



## Learning iOS Design: A Hands-on Guide for Programmers and Designers

By William Van Hecke

Pearson Education (US), United States, 2013. Paperback. Book Condition: New. 226 x 175 mm. Language: English . Brand New Book. This book contains everything you need to know to create awesome, life-altering applications. I pride myself on knowing a lot about design, but when reading this book, I probably didn't encounter a single page that didn't offer at least one interesting idea, new concept, or clever design technique. It's also written in a way that prevents you from putting it down. You're in for a treat. -From the Foreword by LUKAS MATHIS, author of Transform Your Ideas into Intuitive, Delightful iOS Apps! As an app developer, you know design is important. But where do you start? Learning iOS Design will help you think systematically about the art and science of design, and consistently design apps that users will appreciate and love. Pioneering Omni Group user experience expert William Van Hecke first explains what design really means, and why effective app design matters so much. Next, using a sample concept, he walks through transforming a vague idea into a fleshed-out design, moving from outlines to sketches, wireframes to mockups, prototypes to finished apps. Building on universal design principles, he offers...



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