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Beginning Facebook Game Apps Development

Apress Today's Facebook is emerging to become tomorrow's operating system, according to some. Certainly, a WebOS. Web standards-based apps using HTML5, JavaScript, CSS3 and more are now possible on Facebook. Why not get started with developing and selling Facebook game apps on Facebook's App Store? Beginning Facebook Game Apps Development gets you started with building your first game apps that run on Facebook. Become your own "Zynga" and create your own "Civilization" or "Farmville" and more. Build rich Web-based apps that you can sell on Facebook's App Store. Because these apps are built on Web standards, you can build and run on many browsers and—more interestingly—more computers, tablets, smartphones and even other devices and appliances that are Web-connected or enabled.

Beginning Facebook Game Apps Development

Apress Today's Facebook is emerging to become tomorrow's operating system, according to some. Certainly, a WebOS. Web standards-based apps using HTML5, JavaScript, CSS3 and more are now possible on Facebook. Why not get started with developing and selling Facebook game apps on Facebook's App Store? Beginning Facebook Game Apps Development gets you started with building your first game apps that run on Facebook. Become your own "Zynga" and create your own "Civilization" or "Farmville" and more. Build rich Web-based apps that you can sell on Facebook's App Store. Because these apps are built on Web standards, you can build and run on many browsers and—more interestingly—more computers, tablets, smartphones and even other devices and appliances that are Web-connected or enabled.

Beginning iOS Apps with Facebook and Twitter APIs for iPhone, iPad, and iPod touch

Apress Beginning iOS Apps with Facebook and Twitter APIs shows you how to add the power of social networking to your mobile apps on iPhone, iPad, and iPod touch. With this book as your guide, you can write apps that connect to Facebook and Twitter quickly, securely, and discreetly. Instead of starting from scratch, you will build on the vast resources, data storage capacity, and familiar features of these platforms which have become part of everyday life for hundreds of millions of users worldwide. Beginning iOS Apps with Facebook and Twitter APIs introduces you to the development tools, techniques, and design practices you will need to work with the APIs. It helps you decide whether to use Facebook, Twitter, or both, and explains the important issues of design, branding, and permissible use guidelines. You will learn how to guarantee privacy and use OAuth for authentication and single sign-on. Create news apps, shopping apps, contact apps, GPS apps, guides, and more, that let users transparently: Sign on once, then freely work with and manage their Facebook and Twitter accounts Publish game high scores, post likes, links, and status updates Send messages, share pictures, and forward Tweets Tweet a link to an event, show themselves as attending, and see who else is there Show Tweets that are relevant to a topic within a news app Show Tweets about a restaurant Organize a group or community From time to time, new forms of communication come along that make it easier for people to communicate and manage their social lives. Like phone calls and SMS before them, Facebook and Twitter have, in a short time, become essential parts of the social fabric of life for an ever-growing number of people

throughout the world. The knowledge you'll gain from **Beginning iOS Apps with Facebook and Twitter APIs** will help you create exciting and popular iOS apps that your users will rely on every day to help make their lives more meaningful and connected.

Beginning App Development with Parse and PhoneGap

Apress Beginning App Development with Parse and PhoneGap teaches you how to start app development with Parse and PhoneGap: free and open source software. Using the building block languages of the web--HTML, JavaScript, and CSS--you'll be on your way to creating a fully working product with minimal effort as fast as possible. With over 25 years' of combined experience, the authors make daunting tasks seem trivial. There is no book on the market that can take you from designer to developer faster. Using Facebook's Parse as backend service, and Adobe's PhoneGap (or Cordova) as a mobile development framework, building a highly customizable application is easier than you can imagine. A basic understanding of JavaScript, HTML, and CSS is not required, but it will help you pick up concepts faster. This book is geared toward a designer who wants to explore the world of application development. If you do not know anything about design, that's OK! We will walk you through step by step on how to build your first native iOS or Android app in the fastest and easiest way possible. Using free and open source software, this book will get you up and running quickly and efficiently--start using Parse and PhoneGap today with this key title.

Beginning iOS 5 Games Development

Using the iOS SDK for iPad, iPhone and iPod touch

Apress Game apps on iPhone and now iPad remain one of the most popular type of apps in the Apple iTunes App Store. Does Angry Birds ring a bell? What you were once able to do just for the iPhone (and iPod touch) is now possible for the popular iPad, using the new iOS 5 SDK. **Beginning iOS 5 Games Development** provides a clear path for you to create games using the iOS 5 SDK platform for the iPad, iPhone, and iPad touch. You'll learn how to use classes to create game apps, including graphics, and animations. The latest version of Xcode will be used in parts of the book to guide you along the way of building your apps. Other topics include iOS 5 game apps development with the newest iOS Game Center update, persisting user data, and designing a compelling user experience. After reading this book, you'll come away with the skills and techniques for building a game app, top to bottom, that could perhaps even be sold on the Apple iTunes App Store.

Beginning iOS 6 Games Development

Apress Game apps on iPhone and now The New iPad remain one of the most popular type of apps in the Apple iTunes App Store. Does Angry Birds ring a bell? Now, you can learn to build game apps for the iPhone 5 and The New iPad using the new iOS 6 SDK. **Beginning iOS 6 Games Development** provides a clear path for you to learn and create iPhone and iPad game apps using the iOS 6 SDK platform. You'll learn how to use the core classes to create rich and dynamic games apps, including graphics, animations, and sound. The latest version of Xcode 4.5 will be used in parts of the book to guide you along the way of building your iPhone or iPad game apps. Other topics include iOS 6 game apps development with the newest iOS Game Center update, persisting user data, and designing a compelling user experience. After reading this book, you'll come away with the skills and techniques for building a game app, top to bottom, that could perhaps even be sold on the Apple iTunes App Store. *** NOTE: This book is an update of **Beginning iOS 5 Games Development** (ISBN-13: 978-1430237105) and **Beginning iPhone Games Development** (ISBN-10: 1430225998).

Beginning Windows Phone App Development

Apress Microsoft's Windows Phone 7 handsets have injected a new vibrancy into the smartphone marketplace and provided bold new opportunities for the Microsoft development community. Take advantage of these opportunities with **Beginning Windows Phone App Development**, written specifically to help you learn the skills you'll need to develop rich, functional apps for the Windows Phone 7 platform. Authors Henry Lee and Eugene Chuyrov cover the very latest developments in the field—including the extended APIs offered in the new Mango platform update—so you'll have timely, accurate information at your fingertips. **Beginning Windows Phone App Development** starts with the basics, walking you through the process of downloading and setting up the right development tools, including Visual Studio, Expression Blend, Silverlight SDK, and Windows Phone SDK. It then takes you step-by-step through the development process as you build and deploy a working application, complete with a sophisticated user interface. Finally, you'll receive step-by-step instructions on packaging and selling your applications through the Windows Phone Marketplace.

Increasing Your Tweets, Likes, and Ratings

Marketing Your Digital Business

The Rosen Publishing Group, Inc A digital entrepreneur not only needs to create a product of value to users, but also needs to learn to promote, sell, and stand behind the product. This book explores the role of digital marketing and getting one's product noticed in a competitive market. Digital marketing is the process of using search engines, social media, and mobile devices as part of a strategy to attract and retain customers. This book presents a variety of digital marketing techniques that can help make a name for one's app, game, blog, or website. Ideas include starting a company page on Facebook, using search engines to target customers, or microblogging on Twitter. With some creativity and know-how, teens will be on their way to marketing their digital products successfully.

Beginning iOS Social Games

Apress It's certainly fun to build games that run on your iPhone and iPad. But, wouldn't it be more fun to create games that allow you to play with other gamers in your social network? There's a whole lot more things you can do. Most of the top best selling games around the world, like World of Warcraft, let you play with others online and share your experiences with your friends. Beginning iOS Social Games is your concise introduction to iOS social and other networked gaming app development using iOS Game Center, Game Kit, Store Kit, AirPlay, iOS 7 Game Controllers, iTunes App Store and integrating with social networks/media like Facebook and Twitter. Author Kyle Richter of Empirical Development is an expert game developer who guides you through the social game app development process step by step. This book may allow you to turn your already existing, created game into a well polished networkable and/or social media capable game app.

Beginning iOS Social Games

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Beginning Windows Phone 7 Development

Apress Microsoft's Windows Phone 7 handsets have injected a new vibrancy into the smartphone marketplace and provided bold new opportunities for the Microsoft development community. Now in its second edition, Beginning Windows Phone 7 Development has been written to help you identify those opportunities and to learn the skills you'll need to harness them. It covers the very latest developments in the field, including the extended APIs offered in Microsoft's automatic platform update, so you'll have timely, accurate information at your fingertips. Beginning Windows Phone 7 Development, Second Edition starts with the basics, walking you through the process of downloading and setting up the right development tools, including Visual Studio, Expression Blend, Silverlight SDK, and Windows Phone SDK. It then takes you step-by-step through the development process as you build and deploy a working application, complete with a sophisticated user interface. Finally, you'll receive step-by-step instructions on selling your applications through the Windows Phone Marketplace.

Beginning Android Games

Apress Learn all of the basics needed to join the ranks of successful Android game developers. You'll start with game design fundamentals and Android programming basics, and then progress toward creating your own basic game engine and playable game apps that work on Android smartphones and tablets. Beginning Android Games, Third Edition gives you everything you need to branch out and write your own Android games for a variety of hardware. Do you have an awesome idea for the next break-through mobile gaming title? Beginning Android Games will help you kick-start your project. This book will guide you through the process of making several example game apps using APIs available in Android. What You'll Learn Gain the fundamentals of game programming in the context of the Android platform Use Android's APIs for graphics, audio, and user input to reflect those fundamentals Develop two 2D games from scratch, based on Canvas API and OpenGL ES Create a full-featured 3D game Publish your games, get crash reports, and support your users Complete your own playable 2D OpenGL games Who This Book Is For People with a basic knowledge of Java who want to write games on the Android platform. It also offers information for experienced game developers about the pitfalls and peculiarities of the platform.

Beginning iOS 6 Games Development

Apress Game apps on iPhone and now The New iPad remain one of the most popular type of apps in the Apple iTunes App Store. Does Angry Birds ring a bell? Now, you can learn to build game apps for the iPhone 5 and The New iPad using the new iOS 6 SDK. Beginning iOS 6 Games Development provides a clear path for you to learn and create iPhone and iPad game apps using the iOS 6 SDK platform. You'll learn how to use the core classes to create rich and dynamic games apps, including graphics, animations, and sound. The latest version of Xcode 4.5 will be used in parts of the book to guide you along the way of building your iPhone or iPad game apps. Other topics include iOS 6 game apps development with the newest iOS Game Center update, persisting user data, and designing a compelling user experience. After reading this book, you'll come away with the skills and techniques for building a game app, top to bottom, that could perhaps even be sold on the Apple iTunes App Store. *** NOTE: This book is an update of Beginning iOS 5 Games Development (ISBN-13: 978-1430237105) and Beginning iPhone Games Development (ISBN-10: 1430225998).

Beginning Android Web Apps Development

Develop for Android using HTML5, CSS3, and JavaScript

Apress With Beginning Android Web Apps Development, you'll learn how to apply HTML5, CSS3, JavaScript, Ajax and other Web standards for use on the Android mobile platform, by building a variety of fun and visually stimulating games and other web applications! If you've done some basic web development, and you want to build your skills to create exceptional web apps, you'll find everything you seek in the discussions and examples in this book. Each application you'll build in Beginning Android Web Application Development will show you solutions that you can apply to many of your own projects. Each example shares techniques and coding solutions that will inspire your own work. You'll learn how to tie your Android apps into Twitter through two apps that you'll build: Who's that Tweet?!, a quiz game based on celebrity accounts, and I Love Ham, a coding investigation into search phrases and rhyming. Your Android web app development skills will then proceed in another direction, as you discover the power of HTML5 in two game apps: Scavenger Hunt, which introduces you to the HTML5 GPS location API, and Spies!, a location-based application that shows you how to use CSS3, Ajax, and HTML5 within multi-player environments. You'll also create an Android web application which checks the arrival time of buses and light-rails through the use of Portland, Oregon's open Tri-Met data API! This app is a great template for other apps you may want to build in the future, and showcases the important techniques for incorporating cloud-based apps into web games. After reading Beginning Android Web Apps Development, you will have built real apps and developed along the way the skills you'll need to create highly interactive, professional web applications... and, your journey will be engaging and enjoyable!

The Business of iOS App Development

For iPhone, iPad and iPod touch

Apress Updated and expanded for the new Apple iOS8, The Business of iOS App Development, Third Edition shows you how to incorporate marketing and business savvy into every aspect of the design and development process, giving your app the best possible chance of succeeding in the App Store. This book is written by experienced developers with business backgrounds, taking you step-by-step through cost-effective marketing techniques that have proven successful for professional iOS app creators—perfect for independent developers on shoestring budgets. No prior business knowledge is required. The phenomenal success of the iPhone, iPad and the iPod touch have ushered in a "gold rush" for developers, but with well over a million apps in the highly competitive App Store, it has become increasingly difficult for new apps to stand out in the crowd. Achieving consumer awareness and sales longevity for your iOS app requires a lot of organization and some strategic planning. This is the book you wish you had read before you launched your first app!

The Business of iPhone and iPad App Development

Making and Marketing Apps that Succeed

Apress The phenomenal success of the iPhone, iPad and the iPod touch has ushered in a "gold rush" for developers, but with well over 300,000 apps in the highly competitive App Store, it has become increasingly difficult for new apps to stand out in the crowd. Achieving consumer awareness and sales longevity for your iOS app requires a lot of organization and some strategic planning. Updated and expanded for iOS 4, this bestselling book will show you how to incorporate marketing and business savvy into every aspect of the design and development process, giving your app the best possible chance of succeeding in the App Store. The Business of iPhone and iPad App Development was written by experienced developers with business backgrounds, taking you step-by-step through cost effective marketing techniques that have proven successful for professional iOS app creators—perfect for independent

developers on shoestring budgets. No prior business knowledge is required. This is the book you wish you had read before you launched your first app!

The Business of iPhone App Development

Making and Marketing Apps that Succeed

Apress The phenomenal success of the iPhone and the iPod touch has ushered in a “gold rush” for developers, but with well over 100,000 apps in the highly competitive App Store, it has become increasingly difficult for new apps to stand out in the crowd. Achieving consumer awareness and sales longevity for your iPhone app requires a lot of organization and some strategic planning. This book will show you how to incorporate marketing and business savvy into every aspect of the design and development process, giving your app the best possible chance of succeeding in the App Store. *The Business of iPhone App Development* was written by experienced developers with business backgrounds, taking you step-by-step through cost-effective marketing techniques that have proven successful for professional iPhone app creators—perfect for independent developers on shoestring budgets. Although there are a few iPhone app marketing books on the horizon, they appear to tackle the subject from purely a marketer’s perspective. What makes this book unique is that it was written by developers for developers, showing you not only what to do, but also how to do it, complete with time-saving resources and ready-to-use code examples. No prior business knowledge is required. This is the book you wish you had read before you launched your first app!

Beginning Android 4 Games Development

Apress *Beginning Android 4 Games Development* offers everything you need to join the ranks of successful Android game developers. You'll start with game design fundamentals and programming basics, and then progress toward creating your own basic game engine and playable game that works on Android 4.0 and earlier devices. This will give you everything you need to branch out and write your own Android games. The potential user base and the wide array of available high-performance devices makes Android an attractive target for aspiring game developers. Do you have an awesome idea for the next break-through mobile gaming title? *Beginning Android 4 Games Development* will help you kick-start your project. The book will guide you through the process of making several example games for the Android platform, and involves a wide range of topics: The fundamentals of Android game development targeting Android 1.5-4.0+ devices The Android platform basics to apply those fundamentals in the context of making a game The design of 2D and 3D games and their successful implementation on the Android platform

Beginning Android Tablet Games Programming

Apress Android games programmers now have the power to write games for Android tablets. *Beginning Android Tablet Games Programming* explains how to enhance your Android games using the new tablet interface and the additional screen estate. You'll learn how to bring your programming skills up to date and into a world where touch screens, games physics, and artificial intelligence come together in new and surprising ways. *Beginning Android Tablet Games Programming* shows how to quickly and easily set up an Android development environment—in no time at all, you'll be programming away. You'll begin with some simple games using sprites and choreographed movement. Next, you'll learn how to handle user input in the modern age of touch screens and motion. Along the way, you'll discover how to use that extra screen space on a tablet to provide more relaxed and more interesting user interactions in your games. You'll learn how to use sound and music, for instance, to make your application menus more user-friendly. The Android operating system has recently acquired multicore functionality to meet the demands of multicore devices now entering the tablet market. With *Beginning Android Tablet Games Programming*, you'll discover how to harness that new power with your games programming through more process-demanding and fun techniques, including physics modeling, rich game world representation, artificial intelligence, and multiplayer interactions. Throughout each chapter of *Beginning Android Tablet Games Programming*, you'll find code that you can add or adapt to your own games to create the components you want. You can also work up to wrapping everything together into a complete Mario-type example game. Finally, when you have your first games ready, learn how developers have released their games and made a profit. You'll find tips on how to present your games in the Android and other application markets, and a solid approach to games marketing and monetization.

The Business of Android Apps Development

Making and Marketing Apps that Succeed

Apress The growing but still evolving success of the Android platform has ushered in a second mobile technology “gold rush” for apps developers, but with well over 100,000 apps and counting in the Google Android Market and now the Amazon Android Appstore, it has become increasingly difficult for new applications to stand out in the crowd. Achieving consumer awareness and sales longevity for your Android app requires a lot of organization and some strategic planning. Written for today's Android apps developer or apps development shop, *The Business of Android Apps Development* shows how to incorporate marketing and business savvy into every aspect of the design and

development process, giving your application the best possible chance of succeeding in the the various Android app stores and markets. This book takes you step-by-step through cost-effective marketing, public relations and sales techniques that have proven successful for professional Android app creators and indie shops—perfect for independent developers on shoestring budgets. No prior business knowledge is required. This is the book you wish you had read before you launched your first app!

Beginning iOS Storyboarding

Using Xcode

Apress For the beginner who has never programmed, **Beginning iOS Storyboarding** shows how to extract those cool and innovative app ideas you have in your head into a working app ready for sale on the iTunes store by using Apple's new Storyboarding technology. Storyboarding allows you to skip chunks of code by just dragging scenes and segues onto your Storyboard canvas. A time saver for sure, but it's new! Dr. Rory Lewis, Yulia McCarthy and Stephen Moraco — a best selling Apress author, a former Apple iOS engineering group intern and a successful app developer — have teamed up to bring you this book, **Beginning iOS Storyboarding**. The three authors have found a beautiful way to lead the beginner into Storyboarding and at the same time show old school coders of Objective-C the new and exquisite methodology of this incredible tool. Even if you're an intermediate or pro-level Objective-C developer, you can still learn the ins and outs of Xcode's new Storyboarding feature, and find new ways of building and debugging your new Storyboarding app. Yup: This book is also for you, too. In this book, you get the following, beyond learning the fundamentals and classical elements of Storyboarding: Design and build utilities and a location based service app using Storyboarding techniques Design and build a universal app with a rich user interface and user experience (UX) Create a fun game app, and more

Facebook API Developers Guide

Apress The Facebook API allows web developers to create Facebook applications and access Facebook data from other applications. **Facebook API Developers Guide** covers the use and implementation of the Facebook API—what the key features are and how you can access them. You will learn, through practical examples, the main features of the Facebook API including an introduction to the API-specific languages FQL and FBML. These examples are further supported by the introduction of other technologies like language libraries, relational database management systems, and XML. Covers all key features of the Facebook API Explains the API languages FQL and FBML Teaches by example, with useful code and tips you can use in your own applications

Bastard Culture!

How User Participation Transforms Cultural Production

Amsterdam University Press The computer and particularly the Internet have been represented as enabling technologies, turning consumers into users and users into producers. The unfolding online cultural production by users has been framed enthusiastically as participatory culture. But while many studies of user activities and the use of the Internet tend to romanticize emerging media practices, this book steps beyond the usual framework and analyzes user participation in the context of accompanying popular and scholarly discourse, as well as the material aspects of design, and their relation to the practices of design and appropriation.

Learn Unity 2017 for iOS Game Development

Create Amazing 3D Games for iPhone and iPad

Apress Discover how to use Unity with Xcode to create fun, imaginative 3D games for iPhone and iPad. This book shows you how to optimize your game for both speed and quality, how to test and profile your game, and how to get the most out of your iOS device features, including the gyroscope and accelerometer. You'll also learn how to incorporate the latest Game Center improvements in iOS into your game, how to make sure your game gets into the App Store, and even how to promote your app and track revenue. Unity is an incredibly powerful and popular game creation tool, and Unity 5 brings even more great features, including Mecanim animation. If you have a great 3D game idea, and you want to make it a reality in the App Store, then **Learn Unity 5 for iOS Game Development** has exactly what you need. **What You'll Learn** How to include iAds How to integrate Game Center leaderboards and achievements How to profile and optimize performance **Who This Book Is For** iOS developers interested in using Unity and Unity developers who want to customize their games for iOS devices.

Practical Android Projects

Apress Take a practical approach to becoming a leading-edge Android developer, learning by example while combining the many technologies needed to create a successful, up-to-date web app. Practical Android Projects introduces the Android software development kit and development tools of the trade, and then dives into building cool-looking and fun apps that put Android's amazing capabilities to work. Android is the powerful, full-featured, open source mobile platform that powers phones like Google Nexus, Motorola Droid, Samsung Galaxy S, and a variety of HTC phones and tablet computers. This book helps you quickly get Android projects up and running with the free and open source Eclipse, NetBeans, and IntelliJ IDEA IDEs. Then you build and extend mobile applications using the Android SDK, Java, Scripting Layer for Android (SL4A), and languages such as Python, Ruby, Javascript/HTML, Flex/AIR, and Lua.

Beginning Android Games Development

From Beginner to Pro

Apress Do you have an awesome idea for the next break-through mobile gaming title? This updated edition will help you kick-start your project as it guides you through the process of creating several example game apps using APIs available in Android. You will learn the basics needed to join the ranks of successful Android game app developers. the book starts with game design fundamentals using Canvas and Android SDK 10 or earlier programming basics. You then will progress toward creating your own basic game engine and playable game apps that work on Android 10 or earlier smartphones and tablets. You take your game through the chapters and topics in the book to learn different tools such as OpenGL ES. And you will learn about publishing and marketing your games to monetize your creation. What You Will Learn Gain knowledge on the fundamentals of game programming in the context of Android Use Android's APIs for graphics, audio, and user input to reflect those fundamentals Develop two 2D games from scratch, based on Canvas API and OpenGL ES Create a full-featured 3D game Publish your games, get crash reports, and support your users Complete your own playable 2D OpenGL games Who This Book Is For Those with basic knowledge of Java who want to write games on the Android platform, and experienced game developers who want to know about the pitfalls and peculiarities of the platform

Facebook API Developers Guide

Springer The Facebook API allows web developers to create Facebook applications and access Facebook data from other applications. Facebook API Developers Guide covers the use and implementation of the Facebook API—what the key features are and how you can access them. You will learn, through practical examples, the main features of the Facebook API including an introduction to the API-specific languages FQL and FBML. These examples are further supported by the introduction of other technologies like language libraries, relational database management systems, and XML. Covers all key features of the Facebook API Explains the API languages FQL and FBML Teaches by example, with useful code and tips you can use in your own applications What you'll learn Provides "real" language description of the API that's easy to understand Presents multiple API examples that you can use in your own projects Fills holes in the official documentation Demonstrates integration with other technologies Illustrates how adoption of social-technical behavior shapes technology design Shows that Facebook development is fun! Who this book is for This book is for web developers wanting to learn how to leverage the API in their own applications or how to create bespoke applications in Facebook. It will also appeal to Facebook users who are interested in using the API to develop their own programs. The code in the book is aimed at the beginner-to-intermediate level, so you don't need to be a pro to use it, but some programming or web development experience is recommended.

Beginning Unity Android Game Development

From Beginner to Pro

Apress Master the art of programming games for Android using the Unity3D game engine. This book will help you understand basic concepts of game development in Unity. By the end of Beginning Unity Android Game Development, you will have the knowledge to confidently build an Android game. The book starts by explaining simple programming concepts to make beginners comfortable with the jargon. You will then learn to navigate around the Unity interface and use basic tools (hand, move, rotate, scale, and rect). You will also be acquainted with the creation of basic 3D objects in the game while understanding the purpose of several of Unity's windows. In the last chapters, you will learn to create a simple game for Android using the concepts studied in the previous chapters. Scripts will be written to handle the behaviors of the player and enemies as well as to handle other aspects of the game. The author shares tips along the way to help improve in-game performance, such as switching to the universal rendering pipeline when targeting mobile platforms. At the end of the book, you will have a solid knowledge in making basic Android games that can be upgraded later to make more complex games. What You Will Learn Explore basic Unity and C# programming concepts and scripting for Android games Navigate around the Unity interface and use its basic tools Make the most of popular components and features of Unity Write an Android game with optimizations Who This

Book Is For Absolute beginners learning to program games for the Android platform using Unity3D. Basic knowledge of programming would be beneficial for the reader but is not required.

HTML5 Games Most Wanted

Build the Best HTML5 Games

Apress HTML5 Games Most Wanted gathers the top HTML5 games developers and reveals the passion they all share for creating and coding great games. You'll learn programming tips, tricks, and optimization techniques alongside real-world code examples that you can use in your own projects. You won't just make games—you'll make great games. The book is packed full of JavaScript, HTML5, WebGL, and CSS3 code, showing you how these fantastic games were built and passing on the skills you'll need to create your own great games. Whether you're a coding expert looking for secrets to push your games further, or a beginner looking for inspiration and a solid game to build on and experiment with, HTML5 Games Most Wanted is for you. Topics and games covered include building complexity from simplicity in A to B, how to create, save, and load game levels in Marble Run, creating fast 3D action games like Cycleblob, and tips on combining the entangled web of HTML5 technologies brilliantly shown in Far7.

Beginning Python Games Development, Second Edition With PyGame

Apress Beginning Python Games Development, Second Edition teaches you how to create compelling games using Python and the PyGame games development library. It will teach you how to create visuals, do event handling, create 3D games, add media elements, and integrate OpenGL into your Python game. In this update to the first ever book to cover the popular open source PyGame games development library, you'll stand to gain valuable technical insights and follow along with the creation of a real-world, freely downloadable video game. Written by industry veterans and Python experts Will McGugan and Harrison Kinsley, this is a comprehensive, practical introduction to games development in Python. You can also capitalize upon numerous tips and tricks the authors have accumulated over their careers creating games for some of the world's largest game developers.

Game Development with GameMaker Studio 2

Make Your Own Games with GameMaker Language

Apress Create games from start to finish while learning game design and programming principles using the GameMaker Studio 2 game engine and GameMaker Language (GML). Game Development with GameMaker Studio 2 covers all aspects of game design and development from the initial idea to the final release, using an award-winning game engine. You learn how to create real-world video games based on classic and legendary video game genres. Each game project introduces and explains concepts of game development and design and coding principles, allowing you to build a wide set of skills while creating an exciting portfolio to kick-start a career in game development. Author Sebastiano Cossu teaches you to design levels in your games, draw sprites to populate your virtual worlds, program game objects for interaction with the player, incorporate custom music and sound effects, build GUIs for your menus and game interfaces, and support keyboard, mouse, and gamepad controls in your projects. He shows you how to build cross-platform games to run on all desktop platforms (Windows, Linux, Mac OS) and publish them on the most popular game stores such as Steam, GOG, Humble Store, and Itch.io. What You'll Learn Create games for different genres Master GameMaker Language (GML) programming Apply game design principles Delve into game programming patterns Who This Book is For Video game enthusiasts interested in game development and design. No prior programming experience is required.

Pro iOS 5 Augmented Reality

Apress Augmented reality takes the real world and through the use of graphics, sound and other effects allows you to enhance the environment. It makes a game more real. Your social media app puts you where want to be or go. Pro iOS 5 Augmented Reality walks you through the foundations of building an augmented reality application for the iPhone or iPad. From using MapKit, to the accelerometer and magnetometer, to integrating facial recognition and Facebook data, you'll learn the building blocks of creating augmented reality applications. Case studies are included in this one-of-a-kind book and you'll learn how to create augmented reality apps that unleash the full potential of the on-board sensors and camera. This book complements other iOS game or social media apps development books available from Apress. After reading Pro iOS 5 Augmented Reality, you'll be able to build augmented reality rich media apps or integrate all the best augmented reality techniques and tools into your existing apps.

Advanced Social Media Marketing

How to Lead, Launch, and Manage a Successful Social Media Program

Apress Hundreds of millions of Americans are using social media (SM), and already some 70% of businesses have joined them there, using Facebook and other SM platforms to connect with their customers, and attract new ones. So the real question isn't whether to take your business onto social media platforms—but how to do it quickly, effectively, on a budget, with smart goals, and a road map for success. **Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program** cuts through the hype and fluff about how social media is changing the world, and it gets down to what really matters: How you as a manager can best use SM to benefit your business. Written by a veteran online marketer and ecommerce professional, the book shares practical strategies and tactics to let you launch and scale a successful corporate social media program. **Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program** is for the manager who already knows something about social media and wants to roll up his or her sleeves and get down to business. In it, we simplify tasks that might otherwise be complicated—like adopting and tracking key performance metrics, developing online ad campaigns, or creating Facebook apps like games, giveaways and sweepstakes with the capacity to go viral. Businesses can harness the unique advantages of this new medium, but they need a practical, no-nonsense guide like this one. Otherwise they risk being ignored, wasting time and money or, even worse, damaging their own brand and seeing a well-intentioned online program blow up. The book is heavy on the how-to, case studies, campaign results and other statistics, and interviews with ecommerce managers at businesses large and small. It also includes the author's own experiences at Green Mountain Coffee Roasters, Wine of the Month Club, and others. While this book will be accessible enough for someone implementing a social media program for the first time, it's ambitious enough to benefit experienced SM hands who are looking for good ideas and techniques to push their online community to the next level of size, interactivity, and buzz.

Beginning Smartphone Web Development

Building JavaScript, CSS, HTML and Ajax-based Applications for iPhone, Android, Palm Pre, BlackBerry, Windows Mobile and Nokia S60

Apress Today's Web 2.0 applications (think Facebook and Twitter) go far beyond the confines of the desktop and are widely used on mobile devices. The mobile Web has become incredibly popular given the success of the iPhone and BlackBerry, the importance of Windows Mobile, and the emergence of Palm Pre (and its webOS platform). At Apress, we are fortunate to have Gail Frederick of the well-known training site Learn the Mobile Web offer her expert advice in **Beginning Smartphone Web Development**. In this book, Gail teaches the web standards and fundamentals specific to smartphones and other feature-driven mobile phones and devices. Shows you how to build interactive mobile web sites using web technologies optimized for browsers in smartphones Details markup fundamentals, design principles, content adaptation, usability, and interoperability Explores cross-platform standards and best practices for the mobile Web authored by the W3C, dotMobi, and similar organizations Dives deeps into the feature sets of the most popular mobile browsers, including WebKit, Chrome, Palm Pre webOS, Pocket IE, Opera Mobile, and Skyfire By the end of this book, you'll have the training, tools, and techniques for creating robust mobile web experiences on any of these platforms for your favorite smartphone or other mobile device.

Learn cocos2d Game Development with iOS 5

Apress Create compelling 2D games with **Learn cocos2d Game Development with iOS 5**. This book shows you how to use the powerful cocos2d game engine to develop games for iPhone and iPad with tilemaps, virtual joypads, Game Center, and more. It teaches you: The process and best practices of mobile game development, including sprite batching, texture atlases, parallax scrolling, touch and accelerometer input. How to enhance your games using the Box2D and Chipmunk physics engines and other cocos2d-related tools and libraries. How to add UIKit views to cocos2d and how to add cocos2d to UIKit apps. The ins and outs of the Kobold2D development environment for cocos2d and its preconfigured libraries, including cocos3d and Lua. Best of all, **Learn cocos2d Game Development with iOS 5** will have you making games right from the very start. It guides you step-by-step through the creation of sample games. These fun examples are modeled after popular App Store games and teach you key concepts of the cocos2d game engine and relevant tools like TexturePacker (texture atlas), PhysicsEditor (physics collision shapes), Particle Designer (particle effects), Glyph Designer (bitmap fonts), and others. This book offers a rock-solid introduction to creating games made entirely with cocos2d and little or no iOS 5 SDK and OpenGL code. It also details alternative implementations, identifies

the best free and commercial tools for cocos2d game development, features coverage of the author's improved cocos2d game engine (Kobold2D), and even helps you enhance your game's marketability on the App Store.

Foundation Website Creation with CSS, XHTML, and JavaScript

Apress *Foundation Website Creation with CSS, XHTML, and JavaScript* covers the entire process of building a website. This process involves much more than just technical knowledge, and this book provides you with all the information you'll need to understand the concepts behind designing and developing for the Web, as well as the best means to deliver professional, best-practice-based results. There is far more to building a successful website than knowing a little Hypertext Markup Language (HTML). The process starts long before any coding takes place, and this book introduces you to the agile development process, explaining why this method makes so much sense for web projects and how best to implement it. Planning is vital, so you'll also learn how to use techniques such as brainstorming, wireframes, mockups, and prototypes to get your project off to the best possible start and help ensure smooth progress as it develops. An understanding of correct, semantic markup is essential to any web professional, so this book explains how XHTML should be used to structure content so that the markup adheres to current web standards. You'll learn about the wide range of HTML elements available to you, and you'll learn how and when to use them through building example web pages. Without creative use of Cascading Style Sheets (CSS), websites would all look largely the same. CSS gives you the ability to set your website apart from the rest while maintaining the integrity of your markup. You'll learn how CSS works and how to apply styles to your pages, enabling you to realize your design ideas in the browser. JavaScript can be used to make your website easier and more interesting to use. This book provides information on appropriate uses of this technology and introduces the concepts of programming using it. You'll also see how JavaScript works as part of the much-hyped technique Ajax and in turn where Ajax fits into the wider Web 2.0 picture. While a website is being built, it needs to be tested across multiple browsers and platforms to ensure that the site works for all users, regardless of ability or disability, and the book explains how best to do these tasks. Then, it discusses the process of launching and maintaining the site so that it will continue to work for all its users throughout its life-cycle. The book concludes by covering server-side technologies, acting as a guide to the different options available and explaining differences between available products. With insights from renowned experts such as Jason Fried of 37signals, Daniel Burka of Digg and Pownce, and Chris Messina of Citizen Agency, this book provides invaluable information applicable to every web project, regardless of size, scope, or budget.

iPhone and iPad Apps for Absolute Beginners

Apress *The iPhone is the hottest gadget of our generation, and much of its success has been fueled by the App Store, Apple's online marketplace for iPhone applications. Over 1 billion apps have been downloaded in the 9 months the App Store has been open, ranging from the simplest games to the most complex business apps. Everyone has an idea for the next best-selling iPhone app—presumably that's why you're reading this now. And with the release of the iPad, this demand will just continue to grow. So how do you build an application for the iPhone and iPad? Don't you need to spend years learning complicated programming languages? What about Objective-C, Cocoa Touch, and the software development kit (SDK)? The answer is that you don't need to know any of those things. Anybody can start building simple applications for the iPhone and iPad, and this book will show you how. This book takes you to getting your first applications up and running using plain English and practical examples. It cuts through the fog of jargon and misinformation that surrounds iPhone and iPad application development, and gives you simple, step-by-step instructions to get you started. Teaches iPhone and iPad application development in language anyone can understand Provides simple, step-by-step examples that make learning easy Offers videos that enable you to follow along with the author—it's like your own private classroom*

Introduction to React

Apress *Introduction to React* teaches you React, the JavaScript framework created by developers at Facebook, to solve the problem of building complex user interfaces in a consistent and maintainable way. React.js shrugs away common front-end conventions in an effort to make things more efficient - use *Introduction to React* to learn about this framework and more today. Get to know the React API and its specific JavaScript extension, JSX, which makes authoring React components easier and maintainable. You will also learn how to test your React applications and about the tools you can use while building. Once you understand these core concepts, you can build applications with React. This will help you cement the ideas and fundamentals of React and prepare you to utilize React in your own use case. **What You'll Learn:** How to use React to maintain complex user interfaces in an efficient way How to integrate existing user interfaces and move forward with React How to manage application architecture using Flux How to easily utilize JSX, React's JavaScript extension

Beginning 3D Game Development with Unity

All-in-one, multi-platform game development

Apress Beginning 3D Game Development with Unity is perfect for those who would like to come to grips with programming Unity. You may be an artist who has learned 3D tools such as 3ds Max, Maya, or Cinema 4D, or you may come from 2D tools such as Photoshop and Illustrator. On the other hand, you may just want to familiarize yourself with programming games and the latest ideas in game production. This book introduces key game production concepts in an artist-friendly way, and rapidly teaches the basic scripting skills you'll need with Unity. It goes on to show how you, as an independent game artist, can create casual interactive adventure games in the style of Telltale's Tales of Monkey Island, while also giving you a firm foundation in game logic and design. The first part of the book explains the logic involved in game interaction, and soon has you creating game assets through simple examples that you can build upon and gradually expand. In the second part, you'll build the foundations of a point-and-click style first-person adventure game—including reusable state management scripts, load/save functionality, a robust inventory system, and a bonus feature: a dynamically configured maze and mini-map. With the help of the provided 2D and 3D content, you'll learn to evaluate and deal with challenges in bite-sized pieces as the project progresses, gaining valuable problem-solving skills in interactive design. By the end of the book, you will be able to actively use the Unity 3D game engine, having learned the necessary workflows to utilize your own assets. You will also have an assortment of reusable scripts and art assets with which to build future games.

Pro Windows Phone App Development

Apress The Windows Phone 7 platform, now recently updated, provides a remarkable opportunity for Windows developers to create state-of-the-art mobile applications using their existing skills and a familiar toolset. **Pro Windows Phone 7 Development, Second Edition** helps you unlock the potential of this platform and create dazzling, visually rich, and highly functional applications for the Windows Phone Marketplace—including using new features like copy-and-paste and API improvements in the NoDo and Mango update waves. For developers new to the Windows Phone platform—whether .NET, iPhone, or Android developers—this book starts by introducing the features and specifications of the Windows Phone series, and then leads you through the complete application development process. You'll learn how to use Microsoft technologies like Silverlight, .NET, the XNA Framework, Visual Studio, and Expression Blend effectively, how to take advantage of the device's sensors with the location service, accelerometer, and touch, how to make your apps location-aware using GPS data, how to utilize the rich media capabilities of the Windows Phone series, and much more. Finally, you'll receive a full tutorial on how to publish and sell your application through the Windows Phone Marketplace. And in this second edition, learn quickly and easily how to take advantage of new API capabilities and HTML5 support right in your browser.