Apple Pencil Design Essentials

Session 809

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The Apple Pencil makes marks. It is familiar. It engages our senses. It is expressive. It allows us to write. It is used differently by different people. It provides shortcuts.
Pencil
Pencil makes marks.
Pencil makes marks.
Pencil makes marks.

Pencil is familiar.
Pencil is familiar.

makes marks.
Pencil senses.

makes marks.

is familiar.

Pencil senses.
pressure exerted
pressure exerted
pressure exerted
makes marks.
is familiar.
Pencil senses.
Pencil is expressive.

makes marks.
is familiar.
senses.

Pencil is expressive.
Pencil is expressive.
makes marks.
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is familiar.
is expressive.
Pencil writes.
Pencil writes.
is expressive.
is familiar.
senses.
makes marks.
Pencil writes.
Pencil is used differently by different people.

makes marks.
senses.
is familiar.
is expressive.
writes.

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Pencil is used differently by different people.
Pencil provides shortcuts.

is used differently by different people.

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More Information

https://developer.apple.com/wwdc18/809