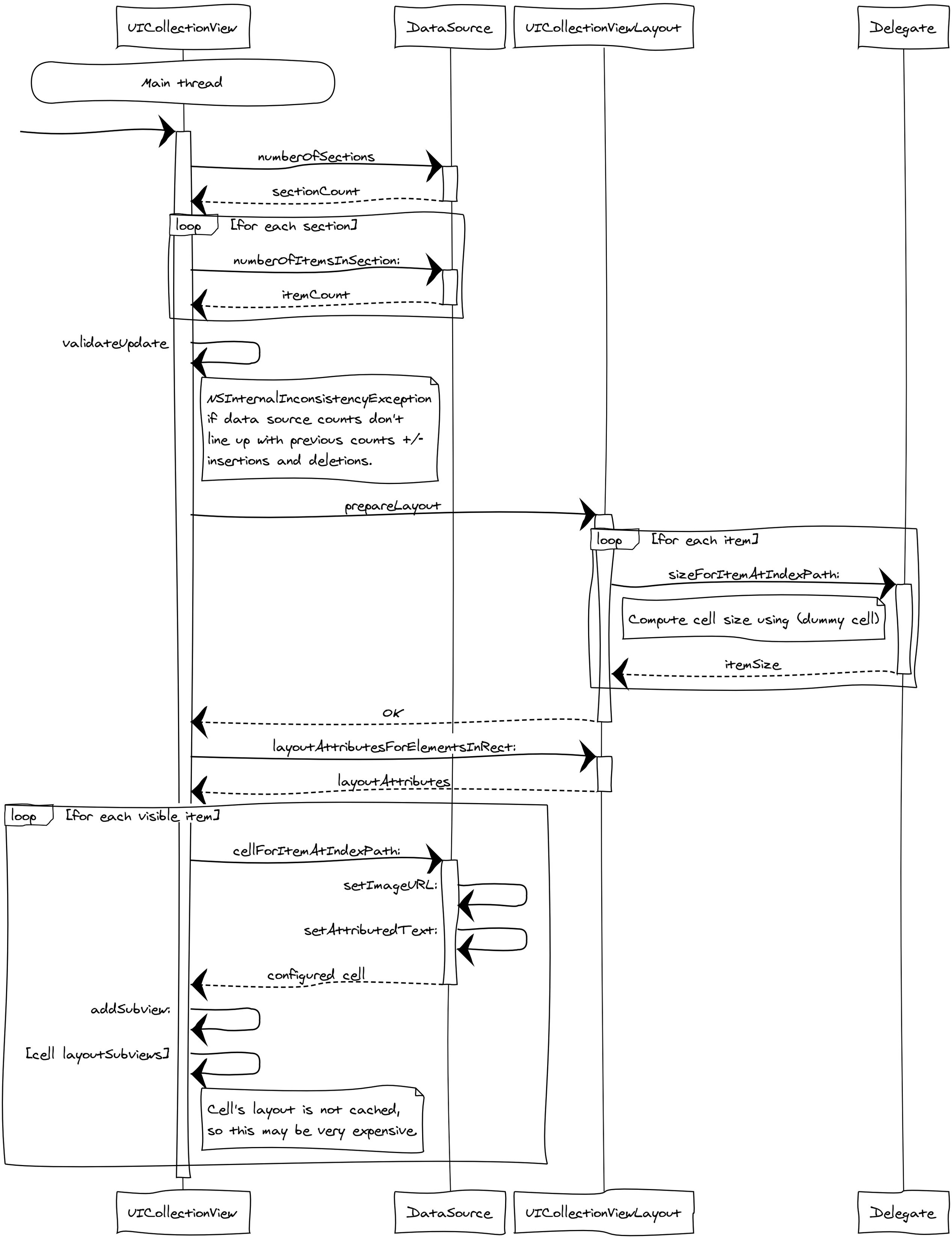UICollectionView: Loading Content