

Quark App Studio — iPad Publishing Checklist

Design and Publish Customized Apps and Interactive Issues for the iPad

Use this checklist to complete all the required steps for both Apple® and Quark® to successfully publish your iPad® app and issues. Please take the time to read **A Guide to App Studio** before using this step-by-step resource.

Step 1: Get Started		
<p>Get QuarkXPress 9.1</p> 	<ul style="list-style-type: none"> ▪ If you already have QuarkXPress 9, download the QuarkXPress 9.1 updater for free at www.quark.com/Support/Downloads/. ▪ If you haven't purchased QuarkXPress 9, you can buy QuarkXPress 9.1 from the Quark Store (shop.quark.com) or a Quark authorized reseller (http://www.quark.com/resellers). ▪ You also can download a 30-day QuarkXPress 9.1 Test Drive free of charge. You can do everything in the 30-day Test Drive that you can in the full version. Download the Test Drive here: www.quark.com/testdrive. 	<p>Done</p> <input type="checkbox"/>
<p>Install the Free Issue Previewer on Your iPad</p>	<ul style="list-style-type: none"> ▪ You can download it here: http://itunes.apple.com/us/app/quark-app-studio-issue-previewer/id434810259?mt=8 or search on Quark App Studio Issue Previewer with your browser or in the iTunes Store. 	<p>Done</p> <input type="checkbox"/>

Step 2: Design Your Issue		
<p>Design Your Issue in QuarkXPress 9.1 or Later</p>	<ul style="list-style-type: none"> ▪ Design your issue for the iPad. Enrich objects with interactivity. ▪ For more information, see the documentation provided in the "Documents" folder within the "QuarkXPress 9" folder. 	<p>Done</p> <input type="checkbox"/>
<p>Export Your Issue in AVE format</p>	<ul style="list-style-type: none"> ▪ Choose File > Export > Layout as AVE. This will create a ".zave" file. 	<p>Done</p> <input type="checkbox"/>
<p>Preview and Test Your Issue File</p> 	<ul style="list-style-type: none"> ▪ Preview and test your AVE (.zave) file in the Quark Issue Previewer, on your iPad or in the iOS Simulator. ▪ Does everything work as expected? ▪ Is the navigation easy to understand? ▪ Are interactive objects easily recognizable? ▪ What's the file size? Is it easily downloadable? If not, put your videos online and reference them to reduce file size. ▪ Give your AVE file to a colleague or friend to test it, too. 	<p>Done</p> <input type="checkbox"/>



Step 3: Perform Online Setup

Apply for an Apple Developer ID	<ul style="list-style-type: none"> This can take a while depending on if you are applying as an individual or company, so you should do it as soon as possible. Enroll here: http://developer.apple.com/programs/ios/ 	Done <input type="checkbox"/>
Fill Out iTunes Connect Information	<ul style="list-style-type: none"> If you plan to sell your App or charge for your App Studio issues using In-App purchases, make sure you supply all of the information Apple requires in order to transfer your revenue to you (minus a 30% commission). If you plan to submit free apps and issues, you can skip this step. Specify details here: http://itunesconnect.apple.com 	Done <input type="checkbox"/>
Install Xcode 	<ul style="list-style-type: none"> You won't need to touch Xcode; however, it needs to be installed in order to create your App with App Studio Factory. If you're using Lion (Mac OS 10.7), you might want to immediately download the free Xcode package, which includes the iOS Simulator, from the Mac App Store. You can download Xcode later with your Apple Developer Account, but this might speed up your testing. If you're using Snow Leopard (Mac OS 10.6), you must wait until your Developer Account is approved before you can download Xcode. Download Xcode for Lion here: http://itunes.apple.com/app/xcode/id448457090?mt=12 Note: Xcode is not available for Windows. Consequently, you must have a Mac to use App Studio Factory. 	Done <input type="checkbox"/>
Configure Your Apple Developer Account	<ul style="list-style-type: none"> Configure your Apple Developer Account and download and install Provisioning Profiles as described in the App Studio documentation. Start here: https://developer.apple.com/ios (under iOS Provisioning Portal) 	Applied on Approved on
Set Up Your App in iTunes Connect	<ul style="list-style-type: none"> Set up your app in iTunes Connect as described in the App Studio documentation. Start here: https://itunesconnect.apple.com 	Applied on Approved on
Create an Account on the App Studio Publishing Portal	<ul style="list-style-type: none"> Start here: http://appstudio.quark.com/ 	Done <input type="checkbox"/>
Set Up Your App and Issues in the Publishing Portal	<ul style="list-style-type: none"> Configure your app and issues in the Quark App Studio Publishing Portal. When you are done, download the app certificate for your app. Start here: http://appstudio.quark.com/ 	Done <input type="checkbox"/>

Step 4: Create Your App

Create Your App in App Studio Factory	<ul style="list-style-type: none"> You must have a Mac to complete this step. You can find App Studio Factory in the "App Studio" folder in your QuarkXPress application folder. Choose a template and customize all attributes. 	Done <input type="checkbox"/>
 Export and Test Your App	<ul style="list-style-type: none"> You must have a Mac to complete this step. Export the App and test it in the iOS Simulator or on an iPad. 	Done <input type="checkbox"/>

Step 5: Purchase Licenses

Buy App and Issue Licenses



- When you're satisfied with the app and issue, you're ready to publish. For this you'll need a template license for your app (only the first time you publish) and a license for the issue.
- You can purchase the necessary licenses from the Quark Store (shop.quark.com) or a Quark authorized reseller (<http://www.quark.com/resellers>).

Done

Step 6: Finish Setup and Testing

Upload Your AVE file

- Identify your hosting server (a free hosting server, a rented one, or your own) and upload the AVE (.zave) file to this location.

Done

Configure Your Issue



- In the App Studio Publishing Portal, specify the URL of your AVE (.zave) file.

Done

Test Your App and Issue

- Test everything to confirm it's all working.

Done

Step 7: Submit Your App

Submit Your App to Apple



- Export the App from App Studio Factory and submit it to Apple. In our experience, this takes about one to two weeks; however, Apple doesn't guarantee how long approval will take.
- Submit your app to Apple here: <https://itunesconnect.apple.com>

Done

Step 8: Publish Again

To update an issue or put a new issue into your app, repeat steps 2, 5, and 6.