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You also need a finely tuned sense of what motivates 500 million loyal iPhone and iPad users. iOS 7 introduces many new visual changes, as well as better multitasking, dynamic motion effects, and much

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and reuse. If this is your first foray into mobile development, you'll get the skills you need to go from idea to app store. If you're already creating iOS apps, you'll pick up new techniques to hone your craft, and learn how to capitalize on

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new iOS 7 features. This book assumes you're familiar with a language like C, C++, or Java. Prior experience with Objective-C and iOS is helpful. What's Inside Native iOS 7 design and development Learn Core Data, AirPlay, Motion Effects, and

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more Create real-world apps using each core topic Use and create your own custom views

Introduction and overview of

Objective-C About the Authors

Brendan Lim is a Y Combinator alum, the cofounder of Kicksend, and the



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author of MacRuby  
in Action. Martin  
Conte Mac Donell,  
aka fz, is a veteran  
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book, there are tried-and-tested ideas for tackling the hard-to-teach topics, and there is also a dedicated website with links to useful websites, the authors' favourite tips and downloadable resources.

Providing a detailed



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historical overview  
of animated film and  
television in the  
United States over  
more than a  
century, this book  
examines animation  
within the U.S. film  
and television  
industry as well as  
in the broader  
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01: Scriptwriting

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*Choosing the  
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*Selecting and  
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*Storyboarding: Rules of Thumb offers highly illustrative examples of basic storyboarding concepts, as well as sound, career-oriented advice for the new artist. This*

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*book also features  
a number of  
veteran storyboard  
artists sharing their  
experiences in the  
professional world.  
The action-based  
guide to powerful,  
influential organizat  
ionalstorytelling  
Circle of the 9  
Muses captures*

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*the best practices  
of the world's most  
influential story  
consultants and  
knowledge workers  
to help you find, tell,  
and draw value  
from your organizat  
ional stories as  
impetus for action.  
This rich toolbox is  
loaded with fun,*



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*graphical instructions and dozens of unique, replicable, and facilitated processes that require no special training or expertise. You'll discover your organization's hidden*

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*narrative assets,  
use different  
templates and  
frameworks to tell  
the stories of your  
past, present, and  
future and then  
draw team  
members into rich  
meaning-making  
dialogue that  
translates into*

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*action.*

*These activities can  
be exercised in  
endless  
permutations, and  
expert advice  
steers you toward  
the right activity for  
a specific  
purpose, including  
managing change,  
setting strategy,*

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*onboarding,  
defining the brand,  
engaging  
supporters or  
customers,  
merging  
cultures, building  
trust, and much  
more.*

*Organizational  
storytelling is a  
powerful*

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*managerial tool*

*and an essential*

*change*

*management*

*technique. This is*

*about your*

*influence as a*

*leader. Knowing*

*the right story to*

*tell and how to*

*deliver it effectively*

*gives you and your*

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*organization enormous influence, and helps connect employees to strategy by providing understanding, belief, and motivation in their personal contribution. This book is the ultimate*

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*field guide to becoming an influential storyteller, with concrete, actionable guidance toward all the storytelling fundamentals. Identify your organization's "narrative assets"*

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*Craft an elegant, well-constructed organizational story Capture, bank, and share stories with extraordinary engagement Facilitate a dialogue to draw out meaning and induce change The growing interest*



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*surrounding  
organizational  
storytelling  
has many change  
agents focused on  
"trying to tell better  
stories," but goals  
are useless without  
a plan of action.*

*Circle of the  
9 Muses helps you  
weave narrative*

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*wisdom into organizational development activities,*

*engaging*

*employees and*

*driving change.*

*All of us yearn to*

*be creative, but*

*few of us feel we*

*truly are. In this fun-*

*to-read, energy-*

*packed guide to*

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*stimulating our  
ingenuity,  
Hendricks  
proposes a nine-  
step process for  
unleashing an  
exciting spark of  
creativity and  
innovation in our  
lives, including  
creative  
approaches to*

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*problem solving  
such as mind-  
mapping,  
storyboarding,  
brainstorming, and  
five-sensing. With  
dynamic examples  
and proven  
concepts,  
Hendricks helps us  
to identify  
roadblocks that*

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*may keep us from being creative in our lives and ministries, and helps to unleash our creative potential.*

*The first complete guide-for use by adults and children-to creating fun and educational book*

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*clubs for kids. As authors of The Book Club Cookbook, the classic guide to integrating great food and food-related discussion into book club gatherings, Judy Gelman and Vicki Levy Krupp hear a*

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*common refrain  
from parents,  
librarians,  
teachers,  
community leaders  
and kids  
themselves: "How  
about writing a  
book for kids' book  
clubs?" Indeed, in  
recent years youth  
organizations,*

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*parents, libraries, schools, and our local, state, and federal governments have launched thousands of book clubs for children as a way to counter falling literacy rates and foster a love of*



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*reading. Based on surveys*

*representing five hundred youth book clubs across the country and interviews with parents, kids, educators, and librarians, The Kids' Book Club Book features: \_ -*

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*the top fifty favorite  
book club reads for  
children ages eight  
to eighteen; \_ -  
ideas and advice  
on forming great  
kids' book clubs-  
and tips for kids  
who want to start  
their own book  
clubs; \_ - recipes,  
activities, and*

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*insights from such  
bestselling  
children's book  
authors as  
Christopher  
Paolini, Lois  
Lowry, Jerry  
Spinelli, Nancy  
Farmer,  
Christopher Paul  
Curtis, Andrew  
Clements, Laurie*

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*Halse Anderson,  
Norton Juster, and  
many others. From  
recipes for the  
Dump Punch and  
egg salad  
sandwiches  
included in Kate  
DiCamillo's  
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*Liberating*

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*Recipes, Activities,  
and Smart Tips for  
Organizing Terrific  
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*If you need a fun,  
hands-on  
introduction to  
core animation  
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*Heather Freeman guides you through a wide range of practical projects, helping you establish and build skills in narrative animation, motion graphics and visual effects. Each chapter*



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*begins by  
summarizing  
historical and  
theoretical  
concerns and  
connecting them  
with current  
practice and  
applications - all  
beautifully  
illustrated with  
stills from classic*

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*commercial and independent films, as well as contemporary examples from student work.*

*Having established this context, the remainder of the chapter focuses on walking*

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*readers through  
their own creative  
projects. Topics  
covered include  
early animation  
technologies and  
techniques,  
scenes and  
staging, character  
animation,  
animated type,  
visual effects and*

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*motion graphics, pre- through post-production and experimental approaches to motion graphics. Dozens of sample files are available online, for experimentation and to get readers started on each*

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*exercise. The companion website also includes example animations as well as links to recommended software tutorials, recommended artist websites, blogs and animation*

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channels.

*What's new in animation? Find out! \* Works from artists, animators, film-makers, scholars, archivists \* Ideal for serious students of film making and animation In this*

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*detailed look at animation today, a series of intriguing case studies are explored from production to final outcome. Each one is considered in terms of meaning, purpose, and effect, then put into context as*

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*part of today's  
animation culture.  
Hundreds of  
illustrations make  
it easy to follow  
experimental work  
from script to  
screen, exploring  
the intersections  
between  
animation, film,  
graphic design,*



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*and art. With insights from leading U.K. authors on animation, as well as Oscar-winning animators, artists, film makers, scholars, and archivists, Re-Imagining Animation offers*

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*the definitive look  
at animation  
today.*

*Today's project  
manager has  
more to manage  
than just project  
scope,  
deliverables,  
communications  
and teams. They  
are also expected*

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*to manage large volumes of project-related data. And the expectation goes beyond just managing the data. It extends into creating great visualizations that allow stakeholders to fully digest that large volume of*

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*data in a manner that is quick, effective and clear. They are also expected to serve as facilitators in the use of visual thinking tools as a method for working through project issues,*

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*risks and problems. These new expectations require new skills. The era of multi-page, text-based project status reporting is over. The era of visual project management is here. Time to*

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*“skill up!”*

*Film, video  
games, television  
ads, corporate pre  
sentations-  
whatever medium  
you're working in,  
a visual story is  
the most  
compelling way to  
provide your  
audience with*

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*information and,  
more important,  
with an emotional  
experience.*

*Exploring Visual  
Storytelling*

*analyzes the  
essential*

*techniques of  
creating*

*compelling visual  
stories. Based on*

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*the pioneering work of Minneapolis-based Visual Culture, this innovative book-DVD package examines and explains the fundamentals of the medium by covering the seven key*



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*concepts behind every visual story: context, character, conflict, plot, 2D space, 3D space, and time. Each topic is thoroughly explained in print and then applied in the companion DVD, fully*

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*demonstrating  
how these core  
concepts work  
together to create  
a cohesive,  
compelling story.  
Teaching English  
Using ICT  
Teacher As  
Curator  
Innovative  
Techniques in*

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*Instruction*

*Technology, E-*

*learning, E-*

*assessment and*

*Education*

*Beginning iOS*

*Storyboarding*

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*A Practical Guide*

*for Librarians*

*This book constitutes*

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*the refereed*

*proceedings of the*

*Third International*

*Conference on*

*Learning and*

*Collaboration*

*Technologies, LCT*

*2016, held as part of*

*the 18th International*

*Conference on*

*Human-Computer*

*Interaction, HCII*

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*2016, in Toronto,*

*Canada, in July*

*2016, in conjunction*

*with 14 thematically  
similar conferences.*

*The 1287 papers*

*presented at the HCII*

*2016 conferences*

*were carefully*

*reviewed and selected*

*from 4354*

*submissions. The*

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*papers cover the entire field of human-computer interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The papers included in this volume are organized*

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*in the following  
thematic sections:  
instructional design;  
interaction techniques  
and platforms for  
learning; learning  
performance; web-  
based, mobile and  
ubiquitous learning;  
intelligent learning  
environments;  
learning technologies;*

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*collaboration*

*technologies; and  
cultural and social  
aspects of learning  
and collaboration  
technologies.*

*This book showcases  
cutting-edge research  
papers from the 8th  
International  
Conference on  
Research into Design*



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*“Design for Tomorrow”. The world as we know it in our times is increasingly becoming connected. In this interconnected world, design has to address new challenges of merging the cyber and the physical, the*

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*smart and the*

*mundane, the*

*technology and the*

*human. As a result,*

*there is an increasing*

*need for strategizing*

*and thinking about*

*design for a better*

*tomorrow. The theme*

*for ICoRD'21 serves*

*as a provocation for*

*the design community*

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*to think about rapid changes in the near future to usher in a better tomorrow. The papers in this book explore these themes, and their key focus is design for tomorrow: how are products and their development be addressed for the immediate pressing*

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*needs within a  
connected world?  
The book will be of  
interest to  
researchers,  
professionals and  
entrepreneurs  
working in the areas  
on industrial design,  
manufacturing,  
consumer goods, and  
industrial*

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*Technology, E-*

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using fuzzy logic;  
evaluation of on line  
courses in  
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environments; and  
methods for speaker  
verification. (2)*

*Instruction*



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pedagogy-oriented  
markup languages;  
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possibilities; open  
source classroom  
management  
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email response  
systems; tablet-pcs;  
personalization using*

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*of K-12 and*

*university level*

*programs; adaptive*

*assessments; auto*

*assessments;*

*assessment of virtual*

*environments and e-*

*learning. (4)*

*Engineering and*

*Technical Education*

*including cap stone*

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*laboratories;*

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*information*

*technology;*

*occupational stress*

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*and stress prevention;*

*web enhanced*

*courses; and*

*promoting*

*engineering careers.*

*(5) Pedagogy*

*including*

*benchmarking; group-*

*learning; active*

*learning; teaching of*

*multiple subjects*

*together; ontology;*

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*and knowledge*

*representation. (6)*

*Issues in K-12*

*Education including*

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*children; e-learning*

*tools for children;*

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*and designing for*

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*includes a practical*



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building through  
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*teaching the*

*fundamentals of*

*advertising." -- Alan*

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*on advertising I've*

*ever seen. A must-*

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*read for any student*

*of the ad biz." --*

*Drew Neisser, CEO,*

*Renegade "So perfect*

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*world. Very few*

*books get it right*

*about the evolution of*

*creative. This one*

*does, from strategy to*

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*storytelling to multiple  
media solutions. And  
it's still all about  
doing beautiful  
work." -- Deborah*

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of storyboarding  
in key films  
including Gone  
with the Wind ,  
Psycho and The  
Empire Strikes  
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images.

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relies heavily on an individual's ability to effectively respond to and proactively drive change—in short, to be creative.

This book helps readers enhance their creative talents and

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employ these skills as a leader. New to the Second Edition is an expanded discussion of the important role creativity plays in leadership, a more extensive account of the skills necessary to be

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an effective  
creative leader, a  
broader range of  
historical and  
contemporary  
examples, and  
enhanced  
graphics  
throughout that  
bring the Creative  
Problem Solving  
model to life

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students with  
detailed coverage  
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imagery, creative  
thinking, and  
visual-problem

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all, it practices what it preaches, using a graphic novel format to demonstrate the professional visual storytelling techniques you need to know. Packed with examples from classic and contemporary films, *The Fundamentals of Animation* presents each stage of the

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animation production process in an engaging visual style, whilst providing an historical and critical context for four core disciplines: drawn/cel; 2D/3D stop-motion; computer generated; and experimental animation. With insightful commentary from leading

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animators, Wells and Moore also introduce you to the many different career paths open to aspiring animators, from storyboard artist or character designer to VFX artist or writer and director. They also provide you with key tips on producing engaging portfolios and

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show reels. - Illustrated with over 300 images, including preliminary sketches, frame-by-frame analyses and shots of animators at work. - Now explores the animated documentary genre and the role of visual effects and gaming in contemporary animation. - Features

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Bag Films Adam

Goddard Philip Hunt,

STUDIO AKA The

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With the wide variety of devices, touch points, and channels in use, your ability to control how people navigate your well-crafted experiences is fading. Yet it ' s still important to understand where people are in their journey if you ' re to deliver the right

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