

iAd Producer Tutorial

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About This Tutorial

iAd Producer is Apple's graphical ad creation environment. This tutorial shows you how to use iAd Producer to create a functional, good-looking ad without writing a single line of code.

To complete this tutorial, you do not need to have any familiarity with the web technologies that power iAd rich media ads, such as HTML5, CSS3, and JavaScript. However, this knowledge is useful if you want to use iAd Producer to extend the functionality of your ad by writing code to handle events or implement custom objects or behaviors.

What You'll Learn

In this tutorial, you create an ad that includes two banners, a splash page, a menu page, and three content pages. You'll learn how to:

- Use built-in templates to structure each ad page
- Import creative assets
- Customize each ad page
- Test your ad

See Also

You can learn how to take advantage of the powerful development environment that iAd Producer provides by reading *iAd Producer User Guide*.

To learn more about the web technologies that underpin iAd rich media ads, see *iAd JS Programming Guide* and *iAd JS Library Reference*.

Get Started

Using iAd Producer, you can create beautiful, interactive iAd rich media ads with little or no coding. This tutorial shows you how to use the iAd Producer drag-and-drop interface to create a simple ad.

Downloading Tutorial Assets

Before you begin, make sure that you have iAd Producer installed on your Mac. If you don't have iAd Producer installed, log in to the [iOS Dev Center](#) and download the iAd Producer package. Double-click the package and follow the installer instructions.

Make sure you have some creative assets that you can use to display in your ad. To complete this tutorial, use the assets in the Tutorial Assets companion folder.

If you're reading the online version of this document, click the Companion File link at the top of the page to download the .zip file containing the assets. Otherwise, look for the Tutorial Assets folder in the Extras folder that you installed when you installed iAd Producer.

Create and Save a New Ad Project

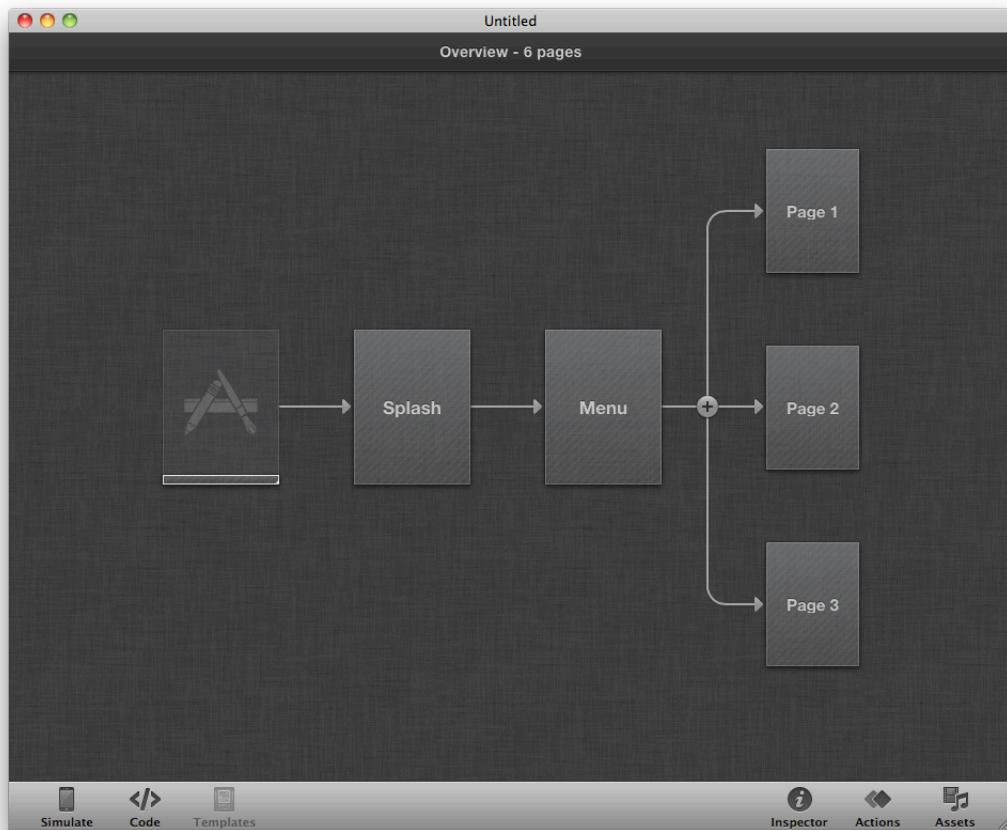
To get started, double-click the iAd Producer icon in your Applications folder. iAd Producer displays the **project chooser**, which gives you the opportunity to choose a device for your ad, or to choose an existing ad project.

For this tutorial, choose iPad in the project chooser and click Select, as shown below.



iAd Producer begins a new project named Untitled, which contains six ad pages: a banner page, a splash page, a menu page, and three content pages.

You can see all these pages, and how they're related, in the iAd Producer Overview. The **Overview**, shown below, gives you a bird's-eye view of your project.



Before you make any changes to your ad, you might want to choose a name and a save location for your project. To do this:

1. Choose File > Save (or press Command-S).
2. Enter a project name, such as MyAdProject, and select a save location in the dialog that appears.
3. Click Save.

After you save the project for the first time, you can save your progress at any time by choosing File > Save (or by pressing Command-S).

If you need to quit iAd Producer during the tutorial, you can return to your project later by double-clicking the project file in the Finder.

Apply Templates to Ad Pages

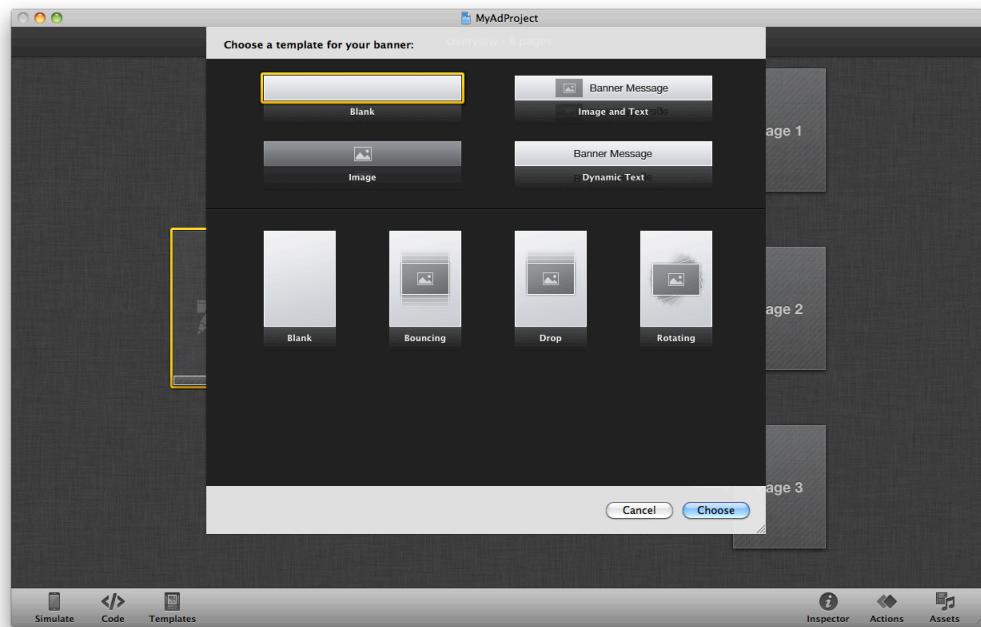
Before you can edit an ad page, you need to apply a template to it. A **template** defines a set of objects and behaviors that you can customize later by editing various properties and adding your creative assets.

In this tutorial, you'll apply a template to each of the six default ad pages before you begin editing the details of any single page. (You'll create two additional content pages and apply template to them, in a later step.)

The steps for applying a template to an ad page are the same, regardless of the page you choose:

1. Double-click the ad page in the Overview.
2. In the dialog that appears, select a template and click Choose (or you can double-click the template).

For example, when you double-click the banner page in the Overview and select the Image and Text banner template in the dialog, you see something like this:



Note If you double-click a page in the Overview after you've applied a template to it, iAd Producer displays the page on the canvas. The **canvas** shows only the page you're working on and allows you to add objects and assets to the page and make edits.

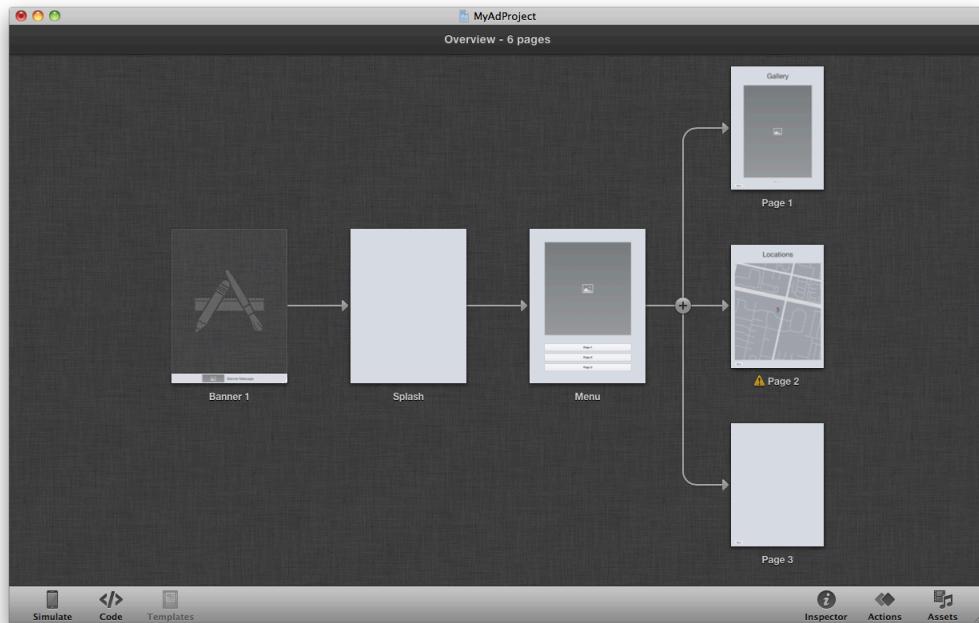
At this stage in the tutorial, you want to remain in the Overview so that you can apply templates to all the pages. If you're on the canvas and you want to return to the Overview, click the Overview button in the upper-left corner of the toolbar (or press Command-J).

Apply a template to every default ad page.

Ad page	Template to apply
Banner	Image and Text
Splash	Blank (portrait orientation)
Menu	Buttons
Page 1	Gallery
Page 2	Map
Page 3	Blank (portrait orientation)

Note that not the templates displayed in the template chooser change depending on the ad page selected in the Overview. The template chooser displays only templates that are applicable to the ad page selected.

After you apply a template to each page, the Overview should look something like this:



Adding A Page

This project includes one more content page in addition to the three that are provided by default. We'll go ahead and add that page now and apply a template to it.

To add a page:

1. Return to the Overview. If you viewing any page in the canvas, you can return to the Overview by pressing Command-J.
2. In the Overview, click the Add (+) button that appears between the menu page and the stack of content pages.
Page 4 immediately appears in the Overview.
3. Apply the Loading (portrait) template to the page.

In Chapter 5, you'll learn how iAd Producer uses this loading page to improve users' experience of your ad.

Specifying Shared Properties

Although you have applied templates to every ad page in the project, you have not yet define the appearance of these pages. If you do not customize the appearance of a page's background, it displays a gray gradient by default. You can fill the background of each ad page with a color, a gradient, or an image.

Alternatively, you can define a shared background fill and thereby establish a consistent look and feel.

In this step, you will specify a shared background gradient that will be the default background for the splash page, menu page, and all content pages. (Shared background fills do not apply to banner pages). You will also specify a banner transition color, which defines the color of the progress bar that appears while a page is loading.

Specify the Shared Background

The background of ad pages may be defined with images, color fills, or gradients of two colors. In this tutorial, you will specify a background gradient (a blend of two colors) that will appear behind the ad page.

Shared backgrounds apply to the splash page, menu page, and all content pages.

To specify a shared background:

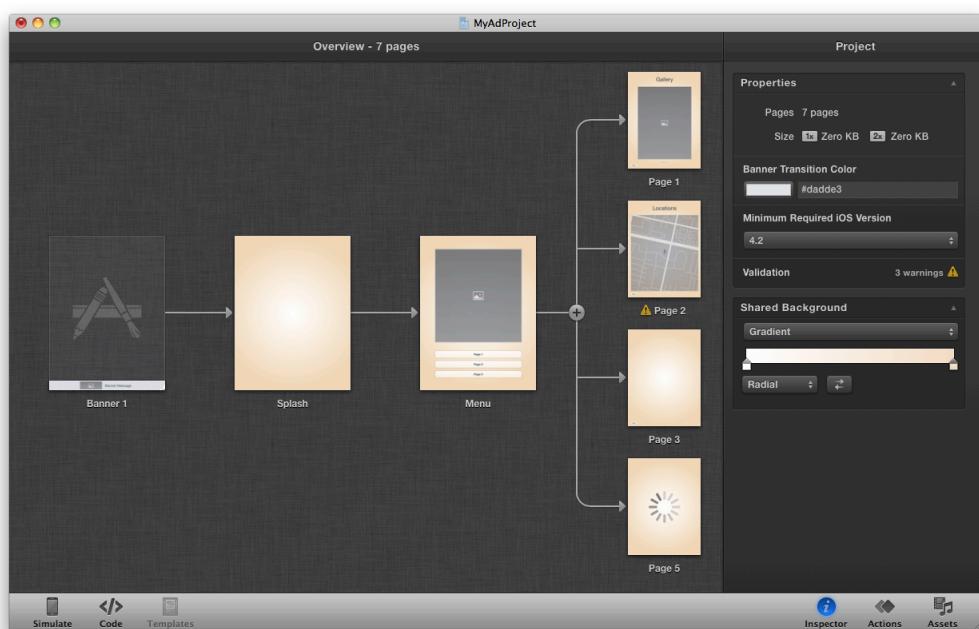
1. In the Overview, make sure that no page is selected.
Clicking in the areas surrounding the pages deselects any page that might be selected.
2. Open the page inspector, if necessary. (To do this, click the Inspector button).
3. In the inspector, click Shared Background to open the Shared Background section if it isn't already open.
4. In the Shared Background section, choose Gradient from the pop-up menu.

A gradient strip that contains two color controls appears below the pop-up menu. Each color control contains a color well that displays one of the currently selected colors. A color control always points to the area in the gradient strip that contains the unblended color.

The area between two color controls is where one color blends into the other. The shorter the distance between two color controls, the more abruptly one color transitions to the other.

5. Choose Radial from the pop-up menu below the gradient strip. All ad pages in this this tutorial are defined by the same radial gradient.
6. In the gradient slider just below the pop-up menu, click the left thumb to open the Colors window. Choose a color for the left end of the gradient. In the example, we used the RGB Sliders control and entered the values (254, 254, 237) to create an eggshell white.
7. In the gradient slider, click the right thumb and apply another color to the right end of the gradient. In the example, we used the RGB Sliders control and entered the values (240, 213, 184) to create a light peach.

When you open the Colors window to choose a color for the left end of the gradient, you should see something like this:



Note Shared backgrounds apply to every page in the ad except for banner pages. In the next chapter, you will use this same procedure to define radial gradient backgrounds for two banner pages.

Import Assets

A successful ad has beautiful, high-quality graphics. The iAd Producer Asset Library helps you organize your creative assets and use them to customize your ad.

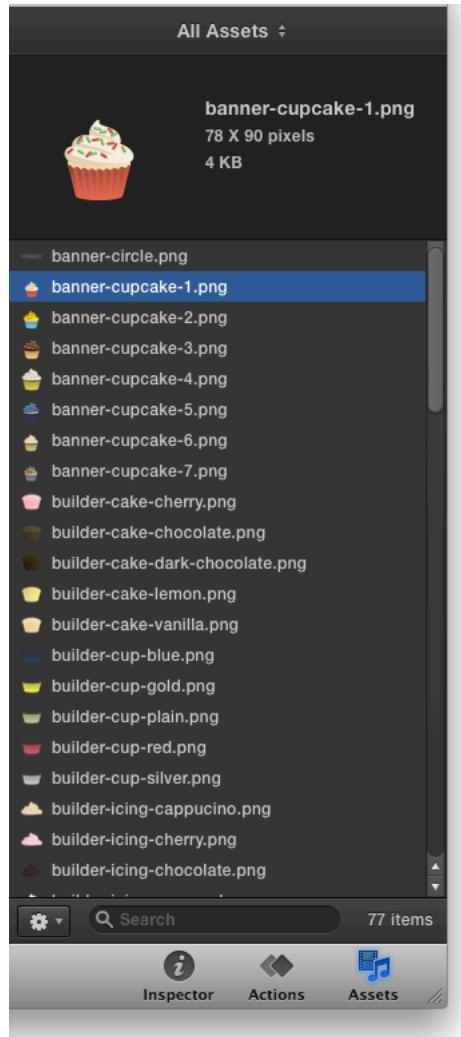
You can import assets at any time while you're working in iAd Producer, but in this tutorial you'll import them now so that they're ready for you to use later.

To import assets:

1. Choose File > Import Assets.
2. In the dialog that appears, the Tutorial Assets folder that was included within the Extras folder that you installed when you installed iAd Producer.
3. Click Open.

iAd Producer responds by shifting the Overview content to the left and opening the Asset Library in a pane at the right edge of the window. The **Asset Library** displays the creative assets you've imported into your project and includes controls that help you manage them. If you want to hide (or reopen) the Asset Library, click the highlighted Assets button in the lower-right corner of the window.

After you've imported your assets, the Asset Library should look something like this:



Note In place of the Asset Library, the pane at the right edge of the window can also contain the inspector or the action pane. The **inspector** displays information about the currently selected object in the Overview or the canvas. To open the inspector, click the Inspector button near the lower-right corner of the window.

The **actions pane** displays action lists and information about an action currently applied to the selected object. To open the actions pane, click the Actions button between the Inspector button and the Assets button.

You can hide this pane completely, and return to a full-screen view of your ad content, by again clicking whichever button is highlighted. For example, when the inspector is open, the Inspector button is highlighted, so you can click the Inspector button to hide the pane.

Take a few moments to explore the Asset Library.

- The main part of the Asset Library is the **asset list**, which lists the assets you just imported.

- The Asset Library pop-up menu enables you to filter the assets displayed in the asset list by type.
- Immediately above the asset list is the **preview area**, which displays a thumbnail of the asset that is currently selected in the asset list. (Some assets, such as sounds, do not display a preview image.) The preview area also displays some information about the selected asset, such as its size and last modification date.
- Below the asset list is an Action pop-up menu that gives you access to asset-management tasks, such as removing an asset from the library, or viewing it in the Finder or in an external editing application.

Customize the Banners

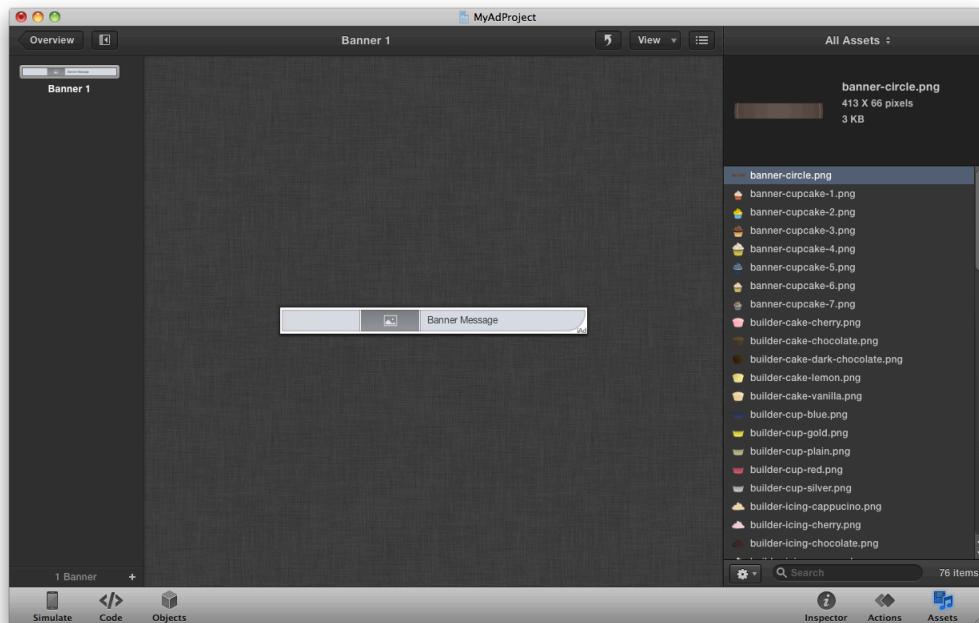
For users, the iAd experience begins when they tap an eye-catching **banner** within an iOS app running on a device. Banners provide an entry into the ad and are designed to be both unobtrusive and inviting.

iAd Producer enables you to create two types of banners—standard banners, which are displayed along the bottom of the device screen and full screen banners. In this tutorial you will create one of each type. Every iPad project requires one of each type.

In “[Apply Templates to Ad Pages](#)” (page 7) you applied the Image and Text template to the default banner. In the following steps, you will customize the standard banner so that it looks good when viewed in both portrait and landscape orientations. Then you will create an entirely new fulls screen banner from scratch using the blank portrait template and customize that banner.

Open the Banner on the Canvas

To customize the standard banner (or any other ad page), you need to open the page on the canvas. To do this, double-click the page in the Overview. Before you make any changes to the first banner page, you should see something like this:



As you can see in the iAd Producer window above, the canvas displays a banner in portrait orientation by default. Because a banner should look good in both portrait and landscape orientations, you'll want to customize both versions of each banner in your ad.

Note It's recommended that you customize the portrait version of a banner first, and then make additional adjustments to the landscape version, if necessary.

iAd Producer automates orientation transitions and makes it easy to adjust both versions of your banners. If you want to see a page in a different orientation, click the Portrait/Landscape button in the canvas toolbar (it's labeled with a curved arrow that points to the left).

Customize the Image and Text Banner

The Image and Text template contains placeholders for an image asset and some text. In this step, you customize the banner background, add image assets and the text, and specify the appearance of assets in the banner.

Specify Standard Banner Background Gradient

As you did before in ["Specify the Shared Background"](#) (page 9), you will now define a radial gradient as the background for the standard banner.

To specify standard banner background gradient:

1. If you haven't already opened the banner page on the canvas, double-click it in the Overview to do so.
2. Click the View pop-up menu and choose iPad - 100%. Doing this makes it easier to see the effect of applying a gradient to the banner area.
3. In the page inspector, click Background to open the Background section if it isn't already open.
4. In the Background section, choose Gradient from the pop-up menu.
5. As you did before use the RGB Sliders to define a radial gradient. The left thumb is defined by the values (254, 254, 237); the right thumb by the values (240, 213, 184).

Assign Images and Edit the Banner Text

After you finish choosing colors and adjusting the gradient for the banner background, click the View pop-up menu and choose iPad - 50%. Next, you'll assign multiple images to the banner and edit the text. You should still be on the canvas for these steps. If you're in the Overview, double-click the banner to open it on the canvas.

To assign images to the banner:

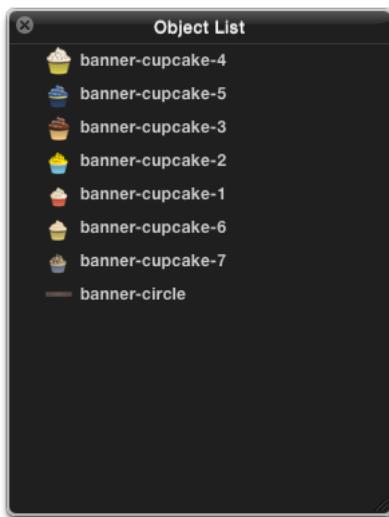
1. Open the Asset Library, if necessary (to do this, click the Assets button).
2. To view only image assets, select the Images option in the Asset Library pop-up menu.
3. Select the first eight image assets displayed in the asset list beginning with banner-circle.png and ending with banner-cupcake-7.png.
4. Drag your banner images onto the canvas.

If you drag-and-drop these eight image assets onto the canvas at once, you should see a heap of images stacked up on top of each other.

Now you'll use the object list to select and arrange the image assets in the banner. The **object list** displays all of the objects currently on the canvas in an ordered list. Detailed ad pages (such as this one) may contain many objects and it can sometimes be difficult to view and select UI objects in the canvas. Using the object list, you can always see and select individual objects on the canvas.

To place the background image in the banner:

1. Click the Object List button in the top bar (or press Option-Command-O) to view the object list.



2. Select the banner-circle image asset in the object list.

Note how when you select an object in the object list it is immediately selected on the canvas.

3. On the canvas, drag the banner-circle image asset to the right end of the banner.

To arrange images in the banner:

1. Select each of the remaining objects in the object list and note that the object is highlighted in canvas.

To select multiple objects in the object list, hold down the Command key as you select the objects.

Alternatively, you can hold down the Shift key to select a range of objects.

2. Choose Align Objects > Top in the Arrange menu in the menu bar.

The top edge of the seven cupcake images are all aligned horizontally.

3. With the image assets still selected, choose Distribute Objects > Horizontally in the Arrange menu.

The seven cupcake images are spaced out. You can now easily select each asset on the canvas if you choose.

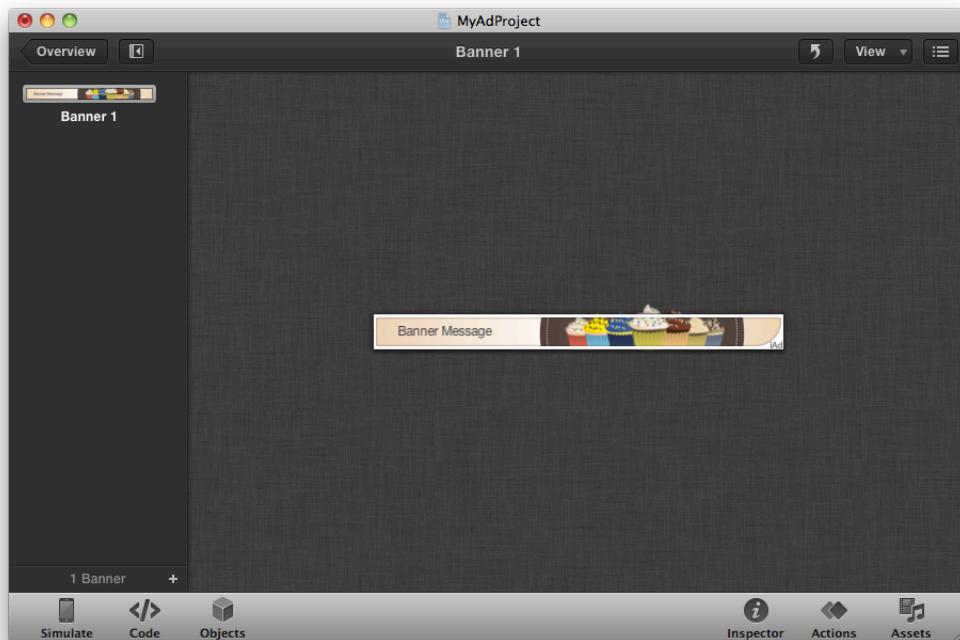
4. Now you will use arrangement commands to centrally align the largest of the cupcake images with the background image. Press and hold the Command key as you select banner-cupcake-4 and banner-circle in the object list. Control-click in the canvas and choose Align Objects > Center in the context menu.

The largest of the banner cupcakes (banner-cupcake-4) is now centered against the backdrop image (banner-circle).

5. Arrange the remaining cupcake images in the canvas so that they fan out behind banner-cupcake-4.

6. Use commands in the Arrange menu (Bring Forward, Bring to Front, Send Backwards, Send to Back) to layer the objects in the banner.

When the cupcakes are arranged correctly in the menu they should look like this:



To edit the banner text:

1. Double-click the words "Banner Message" to select them.
2. Press the Cap Lock key and type the words "CUPCAKE AVIARY".

If the text you enter is longer than the placeholder text, you might see the beginning of the new text disappear. Although your new text should not be longer than the space available in the banner, you can resize the label object that contains it to accommodate a few extra characters.

To resize the banner label:

1. Select the label object.

If you're still editing the banner text, you may have to click outside the text before you can click the label object to select it.

2. Drag a resize handle to resize the label.

To stylize the font:

1. Select the label object.
2. In the Label inspector, choose **Futura** from the Text pop-up menu.
The font is applied to the text.
3. Enter “**30 px**” in the Size field (or use the stepper control to adjust the value).

To change the color of the banner message text:

1. On the canvas, select the text in the Cupcake Aviary label.
2. In the inspector, click the Text section to open it (the Text section is in the Styles area of the inspector).
3. In the Text section, click the color well below the Font pop-up menu to open the Colors window. In the Colors window, choose a color that goes well with the background image. In the example, we used the RGB Sliders control and entered the values (62, 46, 41) to create an dark, chocolately brown.

Here is an example of how the portrait version of your banner might look on the canvas (note that the label object is selected in this example):



You use this same font style, font size, and color to stylize text throughout the ad. To save time and effort, you'll save these settings as a style which can be applied to text in other ad pages.

To save the text style

1. Select the text label object that now reads “CUPCAKE AVIARY”.
2. In the Style area of the text label inspector, choose the Save option in the Actions pop-up menu.
3. In the dialog box that appears, name the style “CUPCAKE AVIARY” and click the OK button.

Now you will add a second label, a subhead beneath the first, and customize the text as you did with the first label.

To add and customize a second text label.

1. On the canvas, click the Objects button in the bottom bar and select the Label option in the Objects menu.
2. Move the text label object to the left of the banner just beneath the other label object.
3. Select the text in the label object, press the Cap Lock key, and enter the text “LET YOUR TASTEBUDS TAKE FLIGHT”. You will need to change the size of the text label so that all of the text fits.
4. With the text still selected, open the object inspector and customize the text. Use the Futura font and set the size of the text to 16 pixels.
5. Set the color for the second label. In the example, we used the RGB Sliders control and entered the values (189, 84, 56) to create an rusty red.
6. Select the text label and save this text style as “TASTEBUDS”.

Now that you've added the second text label, your banner should look like this:



Test the Image and Text Banner

To see how the builds look, test your banner in Safari. To do this, choose Export > Preview in Safari, or press Shift-Command-Return.

Before you begin customizing the landscape version of your banner, it's a good idea to save your project. Choose Save in the File menu, or press Command-S.

Work with the Landscape Version of the Banner

All banners should look good in both portrait and landscape orientations. iAd Producer helps you edit both versions of your banners, and provides the animation that transitions between them. In this procedure, you will edit the portrait version of your banner so that it will look good in landscape orientation.

Click the Portrait/Landscape button in the canvas toolbar to view the landscape version of your banner. You might see something like this:



You may notice that the image you chose does not fit within the landscape banner in the same way that it fits within the portrait banner. And because the landscape version is wider, there is room for longer text.

To adjust how the image fits in the landscape version of the banner:

1. Select the banner-circle image asset in the object list. You should see a white rectangular outline with blue resize handles appear around the perimeter of the image.
2. Click the Inspector button to open the inspector, if it isn't already open.
3. In the Properties section of the inspector, choose Stretch to Fit from the pop-up menu near the bottom of the section.
4. Open the Layout section of the inspector and select the "Constrain proportions" checkbox.
5. On the canvas, drag the resize handles on the perimeter of the image until the image fits within the boundaries of the banner.
6. If you also want to move the location of the image, drag from the midpoint of the image until it's where you want it.

To move the landscape version of the banner text:

1. On the canvas, click the text. You should see a white rectangular outline with blue resize handles appear around the label object that contains the text.

If you don't see this outline, click on the canvas outside of the banner and click the text again.

2. Drag from the midpoint of the label until it is located where you think it looks good.



To test the landscape version of your banner, you need to use iOS Simulator.

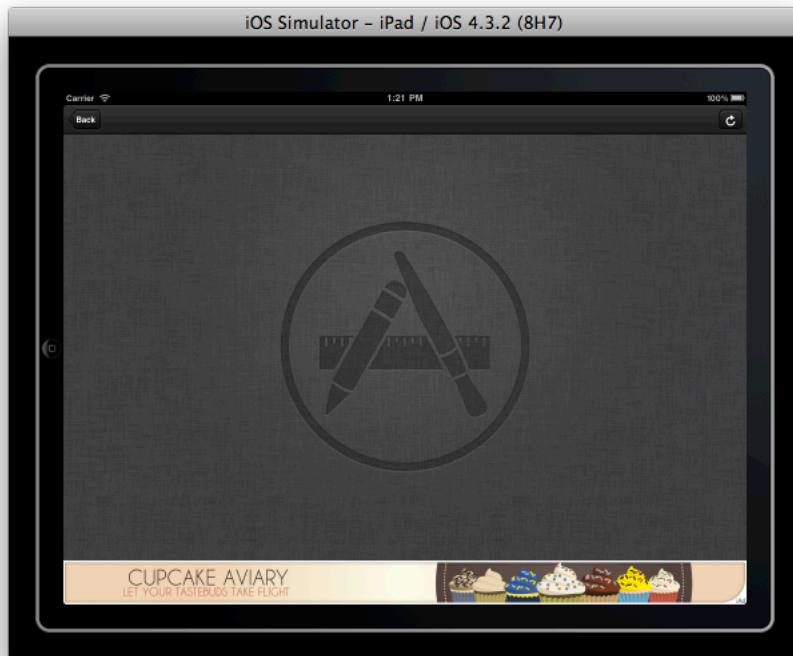
Using iOS Simulator you can interact with ads on your Mac in ways that closely resemble the ways that your users will experience those ads on their iPhone and iPad devices. In this next step, you'll preview the ad in iOS Simulator and use the Rotate Right command to simulate an orientation change.

To preview the banner in iOS Simulator:

1. Click the Portrait/Landscape button again to show the portrait version of your banner on the canvas.
2. Click the Simulate button in the lower-left corner of the canvas, or press Command-Return.

The iOS Simulator opens and displays the banner in the placeholder app. By default, Simulator displays the standard banner that is used when the iPad is viewed with a portrait orientation.

3. Select Hardware > Rotate Right in the Simulator.



Defining a Full Screen Banner

This tutorial describes the definition of an ad designed to be viewed on an iPad device. Unlike iPhone ads, which utilize standard banners only, iPad ads may be entered by either standard or full page banners. In fact, you are required to provide both types of banners for iPad projects.

Once you have added a full screen banner, you will then customize the appearance of the full screen banner using the same procedures that you used to define the standard banner.

In contrast to standard banners, users can experience full screen banners in diverse ways. For example, a full screen banner may be displayed between pages (magazine style) in one app and between game levels (game style) in another. And in each of these styles, the banner may be displayed without or without the corresponding bar or bars.

Adding a Full Screen Banner

An iAd rich media ad typically has several banners to keep the entrance to the ad fresh. An iPad ad project can include both standard and full screen banners so that your ad can be displayed in a large range of iPad applications. Every iAd project may include multiple banners. Every ad project is required to include at least one standard banner. Every iPad project (such as this one) is required to include at least one full screen banner as well.

In this step you will add a full screen banner.

To add a full screen banner:

1. If the sidebar is not visible, click the Sidebar button on the canvas toolbar.
2. Click the Add (+) button at the bottom of the sidebar.
3. In the template chooser that appears, select the Blank (portrait) template and click the Choose button.

Applying Background

To specify full screen banner background gradient:

1. In the page inspector, click Background to open the Background section if it isn't already open.
2. In the Background section, choose Gradient from the pop-up menu.
3. As you did before use the RGB Sliders to define a radial gradient. The left thumb is defined by the values (254, 254, 237); the right thumb by the values (240, 213, 184). For a review of this procedure, see "[Specify the Shared Background](#)" (page 9).

Styling the Full Screen Banner

You will also use the same fonts to stylize the text in the full screen banner as you did in the standard banner.

To customize the full screen banner:

1. Open the inspector, if necessary (to do this, click the Inspector button).
2. Add two label objects to the page and customize them just as you did the two labels in the standard banner. The first label should read “CUPCAKE AVIARY”, the second “LET YOUR TASTEBUDS TAKE FLIGHT”. The text in both labels uses the font Futura. The size of the fonts and the color of the text is the same. For a review of this procedure, see [“Assign Images and Edit the Banner Text”](#) (page 15).

Animating Images

One way to really grab people’s attention and make your ads more engaging is to enable users to interact with the ad in interesting ways. Another eye-catching method is to add animated effects. In this step, you will define actions to animate image in an ad page.

1. Drag image assets from the Asset Library to the canvas. First, find the image asset `full-banner-depth-of-field.png` and place that in the middle of the ad page. Next, add the following four images (`builder-cake-chocolate.png`, `builder-cup-gold.png`, `builder-icing-cream-cheese.png`, `builder-top-rainbow-jimmies.png`).



Notice that the images are stacked on top of one another. You will use the object list to select the image assets so that you can place them in the right place on the canvas.

2. Click the Actions button to open the Actions pane.
3. Use the object list to select the builder-cup-gold image asset on the canvas.
4. Click the Add Action (+) button at the bottom of the Actions pane and choose the Drop option in the pop-up menu.

Notice how the the cup cup fell from the top of the page and settled at the place on the canvas. This is what the drop action does. You have created an action list (the Banner Appear action list) and a drop action for the gold cup is the first action in the list. If you want to view the action again

5. Define the duration of the action in the Drop area. By default, it's set to one second. Enter ".5" in the Duration field or use the stepper to adjust the amount.
6. Using the same procedure, define the a drop action for the builder-cake-chocolate image asset. As before, use the object list to select the object on the canvas. Then, choose the Drop action in the Add Action (+) button and define the duration of the action in the actions pane.

Note how a .5 second delay is automatically applied to the second action in the action list. That is because the first action takes .5 seconds.

7. You will need to adjust the placement of the builder-cake-chocolate image so that it appears to set in the cup. Use the object list to select the object on the canvas and then move it so that it appears to fit snuggly in the gold cup.



8. For each of the remaining image assets on the canvas (builder-icing-cream and builder-top-rainbow-jammies) define a drop action. For each you will need to adjust its placement on the canvas, define a drop action, and specify a duration of the action to .5 seconds.
9. You can play the animation in the canvas using the playhead. Drag the playhead to the top of the action list and notice how the position of the playhead in the action list determines what is displayed on the canvas. By moving the playhead up and down the action list you can see what the ad page will look like at any moment in the animation.

You can also click the Play button in the Actions list to view the animation. The position of the playhead in the action list determines the start point of the animation.



Customize the Splash Page

A **splash page** can contain graphics and animations, and it can be followed by an optional short video, called the **preroll video**. The purpose of the splash page and video is to give users something interesting to look at while other ad assets load in the background.

Customize the Splash Page

The Blank (portrait) template you applied in “[Apply Templates to Ad Pages](#)” (page 7) provides you with an empty canvas on which you may define your own custom animations. To customize the splash page in this tutorial you:

- Add a background image
- Animate images
- Specify timing of animation actions
- Specify the duration of the splash page

You perform the first task in the Overview; the others you perform on the canvas.

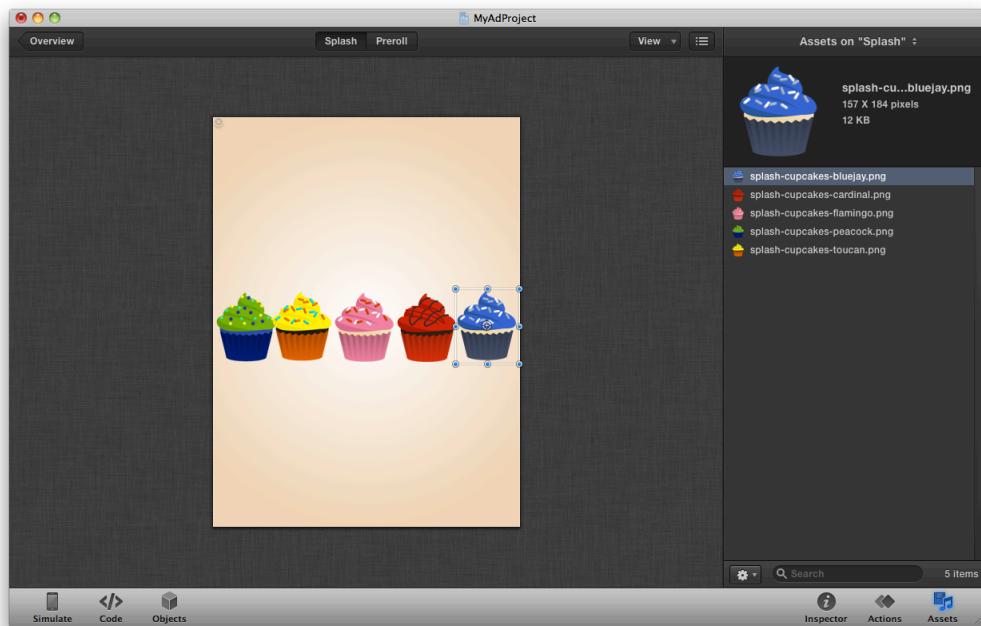
Note that the Tutorial Assets folder does not contain a video file. If you want to add a preroll video to your ad, import a short video file into your Asset Library. With the splash page still on the canvas, click the Preroll Video button in the toolbar, open the Asset Library, and drag the video onto the page.

Adding and Arranging Image Assets

To add assets to the splash page:

1. Click the Assets button to open the Assets Library.
2. Drag your splash images onto the splash page. (If you’re using the assets in the Tutorial Assets folder, drag and drop the following five image assets: `splash-cupcake-bluejay.png`, `splash-cupcake-cardinal.png`, `splash-cupcake-flamingo.png`, `splash-cupcake-peacock.png`, and `splash-cupcake-5.png`)

As you did previously, use the object list, align objects, and distribute objects commands to arrange these assets on the ad page. When you are done the cupcakes should be arrayed across the page like this:



Specifying Grow In Actions

The grow in action defines a transition that creates an illusion of perspective by making an object increase in size as it appears on the ad page. When the action begins the object appears diaphanous and smaller than full size. As the action progresses, the object increases in size as it becomes more opaque.

In this step you will apply a grow in action to each of the five cupcake images in the splash page. You will then adjust the timing of these actions so that the cupcakes appear sequentially from left to right.

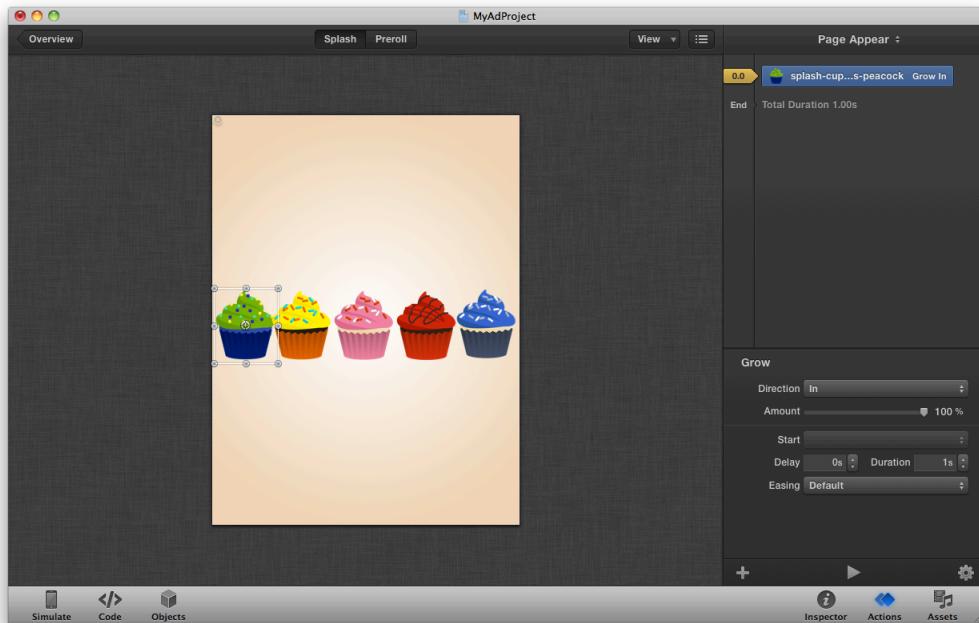
To specify grow in actions:

1. Select the leftmost object in the canvas. In this example, it is the image asset called `splash-cupcakes-peacock`.
2. Click the Actions button to display the actions pane.
3. Check to be sure the actions pane is titled “Page Appear.” If the pane displays a different title, select the Page Appear option in the Action List pop-up menu.

An **action list** defines an animation that is played in that page. The Page Appear action list defines actions which automatically appear when the page loads. Every ad page except the banner may be defined multiple action lists.

4. Click the Add Action (+) button at the bottom of the Actions pane and choose the Grow In option in the pop-up menu.

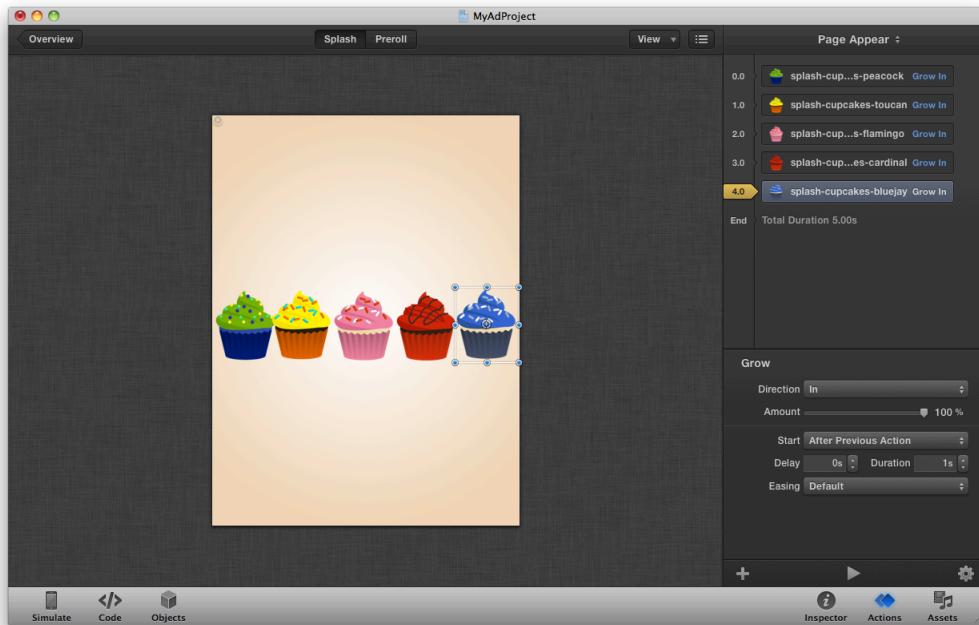
When you are done it should look like this:



Using controls in the Grow section of the actions pane, you can customize the grow in action. Of particular importance to this tutorial are the Delay and Duration settings. Later in this chapter you will specify delays to subsequent grow in actions to manage the timing of actions in your splash page animation.

5. Moving from left to right on the canvas, specify a grow in action for each cupcake object on the canvas. As before, you will need to select an image asset on the canvas and select the Grow In option from the Add Actions menu.

When you are done the action list should look like this:



6. Use the playhead and Play button in the Action pane to view the animation in the canvas. You can adjust the timing of animation actions by changing the duration of actions. Also, you can set delays for actions. You will adjust the timing of the actions and set appropriate delays later in this chapter.

Specifying Shrink Out Actions

You might think of the shrink out action as the polar opposite of the grow in action. In this action an object appears to decrease in size as it disappears from the ad page. When the action begins the object appears opaque and greater than full size. As the action progresses, the object shrinks as it grows more diaphanous.

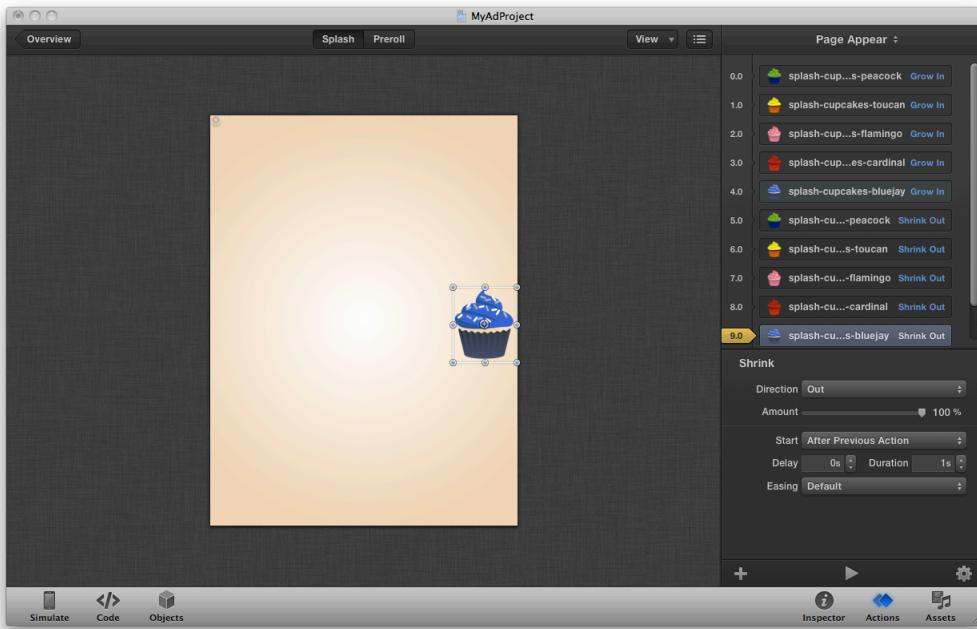
In this step you will apply a shrink out action to each of the five cupcake images in the splash page. You will then adjust the timing of these actions so that the cupcakes appear in the page sequentially from left to right.

To specify the Shrink Out action:

1. Ensure that the playhead is at the bottom of the action list. If it is not already there, drag the playhead until it is at the bottom of the action list and the word End is highlighted.
The position of the playhead in the action list determines the placement of new actions in the action list.
2. As you did before when you specified grow in actions, work from left to right on the canvas and apply a shrink out action to each cupcake image. You can use the object list to select objects that are not visible on the canvas.

Note The position of the playhead in the action list determines not only determines the placement of new actions but also defines what is visible on the canvas.

When you are done it should look like this:



3. As you did before use the playhead and Play button in the Action pane to view the animation on the canvas.

You will now create action sets and adjust the timing of animation actions.

Specifying Action Sets and Timing

An action set is a group of actions that are grouped and managed together within an action list. As with individual actions, you may define delays to control the timing of action sets. Action set delays define the time that must pass after the completion of the previous action in the action list before the first action in the action set can begin. Delays applied to actions within action sets define the time that must elapse after the beginning of the action set before the action begins.

To specify the first action set:

1. Select all but the first of the grow in actions in the action list and drag and drop those actions on top of the first grow in action.

This creates an action set.



You can define the timing of actions within an action set using controls in the actions pane. By default, the start times of every action within an action set coincide with one another—they begin at the same moment. If you look at the Start pop-up menu for each of the actions in the action set you just created, you will see that they are all set to start With Previous Action. Actions that are not part of an action set are set to start After Previous Action.

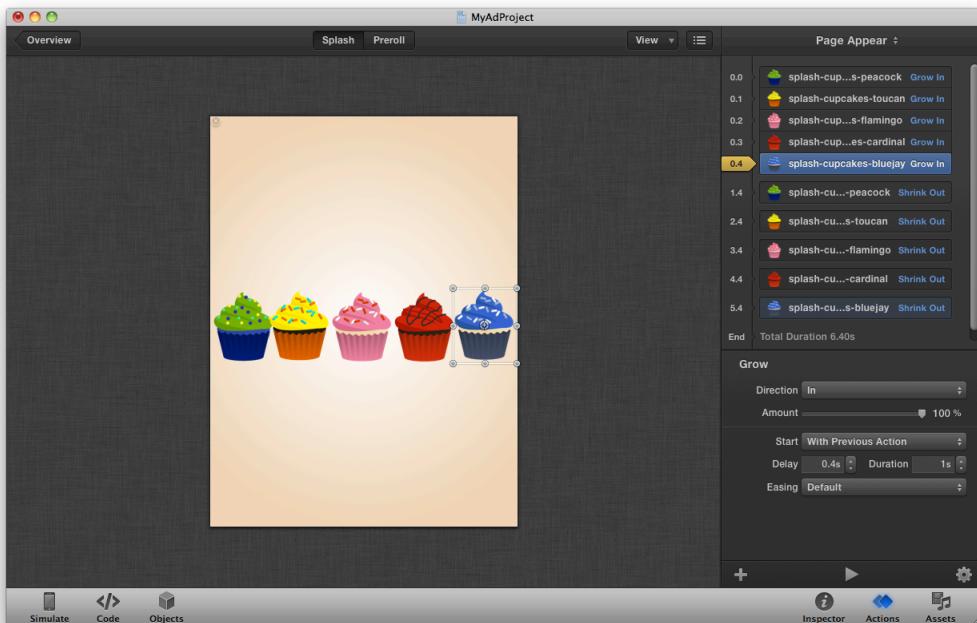
In fact, you can use the Start inspector in the actions pane to create an action set; choosing the With Previous Action option automatically groups the selected action with the action immediately above it in the actions list.

2. Define the timing of the second action in the action set so that there is a delay of 0.1 seconds between the beginning of the first action and the beginning of this action.



3. Define the timing of the other actions in the action set. Be careful to choose each cupcake in sequence. For each action in the action set add 0.1 to the delay defined for the previous action.

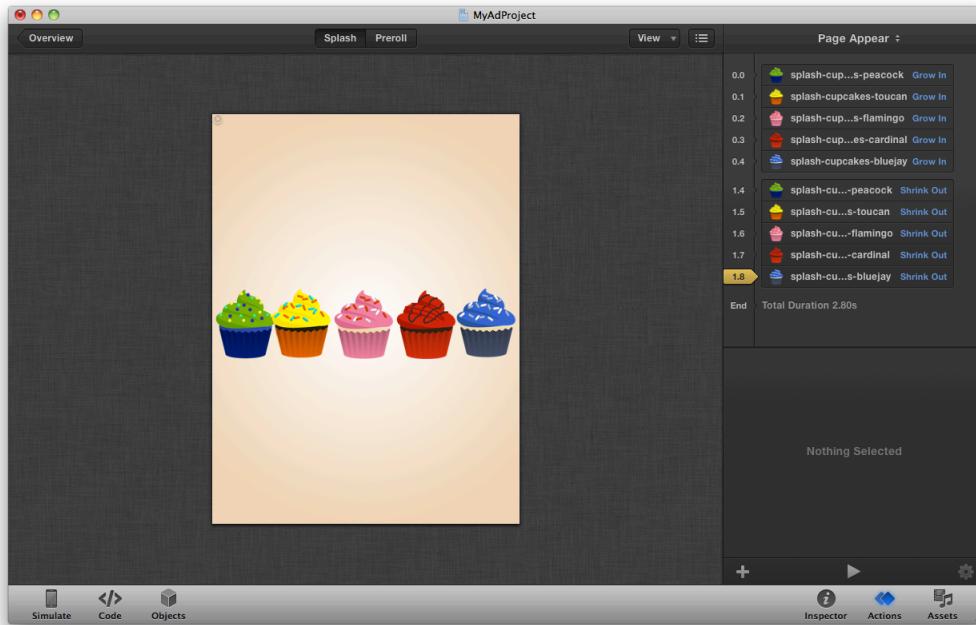
When you are done it should look like this:



To specify the second action set:

1. As you did before with the grow in actions, drag and drop the shrink out actions on top of the first shrink out action.
2. Define the timing of all of the actions in the second action set as you've done previously.

When you are done it should look like this:



Specifying Splash Page Durations

You do not need to do anything else to specify the cupcake and text animations in the splash page. However, you might want to specify a minimum duration for the splash page so that the animation you just defined will play for its entirety.

Moreover, if you have defined a preroll video, you will want to ensure that that video does not begin too quickly.

To specify a minimum duration for the splash page:

1. Click the Inspector button to open the inspector.
2. Check to be sure the inspector pane is titled "Page." If the pane displays a different title (such as "Image"), click outside the page on the canvas.
3. In the Page inspector, use the slider in the Minimum Display Duration area to set how long the splash page should remain visible before the preroll video starts.

Customize the Menu Page

A **menu page** typically gives users a way to choose different parts of the ad to view.

One of the main advantages of using templates to define ad pages is that they offer prebuilt page layouts and behaviors that make it easy for you to create ads without custom coding. The Buttons template that you applied to the menu page in “[Apply Templates to Ad Pages](#)” (page 7) is a case in point.

The template defines a popular layout (a main image and three buttons) and provides some really useful functionality—each of the buttons is linked to one of the three default content pages. Using the Buttons template means that you do not need to create these links from scratch.

In this chapter you will customize the appearance of the Buttons template so that it is compatible with the style used elsewhere in the ad.

- Customize the menu page by adding and stylizing image assets and text.
- Customize the menu object.
- Create custom style for buttons and apply to other buttons

For this task, you will stylize the menu page. (You’ll update the button titles when you customize the content pages in “[Customize the Content Pages](#)” (page 42).)

Stylizing the Menu Page

Because you have defined a background for all ad pages at the project level, you do not need to define one for the menu page itself.

Stylizing the Main Image

To add image assets to the menu page:

1. Double-click the menu page in the Overview.
2. Select the image object in the menu page.
3. Resize the image object so that it covers the top third of the ad page.

If you want to precisely place UI objects in the ad page, you can define the top and left coordinates of the image object using controls in the Layout section of the Image inspector. The top coordinate defines the distance (in pixels) between the object and the top of the ad page; the left coordinate defines the distance from the left edge of the ad page.

While you're there you can also define the exact height and width of the object.

Property	Value to specify
Left	0 px
Top	0 px
Width	768 px
Height	323 px

4. Open the Asset Library.
5. With the image object still selected on the canvas, drag-and-drop menu-masthead.png into the image object.

The canvas should look like this:



Adding Background Image

Now you'll add and stylize a view object that will be used as a backdrop for the lower half of the menu page. A view object is a UI object that can contain any number of child UI objects or assets. In this step, you will define a background gradient for this object and place two copies of the horiz-dots.png image asset.

To add and specify a view object:

1. Add a view object to the menu page and place it near the bottom of the ad page.
2. Using controls in the Layout section of the View inspector, define the height, width, and placement of the object on the ad page.

Property	Value to specify
Left	0 px
Top	525 px
Width	768 px
Height	500 px

3. Using controls in the Styles area, specify a gradient background for the view object.

We'll use the same techniques we used to define the background gradient shared by all the ad pages in ["Specifying Shared Properties"](#) (page 9). For this object use the following RGB values for the left and right colors in the radial gradient.

Property	Value to specify
Left	89, 74, 69
Right	68, 53, 48

The three numbers represent the RGB values of the color. The first number is Red; the second Green; the third Blue.

A view object may contain multiple child assets or objects. You'll now place two copies of the `horiz-dots.png` image asset within the view object.

To place image assets within the view object:

1. Double-click the view object on the canvas.

Note how the object is surrounded by a blue outline and the rest of the page is grayed out. This indicates that you are within the view and can place other assets (or objects) within it.



2. Find the `horiz-dots.png` image asset in the Asset Library and drag and drop it into the view object.
3. With the `horiz-dots` image asset selected in the canvas, open the inspector.

Note the title of the inspector: "View > Image". When you are working with objects that contain multiple child assets or objects, you can always check the title of the inspector to ensure that you are editing the right asset.

4. Define the location of the image asset within the view object. In this example, we've set the both the left and right coordinates to 0 px.

Note that the top and left coordinates define the location of the asset within the view object and not the ad page.

5. Double-click the view object once again and add a second copy of `horiz-dots.png` to the view. (The inspector is titled "View > Image"). This copy of the image should appear to run across the bottom, so define the top coordinate to 477 pixels.
6. If it is not already open, click the Object List button in the top bar (or press Option-Command-O) to view the object list. Note how you can see the view object and its child objects in the object list. You can use the object list to quickly move between objects on the ad page, multicell objects, or views.
7. With the view object selected on the canvas, choose the Send Backward command in the Arrange menu.

The view object is now set to the back of the page making the buttons visible.

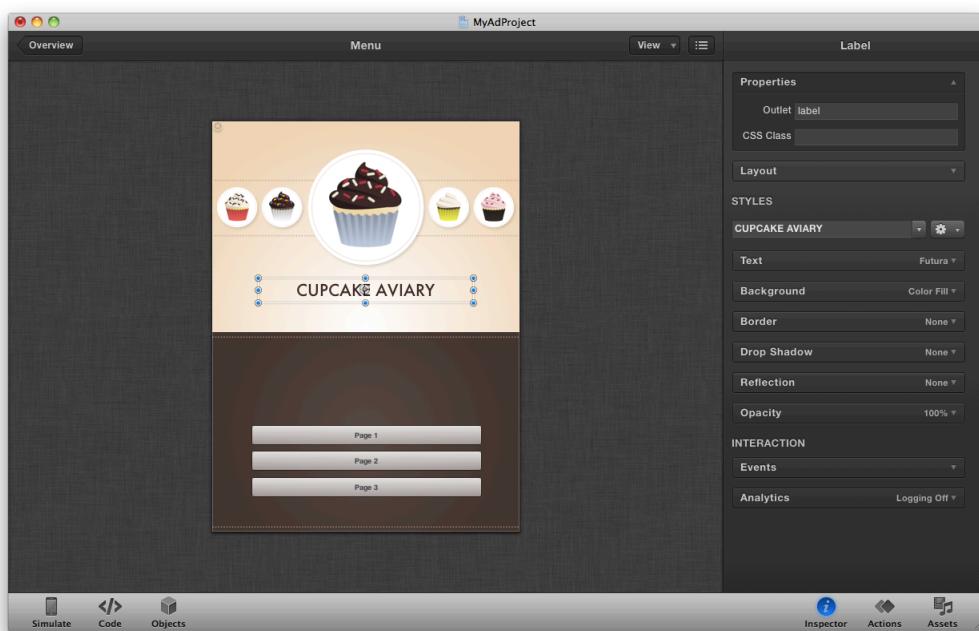
Adding Text

Now you'll add a text label to the page and customize the text using the CUPCAKE AVIARY style you created earlier.

To add and specify text:

1. Add a label object to the menu page and place it between the menu-masthead.png image asset and the view you just customized.
2. Double-click the word Label in the label object and enter a new title. In the example, we've used the title "CUPCAKE AVIARY" in all capital letters.
3. With the label object selected in the canvas, click Text in the Styles area to view the Text section.
4. In the label inspector, select the CUPCAKE AVIARY option in the Styles pop-up menu.

The canvas should look like this:



Customizing Menu Buttons

One of the advantages of using templates to define ad pages is that they offer functionality that enables you to save time and effort.

By default, each of the three buttons displayed in the Buttons template are linked to one of the three content pages (Page 1, Page 2, and Page 3).

In this step you will stylize one button and apply that style to the other buttons.

Stylizing the Menu Object

The menu object is an example of a multicell object. That is, a object which is a container for multiple objects called *cells*. In this case, the menu object is a container for multiple button objects.

In this step, you select the menu object and view its cells in the object list. Then, you will resize the menu object container.

To resize the button object:

1. Double-click the menu page in the Overview to open it on the canvas.
2. Using the object list, select the menu object on the canvas.
3. Click the menu object in the object list to expand the object and display the child cells.

Note that the menu object contains four child cells: button, button2, and button3.

4. With the menu object selected on the canvas, click the Inspector button to open the Menu inspector.
5. In the inspector, click Layout to open the Layout section.

Using controls in the Layout section of the Menu inspector, you can specify the size and placement of the menu object on the ad page.

Property	Value to specify
Left	211 px
Top	567 px
Width	341 px

Stylizing the Menu Button

To stylize the button :

1. Using the object list, select the menuButton on the canvas.
2. Click the Inspector button to open the inspector.

Check to be sure the inspector pane is titled “Menu > Button.” If the pane displays a different title (such as “Menu”), click outside the page on the canvas and try double-clicking the topmost button in the menu object.

3. In the inspector, click Text to open the Text section.

Using controls in the Text section of the Menu > Button inspector, you can specify the font, font size, and color of the text displayed in the button.

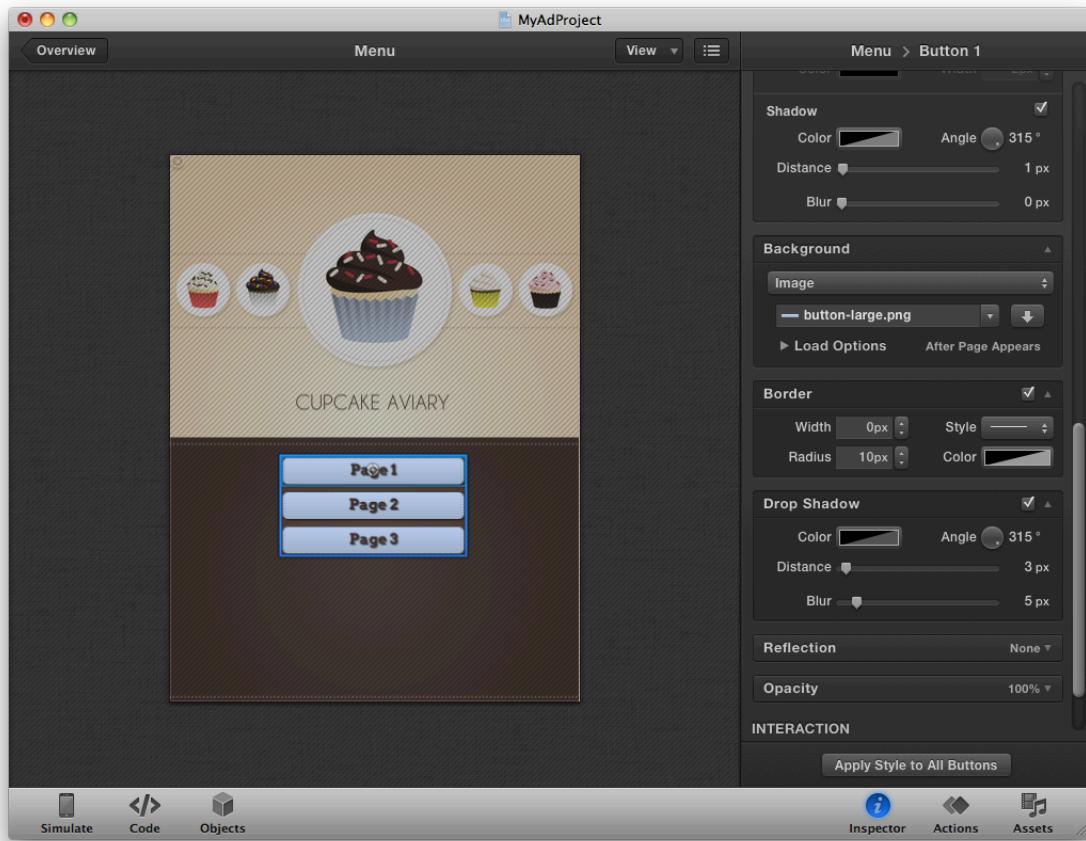
Property	Value to specify
Font	Futura
Font Size	28
Font Color	(62, 46, 41)

4. Select the check box in the Shadow section of the Text area of the inspector to enable text shadow properties. Define the text shadow based on the following table.

Property	Value to specify
Angle	315 degrees
Distance	1 px

5. Now you'll add a background image to the first button. With the Menu > Button inspector still displayed, select the Background brick to expand it. Choose the Image option in the pop-up menu and locate the button-large.png image asset.
6. With the button still selected, click the Apply Style to Other Button button in the Menu > Button inspector.

The page should look like this:



Customizing Destinations

To rename destinations:

1. In the Overview double-click the text label that reads Page 1 and enter the word "Collections".
You might notice that the corresponding button in the Menu page is immediately updated to read "Collections".
2. Now update the other two page labels. Enter the title "Locations" for Page 2 and "Gallery" for Page 3.
3. Return to the Menu page to view the updated text button labels.

Customize the Content Pages

An ad can contain any number of **content pages** (also known as *detail pages*), each of which might focus on a different aspect of the advertised product. iAd Producer provides several templates you can use and customize, or you can define your own content pages from scratch.

Earlier in this tutorial, you applied a different template to each content page. Here, you customize each of these pages with different assets.

But first you will add and specify a new page, loading page. Only one loading indicator page is required per project and your ad will display it whenever necessary.

Customizing the Loading Page

The Loading template provides a way to display a loading indicator page while another ad page loads resources.

Every project is required to include at least one loading indicator page. You can use either the portrait or landscape Loading template depending on the general orientation of the pages in your ad.

The default loading indicator page consists of a gray spinner object on a white background (the spinner looks like a spinning gear). You can customize the appearance and behavior of the spinner object and you can customize the background loading page.

To define the loading page

1. In the Overview, click the Add (+) button that appear between the menu page and the stack of content pages.
2. Double-click Page 4 in the Overview and double-click the Loading (portrait) template in the dialog that appears.
3. Open Page 4 on the canvas and select the default spinner object.
4. Open the Asset Library and locate the `loader-sprinkles.png` image asset. Drag-and-drop this asset onto the spinner object on the canvas.

Customizing the Collection Page

At the beginning of this tutorial you applied the Gallery template to Page 3. The Gallery template contains several cells in a sequence. Users flick the cells or tap the page dots to view the contents of each cell in turn.

In this step you'll add image assets to the gallery view object and customize the text using styles you created earlier.

When completed, the Collections page will present the users with a gallery of eight cupcakes that they may browse by flicking the cells or taping the page dots.

Adding Image Assets to the Gallery Object

A gallery object is an example of a multicell object. A multicell object is an object that contains multiple child objects, known as cells, that display items in an interesting, interactive way.

Because each cell in a multicell object usually contains a similar configuration of UI objects, iAd Producer expedites the process of adding an asset to the same object in each cell. In some cases, you can use this method as a quick way to increase the number of cells in a multicell object. To do this, select a number of assets that equals the number of cells you want the multicell object to contain. When you drag the assets to the multicell object, iAd Producer creates as many new cells as necessary to hold the assets.

To add multiple image assets to a gallery:

1. Double-click the Collection page in the Overview to open it on the canvas.
2. Select the gallery view object in the canvas.
3. Open the Asset Library and select the following eight image assets in the Asset Library:
collection-bluejay.png, collection-cardinal.png, collection-flamingo.png,
collection-lovebird.png, collection-macaw.png, collection-peacock.png,
collection-penguin.png, collection-toucan.png.
4. With the gallery object still selected in the canvas, drag and drop the selected assets on the gallery object.

Stylizing Collection Page Assets

In this step you'll add a background image, precisely place the gallery object and background images, and stylize the page text.

In this step, you'll take a number of shortcuts to save time. You've already created a defined background image when you created the menu page.

To place and position page assets

1. Double-click the Menu page in the Overview to open it on the canvas.

2. Using the object list, select the custom view object on the canvas and press Command-C on the keyboard.
3. Return to the Collection page and press Command-P to paste the custom view object onto the page.
4. With the view object selected on the canvas, choose the Send to Back command in the Arrange menu.
5. Using controls in the Layout section of the View inspector, define the height, width, and placement of the object on the ad page.

Property	Value to specify
Left	0 px
Top	470 px
Width	768 px
Height	341 px

6. Select the gallery object on the canvas. Using controls in the Layout section of the Gallery View inspector, define the height, width, and placement of the object on the ad page.

Property	Value to specify
Left	0 px
Top	80 px
Width	768 px
Height	84 px

To customize Collection title:

1. Double-click the word Collection in the label object and enter a new title. In the example, we've used the title "COLLECTION" in all capital letters.
2. In the label inspector, select the CUPCAKE AVIARY option in the Styles pop-up menu.

To customize menu button:

1. Select the Menu button in the bottom left-hand corner of the Collection page.
2. In the button inspector, define the following properties:

Property	Value to specify
Left	21 px
Top	956 px

Property	Value to specify
Width	126 px
Height	50 px
Text	Futura
Text Size	20 px
Text Color	62, 46, 41
Background	button-small.png

- Save these settings as a style called Menu Button.

After you customize the Collection page, you might see something like this:



Customize the Map Page

The Map template contains two pages: The **primary map page** and the **map detail page**. On the primary map page, users see their current location (when they enable Location Services on their device) and the locations you specify in your ad. When users tap a location on the primary map page, the detail page opens and displays information about the selected location, such as its name, address, and phone number.

Note When you partner with Apple, you can request a unique ID, called a *Site ID*, that allows you to display specific locations on a map. If you have a Site ID, you can use it to customize the map page in your ad. If you do not yet have a Site ID, you can use the demo ID, which is provided in the Map template by default. The demo Site ID displays Apple Retail Stores on the map.

Change the Page Title and Customize the Locations

The primary map page contains a title (which by default is Locations), a map view, and a button that takes the user back to the menu page. In this tutorial, you edit the title of the map page, the locations it displays (if you have a Site ID), and the appearance of the pin used to mark each location.

To edit the map page title, double-click the map page in the Overview to open it on the canvas. Then, double-click the word Locations and enter a new title.

To customize map title:

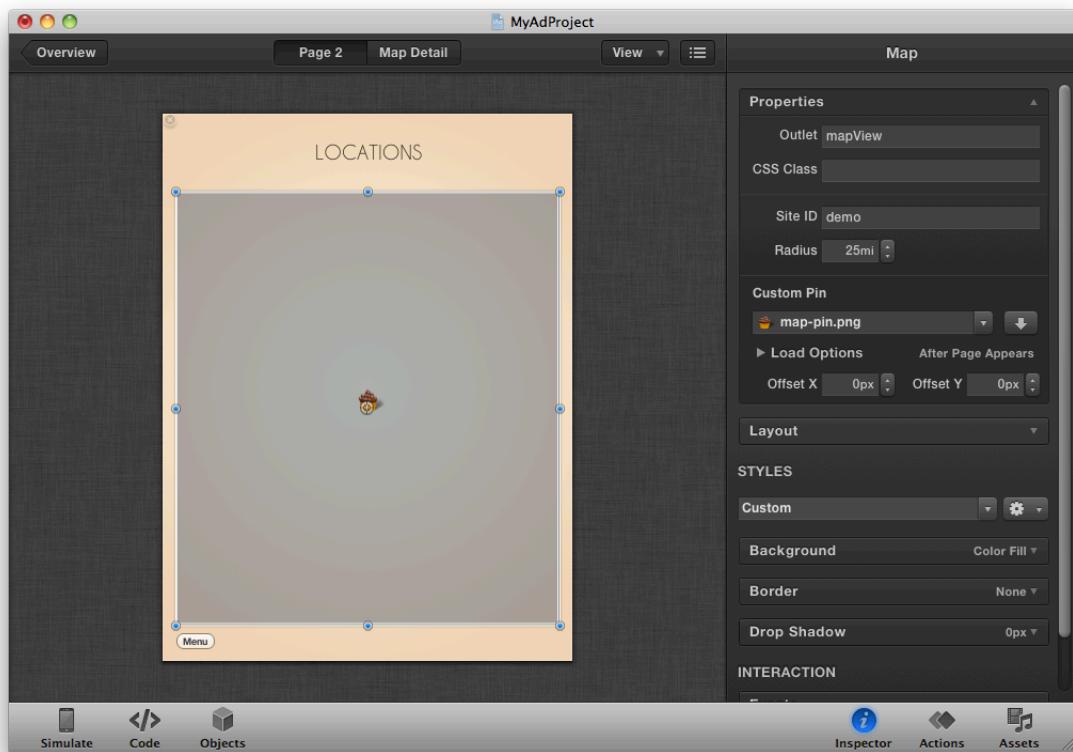
1. Double-click the Locations page in the Overview to open it on the canvas.
2. Double-click the word Locations in the label object and enter a new title. In the example, we've used the title "LOCATIONS" in all capital letters.
3. In the label inspector, select the CUPCAKE AVIARY option in the Styles pop-up menu.

To customize the locations displayed in the primary map view:

1. Open the inspector (if it's not already open).
2. On the canvas, click the label in the map page to focus the inspector on the label object (the title of the inspector should be Label).
3. On the canvas, click the map in the map page to focus the inspector on the map view (the title of the inspector should be Map).
4. In the Properties section of the Map inspector, enter your Site ID in the Site ID field, or you can use the demo Site ID that is provided by default.
5. Enter a radius value (in miles) to determine the area surrounding the user's current position in which you want to display your locations.

Customize the Map Pin

After you customize the map page title and (optionally) add your Site ID, you might see something like this:



As you can see in the map view shown above, the default map pin looks like a physical pin with a red spherical head. Although there is only one pin shown in the map view on the canvas, this pin is used to mark every location you specify.

You can use a custom image for the map pin, so that users see your image instead of the default red pin. If you're using the assets in the Tutorial Assets folder, use `map-pin.png` for the custom map pin.

Note If you want your custom pin to look like a physical pin, make sure your custom image includes a shaft. The `map-pin.png` image file in the Tutorial Assets folder does *not* include a shaft.

To customize the map pin image:

1. Open the inspector (if necessary) and make sure the map view is still selected on the page.

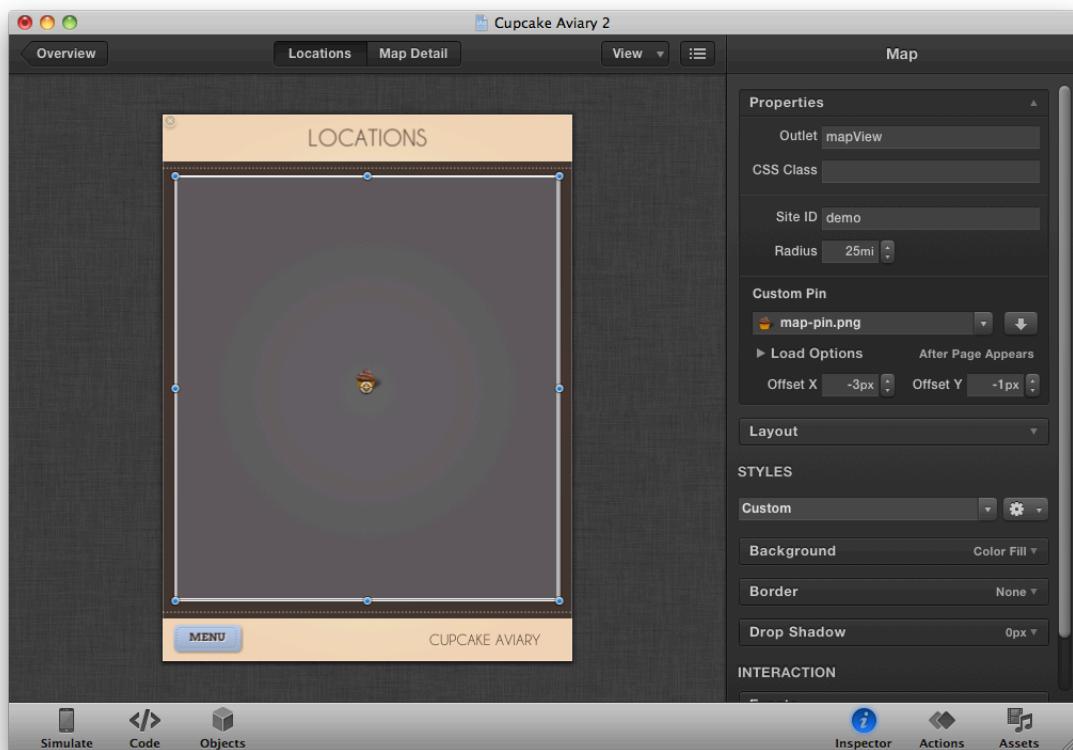
The title of the inspector should be "Map." If the inspector title is something else, click the map area on the page to select it.

2. In the Custom Pin area of the Properties section, click the downward-pointing arrow in the pop-down menu and choose your pin image from the Asset Library.

You might want to adjust where your custom pin appears in relation to a location's position on the map. The default red pin is positioned so that it appears to pierce the map through the center of the shaded blue circle that represents a location. You use the offset values in the Properties section of the Map inspector to specify how your custom pin image should be displayed.

To adjust the position of a custom pin (if necessary), click the Offset X and Offset Y stepper controls until the pin is located where you want it.

As you can see below, the custom `map-pin.png` image needed custom offset values to appear centered within the location circle:



Customizing the Gallery

The final content page in the ad demonstrates how you can use plug-ins to create innovative and interactive ads. The Gallery page utilizes a customized plug-in (included in the project assets folder) to define an ad page. The plug-in defines not only how the user interacts with the page, but also the controls in iAd Producer that enable you to customize the experience.

The InsideRoom plug-in enables you to add a custom object into an ad page that creates the illusion of a 3D room that the user may enter and explore. Flicking the screen displays each of the four walls of the room in sequence. Each of these walls is a child view object that may itself contain multiple assets or objects.

In this step, you will use the plug-in to define the Gallery content page and use the customized page and object inspectors to define the gallery.

But first, you will change the orientation of the page from portrait orientation to landscape orientation. You can change the orientation of the page at any time by applying a landscape template to that page.

1. Double-click the Gallery page in the Overview.
2. In the dialog that appears, select the Blank (landscape) template and click Choose (or you can double-click the template).

To add the plug-in to the gallery page:

1. Double-click the Gallery page in the Overview to open it on the canvas.
2. In the Asset Library choose the Import Assets command in the action pop-up menu. Navigate to the assets folder and import the `insideRoom.iadplug` plug-in.

To apply the plug-in object to the ad page:

1. With the Asset Library still open, select the `insideRoom.iadplug` plug-in and drag-and-drop it onto the ad page.
2. Open the object inspector and specify the location and size of the object in the Layout section.

Property	Value to specify
Left	6 px
Top	-6 px
Width	1024 px
Height	768 px

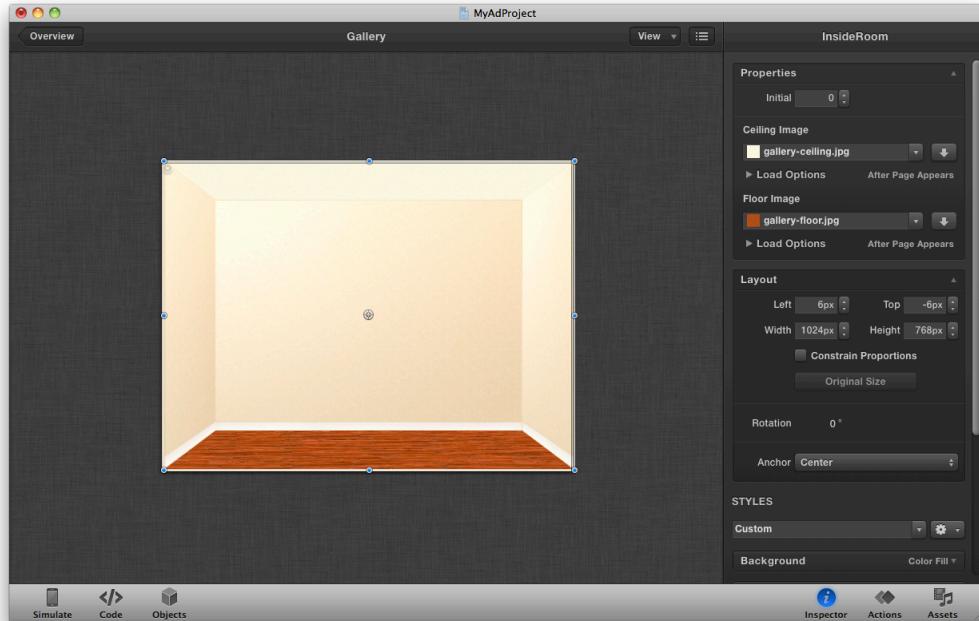
Plug-ins may not only define custom objects, but also inspectors within iAd Producer which enable you to specify the appearance and behavior of those customize objects. The InsideRoom plug-in adds two additional sections to the object inspector that enable the user to specify background images for the ceiling and floor of the room.

To apply image assets to the gallery object:

1. With the insideRoom object selected on the canvas, open the inspector.
2. Using the customized Properties section, specify the ceiling image and floor image by selecting the appropriate image assets.

Property	Value to specify
Ceiling Image	gallery-ceiling.jpg
Floor Image	gallery-floor.jpg

After you add the the background images, you might see something like this:



To add image objects to each wall in the gallery:

1. Double-click the first cell of the gallery object to bring it into focus.

Notice how the selected cell is “brought forward” on the canvas and the InsideRoom > Cell inspector is displayed in the inspector pane.

2. Using the customized Properties section, specify the ceiling image and floor image by selecting the appropriate image assets.
3. Open the Objects menu and add two image objects to the gallery object cell.
4. Using the object inspectors you can precisely place these objects within the object cell. First define the location of the leftmost image object.

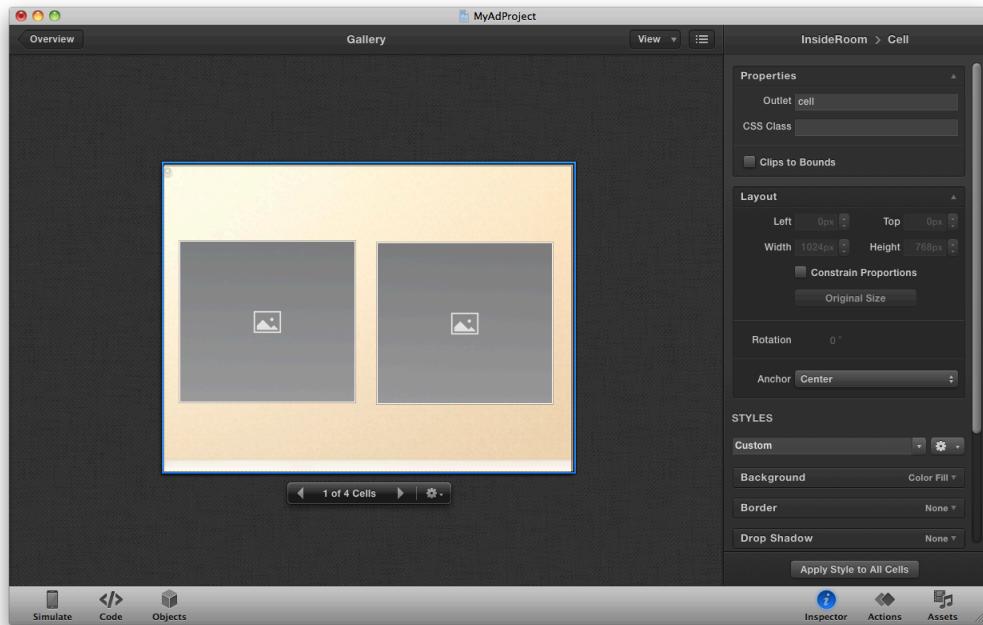
Property	Value to specify
Left	39 px
Top	193 px
Width	440 px
Height	405 px

5. Define the location of the rightmost image object.

Property	Value to specify
Left	533 px
Top	196 px
Width	440 px
Height	405 px

6. Now place two image objects on each of the remaining walls (cells) of the InsideRoom object and specify the precise location of the left and right image objects.

After you've added the image objects to the first cell of the gallery, you should see something like this:



Now you will place two image objects on each of the remaining walls (cells) of the InsideRoom object and specify the precise location of the left and right image objects.

The fastest way to do this is to select and copy the two image objects you've just specified, and paste them in the subsequent cells.

To add image objects to the cells of the room object:

1. Hold down the Shift key as you select the image objects in the first cell.
2. With both image objects selected, press Command-C.
3. Click the arrows in the Cell Navigator to move to the next cell in the object.
4. Paste the image objects in each of the remaining walls.

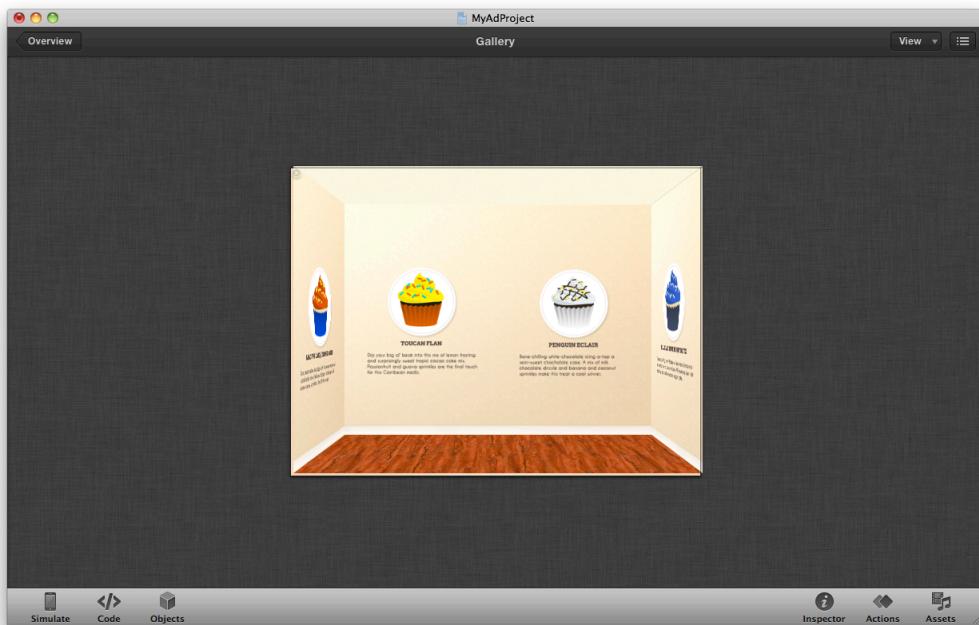
You might need to adjust the placement of the image objects in the cell using controls in the Layout section of the inspector.

To add images to the image objects:

1. Return to the first cell of the InsideRoom object.
2. Double-click the first (leftmost) image object in one of the InsideRoom object.

3. Select the gallery-flamingo-2cupcake.png image asset in the Asset Library and drag and drop it onto the selected image object.
4. Drag and drop the following image assets into the remaining image objects in the four walls of the gallery: gallery-lovebird-2cupcake.png, gallery-macaw-2cupcake.png, gallery-peacock-2cupcake.png, gallery-penguin-2cupcake.png, gallery-toucan-2cupcake.png, gallery-bluejay-2cupcake.png, and gallery-cardinal-2cupcake.png.

When you've added the image assets to the image objects, you should see something like this:

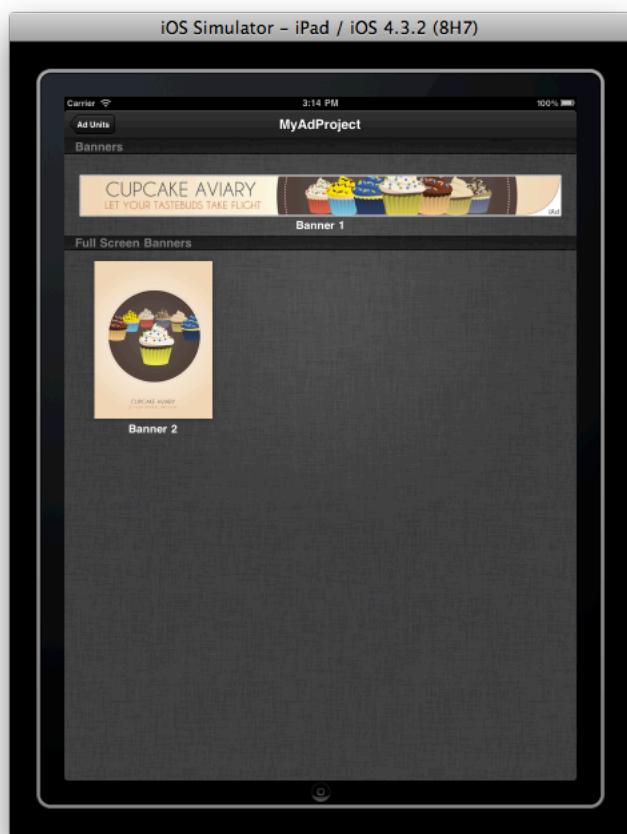


Simulate the Completed Ad

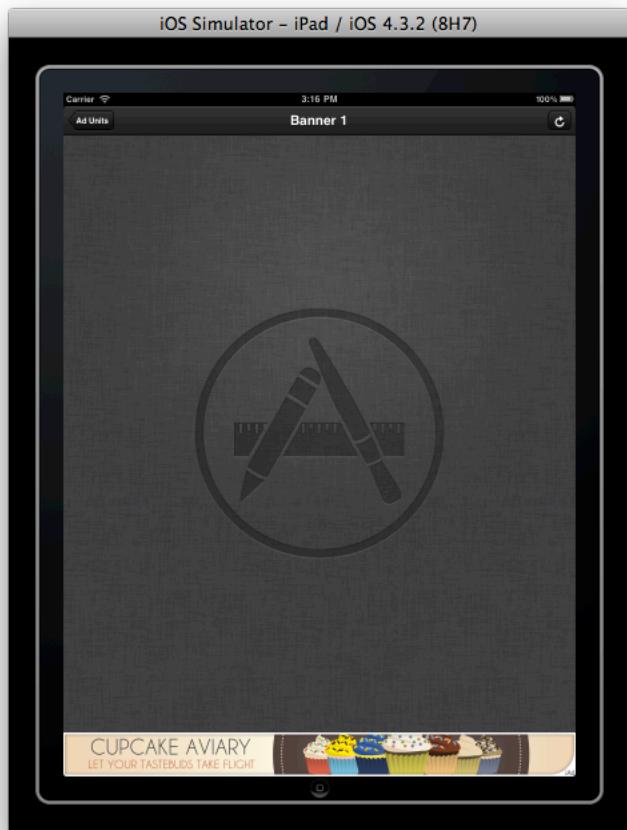
Throughout this tutorial, you've tested various pages in your ad using both the Preview in Safari and Preview in Simulator features. To help you view and use your ad in the way a user would, you should perform a test of the entire ad in iOS Simulator.

Open Your Ad in iOS Simulator

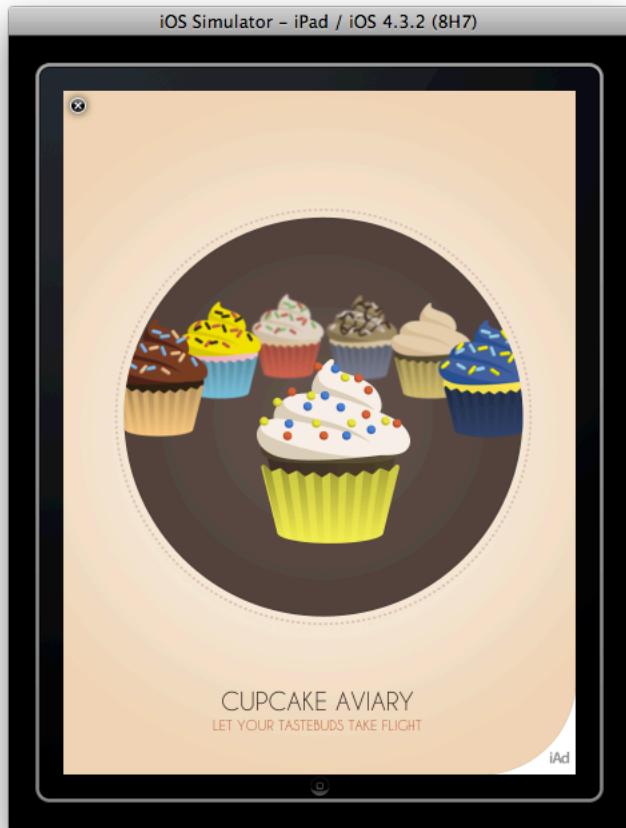
No matter where you are in iAd Producer, you can click the Simulate button at the bottom of the window to open your ad in iOS Simulator. When iOS Simulator opens an ad with multiple banners (such as the ad you created in this tutorial), it lists the banner names so that you can choose which banner to test, as shown below:



If you choose to test a standard banner like Banner 1, iOS Simulator displays the banner at the bottom of a placeholder application that looks something like this:



If you choose to test the full screen ad like Banner 2, you are presented a set of options for testing the banner. Users can experience full screen banners in diverse ways. You can choose to view the full screen banner in either magazine style or game style and with or without the surrounding bars. Presented in game style without any bars, a full screen banner in iOS Simulator looks something like this:



When you click your banner in the placeholder application, what you see next depends on whether you're simulating from the Overview or from the canvas:

- If you simulate your ad while you're in the Overview, the banner transitions to the splash page and optional preroll video, and then to the menu page. From the menu page, you can navigate to your content pages.
- If you simulate your ad while you're on the canvas, clicking the banner transitions directly to the page that's currently open on the canvas.

Unless the splash page is currently open on the canvas, you won't see the splash page (or the preroll video) after you click the banner. If a content page is currently open on the canvas, you won't see the menu page either, but you should be able to navigate back to it as long as the content page's back button works properly.

At this point in the tutorial, you want to test your entire ad, so make sure you are in the Overview when you click the Simulate button.

After clicking one of your banners in the placeholder application, you should see your splash page, followed quickly by your preroll video (if you added one), and then your menu page. In the Collections page, In the Locations page, you should be able to click the button you added and open the map page. In the map page,

- In the menu page, click the buttons to test whether they open the appropriate content pages.
- In the Collection page, you should be able to flick the cells to view each of the featured cupcakes in the gallery one after another.
- In the Locations page, you should see the locations you specified (or Apple Retail Store locations, if you used the demo Site ID), and you should be able to see location details when you click a specific location.
- In the Gallery page, you should be able to flick the cells to view each of the walls of the gallery and the bird-themed cupcakes.

Next Steps

Now that you've completed this tutorial, you know how easy it is to use iAd Producer to combine built-in appearances and behaviors with your creative assets to produce a great ad. But this tutorial just scratches the surface. By writing code to change the built-in components, or to provide unique components of your own, the sky's the limit.

Document Revision History

This table describes the changes to *iAd Producer Tutorial*.

Date	Notes
2011-11-09	Updated for iAd Producer 2.0.
2011-02-24	Described how to create an ad with multiple banners and included assets.
2011-01-13	Corrected dimensions of recommended image assets.
2010-12-20	First version of a document that provides steps for creating an ad using iAd Producer.



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