOS 5 in New York, NY</i>	Saggau	\$3050	Register Now!	<a href="#">REGISTER</a>
Oct 29 - Nov 2	OpenGL	Anderson	\$3700	Register Now!	<a href="#">REGISTER</a>



Training  
[bignerdranch.com](http://bignerdranch.com)

Mike  
[monkeydo.biz](http://monkeydo.biz)



# Demo?: Fading Table view

 We want your Seder to be a success, so we've created this Seder Checklist to help you get ready.

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- Bowl of bitter herbs to pass around
- Bowl of Charoset to pass around
- Bowl(s) of salt water for dipping

[Close](#)

<https://github.com/jonmarimba/cocoaconfDCJS>

