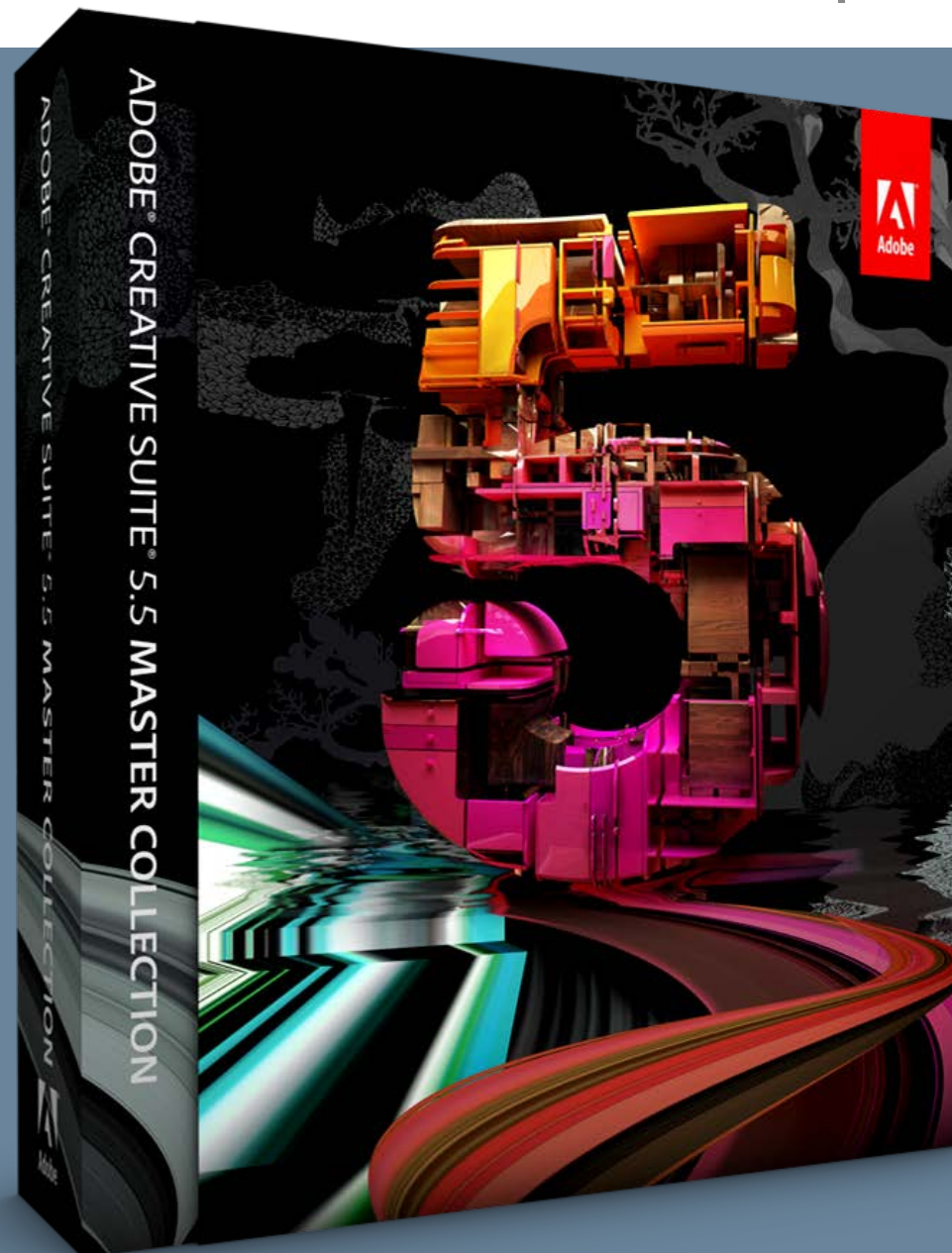




Everybody loves mobile apps. Let's create one or two.

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**

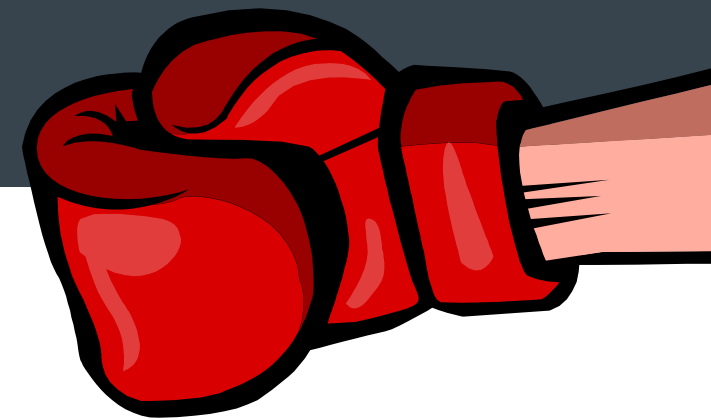
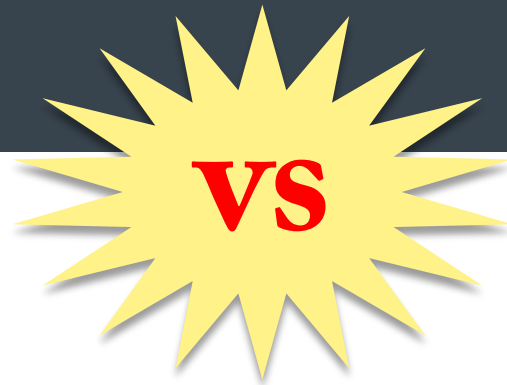
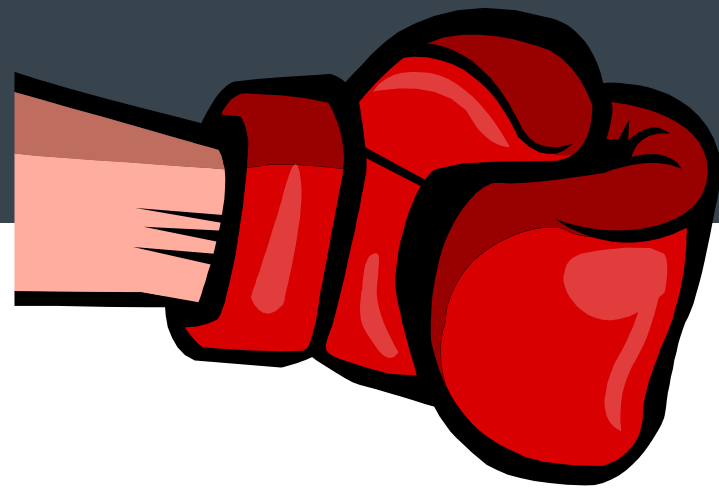


Digital Content – Publishing Across Multiple Screens



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

Web App



Mobile App

Web App	Mobile App
Universal support – HTML5 and CSS3, to some degrees	Android, iOS, RIM, WP7, WebOS fragmentation
Access via browser – no installation	Download (sideload) and install
Content can be update any time	User need to update the app manually (typically with update notification)
Online access only	Online and offline – always on
Limited functions due to security sandbox	Deeper integration to hardware and OS – for richer apps
Web content tends to be free	Many apps have paid version

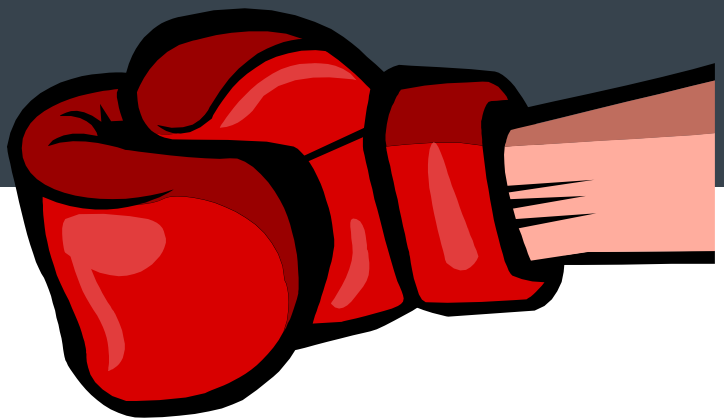
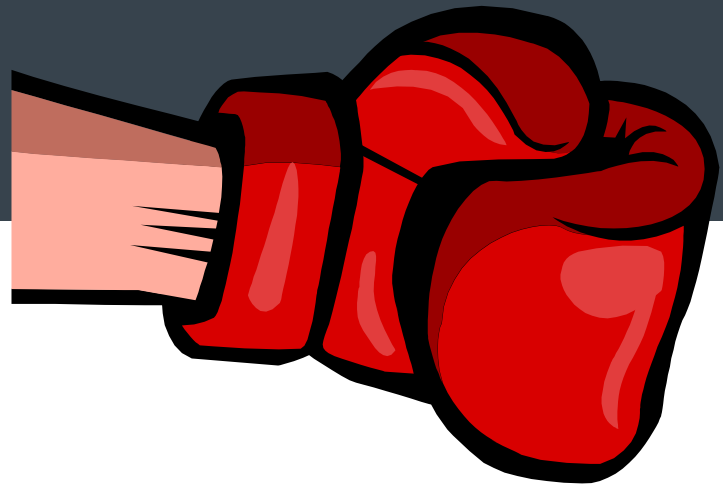


Web Application – internet in the pocket



- HTML5
- CSS3
- Javascript

Desktop App





Mobile App

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

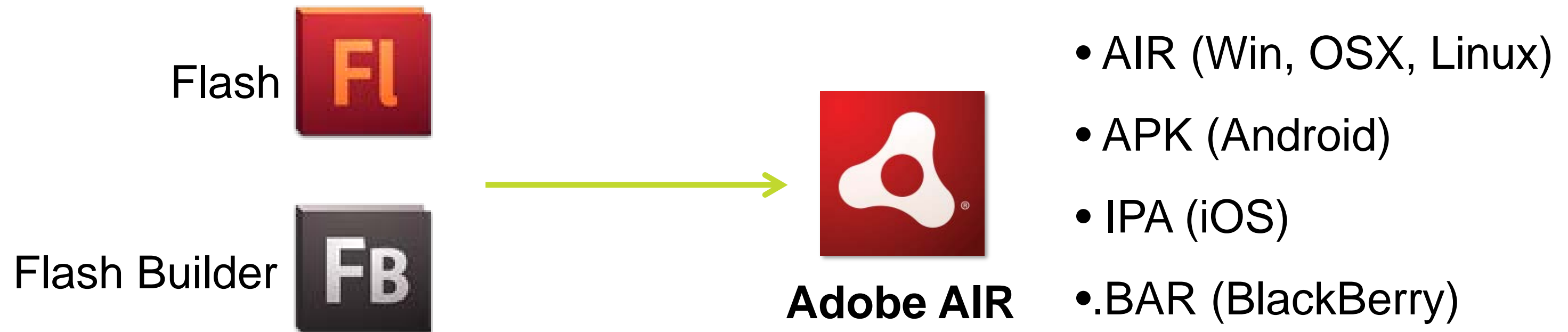


Common Mobile Device Screen Resolutions

	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



Flash OR Flash Builder? Which one to choose?

Flash	Flash Builder
Graphics toolset for drawing	A comprehensive list of components, (charts, mobile components,)
Timeline for animation	<mxml> tag for easy layout of objects.
AS3 code snippets for easy programming	App Server support for easy data access (ASP.net, ColdFusion, Java, PHP)
Simple code editor	Powerful code editor



SWC



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





Flash CS5 Demo

Content Authoring Across Multiple Screens

