

Using Apple News Format to Create Rich and Responsive Stories

Session 508

Casey Dougherty Manager Content Engineering & Analytics
Dan Scannell Lead Content Engineer



DISCOVER

COLOR & TEXTURE IN PICIATIS IRURE

Wind-sculpted dunes, ancient river beds, and the dazzling geodes. Discover the subtle beauty of Piciatis Irure.

By Urna Semper

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, dolor repellendus. **Temporibus autem** quibusdam et aut.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, adipisci velit

ABOVE: The temperature drops rapidly as the sun sets on the Piciatis Irure. (Ullam/Aliquam)

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  "metadata": {
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              }
            }
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          {
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            "format": "markdown",

```



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Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, adipisci velit.

LOREM IPSUM DOLOR

Quis autem vel eum iure reprehenderit qui in ea volup-

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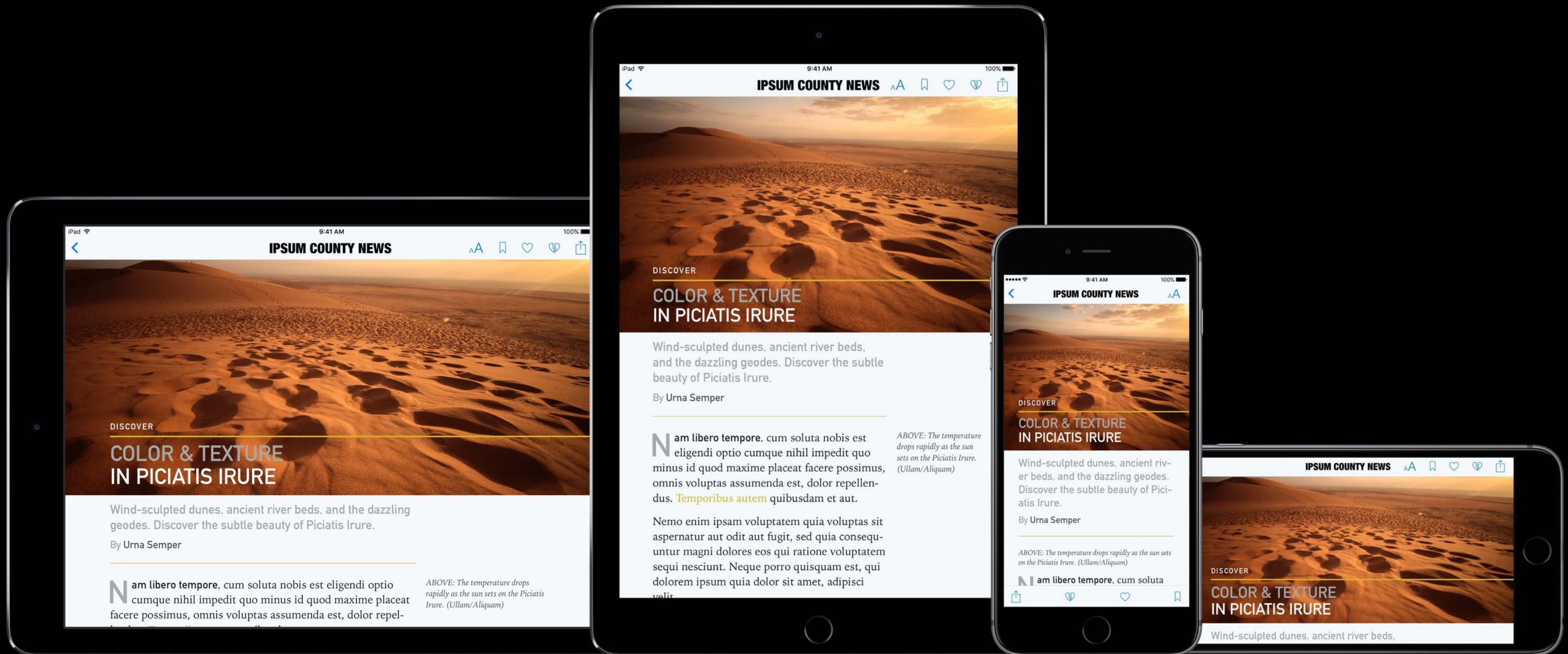
Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, adipisci velit.

LOREM IPSUM DOLOR

Quis autem vel eum iure reprehenderit qui in ea volup-

ABOVE: The temperature drops rapidly as the sun sets on the Piciatis Irure. (Ullam/ Aliquam)

Responsive



Introduction to News

iPad

9:41 AM

100%



FaceTime



Calendar



Photos



Camera



Contacts



Clock



Maps



Home



Photo Booth



Notes



Reminders



Videos



iTunes Store



App Store



iBooks



News



Settings



Messages



Safari



Mail



Music







MONDAY JUNE 13

76°
Cupertino



TOP STORIES



CNN

Defying political gravity

Political insiders are prepared for one of the roughest campaign seasons in recent memory, as political novice Donald Trump takes on Hillary Clinton, who hopes to be the nation's first woman president.

DEVELOPING 1 hr ago



USA TODAY

Bay Area merchandise sales surge with both Warriors and Sharks in Finals

34 min ago



theguardian

World's longest rail tunnel to open in Switzerland under Alps

24 min ago



The Washington Post

Hold on tight: The universe is expanding faster than we thought

7 hrs ago



For You



Favorites



Explore



Search



Saved

FORMULA 1



AUTOSPORT

Lotus racer Rene Binder sets Friday Formula V8 3.5 pace at Spa

Lotus racer Rene Binder set the fastest time in Formula V8 3.5 practice at Spa-Francorchamps on Friday. The Austrian, who finished third at the Aragon season opener, ended the day over half...

1 hr ago



ROADTRACK

Daniel Ricciardo Takes First-Ever Pole At Monaco Grand Prix

UPDATED 55 min ago



CNN

Monaco Grand Prix: The 'gentleman' racer who ruled on the French Riviera

2 hrs ago



ESPN

Lewis Hamilton: Fully closed cockpit better than canopy

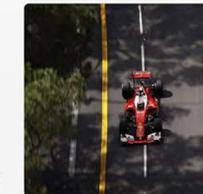
55 min ago



AUTOSPORT

Comparing Ferrari's 2016 start to last year is unfair, says Vettel

1 day ago



SUPERCARS



AUTOCAR

Spyker supercars to shun electric power



The Telegraph

2016 Porsche 911 Carrera 4S driven



For You



Favorites



Explore



Search



Saved

Get Published

Get Published

RSS

News Publisher

Apple News Format

Getting Published in Apple News

Pacific Heights

Tuesday 3:00PM

The Apple News Format

JSON

The Apple News Format

JSON

Powerful article design

The Apple News Format

JSON

Powerful article design

Fast

The Apple News Format

JSON

Powerful article design

Fast

Responsive

The Apple News Format

JSON

Powerful article design

Fast

Responsive

Easy conversion

The Apple News Format

JSON

Powerful article design

Fast

Responsive

Easy conversion

Extensible

Nuts and Bolts



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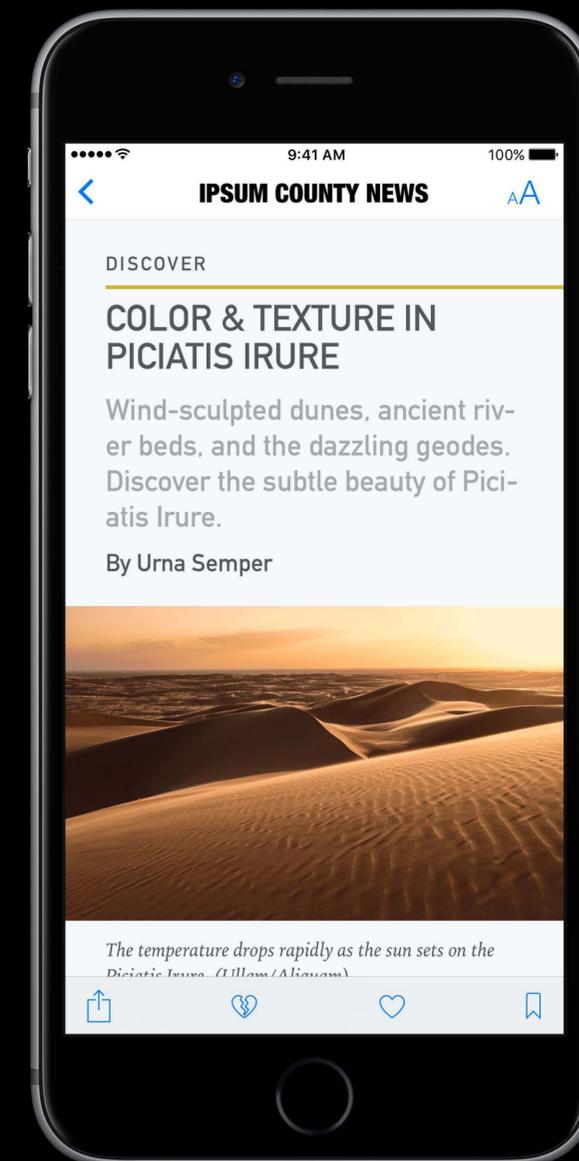


The temperature drops rapidly as the sun sets on the Piciatis Irure. (Ullam/Aligam)



What We're Going to Do

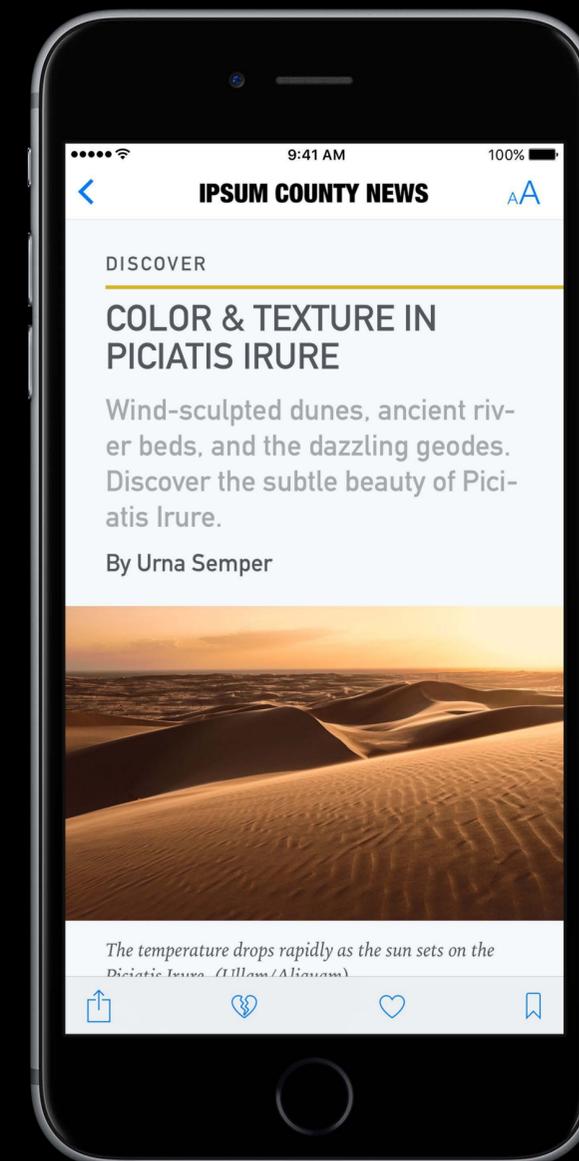
Tear it down



What We're Going to Do

Tear it down

Build it back up

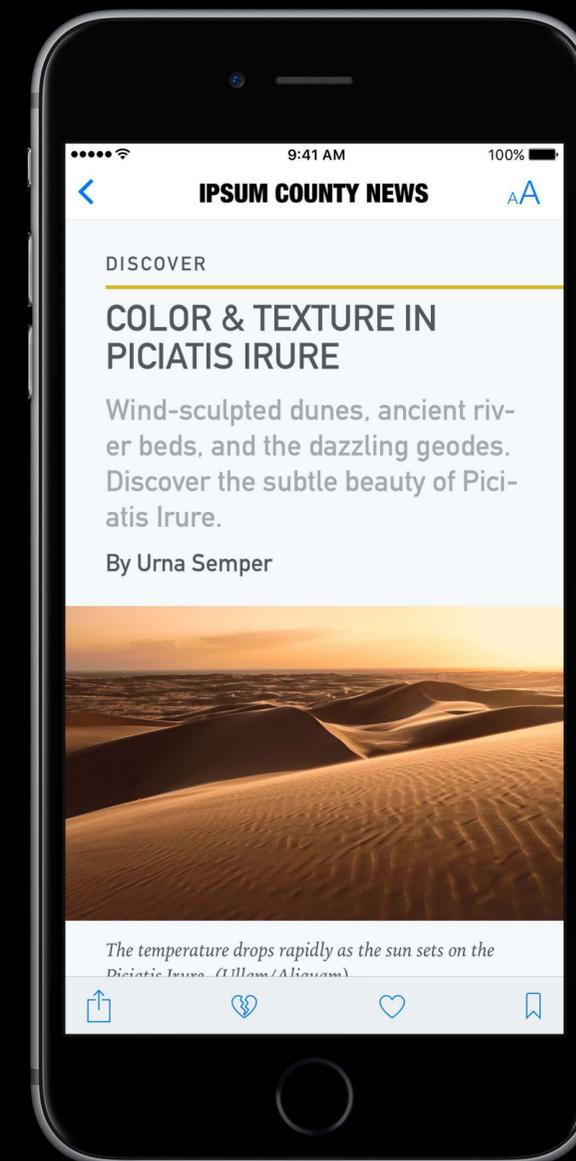


What We're Going to Do

Tear it down

Build it back up

Make it work across devices



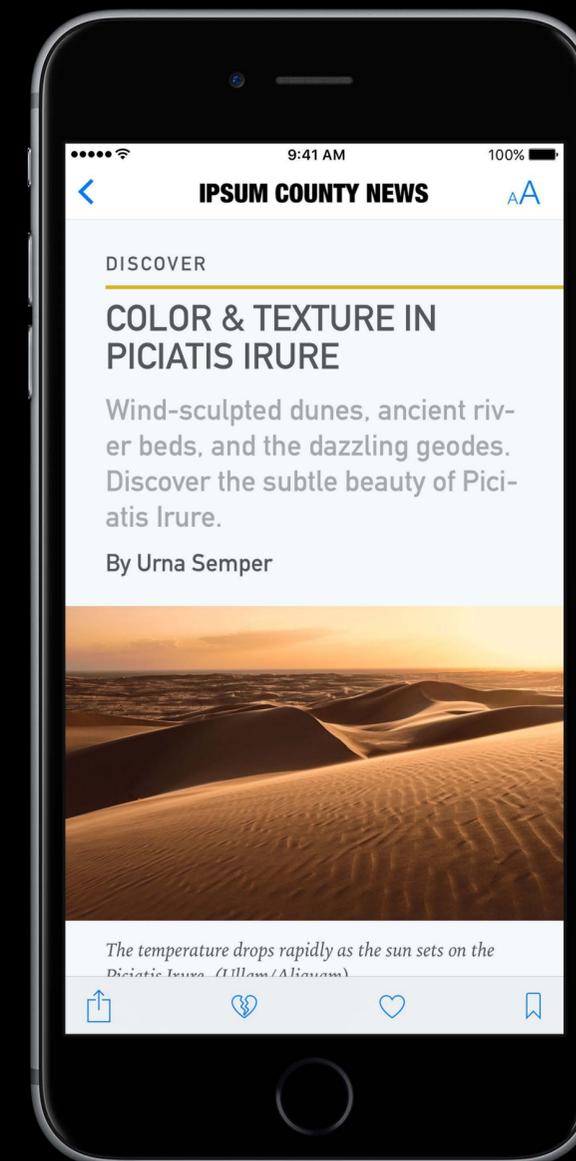
What We're Going to Do

Tear it down

Build it back up

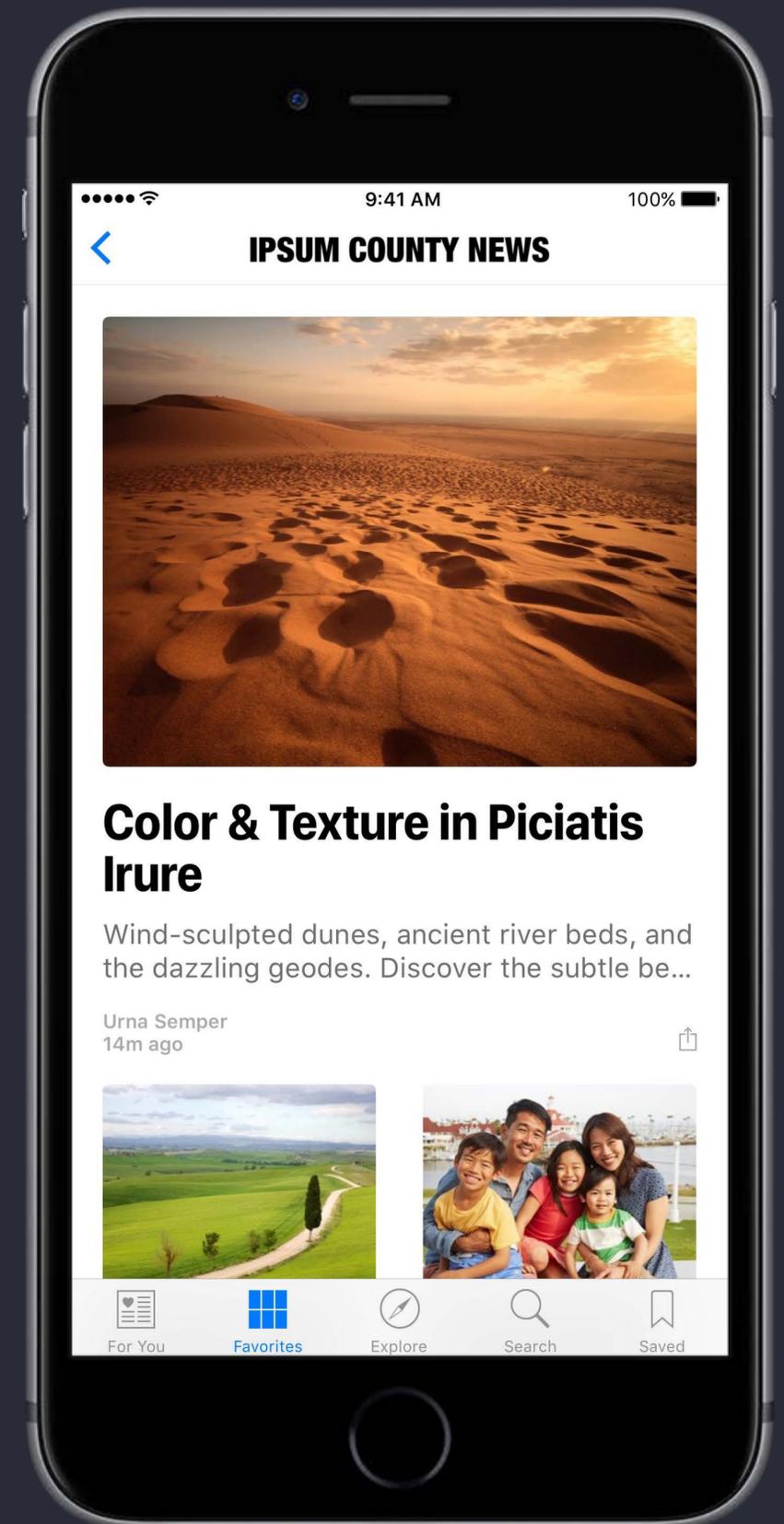
Make it work across devices

Animate it

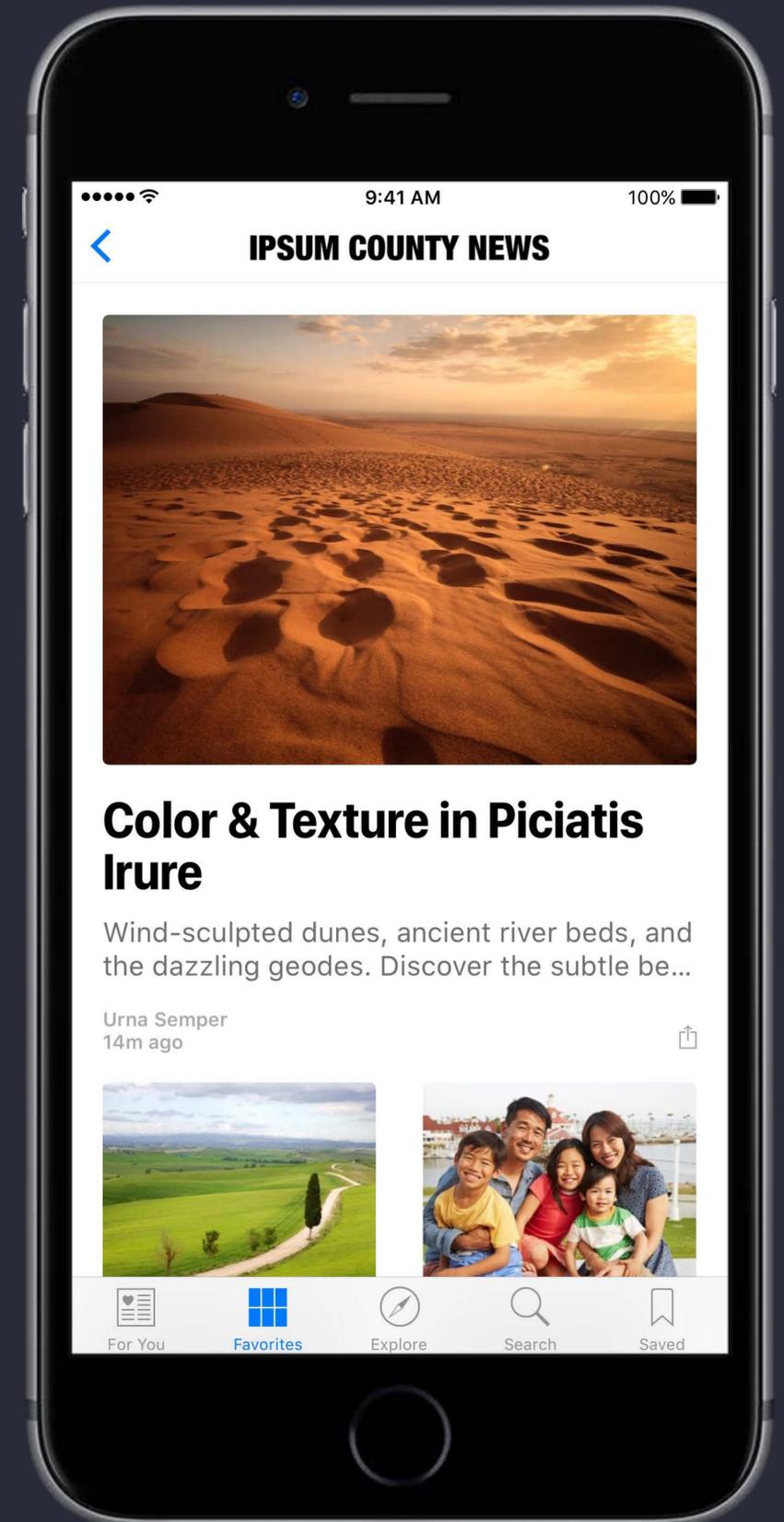


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  "components": [...]
}
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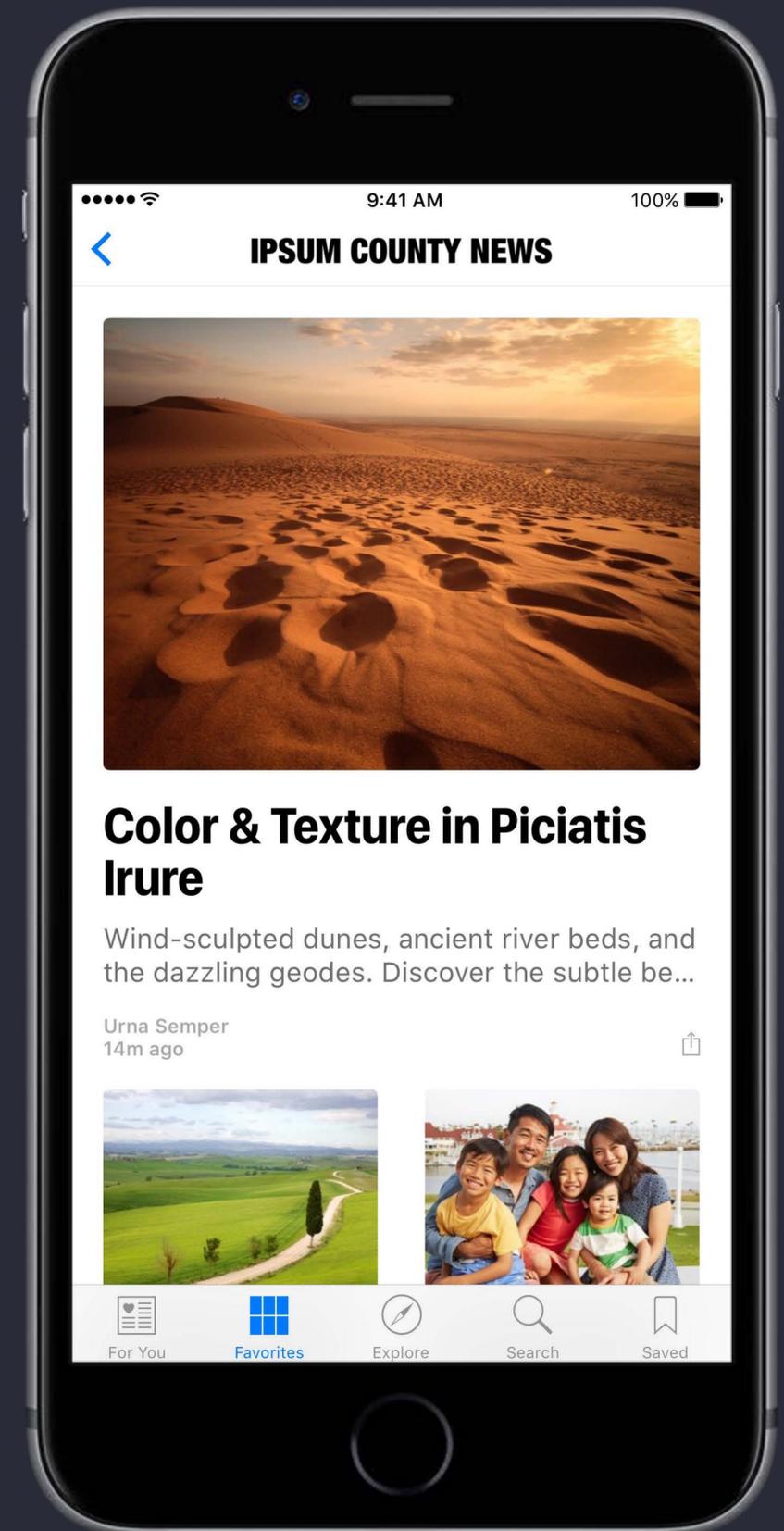
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    "canonicalURL": "https://foo.com/web/version"  
  },  
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Thumbnail Image Tips

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JPEG or PNG

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Send a high-resolution image

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Minimum size: 300 x 300 px

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Send a high-resolution image

Minimum size: 300 x 300 px

Width:Height ratio requirements

Thumbnail Image Tips

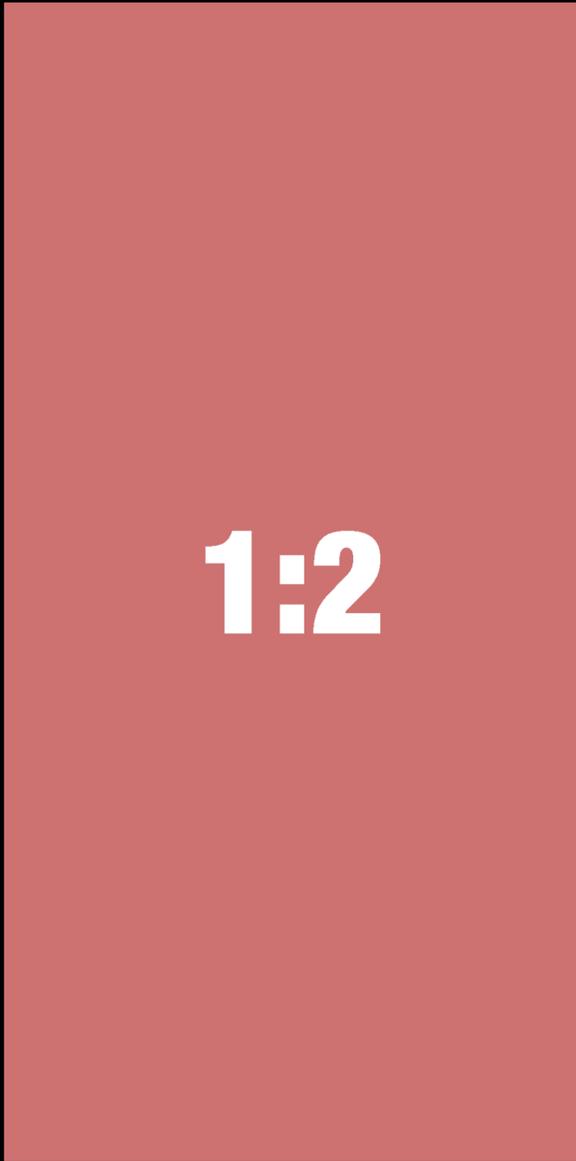
JPEG or PNG

Send a high-resolution image

Minimum size: 300 x 300 px

Width:Height ratio requirements

- At least as wide as 1:2



1:2

Thumbnail Image Tips

JPEG or PNG

Send a high-resolution image

Minimum size: 300 x 300 px

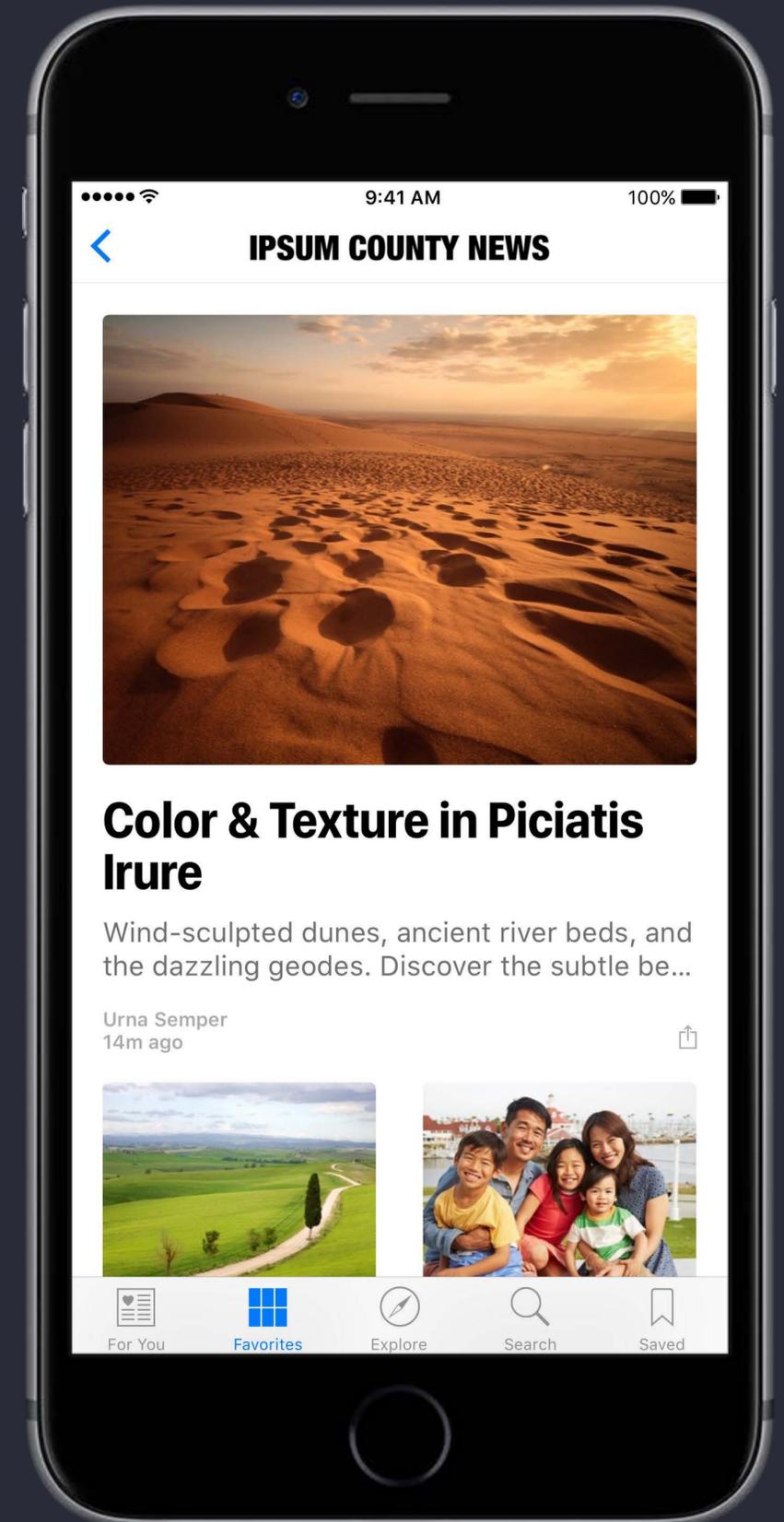
Width:Height ratio requirements

- At least as wide as 1:2
- No wider than 3:1



3:1

```
{
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  "metadata": {
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  "identifier": "testArticle",
  "language": "en",
  "layout": {...},
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}
```



```
{
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```

```
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  {  
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    "text": "Wind-sculpted dunes, ancient..."  
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  {  
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    "text": "By Urna Semper"  
  },  
  ...  
], ...
```



```

"components": [
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  {
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  },
  ...
]

```



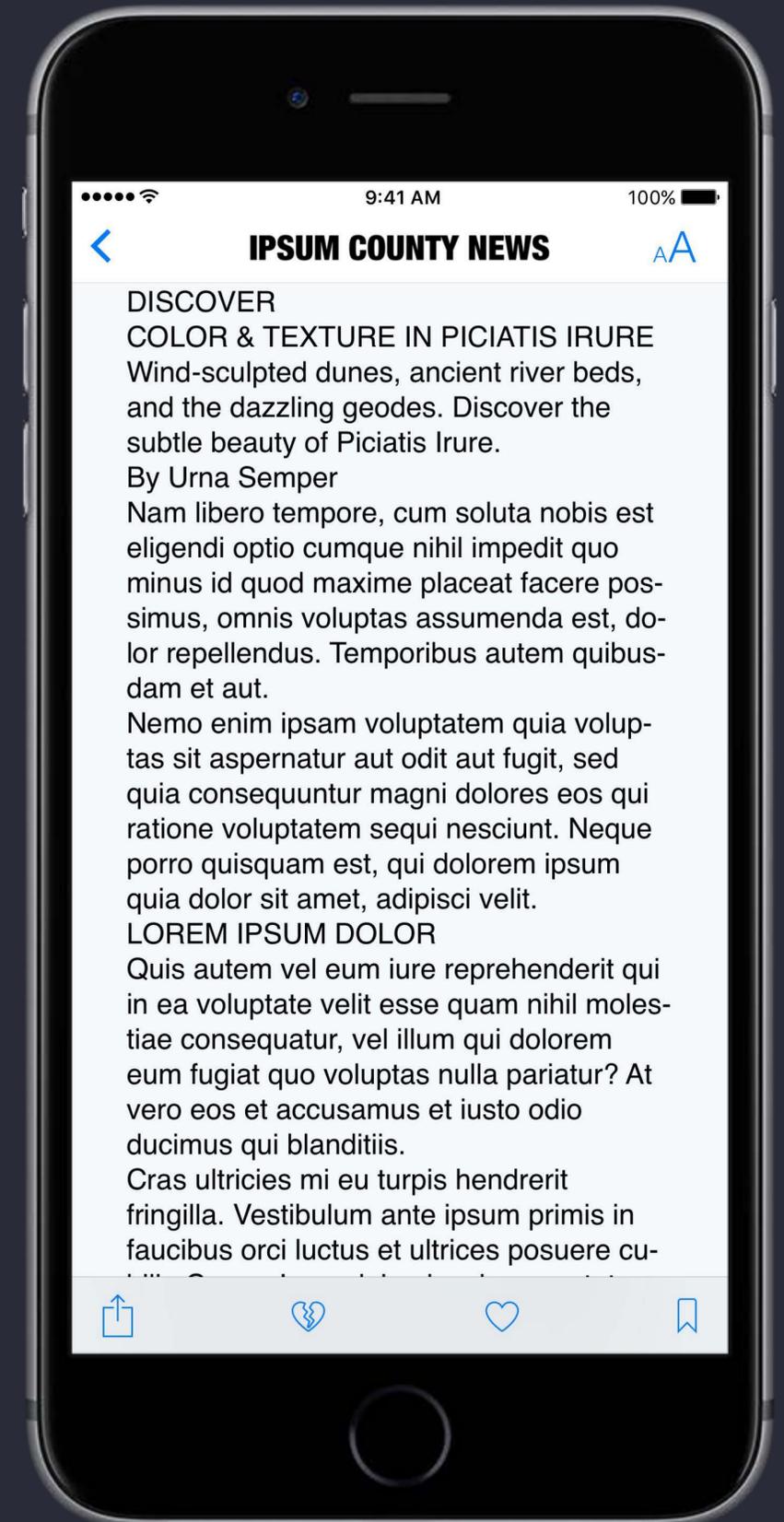
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}
```



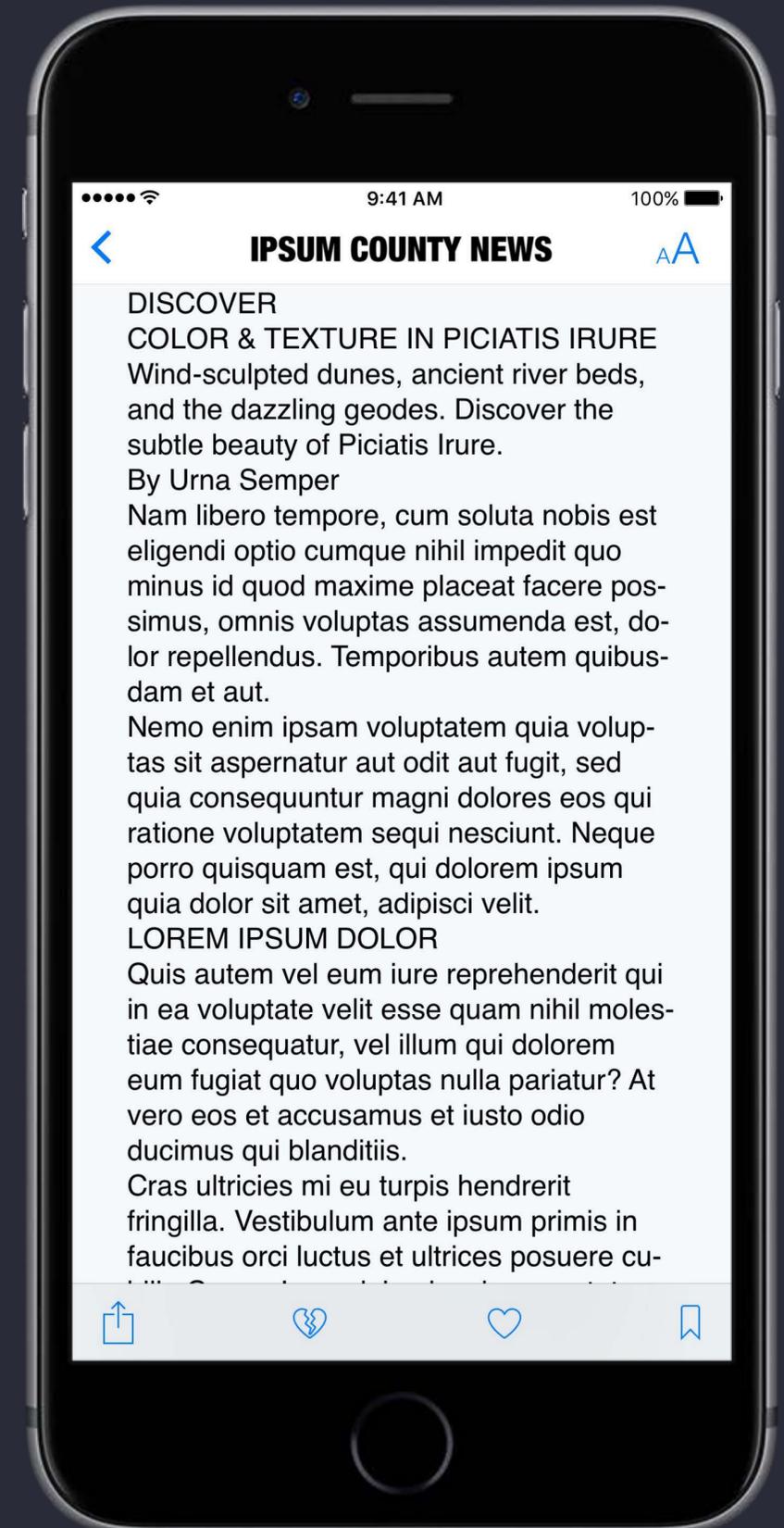
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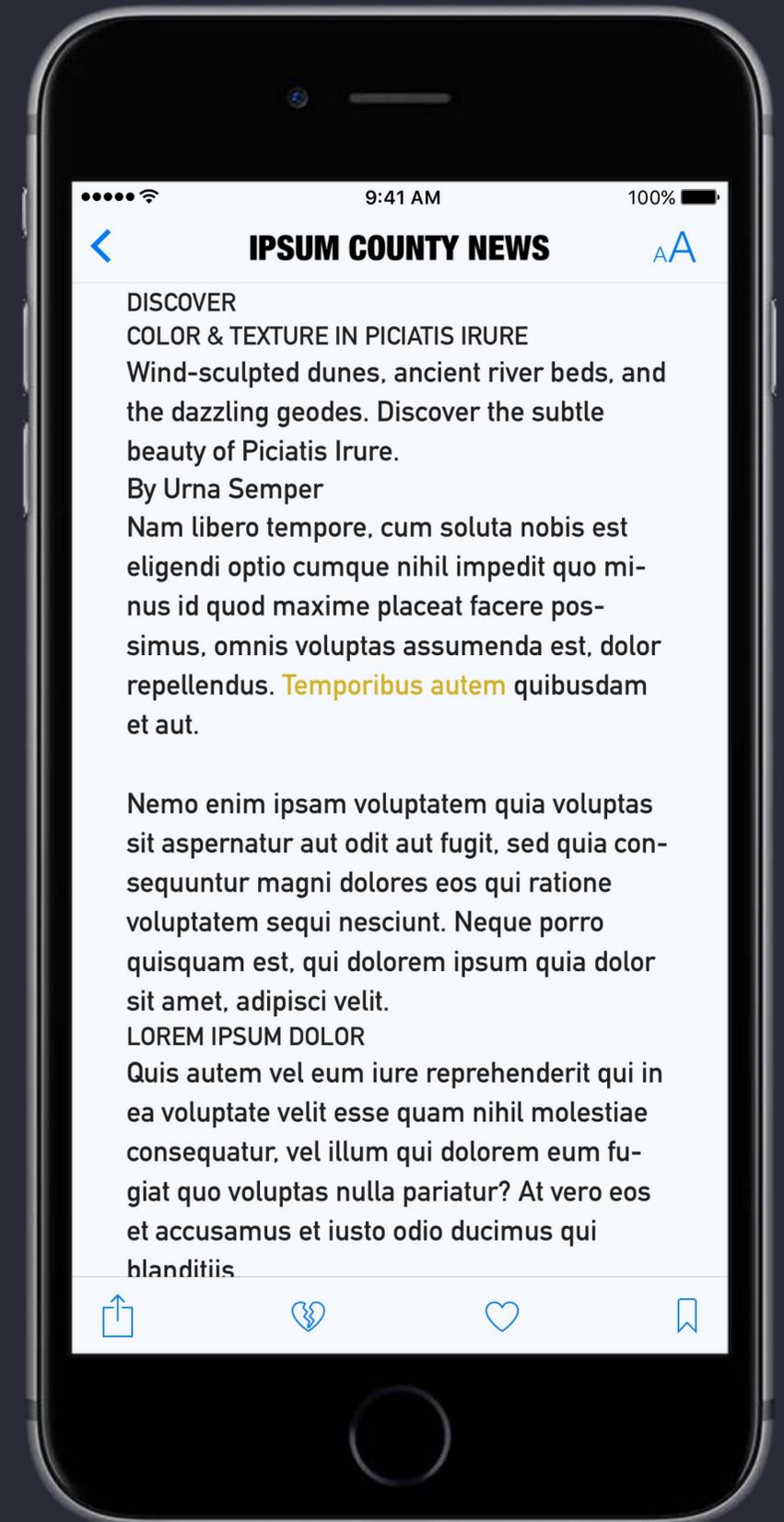
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  "default-heading2": {},
  "bodyFirstDropCap": {}
}
```



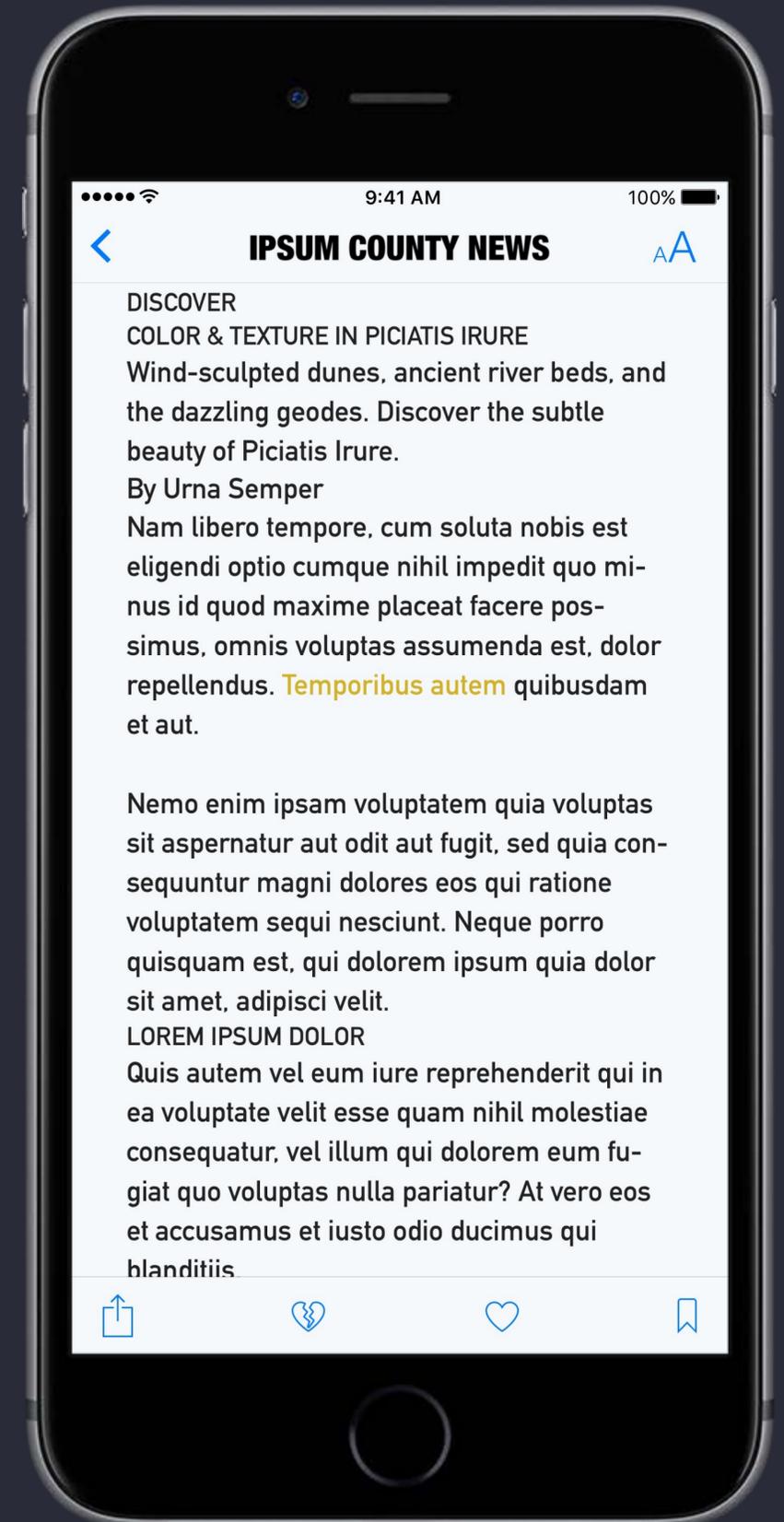
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  "default-byline": {},
  "default-heading2": {},
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```



```
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  }
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```



```
"componentTextStyles": {  
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    "fontSize": 16,  
    "lineHeight": 22,  
    "linkStyle": {  
      "textColor": "#D5B327"  
    }  
  }  
}
```



Referencing Fonts

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Reference fonts by postscript name,
not by family name

Referencing Fonts

Reference fonts by postscript name,
not by family name

Fonts must be available on iOS

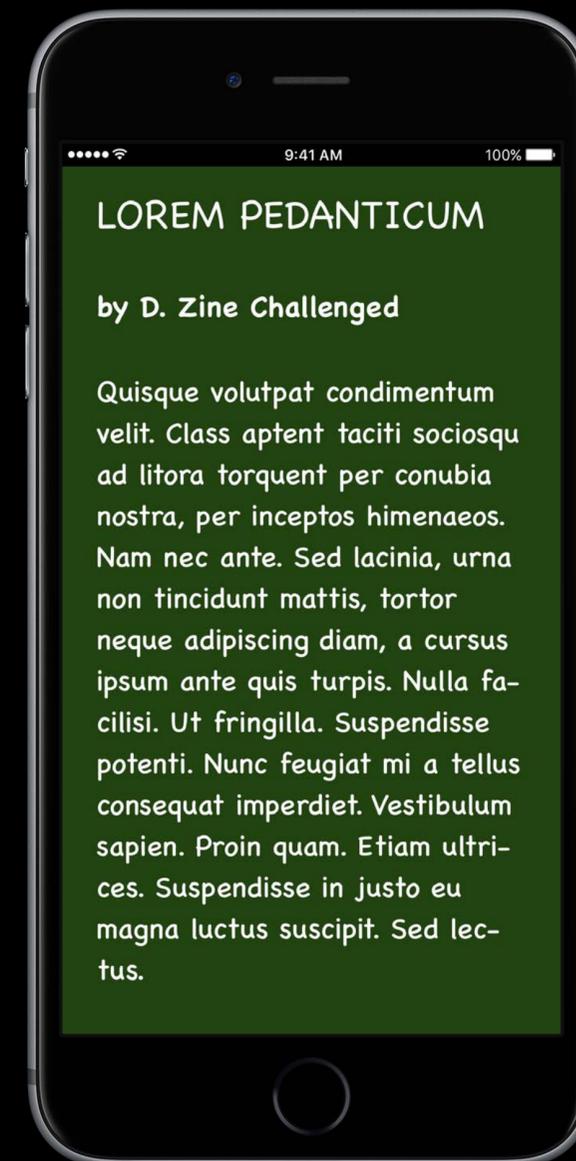
Referencing Fonts

Reference fonts by postscript name,
not by family name

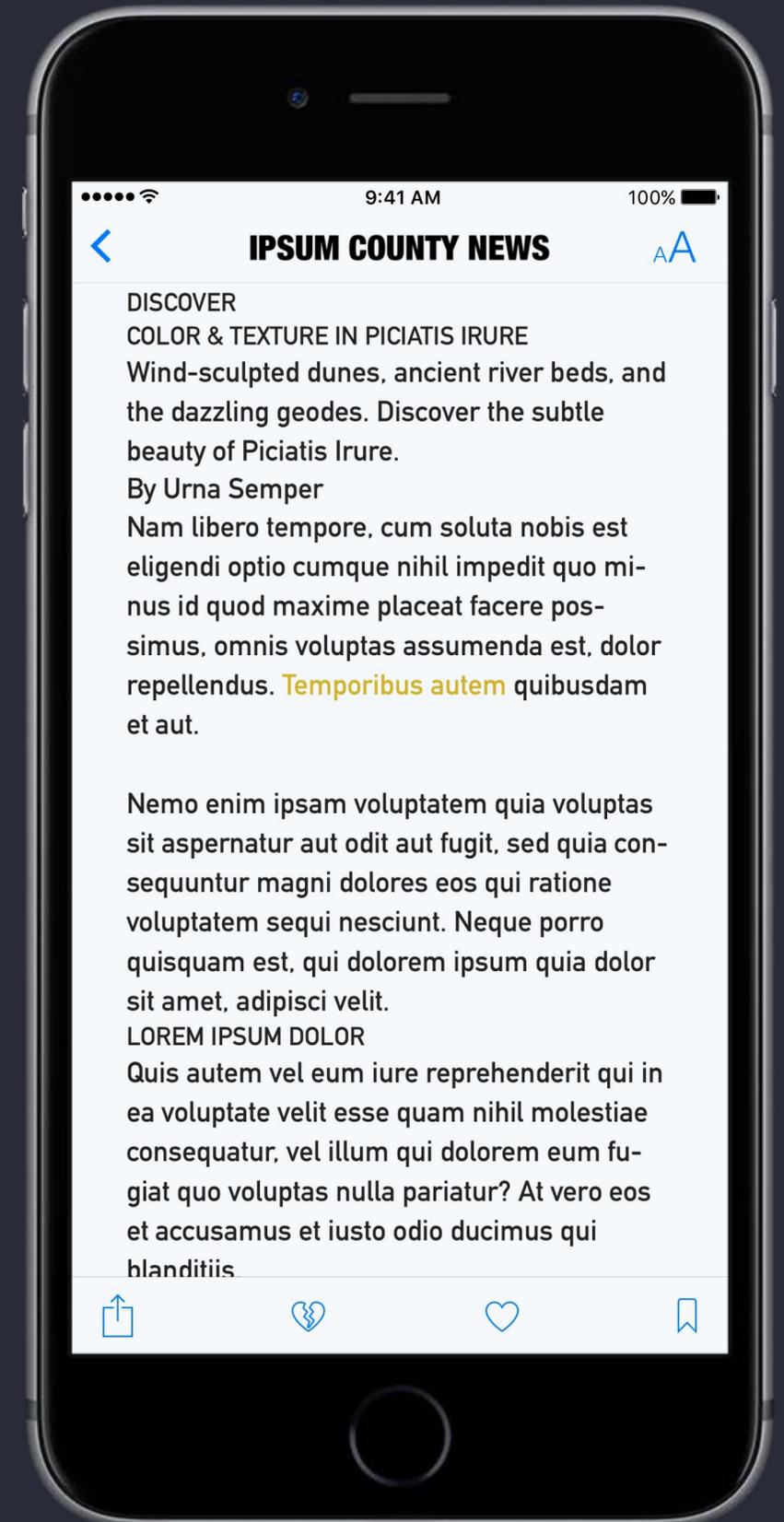
Fonts must be available on iOS

Examples

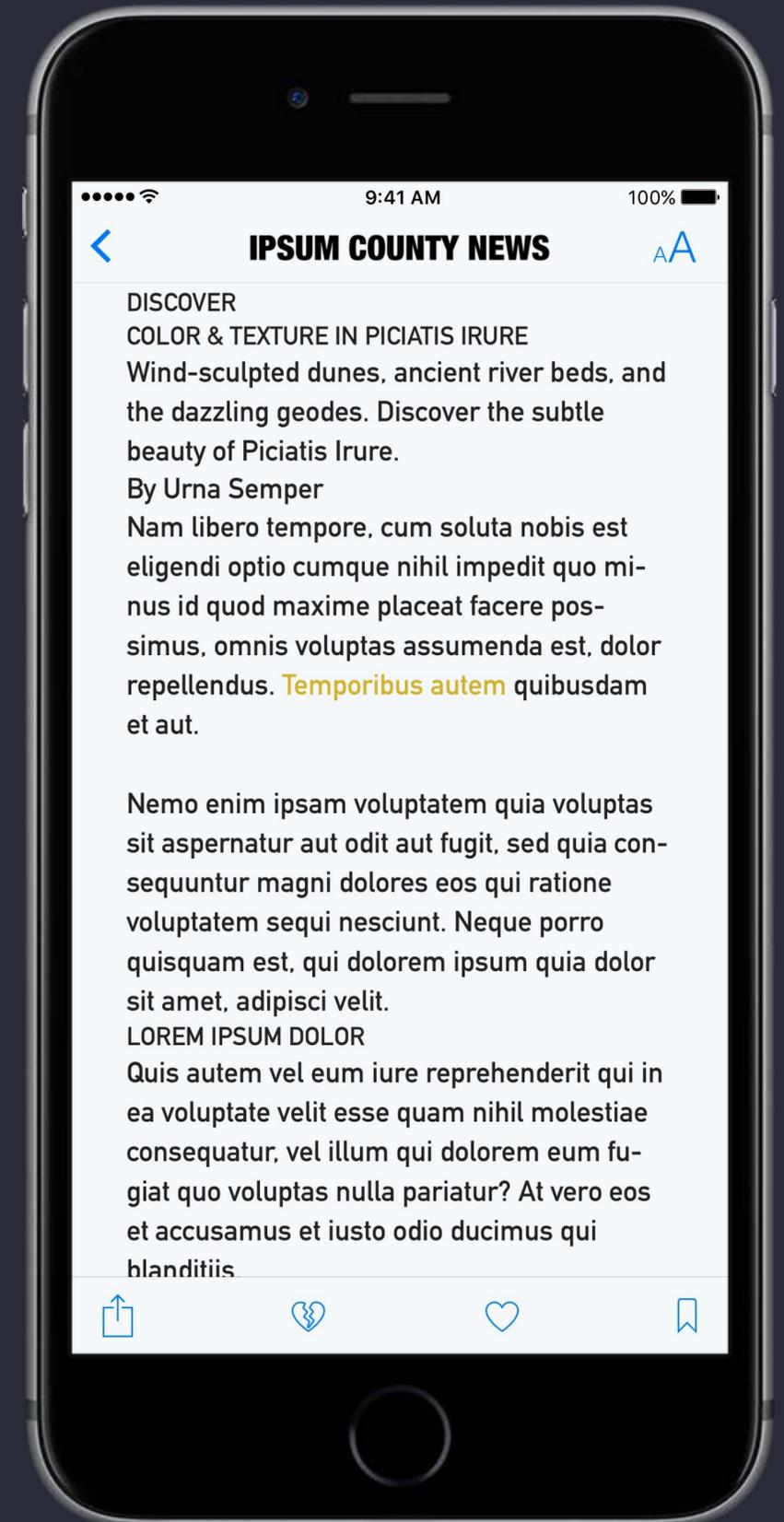
- ChalkboardSE-Light
- ChalkboardSE-Regular
- ChalkboardSE-Bold



```
"componentTextStyles": {
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  }
}
```



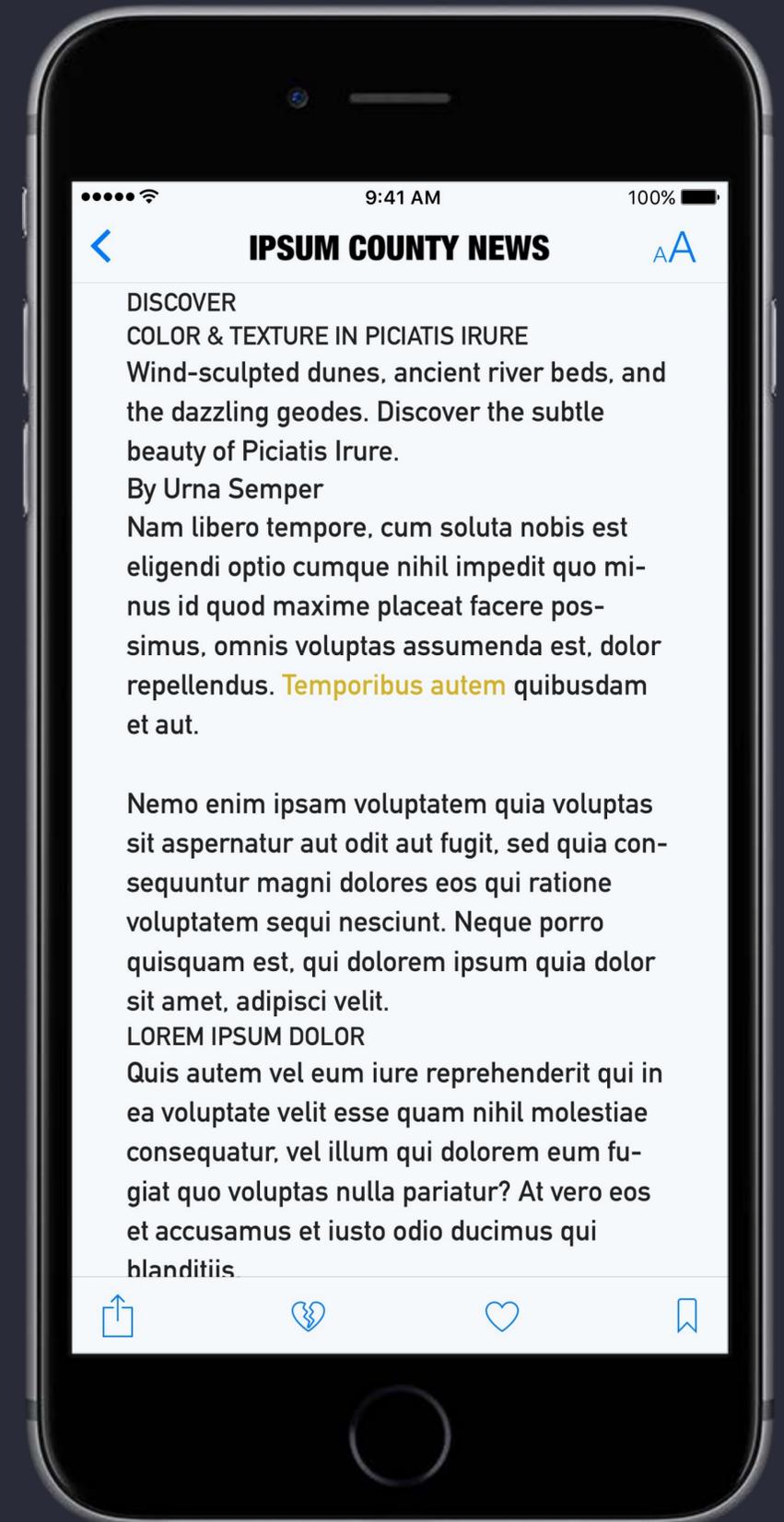
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  }
}
```



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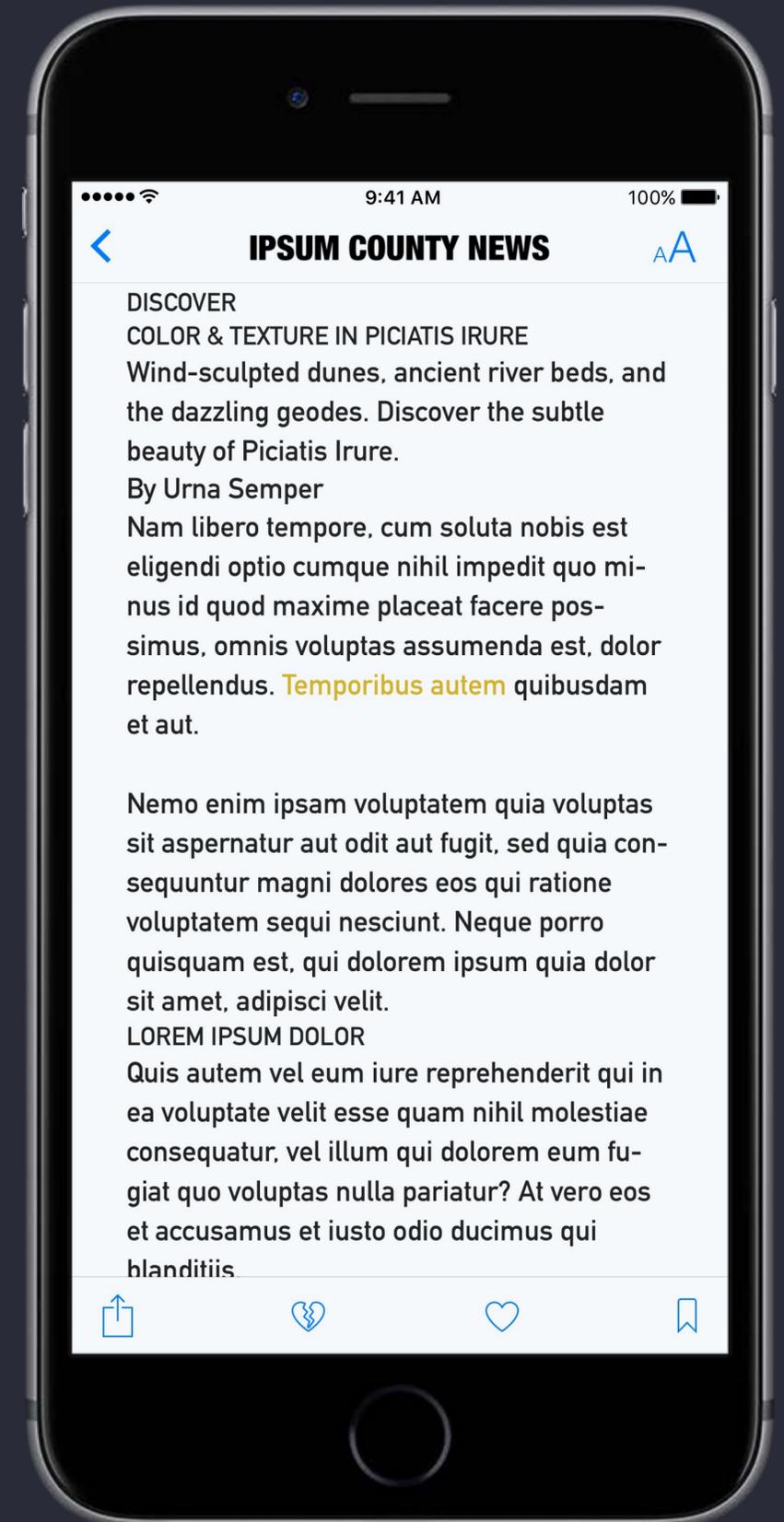
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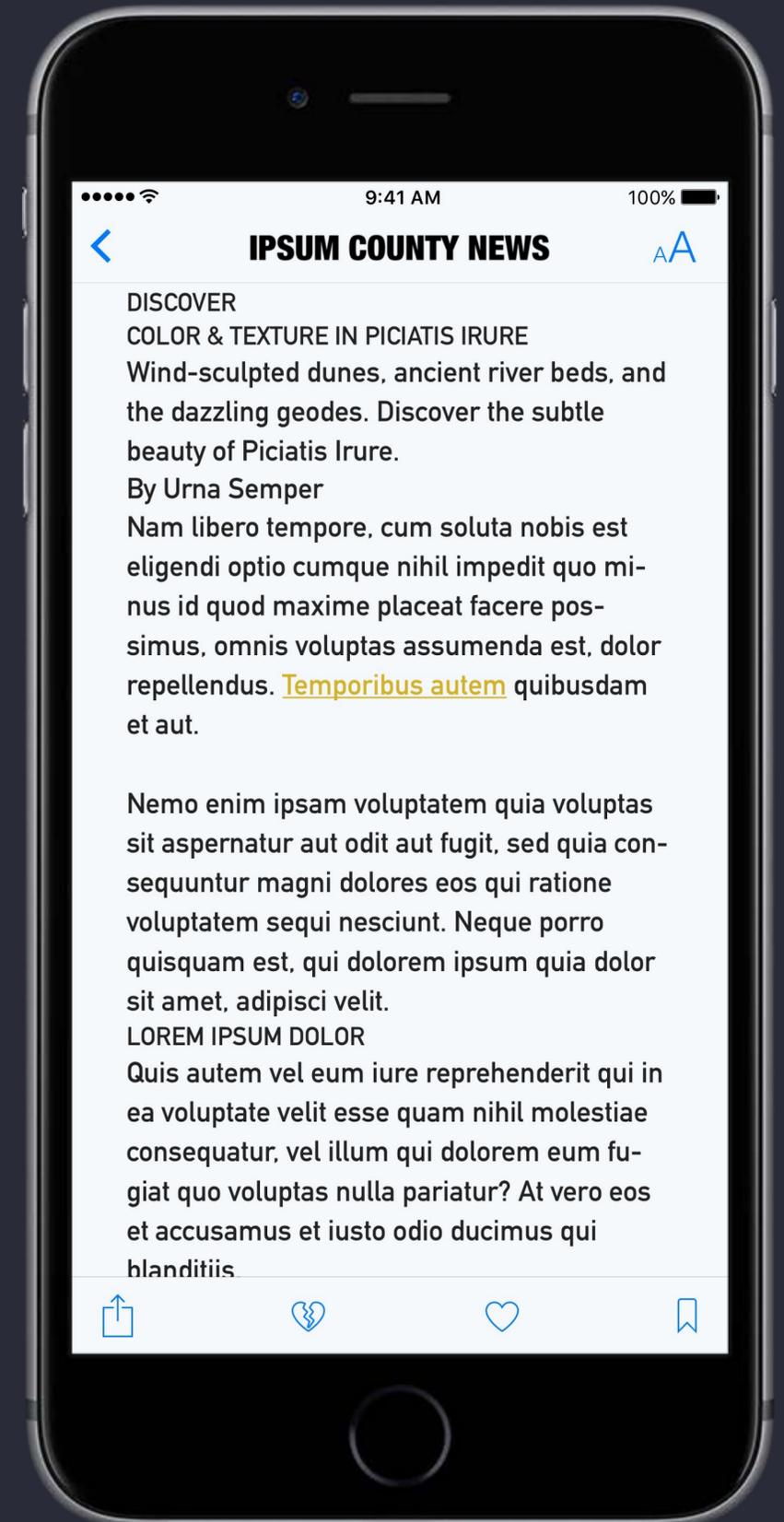
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```



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    }
  }
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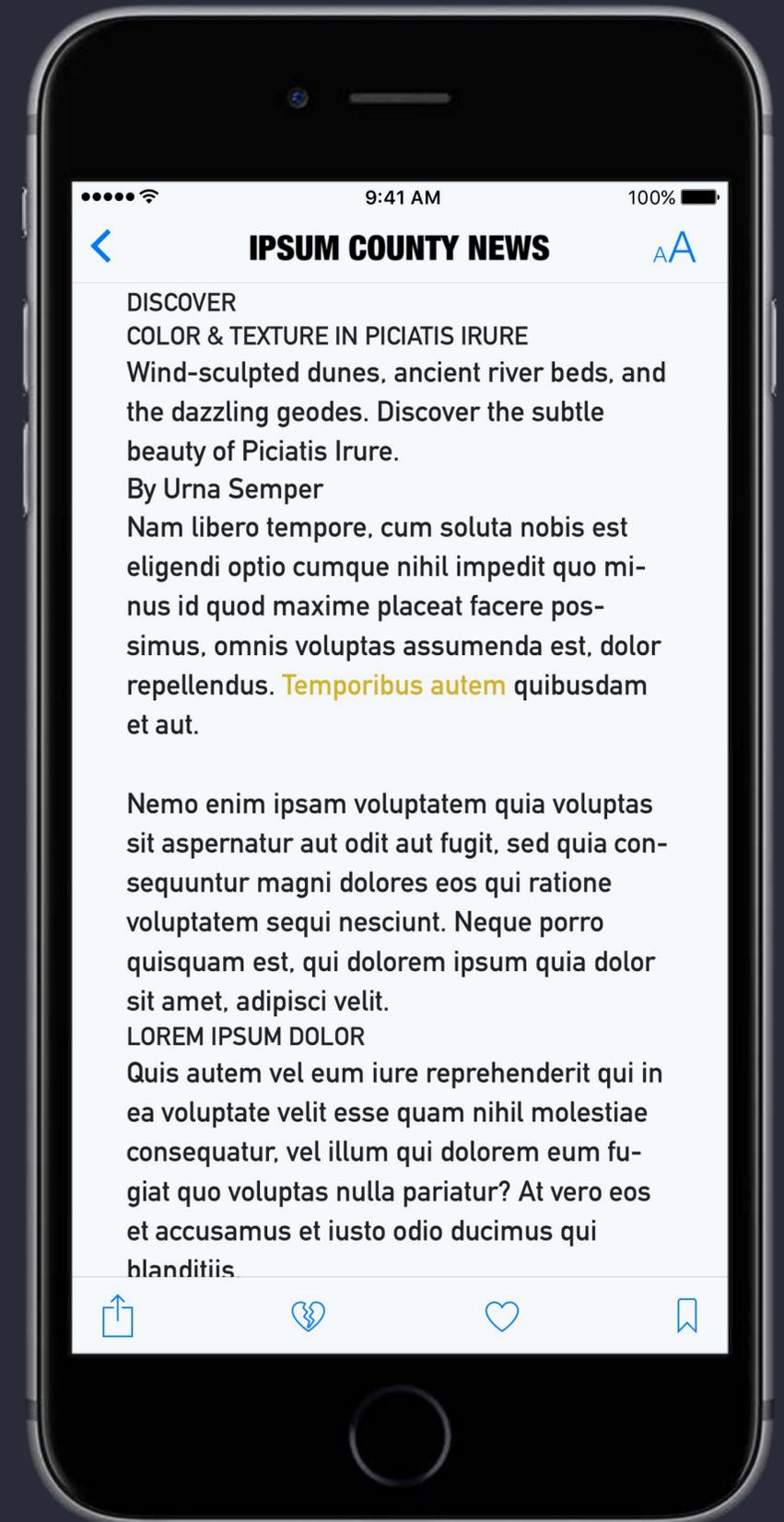
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  }
}
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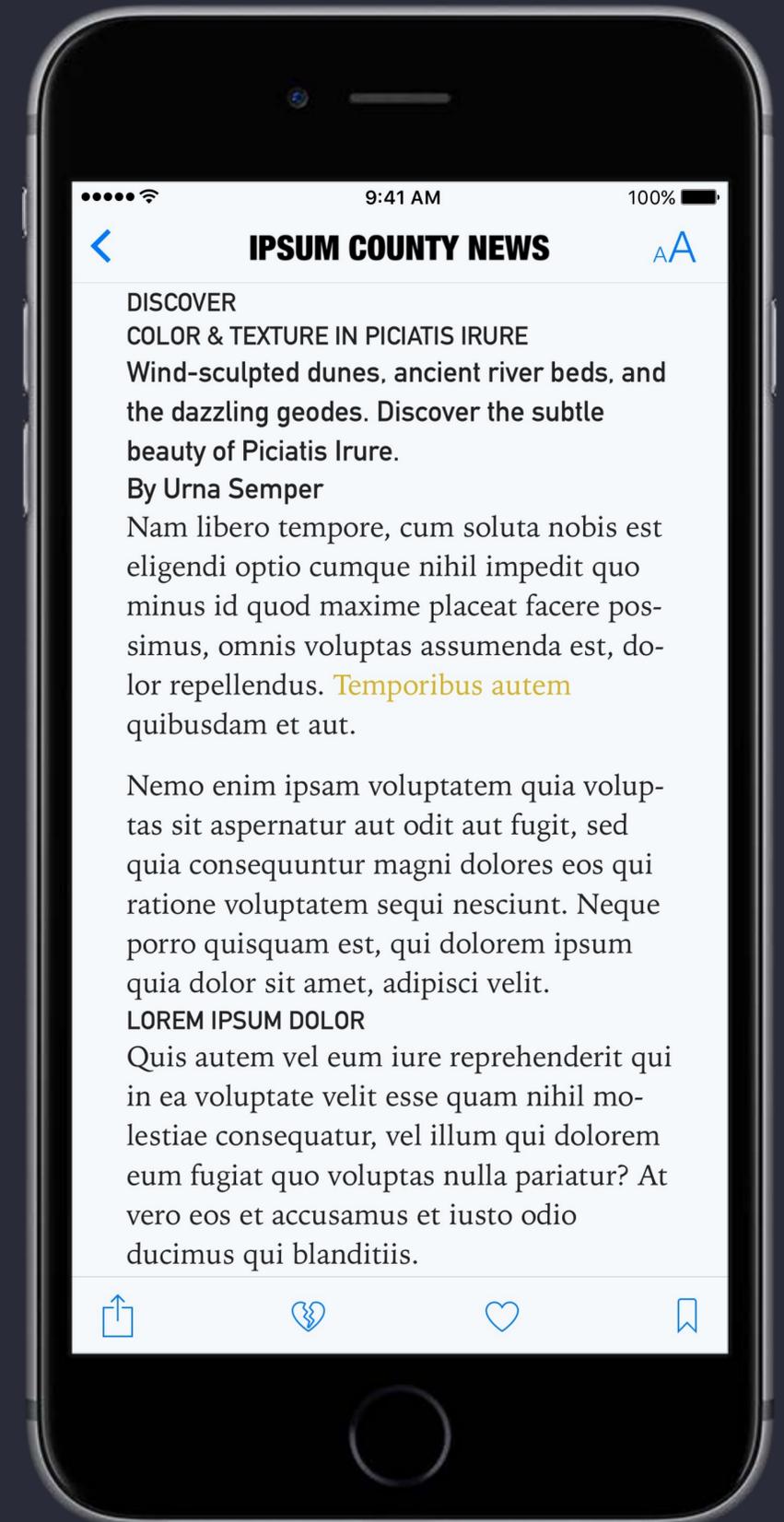
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```

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repellendus. [Temporibus autem](http://www.apple.com) quibusdam et aut.\n\nNemo enim ipsam
voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni
dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem
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{
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repellendus. [Temporibus autem](http://www.apple.com) quibusdam et aut.\n\nNemo enim ipsam
voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni
dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem
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```
{
  "role": "body",
  "format": "markdown",
  "text": "Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo
minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, dolor
repellendus. [Temporibus autem](http://www.apple.com) quibusdam et aut.\n\nNemo enim ipsam
voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni
dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem
ipsum quia dolor sit amet, adipisci velit."
}
```

```
{
  "role": "body",
  "format": "markdown",
  "text": "Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo
minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, dolor
repellendus. [Temporibus autem](http://www.apple.com) quibusdam et aut.\n\nNemo enim ipsam
voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni
dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem
ipsum quia dolor sit amet, adipisci velit."
}
```

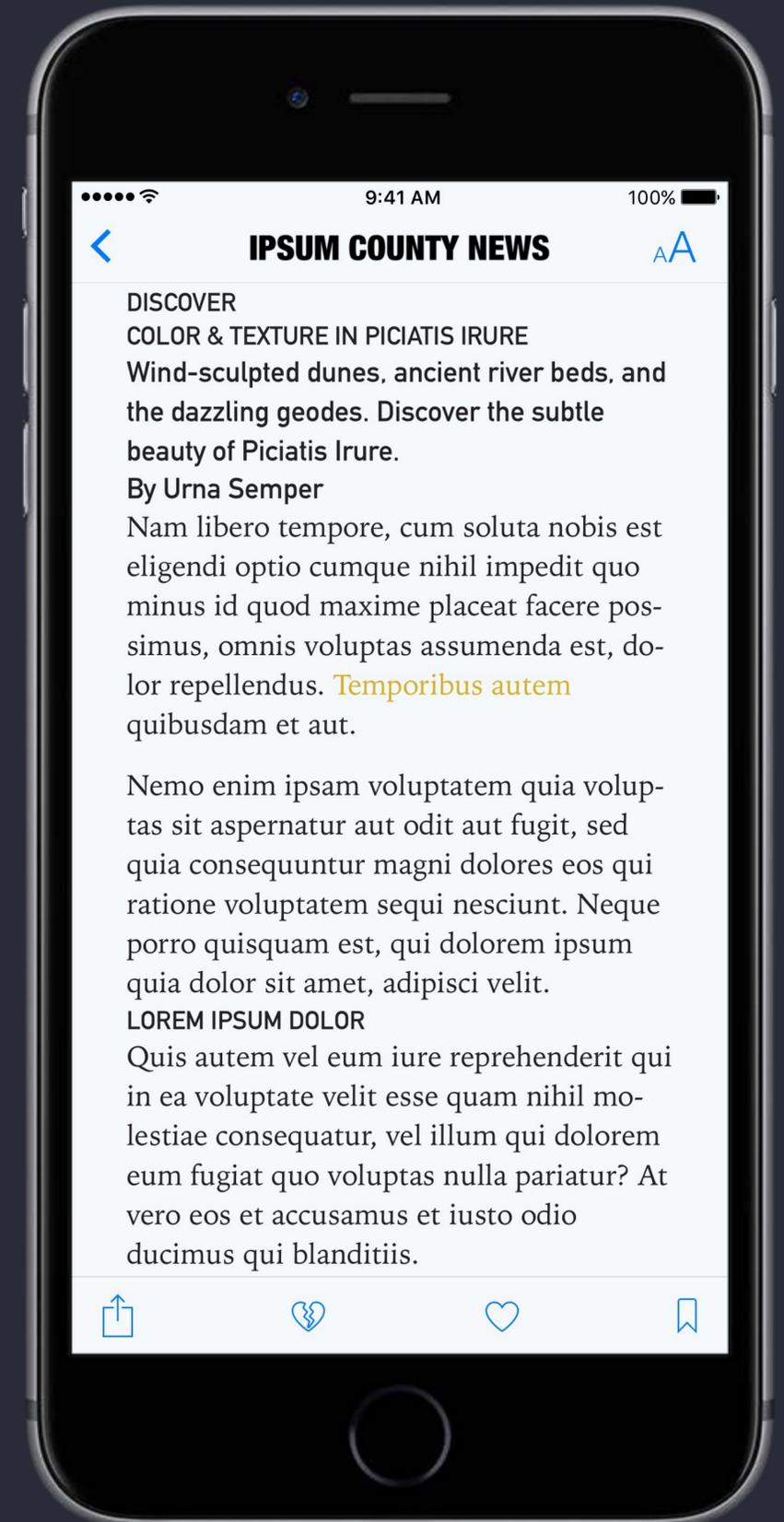
```
{  
  "role": "body",  
  "format": "markdown",  
  "text": "Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo  
minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, dolor  
repellendus. [Temporibus autem](http://www.apple.com) quibusdam et aut.\n\nNemo enim ipsam  
voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni  
dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem  
ipsum quia dolor sit amet, adipisci velit."  
}
```

```
{
  "role": "body",
  "format": "markdown",
  "text": "Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo
minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, dolor
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voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni
dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem
ipsum quia dolor sit amet, adipisci velit."
}
```

```

"componentTextStyles": {
  "default": {
    "fontName": "DINAternate-Bold",
    "textColor": "#222222",
    "fontSize": 16,
    "lineHeight": 22,
    "linkStyle": {
      "textColor": "#D5B327"
    }
  },
  "default-body": {
    "fontName": "IowanOldStyle-Roman",
    "paragraphSpacingBefore": 12,
    "paragraphSpacingAfter": 12
  }
}

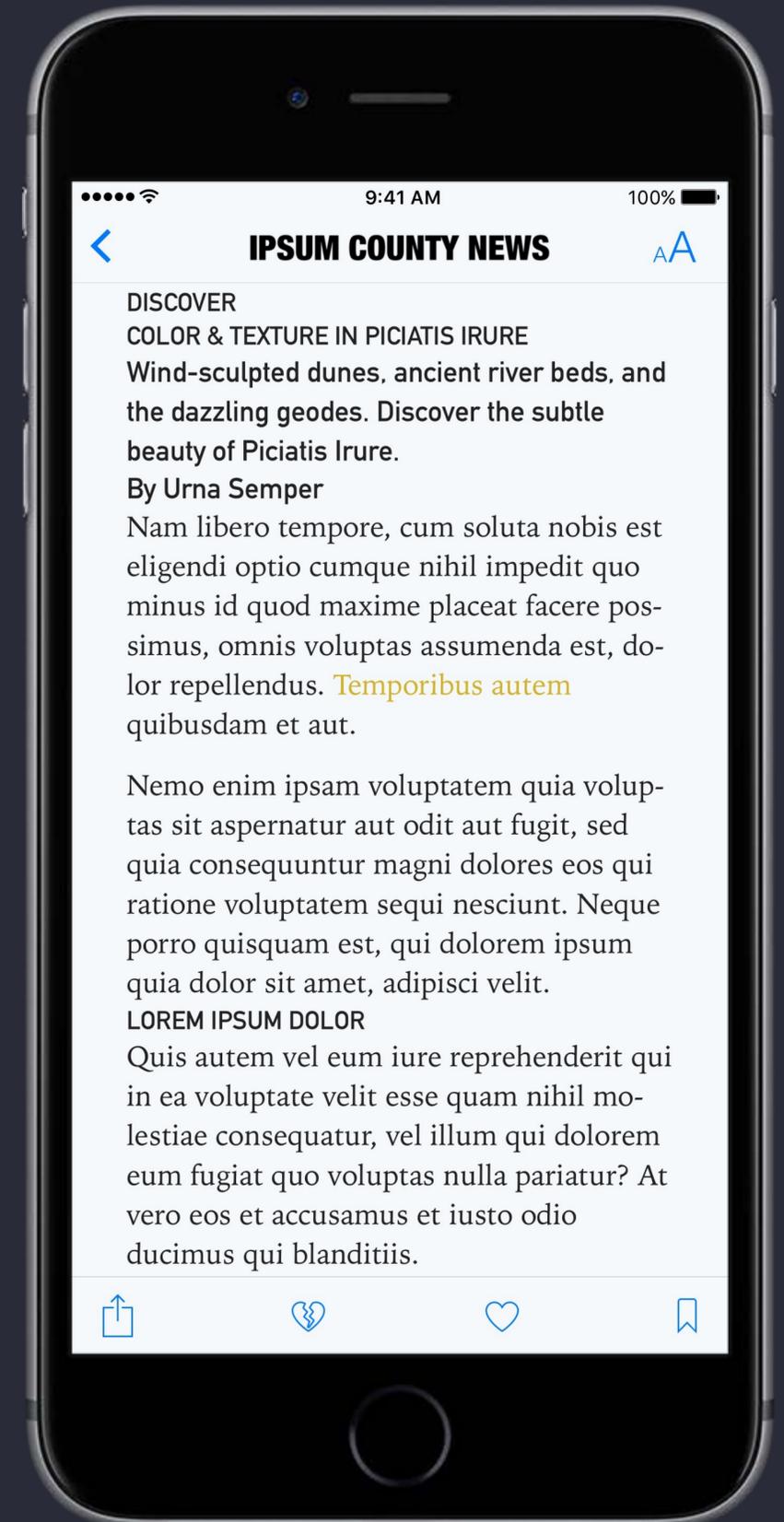
```



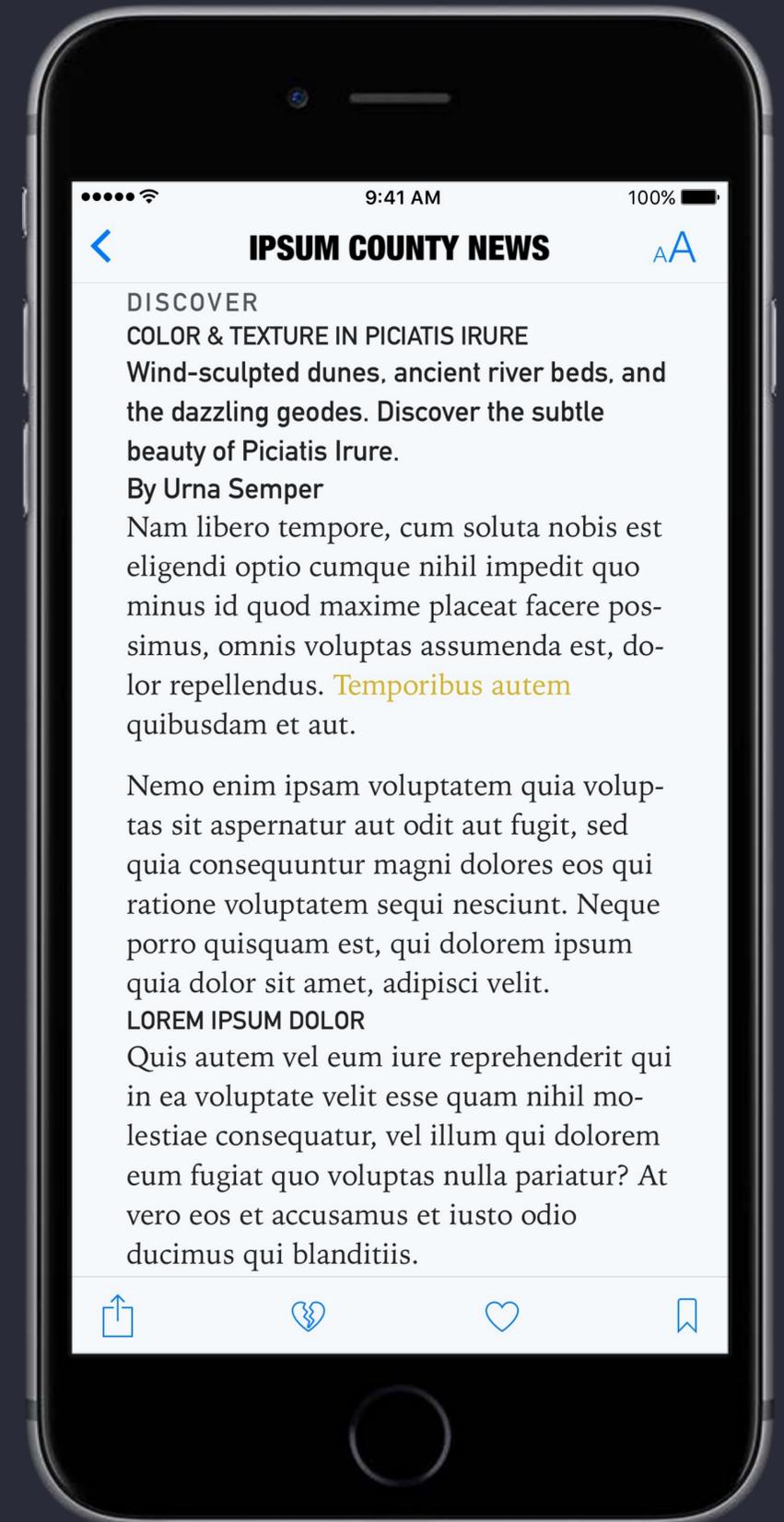
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    "fontName": "DINAldernate-Bold",
    "textColor": "#222222",
    "fontSize": 16,
    "lineHeight": 22,
    "linkStyle": {
      "textColor": "#D5B327"
    }
  },
  "default-body": {
    "fontName": "IowanOldStyle-Roman",
    "paragraphSpacingBefore": 12,
    "paragraphSpacingAfter": 12
  }
}
```



```
"componentTextStyles": {
  "default": {
    "fontName": "DINAAlternate-Bold",
    "textColor": "#222222",
    "fontSize": 16,
    "lineHeight": 22,
    "linkStyle": {
      "textColor": "#D5B327"
    }
  },
  "default-body": {
    "fontName": "IowanOldStyle-Roman",
    "paragraphSpacingBefore": 12,
    "paragraphSpacingAfter": 12
  }
}
```



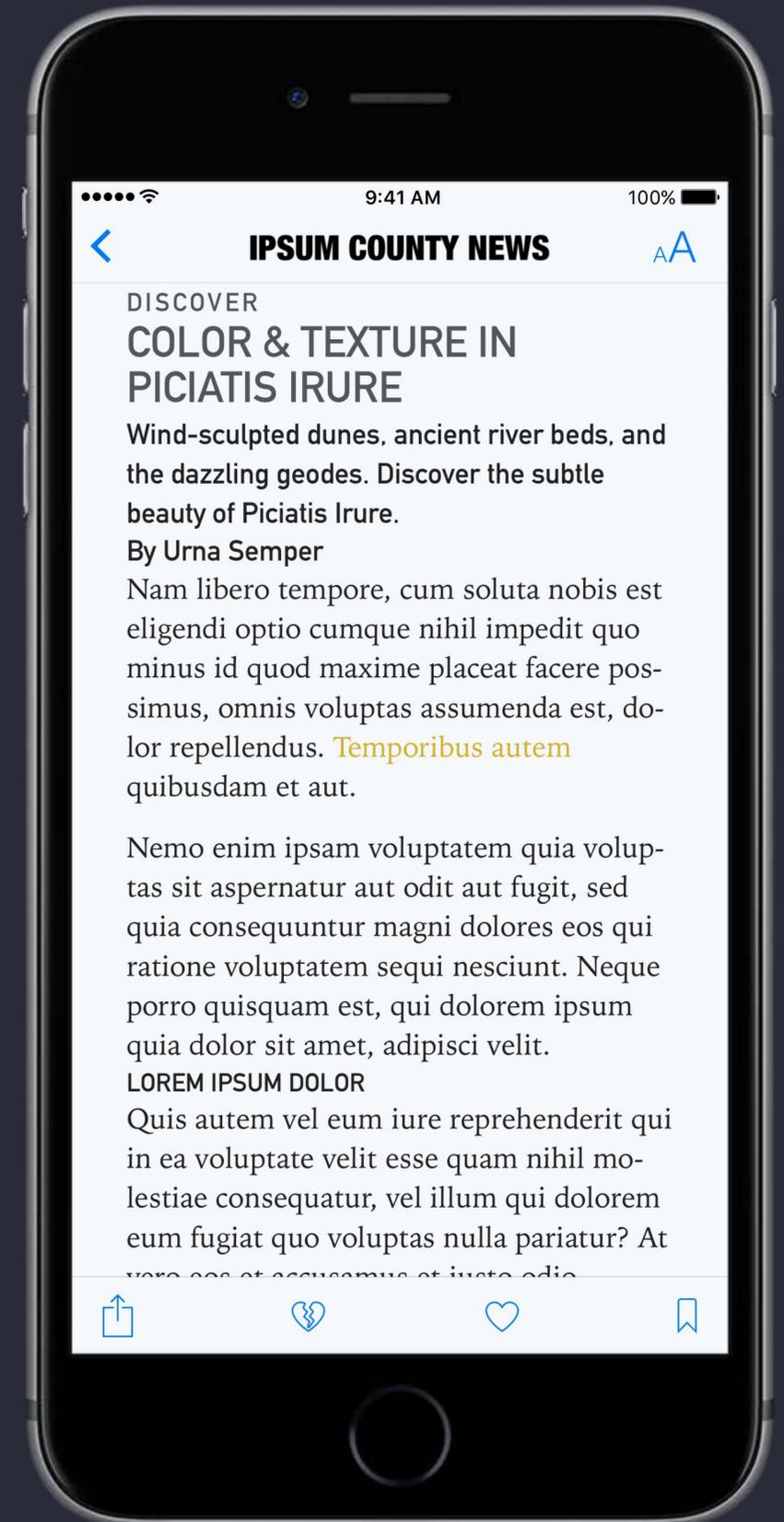
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  "tracking": 0.12,  
  "textColor": "#53585F"  
}
```



```
"default-heading1": {  
  "tracking": 0.12,  
  "textColor": "#53585F"  
}
```



```
"default-heading1": {
  "tracking": 0.12,
  "textColor": "#53585F"
},
"default-title": {
  "fontSize": 42,
  "lineHeight": 44,
  "textColor": "#53585F"
}
```



```
"default-heading1": {  
  "tracking": 0.12,  
  "textColor": "#53585F"  
},
```

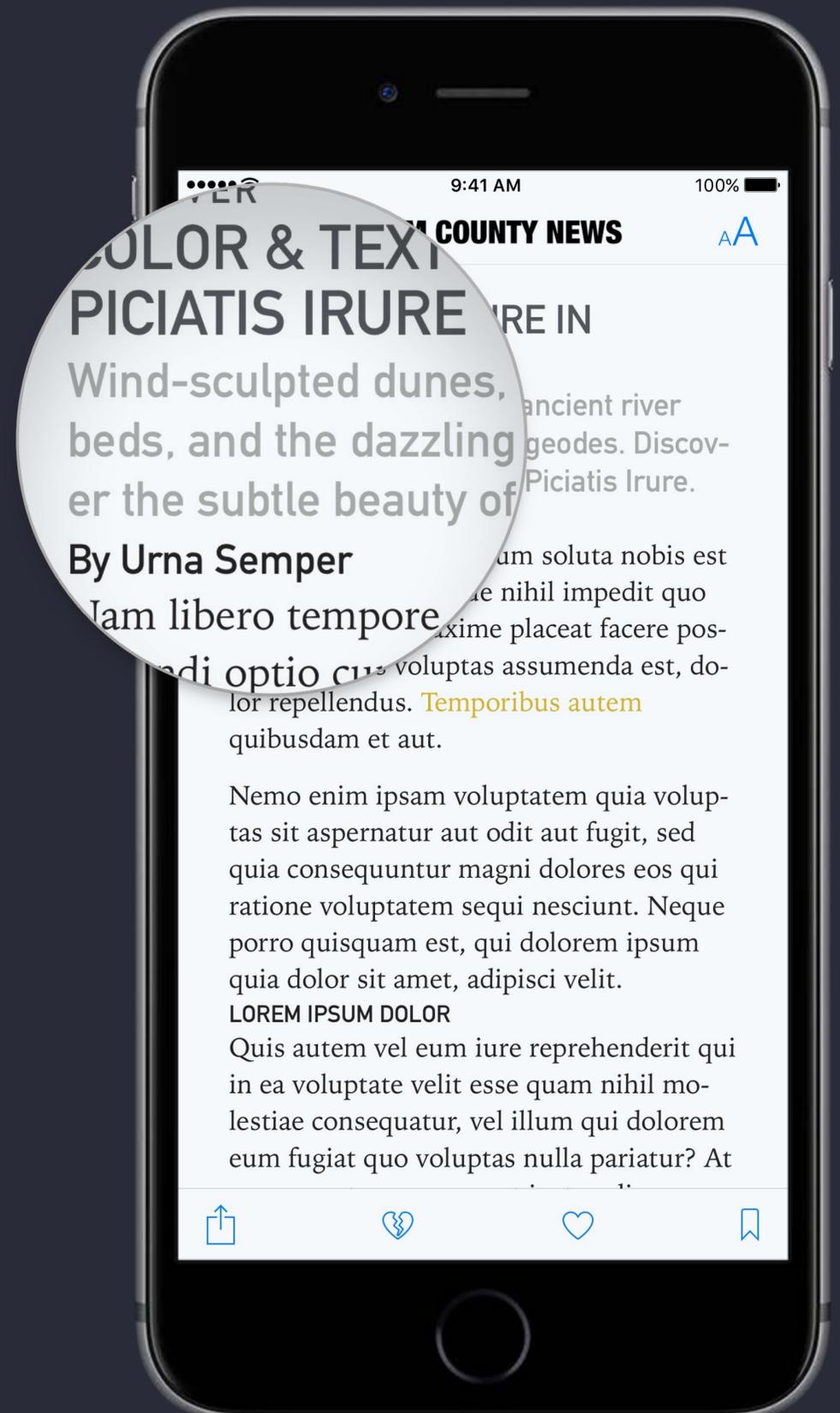
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"default-title": {  
  "fontSize": 42,  
  "lineHeight": 44,  
  "textColor": "#53585F"  
}
```



```
"default-heading1": {
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  "textColor": "#53585F"
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  "lineHeight": 44,
  "textColor": "#53585F"
},
"default-intro": {
  "fontSize": 18,
  "textColor": "#A6AAA9"
}
```



```
"default-heading1": {
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  "textColor": "#53585F"
},
"default-title": {
  "fontSize": 42,
  "lineHeight": 44,
  "textColor": "#53585F"
},
"default-intro": {
  "fontSize": 18,
  "textColor": "#A6AAA9"
}
```



```
"default-heading1": {
  "tracking": 0.12,
  "textColor": "#53585F"
},
"default-title": {
  "fontSize": 42,
  "lineHeight": 44,
  "textColor": "#53585F"
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  "textColor": "#A6AAA9"
},
"default-byline": {
  "fontSize": 15,
  "lineHeight": 18,
  "textColor": "#53585F"
}
```



```
"default-heading1": {
  "tracking": 0.12,
  "textColor": "#53585F"
},
"default-title": {
  "fontSize": 42,
  "lineHeight": 44,
  "textColor": "#53585F"
},
"default-intro": {
  "fontSize": 18,
  "textColor": "#A6AAA9"
},
"default-byline": {
  "fontSize": 15,
  "lineHeight": 18,
  "textColor": "#53585F"
}
```



```
"default-title": {
  "fontSize": 42,
  "lineHeight": 44,
  "textColor": "#53585F"
},
"default-intro": {
  "fontSize": 18,
  "textColor": "#A6AAA9"
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  "lineHeight": 18,
  "textColor": "#53585F"
},
"default-heading2": {
  "tracking": 0.05,
  "textColor": "#53585F"
}
```



```
"default-title": {
  "fontSize": 42,
  "lineHeight": 44,
  "textColor": "#53585F"
},
"default-intro": {
  "fontSize": 18,
  "textColor": "#A6AAA9"
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  "lineHeight": 18,
  "textColor": "#53585F"
},
"default-heading2": {
  "tracking": 0.05,
  "textColor": "#53585F"
}
```



```
"default-title": {
  "fontSize": 42,
  "lineHeight": 44,
  "textColor": "#53585F"
},
"default-intro": {
  "fontSize": 18,
  "textColor": "#A6AAA9"
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"default-byline": {
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  "lineHeight": 18,
  "textColor": "#53585F"
},
"default-heading2": {
  "tracking": 0.05,
  "textColor": "#53585F"
}
```



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"default-body": {},
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  "dropCapStyle": {
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    "textColor": "#A6AAA9",
    "numberOfLines": 2
  }
}
```



```
"default": {},
"default-body": {},
"bodyFirstDropCap": {
  "dropCapStyle": {
    "fontName": "DINAAlternate-Bold",
    "textColor": "#A6AAA9",
    "numberOfLines": 2
  }
}
```



```
"default": {},
"default-body": {},
"bodyFirstDropCap": {
  "dropCapStyle": {
    "fontName": "DINAAlternate-Bold",
    "textColor": "#A6AAA9",
    "numberOfLines": 2
  }
}
```



```
{
  "role": "body",
  "format": "markdown",
  "text": "Nam libero tempore, cum soluta nobis est
eligendi optio cumque nihil impedit quo minus id quod
maxime placeat facere possimus, omnis voluptas
assumenda est, dolor repellendus. [Temporibus autem]
(http://www.apple.com) quibusdam et aut.\n\nNemo enim
ipsam voluptatem quia voluptas sit aspernatur aut odit
aut fugit, sed quia consequuntur magni dolores eos qui
ratione voluptatem sequi nesciunt. Neque porro
quisquam est, qui dolorem ipsum quia dolor sit amet,
adipisci velit."
}
```



```
{
  "role": "body",
  "format": "markdown",
  "textStyle": "bodyFirstDropCap",
  "text": "Nam libero tempore, cum soluta nobis est
eligendi optio cumque nihil impedit quo minus id quod
maxime placeat facere possimus, omnis voluptas
assumenda est, dolor repellendus. [Temporibus autem]
(http://www.apple.com) quibusdam et aut.\n\nNemo enim
ipsam voluptatem quia voluptas sit aspernatur aut odit
aut fugit, sed quia consequuntur magni dolores eos qui
ratione voluptatem sequi nesciunt. Neque porro
quisquam est, qui dolorem ipsum quia dolor sit amet,
adipisci velit."
}
```



```
{  
  "role": "body",  
  "format": "markdown",  
  "textStyle": "bodyFirstDropCap",  
  "text": "Nam libero tempore, cum soluta nobis est  
eligendi optio cumque nihil impedit quo minus id quod  
maxime placeat facere possimus, omnis voluptas  
assumenda est, dolor repellendus. [Temporibus autem]  
(http://www.apple.com) quibusdam et aut.\n\nNemo enim  
ipsam voluptatem quia voluptas sit aspernatur aut odit  
aut fugit, sed quia consequuntur magni dolores eos qui  
ratione voluptatem sequi nesciunt. Neque porro  
quisquam est, qui dolorem ipsum quia dolor sit amet,  
adipisci velit."  
}
```





```
{
  "title": "Color & Texture in Piciatis Irure",
  "metadata": {
    "canonicalURL": "https://foo.com/web/version",
    "excerpt": "Wind-sculpted dunes,...",
    "thumbnailURL": "bundle://header.jpg"
  },
  "version": "1.2.0",
  "identifier": "testArticle",
  "language": "en",
  "layout": {...},
  "documentStyle": {...},
  "components": [...],
  "componentTextStyles": {...}
  "componentLayouts": {...}
}
```



```
"componentLayouts": {
  "heading1Layout": {
    "margin": {
      "top": 24,
      "bottom": 3
    }
  },
  "halfMarginBelowLayout": {
    "margin": {
      "top": 0,
      "bottom": 12
    }
  }
}
```



```

"components": [
  {
    "role": "heading1",
    "layout": "heading1Layout",
    "text": "DISCOVER"
  },
  {
    "role": "title",
    "layout": "halfMarginBelowLayout",
    "text": "COLOR & TEXTURE IN PICIATIS IRURE"
  },
  {
    "role": "intro",
    "layout": "halfMarginBelowLayout",
    "text": "Wind-sculpted dunes, ancient river beds,
and the dazzling geodes. Discover the subtle beauty of
Piciatis Irure."
  },
  {

```



```

"components": [
  {
    "role": "heading1",
    "layout": "heading1Layout",
    "text": "DISCOVER"
  },
  {
    "role": "title",
    "layout": "halfMarginBelowLayout",
    "text": "COLOR & TEXTURE IN PICIATIS IRURE"
  },
  {
    "role": "intro",
    "layout": "halfMarginBelowLayout",
    "text": "Wind-sculpted dunes, ancient river beds,
and the dazzling geodes. Discover the subtle beauty of
Piciatis Irure."
  }
]

```



```

"components": [
  {
    "role": "heading1",
    "layout": "heading1Layout",
    "text": "DISCOVER"
  },
  {
    "role": "divider",
    "layout": "bigDividerLayout",
    "stroke": {
      "width": 3,
      "color": "#D5B327"
    }
  },
  {
    "role": "title",
    "layout": "halfMarginBelowLayout",
    "text": "COLOR & TEXTURE IN PICIATIS IRURE"
  },

```



```

"components": [
  {
    "role": "heading1",
    "layout": "heading1Layout",
    "text": "DISCOVER"
  },
  {
    "role": "divider",
    "layout": "bigDividerLayout",
    "stroke": {
      "width": 3,
      "color": "#D5B327"
    }
  },
  {
    "role": "title",
    "layout": "halfMarginBelowLayout",
    "text": "COLOR & TEXTURE IN PICIATIS IRURE"
  },

```



```

"components": [
  {
    "role": "heading1",
    "layout": "heading1Layout",
    "text": "DISCOVER"
  },
  {
    "role": "divider",
    "layout": "bigDividerLayout",
    "stroke": {
      "width": 3,
      "color": "#D5B327"
    }
  },
  {
    "role": "title",
    "layout": "halfMarginBelowLayout",
    "text": "COLOR & TEXTURE IN PICIATIS IRURE"
  },

```



```
"bigDividerLayout": {
  "ignoreDocumentMargin": "right",
  "columnStart": 0,
  "columnSpan": 10,
  "margin": {
    "top": 6,
    "bottom": 6
  }
}
```



```
"bigDividerLayout": {  
  "ignoreDocumentMargin": "right",  
  "columnStart": 0,  
  "columnSpan": 10,  
  "margin": {  
    "top": 6,  
    "bottom": 6  
  }  
}
```





DISCOVER
COLOR & TEXTURE IN PICIATIS IRURE
Wind-sculpted dunes, ancient river beds, and the dazzling geodes. Discover the subtle beauty of Piciatis Irure.
By Urna Semper
Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, dolor repellendus. Temporibus autem quibusdam et aut.
Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, adipisci velit.
LOREM IPSUM DOLOR
Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur? At vero eos et accusamus et iusto odio ducimus qui blanditiis.
Cras ultricies mi eu turpis hendrerit fringilla. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cu-

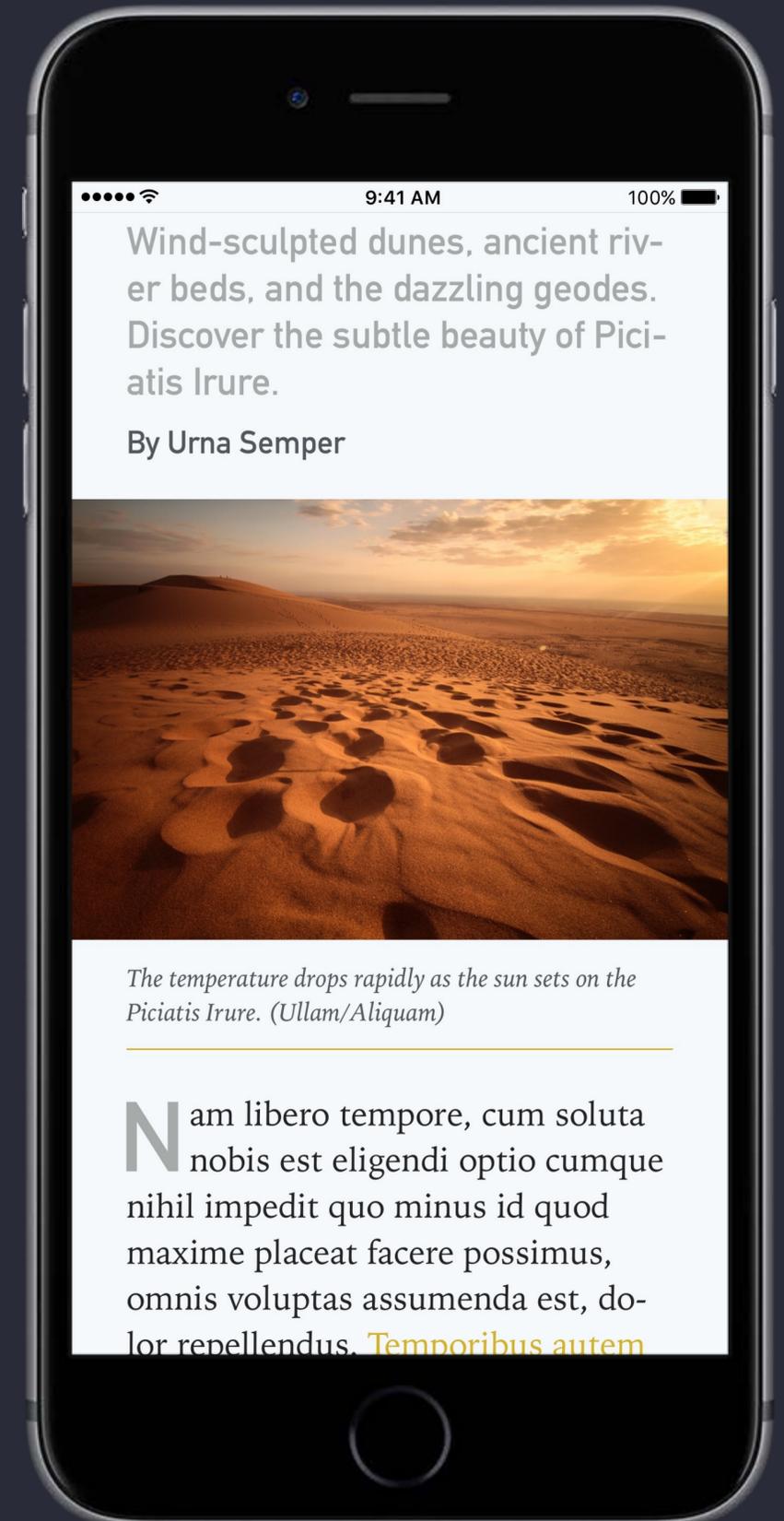


DISCOVER
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Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, dolor repellendus. **Temporibus autem** quibusdam et aut.
Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni

```

{
  "role": "byline",
  "layout": "fullMarginBelowLayout",
  "text": "By Urna Semper"
},
{
  "role": "photo",
  "layout": "fullBleedLayout",
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sets on the Piciatis Irure. (Ullam/Aliquam)",
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{
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  "layout": "halfMarginBothLayout",
  "text": "The temperature drops rapidly as the sun
sets on the Piciatis Irure. (Ullam/Aliquam)"
},
{

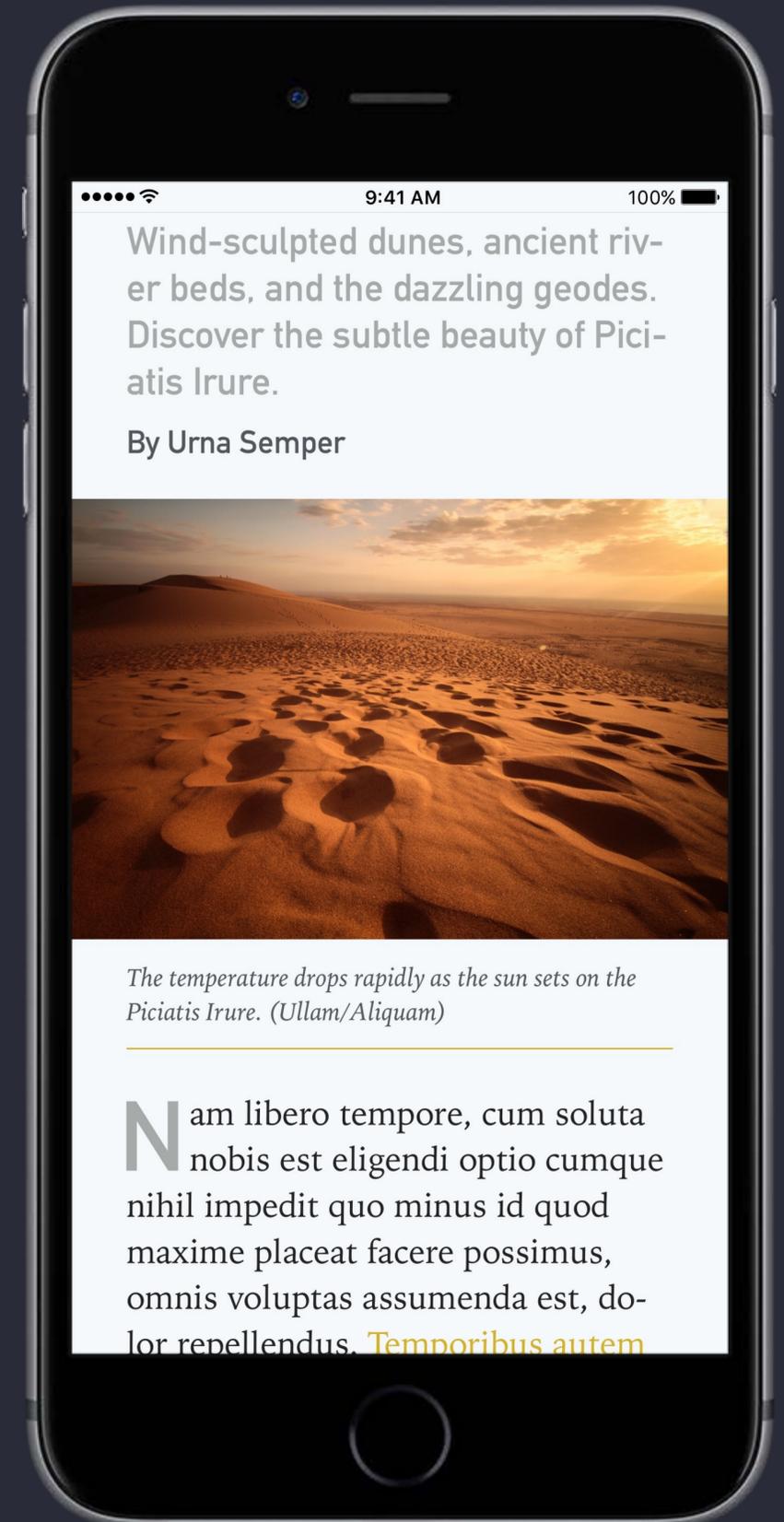
```



```

{
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  "layout": "fullMarginBelowLayout",
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},
{
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  "layout": "fullBleedLayout",
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sets on the Piciatis Irure. (Ullam/Aliquam)",
  "URL": "bundle://header.jpg"
},
{
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},
{

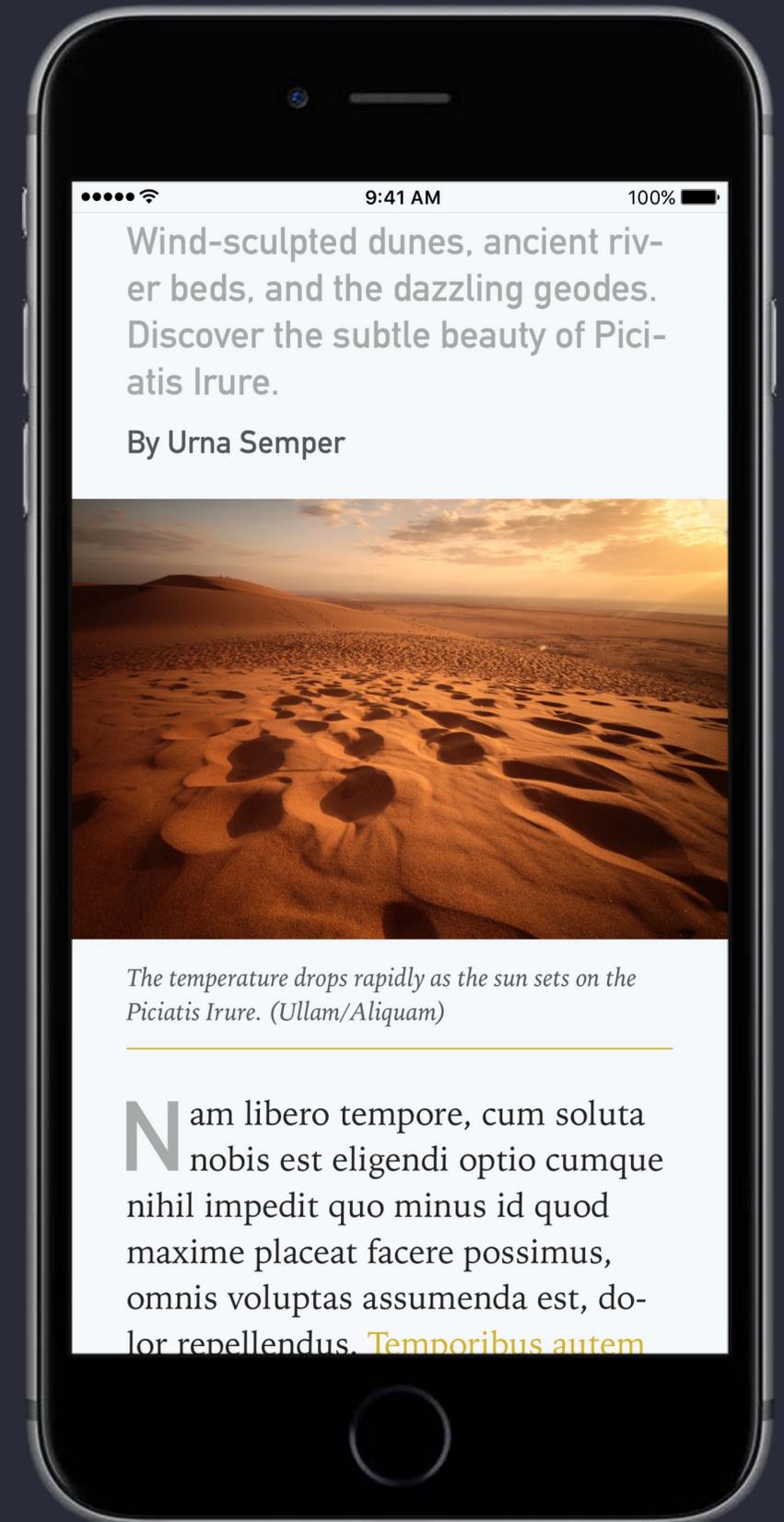
```



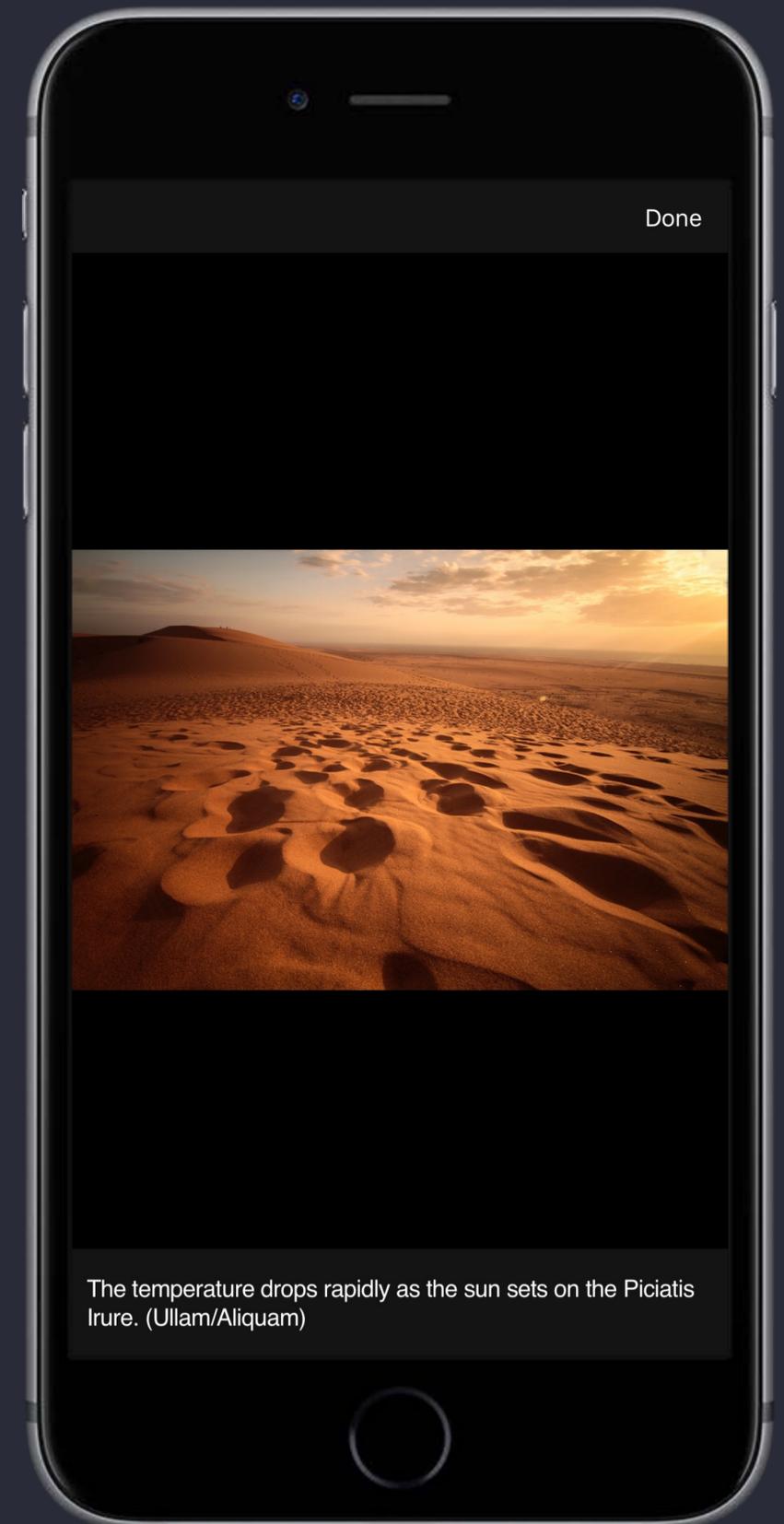
```

{
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  "layout": "fullMarginBelowLayout",
  "text": "By Urna Semper"
},
{
  "role": "photo",
  "layout": "fullBleedLayout",
  "caption": "The temperature drops rapidly as the sun
sets on the Piciatis Irure. (Ullam/Aliquam)",
  "URL": "bundle://header.jpg"
},
{
  "role": "caption",
  "layout": "halfMarginBothLayout",
  "text": "The temperature drops rapidly as the sun
sets on the Piciatis Irure. (Ullam/Aliquam)"
},
{

```



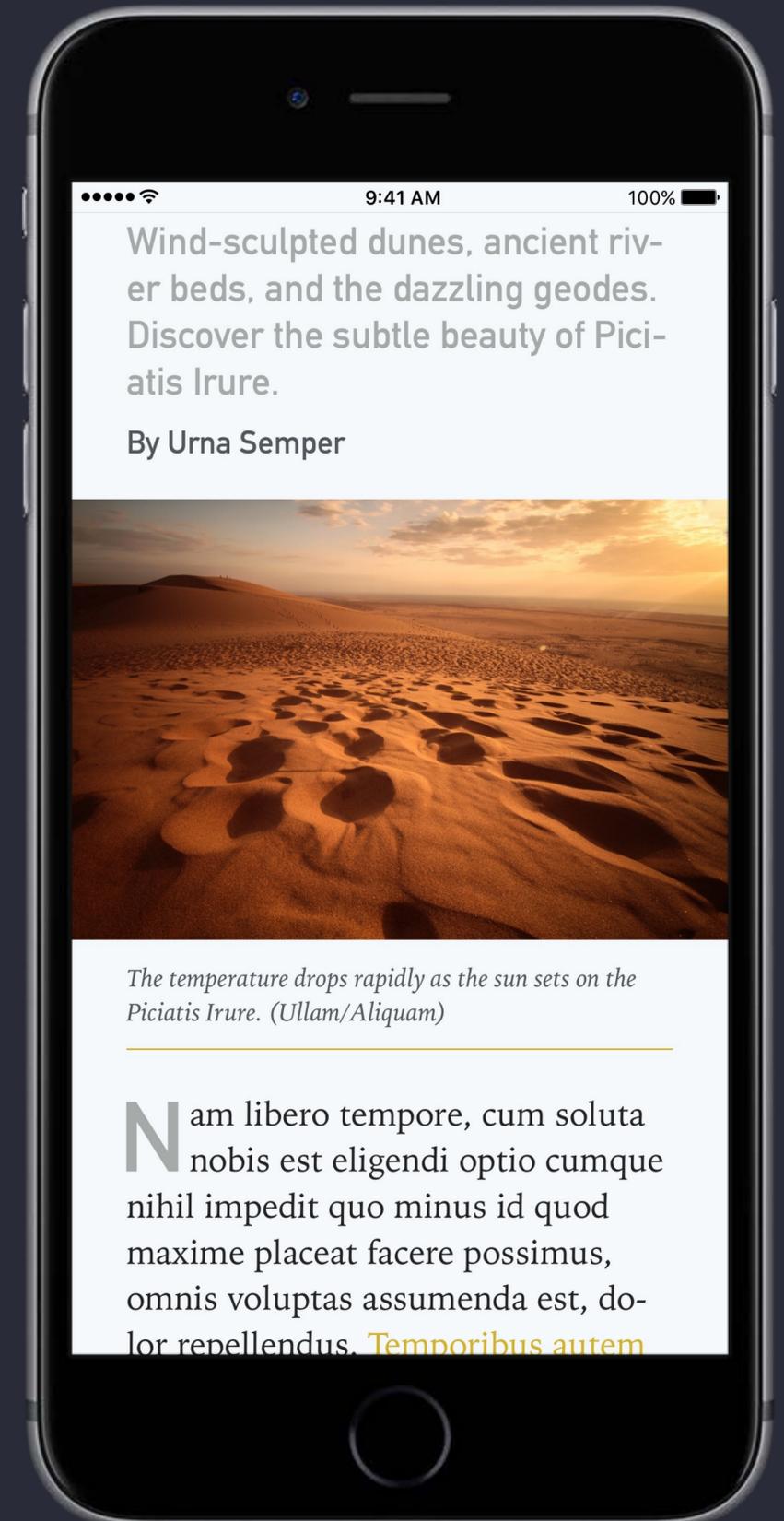
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{
  "role": "byline",
  "layout": "fullMarginBelowLayout",
  "text": "By Urna Semper"
},
{
  "role": "photo",
  "layout": "fullBleedLayout",
  "caption": "The temperature drops rapidly as the sun
sets on the Piciatis Irure. (Ullam/Aliquam)",
  "URL": "bundle://header.jpg"
},
{
  "role": "caption",
  "layout": "halfMarginBothLayout",
  "text": "The temperature drops rapidly as the sun
sets on the Piciatis Irure. (Ullam/Aliquam)"
},
{
```



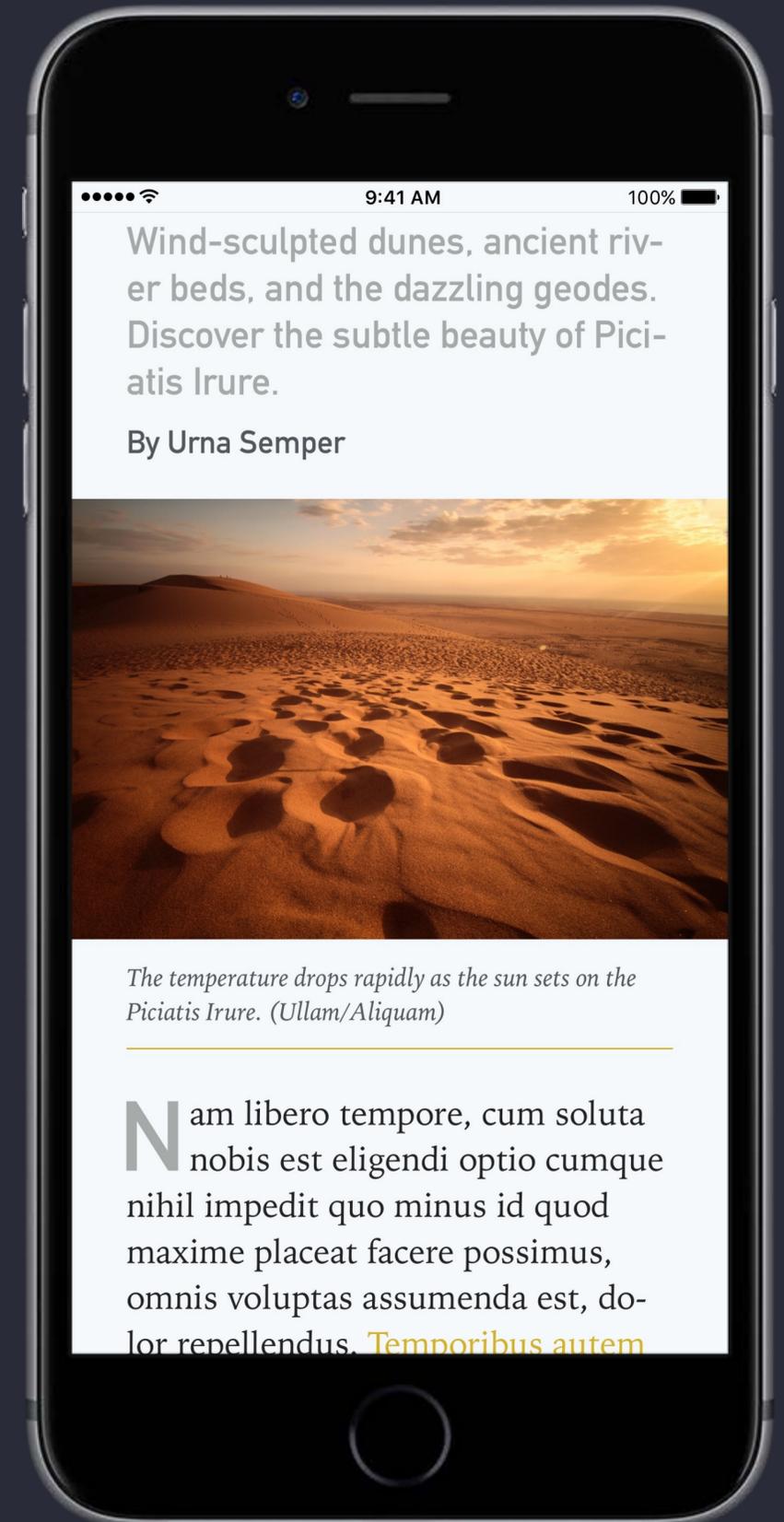
```

{
  "role": "byline",
  "layout": "fullMarginBelowLayout",
  "text": "By Urna Semper"
},
{
  "role": "photo",
  "layout": "fullBleedLayout",
  "caption": "The temperature drops rapidly as the sun
sets on the Piciatis Irure. (Ullam/Aliquam)",
  "URL": "bundle://header.jpg"
},
{
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  "layout": "halfMarginBothLayout",
  "text": "The temperature drops rapidly as the sun
sets on the Piciatis Irure. (Ullam/Aliquam)"
},
{

```



```
"bigDividerLayout": {
  "ignoreDocumentMargin": "right",
  "columnStart": 0,
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  "margin": {
    "top": 6,
    "bottom": 6
  }
},
"fullBleedLayout": {
  "ignoreDocumentMargin": true
}
```



```
{
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sets on the Piciatis Irure. (Ullam/Aliquam)"
},
{
```

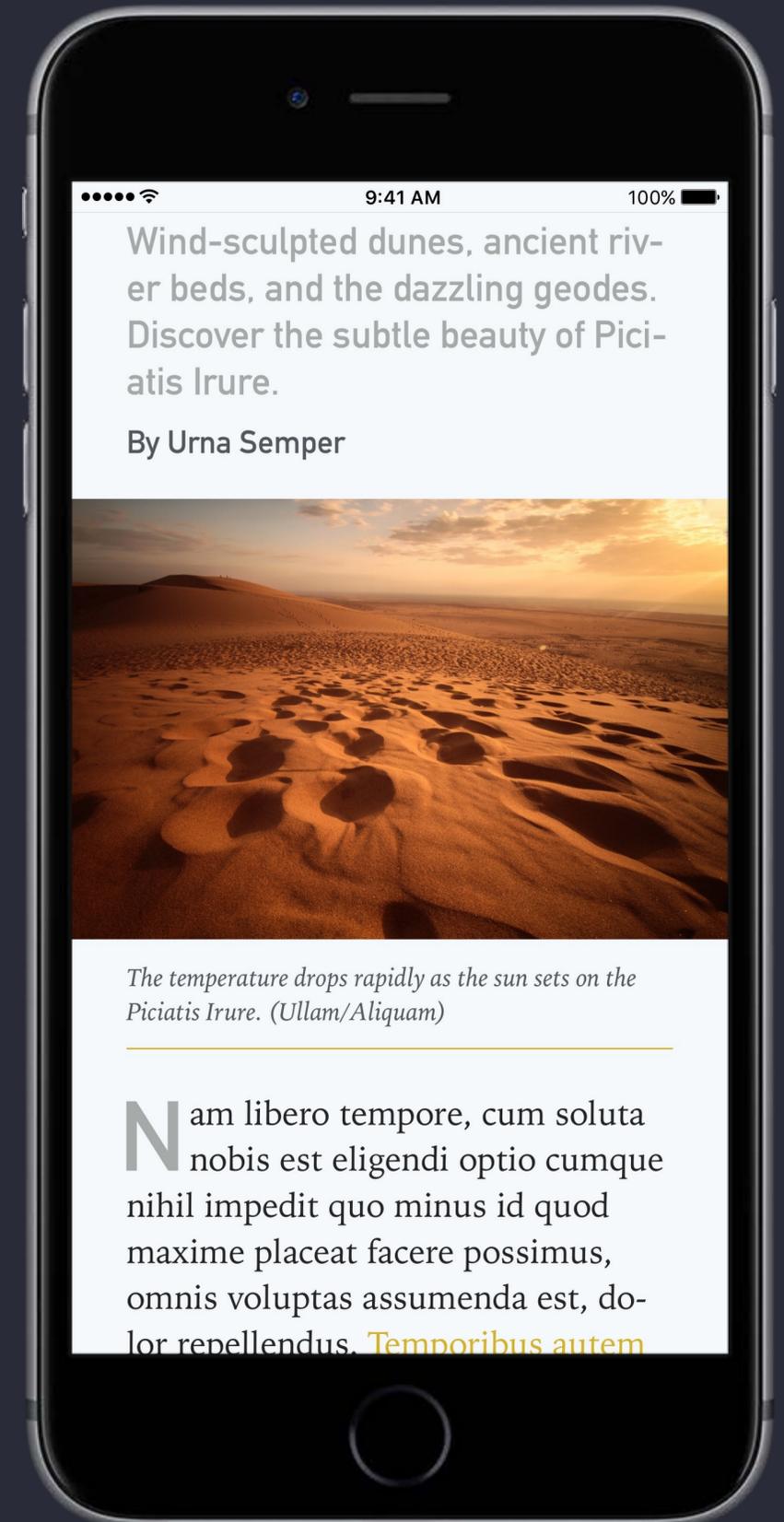


Image Requirements

Image Requirements

May be local or remote

- `bundle://name.jpg`
- `http(s)://remotehost/name.jpg`

Image Requirements

May be local or remote

- `bundle://name.jpg`
- `http(s)://remotehost/name.jpg`

High resolution, please!

Image Requirements

May be local or remote

- `bundle://name.jpg`
- `http(s)://remotehost/name.jpg`

High resolution, please!

JPEG, PNG, GIF

Image Requirements

May be local or remote

- bundle://name.jpg
- http(s)://remotehost/name.jpg

High resolution, please!

JPEG, PNG, GIF

Yup, we support animated GIFs



Image Requirements

May be local or remote

- bundle://name.jpg
- http(s)://remotehost/name.jpg

High resolution, please!

JPEG, PNG, GIF

Yup, we support animated GIFs





```
{
  "role": "gallery",
  "items": [
    {
      "URL": "bundle://gallery-01.jpg"
    },
    {
      "URL": "bundle://gallery-02.jpg"
    },
    {
      "URL": "bundle://gallery-03.jpg"
    }
  ]
}
```



```
{
  "role": "gallery",
  "items": [
    {
      "URL": "bundle://gallery-01.jpg"
    },
    {
      "URL": "bundle://gallery-02.jpg"
    },
    {
      "URL": "bundle://gallery-03.jpg"
    }
  ]
}
```



```
{
  "role": "gallery",
  "items": [
    {
      "URL": "bundle://gallery-01.jpg"
    },
    {
      "URL": "bundle://gallery-02.jpg"
    },
    {
      "URL": "bundle://gallery-03.jpg"
    }
  ]
}
```



modi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas.

LOREM IPSUM, DOLOR SIT AMET



These photographs are proof that, sometimes, inspiration lies in the most severe of places. (Ullam/Aliquam)

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas est, omnis dolor repellendus.

URNA SIC TYRANNIS

Consequatur aut doloribus asperiores repellat. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem, eaque ipsa quae ab illo in-

modi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas.

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URNA SIC TYRANNIS

Consequatur aut doloribus asperiores repellat. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem, eaque ipsa quae ab illo in-

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      "URL": "bundle://mosaic-04.jpg"
    },
    {
      "URL": "bundle://mosaic-05.jpg"
    }
  ]
}
```



quo minus id quod maxime placeat
facere possimus, omnis voluptas est,
omnis dolor repellendus.

QUI RATIONE

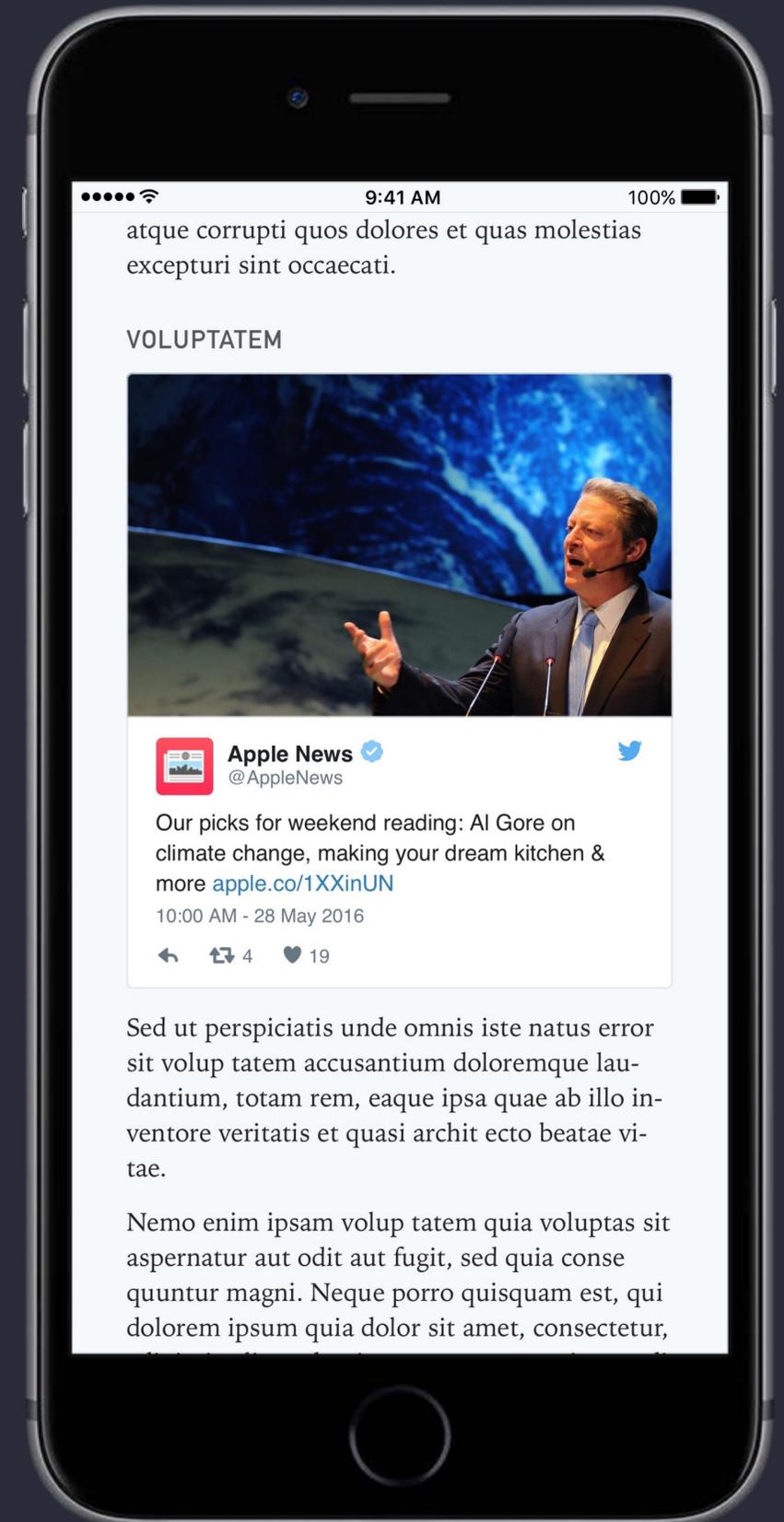


*Unique combinations of sediment and geological forces
came together to create these fascinating specimens.
(Ullam/Aliquam)*

URNA SIC TYRANNIS

Consequatur aut doloribus asperi-

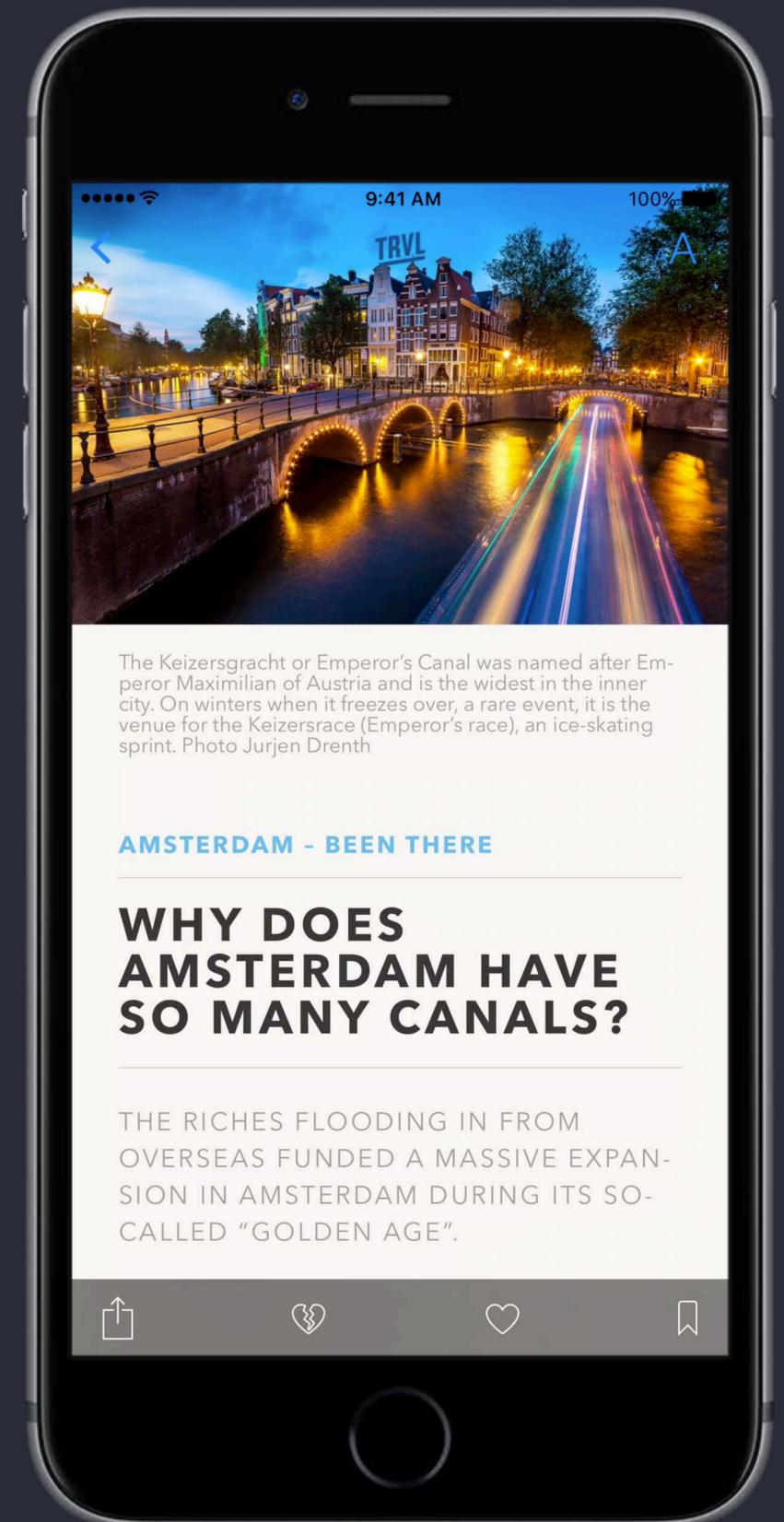
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  "items": [
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      "longitude": 4.888007
    }
  ]
}
```



```
{
  "role": "map",
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  "items": [
    {
      "caption": "Canal District, Amsterdam",
      "latitude": 52.377545,
      "longitude": 4.888007
    }
  ]
}
```



Advertisements

Advertisements

Ad components

- Place in content like other components
- Maximum control

Advertisements

Ad components

- Place in content like other components
- Maximum control

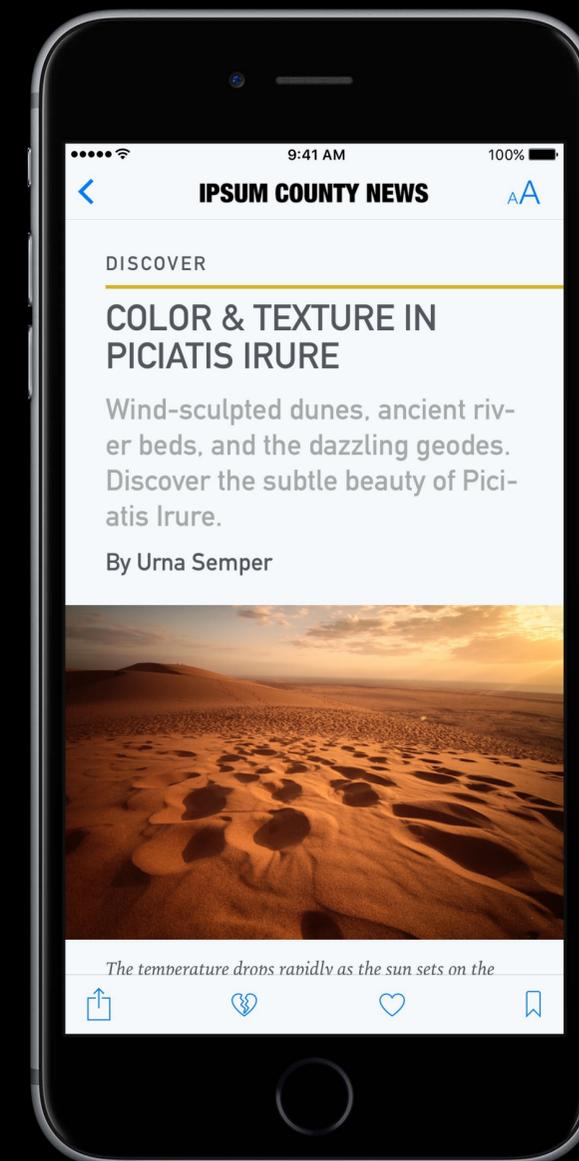
Dynamic ads

- Specify frequency
- News app handles placement

Our Article on the iPhone

Our Article on the iPhone

Semantic text components

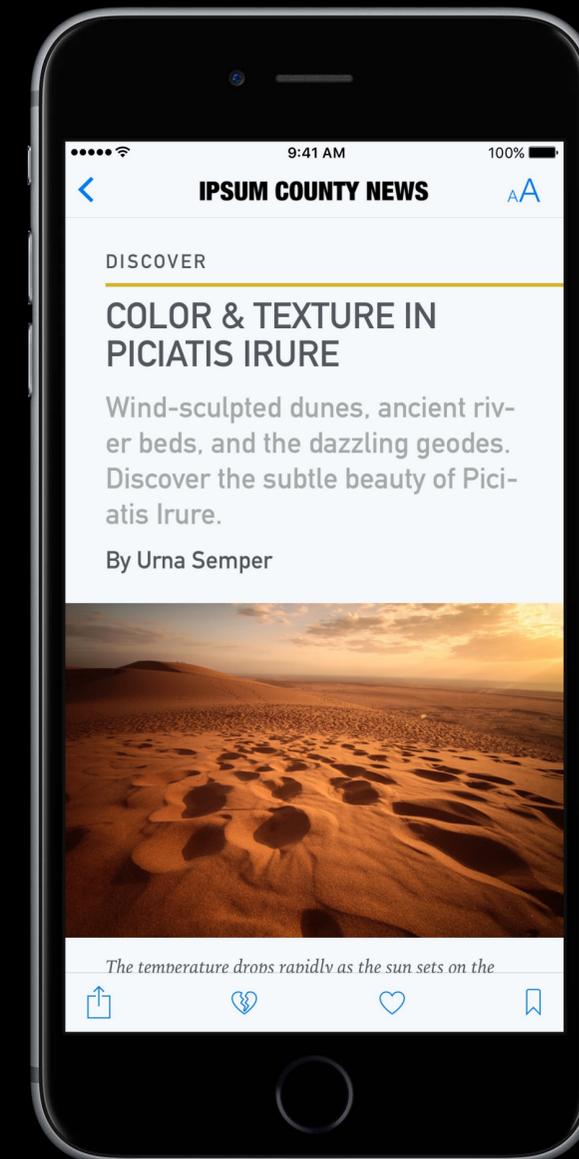


Our Article on the iPhone

Semantic text components

Text styling

- Markdown
- Component text styles



Our Article on the iPhone

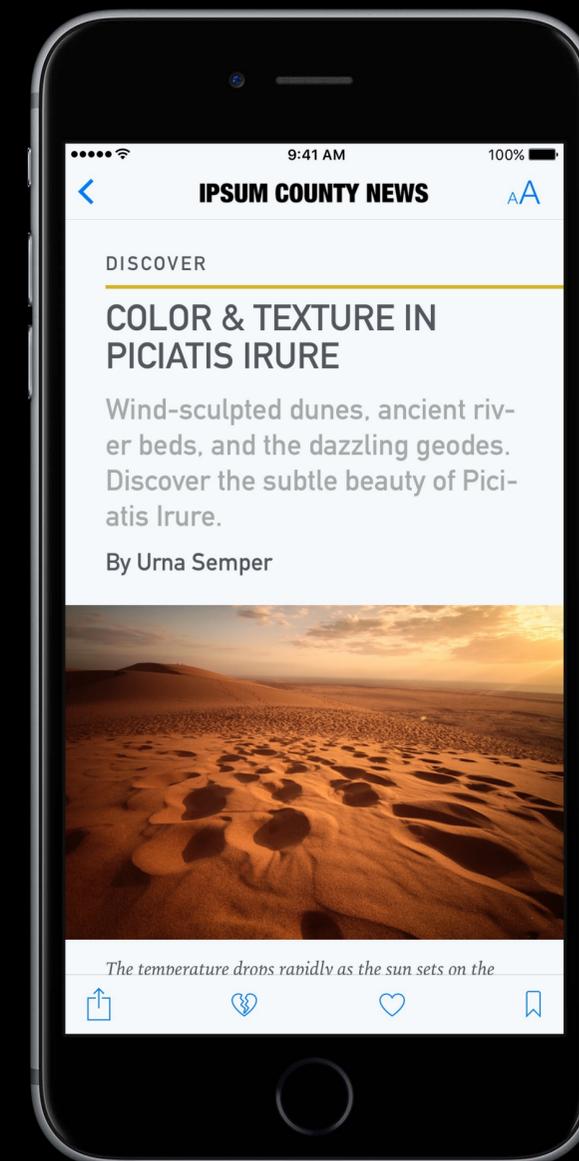
Semantic text components

Text styling

- Markdown
- Component text styles

Vertical flow

- Component layouts
- Dividers



Our Article on the iPhone

Semantic text components

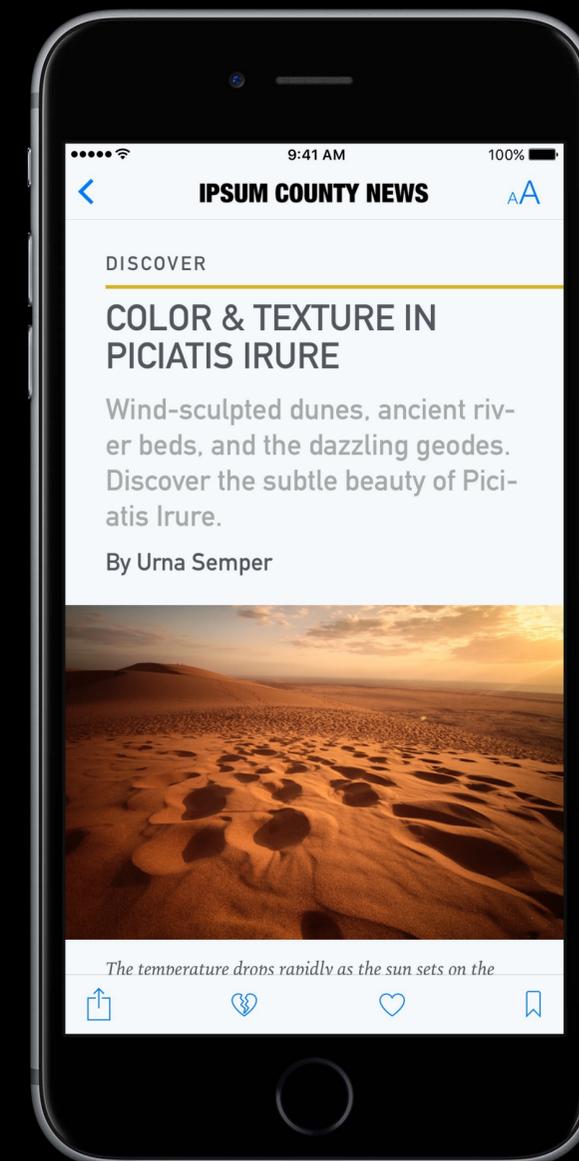
Text styling

- Markdown
- Component text styles

Vertical flow

- Component layouts
- Dividers

Photos, galleries, and embeds





DISCOVER

COLOR & TEXTURE IN PICIATIS IRURE

Wind-sculpted dunes, ancient river beds, and the dazzling geodes. Discover the subtle beauty of Piciatis Irure.

By Urna Semper

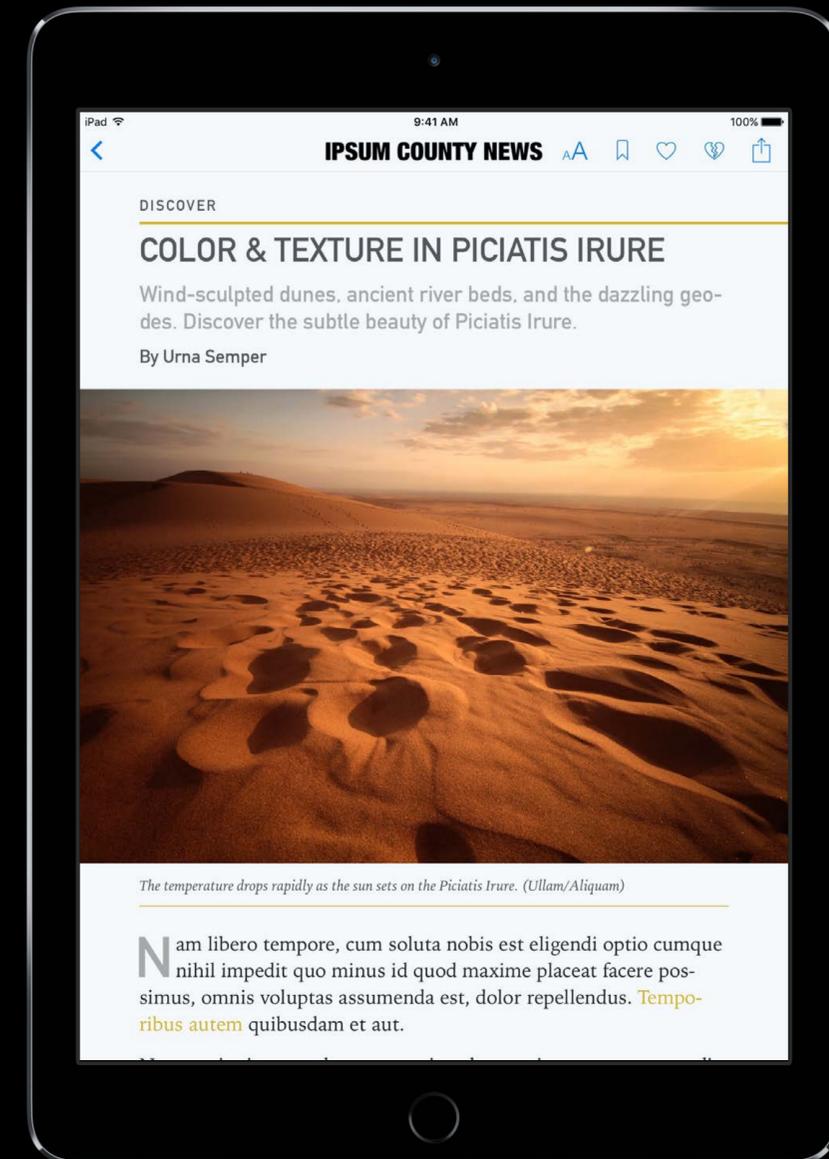


The temperature drops rapidly as the sun sets on the Piciatis Irure. (Ullam/Aliquam)

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, dolor repellendus. **Temporibus autem** quibusdam et aut.

Our Article on the iPad

Design opportunities



Our Article on the iPad

Design opportunities

- Improve use of white space



Our Article on the iPad

Design opportunities

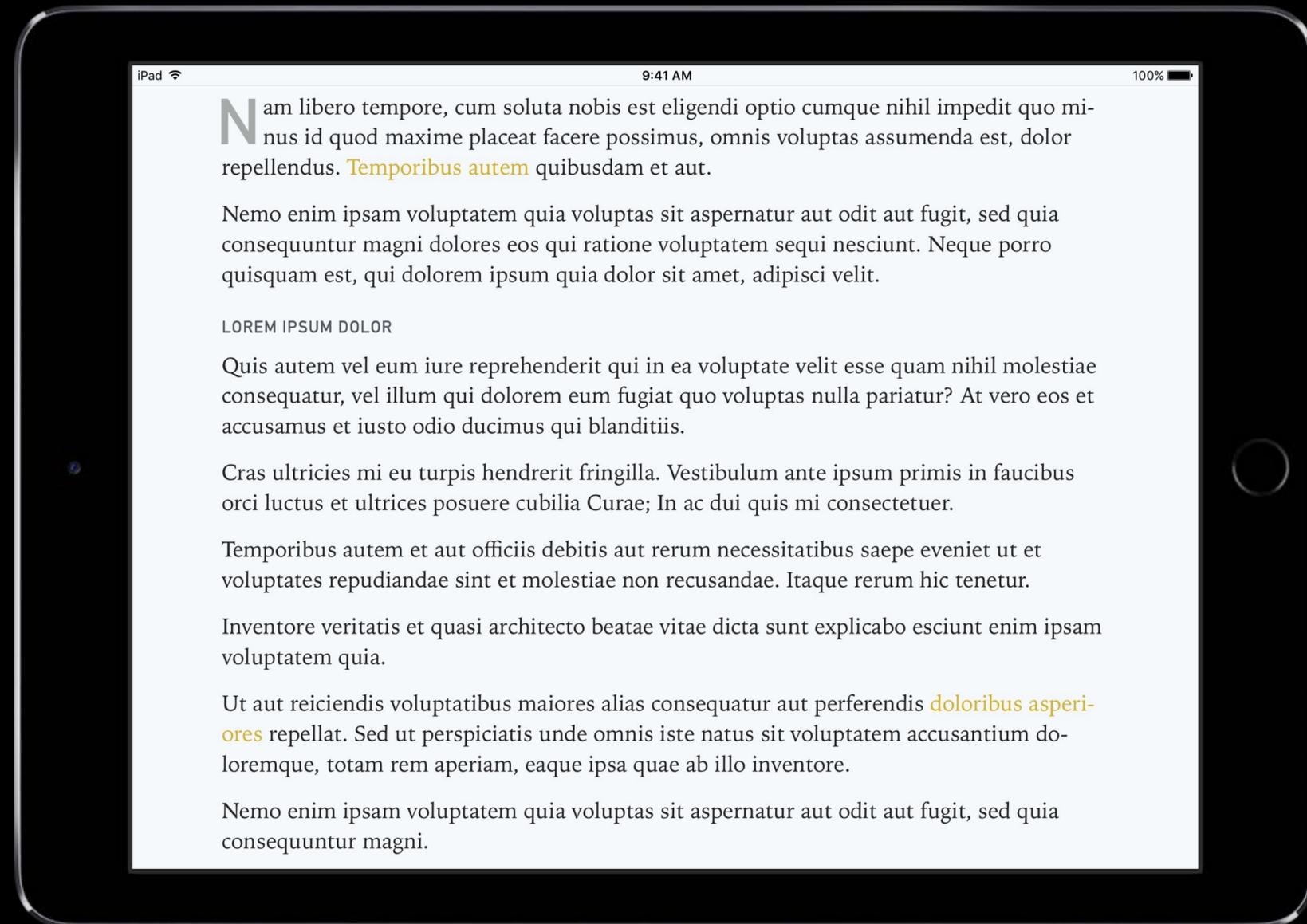
- Improve use of white space
- Add visual variety



Our Article on the iPad

Design opportunities

- Improve use of white space
- Add visual variety
- Reduce line length



Mastering the Column System

Designing for Many Screens

Designing for Many Screens

Responsive design

- React!

Designing for Many Screens

Responsive design

- React!

Mobile-first design

- Enhance!

Designing for Many Screens

Responsive design

- React!

Mobile-first design

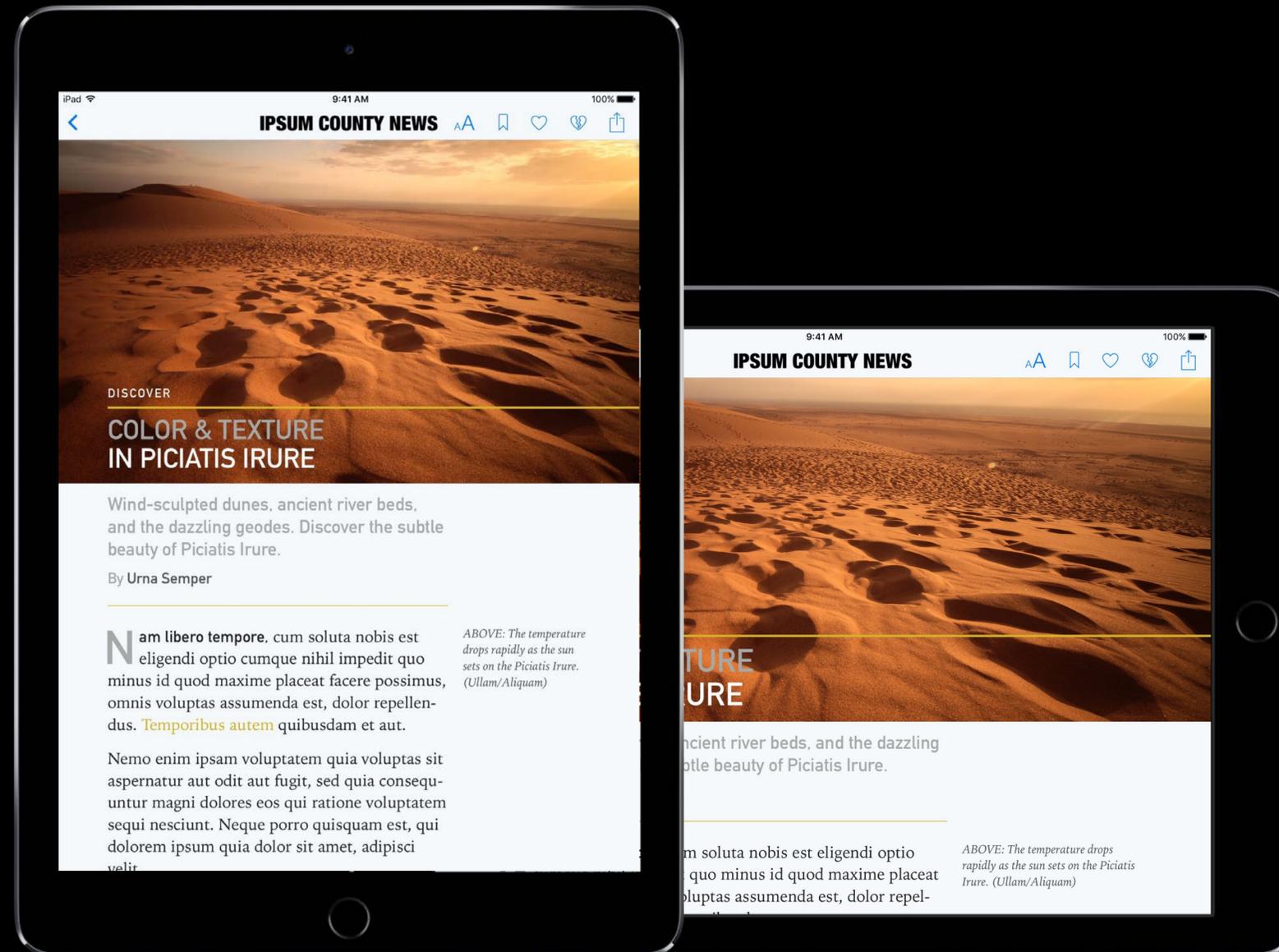
- Enhance!

Lots of work

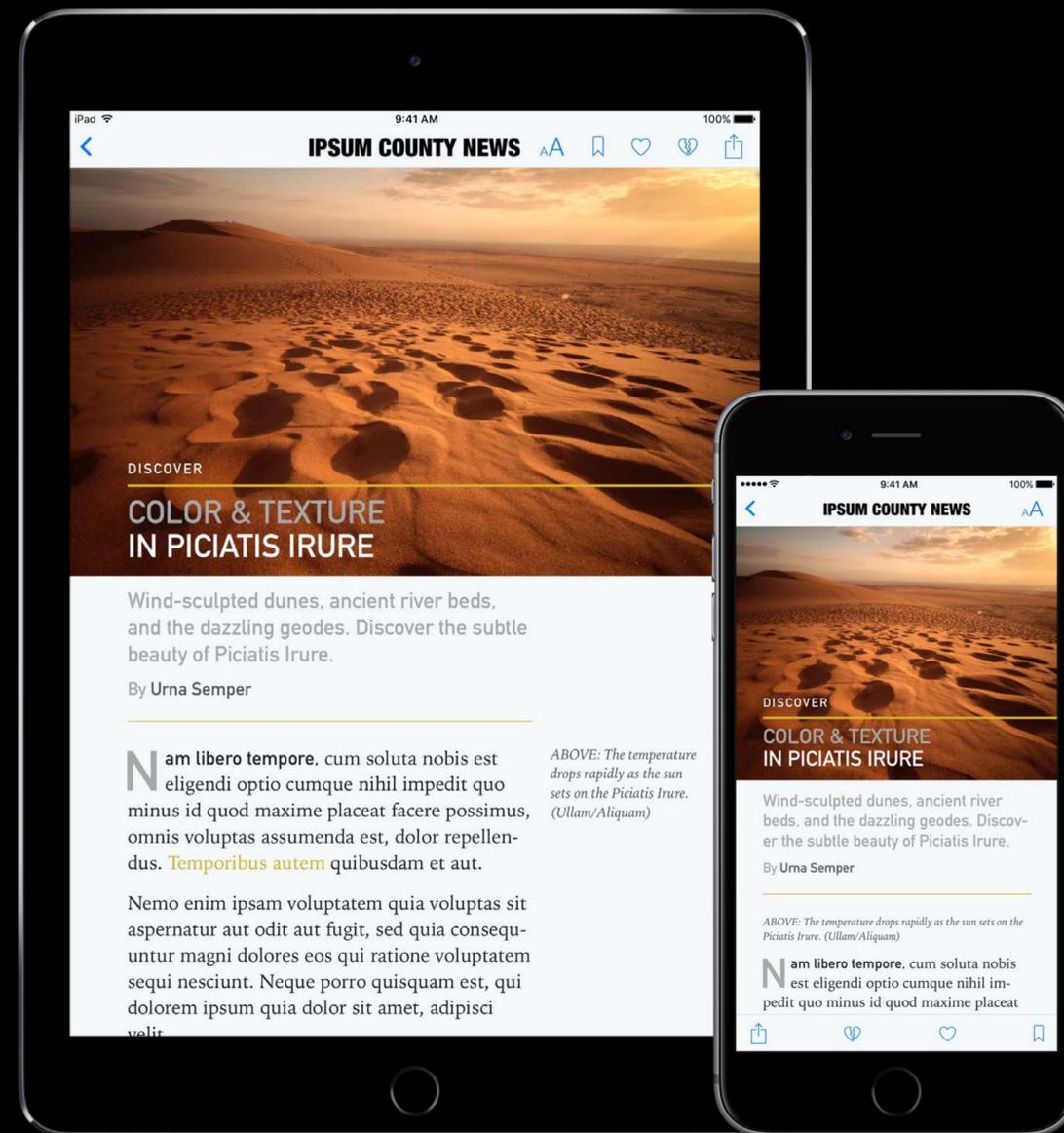
Design Once

Design Once

For the richest experience

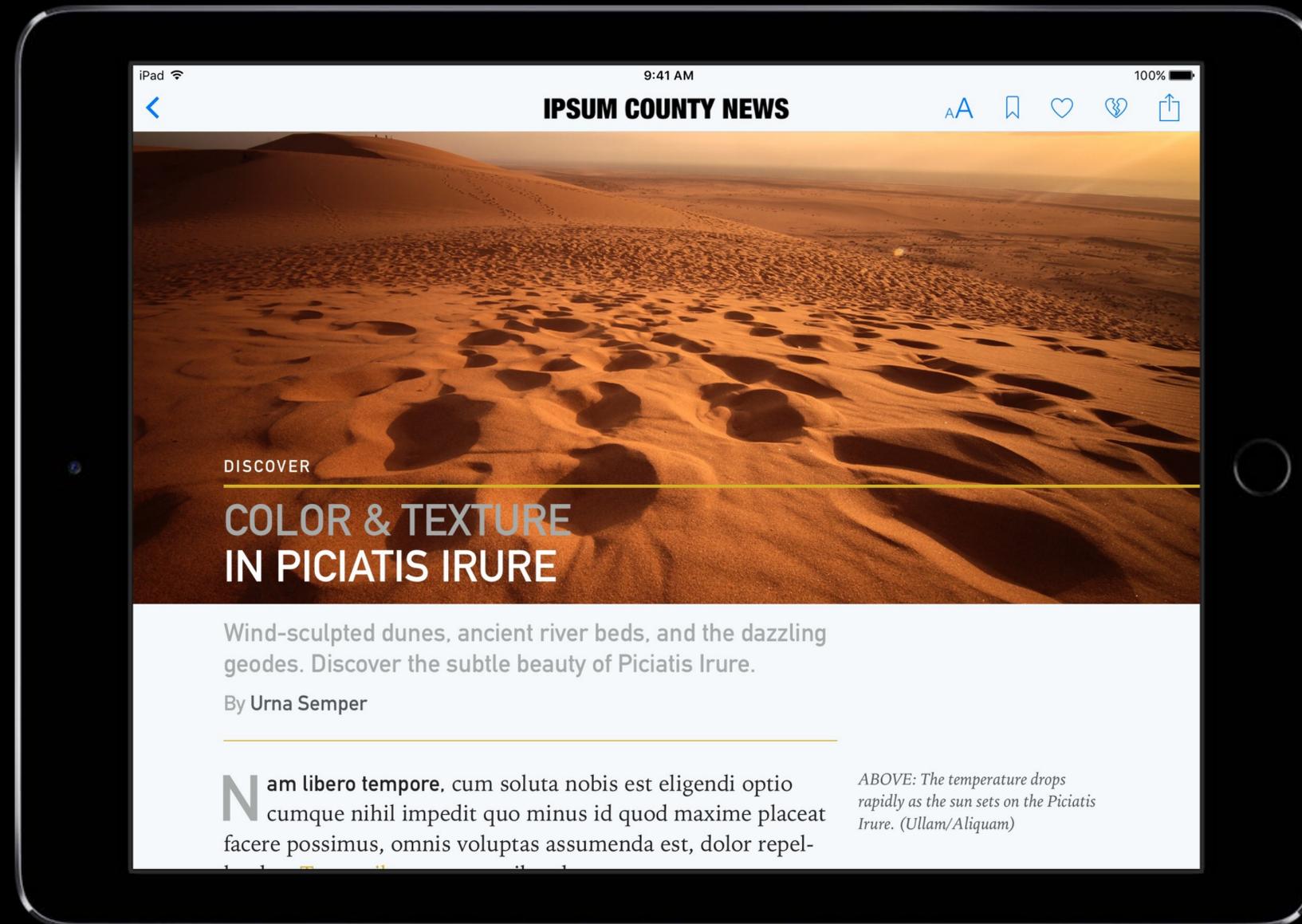


Works Everywhere

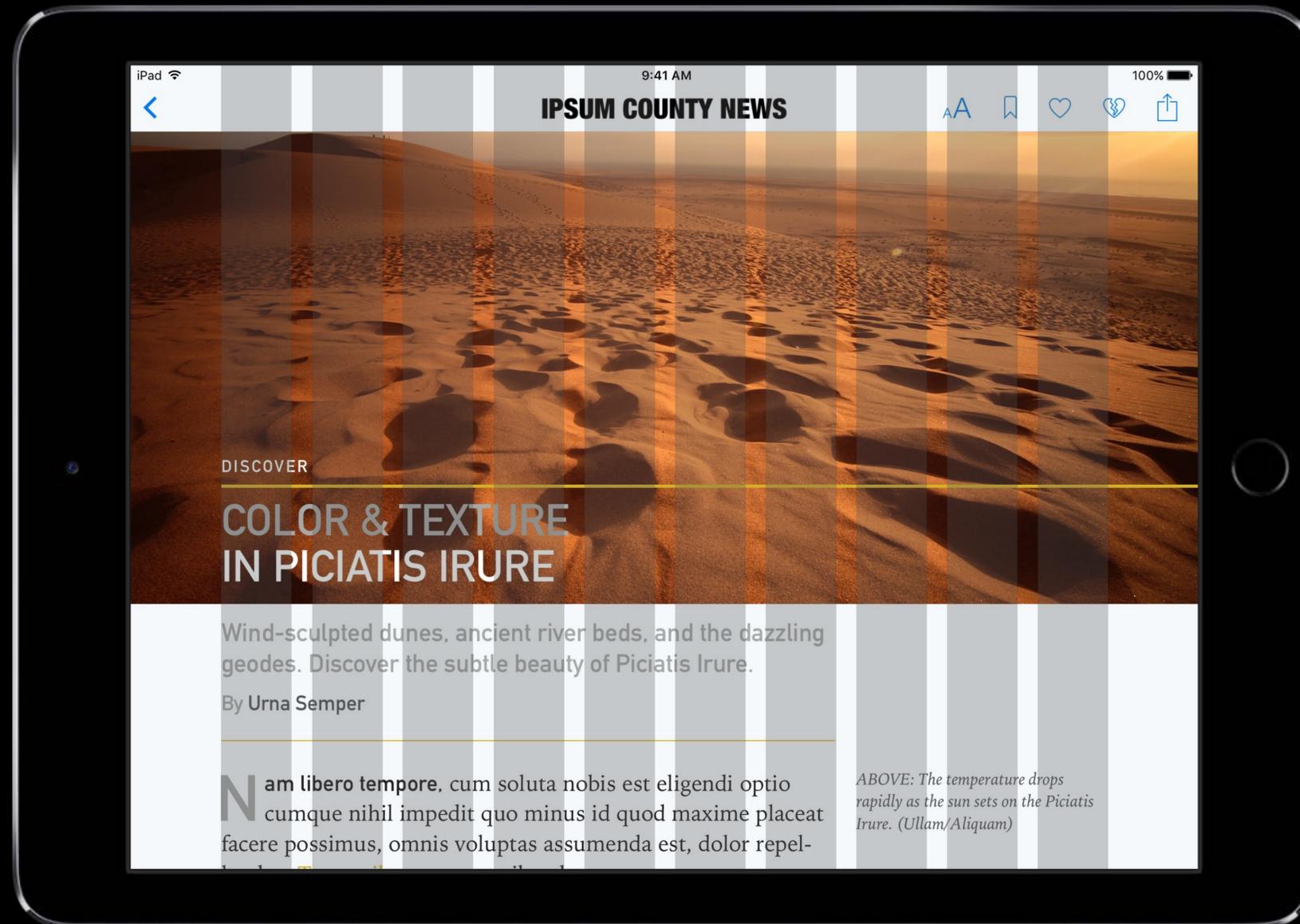


How Does It Work?

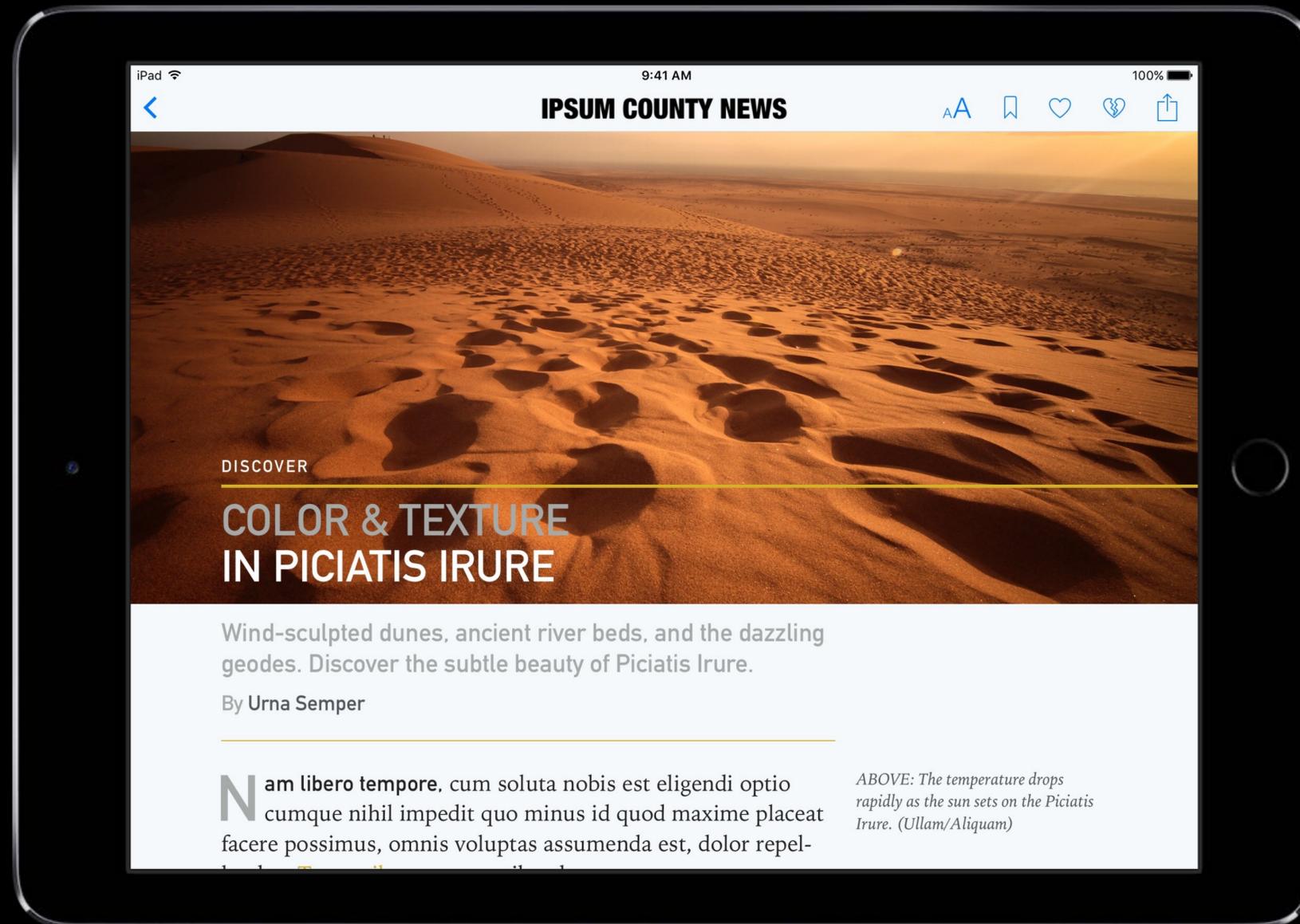
Divide the Screen into Columns



Divide the Screen into Columns



Assign Column Spans



iPad 9:41 AM 100%

< IPSUM COUNTY NEWS

DISCOVER

COLOR & TEXTURE IN PICIATIS IRURE

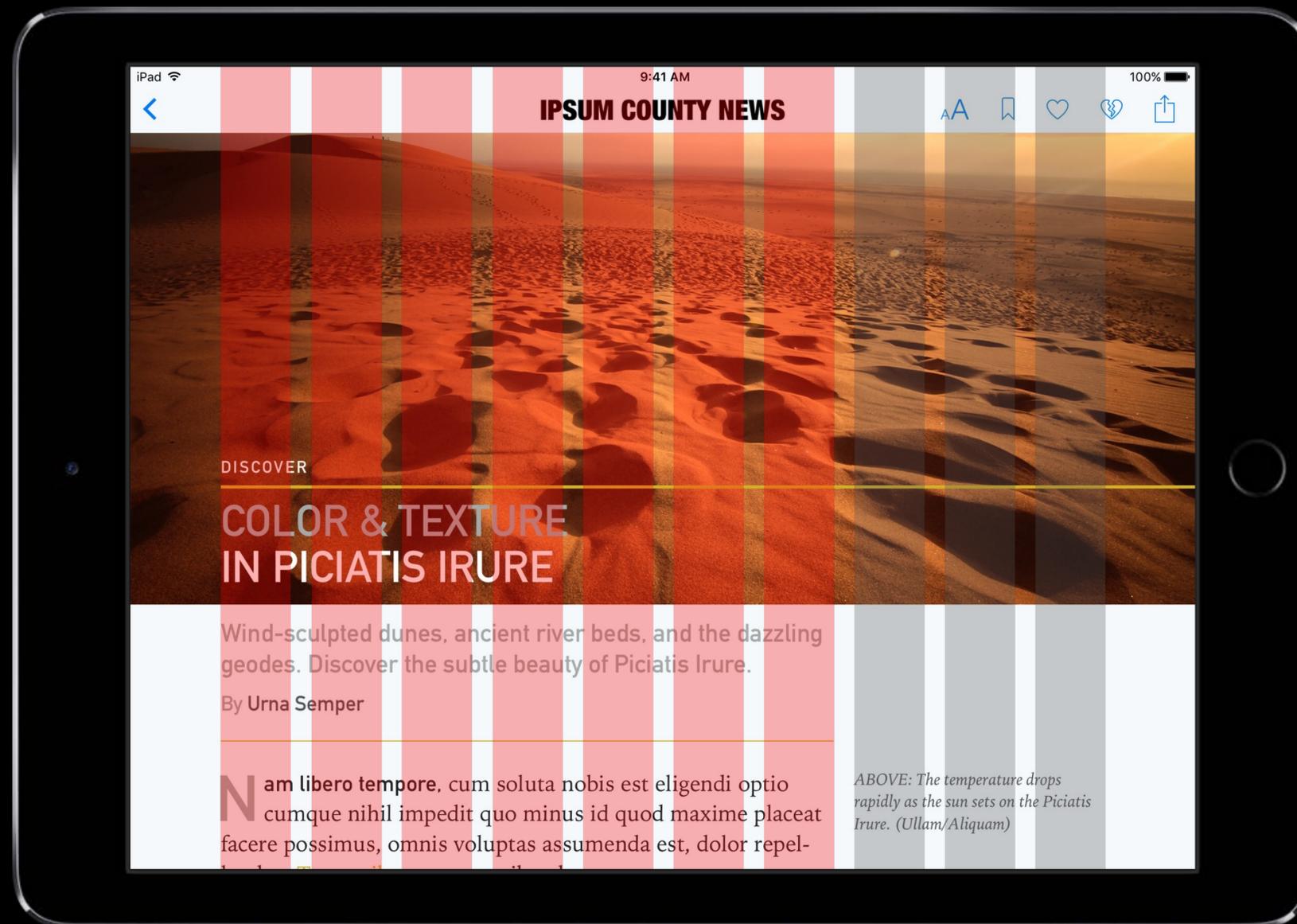
Wind-sculpted dunes, ancient river beds, and the dazzling geodes. Discover the subtle beauty of Piciatis Irure.

By Urna Semper

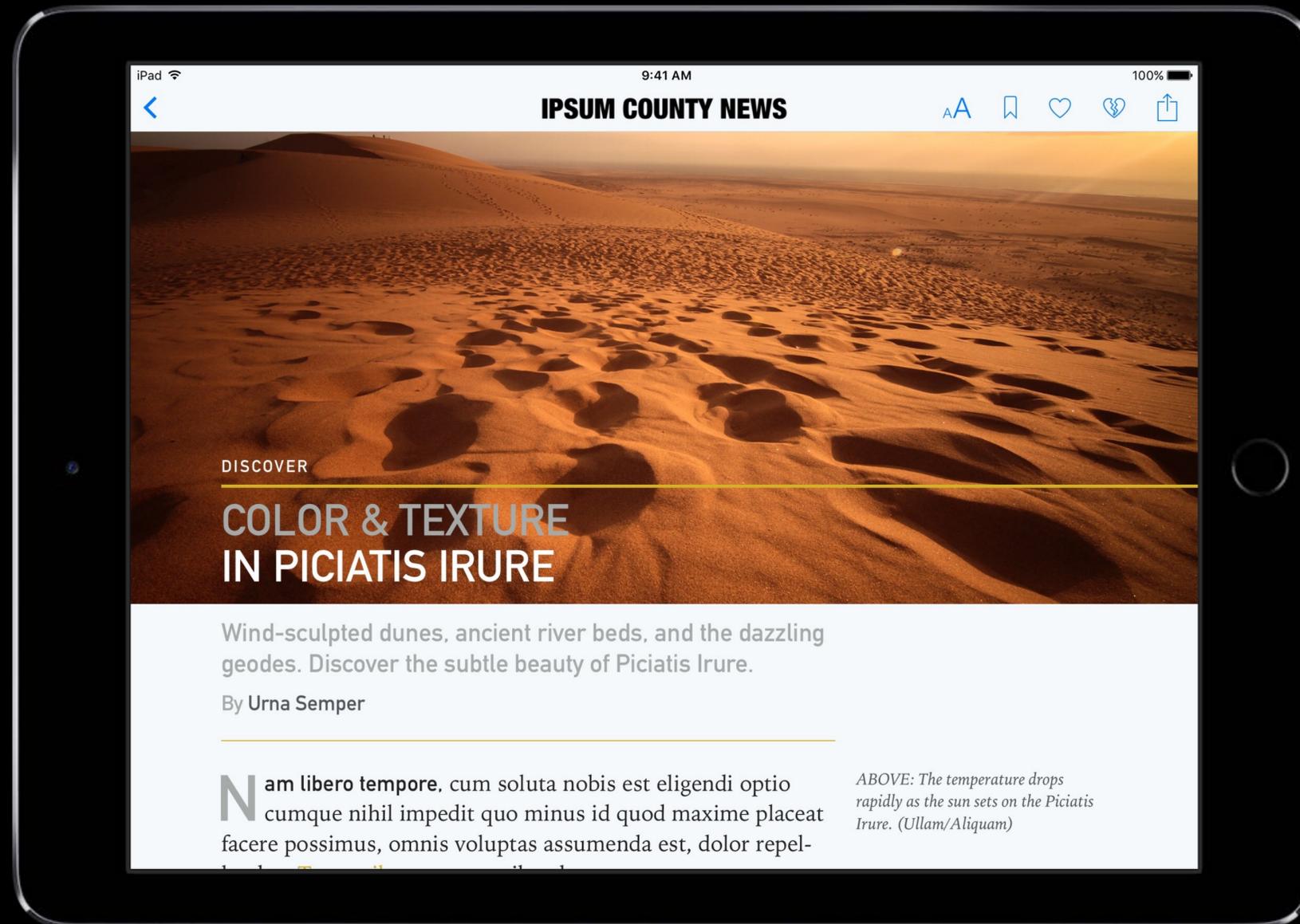
Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, dolor repel-

ABOVE: The temperature drops rapidly as the sun sets on the Piciatis Irure. (Ullam/Aliquam)

Assign Column Spans



Assign Column Spans



iPad 9:41 AM 100%

< IPSUM COUNTY NEWS

DISCOVER

COLOR & TEXTURE IN PICIATIS IRURE

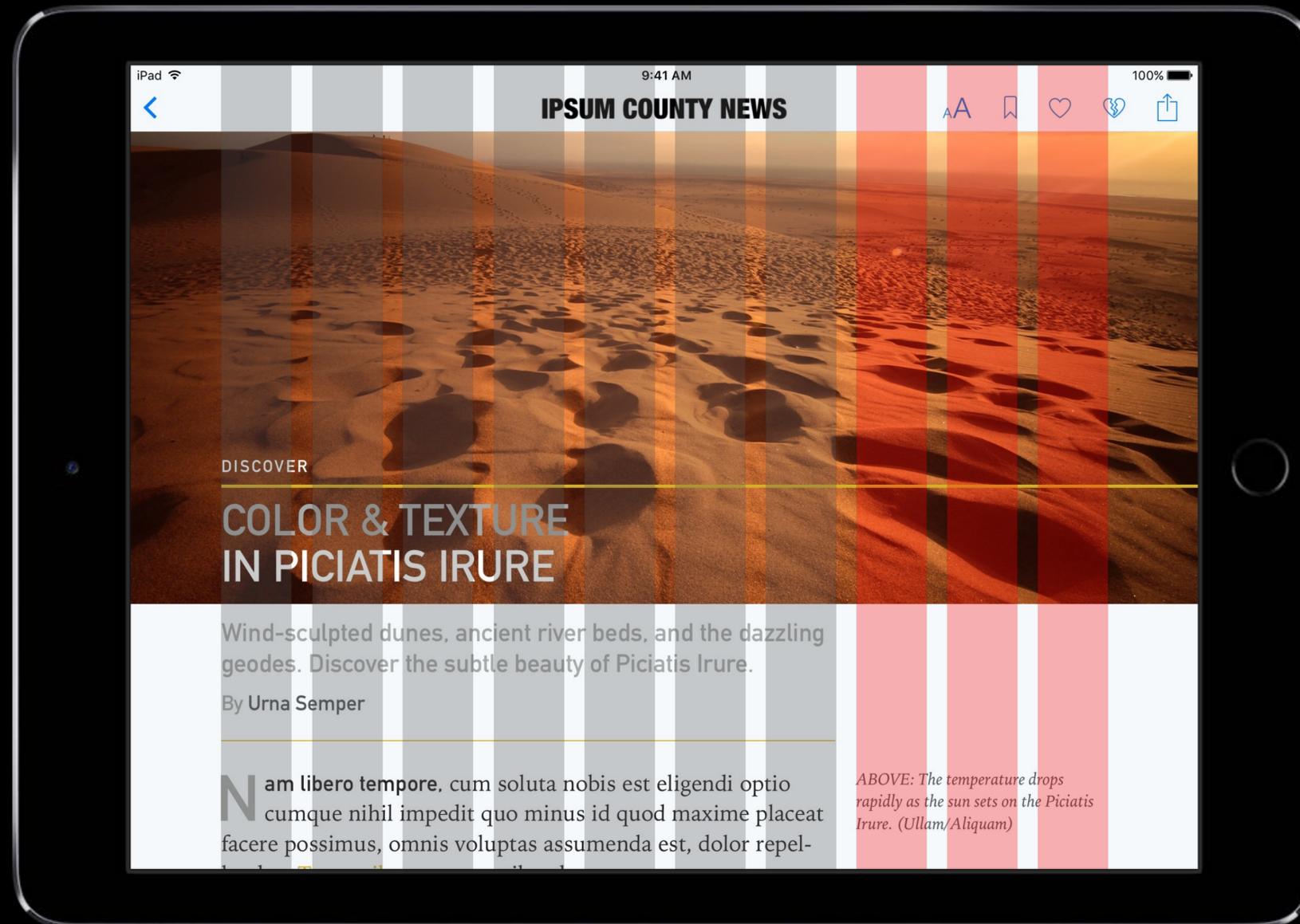
Wind-sculpted dunes, ancient river beds, and the dazzling geodes. Discover the subtle beauty of Piciatis Irure.

By Urna Semper

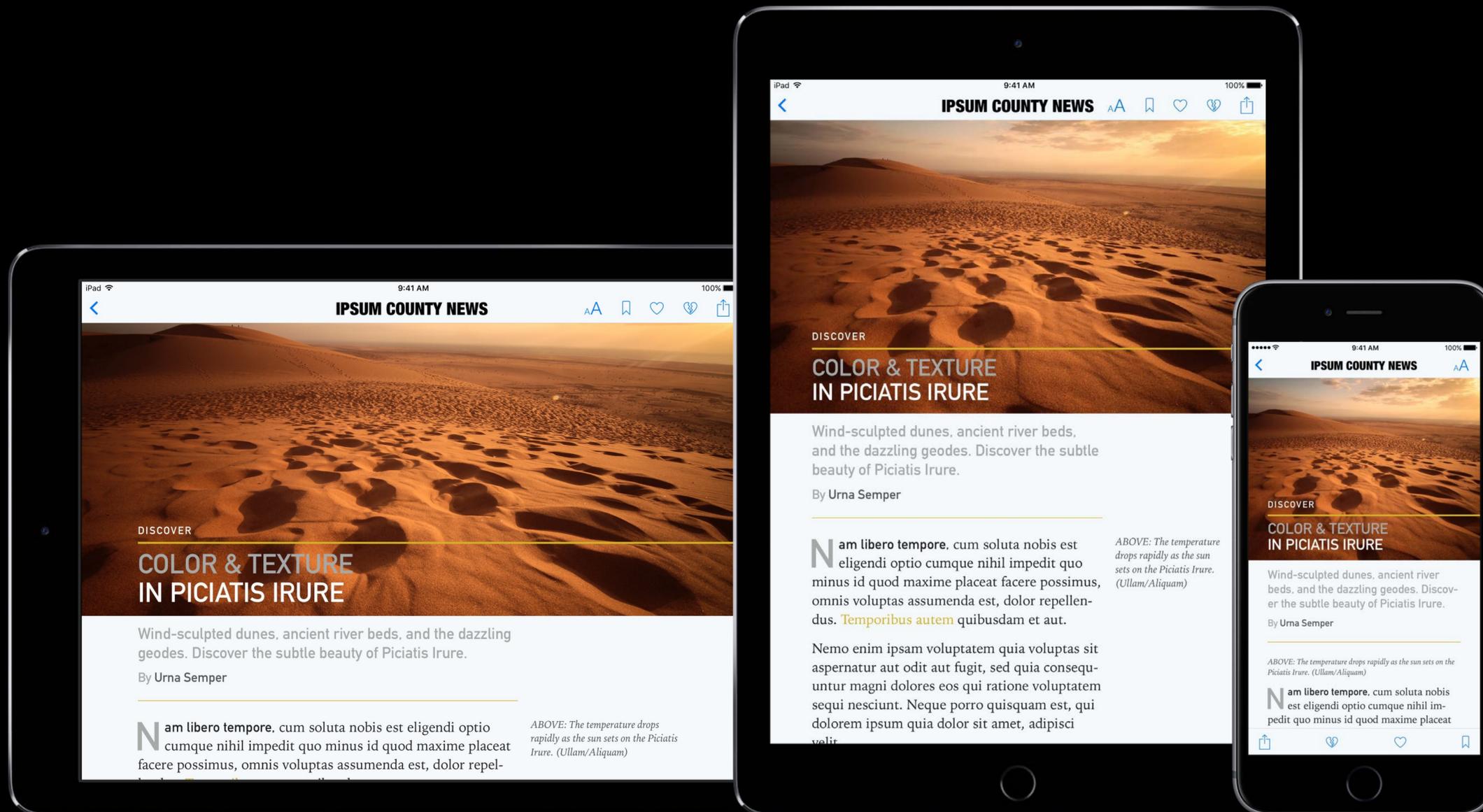
Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, dolor repel-

ABOVE: The temperature drops rapidly as the sun sets on the Piciatis Irure. (Ullam/Aliquam)

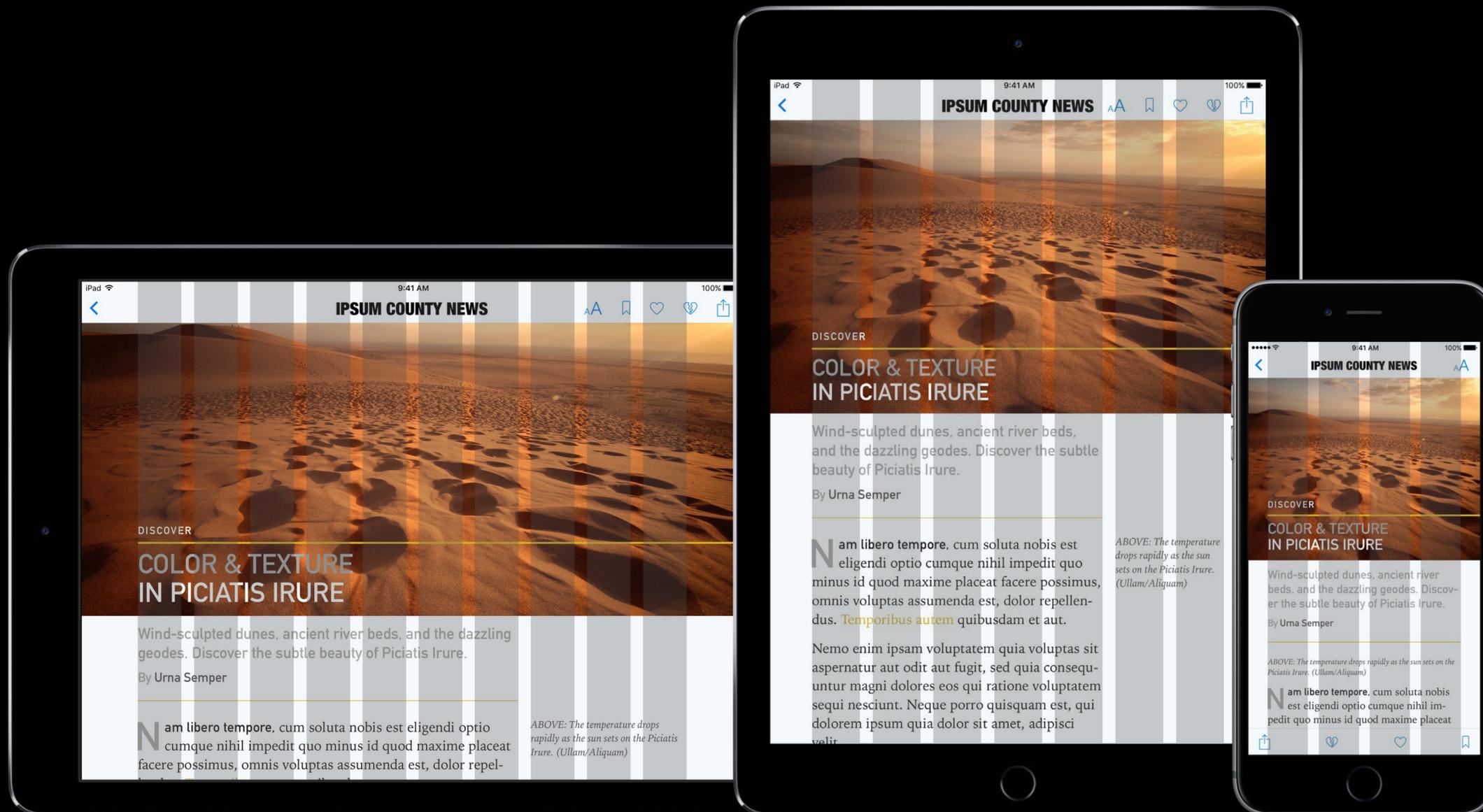
Assign Column Spans



Automatic Scaling



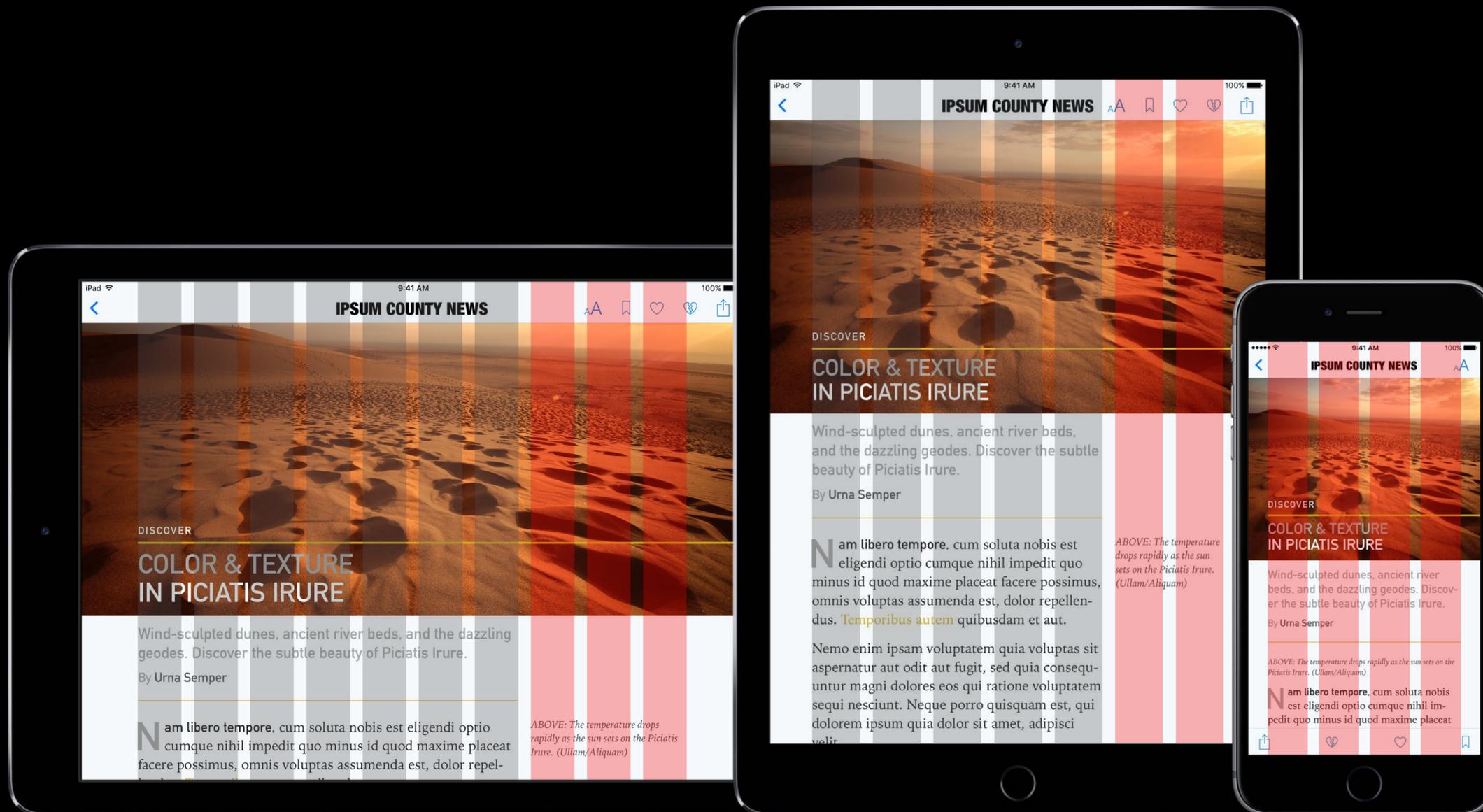
Automatic Scaling



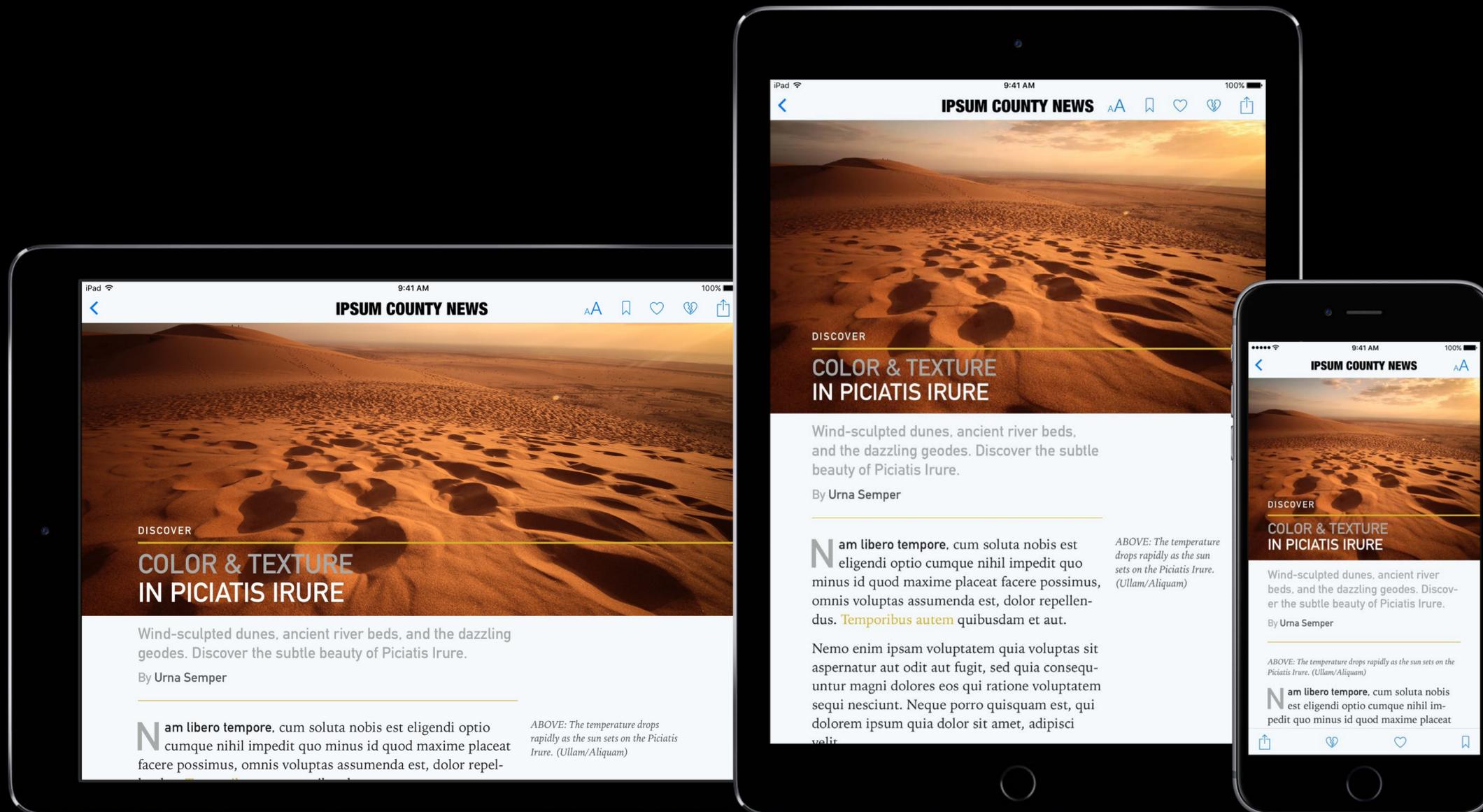
Automatic Scaling



Automatic Scaling



Automatic Scaling



News Preview



News Preview

Iterate quickly



News Preview

Iterate quickly

Multiple devices simultaneously



News Preview

Iterate quickly

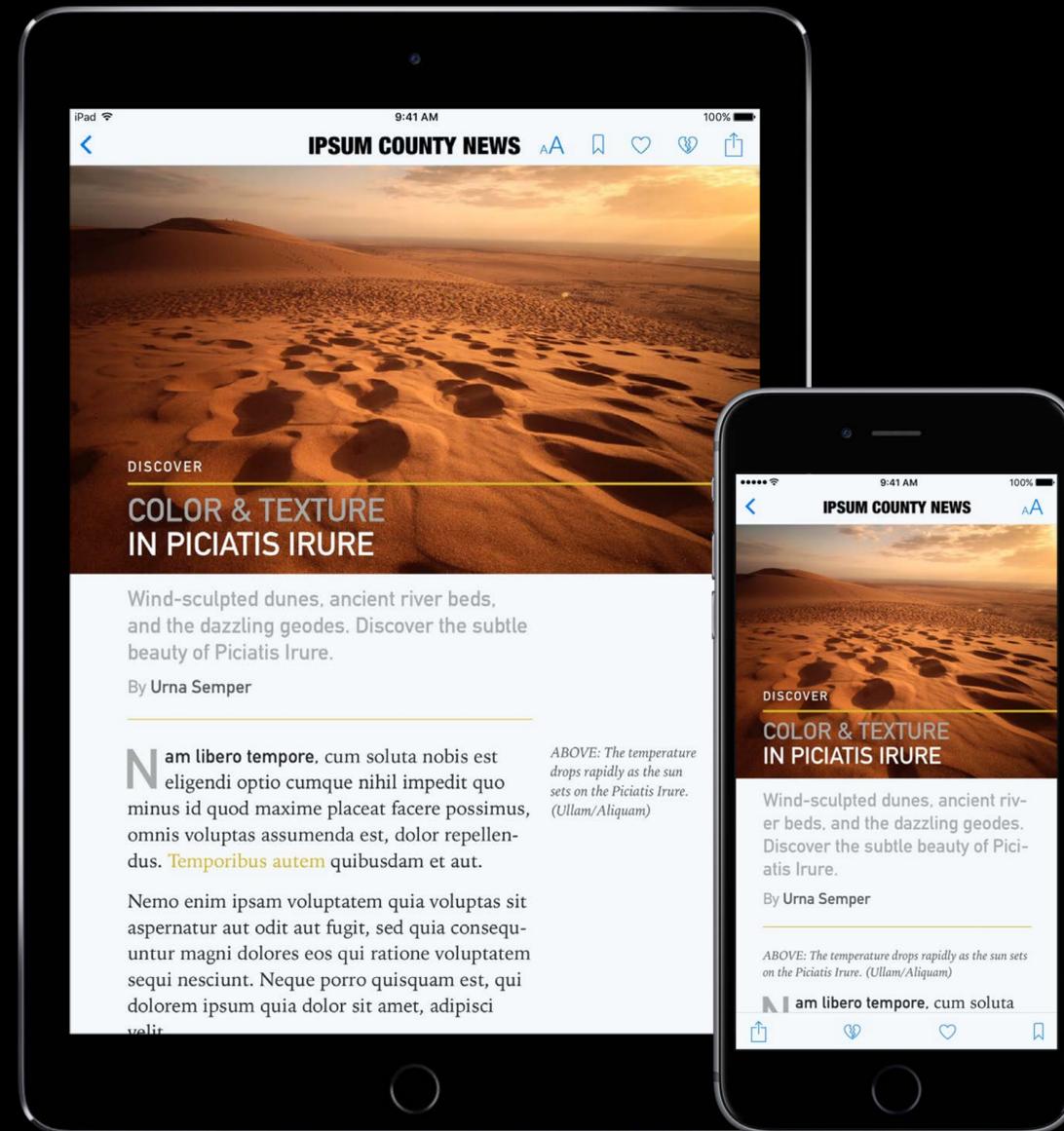
Multiple devices simultaneously

Available for Apple developers

<https://developer.apple.com/news-preview/>



Back to the JSON



```
{
  "title": "Color & Texture in Piciatis Irure",
  "metadata": {
    "canonicalURL": "https://foo.com/web/version",
    "excerpt": "Wind-sculpted dunes,...",
    "thumbnailURL": "bundle://header.jpg"
  },
  "version": "1.2.0",
  "identifier": "testArticle",
  "language": "en",
  "layout": {...},
  "documentStyle": {...},
  "components": [...],
  "componentTextStyles": {...}
  "componentLayouts": {...}
}
```

```
{
  "title": "Color & Texture in Piciatis Irure",
  "metadata": {
    "canonicalURL": "https://foo.com/path/to/web/version",
    "excerpt": "Wind-sculpted dunes,...",
    "thumbnailURL": "bundle://header.jpg"
  },
  "version": "1.2.0",
  "identifier": "testArticle",
  "language": "en",
  "layout": {
    "columns": 10,
    "width": 1024,
    "margin": 85,
    "gutter": 20
  },
  "documentStyle": {...},
  "components": [...],
  "componentTextStyles": {...}
}
```

```
"layout": {  
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  "width": 1024,  
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  "gutter": 20  
}
```



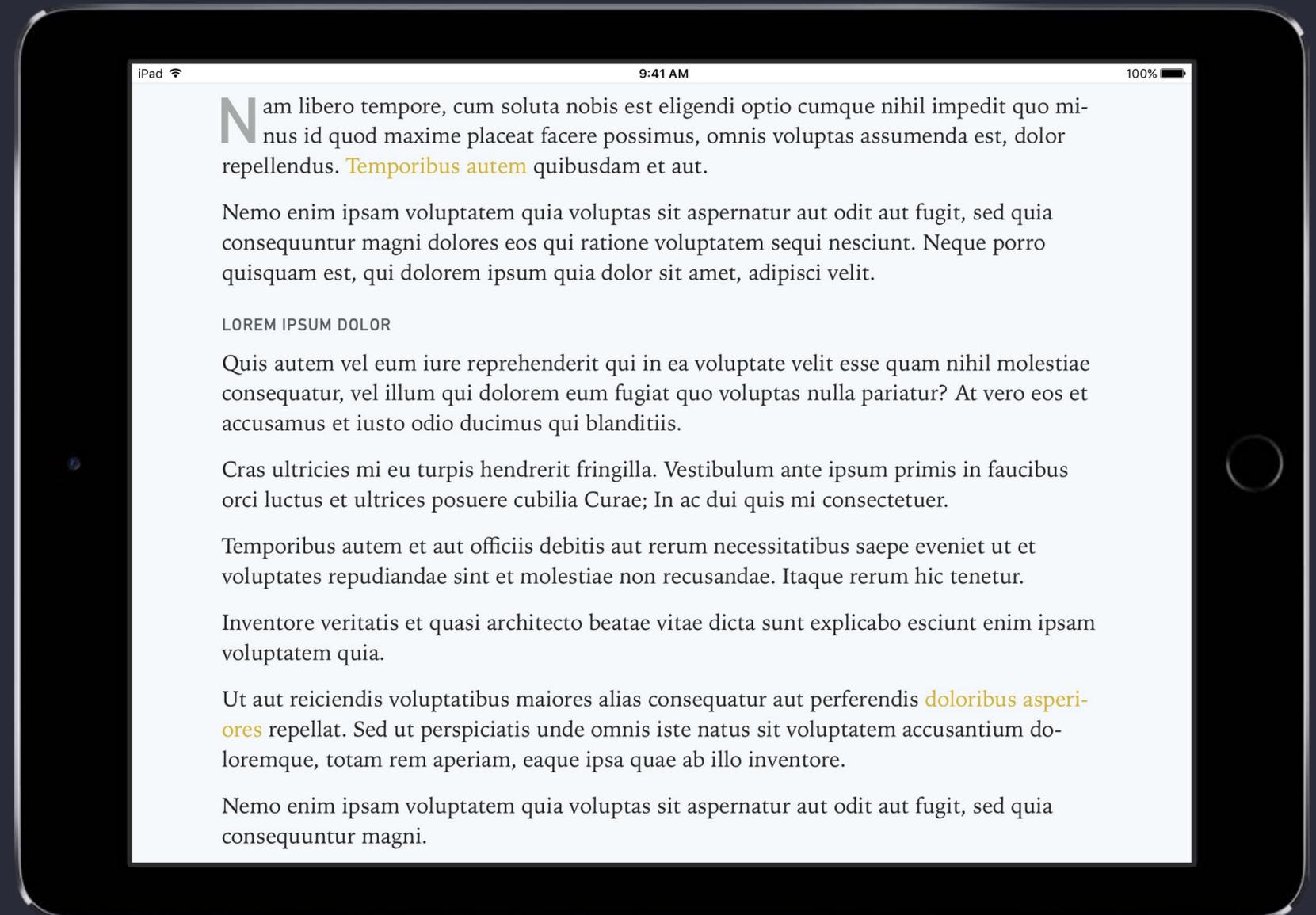
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  "margin": 85,  
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}
```



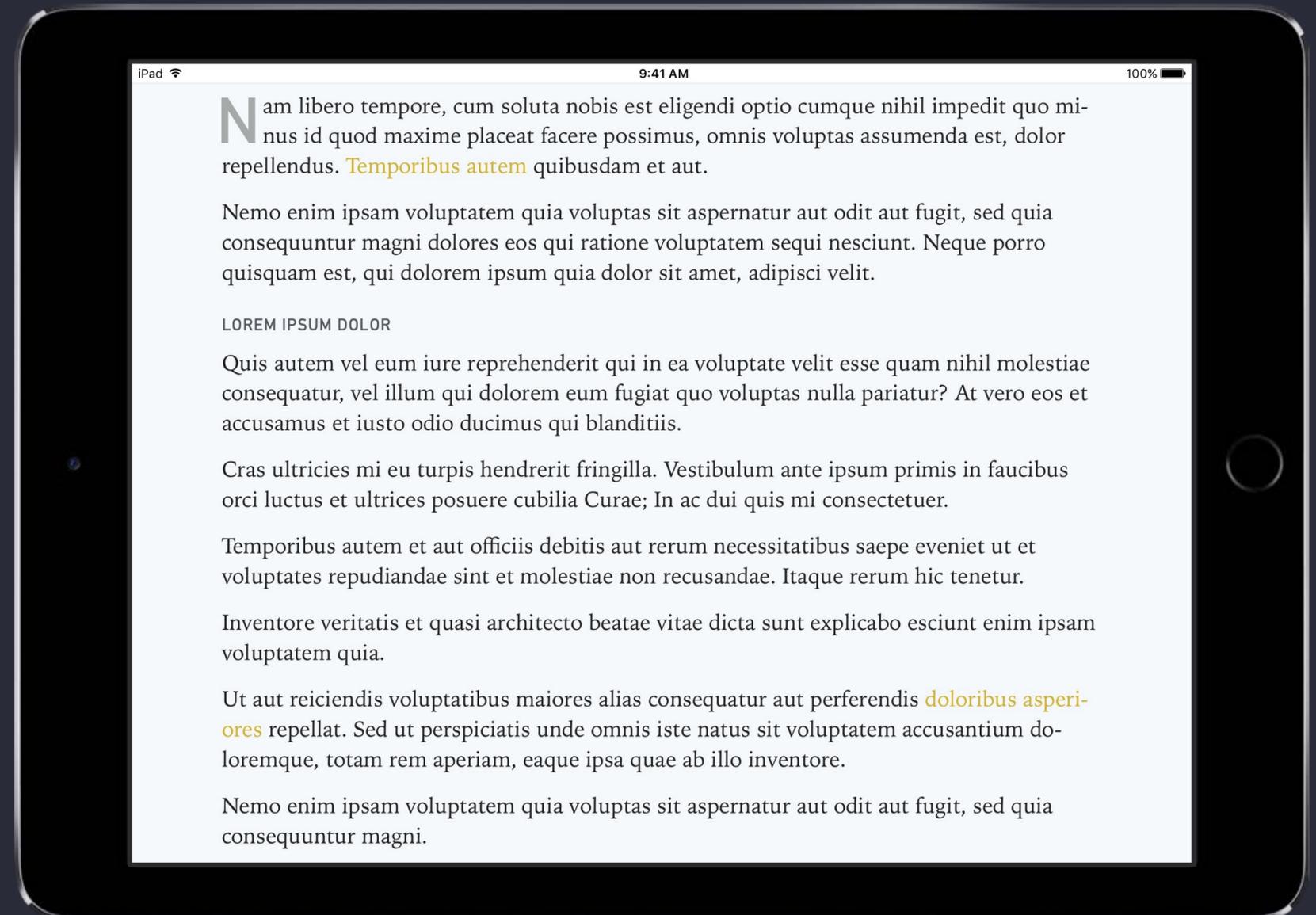
```
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  "margin": 85,  
  "gutter": 20  
}
```



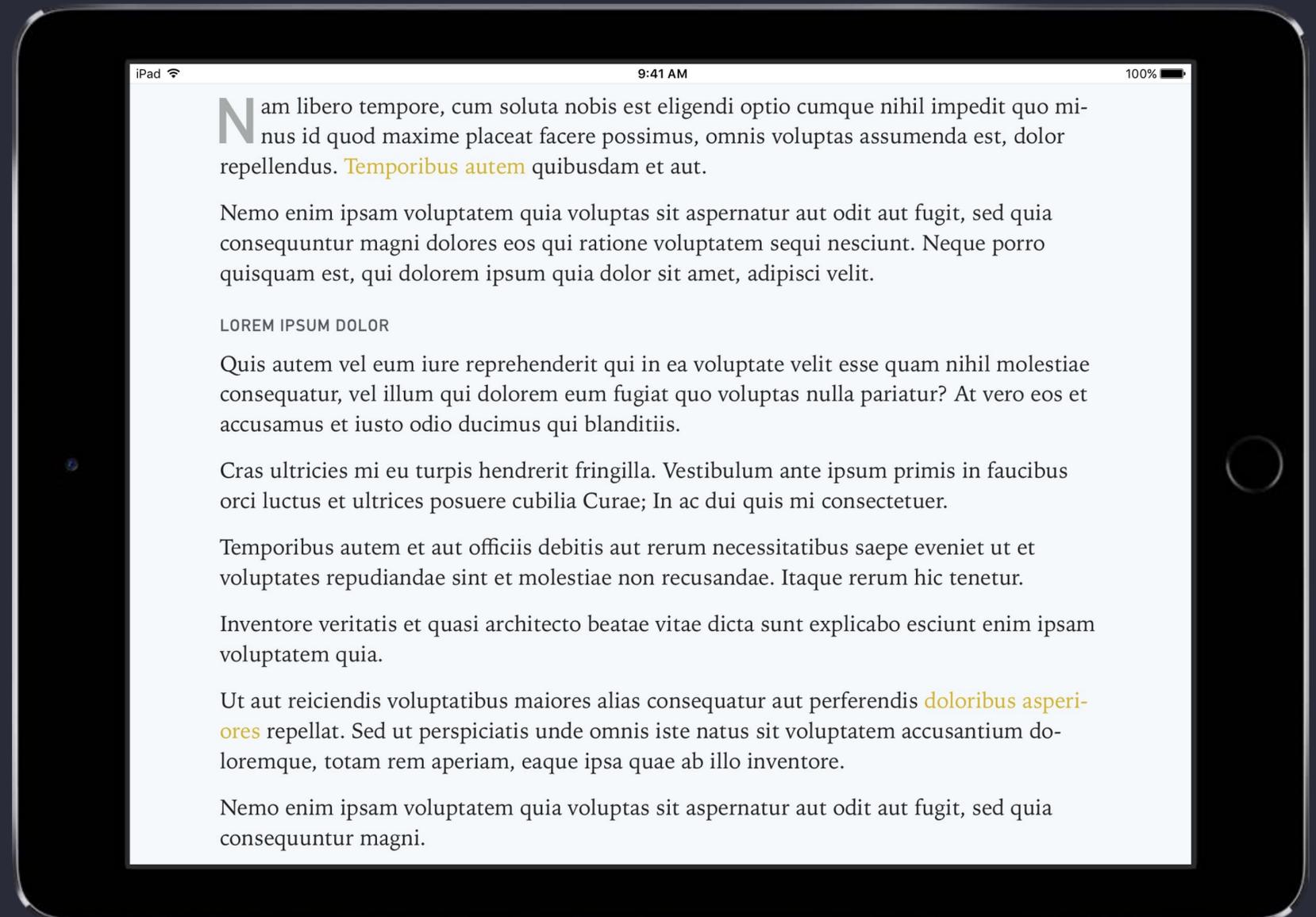
```
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  "format": "markdown",  
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  "textStyle": "bodyFirstDropCap",  
  "text": "Nam libero..."  
}
```



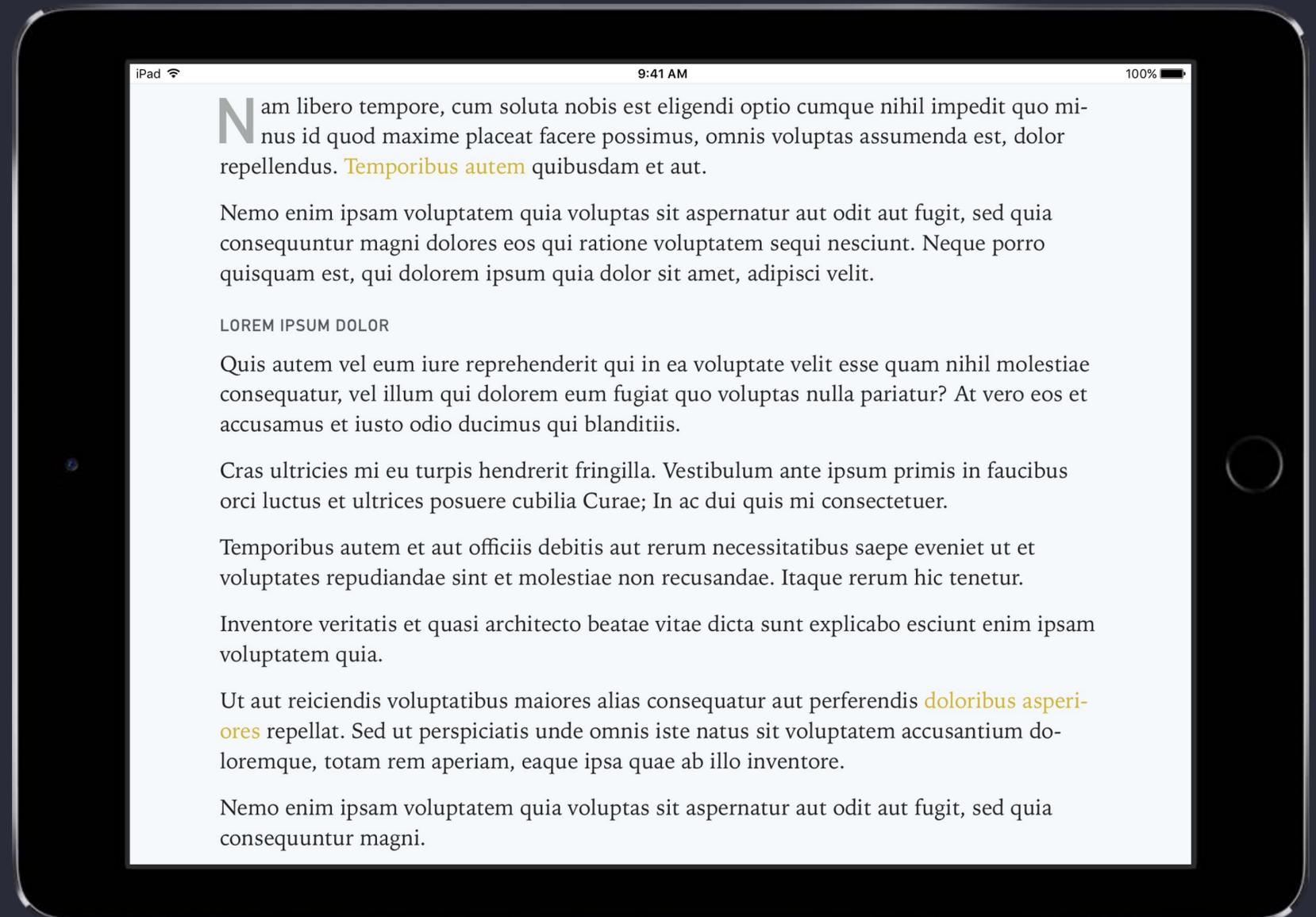
```
{  
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  "format": "markdown",  
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  "textStyle": "bodyFirstDropCap",  
  "text": "Nam libero..."  
}
```



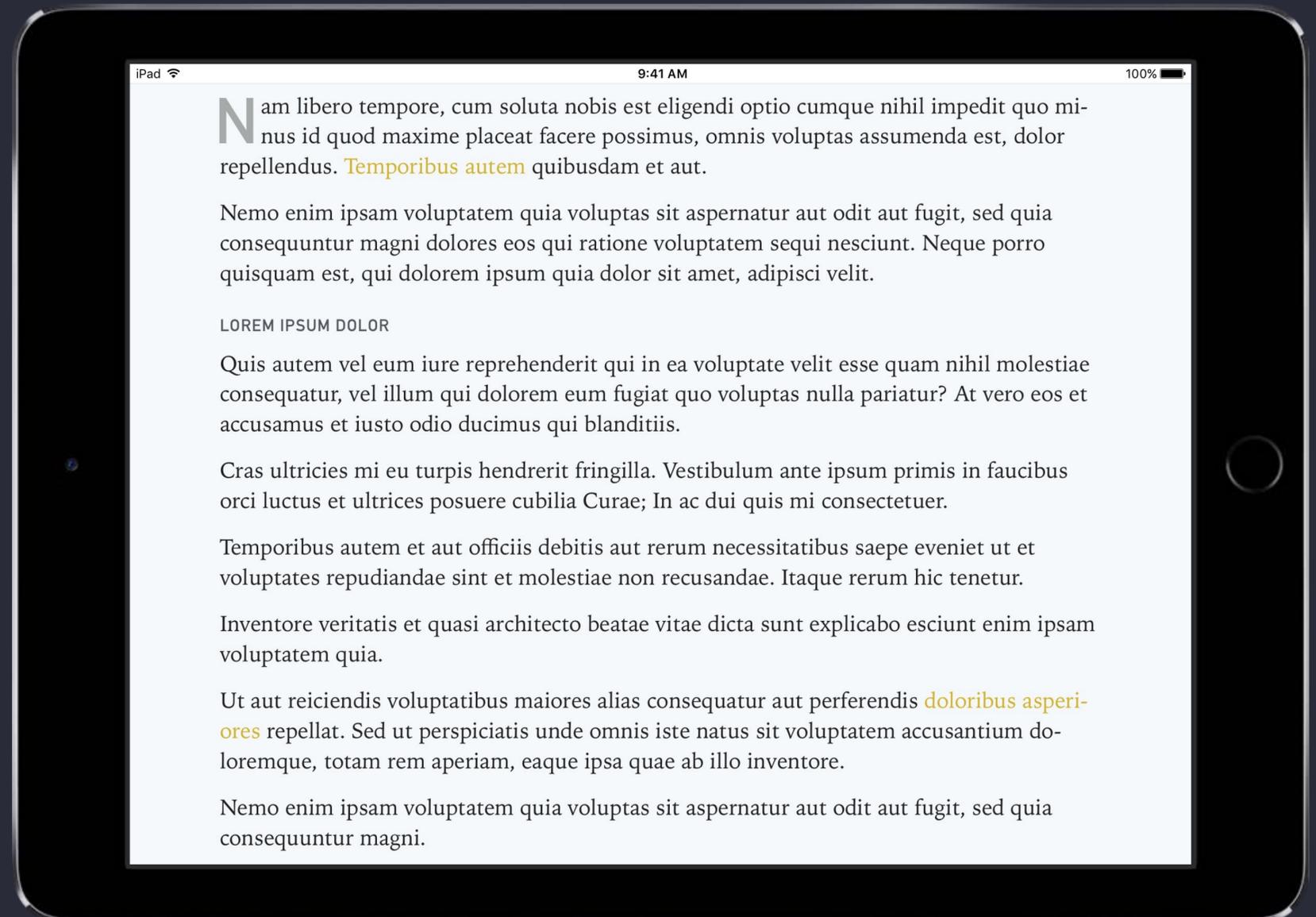
```
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}
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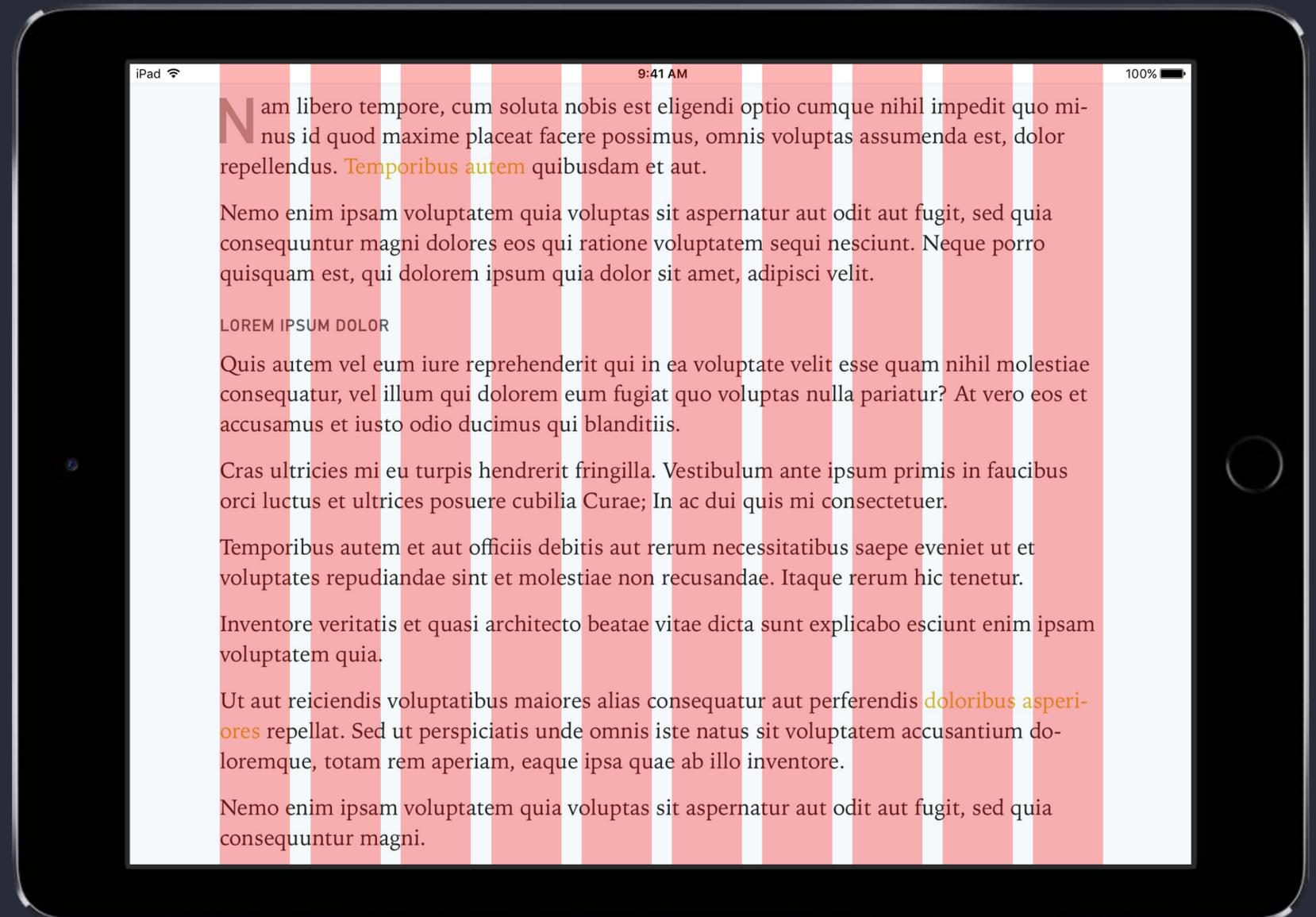
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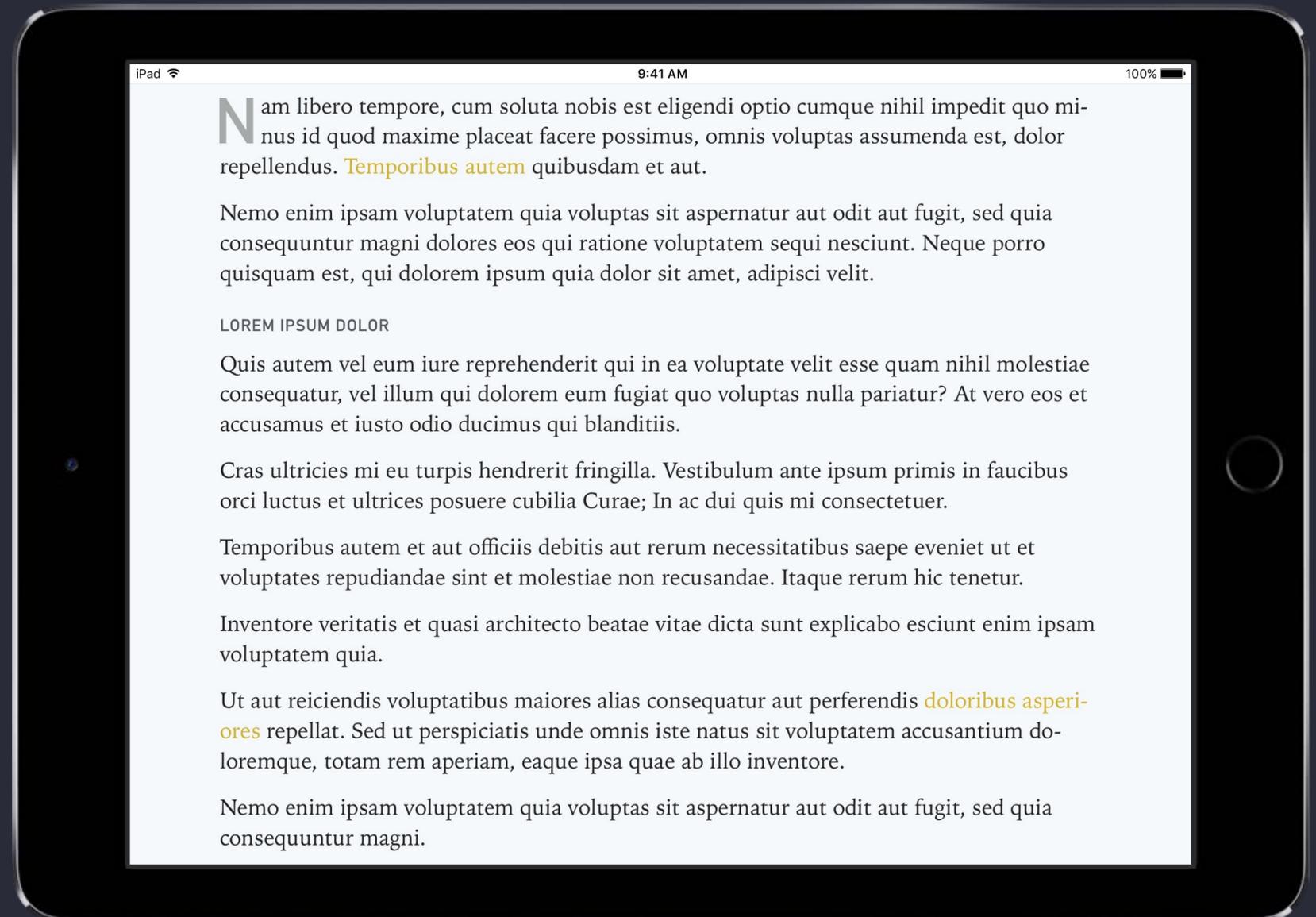
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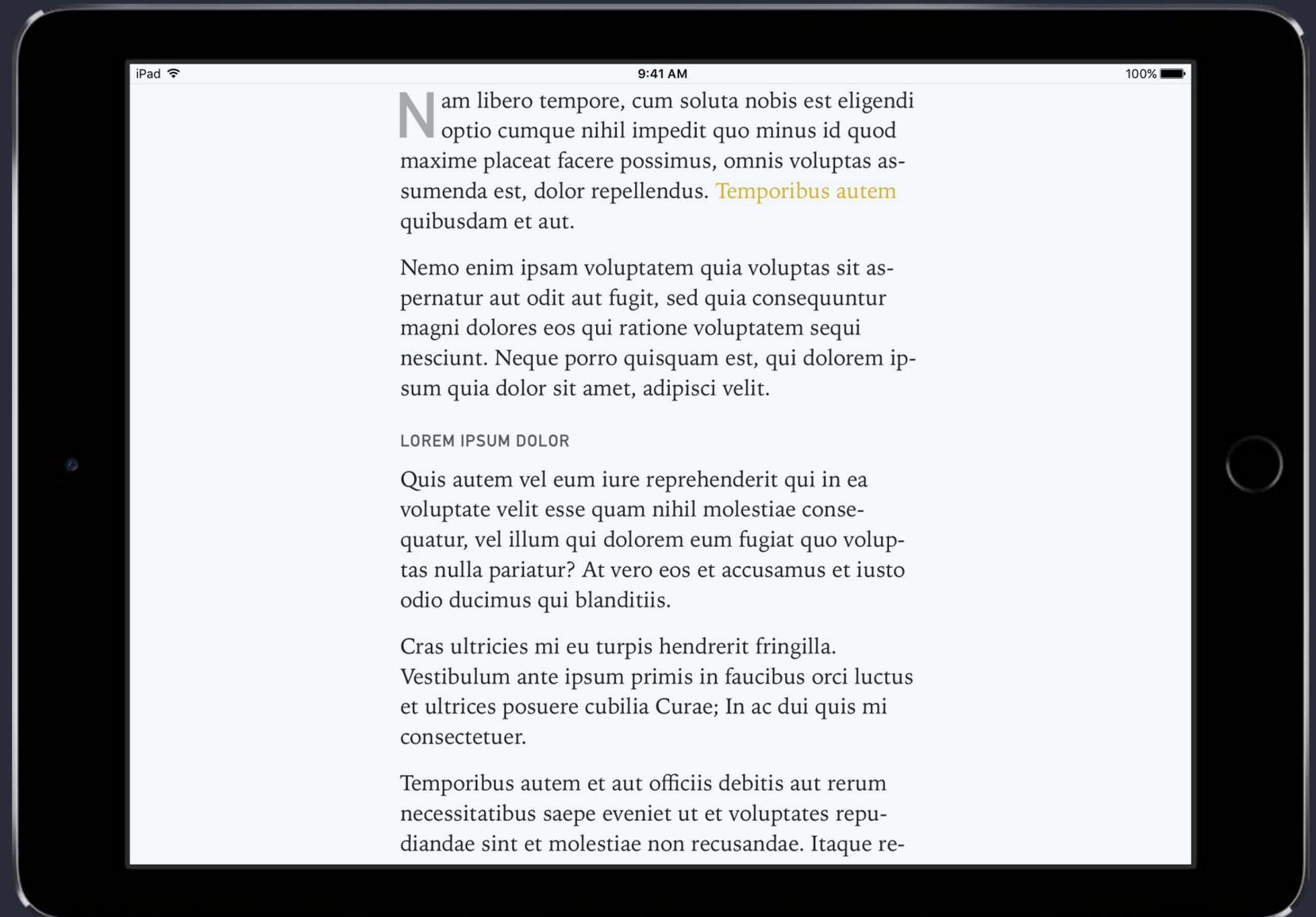
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```



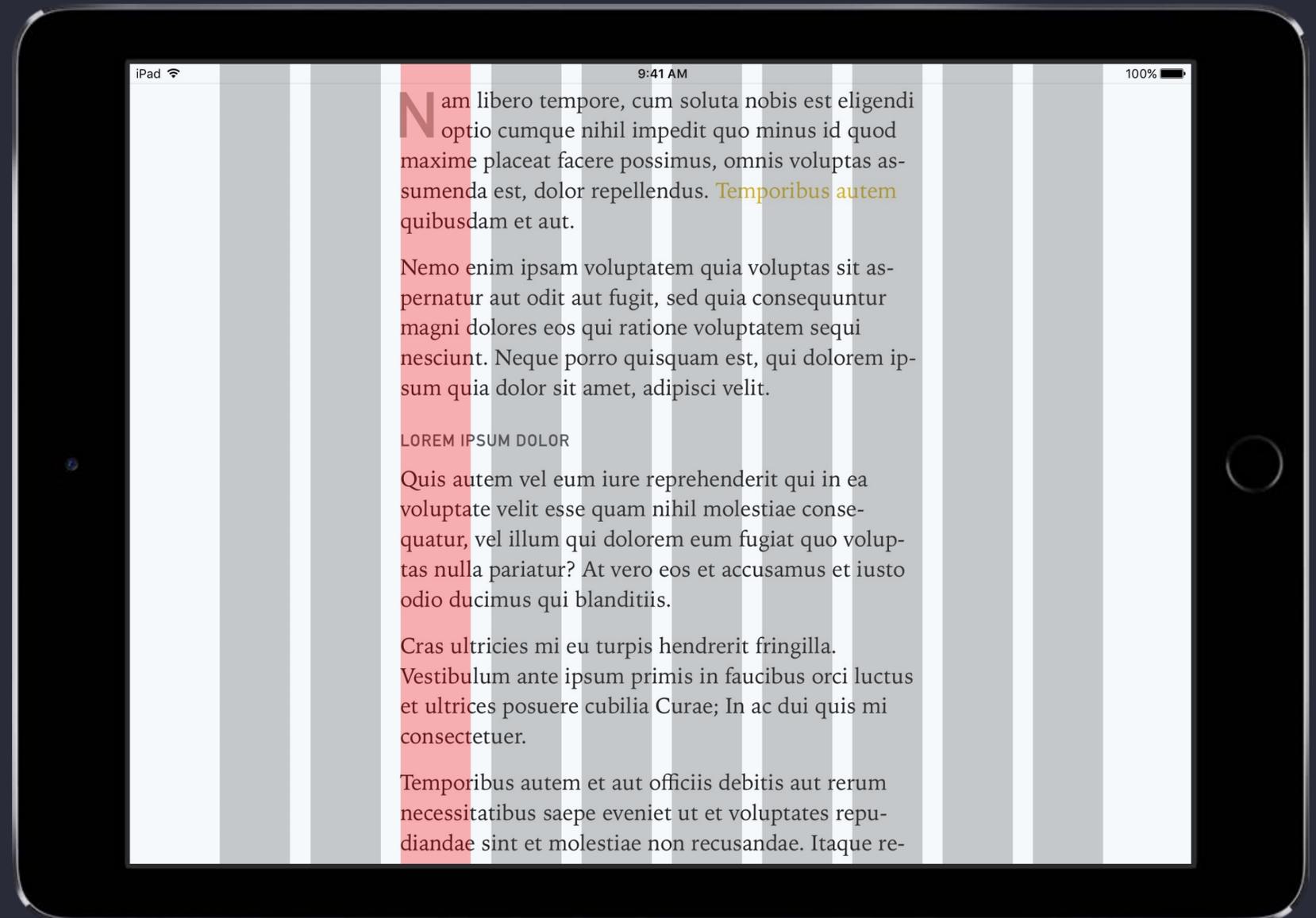
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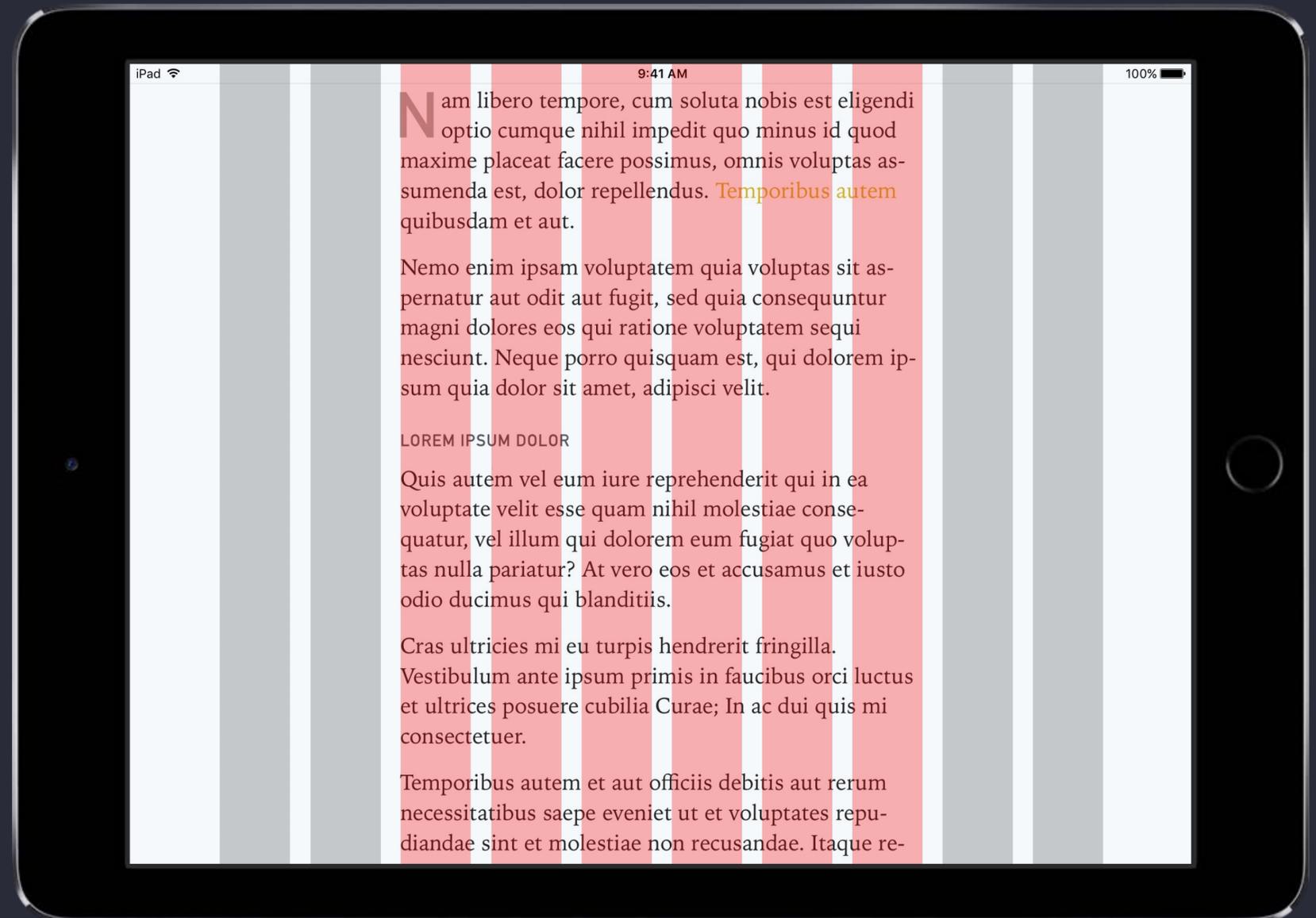
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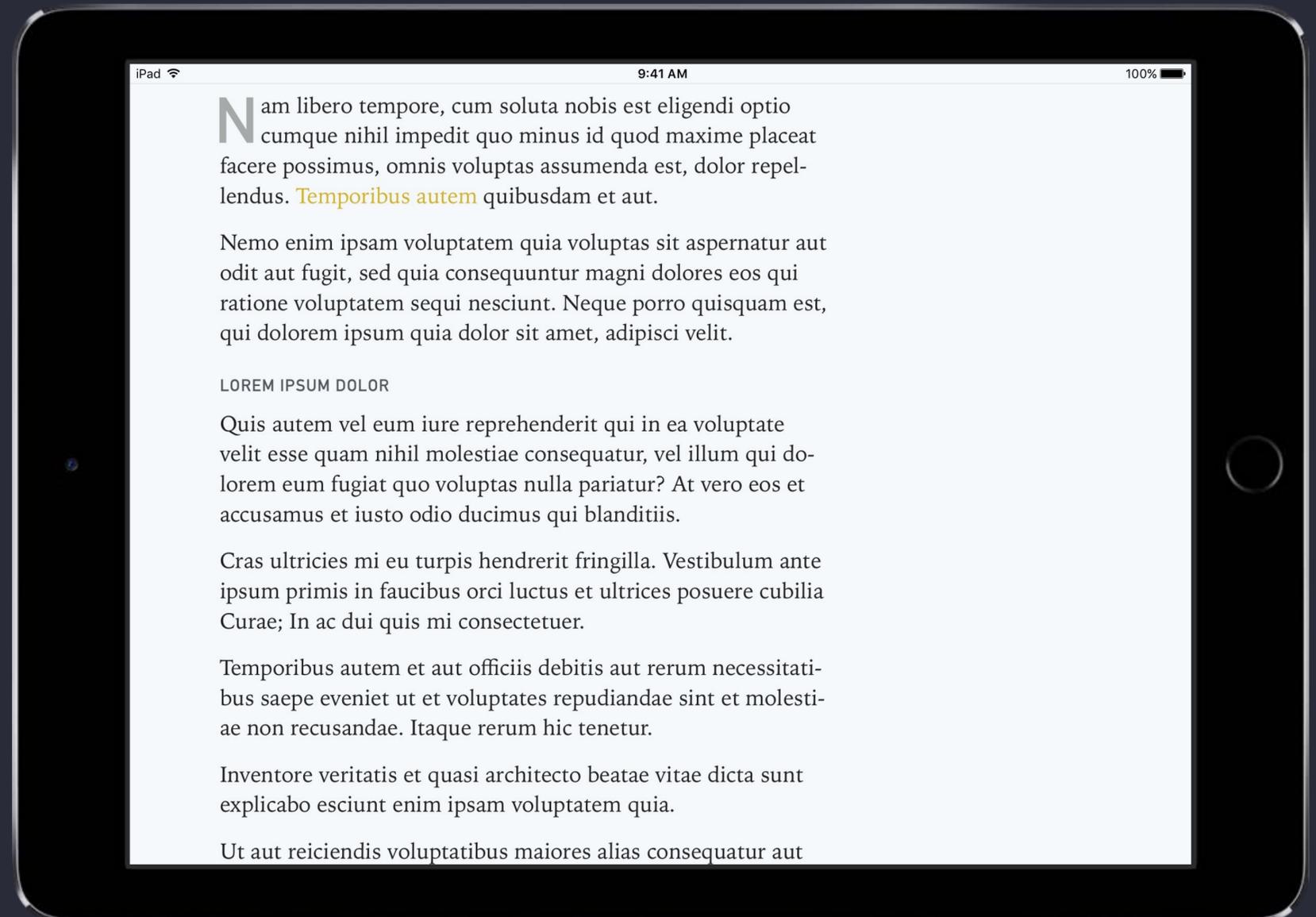
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}
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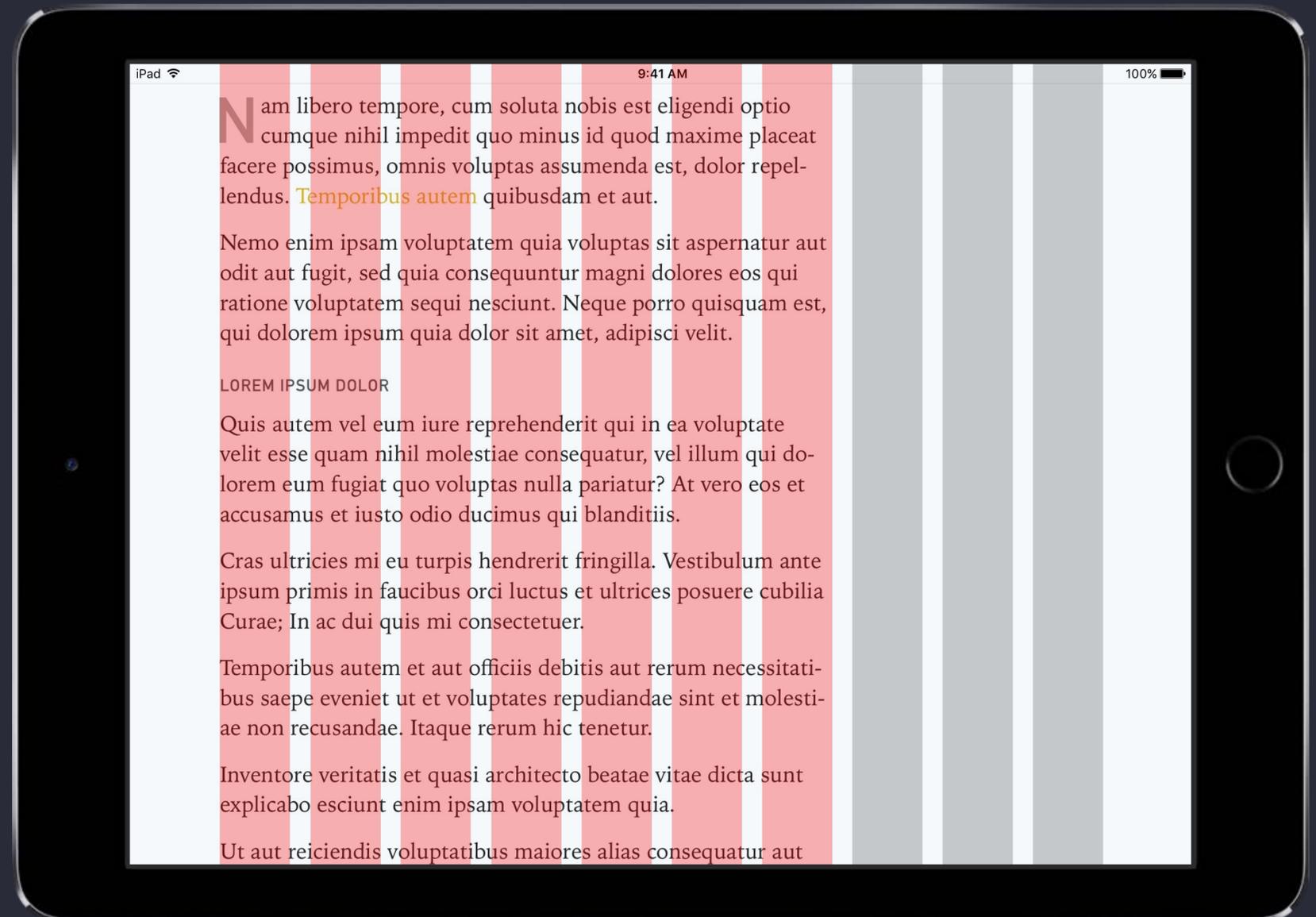
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    "bottom": 0  
  },  
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  "columnSpan": 6  
}
```



```
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    "bottom": 0  
  },  
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  "columnSpan": 7  
}
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```
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  },  
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  "columnSpan": 7  
}
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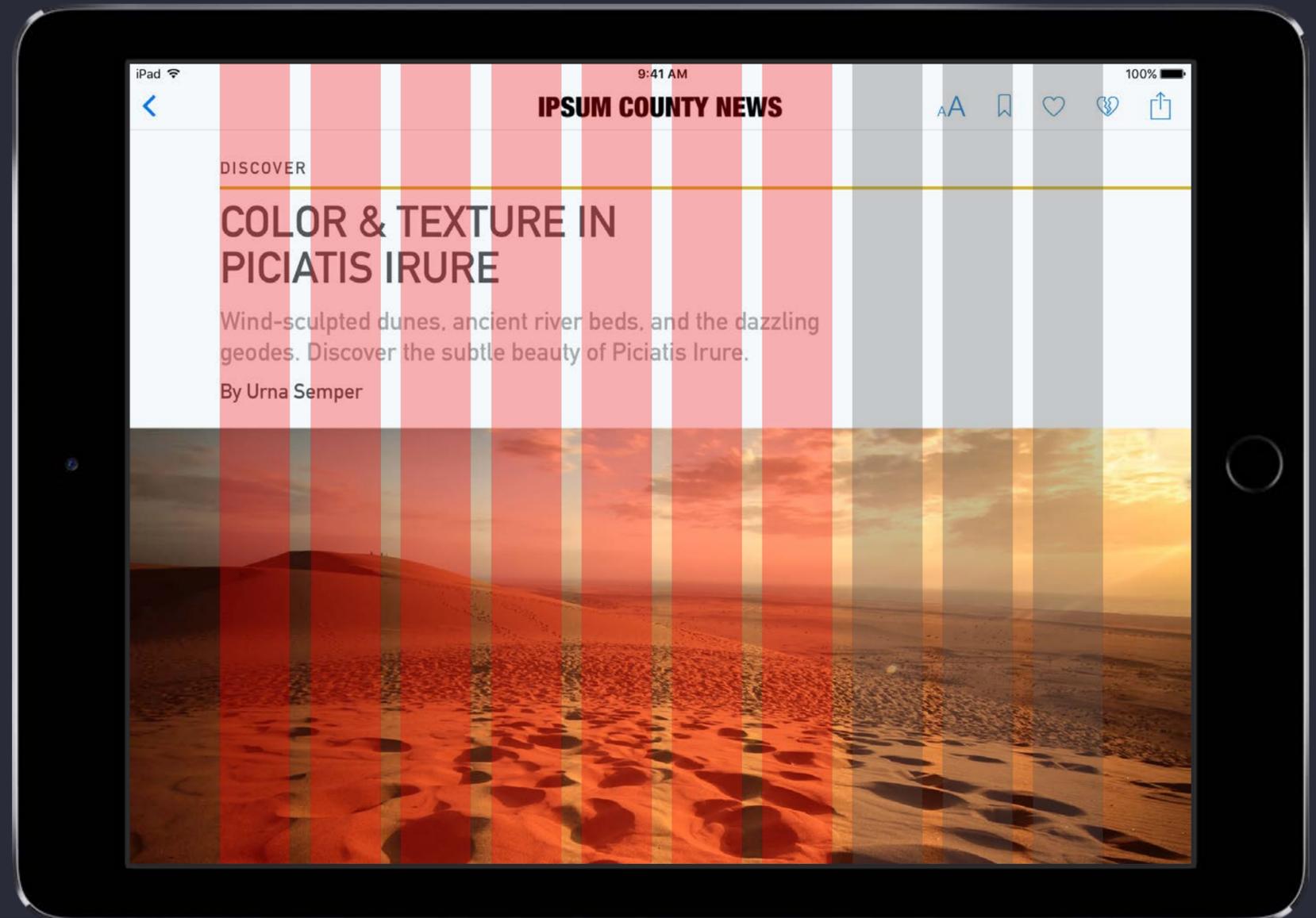


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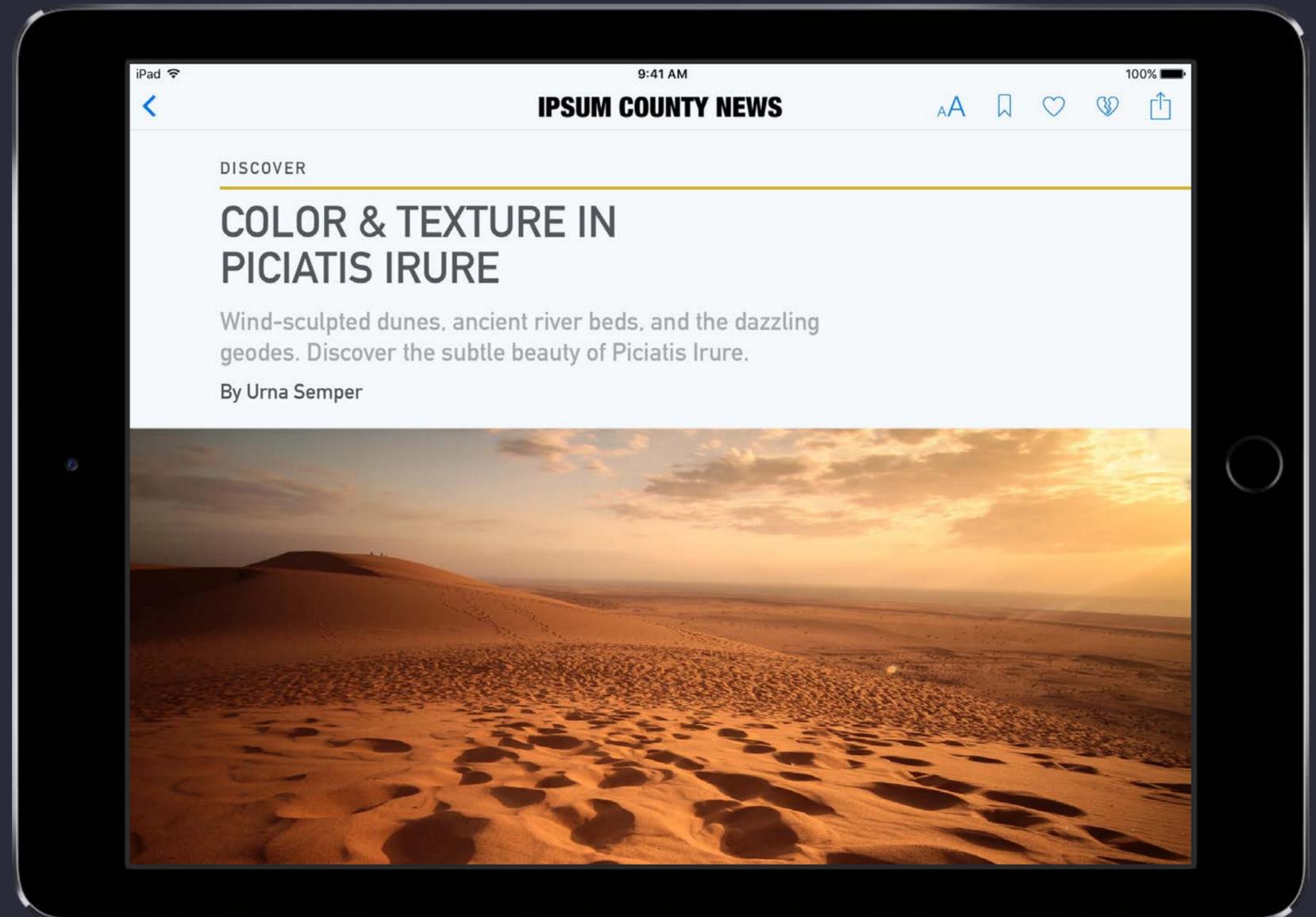
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```
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  "columnSpan": 7
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```
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  "columnStart": 0,
  "columnSpan": 7
},
"fullMarginBelowLayout": {
  "margin": {...},
  "columnStart": 0,
  "columnSpan": 7
}
```



DISCOVER

COLOR & TEXTURE IN PICIATIS IRURE

Wind-sculpted dunes, ancient river beds, and the dazzling geodes. Discover the subtle beauty of Piciatis Irure.

By Urna Semper



The temperature drops rapidly as the sun sets on the Piciatis Irure. (Ullam/Aliquam)

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, dolor repellendus. **Temporibus autem** quibusdam et aut.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, adipisci velit.

LOREM IPSUM DOLOR

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur? At vero eos et accusamus et iusto odio ducimus qui blanditiis.

Cras ultricies mi eu turpis hendrerit fringilla. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; In ac dui quis mi consectetur.

Temporibus autem et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque rerum hic tenetur.

Inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo esciunt enim ipsam voluptatem quia.

Ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis **doloribus asperiores** repellat. Sed ut perspiciatis unde omnis



DISCOVER

COLOR & TEXTURE IN PICIATIS IRURE

Wind-sculpted dunes, ancient river beds, and the dazzling geodes. Discover the subtle beauty of Piciatis Irure.

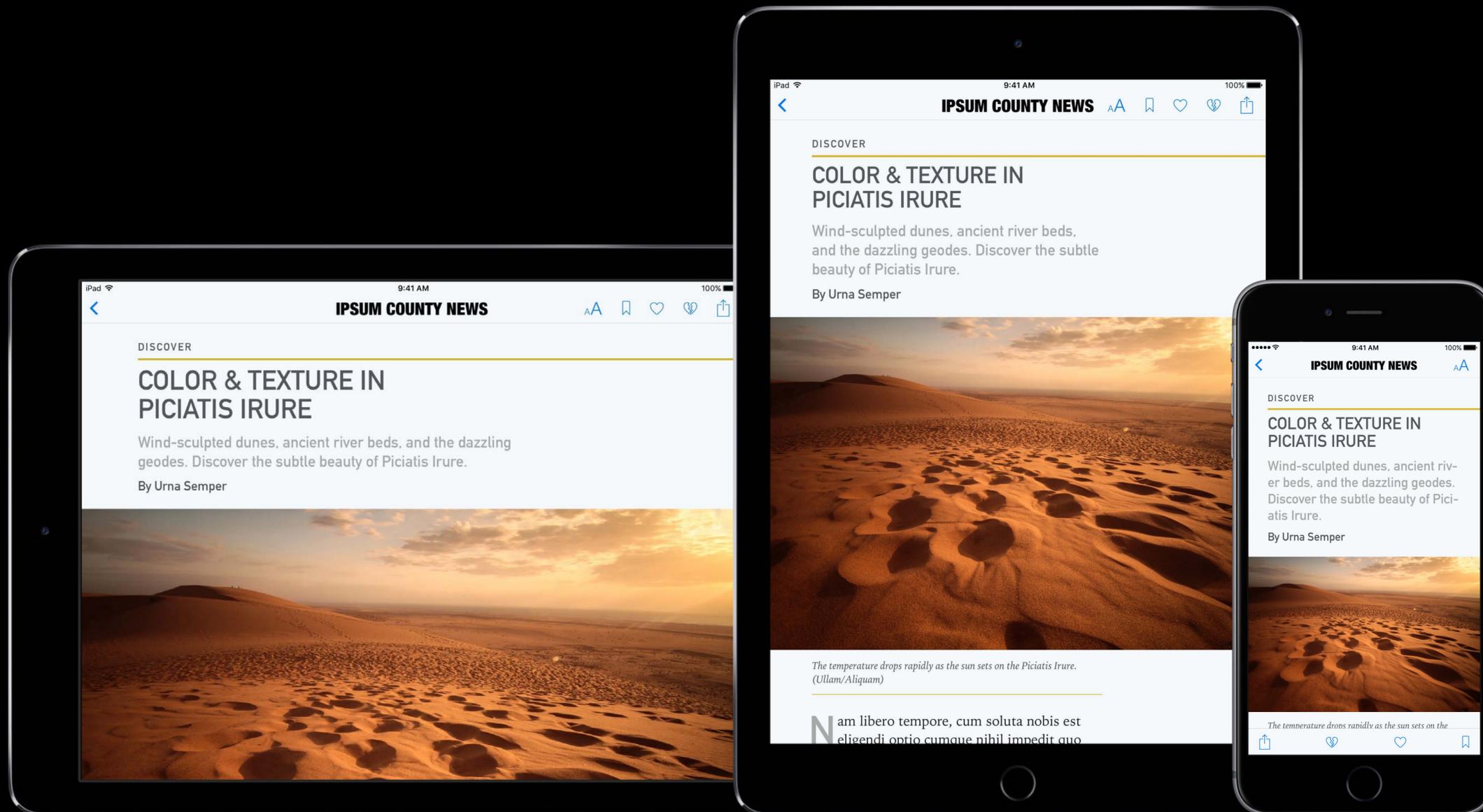
By Urna Semper



The temperature drops rapidly as the sun sets on the



Scales Seamlessly



```

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  "text": "LOREM IPSUM DOLOR"
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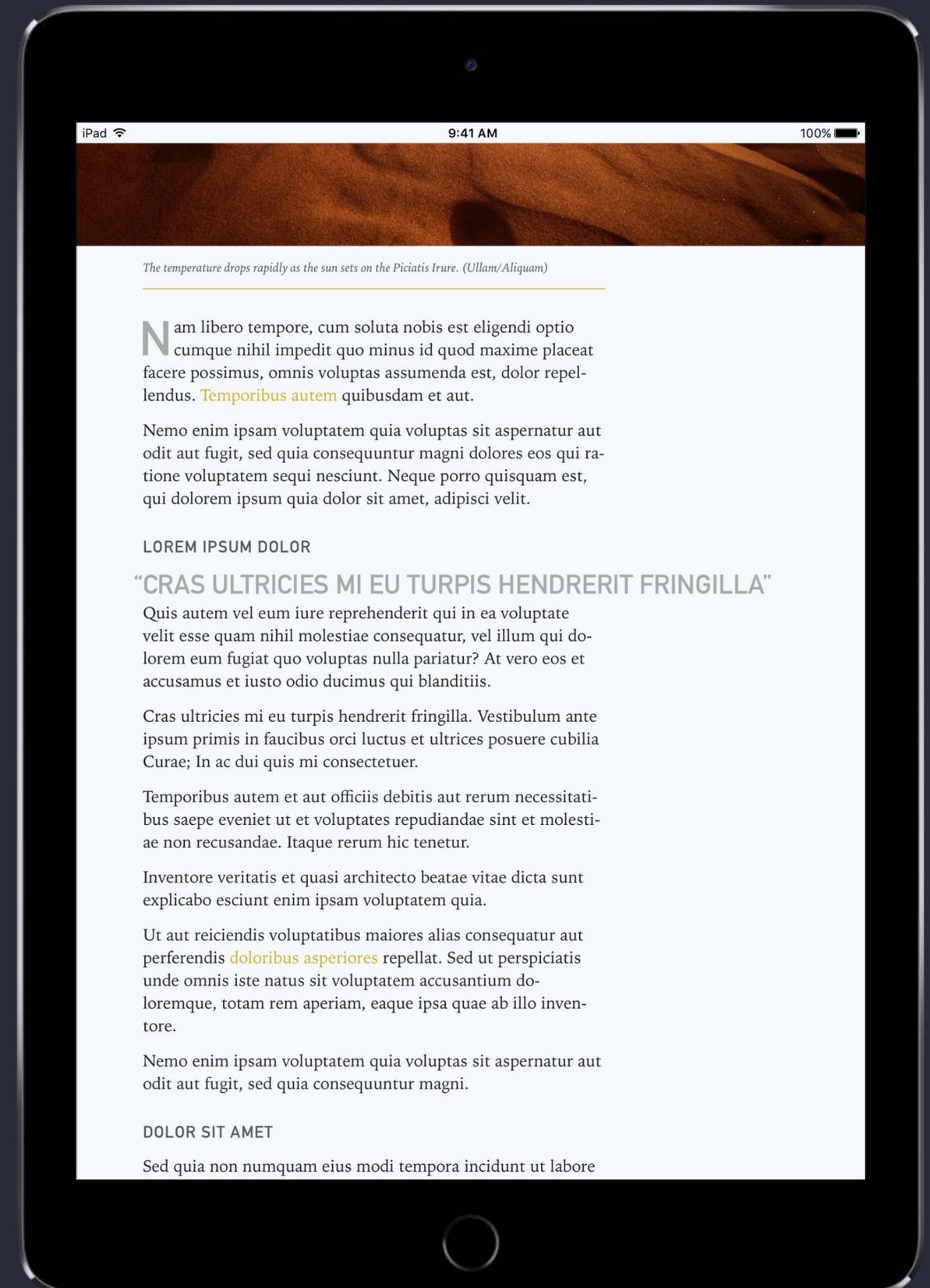
```



```

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}

```

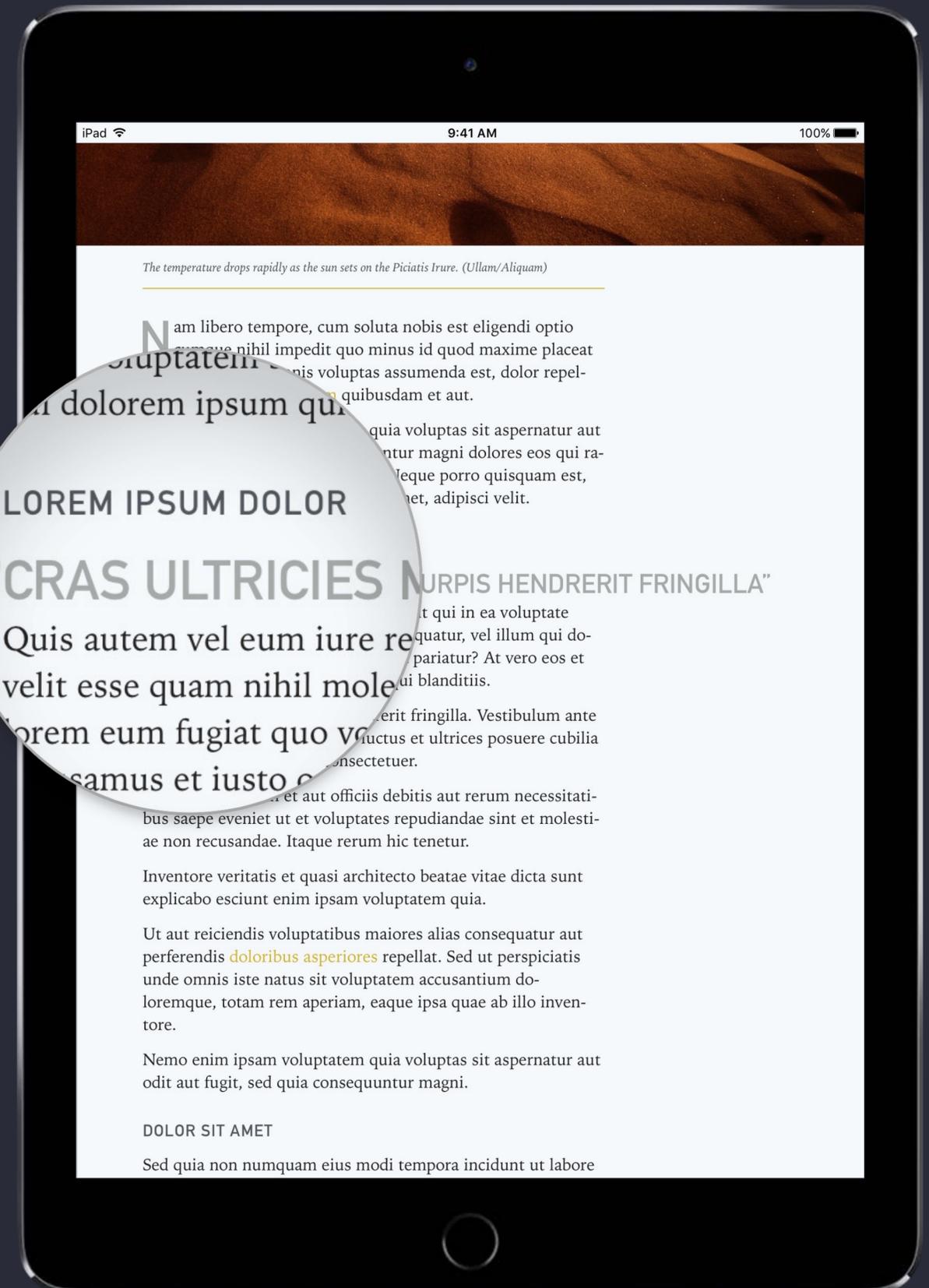


```
{
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},
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},
```

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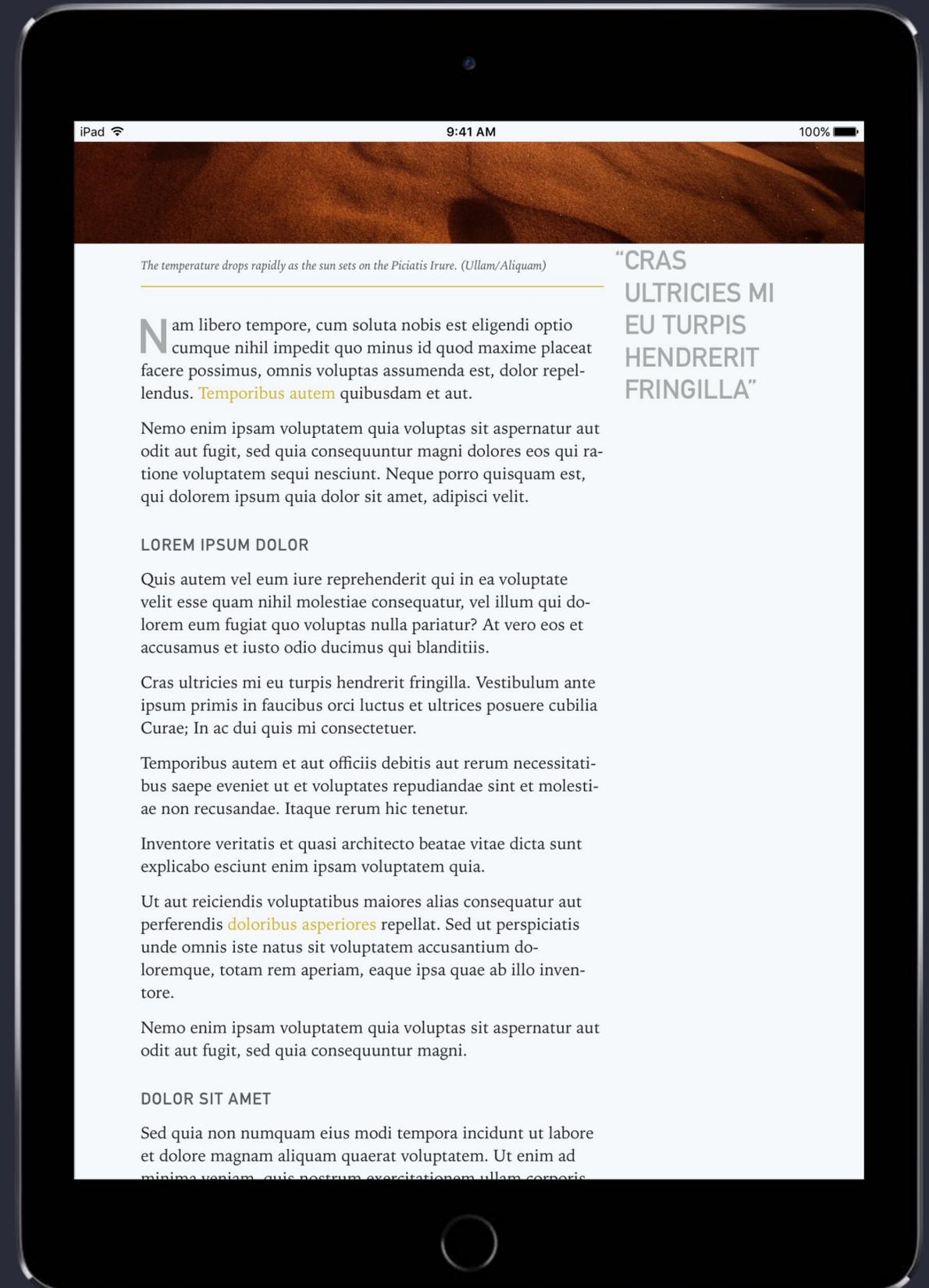
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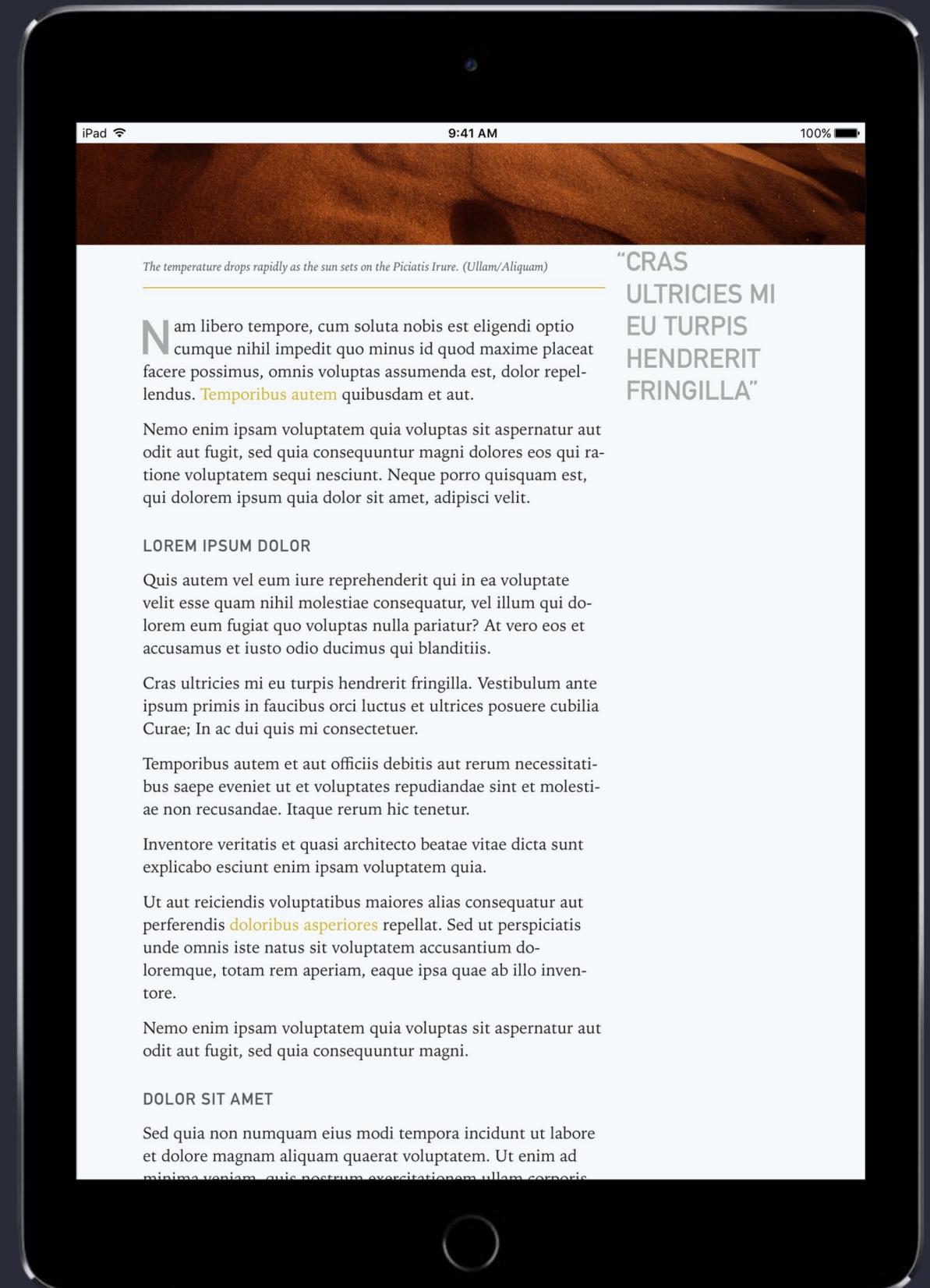
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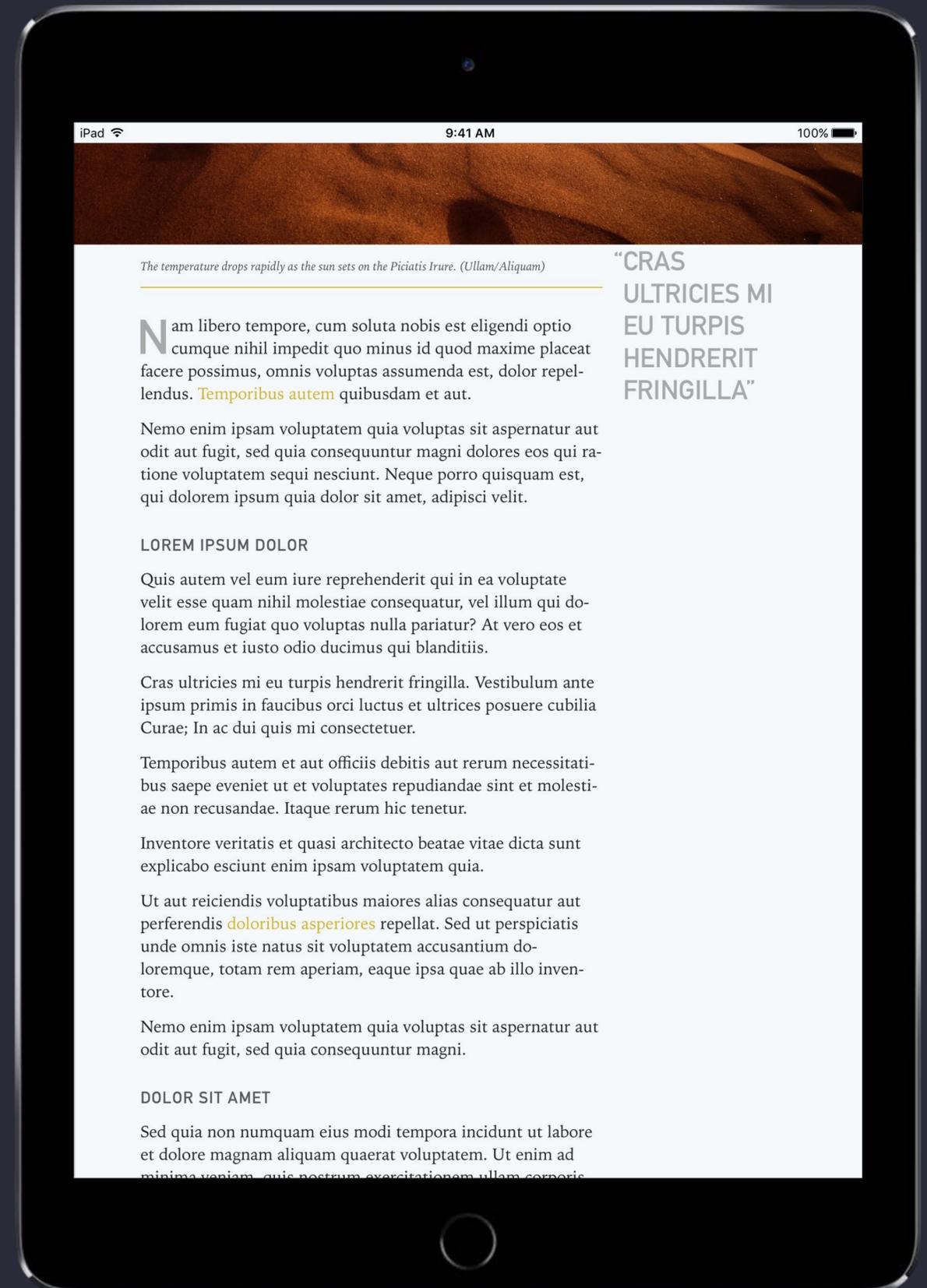
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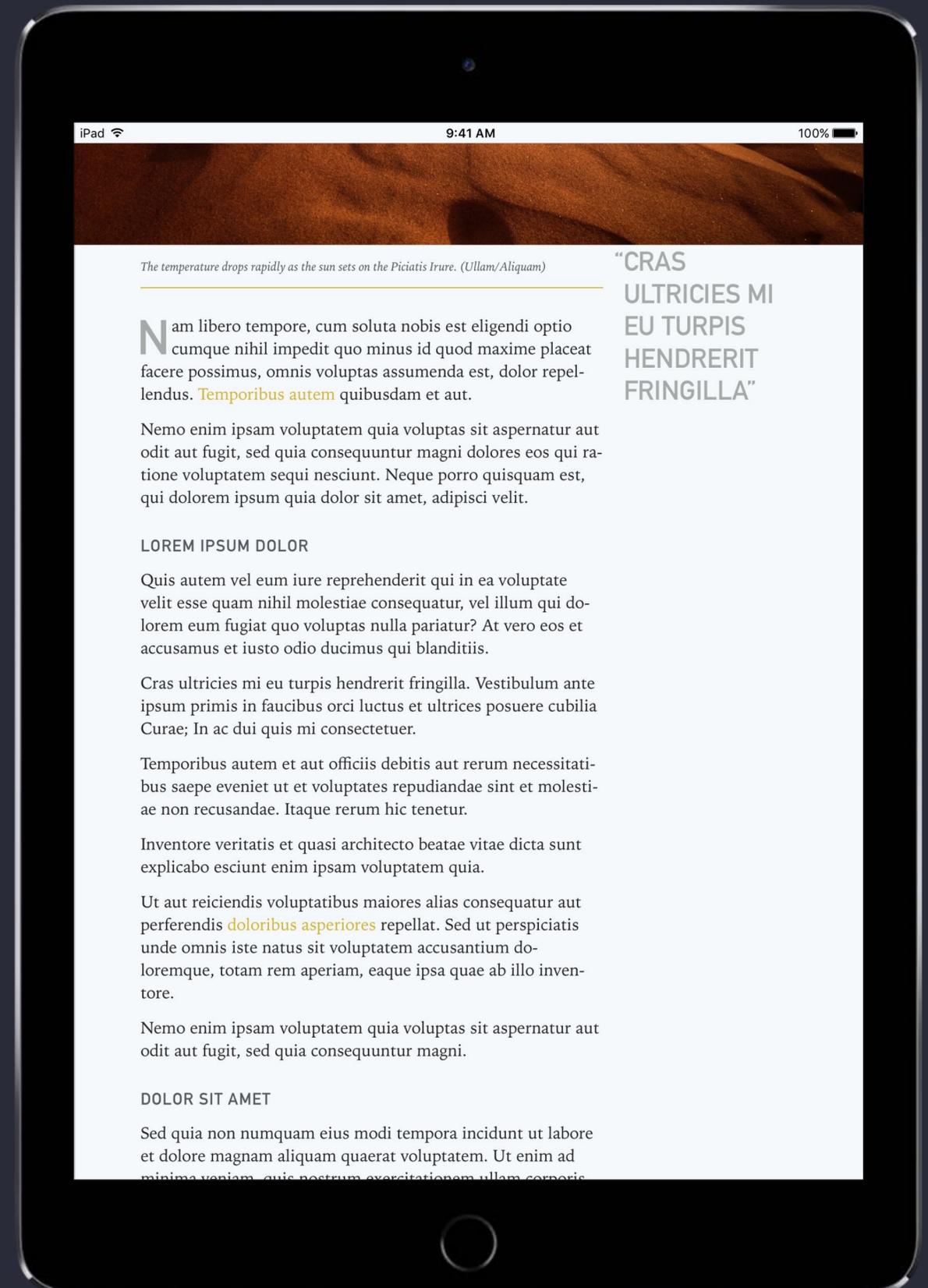
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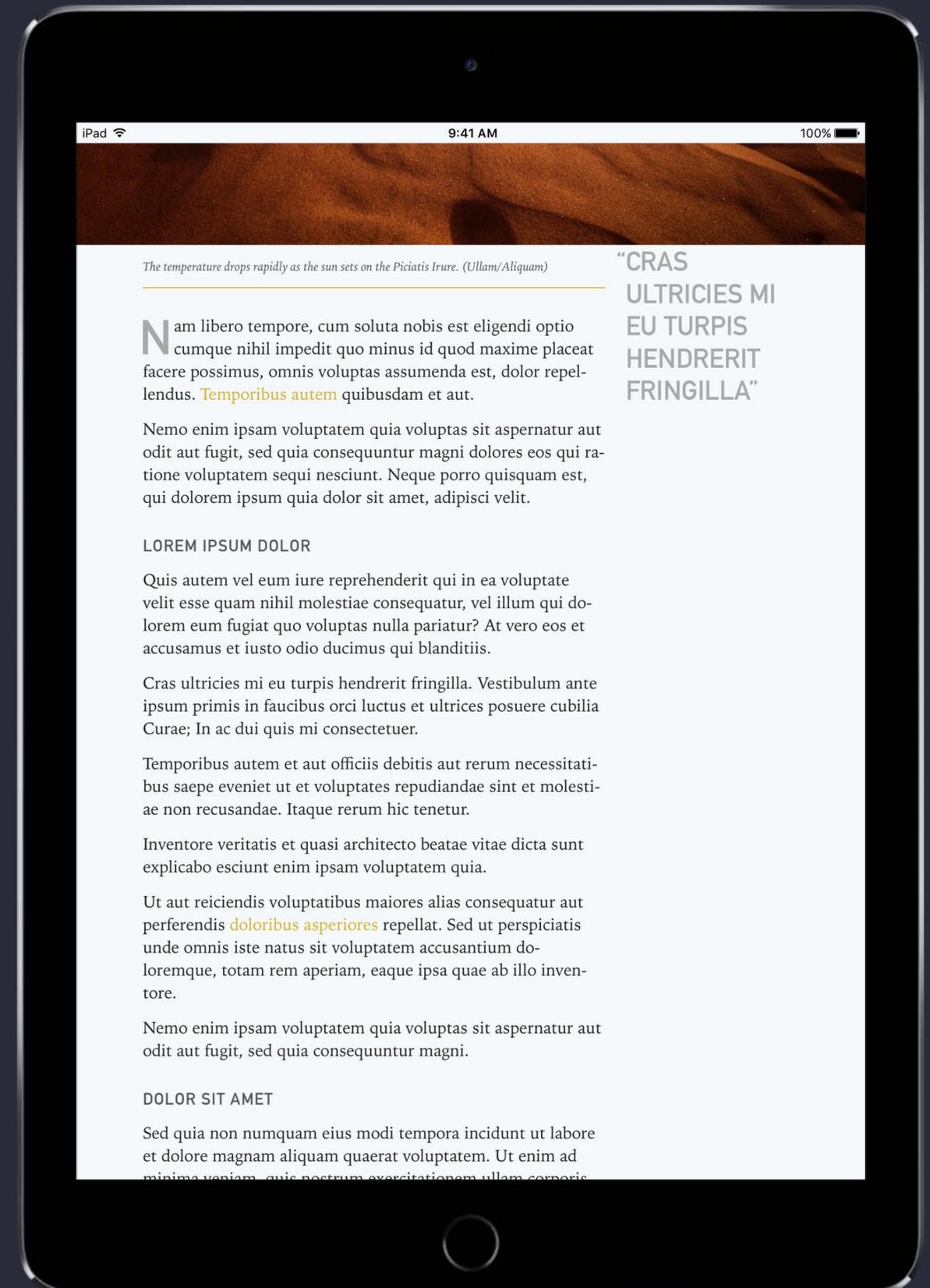
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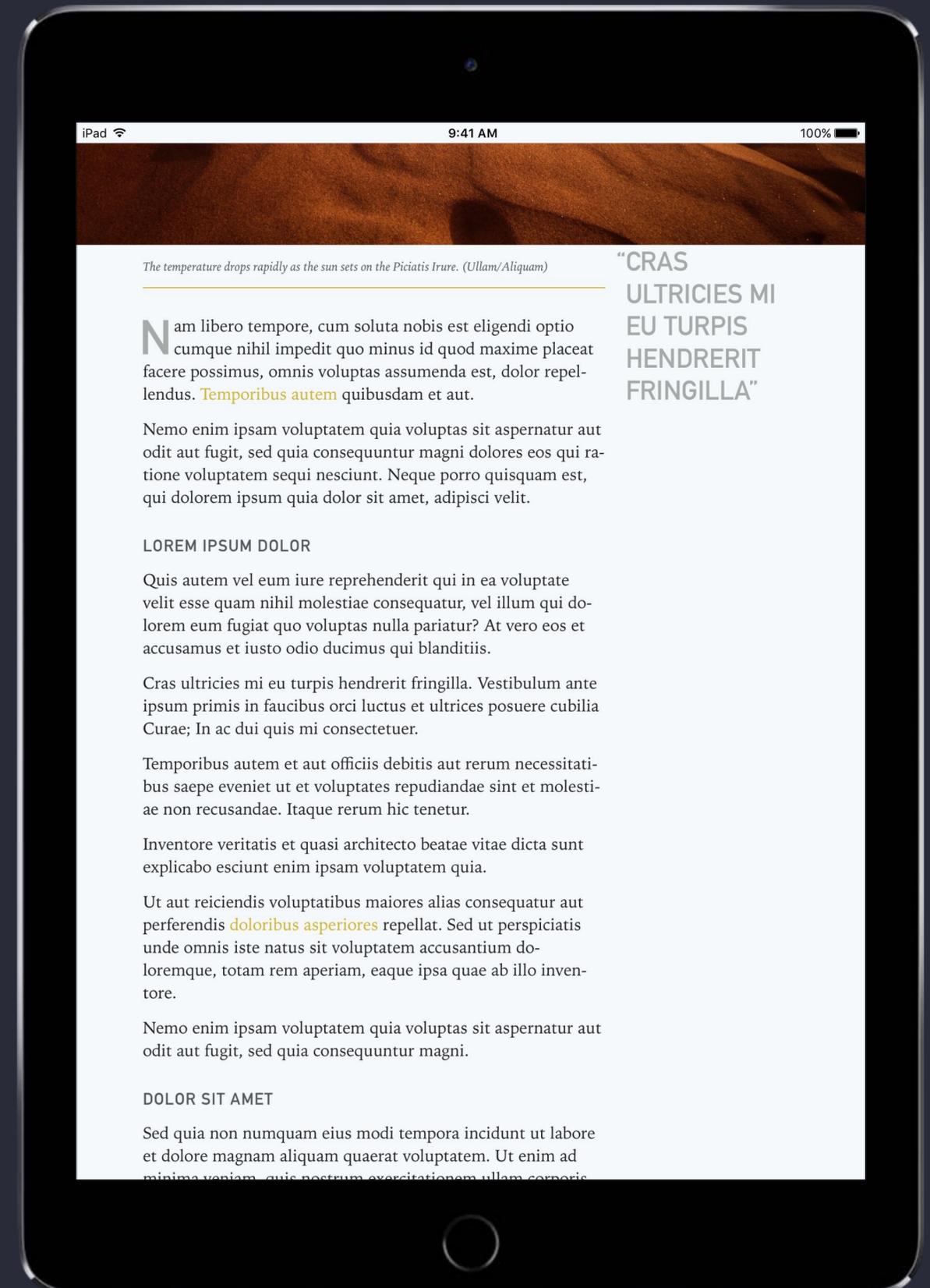
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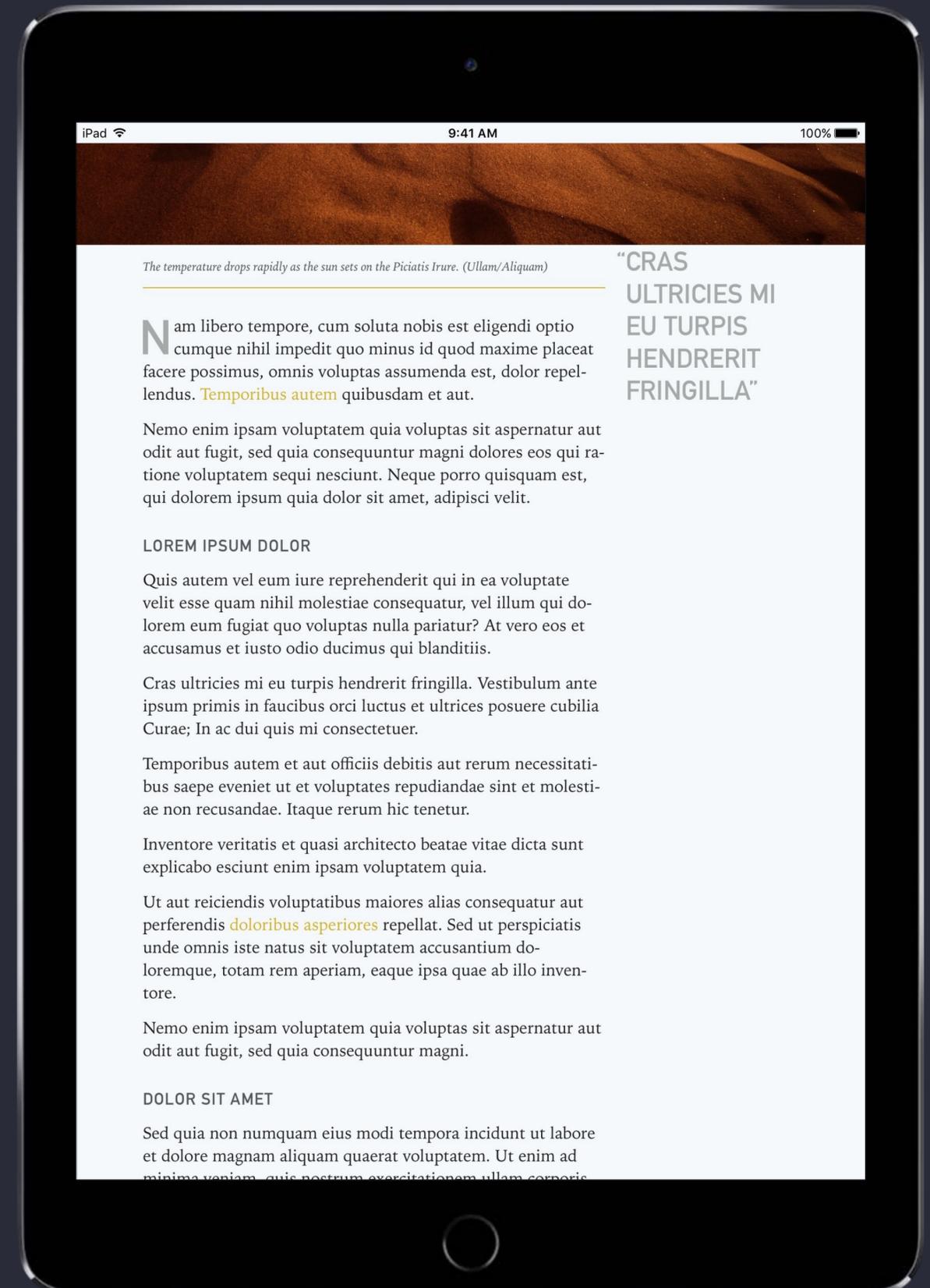
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```



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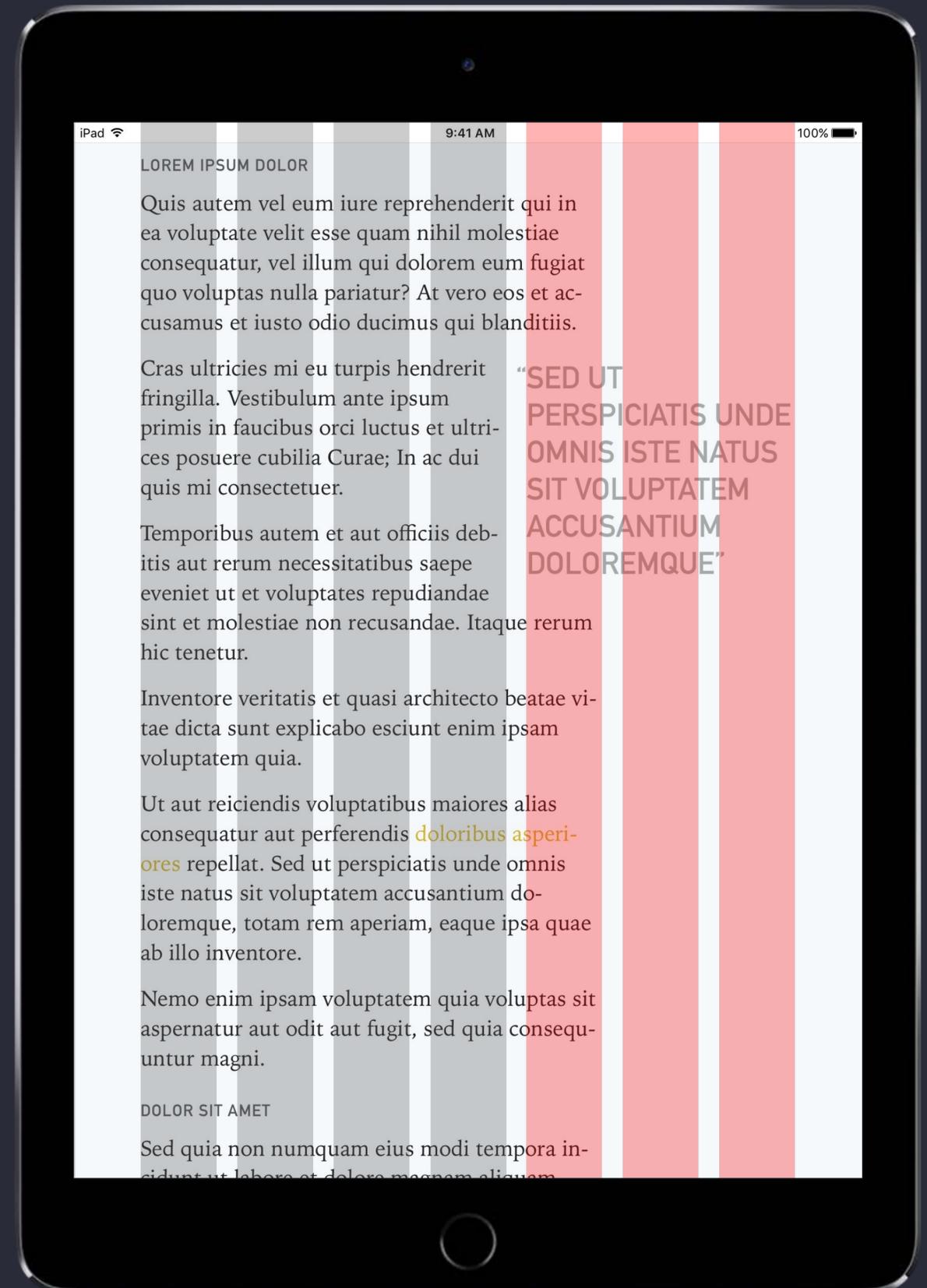
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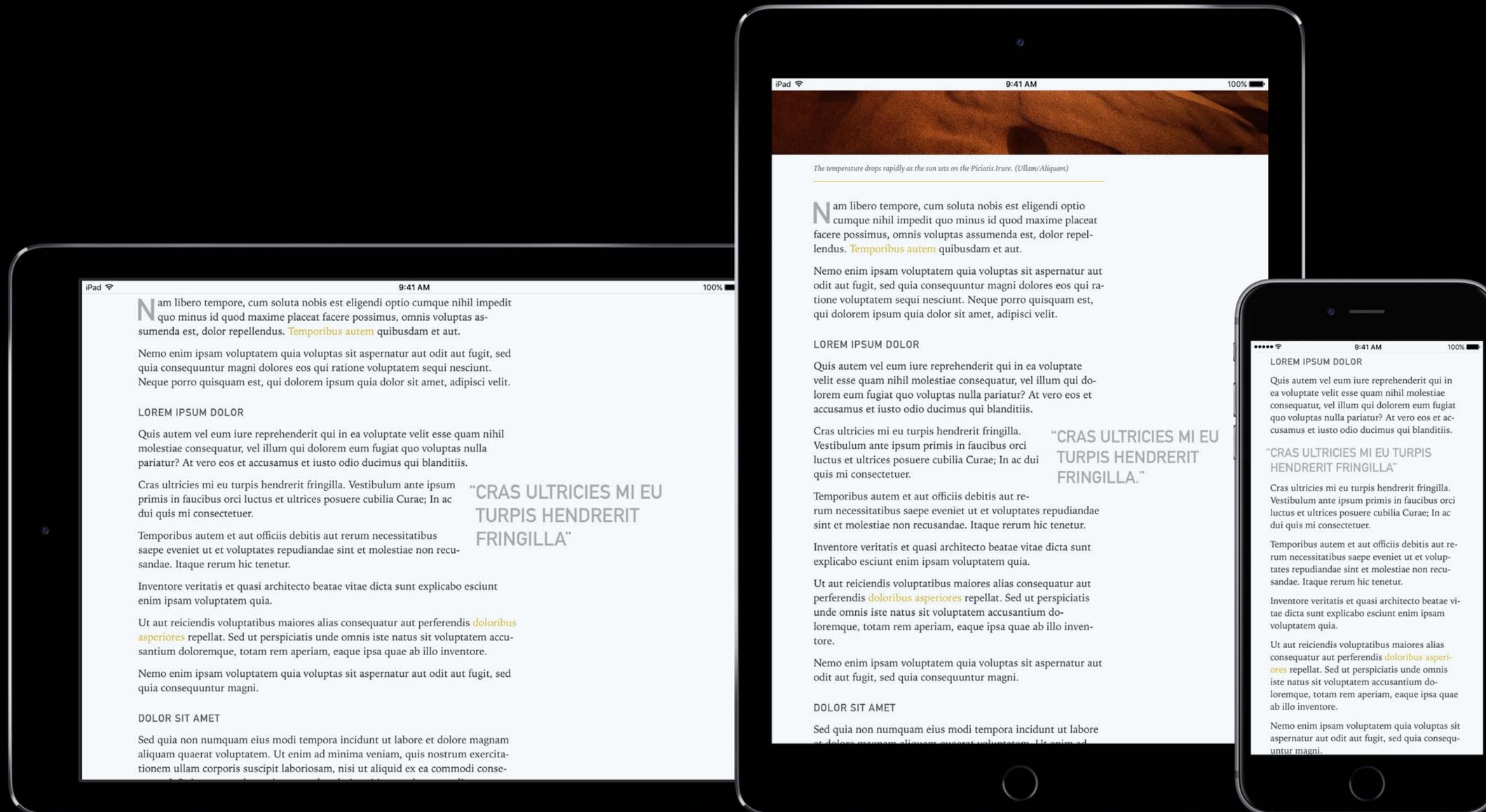
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},

```



Across Devices





DISCOVER

COLOR & TEXTURE IN PICIATIS IRURE

Wind-sculpted dunes, ancient river beds, and the dazzling geodes. Discover the subtle beauty of Piciatis Irure.

By Urna Semper



*The temperature drops rapidly as the sun sets on the Piciatis Irure.
(Ullam/Aliquam)*

Nam libero tempore, cum soluta nobis est
eligendi optio cumque nihil impedit quo



DISCOVER

COLOR & TEXTURE IN PICIATIS IRURE

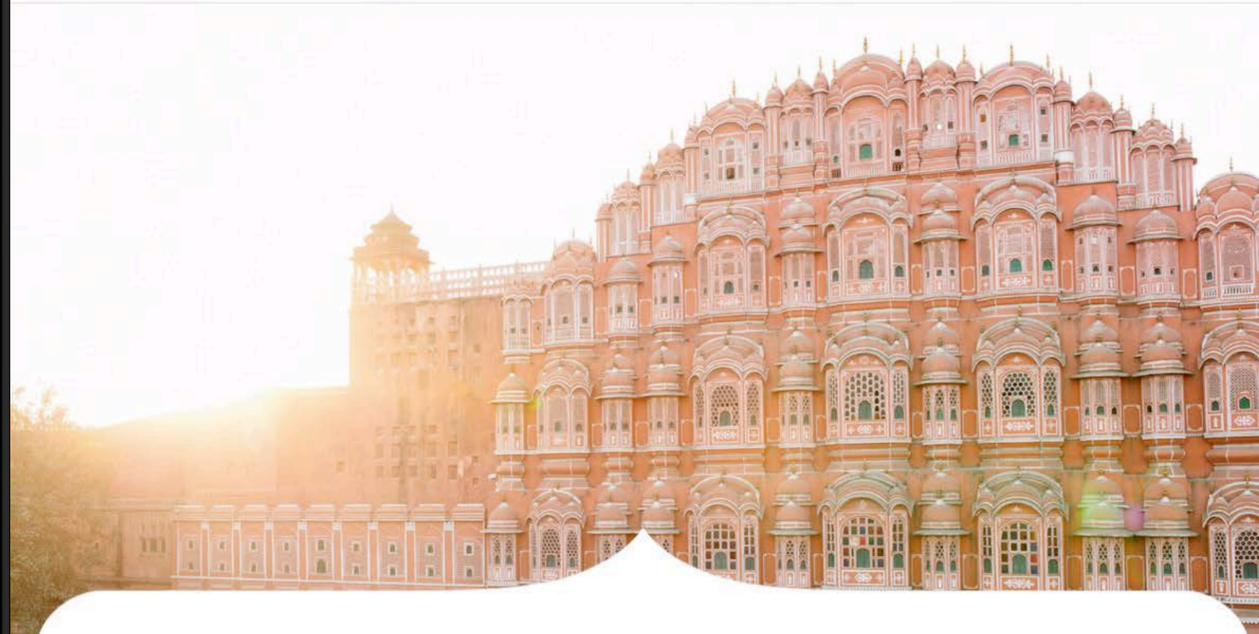
Wind-sculpted dunes, ancient river beds,
and the dazzling geodes. Discover the subtle
beauty of Piciatis Irure.

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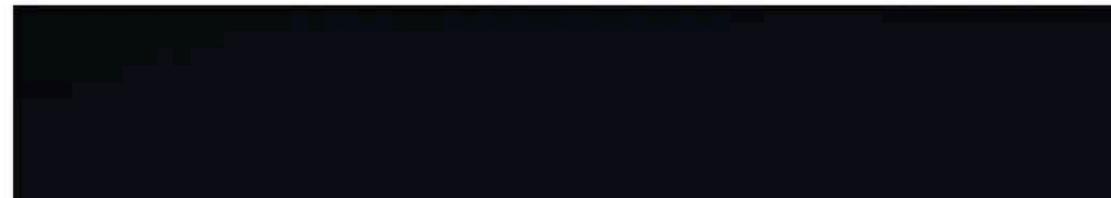
THE 22 MOST BEAUTIFUL PLACES IN THE WORLD

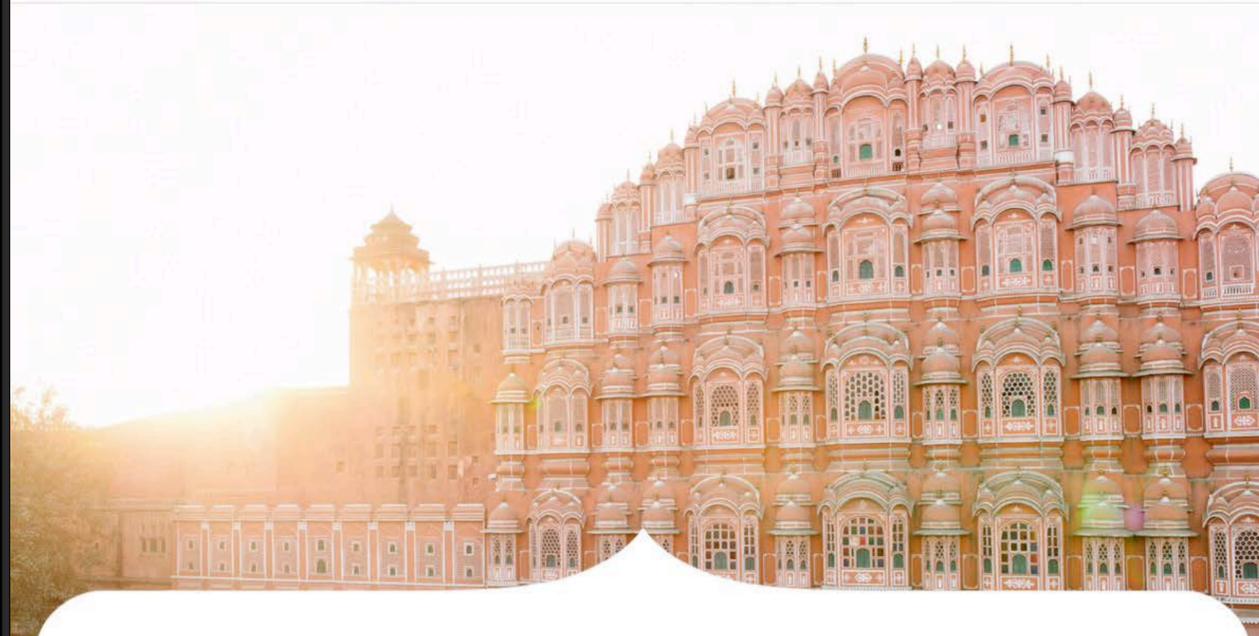
These destinations are just begging to be Instagrammed.

BY LINDSEY MATTHEWS

There are so many amazing places around the globe to see, we couldn't possibly include them all in just one list. But, these breathtaking destinations are definitely worth bumping to the top of your travel bucket list—whether you're looking to relax on a beach, get off the grid or explore a city.

OIA, SANTORINI, GREECE





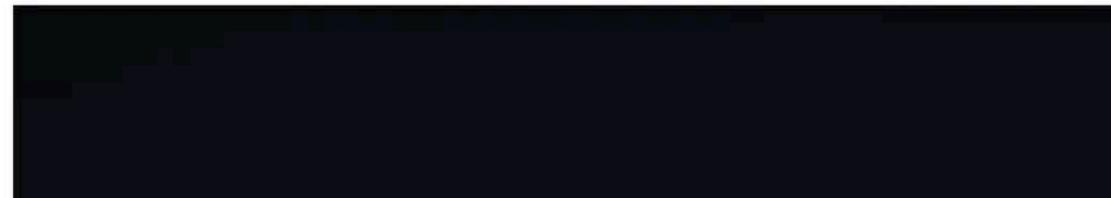
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OIA, SANTORINI, GREECE

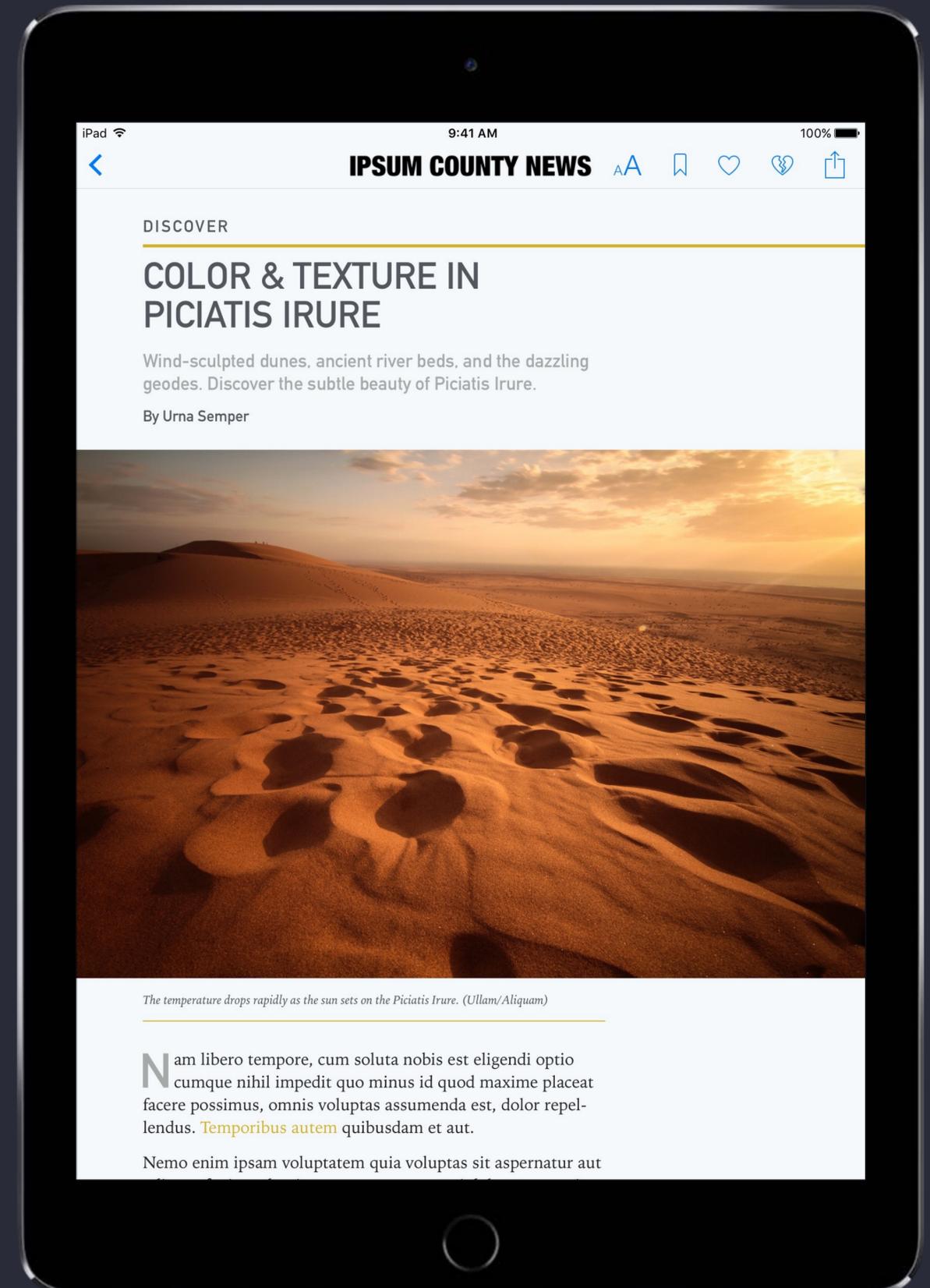


Adding Motion

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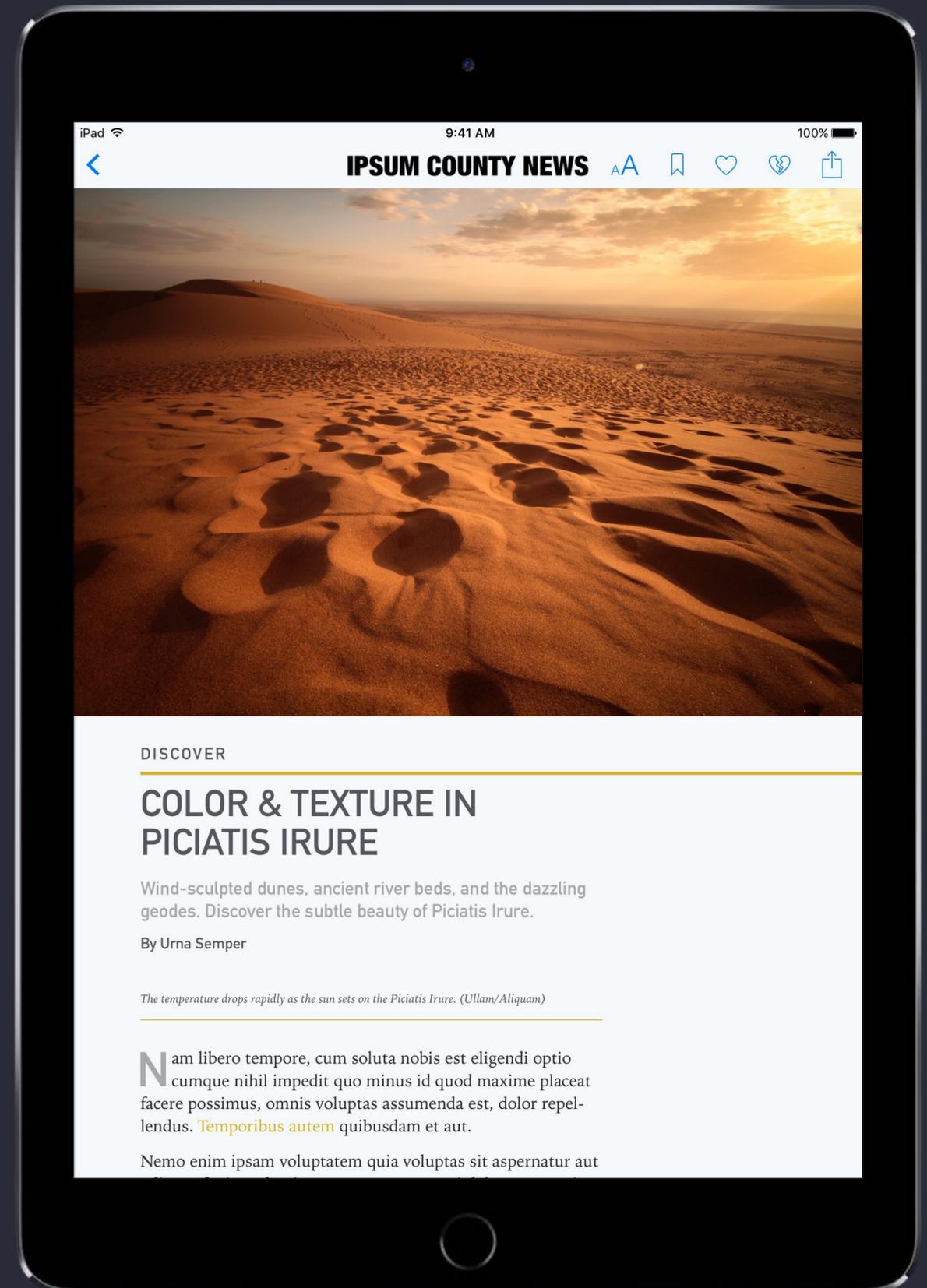
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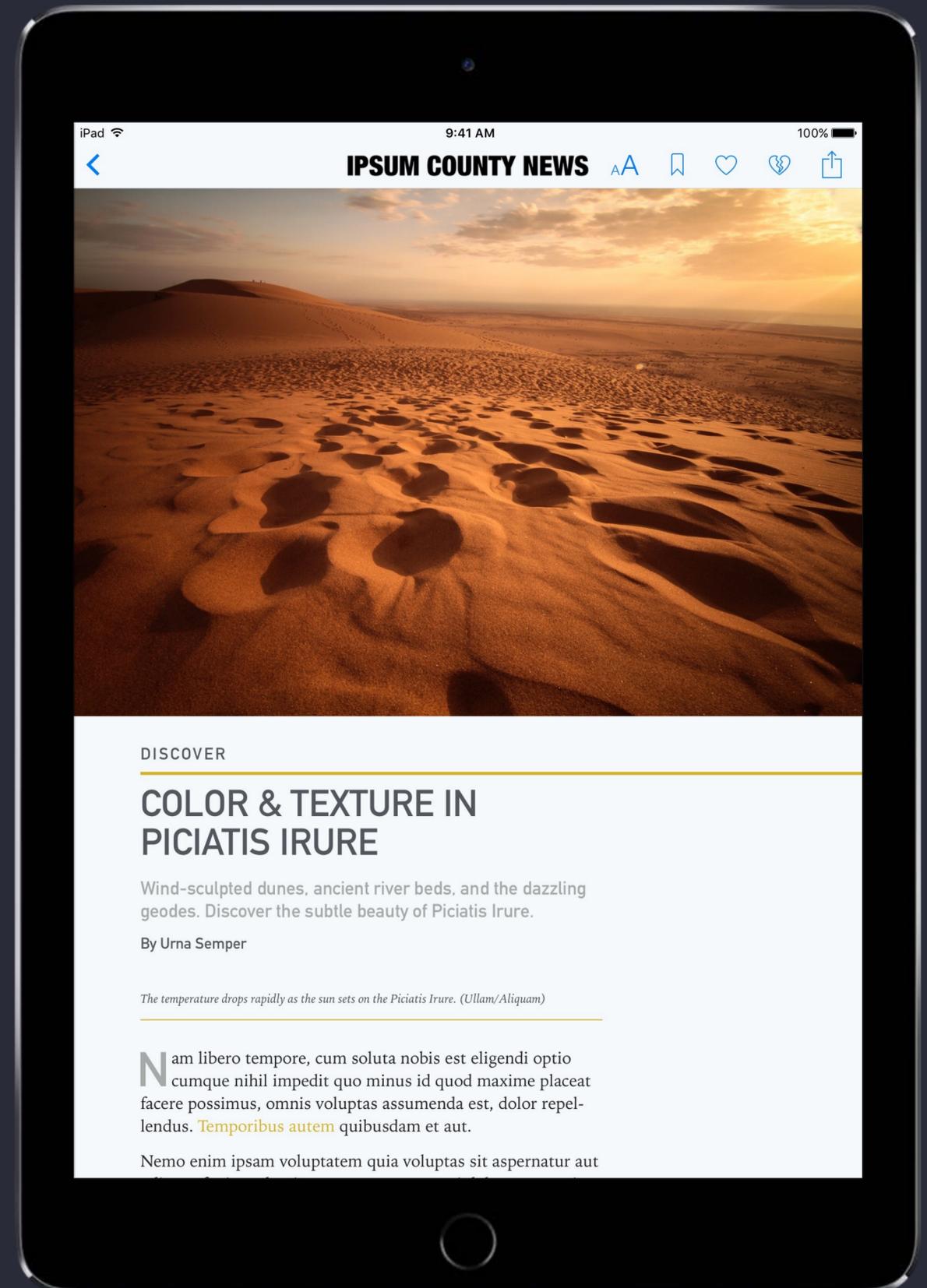
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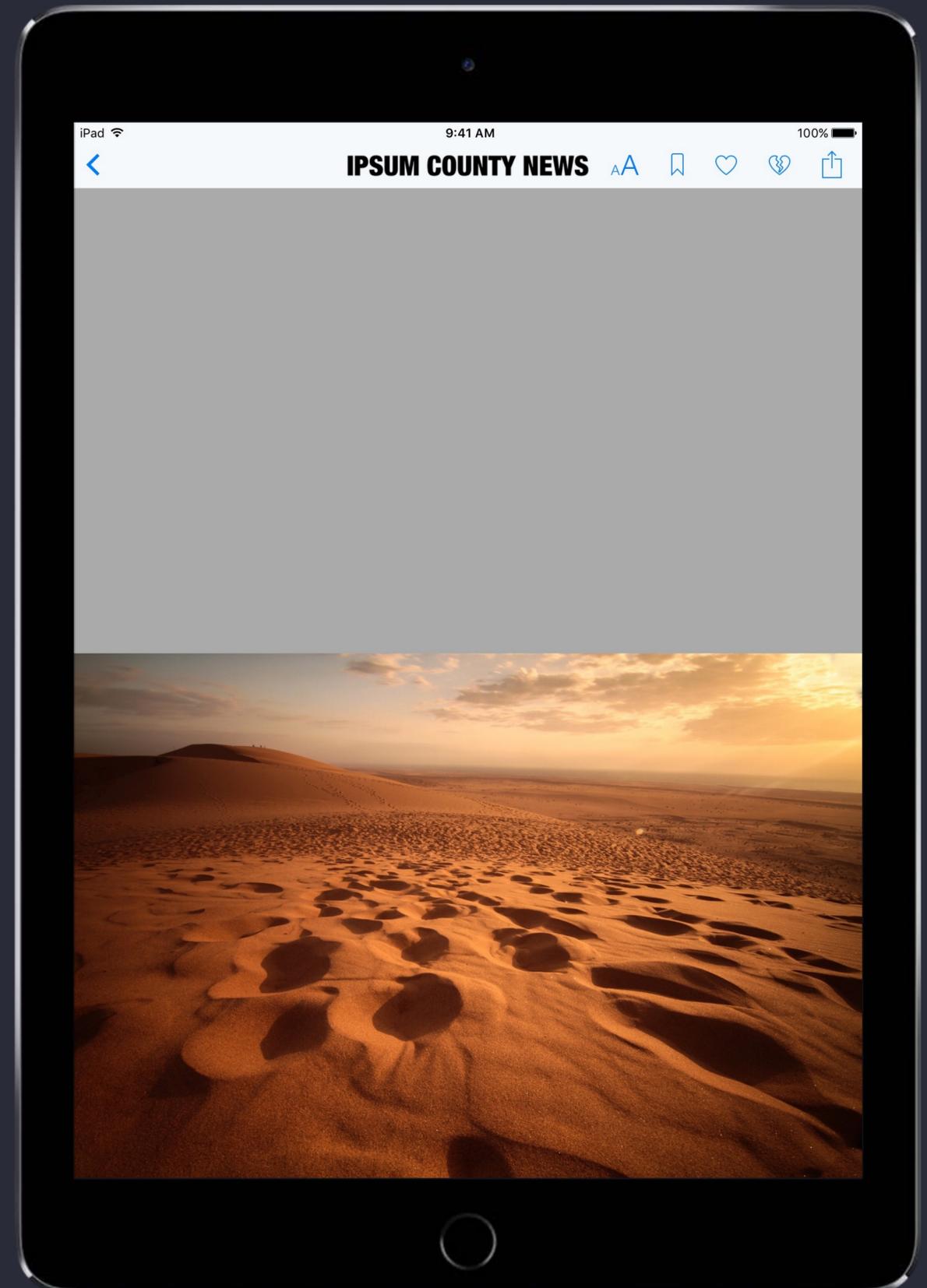
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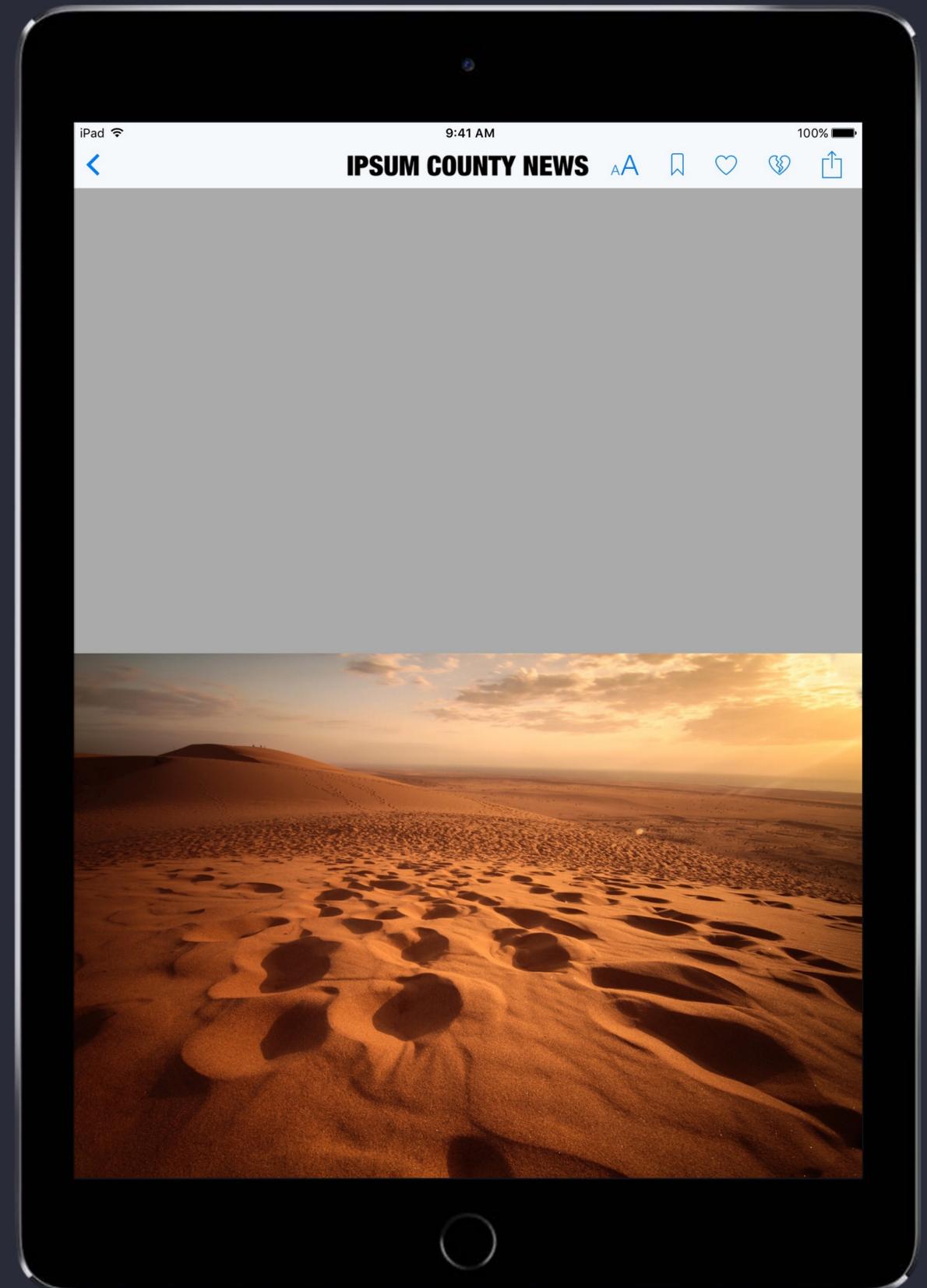
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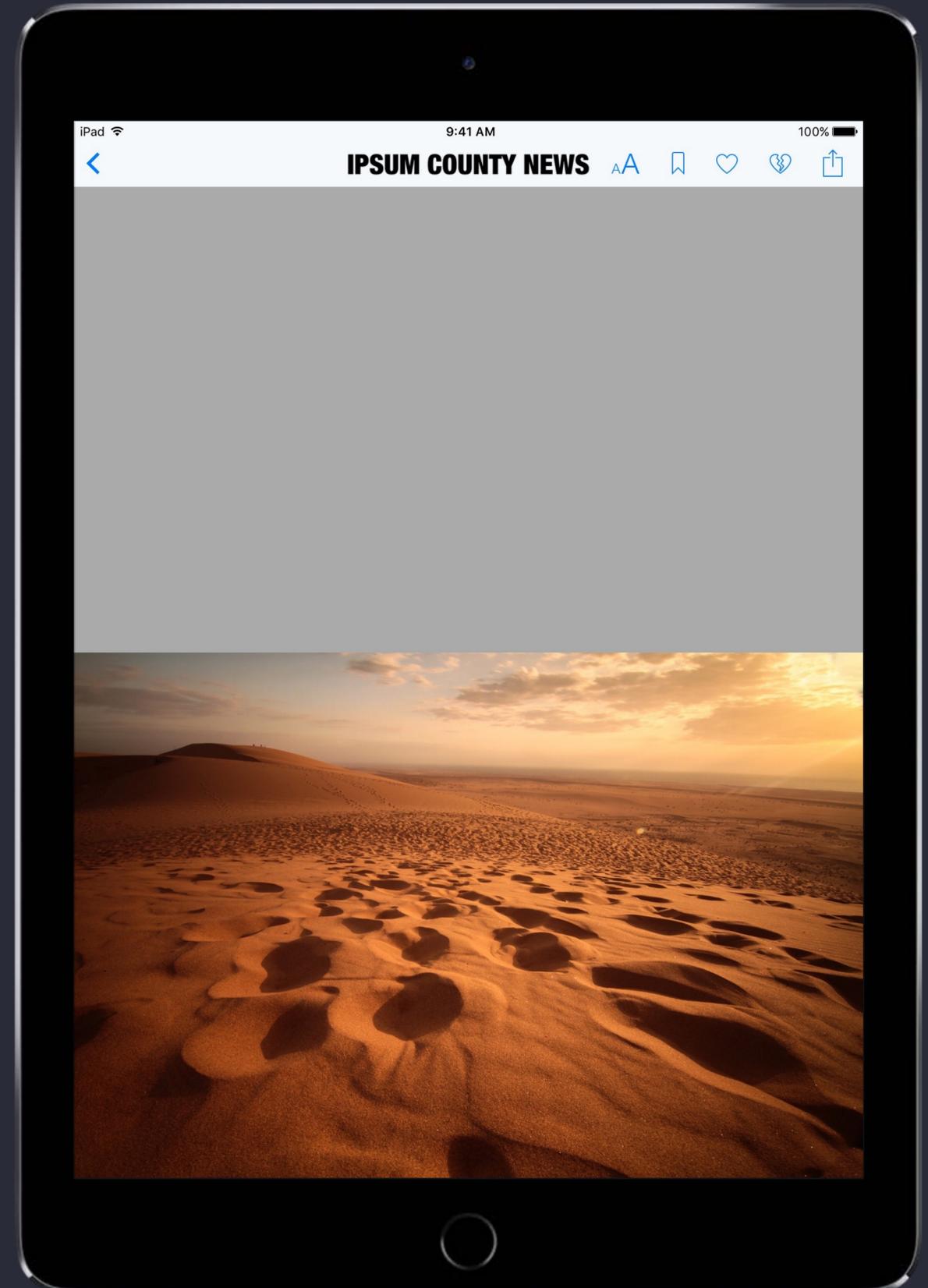
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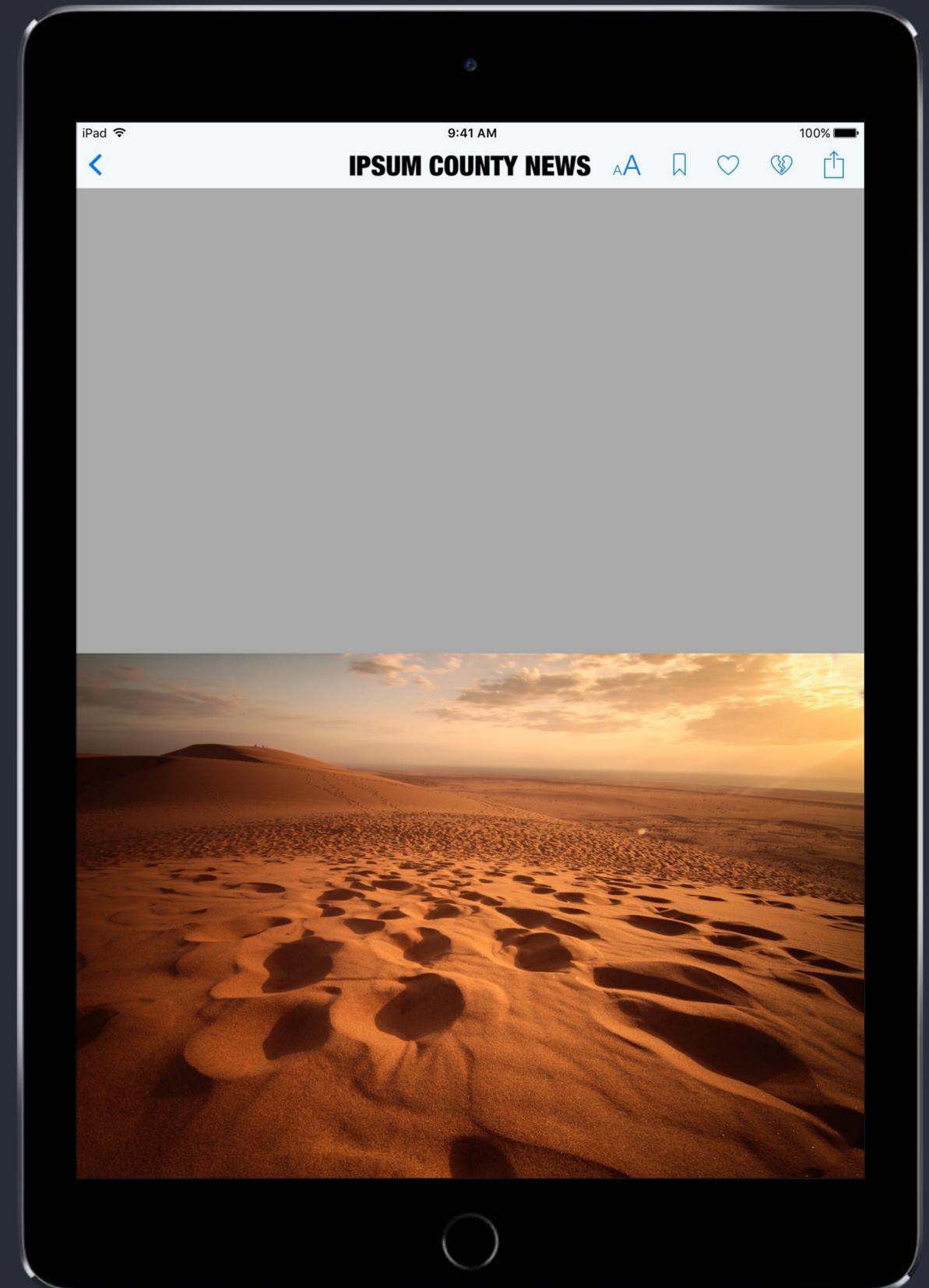
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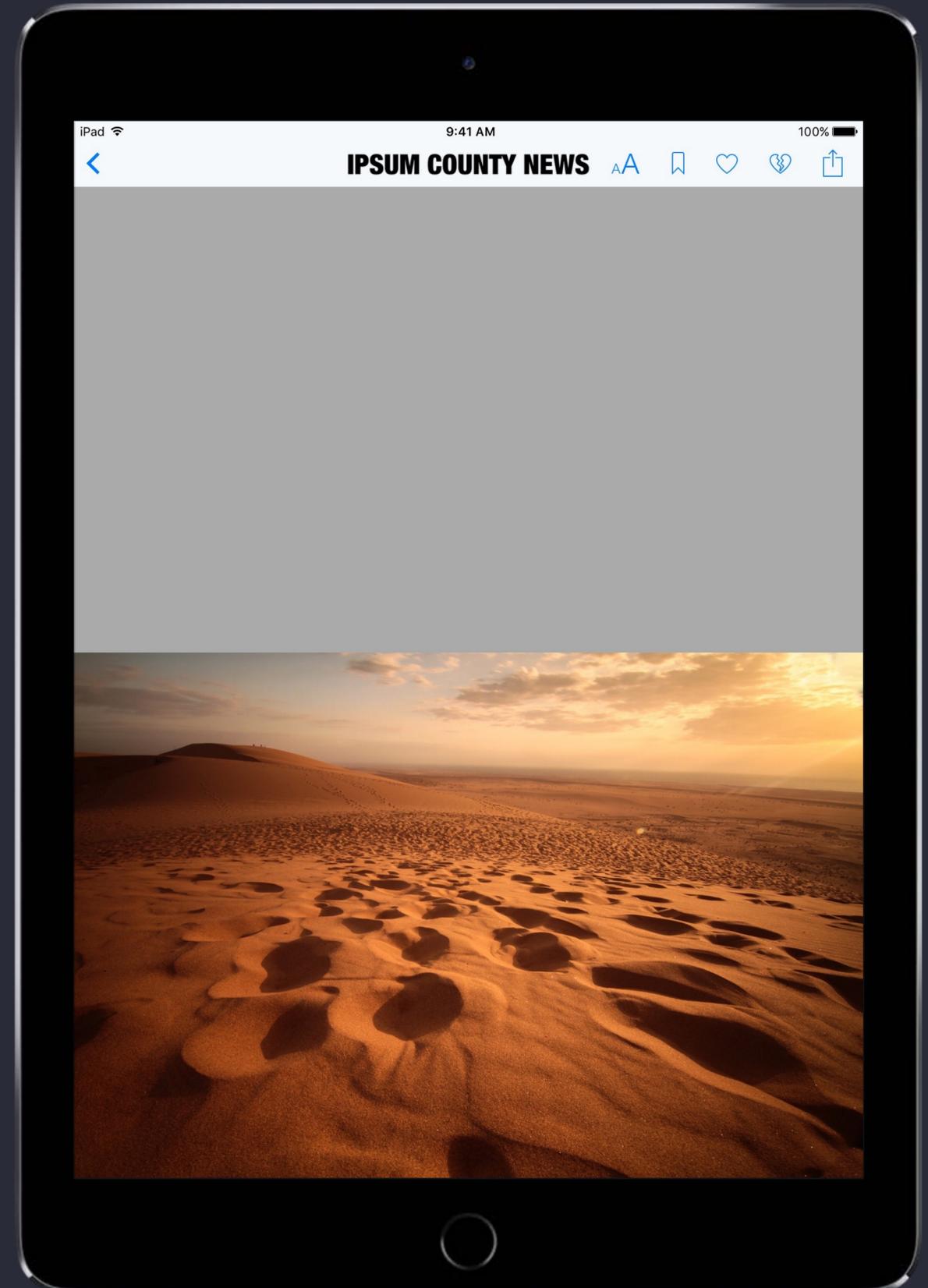
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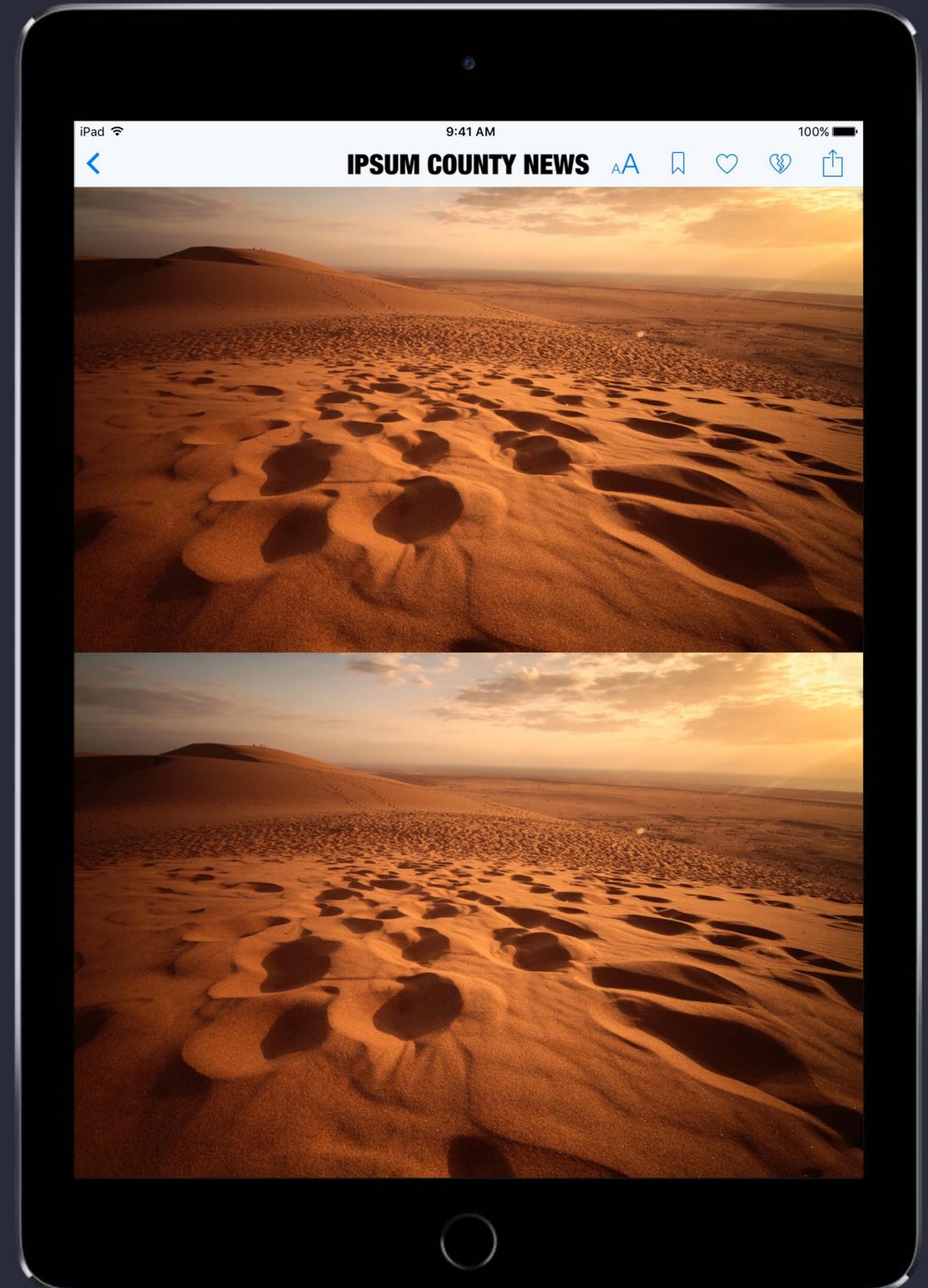
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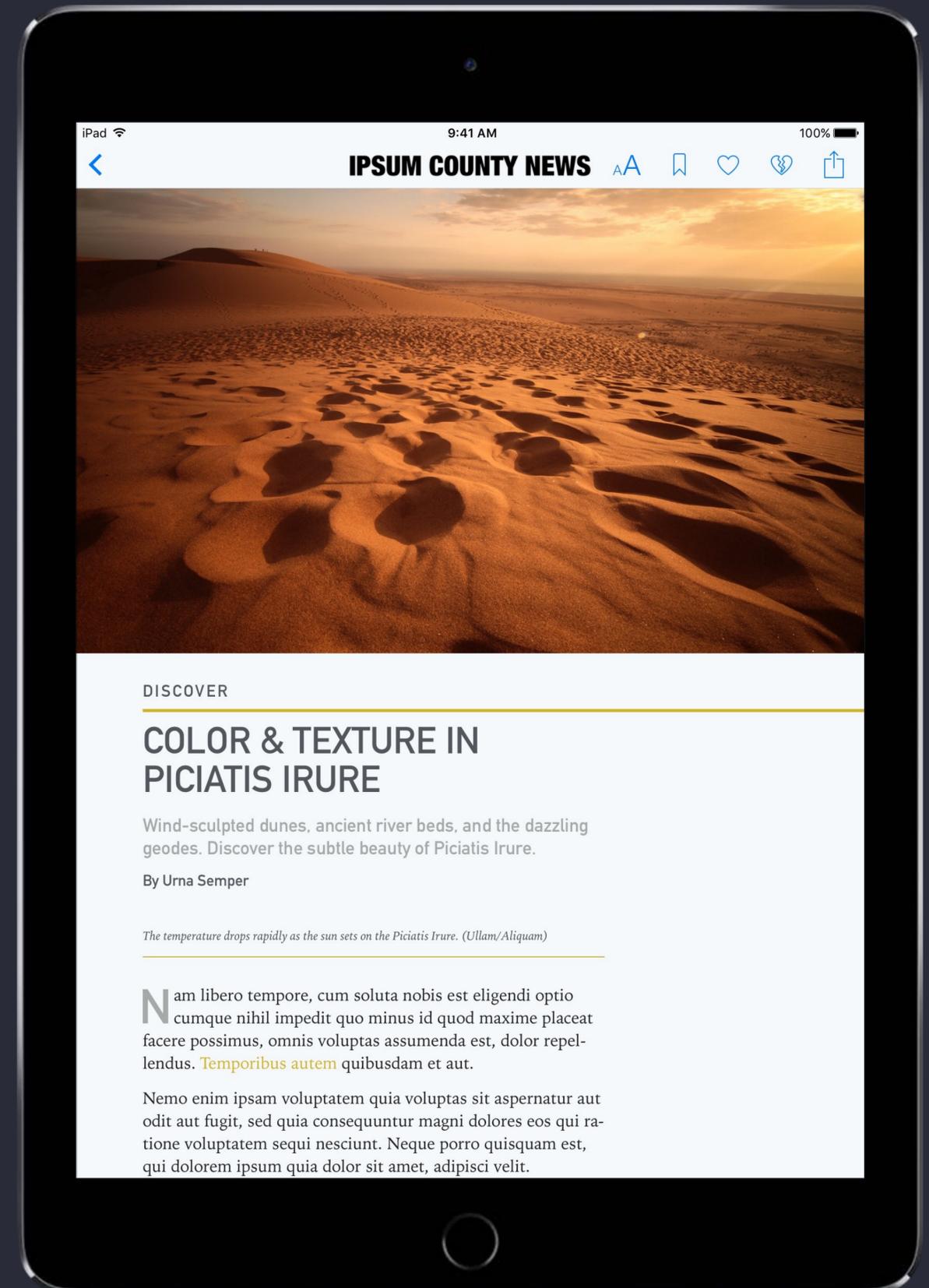
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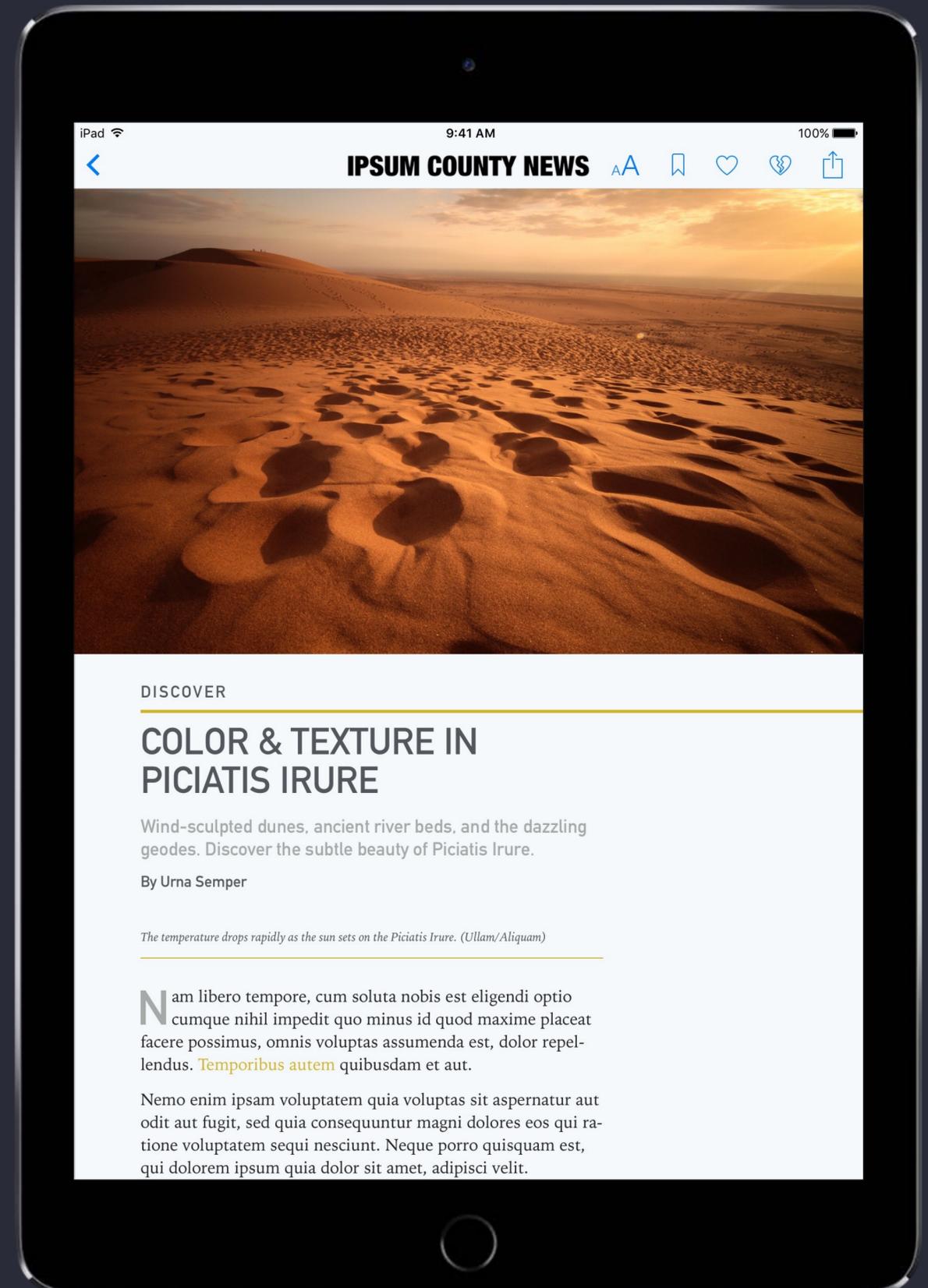
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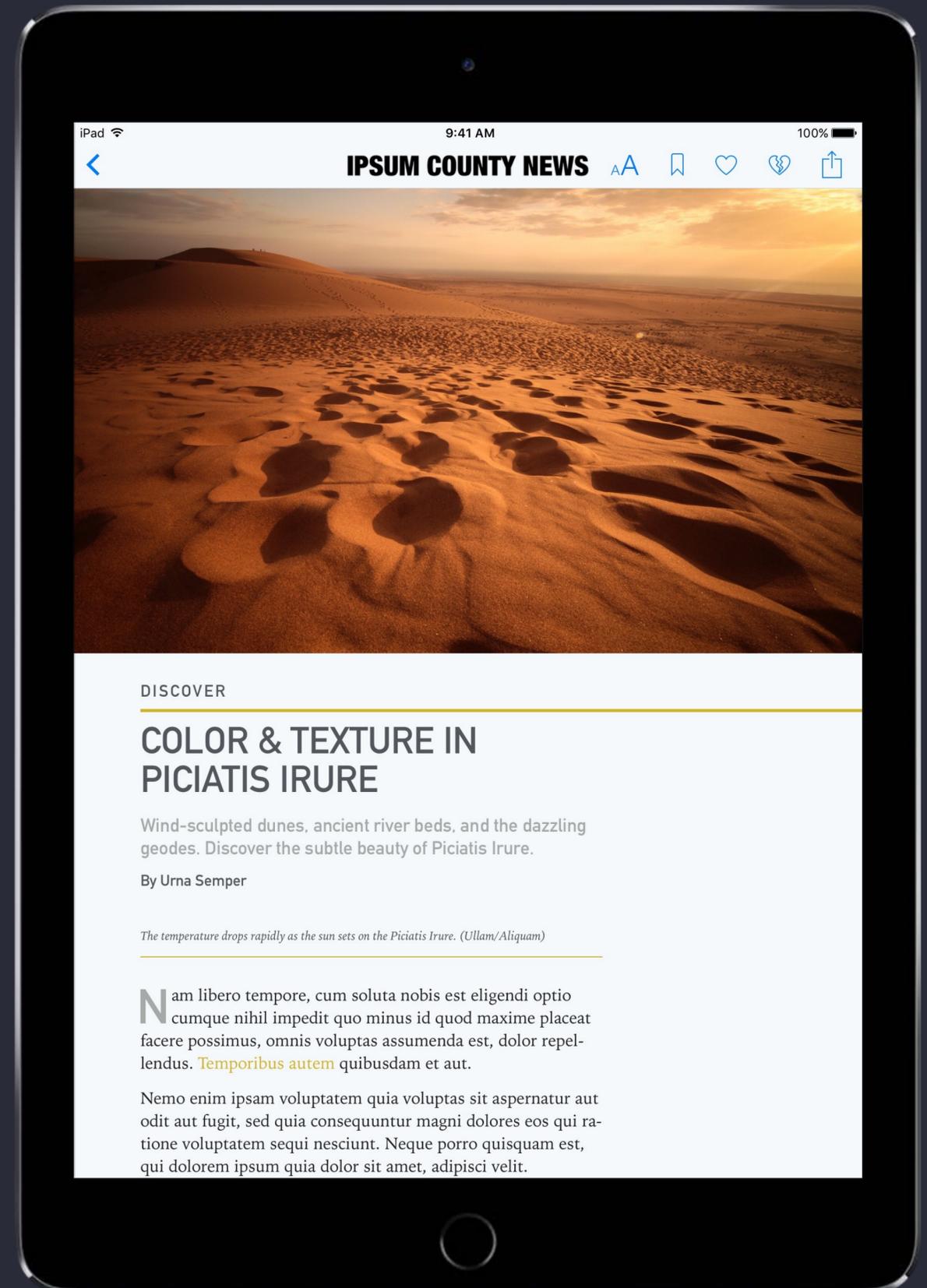
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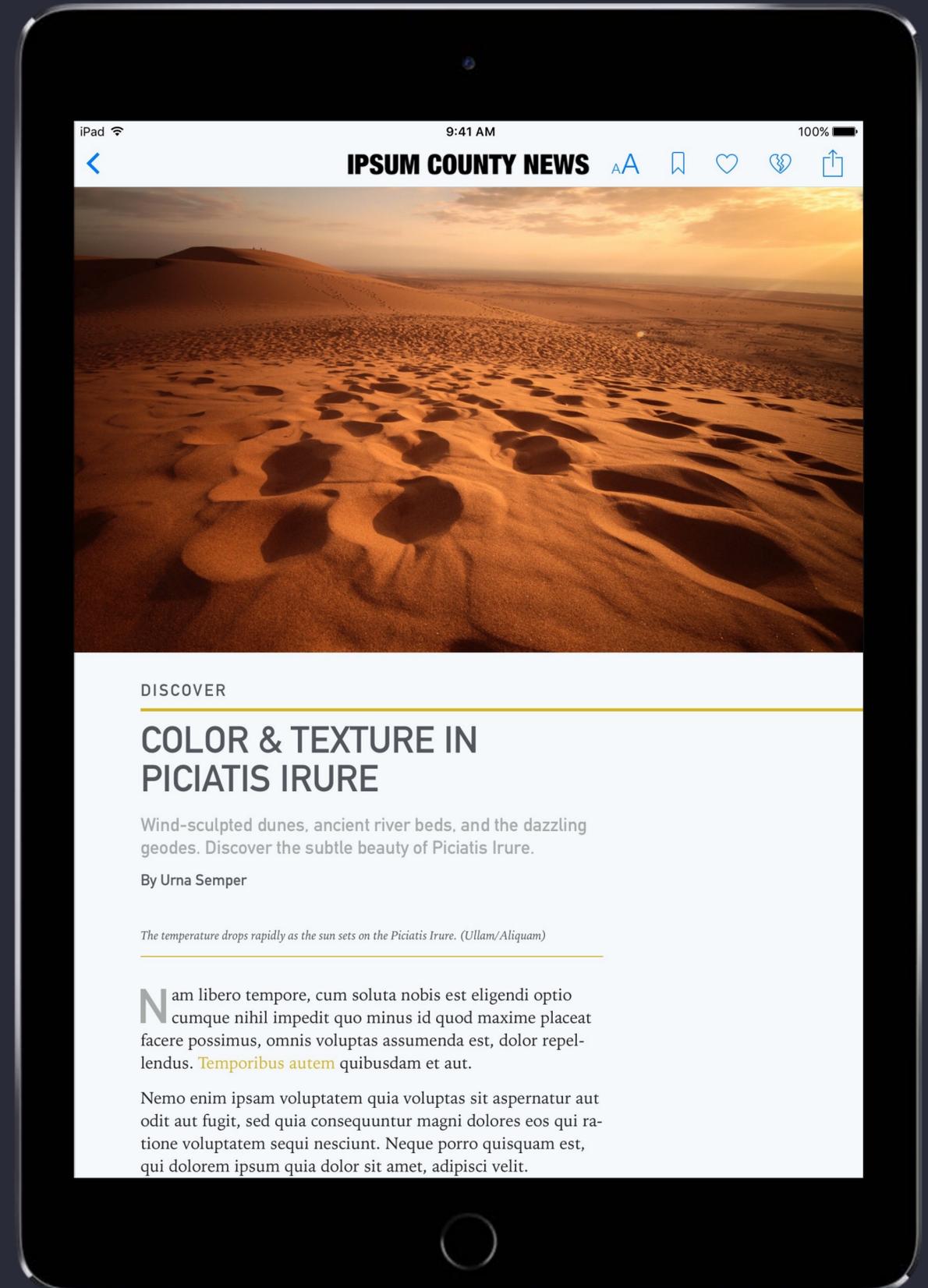
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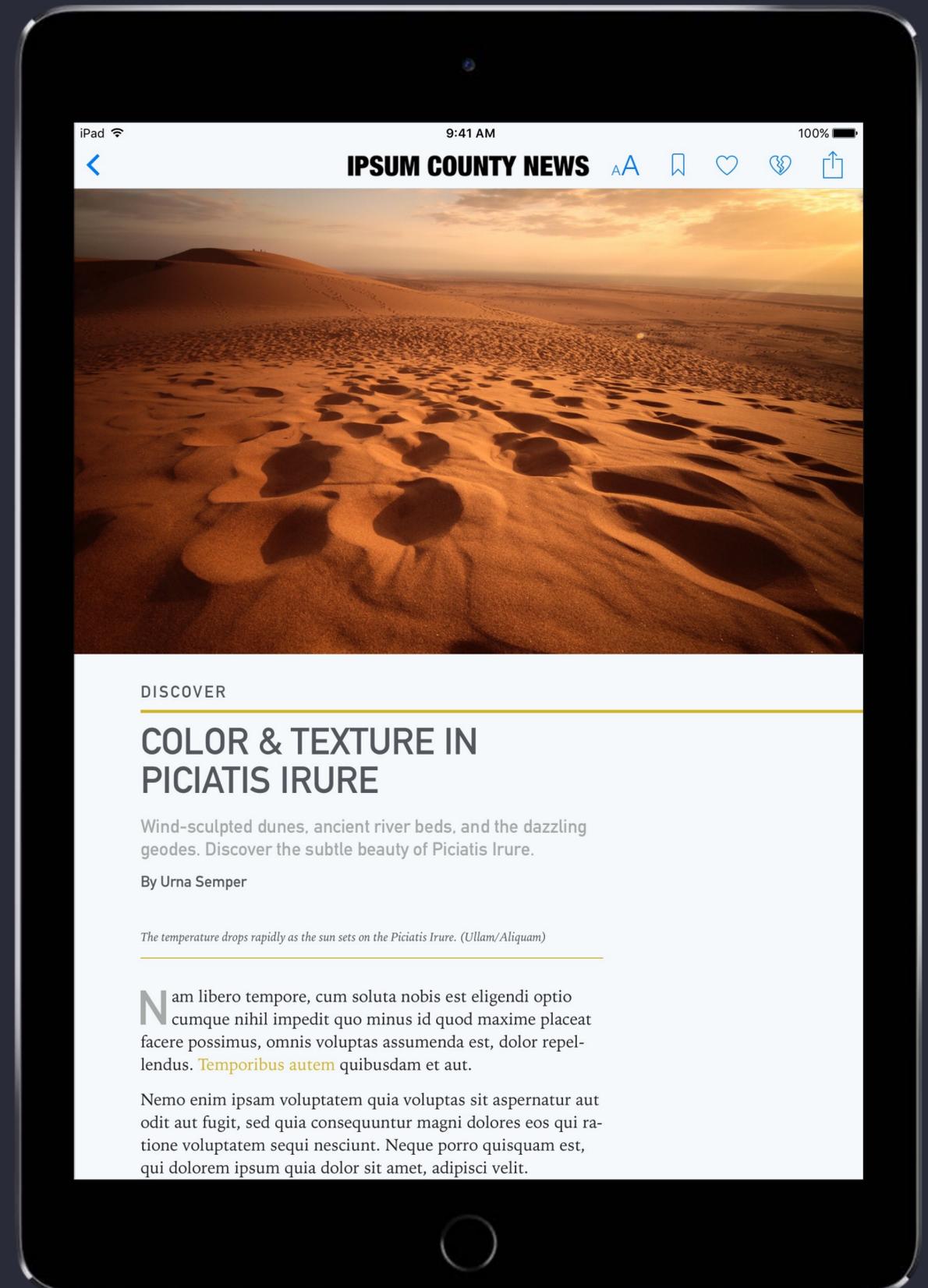
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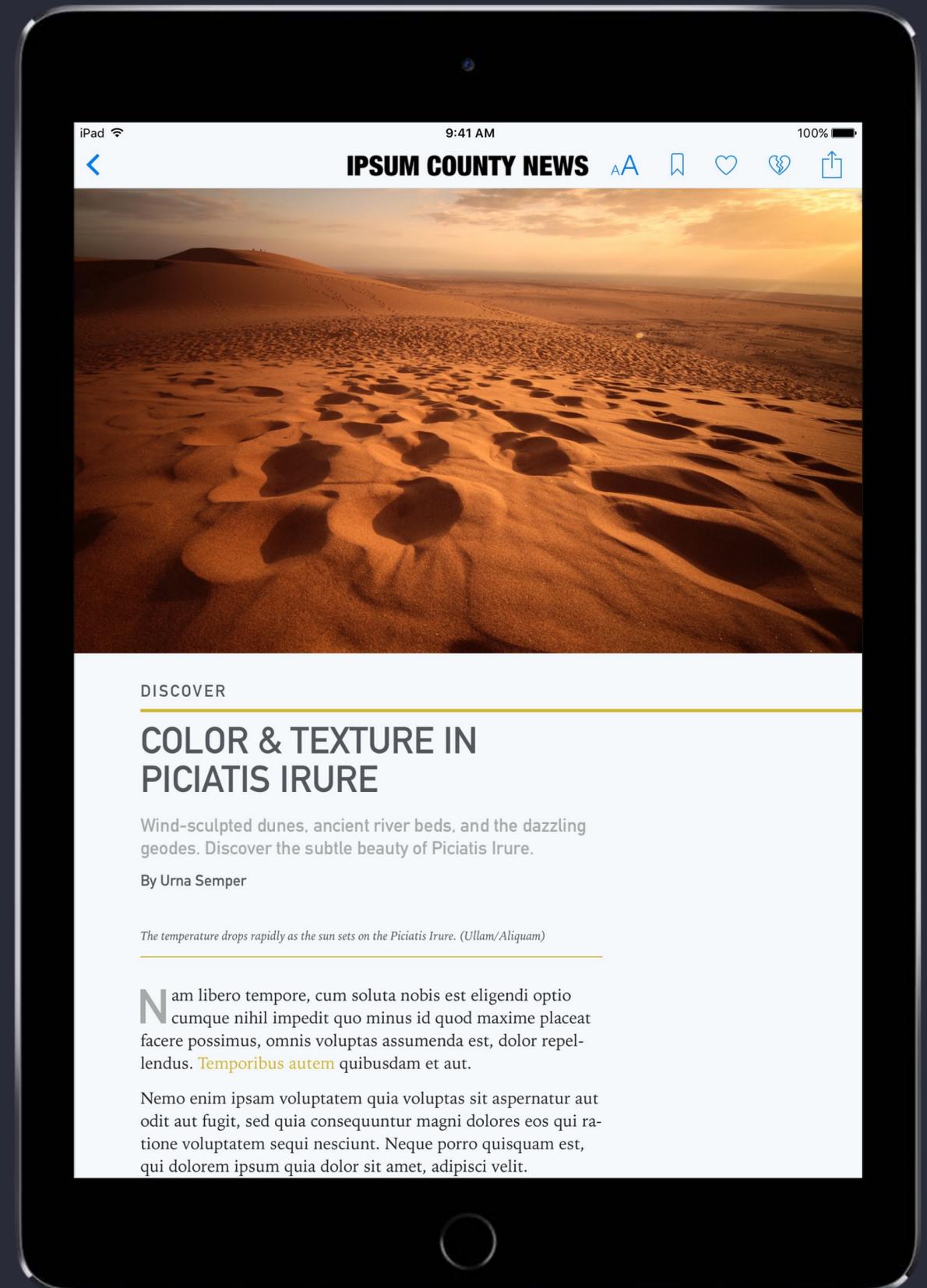
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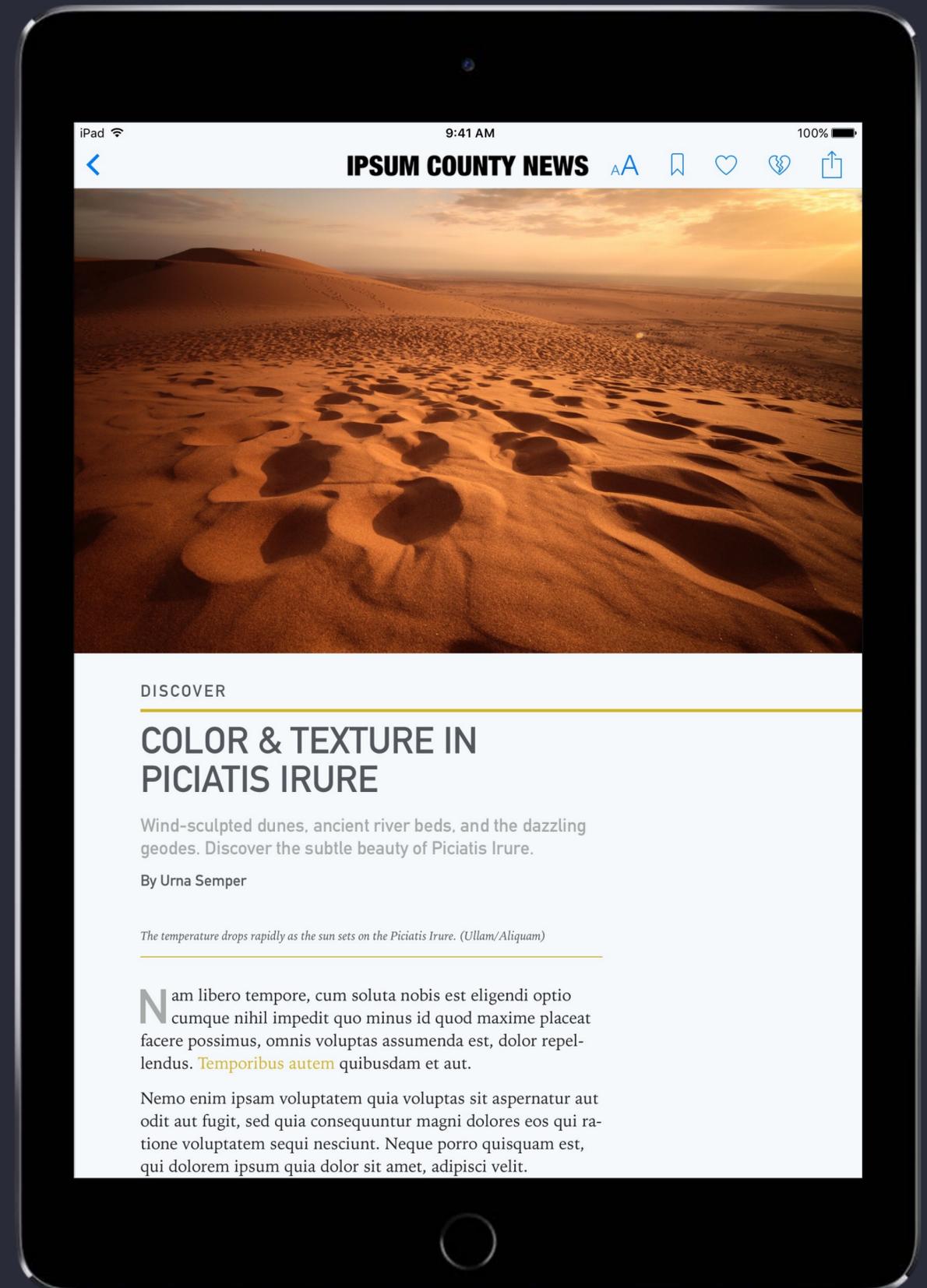
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  }
]

```





DISCOVER

COLOR & TEXTURE IN PICIATIS IRURE

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By Urna Semper

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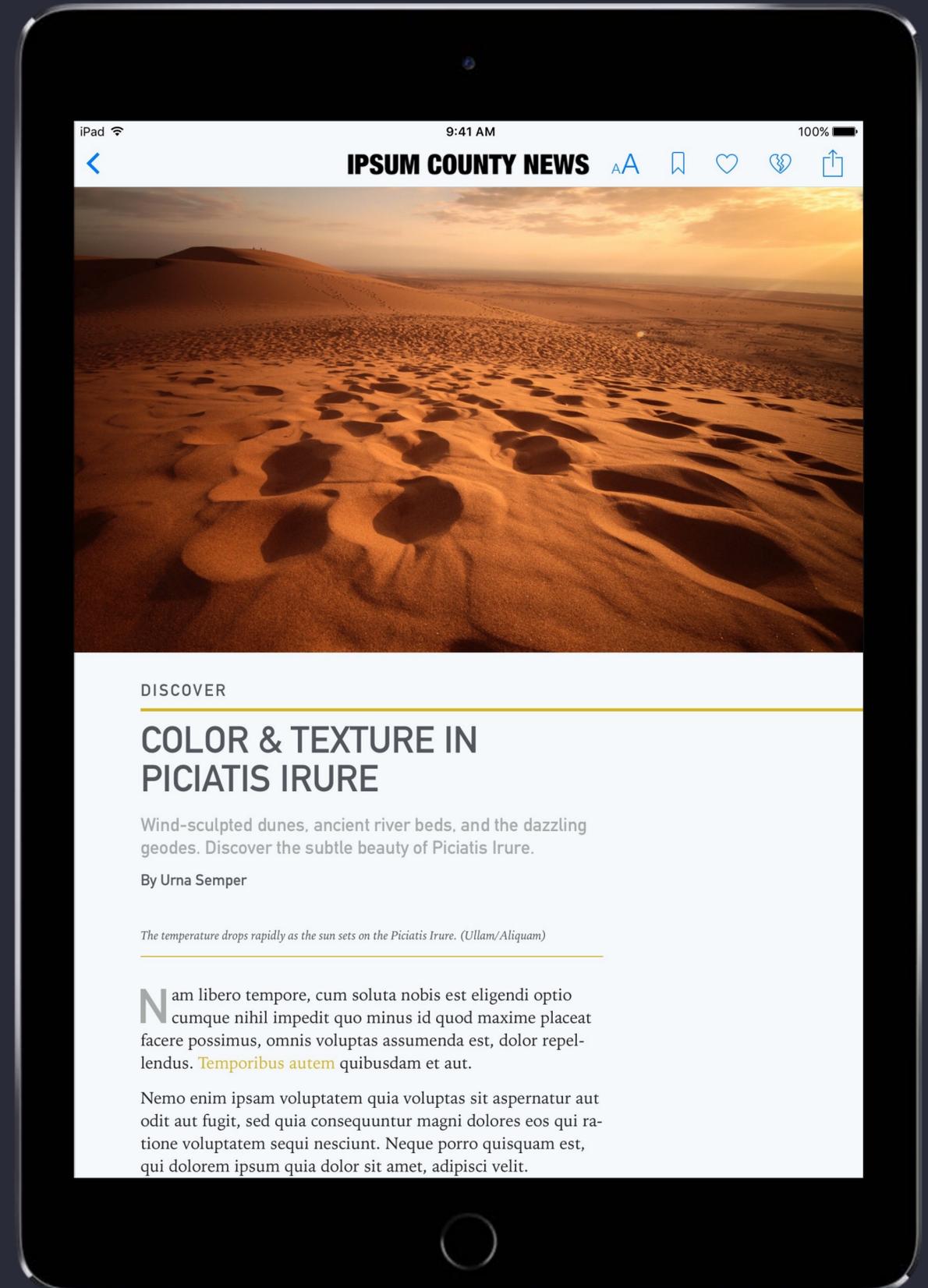
Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, dolor repellendus. **Temporibus autem** quibusdam et aut.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, adipisci velit.

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By Urna Semper

The temperature drops rapidly as the sun sets on the Piciatis Irure. (Ullam/Aliquam)

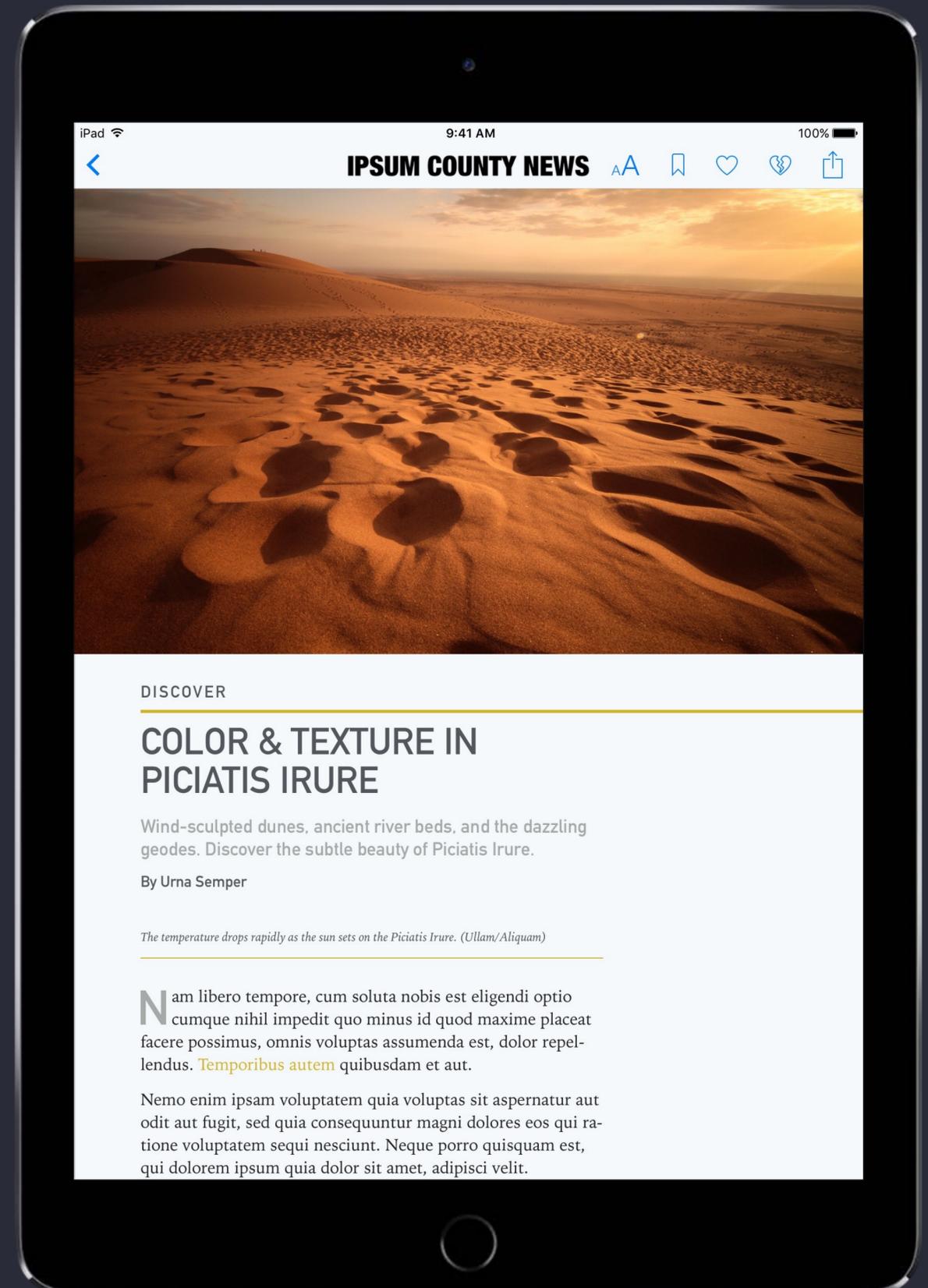
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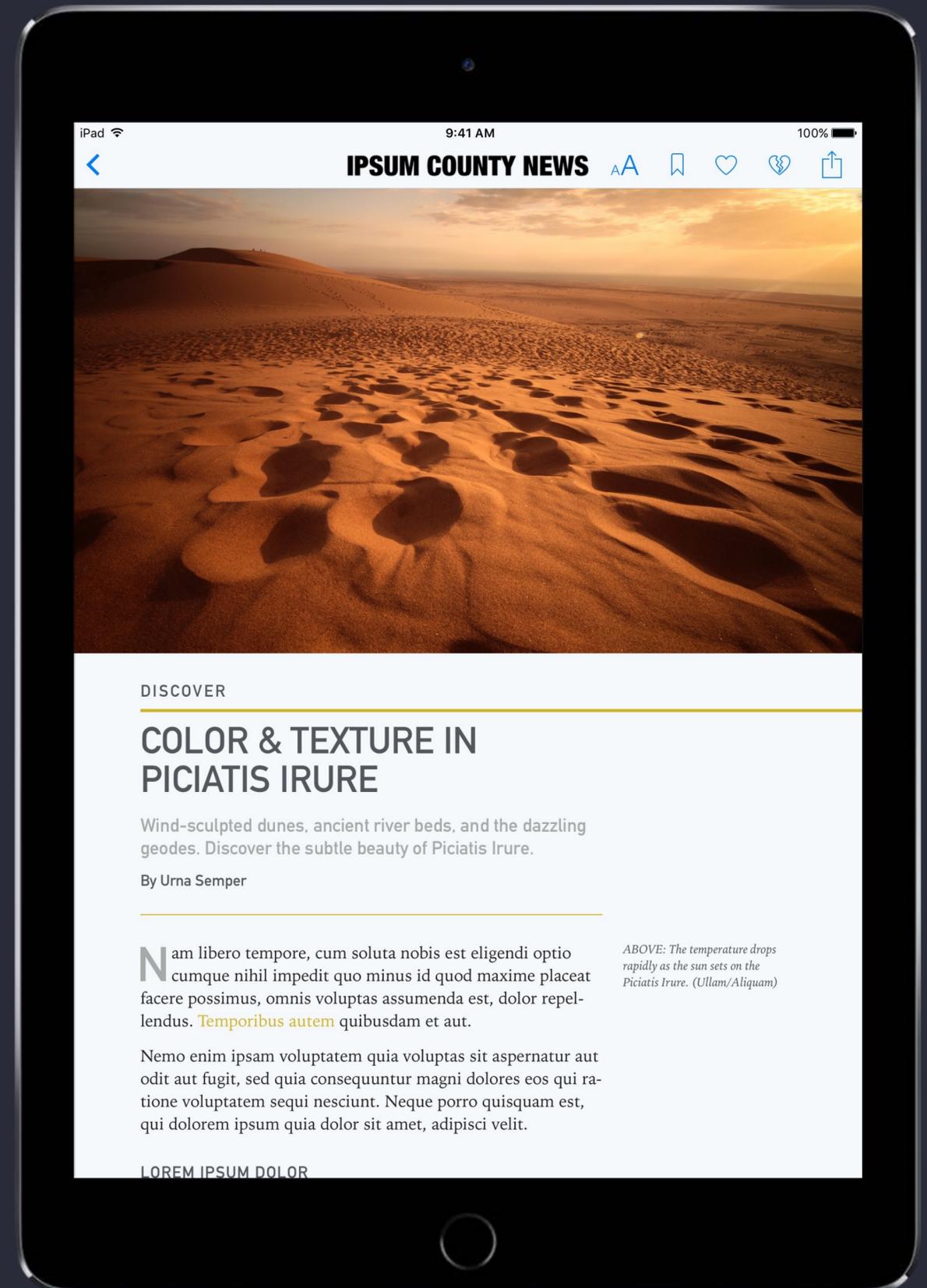
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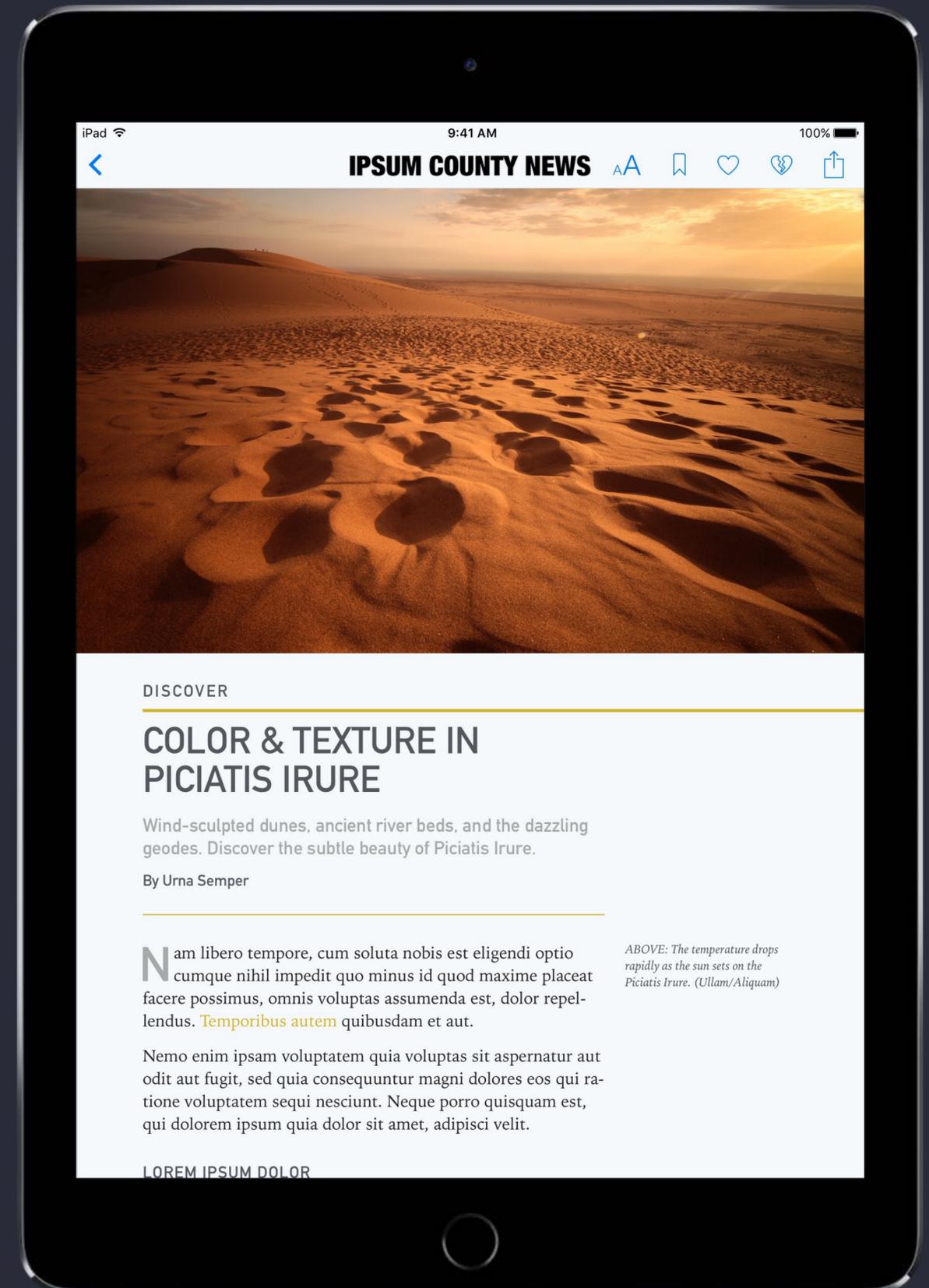
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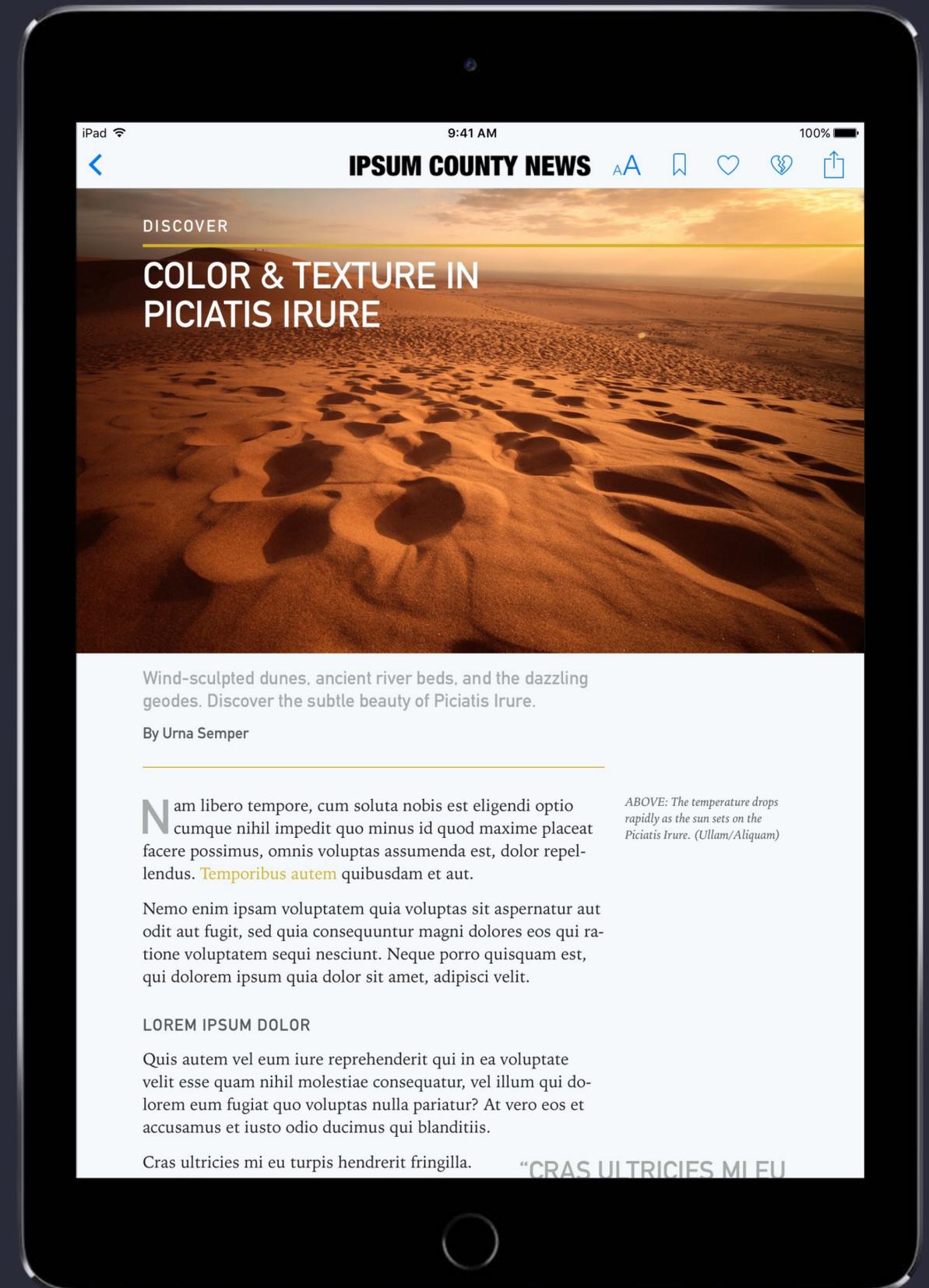
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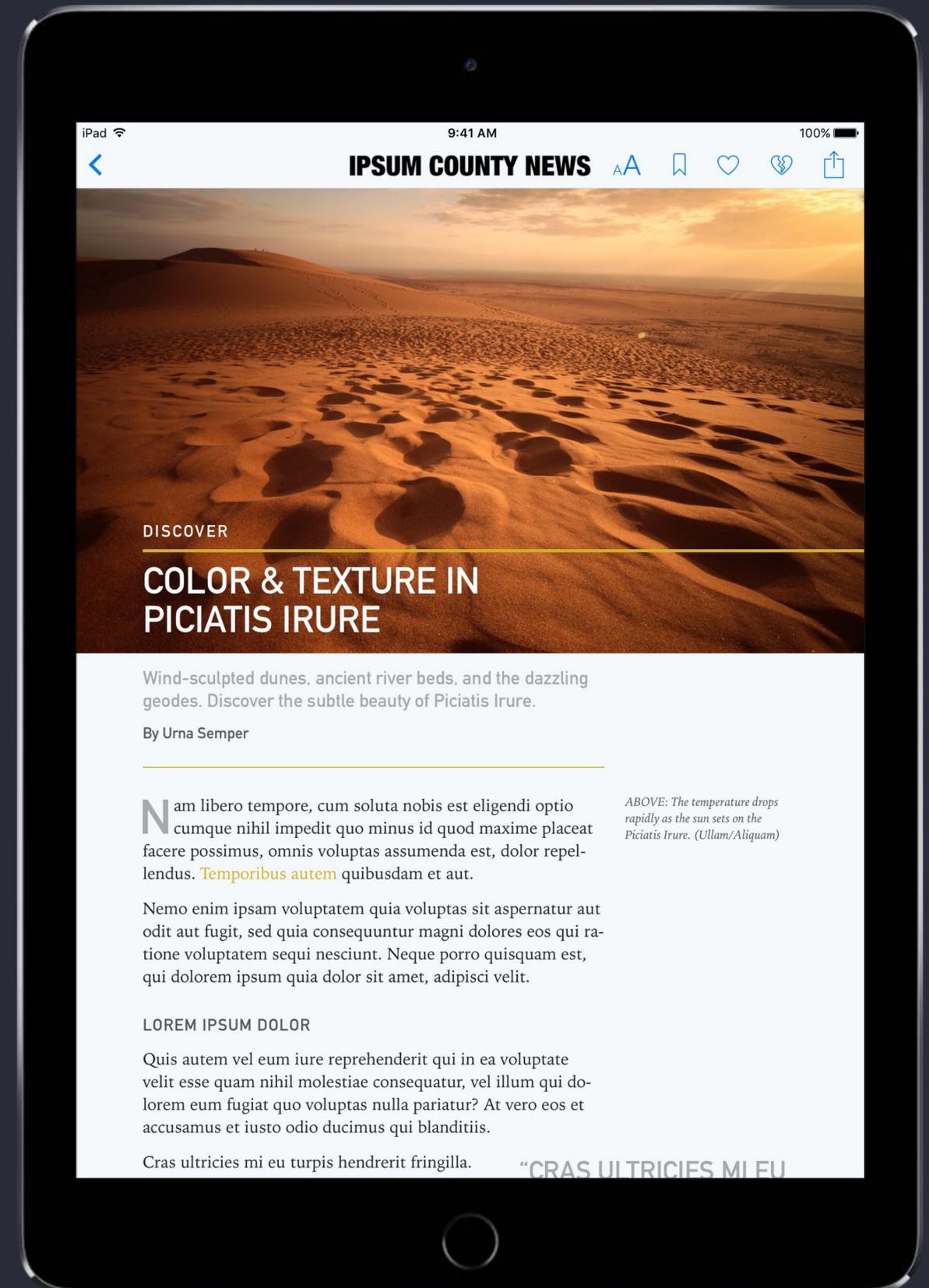
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DISCOVER

COLOR & TEXTURE IN PICIATIS IRURE

Wind-sculpted dunes, ancient river beds, and the dazzling geodes. Discover the subtle beauty of Piciatis Irure.

By Urna Semper

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, dolor repellendus. **Temporibus autem** quibusdam et aut.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, adipisci velit.

LOREM IPSUM DOLOR

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur? At vero eos et accusamus et iusto odio ducimus qui blanditiis.

Cras ultricies mi eu turpis hendrerit fringilla.

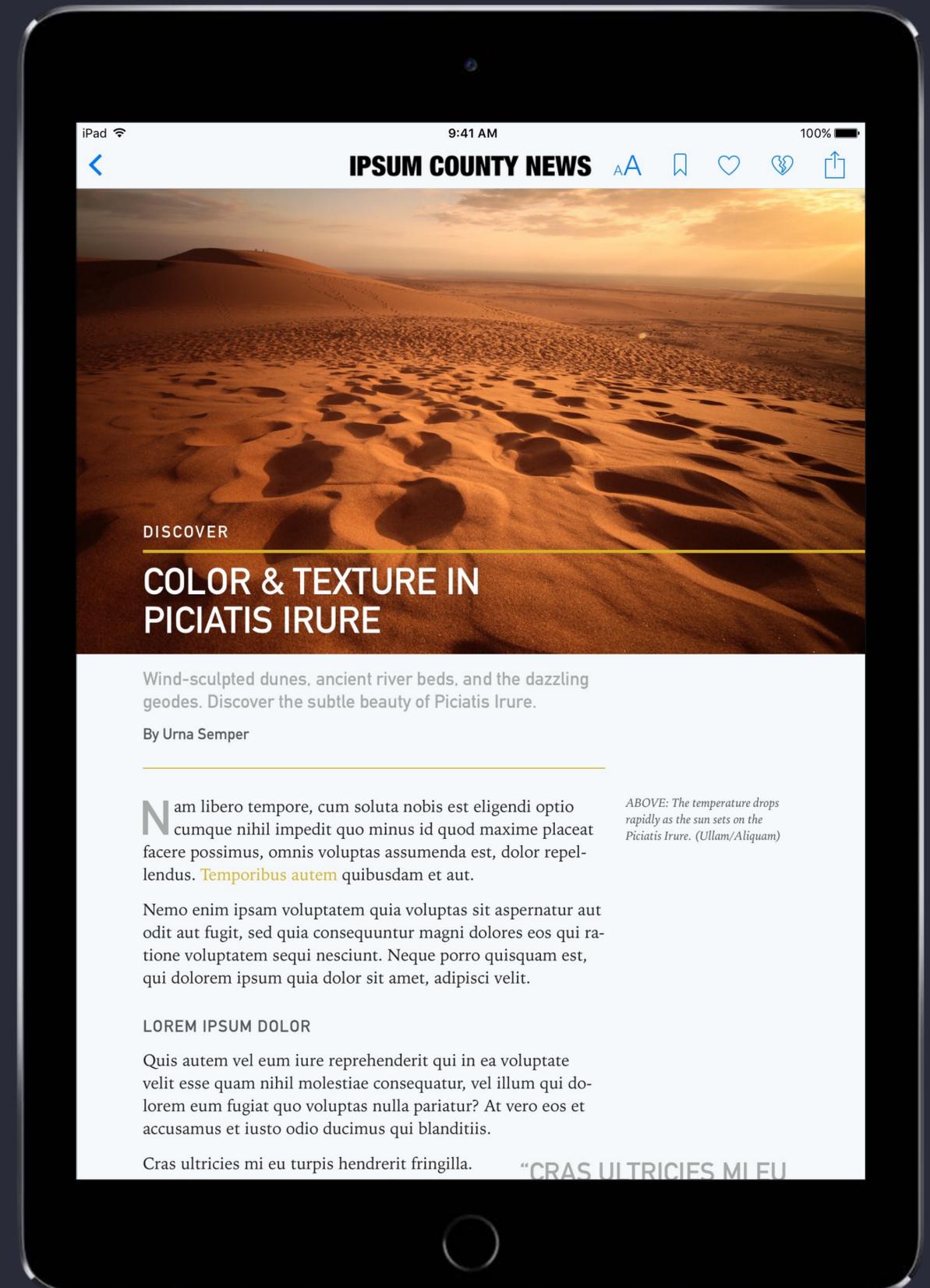
ABOVE: The temperature drops rapidly as the sun sets on the Piciatis Irure. (Ullam/Aliquam)

“CRAS ULTRICIES MI EU

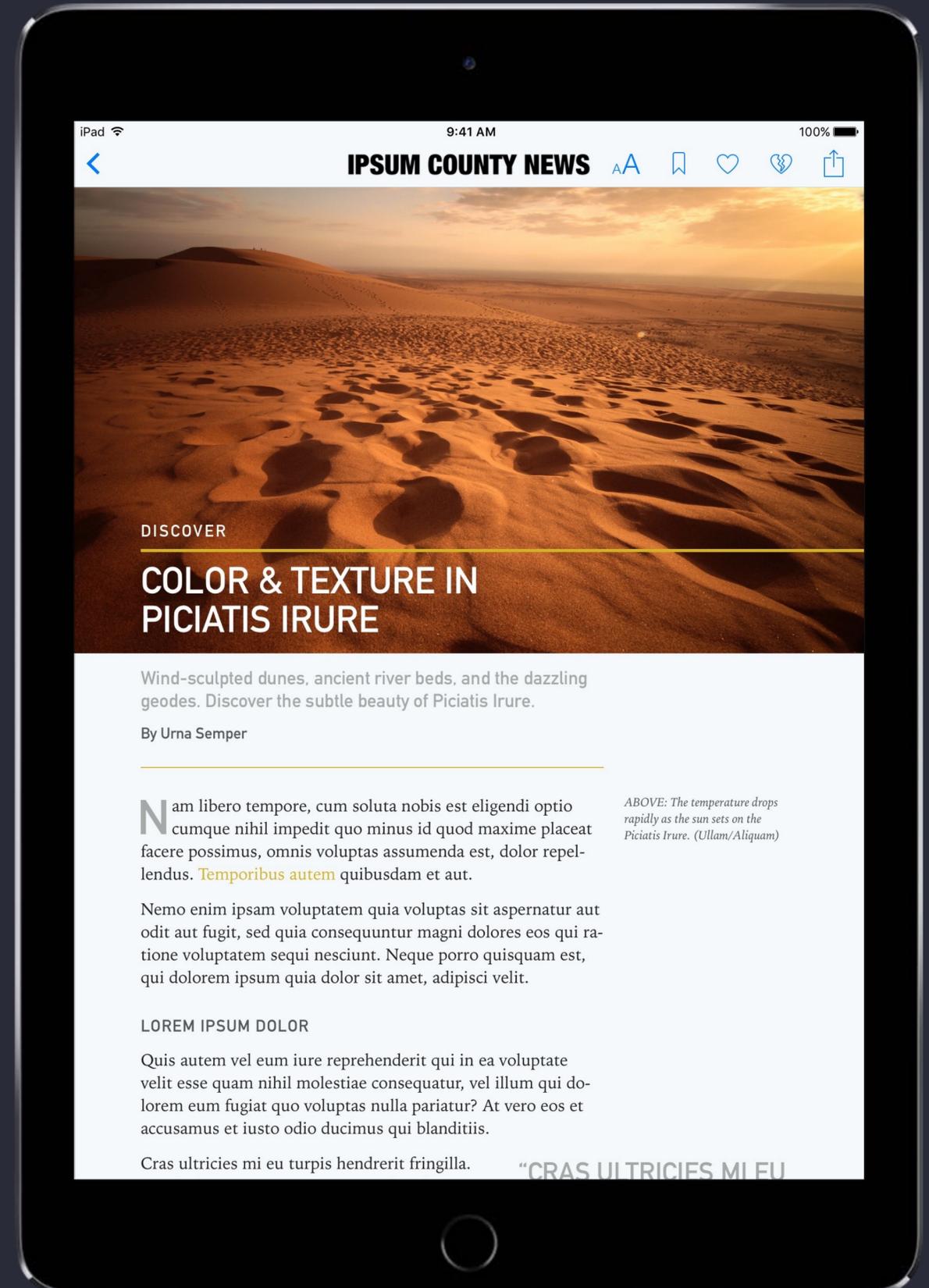
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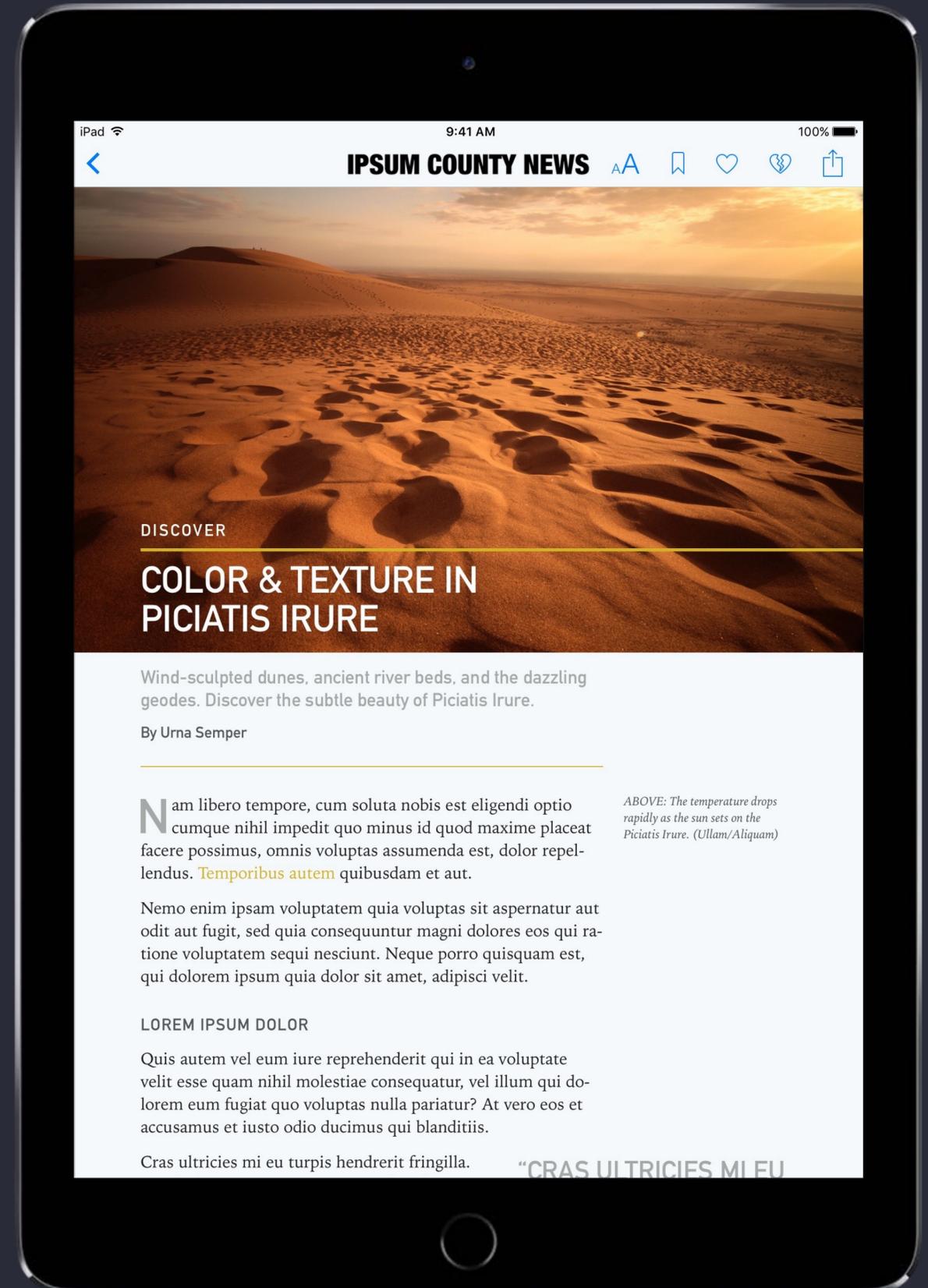
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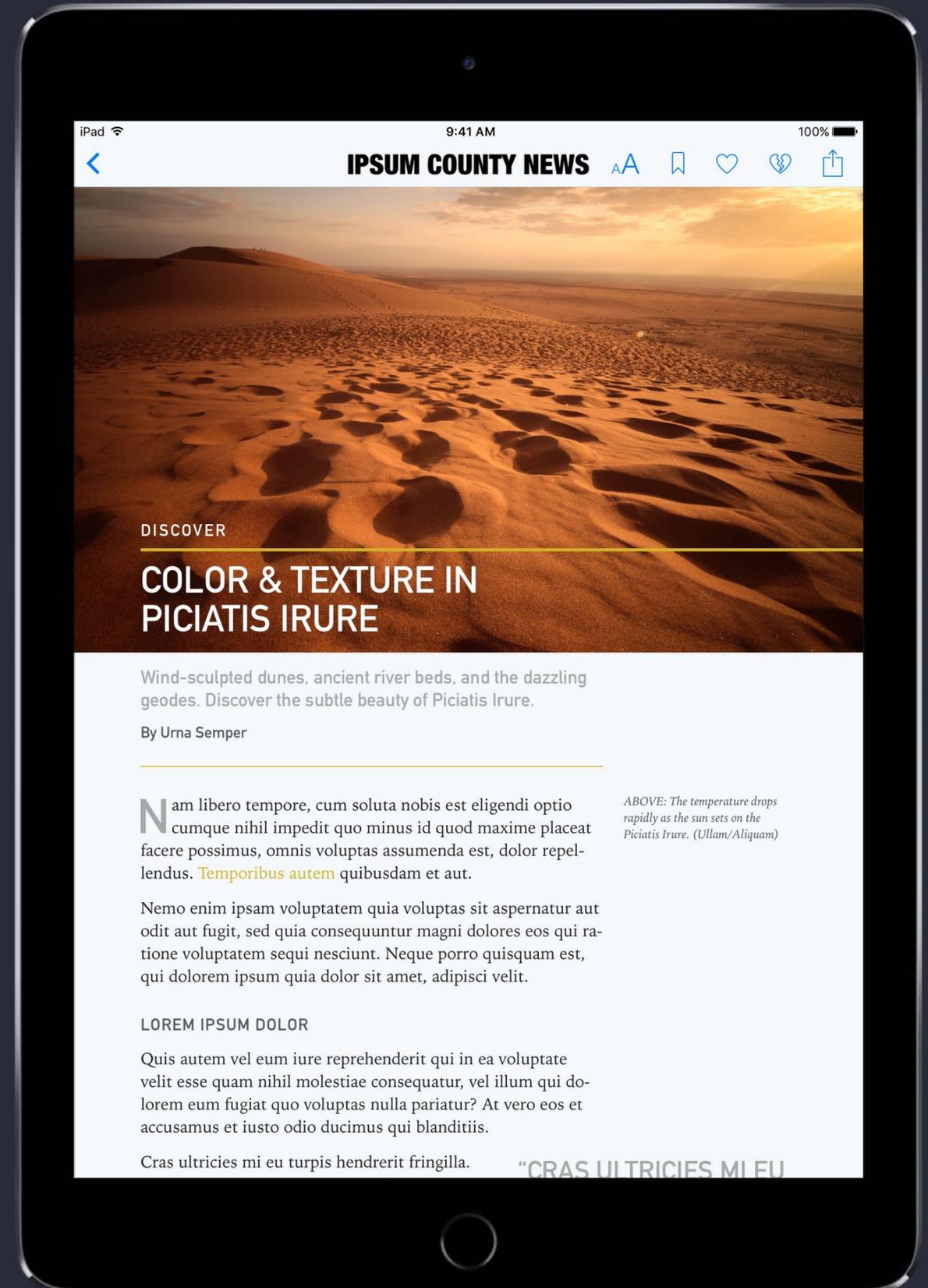
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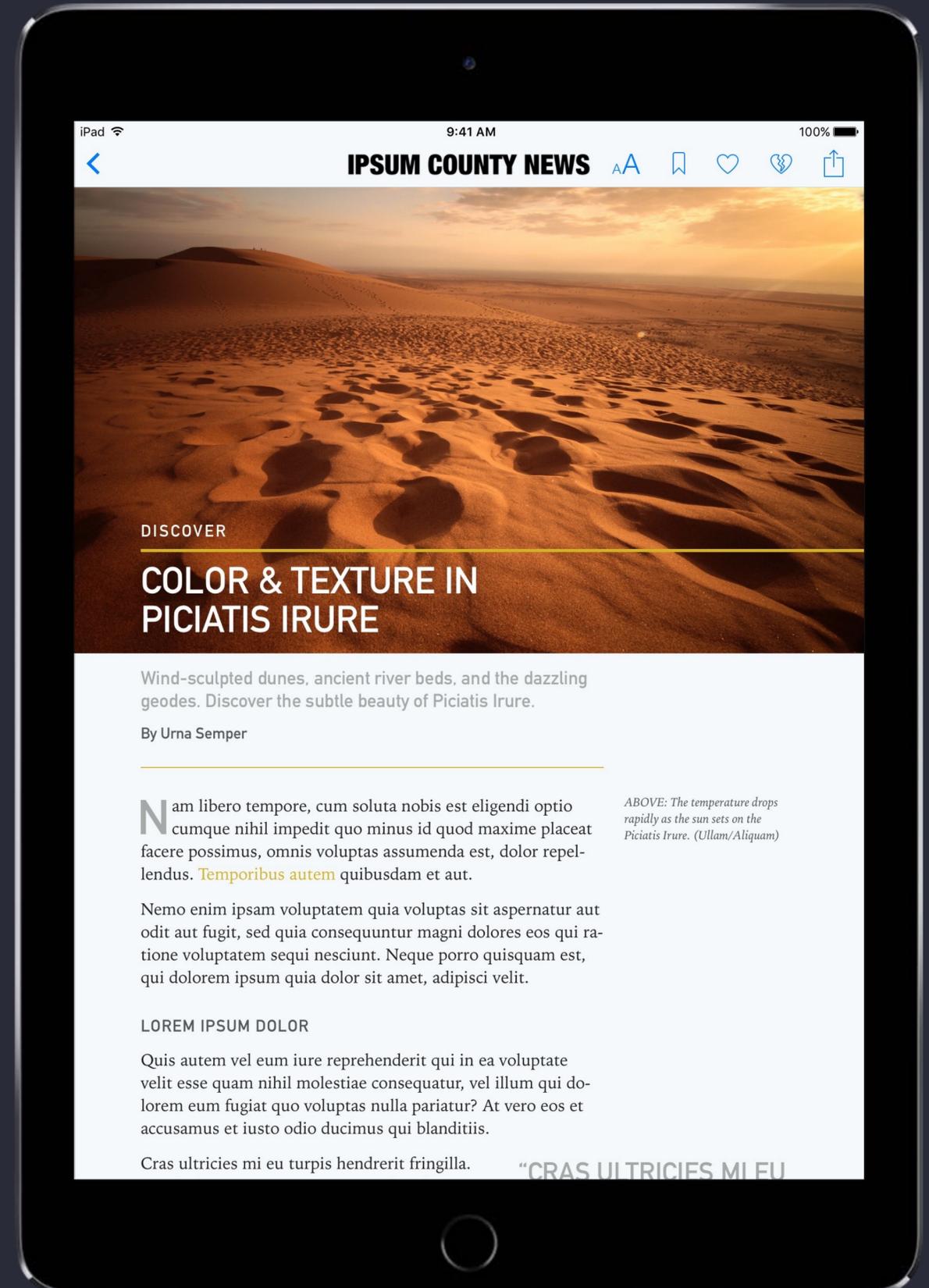
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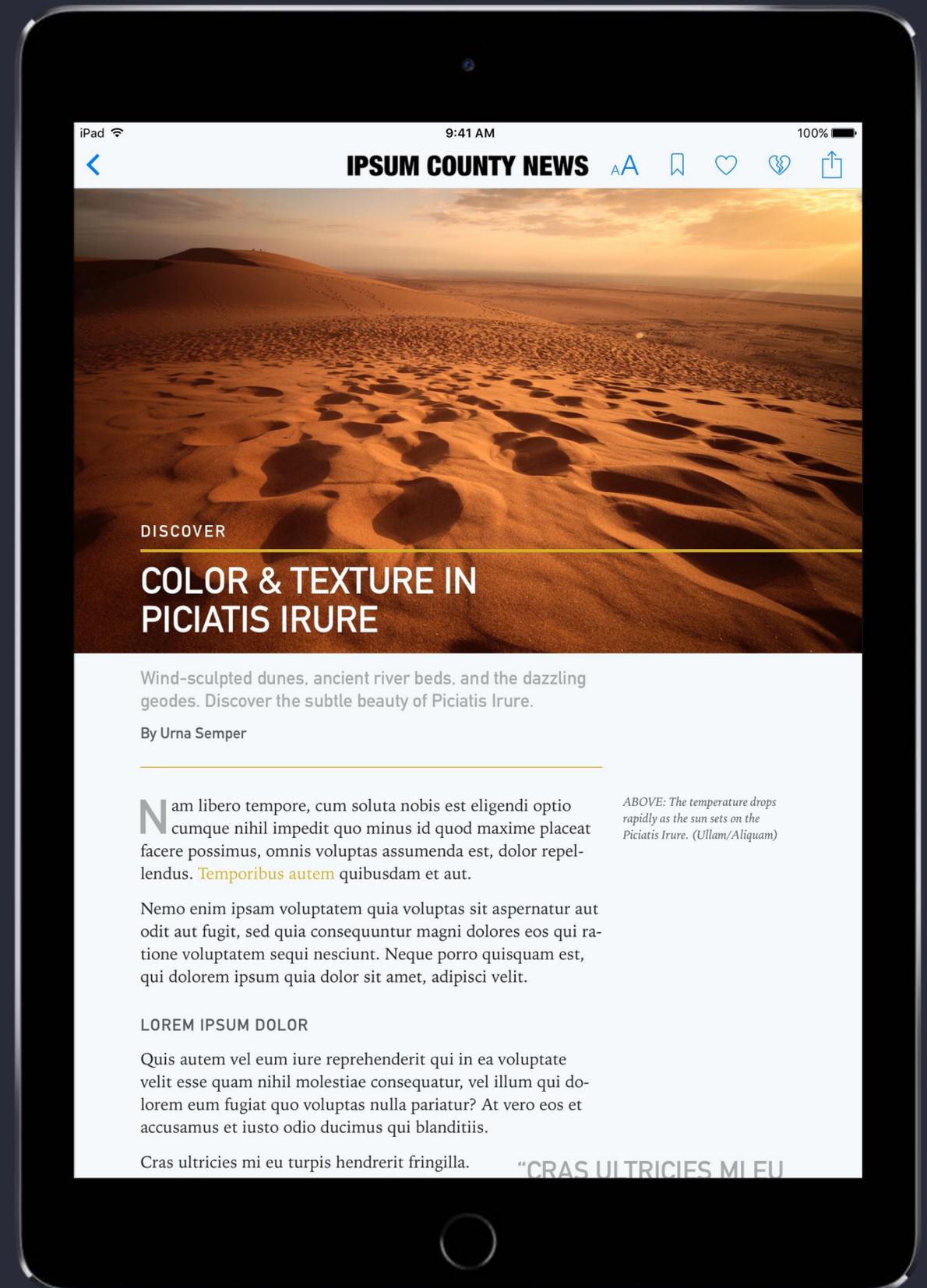
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www.apple.com) quibusdam et aut.\n\nNemo enim

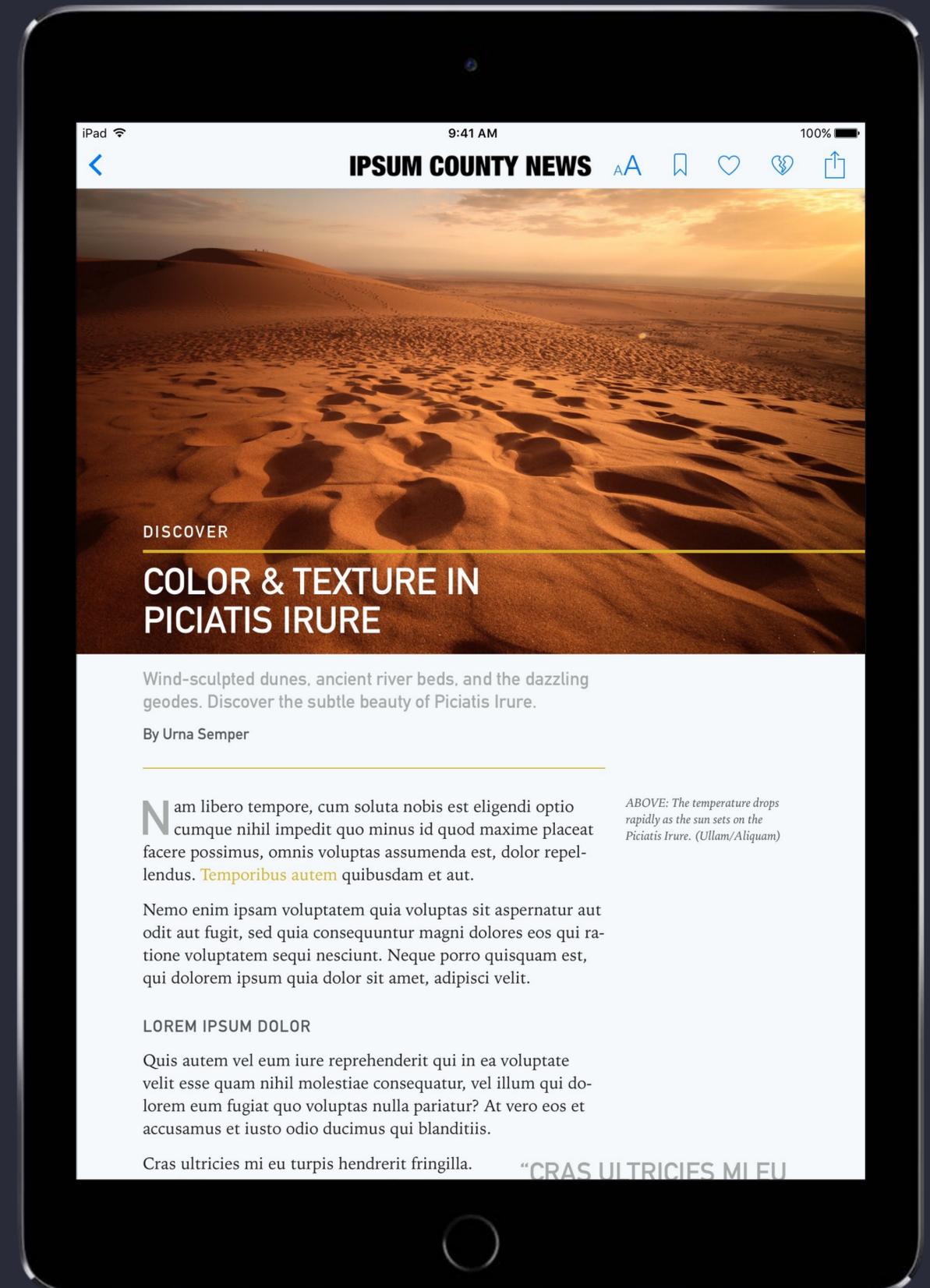
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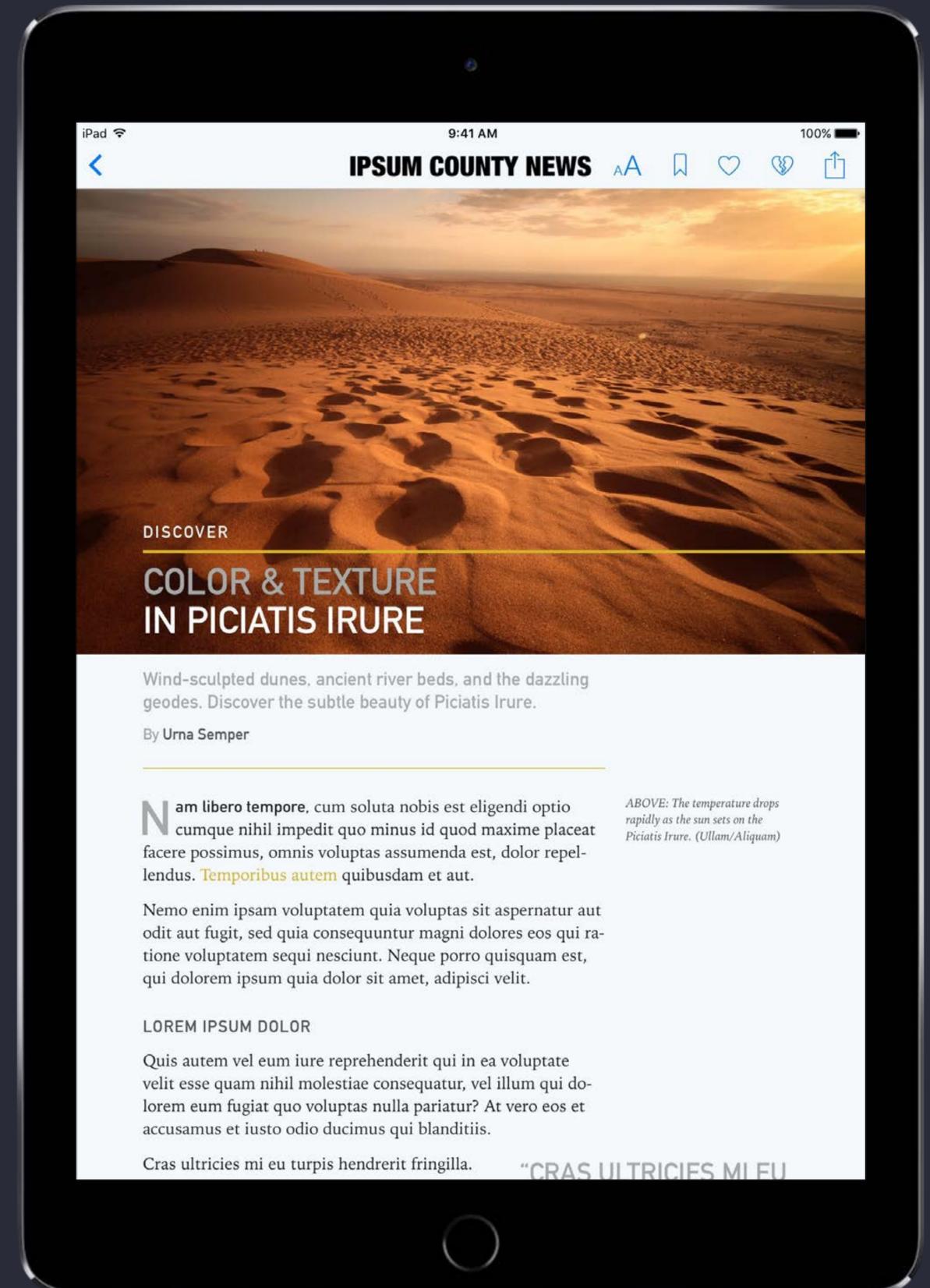
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repellendus. [Temporibus autem](http://

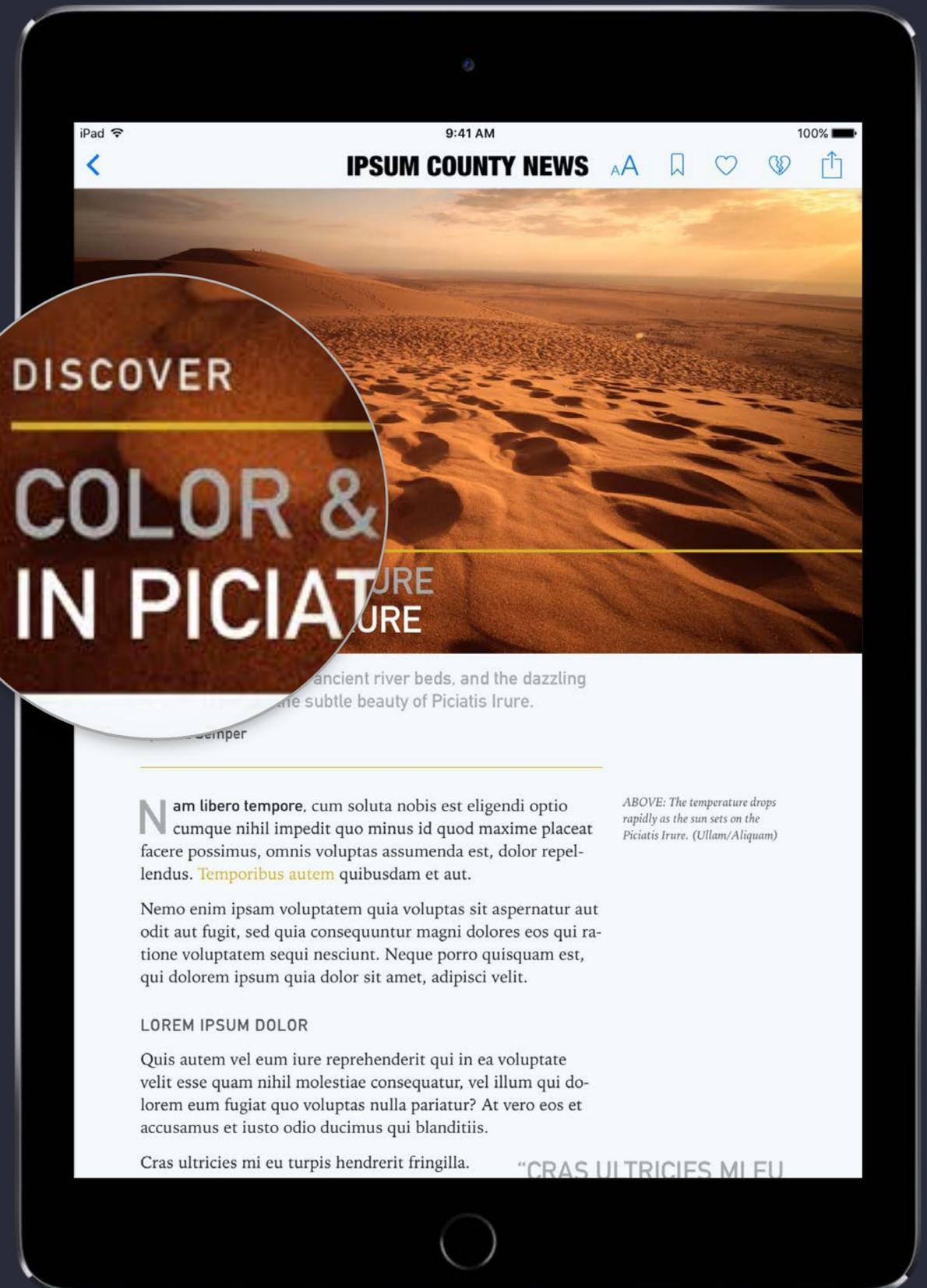
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repellendus. [Temporibus autem](http://

```





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By Urna Semper

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ABOVE: The temperature drops rapidly as the sun sets on the Piciatis Irure. (Ullam/Aliquam)

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, adipisci velit.

LOREM IPSUM DOLOR

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur? At vero eos et accusamus et iusto odio ducimus qui blanditiis.

Cras ultricies mi eu turpis hendrerit fringilla.

“CRAS ULTRICIES MI EU



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LOREM IPSUM DOLOR

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Cras ultricies mi eu turpis hendrerit fringilla. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; In ac dui quis mi consectetur.

“CRAS ULTRICIES MI EU
TURPIS HENDRERIT
FRINGILLA”

Temporibus autem et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque rerum hic tenetur.

Inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo esciunt enim ipsam voluptatem quia.

Ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis **doloribus asperiores** repellat. Sed ut perspiciatis unde omnis iste natus sit voluptatem accusantium doloremque, totam rem aperiam, eaque ipsa quae ab illo inventore.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni.

sint et molestiae non recusandae. Itaque rerum hic tenetur.

Inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo esciunt enim ipsam voluptatem quia.

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Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni.

LOREM IPSUM, DOLOR SIT AMET



These photographs are proof that, sometimes, inspiration lies in the most severe of places. (Ullam/Alquam)

DOLOR SIT AMET

Sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas.

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas est, omnis dolor repellendus.

DOLOR SIT AMET

Sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas.

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas est, omnis dolor repellendus.

QUI RATIONE



Unique combinations of sediment and geological forces came together to create these fascinating specimens. (Ullam/Alquam)

URNA SIC TYRANNIS

Consequatur aut doloribus asperiores repellat. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium

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LOREM IPSUM DOLOR

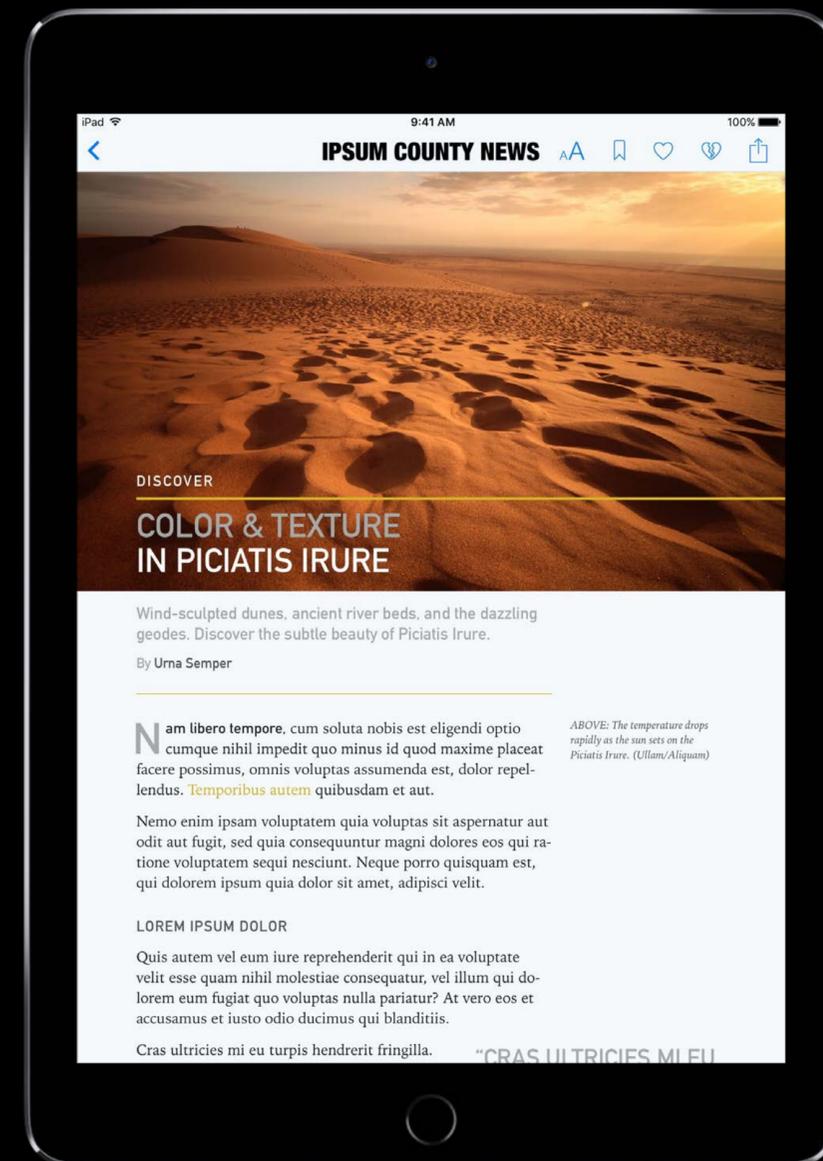
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Cras ultricies mi eu turpis hendrerit fringilla.

ABOVE: The temperature drops rapidly as the sun sets on the Piciatis Irure. (Ullam/Aliquam)

Apple News Format

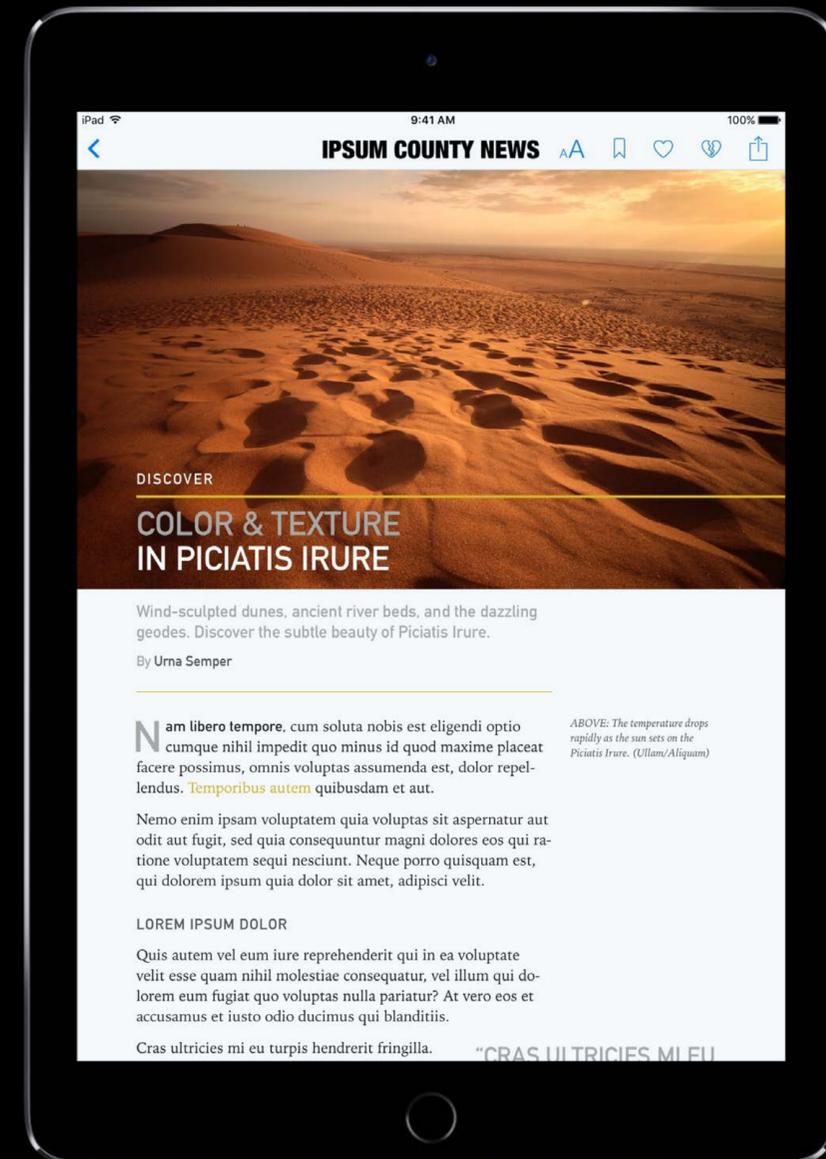
Many features, little code



Apple News Format

Many features, little code

Add textual and graphical content

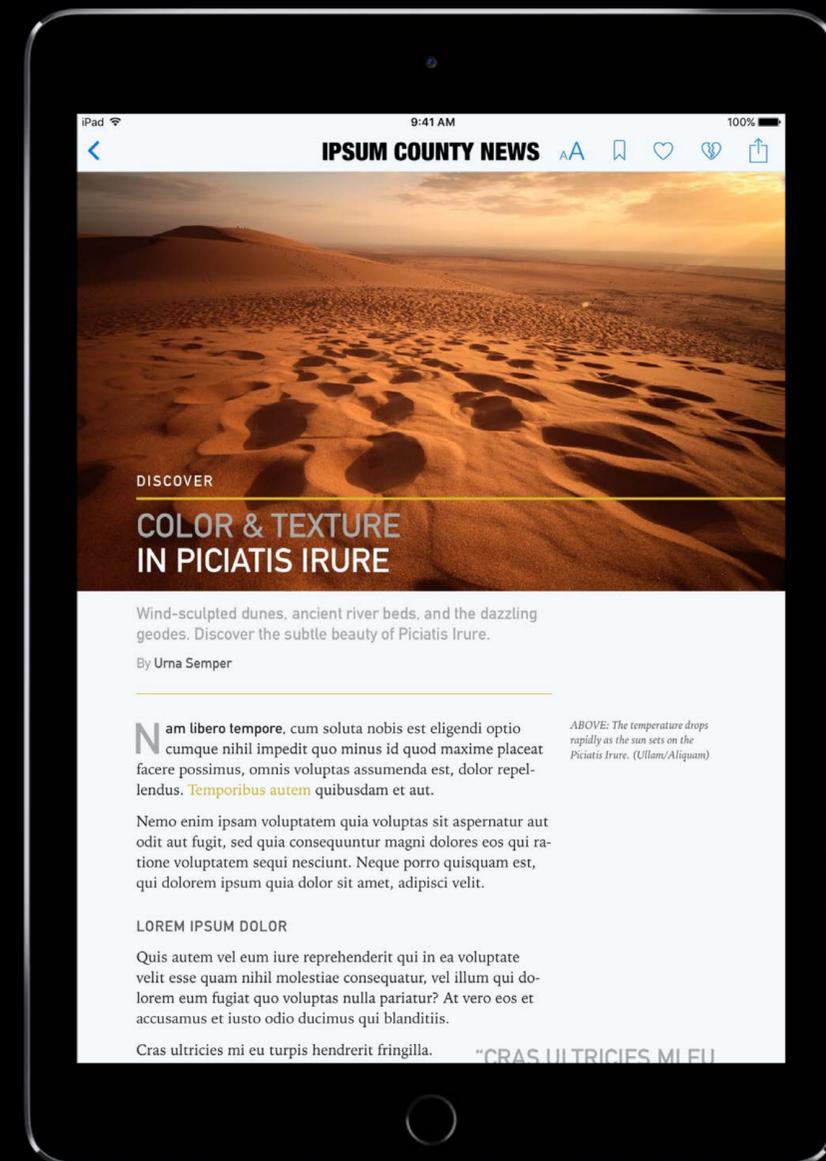


Apple News Format

Many features, little code

Add textual and graphical content

Great layouts across devices



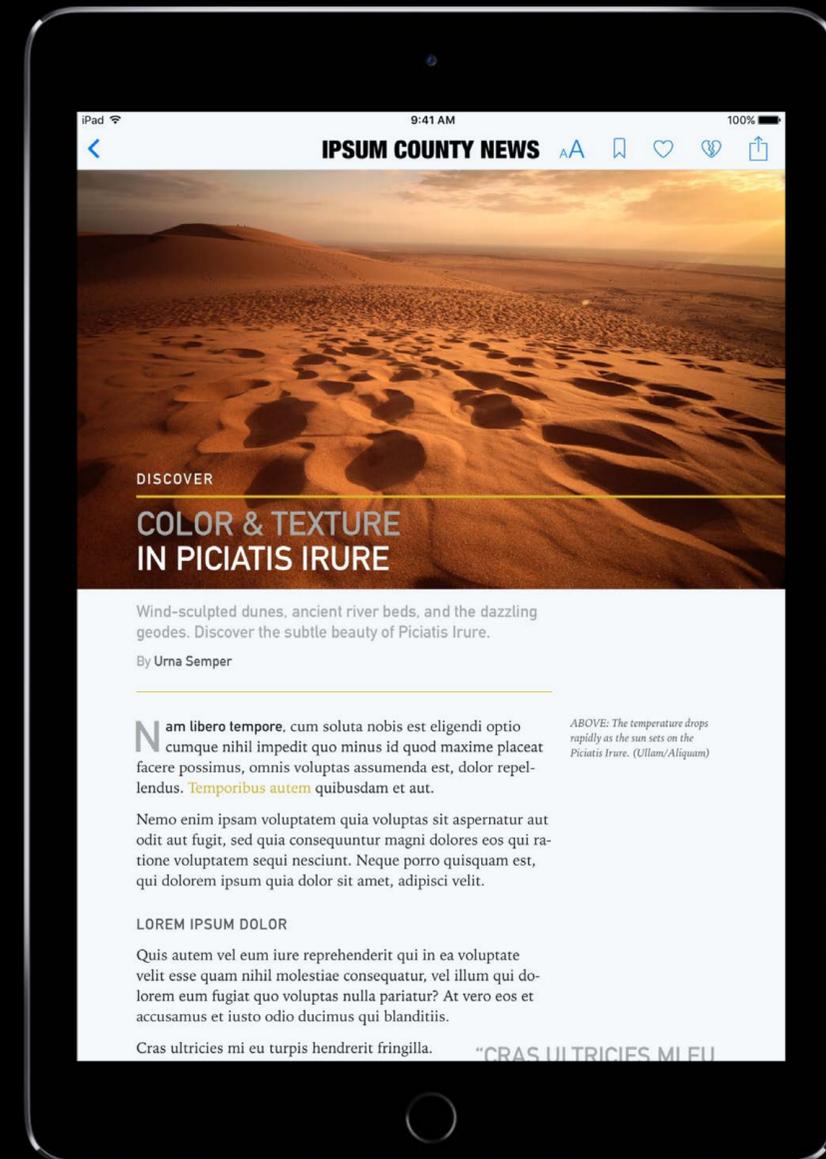
Apple News Format

Many features, little code

Add textual and graphical content

Great layouts across devices

Anchoring



Apple News Format

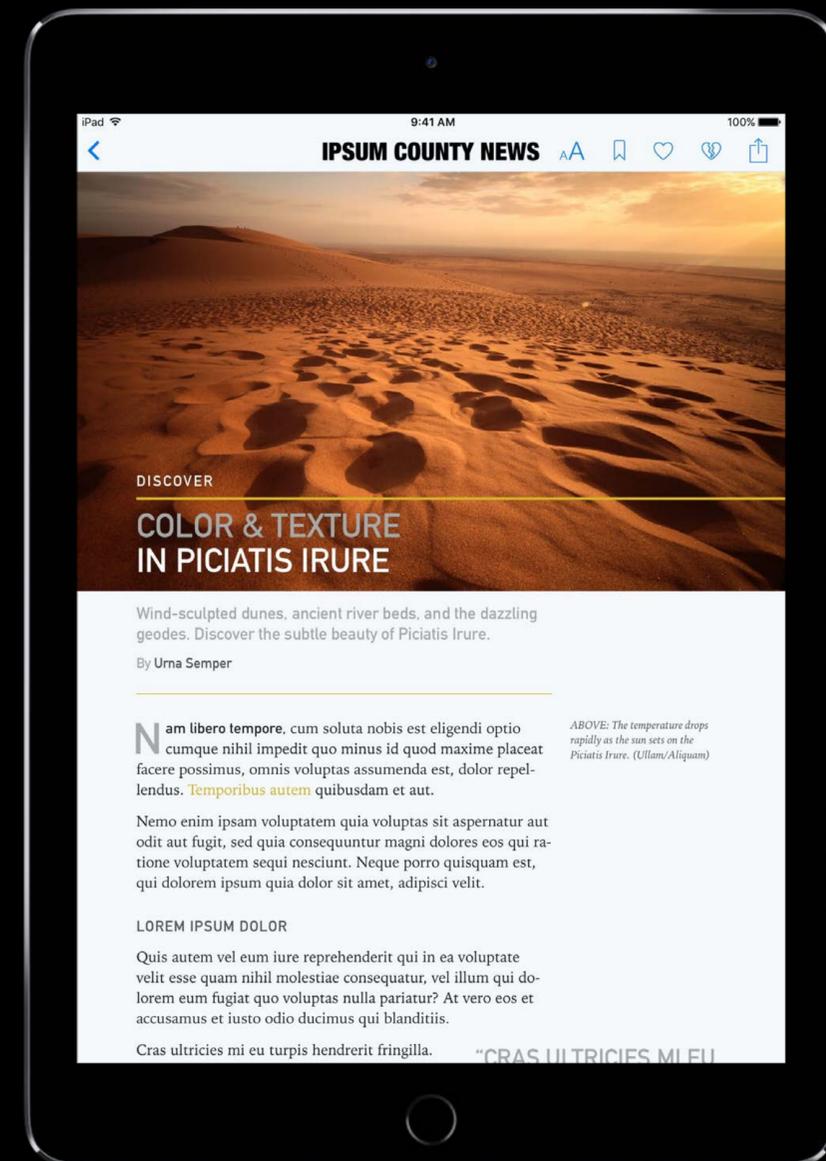
Many features, little code

Add textual and graphical content

Great layouts across devices

Anchoring

Animations



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Summary

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