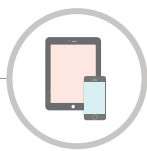


# RESPONSIVE WEB DESIGN

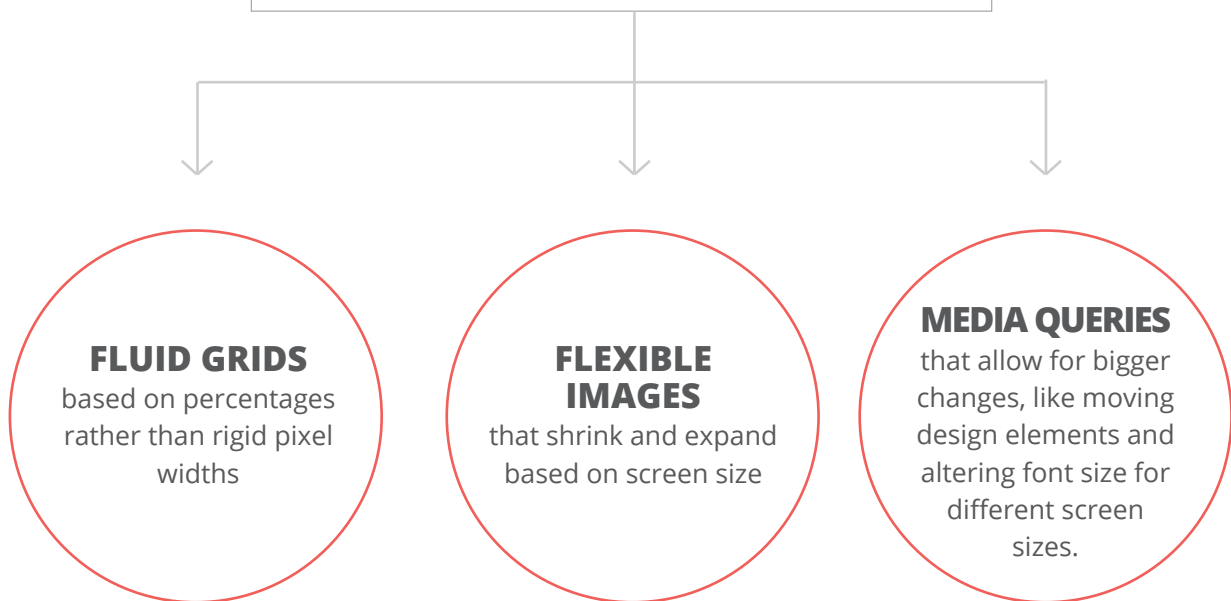


## ETHAN MARCOTTE

THE GODFATHER OF RESPONSIVE WEB DESIGN

Independent web designer Ethan Marcotte coined the term “Responsive Web Design” in a 2010 ([A List Apart article](#)), he set off big ripples in the design and dev community.

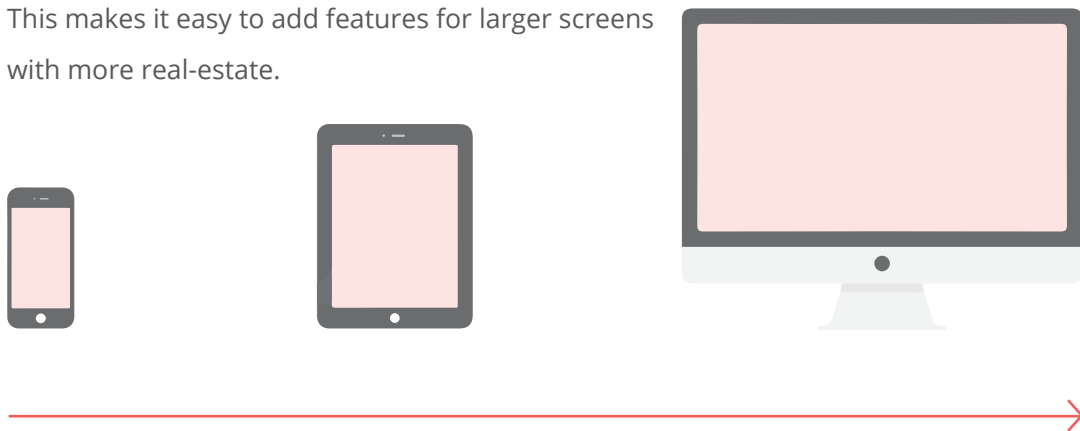
### 3-PRONGED FOUNDATION FOR RESPONSIVE WEB DESIGN:



### PROGRESSIVE ENHANCEMENT

**Definition:** Designing for the smallest screen first, allowing us to provide pertinent content to users. This makes it easy to add features for larger screens with more real-estate.

**“Mobile-first” approach**



### GRACEFUL DEGRADATION

**Definition:** The original way we implemented responsive design, designing for the most familiar screen-size and then trying to figure out how to shrink the content down to a smaller screen.

