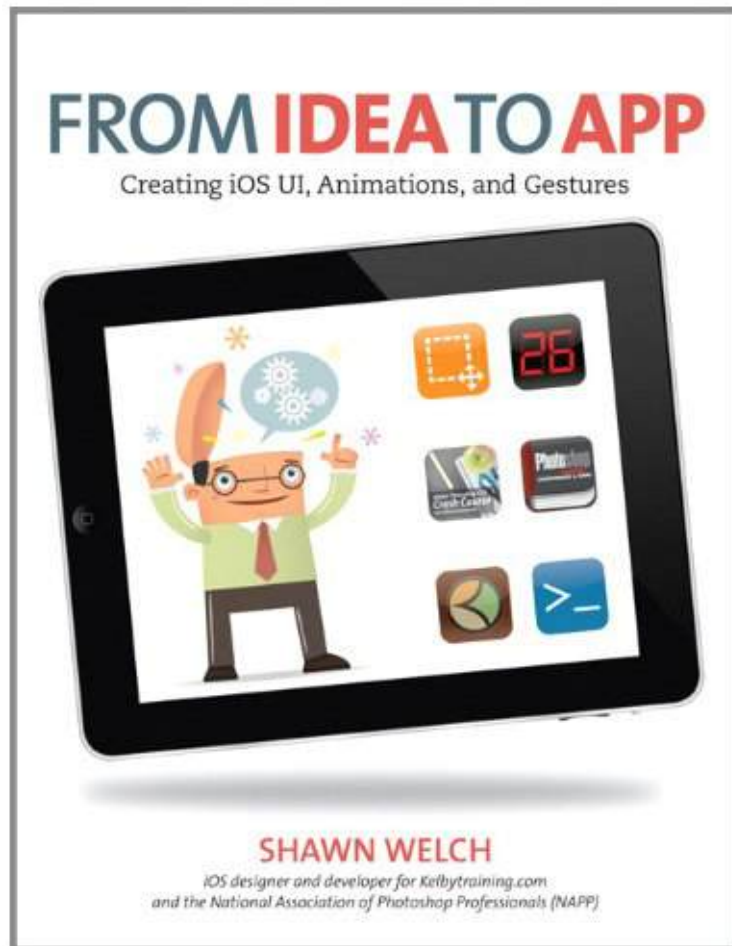


From Idea to App: Creating iOS UI, animations, and gestures (Voices That Matter)

## From Idea to App: Creating iOS UI, animations, and gestures (Voices That Matter)

By Shawn Welch



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my efforts in the right direction In this book Welch mentors you through creating YOUR own app His use of Developer Notes are particularly helpful as they relate Welch s real world experience a There may be ldquo an app for that rdquo but every app starts as an idea Ideas can come from anyone mdash designers or developers marketing managers or CEOs mdash and this book is about bringing those ideas to life iOS is a remarkable platform both from a technology standpoint and as a pure business opportunity With over 10 billion apps downloaded through the iTunes App Store and over 50 million new iOS devices expected to ship in 2011 no other platfor About the Author Shawn Welch has designed and developed iOS applications since the launch of the first iPhone in 2007 Most recently Shawn has taken on the role of iOS designer and developer for Kelby Media Group and the National Association of Photoshop Profes

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