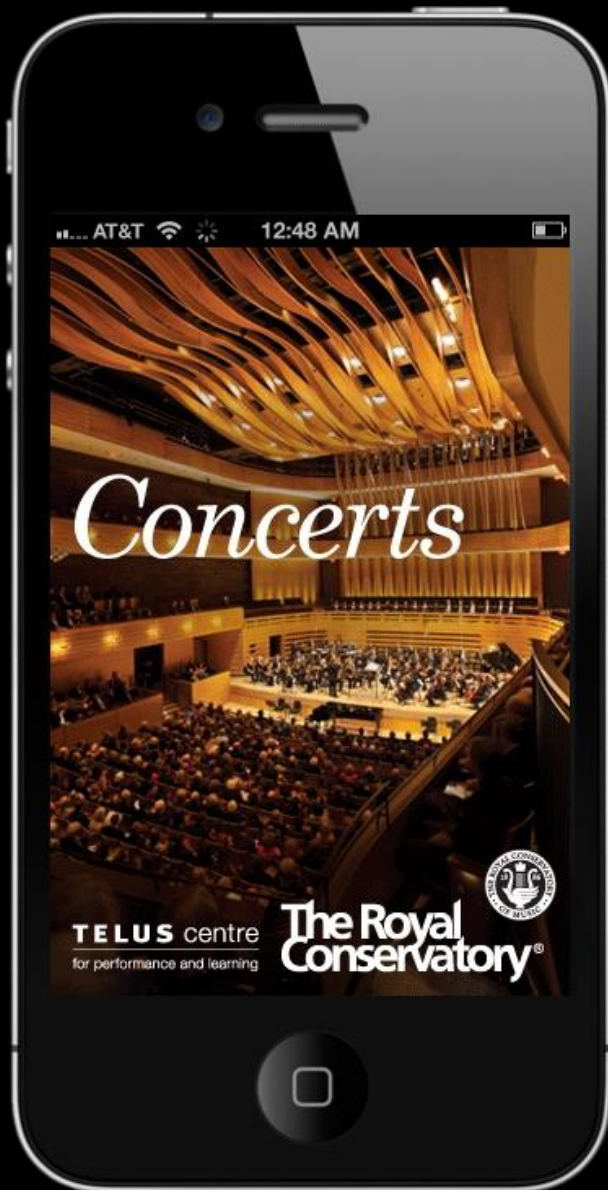


# Design Elements in the InstantEncore Mobile Suite



Updated on February 28, 2013

# Design Notes on the Mobile Suite



- The InstantEncore mobile suite uses set templates for its mobile apps and websites.
- There are particular areas within the mobile suite where you may customize the look and feel.
- When possible, use PNG or GIF image files. They will load faster on mobile devices.
- [Branding Your Mobile App with Graphics](#) – from the [InstantEncore blog](#)

# App Store and Device Icons

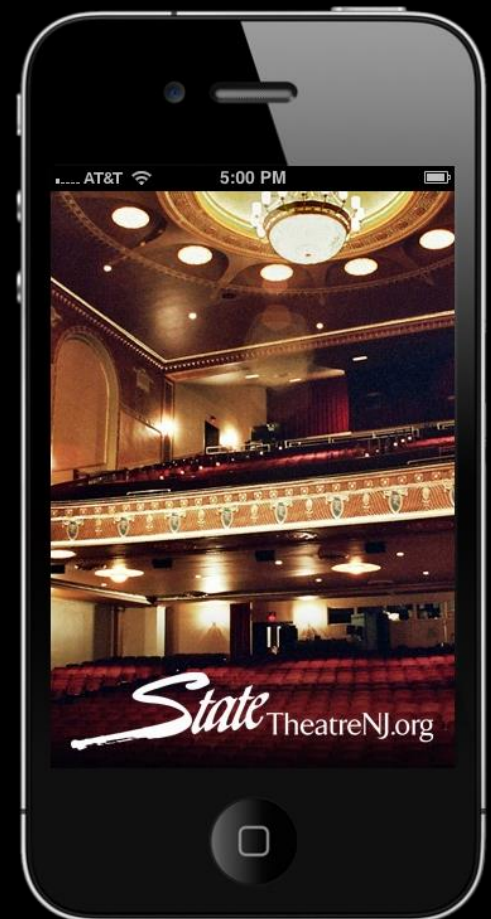
In the **Mobile>>Settings** area of the control panel under **Permanent Settings**, you will need to upload a 1024px X 1024px icon for your mobile app. This is the icon that will appear in Apple's app store and Android's marketplace.

**Do not** round the corners for your image. The app store will do that for you.

InstantEncore will automatically resize this image to 75px X 75px. The resulting icon is the image that will appear on the end user's mobile device.

It is important to bear this in mind when designing the original app store image, particularly if you plan to include text.





## Splash Screen or Loading Screen

A customized welcome screen displayed as the Apple or Android app loads. This is a simple image upload in the **Mobile>>Settings** area of the control panel. The image is 1800px X 2800px, which works great for tablet computers and will auto-scale to fit smartphones.

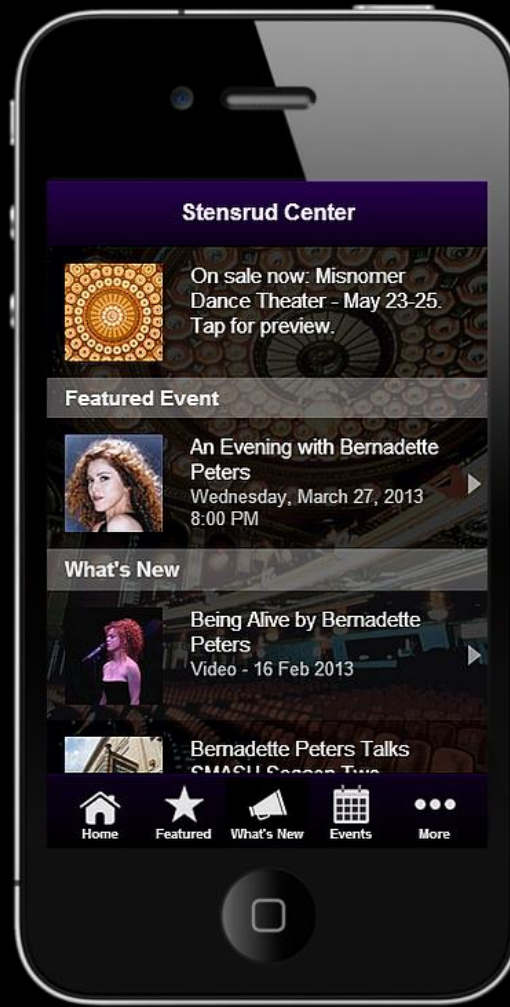
[Tips for Your Mobile App's Splash Screen](#) – from InstantEncore's blog

[5 Awesome Mobile App Splash Screens \(and Why\)](#) – from InstantEncore on Slideshare

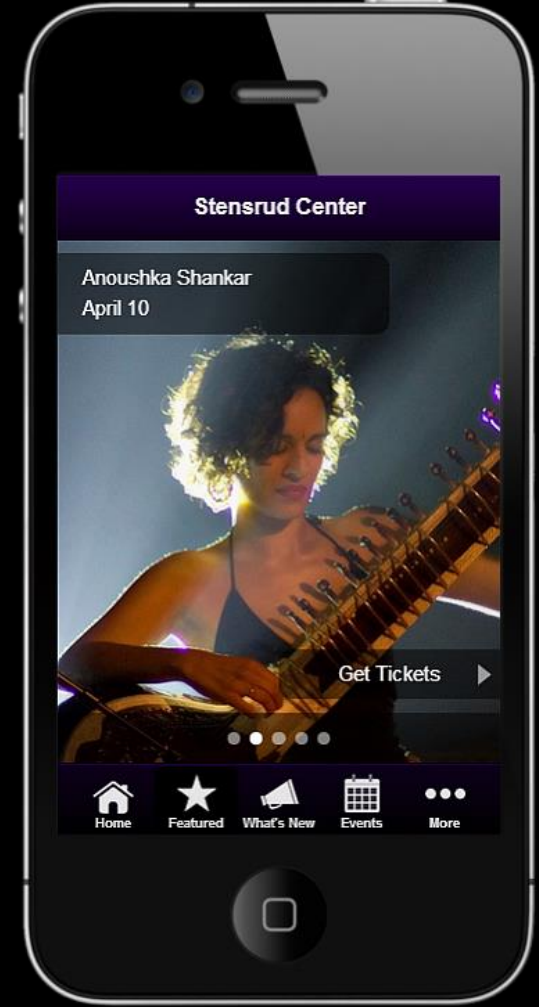
## Icons



## What's New



## Slideshow



## Home Screen Options

After the app loads, the user is presented with the home screen. There are three standard options for the home screen.

# Icons

You have icons associated with each tab listed in the **Mobile>>Tabs** area of the control panel.

You may select one of the icons from our library by going to the **Manage** link for the desired tab.

You may also upload your own custom icons in the same area of the control panel. These images should be 60px X 60px.



Icons

# The Highlight Color

The **Highlight Color** may be selected using our color palette or by entering the hex code for the desired color in the **Mobile>>Style** area of the control panel.



← **Highlight Color**

# The Background Image

The **Background Image** is a uploaded in the **Mobile>>Style** area of the control panel.

The recommended image size is **640px X 960px**. Smaller images (e.g. 320px X 480px) will load more quickly, but may not look as sharp on higher resolution devices. Larger images (e.g. 1240px X 1920px) will look sharper on tablet devices, but will take longer to load initially.

When designing your background image, remember that white text will appear over it.



**Background Image**

[Tips for Customizing Your Mobile App's Background Image](#) – from the InstantEncore blog

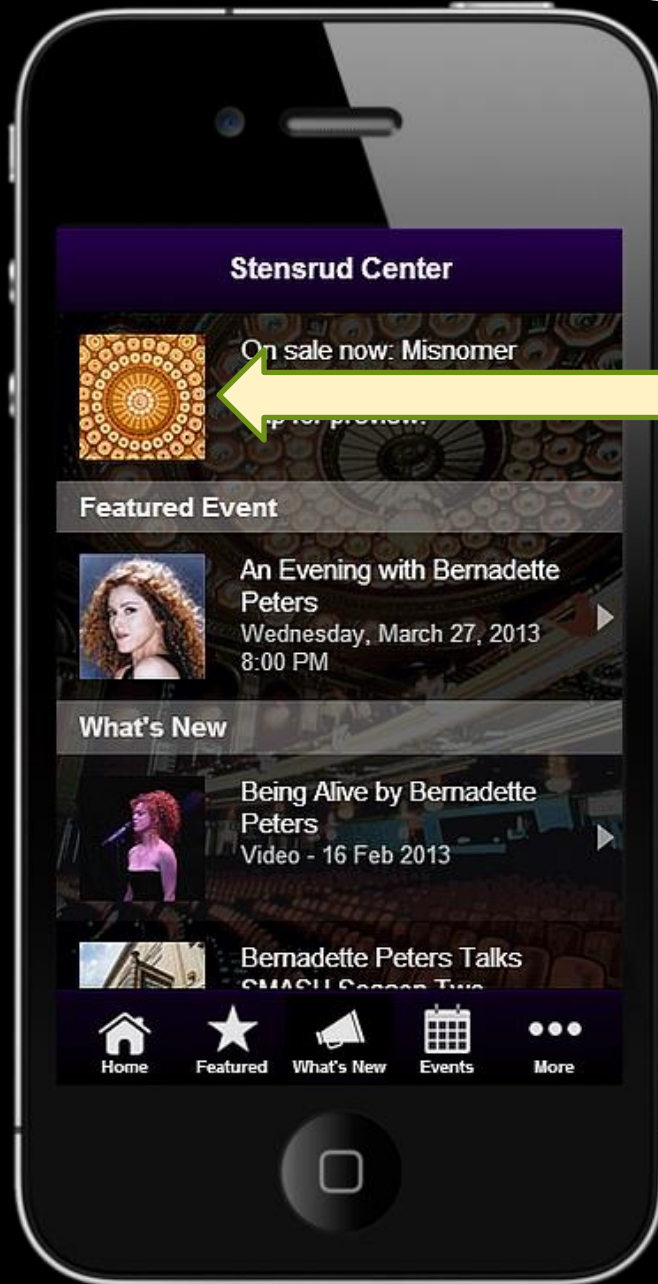
[9 Great Examples of Custom Background Images for Mobile Apps](#) – from InstantEncore on Slideshare

# What's New Image

The **What's New Image** is associated with the welcome message area at the top of the What's New home screen. It is a simple image upload in the **Mobile>>Tabs>>What's New** area of the control panel.

The recommended size is 1024px X 1024px.

The image will automatically be scaled and cropped to the appropriate size.



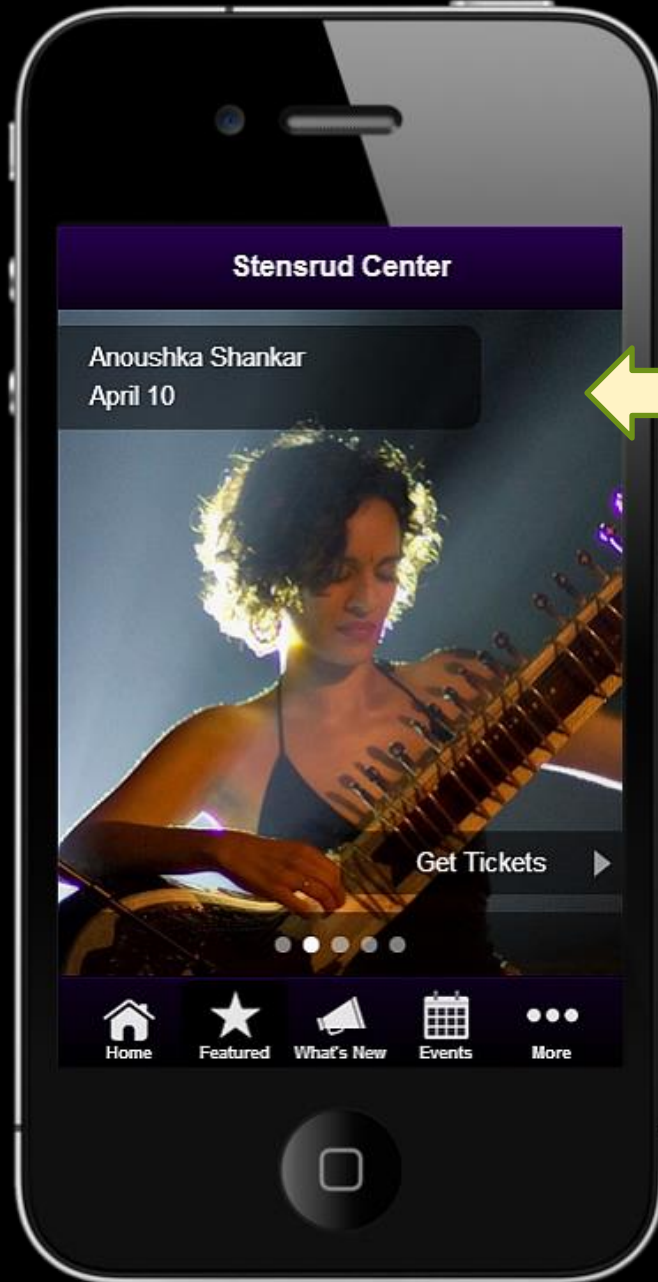
**Home Tab Image**

The other images on the What's New tab are pulled from various areas of the control panel and will be discussed later.

# Slideshow Images

Each slide associated with the Slideshow home screen option has its own image. It is a simple image uploaded in the **Mobile>>Tabs>>Featured** area of the control panel.

- Upload an image large enough for tablet-sized devices (approx 1024 px X 768px)
- Keep the main content of the image near the center as the edges may be cropped depending the viewing devices dimensions



← Slideshow Image

# Event Images

## Events List

## Event Details



The image associated with an event in the **Events List** and the **Event Details** tabs comes from one of two places:

1. For standard InstantEncore apps, this 1024px X 1024px image is uploaded in the **Events** area of the control panel when the individual event is created.
2. For Tessitura-integrated apps, this image is pulled from the **Small Image URL** content field in the **Mobile>>Tessitura>>Settings** area of the control panel. The values on the Tessitura side actually point to external URLs where the images reside.



# Music Images

In the **Music** area of the control panel, you may upload audio tracks to stream through your mobile app. Audio tracks are grouped together in albums, and each album has an image associated with it.

This image is a simple 1024px X 1024px upload, which is automatically scaled as appropriate.

# Buzz Images

The **Buzz** area of the control panel synchronizes with content feeds from your blog, podcast, news sources, and social media accounts.

When you add an RSS or ATOM feed to the Buzz area, you may upload a custom image to associate with the feed by going to **Edit Image**. Whenever content from that feed appears in the **Buzz tab** (or on the **What's New** screen,) it will have this image associated with it.

The custom image for the feed should be 1024px X 1024px, which will scale as appropriate.

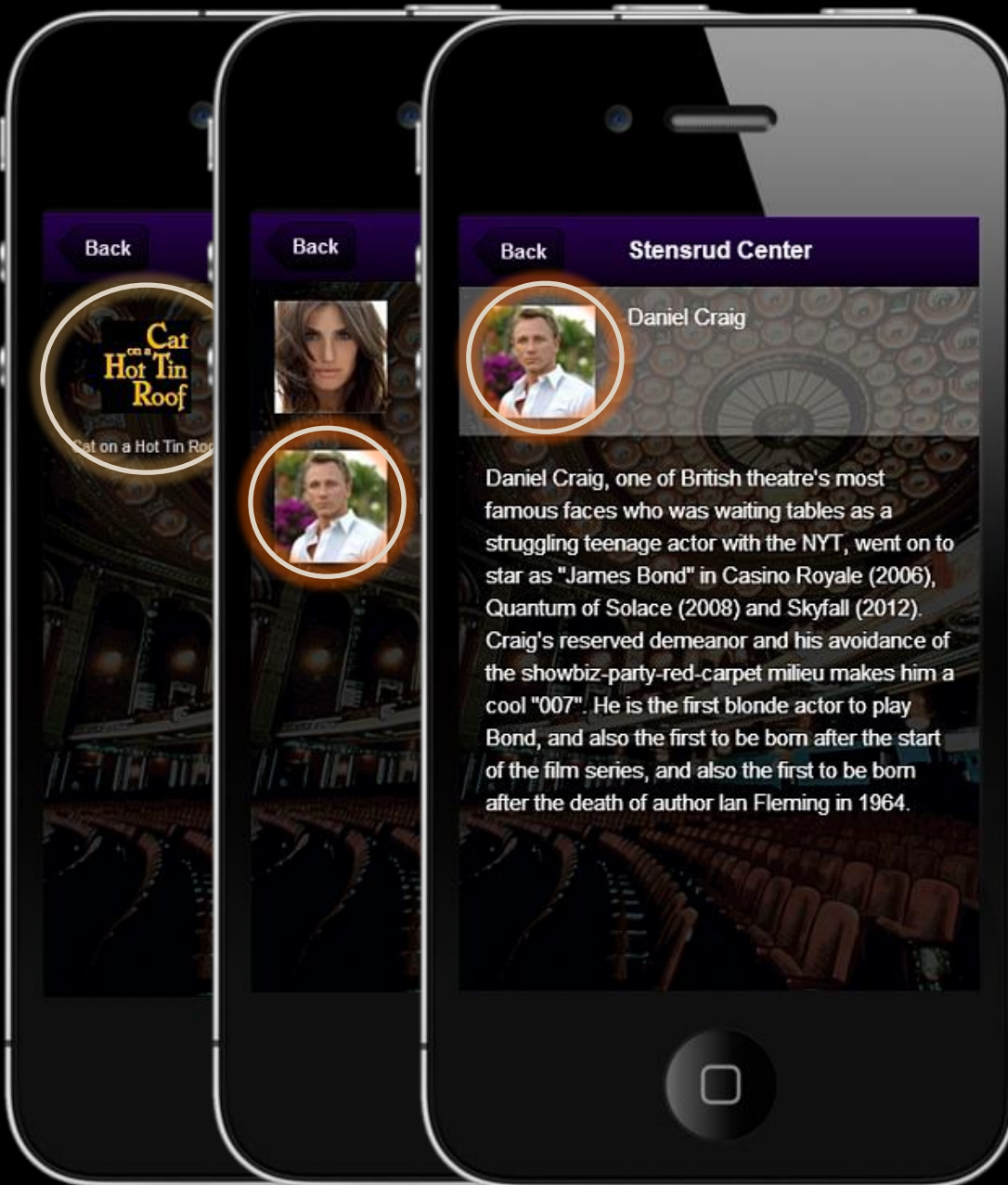


# Group Member Bios

The **Artists** tab allows you to create and group bios for individuals involved in work. To begin, go to **Mobile>>Tabs** and select **Manage** next to the Artists tab listing.

You may choose an icon from our library to represent the group, or you may upload a 72px X 72px image. This could be a performance image, the poster image for a play (see left), etc.

Once you create the group, you will begin adding bios and an image for each artist in the group. This image is 1024px X 1024px. This image will appear in the list of group members and on the individual's profile.



# Custom Tabs

You have the ability to create your own tabs for your mobile app in the **Mobile>>Tabs** area of the control panel. At the bottom of the page is an area labeled **Add a Custom Tab**.

You may add a custom tab by connecting to an external URL (preferably, a mobile-optimized one) or by using our **HTML editor**.

The HTML editor has both a **Design view** and an **HTML view**. Using this editor, you may create tabs with tables, inserted images, ordered lists, scripts from third party sites, and more.

There is a margin on the right and left, so keep images to no more than 275px wide.

