Creating Great App Previews

Session 304
Paul Turner
Sr. Operations Manager—iTunes Digital Supply Chain Engineering
Content Previews
Content Previews

90 second previews

Trailers and previews
Content Previews

- 90 second previews
- Trailers and previews
- Downloadable samples
Content Previews

- 90 second previews
- Trailers and previews
- Downloadable samples
- App previews
App Previews
App Previews

30 seconds
App Previews

30 seconds
Demonstrate UI, functionality or features
App Previews

30 seconds
Demonstrate UI, functionality or features
Captured footage
App Previews

30 seconds
Demonstrate UI, functionality or features
Captured footage
iTunes Connect upload
Details
Details

iOS App Store
Details

iOS App Store
Device specific
Details

iOS App Store
Device specific
Single set
Details

iPhone, iPod touch, iPad
iPhone, iPod touch, iPad
Not required but encouraged
Details

iPhone, iPod touch, iPad
Not required but encouraged
Portrait or landscape
Details

iPhone, iPod touch, iPad
Not required but encouraged
Portrait or landscape
Details

iPhone, iPod touch, iPad
Not required but encouraged
Portrait or landscape
Details

iPhone, iPod touch, iPad
Not required but encouraged
Portrait or landscape
Details

iPhone, iPod touch, iPad
Not required but encouraged
Portrait or landscape
Planning
Content Planning
Content Planning

Goal?
Content Planning

Goal?
Features, utility, UI
Content Planning

Goal?
Features, utility, UI
Magic?
Content Planning

Goal?
Features, utility, UI
Magic?
Beyond screenshots
Content Planning
Content Planning

List out your elements
Content Planning

List out your elements
Outline/storyboard
Content Planning

List out your elements
Outline/storyboard
Timing
Content Planning

- List out your elements
- Outline/storyboard
- Timing
- In-App Purchases disclosure
Technical Planning
Technical Planning

iPad UI vs. iPhone UI
Technical Planning

iPad UI vs. iPhone UI
Language/localization
Technical Planning

iPad UI vs. iPhone UI
Language/localization
Demo accounts
Technical Planning

iPad UI vs. iPhone UI
Language/localization
Demo accounts
Staging
Capture
Capture

OS X Yosemite and iOS 8
Capture

OS X Yosemite and iOS 8
iOS devices that support Lightning
Capture

OS X Yosemite and iOS 8
iOS devices that support Lightning
It just works
Capture Tips
Capture Tips

Apple tools
Capture Tips

Apple tools
Capture your app
Capture Tips

Apple tools
Capture your app
Go slow
Capture Tips

Apple tools
Capture your app
Go slow
Rehearse and retake
Composition
Composition
Composition

Perspective
Composition

Perspective
Text timing
Composition

Perspective
Text timing
Composition

Perspective
Text timing
Stay positive
Composition
No platform logos
Composition

No platform logos

Timeless
Composition

No platform logos
Timeless
Straightforward transitions
Composition

No platform logos
Timeless
Straightforward transitions
Remember the tone
Things to Avoid
Things to Avoid

Distractions
Things to Avoid

Distractions

“Now only $.99”
Things to Avoid

Distractions
“Now only $.99”
“Winter is coming”
Things to Avoid

Distractions

“Now only $.99”

“Winter is coming”

Protected by copyright
Narration
Narration

Use professionals
Narration

Use professionals
Use professional equipment
Narration

Use professionals
Use professional equipment
Let the app speak
Demo

John Danty
Sr. Product Manager—GarageBand
Exporting
## Source Assets

### Tech specs

<table>
<thead>
<tr>
<th>H.264 MPEG4</th>
<th>ProRes 422 (HQ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>.mp4, .mov, .m4v</td>
<td>.mov</td>
</tr>
<tr>
<td>30 FPS</td>
<td>30 FPS</td>
</tr>
<tr>
<td>Target Bit Rate 10-12Mbps</td>
<td>VBR ~220</td>
</tr>
<tr>
<td>Stereo - AAC</td>
<td>Stereo - PCM / AAC</td>
</tr>
<tr>
<td>256kbps 44.1kHz VBR</td>
<td>44.1/48kHz 16/24Bit</td>
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</tbody>
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App Review Guidelines
Consult the App Store Review Guidelines
Guidelines

Keep it relevant

Anna Will You Marry Me?

Sed et lacus quis enim mattis nonummy
Guidelines
4+
Guidelines
Use captured footage
Guidelines
Use captured footage
Guidelines
Simulated data please
Guidelines

Identify In-App Purchases
Summary
Summary

Up to 30 seconds of video conveying app usage
Summary

Up to 30 seconds of video conveying app usage
4+: Appropriate for all audiences
Summary

Up to 30 seconds of video conveying app usage
4+: Appropriate for all audiences
Device capture with a Lightning cable and QuickTime player
Summary

Up to 30 seconds of video conveying app usage
4+: Appropriate for all audiences
Device capture with a Lightning cable and QuickTime player
Edit on your Mac with iMovie or Final Cut Pro X
Summary

Up to 30 seconds of video conveying app usage
4+: Appropriate for all audiences
Device capture with a Lightning cable and QuickTime player
Edit on your Mac with iMovie or Final Cut Pro X
Easy upload via iTunes Connect
More Information

Rachel Roth
User Experience Evangelist
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Documentation
App Previews
https://developer.apple.com/support/appstore/app-previews

Apple Developer Forums
http://devforums.apple.com
## Related Sessions

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<th>Date/Time</th>
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<tr>
<td>The New iTunes Connect</td>
<td>Presidio</td>
<td>Wednesday 10:15AM</td>
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<td>Camera Capture: Manual Controls</td>
<td>Marina</td>
<td>Wednesday 11:30AM</td>
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<td>Labs</td>
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<td>Time</td>
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<td>• iTunes Connect Lab</td>
<td>Services Lab A</td>
<td>Thursday 3:15PM</td>
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<td>• AV Foundation and Camera Capture Lab</td>
<td>Media Lab A</td>
<td>Thursday 2:00PM</td>
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