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Adobe Step-by-Step Guide to Publishing iPad Apps with DPS, Single January

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Page ~ 3 table of contents Introduction

if you Are reAding This guide, you have probably begun, or are about to begin, the process of creating an iPad app with Adobe digital Publishing suite. The first step in this process is to use Adobe indesign, along with the Adobe dPs plugins, to create a working app that you can preview using Adobe content Viewer on your iPad. once you have created this working “ Preview app, ” this guide will show you how to build the final app and submit it to Apple’s App store.

creative cloud subscribers can create an unlimited number of “ single issue” apps free of charge. if you are not a creative cloud subscriber, you can purchase serial numbers for creating single issue apps from the Adobe store. if you want to create a “ Multi-issue” app, you will need a Professional or enterprise subscription to dPs. This process of submitting an app to the App store can be completed by anyone willing to read directions, pay attention to detail, and follow step-by-step instructions. Most of the steps do not require an understanding of Adobe indesign. for this reason, you may choose to enlist the help of a co-worker or someone else in your company to help you with this process. don’t wait until the last minute to read this guide. you can expect to spend two or three hours completing all these steps. you may wish

to break this into a couple of sessions. once you have completed the steps, you will need to wait for Apple to approve or reject your app. As of this writing, this process is typically taking about seven days. Apple governs the app submission process. Many of the steps in this guide describe processes that will take place on various Apple websites. you must use a Macintosh computer to create the certificates required for the submission and for the final upload of the app to the App store. [checklists](#) < [previous](#) [next](#) > The DPS tools are revised frequently. This guide is up to date for the January 2013 version of the DPS tools. Apple StEP-by-StEP inforMATion with a gray background indicates that the task must be performed on an Apple website. for more information about these tasks, refer to Apple documentation at [bit.ly/n9snck](http://bit.ly/n9snck) and [bit.ly/n9fBuV](http://bit.ly/n9fBuV) or contact Apple. Page ~ 4 A checklist for building your first app Creating your first app? Do these things ahead of time, before your Folio is completed: enroll in Apple's ios developer Program read the App store review guidelines [table of contents](#) | | [checklists](#) page 8 These steps are required by Apple Computer and completed on Apple websites. | page 11 page 12 < [previous](#) [next](#) download and install Xcode on your Mac create certificates | page 13 > Test your certificates | page 27 register your test iPads with Apple create an App id | page 28 | page 31 create mobileprovision files create required assets | page 33 | page 37 Purchase a single edition serial number if you are not a member of creative cloud | page 40 Do these things after your Folio is completed: Build the app with dPs App Builder Test the development app | page 41 | page 48 download the distribution app | page 49 submit the distribution app to the App store Wait for approval from Apple | page 51 | page 58 Page ~ 5 A

checklist for building your second app Already created one app, and on to your second (or third)? There are less steps to complete the second time around. Do these things ahead of time, before your Folio is completed: create an App id These steps are required by Apple Computer and completed on Apple websites. table of contents checklists | page 31 < previous next create mobileprovision files create required assets | page 33 | page 37 > Purchase a single edition serial number if you are not a member of creative cloud | page 40 Do these things after your Folio is completed: Build the app with dPs App Builder Test the development app | page 41 | page 48 download the distribution app | page 49 submit the distribution app to the App store Wait for approval from Apple | page 51 | page 58 Page ~ 6 table of contents Build your Folio you hAVe ProBABly AlreAdy BuILt, or begun to build, the indesign files for your app, and have created digital Publishing suite Articles and assembled them into a folio. if you haven't yet created your folio, now is the time to begin. you will use the folio Builder panel in indesign to create a folio. creating a folio allows you to preview your completed app using the free Adobe content Viewer app on your iPad. This will let you view all of the content and interactivity in your app. Note: Apple rejects many apps for being too " book-like. " Make sure that your folio is substantive and includes interactivity not available in ebooks. Also, do not select the " Books' category when submitting the app. you can do many of the following steps before you have finished your folio. see the checklist on page 5 for more information. To learn more about how to use the folio Builder panel to create folios and preview folios on your iPad, see the online help at adobe. ly/Pjso8K. checklists < previous next > Page ~ 7 Apple Step-by-Step table of

contents enroll in Apple's iOS Developer Program you Must Be enrolled in Apple's ios developer Program to submit your app to the App store. The ios developer Program costs us\$99/year. you need to keep your enrollment current and paid for as long as you want your app to appear on the App store. if you have not already signed up for the ios developer Program, visit [bit. ly/rjz90j](http://bit.ly/rjz90j) to get started. for purposes of creating dPs apps, you can enroll as either an individual or a company. someone else in your company may already be enrolled in the ios developer Program. you may be able to ask your iT department to create the required App id, certificates, and mobileprovision files. if so, this will make the process much easier for you. no knowledge of indesign or Adobe dPs is required to create these items, so this is an easy task to delegate to someone else. After you enroll in the ios developer Program and submit your payment, Apple will send you an email message that prompts you to activate your account. Provide bank and tax information to Apple (if you are creating a paid app) if you wish to make your app available for sale through Apple, you must agree to the ios Paid Applications agreement. if your app is going to be free, you can skip to page 11. 1. go to [itunesconnect. apple. com](http://itunesconnect.apple.com). you will need to sign in with your Apple id. 2. click on contracts, Tax, and Banking. checklists < previous next > adobe tip As you move through the steps in this guide you will create an Adobe ID and password, Apple ID and password, certificate passwords, and a unique App ID for each app that you create. Don't get all these IDs and passwords confused! Create a system to help you keep all this straight. Page ~ 8 Apple Step-by-Step 3. click the request button next to the ios Paid Applications contract. table of contents checklists < previous next > 4. if

acceptable, accept the terms of the agreement, and click the submit button.

Page ~ 9 Apple Step-by-Step 5. The ios Paid Applications contract will appear in the contracts in Process section. click on the set up buttons below contact info, Bank info, and Tax info, and provide the information requested. table of contents checklists < previous 6. once you've provided all the requested information, you will need to wait for Apple to approve the contract. When the contract is approved, it will move to the contracts in effect section. for more information, see the " Managing contracts, Taxes, and Banking" section of Apple's iTunes Connect Developer Guide at bit. ly/ntQgqX. next > Page ~ 10 Apple Step-by-Step table of contents read the App Store Review Guidelines for ios apps APPLE reVieWs All APPs that are submitted to the App store to be sure that the apps meet the App store review guidelines. Apps that do not meet these guidelines will be rejected by Apple. With this in mind, it is good to review these guidelines before you get too far into the process of developing your app. This will pay off in the end by ensuring that your app passes Apple's review process. you can read more about the App store Approval Process at bit. ly/rjAapd and the App store review guidelines at bit. ly/rjAe8i. you will need to sign in with your Apple id. checklists < previous next > Page ~ 11 Apple Step-by-Step table of contents download and install Xcode on your Mac cerTAin sTePs in This Process require you to have Xcode installed on your Macintosh computer. Xcode is Apple's " development environment" for creating Mac, iPhone, and iPad apps. But don't worry, you aren't going to need to learn Xcode or any programming. Xcode just needs to be installed. The latest version of Xcode can be downloaded from bit. ly/rjArsh. if you are running an older version of Mac os



X, and need an older version of Xcode, you can find previous versions at [bit.ly/rjAye5](http://bit.ly/rjAye5). note: Xcode is an approximately 1.5 gigabyte download.

depending on your internet connection speed, this download may take awhile. Be prepared to do this step well ahead of time so that you can afford to wait. [checklists < previous next > Page ~ 12 Apple Step-by-Step table of contents create certificates](#) The dPs APP Builder will generate two different apps—a development app and a distribution app. The development app is used for testing; the distribution app is what you'll submit to Apple once you've tested and approved the development app. Apple requires both apps to be signed by a valid "certificate" before they can run on the iPad. in this section, you will learn how to create two required p12 certificates. You can use the same p12 certificates for multiple apps. They are not tied to the App ID. However, each app you create requires a new, unique App ID and new mobileprovision files (described in the next section). [Overview](#) The process of creating a p12 certificate file might seem complicated, but it's not that difficult if you follow the steps carefully. creating the certificates involves a back-and-forth process between the Apple developer site and the Keychain Access utility on your computer. you use the Keychain Access utility to create a certificate signing request, and then submit the signing request in the Apple developer site. Then you download the certificate (.cer) file and open it in the Keychain Access utility, which you use to export the p12 file. you will complete this process twice: once for the development (testing) app and once for the distribution (submission) app. [checklists < previous next > Page ~ 13 Apple Step-by-Step Create a Development Certificate Signing Request](#) 1. go to the ios Provisioning Portal at [bit.ly/oVbhu5](http://bit.ly/oVbhu5). you will need to

sign in with your Apple id. 2. click certificates on the left side of the window. 2 table of contents notice that there are separate tabs for development and distribution. you will create the development certificate files first. 3. Make sure that the development tab is selected. 4. click request certificate. 4 3 checklists < previous next 2 3 > 4 Page ~ 14 Apple Step-by-Step 5. open the Keychain Access utility, found in the utilities folder in your Applications folder. 6. click on the My certificates category on the left. 6 table of contents 7. click on an empty space in the window on the right to ensure that no existing keys or certificates are selected. 7 checklists < previous next > 6 7 8. choose Keychain Access > certificate Assistant > request a certificate from a certificate Authority. Page ~ 15 Apple Step-by-Step 9. for user email Address, specify a valid email address. 9 10. for common name, enter the name of your company or division. This certificate can be reused for multiple apps that you might create, so you don't need to enter the app name here. 10 11. leave the cA email Address field blank. 12. select saved to disk. 12 11 table of contents checklists < previous next > 9 11 12 10 13. click the continue button. 14. specify the name of the certificate signing request and where the file will be saved, and click save. you will use this file to create a development certificate in the next section. 15. When the certificate request is created, click done. During this process, you are going to be creating several files that you will need to keep track of. It is helpful to create a new folder in an easy-to-access location to store all of these " bits and pieces" that you will need later in the process. Page ~ 16 Apple Step-by-Step Generate a Development Certificate now that you've created the certificate signing request file, you need to submit it to the ios Provisioning Portal to

create the required development certificate. 1. in the ios Provisioning Portal, click choose file, and double-click the certificate request file you just saved in the previous steps. 1 2. click submit. 2 table of contents checklists < previous next > 1 2 Page ~ 17 Apple Step-by-Step 3. your development certificate is added to the Provisioning Portal with a “ Pending issuance” status. table of contents checklists < previous next > 4. To check the status of the certificate, click a different tab and then click the development tab again, or refresh your browser window. it normally takes only a few moments before the status changes to “ issued. ” 5. click download, and then download the certificate to a known location. 6. This development certificate is called ios\_development. cer. This file is required to create your p12 certificate. Page ~ 18 Apple Step-by-Step Create a p12 Development Certificate 1. in the finder, locate the ios\_development. cer file you created, and double-click it. This launches the Keychain Access utility and installs the certificate. 2. To see if the certificate was installed, click on the Keys category on the left, and then click the right-pointing arrow to open the private key. you should see the certificate beneath the private key. if double-clicking the . cer file does not install the certificate, launch Keychain Access and choose file > import items to specify the . cer file. table of contents checklists < previous next > 3. control-click or right-click the private key associated with your certificate, and choose export “[name]. ” important: control-click the private key (highlighted in red below), not the certificate. 4. save your key in the Personal information exchange (. p12) file format. specify a name that distinguishes it from the p12 file you’ll create for the distribution certificate. for example, we’re naming our development certificate Pluralist design

development. p12. later, we'll name the distribution Page ~ 19 Apple Step-by-Step p12 certificate " Pluralist design distribution. p12". save the certificate into a known location where you won't lose track of it. do not use any characters other than a—z, 0—9, hyphens, underscores, and spaces in the filename. table of contents checklists < previous 5. When prompted, specify a password for your p12 certificate, and click oK. remember this password. do not use a blank password. you will need this password later when building your app in the dPs App Builder. next > adobe tip If you forget the p12 certificate password you create here, there is no way to 6. specify the Administrator password for your computer, and click Allow. retrieve it—you would need to create your p12 certificates all over again. So don't forget this password! You can use the same password for the distribution and development p12 certificates. you now have one of the two p12 certificates you need. you can now delete the certificate signing request file and the ios\_development. cer file, as they are no longer needed. Keep your development p12 certificate in a safe place. next, you will follow similar steps to create the distribution p12 certificate. Page ~ 20 Apple Step-by-Step Create a Distribution Certificate Signing Request one p12 certificate down, one to go. now you need to create the distribution p12 certificate. 1. if the Keychain Access utility is still running on your computer, choose Keychain Access > Quit Keychain Access to quit the program (leaving the Keychain Access utility running while doing steps 2—4 can cause problems). 2. in the ios Provisioning Portal, click certificates on the left side of the window. 3. Make sure that the distribution tab is selected. 4. click request certificate. 4 3 2 table of contents checklists < previous next > 2 3 4 5. reopen the

Keychain Access utility, found in the utilities folder in your Applications folder. 6. click on the My certificates category on the left. 6 7. click on an empty space in the window on the right to ensure that no existing keys or certificates are selected. 7 6 7 Page ~ 21 Apple Step-by-Step 8. choose Keychain Access > certificate Assistant > request a certificate from a certificate Authority. table of contents checklists < previous next 9. for user email Address, specify a valid email address. 9 > 10. for common name, enter the name of your company or division. This certificate can be reused for multiple apps that you might create, so you don't need to enter the app name here. 10 11. leave the cA email Address field blank. 12. select saved To disk. 12 11 9 11 12 10 13. click the continue button. 14. specify the name of the certificate signing request and where the file will be saved, and click save. 15. When the certificate request is created, click done. Page ~ 22 Apple Step-by-Step Generate a Distribution Certificate now that you've created the certificate signing request file, you need to submit it to the ios Provisioning Portal to create the required distribution certificate. 1. in the ios Provisioning Portal, click choose file, and double-click the certificate request file you just saved in the previous steps. Be sure to select the distribution certificate signing request file, not the development certificate signing request file. 1 2. click the submit button. 2 table of contents checklists < previous next > 1 2 3. your distribution certificate is added to the Provisioning Portal. Page ~ 23 Apple Step-by-Step 4. To update the status from " Pending issuance, " click a different tab and then click the distribution tab again, or refresh your browser window. it normally takes only a few moments before the status changes to " issued. " table of contents checklists < previous next >

5. click download, and then download the certificate to a known location. 6. This distribution certificate is called ios\_distribution. cer. This file is required to create your p12 certificate. Create a p12 Distribution Certificate 1. in the finder, locate the ios\_distribution. cer file you created, and double-click it. 2. double-clicking the certificate launches Keychain Access and installs the certificate. To see if the certificate was installed, click on the Keys category on the left, and then click the right-pointing arrow to open the private key. you should see the certificate added to the private key. if double-clicking the . cer file does not install the certificate Page ~ 24 Apple Step-by-Step as shown below, then launch Keychain Access, and choose file > import items to specify the . cer file. table of contents checklists < previous next > 3. control-click or right-click the private key associated with your certificate, and choose export "[name]. " important: control-click the private key (highlighted in red below), not the certificate. Page ~ 25 Apple Step-by-Step 4. save your key in the Personal information exchange (. p12) file format. specify a name that distinguishes it from the p12 file you created for the development certificate. do not use any characters other than a—z, 0—9, hyphens, underscores, and spaces in the filename. table of contents checklists < previous next 5. When prompted, specify a password for your p12 certificate, and click oK. remember this password. do not use a blank password. you will need this password later when building your app in the dPs App Builder. (you can use the same password for the distribution and development certificates.) 6. specify the Administrator password for your computer, and click Allow. you now have both of the p12 certificates that you need to create apps for the App store. store these files in a safe place. you

can now delete the certificate signing request file and the ios\_distribution.cer file, as they are no longer needed. > Page ~ 26 Apple Step-by-Step table of contents Test your certificates iT is A good ideA to test your certificates at this point, to ensure that they are valid. 1. open the Keychain Access utility, found in the utilities folder in your Applications folder. 2. select the Keys category on the left. 2 checklists < previous next 3. click the right-pointing arrow next to each private key to reveal the certificate within. The certificate name must begin with the words iPhone Developer or iPhone Distribution. if you don't see these words, you will need to recreate your certificates. 3 4. click on each certificate, and view the contents of the pane above the certificate. The phrase " This certificate is valid" must appear in this area when you select the developer certificate and the distribution certificate. if you don't see this phrase, you will need to recreate your certificates. 4 > 4 3 2 don't worry that the certificates are called iPhone developer and iPhone distribution, even though you aren't developing an app for the iPhone. This is normal. Page ~ 27 Apple Step-by-Step table of contents register your test iPads with Apple When you build your app with dPs App Builder, you will have an opportunity to preview the actual app on one or more iPads before submitting the app to the App store. This preview will include your app icon, app name, and the fully functional app. To preview the app, you will need to provide Apple with a list of uids (sort of like serial numbers) of each iPad on which you will want to preview your app. here is one way to discover the uid of your iPad: 1. Attach your iPad to your Macintosh with a usb cable. 2. launch iTunes. 3. select your iPad in the list of devices on the left. 4. on the right, in the summary section, locate the serial number of your iPad.

checklists < previous next > adobe tip If you have several UDIDs to record, it might be easier to use one of the many free UDID apps available on the App Store. Search the App Store for “ UDID” to locate 5. click on the serial number, and it will change to the udid. 5 these. Typically, these apps will extract the UDID from your iPad and allow it to be emailed in text form to the address you specify. 5 Page ~ 28 Apple Step-by-Step 6. Press command+c to copy the udid, and then paste the udid into a text file or an indesign file for safekeeping. (you don’t select the udid before copying–just press command+c and the udid will be copied to the clipboard). 7. repeat for each iPad that you will use to preview your app. 8. go to the ios Provisioning Portal at bit. ly/oVbhu5. you will need to sign in with your Apple id. 9. click devices on the left side of the window. 10. click Add devices. 10 9 table of contents checklists < previous next > 9 10 11. enter a name and a udid for one of the iPads on which you will want to test your app. This is the information you gathered in step 6, above. To enter the information for another iPad, click the plus icon to add another device. When you have entered a udid for each device that you need, click the submit button. Page ~ 29 Apple Step-by-Step you should now have a list of each iPad on which you will want to test your app displayed in the devices section of the Provisioning Portal. table of contents checklists < previous next > Page ~ 30 Apple Step-by-Step table of contents create an App ID you Will need To creATe an App id for your app. This is a unique identifier required by Apple to identify an app. you will use Apple’s ios Provisioning Portal to create an App id. A different App id is required for each app that you create. once created, you cannot edit or delete an App id. 1. go to the ios Provisioning Portal at bit. ly/oVbhu5. you



will need to sign in with your Apple id. 2. click App ids. 2 3 checklists < previous next > 3. click new App id. 2 3 Page ~ 31 Apple Step-by-Step 4. Type a description, such as the name of your app. 4 5. leave Bundle seed id set at generate new (if this is the first App id you've generated) or use Team id (for additional App ids). 5 6. specify a Bundle identifier. The Bundle identifier is usually specified in a form called reverse domain name or com. domainname. applicationname. in other words, if you work for Pluralist design, your website is www. pluralistdesign. com, and your application is called " Pluralist lookbook, " your App id would be com. pluralistdesign. pluralistlookbook. Be careful here—an App id cannot be deleted later and then reused. if you are just testing how to create an App id, use something like com. acme. test so that you don't " waste" an App id. 6 table of contents checklists < previous next > 4 5 6 7. click the submit button. 8. The App id will appear in the list. This same App id will appear in various screens in later steps in this process. Page ~ 32 Apple Step-by-Step table of contents create mobileprovision files The MoBileProVision files determine which iPads can install and use your app. you will create two mobileprovision files: a development mobileprovision file and a distribution mobileprovision file. The development mobileprovision file includes a list of iPad ids called uids. The distribution mobileprovision file does not include any uids, because anyone who downloads your app from the App store can use it. unlike the p12 certificates, which can be reused for multiple apps, the mobileprovision files must be recreated for each new app you design. Create a development mobileprovision file 1. click Provisioning on the left side of the window. 2. ensure that the development tab is selected. 3. click new Profile. 3 2 1

checklists < previous next > 2 3 1 4. specify the Profile name. since the mobileprovision files must be recreated for each app, you may wish to use the name of your app for the Profile name. include " development" in the name to distinguish it from the distribution file, but don't include Page ~ 33 Apple Step-by-Step any special characters (such as asterisks) in the name. select the certificate, choose the App id, and specify the devices you want to provision. Then click the submit button. table of contents checklists < previous next > your development certificate is added to the Provisioning Portal. 5. To update the status from " Pending issuance, " click a different tab and then click the development tab again, or refresh your browser window. it normally takes only a few moments before the status changes to " Active. "

6. click download, and then download the development mobileprovision file to a known location. Page ~ 34 Apple Step-by-Step you have now created the development mobileprovision file that the dPs App Builder needs to build the development and distribution apps. store this file in a safe place. next, you will create the distribution mobileprovision file. checklists table of contents < previous Create a distribution mobileprovision file To create a distribution mobileprovision file, you do not specify any uids in the devices section. you simply create the mobileprovision file. 1. in the ios Provisioning Portal, click Provisioning on the left side of the window. 2. click the distribution Tab. 3. click new Profile. 3 2 1 next > 2 3 1 Page ~ 35 Apple Step-by-Step 4. for distribution Method, select App store. 4 5. specify the Profile name. unlike the p12 certificates that can be reused for multiple apps, the mobileprovision files must be recreated for each app, so you may wish to use the name of your app for the Profile name (include " distribution" in the

name to distinguish it from the development file). 5 6. choose the App id. 6 7  
table of contents checklists 7. click the submit button. < previous next > 4 5 6  
7 your provisioning profile is added to the Provisioning Portal. 8. To update  
the status from “ Pending, ” click a different tab and then click the  
distribution tab again, or refresh your browser window. it normally takes only  
a few moments before the status changes to “ Active. ” 9. click the download  
button, and save the . mobileprovision file to your computer. you have now  
created the two mobileprovision files that the dPs App Builder needs to build  
the development and distribution apps. Keep these files in a safe place. Page  
~ 36 table of contents Create required assets When you build your app and  
submit it to Apple, you will need to include a variety of keywords, descriptive  
text, icons at various sizes, email addresses, copyright information, etc. it is  
best to gather all of these items well in advance of your app submission  
date, since some of them may require input from others in your company.  
you can read more about these items in the iTunes Connect Developer  
Guide, at bit. ly/rMgpiP. Type the following items in a text file stored  
somewhere you’ll remember, so that you can copy and paste the pieces out  
of the text file later when needed: checklists < previous next > App Title The  
title that will appear under the app icon on the iPad. limit to 12 characters if  
you want it to be completely visible. depending on the characters (an “ i”  
being narrower than a “ w”), you may be able to fit 13 or 14 characters.  
adobe tip To test if your app title will display correctly on the iPad without  
abbreviation, open Safari on the iPad. Visit any web page, and tap the button  
at the top of the screen. Tap “ Add to Home Screen, ” and then enter the text  
you want for your app title. If the text appears correctly on your home

screen, it will display correctly in your app. App Name The title that will appear at the top of the screen in the black bar when a user taps the screen. Maximum of 35 characters. Keywords for the App Store The number of keywords is unlimited, but there is a total character limit of 100 characters. enter keywords separated by commas, without a space after the comma. The comma characters count towards the 100-character limit. Description for the App Store This can be anywhere from 10—4, 000 characters. Primary and Secondary categories for the App Store The secondary category is optional. Apple occasionally adds new categories. go to the App store on your iPad, and tap “ categories” to see the categories you can choose from. Page ~ 37 Price Tier This is how much you plan to charge for the app. The price can be free, or \$. 99, \$1. 99, \$2. 99, \$3. 99, \$4. 99, etc. in other words, you cannot charge \$3. 42 for your app—it must be either \$2. 99 or \$3. 99. table of contents Copyright This should be in the form “ 2013 Acme inc. ” Apple adds the copyright symbol automatically. checklists Support Email This is an email address of someone Apple can contact if there are problems with your app. This address is not seen by the public. < previous next > Support URL The url of a support website for users having questions about the app. This link will be visible on the App store. Marketing URL (optional) A website for users to get more information about the app. This link will be visible on the App store. adobe tip Johannes Henseler has created a handy Photoshop template that automatically creates all the required sizes of application icons from a single Illustrator or Photoshop Smart Object. Download the free template at bit.ly/RMJL5a. SKU number A unique alphanumeric identifier for this app. Store the following files with clearly labeled filenames in a separate folder:

Application icons in the following 8 sizes: 29x29, 50x50, 58x58, 72x72, 100x100, 144x144, 512x512, and 1024x1024 pixel 8-bit Png files. one way to produce these is to create a 1024x1024 pixel Png file, open it in Photoshop, and use save for Web to create the smaller Png files. do not round the corners of the icon; Apple rounds the corners automatically. Apple will apply an optional “ shine” effect to the icon if you specify this option in the dPs App Builder.

1—5 screen shots for the App Store Take a screen shot of the best screens from your app. To take a screen shot on the iPad, just navigate to the screen you want to capture, and press the power and home buttons simultaneously. The screen Page ~ 38 capture will be saved into the “ camera roll” album of your Photos app. save these images as 8-bit Png or Jpeg files at 768x1024 or 1536x2048 pixel resolution (portrait) or 1024x768 or 2048x1536 pixel resolution (landscape).

table of contents Splash screen images When your app is first started on the iPad, a splash screen appears for approximately three seconds. create four 8-bit Png images: two landscape splash screens at 1024x768 and 2048x1536 pixels, and two portrait splash screens at 768x1024 and 1536x2048 pixels. for best results, make your splash image different from your cover. if the cover and the splash screen are identical, users may think the app is frozen when they first start it. you might want to add a message such as “ loading . . . ”

checklists < previous next > Use your web browser to search for “ writing an App Store description” to locate dozens and dozens of sites that will help you write a concise, compelling App Store description. Page ~ 39 table of contents

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at no extra cost beyond your monthly subscription fee. learn more about Adobe creative cloud at [adobe.ly/rcuWjt](https://adobe.ly/rcuWjt). if you are an Adobe creative cloud subscriber or have an Adobe digital Publishing suite Professional or enterprise edition account, you can skip to page 41. otherwise, you will need to purchase a dPs single edition serial number. see [adobe.ly/oJmJrm](https://adobe.ly/oJmJrm).

checklists < previous next > Page ~ 40 table of contents Build the app with DPS App Builder After you creATe the necessary files and certificates and build your folio using Adobe indesign and the digital Publishing suite Plug-ins, you're ready to create your app using the dPs App Builder. 1. in indesign, in the folio Builder panel, select the folio that you want to turn into an app. in the folio Builder panel menu, choose create App to launch the dPs App Builder program. checklists < previous next > 2. sign in with your Adobe id and password. if you are a creative cloud subscriber, you must use the same Adobe id that you use to sign in to creative cloud. Page ~ 41 3. click continue. table of contents checklists < previous next > next, you will be prompted to fill in several screens with details about your app and various icons and assets. you should have already gathered up all these items, as specified in the " create required assets" section on page 37. Page ~ 42 App Details panel 1. fill in the App details screen. table of contents checklists < previous next > App Name: enter the 12—14 character name that you wish to display below the app icon on the iPad. App Version: choose the latest version of the Viewer, unless you have a specific reason to use an older version. Enable PDF Zooming: if selected, this will allow the user to pinch and zoom on any page content. This will work only for articles in your folio which are built using the Pdf format. Enable Bookmarks: This lets your users

identify and bookmark favorite articles. The bookmarks appear in a drop-down menu designated by a star icon in the upper right corner of the screen.

**Enable Auto Hiding Of Folio Scrollbars:** With this option selected, vertical scroll bars do not appear on the screen until the user swipes vertically. (When enabled, the scroll bars are semi-opaque and overlay the page content. This allows page content to fill the entire screen.) With this option not selected, a 6-pixel area on the right side of the screen is reserved for scroll bars.

**Enable Left And Right Hot Zone Navigation:** if you enable hot zones, users can tap the left and right side of the article to jump to the previous or next page. The size of the hot zones is determined by the percentage you specify. hot zones take precedence over all overlays except buttons. Buttons effectively sit on top of the hot zone. If you enable bookmarks in the DPS App Builder, users will be able to tap the star icon in the upper right corner of the screen and add an article to their “ favorites” list.

**Page ~ 43 Enable Bottom Hot Zone Navigation:** if you enable bottom hot zone navigation, users can tap the bottom of the screen to display the view controls (the bar at the top of the screen that displays the home icon, back button, table of contents icon, etc.)

**Enable App Rating:** if you select this option, a pop-up dialog box will appear asking the user to rate the app. The dialog box will allow the user to a) rate the app, b) remind me later, or c) never rate the app.

**Supported Languages:** select the language(s) that this app is translated into. This is not where you choose the countries in which you want to make the app available. That option is specified later when submitting the app to the App store.

2. When you have completed this screen, click next.

**Icons and Splash Screens panel**

1. click the sd icon, and

then click on the folder to the right of each field to navigate to the appropriate icon image. 2. click the hd icon, and select each of the images required on that screen. When finished, both the sd and hd icons should have a green circle with a white check mark on the icon. table of contents checklists < previous next > adobe tip If you store all of your icons and splash screen images in the same folder, you can simply select all of the icon and splash screen files in the Finder and drag them into the Icons And Splash Screens window in DPS App Builder. Based on the pixel dimensions of the files, DPS App Builder will figure out which file goes where. You will need to repeat this for both the SD and the HD windows. You can view a video about how this works at [youtu. be/nOQtZxtZTf8](https://youtu.be/nOQtZxtZTf8). Page ~ 44 General Options 1. Be sure to scroll down to the bottom of the icons And splash screens section to view the general options (if your dPs App Builder window is small, it is easy to miss this). Enable Shine Effect On App Icon: if you select this option, Apple will apply a “ shine” effect to the app icon when the app is built. table of contents checklists < previous next > No Shine Shine effect applied Optional Fonts ZIP For HTML: if you have included an hTML article or Web View overlay in your folio, and haven’t included the fonts in the folio, choose the zip file containing the required fonts. 2. When you have completed this screen, click next. Certificates panel 1. in the certificates panel, select your development and distribution mobileprovision files, and then click next. if your mobileprovision files are not accepted, go back to the Apple developer site and re-create them. 2. click next. DPS app icons without shine (left side, top to bottom): Our Collective Legacy, Vera Bradley Fall 2012, Van Gogh’s Dream. DPS app icons with shine: National Geographic 7 Billion, Ideopolis



Magazine, Design Guide. Page ~ 45 3. click create App. table of contents  
checklists < previous next > 4. click developer App in the downloads column.  
Page ~ 46 5. select your development p12 certificate, and enter your  
development p12 password. 5 The development mobileprovision file  
information will be entered automatically for you. 6. click sign And download.  
6 table of contents checklists 5 6 < previous next > 7. After a brief pause, the  
download complete message should appear on your screen. click oK. The  
developer-viewer. ipa file is downloaded to your desktop. This is the file that  
you will to use to test the app on your iPad, as described in the next section.  
Page ~ 47 table of contents Test the development app The neXT sTeP is to  
test the development app to make sure that everything works as designed.  
in order to complete the steps below, the iPad on which you wish to test the  
development app must be one that you regularly sync with iTunes on your  
computer. 1. open iTunes, and drag the developer-viewer. ipa file into your  
iTunes library. checklists < previous next > 2. connect your iPad, and sync the  
device. 3. The app should appear on your iPad. Test the app to ensure that it  
works as desired. 4. do one of the following: a. if the app needs to be  
changed, edit the folio, and then use the dPs App Builder to edit and create  
another development app. delete the previous app from iTunes and from  
your iPad, install the new app, and test again. if the app works as designed,  
continue on in this guide to submit the distribution app to the App store.  
Page ~ 48 b. table of contents Download the distribution app When you have  
determined that your development app works like you want it to on your  
iPad, it is time to download the distribution app in dPs App Builder. This is the  
file that you will send to Apple. 1. if you still have dPs App Builder running,

skip to step 4. if dPs App Builder is not running on your computer, find dPs App Builder in your Applications folder, and double-click on it. 2. sign in with your Adobe id and password. 3. click oK to bypass the Alert box that appears. checklists < previous next > 4. in the Welcome to dPs App Builder screen, click continue To Manage View. Page ~ 49 5. in dPs App Builder, click distribution App in the downloads column. table of contents checklists < previous 6. select your distribution p12 certificate, and then enter your distribution p12 password. The distribution mobileprovision file information will be entered automatically for you. 7. click sign And download. 7 6 next > 6 7 8. click oK. 9. A distribution-viewer. zip file is downloaded to your desktop. This is the file that you will submit to Apple, as described in the next section. Page ~ 50 Apple Step-by-Step table of contents submit your app to the App Store noW ThAT your APP is BuilT and tested, the final step is to submit the app to the App store. To do this, you will use the iTunes connect Web portal to enter various details about your app, and then upload the distribution app to Apple for approval. The iTunes connect developer guide at bit. ly/n9fBuV explains how to submit files for approval. however, the developer guide is written primarily for developers, so it can be somewhat intimidating. We created this step-by-step guide to provide specific information about submitting apps created with Adobe digital Publishing suite. 1. go to itunesconnect. apple. com. 2. sign in with your Apple id (not your Adobe id). 3. click on Manage your Applications. checklists < previous next > 4. click on Add new App. Page ~ 51 Apple Step-by-Step in the screens that follow, you will be prompted to fill in details about your app and various icons and assets. you should have already gathered up all these items, as listed in the

" create required assets" section on page 37. 5. complete the new Application screen as follows: Default Language: choose the language that you will be using to enter your app details for display in the App store. App Name: enter the full name of your app. This is the " long name" that may be up to 35 characters in length. SKU Number: enter a unique alphanumeric identifier for this app. Bundle ID: choose the App id you created earlier from the list. table of contents checklists < previous next > 6. click continue. 7. fill in the pricing screen as follows: Availability Date: leave this date as is, unless you wish to enter a future date to delay the release of your app until after a particular date. Price Tier: select free or whichever price tier that you desire. click on View Pricing Matrix to see more pricing details. Discount For Educational Institutions: select this option if you want to offer a discount to educational institutions. Page ~ 52 Apple Step-by-Step Custom B2B App: do not select this. custom business-to-business apps cannot be created with Adobe digital Publishing suite, single edition. if you want to create a custom business-to-business app, purchase an enterprise license to Adobe digital Publishing suite. Specific Stores: select this option if you want to limit the app to be available only in certain countries. table of contents checklists < previous next > adobe tip One reason to limit the avail8. click continue. 9. enter the Version information as follows: Version Number: enter 1. 0, unless this is a revision to an existing app. Copyright: enter the copyright information in the form of " 2013 Acme inc. " Apple adds the © symbol automatically when the app is published on the App store. Primary Category: choose the category you want the app to be displayed in on the App store. Do not select " Books" as a category. Apple frequently rejects apps for

looking like ebooks. ability of your app to certain countries is because Apple only collects sales tax in some countries. If you want Apple to take care of all the sales tax hassle, limit your app to sell only in the countries in which Apple collects sales tax. Page ~ 53 Apple Step-by-Step Secondary Category: if desired, choose a secondary category. table of contents checklists < previous next > 10. scroll down, and fill in the rating information: 11. scroll down further, and fill in the Metadata as follows: Description: enter the description for the App store. Keywords: enter the keywords for the App store, separated by commas. Page ~ 54 Apple Step-by-Step Support Email Address: enter the email address of a person that Apple can contact if there are problems with the app. Support URL: enter the url of a web page that offers information and support for this app. checklists table of contents < previous next > 12. scroll down, and fill in the uploads section as follows: Large App Icon: choose a 1024x1024-pixel 8-bit Png image. iPhone And iPod Touch Screenshots: you can skip this. iPad Screenshots: include one to five 768x1024- or 1536x2048-pixel (portrait) or 1024x768- or 2048x1536-pixel (landscape) screenshots of your app. 13. click the save button. Page ~ 55 Apple Step-by-Step 14. click the View details button. table of contents checklists < previous next > 15. click ready To upload Binary. Page ~ 56 Apple Step-by-Step 16. Answer “ no” to the encryption question. Adobe dPs App Builder does not encrypt apps. table of contents checklists 17. click the save button. 18. if you have not already downloaded the Application loader app, click download App loader. (if you downloaded Xcode, Application loader was also downloaded. however, make sure that you have the most recent version of Application loader installed.) < previous next > 19. start Application loader,

and follow the prompts to upload the distribution app (. zip file) that was created by the dPs App Builder. once you successfully upload your app to Apple, the status of the app in iTunes connect should change to “ upload received" and then “ Waiting for review. " if you are using an older version of Application loader, you might get an error message such as “ the dwarfdump binary must exist" or “ com. apple. transporter. util. streamutil" when you upload the . zip file. you can solve this problem by downloading and installing the most recent version of Application loader. Page ~ 57 table of contents Wait for approval from Apple Apple will notify you via email when your app is accepted or rejected. you can use iTunes connect to track the status. for details, see the developer guide. if you notice an error in your app after you have submitted it, but before it is approved, you can submit a new binary while your app is still pending. go the Manage Applications section of iTunes connect, select the app, click View details, click Binary details, and then click reject Binary. Then submit a new version of the app. checklists < previous next > Updating an app you may want to revise or update a digital Publishing suite single edition app that you previously submitted to the App store. digital Publishing suite Professional edition and enterprise edition customers can revise their apps (and submit their rebuilt apps to Apple) for as long as they are digital Publishing suite subscribers. subscribers to Adobe creative cloud can revise their apps (and submit their rebuilt apps to Apple) for as long as they are creative cloud subscribers. users who purchase a serial number for digital Publishing suite single edition (as described on page 40) have one year to revise their app (and submit their rebuilt app to Apple). for more information, see the terms of use for your edition of digital

Publishing suite. When you revise your app, use the same App id and distribution provisioning profile to create the new custom viewer. if you updated the folio, select the folio and choose create App from the folio Builder panel menu. create a new app version (you can delete the previous instance of the app in dPs App Builder). if you use mobileprovision files based on the same App id as the previous version, Apple will recognize the rebuilt app as the same app. download and test the development file. in iTunes connect, click Manage your Applications, click the app you want to update, and then click Add Version. follow the prompts, and then use Application loader to upload the . zip file. Page ~ 58 table of contents iPad publishing troubleshooting App rejected by Apple Apple rejects many apps for being too similar to an ebook. Many publishers appeal successfully by describing interactive content not available in ebooks. it also helps not to specify the Books category when submitting the app. Also, avoid describing your app as a book. “ Invalid certificate" or “ Invalid ZIP format" if you upload an . ipa file to Apple from a computer running snow leopard 10. 5 and the certificates have been created on a computer running 10. 6, one of these messages may appear. for best results, upload the . ipa file from the same os X 10. 6 computer on which the certificates were created. Error: Identity of iPhone developer doesn't match any identity in any profile This error occurs when files are generated under different profile names. for best results, make sure that the same person uses the same profile to create the certificates on the same computer. “ the dwarfdump binary must exist" or “ com. apple. transporter. util. StreamUtil" error when you upload the . zip file This error can occur when you are using an older version of the Application

loader. you can solve this problem by downloading and installing the most recent version of the Application loader. App (. ipa file) fails to load when syncing device in itunes Make sure that the device's udid is added to the list of devices in iTunes connect. When you add a new udid, rebuild the developer mobileprovision file. Other problems? Please visit the dPs user forum: <http://forums.adobe.com/community/dps.checklists> < previous Page

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