Building iAd Rich Media Ads with iAd Producer

Introducing iAd Producer

Session 506

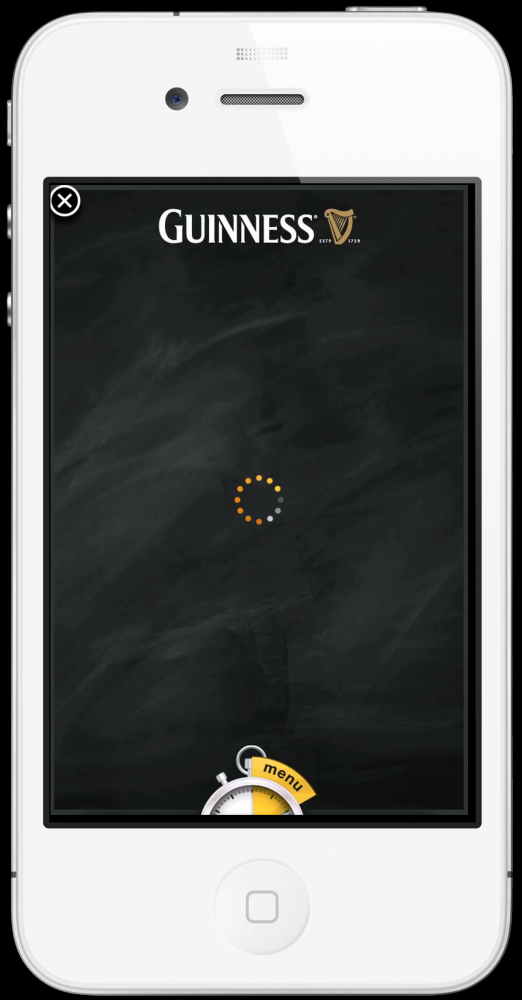
Mark Malone
iAd

Agenda

What we'll cover

- The iAd experience
- Code-free design
- Going beyond the built-in
- Sharing with others

iAd Experience


GUINNESS
menu


GUINNESS
Pick a play
menu
Find a Pint
The Challenge
The Pour
Wallpaper
Please drink responsibly
Legal


GUINNESS
Pick a play
menu
Find a Pint
The Challenge
The Pour
Wallpaper
Please drink responsibly
Legal


FALLING SKIES
17 : 04 : 28 : 13
DAYS HRS MINS SECS
Receiving Transmission…


PREMIERES JUNE 19 9|8C
TNT
FALLING SKIES
PRESENTED BY: HYUNDAI
ADD TO CALENDAR >>
17 : 04 : 27 : 22
DAYS HRS MIN SEC
VIEW THE FULL TRAILER
READ OUR STORY


PREMIERES JUNE 19 9|8C
TNT
FALLING SKIES
PRESENTED BY: HYUNDAI
ADD TO CALENDAR >>
17 : 04 : 26 : 23
DAYS HRS MIN SEC
VIEW THE FULL TRAILER
READ OUR STORY


PREMIERES JUNE 19 9|8C
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FALLING SKIES
PRESENTED BY: HYUNDAI
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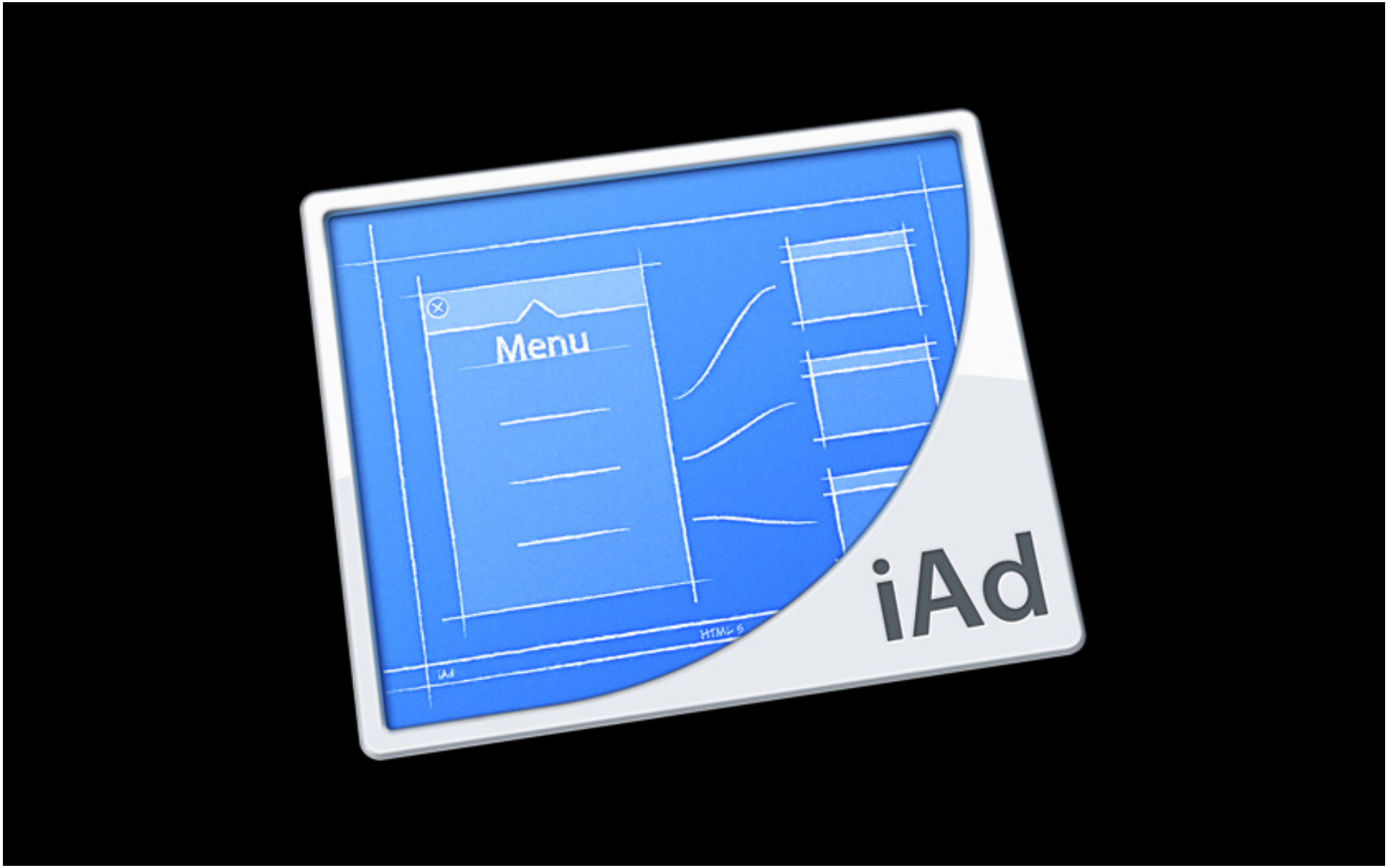
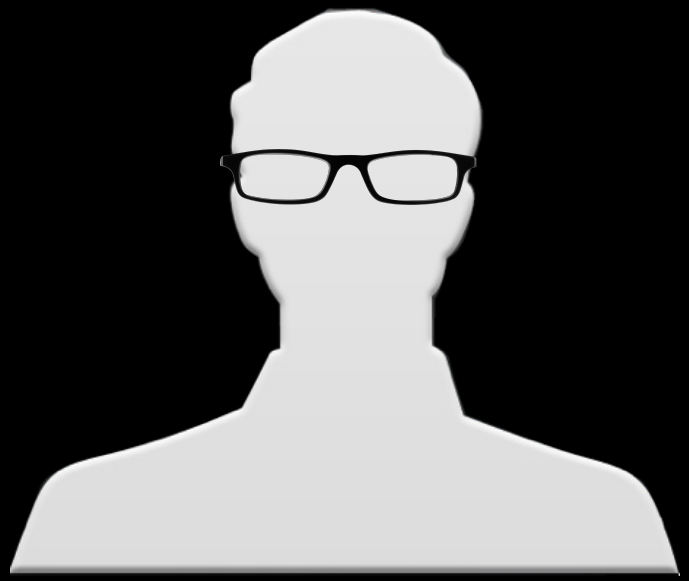

Menu
iAd

iAd Producer

Designed for…

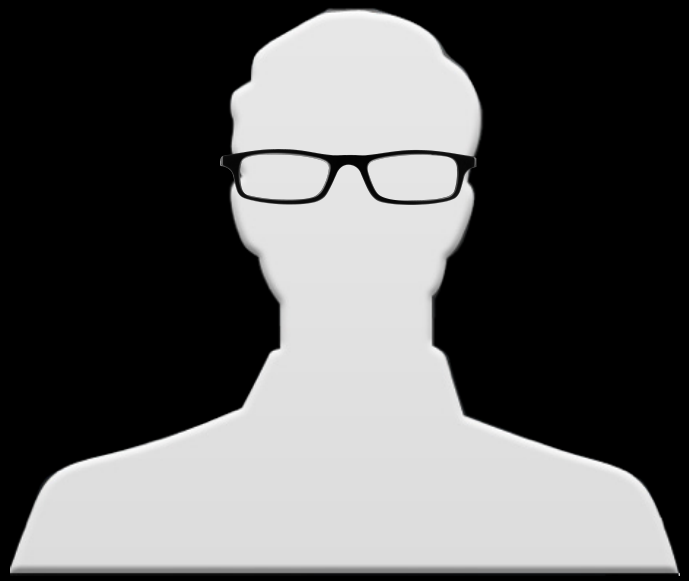


Creative Designer

Creative Developer

iAd Producer

Designed for designers



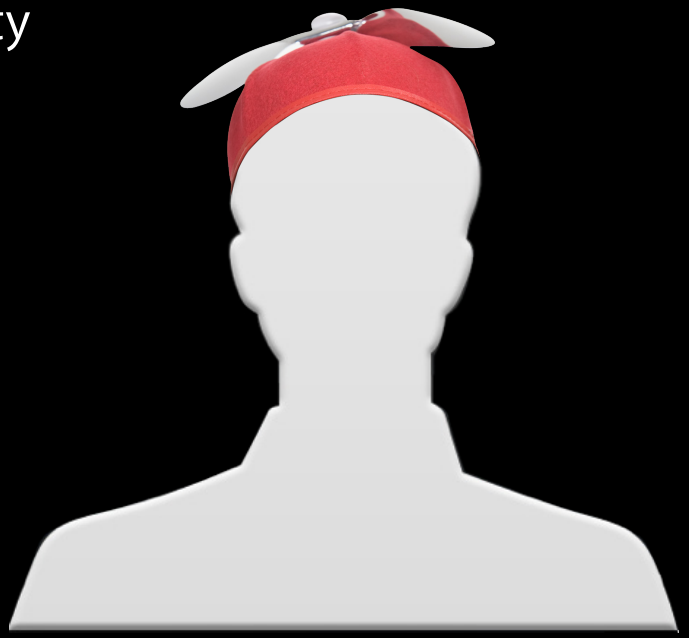
Creative Designer

- Interactive prototyping
- Collaborative design sessions
- Template pages, animation, and effects
- Demo on device
- Fast-track to development

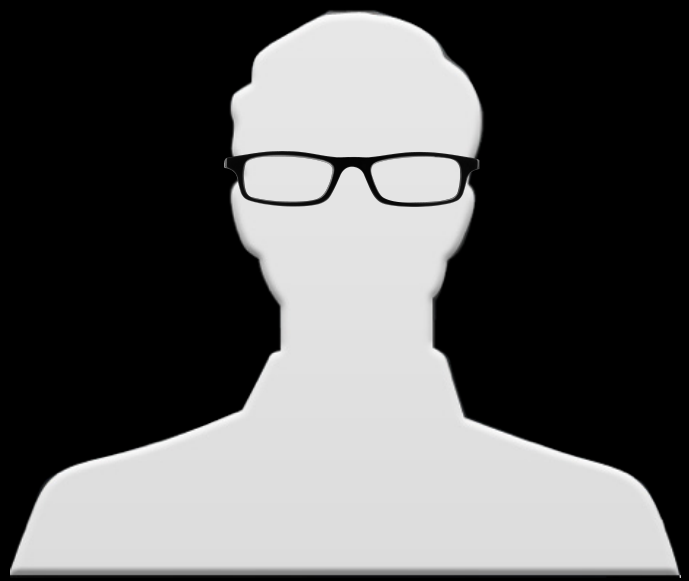
iAd Producer

Designed for developers

- Built-in performance and compatibility
- Extendable built-in objects
- Code import and custom plug-ins
- Test and debug in iPhone simulator
- Package and publish in one step



Creative Developer



Creative Designer

Creative Developer

iAd Producer

Designed for you

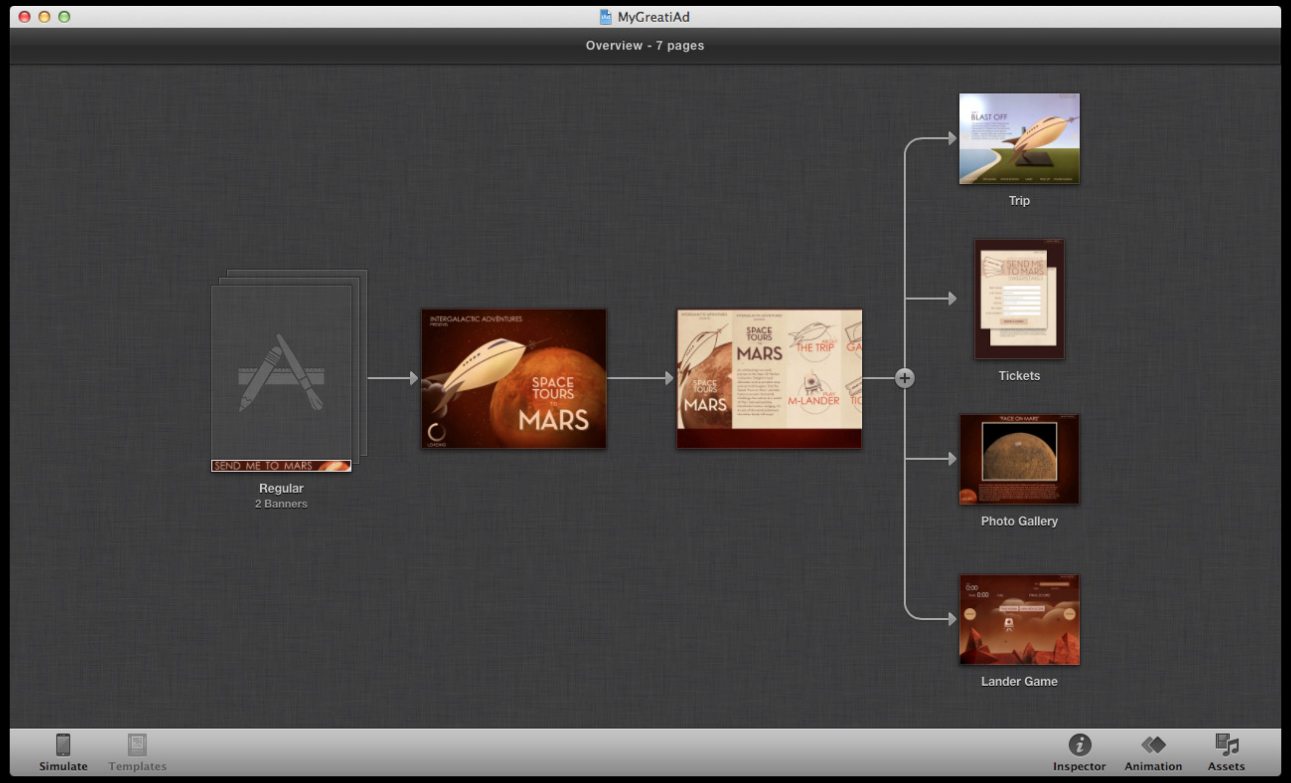
Designer / Developer

Design → Develop → Deploy

Design → Develop → Deploy

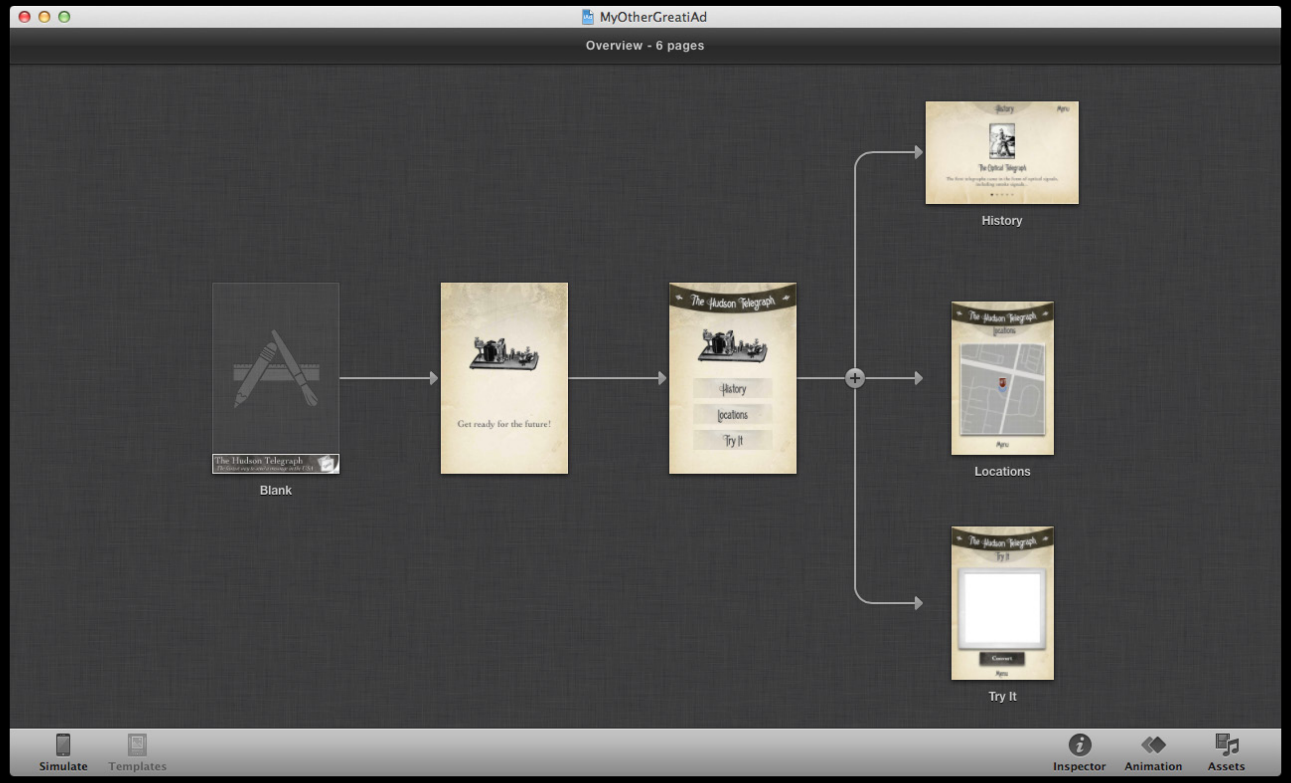
Design

iAd for iPad



Design

iAd for iPhone and iPod touch

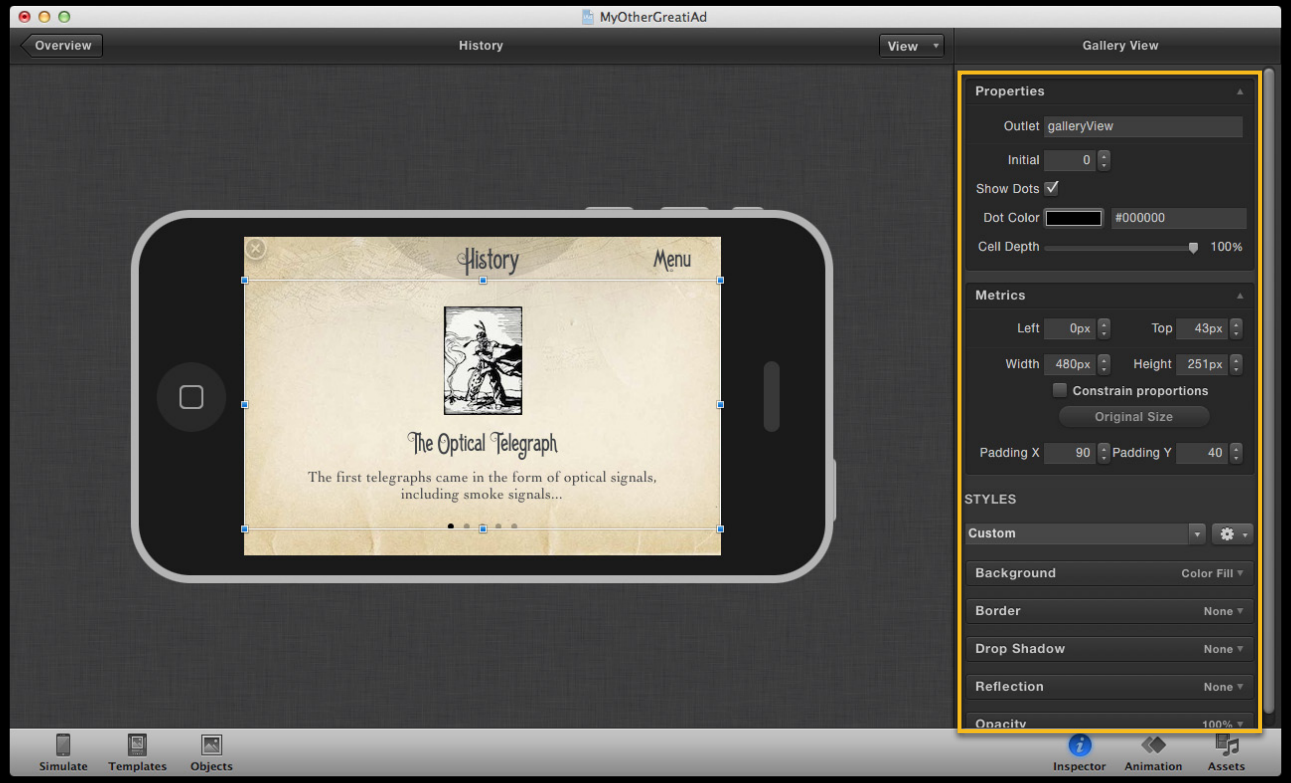


Design

Using pre-built objects

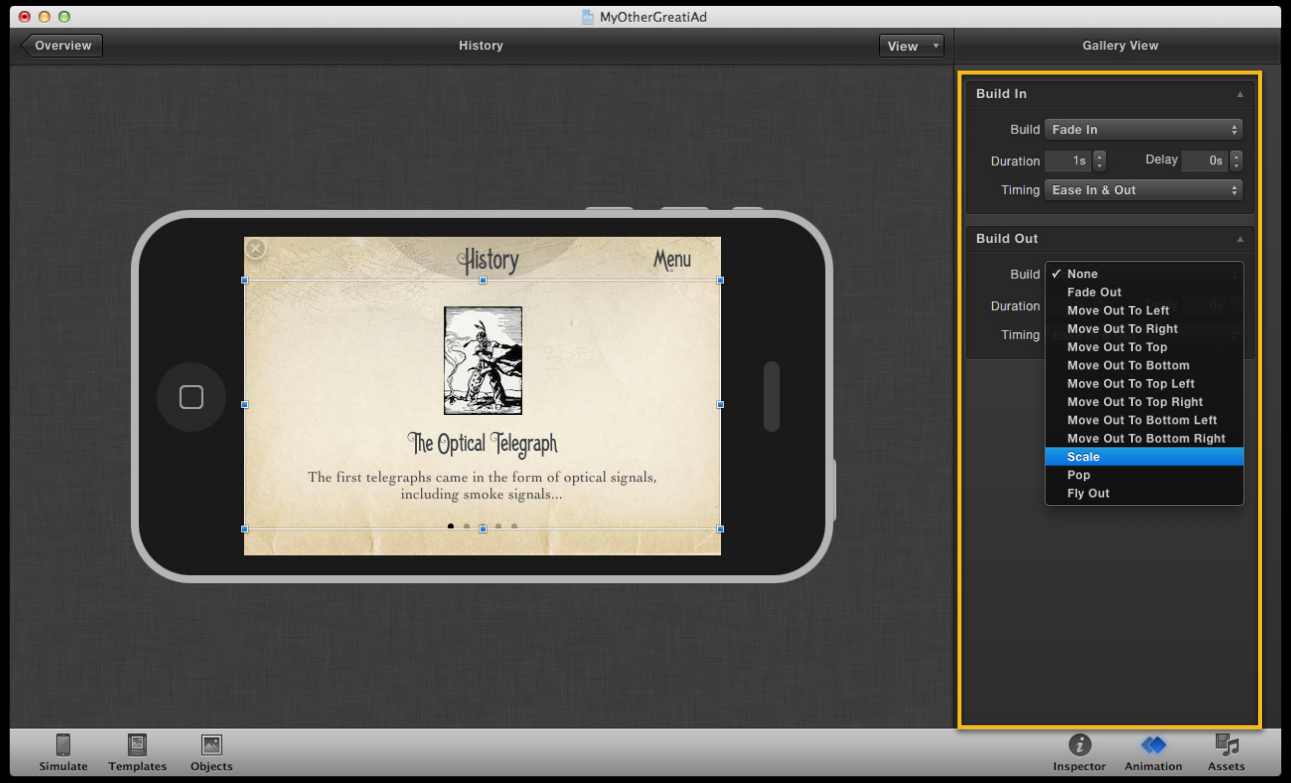
Design

Code-free style



Design

Code-free animation

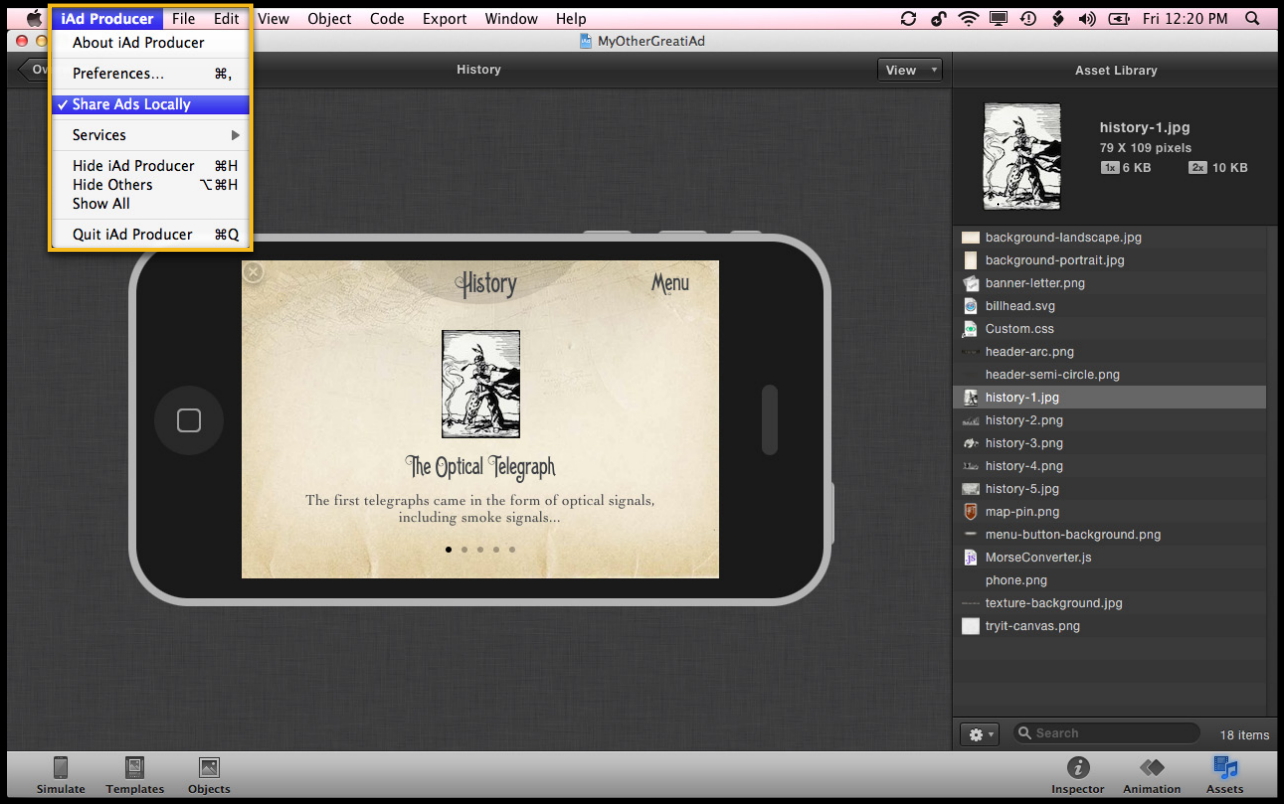


Design

Organized assets

Design

Experience on device



Design

Experience on device

Demo

Design an iAd

Design → Develop → Deploy

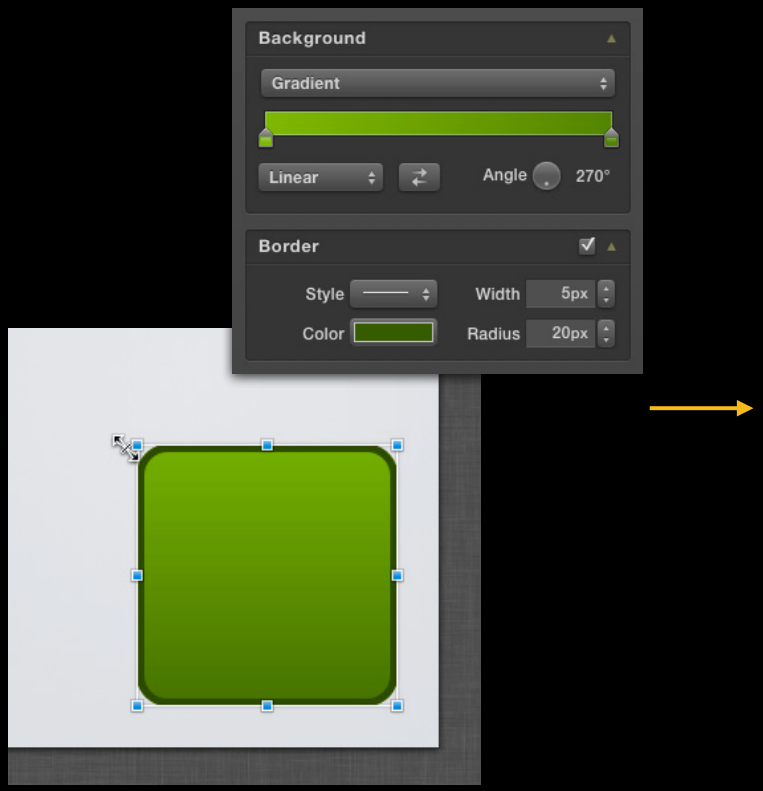
Design → Deploy

Design → Develop → Deploy


iAd

Develop

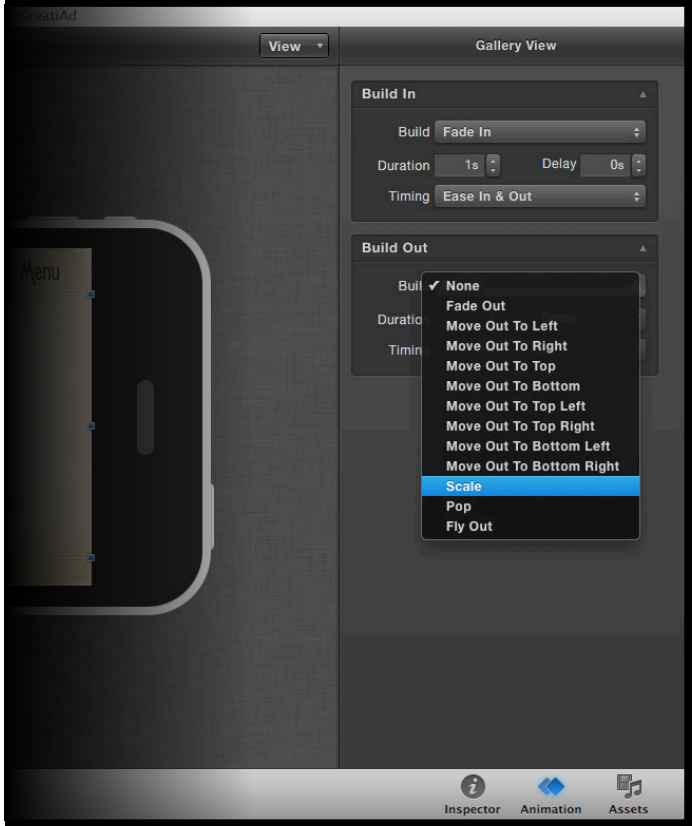
CSS for style




```
#green-box {
  background: -webkit-gradient(
        linear, 0% 0%, 0% 100%, color-
        stop(0%, #5da200), color-stop
        (100%, #366301)
        );
  border-radius: 20px;
  border-color: #213d00;
  border: 5px solid #213d00;
  width: 167px;
  height: 167px;
  left: 127px;
  top: 287px;
}
```

Develop

CSS for animation




```
#History [ad-outlet="HistoryFlow"]
{
    -webkit-transition-property: top;
    -webkit-transition-duration: 2s;
    top: 0px;
}
```

HTML @font-face CORS/Access Control
Web Workers DOM Manifests JPG
CSS Animation SVG DOM Storage
WebGL CSS PNG MPEG CSS
Selectors API Drag and Drop Touch
Events Media Queries <audio> CSS
Transitions Web SQL Database
JavaScript data: URIs Cross-document
Messaging Canvas Web SQL Database
Offline Applications CSS Transforms
GeoLocation Native JSON WAI-ARIA
<video> Flexible Box Layout

Develop

Leverage core web technologies

Inline Audio/Video

CSS Visual Effects

Device Orientation

Gyro

Accelerometer

WebGL

Geolocation

Touch Events

Develop

Web technologies

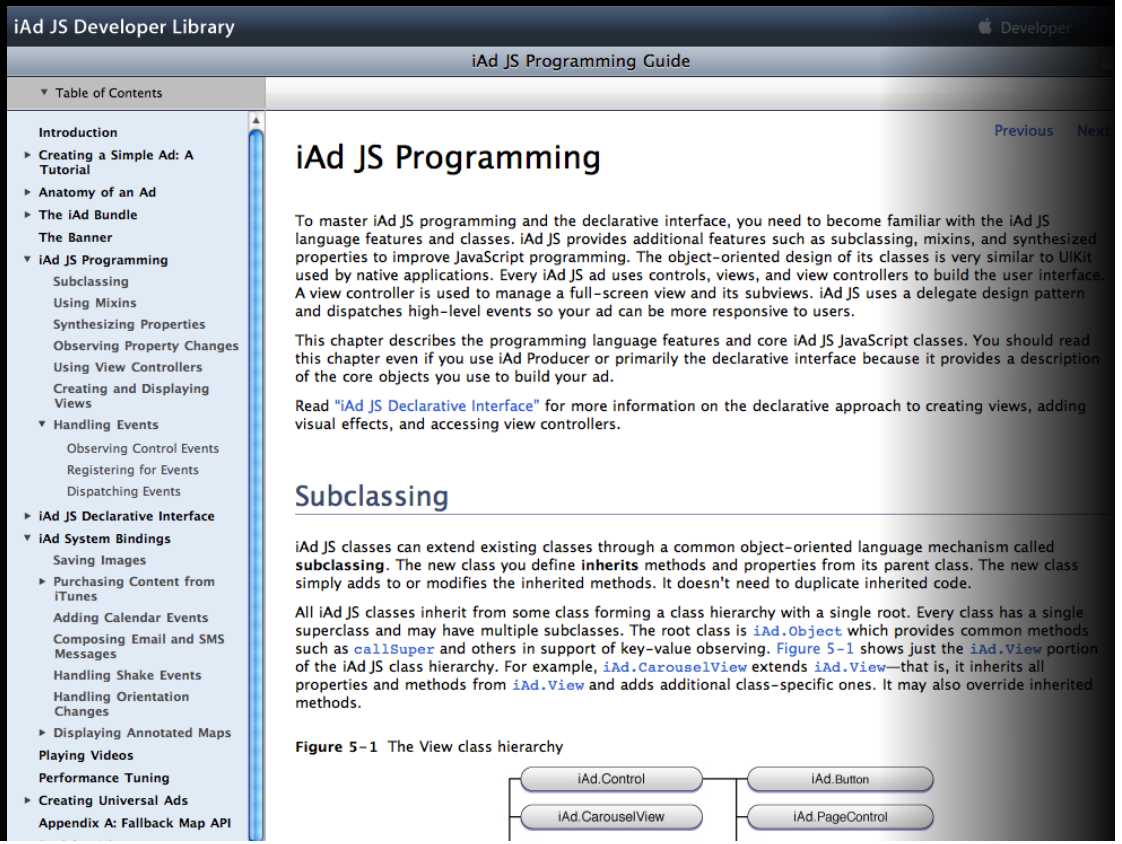
+

iAd JS

Develop

iAd JS language features

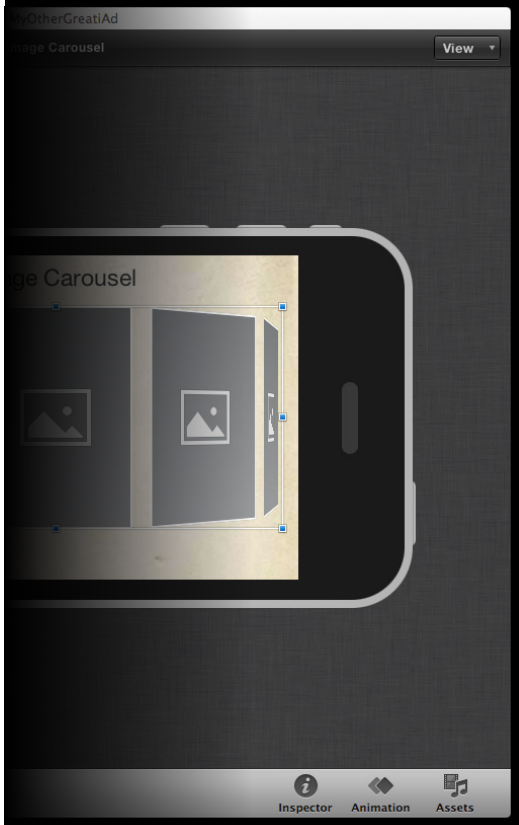
- Subclassing
- Mix-ins
- Synthesized properties
- Property observing
- View controllers
- View hierarchy
- Event handling
- System bindings



App Download Carousel View Animations Search Bar Movie Download Segmented Control Picker View Set Wallpaper Switch View Shake Event Map View App Download Scroll View View Transforms Map Annotation Flow View Set Home Screen Image View Slider Control User Location Table View Camera Multiple Orientation Page Control Tab Bar View Tool Bar Touch Events Photo Library Access Progress View Music Download

Develop

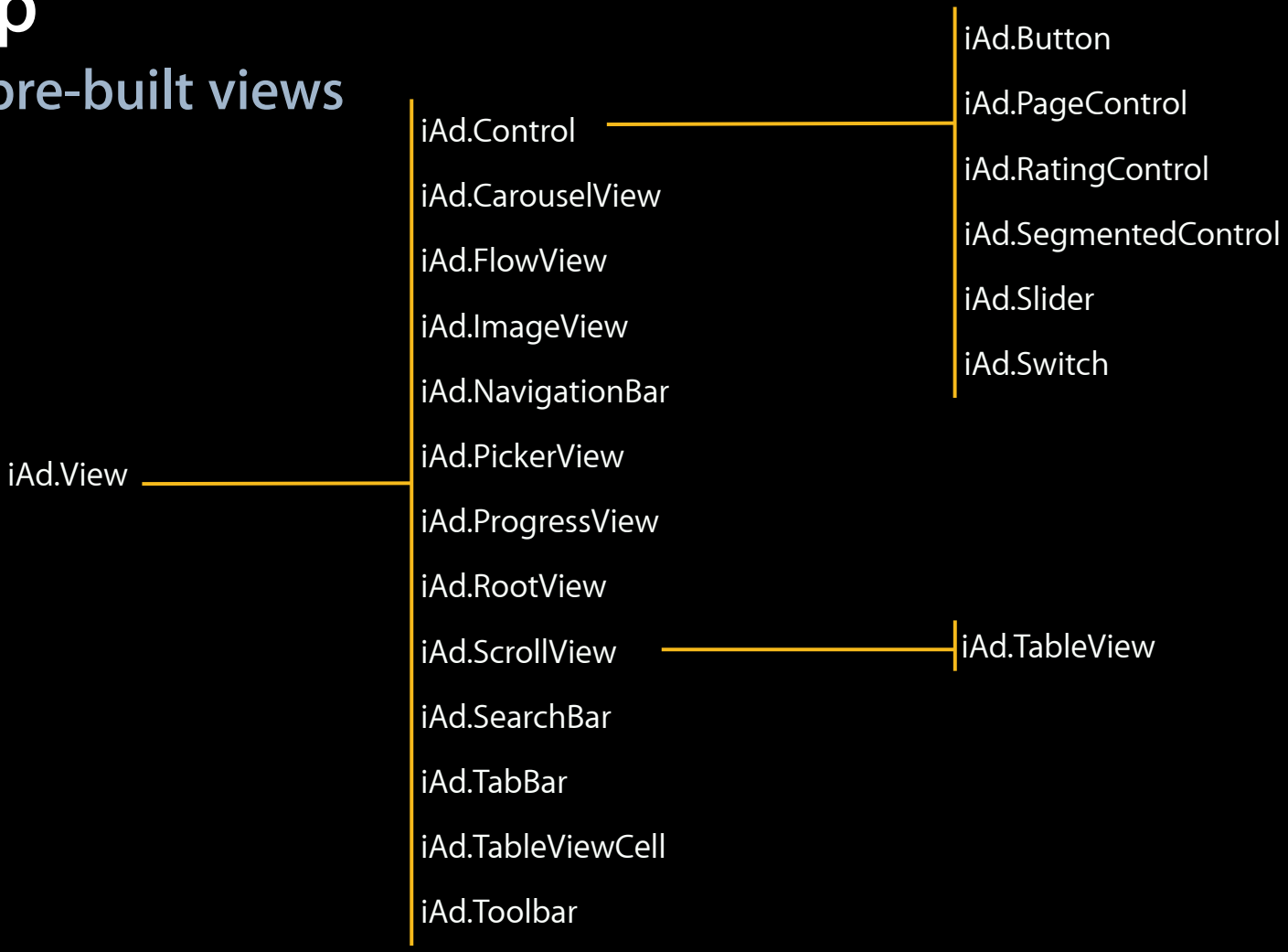
iAd JS for high-level objects




```
controller.init = function () {
      carousel = new iAd.CarouselView();
      carousel.orientation = HORIZONTAL_ORIENTATION;
      carousel.size = new iAd.Size(480, 100);
      carousel.position = new iAd.Point(50, 50);
};
```

Develop

Subclass pre-built views



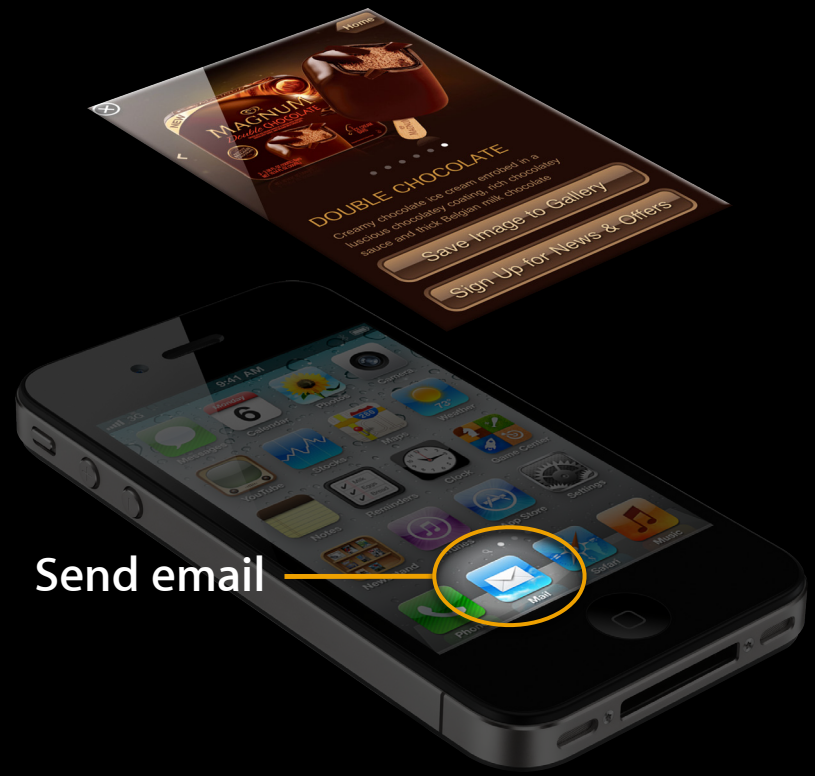
Develop

Add device integration

Send SMS

Develop

Add device integration



Develop

Add device integration

Download apps

Develop

Add device integration

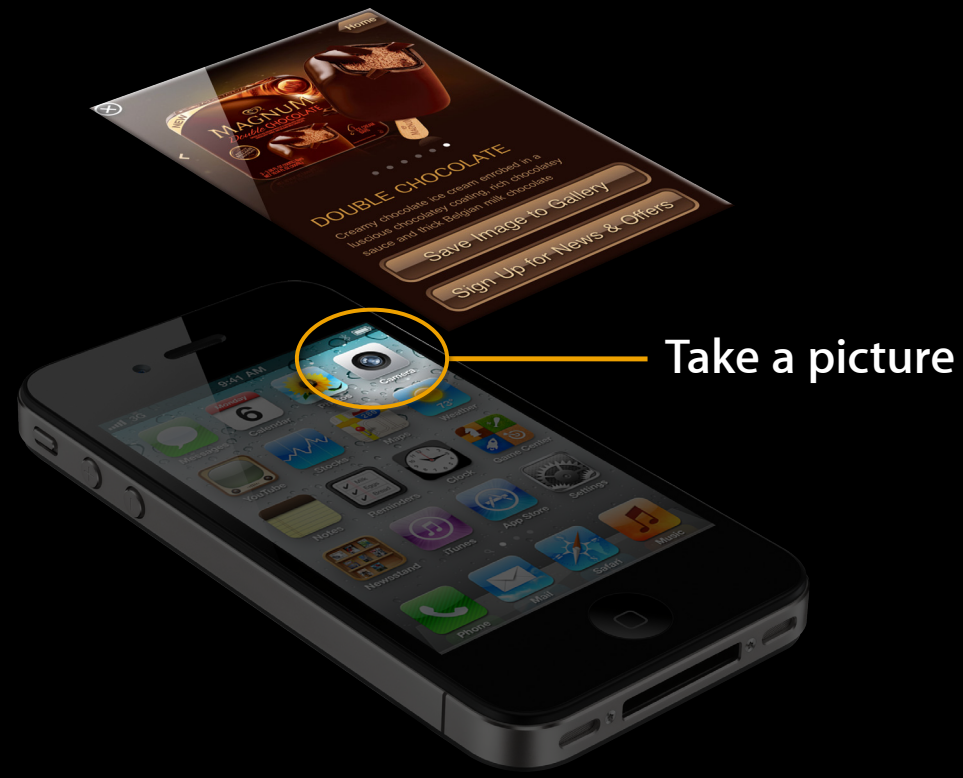
Download iTunes content

Develop

Add device integration

Develop

Add device integration

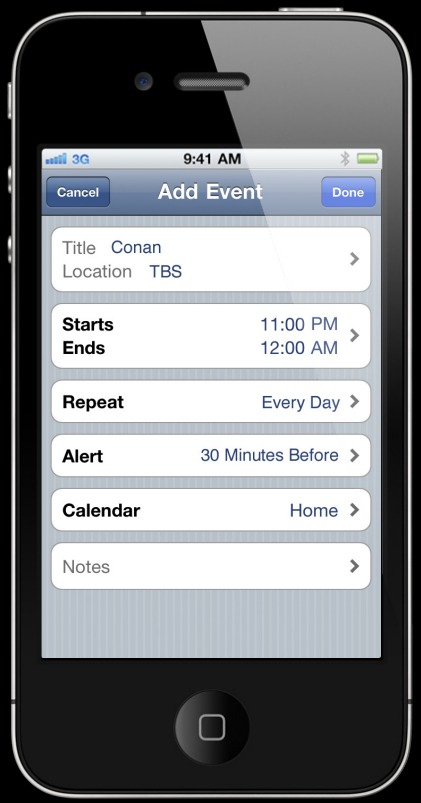


Develop

Add device integration

Develop

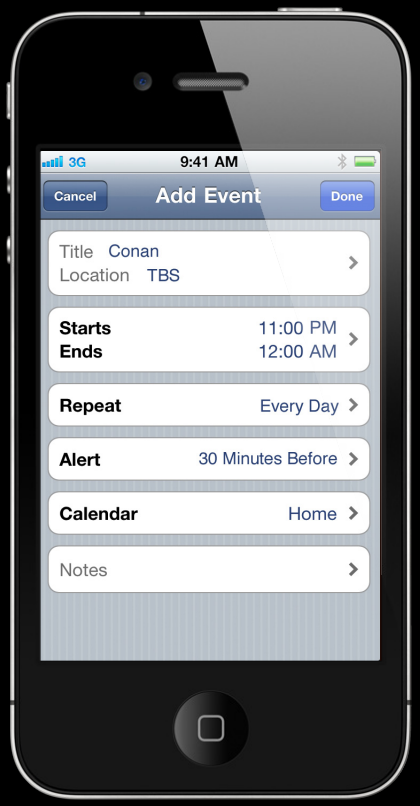
Add device integration




```
// Event details
var startDate = new Date().toISOString();
var endDate = new Date().toISOString(); v
var myEvent =  { "description": "My Event",
                 "location": "Cupertino, CA",
                 "summary": "Free parking available.",
                 "start": startDate,
                 "end": endDate
               };
// prompt user
window.ad.calendar.presentComposer(myEvent, listener);
```

Develop

Add device integration



Develop

Web technologies

+

iAd JS

Develop

Web technologies

Develop

Import code assets

Develop

Create iAd Producer plug-ins

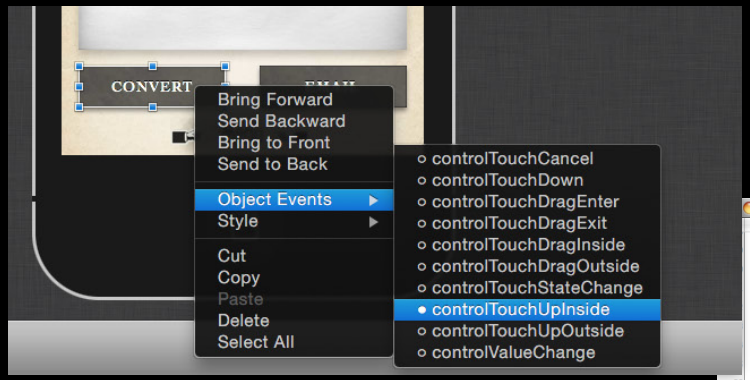
Develop

iAd Producer plug-ins

- Create drop-in/reusable widgets for designers
- Deliver custom objects and page templates
- Provide inspectors for visual editing

Develop

Hook into events



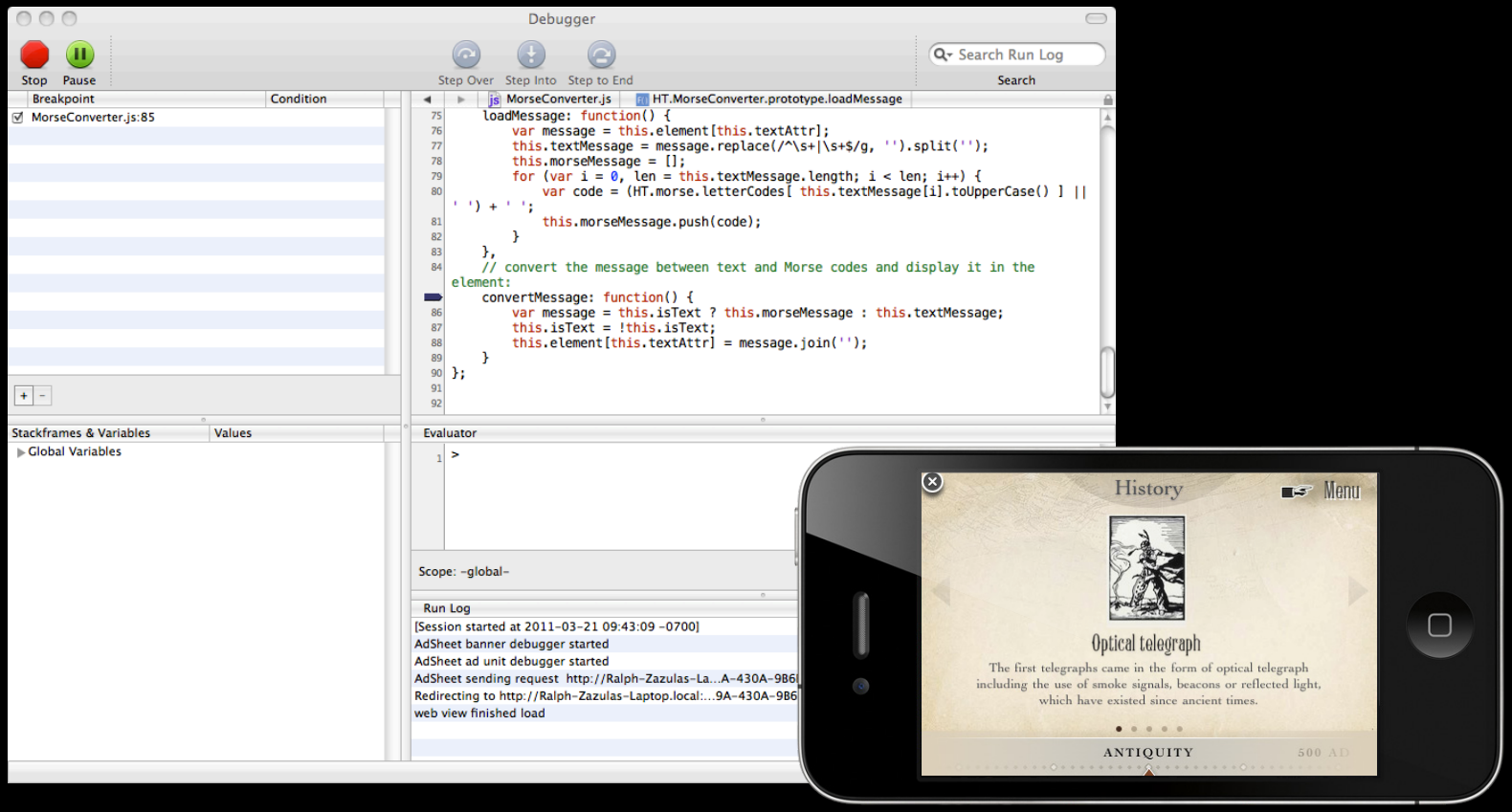
Hudson Telegraph – TryIt$convertButtonDelegate.js

TryIt$convertButtonDelegate.js | onControlTouchUpInside | Available Events

```
this.onControlTouchUpInside = function(event) {
    var converter = this.viewController.textConverter;
    var textField = this.viewController.textField;
    var emailButton = this.viewController.outlets.emailButton;
    var beepAudio = this.viewController.outlets.beepAudio;
    // exit when the text area is blank:
    if (!converter.element.value.length) {
        return;
    }
    // load the current message and play the conversion audio
    // when the converter is going to convert text to morse codes:
    if (converter.isText) {
        converter.loadMessage();
        beepAudio.play();
        emailButton.enabled = true;
    }
    // run the conversion:
    converter.convertMessage();
    // toggle the disabled attribute of the text field:
    // (the text field should be disabled for editing when it is showing morse codes)
    if (textField.disabled) {
        textField.removeAttribute('disabled');
    } else {
        textField.setAttribute('disabled', 'disabled');
    }
};
```

Develop

Debugger (just in case)



Demo

Adding custom code and style

Design → Develop → Deploy

Design → Develop → Deploy

Deployment

Sharing your iAd

- Locally via Wi-Fi

Deployment

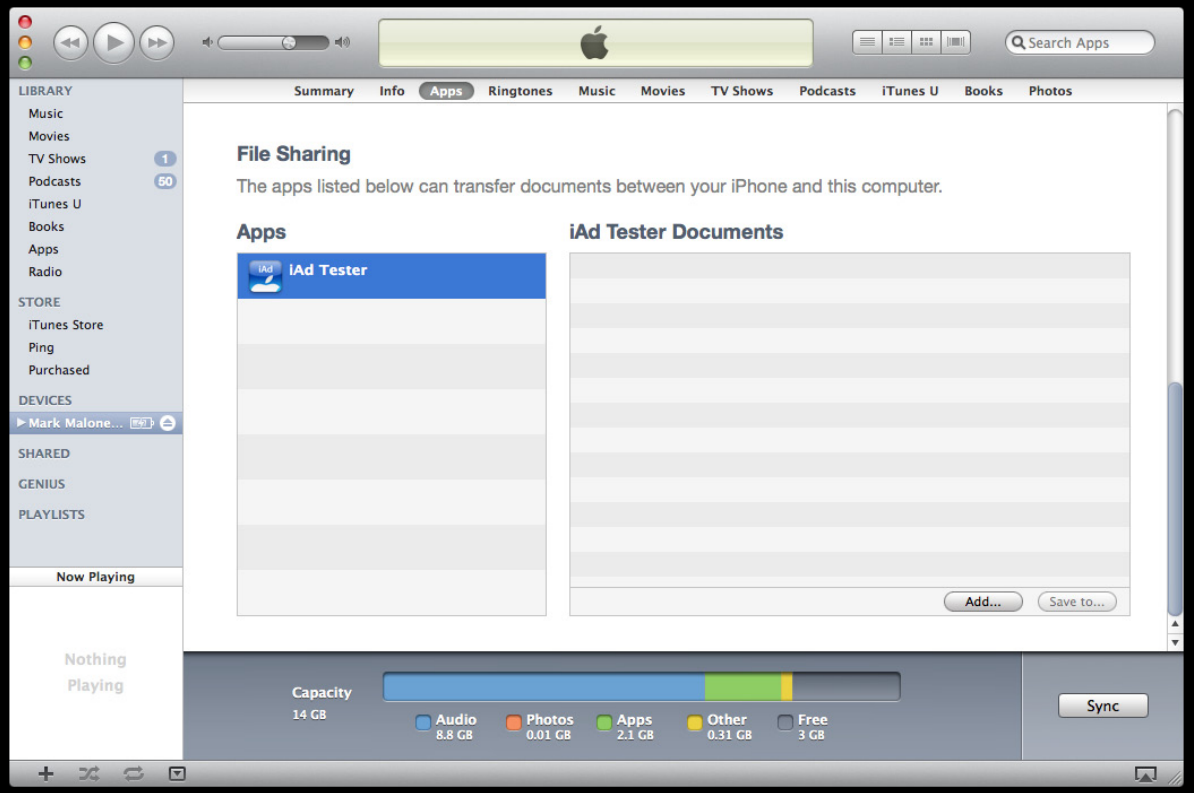
Sharing your iAd

- Locally via Wi-Fi
- Installed via iTunes

Deployment

Sharing your iAd

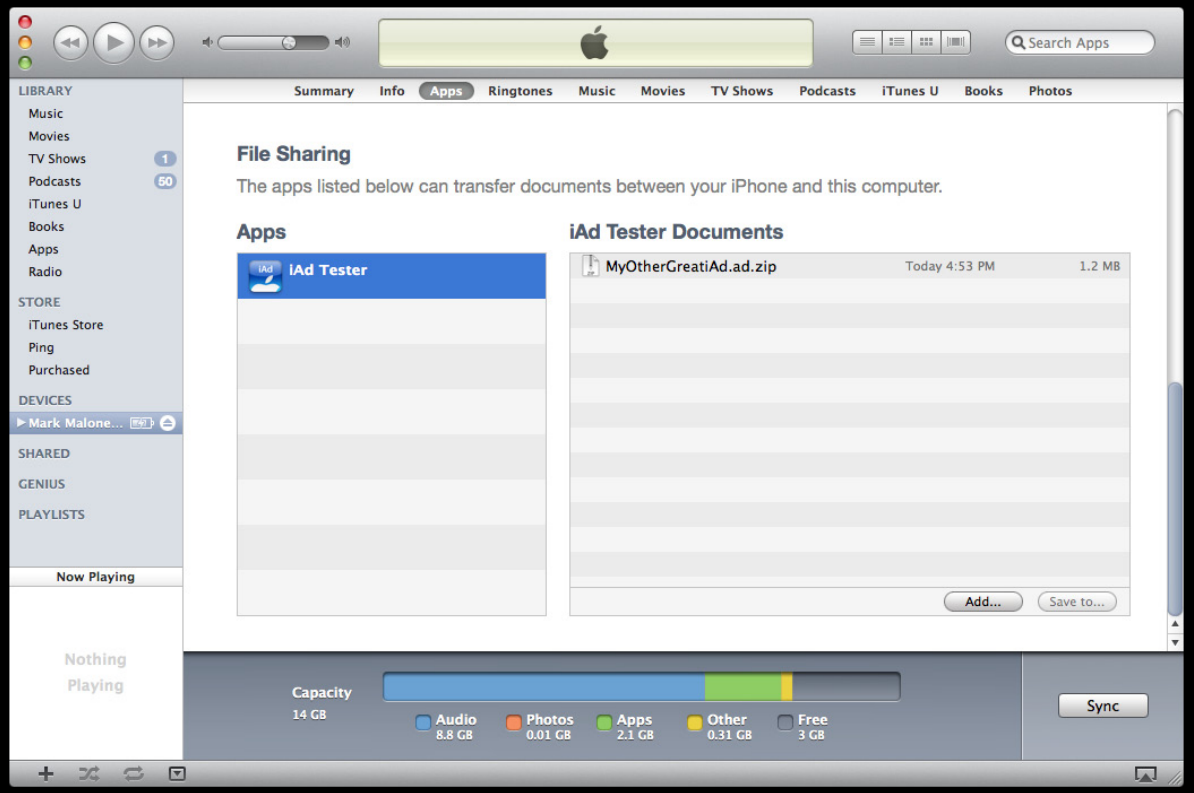
- Locally via Wi-Fi
- Installed via iTunes



Deployment

Sharing your iAd

- Locally via Wi-Fi
- Installed via iTunes



Deployment

Sharing your iAd

- Locally via Wi-Fi
- Installed via iTunes

Deployment

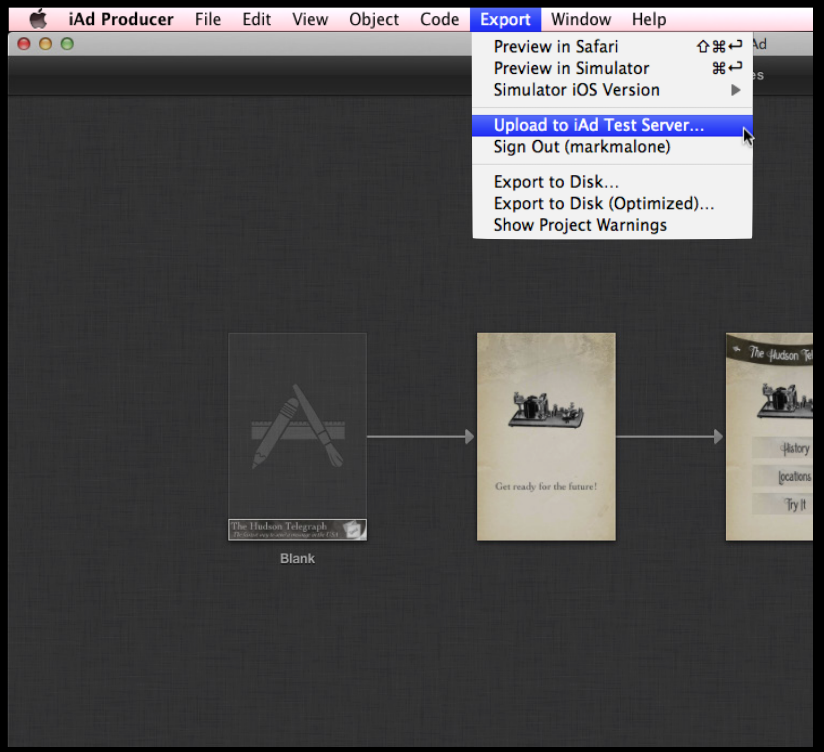
Sharing your iAd

- Locally via Wi-Fi
- Installed via iTunes
- iAd test server

Deployment

Sharing your iAd

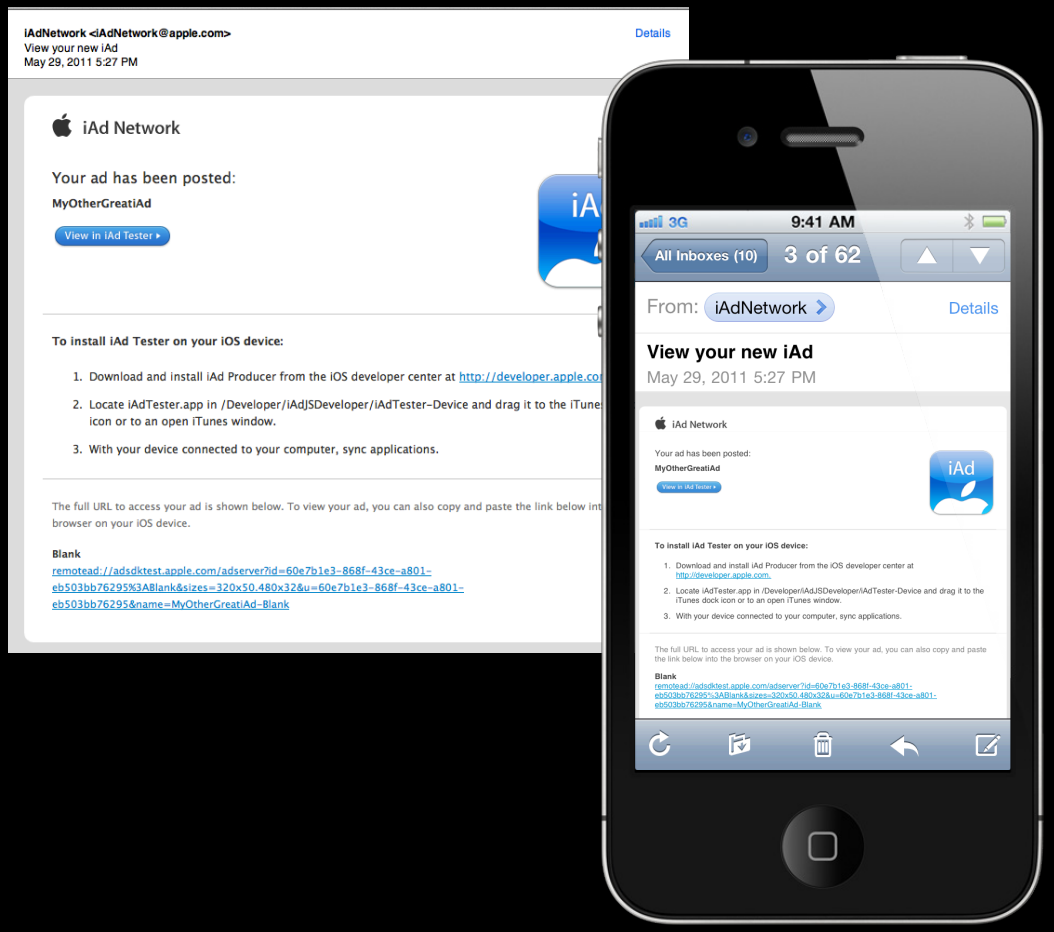
- Locally via Wi-Fi
- Installed via iTunes
- iAd test server



Deployment

Sharing your iAd

- Locally via Wi-Fi
- Installed via iTunes
- iAd test server



Design → Develop → Deploy

Wrapping Up

Summary

- Makes incredible—easy
  - Page templates and objects
  - Code free style and animation
- Unlimited creativity via customization
  - Bring your own fonts, code, and style
  - Custom templates via iAd Producer plug-ins
- Reduced deployment surprises
  - Experience on device—design through deployment
  - Mobile optimized templates

More Information

Mark Malone
iAd Professional Services
mgm@apple.com

iAd Producer and Information
http://advertising.apple.com/
http://developer.apple.com/iad/iadproducer/

Documentation
iAd Producer User Guide
iAd Producer Tutorial
iAd JS Reference Library
http://developer.apple.com/

Apple Developer Forums
https://devforums.apple.com/community/ios/iadproduction/iadproducer

Related Sessions

iAd Implementation Best Practices	Presidio Wednesday 10:15AM
Understanding And Optimizing Web Graphics	Marina Wednesday 3:15PM

Labs

iAd Producer Lab	Internet and Web Lab A Wednesday 2:00PM
iAd Integration Lab	Internet and Web Lab B Wednesday 2:00PM


WWDC2011