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## **“Advanced” RWD**

“

Don't let the word  
“ADVANCED” fool you. It's just  
supposed to make you feel  
you will have super powers  
after coming for this meetup.

“

## DON'T KNOW WHY

Some developers don't feel they should waste their time on contents that start with “Basic” or “Fundamental”.

“

When it starts  
with  
“Advanced”



“

Then they  
leave their PCs  
halfway like...



“

**Let's not go home crazy.**

**Let's go home with 10  
essentials of RWD**

# Hi, I'm Christian (Codebeast) Nwamba

Program Manager at Scotch.io  
Dev Evangelist at Cloudinary  
African Community Builder  
Webpack Africa Ambassador

·  
·  
·

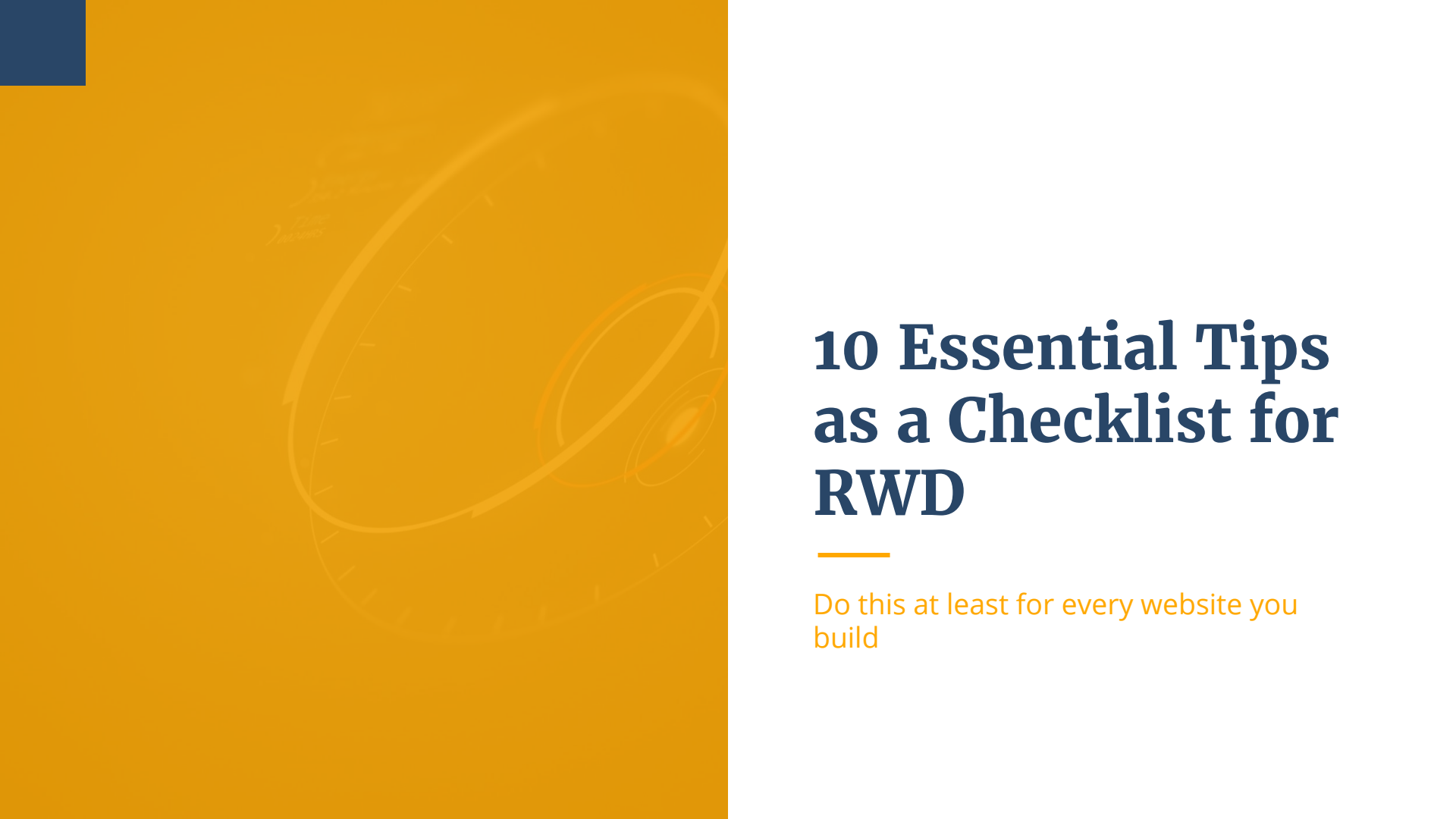
Bitcoin.Africa Advocate from today

“

Before we Begin

**RWD is NOT (only)  
about Screen Sizes**





# 10 Essential Tips as a Checklist for RWD

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Do this at least for every website you  
build



## 1. Contents should flow with screen size

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- Use media queries generously
- Consider responsive grids
- Have information hierarchy and hide less important information in smaller devices



## 2. Responsive Typography

- Line height
- Measure
- Scale

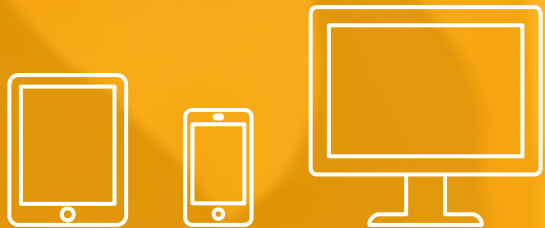
Most Responsive CSS frameworks handle this for you



### 3. Visual Variation

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- Width is not the only property that should be fluid
- DEMO



## 4. Don't rely on Image Dimensions

→ This code is not a silver bullet:

```
img {  
  width: 100%;  
  height: auto;  
}
```

→ DEMO



## 6. Art Direction

- Focus on Art **Meaning**
- Crop out unnecessary portion

```
<picture>  
  <source  
    media="(max-width: 320px)"  
    srcset="http://res.cloudinary.com/christekh/image/upload/  
    c_crop,  
    g_auto,  
    w_320/Maama320.jpg">  
  ...  
</picture>
```

Cloudinary crop and gravity

→ DEMO



## 7. Image Optimization

- Choose right Image **format**
- Choose optimal image **quality**

```
<picture>
  <source
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    srcset="http://res.cloudinary.com/christekh/image/upload/
    f_auto,
    q_auto,
    c_crop,g_auto,w_320/Mauma320.jpg">
  ...
</picture>
```

Cloudinary  
Automatic  
Optimization

→ DEMO



## 8. Responsive Video

- Width: 100% for HTML5
- Intrinsic ratios for embeds

```
.videoWrapper {  
  position: relative;  
  padding-bottom: 56.25%; /* Intrinsic Ratio: 16:9 */  
  padding-top: 25px;  
  height: 0;  
}  
  
.videoWrapper iframe {  
  position: absolute;  
  top: 0;  
  left: 0;  
  width: 100%;  
  height: 100%;  
}
```





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```



## 9. Remember Gestures

- Users **touch** on mobile; they don't click
- Do not hide important information behind hovers





## Content is Like Water

- Be ready for any device
- Make research to know what devices users use.

### CONTENT IS LIKE WATER



“ You put water into a cup it becomes the cup.  
You put water into a bottle it becomes the bottle.  
You put it in a teapot, it becomes the teapot. ”



## 10. Appendix

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- <https://css-tricks.com/NetMag/FluidWidthVideo/Article-FluidWidthVideo.php>
- [https://cloudinary.com/documentation/image\\_transformations](https://cloudinary.com/documentation/image_transformations)

A person in a dark jacket is standing in the center of a room, pointing towards a large presentation screen. The room has a blue overlay. There are two chairs on either side of the person. The background shows a presentation screen with various icons and text. The text "Thanks!" is displayed in large orange letters. Below it, "Any questions?" and "Twitter: @codebeast" are written in white. The person is pointing at a logo that says "for/loop AFRICA forloop.africa".

# Thanks!

Any questions?  
Twitter: @codebeast