



Responsive Design

When, Where, Why, or Why Not?

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What is Responsive Design?

(We need to start somewhere)



Definition

Responsive Web design is a Web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors).

— Wikipedia



Umm, wait what?

That's not what most people mean.

It's a trick of using CSS breakpoints
and viewport detection.

Let's view a few examples from mediaqueri.es



Example: Japan News

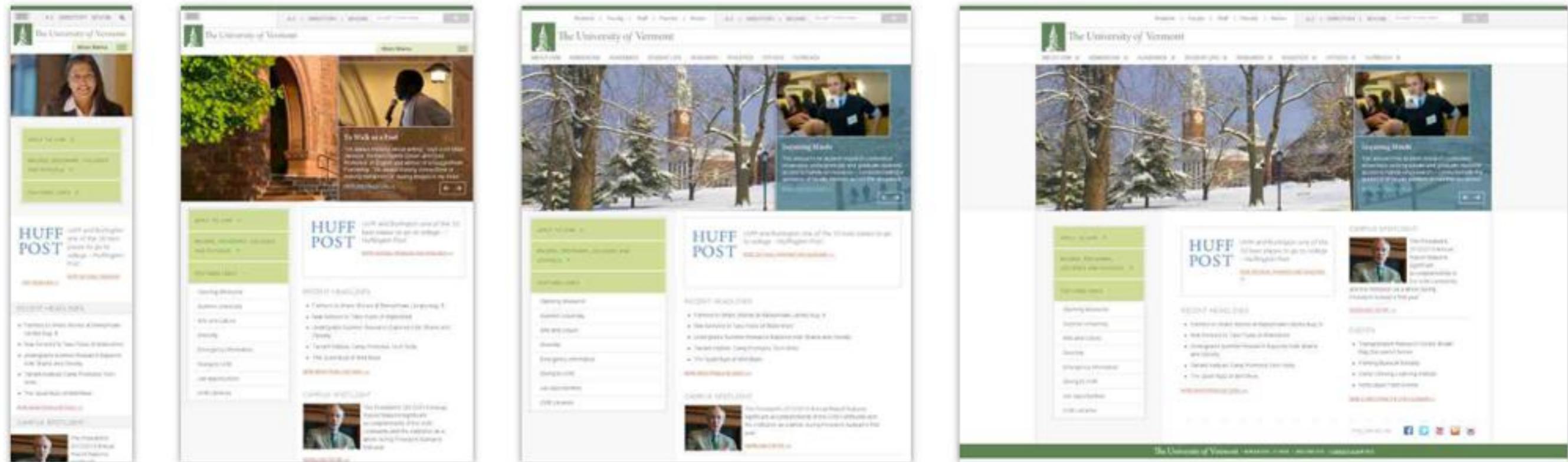
The Japan Times website is displayed in three responsive designs:

- Mobile View:** Shows a single column of news articles. Headlines include "16,000 computers in Japan may have virus to steal bank IDs", "Agency alert for big Kansai quake was false alarm", and "Japan sees record first-half ¥21.2 billion haul in remittance frauds".
- Tablet View:** Shows a two-column layout. The left column contains the same news items as the mobile view. The right column features a large advertisement for "Fly the faster way to Europe" and a sidebar with "THE JAPAN TIMES ST ST ST ST".
- Desktop View:** Shows a three-column layout. The left column has the news items. The middle column has a larger version of the "Fly the faster way to Europe" ad. The right column has another "THE JAPAN TIMES ST ST ST ST" sidebar.

www.japantimes.co.jp



Example: The University of Vermont



www.uvm.edu



Example: Internet Images

The image shows three versions of a website for 'INTERNET IMAGES srl' side-by-side, demonstrating responsive design across different screen sizes.

Left Version (Mobile View):

- Header:** INTERNET IMAGES srl, Città e forma e sostanza della nostra presenza online.
- Text:** Ci sono infiniti modi di fare un sito. Ma non che si faccia funzionare una foto in modo solo con pulsanti.
- Image:** A small icon showing a bar chart, a flame, and a gear.
- Text:** Un buon sito internet deve essere:
ACCESSIBILE AI PORTATORI DI HANDICAP
positivo per favorellare il
POSIZIONAMENTO SUI MOTORI DI RICERCA
consultabile comodamente anche da
CELLULARI TABLET E CONSOLE

Middle Version (Tablet View):

- Header:** INTERNET IMAGES srl, Città e forma e sostanza della nostra presenza online.
- Text:** Ci sono infiniti modi di fare un sito. Ma non che si faccia funzionare una foto in modo solo con pulsanti.
- Image:** A large blue bracket icon containing a bar chart, a flame, and a gear.
- Text:** Un buon sito internet deve essere:
ACCESSIBILE AI PORTATORI DI HANDICAP
positivo per favorellare il
POSIZIONAMENTO SUI MOTORI DI RICERCA
consultabile comodamente anche da
CELLULARI TABLET E CONSOLE

Right Version (Desktop View):

- Header:** INTERNET IMAGES srl, Città e forma e sostanza della nostra presenza online.
- Text:** Ci sono infiniti modi di fare un sito. Ma non che si faccia funzionare una foto in modo solo con pulsanti.
- Image:** A large blue bracket icon containing a bar chart, a flame, and a gear.
- Text:** Un buon sito internet deve essere:
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interim.it



Anyone remember Fluid Design?

The ~~'original'~~ responsive
Hipster

It was cool before responsive



Cat #12 - Hipster Cat by Omnitarian, on Flickr



Liquid Example: HubbleSource

The screenshot shows the HubbleSource website. At the top left is the NASA logo with the text "Hubble SOURCE". Below it is a circular graphic for "Amazing Space" containing text about teachers and a link to the formal education site. The main header reads "Informal Science Education Resources from the home of NASA's Hubble Space Telescope". A navigation bar includes "Our Projects" and "Our Users & Partners". A sub-header says "Products and resources for museums, planetariums, and other special venues". Below this are three tabs: "Exhibits & Shows" (selected), "Source Material", and "Events & Services". Under "Exhibits & Shows" are links to Viewspace, Videos, Large Format Film, Traveling Exhibits, and Exhibit Components. Under "Source Material" are links to Video & Immersive Visualization, Images & Illustrations, Content Creator's Toolbox, and Hubble Science & Technology. Under "Events & Services" are links to Telecons & Webcasts, Funding, Early News Access, Articles, and Helpful Links.

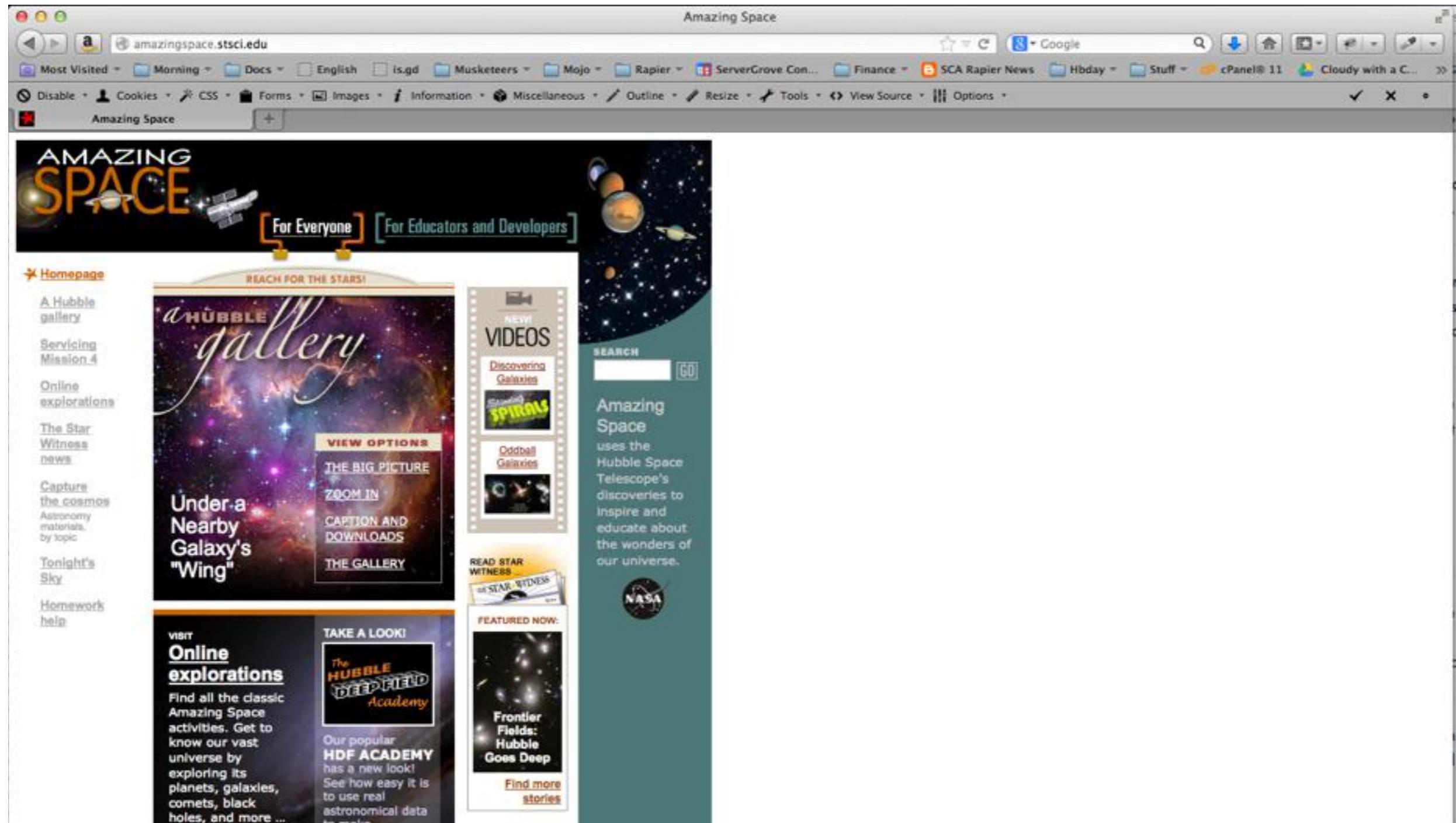
Hope you saw all of our Space Telescope Education Program resources at the American Alliance of Museums exhibit hall at the Baltimore Convention Center from May 20-22, 2013.

The screenshot shows a "Welcome to HubbleSource" sidebar on the left with a list of professionals it serves. The main content area features two sections: "hubble science briefings - ONGOING" with a video thumbnail and text about monthly telecons, and "hubble's successor: the webb space telescope - VIDEO POSTED" with a video thumbnail and text about the Webb Space Telescope mission.

hubblesource.stsci.edu



Contrast was Bacon



amazingspace.stsci.edu

Alternatives to Responsive Design

(So what else could we do?)





meh.

meh by Rick Harris, on Flickr



Build Two Sites

Between two buildings by Tambako the Jaguar, on Flickr



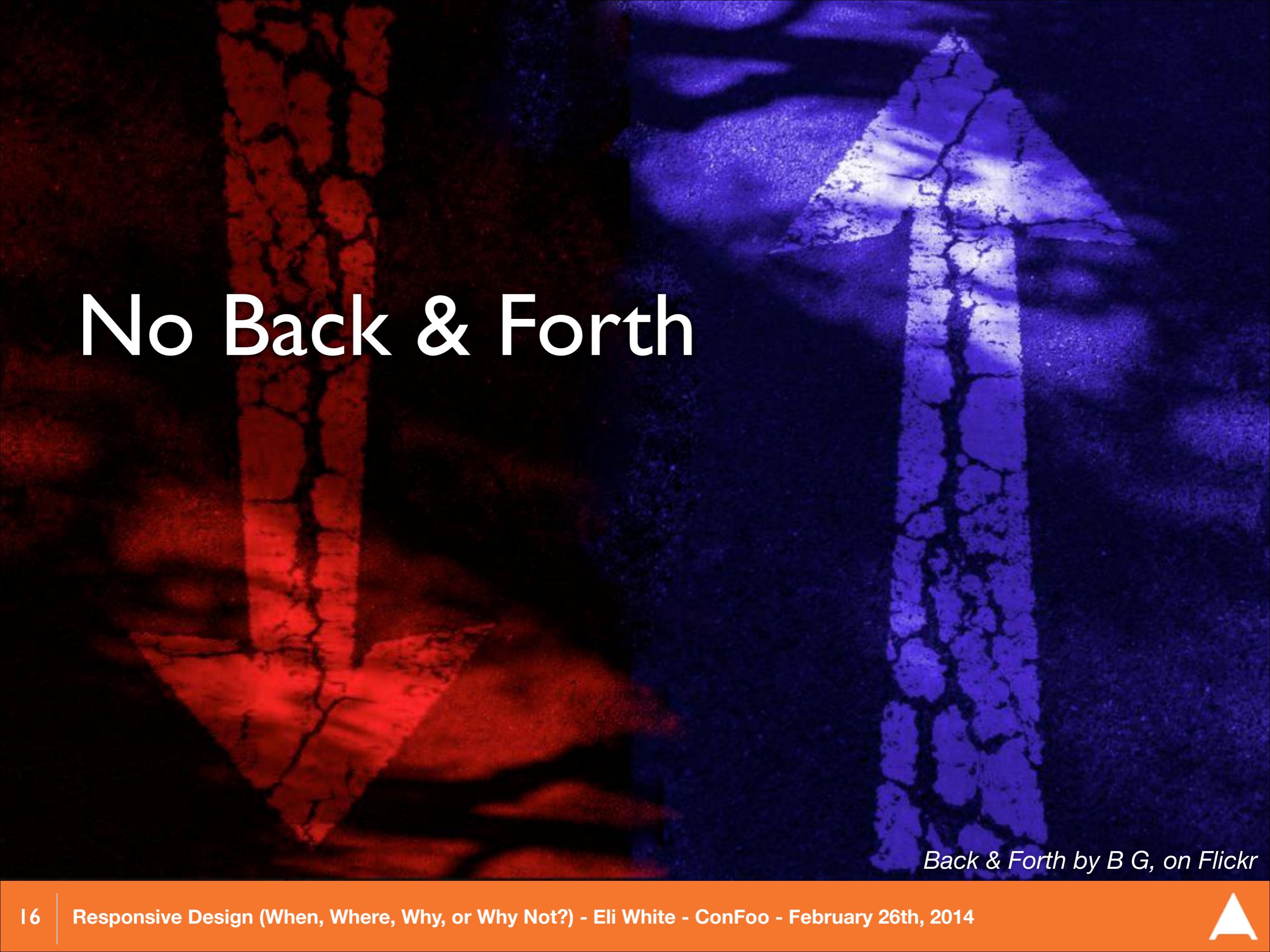


Untitled by lukew, on Flickr

Benefits of Responsive Design

(So there has to be a reason)





No Back & Forth

Back & Forth by B G, on Flickr



One Codebase



Bucket by cryptic_star, on Flickr



Easier than...



Easy Cheese by xiaming, on Flickr



All Devices



yawn and stretch by Malingering, on Flickr



Drawbacks of Responsive Design

(It can't be all unicorns and rainbows)



Extra Effort



Carguin 101 by tomasconmas, on Flickr



Mixed Viewport



Port de la Ciotat by BOSSoNe0013, on Flickr

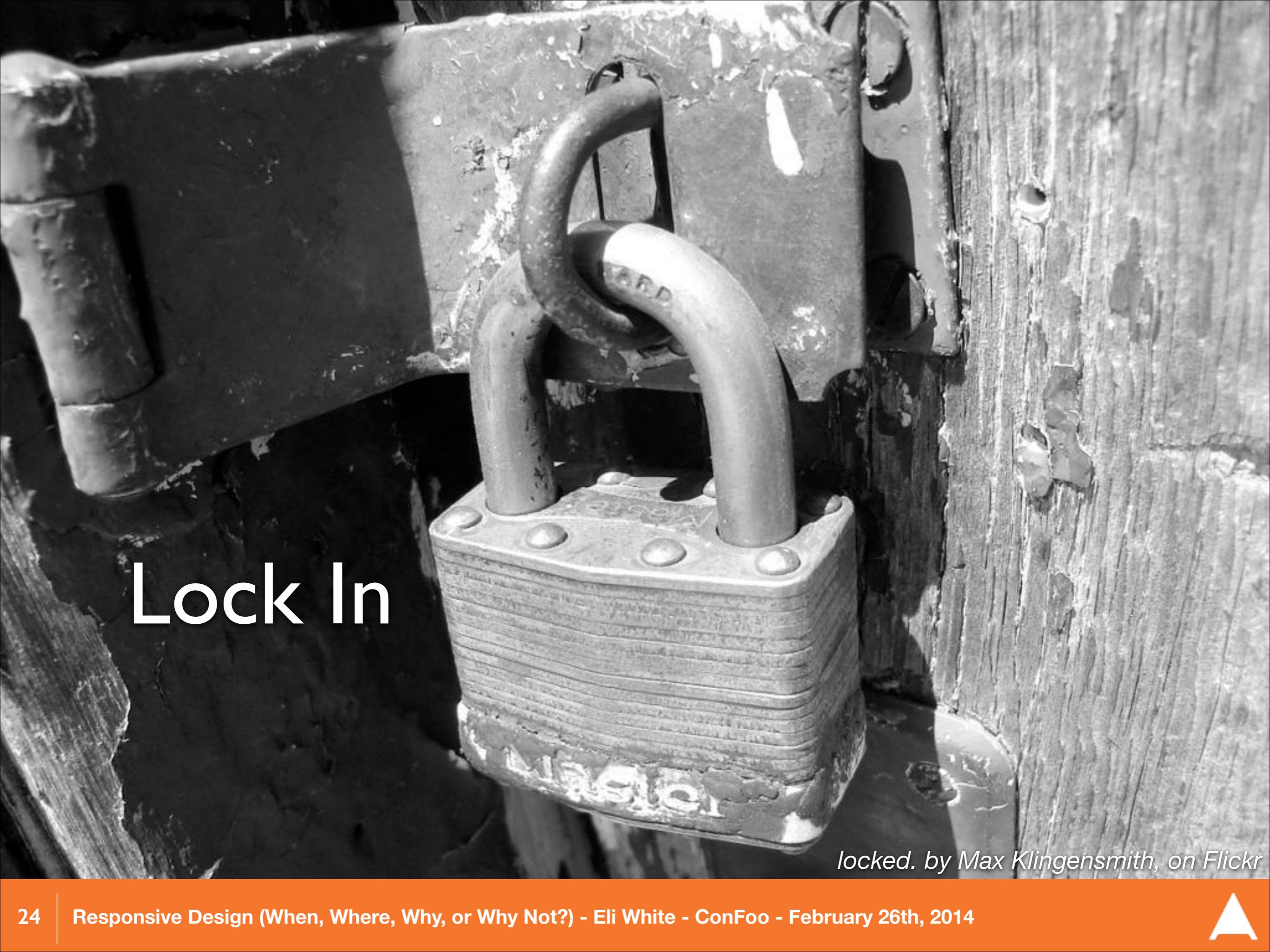


Subpar Mobile



Broken by kozumel, on Flickr



A black and white photograph showing a large, heavy-duty padlock attached to a metal structure. The padlock is mounted on a vertical metal post and is secured with a thick chain. The background shows a textured, metallic surface of the structure.

Lock In

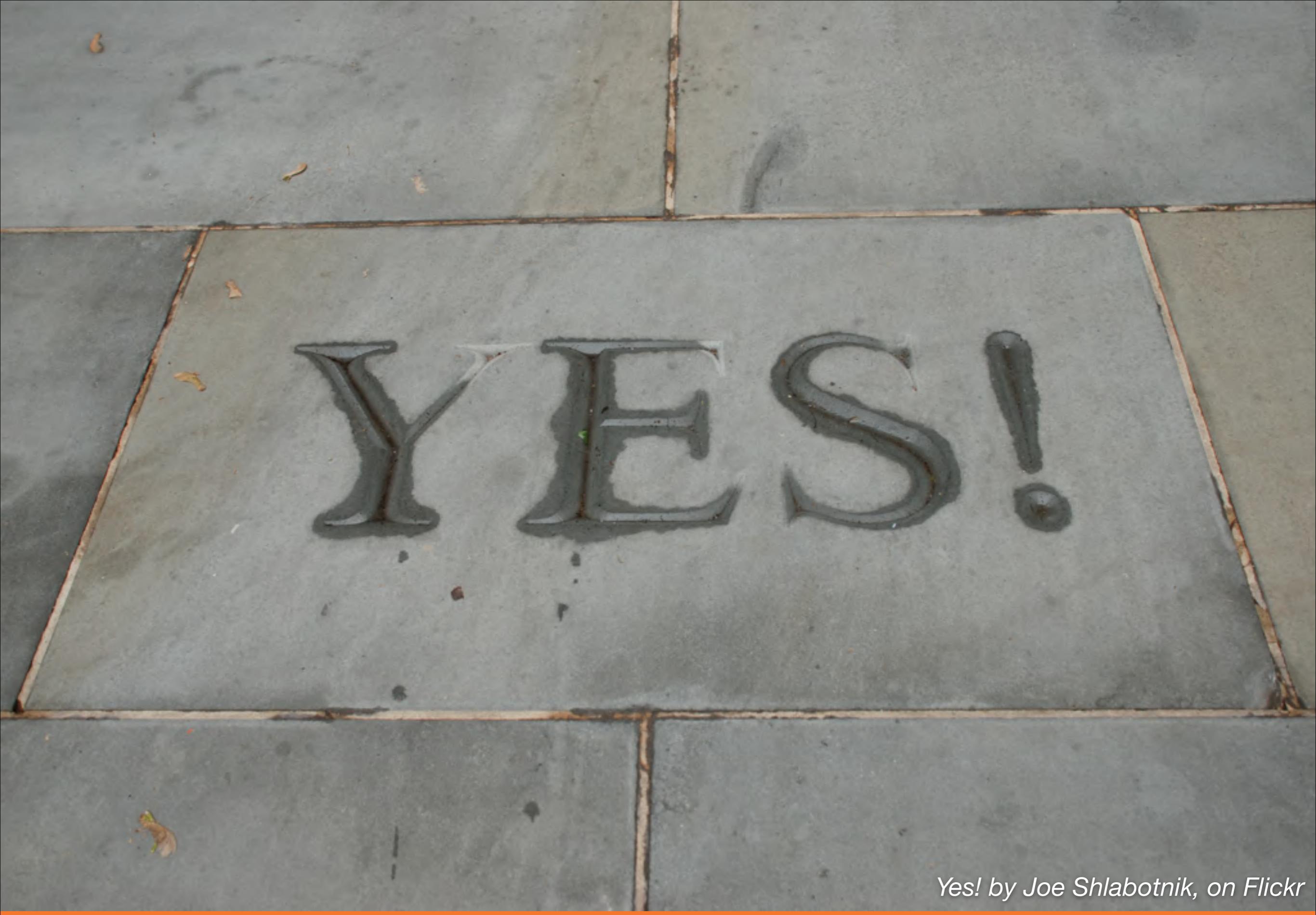
locked. by Max Klingensmith, on Flickr



So Should You?

(That's why you came to this talk right?)





Yes! by Joe Shlabotnik, on Flickr





Use Case



Camera Case - Close Up by fensterbme, on Flickr





Zero Budget

09.12.12 by cole mama, on Flickr



No Mobile?

Bricks by Richard Cocks, on Flickr



Not a Good Fit



Cats and cardboard, the mystery continues by DanR, on Flickr



Separate Experience Better



Emmett's Beer by subsetsum, on Flickr



At What Stage to Build It In?

(Timing is everything)



Beginning



BXP135660 by tableatny, on Flickr



Mobile First



Time to upgrade my mobile phone? by lifebeginsat50mm, on Flickr



Minor Work Later



A true work for a Sandtrooper by Kalexanderson, on Flickr



Full Retrofit



Cyborgs! by fengschwing, on Flickr



So Whats Next?

(Let's get in our time machine)



Agnostic Design



Meh! by h0lydevil, on Flickr



Brief Commercial Interruption...



Back in Print!



Questions?

For this presentation & more:
<http://eliw.com/>

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php[architect]: <http://phparch.com/>
musketeers: <http://musketeers.me/>

