

RESPONSIVE WEB DESIGN

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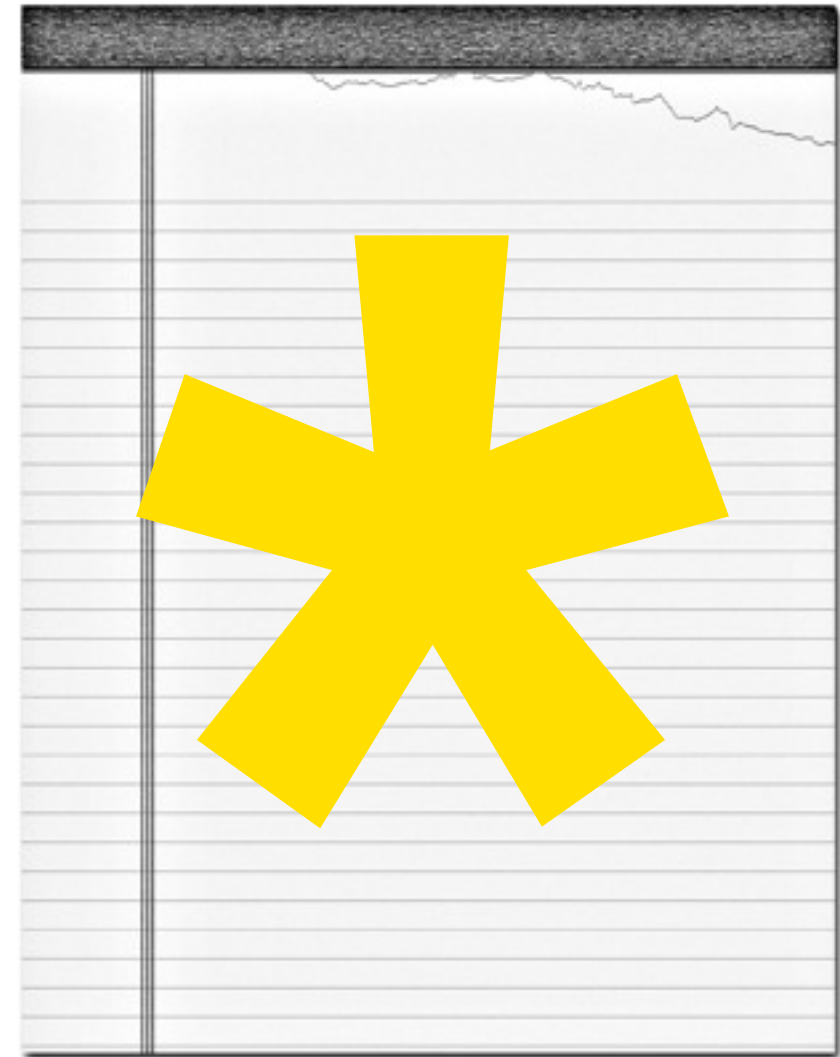
THE WEB IS RAPIDLY CHANGING

- *The proliferation of many new devices, i.e. tablets and phones*
- Not everything is 960px
- Move from prescribed design to responsive design

LET THE NUMBERS SPEAK

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- Mobile web is growing 10x faster than desktop
- Average time spent on mobile phones is 30 mins
- There are more screens to design for than ever before



What does it mean to create a
responsive design?

Use a flexible grid that (with flexible images) that incorporates media queries to create a responsive, adaptive layout.

WHY DESIGN FOR MOBILE?

- Growth opportunity — everyone is on mobile
- Constraints focus — no hover, speed, context
- Capabilities innovation — touch, location, orientation, voice

WHAT IS MOBILE FIRST?

- Design your site for mobile first
- Think about content and optimizing layout for a mobile user
- Then think about designing for all other devices and layouts

GREAT EXAMPLES

- ▶ The Boston Globe: <http://bostonglobe.com/>
- ▶ Design Week Portland: <http://www.designweekportland.com/>
- ▶ Andersson-Wise Architects: <http://www.anderssonwise.com/>
- ▶ Maryland Beer Festival: <http://mdcraftbeerfestival.com/>
- ▶ General Assembly: <http://generalassemb.ly>

FURTHER READING

- Content Strategy for Mobile by Karen McGrane
- Mobile First by Luke Wroblewski
- Responsive Web Design by Ethan Marcotte
- CSS3 for Web Designers by Dan Cederholm