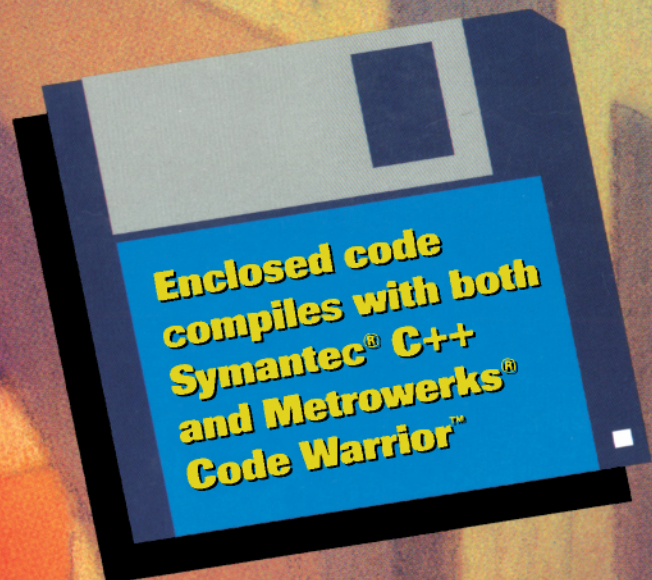


Programming Primer *for the* Macintosh[®]

VOLUME 1

**JOHN MAY
JUDY WHITTLE**



Programming Primer *for the* Macintosh®

VOLUME 1

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VOLUME 1

JOHN MAY *AND* JUDY WHITTLE



AP PROFESSIONAL

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Contents

Acknowledgments	xiii
Chapter 1 Introduction	1
History of the Macintosh	1
Macintosh Innovations	2
Apple Macintosh Naming Creations	3
Elements Comprising a Macintosh System	3
Common Peripheral Options	5
Connecting Components	5
Display Options	5
Video Circuitry	6
Input Options	6
Apple Desktop Bus (ADB) Connections	6
Small Computer Standard Interface (SCSI) Devices	7
SCSI Connections	7
Audio Input/Output Options	7
Audio Connections	8
Serial Device Options	9
Serial Port Connections	9
Network/Connectivity Options	10
Telephone Jack	10

Ethernet Port	10
Optional Ports	11
Electrical Power and Power Switch	11
Programmer's Switch	12
Startup	12
Shutdown	14
Sleep	14
Restart	14
Summary	15
 Chapter 2 The Development Environment	15
What the Developer Needs	17
CPU	17
RAM Memory	18
Disk Memory	18
Screens	18
Peripherals	19
Other Things	20
A Word about Development Environments	21
MPW	21
Symantec Development Environment	22
Metrowerks® Code Warrior™	23
A Brief Look into the Future	24
Summary	24
 Chapter 3 Creating a Simple Program with Symantec C++	25
Starting Symantec C++	25
Constructing a Project	27
Segments	29
Creating a Source File	30
Adding the File to the Project	31
Adding Libraries	31
Compiling the Program	33
Running the Program	34
Building an Application	34
Summary	36

Chapter 4 A Review of C++, Mac Style 37

Basic Variable Types	38
Advanced Variable Types	38
Points	39
Rects	41
Patterns	42
<i>Val</i> vs. <i>Var</i>	45
Arrays	45
Pointers	45
Handles	47
Comments	47
Constants	48
<i>if</i>	49
<i>switch</i>	51
<i>while</i>	52
<i>do-while</i>	52
<i>for</i>	52
<i>break</i>	53
<i>continue</i>	54
Operators	54
Unary Prefixed Operators	54
Unary Postfix Operators	56
Binary Arithmetic and Logical Operators	58
Binary Assignment Operators	59
Binary Comparison Operators	59
The Ternary Operator	60
The C Preprocessor	60
Structure of a C Program	62
C Features Not Used on the Mac	62
Right-Left Rule	63
Left-Right Walk Through	65
Another Example	65
Summary	65

Chapter 5 The Macintosh ROM 67

It's All in the Name: The Toolbox	67
Managers	67
Relationship between an Application and the Toolbox	68
Trap Mechanism	69

A Final Word on Traps	73
Interface and Library Files	74
Stack Frame Incompatibility	74
Summary	75

Chapter 6 Mac Programs and System Software .. 75

Macintosh Programs	78
Desk Accessory	78
Device Driver	81
Code Resource	82
Macintosh System Software	82
Event-driven Programming	83
Pizza Delivery Program	83
Types of Events	84
Structure of an Event-driven Program	85
Event Manager	87
Priority of Events	88
Keyboard Events: A Revisit	89
Auto-Key Events	89
The Desktop Interface	89
Summary	90

Chapter 7 Toolbox Managers 91

Menu Manager	91
Menu Bar	91
Menus	92
Resources Involved in Menus	93
How Menus Work	94
Menu Scrolling	95
Keyboard Equivalents	96
Window Manager	97
Windows	97
How Windows Work	99
Window Regions	99
Update Regions	101
How Windows Are Drawn	101
Control Manager	101
How Controls Are Drawn	102

Control States	102
Dialog Manager	104
Dialog Types	104
How Dialog Boxes Are Drawn	105
Alerts	105
TextEdit Manager	107
List Manager	107
Scrap Manager	109
Resources	109
Advantages of Resources	114
Summary	115

Chapter 8 QuickDraw 115

Video Principles	117
The Macintosh Screen	117
Shapes Drawn by QuickDraw	119
Handling Lines	120
QuickDraw Terminology—GrafVerbs	120
Simple QuickDraw Toolbox Calls	121
Handling Rectangles	121
Handling Round Rectangles	123
Handling Ovals	124
Handling Arcs	125
Handling Polygons	125
Handling Regions	127
Handling Points	129
Handling Pictures	129
Example of Putting a Picture Together	130
More QuickDraw Terminology	131
BitMaps/PixMaps	131
CopyBits	132
BitMap/Pixmap Bounds Value	134
Port Frame	134
The Graphics Pen	135
Pen Routines	135
Pen Frame	136
Pen and Port Frames	136
Text Characteristics	137
QuickDraw Text Routines	138

Font Frame	139
QuickDraw Color	139
Color Frame	140
Basic Color	141
Cursors	143
Example	144
Summary	147
Exercise	148

Chapter 9 Alerts and Dialogs 155

Alerts	155
ParamText	157
Alert Project	157
Dialogs	161
Button Dialog Project	161
Dialog Check Box Project	167
Radio Button Project	171
Dialog Static Text Project	177
Dialog Edit Text Project	182
Dialog Icon Project	188
Dialog PICT Project	192
Dialog User Item Project	194
Dialog Sound Project	200
Editing Sounds	206
Summary	206

Chapter 10 Memory Manager 209

Stack and Heap	210
The Stack	210
The Heap	212
Stack Sniffer	212
Memory Blocks in the Heap	213
How Heap Space Is Allocated	214
Pointers and the Heap	214
Handles and the Heap	215
Dereferencing	216
A Valid Pointer	219
Memory Frame	219

Why You May Not Want to Lock a Handle	220
Low-Memory Global Variables	220
Summary	221

Chapter 11 Object-Oriented Programming 223

OOP and C++	223
Structures	225
Declaring and Instance Structure	225
Referencing Data Members of Individual Structures	226
Member Functions and Structures	226
Encapsulation	229
Data Hiding	230
Class	230
Objects	231
Instance Variable	233
Methods	233
Messages	234
Accessor	234
Constructor	234
Destructor	235
The <i>New</i> and <i>Delete</i> Operators	236
Friends	236
Linked List Example	237
Designing the List Example	239
Using the <i>TList</i> and <i>TNode</i> Classes	241
Derived Classes	243
Pointers and Objects	246
Traditional or Object Programming: When to Use Each	249
Class Libraries	250
Summary	250

Chapter 12 Debugging and Finder Resources 251

Debugging	251
Types of Bugs	251
Debuggers	253
Symantec C++ Debugging	254
BOMBS!!!	256
Finder Resources	258

Giving an Application Its Own Icon	258
Creating a BNDL Resource in ResEdit	260
Adding the Icon to Your Program	266
<i>vers</i> Resources	267
Summary	271
Appendix A Glossary	273
Appendix B Bibliography	279
Index	283

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Chapter 1

Introduction

Learning to program the Macintosh is not an easy thing to do. Just ask any seasoned Mac application developer. But the effort is worth it when you see the familiar Mac user interfaces like windows, dialog boxes, pop-up menus, and alerts coming up on the screen as your program runs. This book, based on John May's Macintosh programming courses for the University of California at Berkeley, tells you how to develop programs in which you can take pride. The book also has some insights on the Mac that give you a far greater understanding of what many consider the world's best computer.

History of the Macintosh

You may remember the dramatic introduction of the Macintosh computer in a commercial during the 1984 Super Bowl game. That particular ad has been described as the "greatest impact advertisement of all time" and "a brilliant way to launch a new product." True, perhaps, but the product wasn't really new. Here are dates of some of the major events that were important to the development of the Macintosh that we know and love today:

- | | |
|----------------|--|
| ◆ 1964 | Douglas Engelbart of SRI invents the mouse |
| ◆ 1970s | Xerox PARC, Apple Computer |
| ◆ August 1981 | IBM introduces the PC |
| ◆ January 1983 | Lisa — Apple's forerunner to the Mac |