

# Como começar a se divertir com iOS

Rafael Kellermann Streit

@rafaelks

[rafaelks.com](http://rafaelks.com)

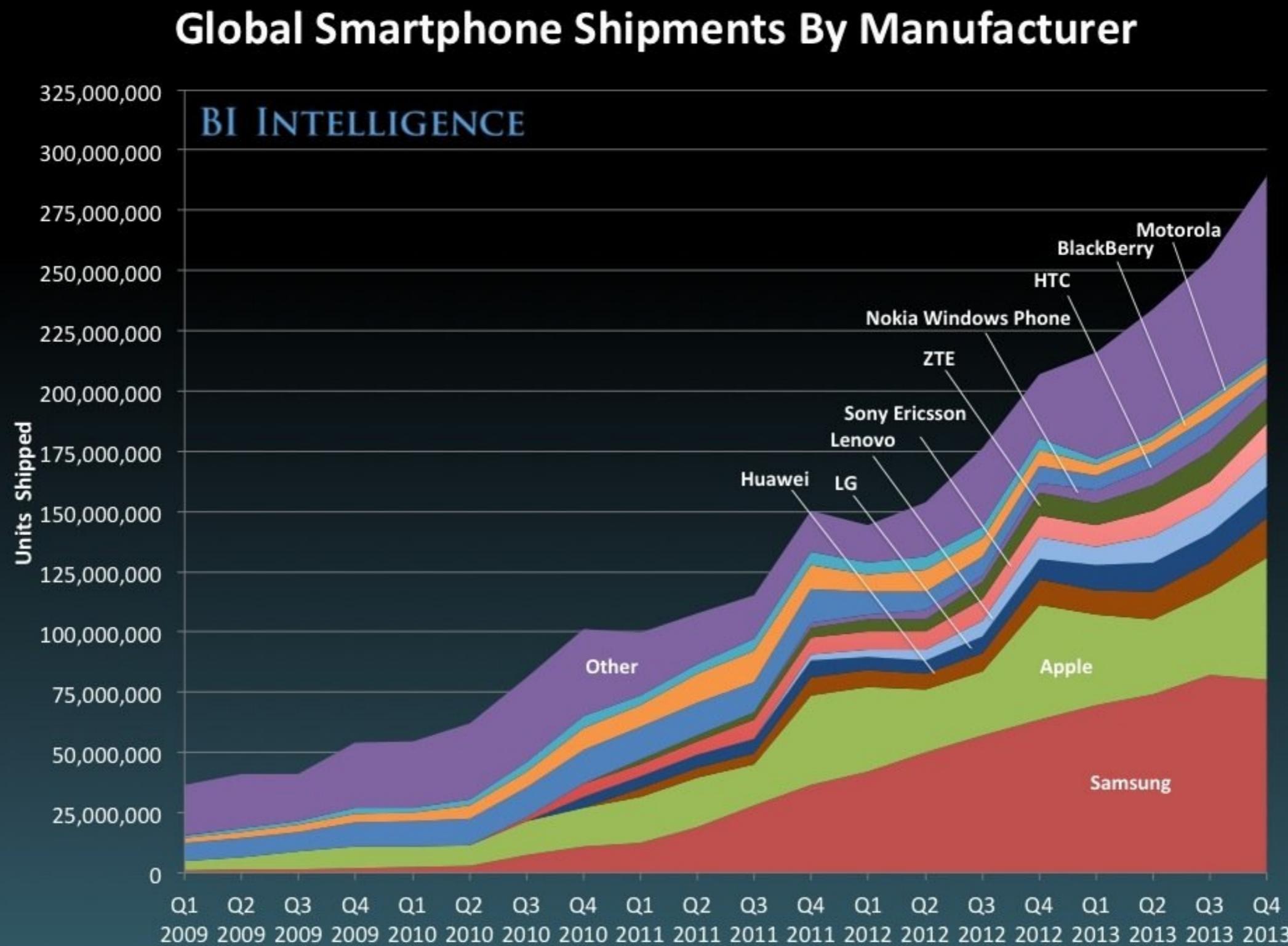
# Carddi



enjoei :P



# Almost 1 billion smartphones shipped in 2013



Source: BI Intelligence Estimates

BUSINESS  
INSIDER

**Mobilidade está  
gerando novos  
negócios**

# Square



# CarPlay



# Waze



# RunKeeper





Anterior

Lateral

Posterior

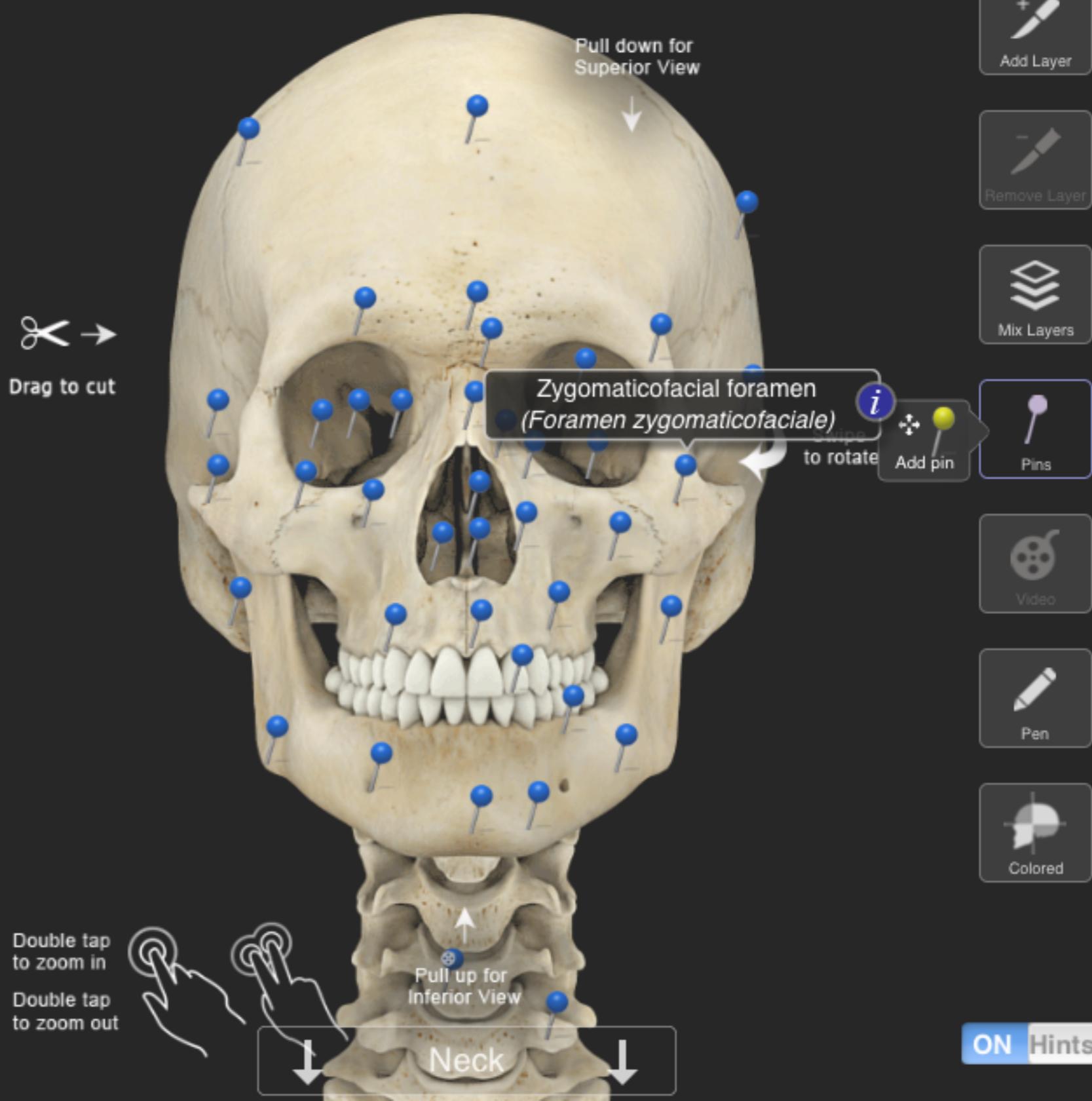


R. Lateral

Ant. Superior

Inferior

# Skeleton



\$

Apple detêm 30%  
da venda de cada  
aplicativo

**Apple pagou \$2B  
em 2014 aos  
desenvolvedores**

# **Como começar?**

# Desculpas

1. Não conheço Objective-C!
2. Objective-C é muito difícil!
3. Qualquer Mac é caro pra caramba!
4. Muitas outras...

# Requisitos

- OSX (FREE, acompanhado de qualquer Mac)
- Xcode (FREE)
- Apple Developer Account (US\$99/ano)

# **Frameworks**

# Ruby? RubyMotion



# C#? Xamarin



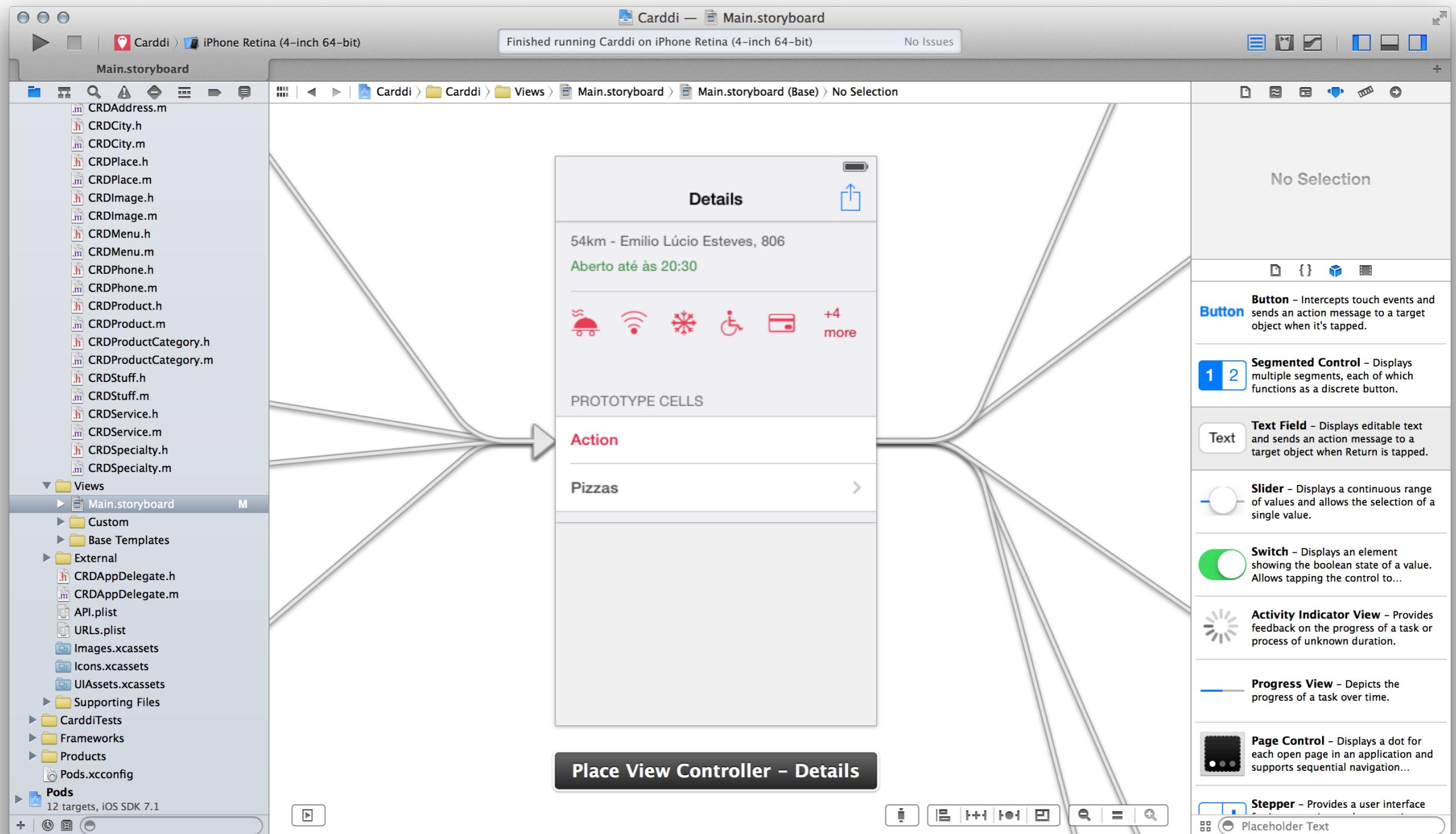
# JavaScript? Titanium



# Objective-C? Xcode



**Interface, UX...**



**Seja usuário de iOS**

# Apple HIG

Human Interface Guides



**Onde eu aprendo?**

# Stanford

iTunes U - Developing iOS 7 Apps

- Video-aulas
- Curso **completo e gratuito**
- Atualizado para iOS 7

iTunes U > Stanford

**Stanford**

**Developing iOS 7 Apps for iPhone and iPad**

Paul Hegarty

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**Description**

Updated for iOS 7. Tools and APIs required to build applications for the iPhone and iPad platform using the iOS SDK. User interface designs for mobile devices and unique user interactions using multi-touch technologies. Object-oriented design using model-view-controller paradigm, memory management, Objective-C programming language. Other topics include: object-oriented database API, animation, multi-threading and performance considerations.

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★★★★★ (16)

Stanford

Category: Computer Science

Language: English

Published 28 Oct, 2013

When viewed using the iTunes U app for iOS, this course may also include enhanced materials such as instructor notes and assignments.

**Course Outline**

- I. Course Introduction, Overview of iOS, MVC Objective-C
- II. Xcode 5
- III. Objective-C
- IV. Foundation, Attributed Strings
- V. View Controller Lifecycle

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▲	Name	Time	Released	Description	Popularity	Price
1	Lecture 18 Slides					Free ▾
2	18. Localization, Addi...	1 hr 7 min				Free ▾
3	Lecture 17 Slides					Free ▾
4	17. Camera, Core Mo...	1 hr 12 min				Free ▾

# Treehouse

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- Super explicativo, sempre atualizado, muito legal!

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# NSHipster

[nshipster.com](http://nshipster.com)

#pragma : NSHipster

nshipster.com/pragma/ Reader

# Organizing Your Code

Code organization is a matter of hygiene. How you structure your code is a reflection on you and your work. A lack of convention and internal consistency indicates either carelessness or incompetence--and worse, makes a project difficult to maintain and collaborate on.

Good habits start with `#pragma mark`. Like so:

```
@implementation ViewController

- (id)init {
    ...
}

#pragma mark - UIViewController

- (void)viewDidLoad {
    ...
}

#pragma mark - IBAction
```

# Apple Developer

Documentação para os desenvolvedores

- Documentação completa, desde o Hello World
- Integrada com o Xcode
- Conteúdo técnico de alta qualidade

Designing Great Apps – Apple Developer

Apple Inc. developer.apple.com/design/ Reader

## Developer

Technologies Resources Programs Support Member Center

# Designing Great Apps

Exceptional user experience is a hallmark of Apple products, and a distinguishing feature of the most successful apps built for iOS and OS X. Use the resources below to learn how to build the polished, engaging, and intuitive apps that Apple customers expect.

### Presentation Videos

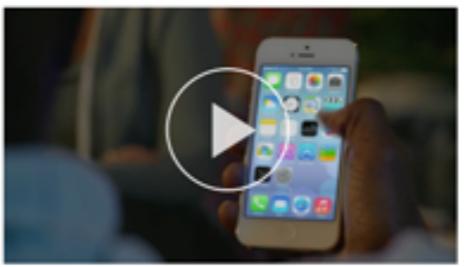
 [User Interface Design for iOS 7 Apps](#)  
Details of the iOS 7 look and feel, including animation guidelines, tips for icon design, and how to use blurring and transparency.

 [User Interface Design for iOS 7 Games](#)  
Insight into how the best iOS games are designed for touch, follow iOS conventions, teach new players basic game mechanics and objectives, and maximize enjoyment.

 [What's New in iOS User Interface Design](#)  
Introduction to the design principles and key characteristics of iOS 7.

### Designing iOS 7

Watch an overview of iOS 7 features and learn about the essential principles that influenced the design of iOS 7.



# FACCAT - nTI

Núcleo de Tecnologia da Informação

- Temos um grupo de pesquisa focado em mobilidade na FACCAT?
- Se não temos, porque não criamos um?
- Se tens interesse, **fale conosco depois da palestra!**

# **Divirtam-se!**

;-)

# Obrigado!

Rafael Kellermann Streit  
@rafaelks