iAd Production Beginner's Guide

Ben Collier

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This beginner's guide focuses on getting you through all the major learning points in a smooth, logical order. You'll also see how to avoid some common pitfalls. This book is for brands, advertisers and developers who want to create compelling, emotive, iAd advertisements that generate revenue and increase brand awareness. You don't need previous experience of creating adverts or apps for iPhone and iPad, as you'll be taken through the entire process to make motion-rich, beautiful ads.

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