



RWD

Class 1

Responsive Web Design



www.rwdkent.com

Syllabus, Schedule, Assignments





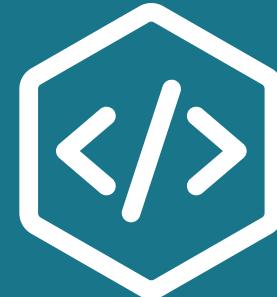
Tour de IdeaBase

Some Things About Me



UX Designer

What Does That Mean?



I used to fix computers.

The Tech Spot, Helpdesk, Apple Certification



I designed for print.

OMG



I'm a Kent State Alum.

JMC '08 and SLIS '10



I recently broke my iPhone.

It's fixed! :-)



I'm from PA.

Butler, north of Pittsburgh



I designed the original templates
for the Kent State website.

Some pages make my eyes hurt.



I built my first website when I
was 14

Hosted on AngelFire and used Microsoft FrontPage



Responsive Web Design Renewed My Love for Web Design



Introductions



What Does A Web Designer Do?

Collaborate: <http://codepen.io/challahan/collab/ojNYYJ/>



Why This Class?



1

No dedicated
web design
course in CCI.



2

It applies to
more than just
web sites.



3

Web Design is a
collaboration.





Many Web
Designers Are
Self-Taught.



5

Other Courses
Concentrate Only
On the Technology



6

We Have A Great
Space.





Employers Want Web Designers ^ *real*





Mobile + Multi- Device Experiences Are Exploding



A Brief History



World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#) , [Policy](#) , November's [W3 news](#) , [Frequently Asked Questions](#) .

[What's out there?](#)

Pointers to the world's online information, [subjects](#) , [W3 servers](#), etc.

[Help](#)

on the browser you are using

[Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#) , [X11 Viola](#) , [NeXTStep](#) , [Servers](#) , [Tools](#) , [Mail robot](#) , [Library](#))

[Technical](#)

Details of protocols, formats, program internals etc

[Bibliography](#)

Paper documentation on W3 and references.

[People](#)

A list of some people involved in the project.

[History](#)

A summary of the history of the project.

[How can I help ?](#)

If you would like to support the web..

[Getting code](#)

Getting the code by [anonymous FTP](#) , etc.



JULY 14

Welcome to Apple 1997



Introducing CyberDrive

Register today for a free CD-ROM.

EMATE 300
Mobile, Affordable, & Smart

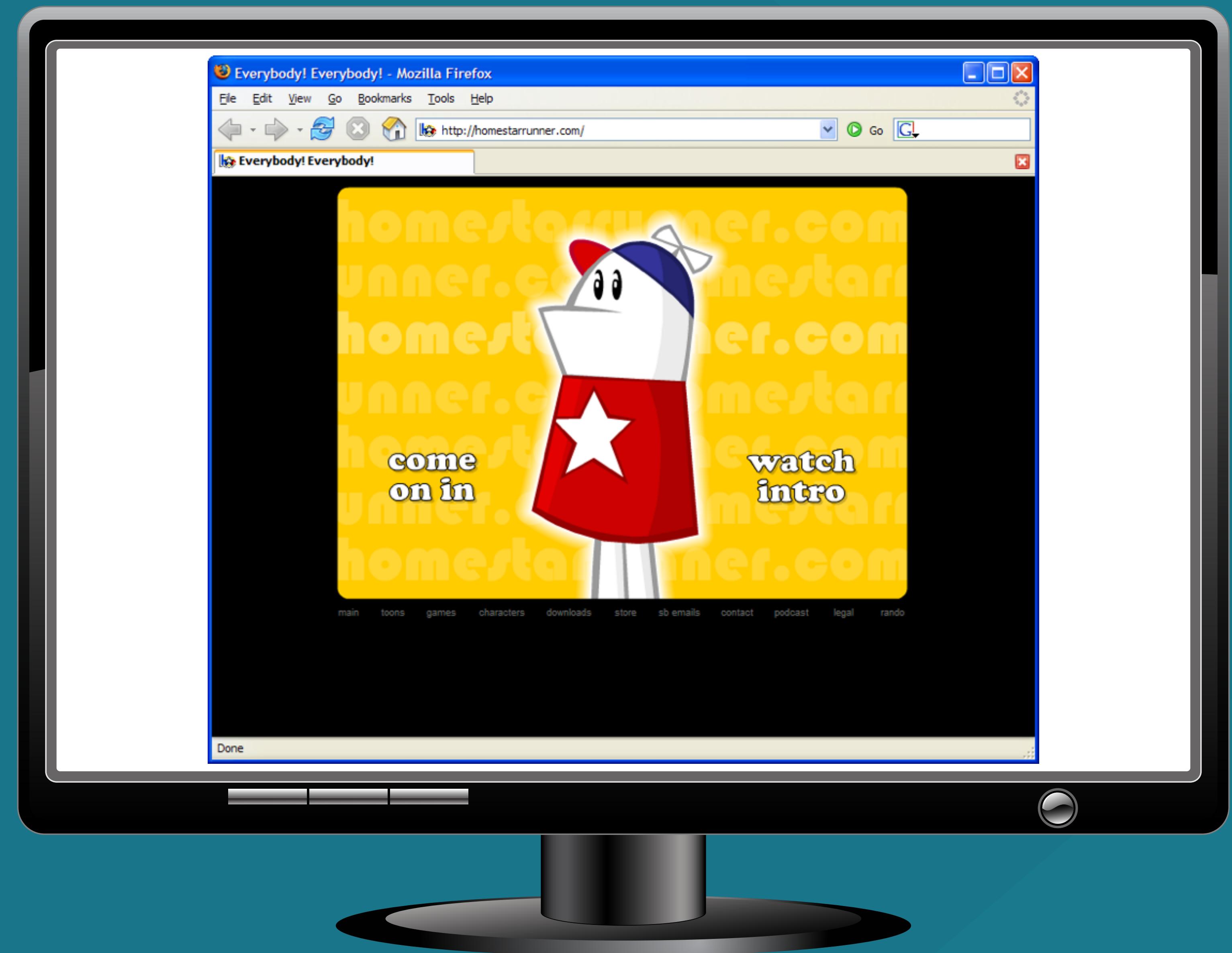

MOVIES FROM MARS
QuickTime VR Takes You Out of this World

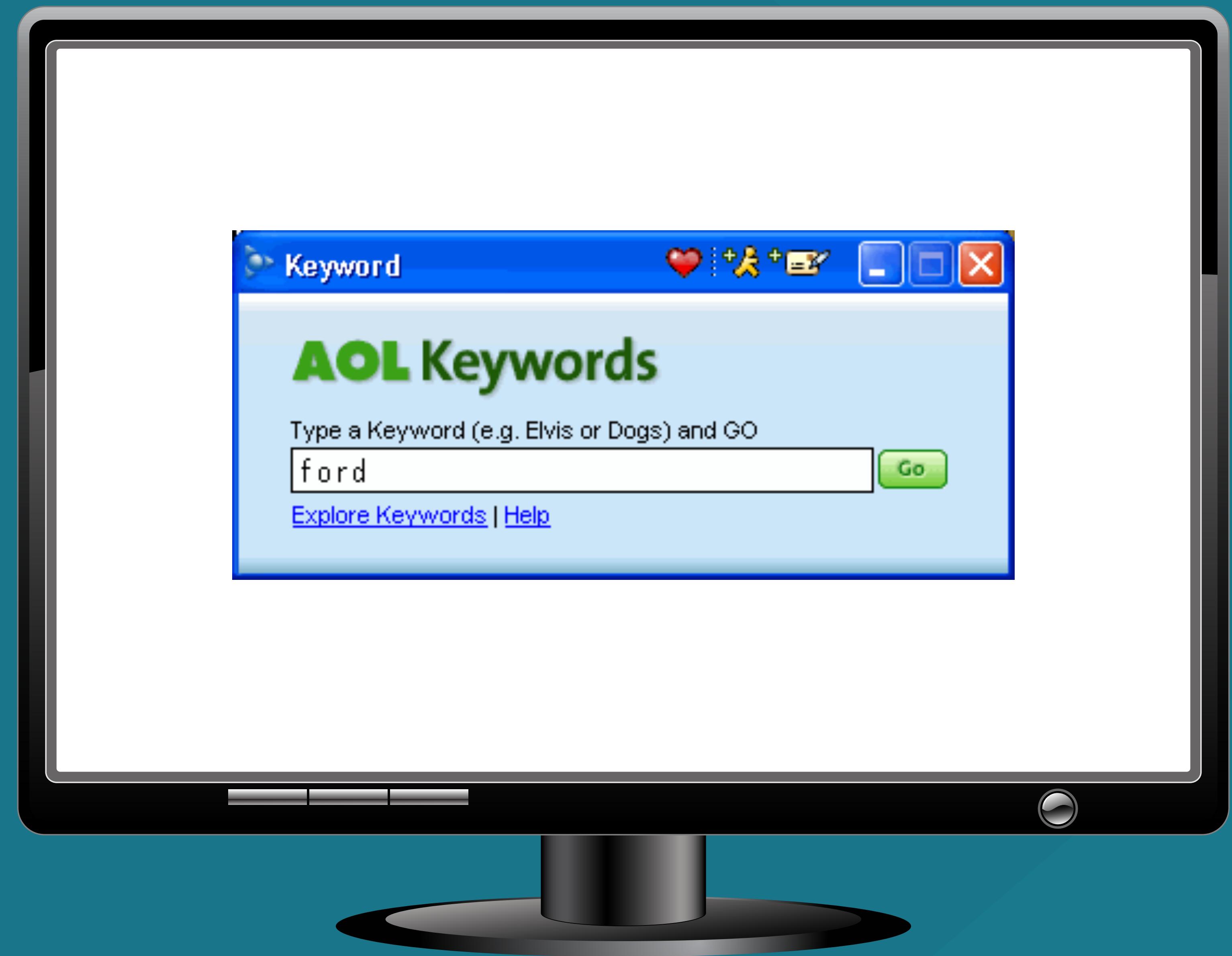

▼ **What's Hot**

Preorder Mac OS 8
Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more

Be the First to Know
Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed Demon, ReBirth RB-338 and







HTML



CSS



Best Viewed With

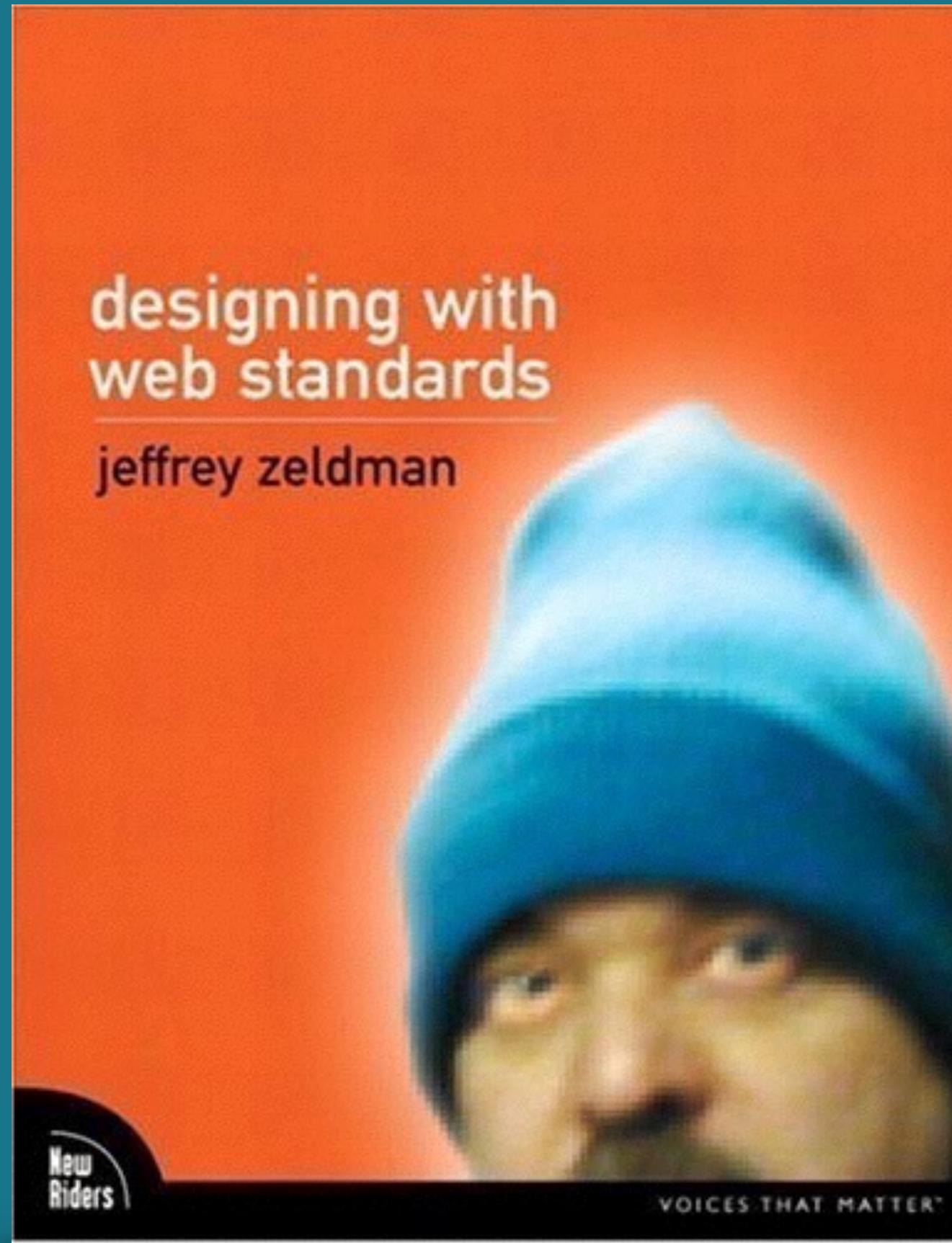


**Click here to download
Internet Explorer now**



Trying to control how
people accessed the web.



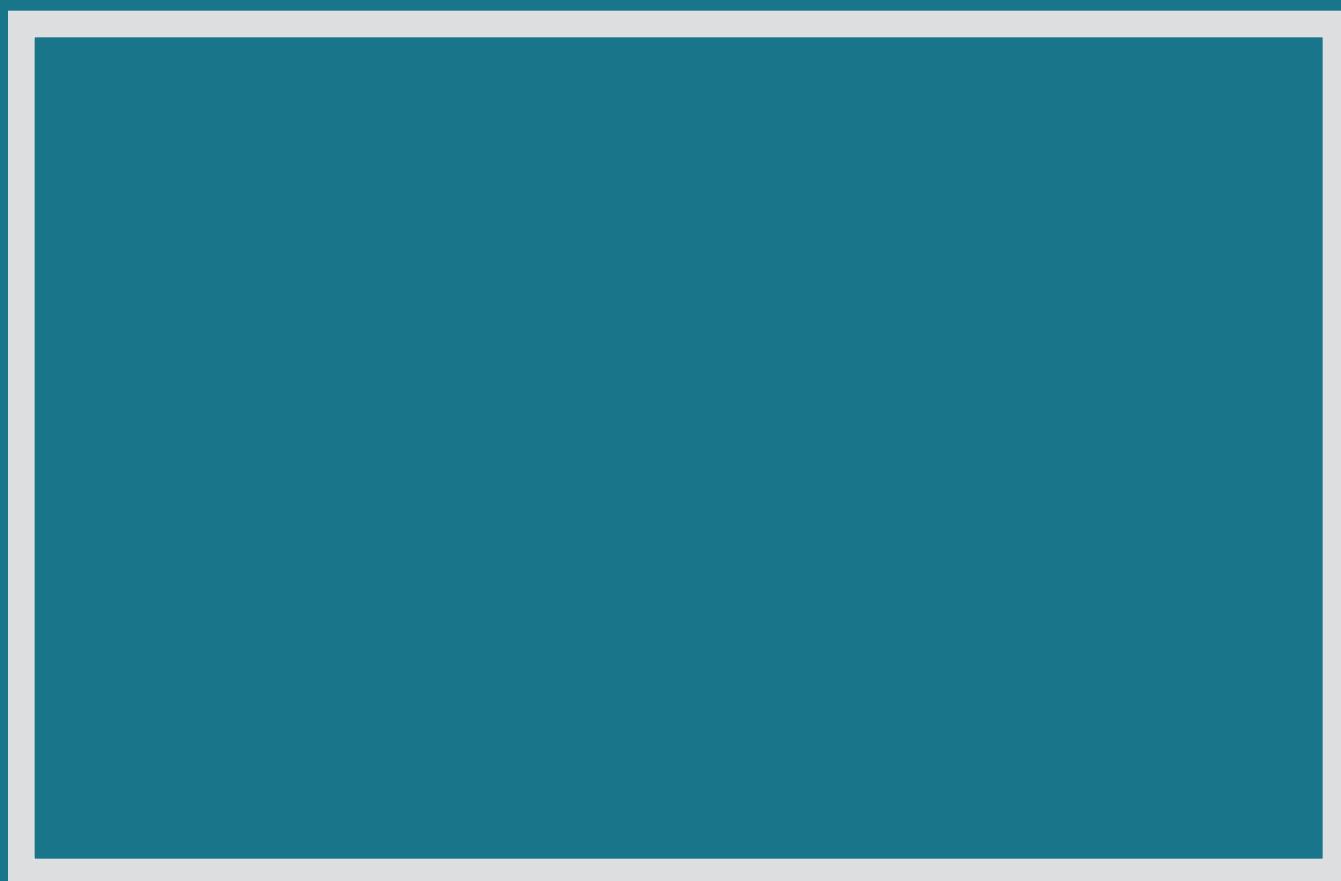


Designing with Web Standards

Jeffrey Zeldman



Fixed-Width



960px



Fixed-Width



960px



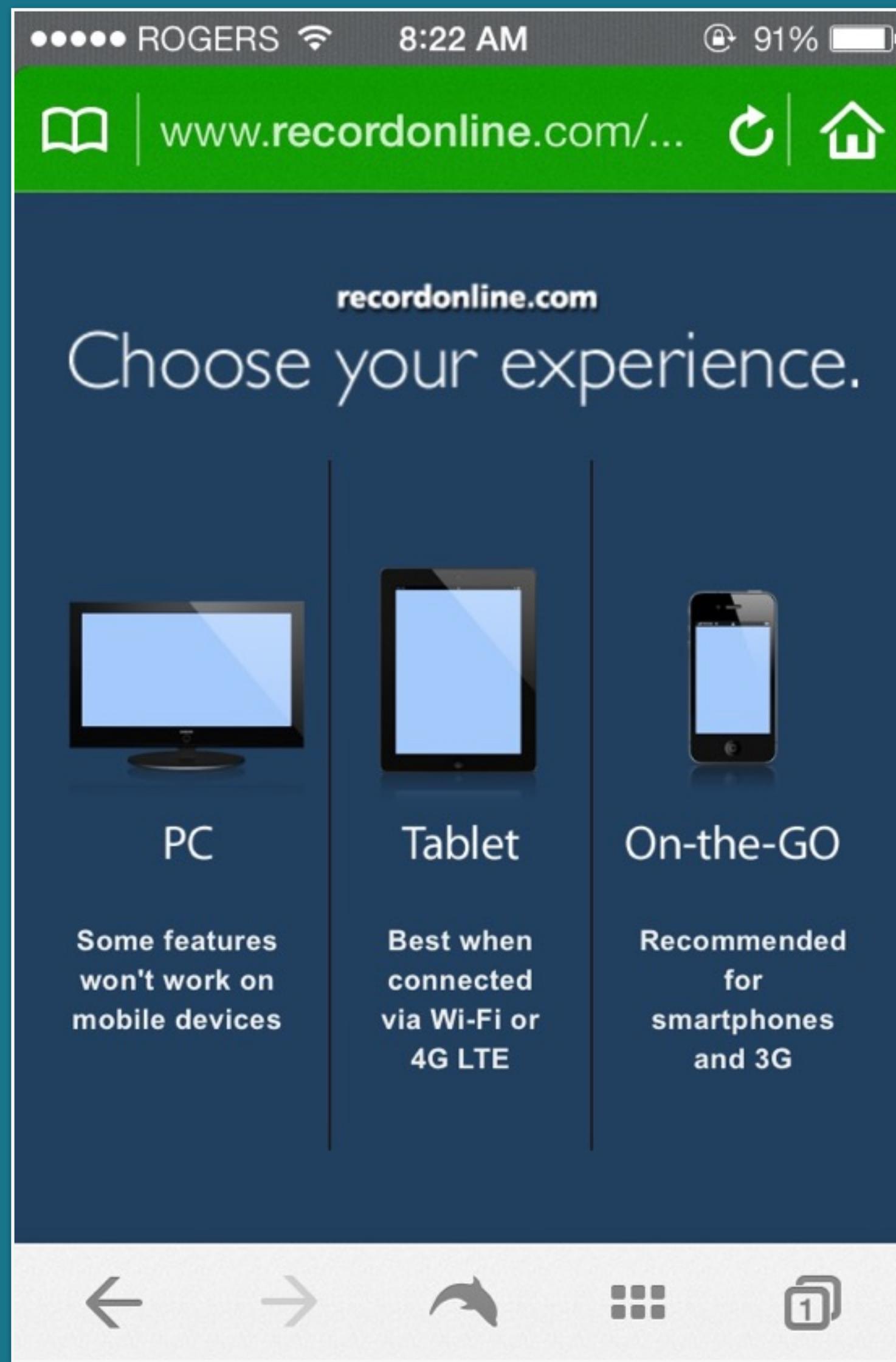


iPhone 2007







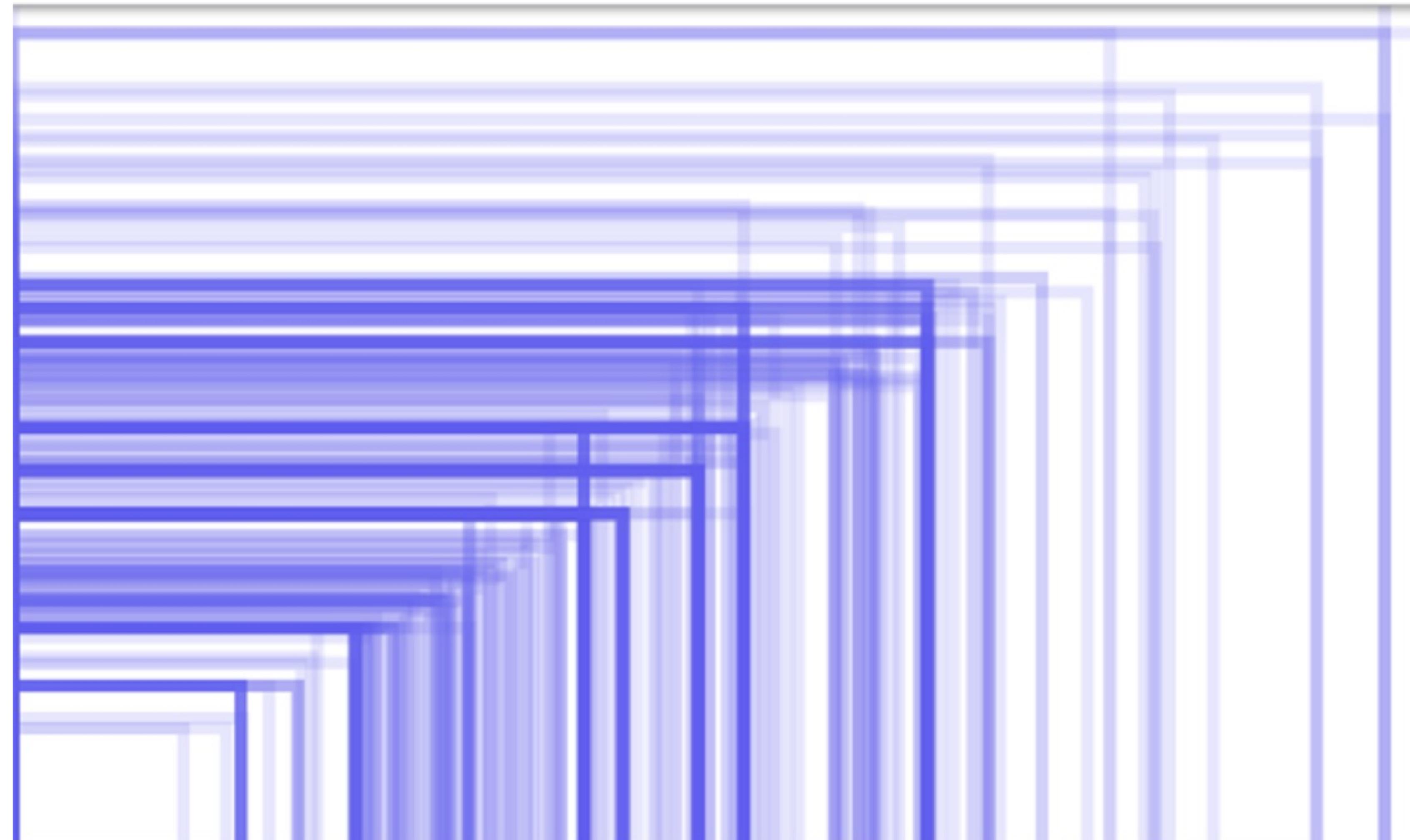


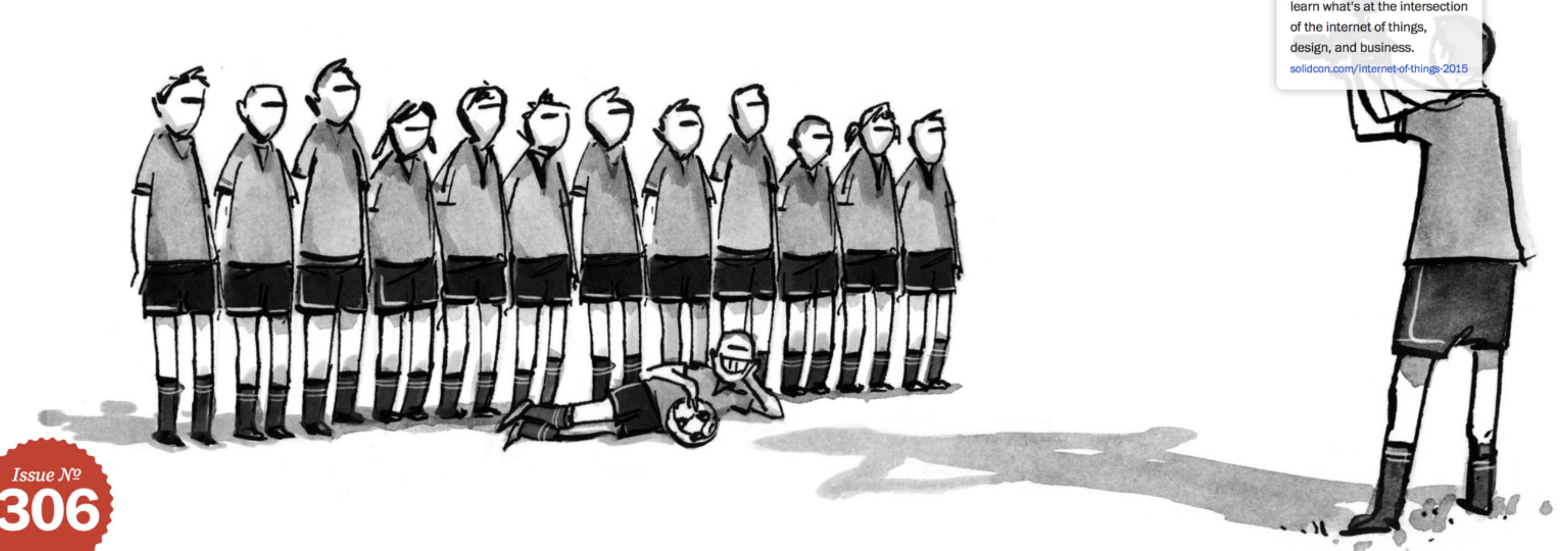
<http://wtfmobileweb.com>





3,997 different devices over six months





Issue №
306

learn what's at the intersection
of the internet of things,
design, and business.
solidcon.com/internet-of-things-2015

Responsive Web Design

by **ETHAN MARCOTTE** · May 25, 2010

Published in [CSS](#), [Layout & Grids](#), [Mobile/Multidevice](#), [Responsive Design](#), [Interaction Design](#) ·

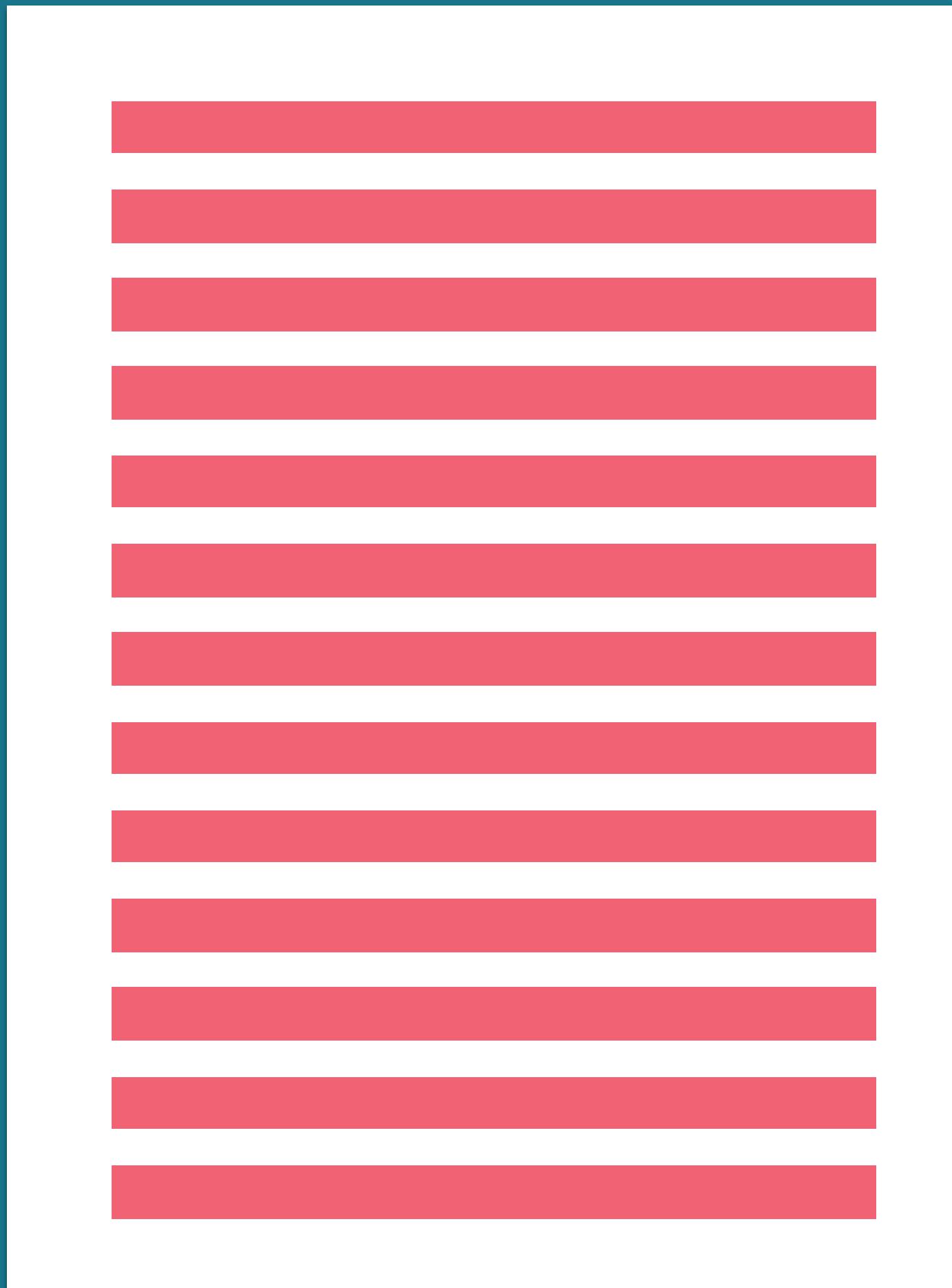
[103 Comments](#)

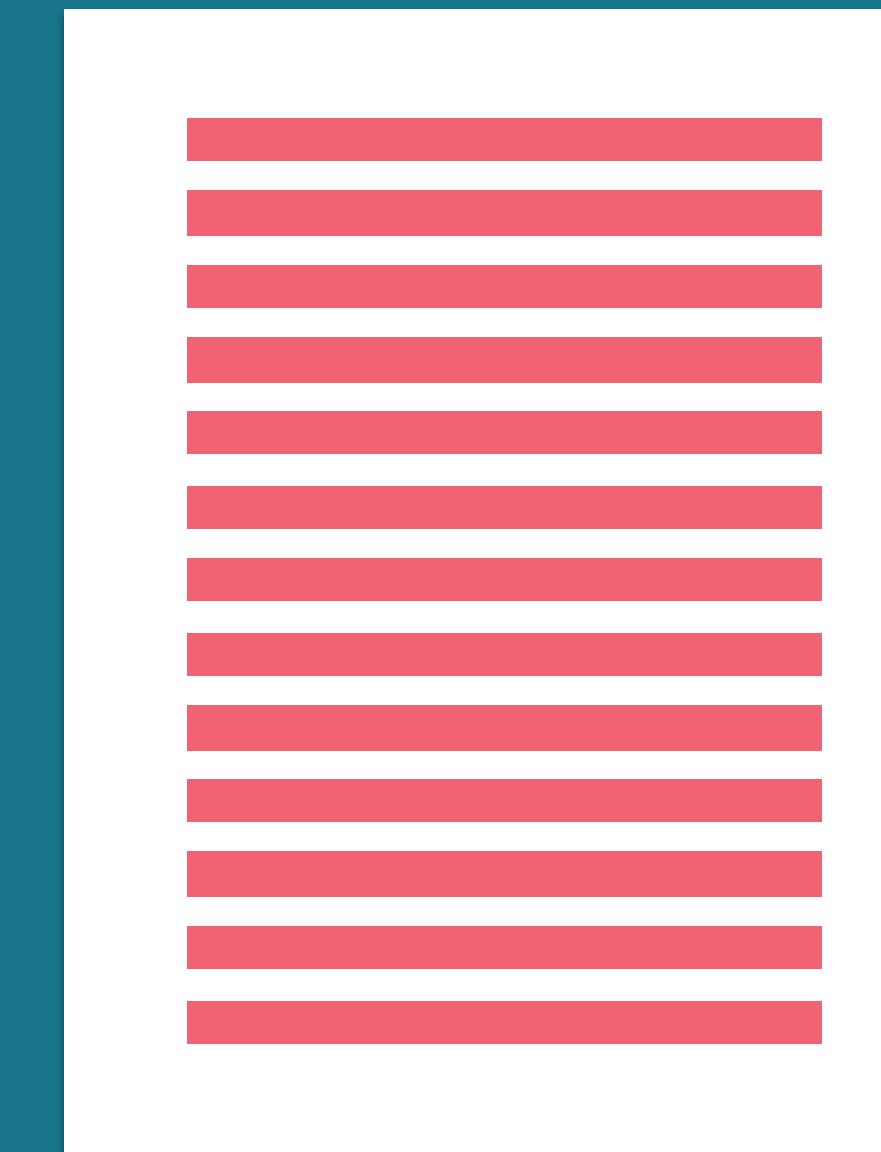


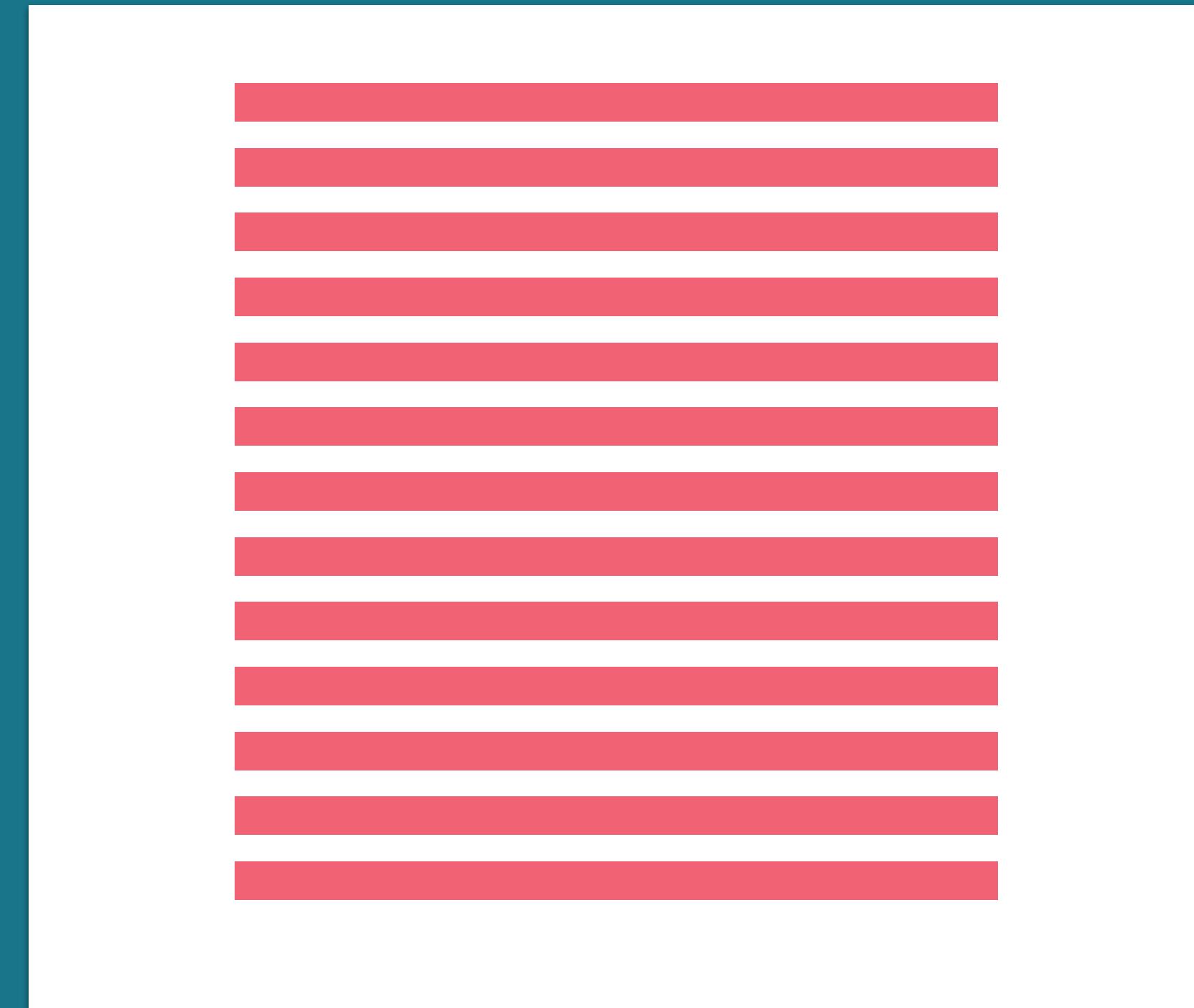
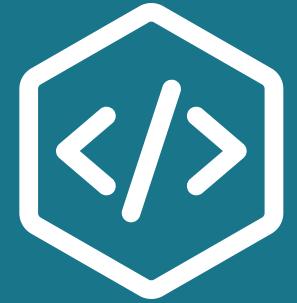
“The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn’t have the same constraints, and design for this flexibility. But first, we must ‘accept the ebb and flow of things.’”

John Allsopp, “A Dao of Web Design”













Brief books for people who make websites

NO.

4

Ethan Marcotte

RESPONSIVE WEB DESIGN

FOREWORD BY Jeremy Keith



Fluid Grid
Flexible Images
Media Queries

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**MUSIC**

15 albums to listen to this summer



Glen Campbell's long goodbye



NICK BRIGGS/HBO

Sean Bean as Ned Stark in "Game of Thrones."

On TV, there are fates worse than death

NANTUCKET.
Nirvana on earth.

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Photo credit NathanCoe.com

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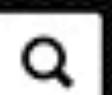
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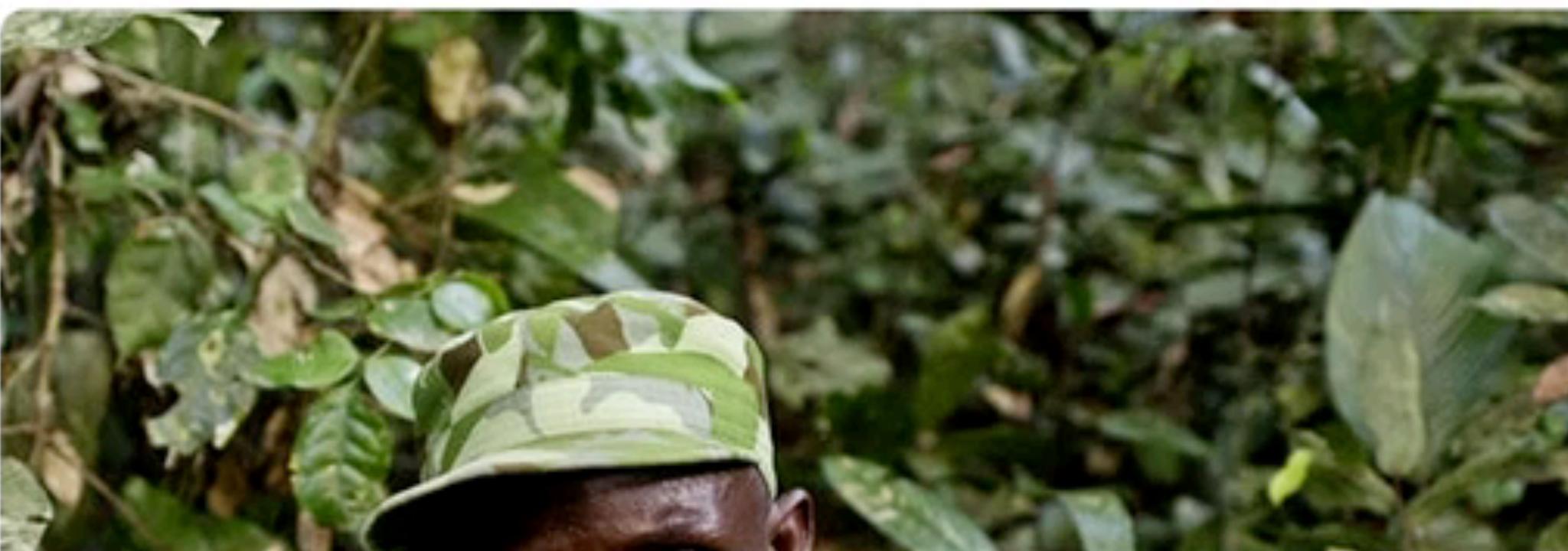
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THE WORLD'S ELEPHANTS CAN'T WAIT

WWF's Jan Vertefeuille's reflection on the ivory crush in New York City



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RWD Today



“You don’t get to decide which device people use to access the internet: they do.”

Karen McGrane, The Mobile Content Mandate



<http://karenmcgrane.com/2014/01/13/the-mobile-content-mandate/>

2/3

of Americans
own a
smartphone.



<http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

85%

Americans 18-29
own a smartphone



<http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

10%

of Americans
smartphone-only



<http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

334 million
worldwide smartphone
shipments, Q1-2015



<http://www.idc.com/prodserv/smartphone-os-market-share.jsp>

2.4%

Q4-2014 Worldwide PC shipments



<http://www.idc.com/getdoc.jsp?containerId=prUS25372415>

77%

of mobile searches occur
at work or home.



<https://developers.google.com/webmasters/mobile-sites/get-started/why>

“We think we should be offering a familiar experience across all of the different devices, and people may want to be getting different things from BBC News at different times of the day.”

BBC, Responsive Web Design Podcast



40%

of customers have turned to a competitor's site after a bad mobile experience.



http://www.themobileplaybook.com/en-us/#/chapter2_1

“Google recommends using RWD
over other design patterns”

Google, Mobile Guide 2014



<https://developers.google.com/webmasters/mobile-sites/>

Example

<https://www.example.com/>

Mobile-friendly - This is an example of a website that is well-designed for mobile devices.



<https://developers.google.com/webmasters/mobile-sites/>

[www.google.com/webmasters/
tools/mobile-friendly/](https://www.google.com/webmasters/tools/mobile-friendly/)



<https://developers.google.com/webmasters/mobile-sites/>



SAMSUNG

Mashable



Are Social Discovery Apps Too Creepy For You?

BY ALEX FITZPATRICK / 2 HOURS AGO

3.6k Shares



Edward Snowden knew what was coming. Sitting in a Hong Kong hotel on June 6, he said the U.S. government would launch an investigation and accuse him of violating the Espionage Act.

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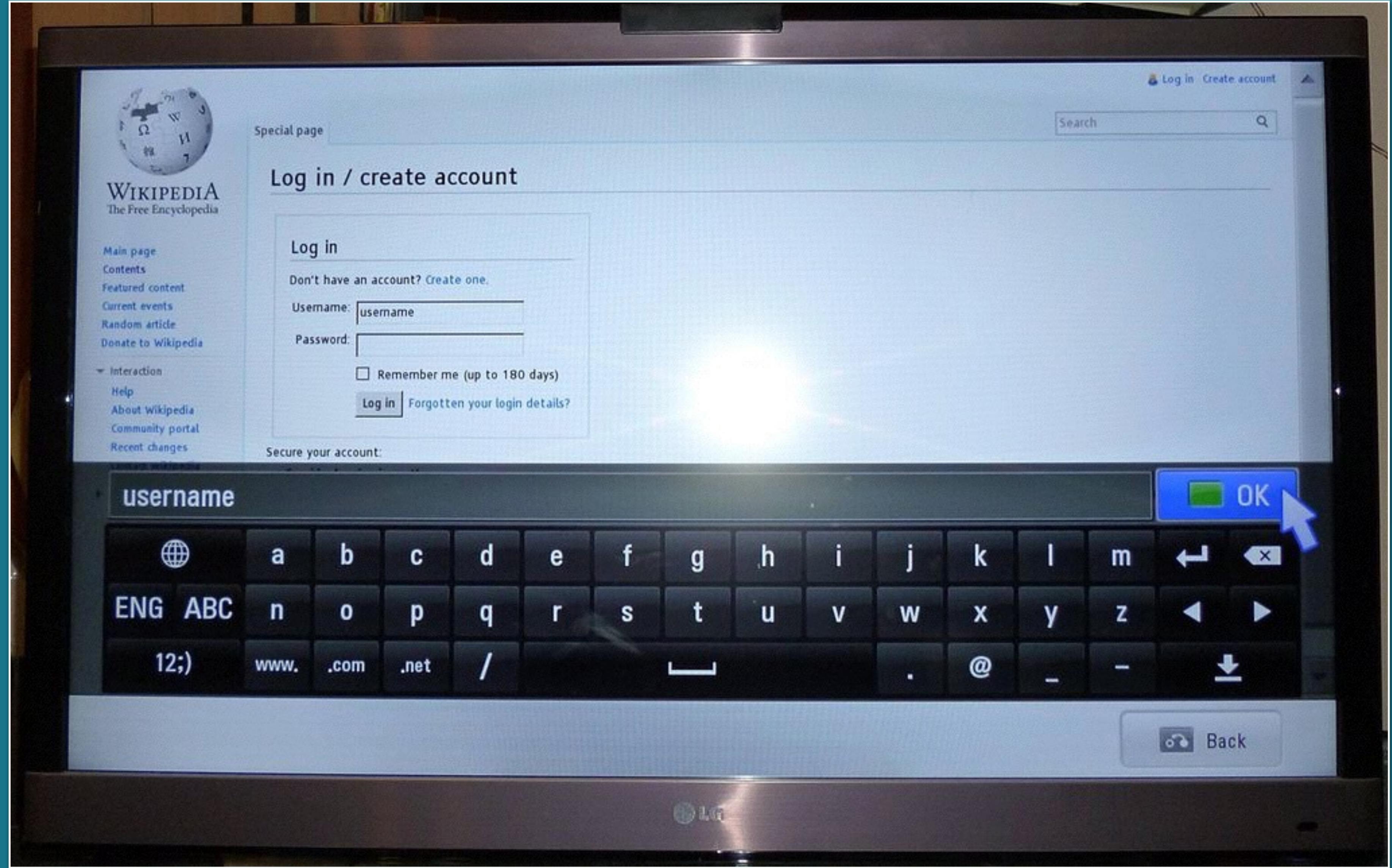




What can I help
you with?

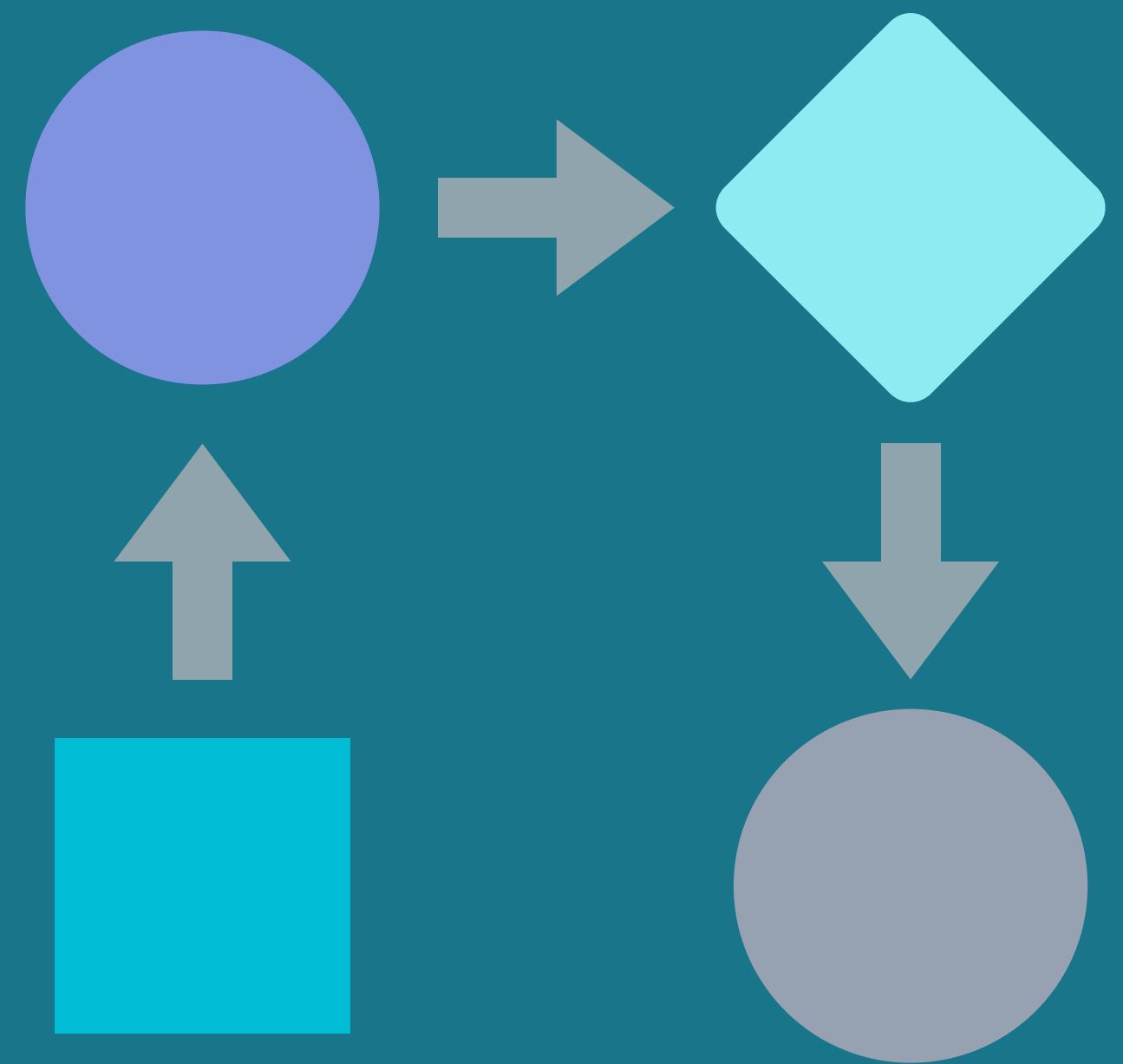
try "Is it cold in Moscow right now?"
[see more](#)

Listening...





http://farm1.static.flickr.com/29/67433282_f3eb423e24.jpg



Process Change



1

Collaborative Team





WHAT?!?



2

Scope & Timeline



3

Content Strategy





Design Process



5

Research & Usability



Research + UX

Design

Development

Launch



Content?

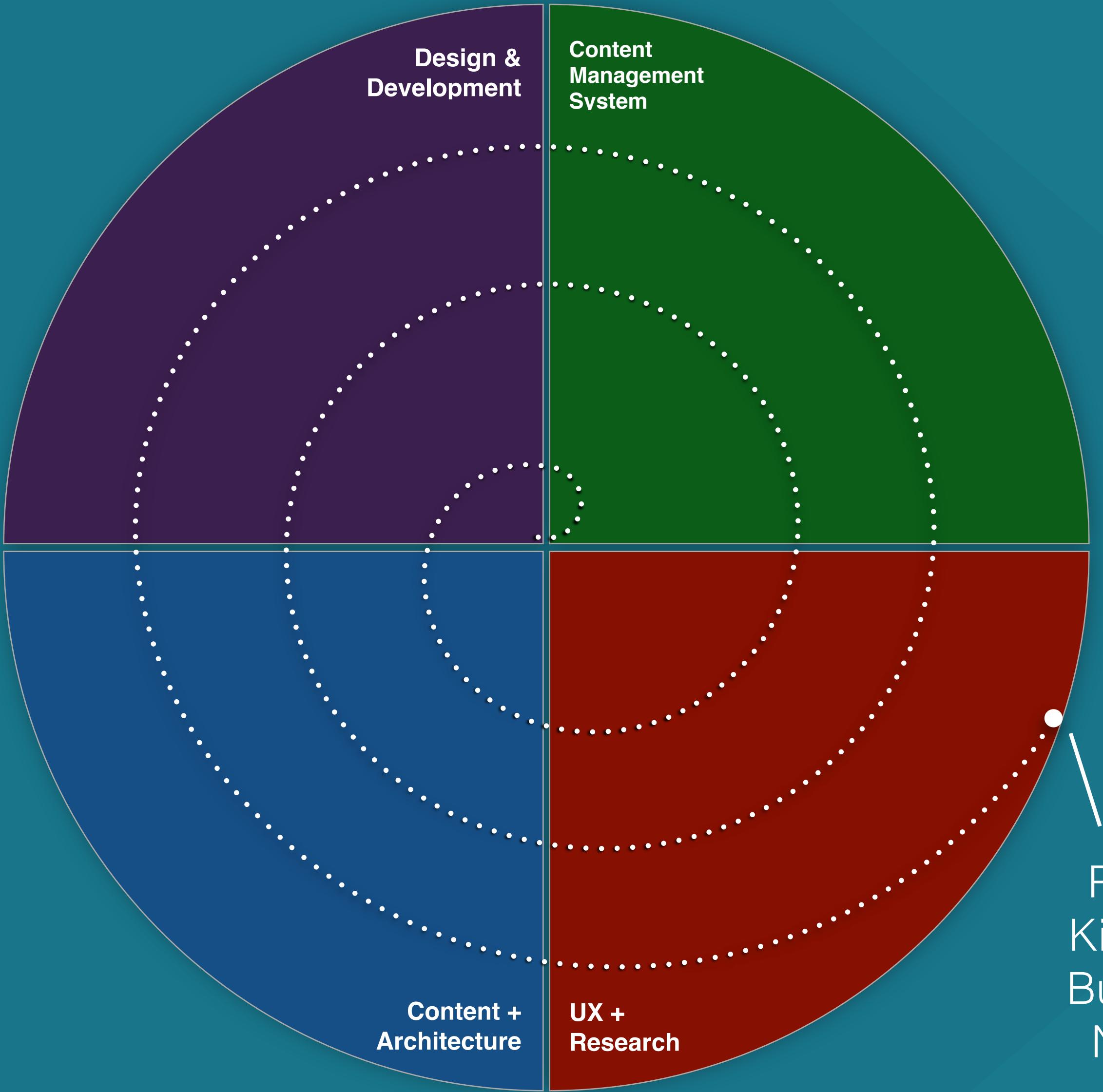


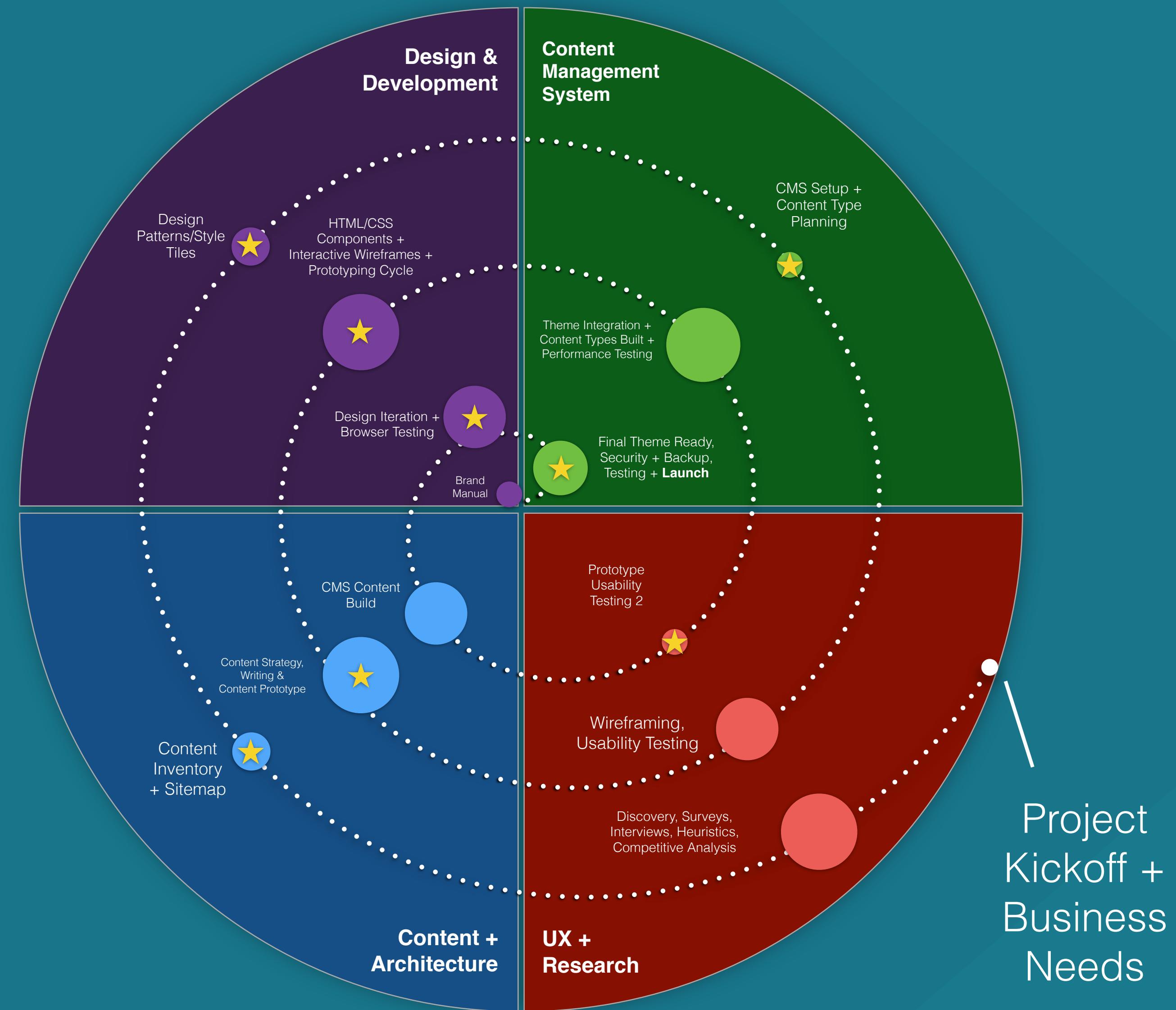
**Research
+ UX**

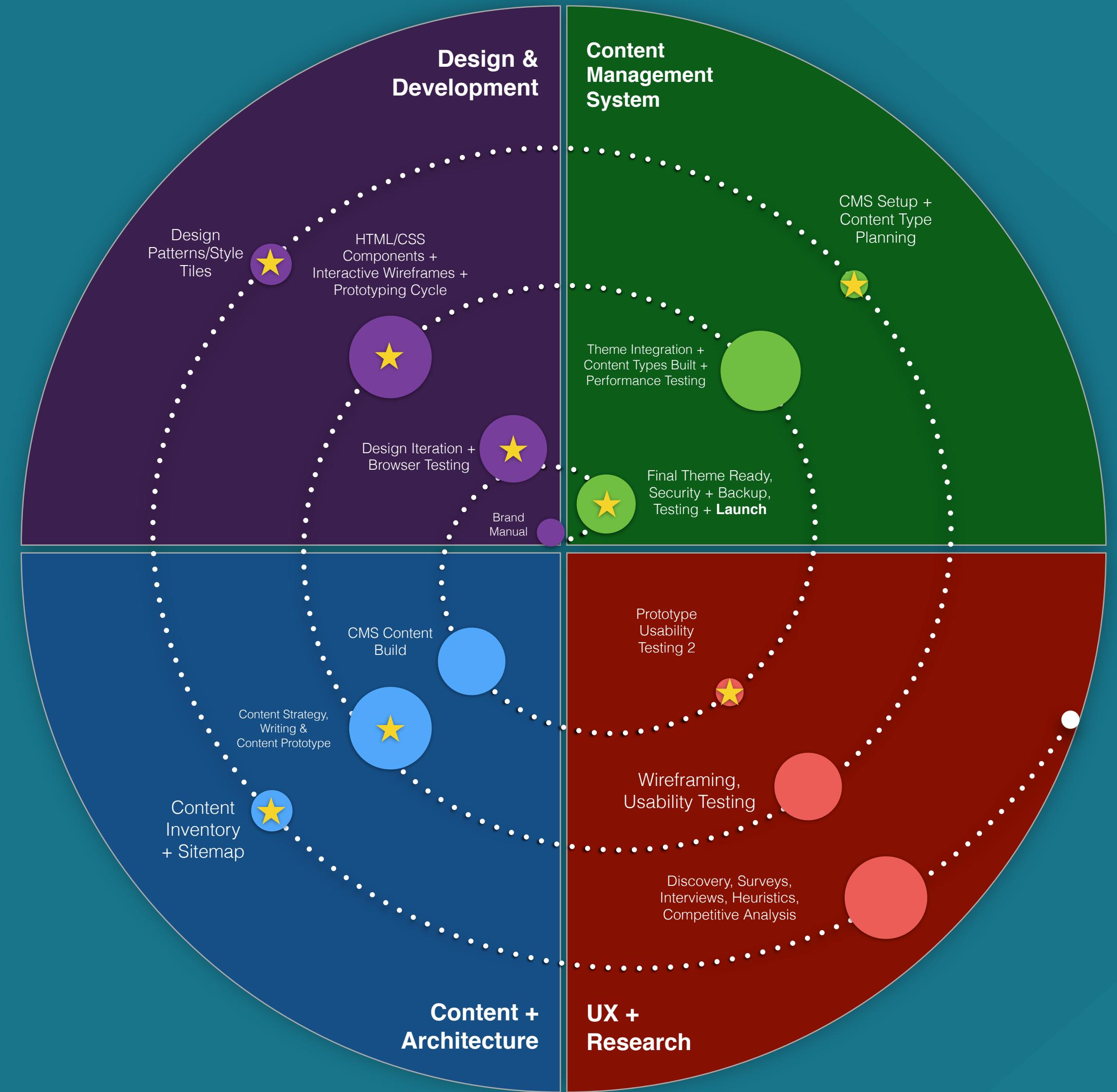
Design

Development









Questions?

Time For A Break



Jeffrey Zeldman Video

<http://www.lynda.com/Web-Documentaries-tutorials/Jeffrey-Zeldman-20-years-Web-Design-Community/167374/188504-4.html>



Case Study Assignment

<http://rwdkent.com/class/assignments/casestudy/>



Reading For Next Time



See You Next Week!

