



RWD

Class 1

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: *Lost, Westworld*



I'm from PA.

Butler, north of Pittsburgh



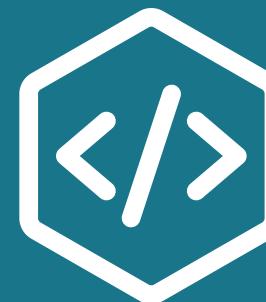
I'm not on Rate My Professor.

If you add me, give me a chili pepper.



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 \(Coming Soon\)](#)

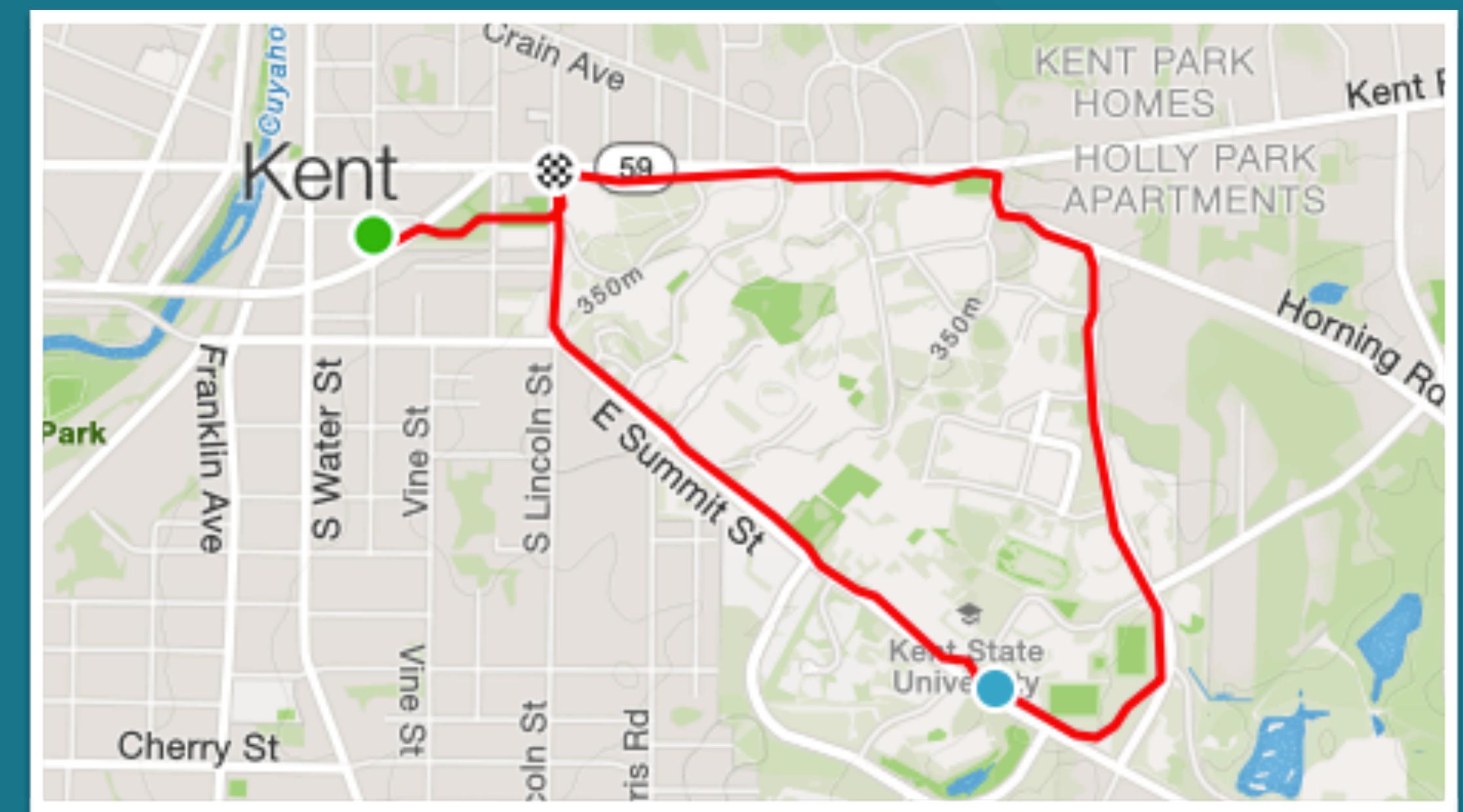
THE RUN DOWN

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



I love running.

Normal lunch route



Introductions

Name

Major

Experience on Web

Something New You Learned Recently



What Does A Web Designer Do?

Collaborate: <http://codepen.io/challahan/professor/YNpeoQ/>



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

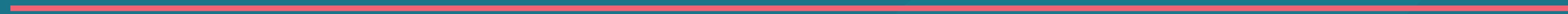


7
Employers Want
Web Designers
real



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.”

- *The Telegraph*





Photo Credit: CERN



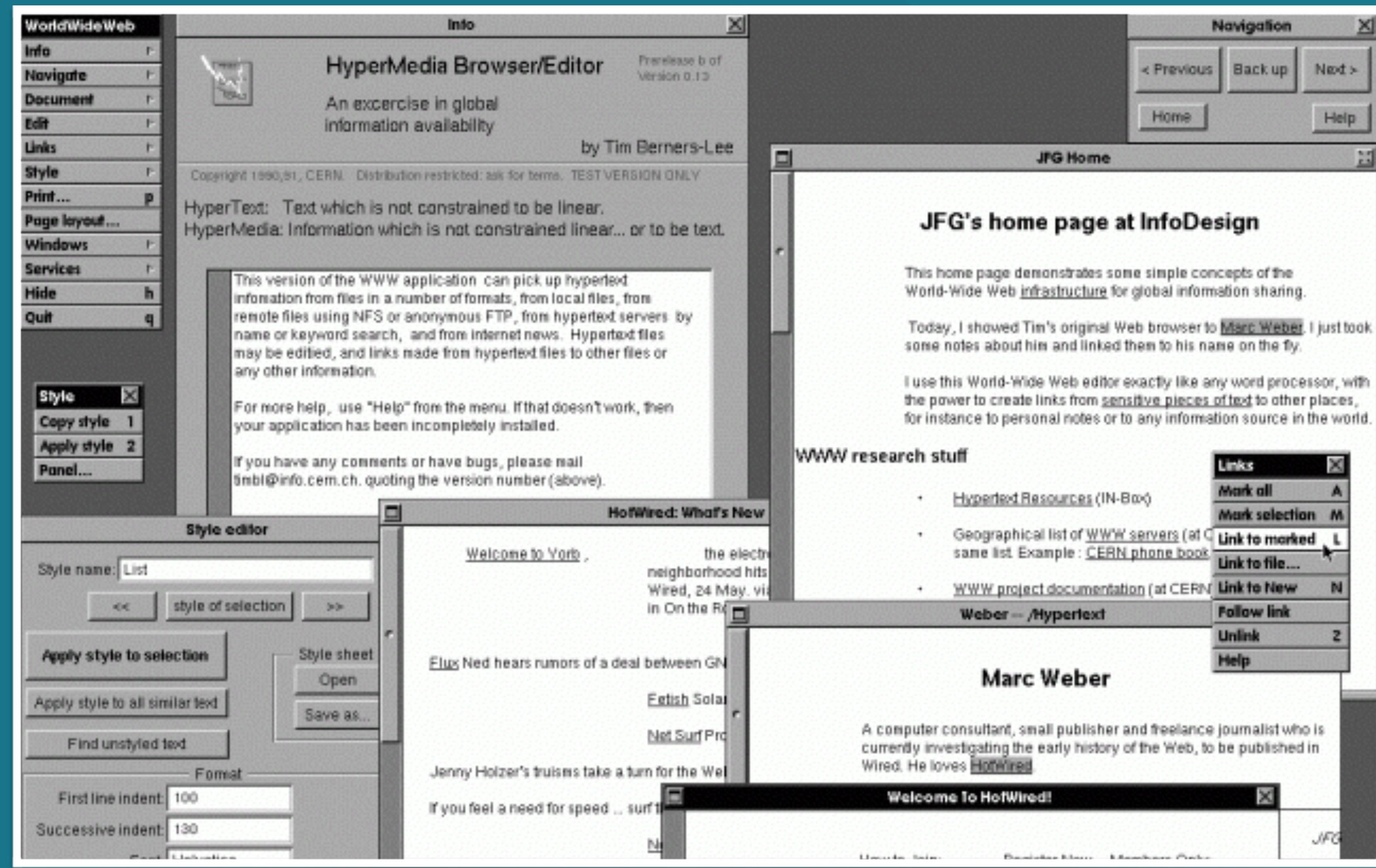
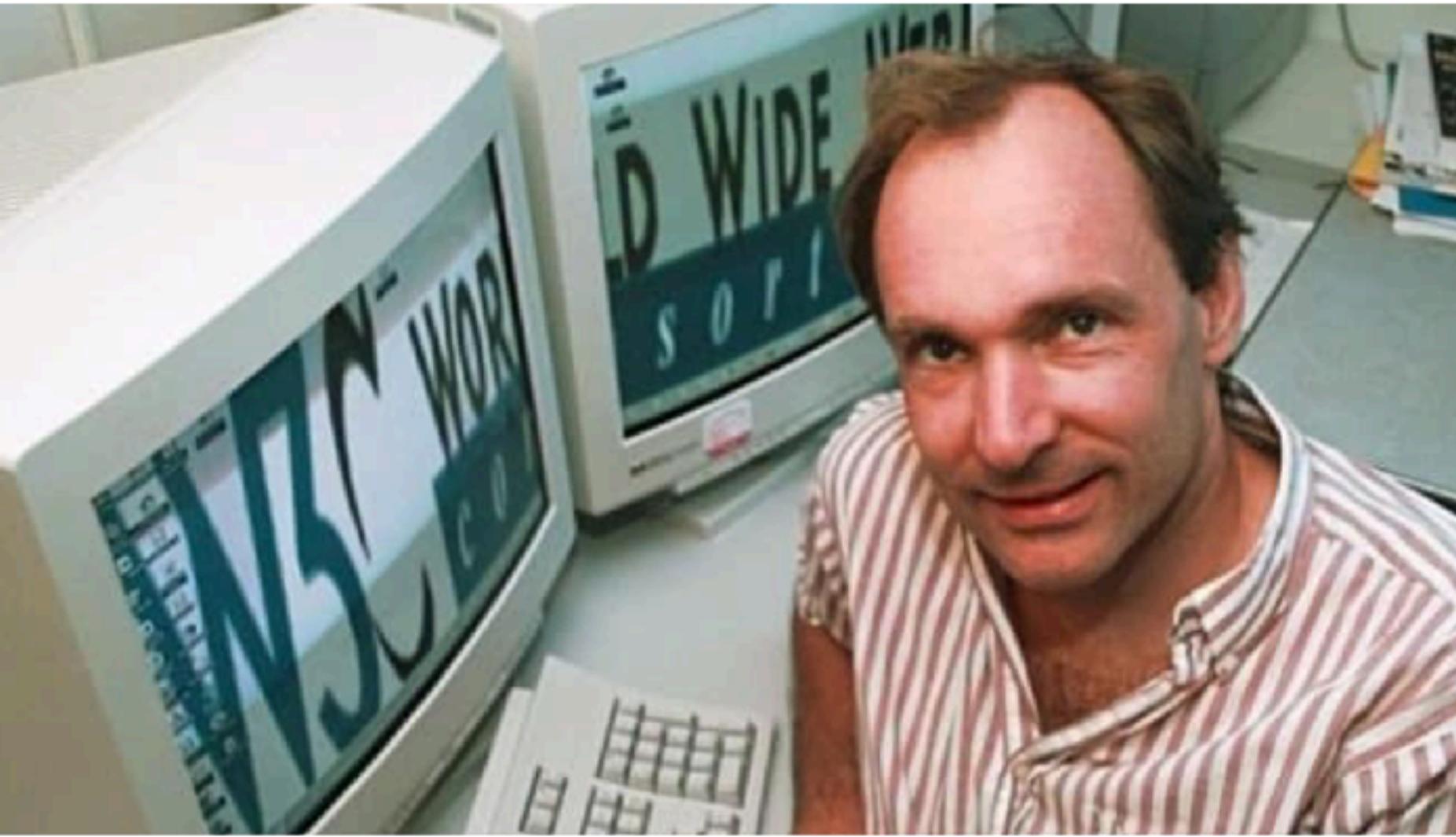


Photo Credit: CERN



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.



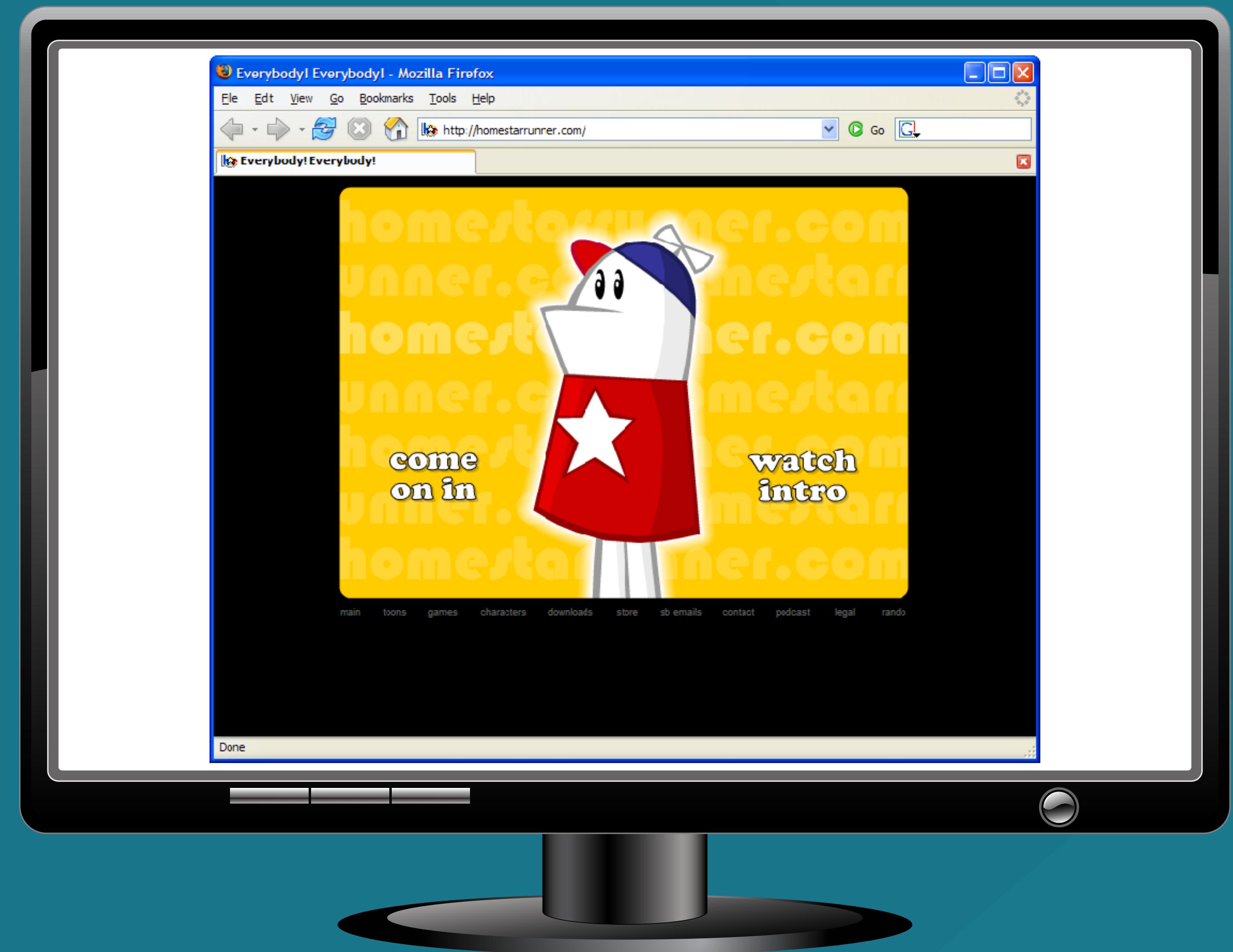
How 25 popular websites looked when they launched

[Back to image](#)



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







HTML



css



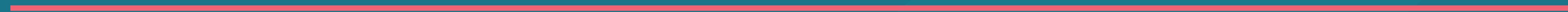
Best Viewed With

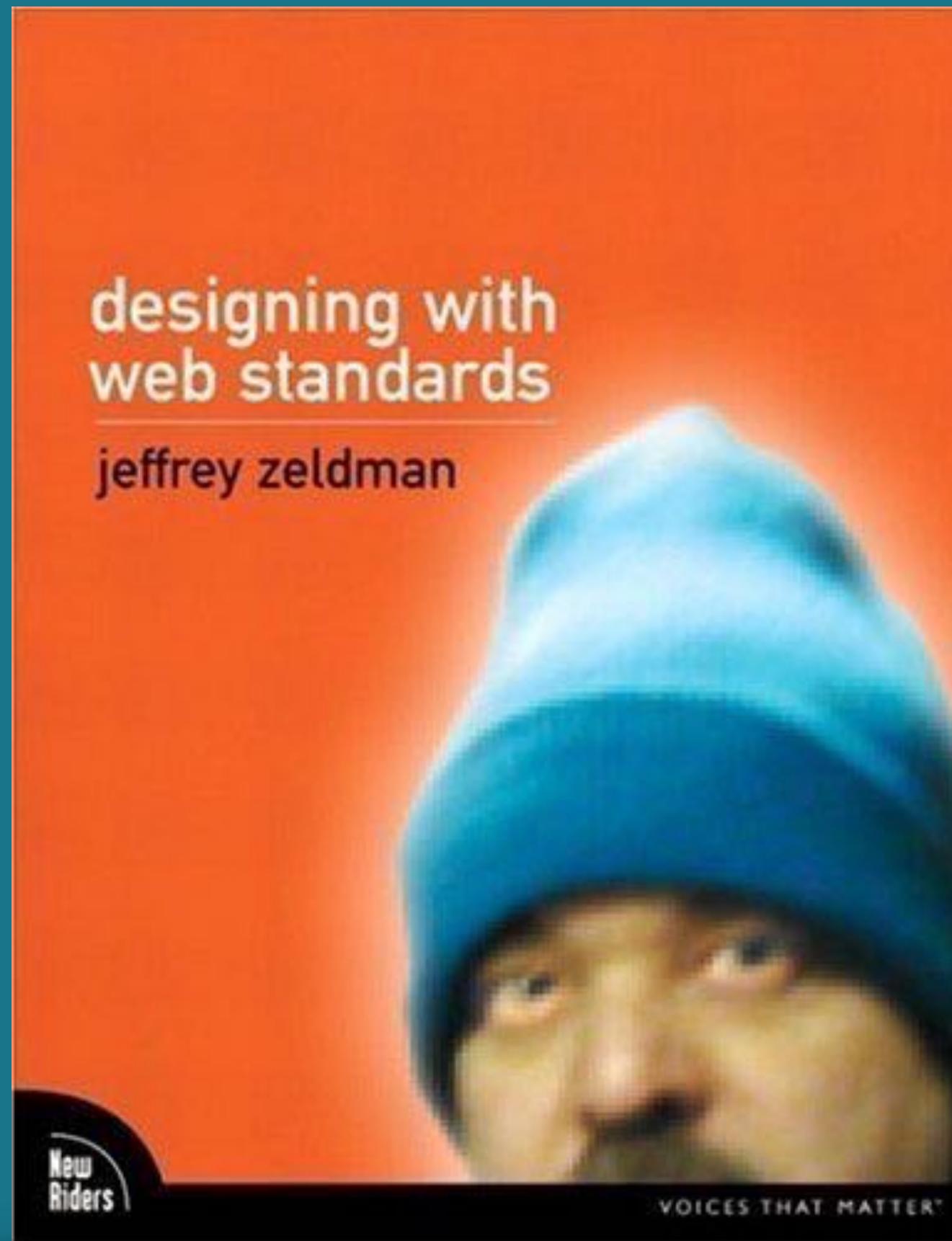


**Click here to download
Internet Explorer now**



Trying to control how
people accessed the
web.





Designing with Web Standards

Jeffrey Zeldman



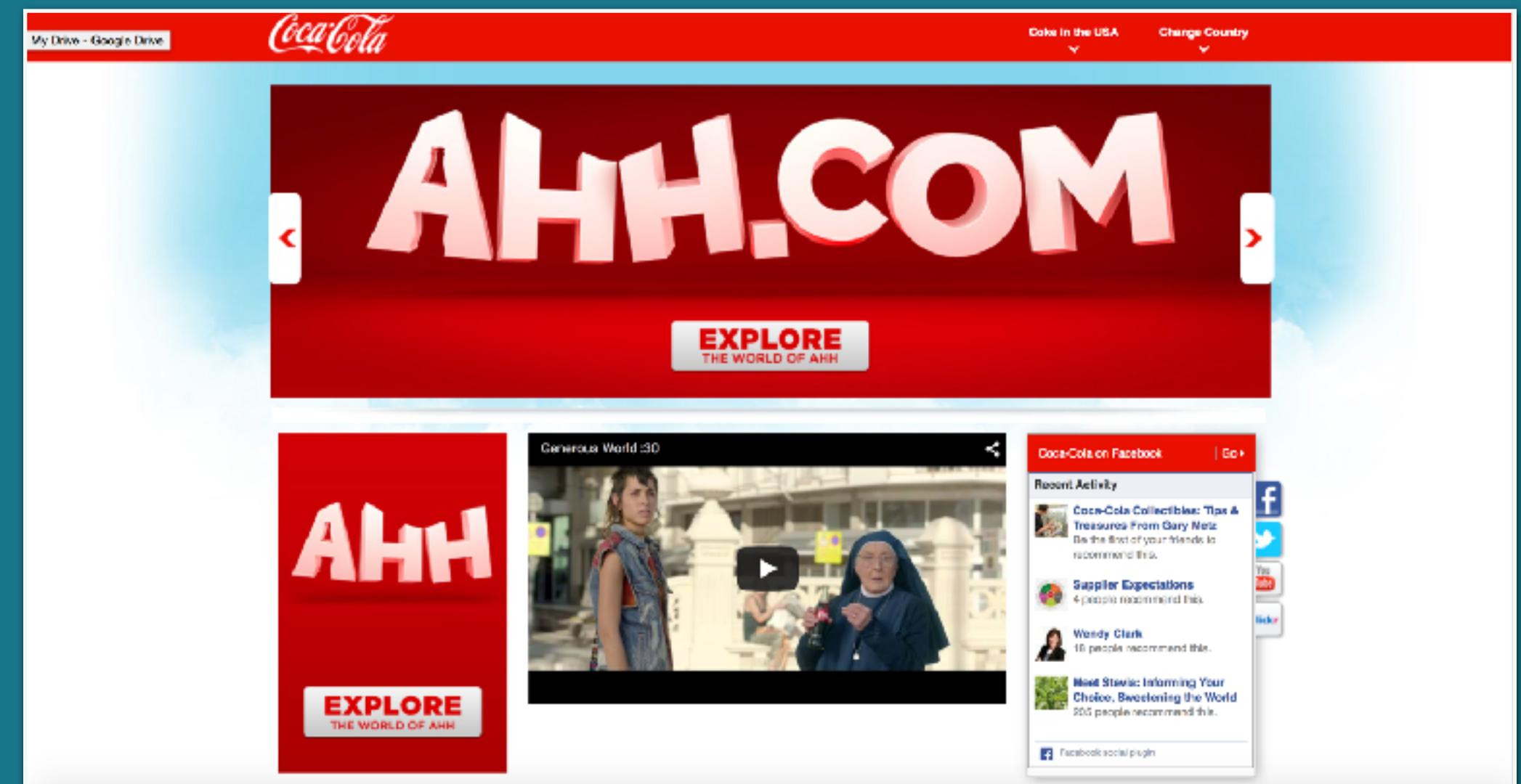
Fixed-Width



960px



Fixed-Width



960px



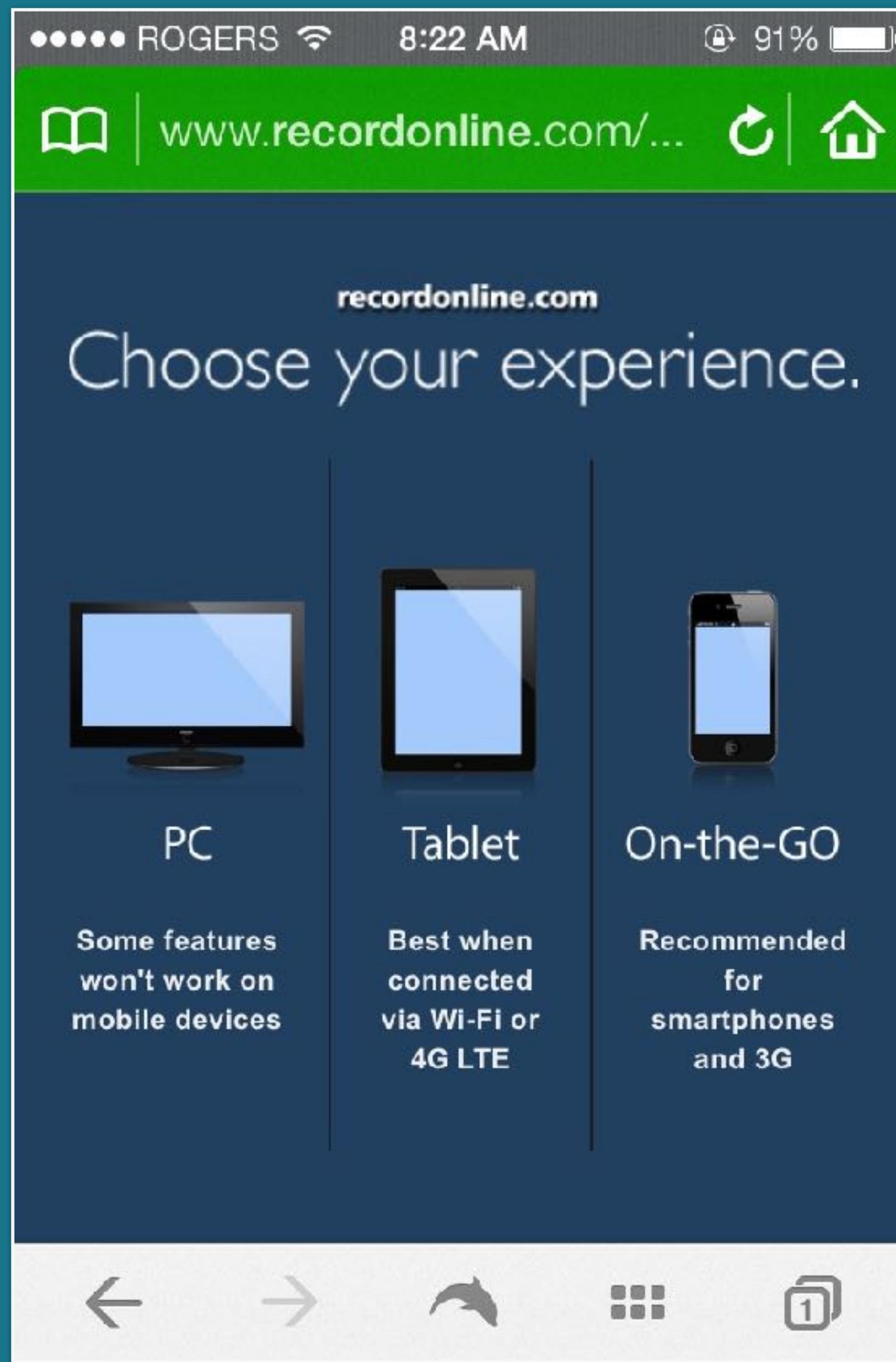


2007 iPhone





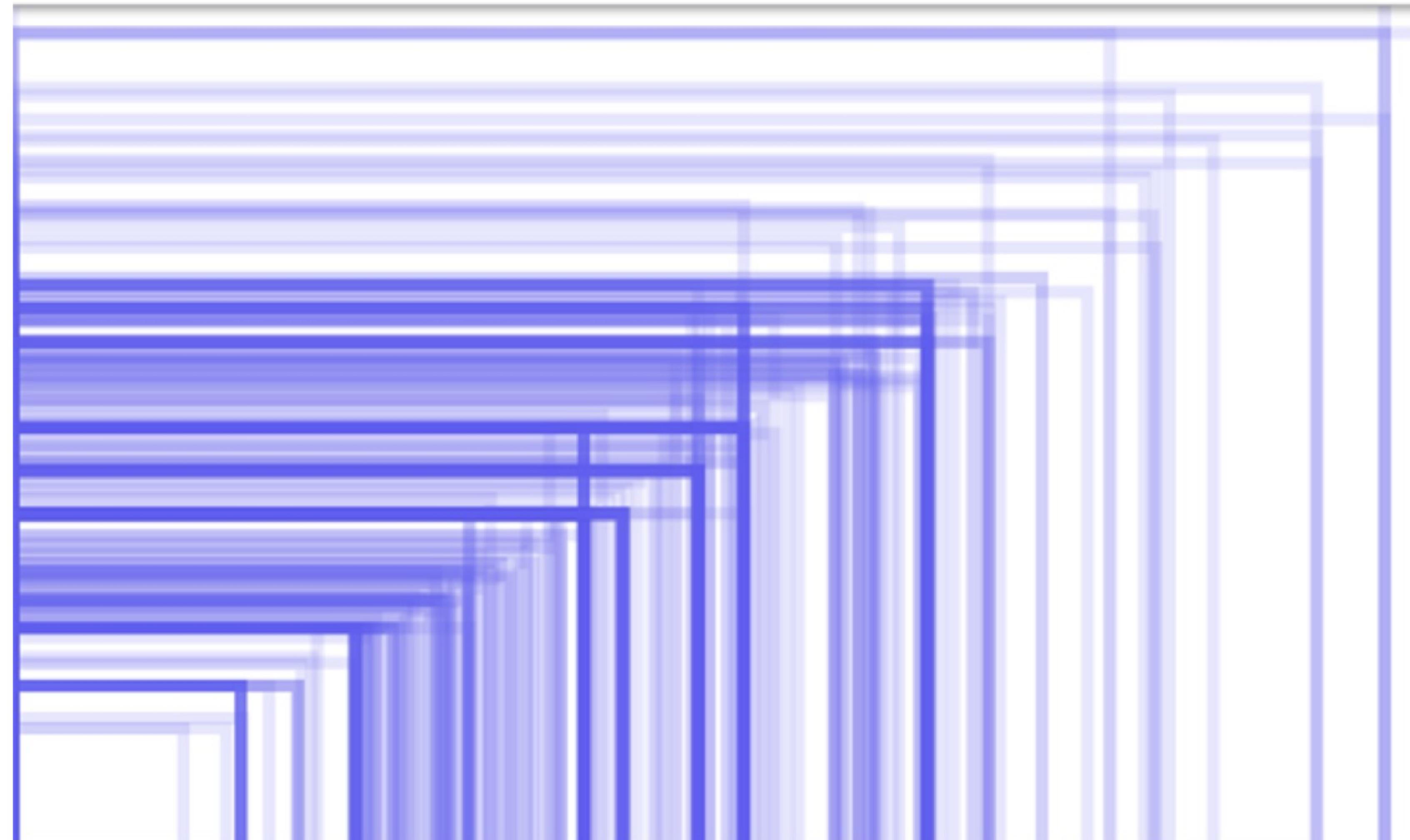




<http://wtfmobileweb.com>



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

Responsive Web Design

by **ETHAN MARCOTTE** · May 25, 2010

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

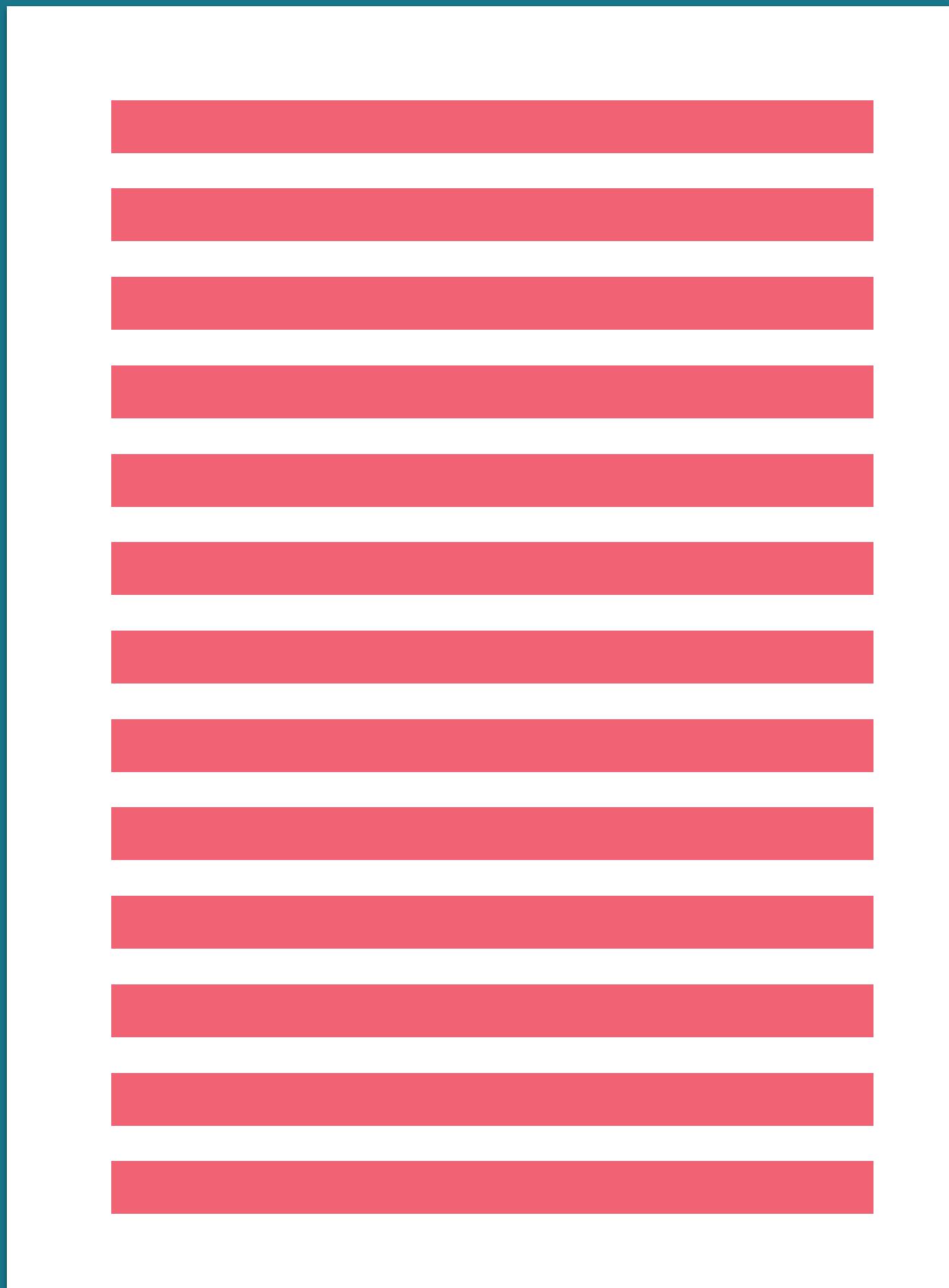
[103 Comments](#)

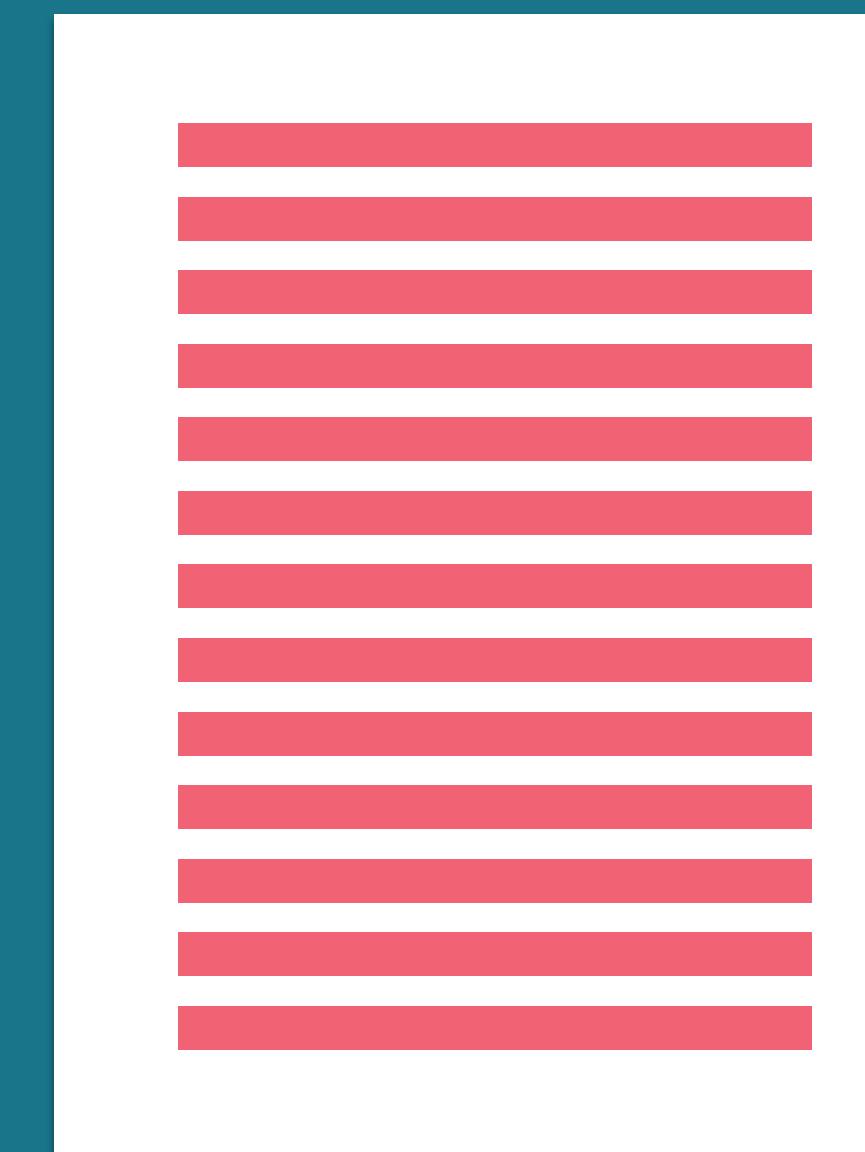


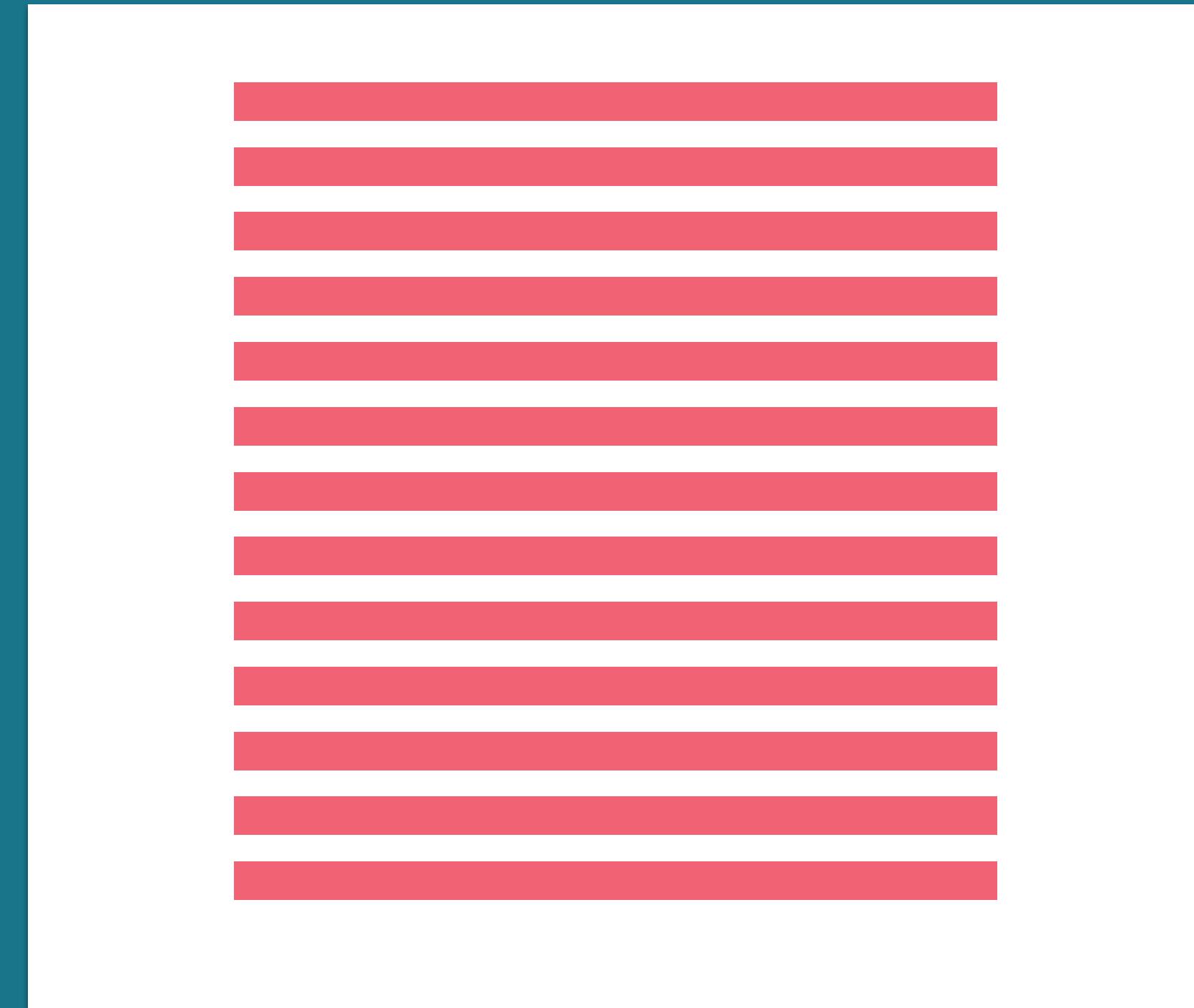
“The control which designers know in the print medium... is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn’t have the same constraints, and design for this flexibility.”

John Allsopp, “A Dao of Web Design”



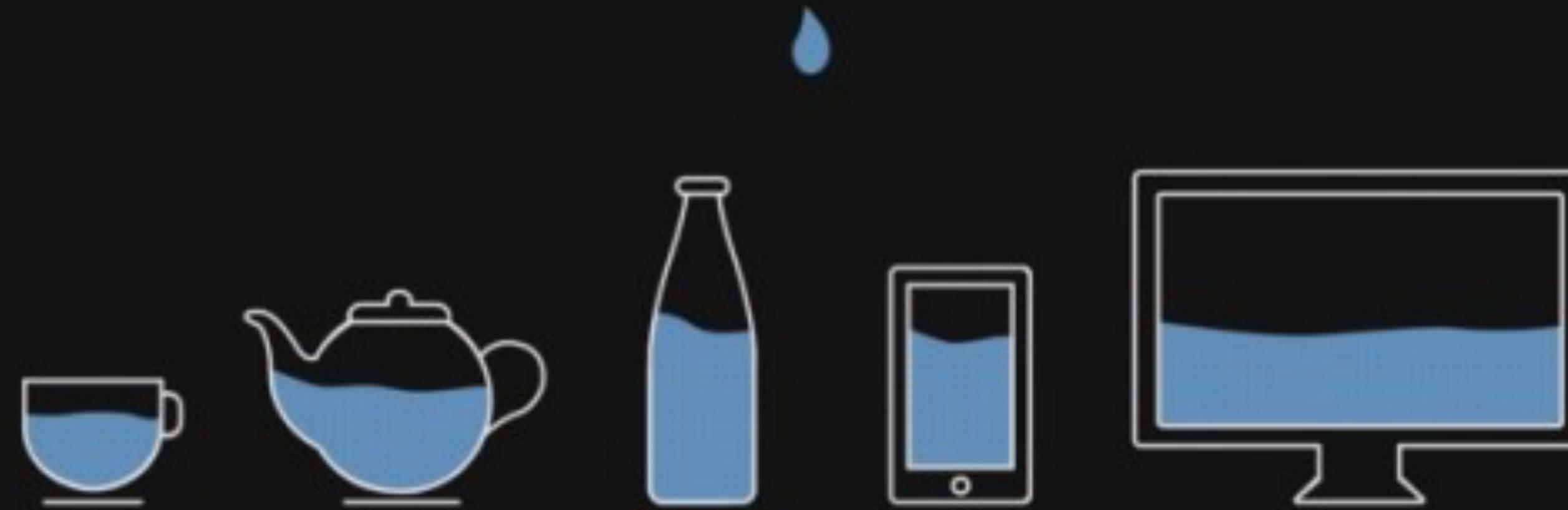








CONTENT IS LIKE WATER

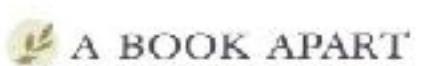


“ You put water into a cup it becomes the cup.
You put water into a bottle it becomes the bottle.
You put it in a teapot, it becomes the teapot. ”

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](#)

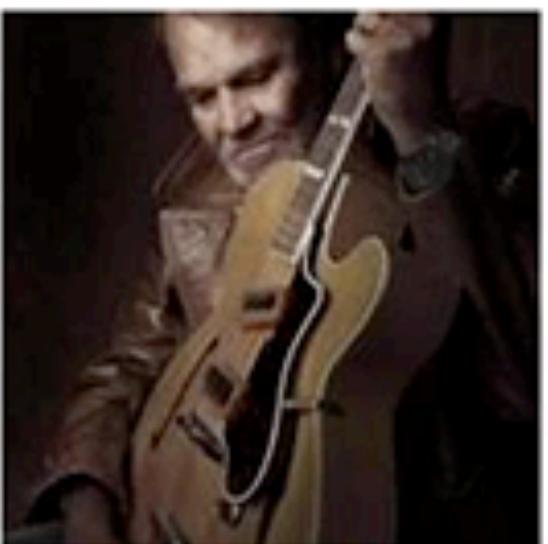
Arts

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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

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Cape Air
The Steamship Authority
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[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%

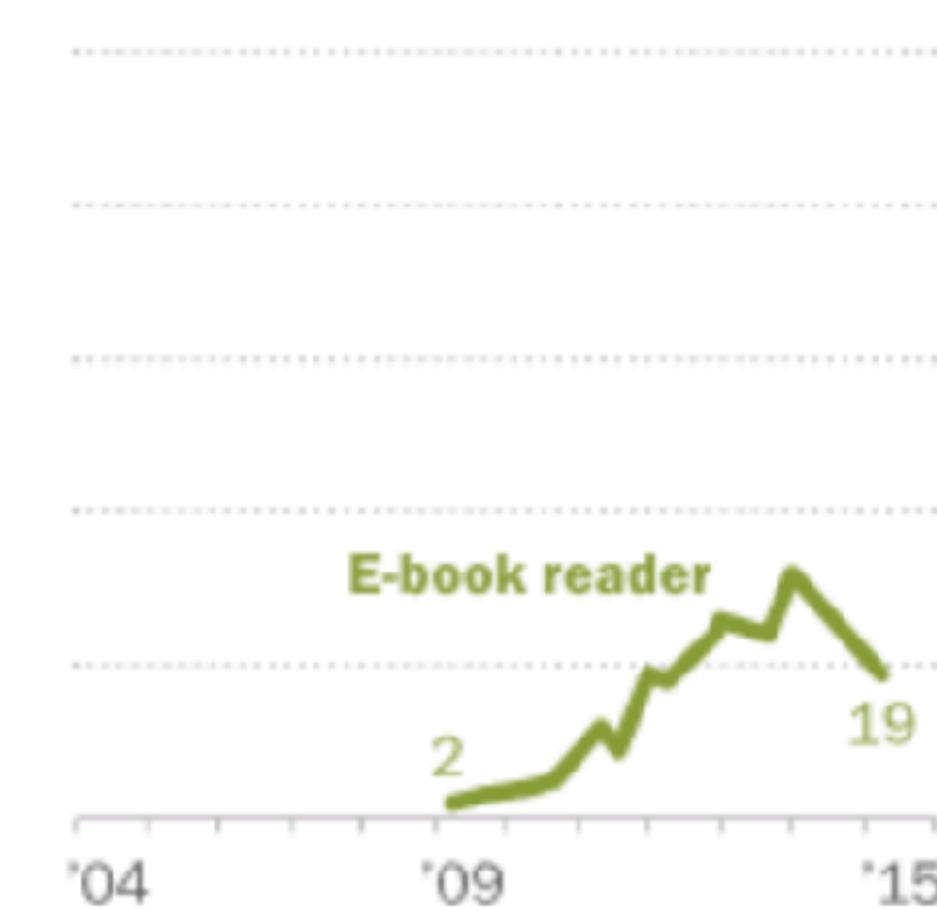
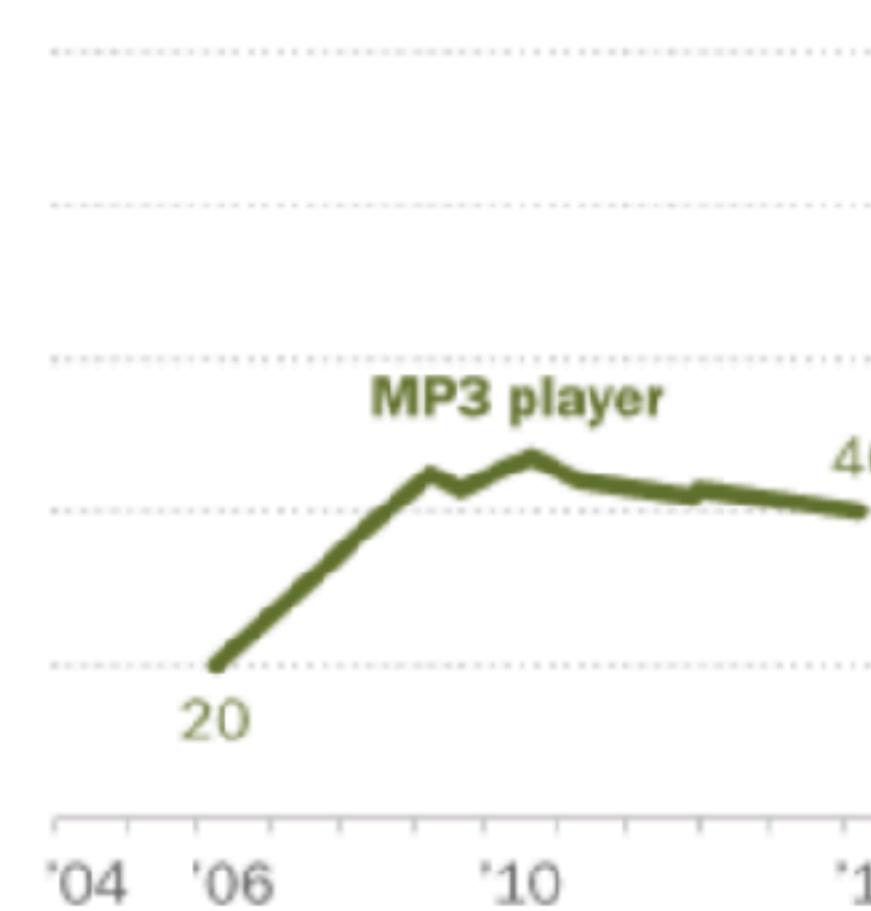
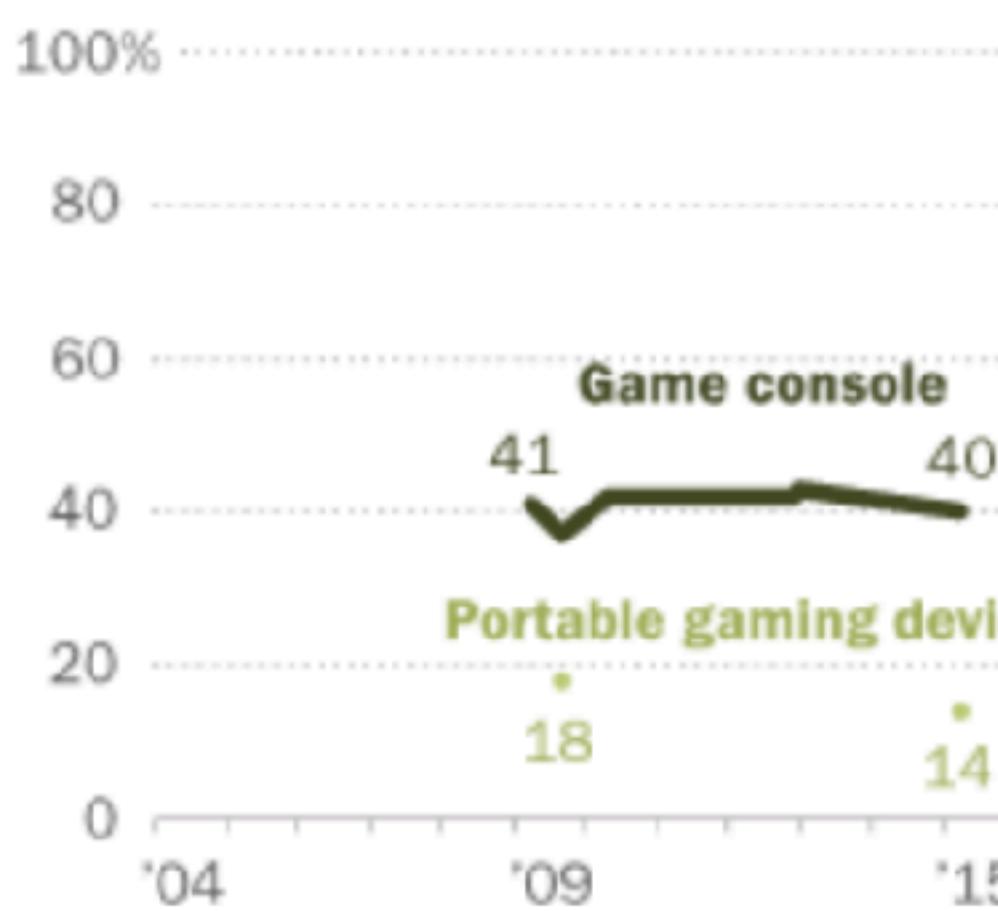
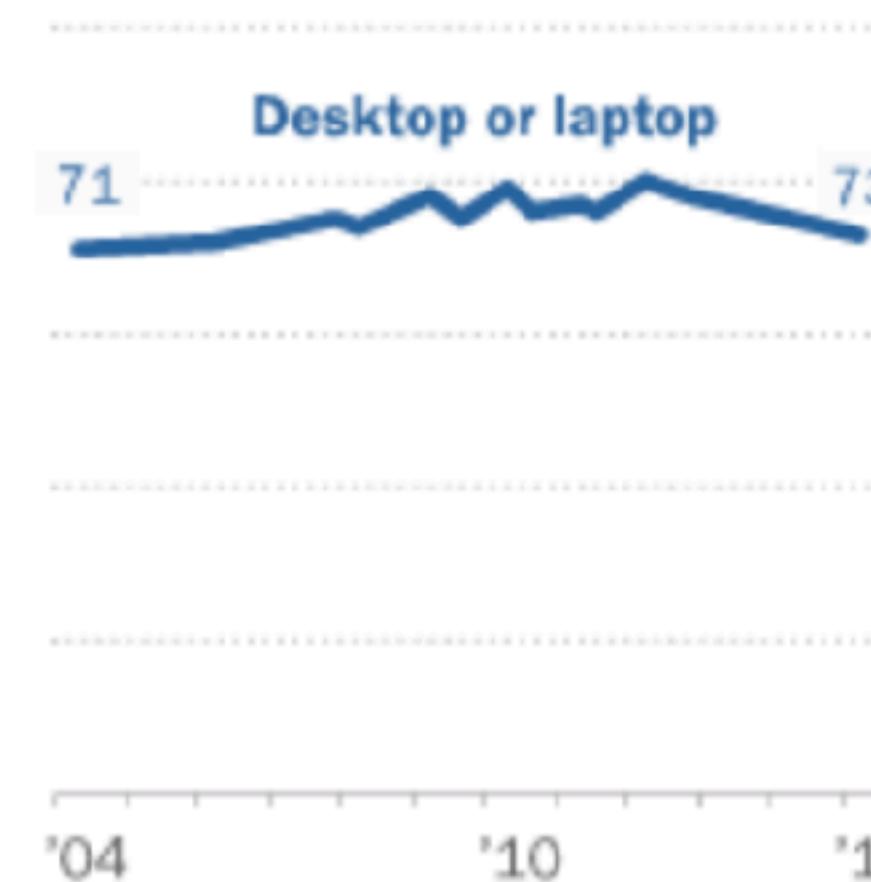
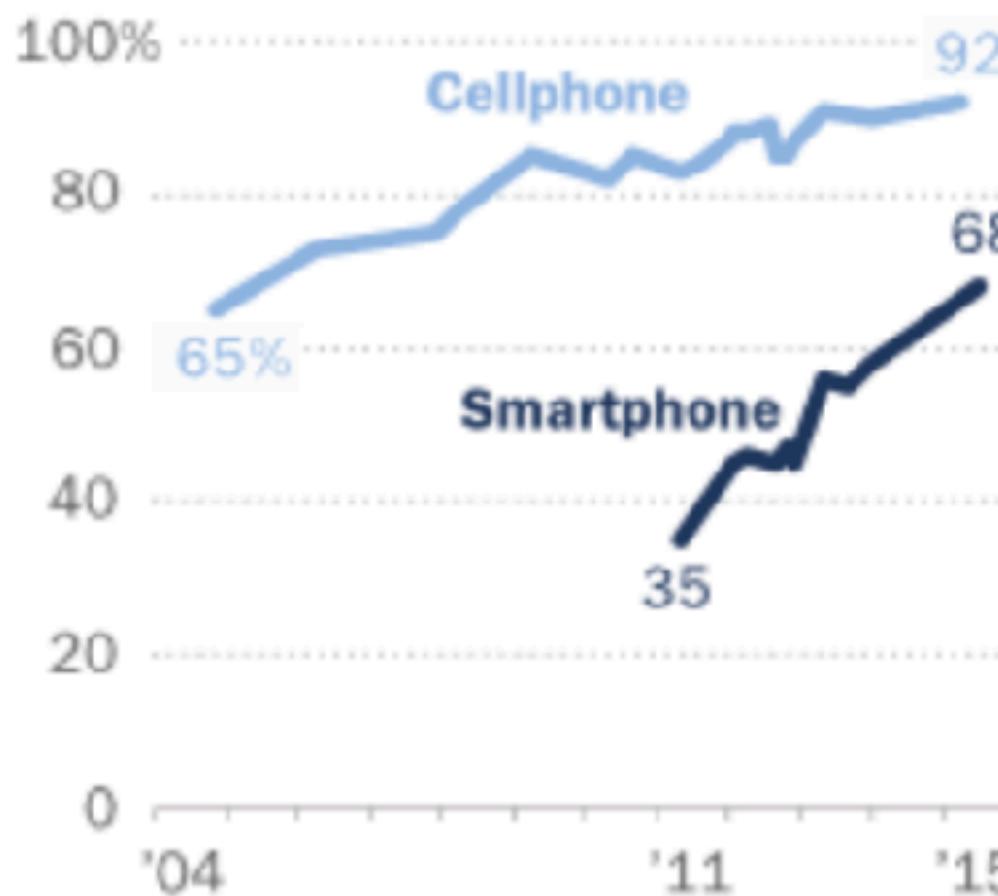
Q2-2016 Worldwide PC
shipments



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

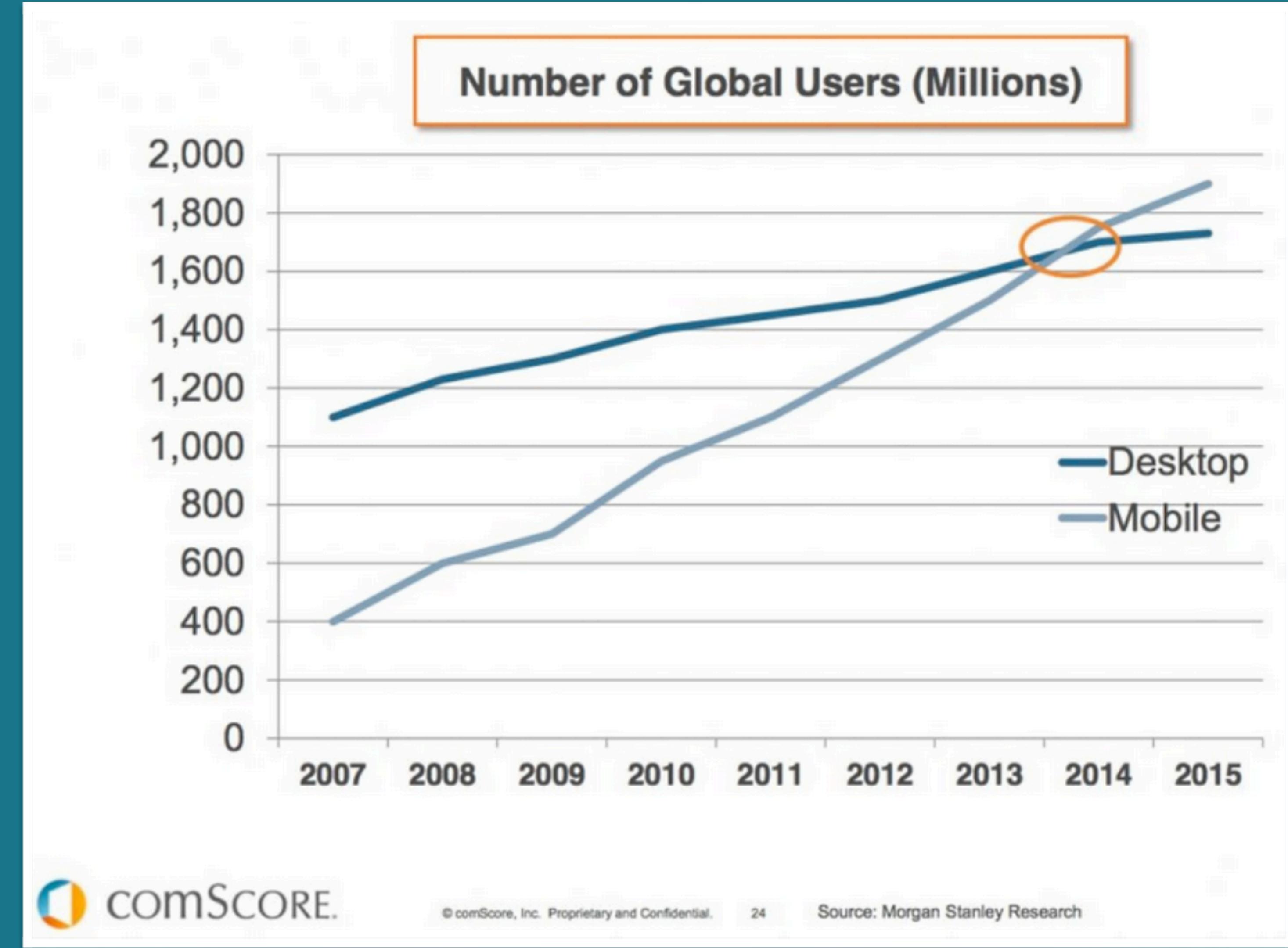
Smartphones, Tablets Grew in Recent Years; Other Devices Declined or Stayed Flat

% 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

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Mashable

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Business

Entertainment

US & World

Lifestyle

Watercooler





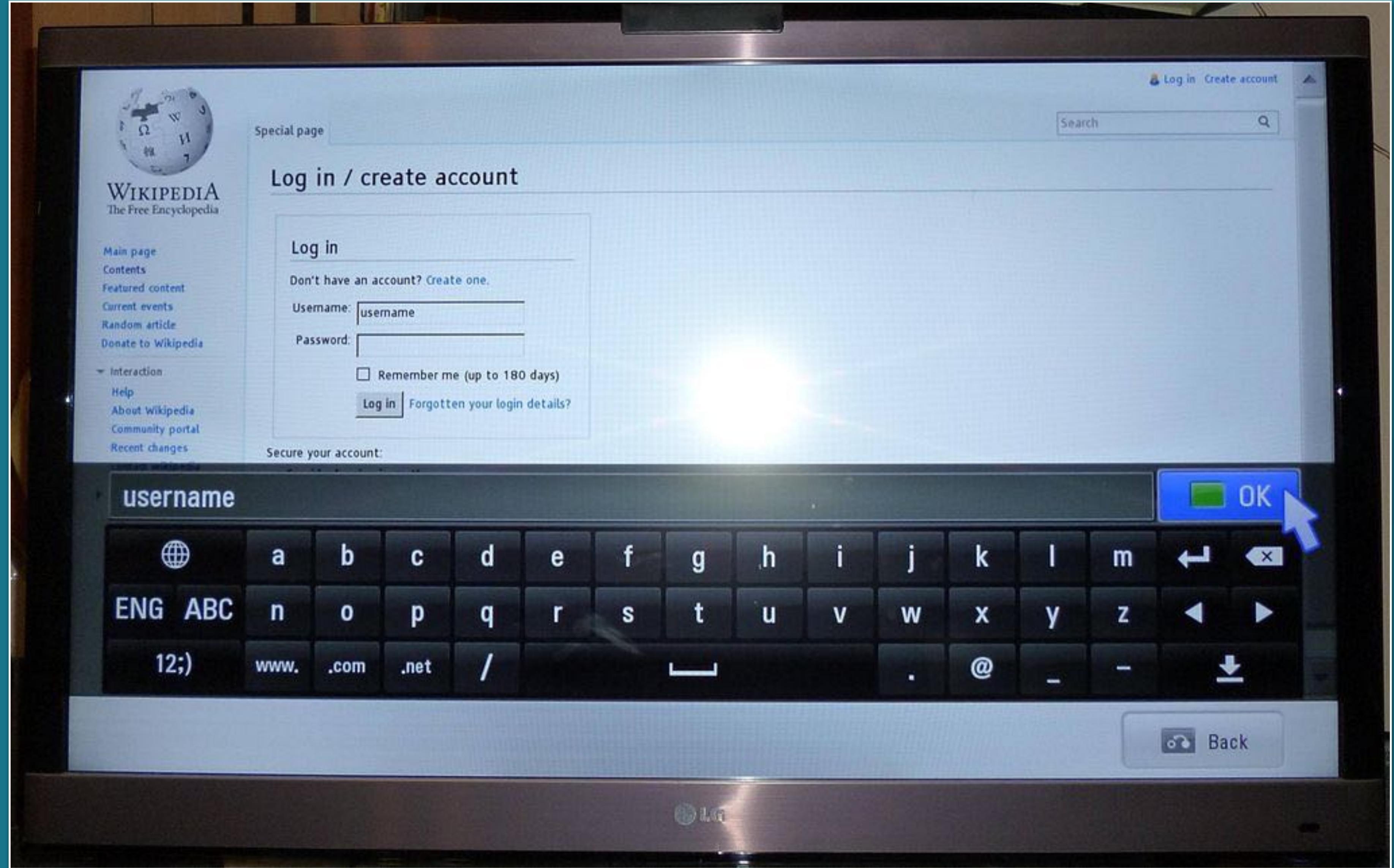




What can I help
you with?

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

Listening...



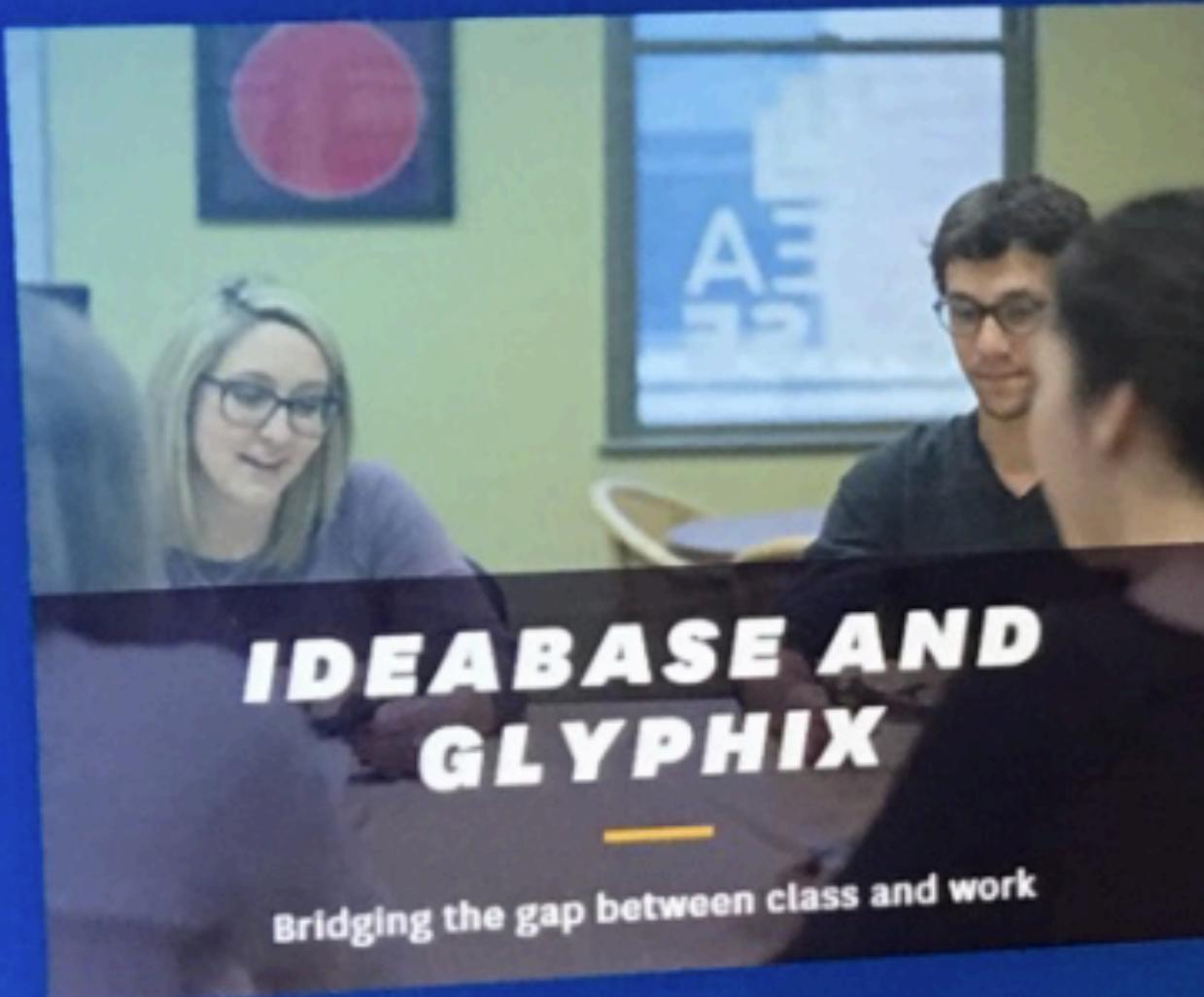


http://farm1.static.flickr.com/29/67433282_f3eb423e24.jpg



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

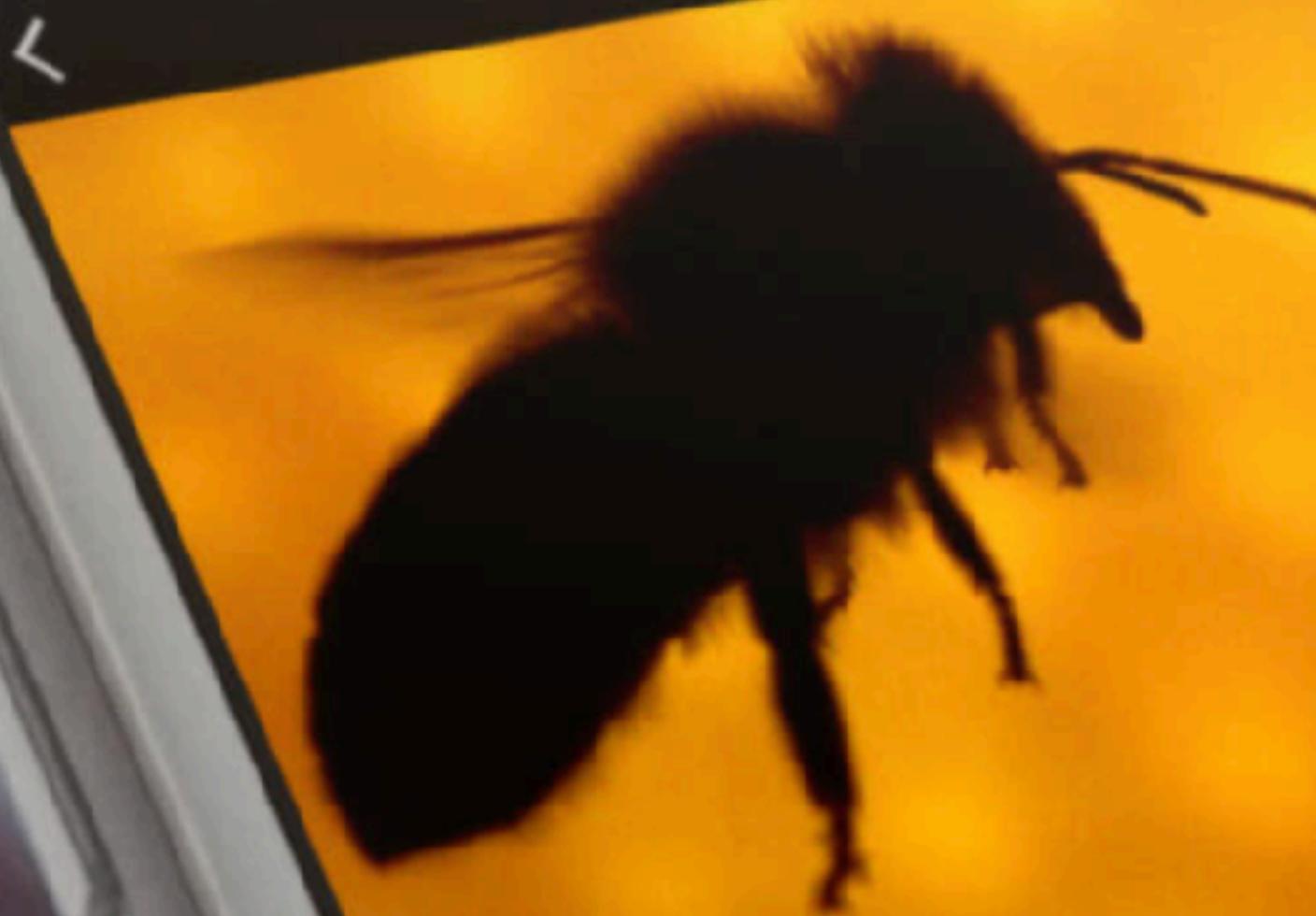
Danielle Coombs @daniellecoombs

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?

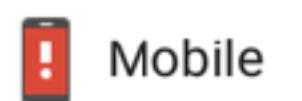
heck no



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

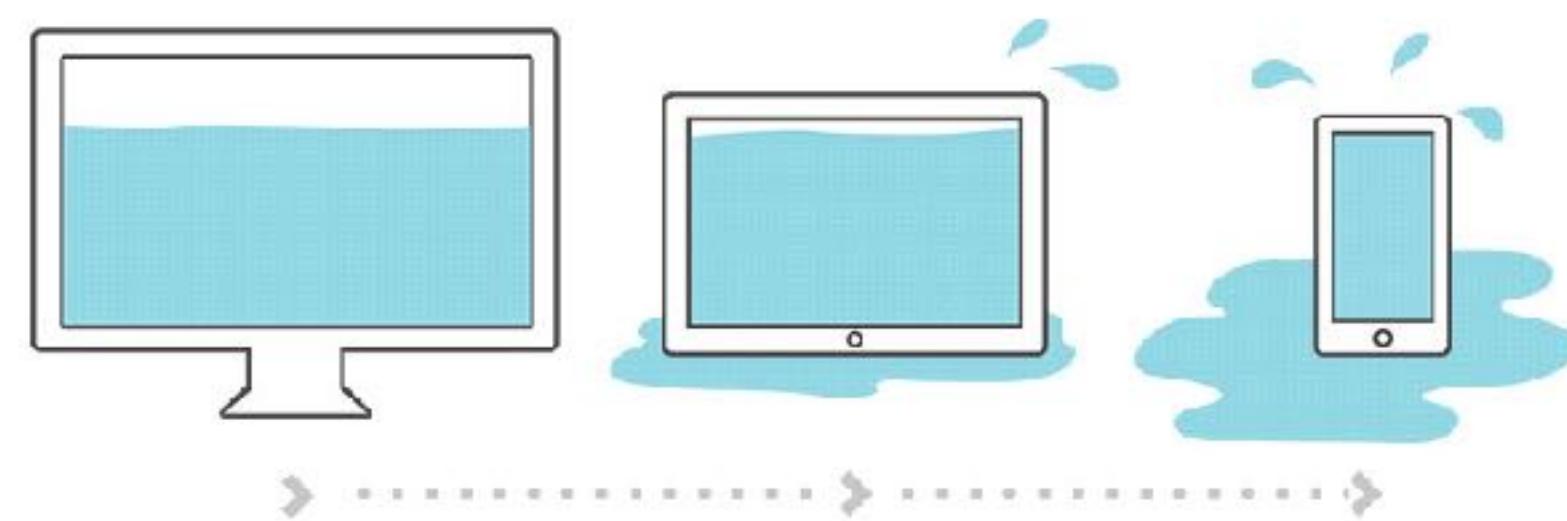
► Show how to fix

Enable compression

► Show how to fix

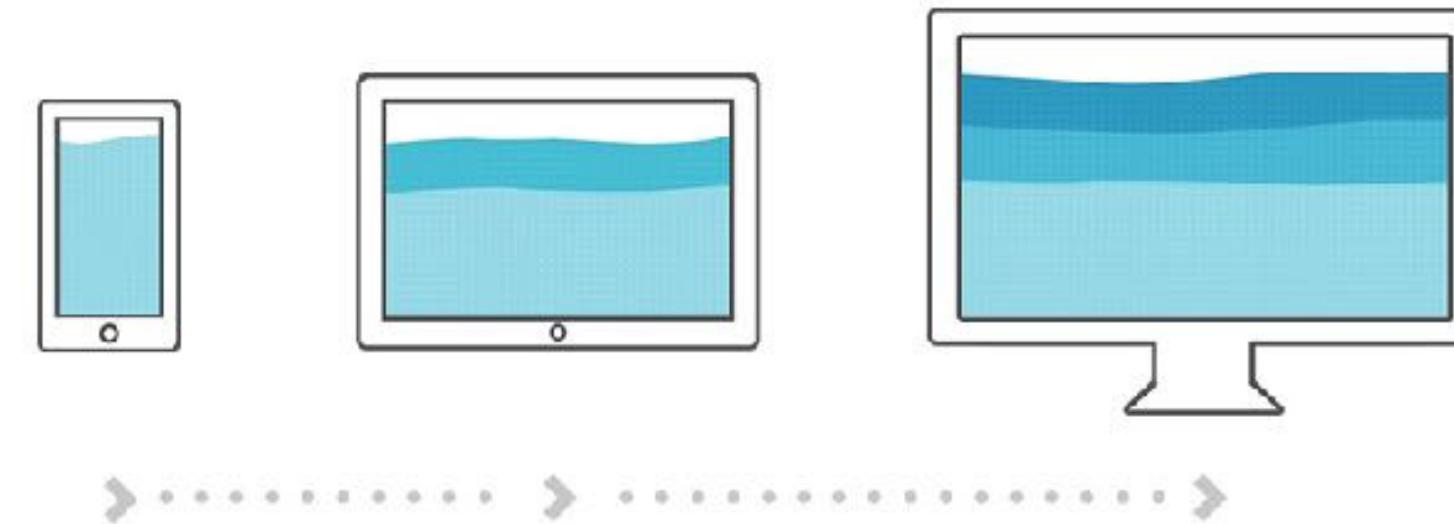
Leverage browser caching





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



Case Study Assignment

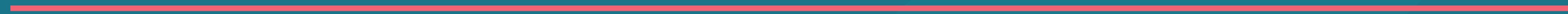
<http://rwdkent.com/class/assignments/casestudy/>



Introductory Survey



Quick Mac Bootcamp



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/

Introductory Survey

See RWD website



Jeffrey Zeldman Video

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

