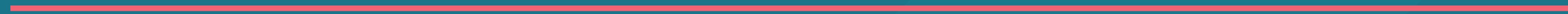




# RWD

## Class 1

# About IdeaBase





# Some Things About Me





# HTML in 1999

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



# HTML in 2018

<p>Hi I'm 2018 HTML!</p>



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

Syllabus, Schedule, Assignments



# Introductions

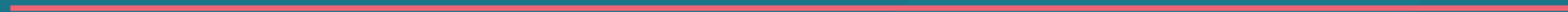
Name

Where They're From

Major

Experience on Web (if any)

Favorite App or Website



# 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

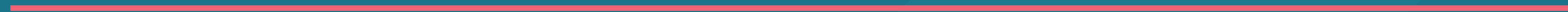
# Mobile + Multi- Device Experiences Are the Default



# 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



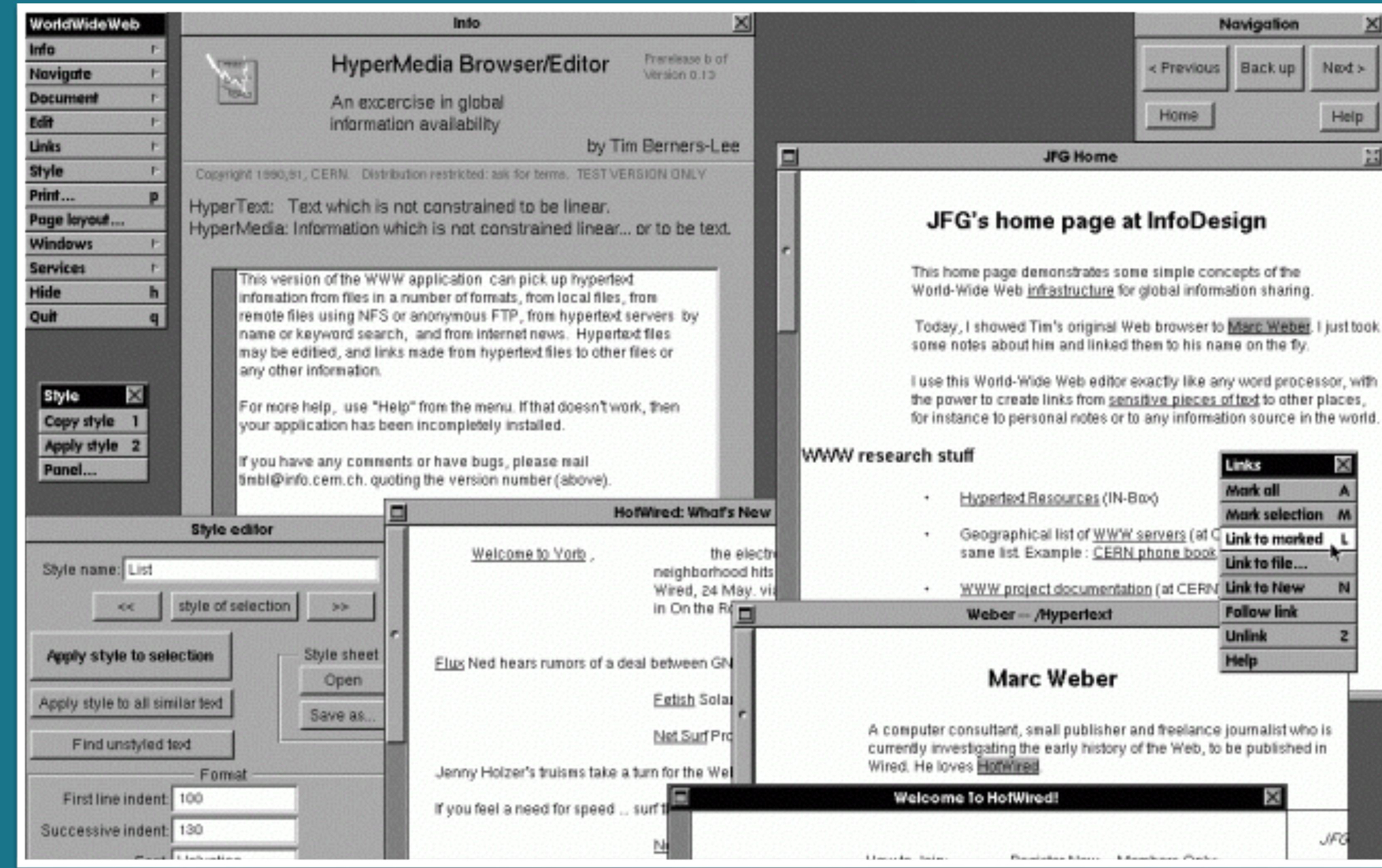


Photo Credit: CERN



# 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.



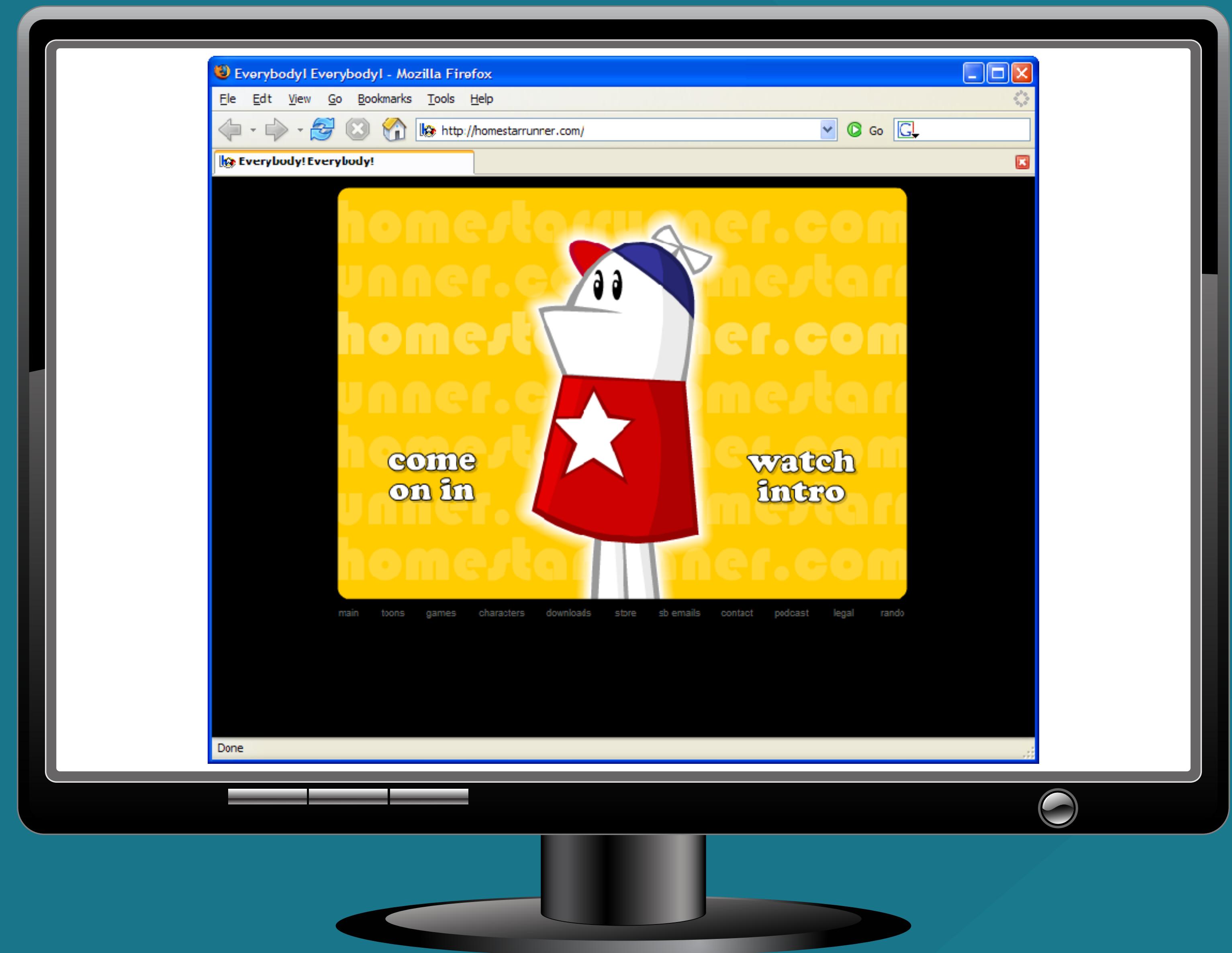
# How 25 popular websites looked when they launched

< Back to image



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







# HTML



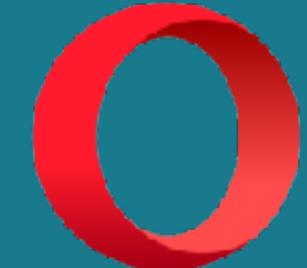
# css

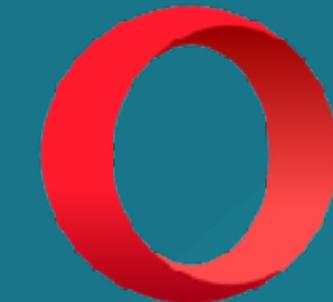






StatCounter, July 2018





StatCounter, July 2018



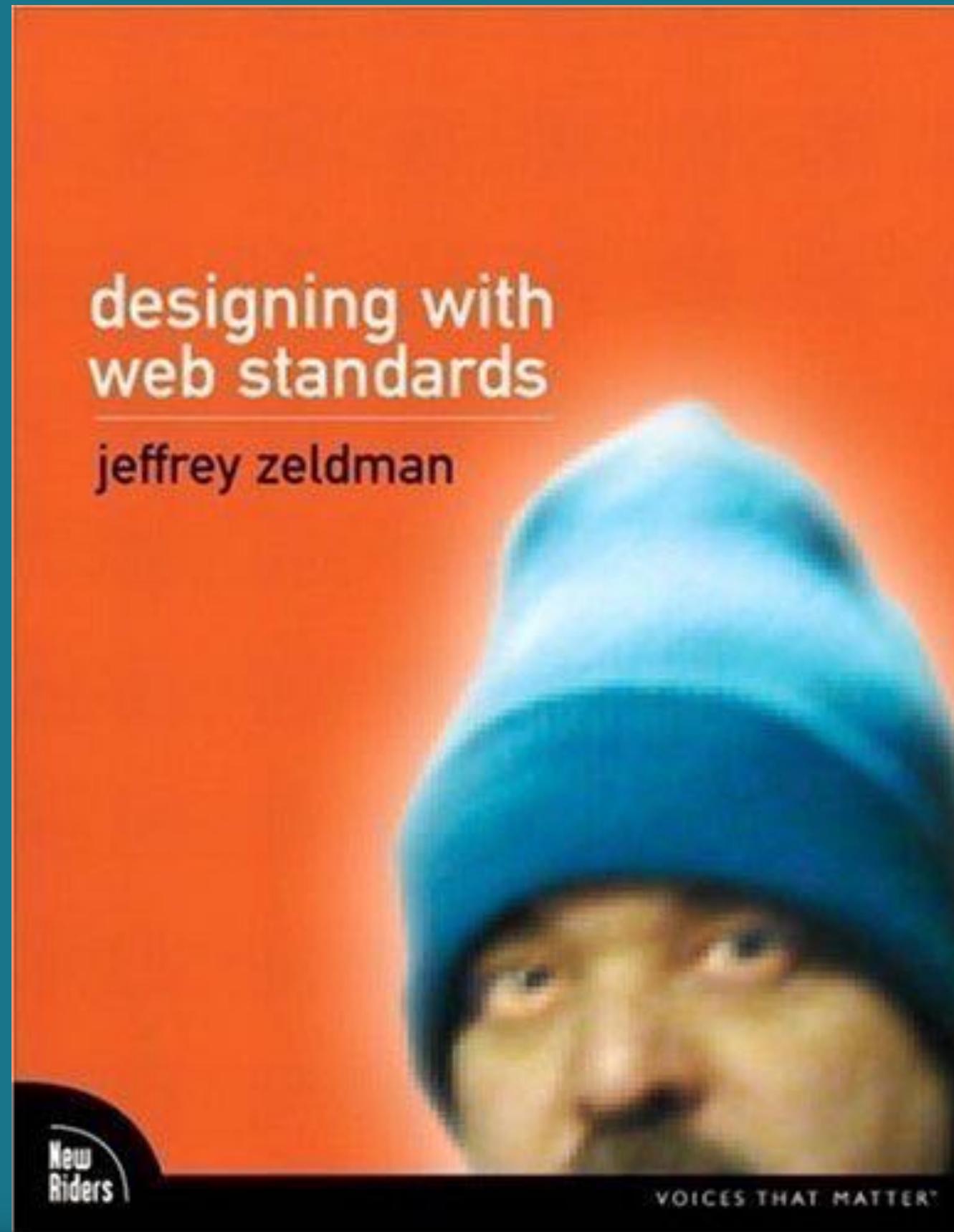
O



StatCounter, July 2018

Trying to control how  
people accessed the  
web.





# Designing with Web Standards

*Jeffrey Zeldman*



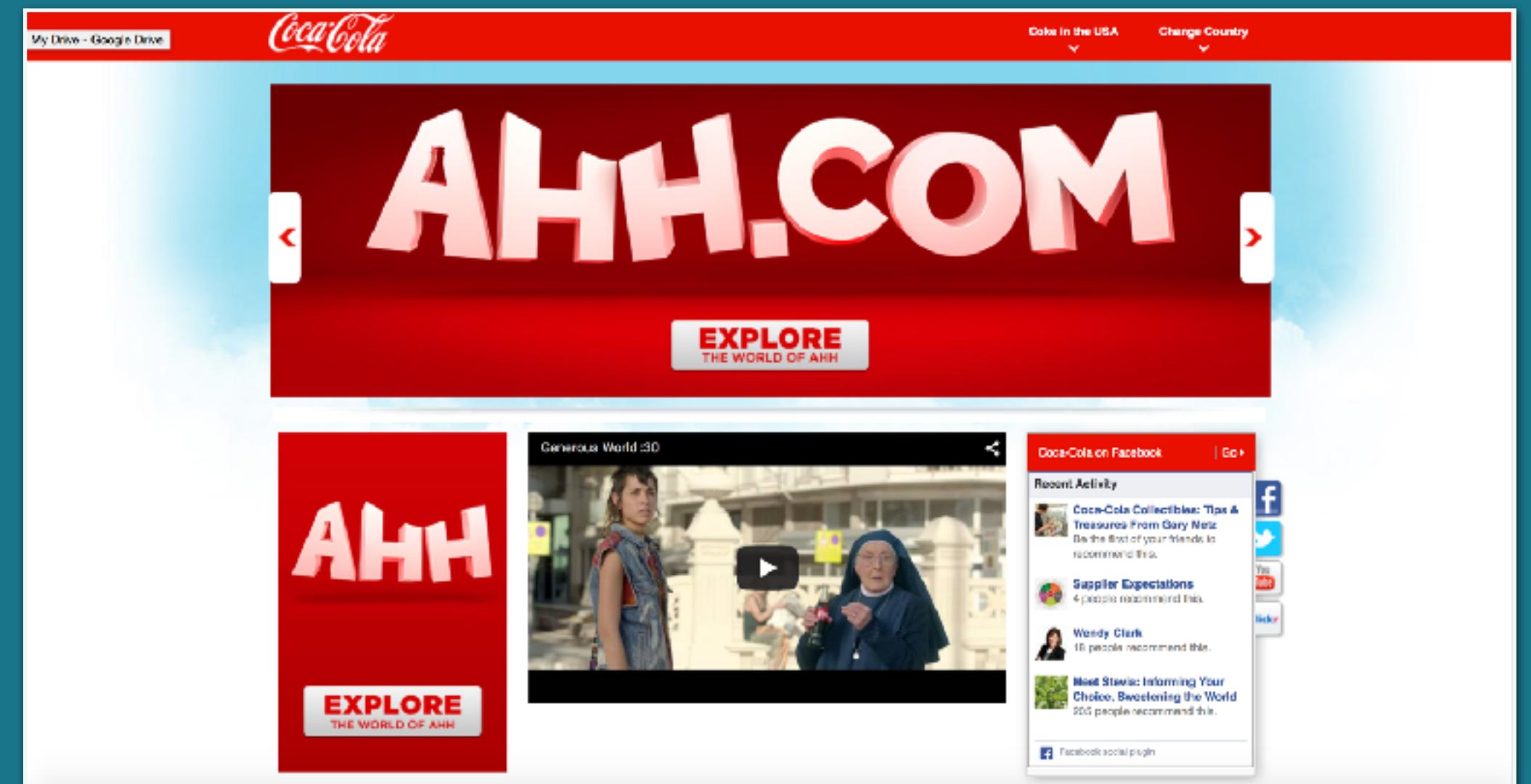
# *Fixed-Width*



**960px**



# Fixed-Width



960px





# 2007 iPhone



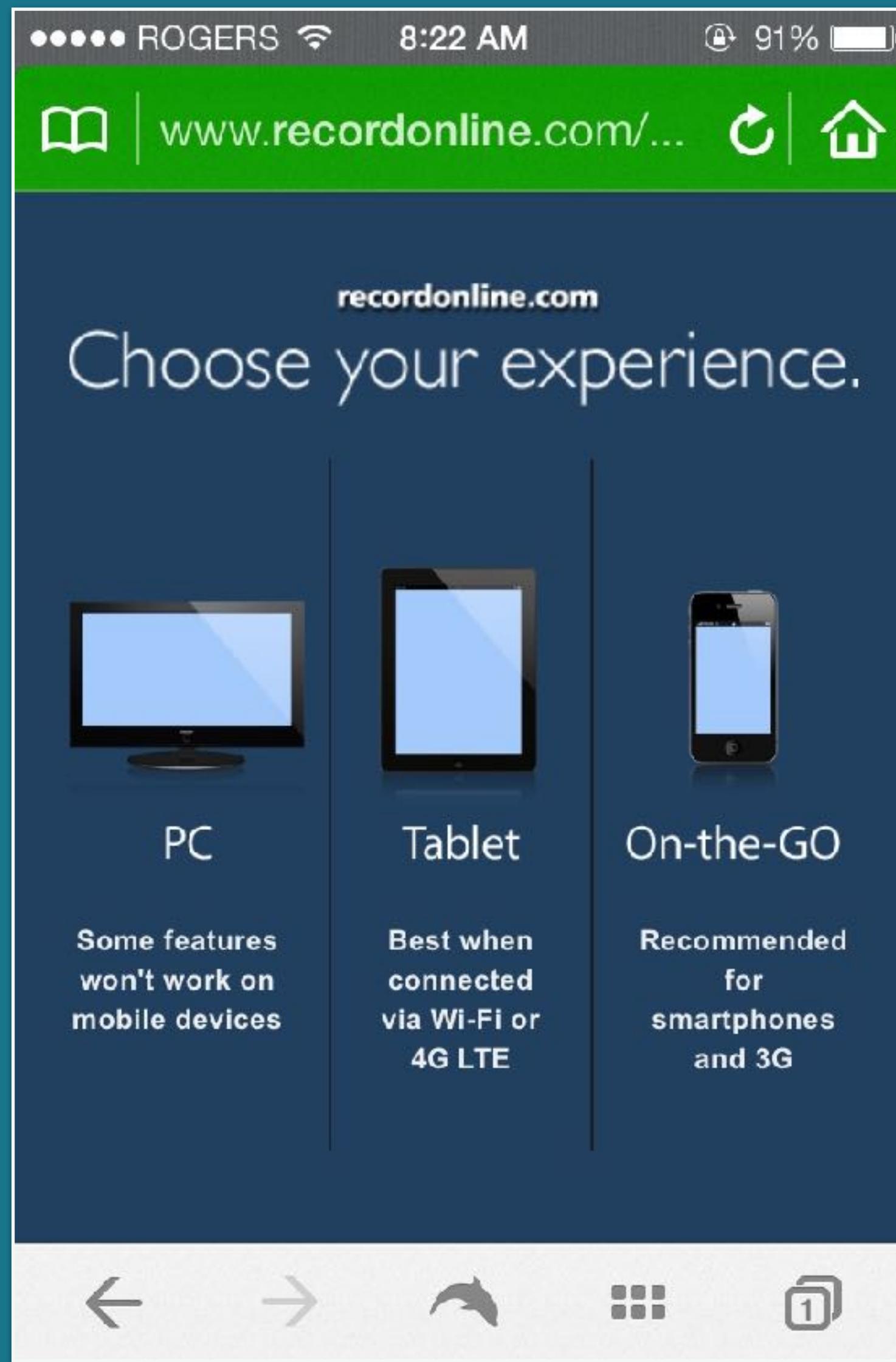


# 2008



# 2010



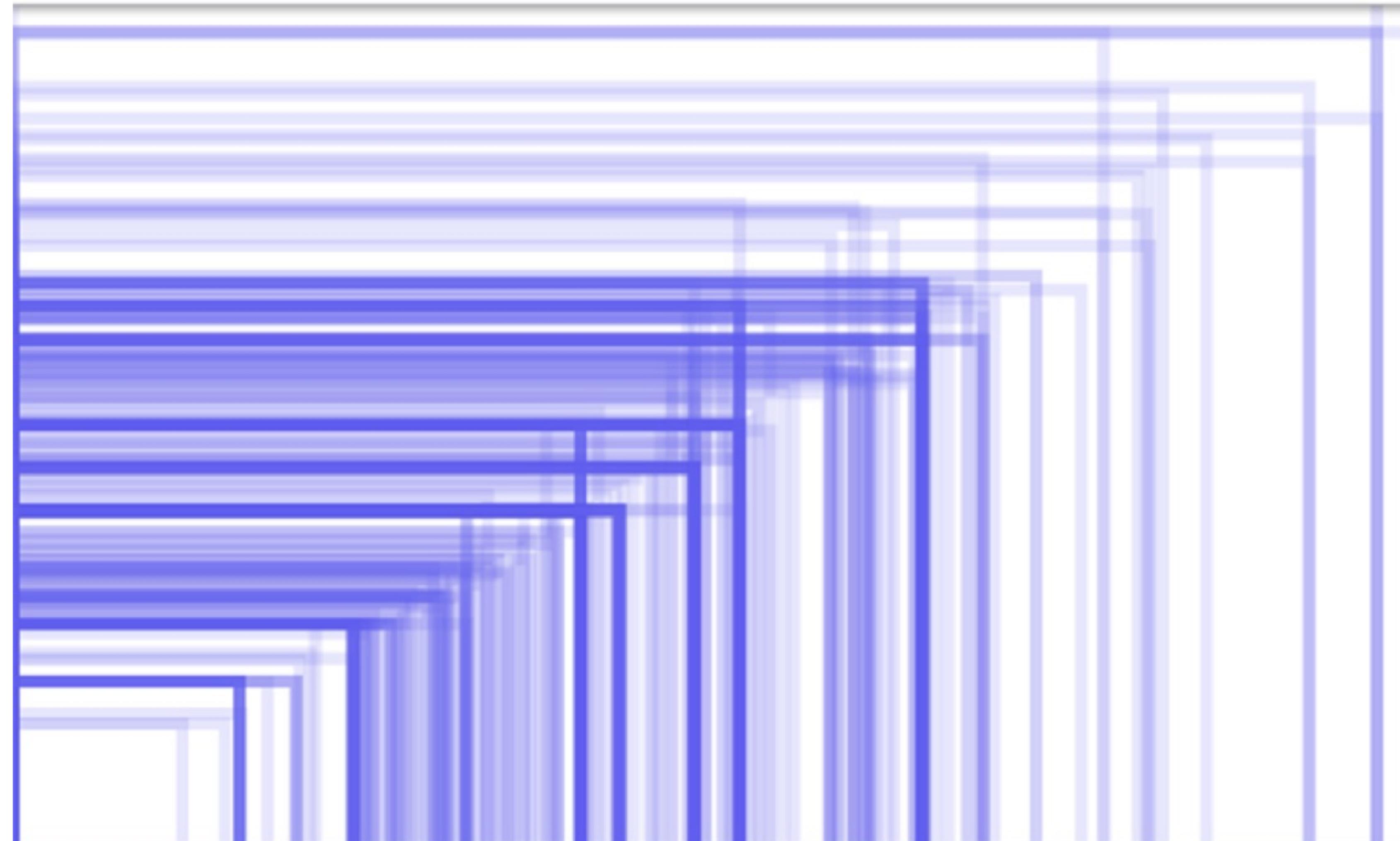


<http://wtfmobileweb.com>





# 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](#)

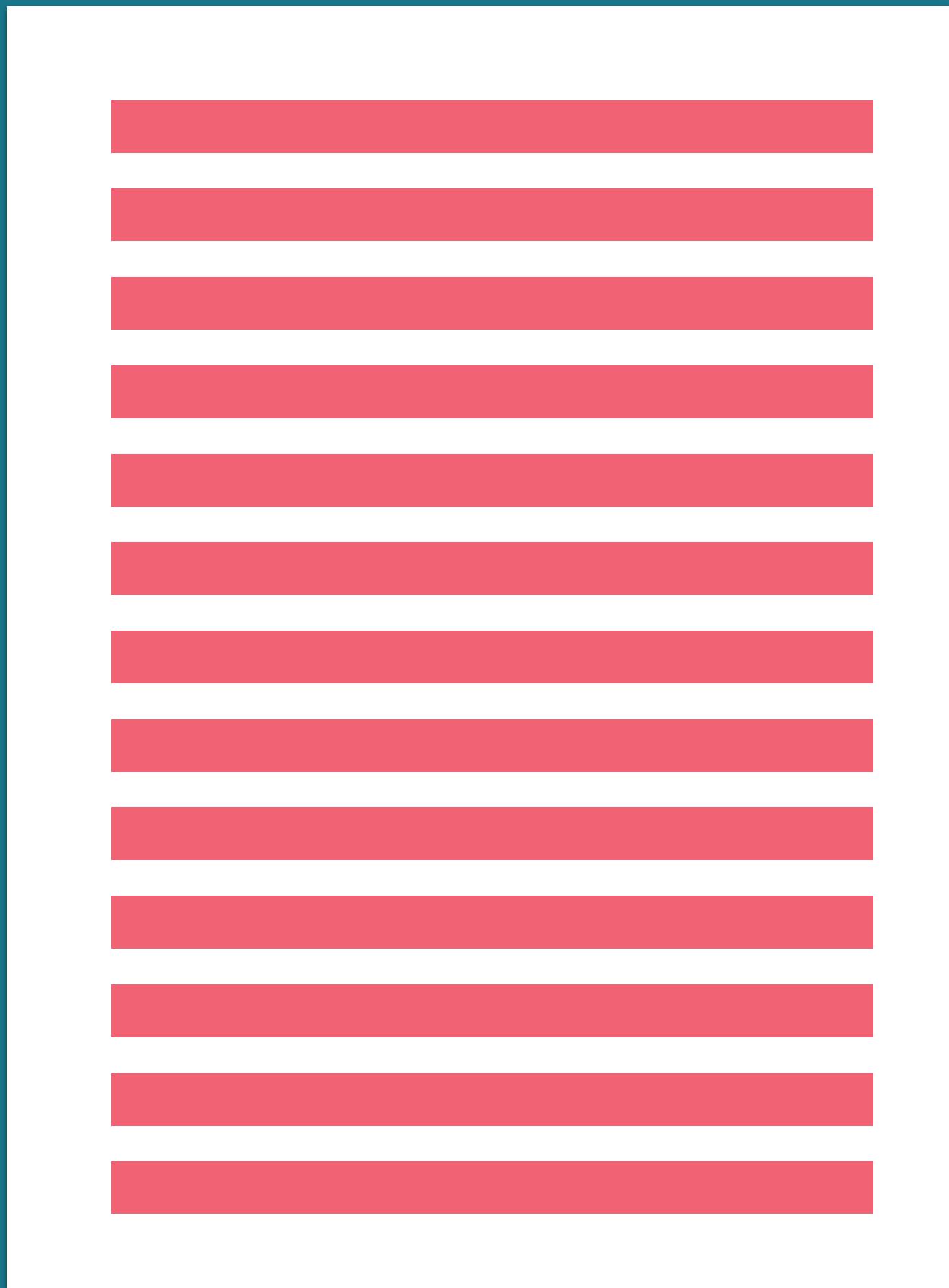


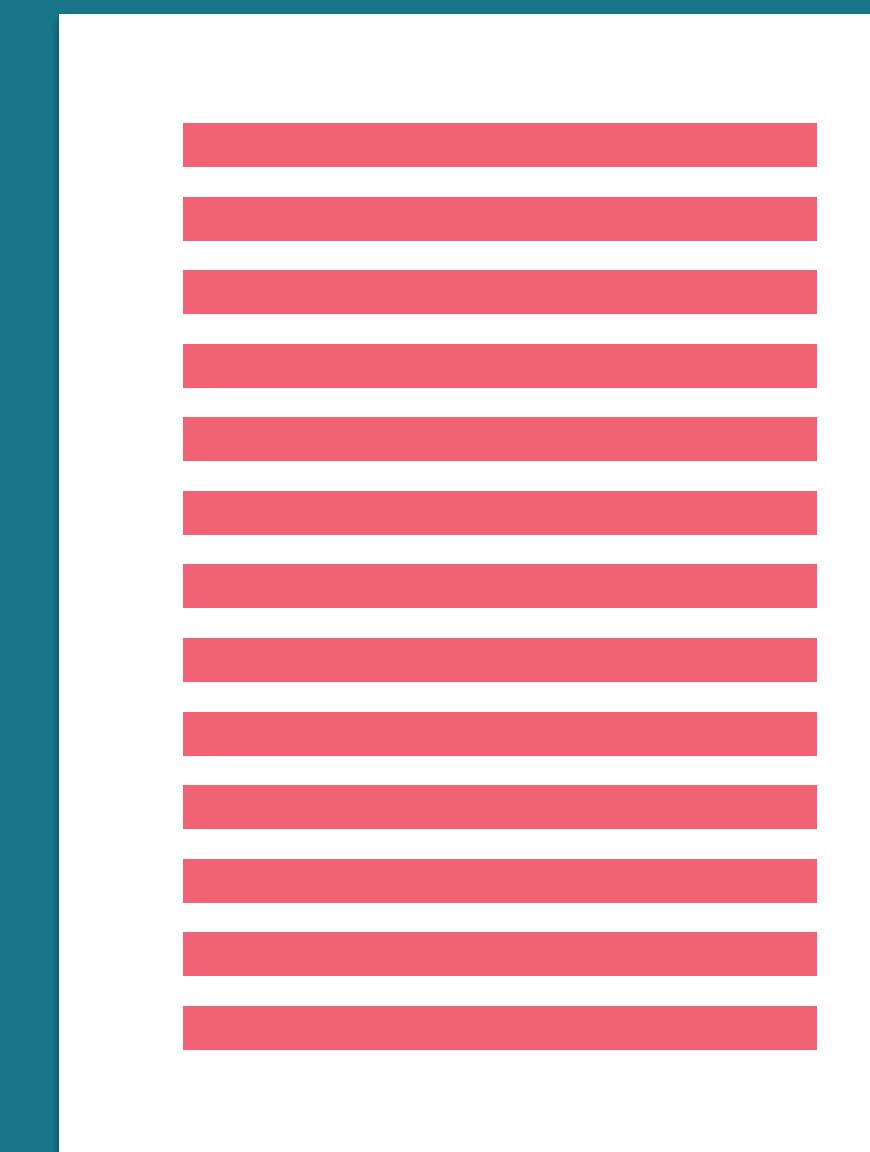
“The control which designers know in the print medium... is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn’t have the same constraints, and design for this flexibility.”

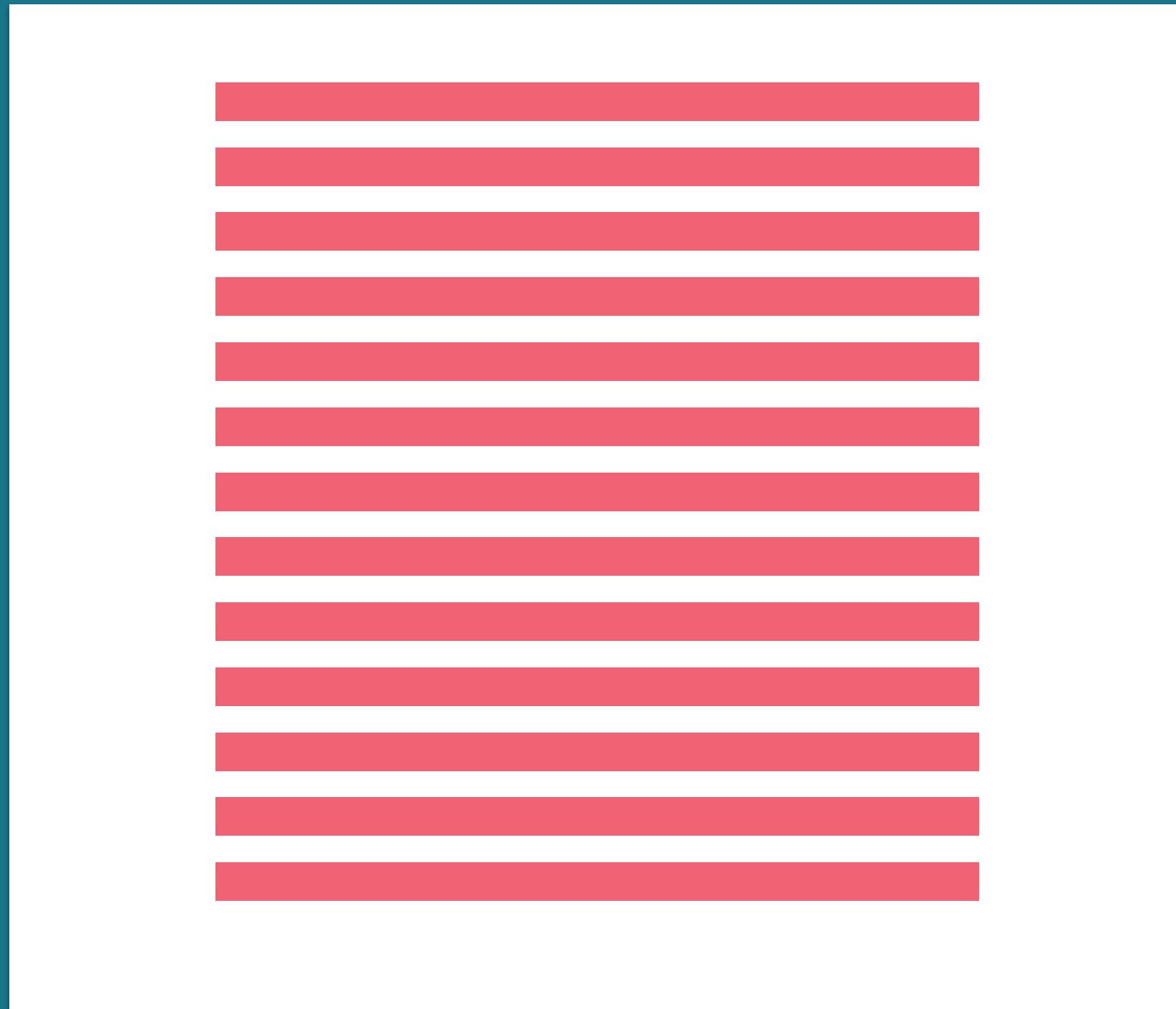
---

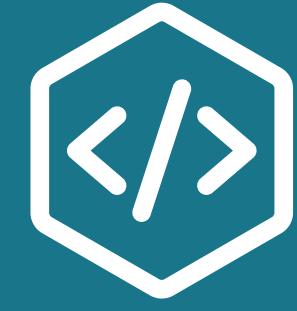
*John Allsopp, “A Dao of Web Design”*



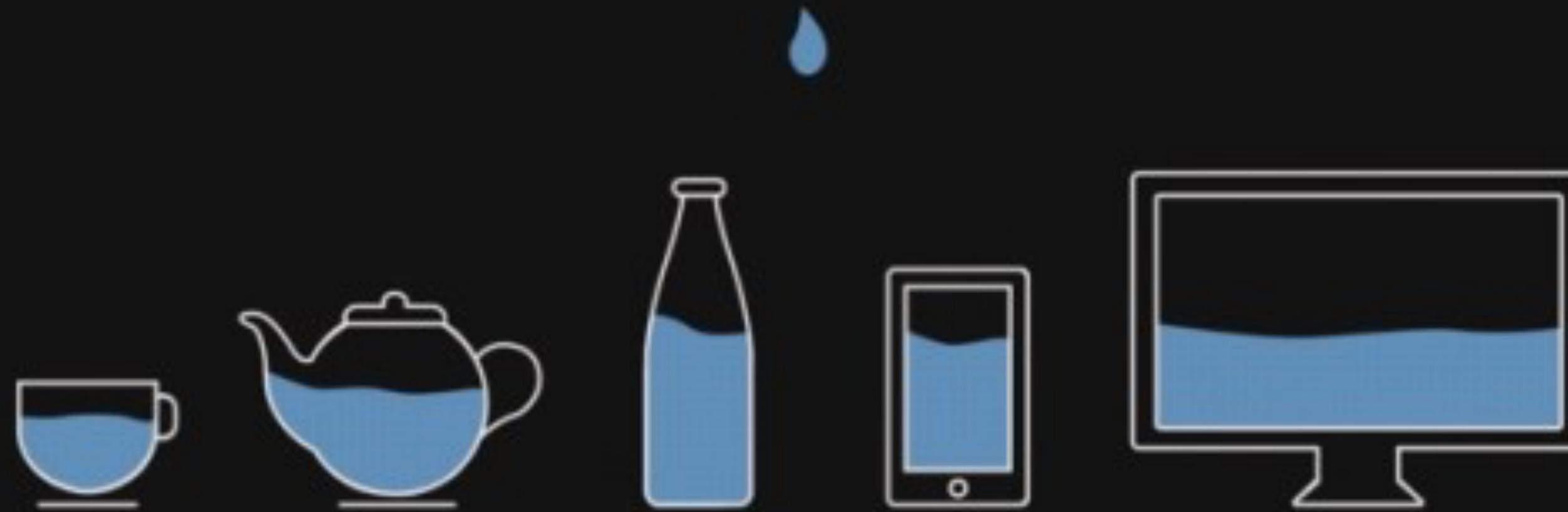








# CONTENT IS LIKE WATER

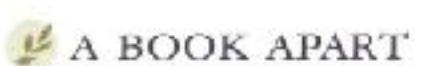


“ You put water into a cup it becomes the cup.  
You put water into a bottle it becomes the bottle.  
You put it in a teapot, it becomes the teapot. ”

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

Search

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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.pewinternet.org/fact-sheet/mobile/>

94%

percentage of  
Americans 18-29 who  
own a smartphone



<http://www.pewinternet.org/fact-sheet/mobile/>

20%

Percentage of  
Americans who are  
smartphone  
dependent



<http://www.pewinternet.org/fact-sheet/mobile/>

53%

percentage of  
Americans who  
own a tablet  
computer.



<http://www.pewinternet.org/fact-sheet/mobile/>

344 million

worldwide smartphone  
shipments, Q1, 2018

<https://venturebeat.com/2018/05/02/idc-smartphone-shipments-down-2-9-in-q1-2018-apple-g>



Worldwide Smartphone Market, Top 5 Company Shipments, Market Share and Year-over-Year Growth, Q1 2018 (shipments in millions)

Company	1Q18 Shipment Volume	1Q18 Market Share	1Q17 Shipment Volume	1Q17 Market Share	Year-Over-Year Change
Samsung	78.2	23.4%	80.1	23.3%	-2.4%
Apple	52.2	15.6%	50.8	14.7%	2.8%
Huawei	39.3	11.8%	34.5	10.0%	13.8%
Xiaomi	28.0	8.4%	14.8	4.3%	87.8%
OPPO	23.9	7.1%	25.8	7.5%	-7.5%
Others	112.7	33.7%	138.3	40.2%	-18.5%
Total	334.3	100.0%	344.4	100.0%	-2.9%

Source: IDC Worldwide Quarterly Mobile Phone Tracker, May 2, 2018

<https://venturebeat.com/2018/05/02/idc-smartphone-shipments-down-2-9-in-q1-2018-apple-gains-on-samsung/>



+0%

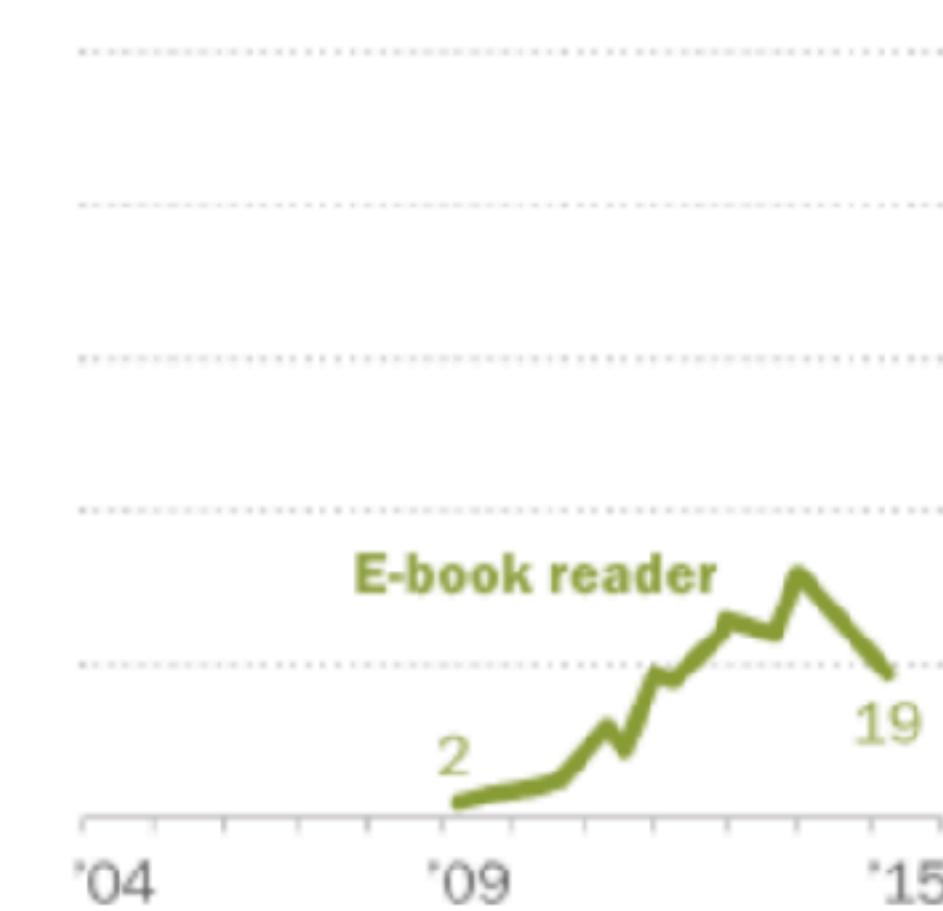
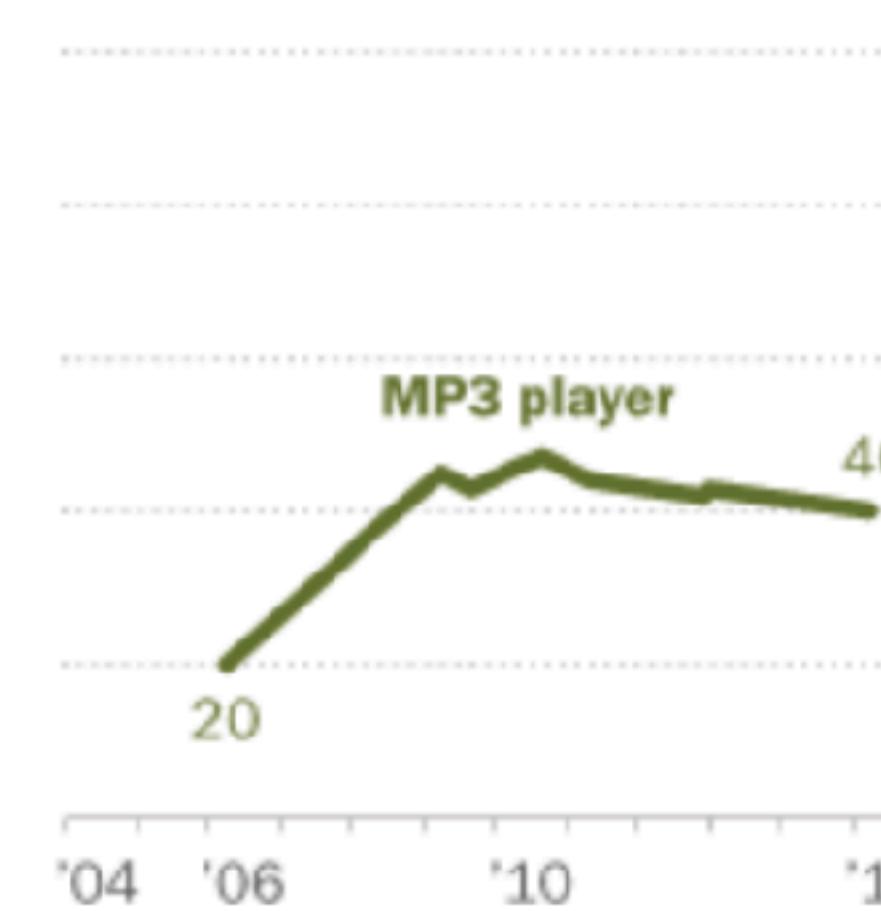
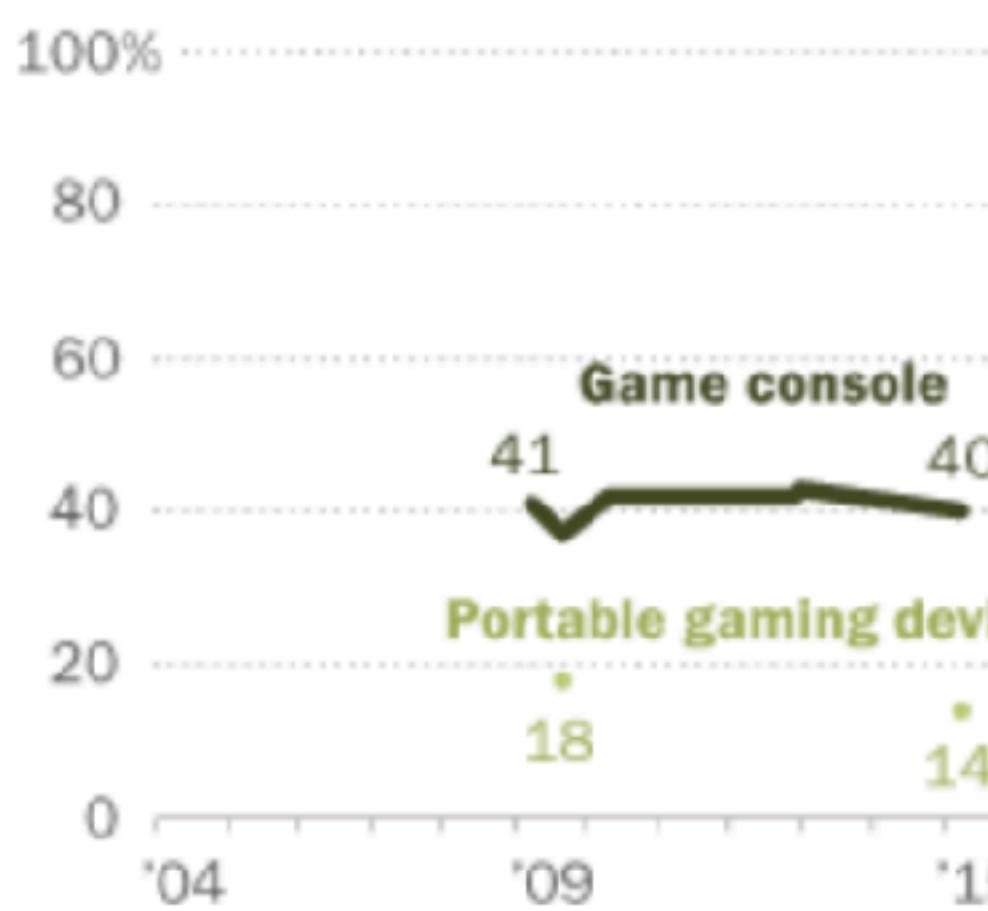
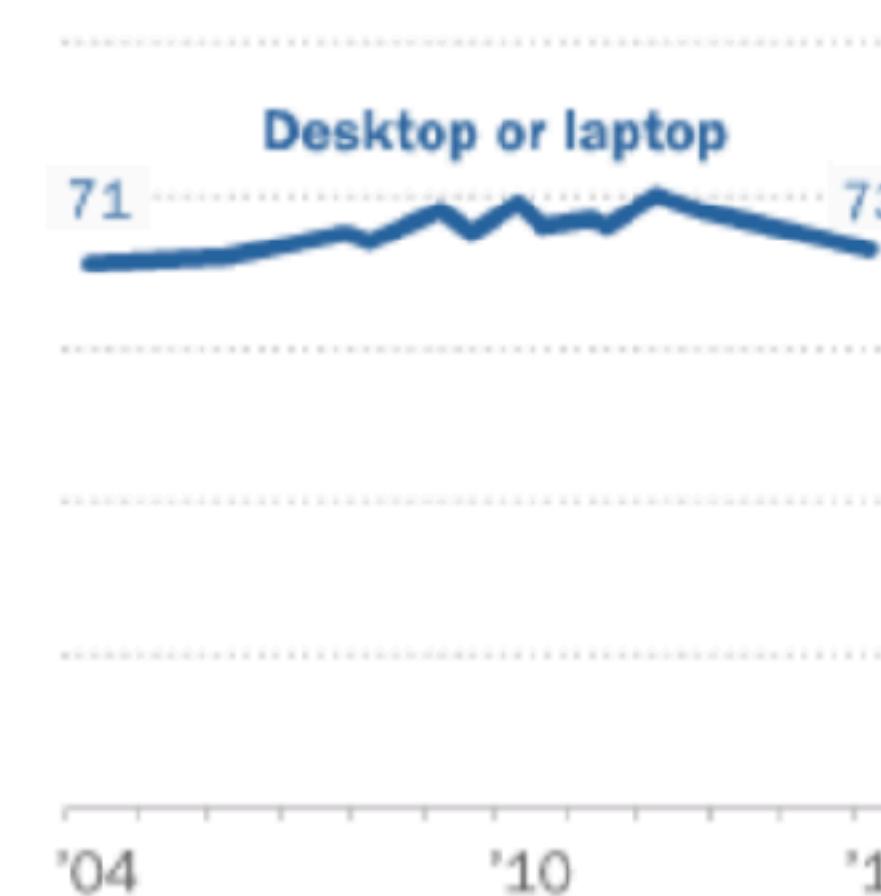
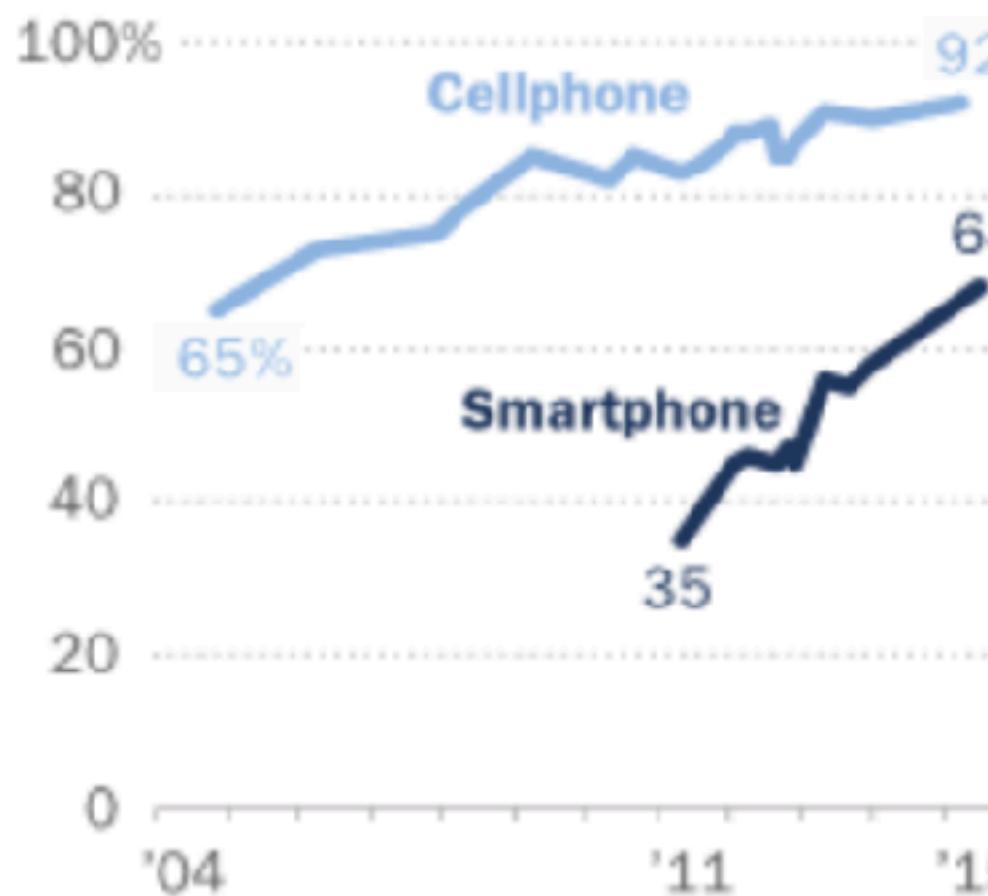
# 2018 Q1 Worldwide PC shipments



<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.





<https://www.stonetemple.com/mobile-vs-desktop-usage-study/>



“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 

---

All Stories

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Social Media

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Tech

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Business

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Entertainment

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US & World

---

Lifestyle

---

Watercooler

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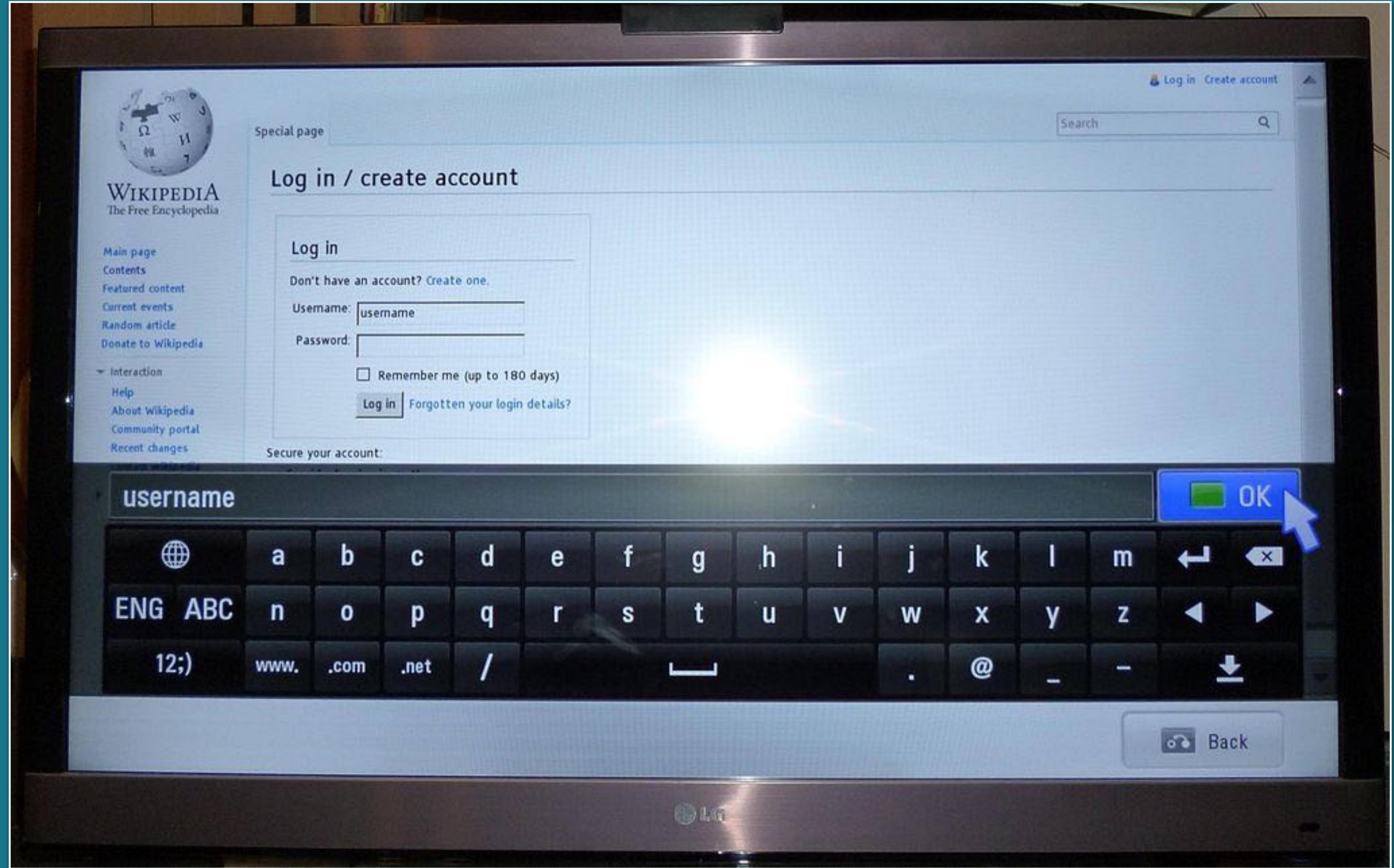




What can I help  
you with?

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

Listening...



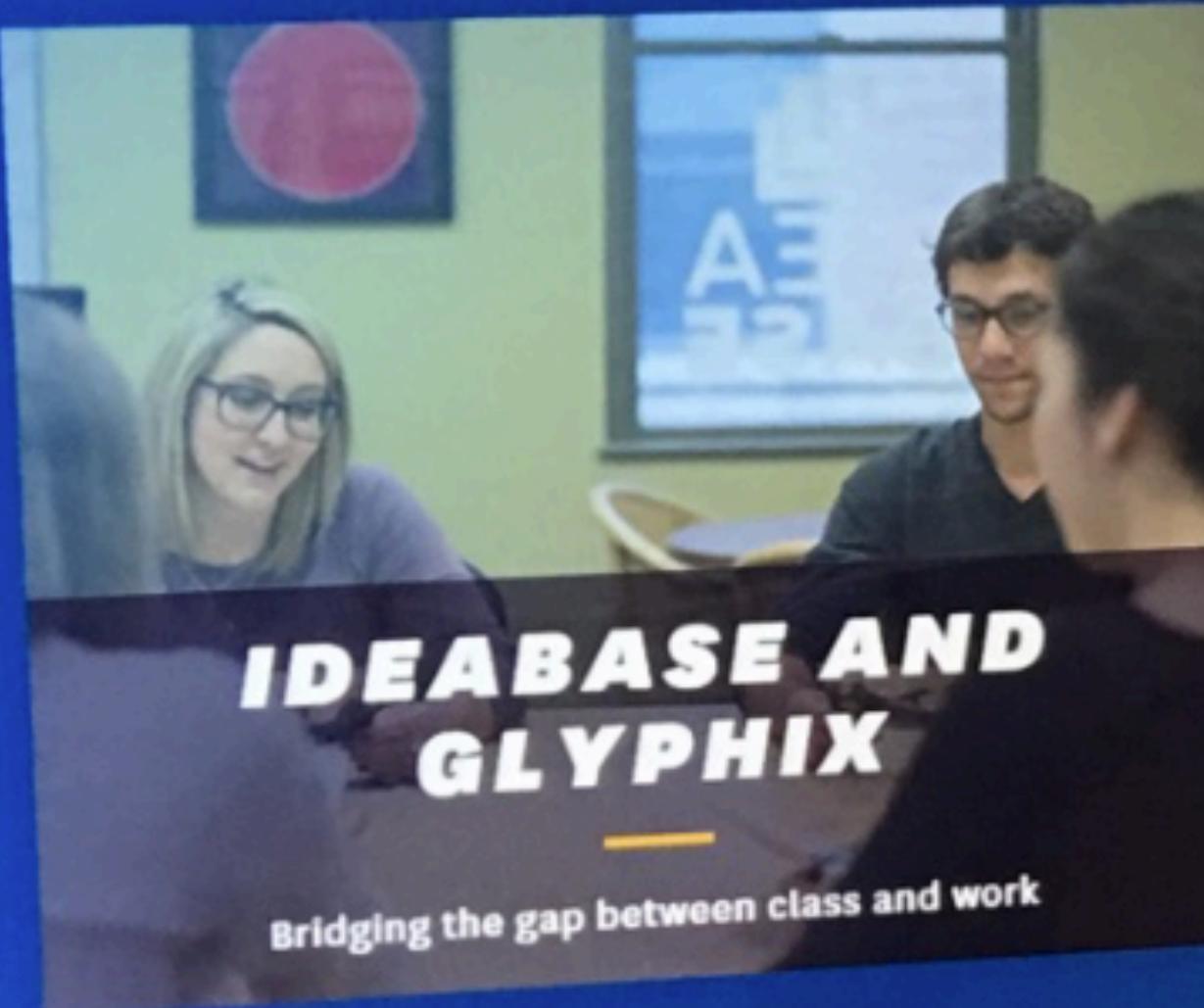


[http://farm1.static.flickr.com/29/67433282\\_f3eb423e24.jpg](http://farm1.static.flickr.com/29/67433282_f3eb423e24.jpg)



College of Communication  
and Information

## THE CCI STORY



### 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**

### ► SEARCHING FOR SOMEONE?

View our interactive directory for office locations and phone numbers.

### 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 ►**

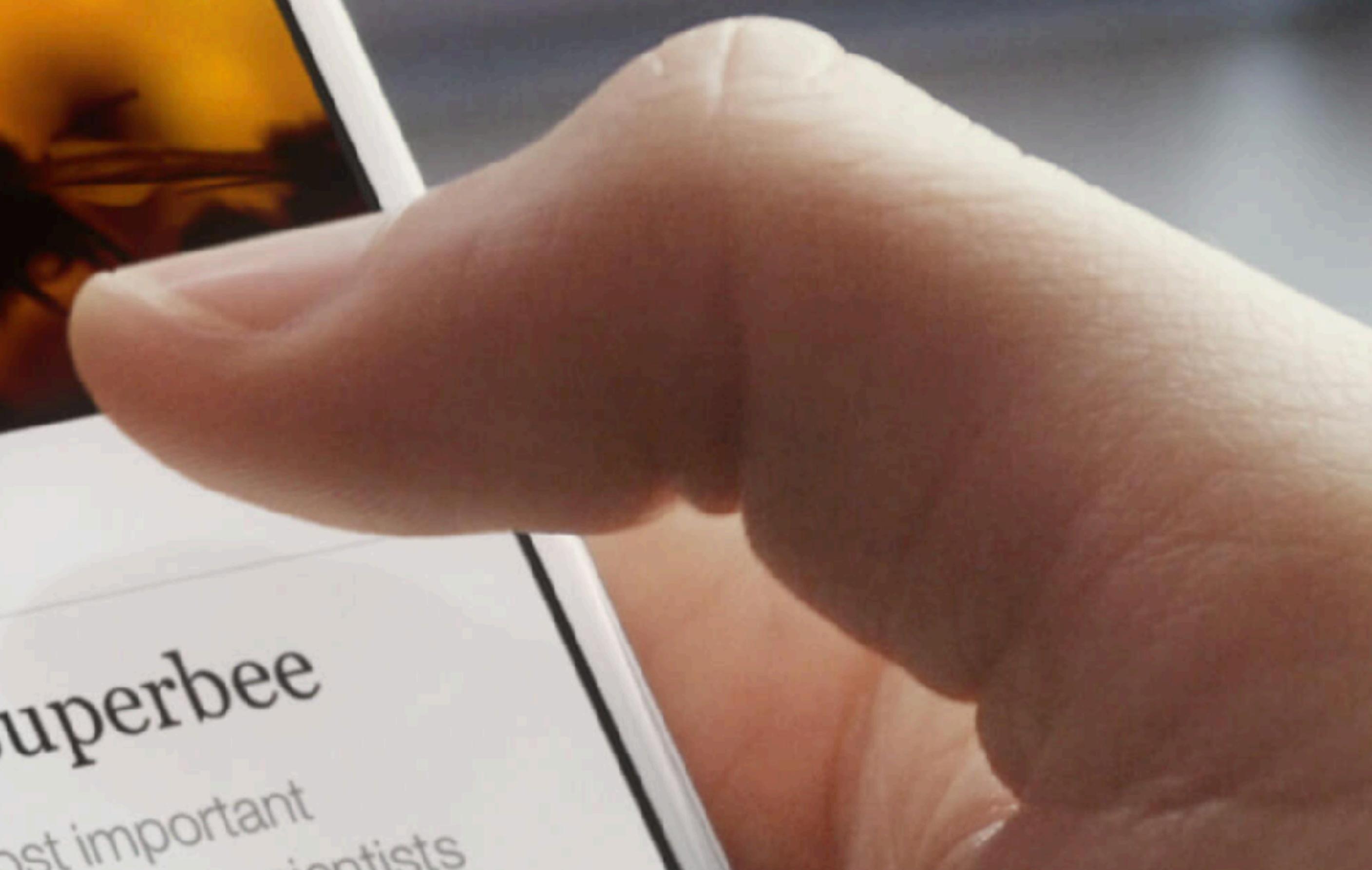
SHARE



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.”**

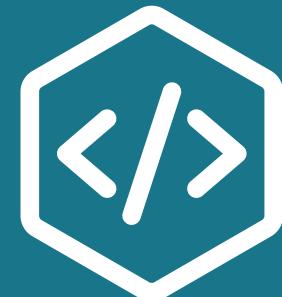
---

*PayPal, Responsive Web Design Podcast*



# Is Responsive Design a solved problem?

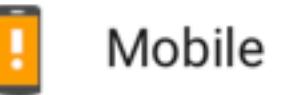
*nope*



## PageSpeed Insights

http://www.kent.edu/

ANALYZE



Mobile



Desktop

### Page Speed

Average

1.6s FCP 1.7s DCL

### Optimization

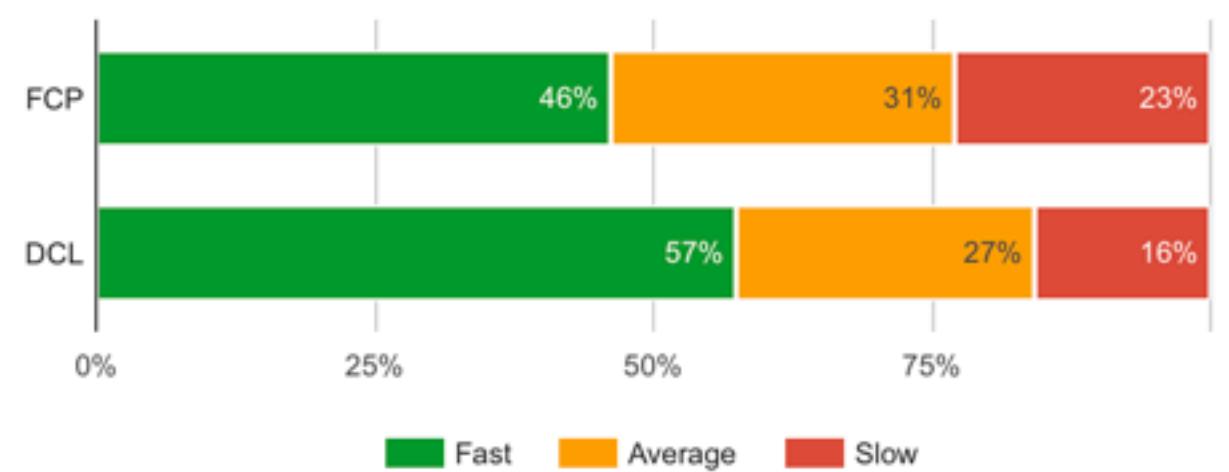
Medium

65 / 100

Data from the [Chrome User Experience Report](#) indicates this page's median **FCP** (1.6s) and **DCL** (1.7s) ranks it in the middle third of all pages. This page has a medium level of optimization because some of its resources are render-blocking. [Learn more.](#)

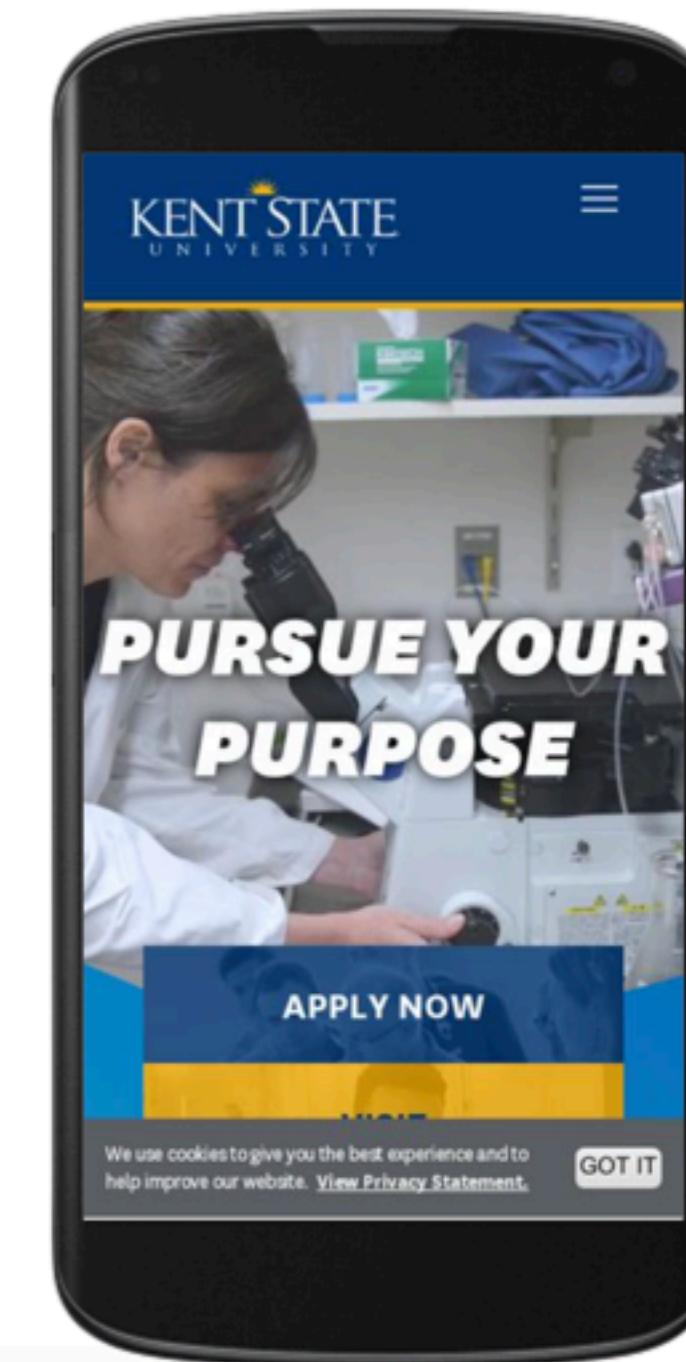
Report for: <https://www.kent.edu/>

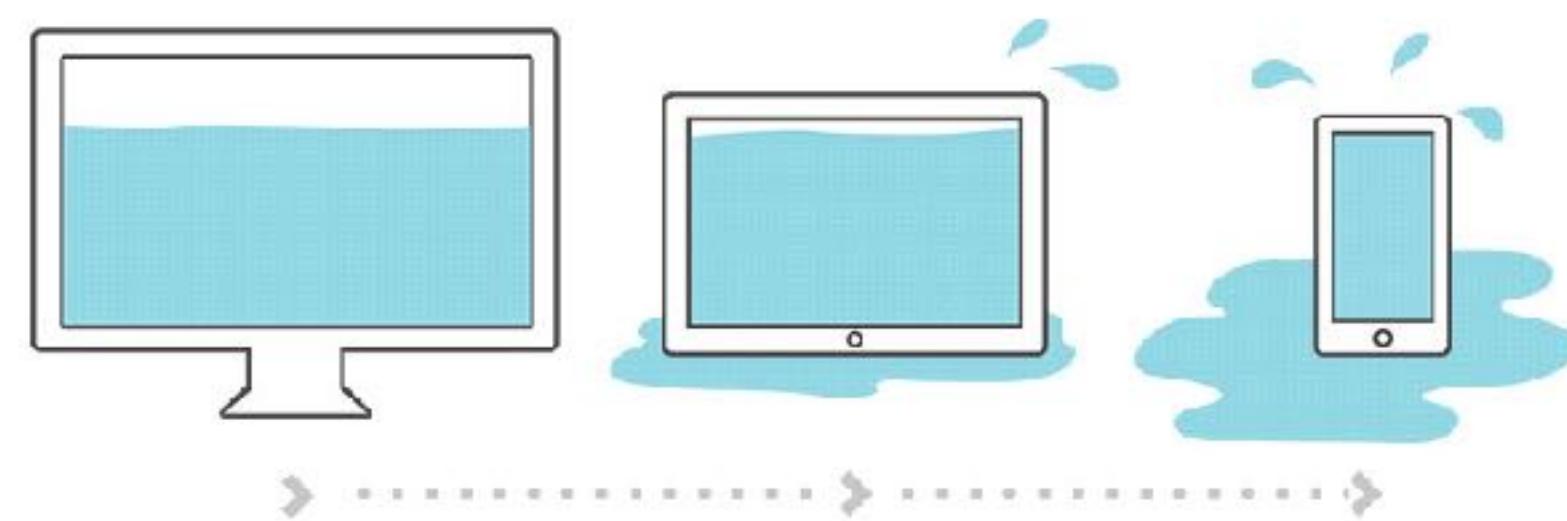
### Page Load Distributions



The distribution of this page's FCP and DCL events, categorized as Fast (fastest third), Average (middle third), and Slow (bottom third).

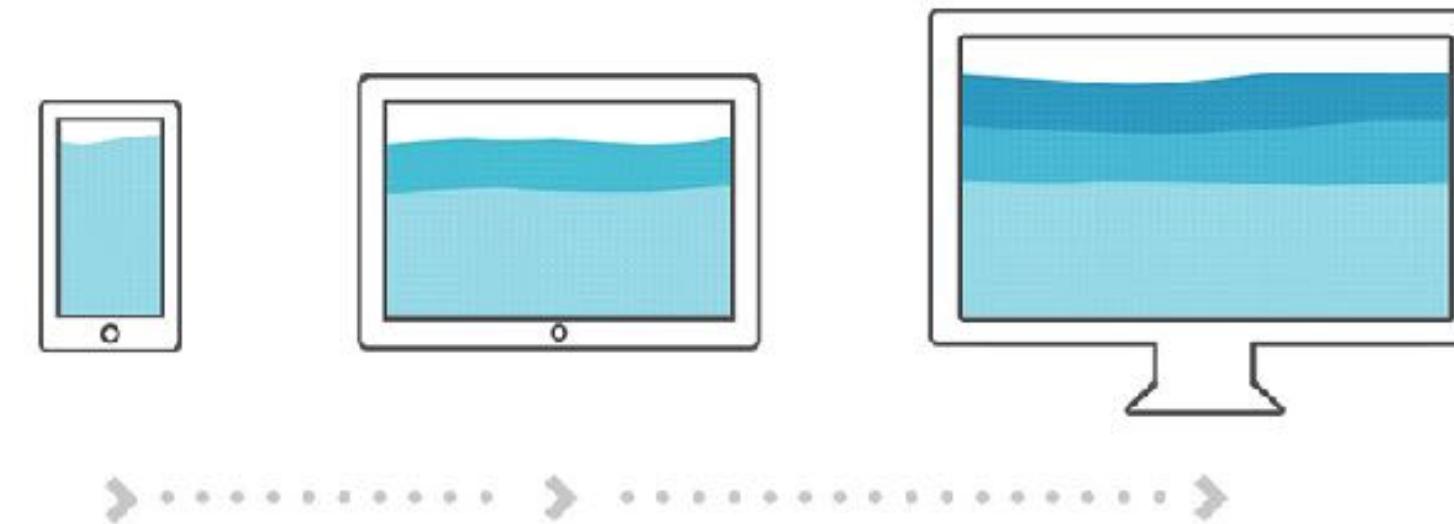
### Page Stats





## 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](#)



**Research + UX**

**Design**

**Development**

**Launch**



*Content?*



**Research  
+ UX**

**Design**

**Development**



# Questions?

Time For A Break

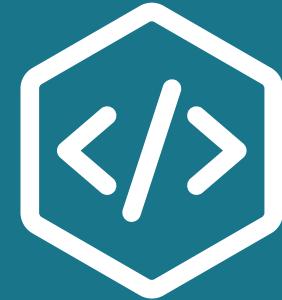


# Explore RWD Hands-On

<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

## Explore RWD

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

## Introductory Survey

<http://bit.ly/introrwd>



# Jeffrey Zeldman Video (15 min)

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

