



THE UNIVERSITY OF
CHICAGO



ADVANCED iOS APPLICATION DEVELOPMENT

MPCS 51032 • SPRING 2020 • SESSION 2F

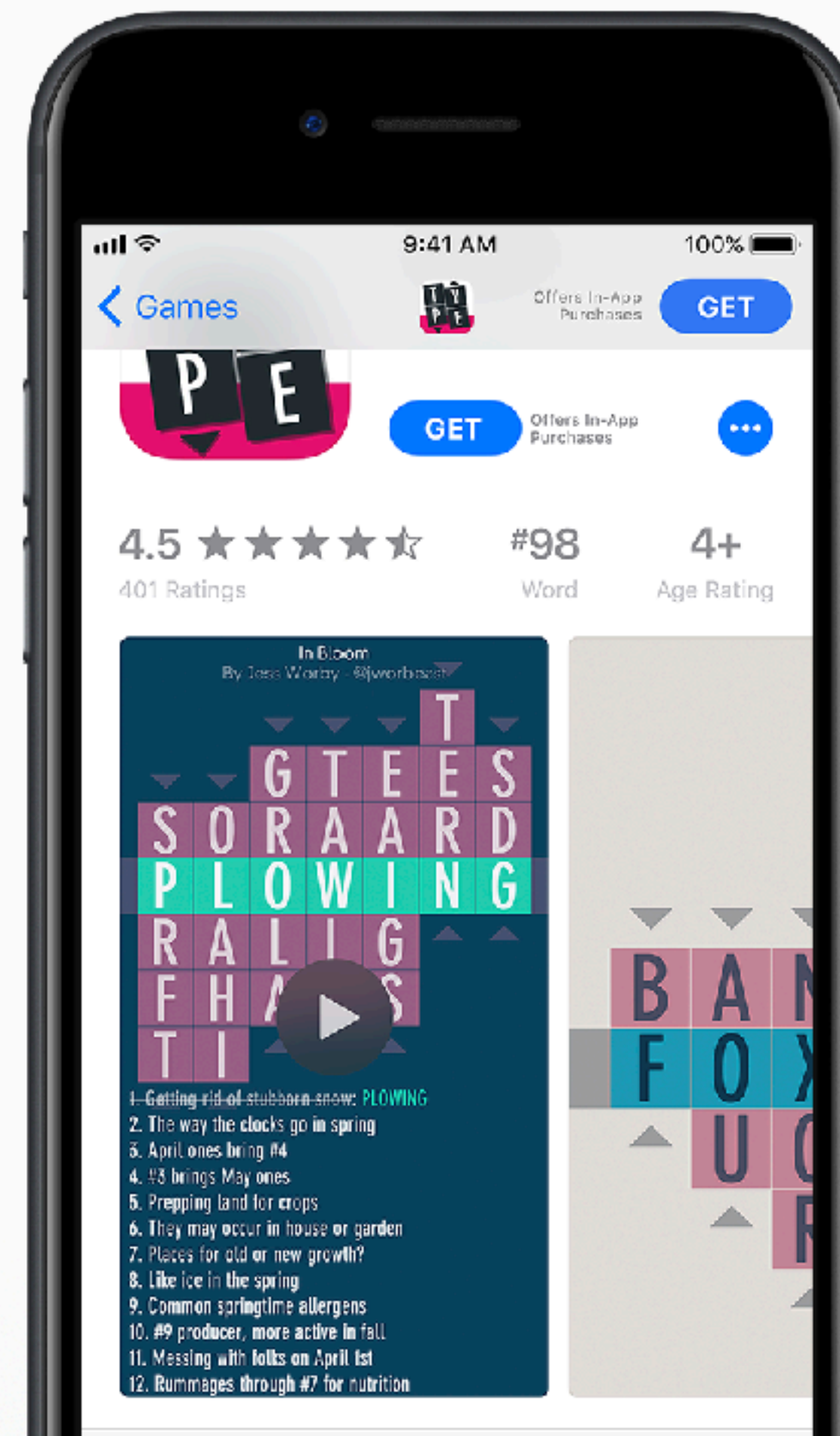
APP PREVIEWS

APP VIDEOS

- Up to 3, 30 second videos of app
- Autoplay in App Store
 - Without sound

Show More with App Previews

Engage users with short videos of your iOS or tvOS app in action, directly on the App Store. Since app previews autoplay on the App Store on iOS 11, they're key in helping users discover and learn about your app.

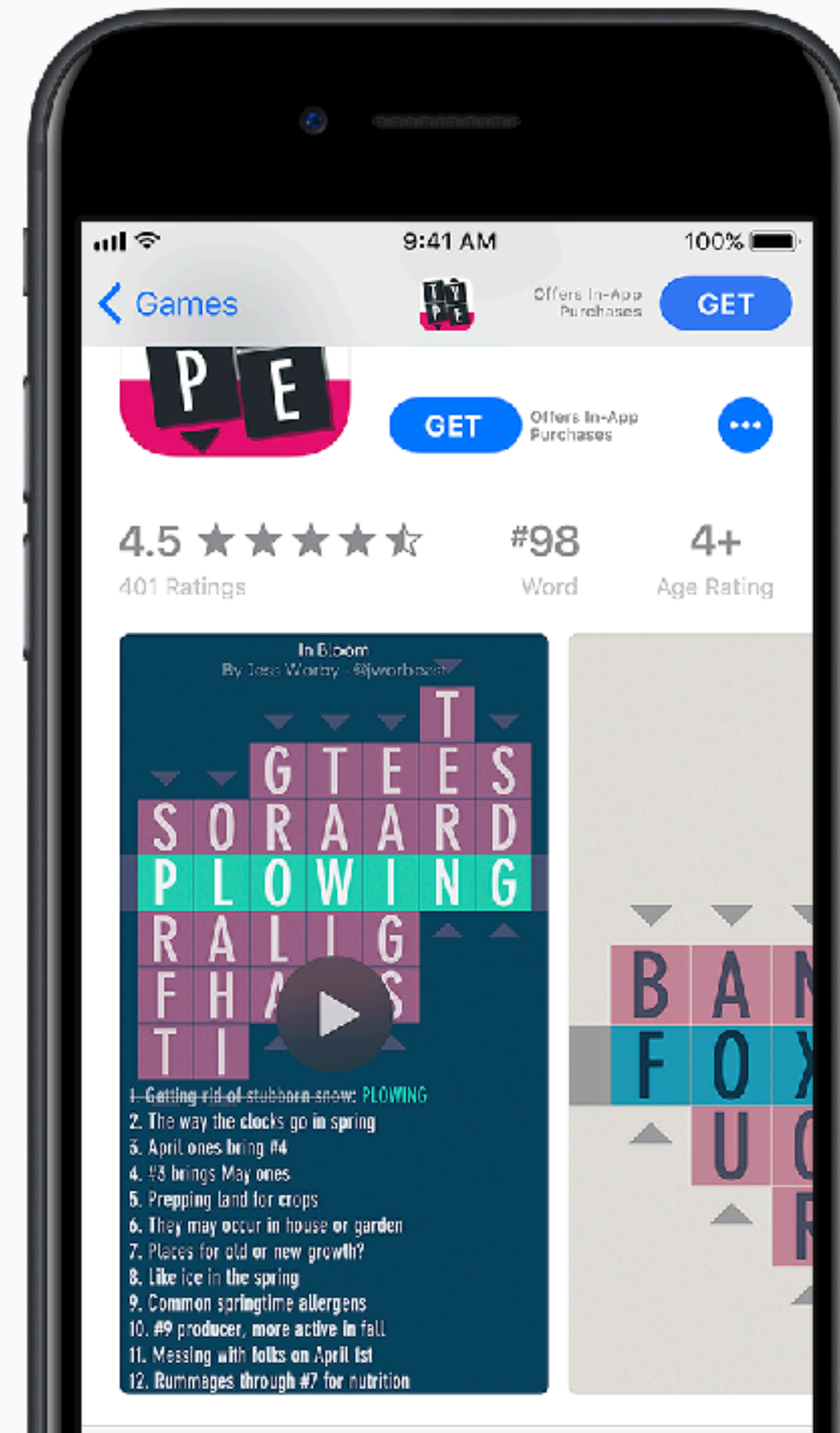


APP VIDEOS

- Can overlay sound, text, voice overs
- Can not show users interacting with the application

Show More with App Previews

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APP VIDEOS

- Creating Great App Previews
- <https://developer.apple.com/videos/play/design/11/>

< More Videos



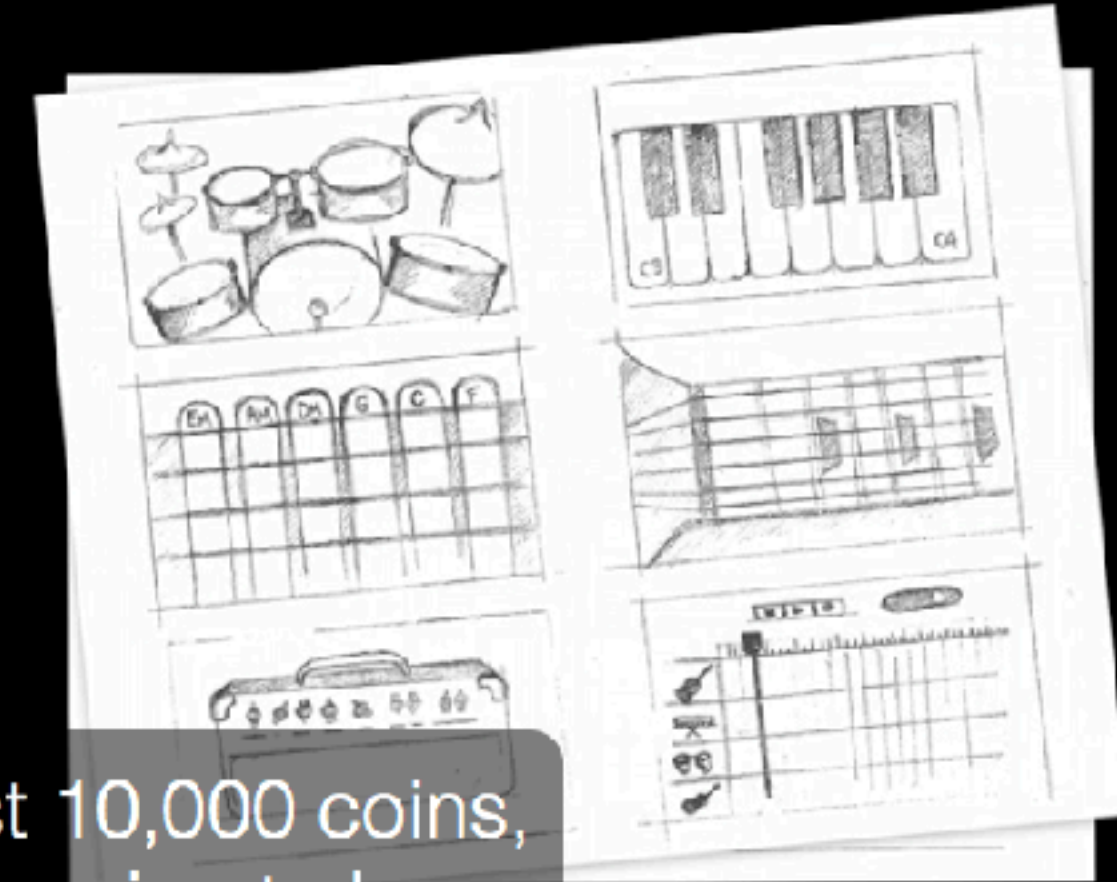
Content Planning

List out your elements

Outline/storyboard

Timing

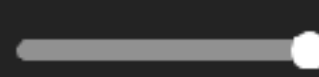
In-App Purchases disclosure



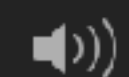
and that cost 10,000 coins,
you're either going to have



11:38



-39:23



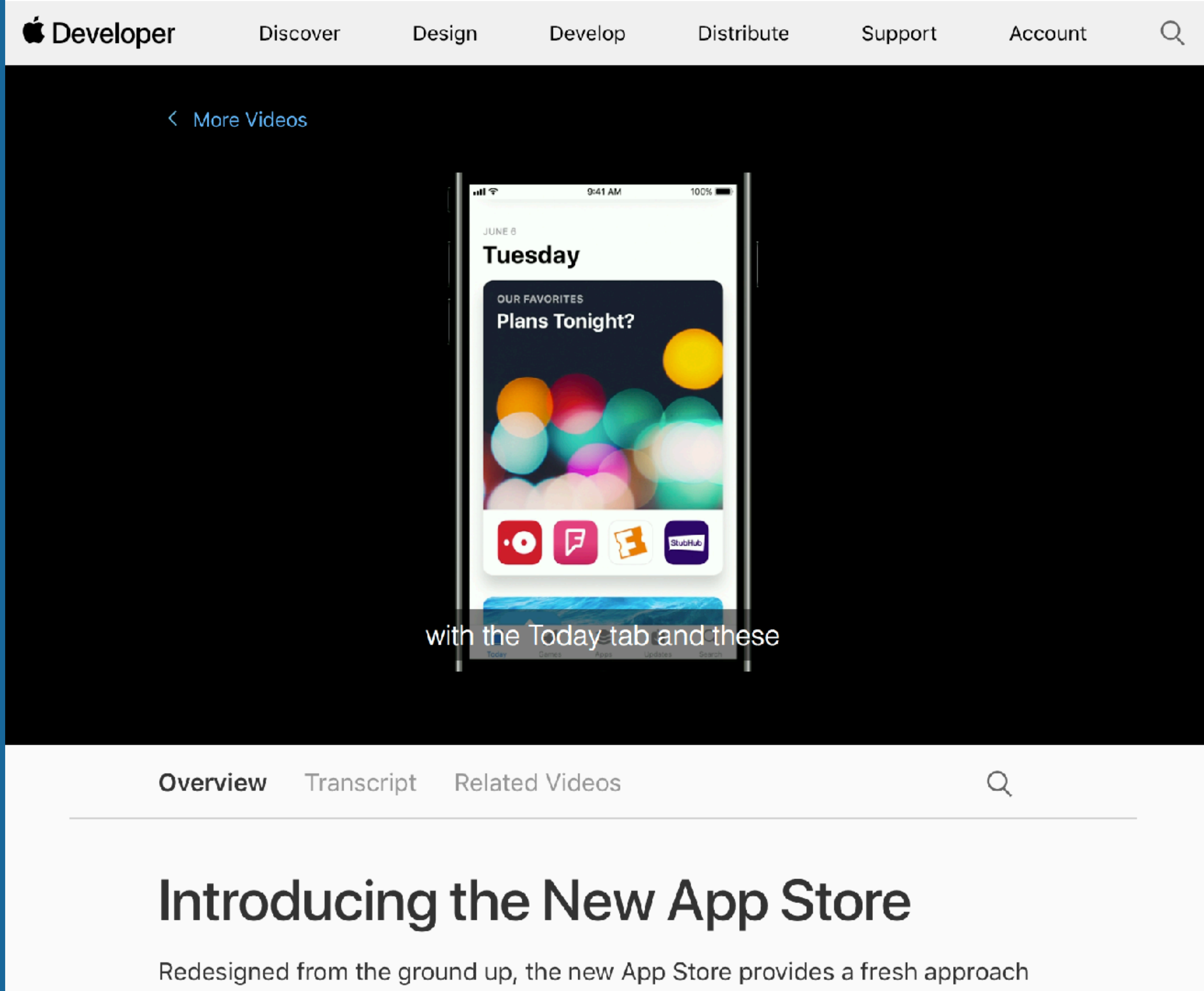
Overview

Creating Great App Previews

Spark interest in your app by showing a compelling video preview highlighting the magic moments that make your app unique. Learn how to plan, create and

APP VIDEOS

- Introducing the New App Store
- <https://developer.apple.com/videos/play/wwdc2017/301/>







APP VIDEOS

- iOS11+ Screen recorder
- <https://support.apple.com/en-us/HT207935>

How to record the screen on your iPhone, iPad, or iPod touch

In iOS 11, you can create a screen recording and capture sound on your iPhone, iPad, or iPod touch.

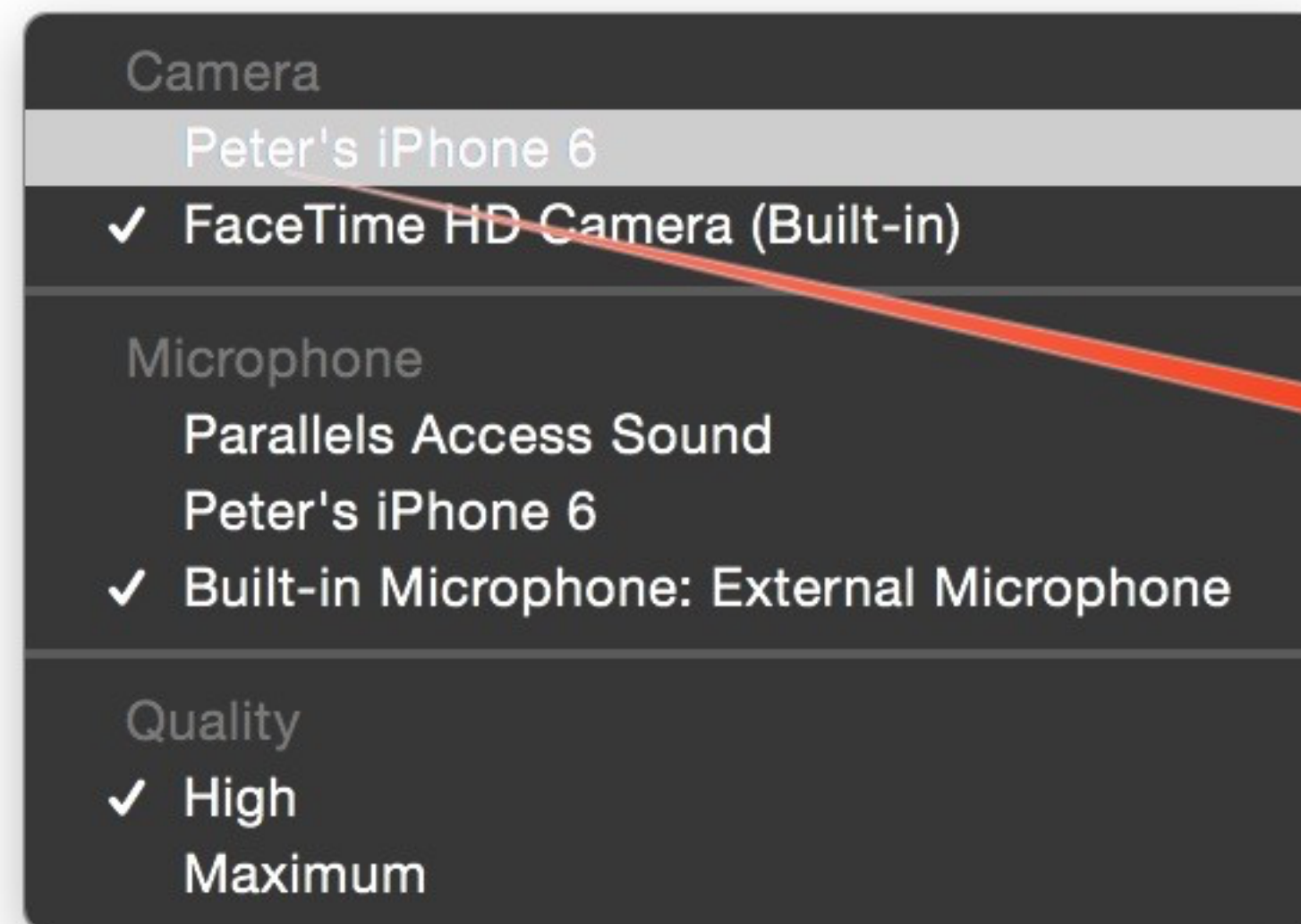
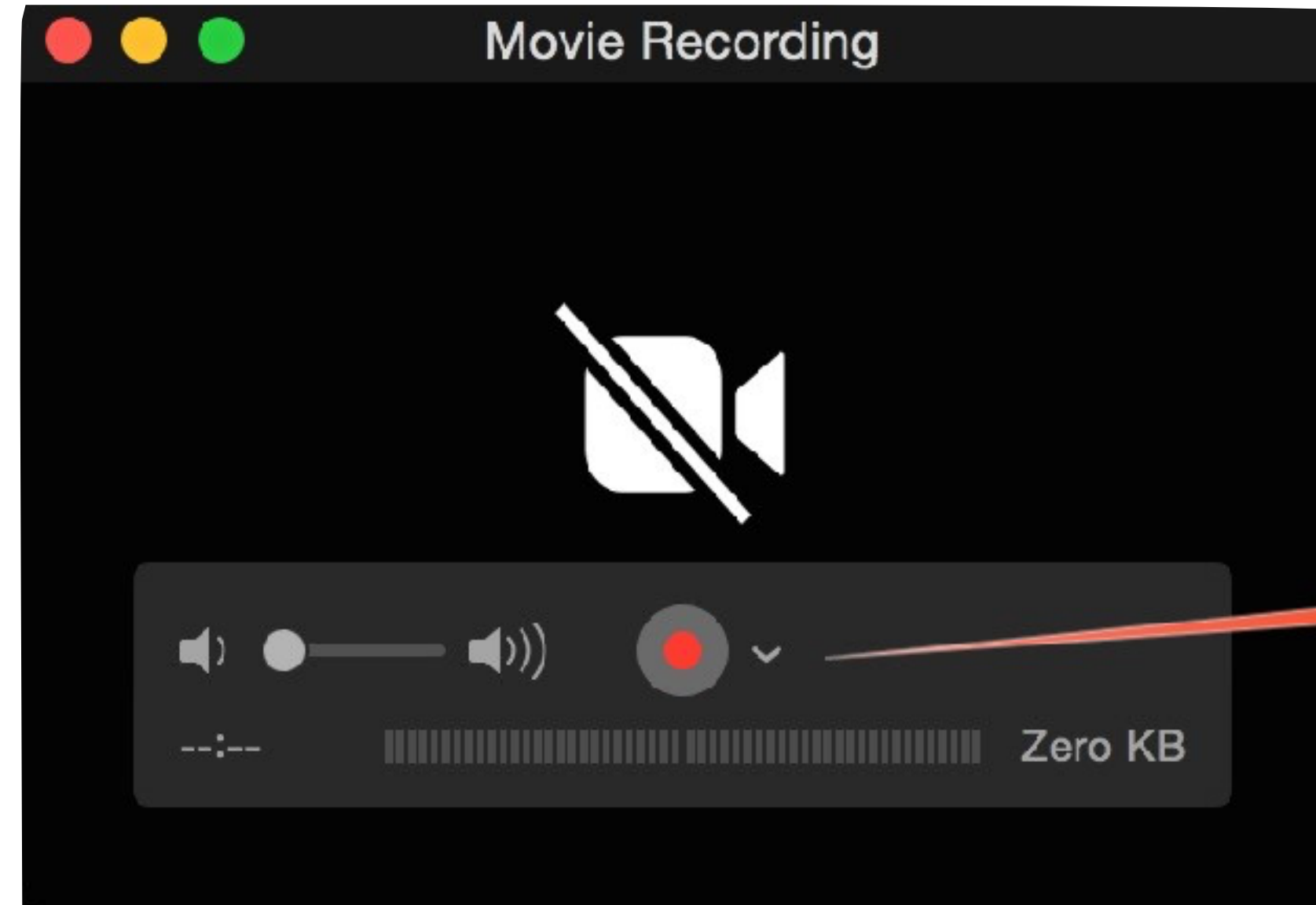
Record your screen

1. Add Screen Recording to Control Center. Go to Settings > Control Center > Customize Controls, then tap  next to Screen Recording.
2. [Open Control Center](#).
3. Tap , then wait for the three-second countdown. To capture sound while you record, press deeply on  and tap Microphone Audio.
4. To stop recording, [open Control Center](#) and tap . Or tap the red status bar at the top of your screen and tap Stop.



APP VIDEOS

- Quicktime recording from connected device



APP VIDEOS

[RSS Feed](#)
[Contact Me](#)

- Hidden Xcode command line tool to get video from simulator

Not officially supported, but works

Recording iOS Simulator Video

At the latest meeting of the Redmond Xcoders, there was a talk by [Lori Hill](#) about creating App Preview videos. During the Q&A period after her talk, questions were raised about recording such a video from the iOS Simulator rather than an actual device.

The first few comments were about doing an actual screen capture of the simulator, and recording the simulator *directly* was an option it seemed most people didn't know about. I've attempted to find out what I can about the subject and put it somewhere that might be helpful to Google users in the future.

Disclaimer: It is unclear whether these videos can be used for App Preview. Some differences between device recordings and simulator recordings are discussed below. Apple's [App Preview documentation](#) has no real stance on the matter; while they discuss how to record with a physical device, they don't explicitly state that a device *must* be used. If you attempt this and find out one way or another, please e-mail me and I will update this post.

Video from the Simulator can be recorded using the `simctl` Xcode tool, like so:

```
xcrun simctl io <device> recordVideo <path>
```




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ASSIGNMENT 2