

#WWDC18

# Apple Pencil Design Essentials

Session 809

Guillaume Ardaud, Designer

**Apple Pencil makes marks.**

**is familiar.**

**senses.**

**is expressive.**

**writes.**



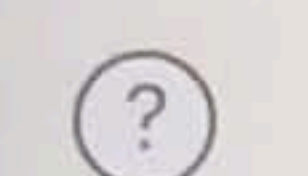

**is used differently by different people.**

**provides shortcuts.**





					7	5		
7			1				4	
5						2		
		1	3	9				8
3			7	8	6			4
8				4	1	7		
		8						9
	5				3			1
		4	6					



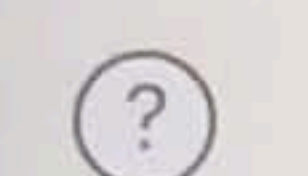

-  Home
-  2"34
-  5 hints
- 







					7	5		
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3			7	8	6			4
8				4	1	7		
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		4	6					

- 
-  2"34
-  5 hints
- 





**Pencil**

**Pencil** makes marks.

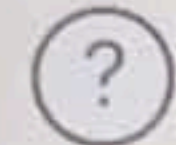




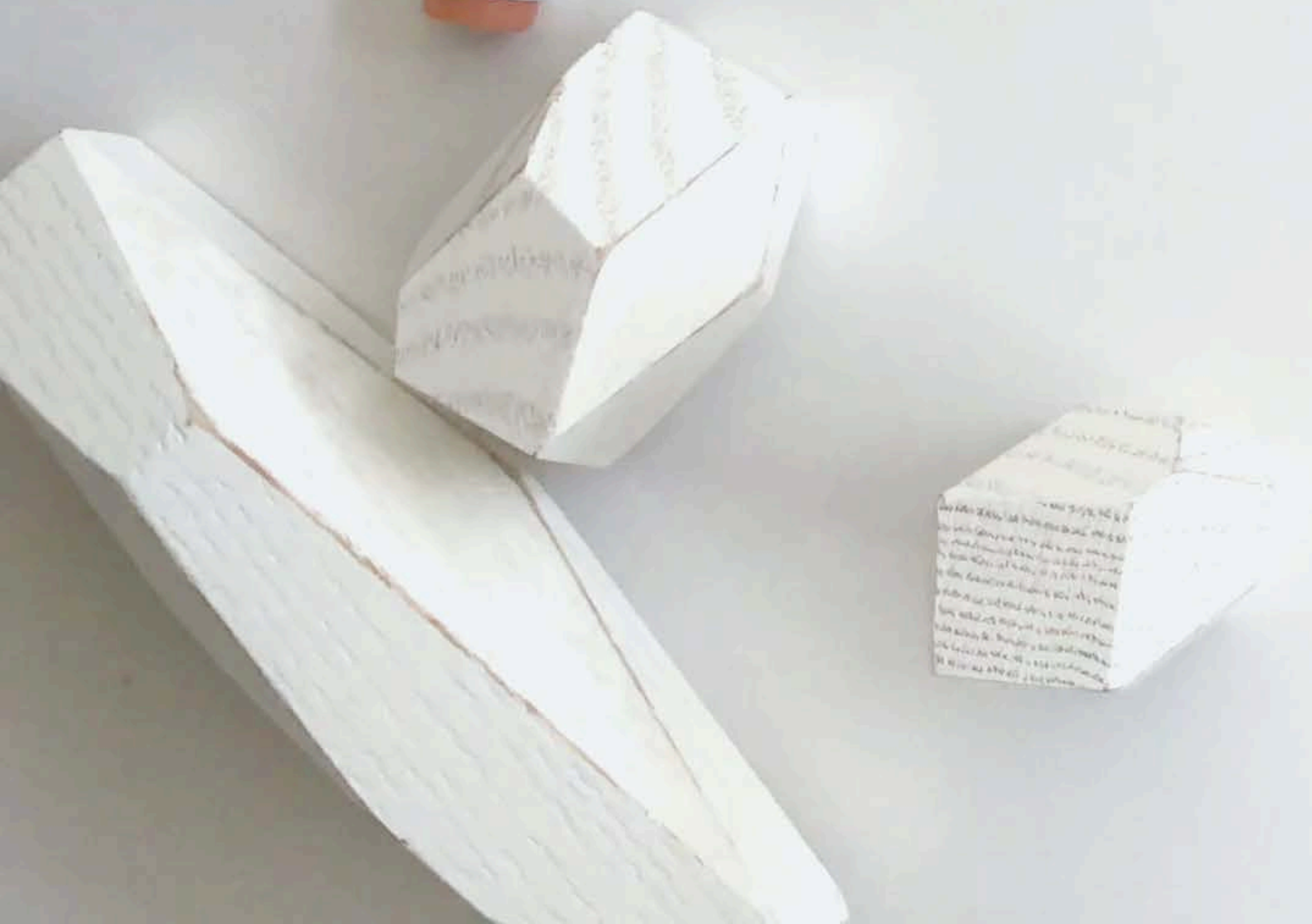
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4"38



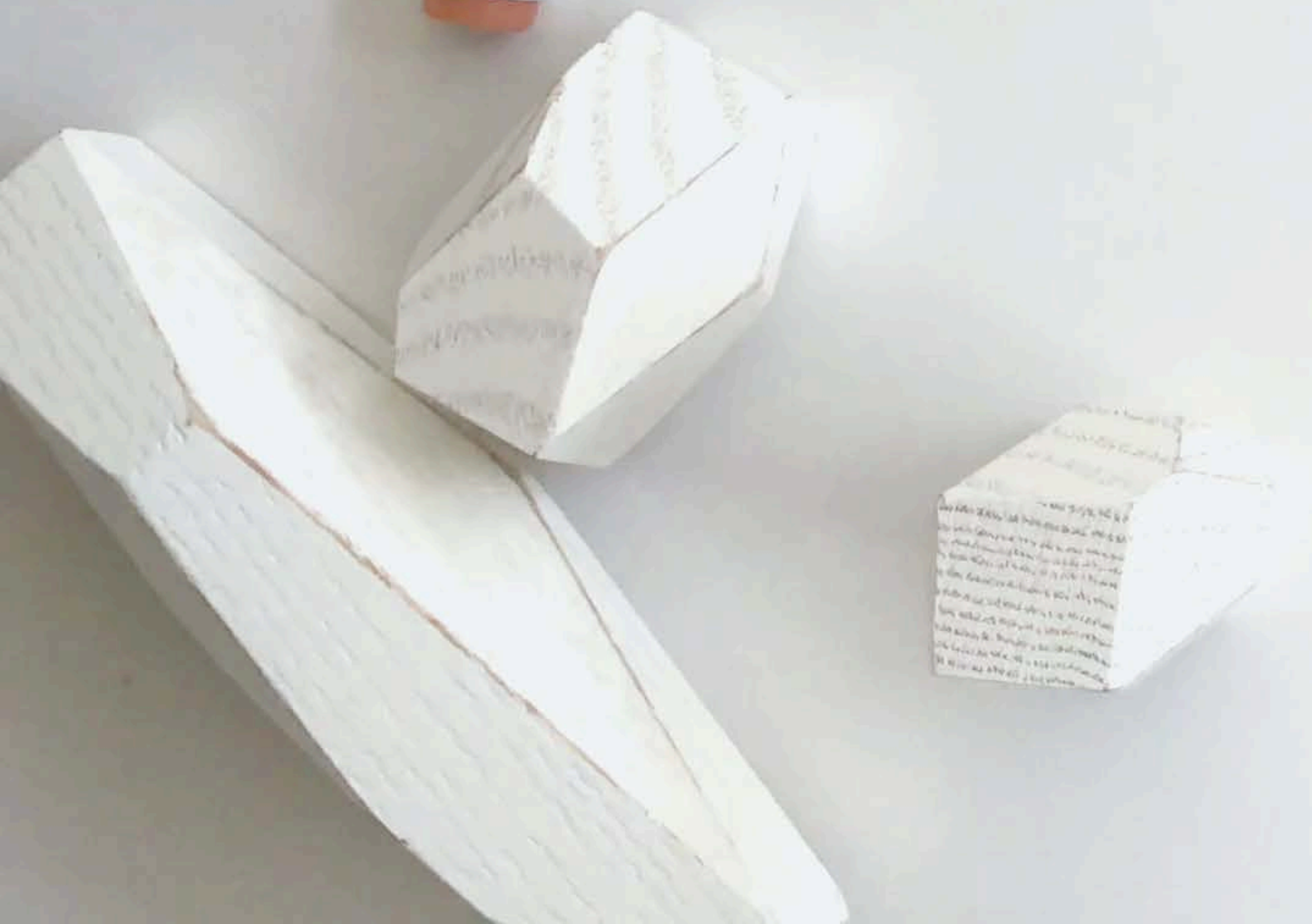
4 hints







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		8						9
9	5				3			1
		4	6					



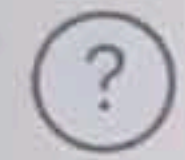




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9	5				3			1
		4	6					



6"51



4 hints



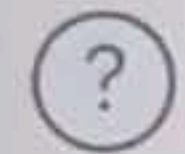




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		8						9
9	5				3			1
		4	6					



6"51



4 hints





**Pencil makes marks.**



**makes marks.**

**Pencil is familiar.**





					7	5		
7			1				4	
5						2		
		1	3	9				8
3			7	8	6			4
8				4	1	7		
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9	5				3			1
		4	6					

- Home icon
- Timer icon: 3''04
- Question mark icon: 4 hints
- Settings icon



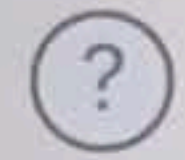




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		8						9
9	5				3			1
		4	6					



3''04



4 hints





**makes marks.**

**Pencil is familiar.**



**makes marks.**

**is familiar.**

**Pencil senses.**

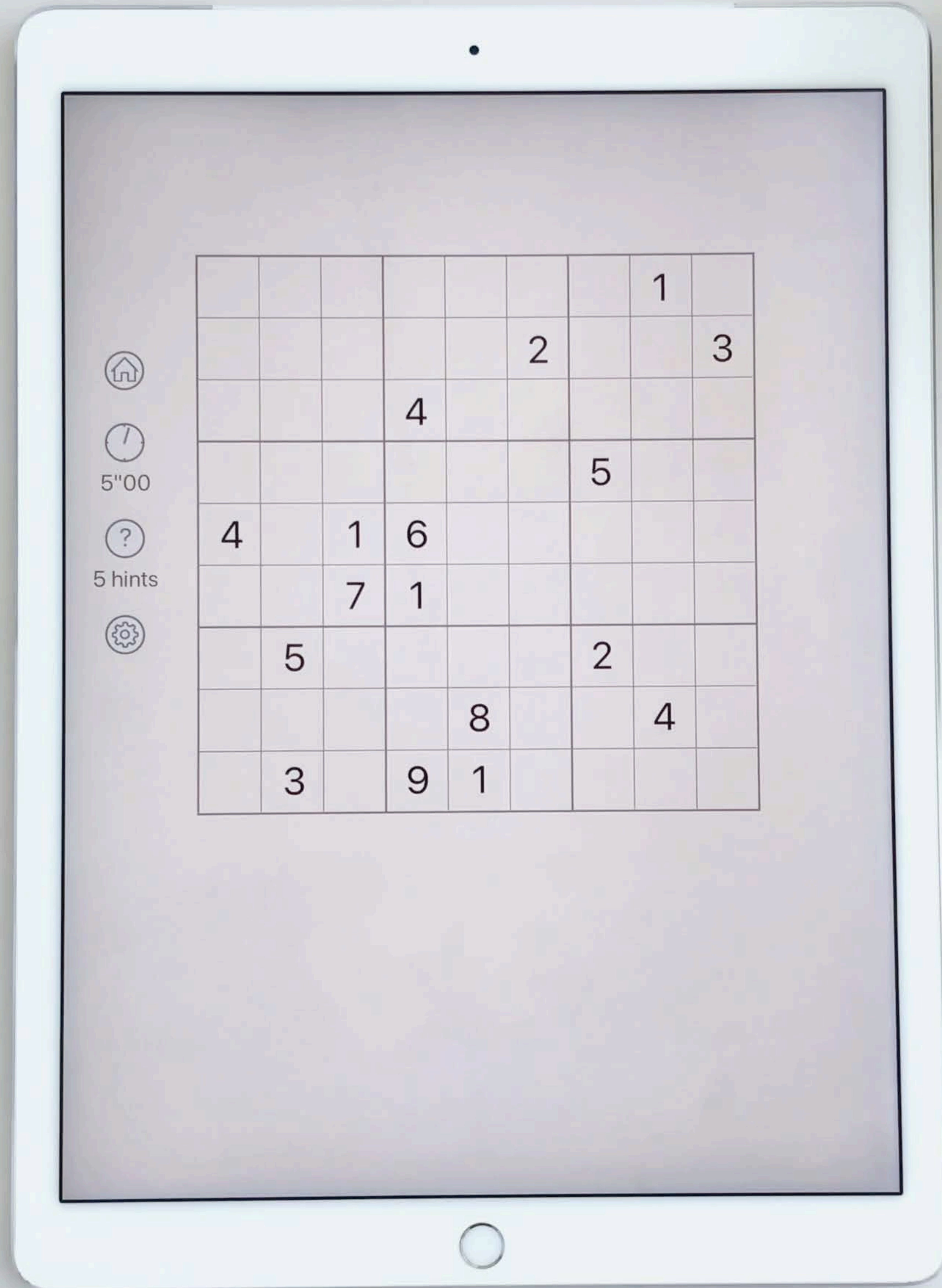




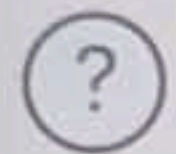








5'00

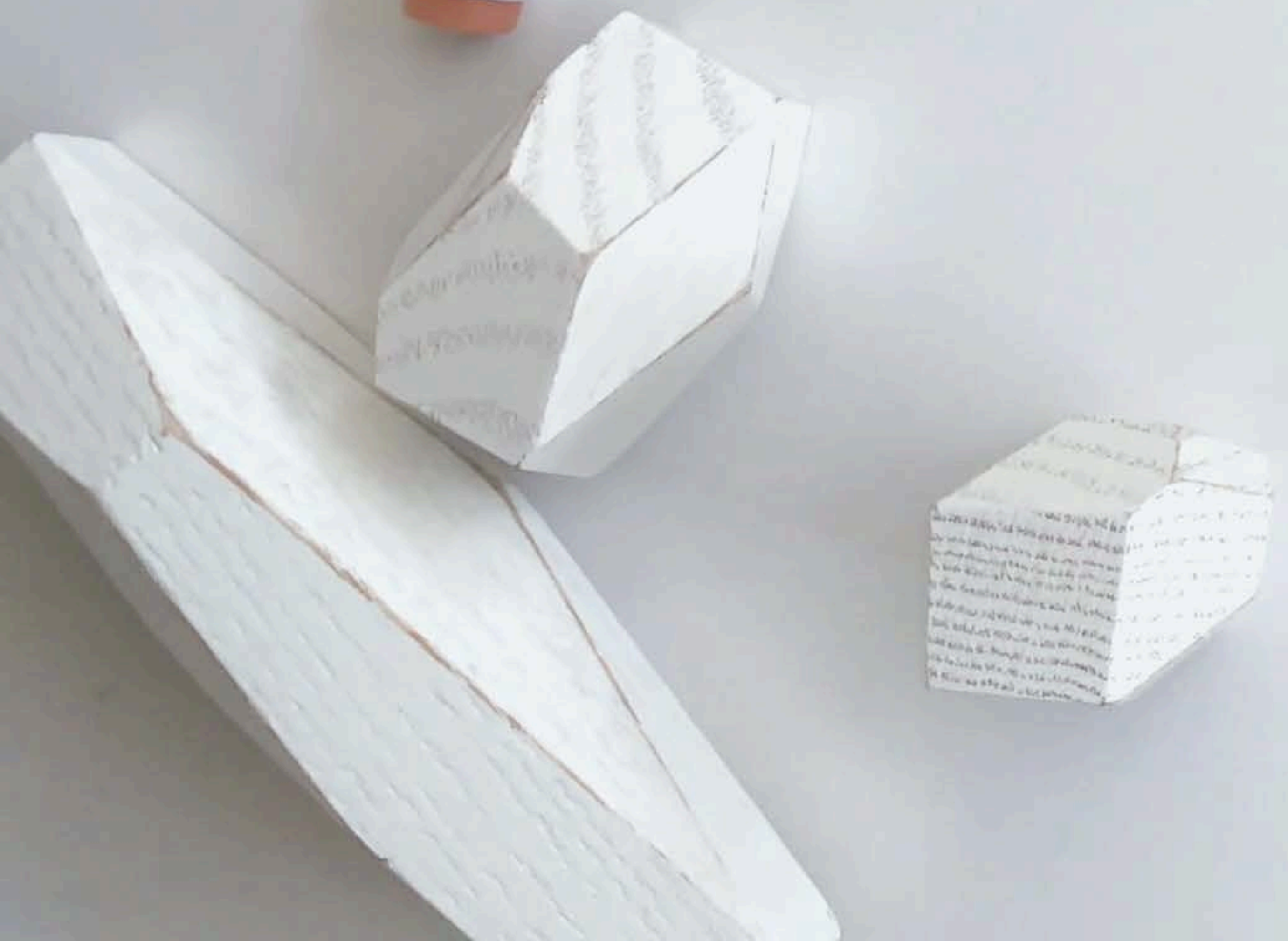
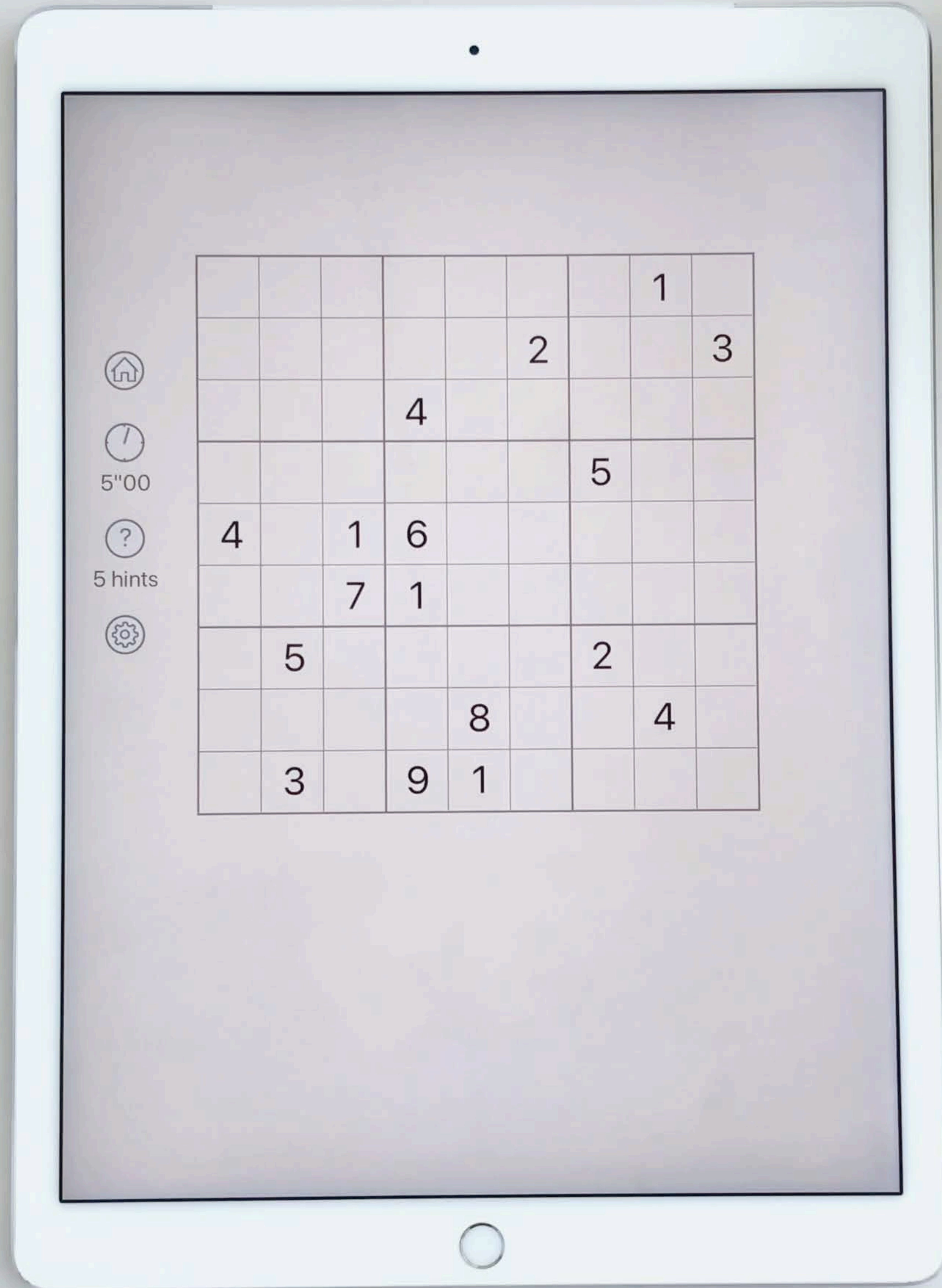


5 hints



								1	
					2				3
			4						
						5			
4		1	6						
		7	1						
	5					2			
				8			4		
3		9	1						





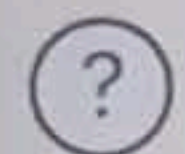




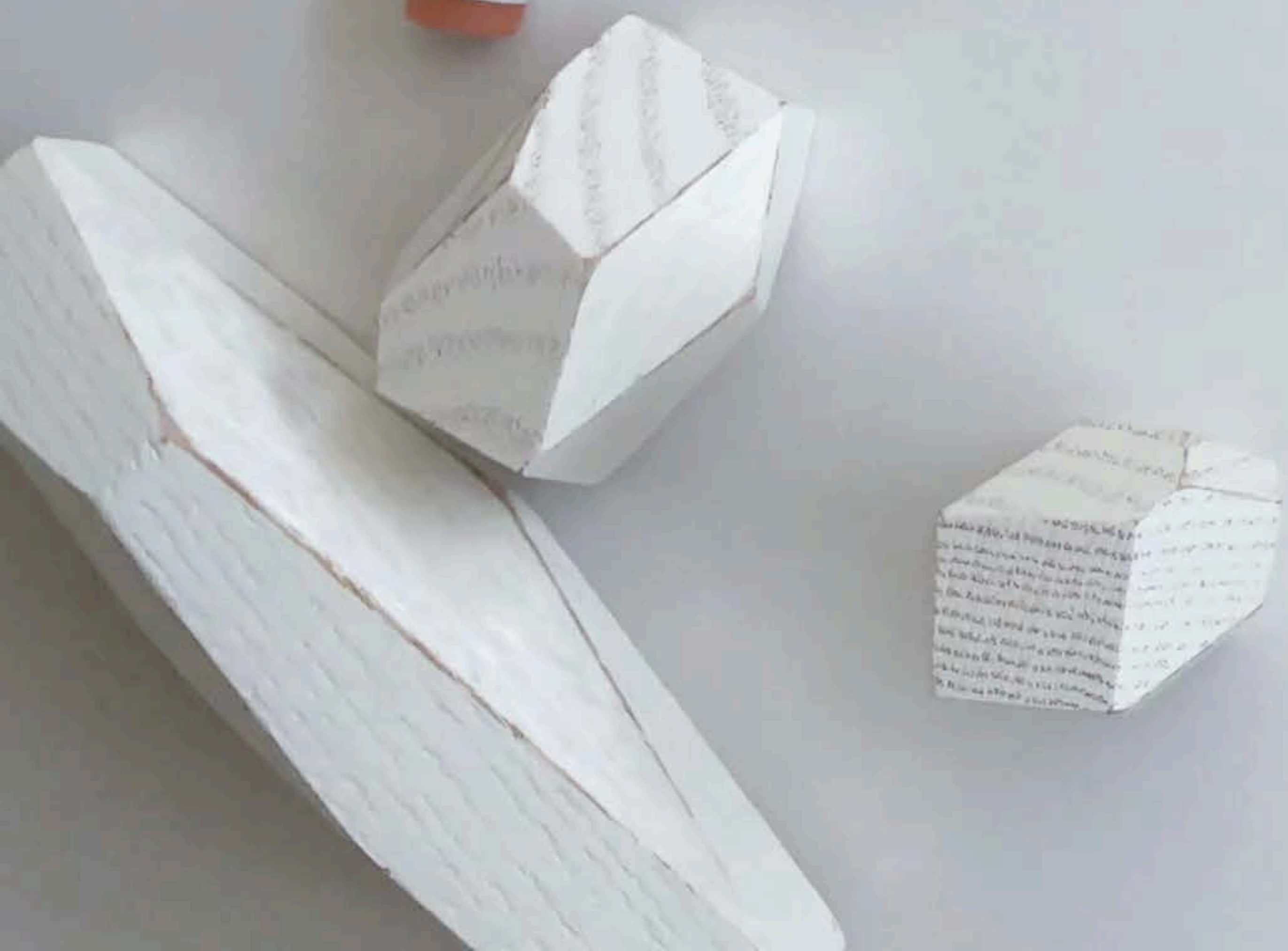
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		4	6					



3"56



5 hints



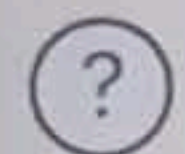




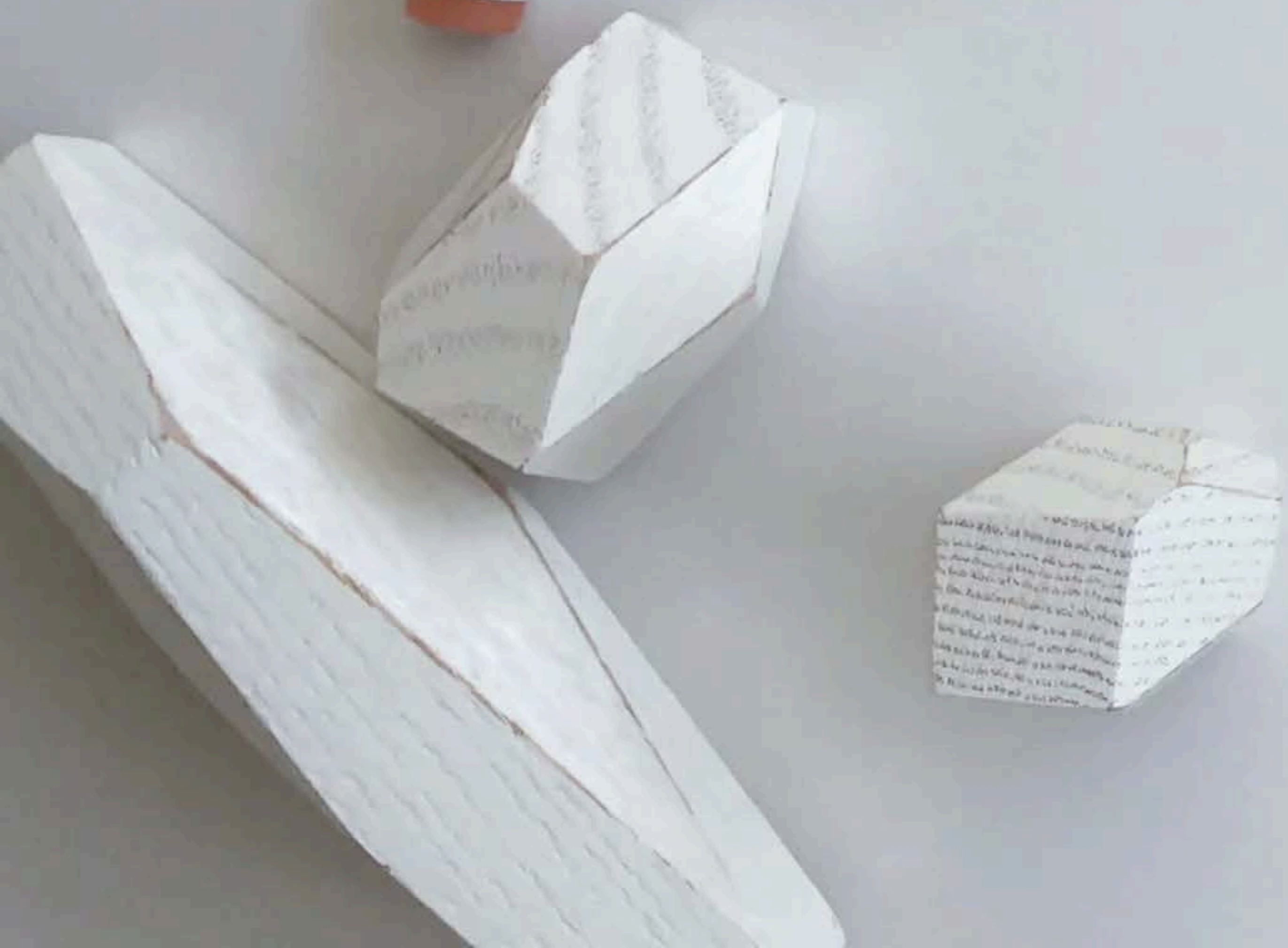
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		8						9
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		4	6					



3"56



5 hints







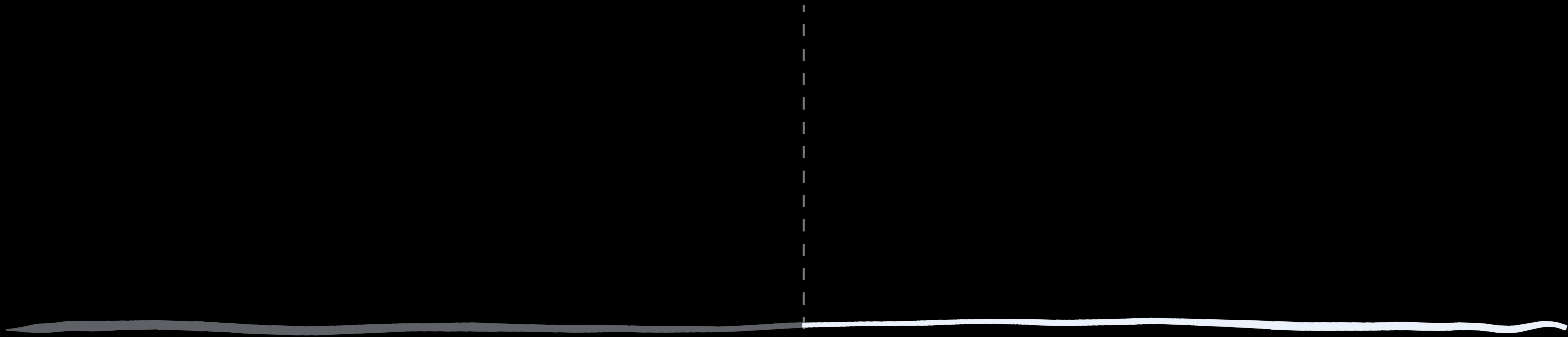
pressure exerted





pressure exerted





soft

hard

pressure exerted

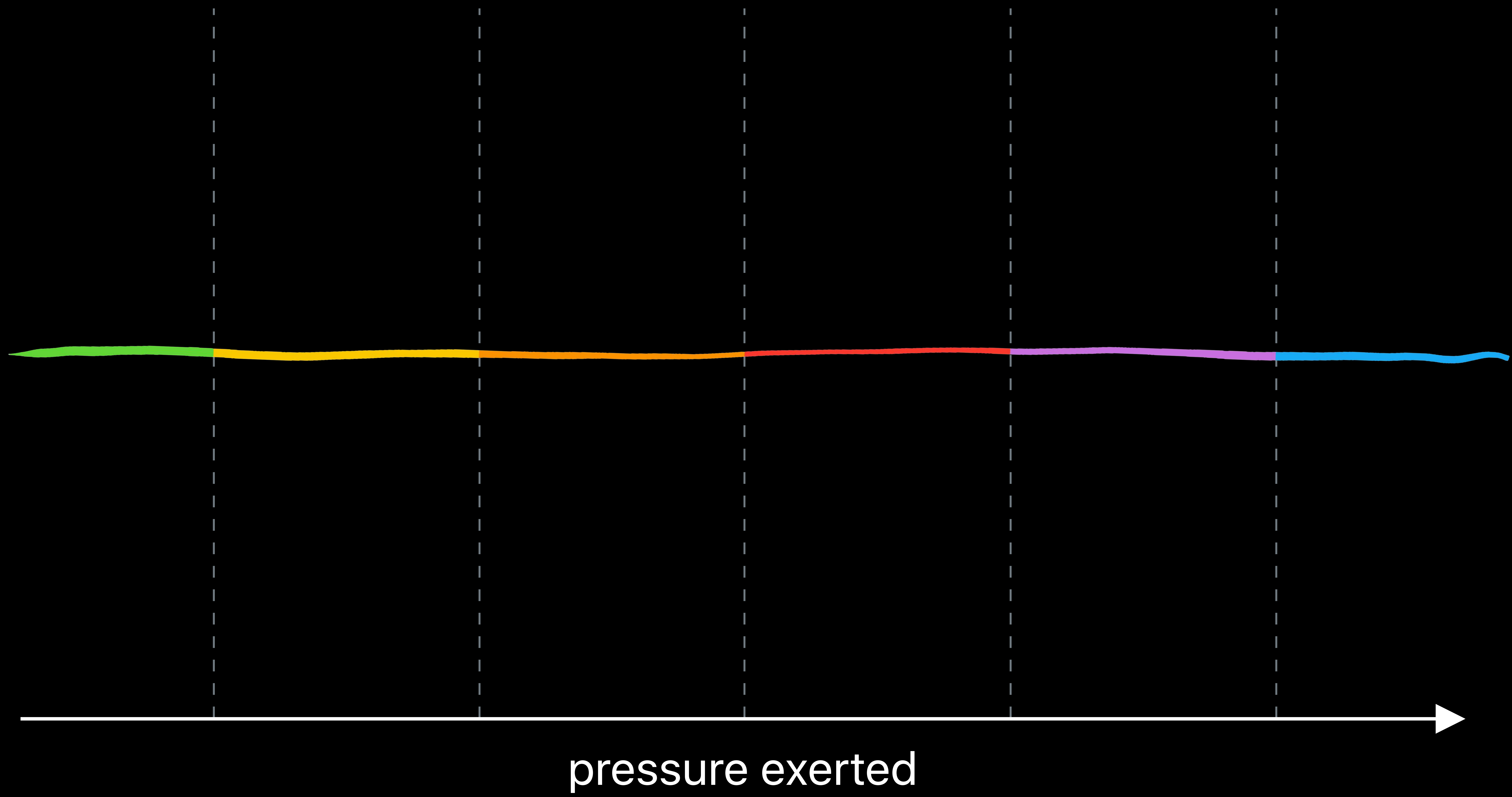






pressure exerted







**makes marks.**

**is familiar.**

**Pencil senses.**



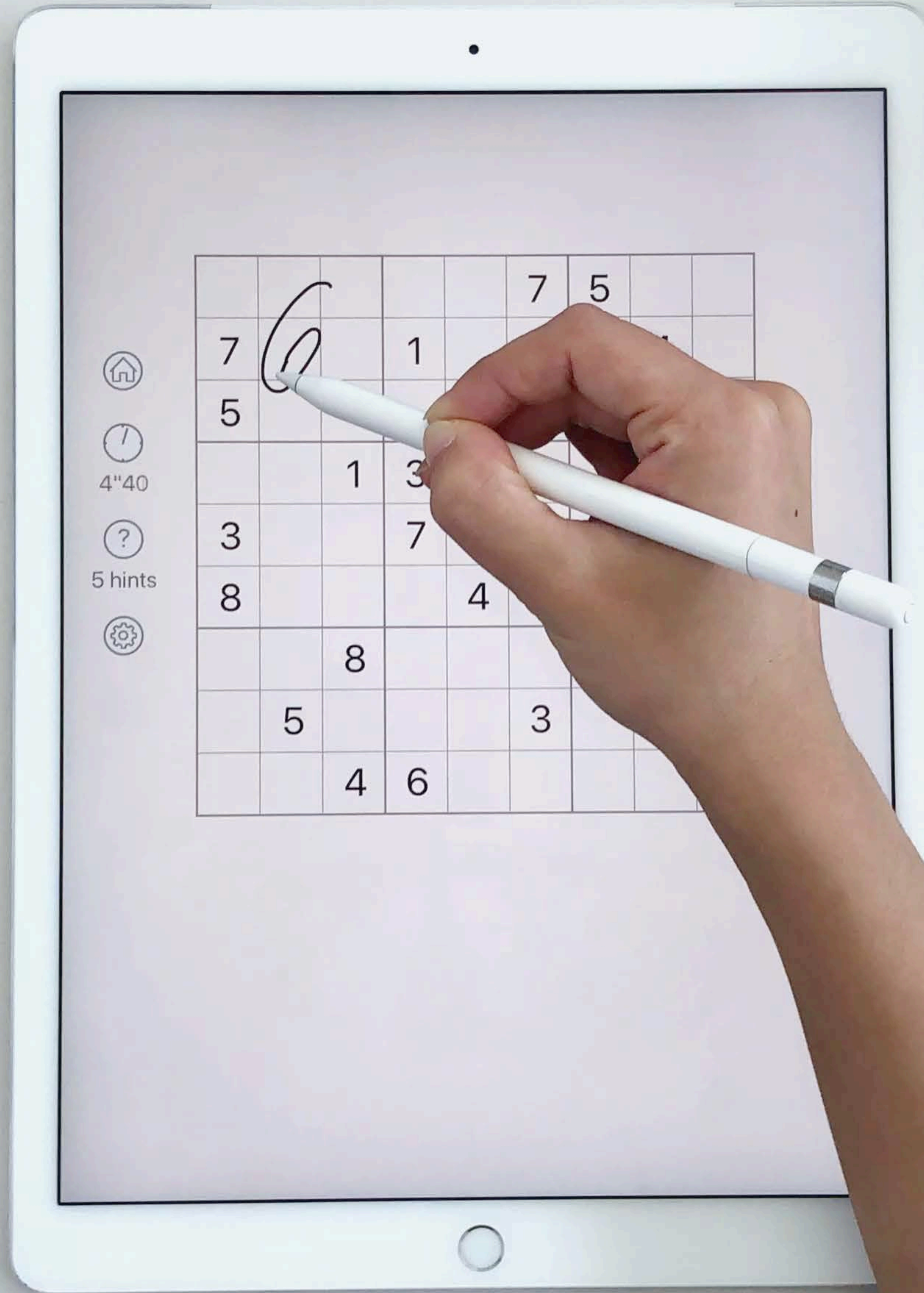
**makes marks.**

**is familiar.**

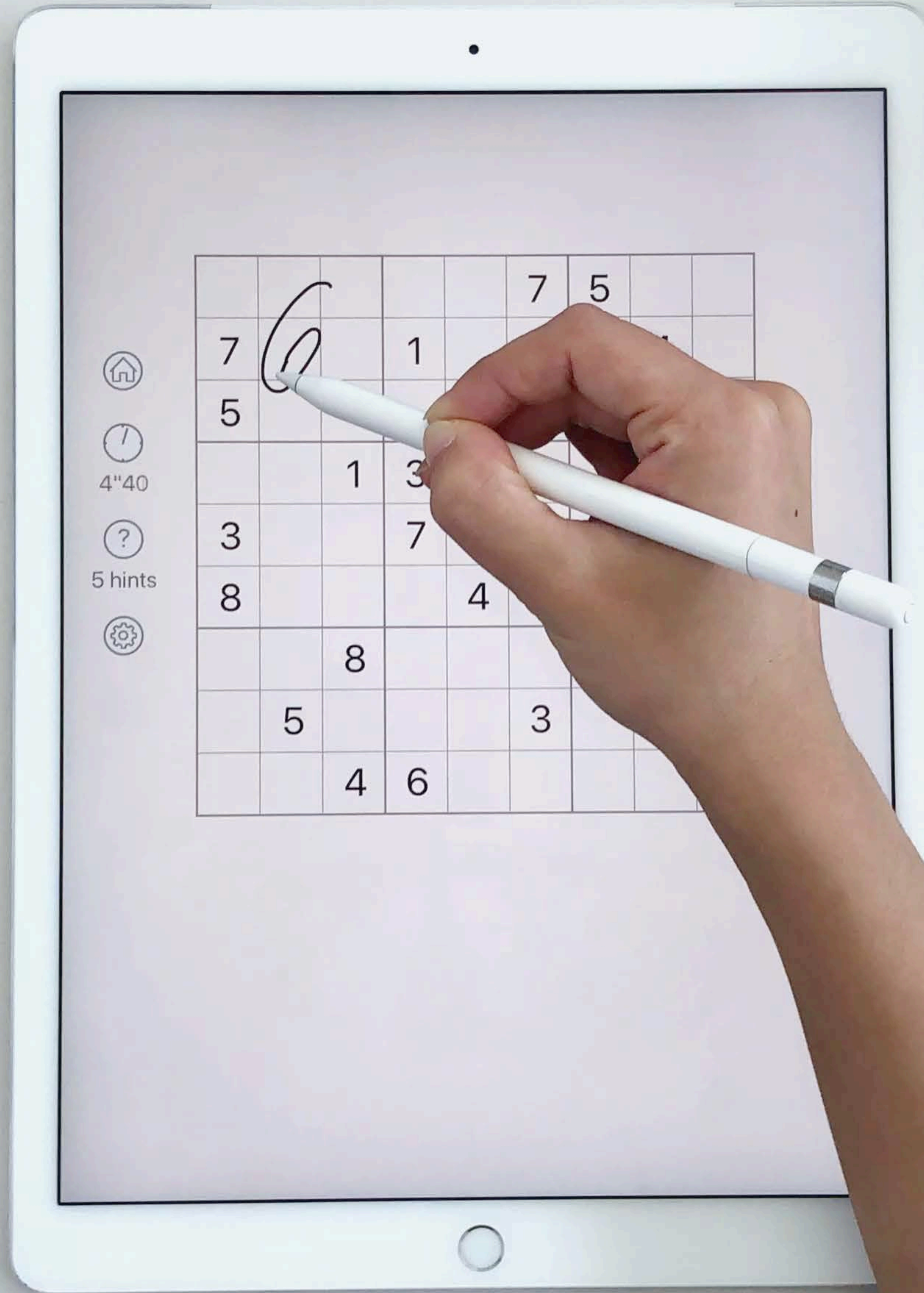
**senses.**

**Pencil is expressive.**

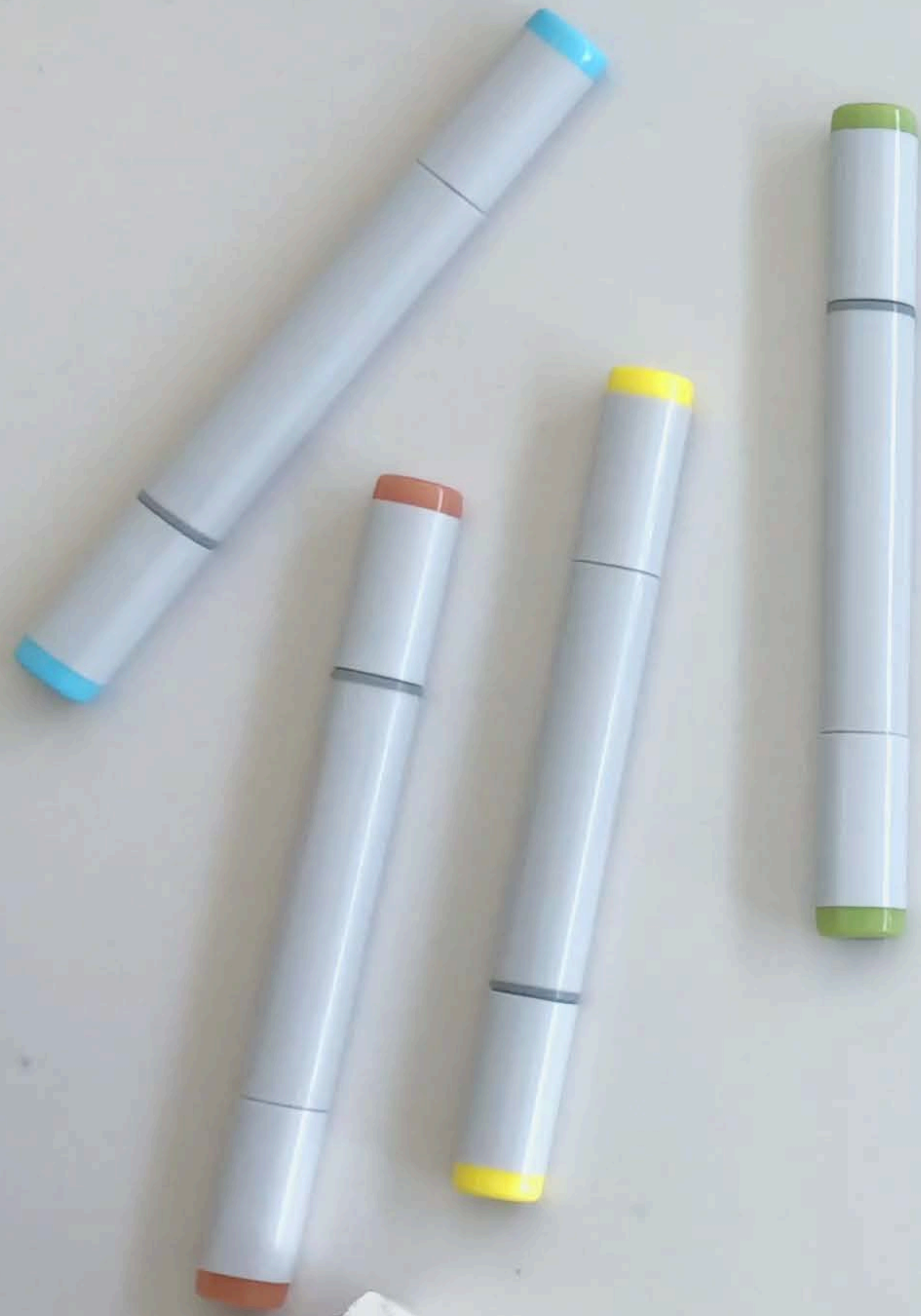








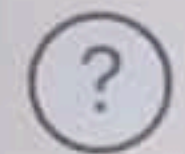




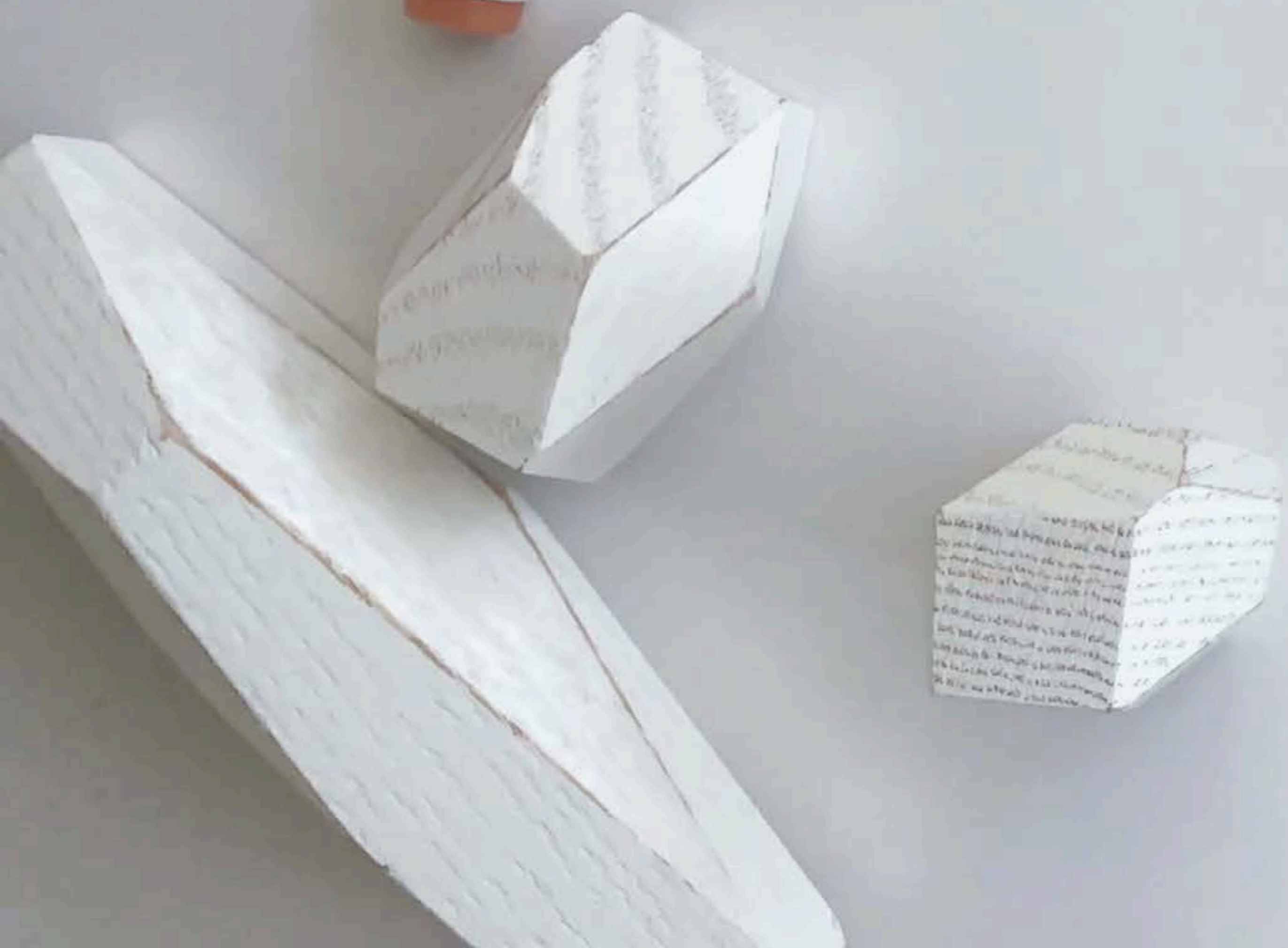
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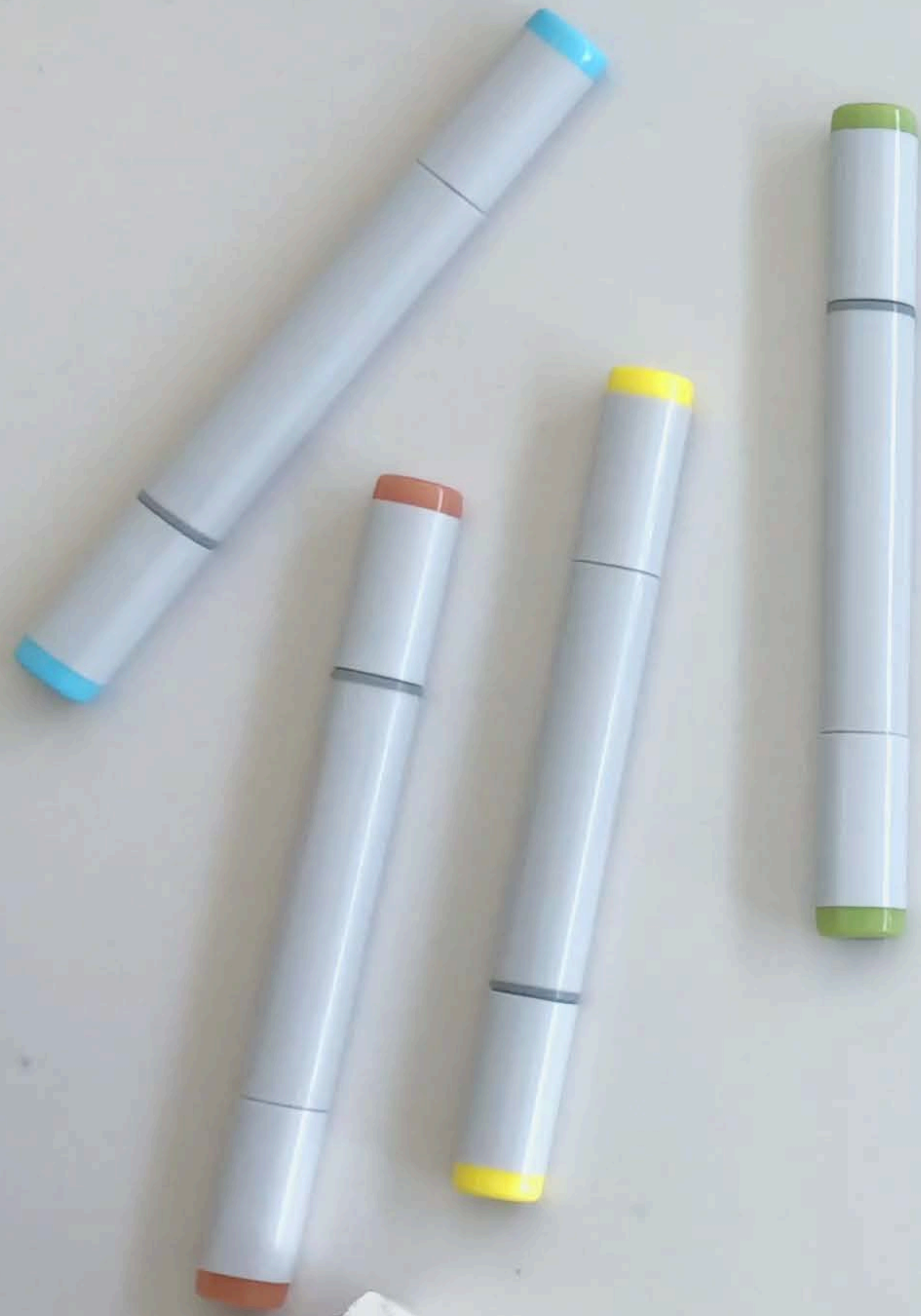
5'51



5 hints



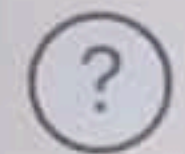




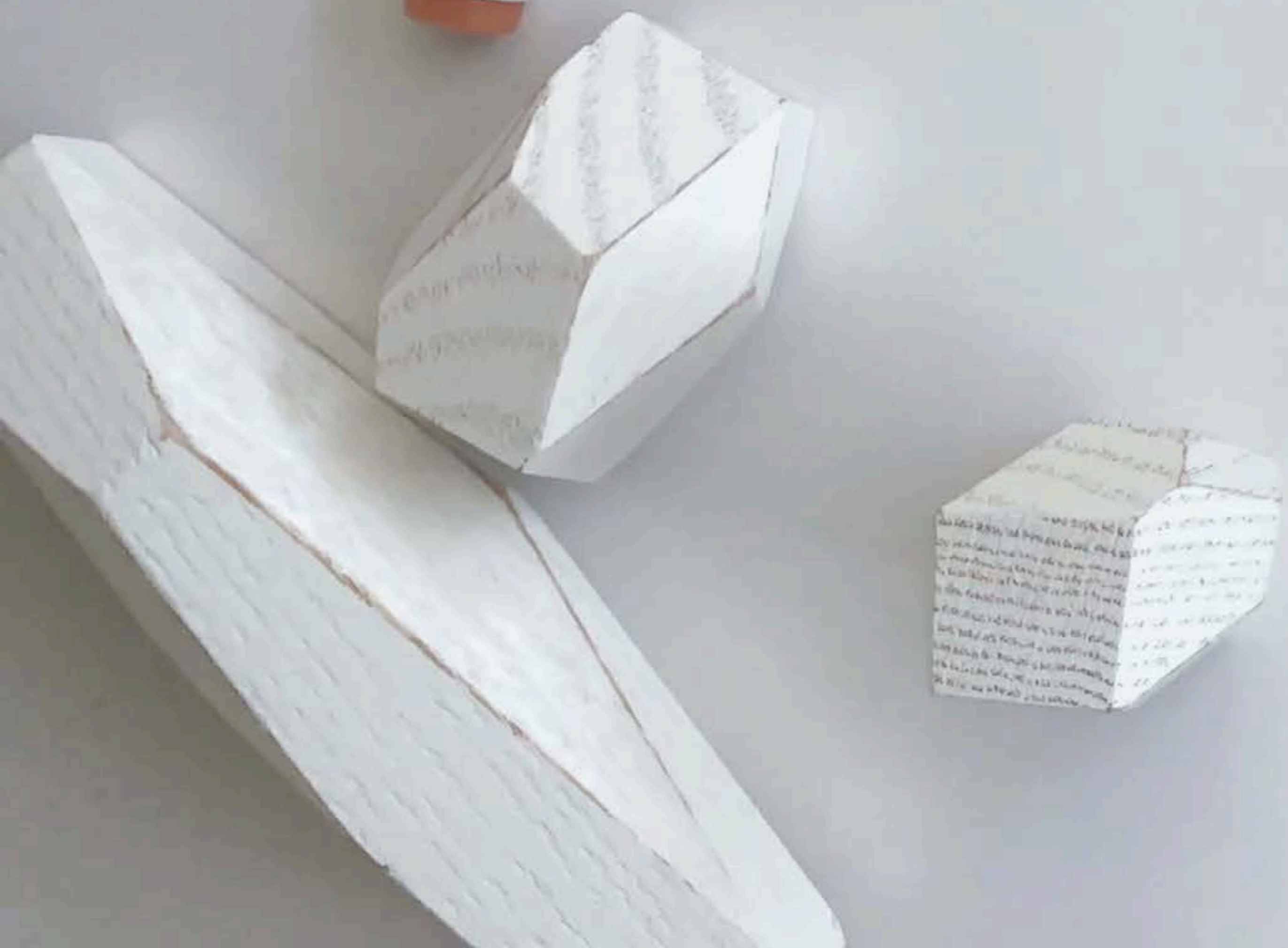
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	5				3			1
		4	6					



5'51



5 hints



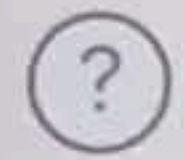




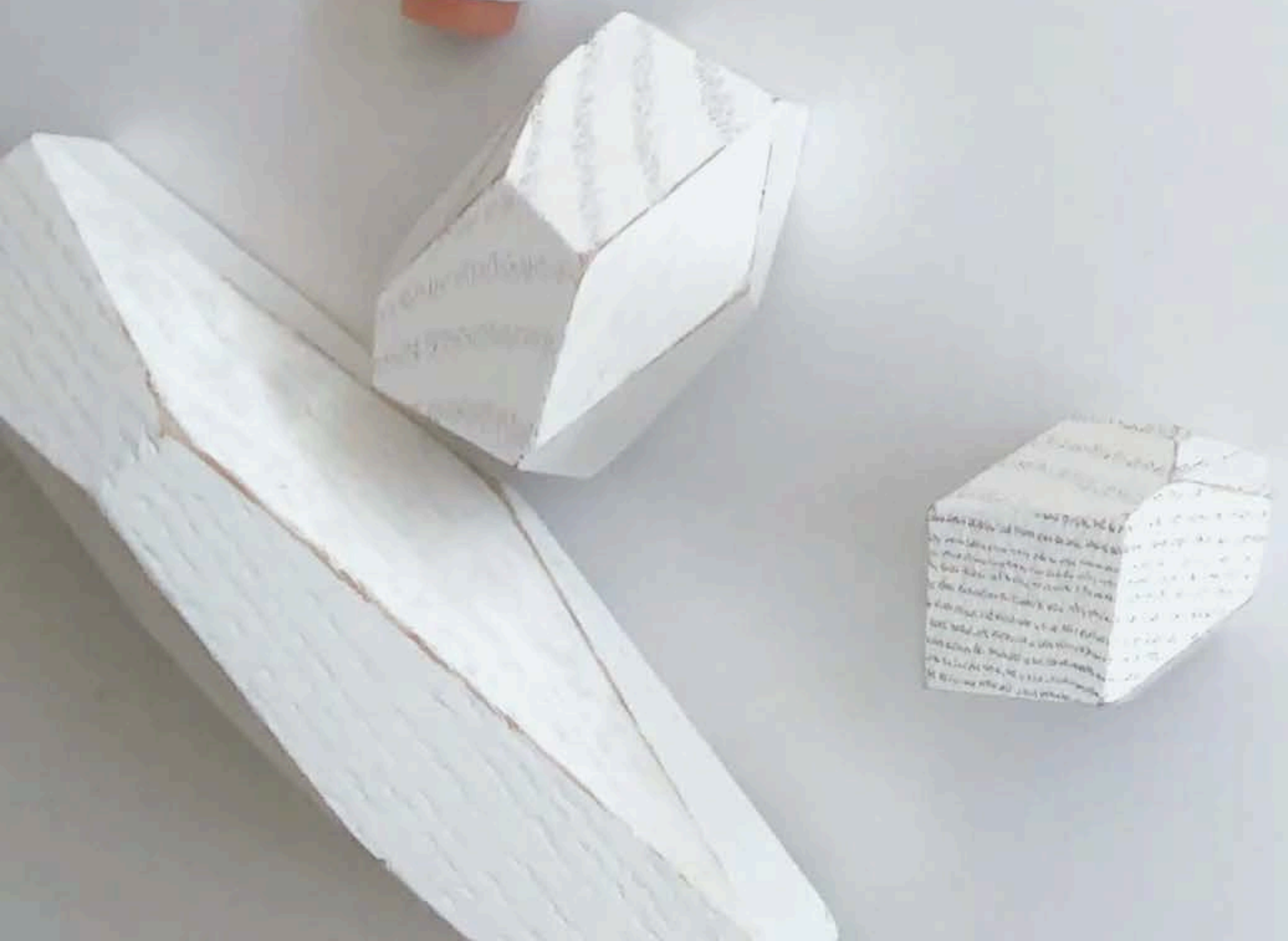
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		4	6					



2"36



5 hints



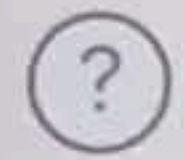




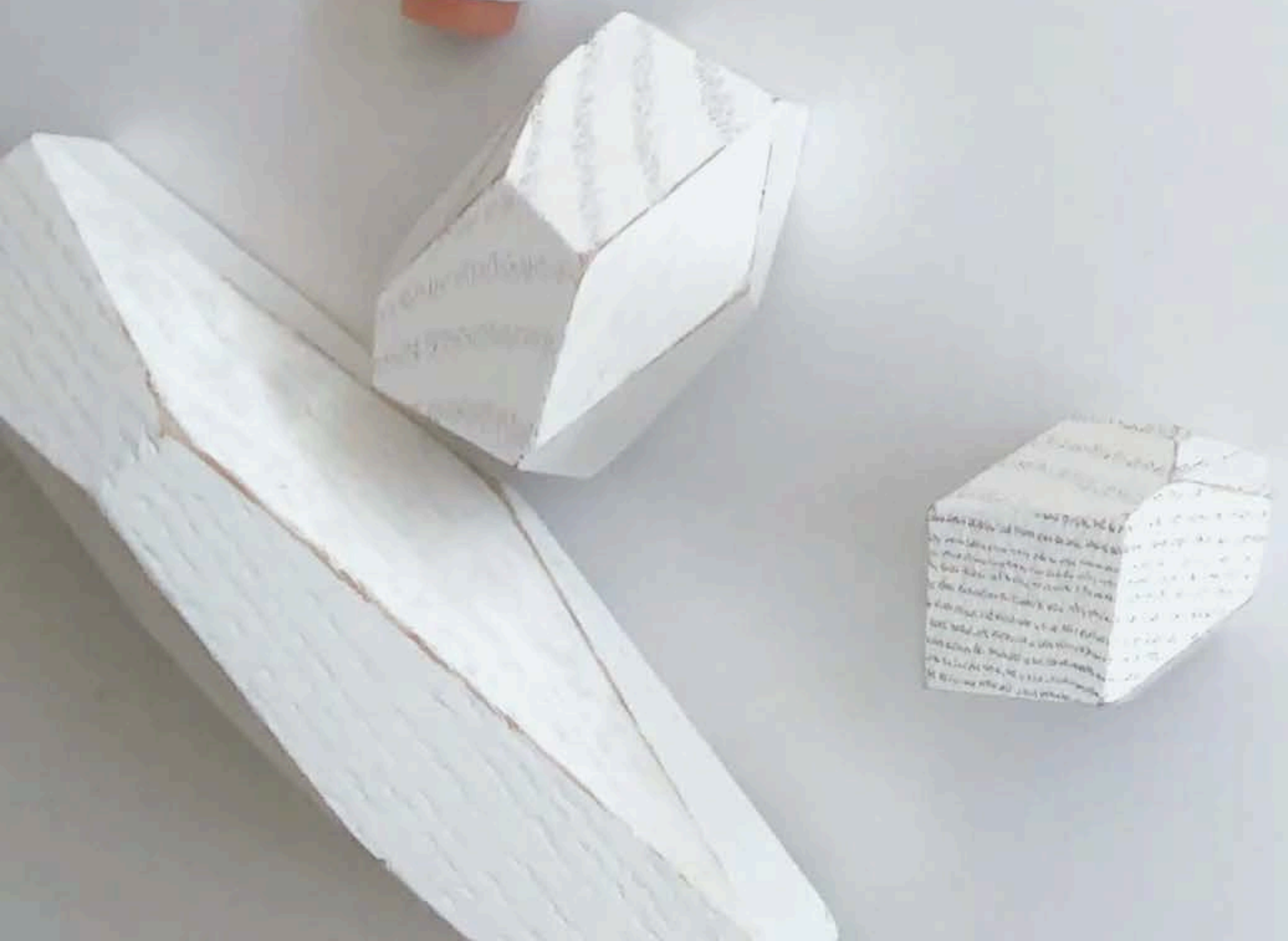
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		4	6					



2"36



5 hints

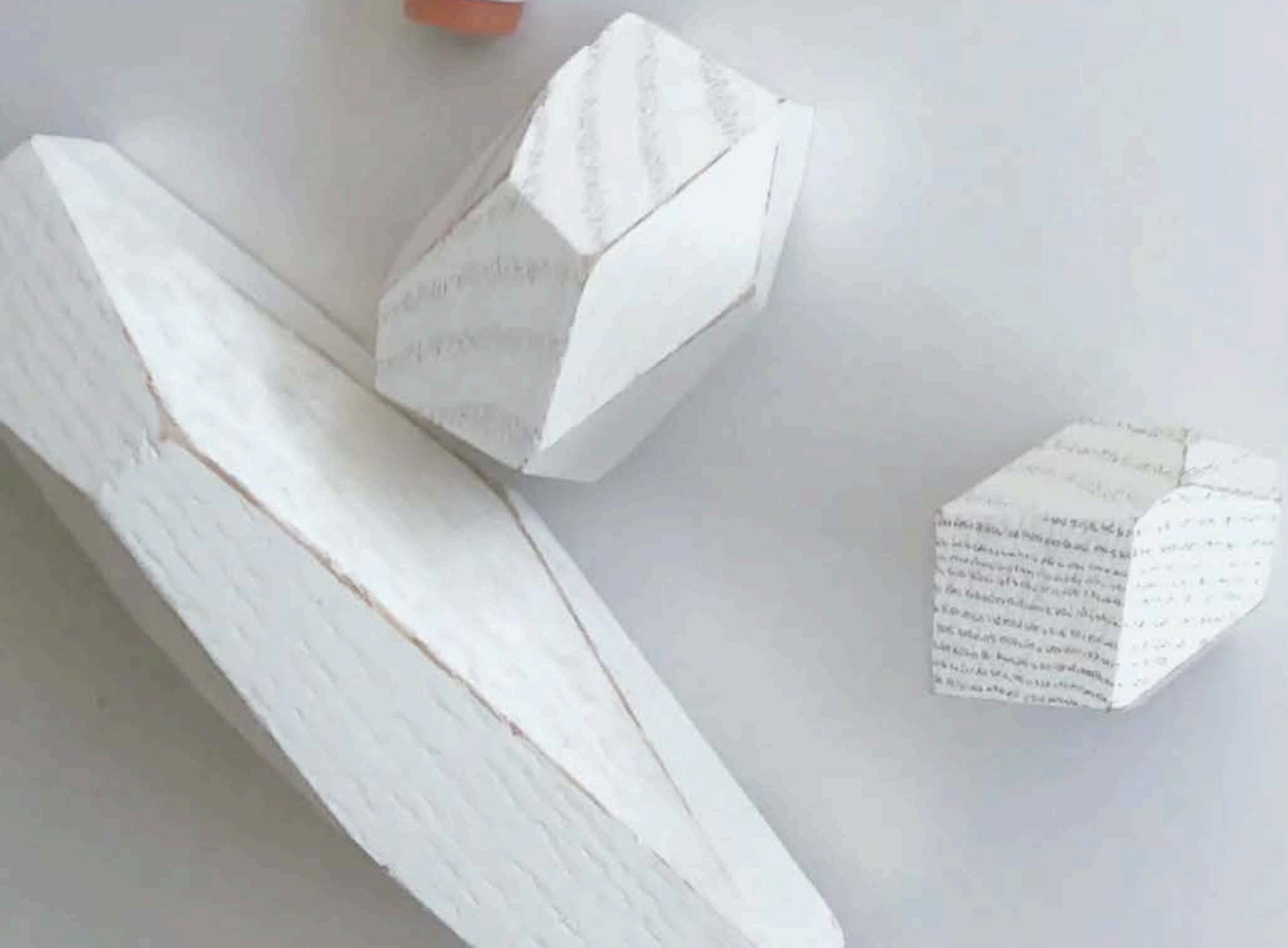






3"32  
5 hints

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5						2			
		1	3	9					8
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8				4	1	7			
		8							9
	5				3				1
		4	6						



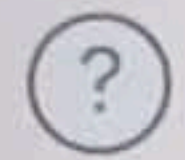




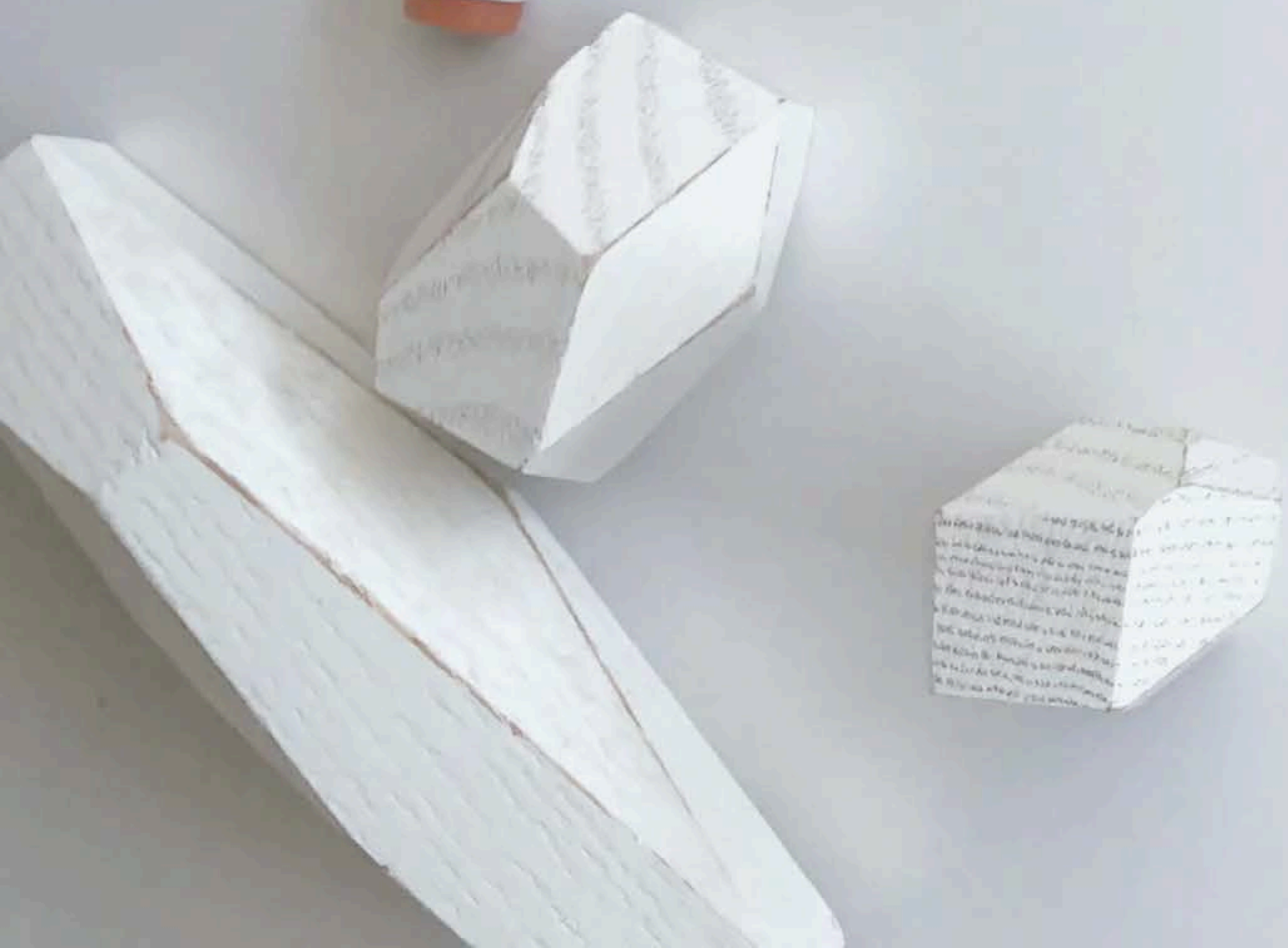
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	5				3			1
		4	6					



3"32



5 hints



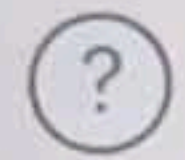




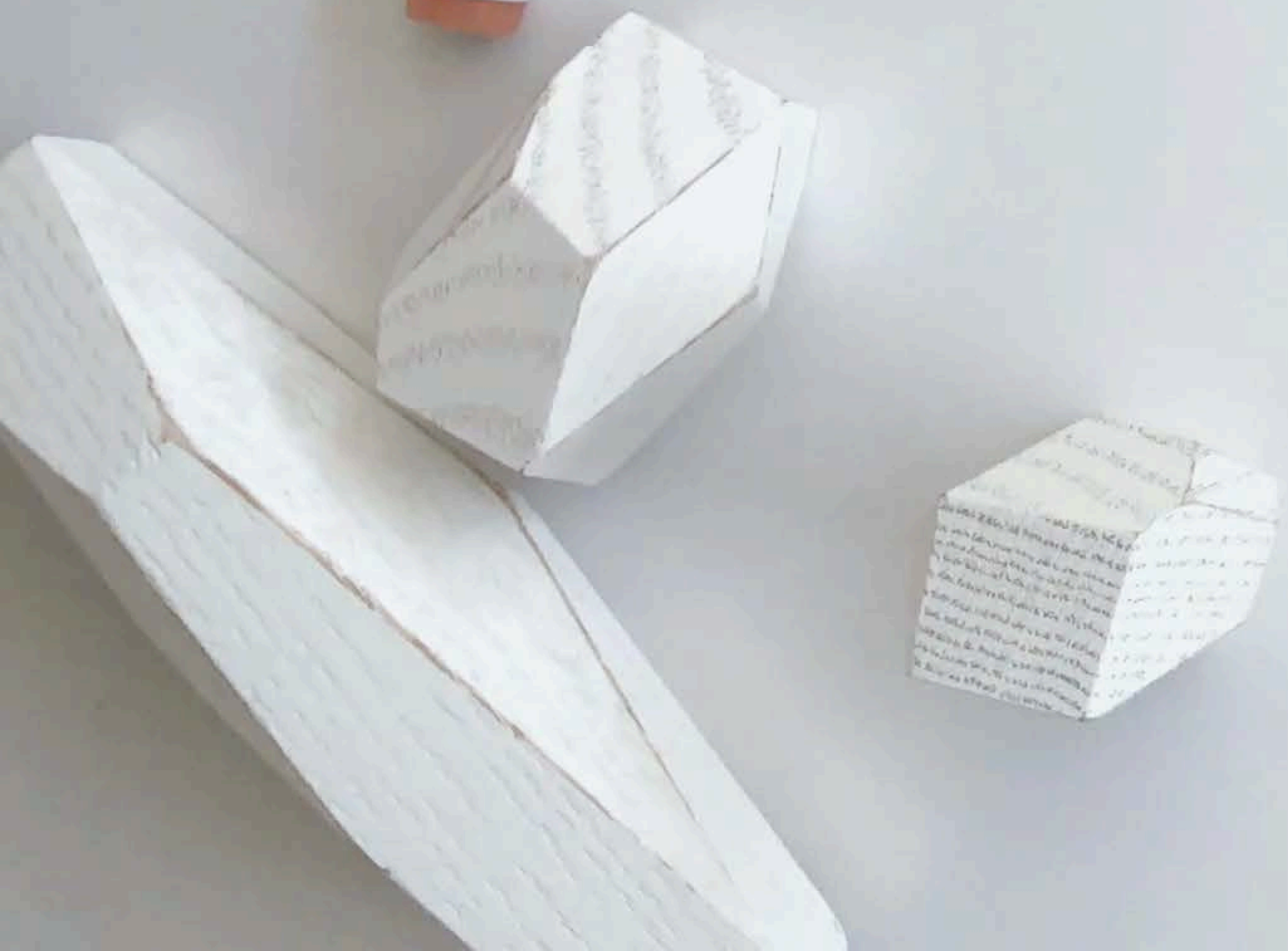
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	5				3			1
		4	6					



5'11



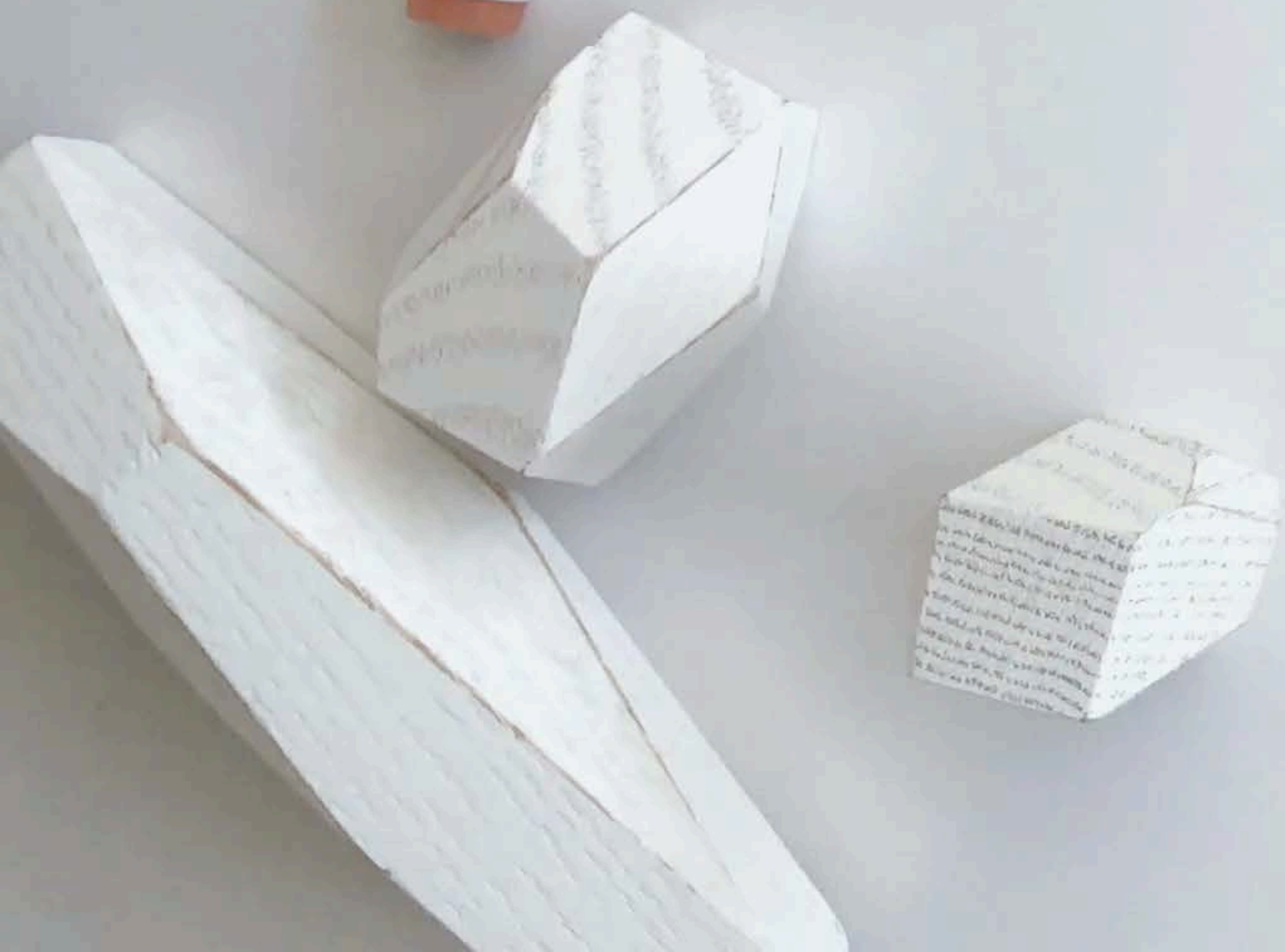
5 hints







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3			7	8	6			4
8		9	5	4	1	7		
		8						9
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		4	6					





**makes marks.**

**senses.**

**is familiar.**

**Pencil is expressive.**



**makes marks.**

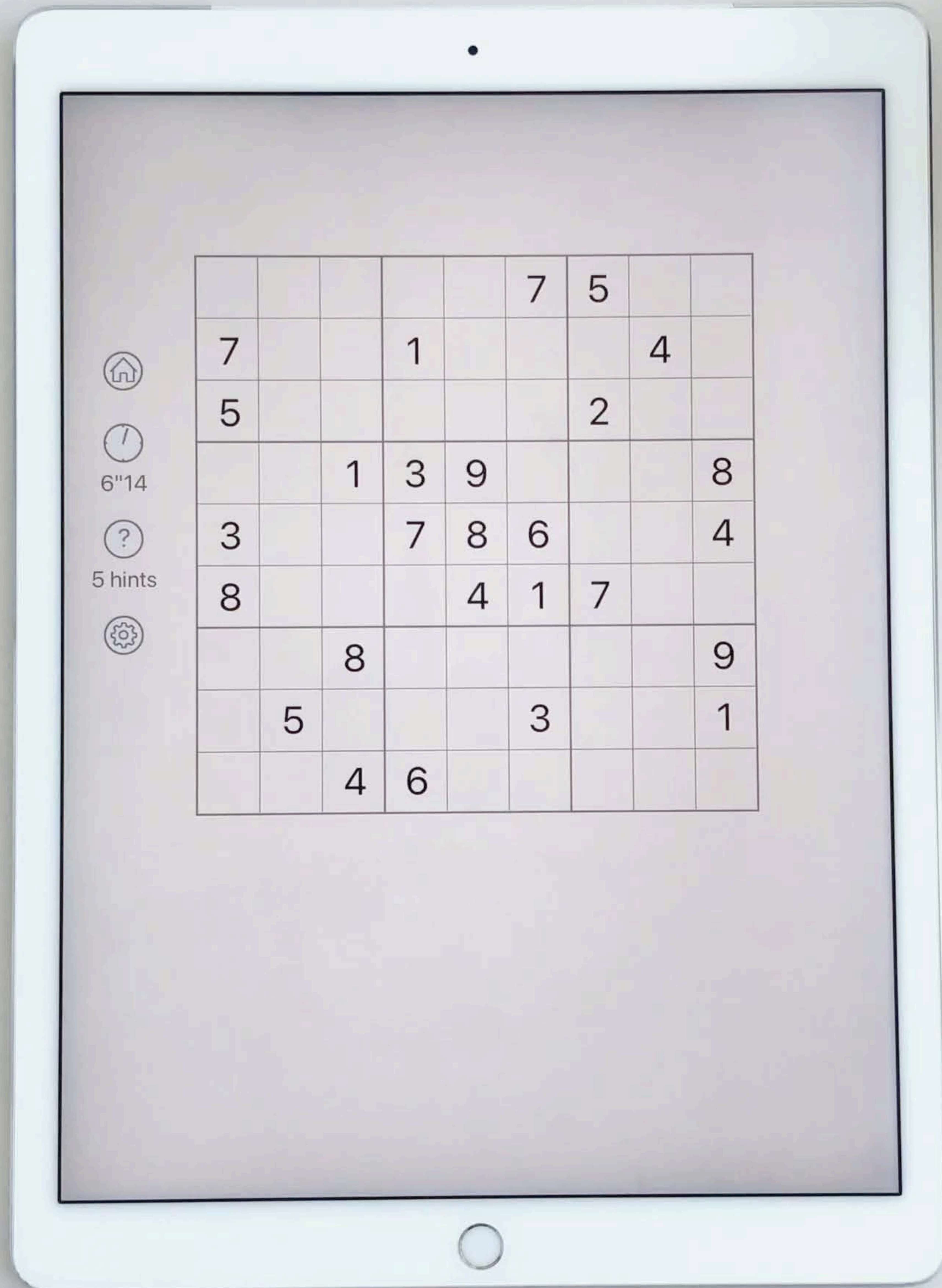
**senses.**

**is familiar.**

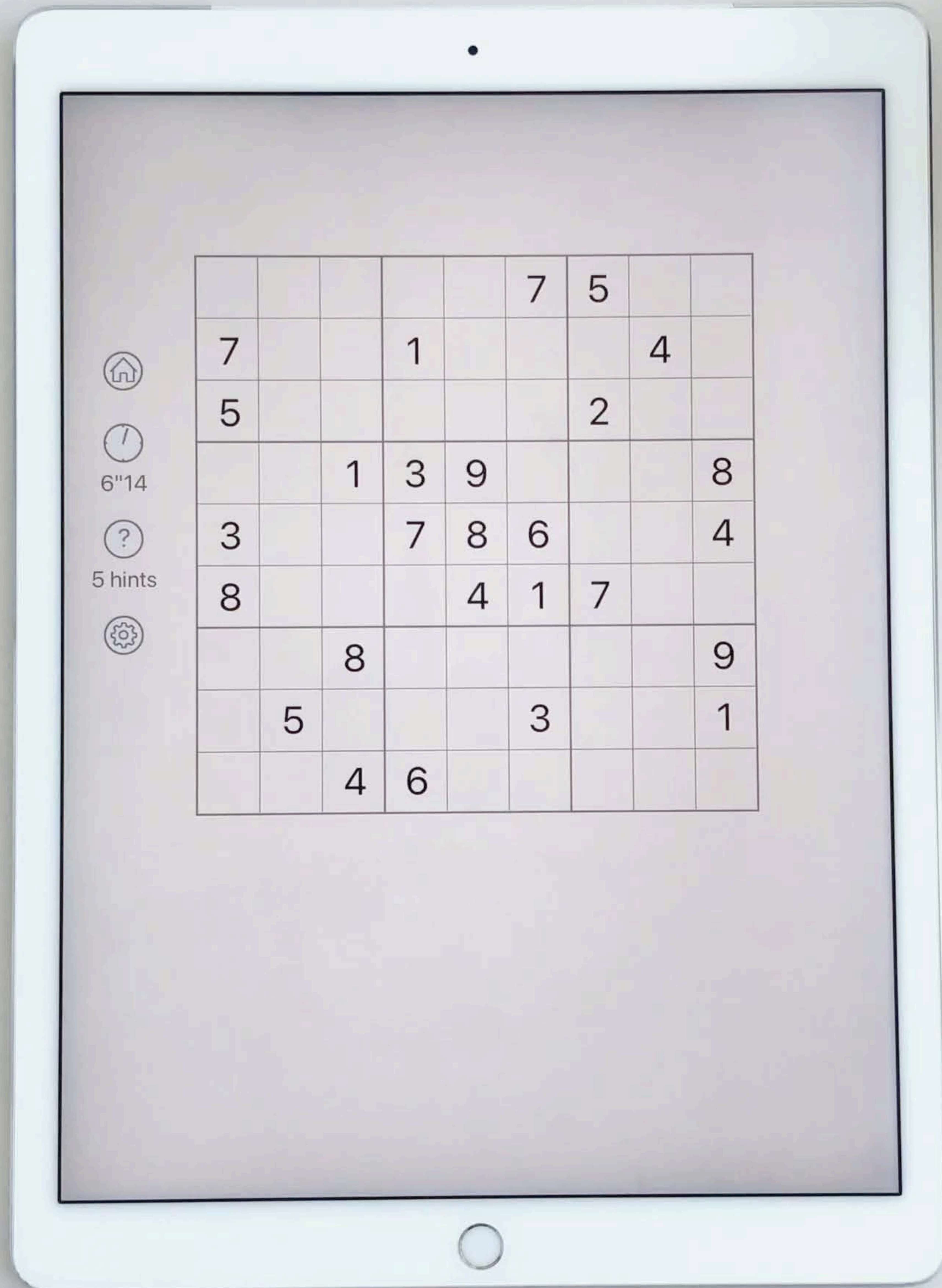
**is expressive.**

**Pencil writes.**

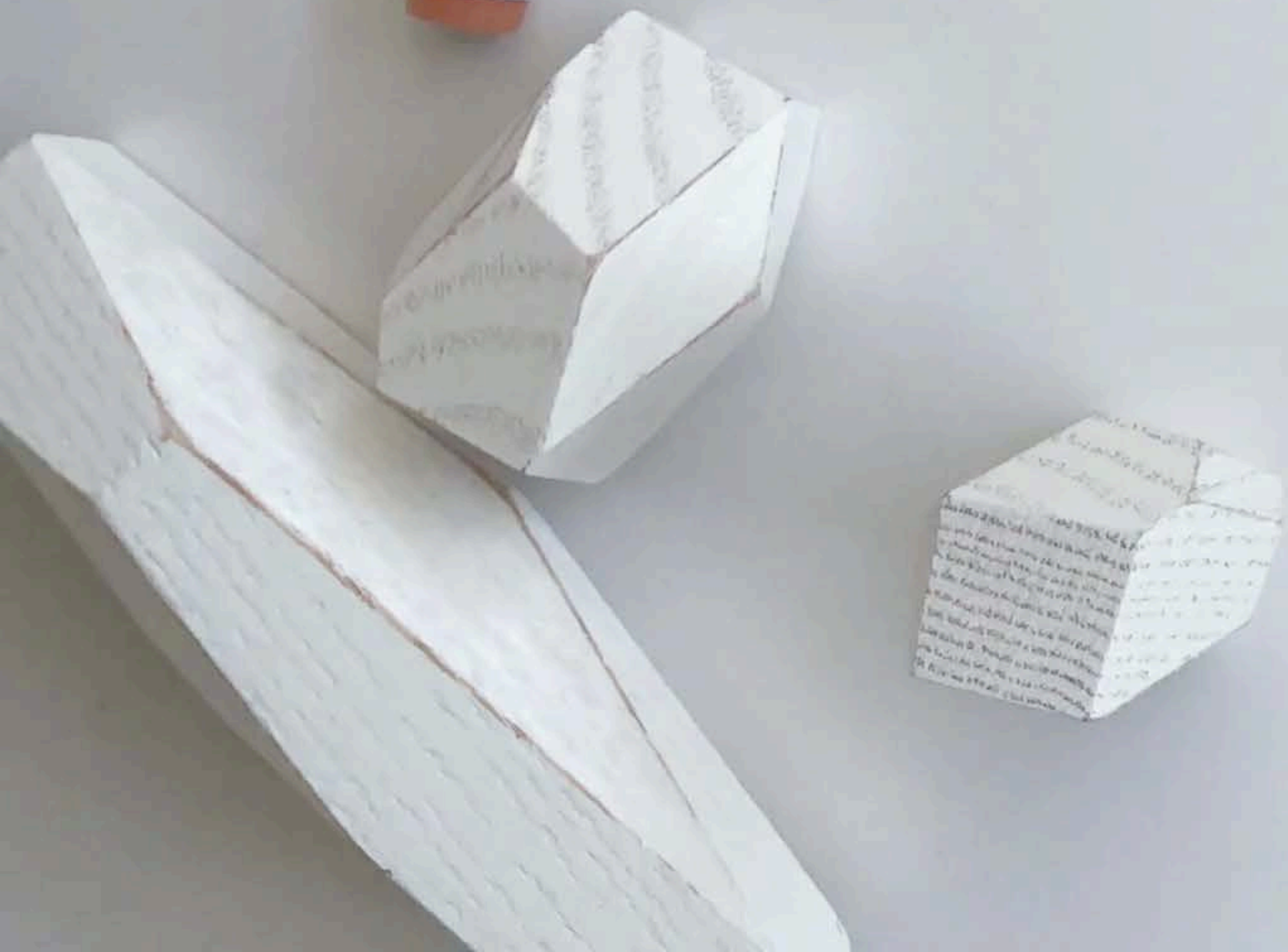
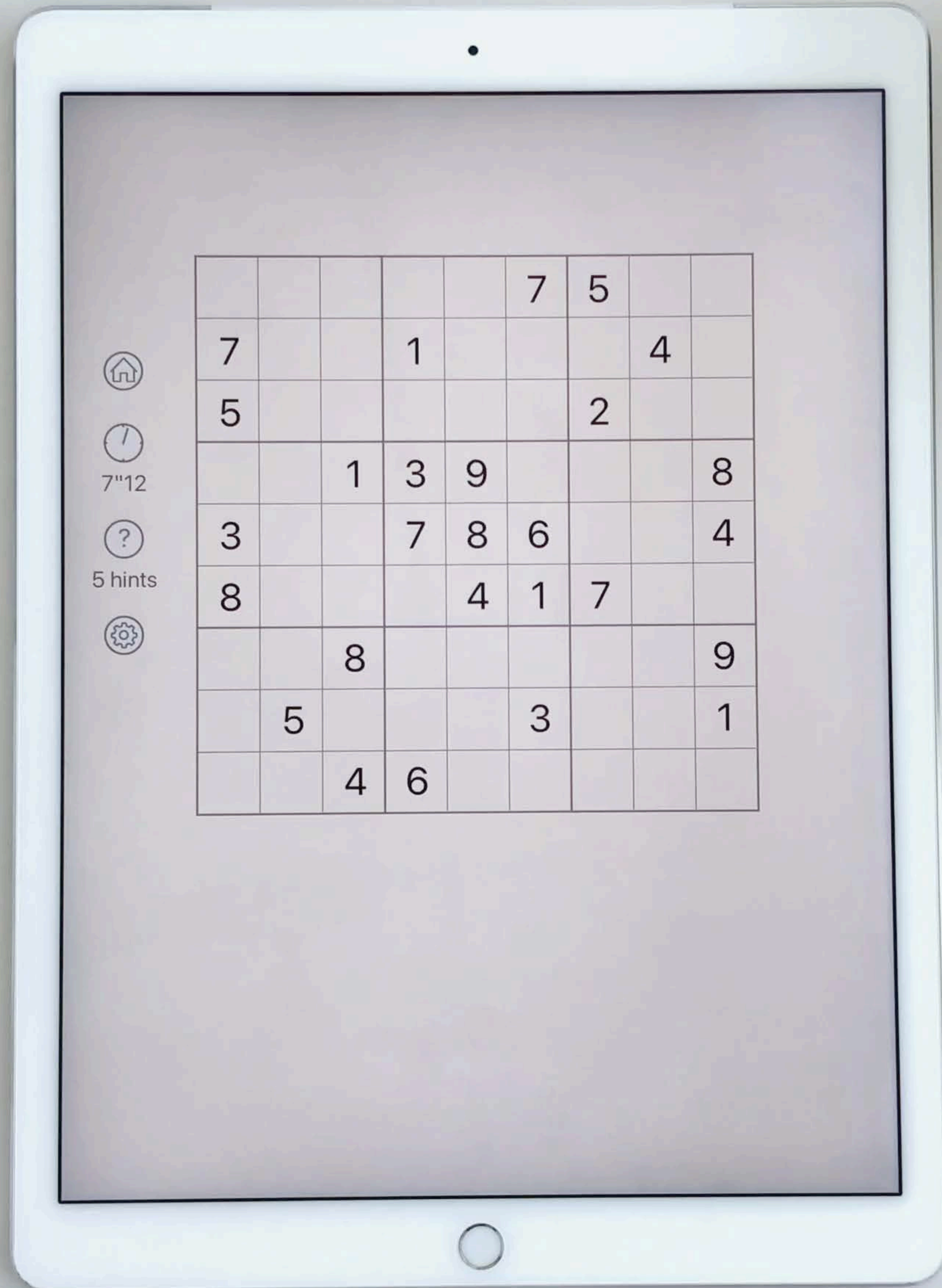




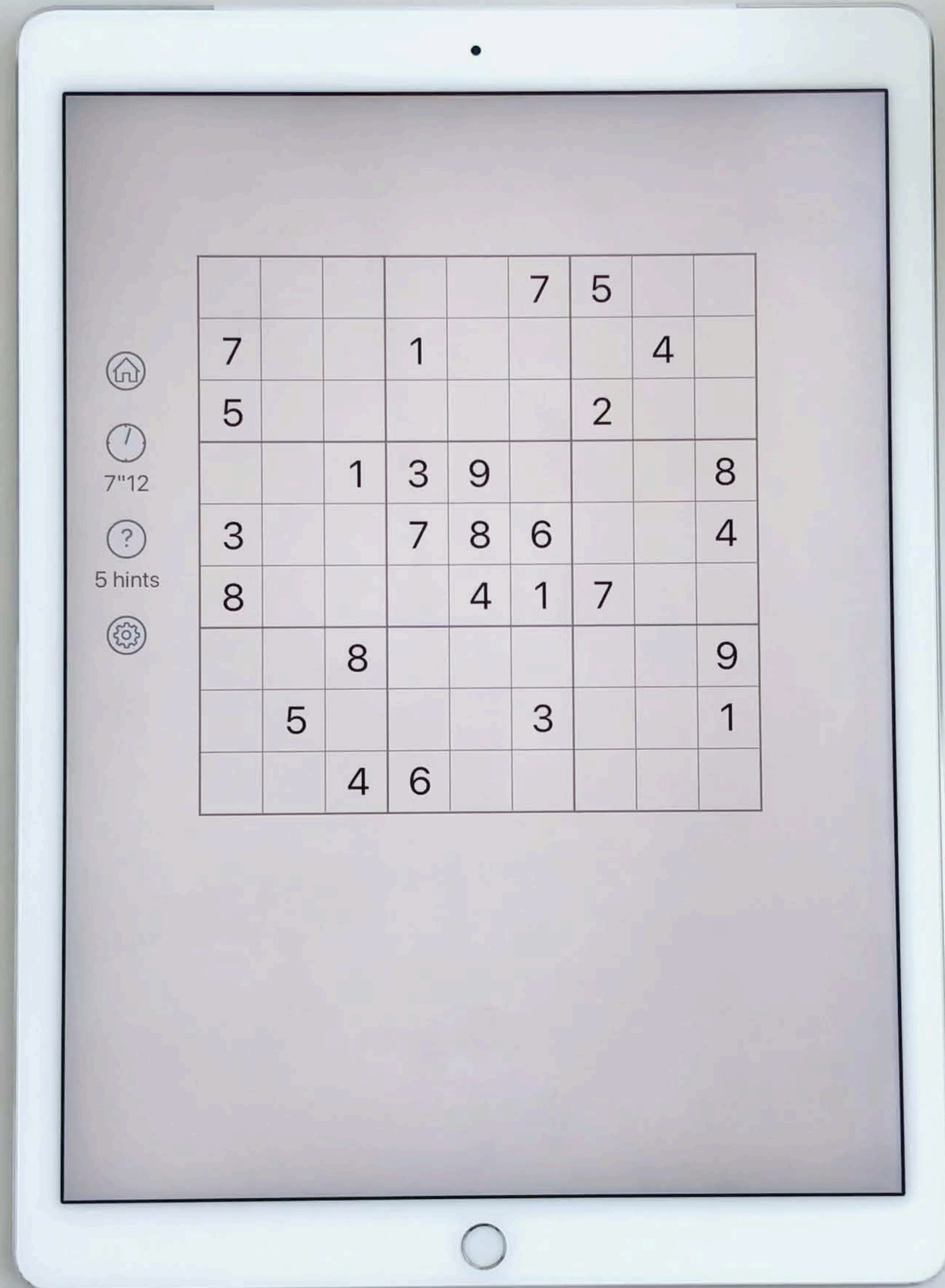




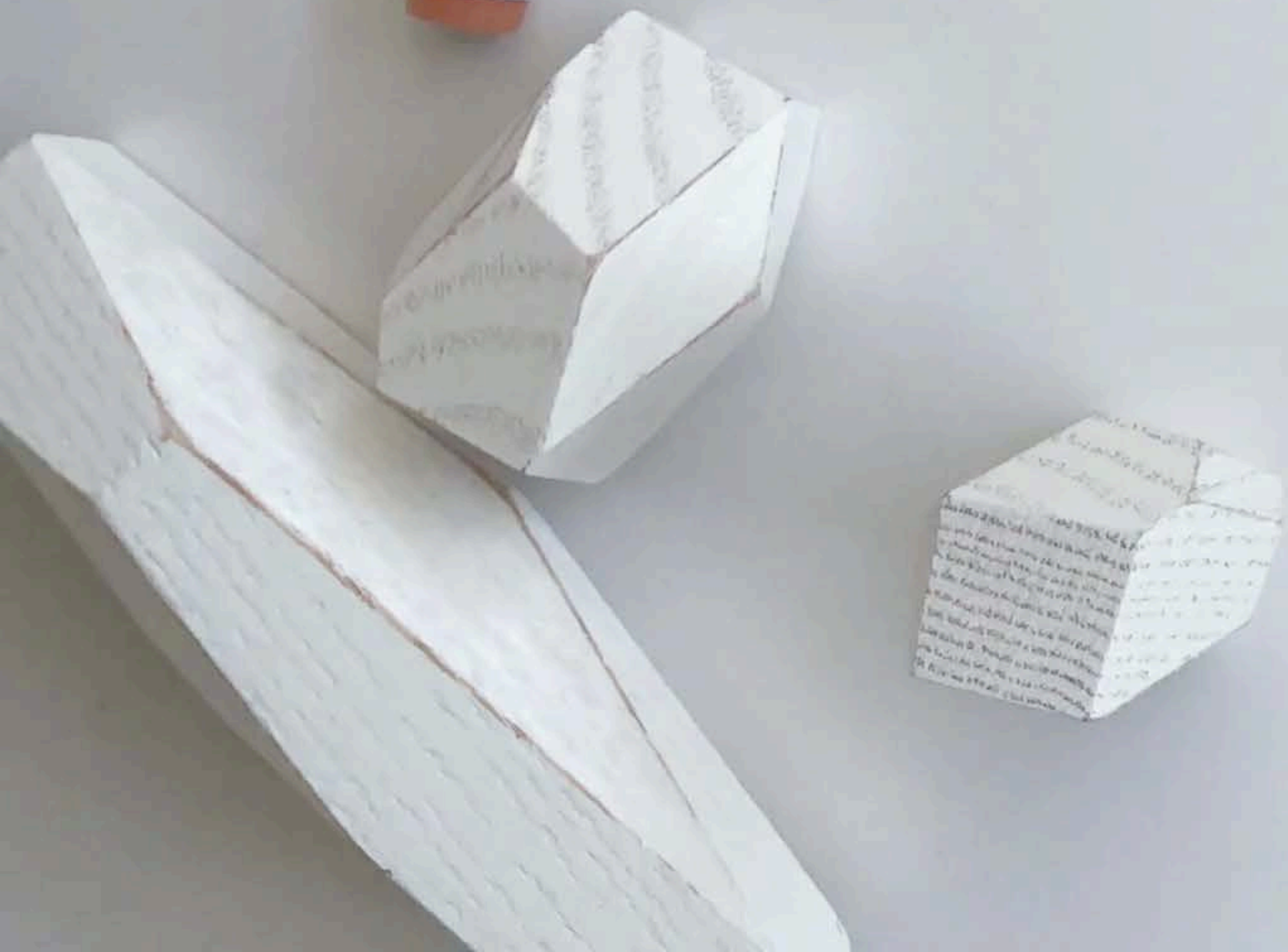








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7			1				4	
5						2		
		1	3	9				8
3			7	8	6			4
8				4	1	7		
		8						9
	5				3			1
		4	6					





**makes marks.**

**senses.**

**is familiar.**

**is expressive.**

**Pencil writes.**



**makes marks.**

**senses.**

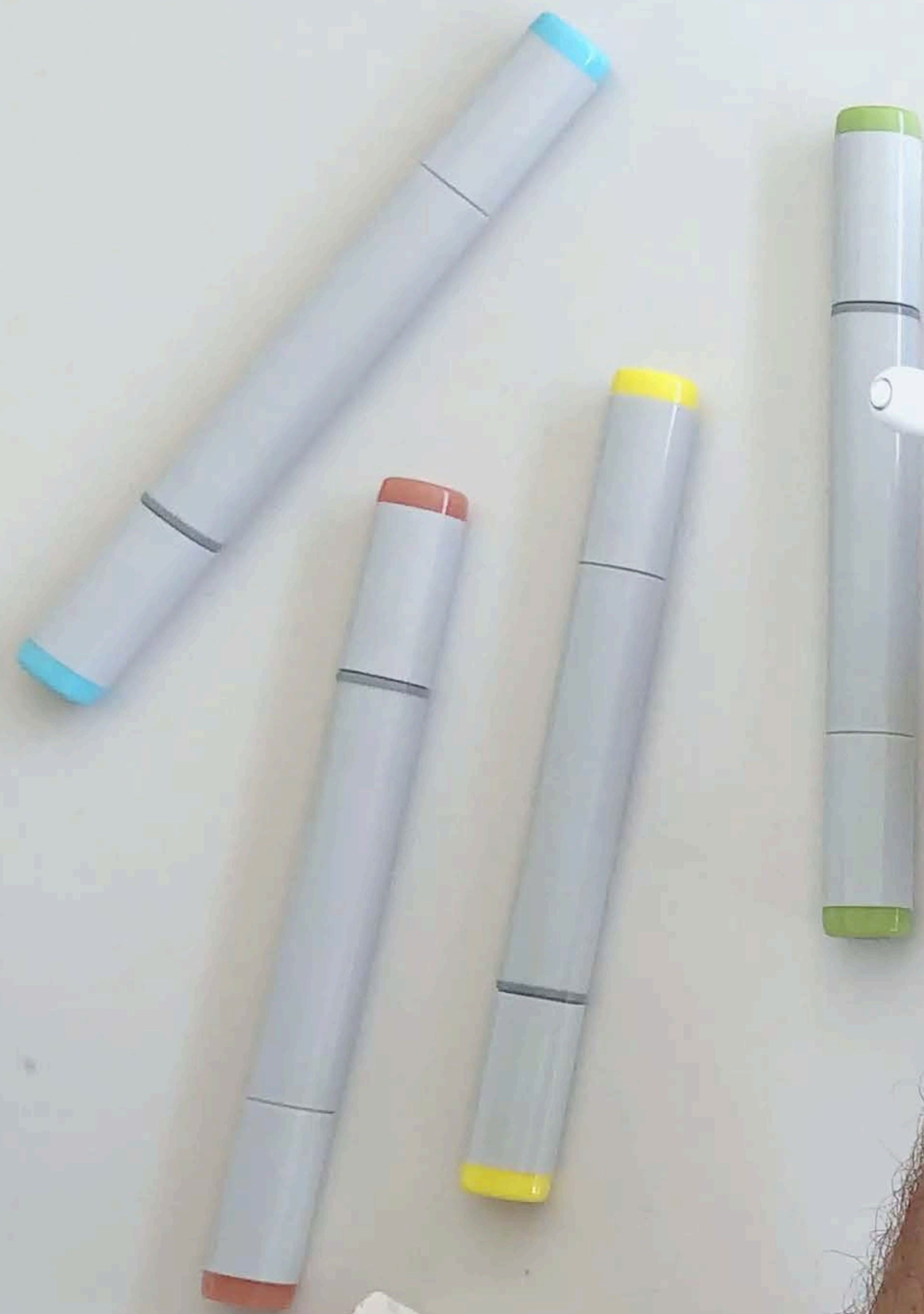
**is familiar.**

**is expressive.**

**writes.**

**Pencil is used differently by different people.**

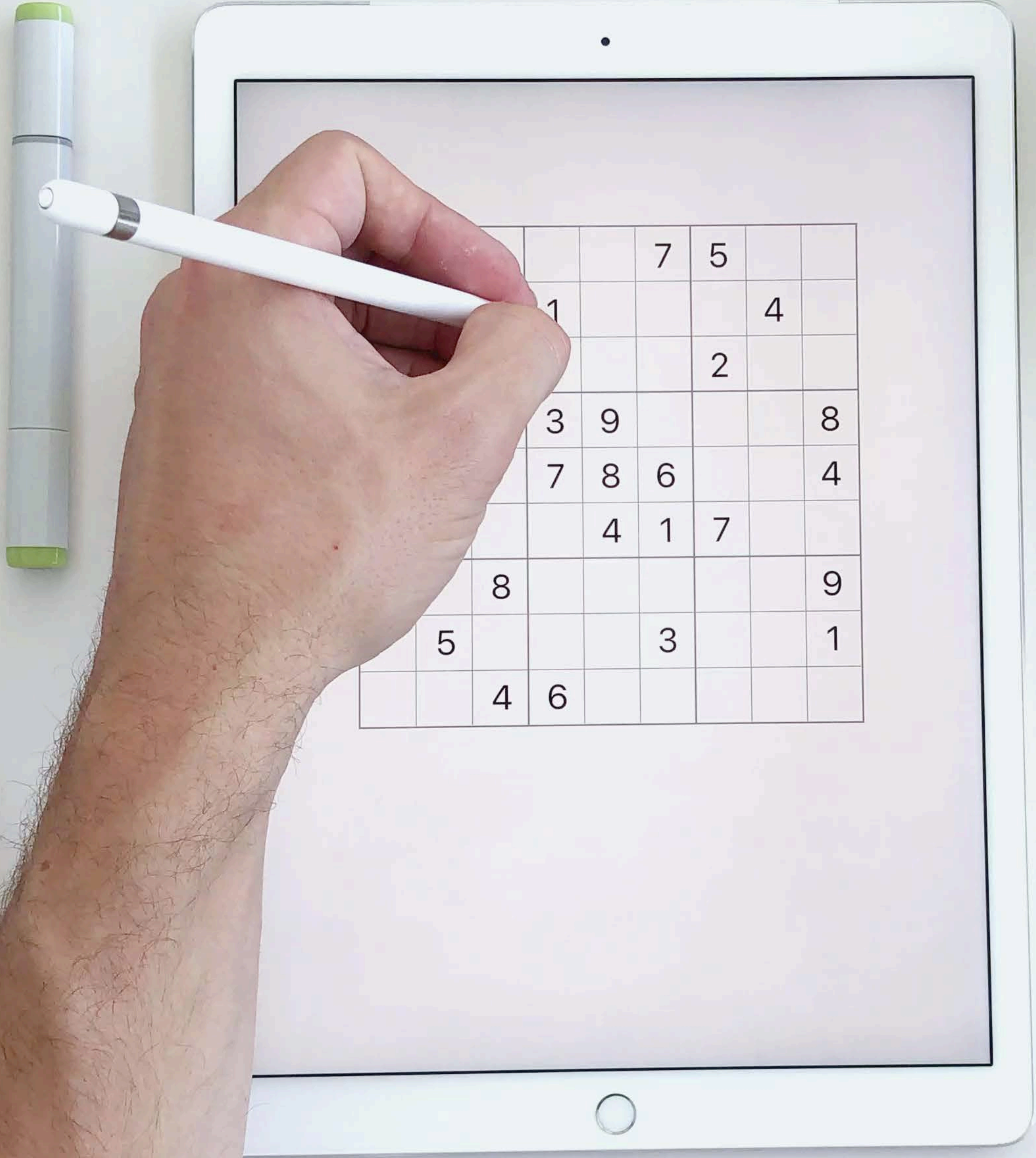
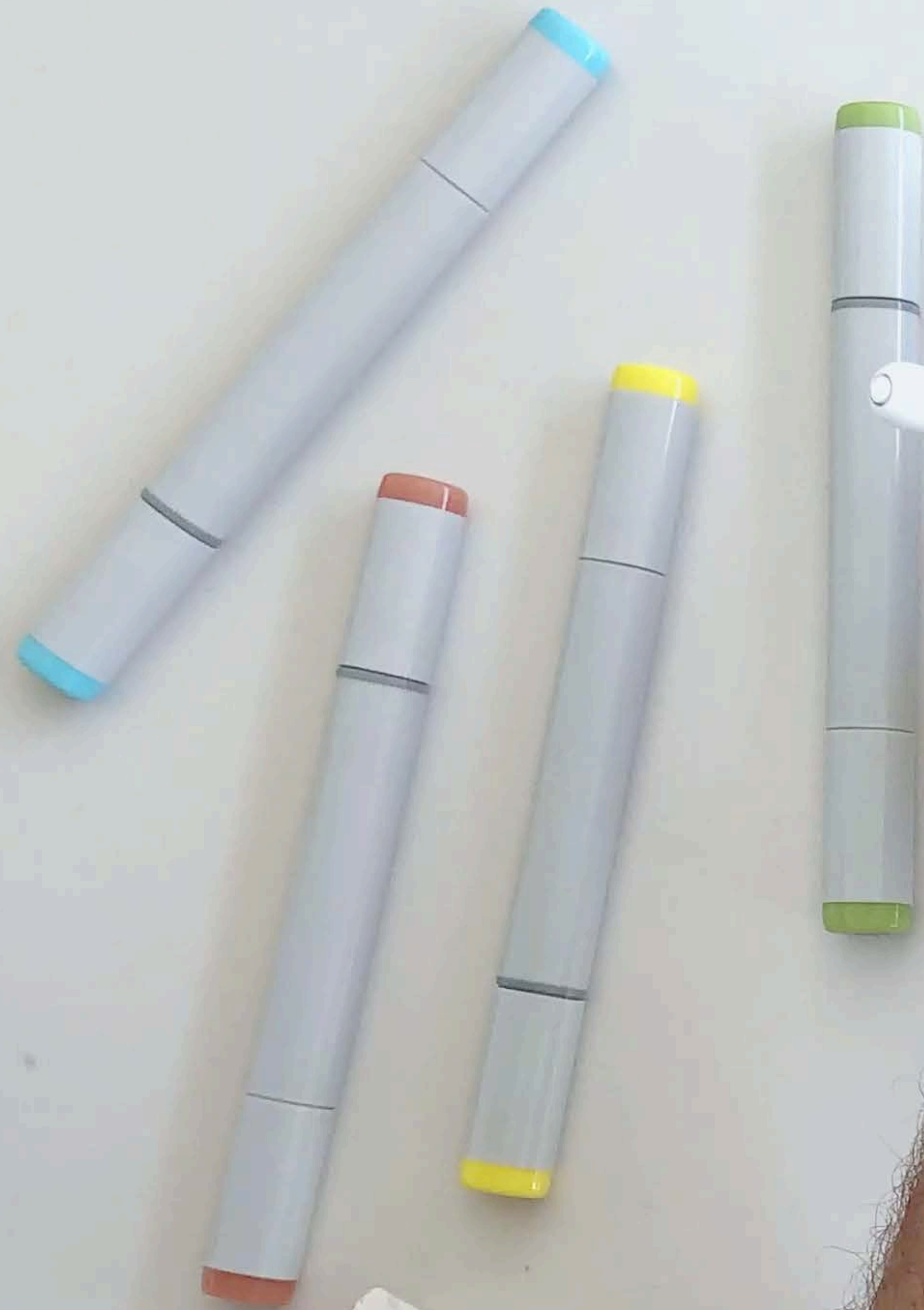




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				2		
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	7	8	6			4
		4	1	7		
	8					9
5				3		1
	4	6				







			7	5				
	1					4		
				2				
	3	9						8
	7	8	6					4
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	5				3			1
		4	6					







5"17 5 hints

					7	5		
7			1					4
5						2		
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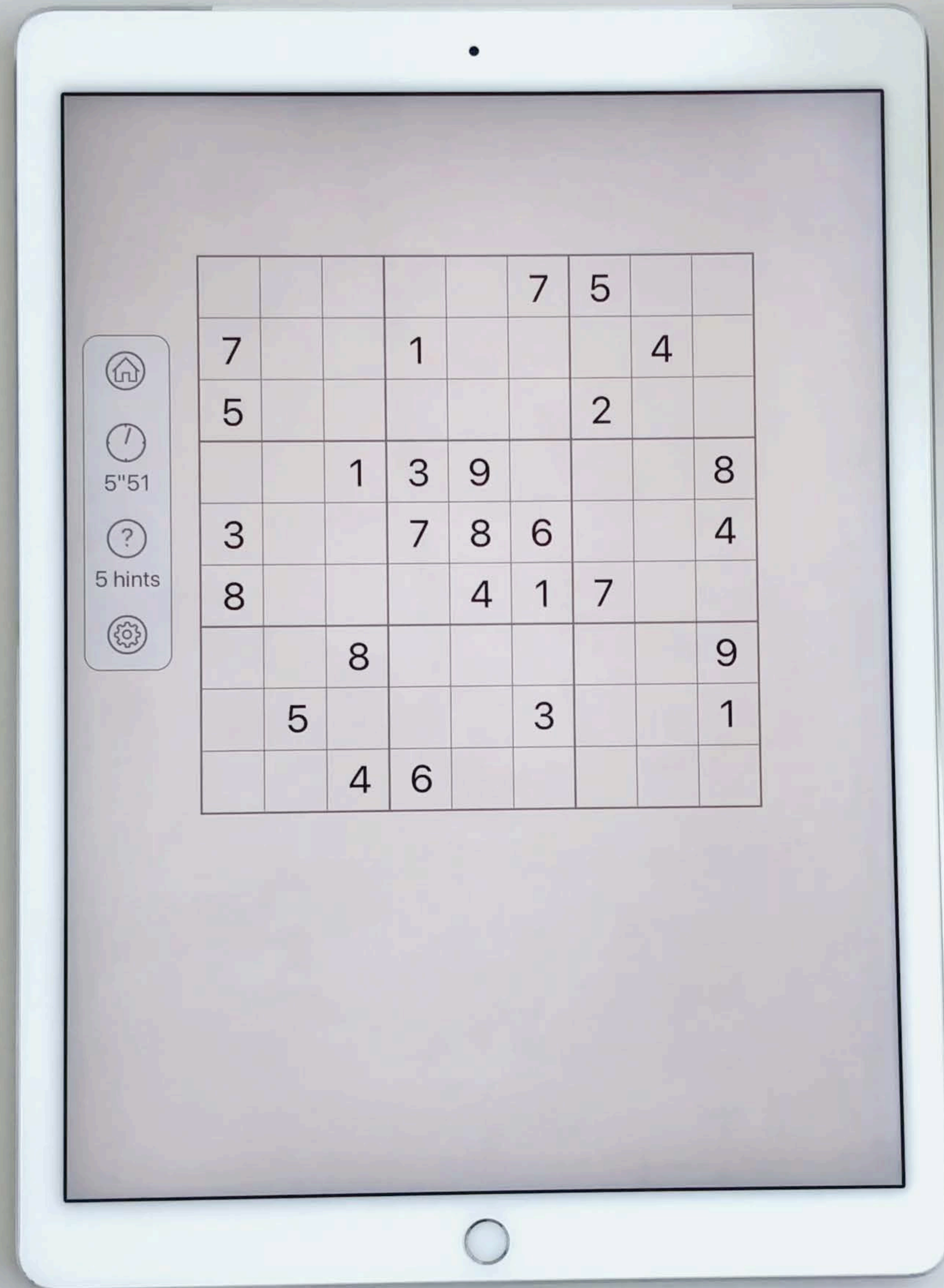
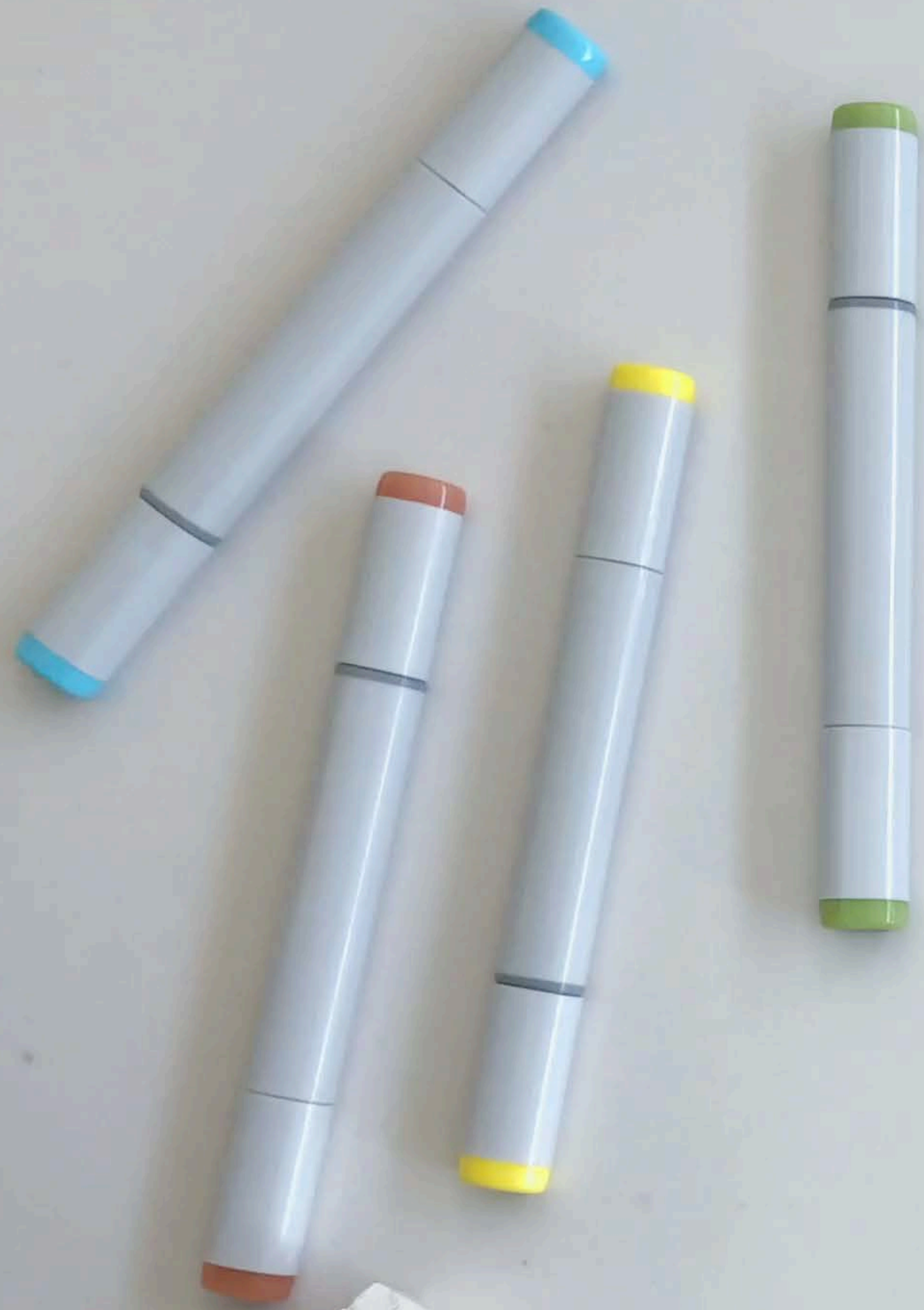


5"17 5 hints

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	4	6						





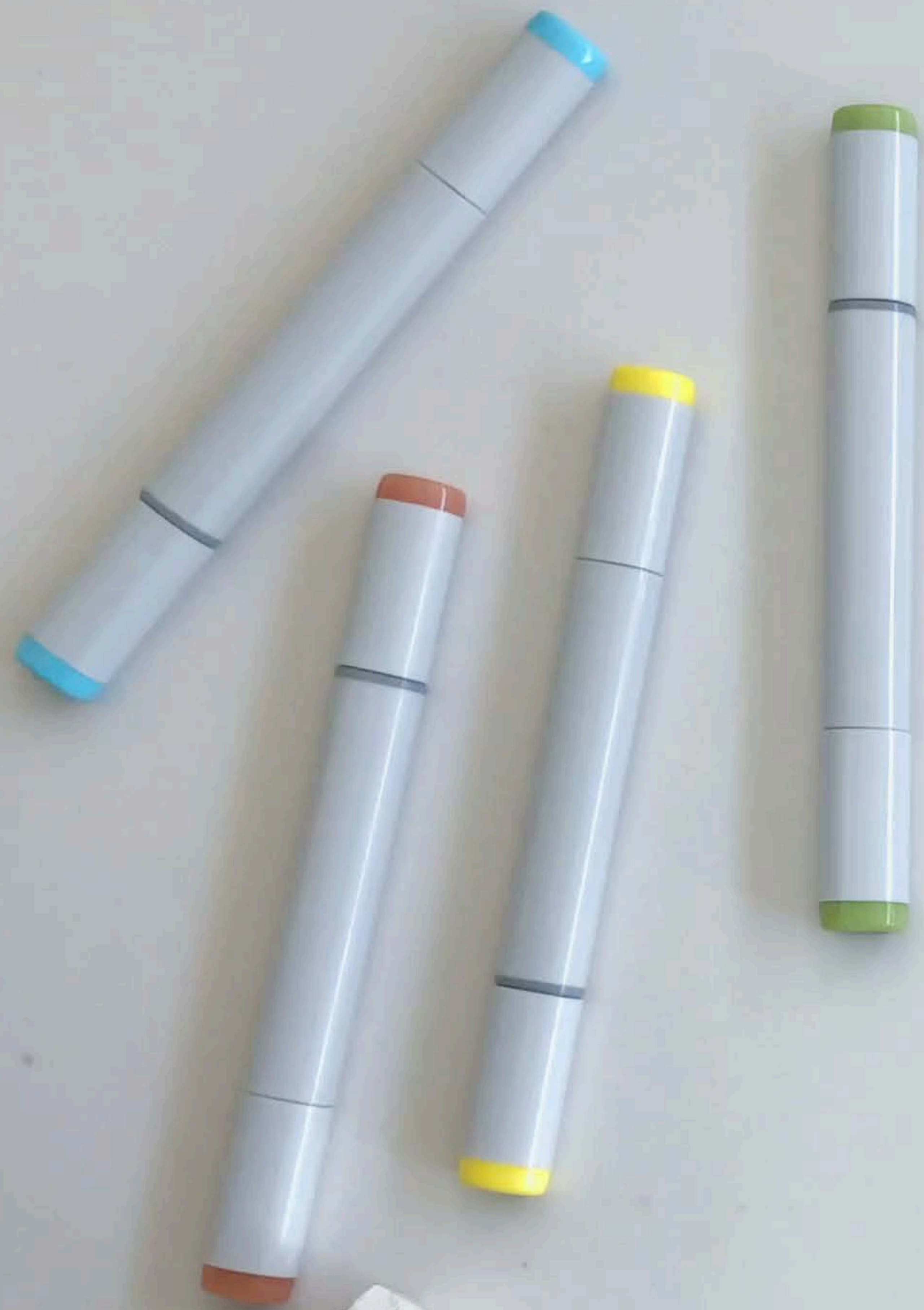


Home icon  
5:51  
? icon  
5 hints  
Settings icon

					7	5		
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5						2		
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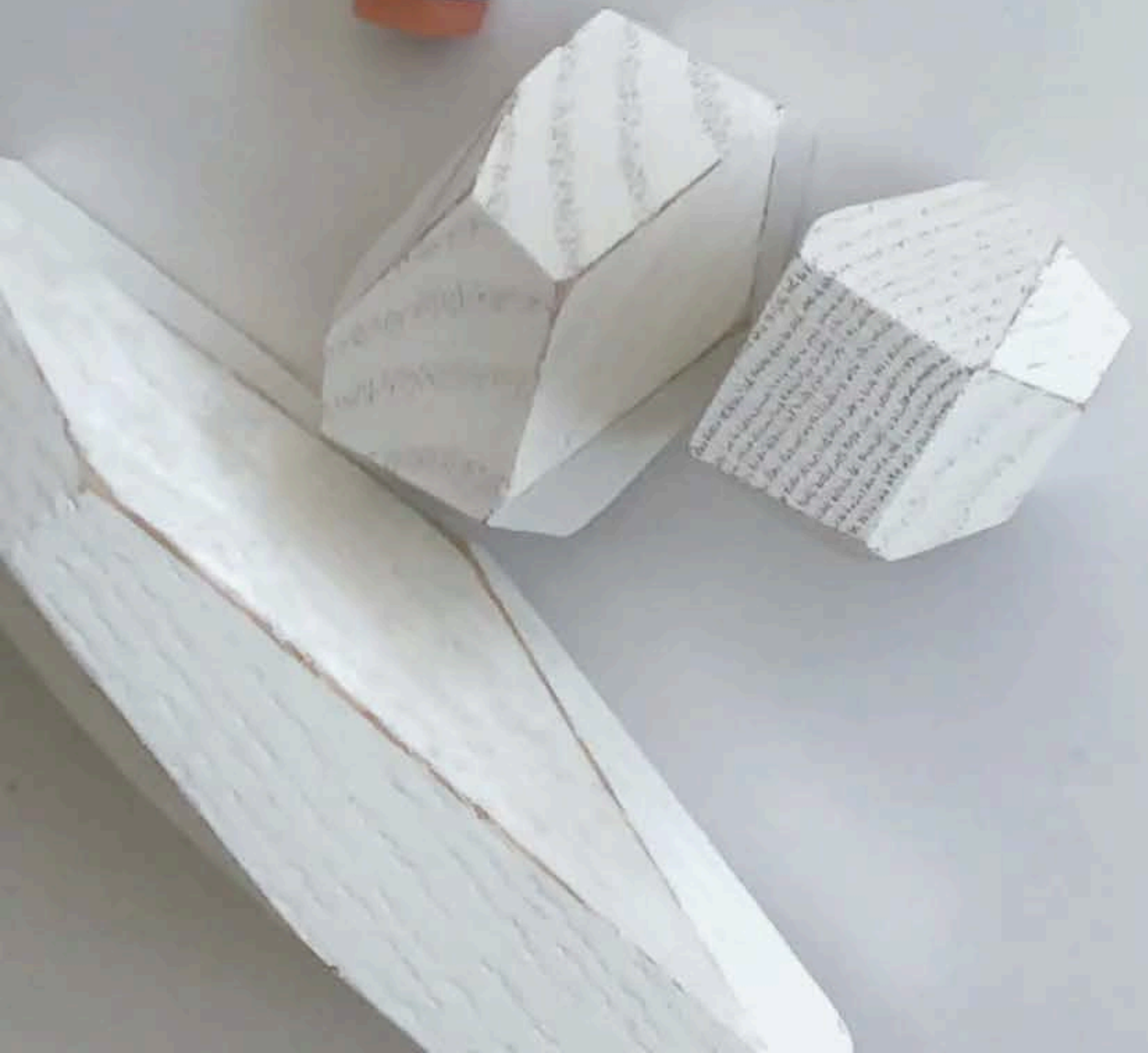






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8				4	1	7		
		8						9
	5				3			1
		4	6					

Home icon  
5:51  
? icon  
5 hints  
Settings icon





**makes marks.**

**senses.**

**is familiar.**

**is expressive.**

**writes.**

**Pencil is used differently by different people.**



**makes marks.**

**senses.**

**is familiar.**

**is expressive.**

**writes.**

**is used differently by different people.**

**Pencil provides shortcuts.**

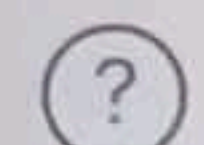




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6"44



5 hints



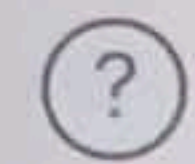




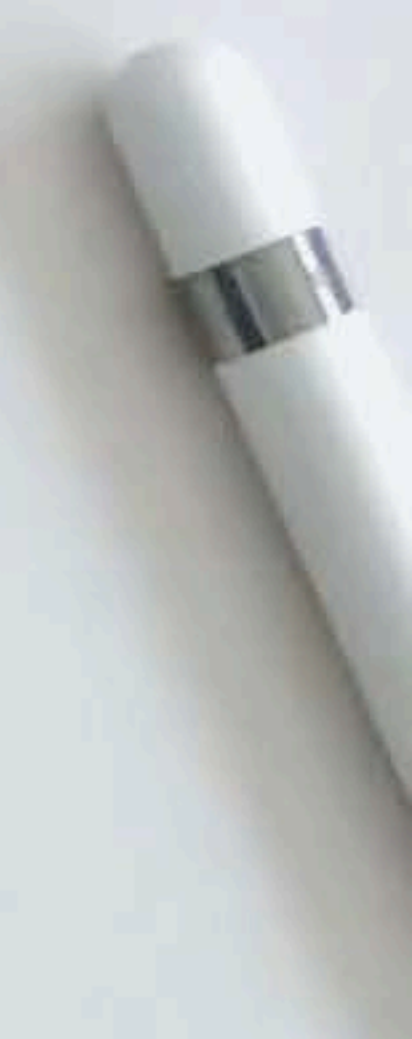
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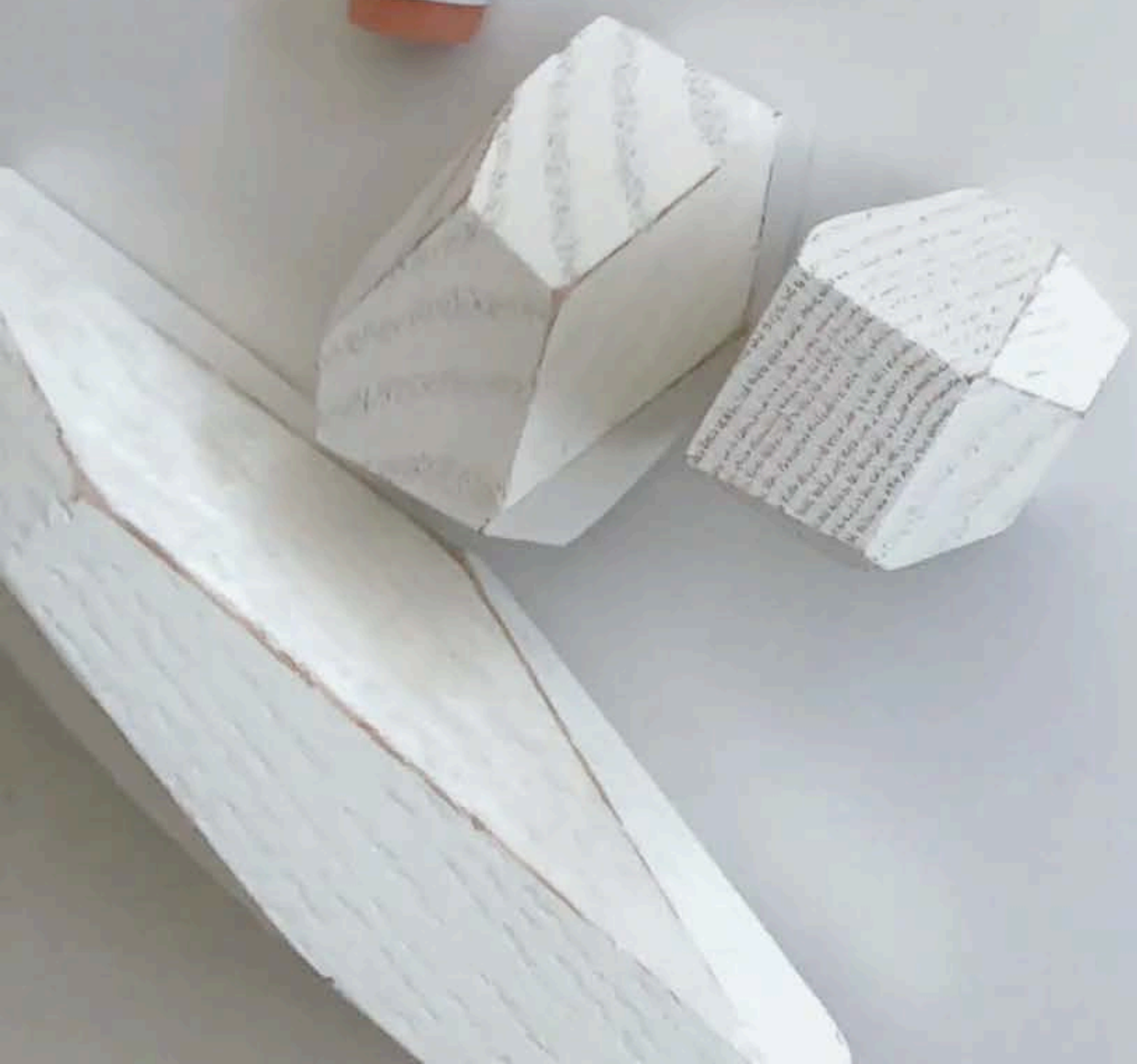
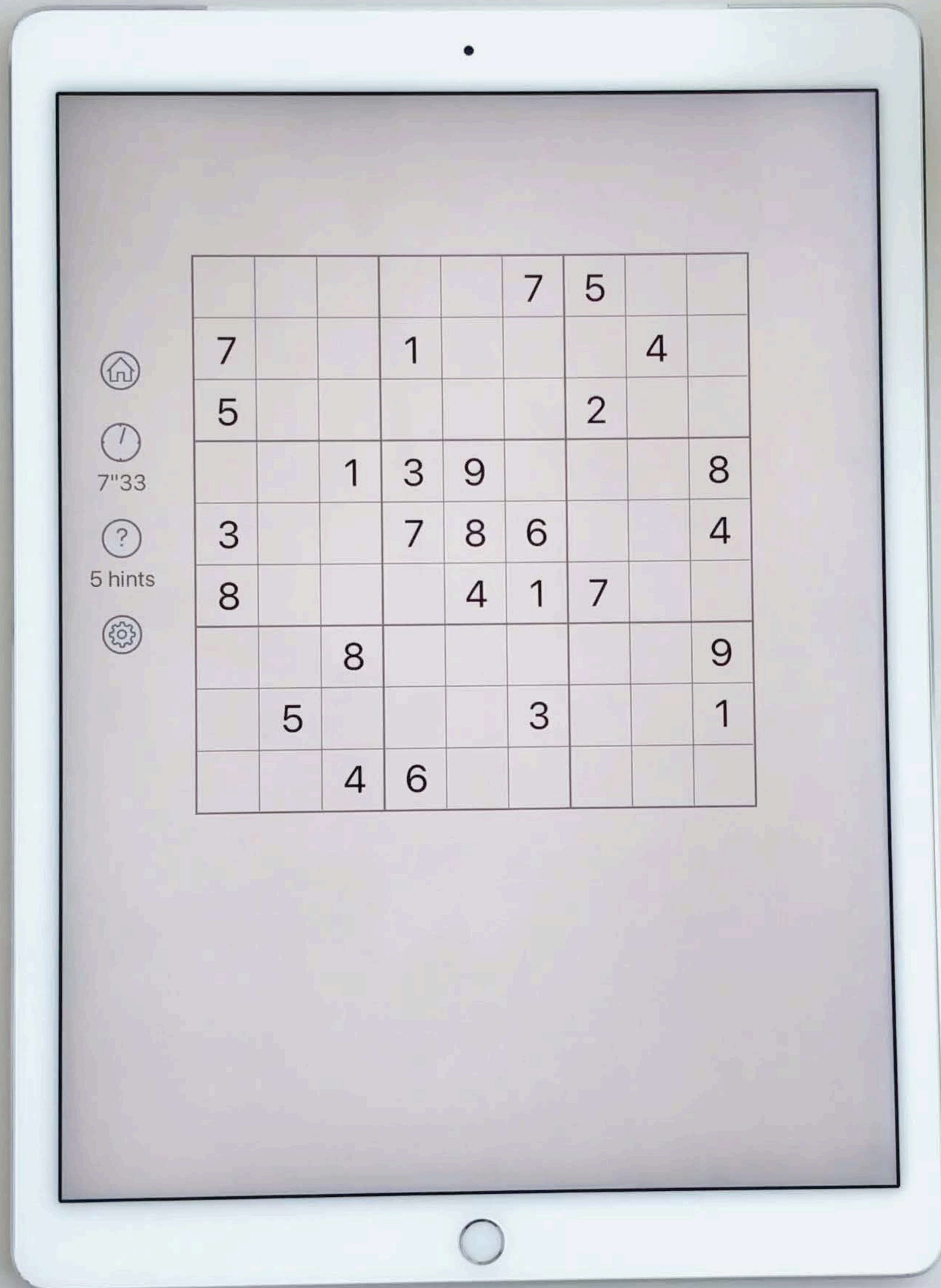
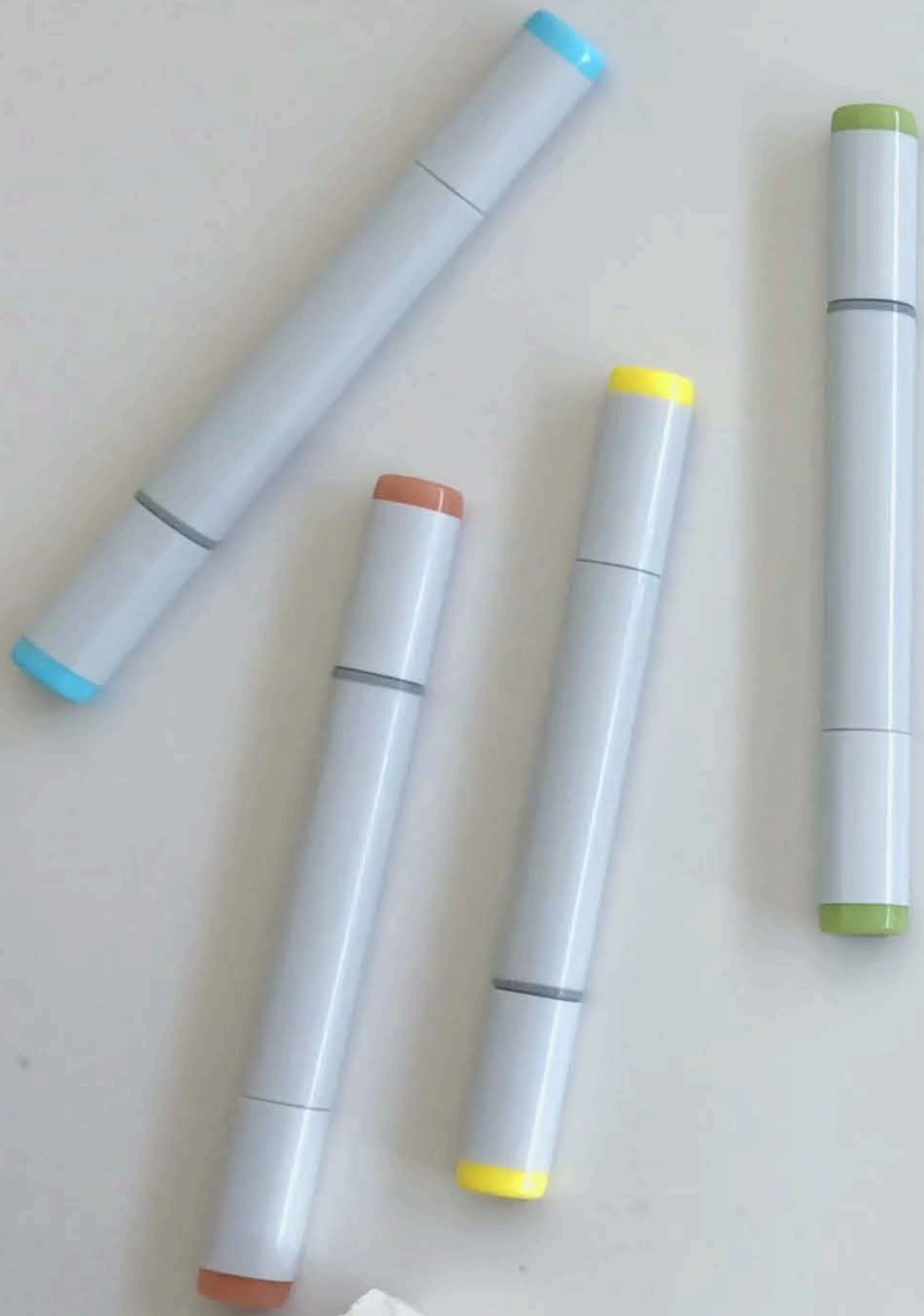
6"44



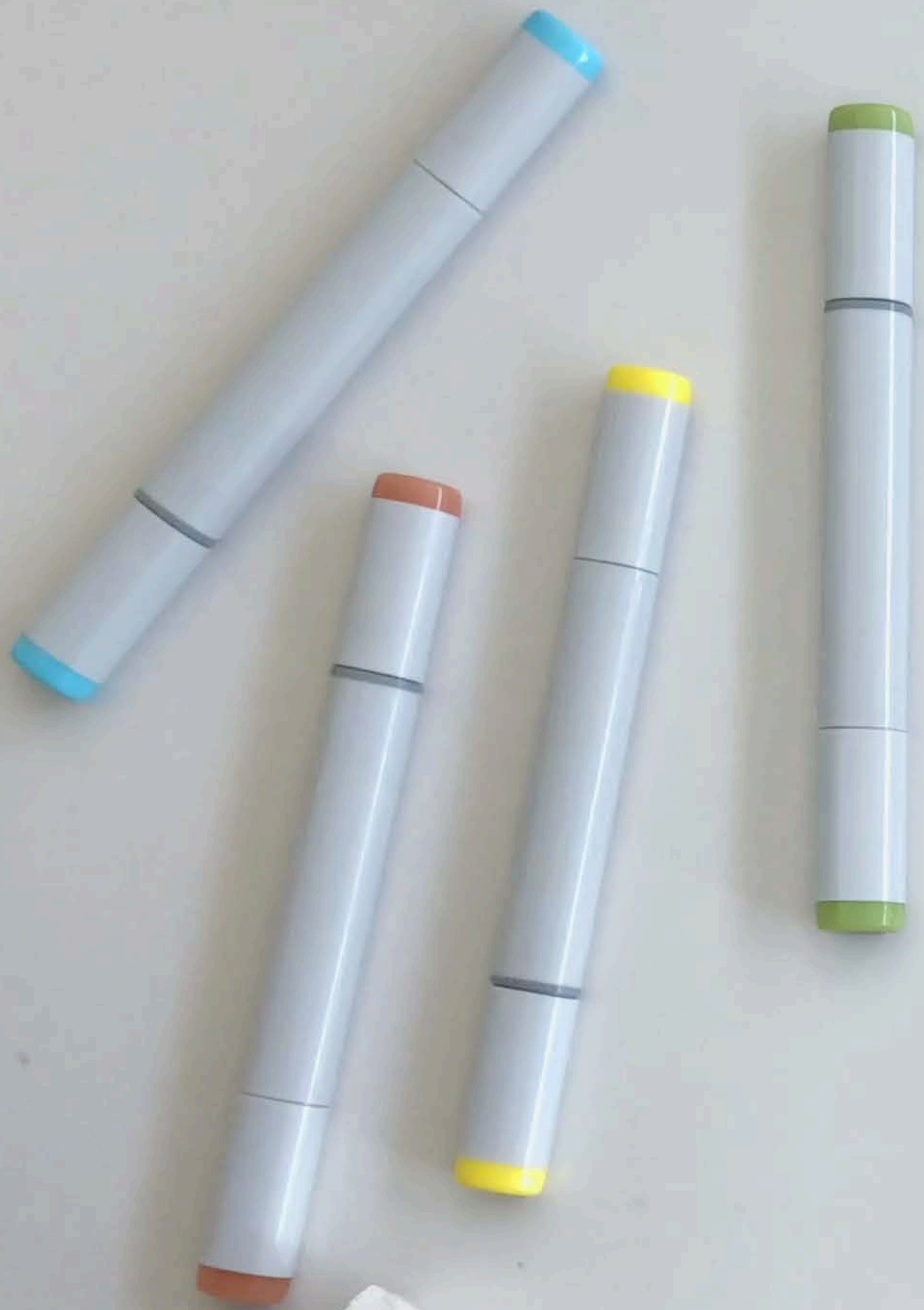
5 hints







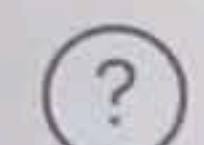




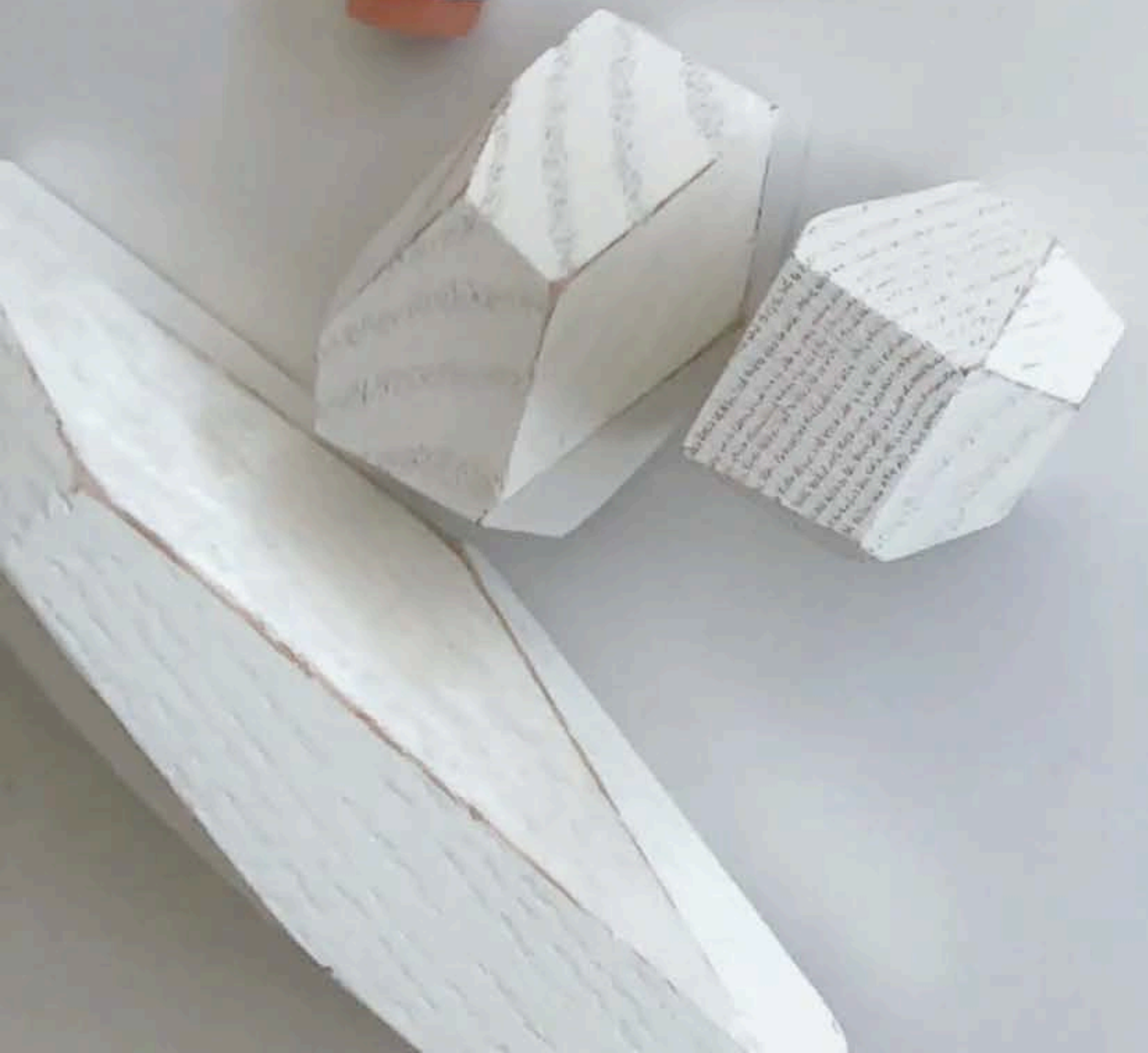
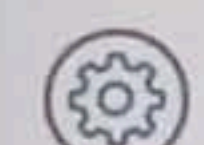
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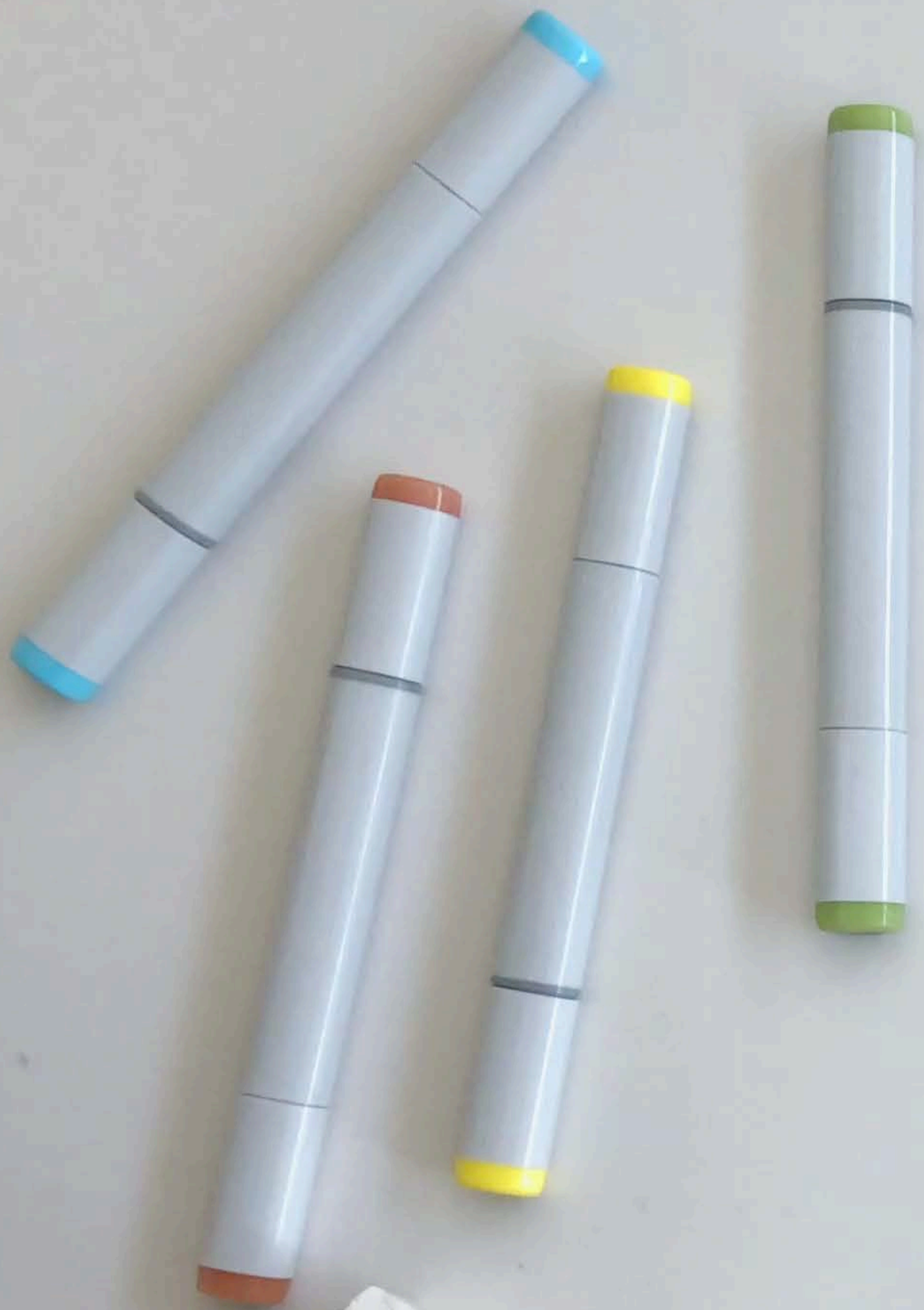
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5 hints



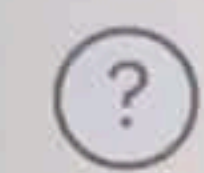




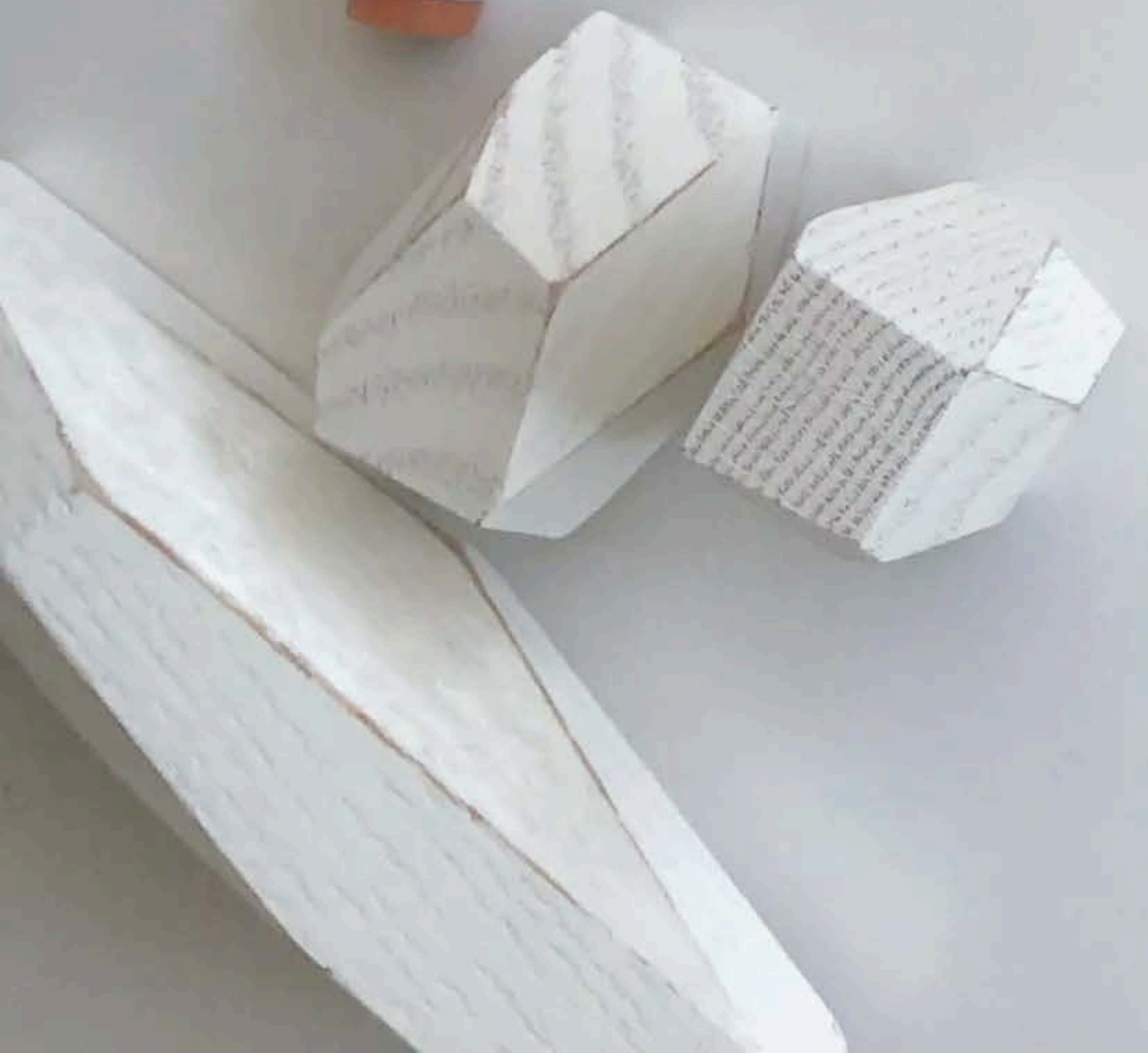
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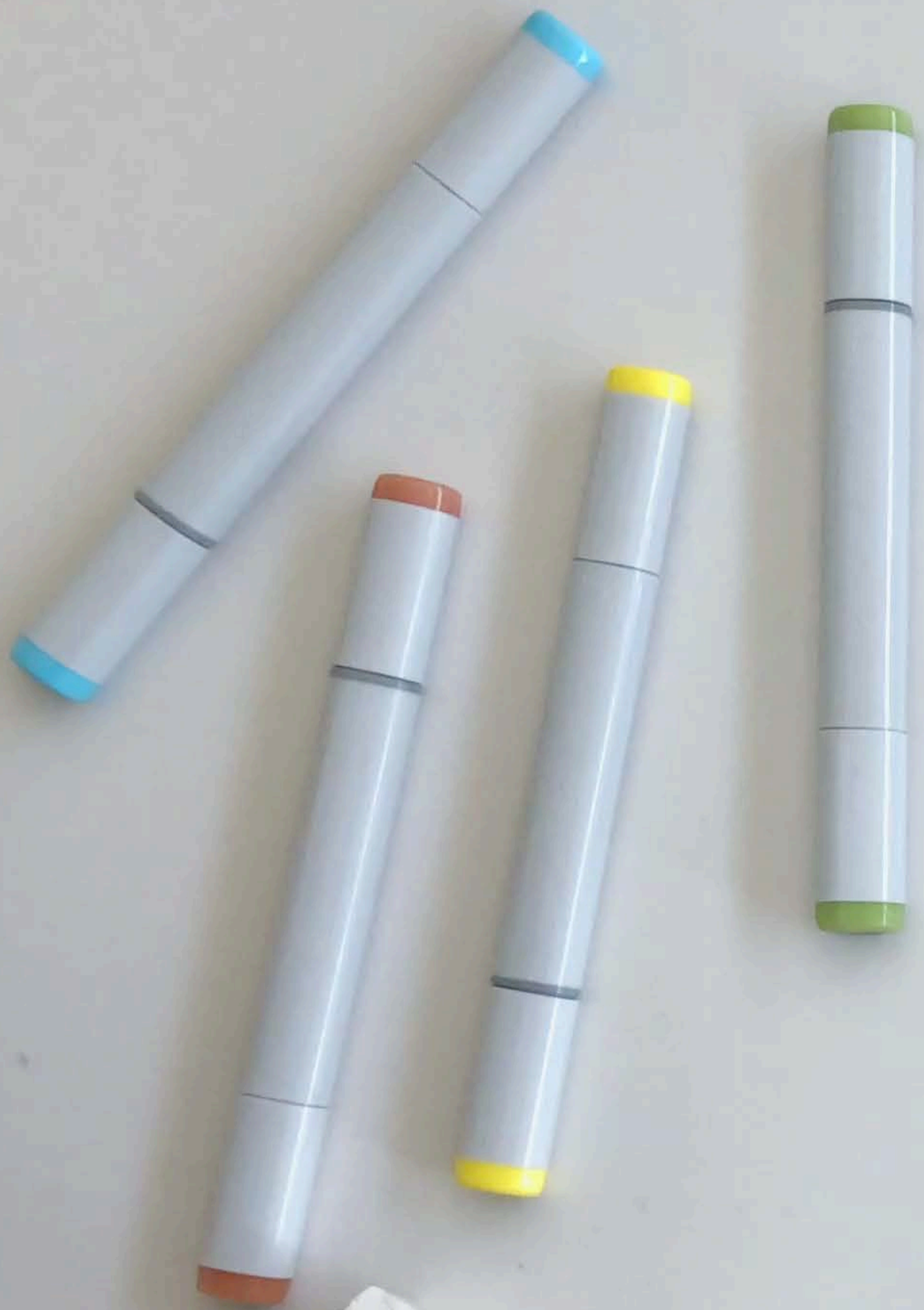
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5 hints



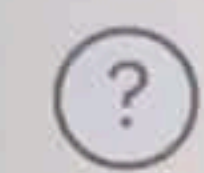




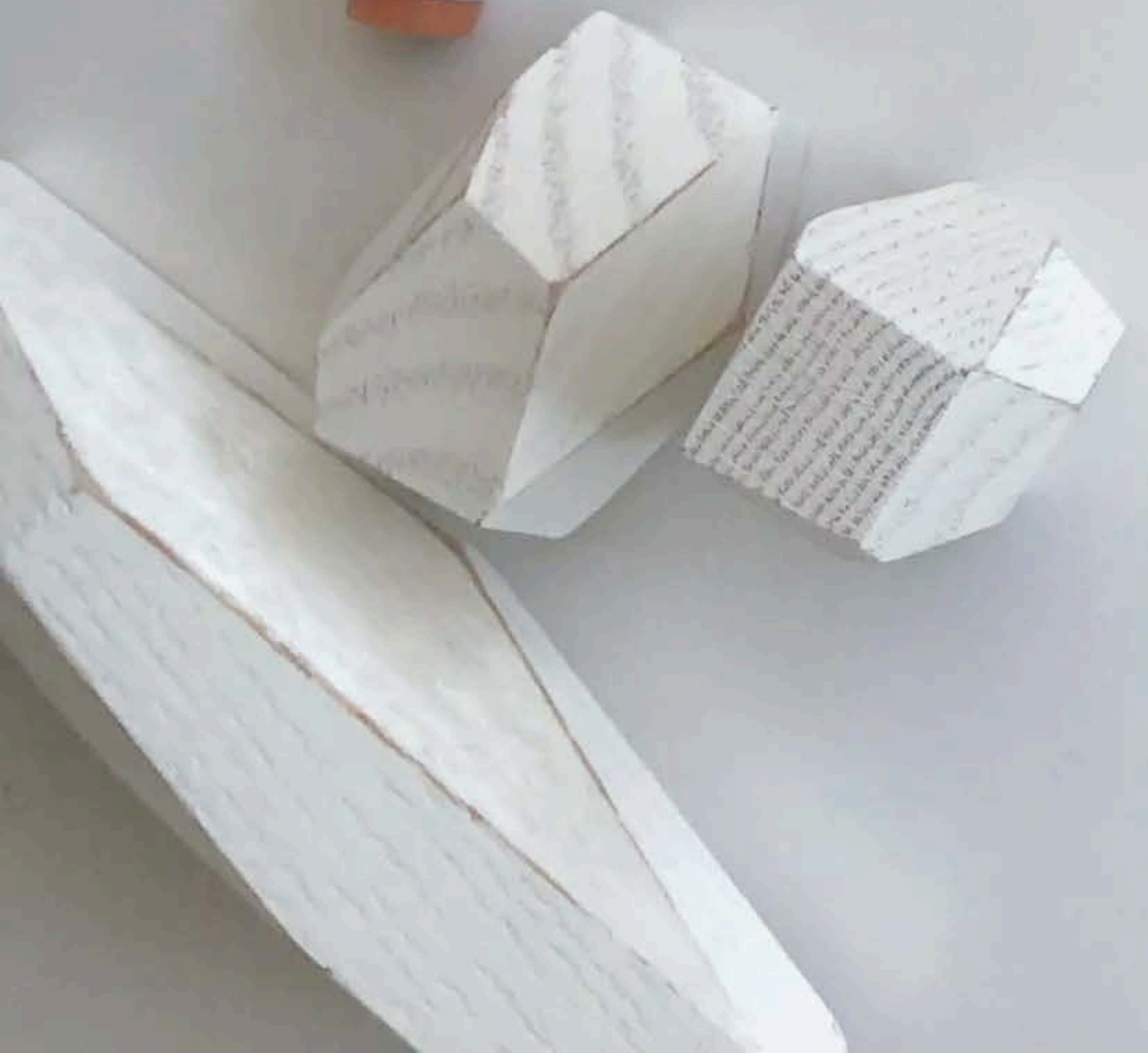
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4:08



5 hints







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- Home
- 5"48
- 5 hints
- Settings



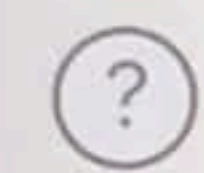




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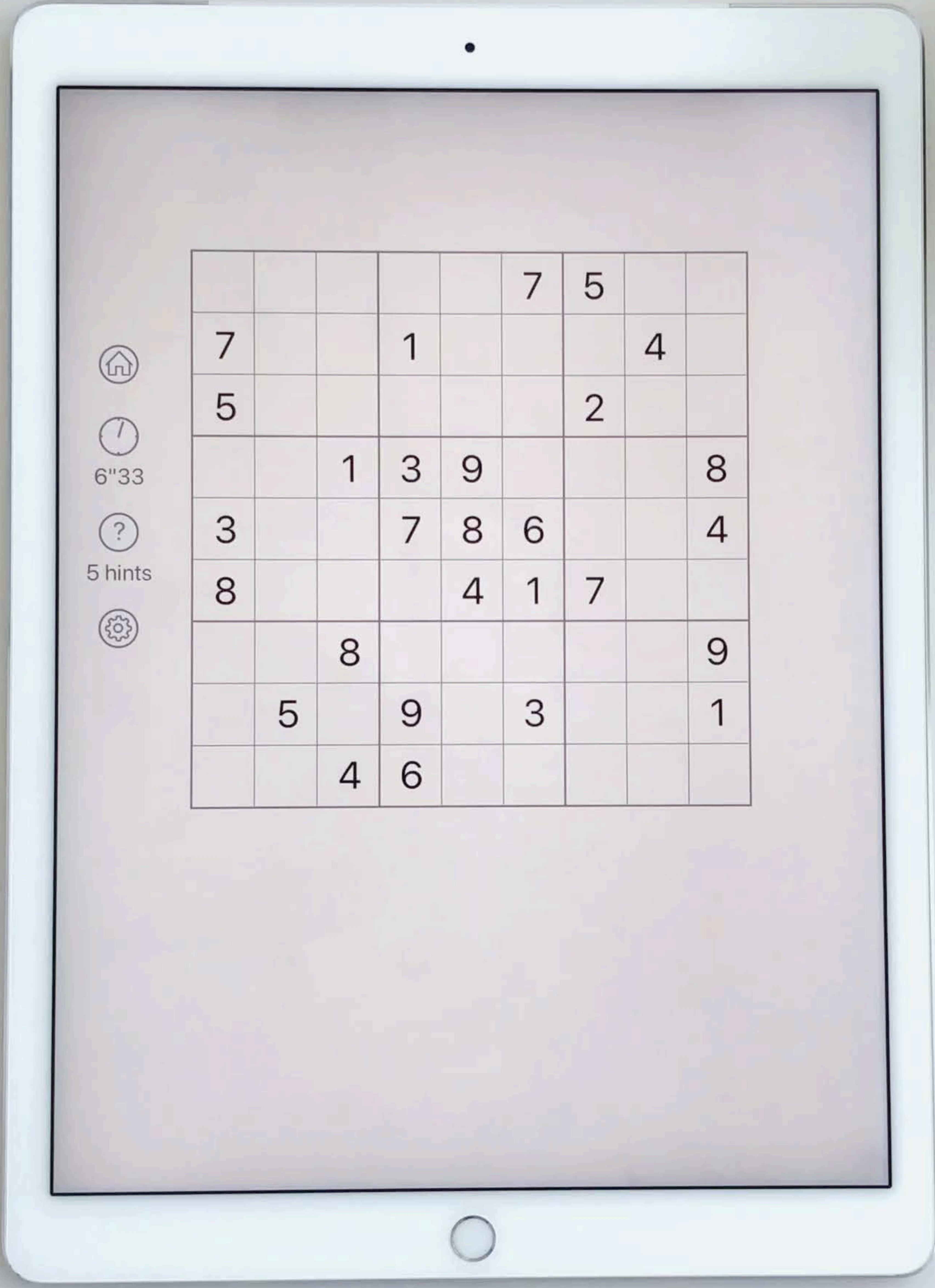
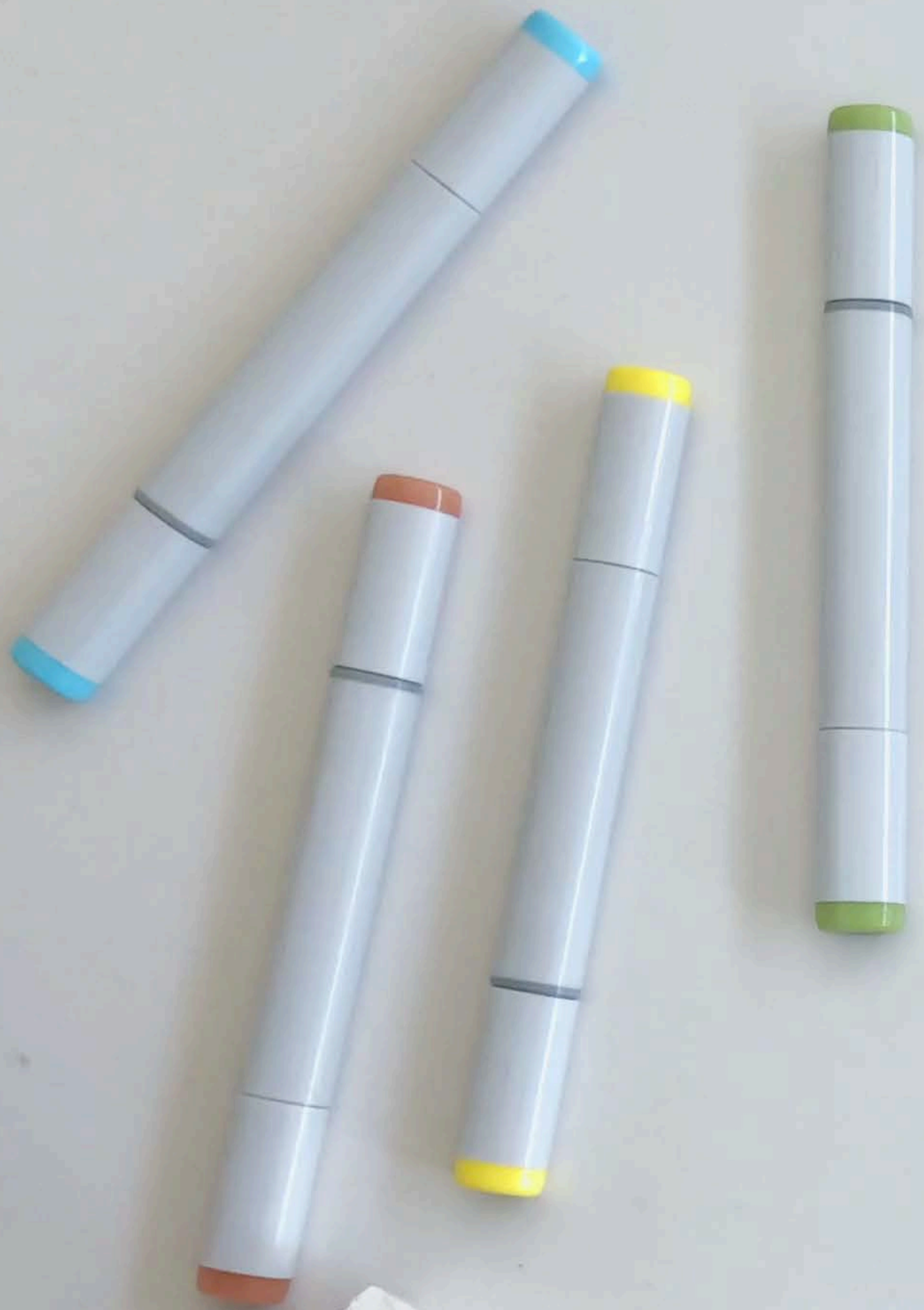
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5 hints







6'33

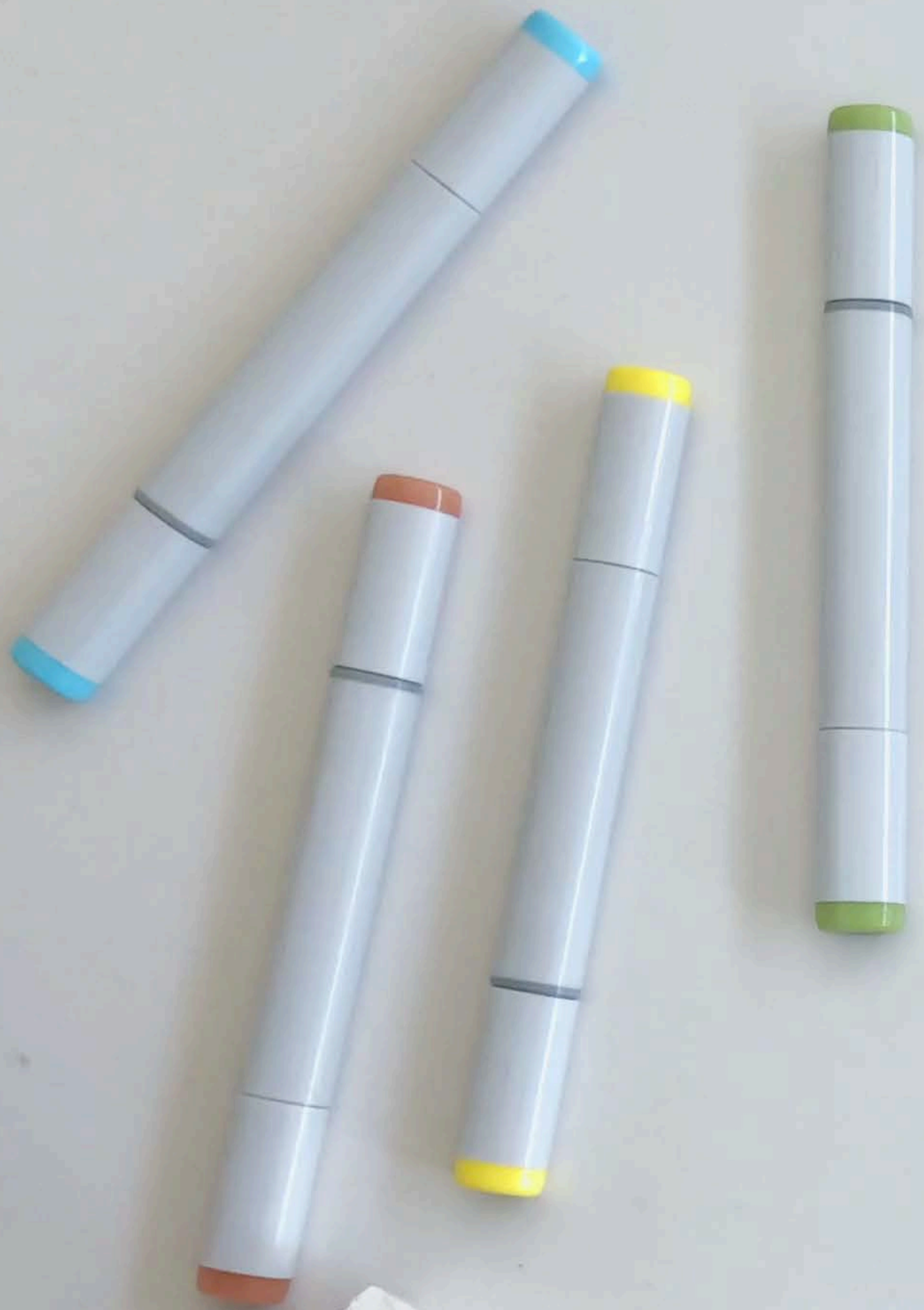


5 hints



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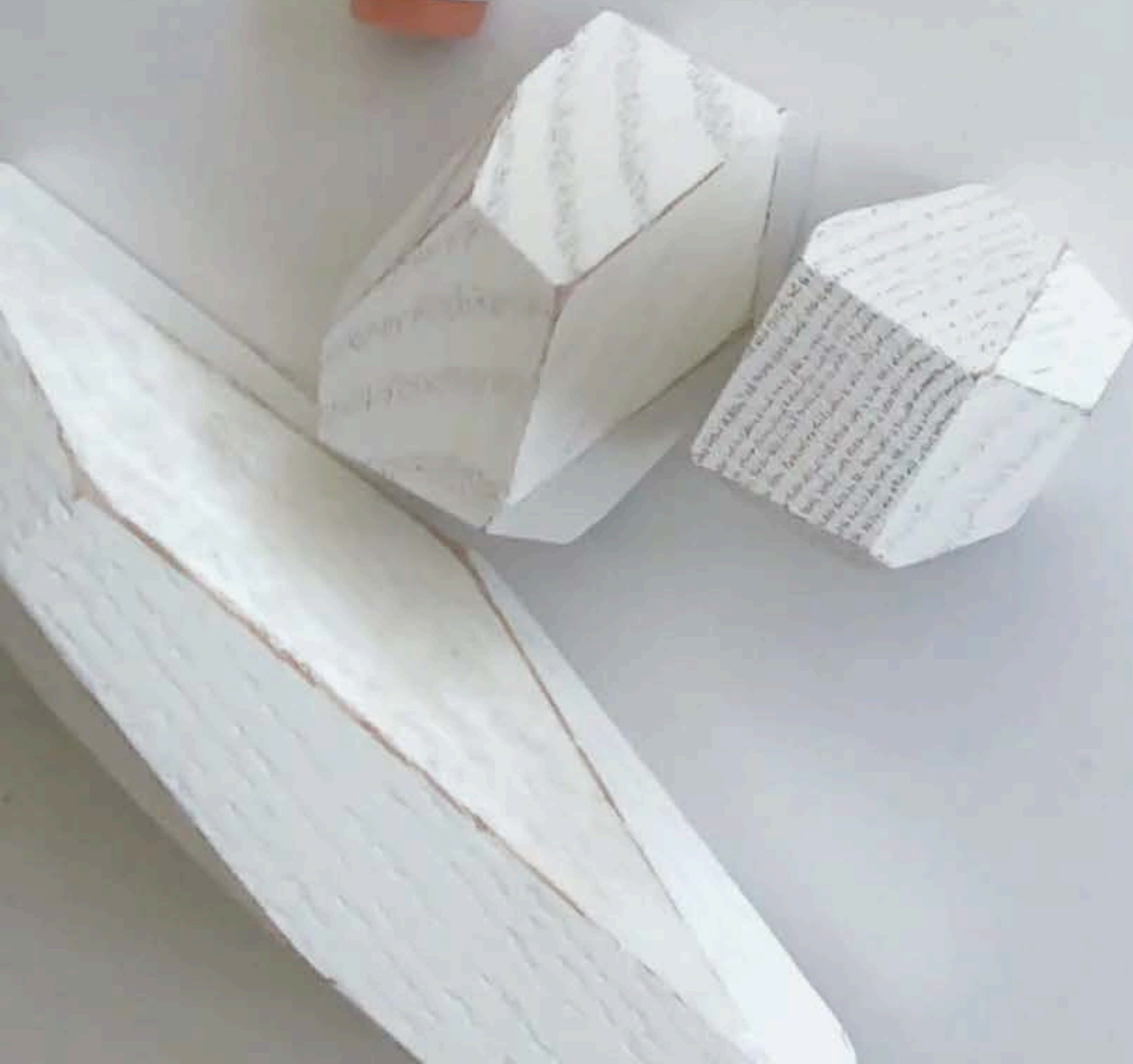
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6"33



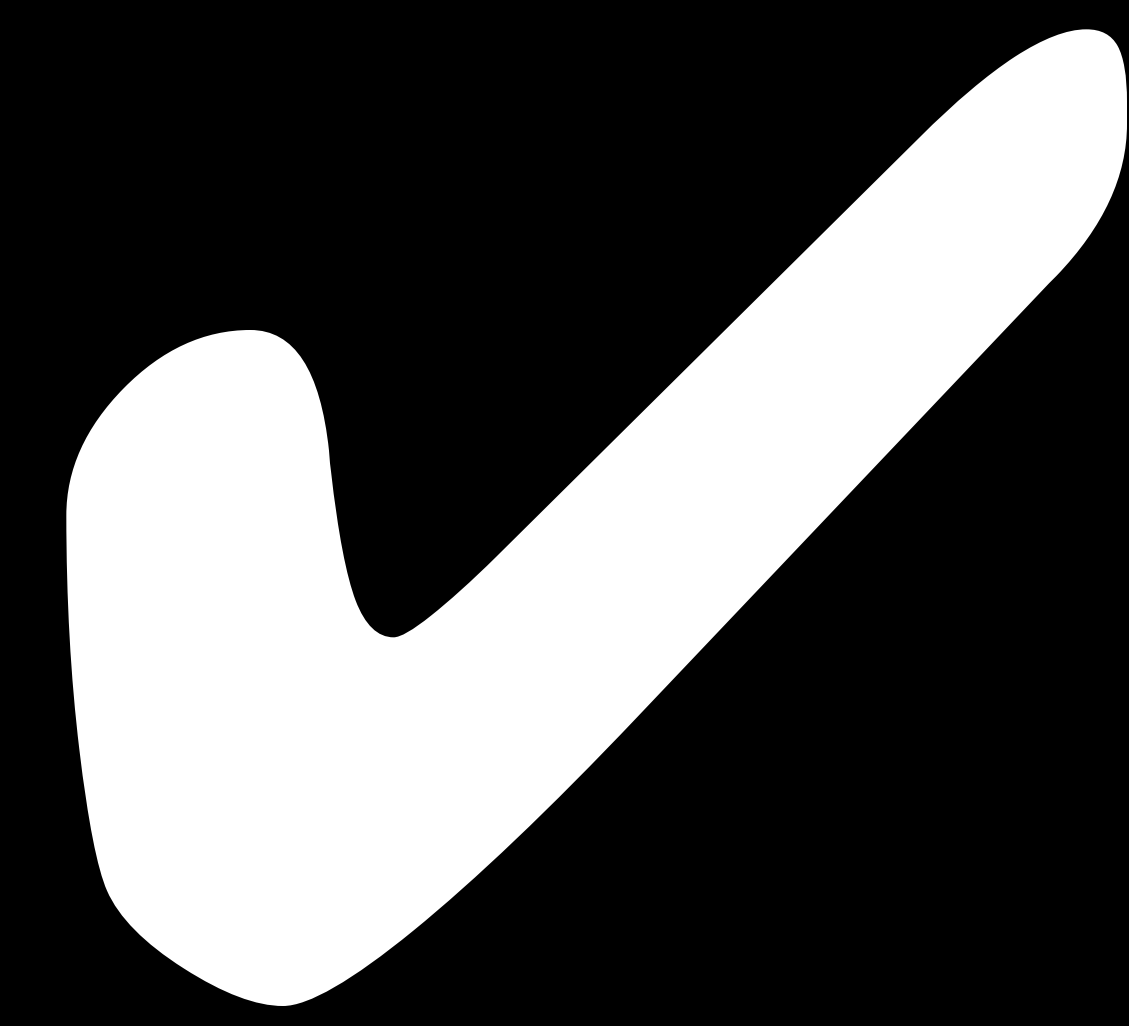
5 hints



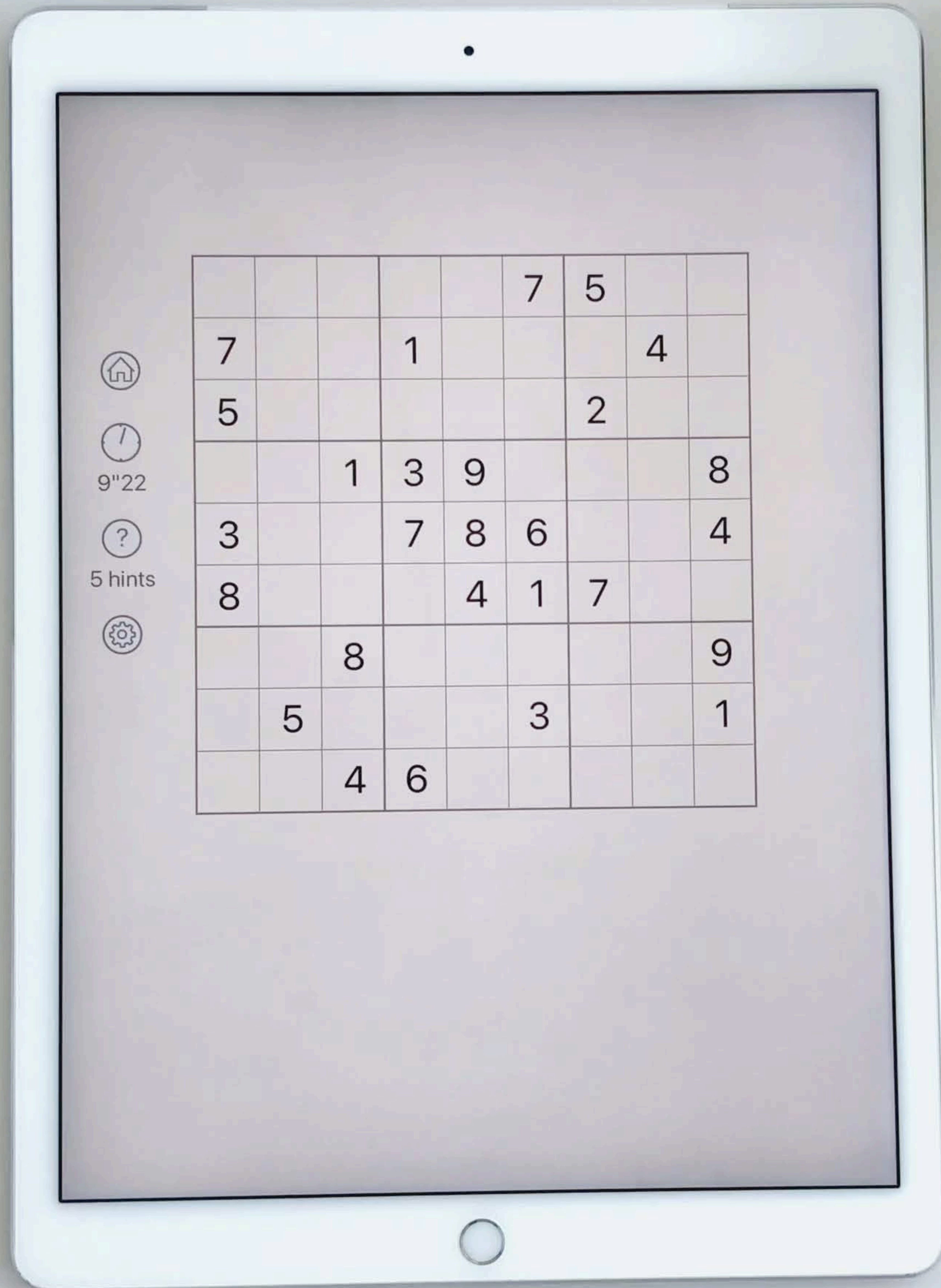








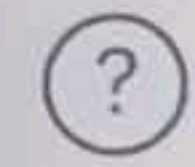




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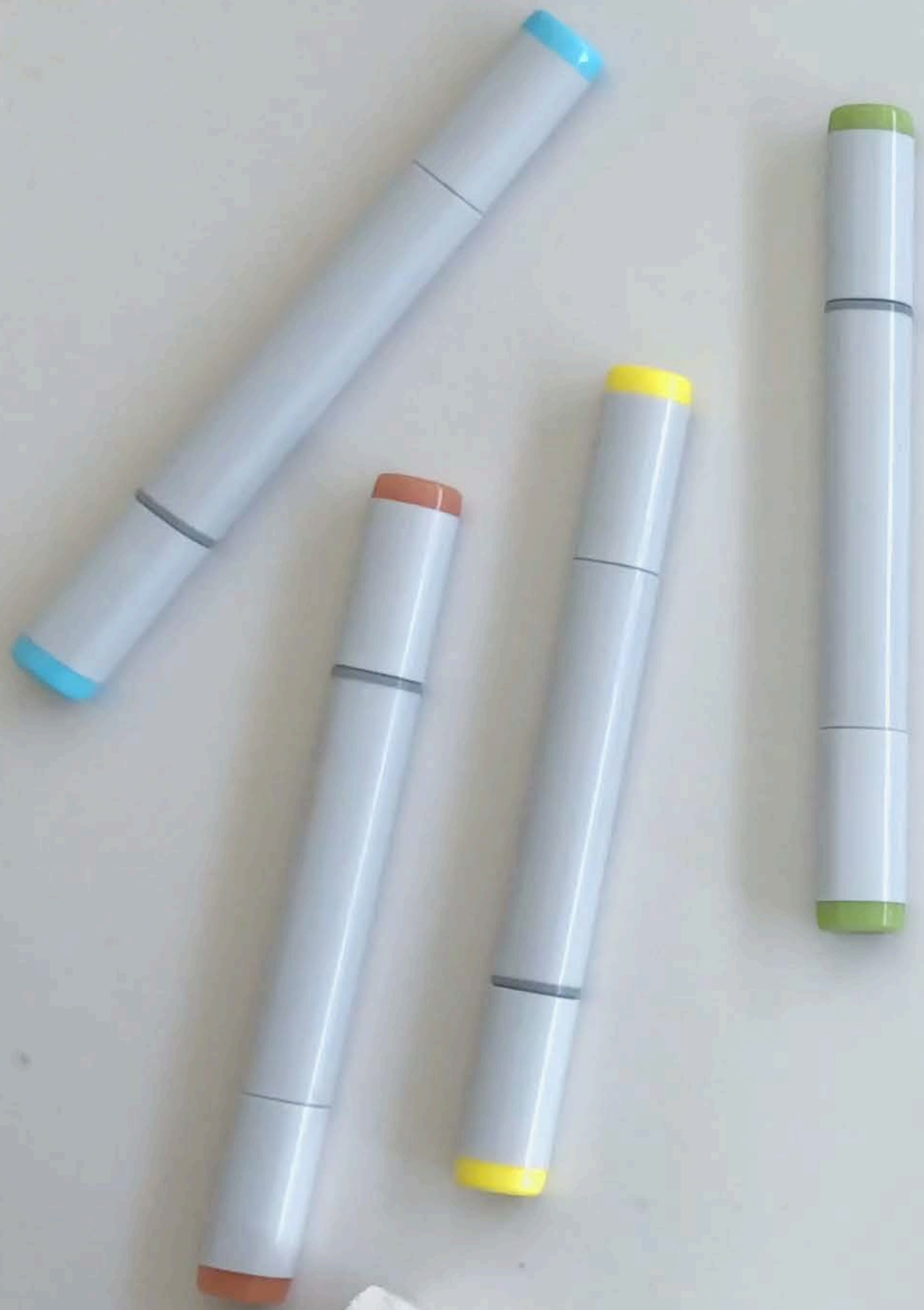
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5 hints



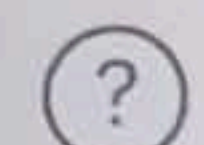




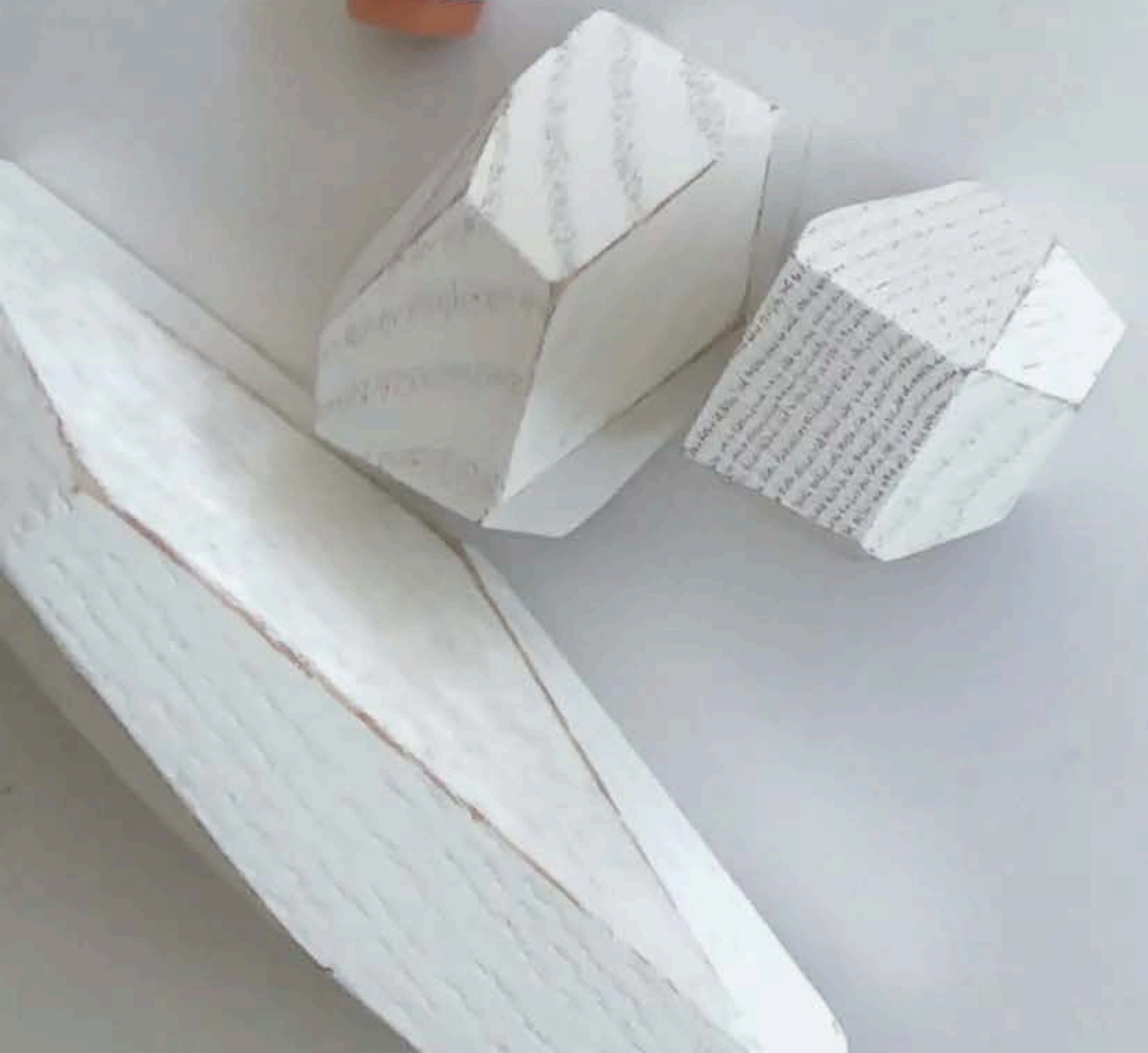
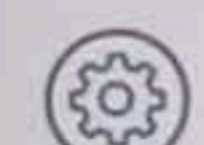
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9"22



5 hints



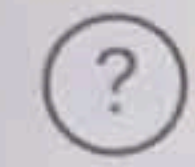




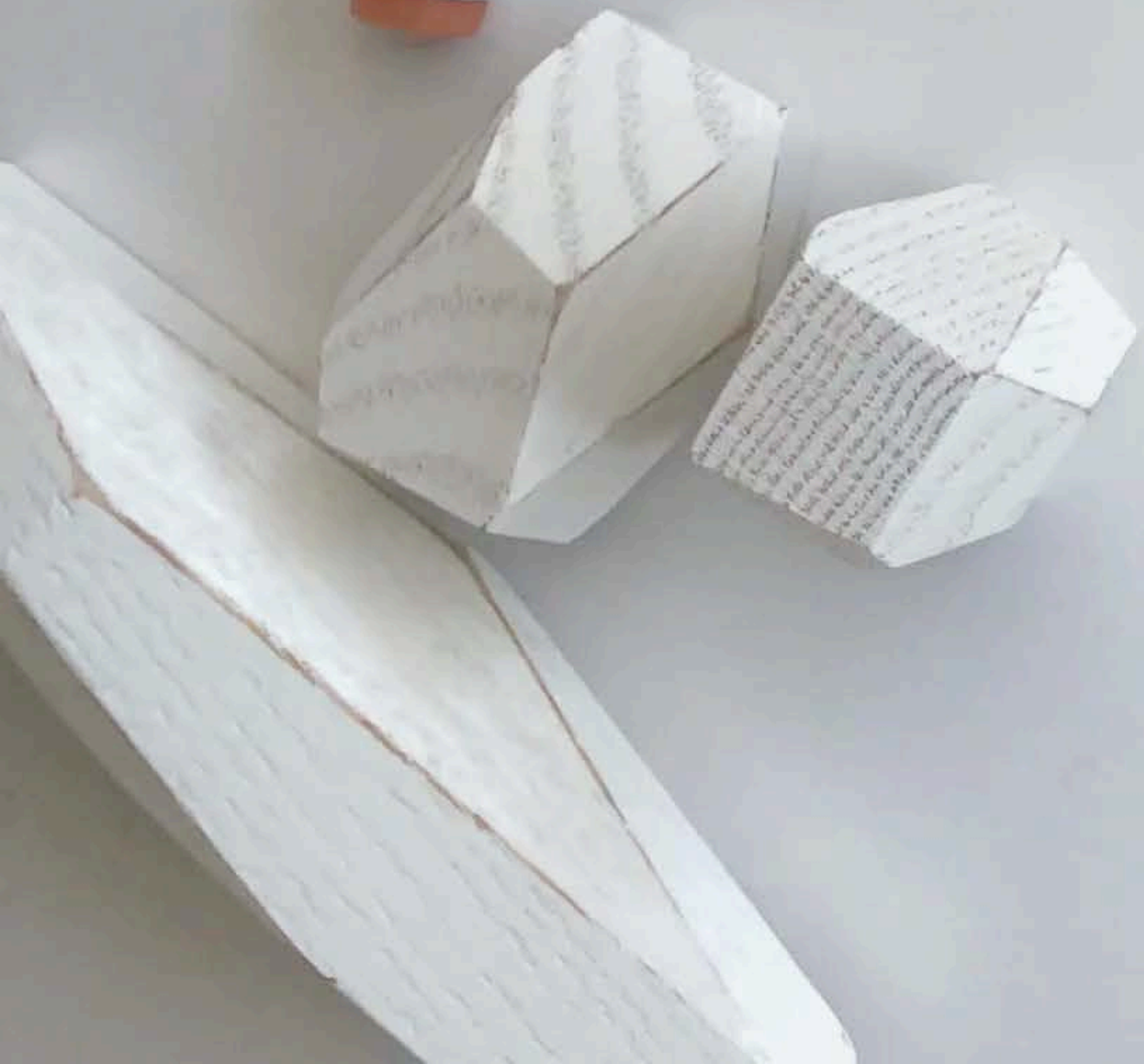
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3"13



5 hints



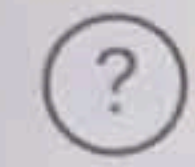




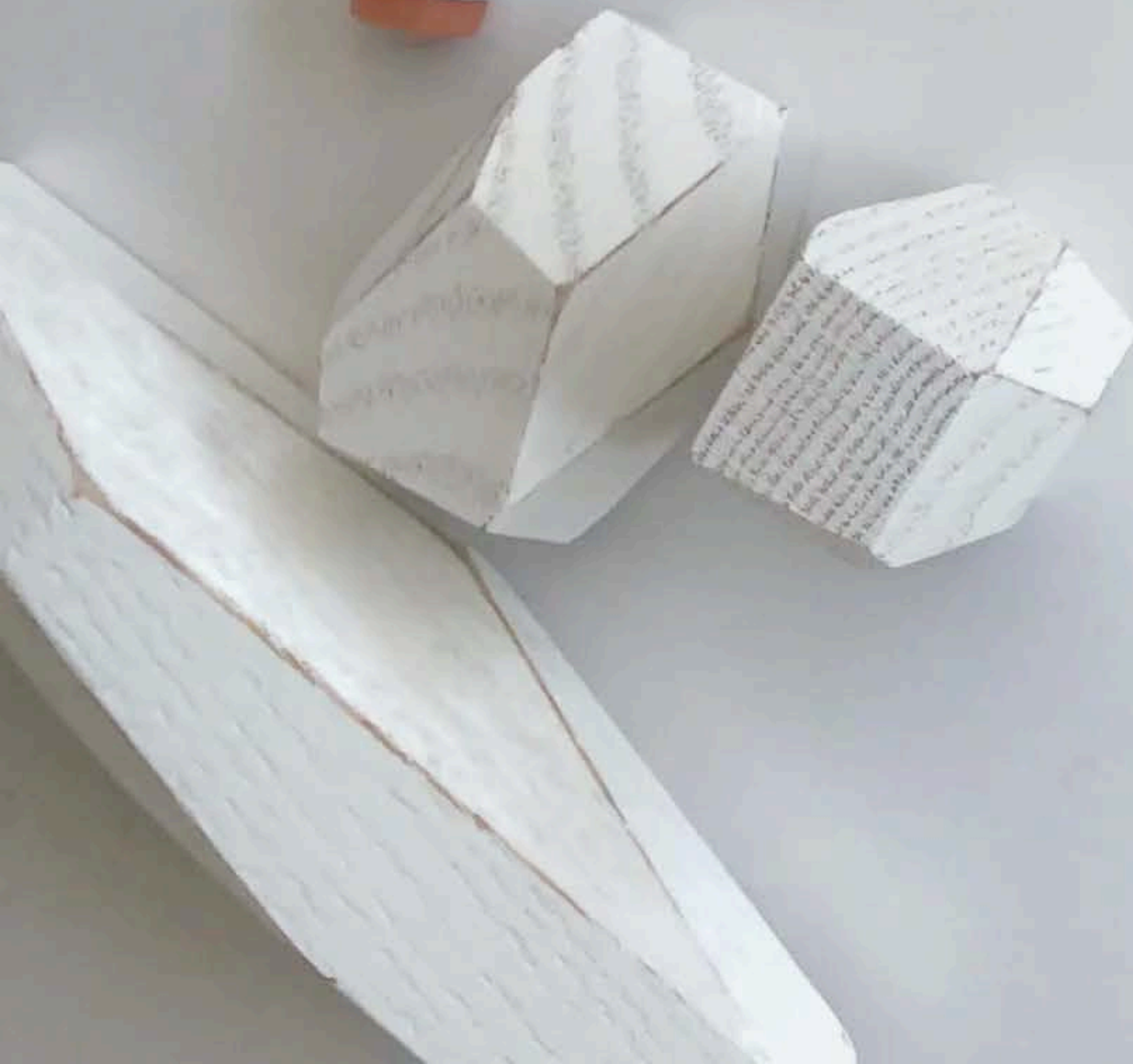
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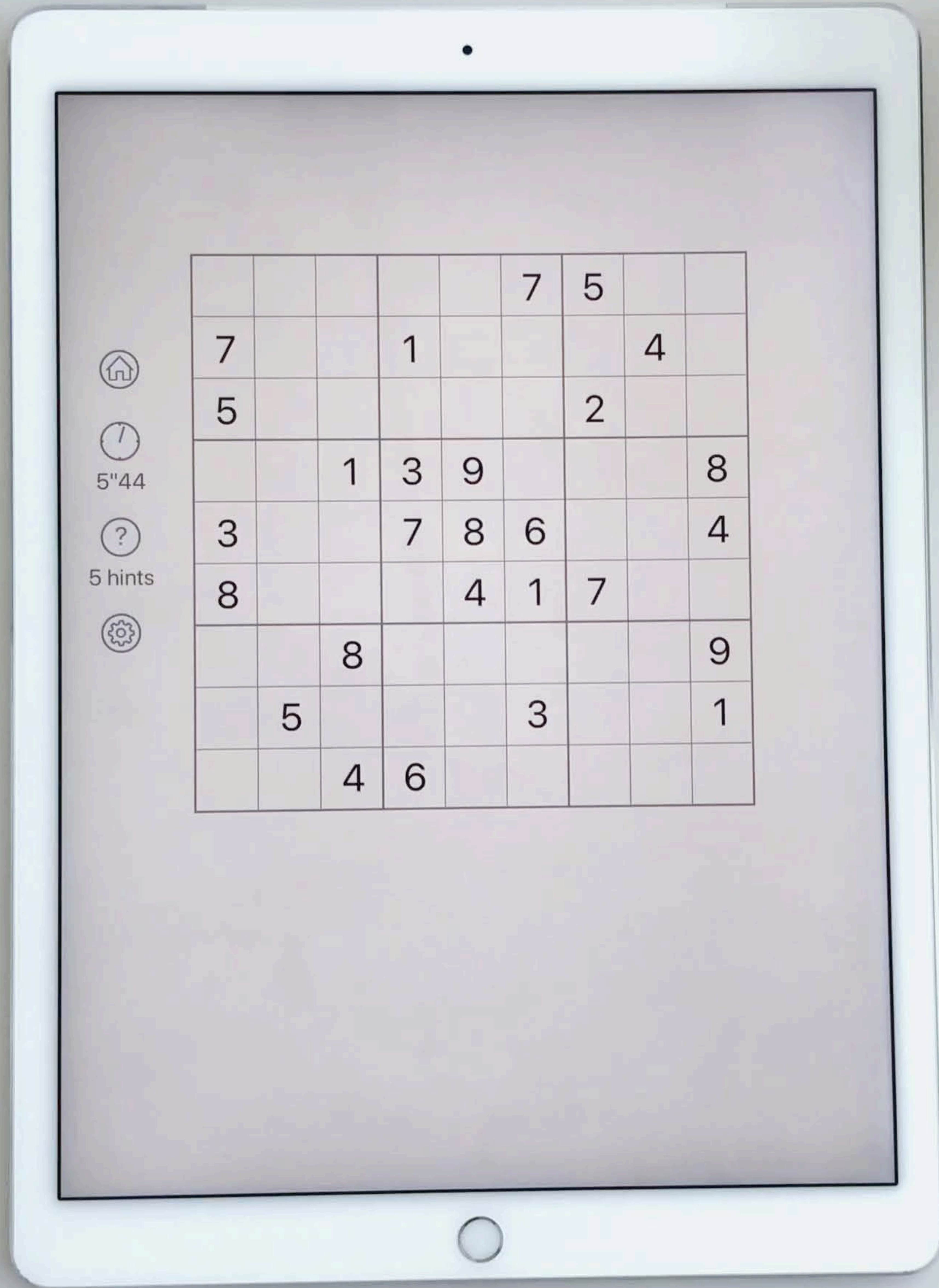
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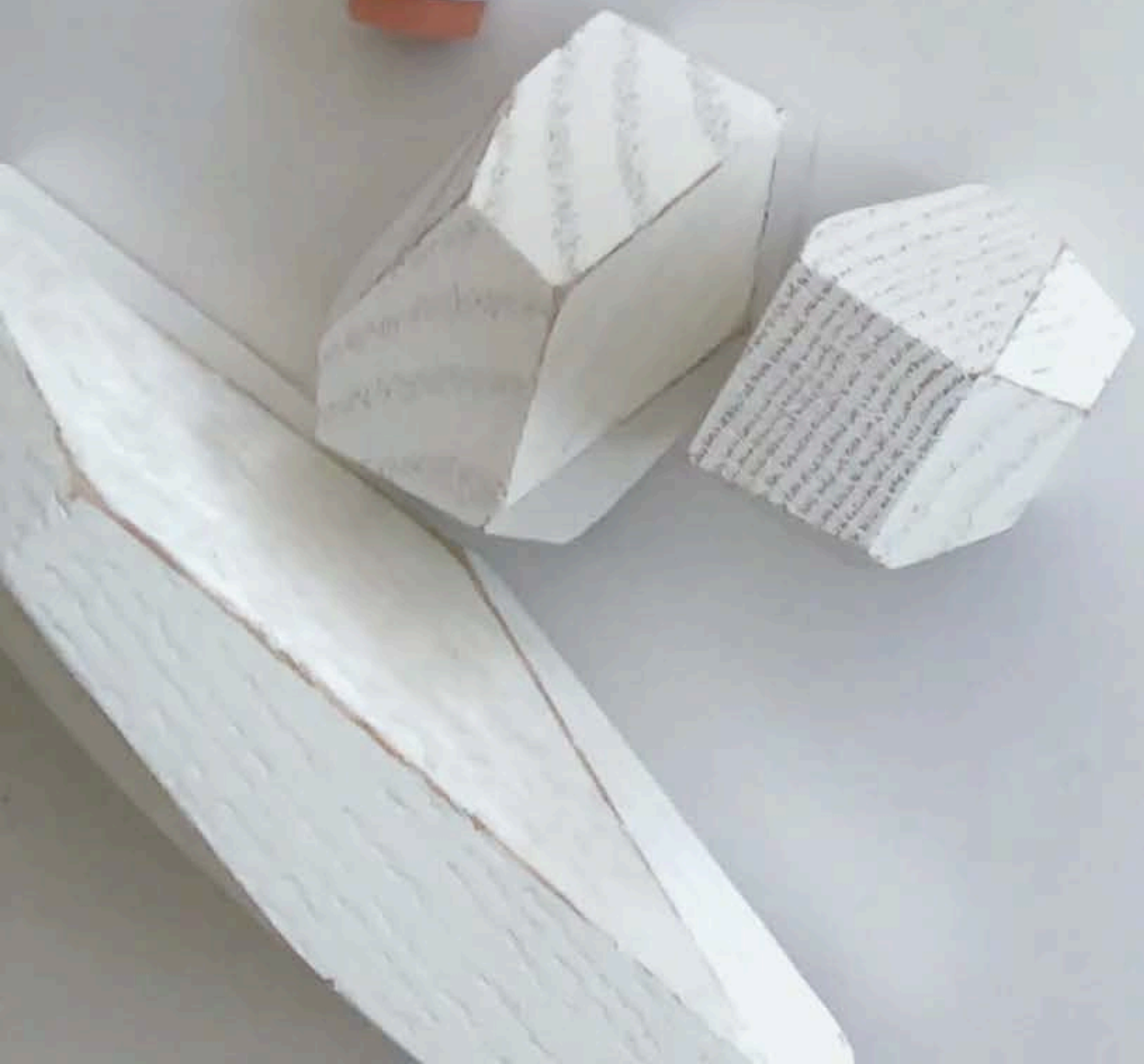
5 hints







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5"44  
5 hints

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**Pencil makes marks.**

**senses.**

**is familiar.**

**is expressive.**

**writes.**

**is used differently by different people.**

**provides shortcuts.**



# More Information

<https://developer.apple.com/wwdc18/809>



 **WWDC18**