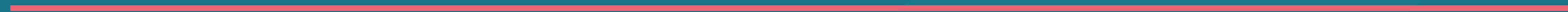




# RWD

## Class 1

# Responsive Web Design



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

Syllabus, Schedule, Assignments



# Tour de IdeaBase

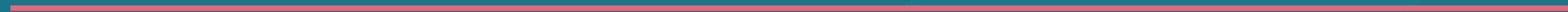


# Some Things About Me



# UX Designer

What Does That Mean?



# I used to fix computers.

The Tech Spot, Helpdesk, Apple Certification



# I'm a huge TV fan.

Shows I'm binging right now:  
Transparent, Seinfeld, Fargo



# I'm a Kent State Alum.

JMC '08 and IAKM '10



# I'm from PA.

Butler, north of Pittsburgh



# I like running.

You can catch me around campus at lunch time.



I'm not on Rate My  
Professor.

If you add me, give me a chili pepper.



I used to work on the  
Kent State websites

I'll tell you some fun stories later.



I built my first website when I  
was 14

Hosted on AngelFire and used Microsoft FrontPage



# Introductions



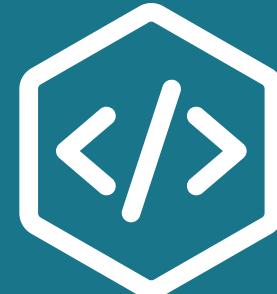
# What Does A Web Designer Do?

Watch: <http://codepen.io/challahan/professor/oboZLb/>



# What Would You Tell Your Past Self?

Watch: <http://codepen.io/challahan/professor/zqmeVV/>



# 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



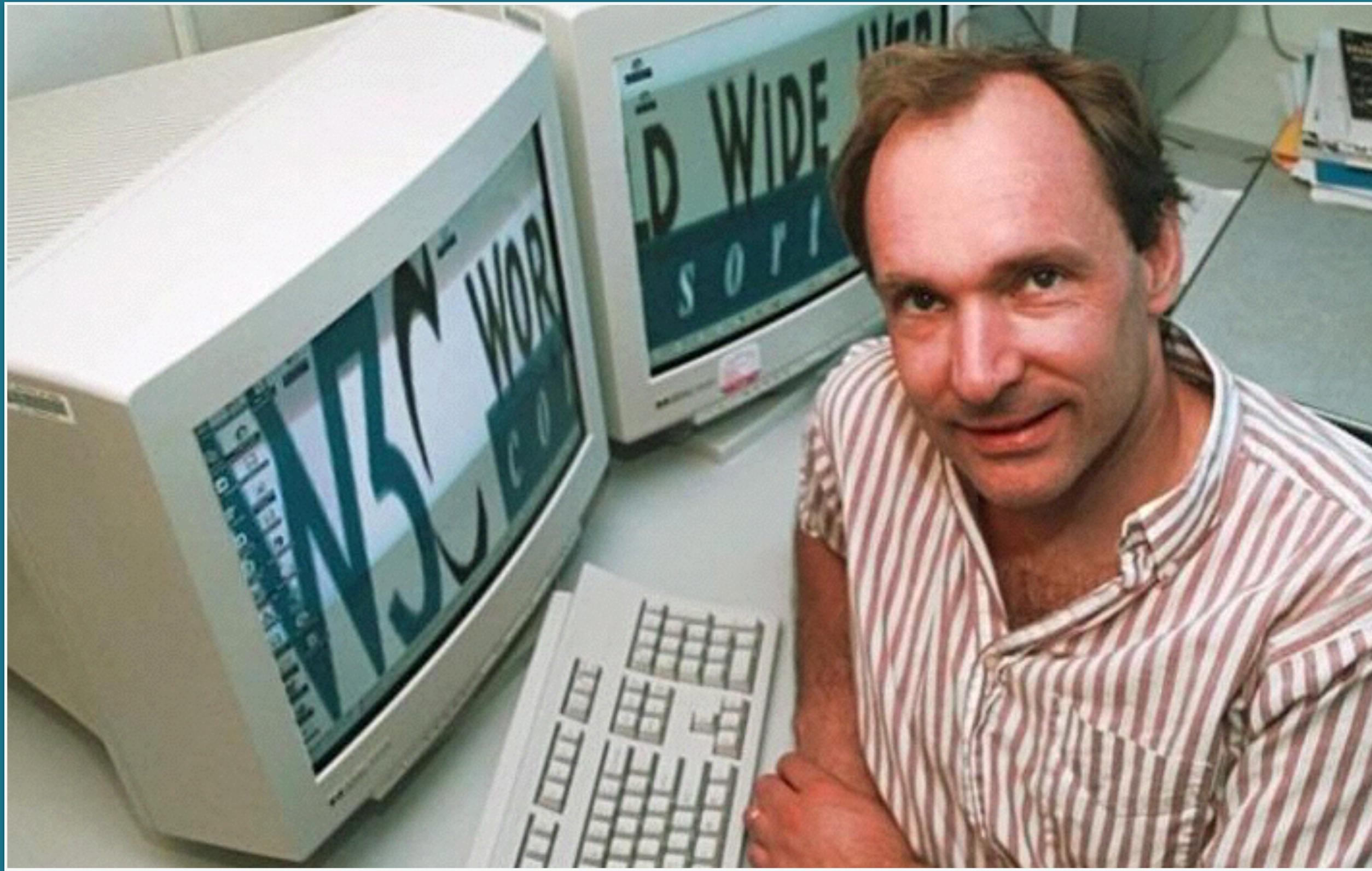
# A Brief History



As of August 2016

The Web Is  
25  
Years Old





# Sir Tim Berners-Lee



Photo Credit: Associated Press

“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: Associated Press

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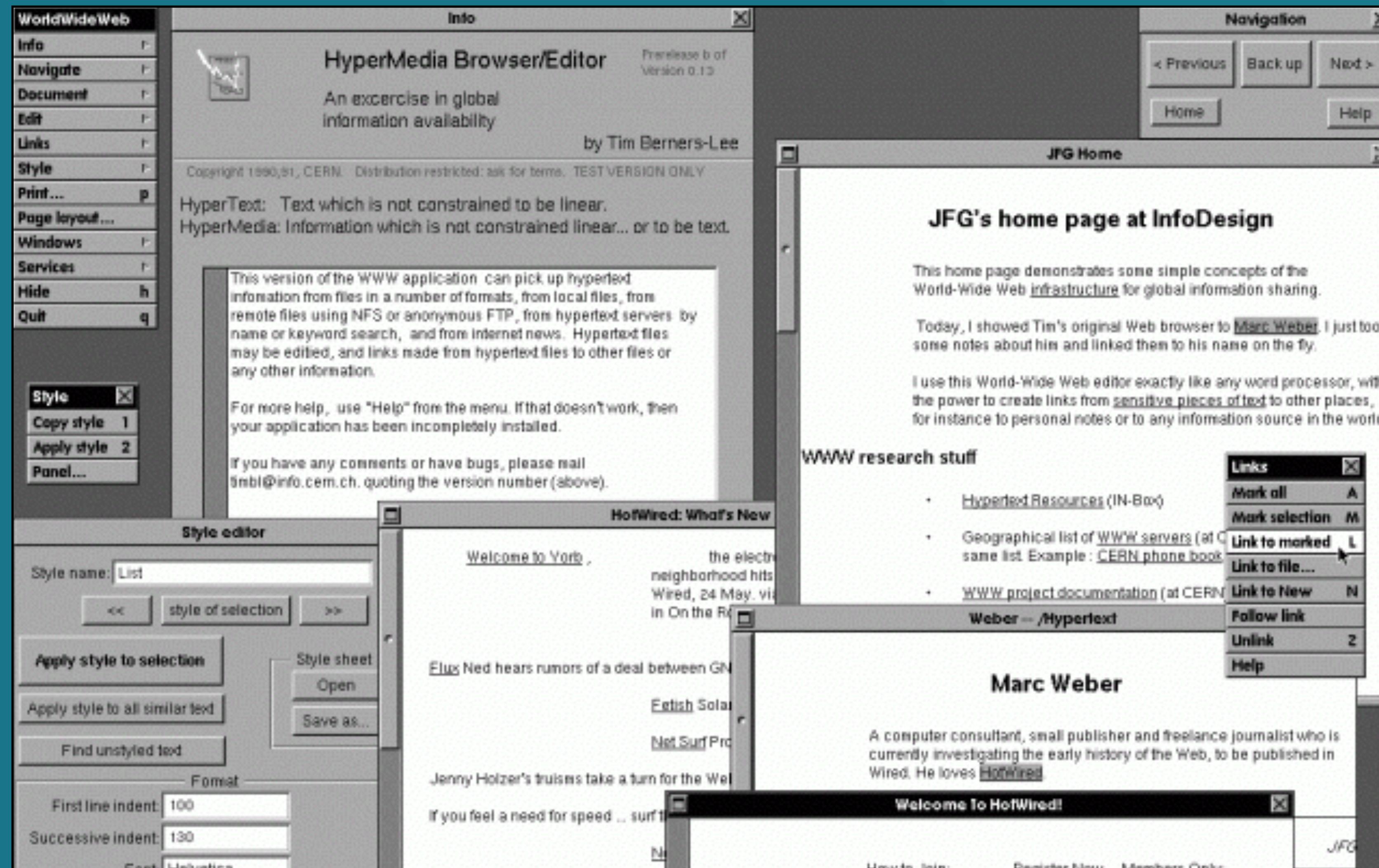


Photo Credit: CERN





<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.



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  

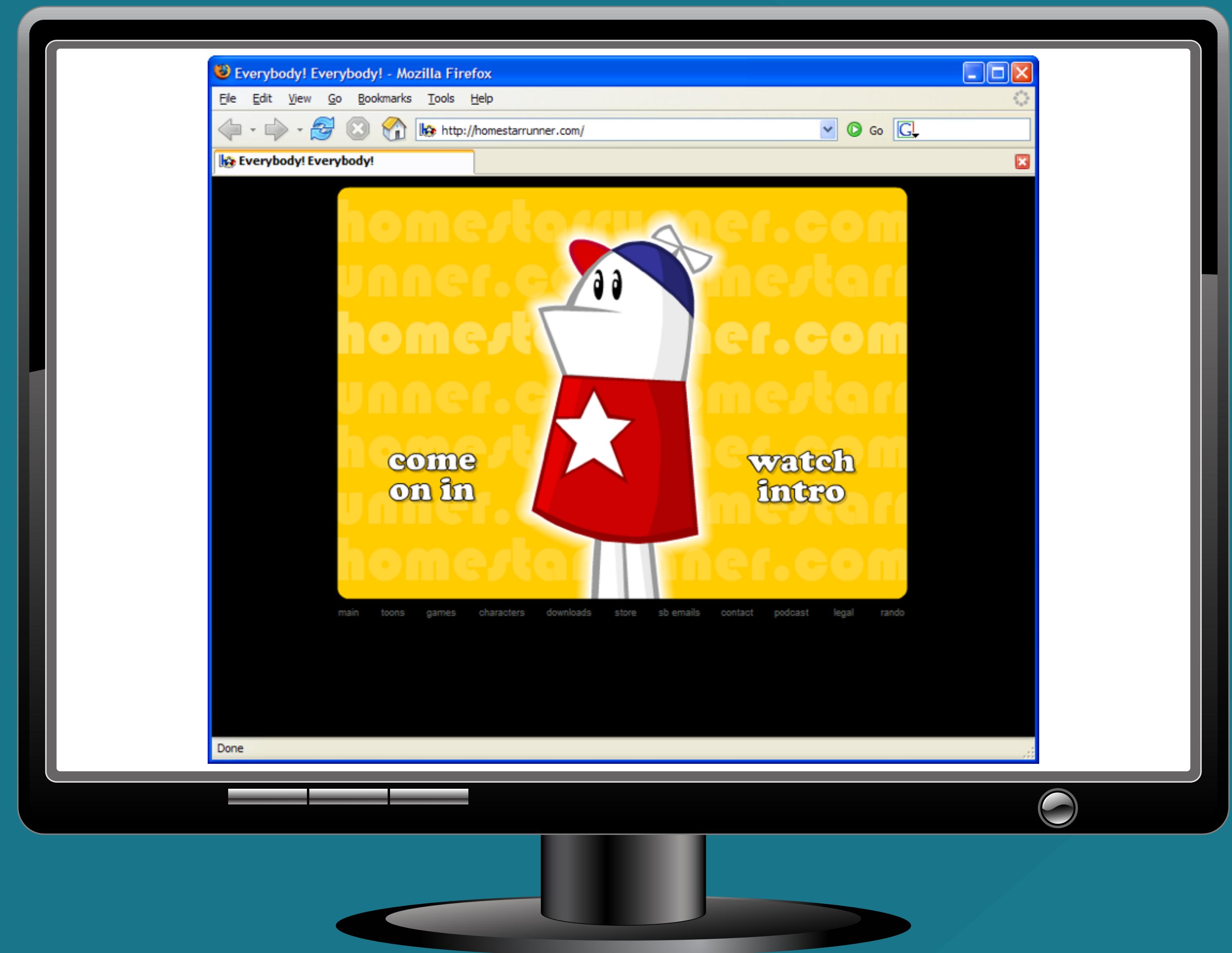

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▼ **What's Hot**

**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**

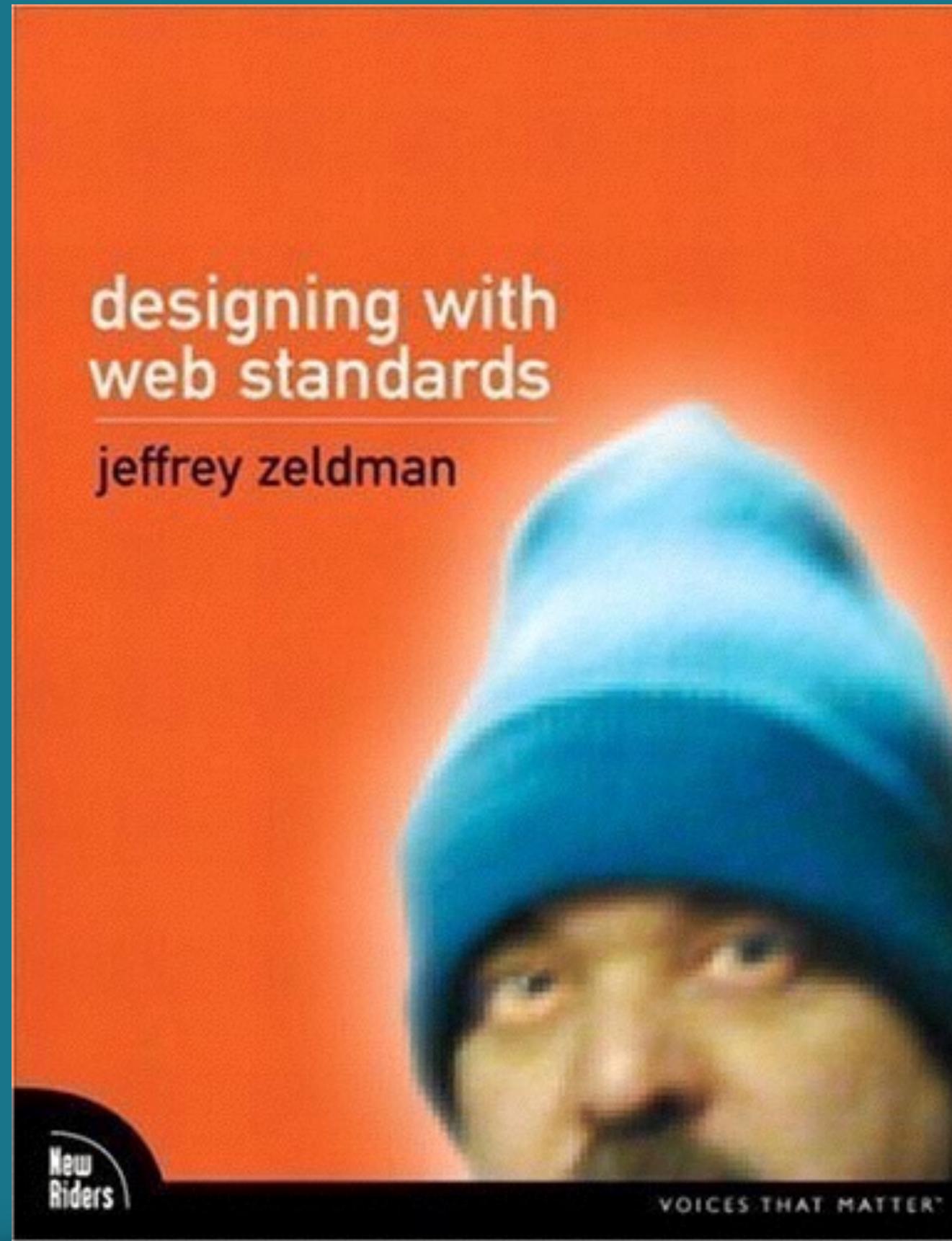


**Click here to download  
Internet Explorer now**



Trying to control how  
people accessed the  
web.



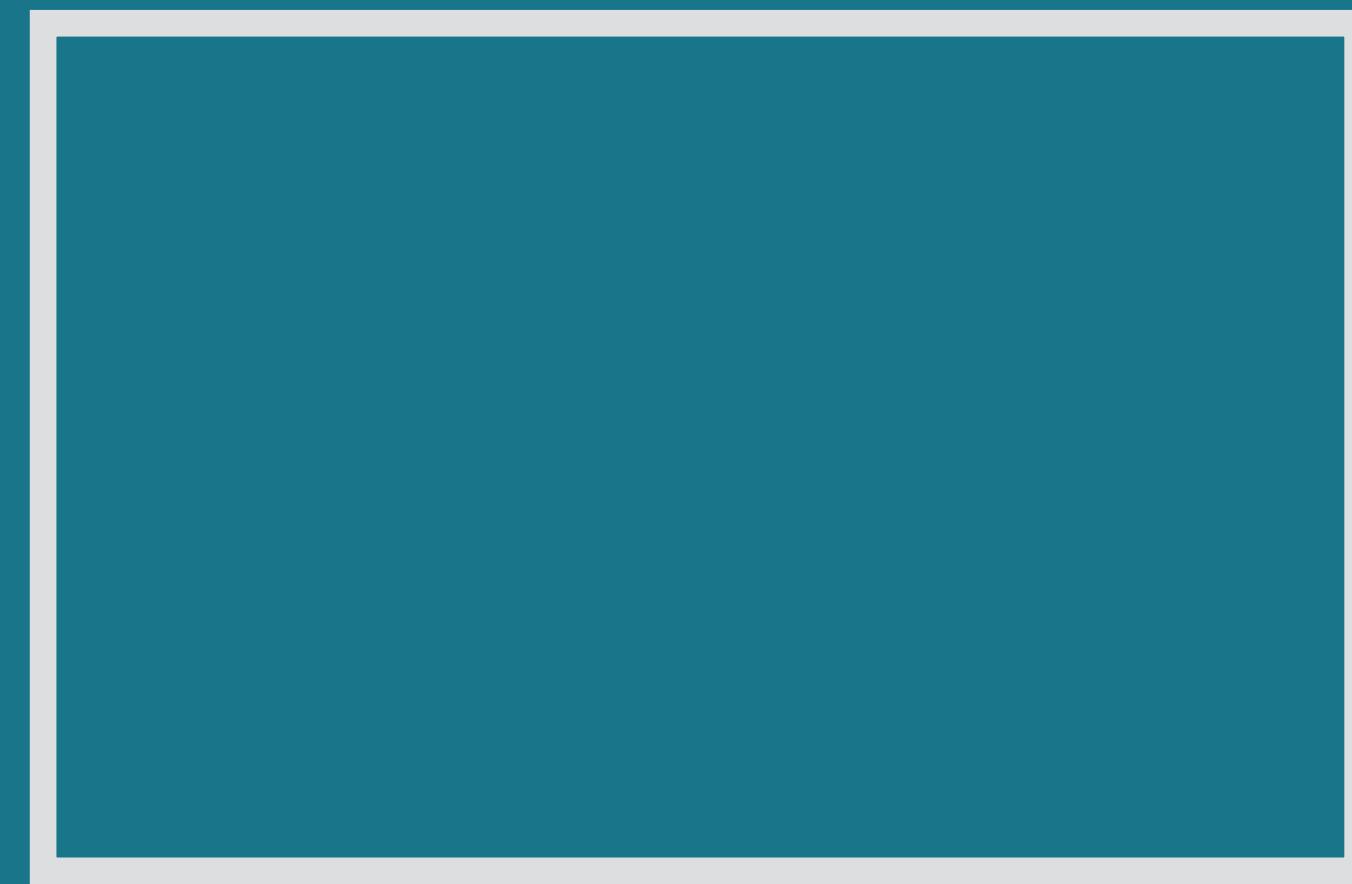


# Designing with Web Standards

*Jeffrey Zeldman*



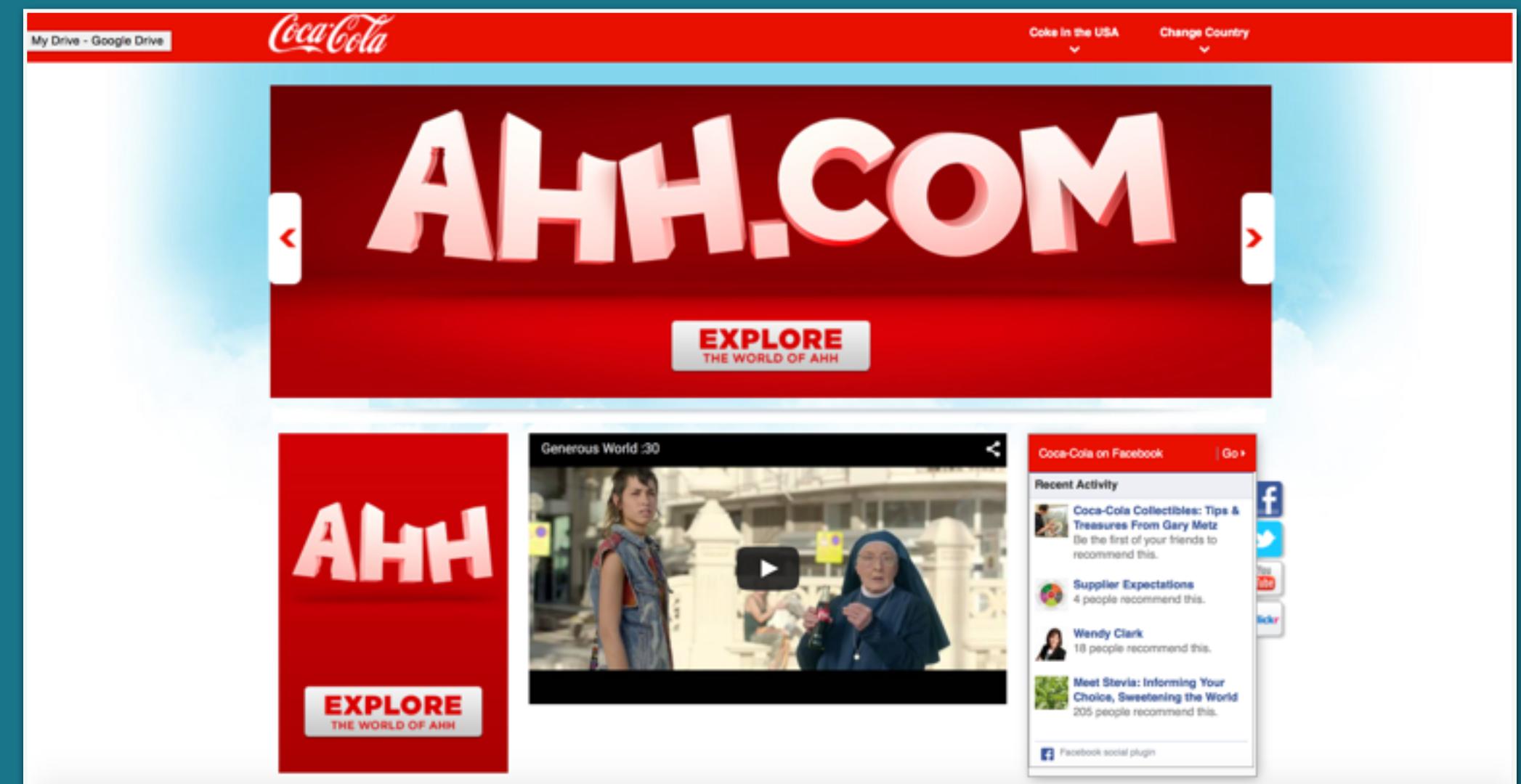
# *Fixed-Width*



**960px**



# Fixed-Width



960px

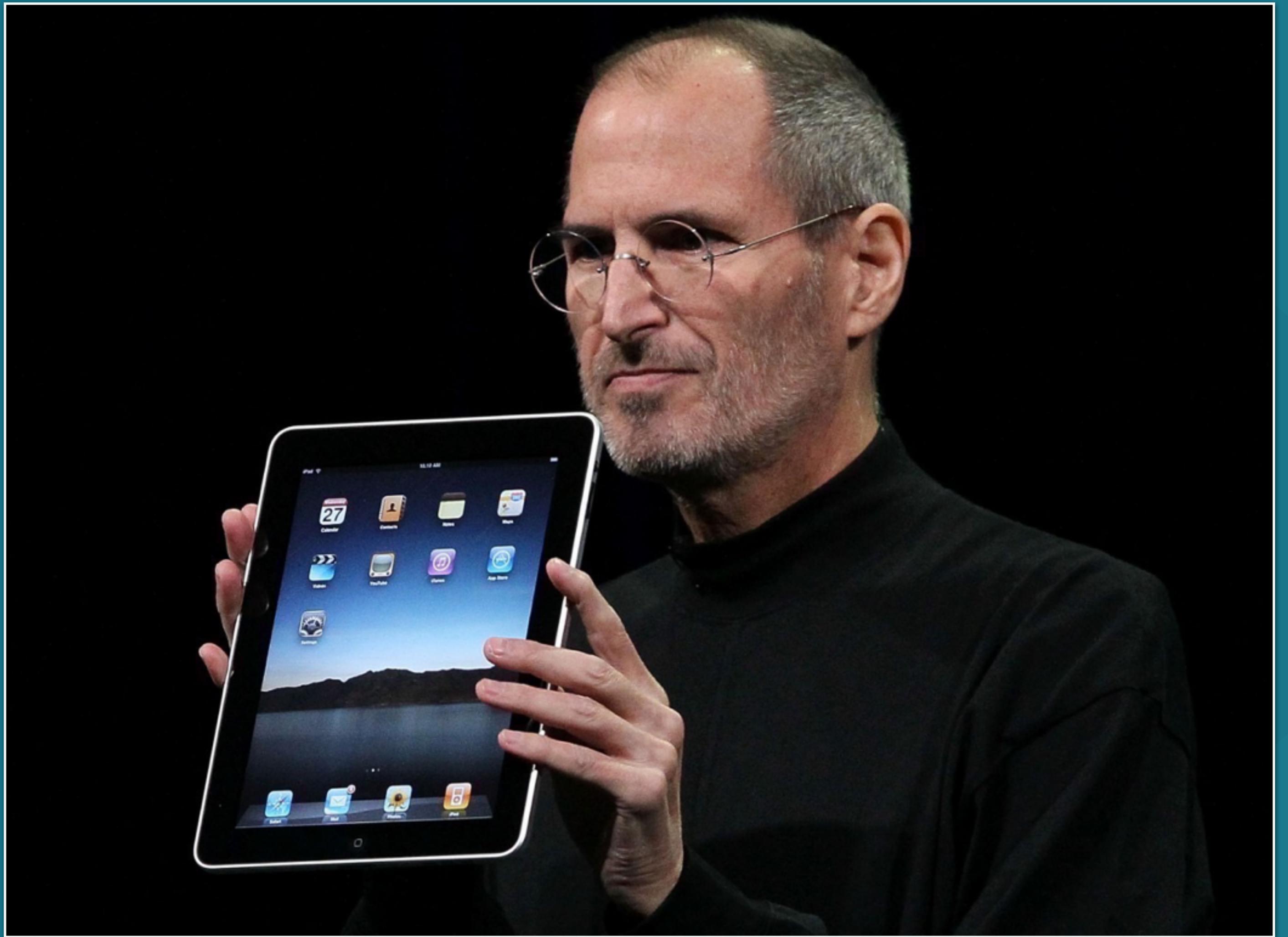


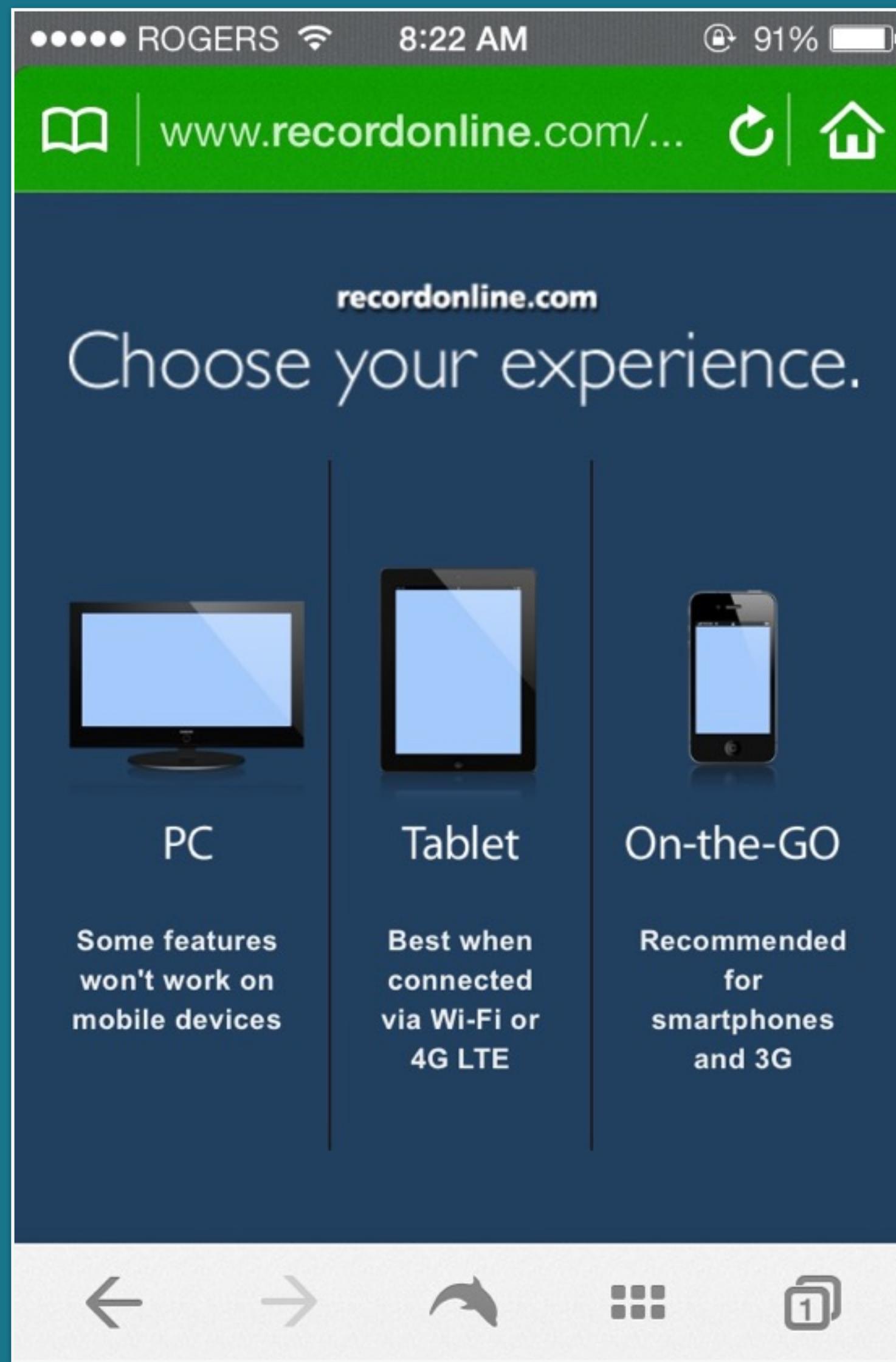


# iPhone 2007







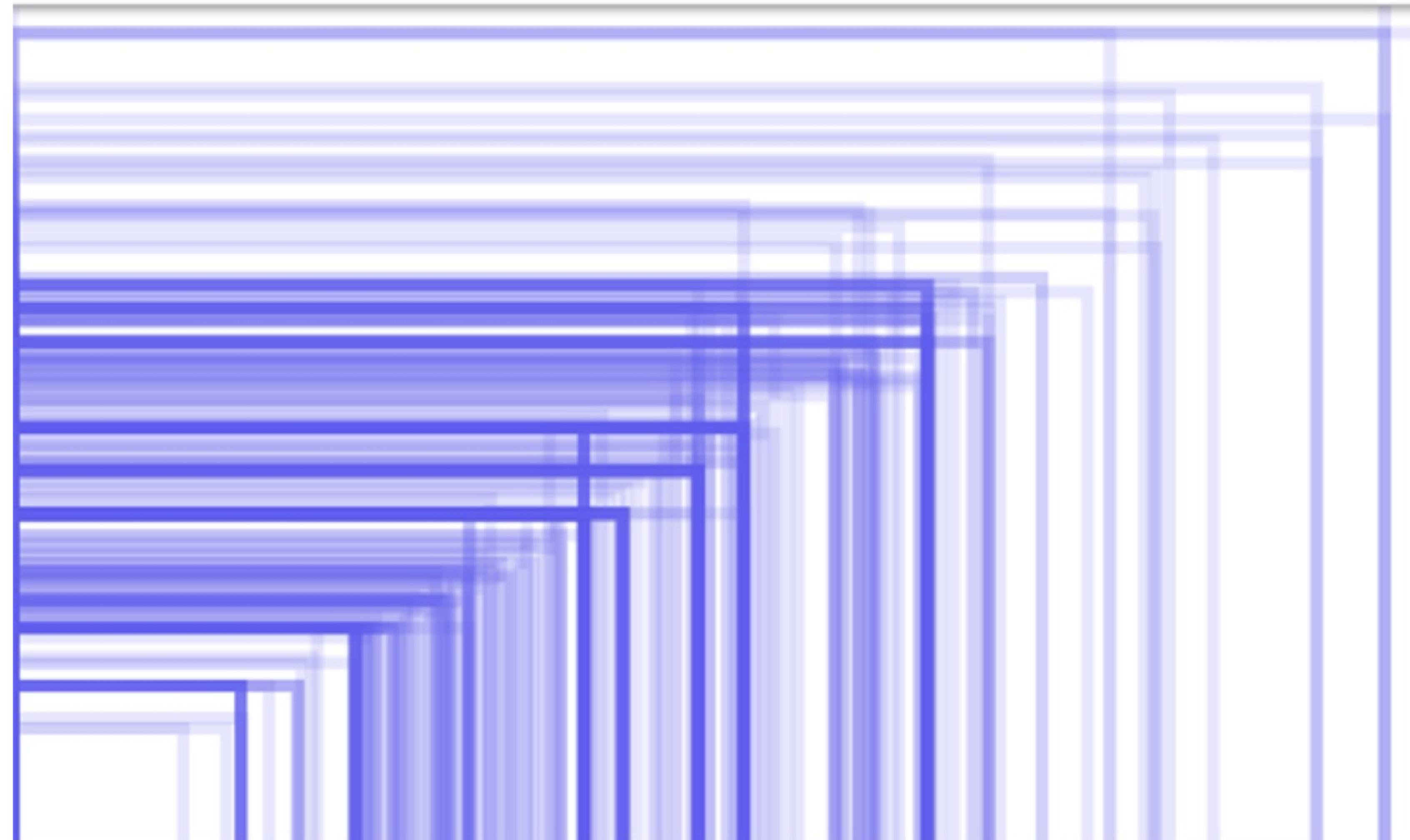


<http://wtfmobileweb.com>





# 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](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](#)

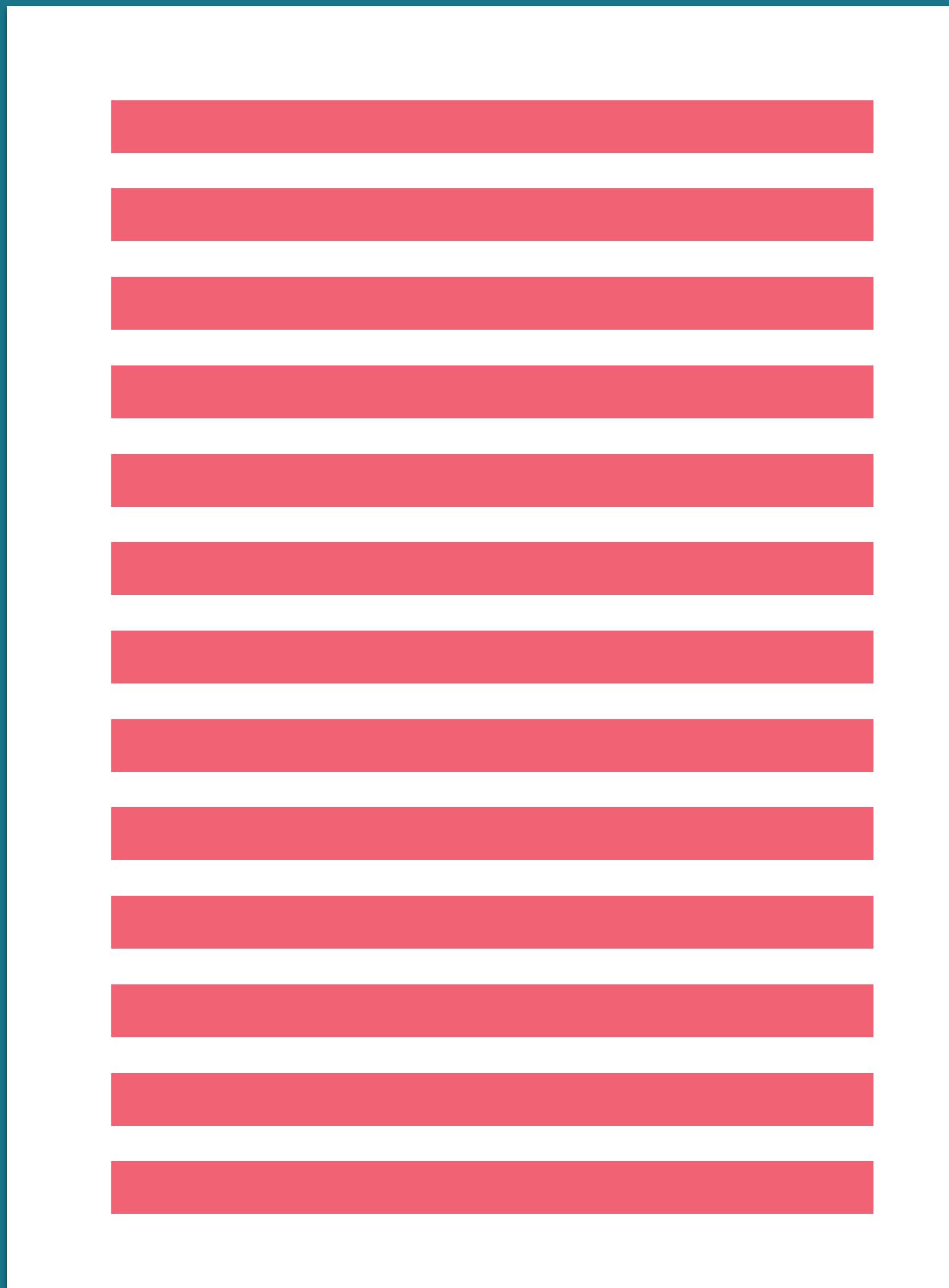


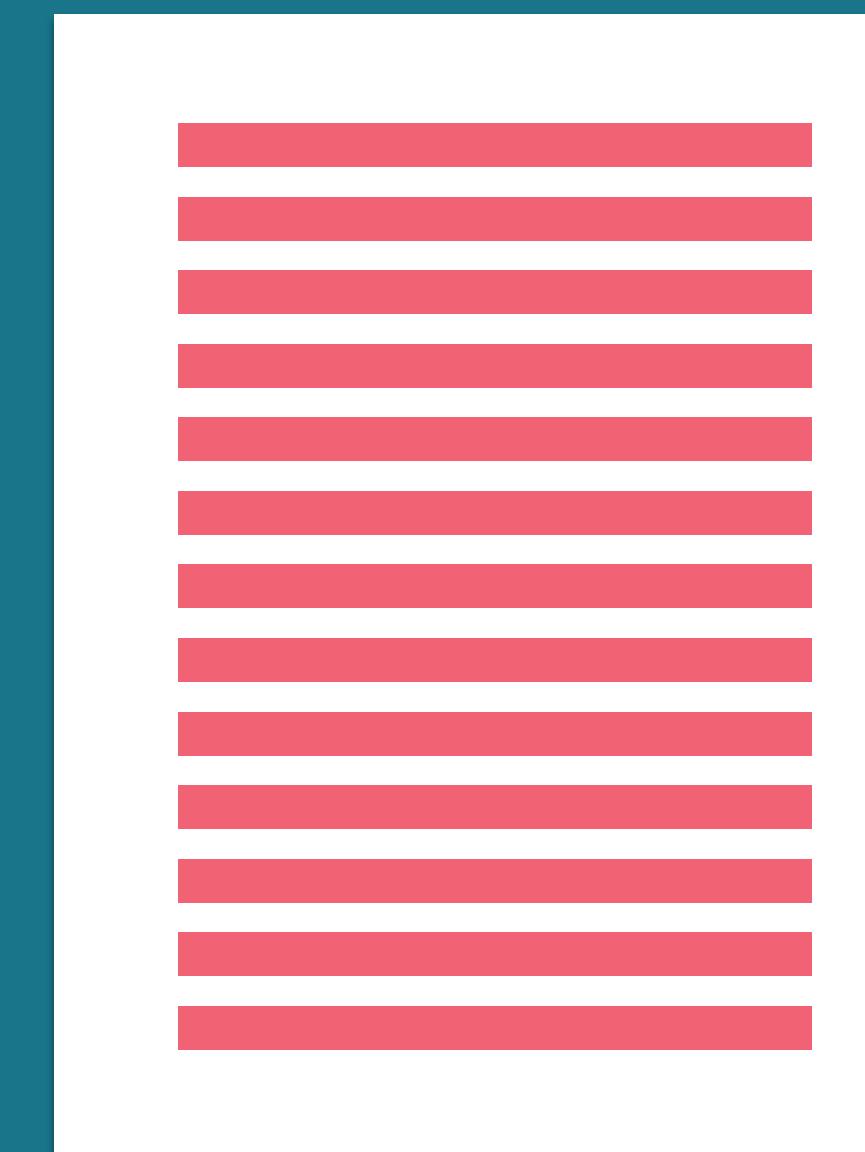
“The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn’t have the same constraints, and design for this flexibility. But first, we must ‘accept the ebb and flow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

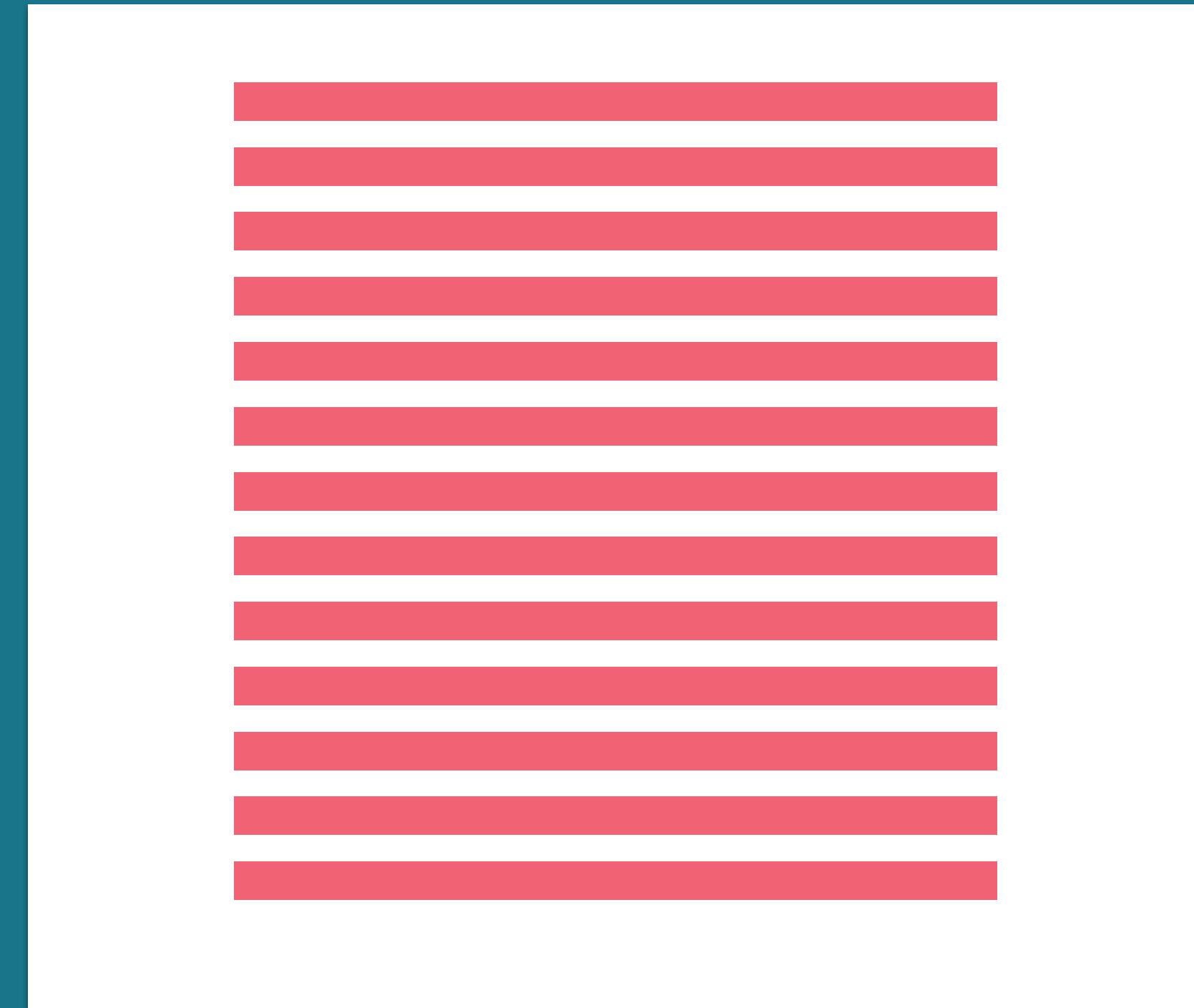
---

*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



BOSTON.COM SHOP NEW CAR DEALS

The Boston Globe

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# 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  
The Steamship Authority  
Stop&Shop

## Latest headlines

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

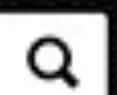
[Historic Berkshires estate set for auction](#)

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

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

[OUR WORK](#)[SPECIES](#)[PLACES](#)[ABOUT US](#)[HOW TO HELP](#)

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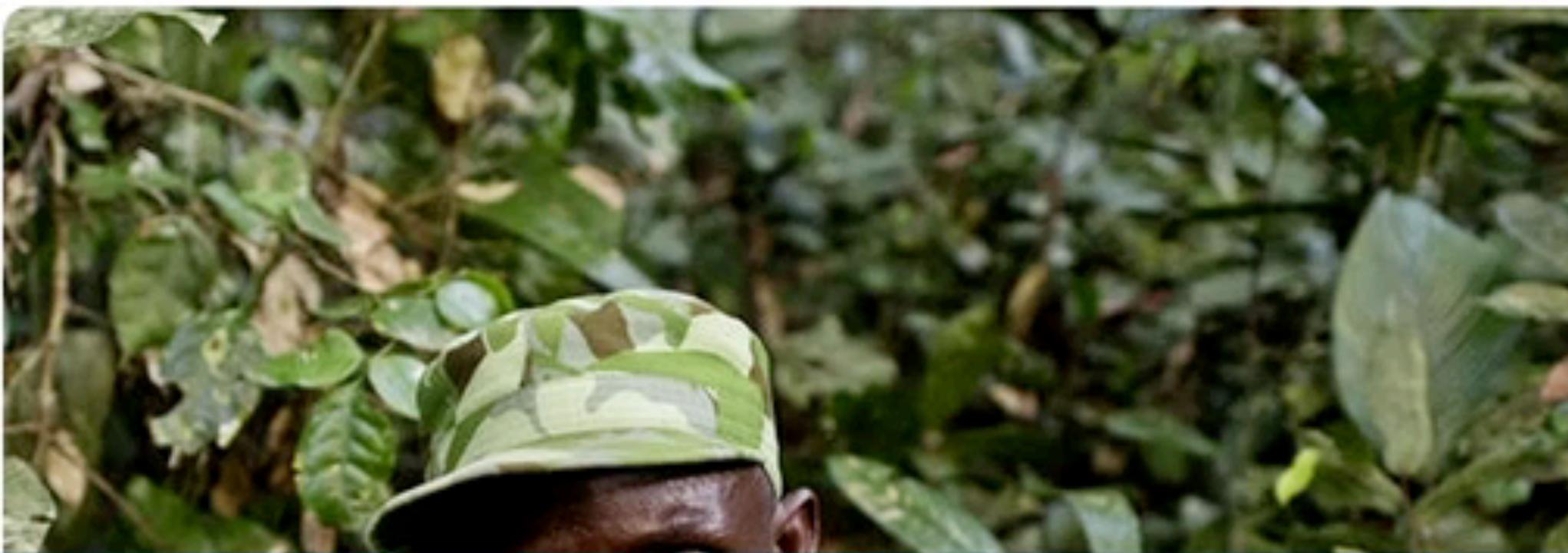
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## THE WORLD'S ELEPHANTS CAN'T WAIT

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/>

68%

of American  
adults own a  
smartphone.



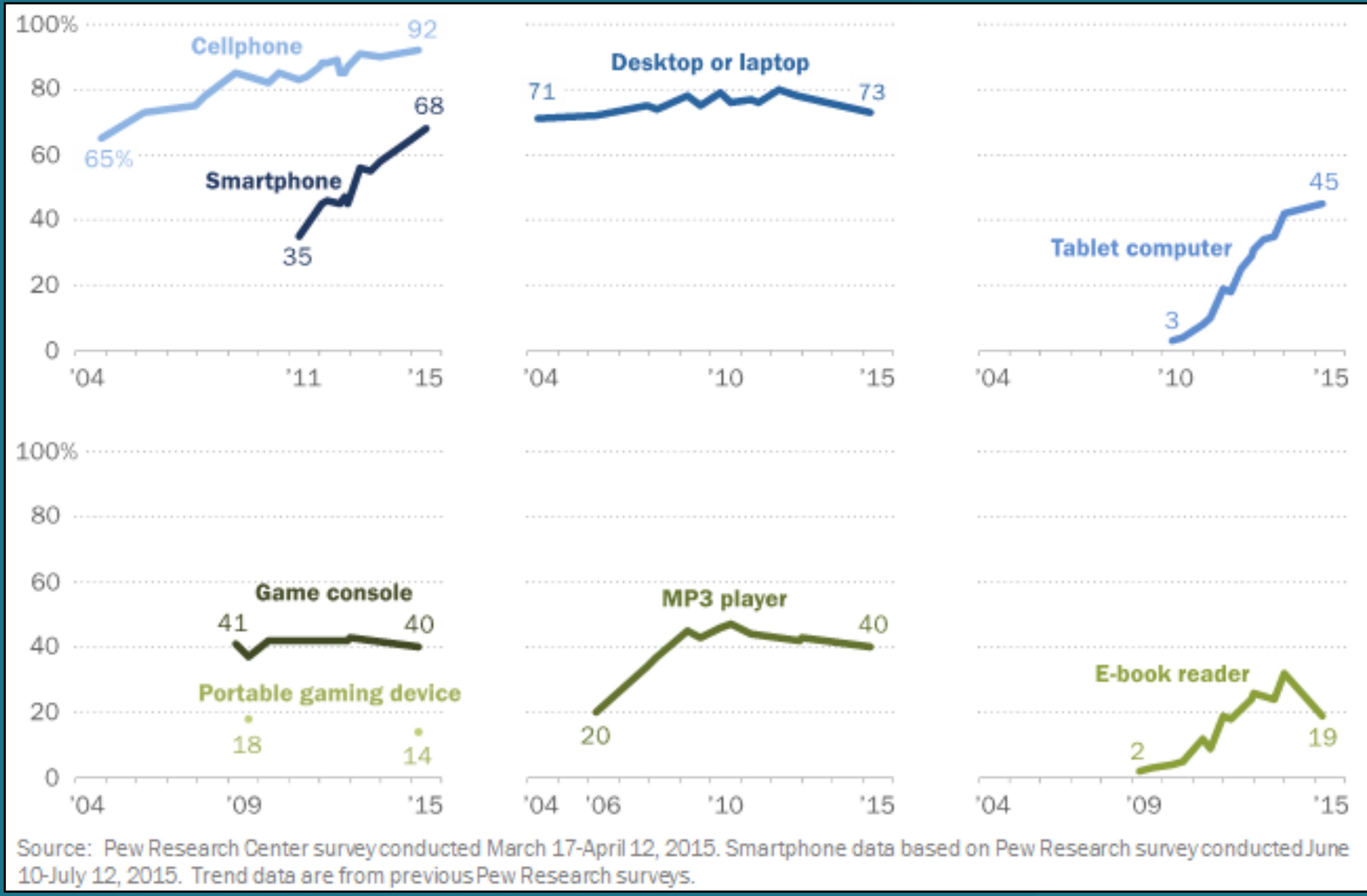
<http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

67%

Americans with  
Home  
Broadband

<http://www.pewinternet.org/2015/12/21/home-broadband-2015/>





86%

Americans 18-29  
own a  
smartphone



<http://www.pewinternet.org/2015/10/29/technology-device-ownership-2015/>

10%

of Americans  
smartphone-  
only



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

341 million

worldwide smartphone  
shipments, Q2-2015  
+ 13% YTY



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

-4.5%

Q2-2015 Worldwide PC  
shipments



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

77%

of mobile searches  
occur at work or home.



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

# 40%

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



[http://www.themobileplaybook.com/en-us/#/chapter2\\_1](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/>

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

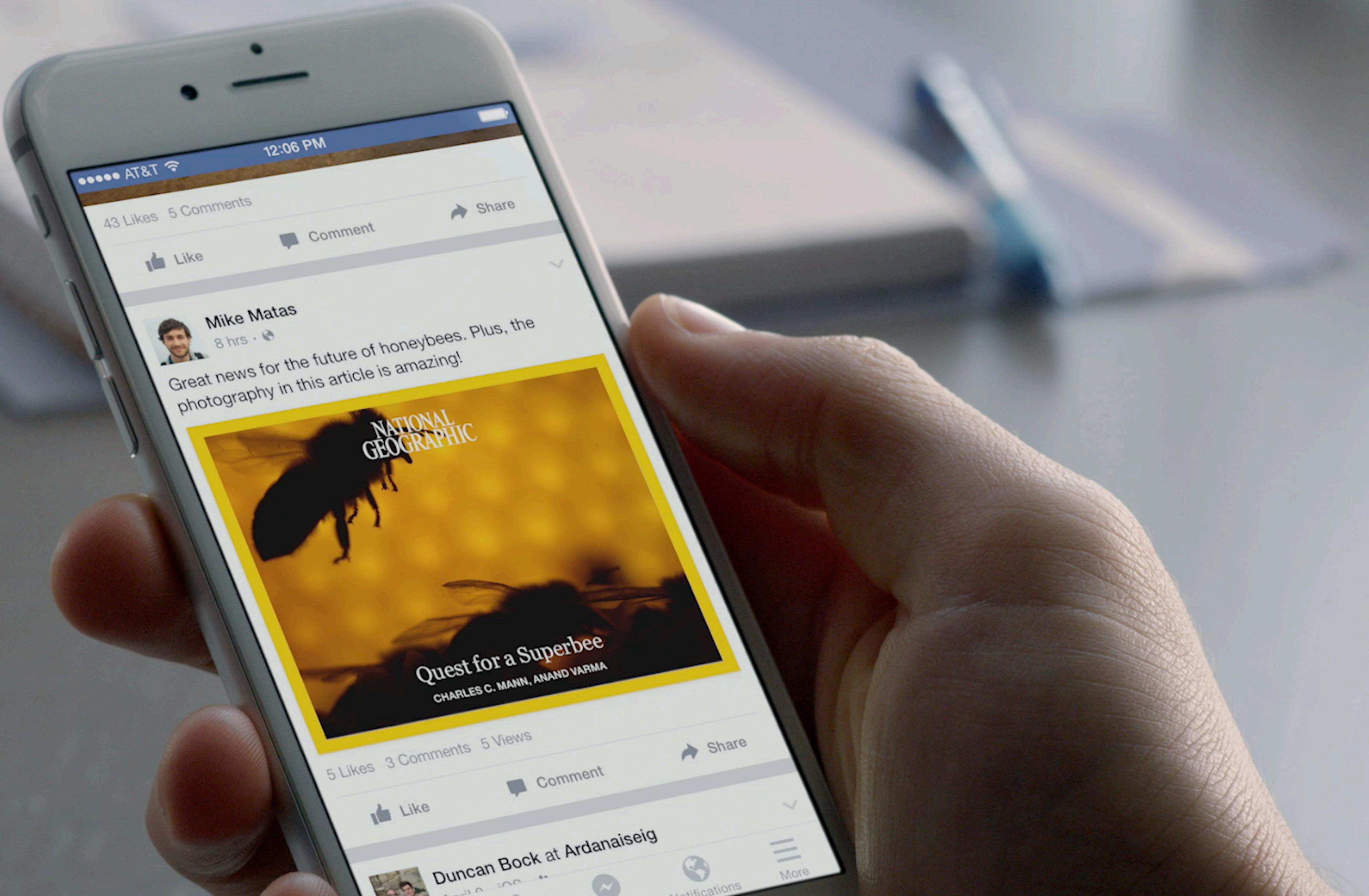
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*PayPal, Responsive Web Design Podcast*



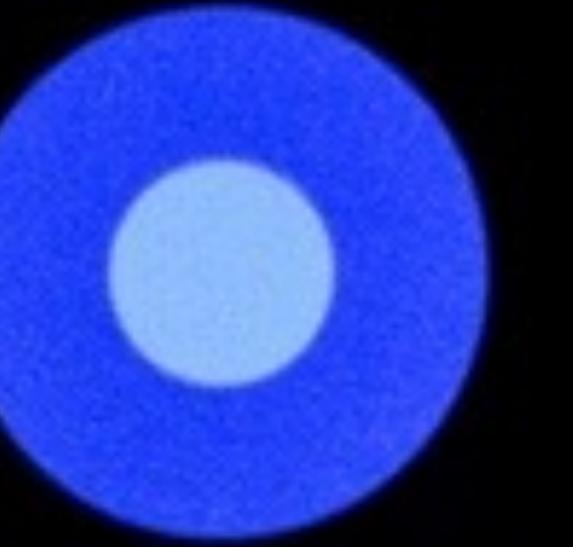
<https://responsivewebdesign.com/podcast/paypal/>

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What can I help  
you with?

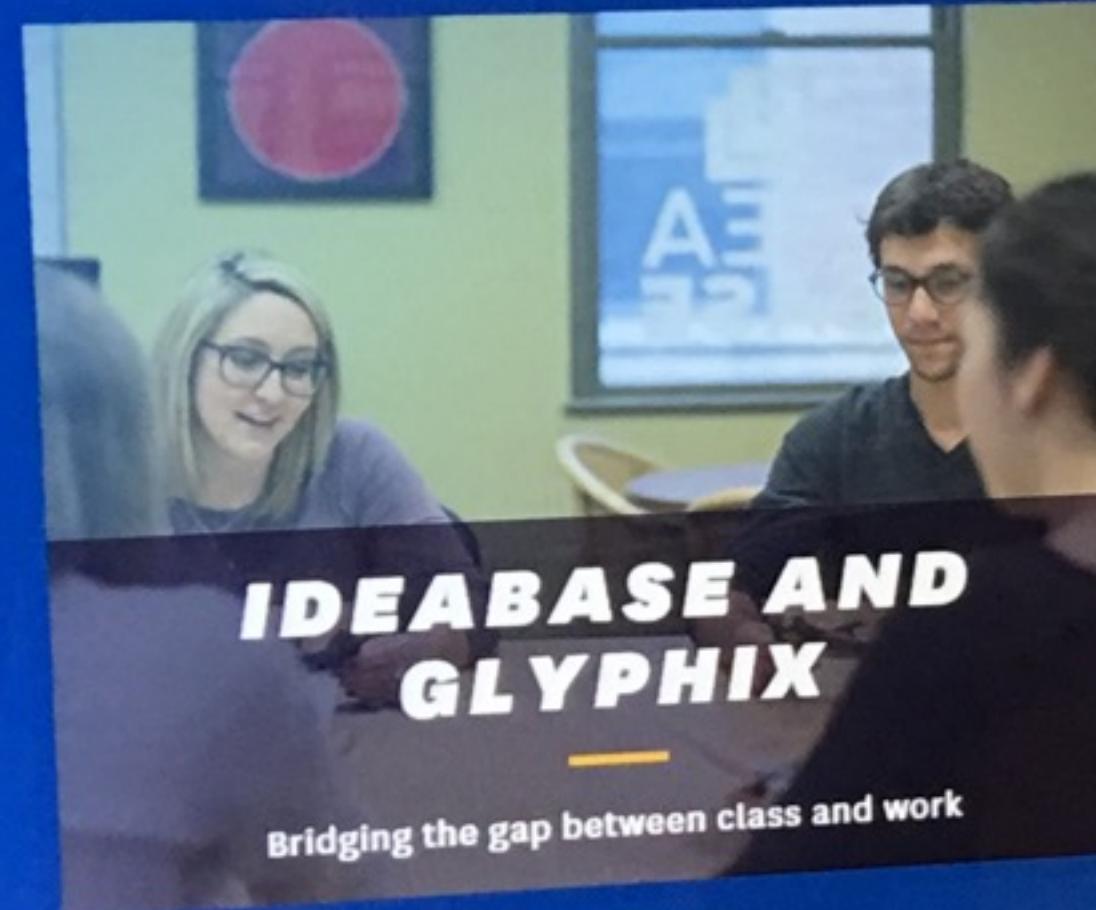
try "Is it cold in Moscow right now?"  
[see more](#)

Listening...



College of Communication  
and Information

## THE CCI STORY



### IDEABASE AND GLYPHIX

Bridging the gap between class and work

### 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!

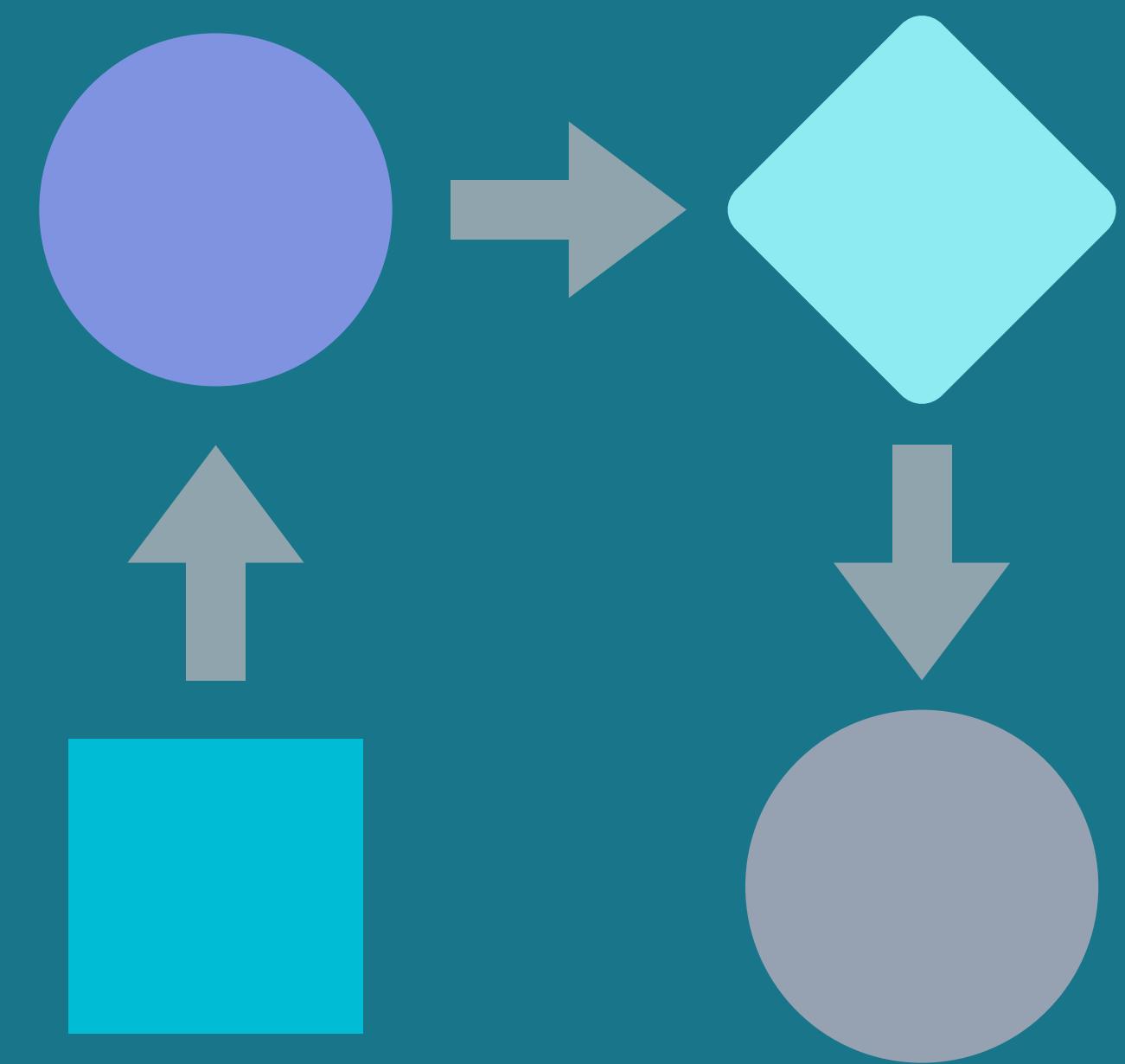


**VIEW CCI DIRECTORY ►**



# **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.



# Process Change



1

# Collaborative Team



2

# Scope & Timeline



# 3

# Content Strategy



# 4

# Design Process



15

# Research & Usability



**Research + UX**

**Design**

**Development**

**Launch**



*Content?*



**Research  
+ UX**

**Design**

**Development**



# Questions?

Time For A Break

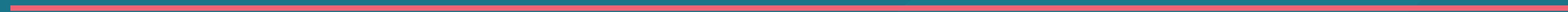


# Case Study Assignment

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



# Quick Computer Bootcamp



# Read For Next Class

HTML&CSS - Introduction, Ch. 1 Structure, Ch.2 Text, Ch. 18  
Process & Design (out of order)

Responsive Web Design - Ch. 1 Our Responsive Web



# 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

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



# See You Next Week!

