

TRAINER PREPARATION GUIDE 1.4: PUBLISH AN APPLICATION TO A STORE

Lesson Objective 1.4:

Publish an application to a store. *Topics include:* Windows® Store and third-party stores

Required materials to teach this lesson:

1. Microsoft® Expression® Studio 4 (preferred)
2. 98-375-ENU-1.4-LP
3. 98-375-ENU-1.4-IC
4. 98-375-ENU-1.4-ICKey
5. 98-375-ENU-1.4-PC

Preparation tasks

Technical preparation activities:

1. The lesson demonstration requires an application such as Microsoft Expression Design to create a vector image.
2. The demonstration shows the students how to create an icon image that communicates the purpose and goals of the application. An IconLauncher.png file is included with this lesson as an example.
3. Gather the images created by the students (either printed or in a PowerPoint® slideshow). Instruct the class members to guess the purpose and goals for the associated application.

4. Vocabulary:

End User License Agreement (EULA): a legal agreement between a software manufacturer and the purchaser with regard to terms of distribution, resale, and restricted use.

Launcher icon: a graphic that represents an application on the device's Home screen and in the Launcher window.

5. Additional readings and resources:

MSDN®:

Windows Store for developers:

<http://blogs.msdn.com/b/windowsstore/archive/2011/12/06/announcing-the-new-windows-store.aspx>

Windows Phone Marketplace: [http://msdn.microsoft.com/en-us/library/hh202930\(VS.92\).aspx?ocid=otc-n-nz-dca-gzdcao](http://msdn.microsoft.com/en-us/library/hh202930(VS.92).aspx?ocid=otc-n-nz-dca-gzdcao)

Other resources (books, e-reference):

Android Developers: <http://developer.android.com/guide/publishing/preparing.html>

Note: HTML5 is changing and developing quickly. The list of resources is current as of January 2012. Check resources for current and up-to-date information at the time of classroom use.

Instructor computer setup:

1. A workstation with Expression Design.

Instructional preparation activities:

1. Review the instructor notes in the notes view of Microsoft PowerPoint presentation 98-375-ENU-1.4-LP.
2. Make copies of student documents available as needed.
3. Prepare for the demonstration before class.
4. The comparable process for publishing to the Windows Store can be found at:
<http://msdn.microsoft.com/en-us/library/windows/apps/hh694062.aspx>

Lesson sequence (50 minutes)**Activating prior knowledge/lesson staging (5 minutes):**

Instruct students to answer each question in the "Guiding questions" section of the In-class Activity document or in their personal class notes.

Guiding questions:

1. **Prior to publishing, how can you ensure that your application works as expected?** Develop a release-ready package that users can install and run on their Android-powered or Windows devices. Use the package and the Android SDK/Windows SDK tools to test and debug your applications prior to publication.
2. **List the steps necessary to publish an application.** The steps for preparing an application for publication include: configure, build, and test a release version. The configure step helps optimize the application.
3. **What is the purpose of a launcher icon?** Application launcher icons have three primary goals:
 - a. Promote the brand and tell the story of the application.
 - b. Help users discover the application in the Android Market or the Windows Store.
 - c. Function well in the Launcher. (The icon should represent the application and make it easily identifiable.)

Note: Windows 8 (scheduled for release in late February 2012) is using the Metro apps similar to Windows Phone. The overall designs of the tiles for these apps are big, bold colors, with a focus on text rather than imagery. Windows 8 is more text-based and uses larger icons.

Lesson activity (35 minutes):

1. Teacher instruction (35 minutes)
 - a. Use the PowerPoint presentation 98-375-ENU-1.4-LP to review publishing an application to a store.
 - b. An In-class Activity document is available for use as needed.

Lesson review (10 minutes):

1. Lead students in a discussion of the guiding questions.
2. During and after the discussion, have students list any questions they have or any topics with which they would like more assistance.
3. Have students work in pairs to answer the additional questions written by students. Answer any questions that cannot be answered by students, or collect them for follow-up later.
4. Provide the Post-class Activity document for additional review (it requires students to watch a video (4:48) and answer questions).