



# RWD

## Class 1

[www.rwdkent.com](http://www.rwdkent.com)

Syllabus, Schedule, Assignments



# About IdeaBase





# Some Things About Me



# UX Designer / Developer

What Does That Mean?



# I'm a Kent State Alum.

JMC '08 and IAKM '10



# I'm a huge TV fan

Recent Shows: *The Office* (*rewatch*), *Veep*



# I'm from PA.

Butler, north of Pittsburgh



# I have a 5/5 on Rate My Professor

The screenshot shows a professor profile for Christopher Hallahan. At the top, there's a green speech bubble icon with a smiley face. To its right, the name "Christopher Hallahan" is displayed in bold black text. Below the name, it says "Professor in the Communication department at Kent State University, Kent, OH". There's a blue link "ARE YOU CHRISTOPHER?". Below this, there are two buttons: "Rate This Professor" in white on a blue background and "Share" in white on a black background. Underneath the buttons are links "SUBMIT A CORRECTION" and "LEARN HOW RATINGS WORK". The main section features large numbers for ratings: "OVERALL QUALITY 5.0", "LEVEL OF DIFFICULTY 3.0", and "WOULD TAKE AGAIN N/A". To the right, a sidebar titled "Top 20 Tags for this Professor" lists "LOTS OF HOMEWORK (1)", "GIVES GOOD FEEDBACK (1)", and "CARING (1)". A "CHOOSE YOUR TAGS" button is also present.

Christopher Hallahan

Professor in the Communication department at Kent State University, Kent, OH

ARE YOU CHRISTOPHER?

Rate This Professor Share

SUBMIT A CORRECTION | LEARN HOW RATINGS WORK

OVERALL QUALITY **5.0**

LEVEL OF DIFFICULTY **3.0**

WOULD TAKE AGAIN **N/A**

Top 20 Tags for this Professor

See how other students describe this professor.

LOTS OF HOMEWORK (1) GIVES GOOD FEEDBACK (1) CARING (1)

CHOOSE YOUR TAGS



# I built my first website when I was 14

Hosted on AngelFire and used Microsoft FrontPage



• • • THE LIFE

---

**EVENTS**

June 4th - High School Graduation  
June 26th - Graduation Party  
July 16th - Ocean City MD Vacation  
August 25th - Off to Kent State (Bye Bye PA)

**ABOUT CHRIS**

Chris currently lives with his family in Butler, PA. He has just graduated from Knoch High School (Class of 2004) and plans to work for the summer. He is currently employed at Blockbuster Video and plans to find another job. Chris will attend Kent State University in the Fall and hopes to major in Advertising. His interests include singing, writing music, running, everything on the computer, and the TV/Media.

Websites Currently Maintaining:  
[Multi-Mount Inc.](#)  
[Veterinary Valuation](#)  
[Knoch High School Media Center](#)  
[Loren Dee Faulx.com \(Coming Soon\)](#)

**THE RUN DOWN**

Location: Butler, PA  
Birthday: December 2nd, 1985  
Age: 18  
Height: 6'2"  
Weight: 185 lbs.  
Status: Single  
High School: Knoch High School  
College: Kent State University  
Family: Luann, Mike, Elizabeth



# HTML in 1999

< p > Hi I ' m 1999 HTML ! </ p >



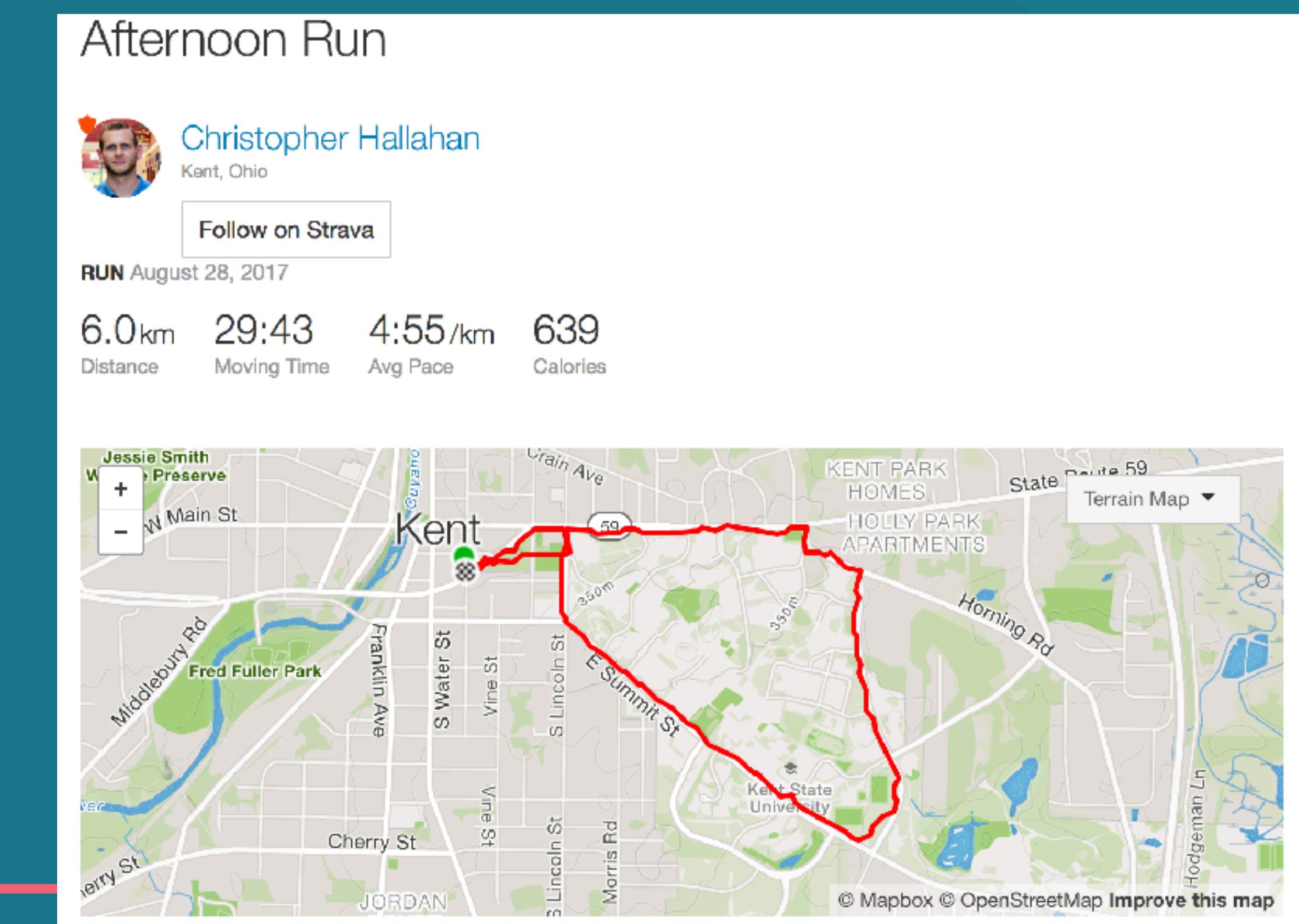
# HTML in 2017

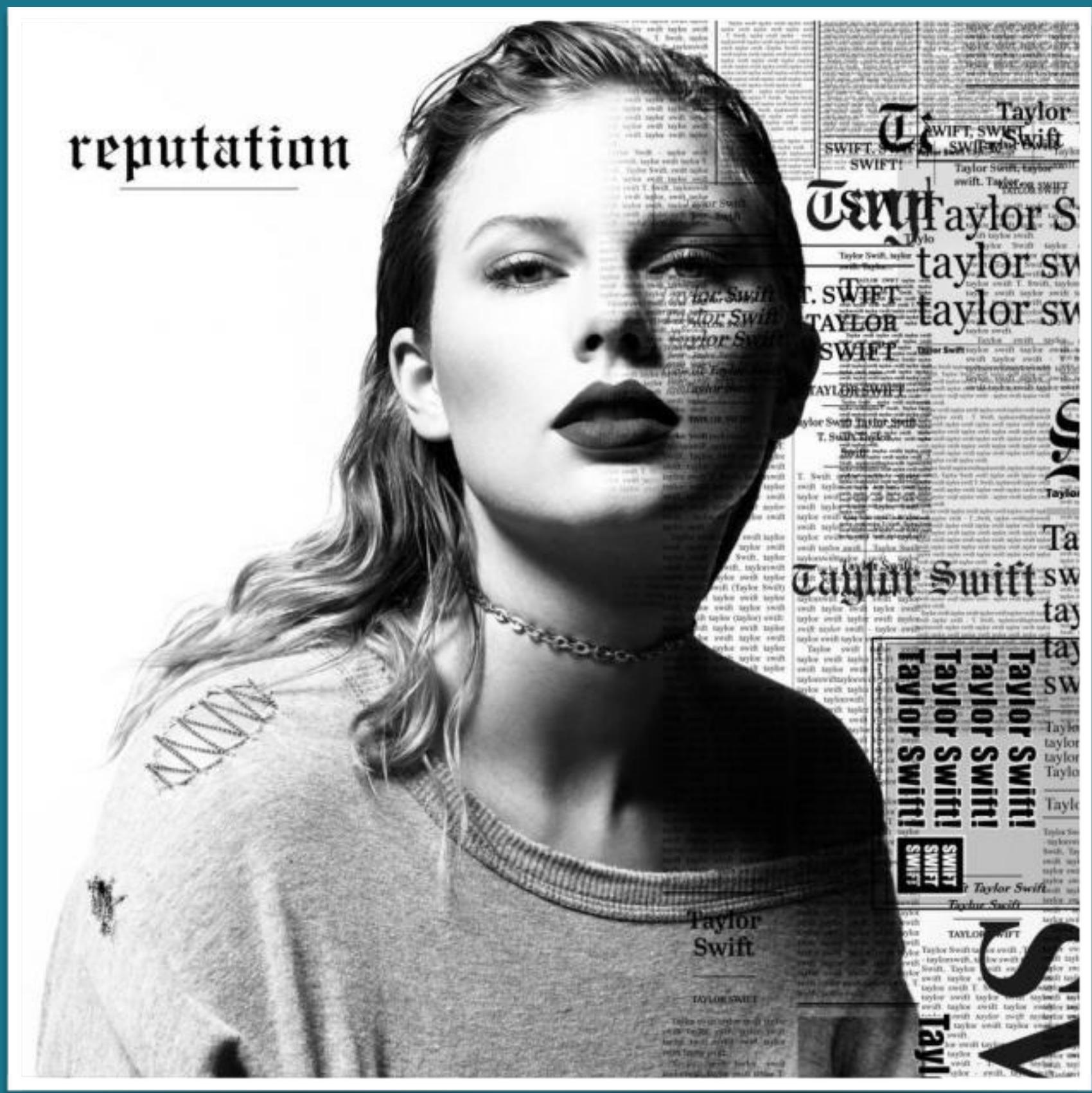
<p>Hi I'm 2017 HTML!</p>



# I love running.

Normal lunch route





I like Taylor  
Swift's new  
single.



# Introductions

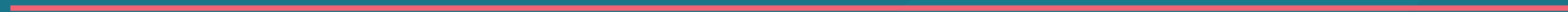
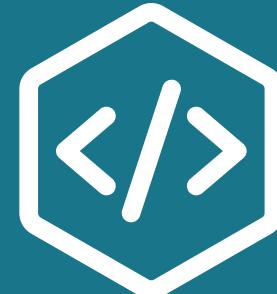
Name

Where They're From

Major

Experience on Web (if any)

Something New They Learned Recently



# What Does A Web Designer Do?

Watch: <https://codepen.io/challahan/professor/EvdpoP/>



# 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.



4

Many Web  
Designers Are  
Self-Taught.



5

Other Courses  
Concentrate Only  
On the Technology





We Have A Great  
Space



**7**  
Employers Want  
Web Designers  
*real*



8

# Mobile + Multi- Device Experiences Are Exploding



# A Brief History



The Web is  
25 years old.



# Tim Berners Lee

“Berners-Lee wanted the World Wide Web to be a place where people could share information across the world through documents and links navigated with a simple search function.”

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- *The Telegraph*

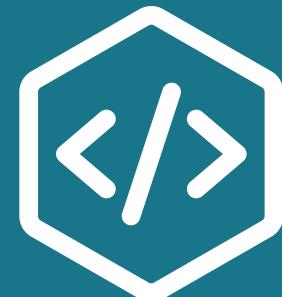




Photo Credit: CERN



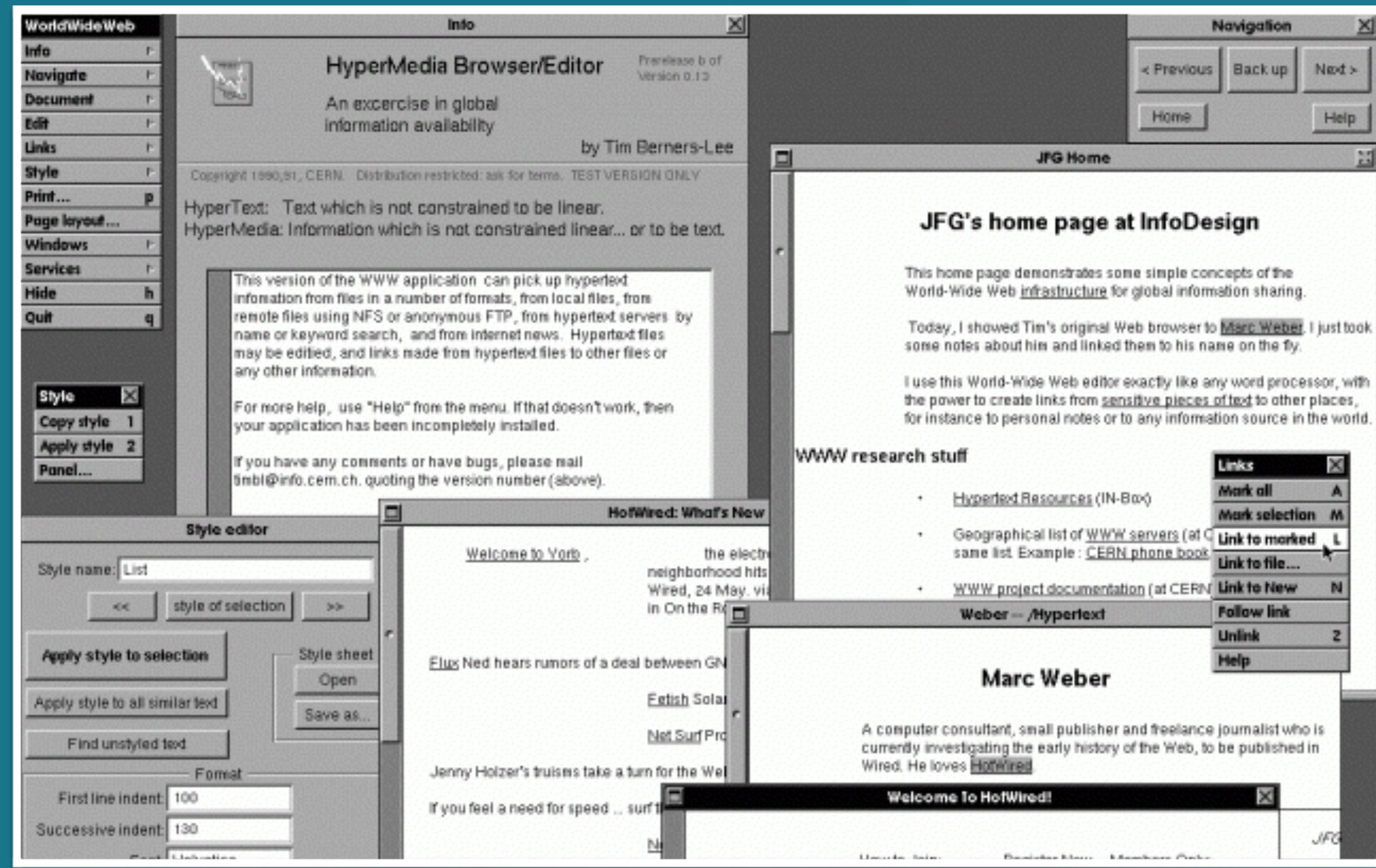
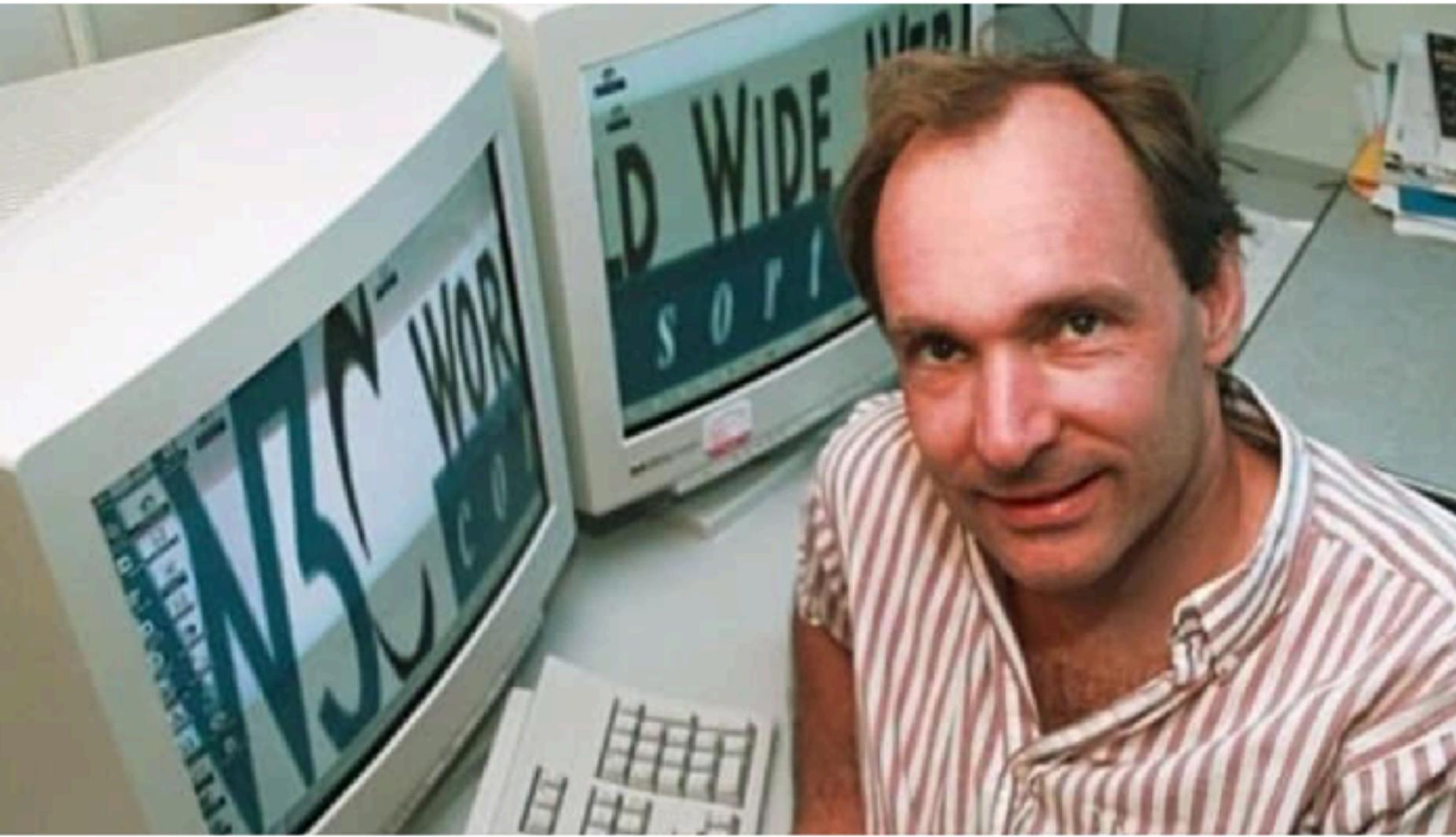


Photo Credit: CERN



# Internaut day: The world's first public website went online 25 years ago today



## TECHNOLOGY MOST VIEWED

- 1** Tesla driver stranded in the desert after smartphone app failure  
16 Jan 2017, 5:50pm
- 2** Flying cars to be tested by end of 2017, says Airbus  
17 Jan 2017, 11:55am
- 3** How to permanently delete your Facebook account  
02 Jan 2017, 1:06pm
- 4** Apple to raise UK app prices by 25pc after sterling's recent losses  
17 Jan 2017, 1:06pm
- 5** The world's most common passwords revealed: Are you

<http://www.telegraph.co.uk/technology/2016/08/06/the-worlds-first-website-went-online-25-years-ago-today/>



# 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.



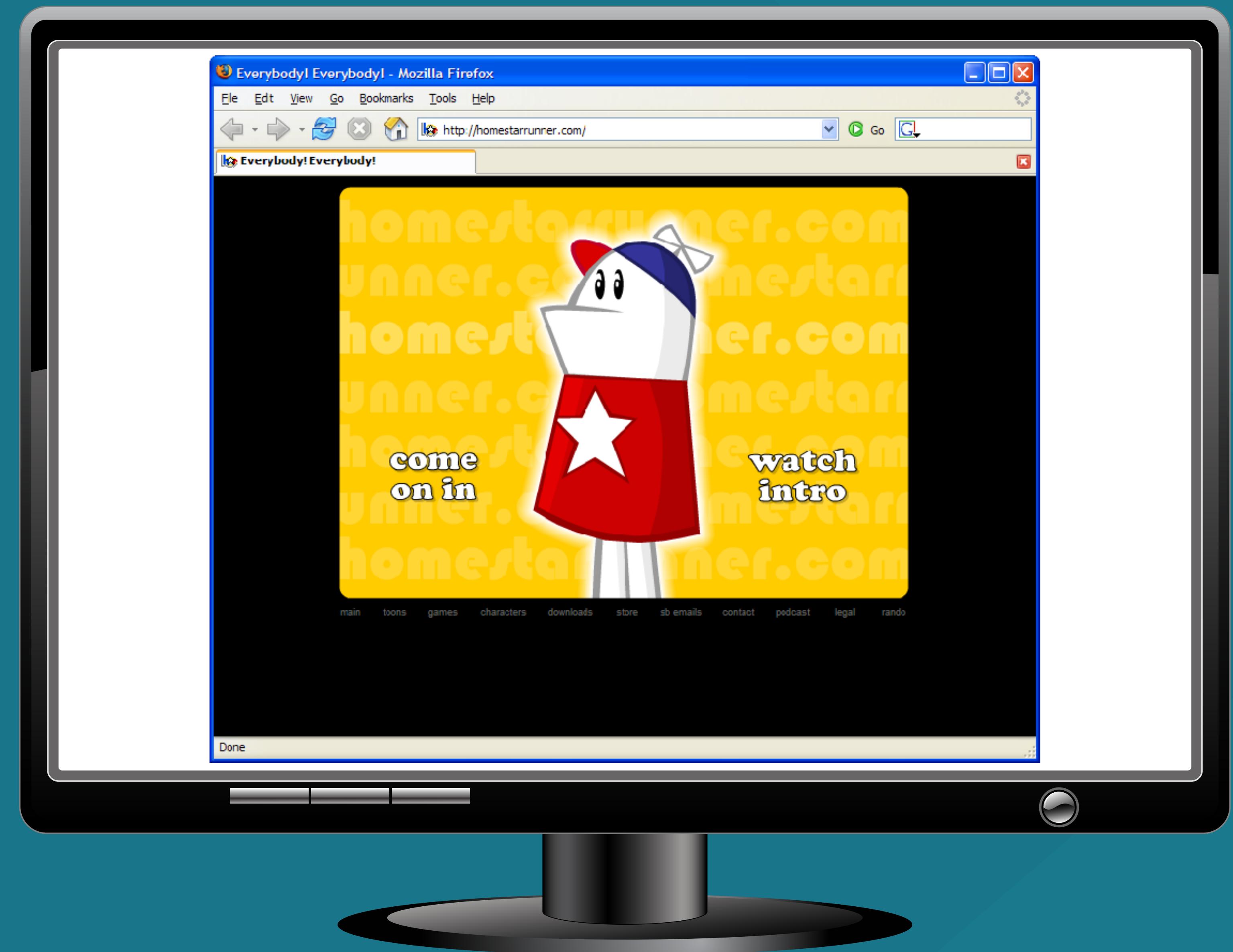
# How 25 popular websites looked when they launched

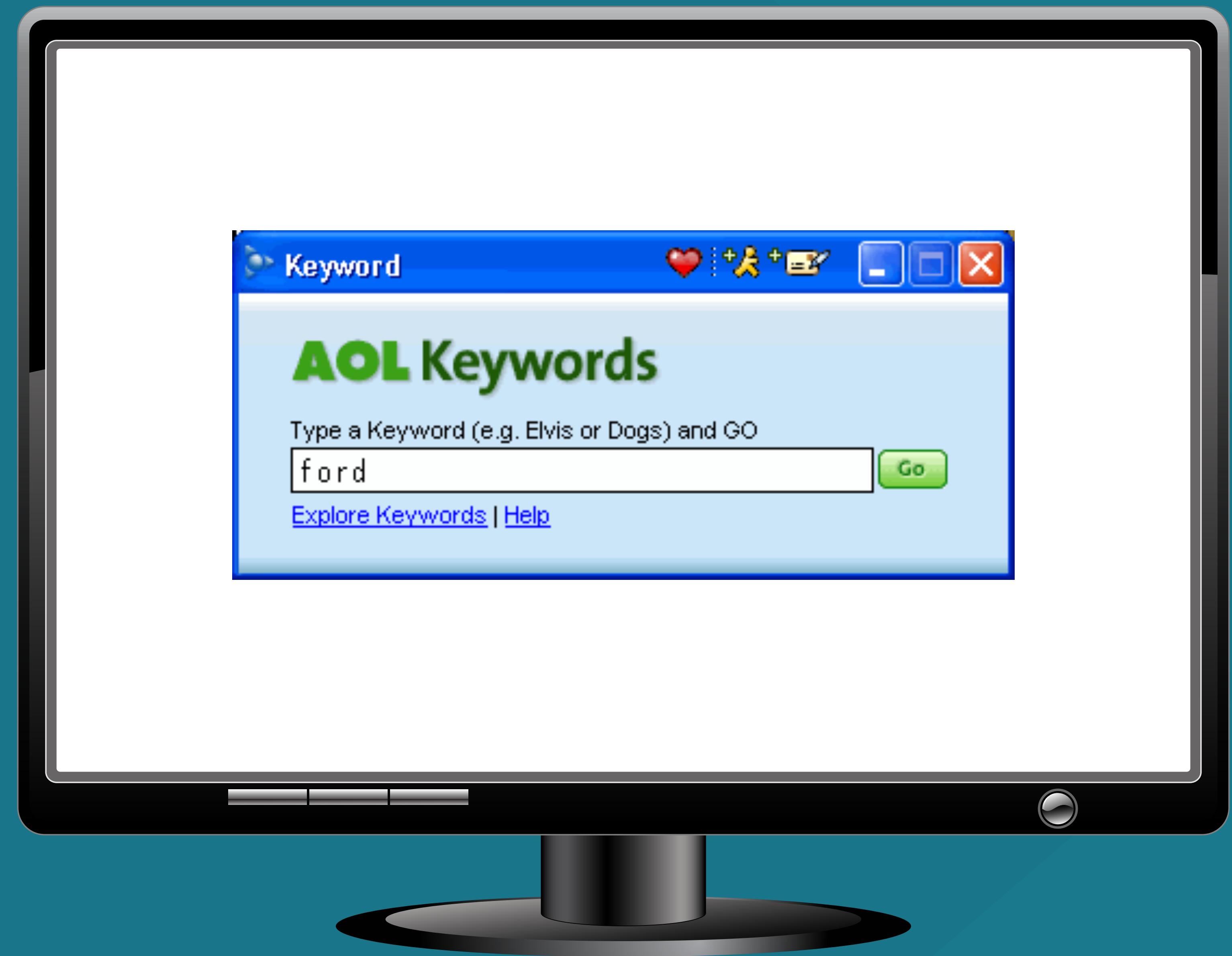
[Back to image](#)



<http://www.telegraph.co.uk/technology/0/how-25-popular-websites-looked-when-they-launched/>







# HTML



# css



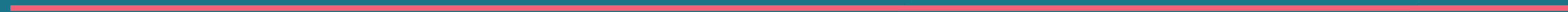
**Best Viewed With**

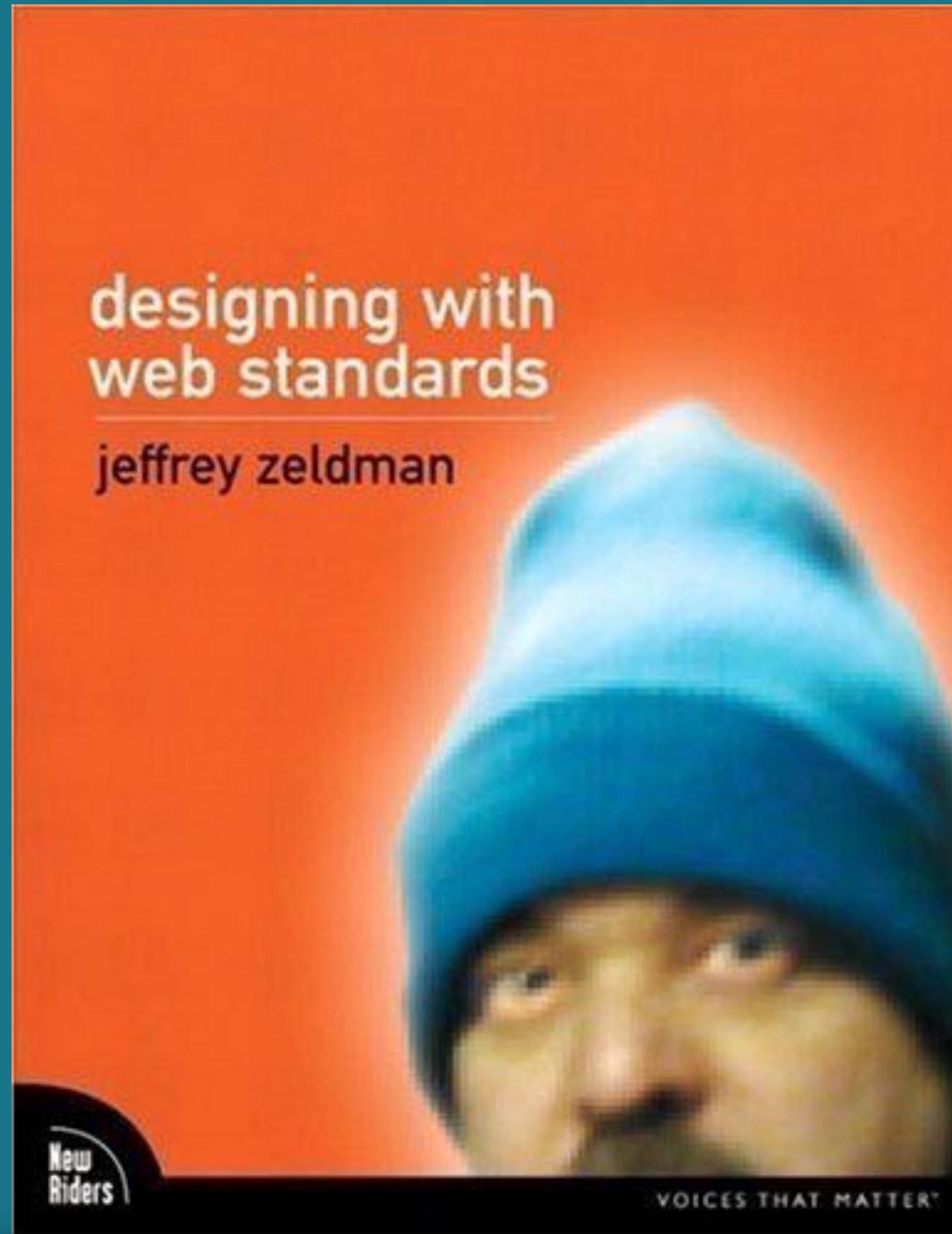


**Click here to download  
Internet Explorer now**



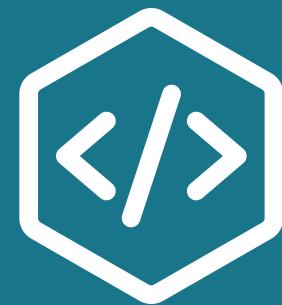
Trying to control how  
people accessed the  
web.





# Designing with Web Standards

*Jeffrey Zeldman*



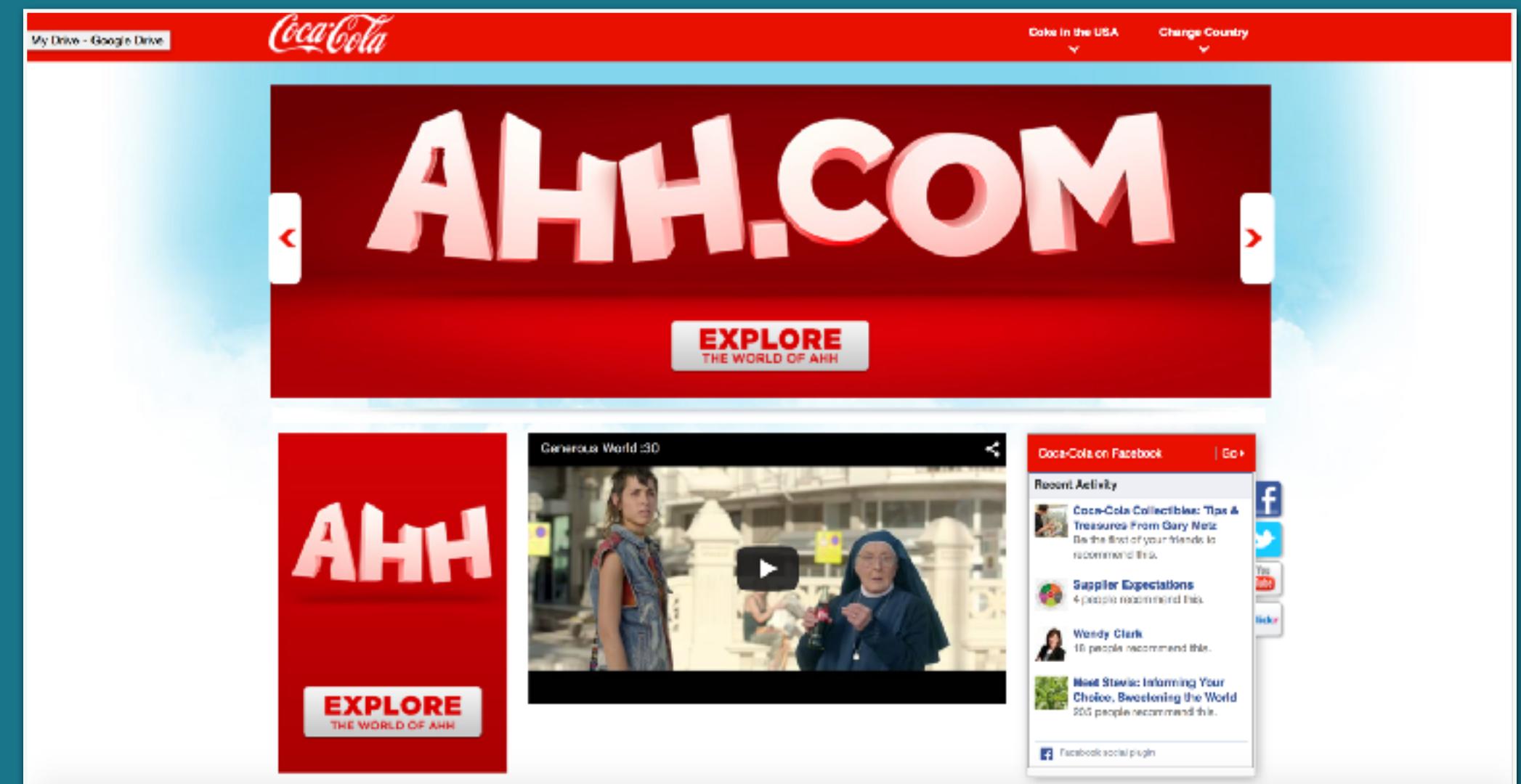
# *Fixed-Width*



**960px**



# Fixed-Width



960px



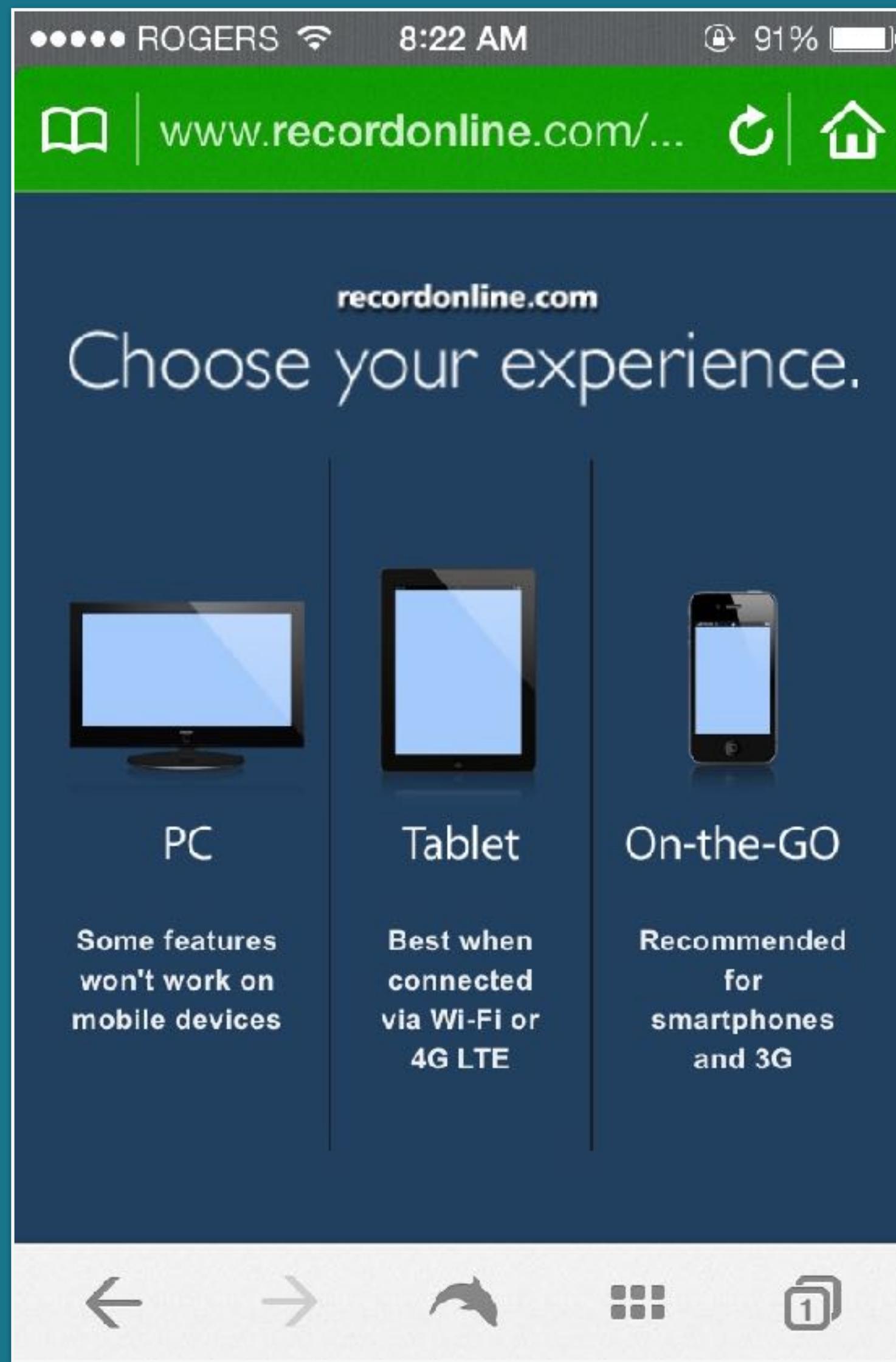


# 2007 iPhone





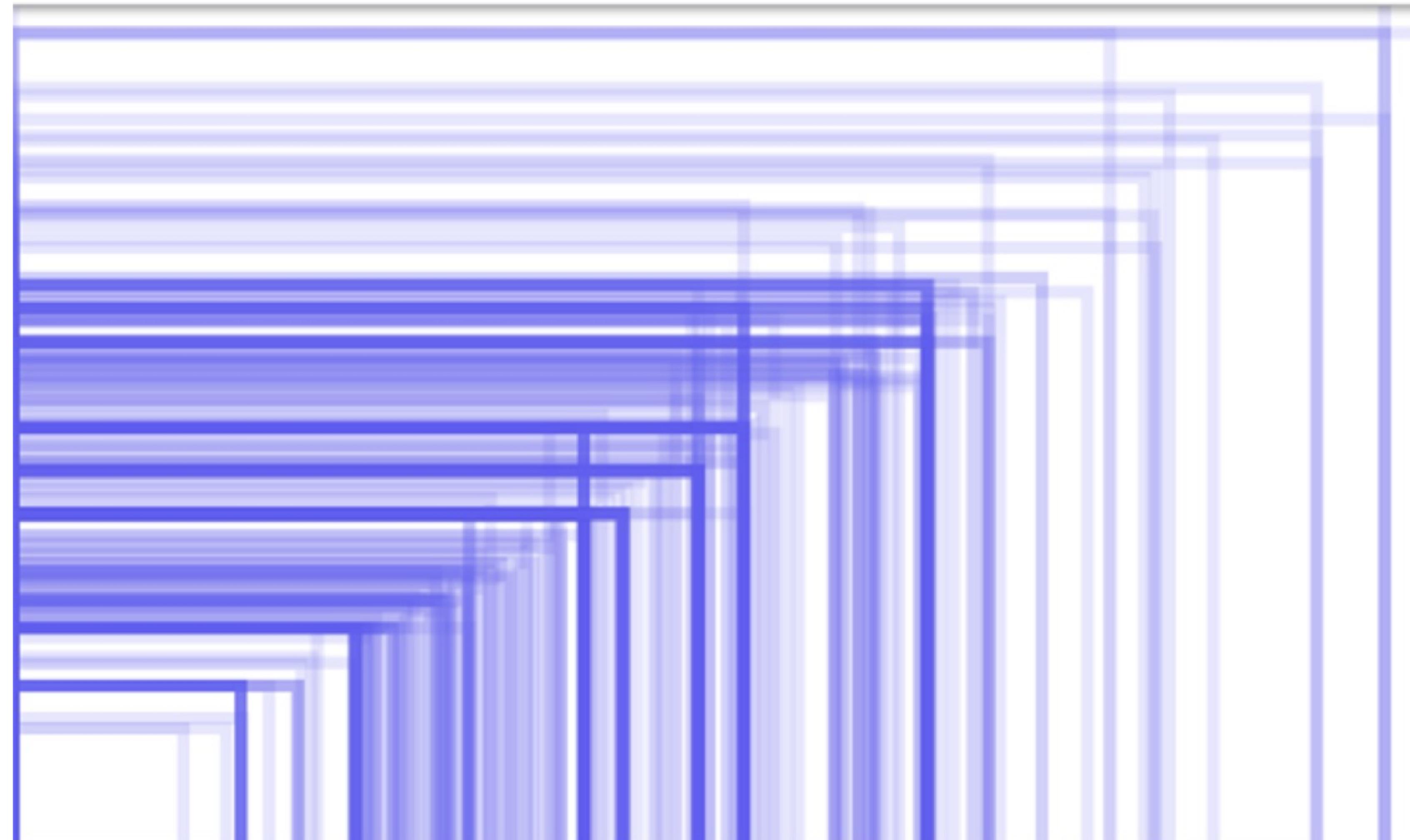


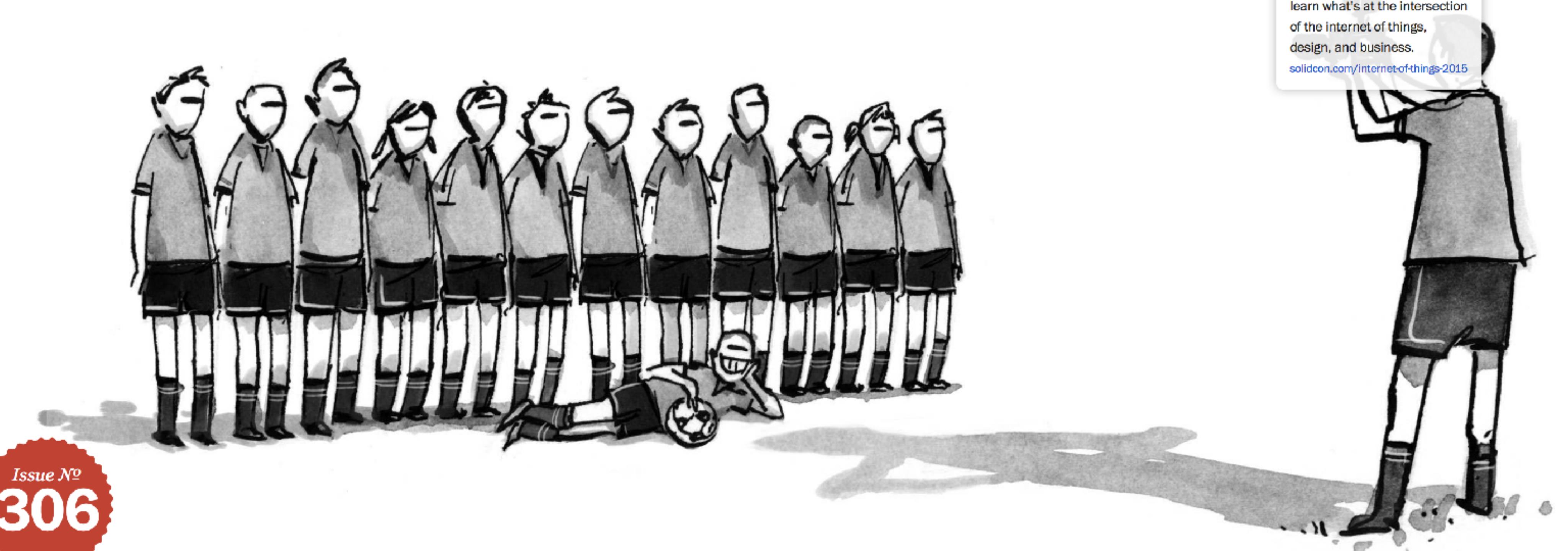


<http://wtfmobileweb.com>



# 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](http://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](#)

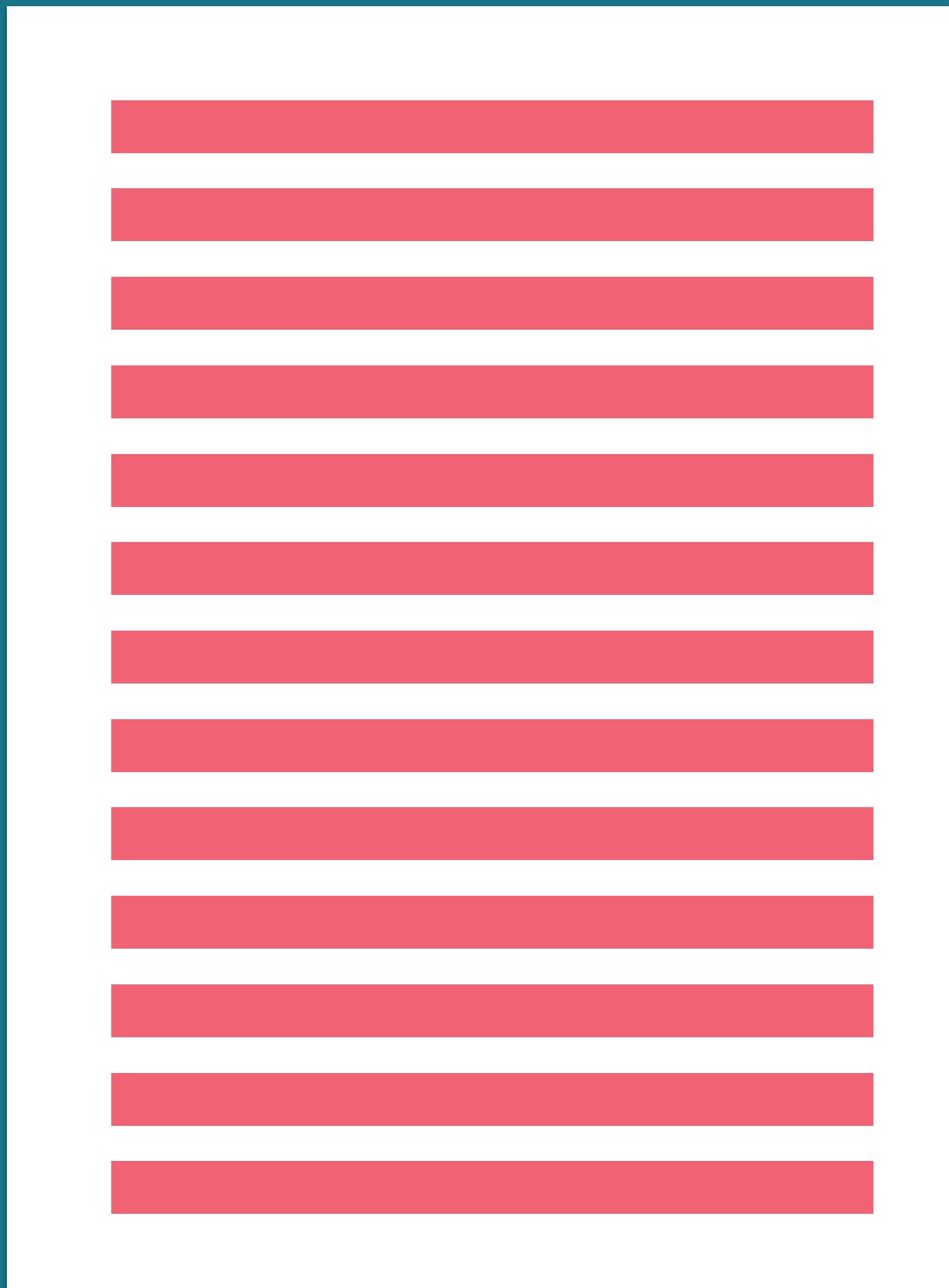


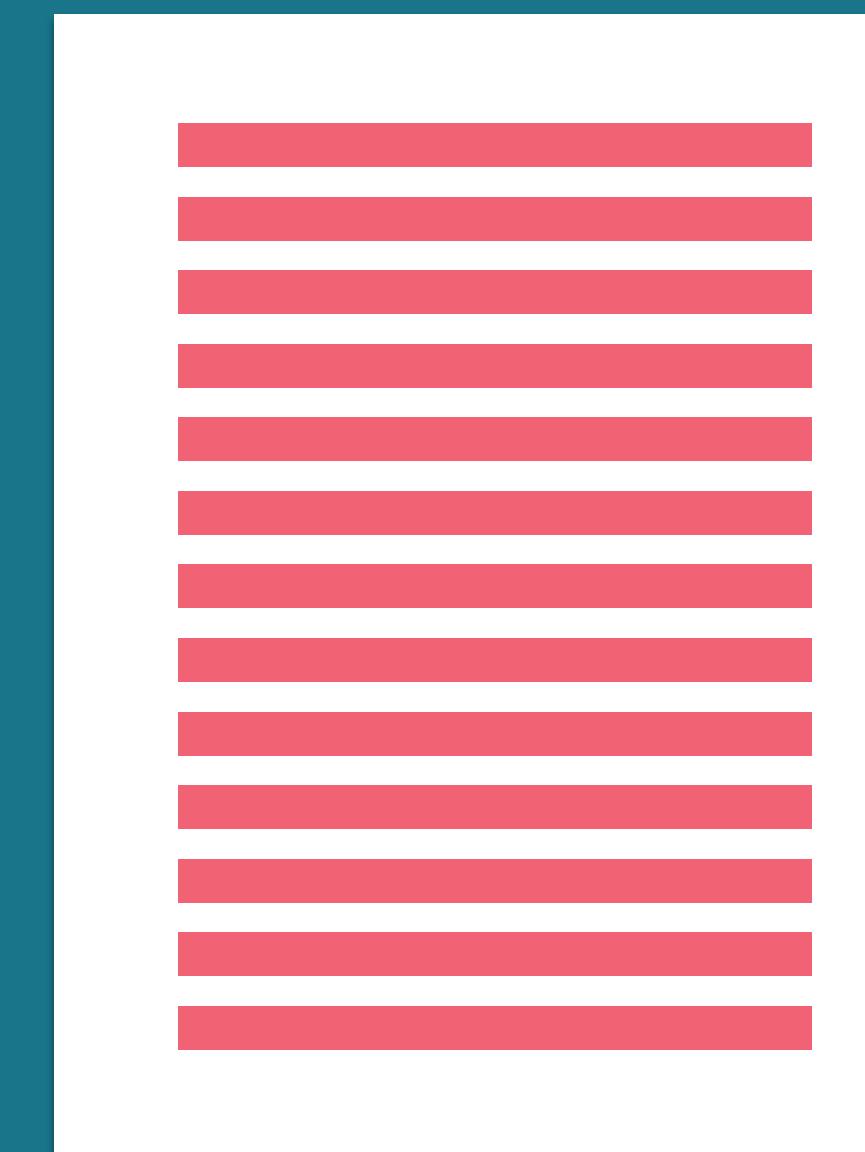
“The control which designers know in the print medium... is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn’t have the same constraints, and design for this flexibility.”

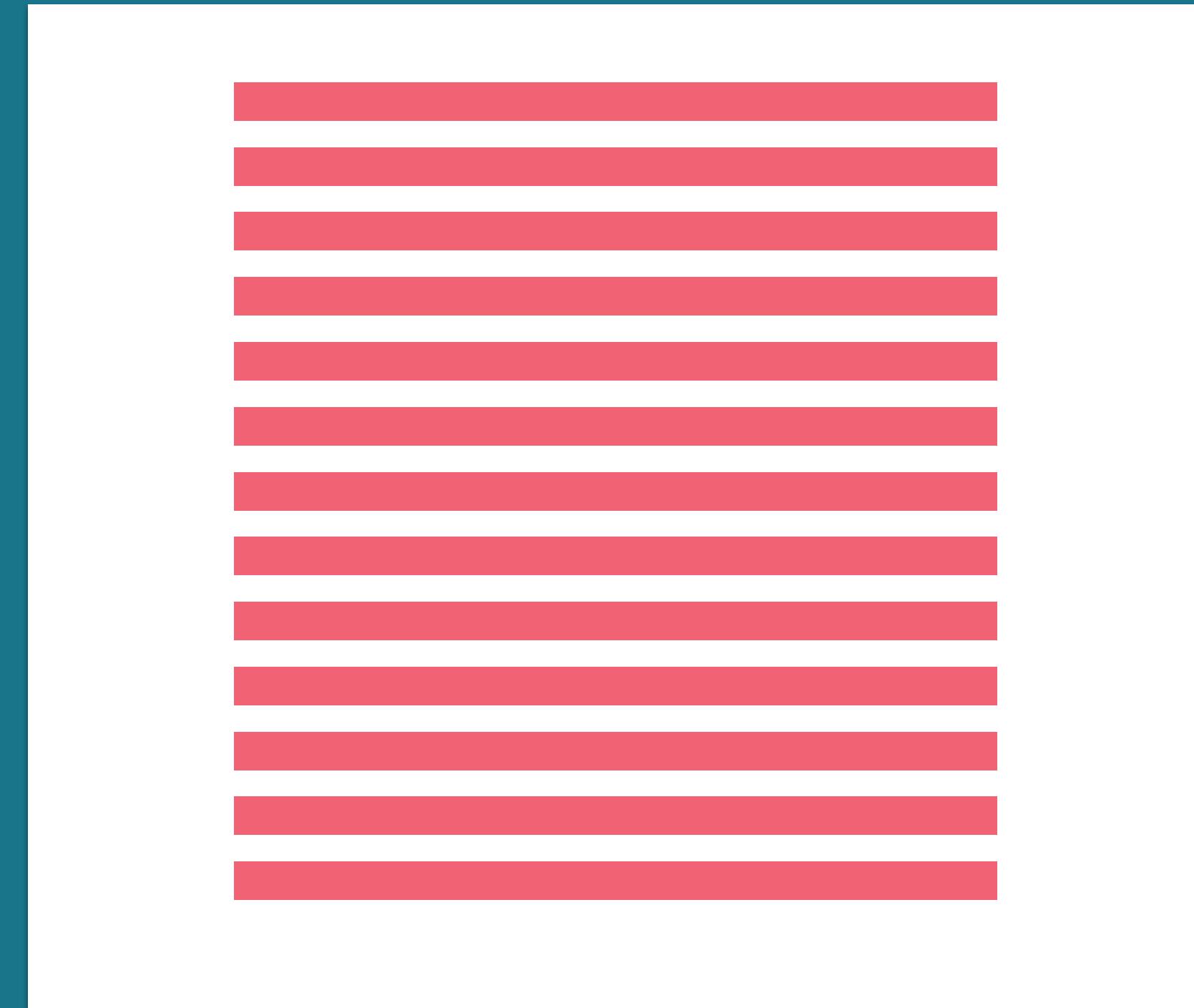
---

*John Allsopp, “A Dao of Web Design”*



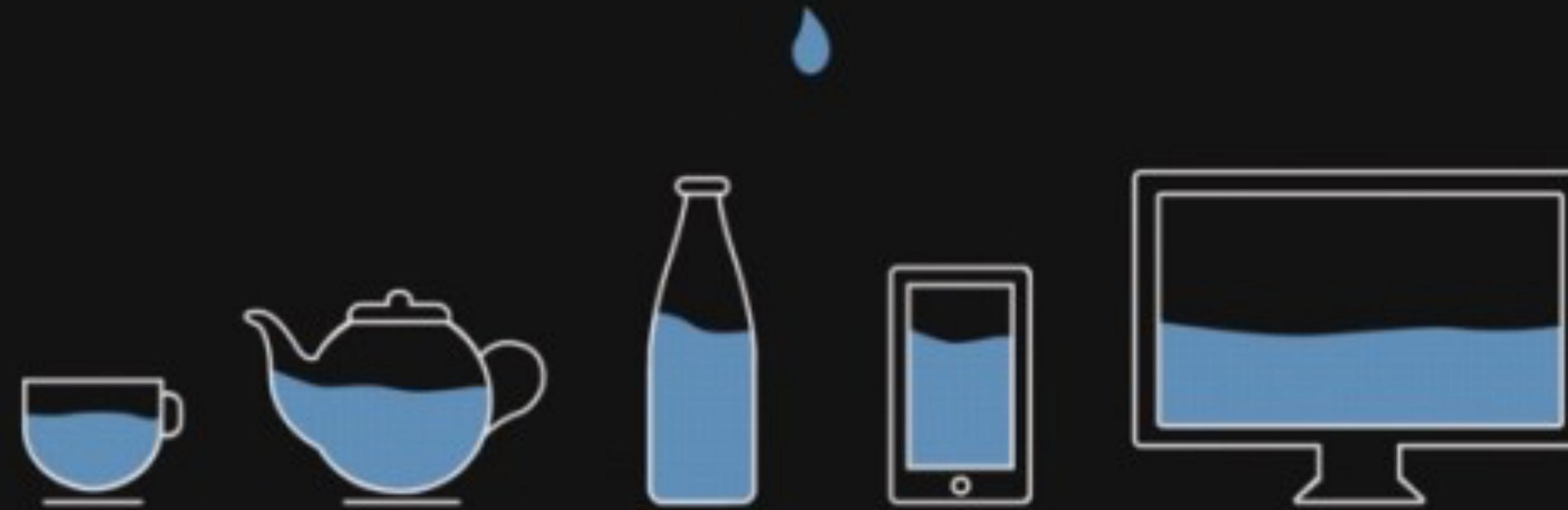








# CONTENT IS LIKE WATER

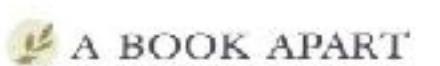


“ You put water into a cup it becomes the cup.  
You put water into a bottle it becomes the bottle.  
You put it in a teapot, it becomes the teapot. ”

Josh Clark (originally Bruce Lee) - Seven deadly mobile myths

Illustration by Stéphanie Walter





Brief books for people who make websites

No.

4

Ethan Marcotte

# RESPONSIVE WEB DESIGN

FOREWORD BY Jeremy Keith

Fluid Grid  
Flexible Images  
Media Queries



BOSTON.COM SHOP NEW CAR DEALS

The Boston Globe

SUBSCRIBE: [DIGITAL](#) [HOME DELIVERY](#)[LOG IN](#)

# Arts

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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.

VISIT TODAY »

Photo credit NathanCoe.com

MA MASSACHUSETTS  
Cape Air NANTUCKET AIRLINES  
The Steamship Authority Stop&Shop

## Latest headlines

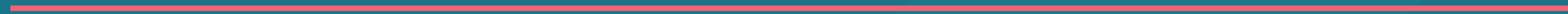
[How 'Jaws' took a bite out of America](#)

[Historic Berkshires estate set for auction](#)

[Reddit users react to site's ban of five subreddits](#)

[10 ways to prepare for 'True Detective' season 2](#)

# 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/>

77%

percentage of  
Americans who  
own a smartphone.

<http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/>



92%

Percentage of  
Americans 18-29 own  
a smartphone



<http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/>

120%

Percentage of  
Americans who are  
smartphone  
dependent

<http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/>



51%

percentage of  
Americans who  
own a tablet  
computer.

<http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/>



# 363 million

worldwide smartphone  
shipments, Q3-2016



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

4.5%

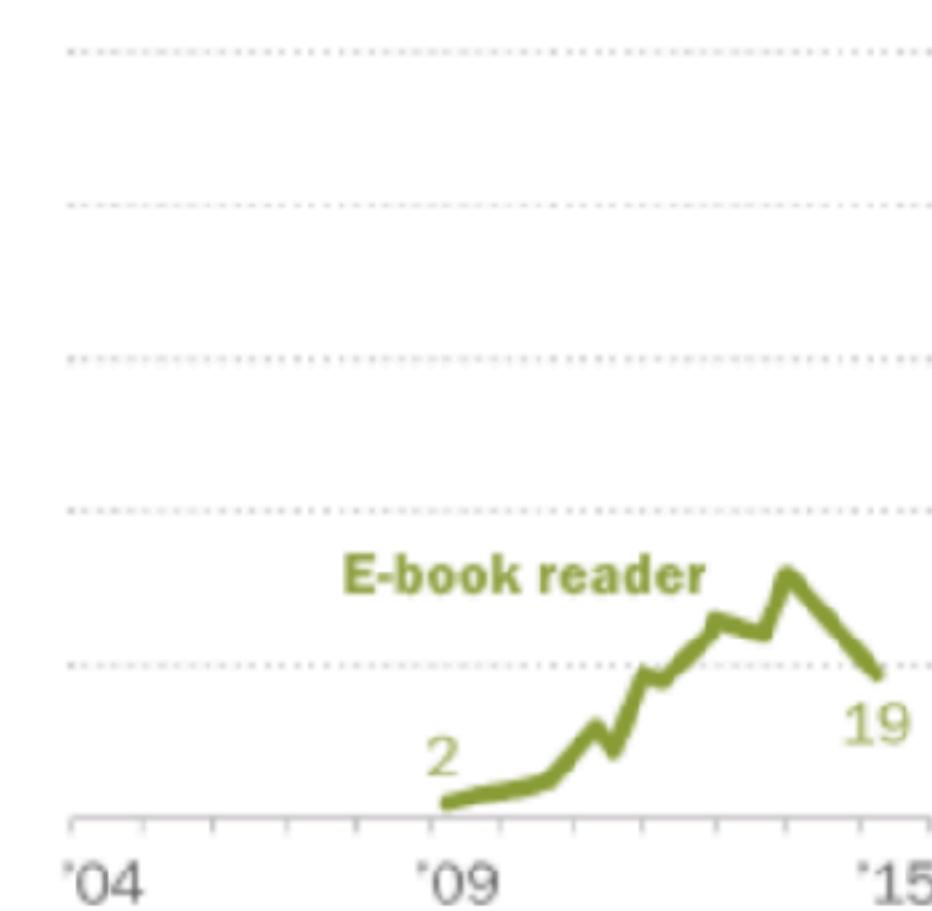
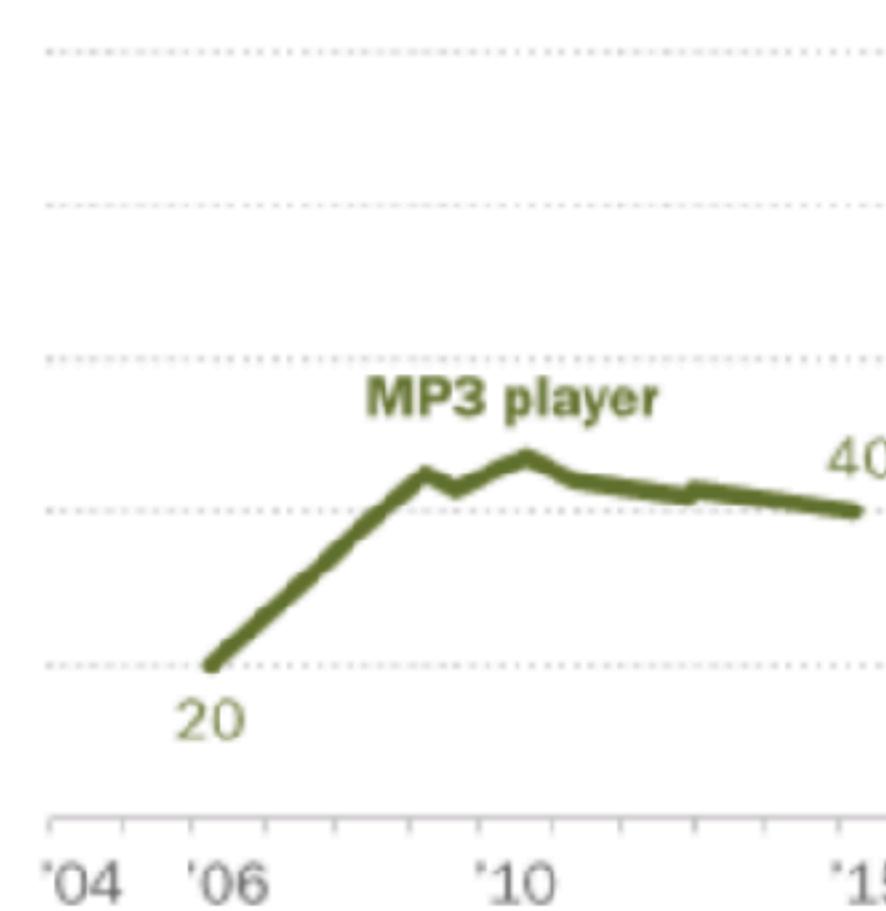
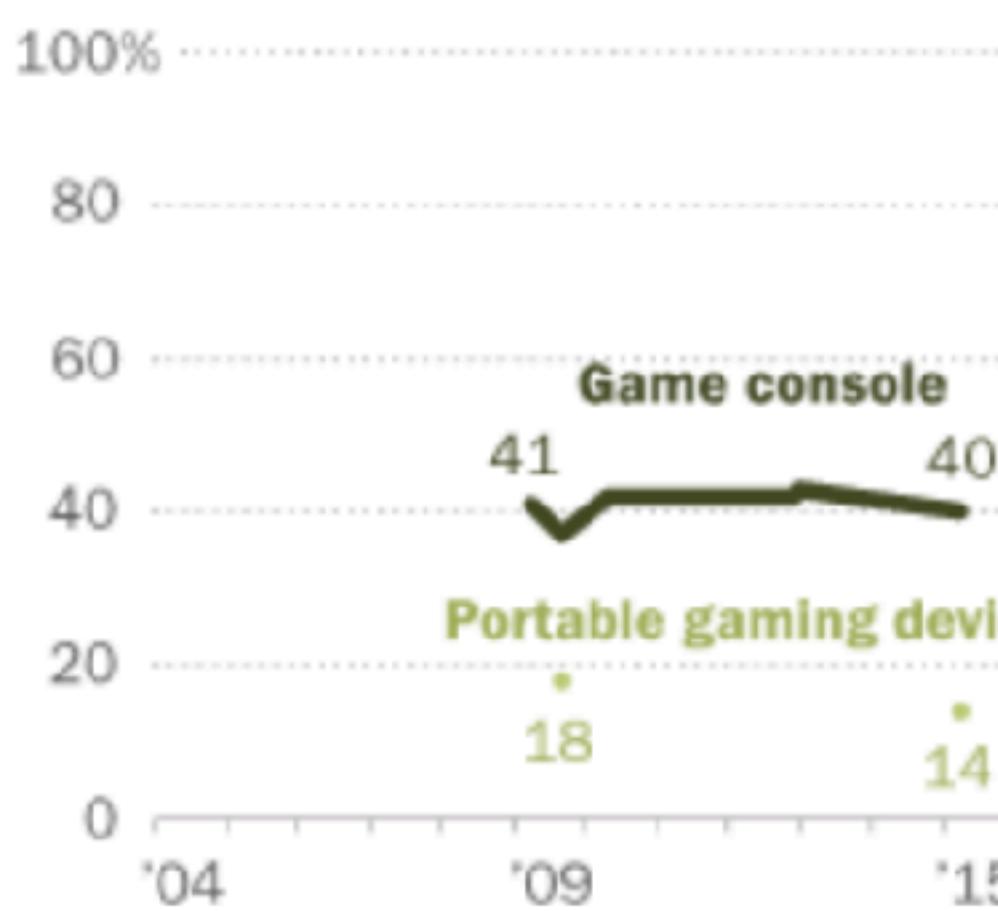
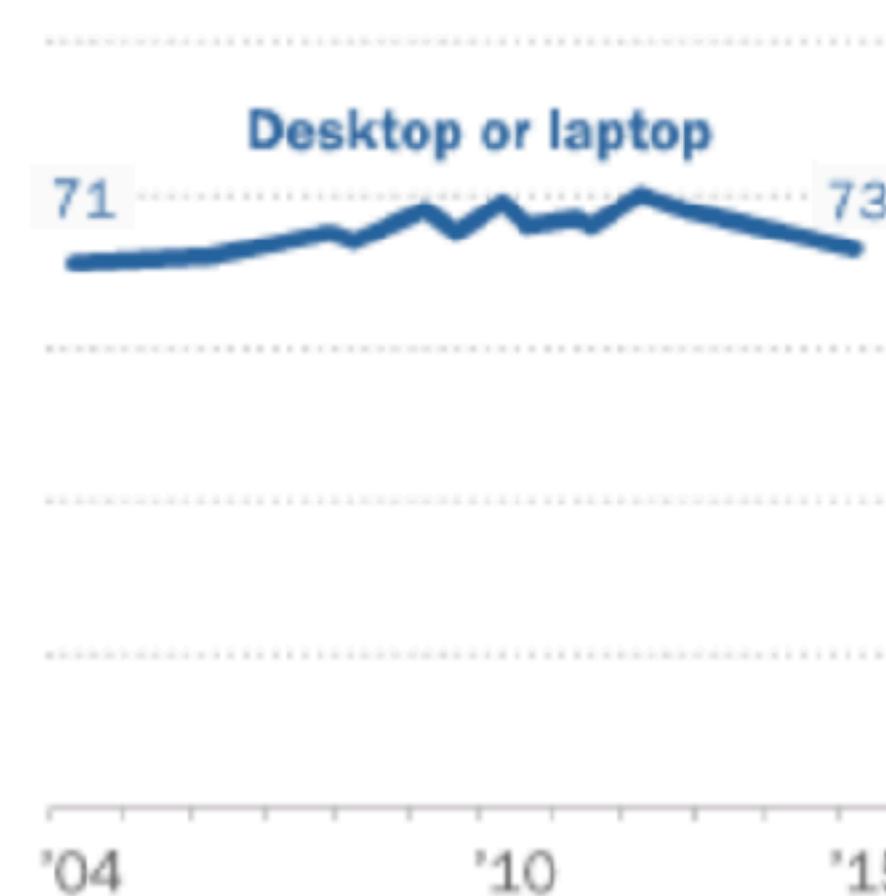
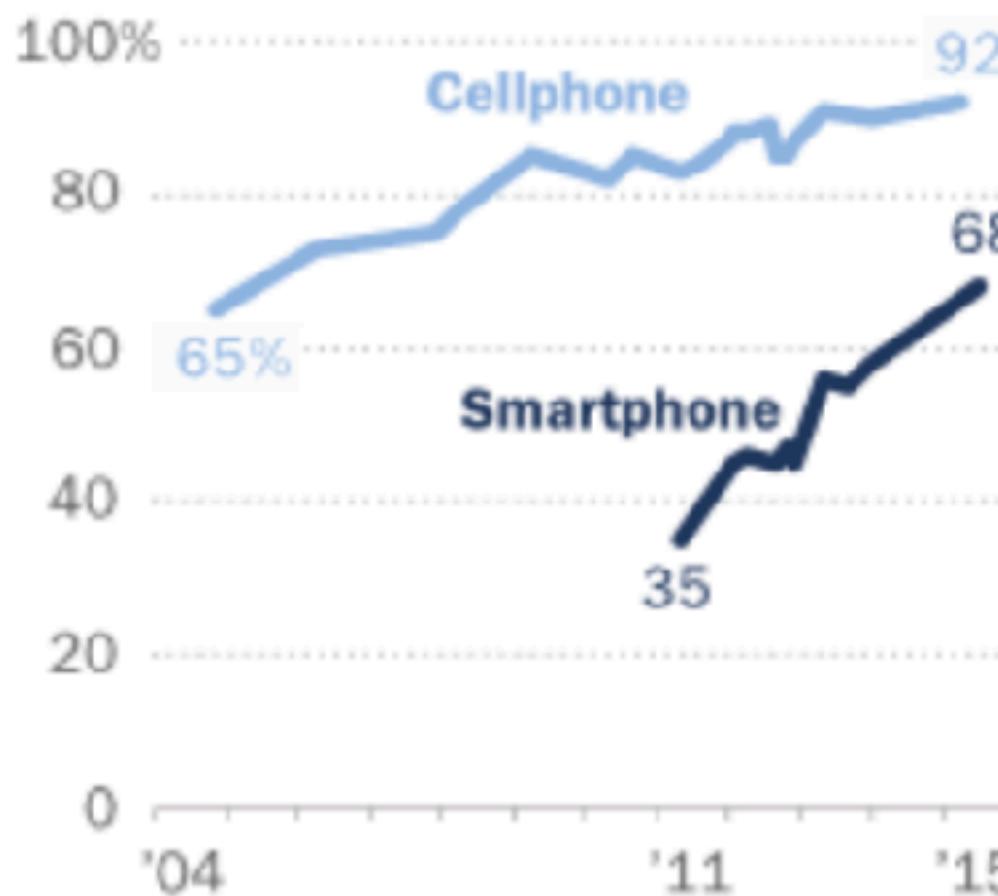
Q2-2016 Worldwide PC  
shipments



<https://www.idc.com/getdoc.jsp?containerId=prUS41584116>

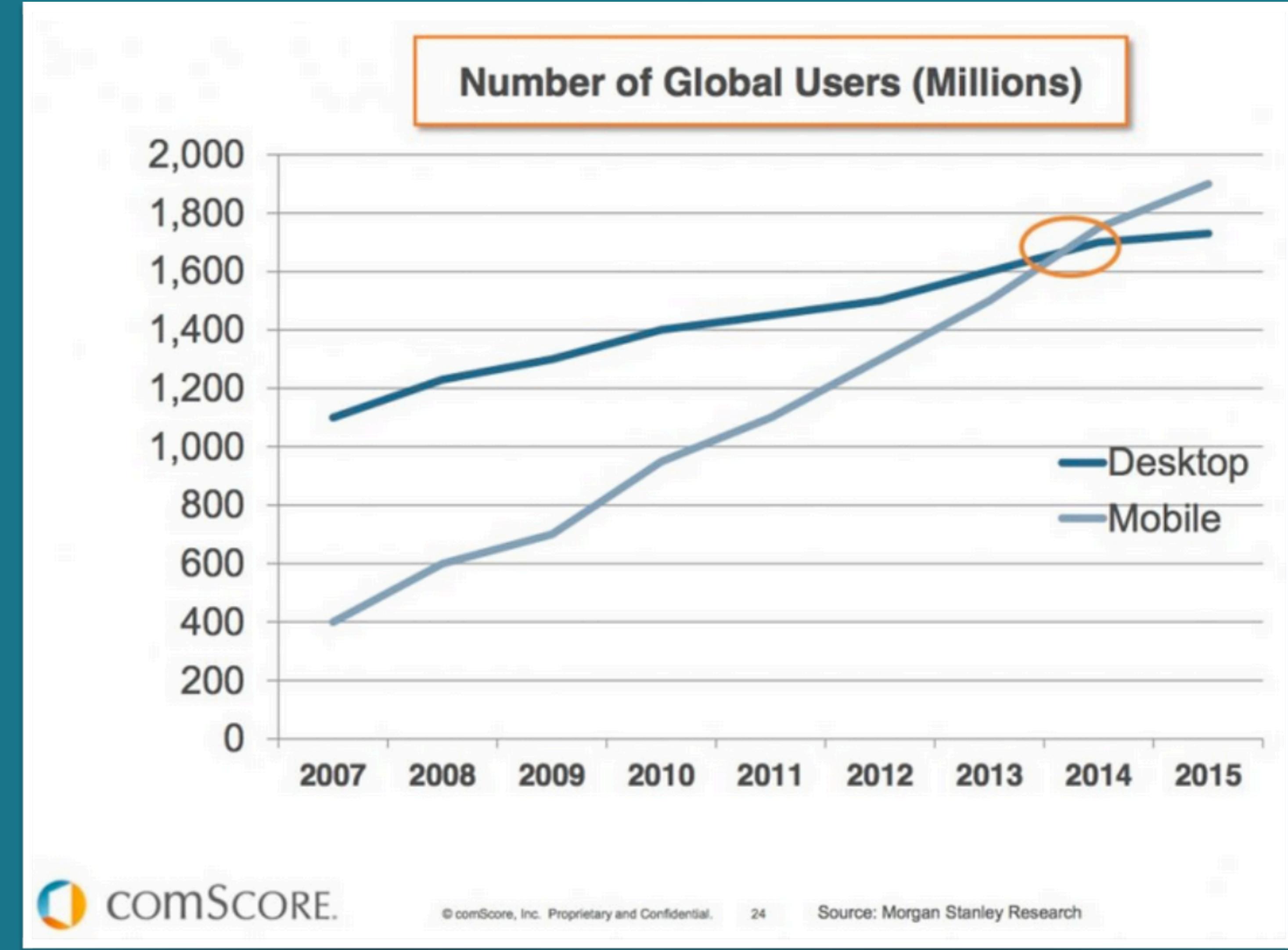
## Smartphones, Tablets Grew in Recent Years; Other Devices Declined or Stayed Flat

% of U.S. adults who own the following devices



Source: Pew Research Center survey conducted March 17-April 12, 2015. Smartphone data based on Pew Research survey conducted June 10-July 12, 2015. Trend data are from previous Pew Research surveys.





<http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>

“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/>



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.

---

 Hot Rising New 13

SAMSUNG

Mashable

---

Search



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All Stories

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Social Media

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Tech

---

Business

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Entertainment

---

US & World

---

Lifestyle

---

Watercooler





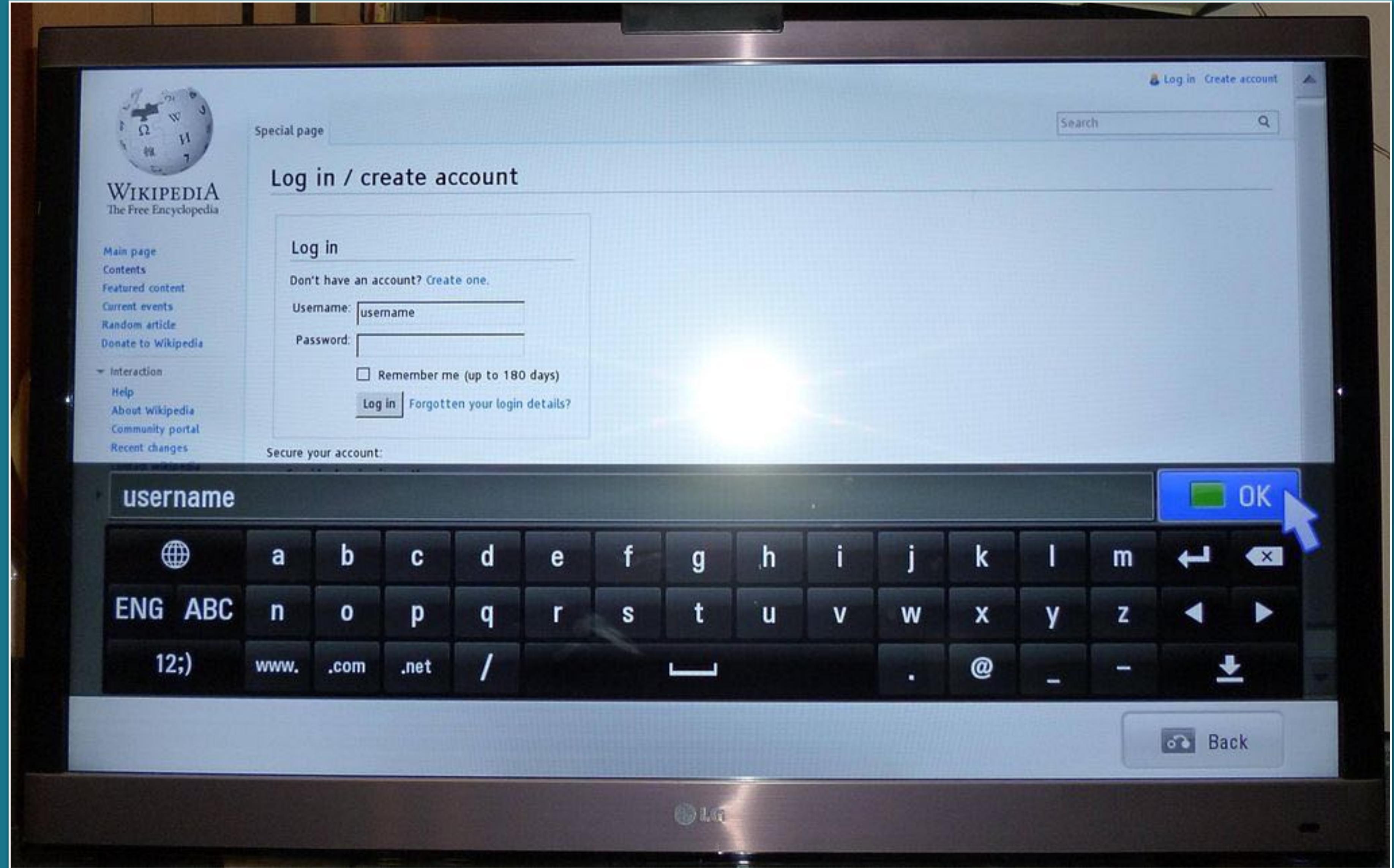




What can I help  
you with?

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

Listening...



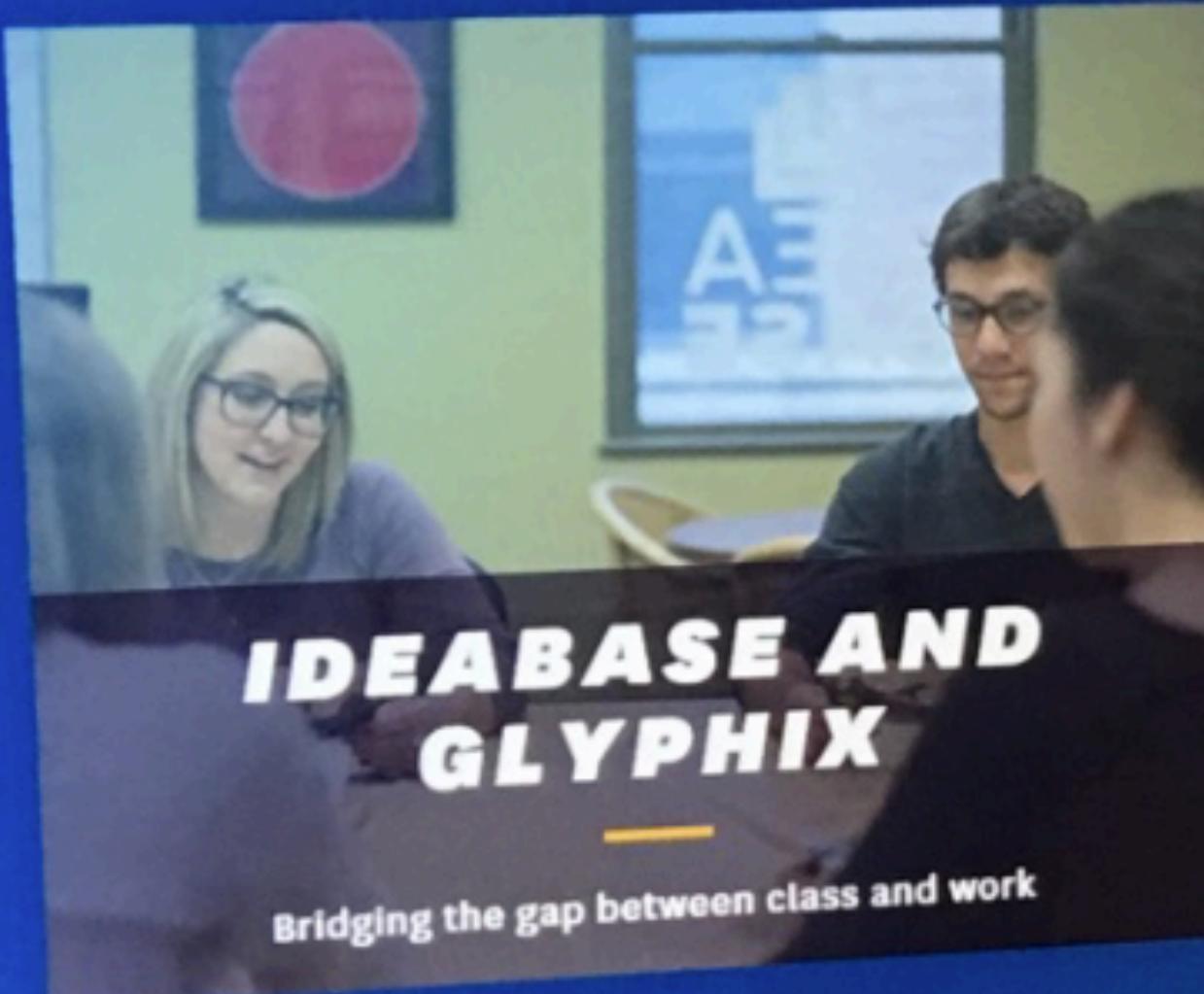


[http://farm1.static.flickr.com/29/67433282\\_f3eb423e24.jpg](http://farm1.static.flickr.com/29/67433282_f3eb423e24.jpg)



College of Communication  
and Information

## THE CCI STORY



## ► SEARCHING FOR SOMEONE?

View our interactive directory for office locations and phone numbers.

### 5 MASTER'S PROGRAMS

COMMUNICATION STUDIES  
INFORMATION ARCHITECTURE AND  
KNOWLEDGE MANAGEMENT  
LIBRARY AND INFORMATION SCIENCE  
VISUAL COMMUNICATION DESIGN  
JOURNALISM AND MASS COMMUNICATION

JOURNALISM  
PROGRAM: TOP 20  
IN NATION

OHIO'S ONLY ACCREDITED  
LIBRARY SCIENCE GRADUATE  
PROGRAM

A COMMUNICATION AND INFORMATION  
**PH.D. PROGRAM**

## CCI Dean's Office

314 Library

Visit our reception desk to the left.

## THE LATEST

CCI Kent State Retweeted

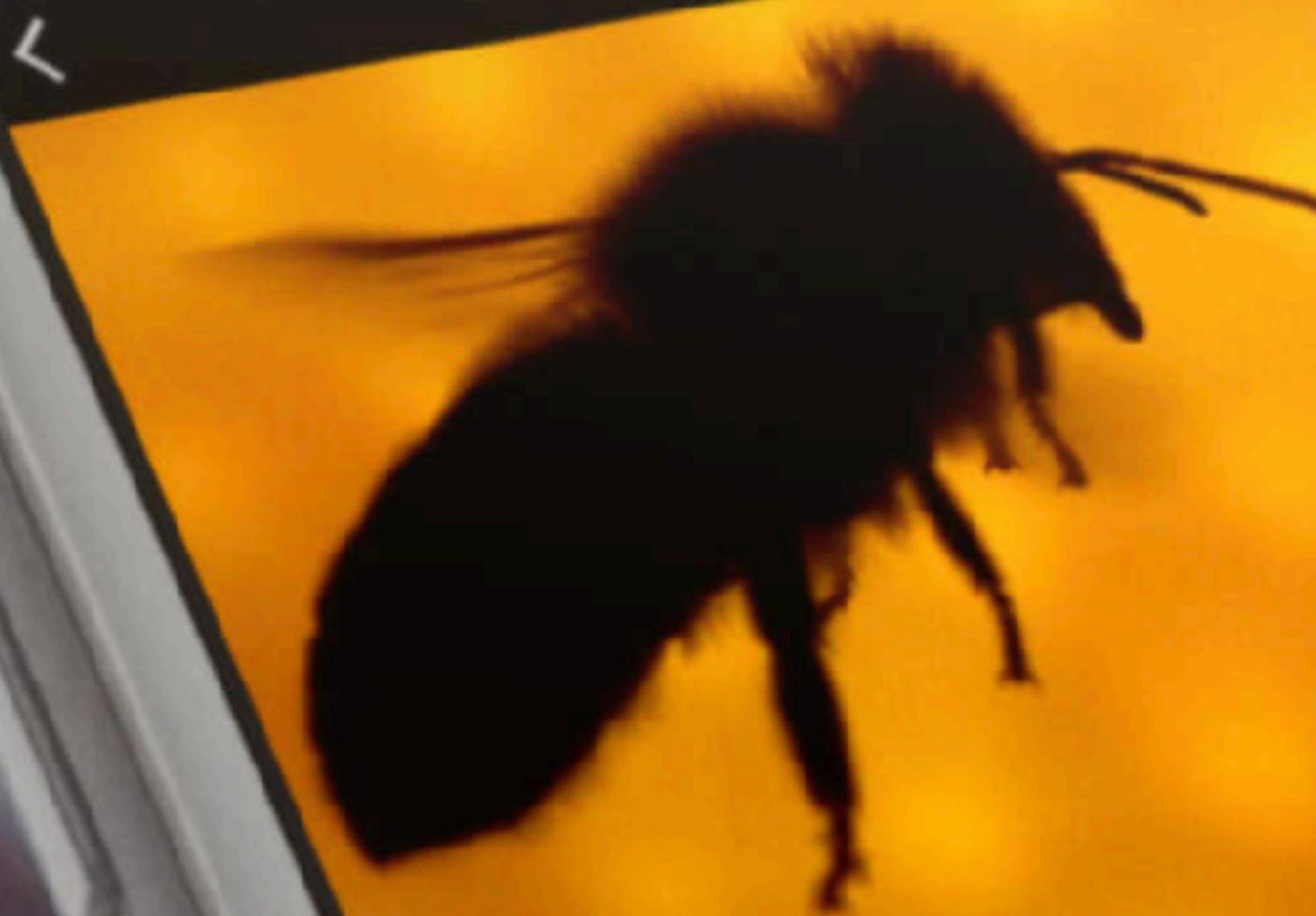
Danielle Coombs @daniellecoombs

Drinking @V8 +Energy to help get #grownupenergy for a crazy to-do list! Good luck to @KentStateJMC students today!



**VIEW CCI DIRECTORY** ►

SHARE



<

NATIONAL  
GEOGRAPHIC

## Quest for a Superbee

The most important  
scientists

**“Thinking of responsive was just table stakes. It’s just a default thing that should always happen.”**

---

*PayPal, Responsive Web Design Podcast*



# Is Responsive Design a solved problem?

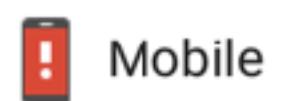
*nope*



## PageSpeed Insights

http://www.kent.edu/

ANALYZE



Mobile



Desktop

36 / 100 Suggestions Summary

! Should Fix:

Optimize images

► Show how to fix

Eliminate render-blocking JavaScript and CSS in above-the-fold content

► Show how to fix

! Consider Fixing:

Prioritize visible content

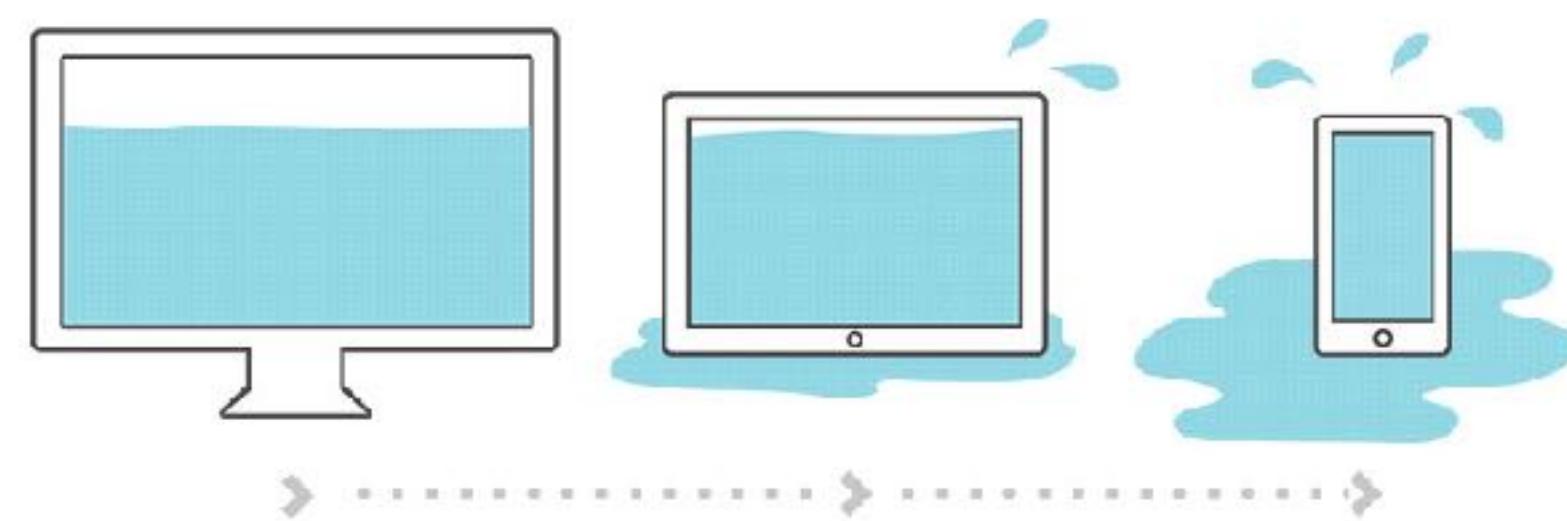
► Show how to fix

Enable compression

► Show how to fix

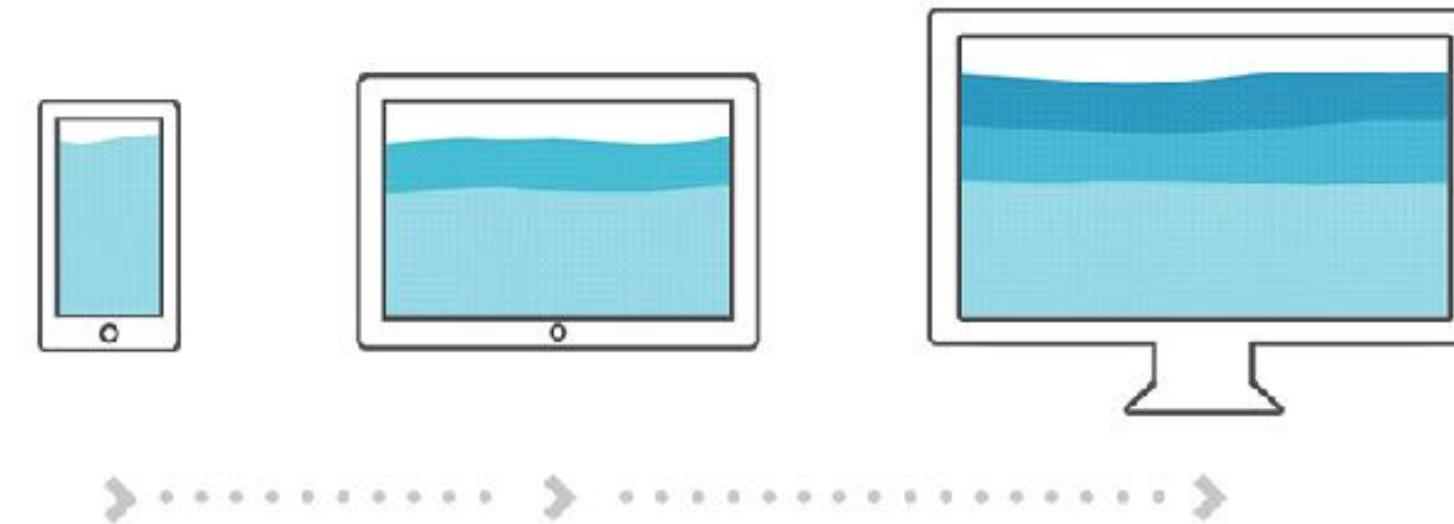
Leverage browser caching





## Responsive Retrofitting

Essayer de faire rentrer au chausse-pied le contenu de l'actuel site sur mobile.



## Mobile First Responsive Design

Enrichir les contenus et l'expérience utilisateur en fonction de l'espace disponible sur l'écran.

Par Stéphanie Walter - Basé sur [Responsive Strategy de Brad Frost: inpx.it/responsive-strategy](#)



Design Process  
Performance  
Collaboration  
Emerging Platforms



**Research + UX**

**Design**

**Development**

**Launch**



*Content?*



**Research  
+ UX**

**Design**

**Development**



# Questions?

Time For A Break



# Quick Mac Bootcamp



# Explore RWD Hands-On

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



# Introductory Survey



# Reading For Next Time

HTML & CSS - Introduction,  
Ch. 1 Structure, Ch.2 Text



# Due for Next Class

## RWD Case Study

[rwdkent.com/class/assignments/casestudy/](http://rwdkent.com/class/assignments/casestudy/)

## Introductory Survey

See RWD website



# Jeffrey Zeldman Video (15 min)

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

