

## Upcoming Cocoa and iPhone Training from The Pragmatic Studio

Published on 02/16/10

The Pragmatic Studio is offering their next "Cocoa Programming for Snow Leopard Studio" in Reston, VA on April 14-16, 2010 and their "iPhone Programming Studio" in Chicago, IL on May 11-14, 2010. In these hands-on training courses you'll learn how to create Mac and iPhone apps like the pros with guided instruction from expert programmers and renowned authorities. You'll come away from these courses ready to create your first Mac or iPhone app, or improve your existing app.

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The "Cocoa Programming for Snow Leopard Studio" is a 3-day, hands-on training course where you'll learn how to create native applications for the Mac with expert guidance from Daniel Steinberg, a master Cocoa programmer. You'll come away from this course ready to start creating full-featured applications for the Mac, and with a deeper understanding of the principles and patterns behind iPhone/iPad applications.

- \* Gain hands-on experience with Objective-C and Cocoa to build Mac applications just like the pros.
- \* Take advantage of new features in Snow Leopard (Mac OS X 10.6), including blocks and Grand Central Dispatch.
- \* Complement your iPhone or iPad application with a Mac application to give your audience the best of both worlds.
- \* Save development time by focusing exclusively on Cocoa development for three days with expert guidance.

If you're new to the Mac development platform, or you're looking to round out your iPhone/iPad skills with a deeper understanding of Objective-C and Cocoa, this is the course for you. Topics include:

- \* Objective-C 2.0
- \* Xcode and Interface Builder
- \* MVC Design
- \* Delegation
- \* Views and Controllers
- \* KVC and KVO
- \* Bindings
- \* Notifications
- \* Blocks
- \* Tables
- \* Custom Views
- \* Events
- \* Networking
- \* Intro to Core Data
- \* Concurrency
- \* Performance Tuning

- \* Practical tips, tricks, and techniques used by the experts

Students who have attended this course have said:

"I learned a lot, and the instructors were both very knowledgeable and able to clearly explain complicated concepts. Well done!"

"I liked that we spent a lot of time focusing on how IB interacts with the various aspects of Cocoa/Obj-C, along with all the tips, shortcuts, and undocumented features."

"I most liked the instructors' explanations and the ability to ask questions and interact with them."

"The instructors did a good job of explaining things in a graspable way without boring me."

Mac development is a popular topic, and these courses tend to sell out fairly quickly. Reserve your seat by March 14th and save \$300 on early registration!

The "iPhone Programming Studio" is a 4-day, hands-on training course where you'll learn how to create full-featured iPhone apps like the pros. This course is taught by programmers, for programmers. You'll learn directly from two renowned authorities on iPhone development: Matt Drance and Daniel Steinberg. You'll come away from this course ready to create your first iPhone app, or improve your existing app.

- \* Learn how to use the major tools and APIs in the latest iPhone SDK, and how they all fit together, to create mobile apps like the pros.

- \* Get a jump start on programming the iPad (once it's officially available).

- \* Get hands-on coding experience and answers to your questions so you can start creating your own iPhone apps with confidence.

- \* Save time and frustration by focusing exclusively on iPhone development for four days with expert guidance.

Attending this course is a great way to quickly get up to speed on the latest iPhone SDK. Topics include:

- \* Intro to Objective-C
- \* Xcode and Interface Builder
- \* Cocoa Touch APIs and Design Patterns
- \* Views and View Controllers
- \* Navigation and Tab Bar Controllers
- \* Table Views
- \* Keyboard Input
- \* Touch Events
- \* Core Data
- \* Core Graphics
- \* Core Animation
- \* Photos
- \* Networking
- \* Performance and Debugging
- \* Transitioning to the iPad

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\* Practical tips, tricks, and techniques used by the experts

Students who have attended this course have said:

"It was totally awesome! I learned more in these four days than in six months of muddling around on my own."

"Exceptionally awesome. Highly recommended! Great instructors. They made it worth every dollar."

"This is by far the best training I've had. The instructors are not only very knowledgeable, but communicate the content really well."

"The trainers go through so many details and show you every aspect of the SDK and over the 4 days you write tons of really cool iPhone apps and you come out of the training as an iPhone developer."

"Highly recommended for anyone needing practical, effective guidance on getting into iPhone development."

iPhone development is a popular topic, and these courses tend to sell out fairly quickly. Reserve your seat by March 31st and save \$300 on early registration!

The Pragmatic Studio:  
<http://pragmaticstudio.com/>

Cocoa Studio Details:  
<http://pragmaticstudio.com/cocoa>

iPhone Studio Details:  
<http://pragmaticstudio.com/iphone>

The Pragmatic Studio is a software training company. We're here because we want to help software developers continually improve their skills and their lives. We do this by offering hands-on public and private training courses, and working with authors of The Pragmatic Bookshelf books to create timely and relevant training courses. Since 2005, over 2,000 developers have learned iPhone, Objective-C, Cocoa, Ruby, and Rails in our courses. The courses we offer are unique because they're taught by programmers who are authorities and experts in their field. By attending a Studio, you'll get the most up-to-date developer training around. Copyright 2010 The Pragmatic Studio. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and Xcode are registered trademarks of Apple Computer in the U.S. and/or other countries.

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