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:

FLUID GRIDS

based on percentages rather than rigid pixel widths

FLEXIBLE IMAGES

that shrink and expand based on screen size

MEDIA QUERIES

that allow for bigger changes, like moving design elements and altering font size for different screen sizes.

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.









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.





