



Head First iPhone Development: A Learner's Guide to Creating Objective-C Applications for the iPhone

Dan Pilone, Tracey Pilone

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Let's say you have an idea for a killer iPhone app. Where do you begin? *Head First iPhone Development* will help you get your first application up and running in no time. You'll quickly learn to use iPhone SDK tools, including Interface Builder and Xcode, and master Objective-C programming principles that will make your app stand out. It's a complete learning experience for creating eye-catching, top-selling iPhone applications.

- Put Objective-C core concepts to work, including message passing, protocols, properties, and memory management
- Take advantage of iPhone patterns such as datasources and delegates
- Preview your applications in the iPhone Simulator
- Build complicated interactions that utilize multiple views, data entry/editing, and iPhone rotation
- Work with iPhone's camera, GPS, and accelerometer
- Optimize, test, and distribute your application

We think your time is too valuable to waste struggling with new concepts. Using the latest research in cognitive science and learning theory to craft a multi-sensory learning experience, *Head First iPhone Development* provides a visually-rich format designed for the way your brain works, not a text-heavy approach that puts you to sleep.

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