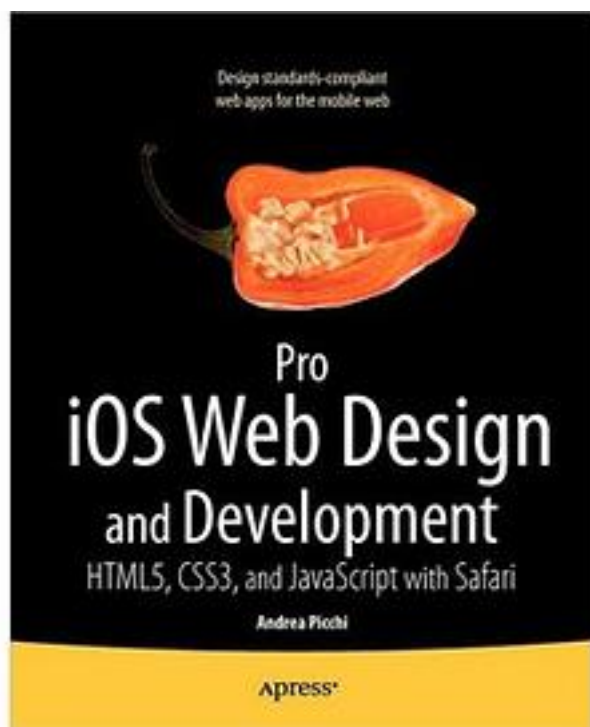


Pro iOS Web Design and Development



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With Pro iOS Web Design and Development, you'll design websites and develop web applications for iPhone and iPad using web standards deployed with Apple's Safari browser.

Utilizing the very latest web and mobile technologies and releases, this book shows every web professional how to use HTML5 to do the heavy lifting, CSS3 to create the look and feel, and JavaScript to add program logic to their mobile sites and Web applications.

In addition, you'll learn how to address the specific features made available through Apple's iOS, especially with regard to designing Web-based touch-screen interfaces.

Pro iOS Web Design and Development will help you deliver rich mobile user experiences without compromise by optimizing your sites for WebKit and Safari, the de facto standard for the iPhone, iPad, and iPod touch.

作者介绍:

With a background in psychology (University of Padova) and computer science (University of Pisa), Andrea Picchi started designing WebApps for the new Apple device in 2007 when the first iPhone was launched on the market. After the first release of the Apple SDK in 2008, he started developing Native Apps using Objective-C.

He also worked with the SimBin Development Team AB on the videogame RACE07—The Official WTCC Game project—and supported the group's iPhone iUI Developers, iPhoneWebDev and iPhone Application Development course at Stanford University.

In recent years, Andrea Picchi has spoken at many important conferences around Europe, twice at the WhyMCA Mobile Developer Conference with a talk on “The Cognitive Paradigm of Touch-Screen Devices” and another on “A Cognitive Approach to the User-Centered Design for Mobile Design and Development.” He also

spoke at IASummit with a speech on “Cognitive Design and Optimization of Touch-Screen

Interfaces” and at UXConference with a speech on “Cognitive Optimization of Mobile Touch

Contexts.”

In 2011 he also started to teach “iOS WebApps” in a course also available on iTunesU and

“Mobile Device Development” in a first-level Master, both organized by the Computer Science

Department of the University of Pisa.

Today, as a mobile project manager, his priority has been to implement a cognitive

approach

to touch-screen interface design in both mobile and ubiquitous computing contexts. He also

continues his work designing and developing for iOS with both the web model (using HTML5,

CSS3, JavaScript) and SDK model (using Cocoa-Touch in Objective-C).

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