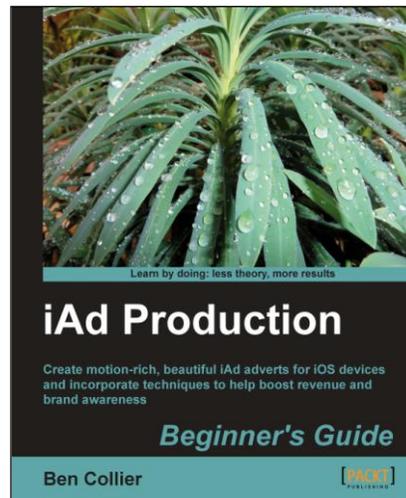




iAd Production Beginner's Guide

Ben Collier



Chapter No. 3 "Making Your iAd"

In this package, you will find:

A Biography of the author of the book

A preview chapter from the book, Chapter NO.3 "Making Your iAd"

A synopsis of the book's content

Information on where to buy this book

About the Author

Ben Collier is based in Brighton, UK and specializes in responsive HTML5 websites/ cross-platform web-apps, and great native iOS apps on Apple's App Store. He enjoys the constraints and challenges of working with small-screen mobile devices, as it forces focus on the important content and functionality within an app. You can visit Ben's personal website at <http://bencollier.net> or follow him on Twitter at [@ben_c](#).

Ben is a partner at Ocasta Studios, who make and manage mobile and small-screen apps across all the leading mobile platforms. Visit <http://ocastastudios.com> for more info.

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iAd Production Beginner's Guide

Think of an iAd as a micro-app contained within an app, on a user's iPhone or iPad, that they've downloaded from the App Store. When the user taps your advert's banner, it bursts into life, filling the entire screen of their device.

iAd Beginner's Guide takes you from start to finish of building rich, compelling, and interactive iAds. You will learn how to create beautiful multi -page ads with store finders, social sharing, 3D images, and video galleries.

You will create ads that utilize the powerful technologies in the iPhone to make your brand shine. Once you have engaged the user, you can carry out targeted advertising campaigns with location-based coupons, store finders, and social engagement. Using the iTunes Store, you will see how it's even possible to add one-click digital content purchasing, right within your ad. Learn how iAd producer manages all the HTML5, JavaScript, and CSS3 behind your iAd. You will be creating emotive, gripping, and effective mobile advertising campaigns in no time.

What This Book Covers

Chapter 1, Getting Started with iAd, introduces you to iAd, the immersive mobile advertising platform from Apple. We'll look at what an iAd is, why they're awesome, and the underlying technologies they're written in.

Chapter 2, Preparing Your Content, shows the best techniques to get the most out of your media content.

Chapter 3, Making Your iAd, shows you how to install iAd Producer—the tool from Apple that allows us to make rich iAds. With drag-and-drop simplicity and step-by-step examples, we'll create our first demo iAd!

Chapter 4, Making Sure it Works, shows you how to test your ads on the device, or in the iOS Simulator, if you don't have access to the required hardware.

Chapter 5, Templates and Objects, presents the benefits and limitations of a large selection of templates and objects as we build another example iAd, using a range of the pre-built templates and objects in iAd Producer.

Chapter 6, iAd Destinations, shows you how to use the core of our ad to engage your user and induce them to perform an action, such as sharing your brand with a friend via email or downloading your digital content from the iTunes Store.

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Chapter 7, Building for the Big Screen, shows you how to build more immersive iAds for the iPad. With its large multi-touch screen, we'll make an ad with even richer interactivity that'll work exclusively on the iPad.

Chapter 8, Creating Interactive Ads, teaches you how to modify the JavaScript code that powers your iAd by adding simple code snippets to enhance your ad with dynamic SMS/email sharing and calendar events, to keep engaging the user with your brand after they've left your advertisement.

Chapter 9, Managing a Successful iAd Campaign, presents the best ways to manage a successful iAd campaign, adding tracking analytics into your ad, measuring user insights, and the targeting options available, to ensure you reach the ideal target audience.

Chapter 10, Adding iAds into Your App, teaches you how to add iAd into an existing application, to begin generating revenue, and intelligently animate banners in and out of view, depending on their availability.

Chapter 11, Tracking Revenue and Fallbacks, shows you how to integrate additional ad solutions when the iAd Network doesn't have an available banner in its inventory. Finally, you'll learn how to analyze the number of ads your app is displaying, and more importantly, how much you're earning!

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3

Making Your iAd

We can now start using the content we optimized to work well with iAd, to build our first ad.

In this chapter we'll be covering the following topics:

- ◆ Installing iAd Producer on your Mac
- ◆ Familiarizing ourselves with the iAd Producer interface
- ◆ Setting up a blank iAd to work with
- ◆ Using templates to build each section of your iAd
- ◆ Tweaking the templates to make your ad even more awesome
- ◆ Using Safari to preview the animations in an iAd

Getting iAd Producer

iAd Producer is the tool that allows us to assemble great interactive ads with a simple drag-and-drop visual interface. Download and install iAd Producer on your Mac, so that you can start creating an ad.

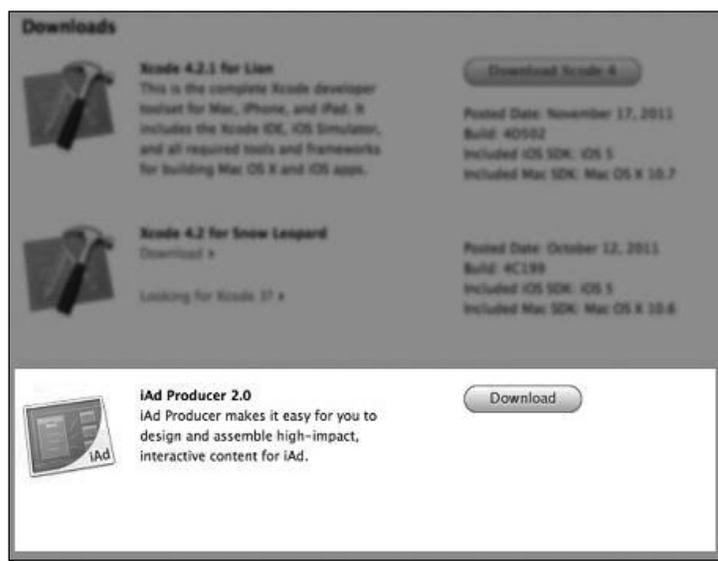
For More Information:

www.packtpub.com/iad-production-for-ios-devices-beginners-guide/book

Time for action – installing iAd Producer

To install iAd Producer, follow these steps:

1. To download and use iAd Producer, you need to be a paid member of the iOS Developer Program. In *Chapter 1, Getting Started with iAd*, we signed up to the developer program, so you'll need those login details before continuing.
2. Go to <http://developer.apple.com/devcenter/ios/> and click on the **Log in** button.
3. Enter your Apple ID and password, and click on **Sign In**. After you've signed in, find the **Downloads** section at the bottom of the page. Click on **iAd Producer** to start downloading it. You can see the download highlighted here:



 If you cannot see **iAd Producer** in the **Downloads**, make sure you're logged in and your developer account has been activated.

4. After the download is complete, open the file and run `iAd Producer.mpkg` to start the installation wizard. Follow the steps in the installation and enter your Mac password, if asked for it.

 When installing certain software, you need to enter your Mac password to allow it to have privileged access to your system. Don't confuse this with your Apple ID that we set up for the iOS Developer Program. If you don't have a password on your Mac, just leave the password area blank and click on **OK**.

5. When you've gone through the installation steps it'll take a couple of moments to install. After you get a **The installation was successful** message you can close the installer.

What just happened?

We now have iAd Producer installed; whenever you need to open it, you can find it in the `Applications` folder on your Mac.

Working with iAd Producer

Let's take a look at some of the main parts of iAd Producer that you'll be using regularly, to familiarize yourself with the interface.

Launch screen

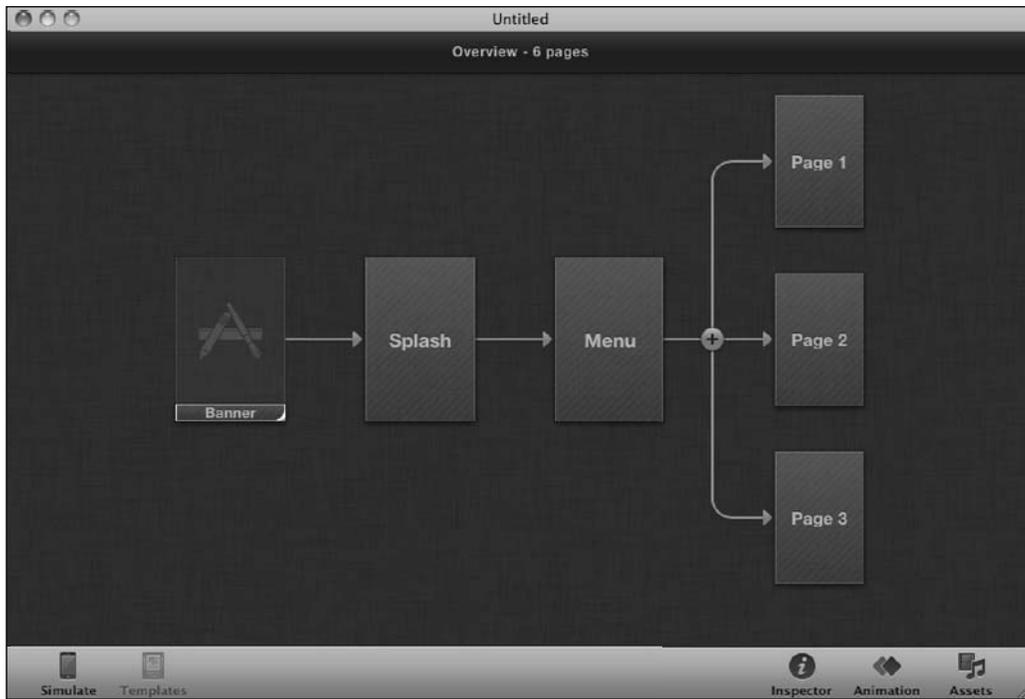
When you first open iAd Producer, you'll be able to start a new iPhone or iPad project from the project selector, as shown in the following screenshot. As the screen size and experience is so different between the two devices, we have to design and build ads specifically for each one:



From the launch screen, you can also open existing projects you've been working on.

Default ad

Once you have chosen to create either an iPad or iPhone iAd, a placeholder ad is created for you, showing the visual flow. This is the overview of your ad, which you'll be using to piece the sections of your ad together. The following screenshot shows the default overview:



Double-clicking on any of the screens in your ad flow will ask you to pick a template for that page; once assigned, you're then able to design the iAd using the canvas editor.

Template selector

Before we edit any page of an ad, we have to apply a template to it, even if it's just a blank canvas to build upon. iAd Producer automatically shows the relevant templates to the current page you're editing. This means your ad follows a structure that the users expect. Templates provide some great starting points for your iAd, whether it's for a simple banner with an image and text or a 3D image carousel that the user can flick and manipulate, all created with easy point and click. The following screenshot is an example of the template chooser:

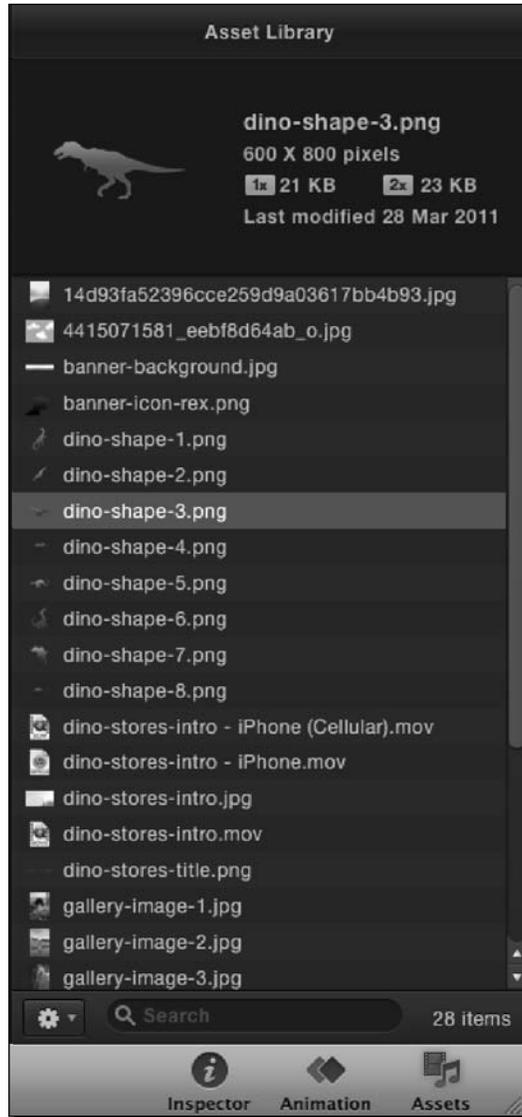


Asset Library

The Asset Library holds all the media and content for your iAd, such as the images, videos, and audio. When adding media to your **Asset Library**, make sure you're using high-resolution images for the high-resolution Retina display. iAd Producer automatically generates the lower-resolution images for your ad, whenever you import resources.


 If you wanted an image to be 200px wide and 300px high, you should double the horizontal and vertical pixels to 400px wide and 600px high. This will mean your graphics look crisp and awesome on the high-resolution screens.

The following screenshot shows an example of media in the **Asset Library**:



Ad canvas

Once you've selected a template, you can double-click on the item in the **Overview** to open up the canvas for that page. The ad canvas is where you customize your iAd with a powerful visual editor to manipulate each page of your ad. Here's an example of the ad canvas with a video carousel added to it:



Setting up your ad

Let's create and save an empty project to use as we create our iAd; you'll only need to do this once for each ad.

 Whenever you're working with something digital, it's important to save your iAd whenever you make a significant change, in case iAd Producer closes unexpectedly. Try to get into the habit of saving regularly, to avoid losing your ad.

Time for action – creating a new project

In order to create a new project, follow the ensuing steps:

1. If you haven't created a new project already, open **iAd Producer** from your Applications folder.

2. Select the iPhone from the launch screen and choose **Select**. You'll now see the default ad overview. iAd Producer has automatically made us a project called `Untitled` and populated it with the default set of pages.
3. From the **File** menu, select **Save** to save your empty iAd, ready to have the components added to it later. Name the project something like `Dino Stores`, as that is the ad we'll be working on.
4. You can now save the progress of your project at any time by choosing **File** then **Save** from the menu bar or pressing *Command + S* on your keyboard.

What just happened?

You've now seen the project selector and the launch screen in action, and have the base project that we'll be building upon as we make our first iAd. If you quit this project you can now open the project from within iAd Producer by clicking on **File | Open**, from the menu bar; or, simply double-click the `project` file in Finder to automatically open it.

Getting the resources

In this chapter, we'll be using the `Dino Stores` example resources that are available to download with this book. If you want to use your own assets, you'll need the following media:

- ◆ An image for your banner, approximately 120px wide and 100px high
- ◆ An image of your company logo or name, around 420px wide and 45px high
- ◆ An 80px square image, with transparency, to be used as a map pin
- ◆ A loading image, approximately 600px wide and 400px high
- ◆ Between six and 10 images for a gallery, each around 304px wide and 440px high
- ◆ Two or more images that will change when the iPhone is shaken, each around 600px wide and 800px high
- ◆ An image related to your product or service, at least 300px wide, to use on the main menu page



These pixel sizes are at double-size to account for the high-resolution Retina display found on the iPhone 4 and later. iAd Producer will automatically create the lower-resolution versions for older devices.

Building your banner

The banner is the hook to encourage the viewer to click and explore your iAd. We'll be using an image and an advertising slogan to create a simple but effective banner.

Time for action – making the banner

In order to make the banner, follow the ensuing steps:

1. Open up the `Dino Stores` project and double-click on the **Banner** in the ad overview. It should be the first item on screen.
2. Before you're able to edit any page of your ad, you need to assign a template to it. From the template chooser, you should see the available templates for banners. In this banner, we'll be using **Image and Text**; select this template and click on **Choose**.
3. After choosing the banner type, select the banner again, from the iAd overview. You should now have the banner canvas open, ready to customize the banner, as shown in the following screenshot:



4. The first item that we'll change is the **Banner Message**. Double-clicking on the text will change it to editing mode. Now, enter your own text, such as `Rawr-some Pets`. Click outside of the label to leave the editing mode.

 In iAd Producer, each area of text is referred to as a *label*. They're called this because the user of the iAd cannot edit them. For editable areas of text, we can use a text box.

5. Now let's make the text slightly bigger and center it, so it sits correctly in the banner. Click on the text again, so a selection box appears around it, and then click on the **Inspector** option in the lower-right corner of iAd Producer. This opens the **inspector pane**, which is used to adjust the appearance and styling of elements in your iAd.

 The inspector pane can be toggled to open and closed by clicking on the icon again. You can use this to enlarge the maximum area available to the canvas so that you can edit your ad with more precision.

6. In the inspector pane, click on the **Text** section to expand the text formatting options. We can center the text with the middle button in the alignment setting, then increase the font size to around **25**. You can see the font size and alignment highlighted in the following screenshot:



What just happened?

We selected the **Image and Text** template to create the base layout of our banner. Then, we used the ad canvas for the first time, to edit the default. Now you know how to select a template, then edit and adjust its text and appearance.

Have a go hero – writing good banner text

When writing the text for your banner, you can use certain language and words to entice and grab your user's attention so they'll tap your banner. Consider updating your banner to use a call to action, where you combine the following:

- ◆ An actioning verb to encourage the user to tap the banner, such as, "try", "join", "take", "find out", "create", or "play"
- ◆ A word to add value or importance in order to motivate the tap action, such as free, now, or fast
- ◆ Keep content to a minimum, so as to not deter the user from reading it

The following screenshot shows an example of a complete call to action:



Time for action – changing the background

We have edited the text on our banner; let's now change the background to make it more prominent in the applications that it will appear in. We'll use a gradient to fill the background, fading between two colors.

1. Click away from the label on the grey background to select the background properties in the inspector pane. Now click **Background**, to open the background properties section.
2. A **radial gradient** had already been selected for us when we chose the banner template, so we only need to change the two colors that make the background.



A radial gradient is a smooth transition between two colors; think of them as blending two colored circles into one, from the center of the area they are filling.

3. You should see a white-to-grey gradient strip with a small arrow and box at each end; click the box on the left to open the color selector. The color selector has a variety of ways to choose a color. We'll be using the simplest—the crayon selector. Select this by clicking the crayon box on the color selector. In the following screenshot, we can see the **Background** section along with the crayon color selector:



4. We now have a selection of crayons to pick our color from. The first color we select is the inside of your radial gradient; select the naturally prehistoric orange (named *Cantaloupe*) from the bottom-left of the colors. You should see the inside of your banner turn to that color. If it hasn't, make sure that the first box on the gradient strip is selected and try again.
5. Next, select the small gray box on the right of the gradient strip to change the outside color of the radial gradient. We'll change the outer color to white (named *Snow*), the far-right crayon on the bottom. Once both the colors have been selected, you can close the color picker.
6. We can now fine tune the gradient by dragging the orange box on the left about one quarter of the way towards the right. This changes the start point of where the gradient fades, so more of the orange is visible in the center.

What just happened?

We just used the inbuilt gradients in iAd Producer to create a gradient with code instead of images, meaning they can scale to the high-or low-resolution screens with no loss of quality, while having a significantly smaller file size. iAd Producer automatically produces the CSS.

Have a go hero – learning about CSS3 gradients

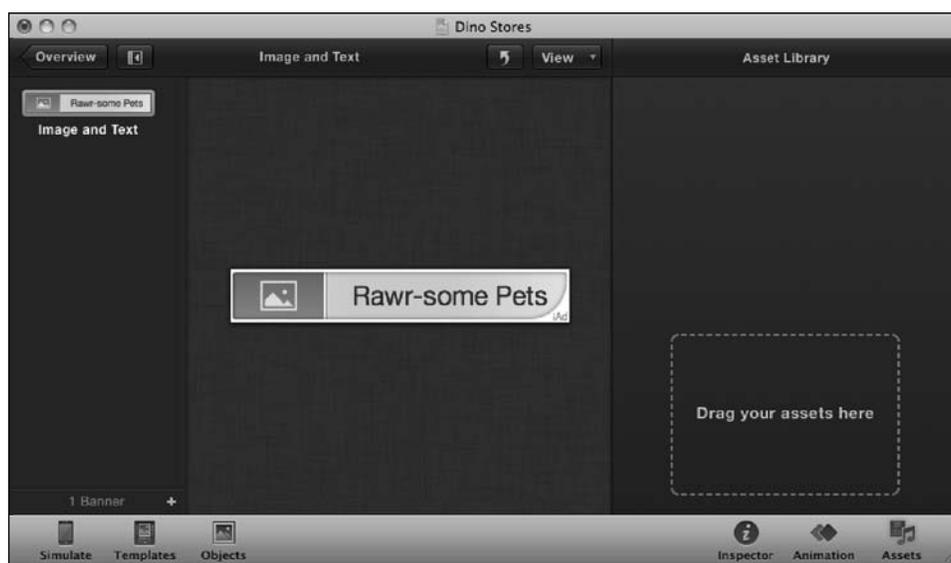
CSS3 is a work-in-progress specification that is currently receiving support in the latest generation of browsers. If you're curious about CSS3 gradients and how they can be applied to websites, check out the following resources:

- ◆ The CSS3 Gradient Generator is a visual web tool which allows you to generate and view the CSS code for complex gradients; visit it at <http://gradients.glrzad.com/>.
- ◆ CSS Tricks has a comprehensive but understandable overview on browser support and quirks at <http://css-tricks.com/5700-css3-gradients>.
- ◆ The W3 writes and maintains the in-depth specification on CSS3 gradients; available at <http://dev.w3.org/csswg/css3-images/#gradients>.

Time for action – adding an image

With the background gradient in place, we now need to add the final component of our banner, a small graphic to complement the text:

1. To add an image into our iAd, we need to add our media into the **Asset Library** of iAd Producer. We can add multiple assets at a time, so we'll import the entire `Dino Stores` project files. In iAd Producer, select **Assets** from the far bottom right to open the **Asset Library**. You should now see the **Asset Library** appear in the right of iAd Producer, as shown in the following screenshot:



2. Select **File | Import Assets** and find the `Dino Stores` folder provided with this book's assets. Within this folder, there is a `final` folder with all the assets prepared for this iAd; select **final** and click on **choose**. You can also drag media straight from Finder to your **Asset Library**.



The assets in the `final` folder for the `Dino Stores` example have already been resized and optimized for use in this project. If you want to use the assets that you prepared in *Chapter 2, Preparing Your iAd Content*, or if you've chosen to make your own resources, then import them now.

3. Wait while iAd Producer imports your media and assets. It should then display a list of all the assets available for use in your iAd. Click-and-drag `banner-icon-rex.png` to the placeholder image (a landscape silhouette with a moon) on the left of the banner canvas. It should update with our new picture.
4. Note that this is a PNG image; we picked PNG as we want the transparent areas to show the background gradient, something we cannot do with JPG. Now the new image is in our iAd, and the text seems to be too far to the right, so click on the text label and drag it slightly nearer to the left.

What just happened?

We imported the set of resources that we'll be using in our iAd to the **Asset Library** and updated our template to have our own image in it.

Time for action – supporting all orientations

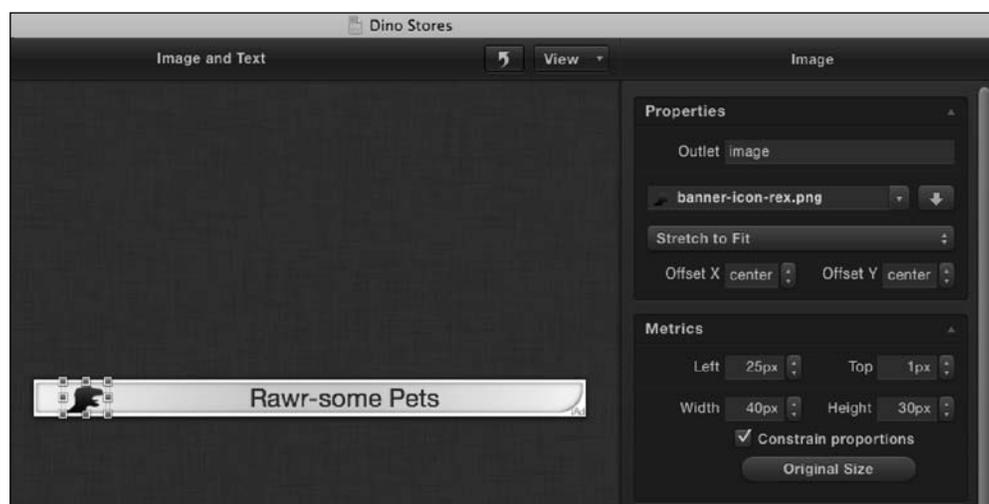
Apple suggests that our banners should work in both portrait and landscape, and doing so ensures your iAd looks great and can appear in any app that supports iAd. We'll now look at modifying the banner to support both orientations:

1. To see how the current banner looks in landscape, select **View** then **Landscape** from the menu bar. You'll see the iAd resize itself to match the new dimensions; we now have a thinner and longer canvas to customize our ad on.
2. As you can see, our text is now too big and the image has been cut off. Select the text and change it to a more suitable size, such as **22**. You might need to move the text to be centered in this new view.
3. We'll now fix up the image; click to select the image. If the inspector pane isn't visible, open it from the bottom-right menu in iAd Producer.

- Under the image properties section in the inspector pane, change **Actual size** to **Stretch to fit**. This allows us to shrink the image down to fit in the banner.

 By scaling the same image we used in portrait, we keep the total size of our banner down as we don't need to load in any extra resources for the landscape version of our banner.

- Still in the inspector pane, expand the **Layout** section and check the **Constrain proportions** option. Constraining the proportion means the image will always remain the right ratio when we resize it. Here, we can see the **Layout** section and the **Constrain Proportions** option selected for our image on the banner:



- Now, drag the image from one of the small boxes around the edge of the image, called **drag handles**, to resize it to fit correctly within the thinner landscape banner. If the image needs to be repositioned, drag it into a place where it looks good.

 When dragging or moving elements on the ad canvas, iAd Producer will suggest certain points you could use; these are indicated by yellow lines appearing and the element snapping to them.

- Unfortunately, some of the changes we've made also affect the view in portrait because they share the same assets and some settings. Choose **View** then **Portrait** from the menu bar, to return to the portrait view.

8. You may have noticed that the image has now shrunk and doesn't fit the banner correctly. This is because the **Stretch to fit** setting we chose is conflicting with this view. We can fix this by dragging the image from the drag handle to resize it to fit how it should.
9. Reposition the image so that it's back in the correct position.



The arrow icon above the canvas next to the **View** drop-down menu can be used to quickly jump back and forth between the landscape and portrait versions of your banner.

10. Check the banner again, in each orientation. Everything should be looking great now; if it isn't, fix up the issues until you're happy with the banner.
11. Save your iAd project using the **Save** option in the **File** section of the menu bar.

What just happened?

We completed our banner by supporting both the landscape and portrait orientations to ensure that our ad is compatible and will, therefore, appear within as many apps as possible.

If you were using the supplied assets, your banner should look something like the following screenshot:



Pop quiz – making banners

1. Why should we tweak our iAd banner to look good in both portrait and landscape modes?
 - a. So our banner works upside down
 - b. To make our iAd look great in any orientation
 - c. In case the user is seeing our banner on a train
 - d. Apple requires us to support both orientations

2. What is a radial gradient?
 - a. A circle with a color in it
 - b. Two colors that look good together
 - c. Two colored circles that fade into each other
 - d. A button with an image

Now that we have a completed banner, let's look at transitioning our users into our core ad unit smoothly, with a splash page.

Making a splash

The splash is your chance to keep the user interested while they wait for your core ad unit to load.

Time for action – making the splash screen

Let's make a splash screen that shows a bouncing image and three messages fading between each other:

1. If you're continuing on from the last exercise, click on the **Overview** back button in the top-left of iAd Producer. If you aren't, then open iAd Producer and choose **Open Project**; find the `Dino Stores` project we've been using so far.
2. You should now see the overview of your iAd and the flow between each component. Double-click the **Splash** page to open the template selector. For this splash page, we'll be using the **Bouncing Logo** template. Double-click the page again to open it on the canvas.
3. Open the **Asset Library** pane from the **Assets** option, on the right of the bottom bar. This should show all the assets we imported earlier. Drag `Pterodactyl.png` to the large image placeholder box on our splash's canvas.

4. You may have noticed our pterodactyl's wings and head have got cut off. We can fix this by resizing the image box using the drag handles. Once you've changed the size of the image box to show the entire image, make sure it is still centered by dragging the entire image, so that a yellow line appears down the middle of the canvas and the image snaps to it. This is iAd Producer suggesting the ideal position for it. The following screenshot is an example of the yellow-lined, suggested positioning in iAd Producer:



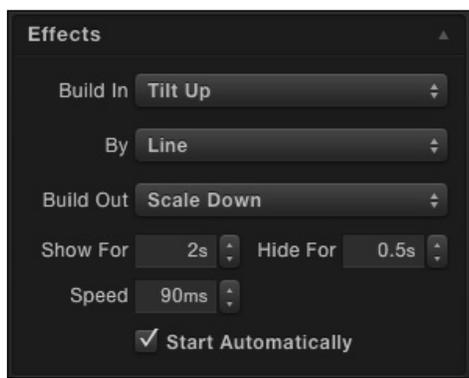
5. We've added the image into our splash; now, we'll customize the text. The **Bouncing Logo** template comes with a `Multi-Label` object, similar to a standard label, but it let's us change between different messages with a transition.
6. Double-click on the **multi-label**; at the moment, it should say **Loading Message 1**. This opens the multi-label editor and fades out the rest of the canvas while we edit it.

7. Click on the text again to highlight it and replace it with your own message, say **It's taken 180 million years.**
8. To move the message to the next cell, the sub-label of the multi-label, click the down arrow to the right of **1 of 3 cells**. In the following screenshot, this cell navigation arrow is highlighted:



9. Now, enter the text for the second cell, say *but finally...* Move on to the third cell and add the final message, for example, *they're here*.
10. iAd Producer will now automatically transition between these cells, while our ad is loading. To ensure our message gets a chance to complete a full cycle, we need to adjust the timing of the multi-label. We'll change the time each cell is visible for and the length of the transition, and make sure the splash is visible for a certain time.

- 11.** To change the multi-label duration, click anywhere outside of the cell to exit the editing mode. Now single-click back on the multi-label to select it, but don't enter back into the editing mode. If the inspector pane isn't visible, open it up and find the **Effects** section. We'll want to change the **By Letter** to **Line**. This means the effect is applied to an entire line at a time, instead of each individual letter. Check that the **Show For** is **2s** and the **Hide For** is **0.5s**; change these if they're not. Your final effects should look like the following screenshot:

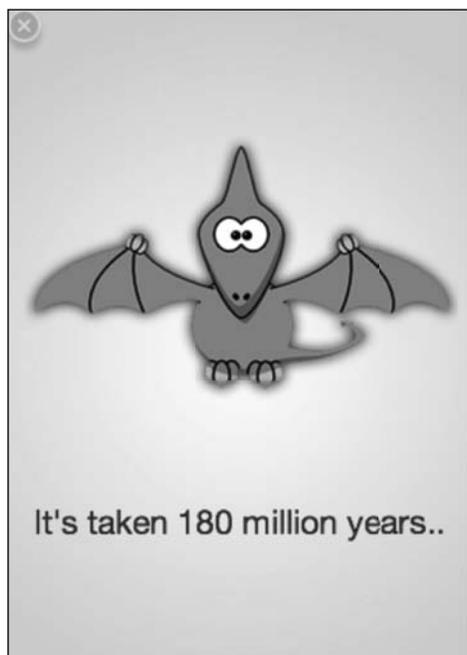


- 12.** Now let's change the minimum duration of the splash to **7.5s**. Click the background of the iAd to modify the main splash properties. In the inspector pane, change the **Show Page for at Least** value to **7.5s**, by dragging the slider to the right.

 We chose a minimum duration of **7.5s**, as this allows the entire effect animation on the multi-label cell to complete. Each cell is visible for 2 seconds and hidden for 0.5 seconds, making a total of 2.5 seconds. Then we have three cells in total, making a total duration of 3 x 2.5 seconds, or 7.5 seconds. It's important to keep the splash screen visible for as little time as possible, to prevent the user from closing your ad before they even reach the content!

- 13.** Finally, we'll add a background gradient to our splash. Under the **Show Page for at Least**, find the **Background** section. Just as we did with the background of our banner, we'll use a radial gradient. We're going to click on the first color on the gradient strip and select *Snow*, the white crayon on the bottom right. Now click the second color box on the gradient strip and choose *Cantaloupe* from the bottom left.

14. Save your project from the **File** menu. That's our final splash, and it'll look similar to the following screenshot:



What just happened?

We've now made our first splash screen, transitioning the user into the core ad unit. You modified the animation effect timings to ensure the full splash animation gets viewed by the user.

As our splash page includes animations that can't be previewed in iAd Producer, let's take a quick look at how to simulate them using Safari.

Previewing the ad

Whilst iAd Producer gives a great overview of the positions, styling, and flow of your iAd, it doesn't show us animations or let us interact with our ad. Fortunately, as each iAd is built using the latest web technologies, we're able to use **Safari**, the built-in web browser on your Mac. Safari uses the same engine to display web pages as the iPhone, so the representation should be accurate; however, remember your Mac is a lot faster than your iPhone, so performance may be worse on that device.

Time for action – testing your iAd

Let's take a moment from building our iAd to check over the `Dino Stores` ad that we've been creating so far to check that the animations provided by the templates and multi-labels are working:

1. If it isn't open already, open the `Dino Stores` project that we've been working on and open up the banner on the canvas editor. You might need to return to the overview to find the banner.
2. From the menu bar, select **Export** then **Preview in Safari**. This will open Safari, with your banner in it. You should see the text slide in from the right and the image fade up. Don't worry if you can see the text before it enters the main banner area, which would be out of the visible frame on the iPhone.

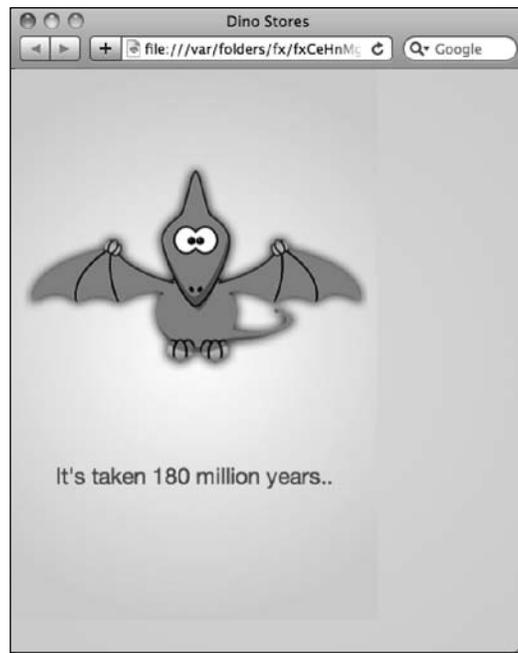


You might have noticed that the iAd logo and frame is missing from the preview in Safari, this is added by the iAd system on the iOS devices and is not available in Safari.

3. Let's view the animation again by refreshing the page. From the menu bar in Safari, choose **View** and then **Reload page**. If you make changes to your iAd in iAd Producer, reloading the page won't show the updated iAd, so you'll have to go back into iAd Producer and choose **Preview in Safari**, again, to update it.
4. If you're happy with the banner, open the splash in iAd Producer and select **Export** and then **Preview in Safari**, from the menu bar.



Whenever you're working on an iAd with animations or effects in it, you can preview the iAd at any time to see how it will look when using this technique.



What just happened?

You just previewed what your ad looks like running in Safari—just like in the previous screenshot. In the next chapter, we'll look at device testing being able to touch our ads and immerse ourselves, which makes it much easier to get a feel of what our iAd experience will be like.

Now that we've seen how our banner and splash page are going to look, let's continue building the rest of our ad.

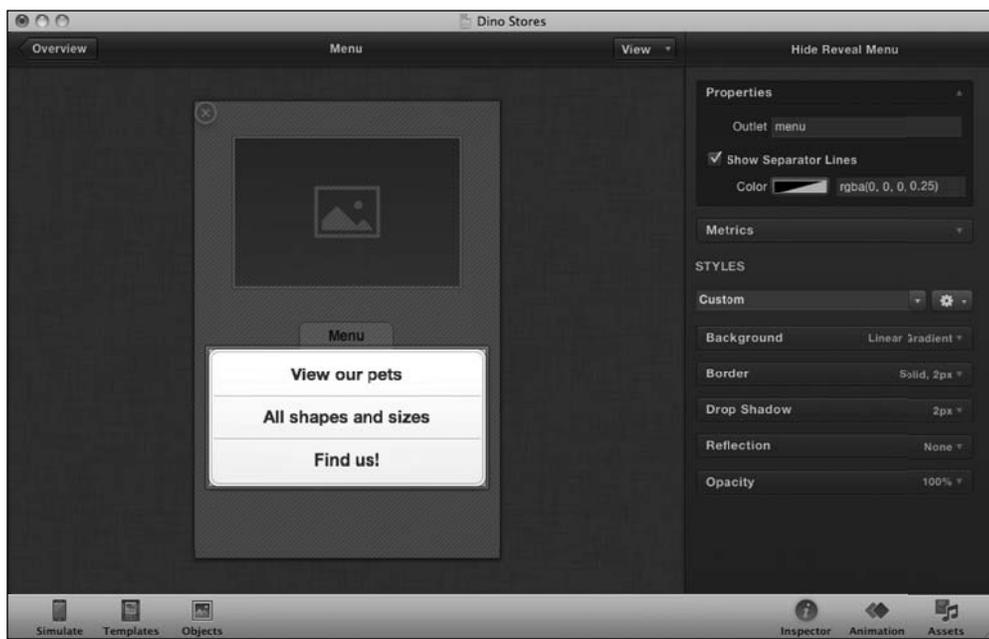
Adding a menu

The menu is the root view of our core ad unit and is used as the primary navigation between the subviews of our iAd. The flow of the ad typically means users will go from the menu to a page, then back to the menu and on to another page.

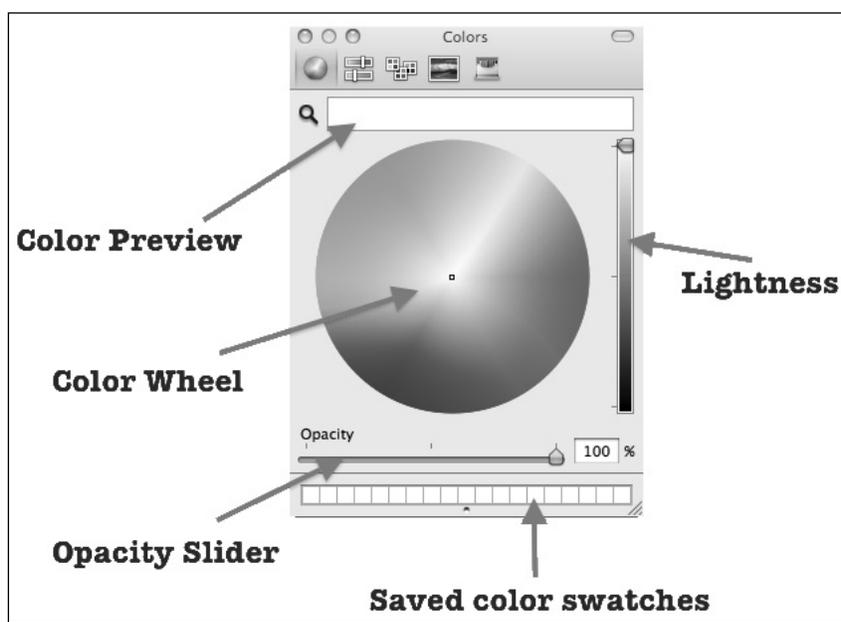
Time for action – making a menu

Let's make a menu for our iAd that will allow access to the three pages in our ad—an image gallery, a shakeable image view, and a store finder. To make the menu, follow the ensuing steps:

1. If you haven't done so already, open up iAd Producer and the `Dino Stores` project we've been working on. From the overview screen, double-click the **Menu** page in the app. Then, flow to open the template chooser.
2. For this menu, we'll use the `Hide-Reveal` template, which gives us a menu that slides out to the bottom when we change pages and that can slide back in when the user wants to get back to the main menu. Select this template and click **choose**. Double-click the **Hide-Reveal** menu in the ad flow to open up the menu canvas.
3. Double-click the menu area to open its editing mode. Then, double-click on **Page 1** to change the text. The first page of our ad will be the image gallery, so enter some text, say **View our pets**. Repeat this for the next two items, the shakable image view and the store finder. You could use **All shapes and sizes**, and **Find us!** for these items. With the new text, your selected menu will look similar to the following screenshot:



4. The default style of the menu isn't very compelling, so let's restyle it. Exit the editing mode of the menu by clicking the background of the ad, and then single-click the menu again to select it. However, don't enter edit mode. Expand the background section of the inspector pane to reveal the gradient strip and click on the first color box to open the color picker.
5. This time, we're not going to use the crayons to select our color because they offer a very limited choice. On the color picker, click the rainbow-filled circle to open the **color wheel**. The color wheel gives us a large circle with the color spectrum in it, allowing selection of any color that we want. The following screenshot shows what each part of the color wheel selector is for:



6. For our first color, select a light, orangey yellow by clicking the color you want on the color wheel. The preview area and iAd canvas should update to show your selection. You can click-and-drag on the color wheel to get a live update of the color you're selecting.
7. Once you've found a color you like, select the second color by clicking the second color box on the gradient strip in iAd Producer to open that color in the color picker. This time choose a darker, deeper orange that complements the first. You can use the lightness slider to change between lighter or darker colors to select from.

8. Now that you've selected the colors for the menu, let's make sure it's a linear gradient. A linear gradient has a start and finish color, and fades from the first to the second color. In the **Background** section of the inspector pane, check whether the type under the gradient strip is **Linear** and not **Radial**.

 When creating linear gradients for tappable items, you should keep the top color lighter than the bottom, to create the illusion of depth. A light-to-dark gradient gives a pushed-out effect, which gives the button that realistic, tappable feel. If you need to swap around your colors, there is a button in the **Background** section with two arrows on it. Clicking that will reverse the direction of the gradient.

9. We've styled the inside of our menu; let's now change the border. Under the **Background** section, you should see a border section; if it's not expanded, click it to reveal the border settings. Click the color box to open the color picker. Change the default white to another color, such as deep brown. We can increase the width of the border to **3px** to make it more pronounced. If you want, change the radius to **20px**, to increase the rounded corners of the menu. The border style can be changed from a solid line to dotted or dashed; however, if you try changing it you'll quickly see these don't suit the menu we're making.

 If you've made a custom color that you'd like to save in order to access easily later, you can drag the big block of the color in the preview area to the strip of empty boxes along the bottom color picker. This is useful when you use the same custom colors throughout your ad and want to keep them consistent.

10. You may have noticed the main **Menu** tab at the top hasn't had any styling applied to it, so let's change it to match the rest of the menu. Double-click inside the main area of the **Menu**, then single-click on the top part of the menu, where it says **Menu**. Selecting the **Menu** tab can be quite difficult, so don't worry if you have to try this a few times before you can select it.
11. Firstly, let's get the background color of the menu tab to match the border, so it looks like one complete unit. In the inspector pane, find the **Background** section, change it to a solid fill and replicate the same red we used for the border.

 iAd Producer unfortunately hides the area on the canvas we're editing behind a dark grey mask, so you might need to deselect the **Menu** tab occasionally to see the changes you're making.

- 12.** The darker background of the **Menu** tab has meant the text is no longer readable, so let's change the text color. From the inspector pane, find the **Text** section and expand it if you need to. Click on the block of grey color and change it to white. Here, we can see the selection of the **Menu** tab with its colors adjusted:



- 13.** Click back on the main ad canvas to see how the menu looks and edit any part you think needs tweaking, The menu is done!
- 14.** We've added the menu, let's now change the background of our page. Click the background on the ad canvas and open the **Background** section in the inspector pane.
- 15.** We'll want the background to match the splash screen to ease the transition into our core ad unit. If you used the suggested colors for the splash screen, you'll want to change the first color to white (*Snow*) from the crayon section of the color picker, and the second to orange (*Cantaloupe*). The default template should have a radial gradient already applied. Check whether it does and change it if you need to.


 If you're using iAd Producer 2.0 or later, (released Q4 2011) then you can set the **Shared Background project** property from the inspector pane on the ad overview. This will cause all future page backgrounds to share the same default.

16. That was easy; let's add a couple of images to our advert's menu. Open up the **Asset Library** by clicking the **Assets** icon in the bottom-right corner of the iAd Producer window. Drag the **t-rex.png** image from the **Asset Library** onto the placeholder image area on the canvas. Reposition the image on the right of the canvas, so it slightly overlaps the edge of the screen.
17. Now drag the **dino-stores-title.png** image onto the canvas and reposition it so it is sitting next to the dinosaur. You might want to position the logo image in between the teeth of the dinosaur, as shown in the following screenshot:



When dragging an image onto the canvas, if you put it over the top of an existing image, the existing image will be replaced. If you want to have overlapping images you need to drag the new image to a place on the canvas that doesn't already have one, then reposition it.

18. Let's add a reflection to the `dino-stores-title.png` image. Select the **Dino Stores** image on the canvas, and then click on the inspector pane. Find the **Reflection** section and expand it, if you need to. Tick the checkbox to enable the reflection. Now, we can tweak the reflection settings to improve its appearance. Changing the **offset** to **0px** means the reflection will start precisely where the image ends, it's generally a good idea to do this. We'll leave the size at **100%**, but you can use it to crop the reflection if you don't want the whole image mirrored underneath it. The **strength** is how transparent the reflection is; try a value around **15%** for a subtle and stylish reflection, similar to the following screenshot:



19. If you haven't done so already, make sure to save your iAd.

What just happened?

Congratulations, you just made your first-ever menu page for an iAd. Having a great menu page is essential to encourage the user to drill down into your iAd and find out more about the compelling message you have.

Have a go hero – menu pages

Why not try selecting a different template for the menu page and styling it like we just did with the `Hide-Reveal` template? You could do the following:

- ◆ Change the template of a page by opening it in the canvas editing view and pressing the **Template** button on the left of iAd Producer's bottom bar
- ◆ Try changing the template from the `Hide-Reveal` template to the `Buttons` template
- ◆ Restyle your template to match the ad



Be warned—changing the template resets the entire page, so you'll have to restyle all the components and add your custom images back.

Building the core ad pages

We've built the navigation to get between the pages, now it's time to put some great content in them! We'll be adding a **3D interactive image gallery**—a page that changes between images when it's shaken, and a store finder that uses the inbuilt GPS to pin point a users nearest store or outlet.

Inserting an image gallery

Let's get started with the image gallery; we'll be using a 3D carousel that can be flicked back and forth by the user to browse the images.

For More Information:

www.packtpub.com/iad-production-for-ios-devices-beginners-guide/book

Time for action – making the image gallery

In order to make the image gallery, follow the ensuing steps:

- 1.** We'll be adding the gallery to our existing `Dino Stores` project. If you haven't already, open the `Dino Stores` project that we've been working on in iAd Producer.
- 2.** Double-click **Page 1** to open the template chooser. Select the **Image Carousel** template and press **Choose**. Now, double-click the page again to enter the canvas.
- 3.** We're now on the page's canvas, ready to edit our gallery. To add images to the gallery, you must drag them all at once to the gallery object on the canvas.
- 4.** Let's select the group of items that we want to add. Open the **Asset Library** from the bottom bar and find the group of images labeled **gallery-image-1.jpg**, **gallery-image-2.jpg**, and so on. Single-click the first image, **gallery-image-1.jpg**; it should become highlighted. Now hold down the *Shift* key on your keyboard while clicking the last image, **gallery-image-6.jpg**. This will select all the images in between the two selections. With the selected group of images, drag them onto the image gallery object on the canvas.

 Note that we're using JPG images in the gallery. Our images don't have areas of transparency, so we can use JPG and benefit from the smaller file size. If you're using your own images, the image carousel requires high-resolution images that are 304px wide and 440px high. iAd Producer automatically generates the lower-resolution resources for you.

The gallery should now fill up with our images and add a 3D perspective to them. Your project should be shaping up and look similar to the following screenshot:



5. To give the images a polaroid effect, let's add a 4px white border around the outside of the pictures. Select the image carousel by clicking on it. In the inspector pane, expand the border section. Tick the checkbox to turn on the border, and then change the color to white using the color picker; increase the width to **4px**.

 Don't be tempted to add a shadow or reflection to your 3D image carousel. Shadows and reflections can perform poorly when they're in a 3D view. Save them for static or 2D elements.

6. All we need to do now is add the background gradient to match the rest of our iAd and change the title. Click the background of the ad canvas; then, open the inspector to change the background of the page. We'll want to use the same radial gradient that we got in the splash and menu, so set the first color as *Snow* and the second as *Cantaloupe*.
7. Once you're happy with the background gradient, double-click the **Image Carousel** label to change the text in it. Type a heading for the page, say *Our Pets*. You might also want to make the font bigger and change the color from the text section in the inspector pane.

What just happened?

We just assigned the `Image Carousel` template to the first page of our ad and added some images to it. We learnt how to select multiple images at once and apply them to a gallery object.

When adding your own images, try to keep them between six and 10 images per gallery, for the best experience.

Have a go hero – cover flow gallery

Now that you know how to select multiple images and add them to an image gallery, why not try using one of the other gallery templates? The `Cover Flow` template can be used to make a 3D gallery of images similar to the animated album view in iTunes. You'll also have to resize your images in this view to each be 440 pixel-wide squares.

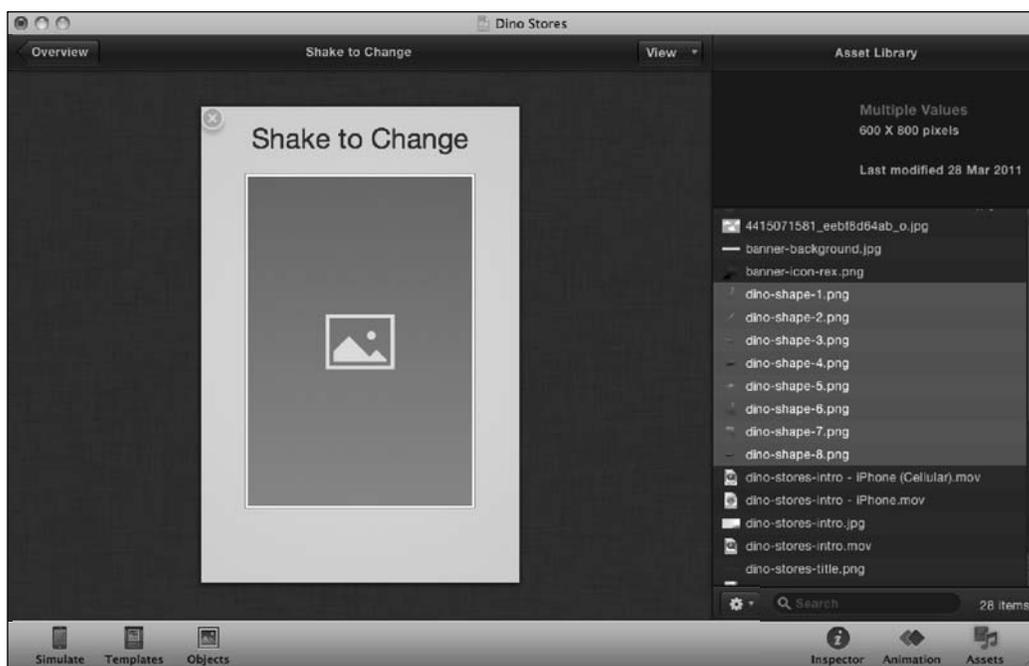
Shaking a view

So far we've only been using the touch screen of the iPhone, so let's begin to take advantage of the other capabilities of this device. The **accelerometer** built into the iPhone is used to detect rotation and motion events, so that we can make a page that responds to a user shaking their iPhone by changing an onscreen image.

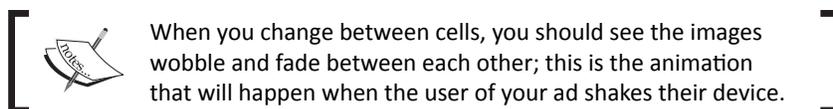
Time for action – shake shake shake

Using the built-in *Shake to Change* template, we'll create the second page of our iAd. We'll then add multiple images that change each time the user shakes the device.

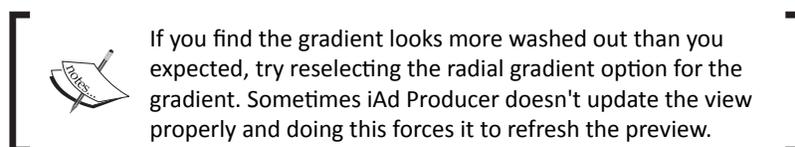
1. Continuing with the *Dino Stores* project in iAd Producer, double-click the **Page 2** page in the project overview. From the template picker, select **Shake to Change** and press **choose**.
2. Now open up the page in the canvas by double-clicking on it. Expand the **Asset Library** and find the images **dino-shape-1.png** to **dino-shape-8.png**. Now click on the first image to highlight it, and then click on the last image in the list while holding the *Shift* key to select all of these images. Now drag the selection to the placeholder area in the middle of the canvas. In the following screenshot, we can see the multiple images selected and ready to be dragged:



3. Some of the images are larger than the placeholder area, so we need to expand it using the drag handles. Try making it the whole width of the canvas and increasing the height so the first image isn't cut off. You might want to reposition the image to ensure that it's still centered correctly. The yellow helper lines should appear to help you while you're dragging it.
4. We'll now flick through each image to check whether it fits correctly. To do this, we need to double-click the first image to enter the cell editing mode. Just like with the multi-label, this shakeable image view is set up with multiple cells that it transitions between. You should see the **1 of 8 cells** navigation box appear beneath the image; click the left and right arrows to cycle through each image.



5. Navigate to each image and check that they're not cut off around the edges; if one is, click outside the image to exit the cell editing mode and make the image area larger to fit the full picture in.
6. Once you're happy with how each of the images is displayed, click the background of the ad canvas and open the inspector pane. Let's change the background to match the rest of our iAd. Use a radial gradient with *Snow* and *Cantaloupe* as the colors.



7. If you want, change the text at the top of the page; however, keep in mind you'll want a way of telling the user that shaking the device will let them interact with your iAd.

What just happened?

We just used the page template *Shake and Change* to add a page to our iAd that changes each time the user shakes it. You can use the device hardware features to add extra interactivity to your ads, delivering a memorable and immersive experience to users.

Letting users find our stores

Now that we've got the user interested in our product, let's give them a way to buy it! Using the built-in GPS functionality of the iPhone, you can show your users their local stores and provide them with contact information to get in touch.



Although the iPod touch doesn't have built-in GPS, it can use its wireless Internet connection to approximate the user's position. It's generally incredibly accurate!

Time for action – store finder

This will be the final page of our *Dino Stores* iAd; we'll be using nearby Apple Stores as an example location set.

1. If you're not continuing on from the last exercise, open iAd Producer and select the project that we've been working on. Go to the ad overview. There should still be one page without a template; this is the final page in our iAd. Double-click **Page 3** and select the **Map** template.
2. Once you've selected the template, double-click the page to open it in the canvas editor. Let's start by customizing the map; click the placeholder map area in the center of the canvas and open it in the inspector pane.
3. In the **Properties** section, find the **Site ID**. By default, this is set to **demo**; it is the example ID used by Apple and shows the location of their Apple retail stores. You'd typically update this to your own **Site ID**, which needs to be set up by Apple. When you partner with Apple for the iAd Program, you can contact them to request one.
4. The **Radius** value defines how far from the user's location the ad should look for stores. Depending on how many stores you have, you might want to change this; the higher number or density of your stores, the lower the search radius should be. For the demo **Site ID**, set this to **50mi**.

5. Still in the properties section, click the drop-down file selector in the **Custom Pin** to select a custom image to show each store location. Choose the image you want to use, for example **map-pin-footprint.png**; this is a red icon, as red is used to signify destinations on iOS maps. Depending on the image, you may need to adjust the offset to center the pin over the location; for example, try pin values of **-9px** for **Offset X** and **5px** for **Offset Y**. Your pin should appear centered in the map on canvas, such as the one shown in the following screenshot:



6. That's the **Map** view finished, but let's add a couple of visual tweaks to it so that it looks even better. With the **Map** view selected, scroll down to the border section of the inspector pane and add a **4px**, solid-white border to frame the map.
7. Let's also add some shadow to pop the map out from the background. Below the border section, enable **Drop Shadow** by ticking the checkbox and click the color to open the color picker. Change the opacity slider to a lower setting, around **40%** or so, to reduce the transparency of the shadow and make it less harsh on the screen.

8. With the map view styling finished, let's now add radial gradient to the page background. Click the canvas and expand the **Background** section in the inspector pane. Add the gradient you've been using throughout the ad. If you've been using the suggested gradient, choose *Snow* and *Cantaloupe* as the colors from the crayon color picker.
9. Let's change the **Locations** text to something like `Find a store . . .` by double-clicking on the label to enter editing mode.
10. Let's also add the number for our head office. The template doesn't provide any other labels with this template, so we need to add our own. On the left of the bottom bar, click on the **Objects** icon to open the `object` library, and scroll down till you find the **Label** object, as shown in the following screenshot. Select it to add an empty label onto the canvas;



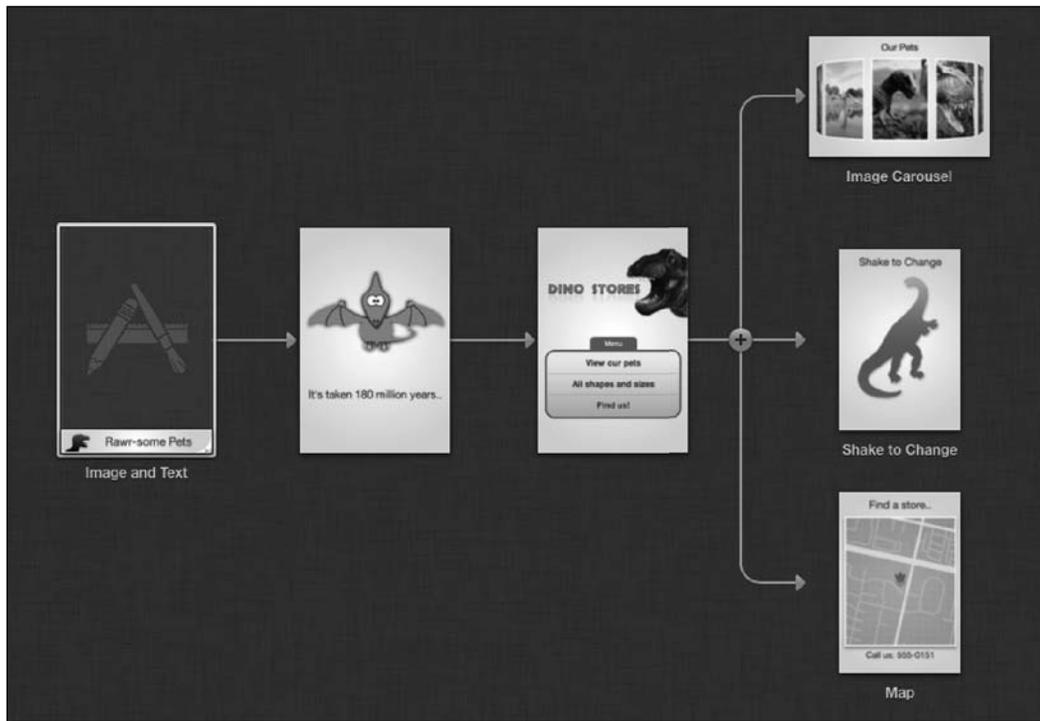
11. Double-click the new label on the canvas to enter editing mode. Enter some text, say `Call us: 555-1051`. You might need to resize the width of the text area to fit the whole message. Now, move the text area to the bottom of the screen.

 You might have to make the map smaller and move the label away from the bottom of the screen. The slide-reveal menu template we're using adds the top part of the menu to each page of the ad, so that the user can get back to the main page. Preview the ad in Safari to see if you need to reposition it—navigate to the ad overview and choose **Export | Preview in Safari** from the menu bar. The menu will only show up if you start the preview from the overview and then click the **menu** to navigate to that page.

12. Once you're happy with the positioning of the label, save your completed iAd!

What just happened?

We just added the last page to our iAd so customers can find our nearest stores. You've now finished creating your first iAd. Well done! Your overview screen should be similar to the following screenshot:



Pop quiz – iAd Producer

Now that you're familiar with iAd Producer, see if you can answer these simple questions:

1. Where would you go to find media you've imported into your iAd?
 - a. The inspector pane
 - b. The canvas
 - c. The file menu
 - d. The asset library

2. What is the name for a text box that changes between multiple values?
 - a. Multi-label
 - b. Lots-a-Labels
 - c. Text transitioner 5000
 - d. Fading text box

Summary

You've learned a lot in this chapter, and made your very first ad in iAd Producer. You should now know how to:

- ◆ Create a project in iAd Producer
- ◆ Build banners, splash pages, menus, and subpages
- ◆ Choose a template for each view
- ◆ Add radial and linear gradients to elements' page backgrounds
- ◆ Extend the templates by adding your own custom objects
- ◆ Preview your iAd using Safari

Now that you've made a great iAd, we'll look at testing it on physical devices and in the simulator, how to fix issues that arise, and common problems with your iAd.

Where to buy this book

You can buy iAd Production Beginner's Guide from the Packt Publishing website:
<http://www.packtpub.com/iad-production-for-ios-devices-beginners-guide/book>.

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