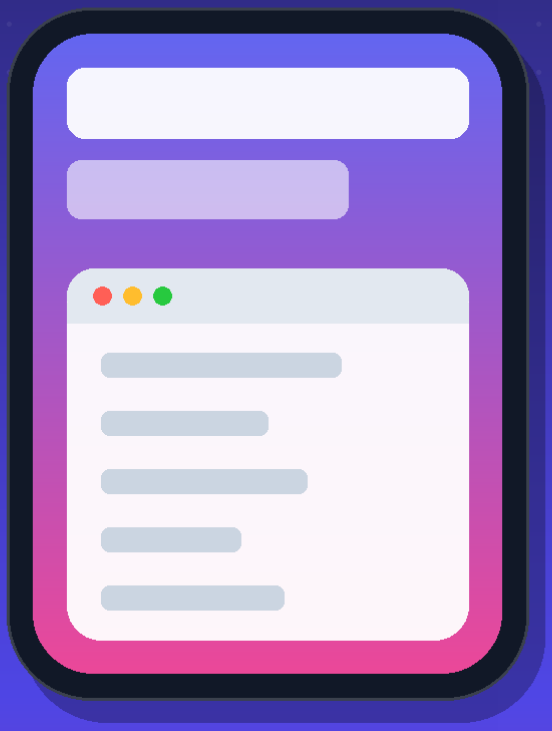


Screenshots

User Guide

App Store screenshots & app previews · macOS

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Screenshots — User Guide

The Mac app for App Store screenshots and app previews

A few words first

Screenshots is a small, focused Mac app with a single job: turning your raw app screenshots into polished, sales-ready images for your product page on the App Store — complete with device frame, background, headline, and in exactly the pixel dimensions Apple requires. On top of that, it can export App Preview videos too, if you want them.

This guide walks you from the very first launch to a finished export. You don't need any design background. If you've ever dragged a file into a window, you'll feel right at home here.

Everything runs **locally on your Mac**. There's no account, no server, no cloud requirement. Even the AI features compute directly on the device — your text and your images never leave the Mac.

How to read this guide

The guide is organized to follow the natural path: first get started and produce a first export, then design, then the extra features. You don't have to read everything. For a quick start, **Part 1** is all you need. Everything else you can look up when you need it.

Keyboard shortcuts appear in square brackets, e.g. [⌘E] for "Command + E". I write menu commands as *Menu* ▸ *Item*.

The path at a glance

```
Start ──▶ Import ──▶ Design ──▶ Add text ──▶ Export
(4 ways)  screenshots  (Design /  (headlines)  (PNGs at
          (drag & drop) Inspector)             App Store size)
```

Five moves, always the same: create a project, drag in images, pick a design, write headlines, export. Everything else is refinement and convenience.

PART 1 — The first 10 minutes

1. What you need beforehand

You need your app screenshots as image files (PNG, JPEG, HEIC, or TIFF) — just as the Simulator or your device outputs them, without frames and without text. Screenshots adds everything else on top.

For the optional AI features (drafting headlines and translations), you need a Mac with **macOS 26** and **Apple Intelligence** turned on. Without that, the app works fully — only the AI buttons will politely explain that they're currently unavailable.

2. The first launch — the Welcome window

On the very first launch, the **Welcome window** opens. It offers you four cards — four ways to start a project. A "project" is simply a collection of screenshots that share a design, an export size, and a device frame.

The four paths:

- **From App Description** — You describe your app in a sentence, and Apple Intelligence drafts matching headlines for every screen. Ideal if you don't have copy yet (details in Part 3).
- **Blank Project** — You start with nothing and add your screenshots one by one. The classic way.
- **Sample Project** — Three mock screenshots to try out, no images of your own needed. A safe way to get to know the app.
- **Open Existing** — Loads a saved `.screenshotsproj` file back in.

  Tip: At the very bottom of the Welcome window is the *Show this window on launch* toggle. Turn it off, and the window will no longer appear automatically. *Help* ▸ *Welcome to Screenshots* brings it back anytime.

For this tour, **Blank Project** is the best choice.

3. The tour: what's where?

The main window is split into three columns — left, center, right. This layout never changes.

Sidebar (left)	Preview (center)	Inspector (right)
• Project menu • Screenshots • App Previews • Import buttons	Shows the currently selected screenshot in real-time preview	Choose design, customize sizes and device, text, export

- **Sidebar (left):** At the top, the project menu (switch, rename, delete). Below it, your screenshots and — if you have any — your app preview videos, as a list. At the very bottom, the import buttons.
- **Preview (center):** Shows the selected screenshot exactly as it will later be exported — just scaled down. What you see here is what comes out.
- **Inspector (right):** Your toolbox. Here you pick the design, the export size and the device, write the headlines, and start the export.

4. Importing screenshots

There are two ways to get your images in:

1. **Drag & drop:** Drag one or more image files straight from the Finder into the sidebar. This is the fastest way.
2. **Via the button:** Use the import button at the bottom of the sidebar, or *File* ▸ *Import Screenshots…* [⌘O], and choose the files in the dialog.

Each imported screenshot appears as a row in the sidebar, and immediately in the preview. You can reorder them later by dragging — the order determines the numbering on export.

> **Dragging straight onto a row:** Drop an image directly onto an existing row, and it replaces that row's image. This is especially handy for filling the empty placeholders that the AI project path creates (Part 3).

5. Picking a design

At the top of the Inspector (right) you'll find the **design picker**. Screenshots ships with nine ready-made templates — from understated to dramatic:

Template	Character
Classic	Apple-stock-feel with white background and SF Pro
Minimal	Clean, centered type, subtle frame
Cinematic	Full-bleed image with a dark gradient at the bottom
Bold	Saturated coral-red, bold serif headline
Sunset	Warm orange-to-pink gradient with gold accent
Midnight	Deep navy gradient, cyan accent, Geist Sans
Editorial	Magazine-style serif with a peeking corner frame
Pastel	Soft mint with a salmon accent
Dev4People	Cream background, navy serif, italic coral accent

Click a template — the preview in the center picks it up immediately. Feel free to try several; nothing is ever lost.

6. Writing the headline

The Inspector has a **Text Overlay** section. Each screenshot can carry three pieces of text:

- a **headline** (the regular part),
- an **accent** (a highlighted part of the headline, often in a different color),
- a **subtext** (the smaller line underneath).

Type your text — the preview updates with every letter. Whether the headline and accent sit above or beside each other is determined by the design; you can switch it in the Inspector.

7. The first export

Once your image, design and text are all set, click the **Export** button [⌘E]. The export dialog opens:

1. **Choose a destination folder** — where the finished PNGs get written. The app remembers your most recently used folder.
2. **Export** — every screenshot in the project is rendered, one after another, at full App Store resolution. A progress bar shows how far along it is.

The files are numbered in sequence (`01.png`, `02.png` …) following the order in your sidebar. Done — you can upload these files straight to App Store Connect.

> **Important:** The exported PNGs deliberately have **no** transparency channel (alpha). App Store Connect rejects images with alpha; Screenshots therefore always renders onto an opaque background.

PART 2 — Designing your screenshots

8. The Inspector in detail

The Inspector on the right is organized into sections you can expand and collapse as needed. Besides design and text, you'll find the choice of **device** and **export size** here, plus the tools for app previews. Every change takes effect immediately in the preview — and therefore in the export.

For fine-tuning a design (colors, fonts, frame position, shadow, status bar, watermark), open the **Design Editor**. It shows all the controls on the left and a live preview on the right, so you see every change instantly.

9. Customizing, saving, and managing a design

You're not stuck with the nine templates. Three steps make a design yours:

- **Customize:** Open the editor and change fonts, colors, positions, and gradients — all in real time.
- **Save:** Save your edited design under a new name. It's then available as its own template in every project.
- **Manage:** The management view shows your saved designs as a list, with Rename, Edit and Delete actions.

> **Every project carries its own design.** A project remembers a **copy** of the active design. If you later change a saved template, projects you've already finished stay untouched — they keep looking exactly the way you left them.

10. Positioning the device frame with gestures

When a design shows a **device frame** (the iPhone/iPad/Mac around your screenshot), you can move it directly on the canvas with mouse and trackpad — no fiddling with sliders needed. The frame snaps to useful guides as you go (thirds, center, right angle).

- **Click and drag** — repositions the frame.
- **Pinch on the trackpad** — scales it.

- **Rotate gesture on the trackpad** — tilts it.
- A **target icon** in the display, top left, means: the frame has just snapped to a guide.

11. An individual design for a single screenshot

Most of the time, all your screens share one consistent design — that's what reads as professional. But sometimes a single image needs its own look. That's what the **Use individual design** toggle in the Inspector is for:

- When you turn it on, the app takes the current design as its starting point — nothing jumps unexpectedly.
- *Customize…* opens the full editor; your changes apply **only** to this one item.
- Screenshots with an individual design carry a small palette icon in the sidebar.

If you turn the toggle off again, the app asks to make sure. Confirm, and the custom design is discarded, and the item falls back to the project's shared design.

PART 3 — The AI features

All AI features run **on the device** via Apple Intelligence. Nothing is sent to a server. This requires a Mac with macOS 26 and Apple Intelligence turned on; if something's missing, the relevant window will explain exactly what.

12. A whole project from an app description

This is the fastest path to finished copy. Open *File ▸ Generate from App Description…* [⇧⌘G], or pick the first card in the Welcome window.

1. **Describe your app** in a sentence — what it does, for whom.
2. **Number of screens** (3–10), via the slider — matching the number of screenshots you plan to upload.
3. Pick a **tone** — *Friendly*, *Technical*, *Playful*, or *Premium* — this steers the voice of the copy.
4. Pick a **language**.
5. Press **Generate**.

The new project then contains the requested number of **empty placeholders**, each already filled with matching text. Now all you need to do is drop in your images: drag a PNG, JPEG, HEIC, or TIFF straight onto a placeholder in the sidebar. You'll recognize empty slots by their dashed outline in the accent color and a "+" sign.

13. Getting headlines suggested (Headline Assist)

If you just need a headline for a single screenshot, tap the **AI button** next to *Text Overlay*. Describe your app in a sentence, and the model suggests a split into headline and accent, plus a benefit-driven subtitle.

- Runs entirely on the device.
- Use the target language to draft headlines for any App Store language.
- *Generate again* keeps your description and delivers fresh variants.

14. Translation and locale batch export

Want your product page to appear in multiple languages? Two tools help with that:

- **Single screenshot:** The **Translate** button next to *Text Overlay* rewrites the current screenshot's text into another language — while keeping the promotional tone.
- **Batch export across multiple locales:** In the export dialog, turn on *Export for multiple locales* and check the languages you want. Each language gets its **own subfolder** (named after the locale code, e.g. `de`, `fr`, `ja`) with the translated headlines on every screenshot.

  If Apple Intelligence isn't available, the original text is used for every language — so the export still works.

PART 4 — App Previews (video)

15. Adding and trimming a preview video

Besides still images, you can also prepare **App Preview videos** for the App Store. Drag an MP4, MOV, or M4V into the *App Previews* area. The Inspector then shows lightweight trim tools, so the clip is App-Store-ready before export:

- **Play/pause** and a scrub slider — controls live in the Inspector, not on top of the canvas. [Space] starts and stops playback.
- **Mark in / out** sets the trim points at the current playhead.
- **Export silent** drops the audio track entirely.
- The length is automatically clamped to the App Store's allowed window of **15–30 seconds**.

App Preview export runs via [⇧⌘E]. Here too, the chosen design (frame, text) is overlaid on the video.

PART 5 — Projects, files & export

16. Managing multiple projects

Use the project menu at the top of the sidebar to switch between projects, rename the current one, or delete it. All projects live in local storage on your Mac; you don't have to save anything by hand for them to be there next time you launch.

17. Saving and sharing a project as a file

To back up a project or move it to another Mac, use *Save Project As…* [⇧⌘S]. This bundles **screenshots, videos, and design** into a single `.screenshotsproj` file. With *Open Project…* [⇧⌘O], you load such a bundle back into a fresh project; the videos are copied into the app's private storage in the process, so the reference stays stable.

> **Undo:** *Edit* ▸ *Undo* [⌘Z] reverts the last text change, design adjustment, or import. *Redo* is [⇧⌘Z].

18. Device and export size

In the Inspector, you choose the **device** (determines the frame) and the **export size** (determines the pixel dimensions). The two are matched to each other: pick a new device, and the app automatically jumps to that platform's default screenshot and video size — but only if your current size clearly doesn't fit. Switching from iPhone to iPhone keeps your chosen size; switching from Mac to iPhone resets to the platform default.

PART 6 — Trial & Screenshots Pro

19. Seven days to try, then unlock once

Screenshots gives you a **seven-day trial** in which **every** feature is fully available — designs, the AI project path, translation, the Design Editor, video trimming. No watermarks, no usage limits.

Once the trial ends, the **export features pause** — the editor itself stays open, so you can keep refining. Buying **Screenshots Pro** unlocks export permanently again:

- **One-time payment** — no subscription, no usage limits.
- **Family Sharing** is supported — share the unlock with up to five family members.
- **Restore Purchase** brings your unlock back on any Mac signed in with your Apple ID.

You can open the purchase page via *Screenshots* ▸ *Screenshots Pro…*, via the status indicator at the top right of the main window, or via the badge in the Welcome window.

Keyboard shortcuts at a glance

Action	Shortcut
New project	[⌘N]
Generate from App Description	[⇧⌘G]
Open project	[⇧⌘O]

Action	Shortcut
Save project as	[⇧⌘S]
Import screenshots	[⌘O]
Export screenshots	[⌘E]
Export app previews	[⇧⌘E]
Undo	[⌘Z]
Redo	[⇧⌘Z]
Toggle video playback	[Space]
Open Help	[⌘?]

Frequently asked questions (FAQ)

Do my PNGs include an alpha channel? No. The export renders every screenshot onto an opaque background, so App Store Connect won't reject the upload.

Why does the iPhone look cut off? Every built-in design centers the frame, but you're free to drag it anywhere on the canvas. The display in the top left shows the current anchor values.

Where does the Welcome window go? Via the *Show this window on launch* toggle at the bottom of the Welcome window. *Help* ▸ *Welcome to Screenshots* opens it again anytime.

Does Apple Intelligence send my text to a server? No. The model runs locally on Apple Silicon. Without Apple Intelligence, the AI features simply explain that they're unavailable.

I switched to a Mac device — why did the screenshot size change too? A new device automatically jumps to that platform's default sizes — but only if your current sizes clearly don't fit. iPhone-to-iPhone switches keep your size; Mac-to-iPhone resets to the default.

Can I export Mac App Previews in 4K? App Store Connect only accepts Mac App Preview videos at 1920×1080 (Full HD). The app exports at exactly this resolution to avoid rejection.

How do I fill the empty, AI-generated placeholders? Drag a PNG, JPEG, HEIC, or TIFF straight onto a slot in the sidebar — the dashed outline marks empty slots. The image replaces exactly that one item.

In closing

That's the essentials. The best way to get to know Screenshots is a sample project and a bit of experimenting — you can't break anything, and [⌘Z] undoes every step. If you

ever forget a feature, *Help* ▸ *Screenshots Help* [⌘?] opens the built-in help with the same content as this guide, searchable and always within reach.

Good luck with your App Store page.