All-in-one iPhone Apps Design and Development for Professionals

Do you know Americans spent 46.6% of their total internet time with mobile apps?

Do you know Facebook spent US$19 billion to buy WhatsApp in 2014?

"Go Mobile" is a worldwide trend and is worth a lot of money.

Combining design, technology and marketing knowledge in one workshop.

Enquiry 3928 2777

Supporting Organisation

HHDII reserves the right to make changes to the advertised course information.
Suitable for developers to understand the App design and development, also beneficial to those in marketing, branding and design partitioners to know "how App can help them to reach their target audiences or even open a new market opportunities."

Learning Outcome
Student will be able to tailor-made an App and understand the development process in iOS environment, equip with global vision about mobile trend, app economy, realize how to promote app and sell app in Apple app store.

Professional Certificate in iPhone Apps Design

M1: iPhone Apps Creations
- iPhone market space, programming concepts and paradigms
- C/Objective-C programming
- Application Programming Interface (API) and user interface design
- iPhone OS development basics

Date  May 10, 17, 24, 31, Jun 7
Time  Sat 1:30-7:30pm (5 sessions; 30 hours)

M2: iPhone Apps Design and Development
- Mobile user experience design
- In-depth application programming for common iPhone applications
- Application integration to meet the market trend e.g. accelerometer, multi-touch, GPS
- iPad and iPhone OS 7.0

Date  Jun 28, Jul 5, 12, 19, 26
Time  Sat 1:30-7:30pm (5 sessions; 30 hours)

M3: iPhone/iPad Apps Production and Marketing
- Advanced application programming for business apps
- Building iPhone / iPad business Apps
- Marketing your iPhone / iPad Apps
- Mobile Apps publishing

Date  Aug 23, 30, Sep 6, 13, 20
Time  Sat 1:30-7:30pm (5 sessions; 30 hours)

Full Course  HK$12,300
Single Module  HK$4,500
Venue  HKDI
Pre-requisite  With basic knowledge of programming and Mac platform required.*

Supporting Organisation
Four Directions is one of the leading digital technology companies in Hong Kong with expertise in mobile application and web application development, digital publication and marketing solutions. It has been awarded as one of the Red Herring's Top 100. Their clients include local and international corporations such as Air China, China Mobile, DBS Bank, Shell, Hong Kong Jockey Club, Hong Kong Post, L’Oreal etc.

- Guest speaker: Eric Tang, Product Director
- Apprenticeship opportunity for the best performing students

Lecturer  Steven Wong
As an all-rounded App expert, Steven is proficient in designing user interface and experience, programming and marketing for apps. Graduated with First Class Honours Bachelor Degree in Computer Science, Steven has excellent knowledge of different programmes include C/C++, Java, SQL and iOS platform. He has years of experience in developing programme system and software products for various clients, such as the e-banking system for BNP Paribas and game products for UTech.

* FREE Bridging Course
- Additional 1 sessions of bridging course for those who don't have knowledge in basic programming. 1 sessions, 6 hours.
- Basic Programming Concept: Logic, Condition, Branching, Loops, Object-orientated programming
- Basic Algorithm: Sorting
- Basic Data Structure: List, Tree

Date  May 3
Time  Sat, 1:30-7:30pm

Supporting Organisations