



Everybody loves mobile apps. Let's create one or two.

Adobe Education Solutions | Brian Chau (<http://brianchau.wordpress.com>)



Key Education Challenges

1. Bring together content for assessment and sharing within the campus and beyond
2. Enable and enhance communications, collaborations, and review processes
3. Become more sustainable and efficient
4. Save time, money and resources



“Transforming the way teachers teach and students learn.”

- 1. iPod Touch, iPhones and other smartphones**
- 2. iPads and other tablets**
- 3. Laptops and netbooks**



Digital Content – Publishing Across Multiple Screens



- Print document (PDF)
- Electronic document (PDF)
- EBook (EPUB)
- Web application (HTML, SWF)
- Desktop application (AIR)
- Mobile application (AIR)
- Video (DVD/Blu-Ray, MP4, FLV...)

Web Application vs Mobile Application



Web App

Universal support – HTML5 and CSS3, to some degrees

Access via browser – no installation

Content can be update any time

Online access only

Limited functions due to security sandbox

Web content tends to be free

Mobile App

Android, iOS, RIM, WP7, WebOS fragmentation

Download (sideload) and install

User need to update the app manually (typically with update notification)

Online and offline – always on

Deeper integration to hardware and OS – for richer apps

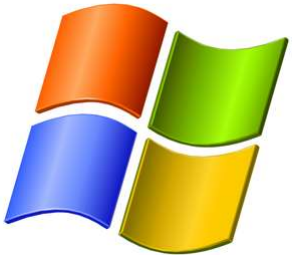
Many apps have paid version



Web Application – internet in the pocket



Desktop Application vs Mobile Application





Desktop App	Mobile App
Mouse (pointer) based interface	Touch (finger) based interface
Mouse rollover	No rollover interaction
Single-click, double-click, right-click	Single Tap, Tap and Hold
No gesture support	Gesture support
Single point of contact	Multi-Touch
Application window typically resizable	Application window not-resizable but may rescale/reflow based on portrait/landscape device orientation



ANDROID



Common Mobile Devices Resolution

	Smartphones	Tablets
	320x480 (3.2 inches)	1024x600 (7 inches)
	480x800 (3.5 – 4.3 inches)	1280x800 (10.1 inches)
	320x480 (3.5 inches)	1024x768 (9.7 inches)
	640x960 (3.5 inches)	

Should we build a single app that rescale/reflow to different screen size and resolution or should we build multiple apps that target to different screen size and resolution?

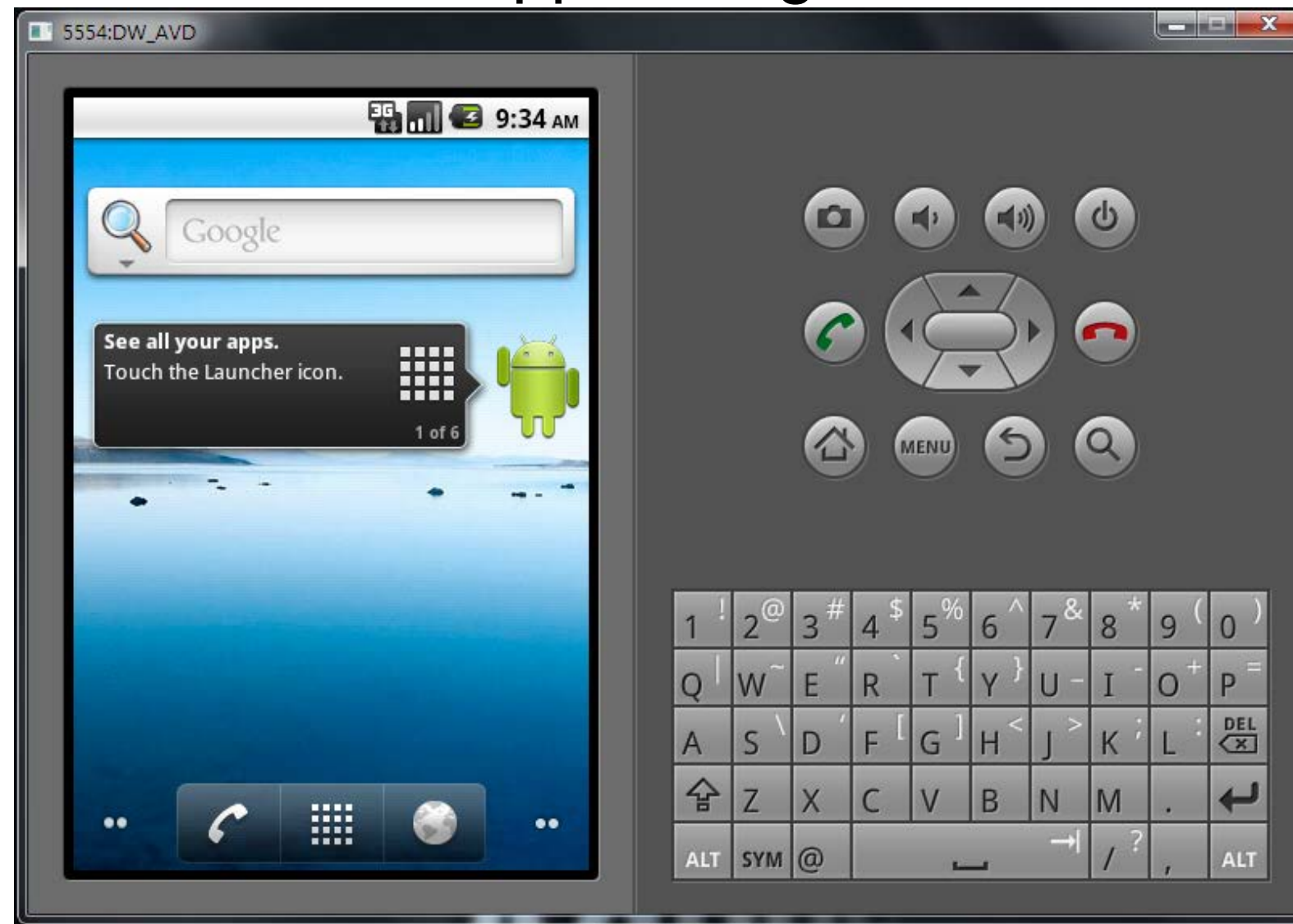
Mobile Applications – everybody loves apps



The device (except for iOS) needs to have Adobe AIR runtime installed to run the AIR app. AIR is embedded into the ipa file.

Android Development Resource

- Java Development Kit (JDK)
- Android Software Development Kit (SDK)
 - Device Emulator for app testing



- Windows USB driver for connecting device to PC

iOS Development Resource

- iOS Developer Program (US\$99/year)
- (iOS SDK)
- iTunes
 - Device ID
- iPhone/iPad Developer Files
 - Development Certificate (vs Distribution Certificate)
 - Development Provisioning Profile (vs Test PP vs Distribution PP)
- iTunes
 - Install and test app(ipa) on iDevices



Note: Create initial screen artwork (Default.png) to display while program loads



Flash CS5 Demo

Content Authoring Across Multiple Screens



Flash CS5 Extension for AIR 2.5

http://labs.adobe.com/technologies/flashpro_extensionforair/