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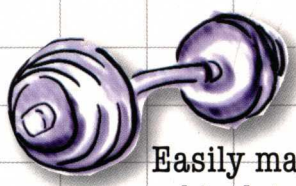

Easily manage big data in your apps

Tracey Pilone, Dan Pilone,
Paul Pilone, Brett McLaughlin 著

東南大學出版社

深入浅出iPhone和iPad开发（影印版）

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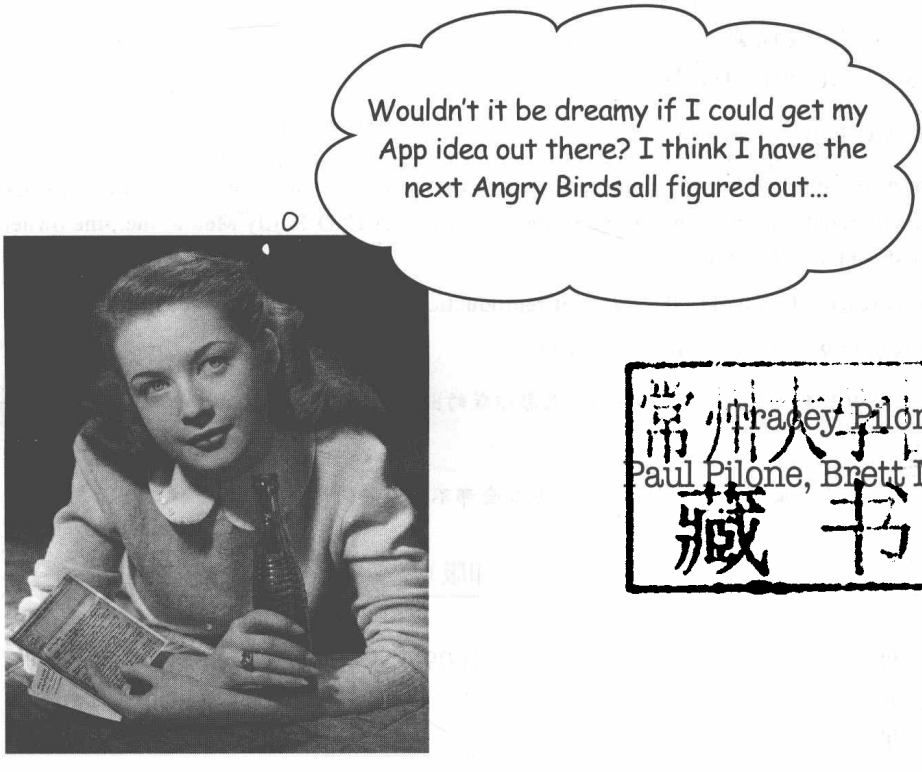

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Advance Praise for *Head First iPhone and iPad Development*

"*Head First iPhone and iPad Development* is a great introduction to iOS development. It doesn't teach you everything (that would take several thousand of pages), but teaches you plenty to get you started and become enthusiastic to want to learn more. You'll already have a decent app running in the first chapters. This book teaches you in a nice visual way, not textbook style pages filled with dry theory."

— Rene Janssen, Multimedia designer and owner of Ducklord Studios

"This is another great book from the *Head First* franchise, using its characteristic sense of humor to explain deep concepts such as Core Data or Localization. From the idea to the store, this edition is a must for those who are starting the development apps for the iOS ecosystem."

— Roberto Luis, Computer Science Engineer at Autonoma de Madrid University in Spain

"The great thing about this book is its simple, step-by-step approach. It doesn't try to teach everything—it just launches you right into building iOS applications in a friendly, conversational way. It's a fantastic book for people who already know how to write code and just want to get straight into the meat of building iOS applications."

— Eric Shephard, owner of Syndicomm

"*Head First iPhone and iPad Development* was clearly crafted to get you easily creating, using, and learning iOS technologies without needing a lot of background with Macintosh development tools."

— Joe Heck, Seattle Xcoders founder

"This book is infuriating! Some of us had to suffer and learn iOS development 'the hard way,' and we're bitter that the jig is up."

— Mike Morrison, Stalefish Labs founder

"*Head First iPhone and iPad Development* continues the growing tradition of taking complex technical subjects and increasing their accessibility without reducing the depth and scope of the content. iOS development is a steep learning curve to climb by any measure, but with *Head First iPhone and iPad Development*, that curve is accompanied with pre-rigged ropes, a harness, and an experienced guide! I recommend this book for anyone who needs to rapidly improve their understanding of developing for this challenging and exciting platform."

— Chris Pelsor, snogboggin.com

Praise for other *Head First* books

"*Head First Object-Oriented Analysis and Design* is a refreshing look at subject of OOAD. What sets this book apart is its focus on learning. The authors have made the content of OOAD accessible, usable for the practitioner."

— Ivar Jacobson, Ivar Jacobson Consulting

"I just finished reading HF OOA&D and I loved it! The thing I liked most about this book was its focus on why we do OOA&D—to write great software!"

— Kyle Brown, Distinguished Engineer, IBM

"Hidden behind the funny pictures and crazy fonts is a serious, intelligent, extremely well-crafted presentation of OO Analysis and Design. As I read the book, I felt like I was looking over the shoulder of an expert designer who was explaining to me what issues were important at each step, and why."

— Edward Sciore, Associate Professor, Computer Science Department, Boston College

"All in all, *Head First Software Development* is a great resource for anyone wanting to formalise their programming skills in a way that constantly engages the reader on many different levels."

— Andy Hudson, Linux Format

"If you're a new software developer, *Head First Software Development* will get you started off on the right foot. And if you're an experienced (read: long-time) developer, don't be so quick to dismiss this..."

— Thomas Duff, Duffbert's Random Musings

"There's something in *Head First Java* for everyone. Visual learners, kinesthetic learners, everyone can learn from this book. Visual aids make things easier to remember, and the book is written in a very accessible style—very different from most Java manuals…*Head First Java* is a valuable book. I can see the *Head First* books used in the classroom, whether in high schools or adult ed classes. And I will definitely be referring back to this book, and referring others to it as well."

— Warren Kelly, Blogcritics.org

"Is it possible to learn real web design from a book format? *Head First Web Design* is the key to designing user-friendly sites, from customer requirements to hand-drawn storyboards to online sites that work well. What sets this apart from other 'how to build a web site' books is that it uses the latest research in cognitive science and learning to provide a visual learning experience rich in images and designed for how the brain works and learns best. The result is a powerful tribute to web design basics that any general-interest computer library will find an important key to success."

— Diane C. Donovan, California Bookwatch: The Computer Shelf

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Praise for other *Head First* books

"Another nice thing about *Head First Java, 2nd Edition* is that it whets the appetite for more. With later coverage of more advanced topics such as Swing and RMI, you just can't wait to dive into those APIs and code that flawless, 100000-line program on java.net that will bring you fame and venture-capital fortune. There's also a great deal of material, and even some best practices, on networking and threads—my own weak spot. In this case, I couldn't help but crack up a little when the authors use a 1950s telephone operator—yeah, you got it, that lady with a beehive hairdo that manually hooks in patch lines—as an analogy for TCP/IP ports...you really should go to the bookstore and thumb through *Head First Java, 2nd Edition*. Even if you already know Java, you may pick up a thing or two. And if not, just thumbing through the pages is a great deal of fun."

— Robert Eckstein, Java.sun.com

"Of course it's not the range of material that makes *Head First Java* stand out, it's the style and approach. This book is about as far removed from a computer science textbook or technical manual as you can get. The use of cartoons, quizzes, fridge magnets (yep, fridge magnets…). And, in place of the usual kind of reader exercises, you are asked to pretend to be the compiler and compile the code, or perhaps to piece some code together by filling in the blanks or…you get the picture. The first edition of this book was one of our recommended titles for those new to Java and objects. This new edition doesn't disappoint and rightfully steps into the shoes of its predecessor. If you are one of those people who falls asleep with a traditional computer book then this one is likely to keep you awake and learning."

— TechBookReport.com

"*Head First Web Design* is your ticket to mastering all of these complex topics, and understanding what's really going on in the world of web design...If you have not been baptized by fire in using something as involved as Dreamweaver, then this book will be a great way to learn good web design. "

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Head First JavaScript

Head First Ajax

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Head First Statistics

Head First Rails

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To my entire family: the Chadwicks, the Pilones, and Element84, who have surrounded me with support both at home and at work. And to my husband who is always there with me, and without whom it wouldn't be fun.

—Tracey

To my wife, my cofounder, and best friend. She inspired me to write the first edition, then just handled it for this one. :)

—Dan

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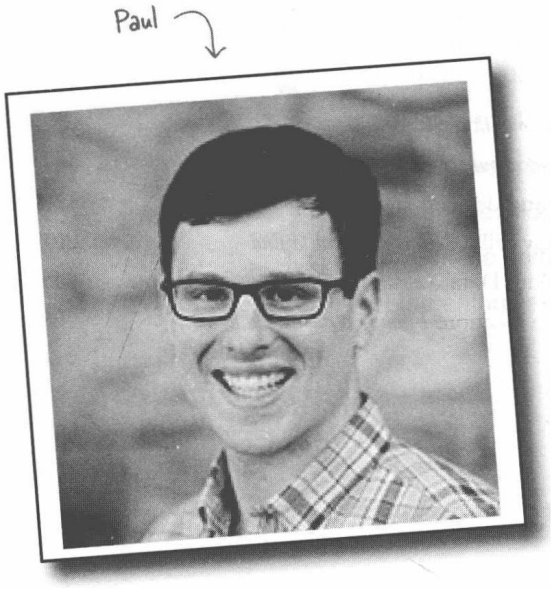
Dan Pilone is the founder and Managing Partner of Element 84. He has designed and implemented systems for NASA, Hughes, ARINC, UPS, and the Naval Research Laboratory. He currently serves as technical lead for projects with NASA as well as all of Element 84's projects. He speaks frequently in the community most recently at ESIP, AGU, and the DC Ruby Users Group.

He has taught project management, software design, and software engineering at The Catholic University in Washington, D.C. Dan has been an instructor for the D.C. iPhone Bootcamp and has written several books on software development, including *Head First Software Development*, *UML 2.0 in a Nutshell*, and *UML 2.0 Pocket Reference*. You can follow Dan on Twitter: @danpilone.

Coauthors of Head First iPhone and iPad Development



Paul Pilone is an iOS and Rails developer with Element 84. He's the author of iHomework, an iPhone, iPad, and Mac app for managing homework assignments. Paul has developed software for the Naval Research Labs, Lockheed Martin, NASA, and Cengage Learning. You can follow Paul on Twitter: @paulpilone.

Brett McLaughlin is a software developer at Element84. He's also a developer who's got his hands into cognitive theory. That means that he sees HTML5, CSS, JavaScript, Java, and Rails as the means to tell interesting stories to users rather than just a load of boring technology and protocols. He's also really interested in the next generation of communication technologies, ranging from ePub to ebooks to mobile devices. And in his free time (what free time?), he's usually playing with video and writing projects and playing guitar... really expensive acoustic ones, if he can manage.

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Intro

Your brain on iOS Development. Here you are trying to learn something, while here your brain is doing you a favor by making sure the learning doesn't stick. Your brain's thinking, "Better leave room for more important things, like which wild animals to avoid and whether naked snowboarding is a bad idea." So how do you trick your brain into thinking your life depends on knowing enough to develop your own iPhone and iPad apps?

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getting started

1 Getting mobile with iOS

The iPhone changed everything.

When Steve Jobs said that's what would happen at the unveiling of the iPhone, people were skeptical. Six years later, iPhones and iPads are being used in business and medicine as enterprise devices, and the App Store is a platform for every developer to use, from one-man shows to big-name companies. Apple provides the software and we'll help you with the knowledge—we're sure you've got the enthusiasm covered.

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basic iOS patterns

2 Building from scratch

Now that you've gotten your feet wet, it's time to start fresh.

You should have a good idea of the tools you'll be working with and how to get around Xcode a bit. Now it's time to dig a little deeper and start your own project. How do you set up an iOS project, how do the pieces of the app really work together, and what are the interaction patterns you can count on? Turn the page, 'cause you're ready to find out...

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interlude

2.5 Syntax

It's time to get into some details.

You've written a couple apps and gotten some of the big picture stuff sorted out. Now it's time to get into some line by line details. Why are there @ symbols everywhere? What's the difference between a method and a message? What exactly do properties do? It's time to take a quick dive into the syntax of Objective-C; then we can get back into building apps.

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tables, views, and data

3 A table with a view

Most iOS apps have more than one view.

We've written a cool app with one view, but anyone who's used a smartphone knows that most apps aren't like that. Some of the more impressive iOS apps out there do a great job of working with complex information by using multiple views. We're going to start with navigation controllers and table views, like the kind you see in your Mail and Contacts apps. Only we're going to do it with a twist...

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multiview applications

4 It's all about the details

Most iOS apps have more than one view.

We've gotten this app off to a quick start using built-in templates and doing some really nice updates to the table view. Now it's time to dive into the details, setting up the new view and working with the navigation between them. Because most of the widely used apps up on the store are giving you a good and easy way to work through a lot of data. Spin City is doing just that—giving users an easier way to get through the records than flipping through boxes!

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The review process, design, and devices

5 How to live with Apple

iOS development comes with some strings.

Everybody has heard the war stories. The Apple review process is famous for being painful and having tons of rules you'll have to follow. Yes, there are some hoops to jump through, but once you know what you're doing, it's not nearly so bad. And besides, once you've gotten your app approved, the massively popular App Store is waiting for you... full of eager device owners with a few bucks to burn. So what's not to love?

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