



RWD

Class 14

Overview

In Brief: CSS Properties, Print Stylesheets, Responsive Email (20 min)

RWD Cost + 9 RWD Mistakes You Don't Want to Make (10 min)

Ethan Marcotte + Questions (45 minutes)

Break (5 min)

HTML/CSS Prototypes + Pattern Libraries + Project Hubs (1 hour 15 minutes)



Reminders:

HTML/CSS Prototypes/Templates: Dec. 8

Pattern Library: Dec. 8

Project Overview + Hub In Class: Dec. 8

Self/Group Evaluation: Dec. 15 (Finals)

*Make sure you submit your assignments to your project hub
and Blackboard Learn so that I can grade them!*



Pattern Library Example

<http://rwdkent.com/patterns/>



Project Hub Example

<http://rwdkent.com/timeline/>



CSS Properties



Transition

Change values over a specified duration with animation

<https://css-tricks.com/almanac/properties/t/transition/>



::after / ::before

Insert content via CSS before or
after an element

<https://css-tricks.com/almanac/selectors/a/after-and-before/>



columns

Auto flow text content into
columns with CSS

<https://css-tricks.com/almanac/properties/c/columns/>



flexible layout

A more efficient way to lay out,
align and distribute space among
items in a container.

<https://css-tricks.com/snippets/css/a-guide-to-flexbox/>



transform

Manipulate an element by rotating, translating or scaling

<https://css-tricks.com/almanac/properties/t/transform/>



shape-outside

Specify how content will wrap around an element (circle, ellipse or polygon).

<https://css-tricks.com/almanac/properties/s/shape-outside/>



typography control

hanging-punctuation, orphans,
quotes, widows, word-break



animation

Define keyframes for animating
between CSS properties

<https://css-tricks.com/almanac/properties/a/animation/>



Print Stylesheets



**A separate stylesheet
can be declared for
printers only**

```
<link rel="stylesheet" type="text/css"  
      media="print" href="print.css" />
```



Responsive Email

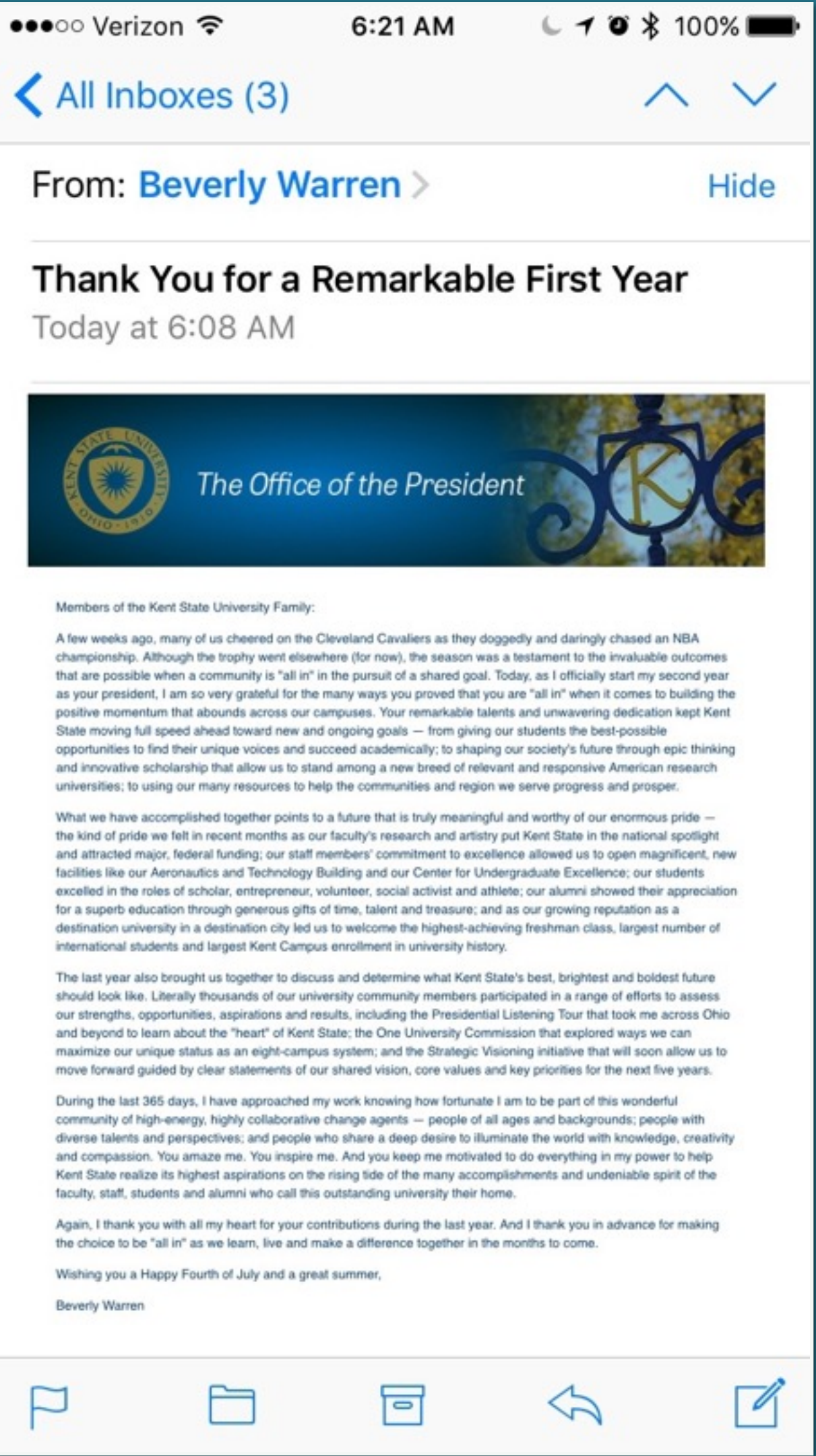


53%

email opened on
mobile devices
in 2014.

<https://litmus.com/blog/53-of-emails-opened-on-mobile-outlook-opens-decrease-33>





Email is just HTML
and CSS. It can be
made responsive.



Kent State Elects Beverly J. Warren, Ed.D., Ph.D., FACSM, as University's 12th President

The Kent State University Board of Trustees has elected Beverly J. Warren, Ed.D., Ph.D., FACSM, currently provost and senior vice president of Virginia Commonwealth University (VCU), as its next university president at a special board meeting held today (Jan. 8, 2014). Warren will begin serving as Kent State's 12th president on July 1, 2014. She will succeed retiring President Lester A. Lefton, who has served as Kent State's chief executive officer since July 1, 2006.

How Much Does RWD Cost?

<http://bradfrost.com/blog/web/how-much-does-a-responsive-web-design-cost/>



| | |
|--------------------------|------------------|
| RESEARCH | \$12 |
| INFORMATION ARCHITECTURE | \$12 |
| VISUAL INTERFACE DESIGN | \$15 |
| HTML, CSS, JAVASCRIPT | \$14 |
| MAKING IT RESPONSIVE | \$200,000 |
| | \$200,053 |



It depends.

Think of real estate.



It costs more.

(but brings more
value over time)



Budget Considerations

Discovery & Client/Team Education

Build in time for Process Change (Prototyping)

What To Do With Existing Content?

More Testing/QA Time + Device Purchases

Creating/Enforcing a Pattern Library

Replacing Existing Backend System (CMS)



Rollout Strategy

Retrofit

Beta Release

Mobile-only responsive

Section by Section

ALL AT ONCE



9 Responsive Design Mistakes You Don't Want to Make

<http://thenextweb.com/dd/2015/10/28/9-responsive-design-mistakes-you-dont-want-to-make/>



Ethan Marcotte



Hands-On Work

