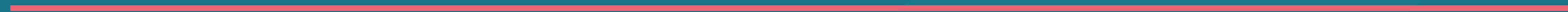




# RWD

## Class 1

# Responsive Web Design



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

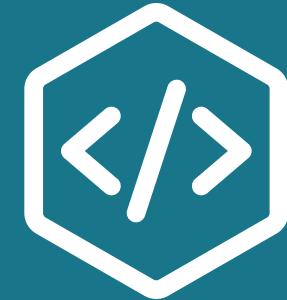
Syllabus, Schedule, Assignments



# Tour de IdeaBase

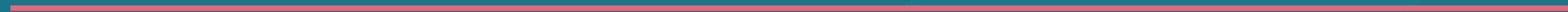


# Some Things About Me



# UX Designer

What Does That Mean?



# I used to fix computers.

The Tech Spot, Helpdesk, Apple Certification



# I designed for print.

OMG



I just watched Star Wars for  
the first time over Winter  
Break.

No The Force Awakens Spoilers, Please



# I'm a Kent State Alum.

JMC '08 and SLIS '10



# 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 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



# Responsive Web Design Renewed My Love for Web Design



# Introductions



# What Does A Web Designer Do?

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



# 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  
^  
*real*

# Employers Want Web Designers



8

# Mobile + Multi- Device Experiences Are Exploding



# A Brief History



# 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  

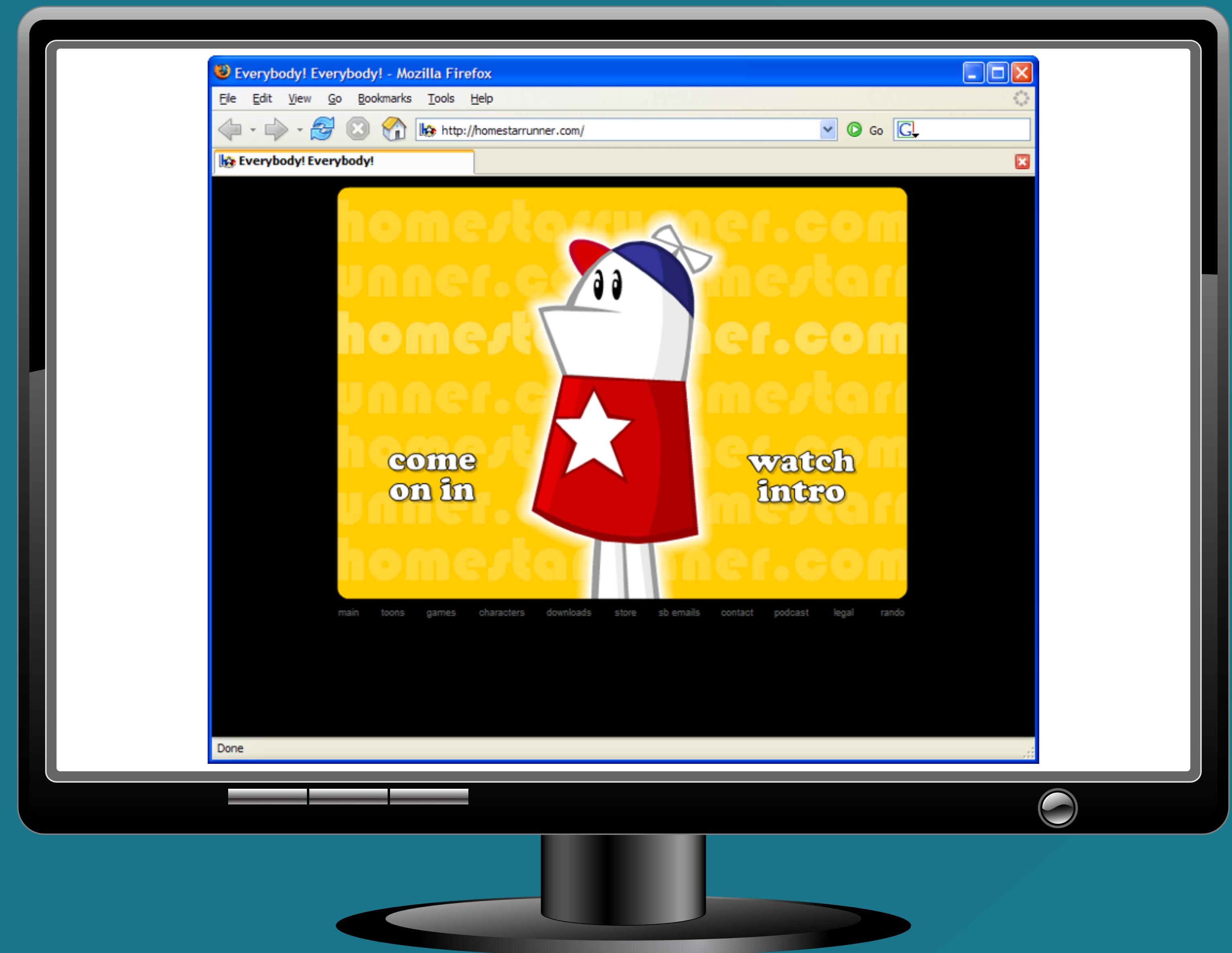

---

▽ **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**

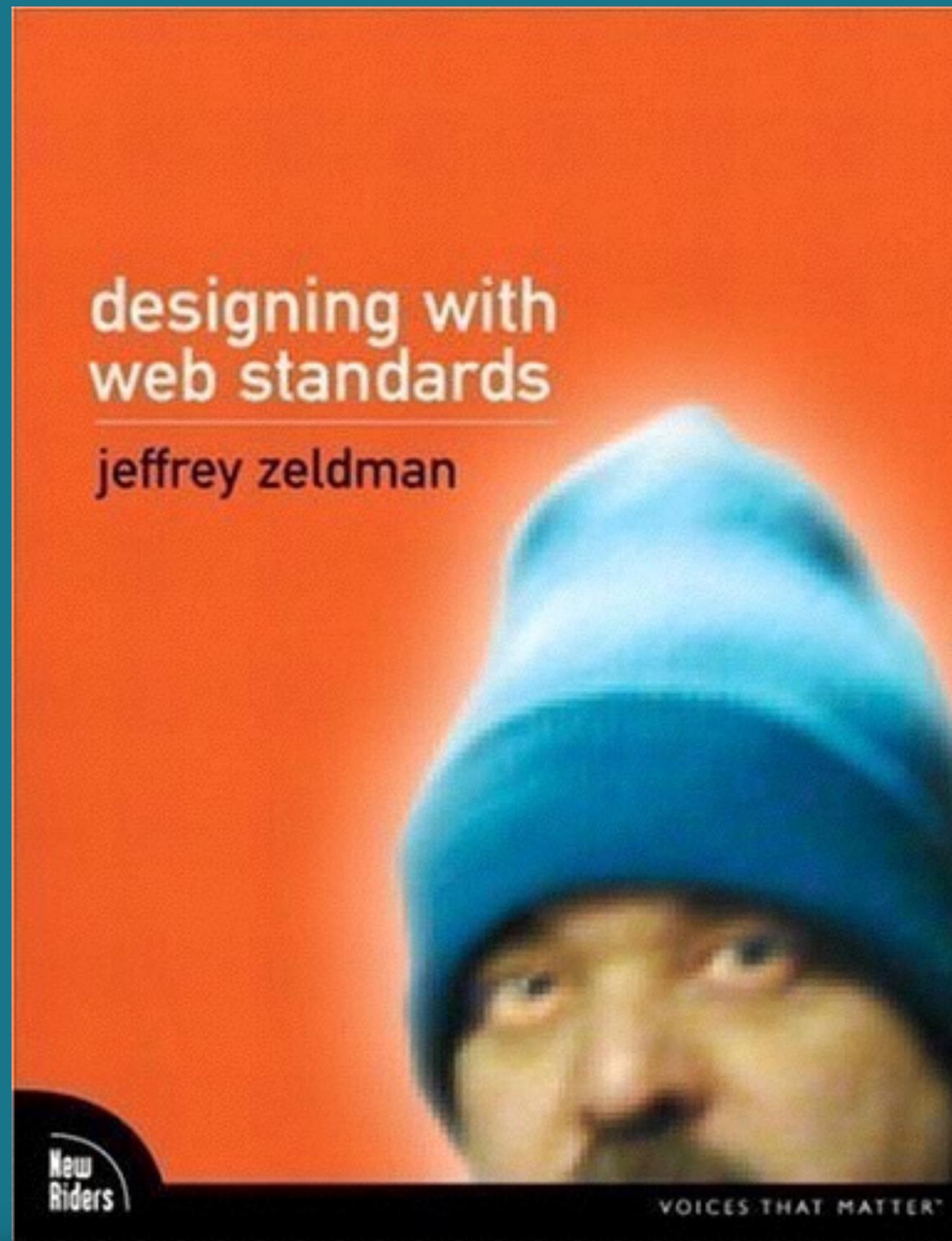


**Click here to download  
Internet Explorer now**



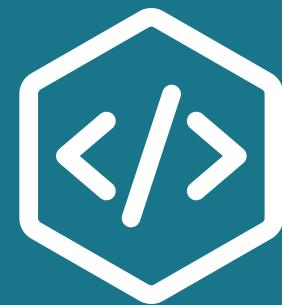
Trying to control how  
people accessed the  
web.





# Designing with Web Standards

*Jeffrey Zeldman*



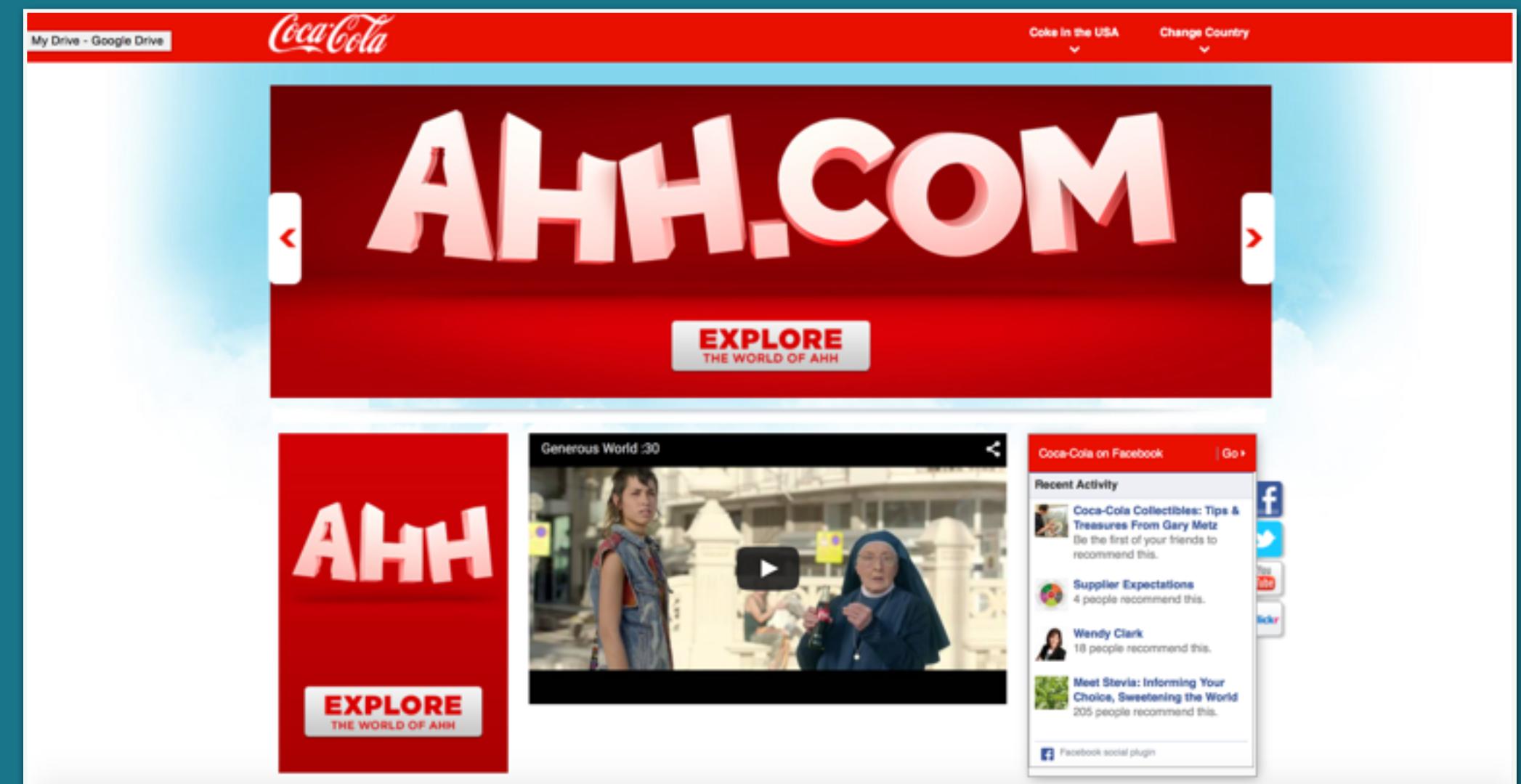
# *Fixed-Width*



**960px**



# Fixed-Width



960px

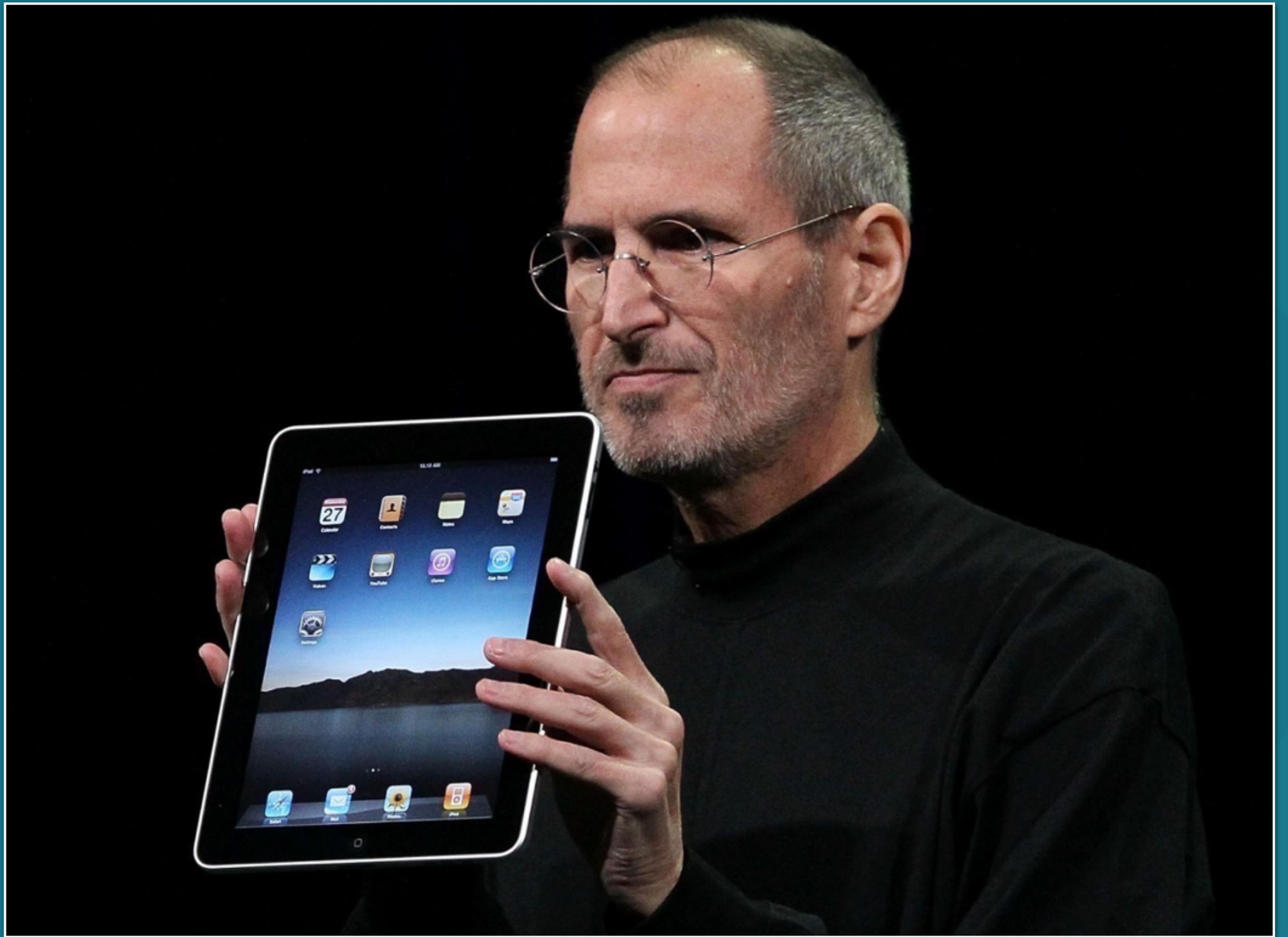


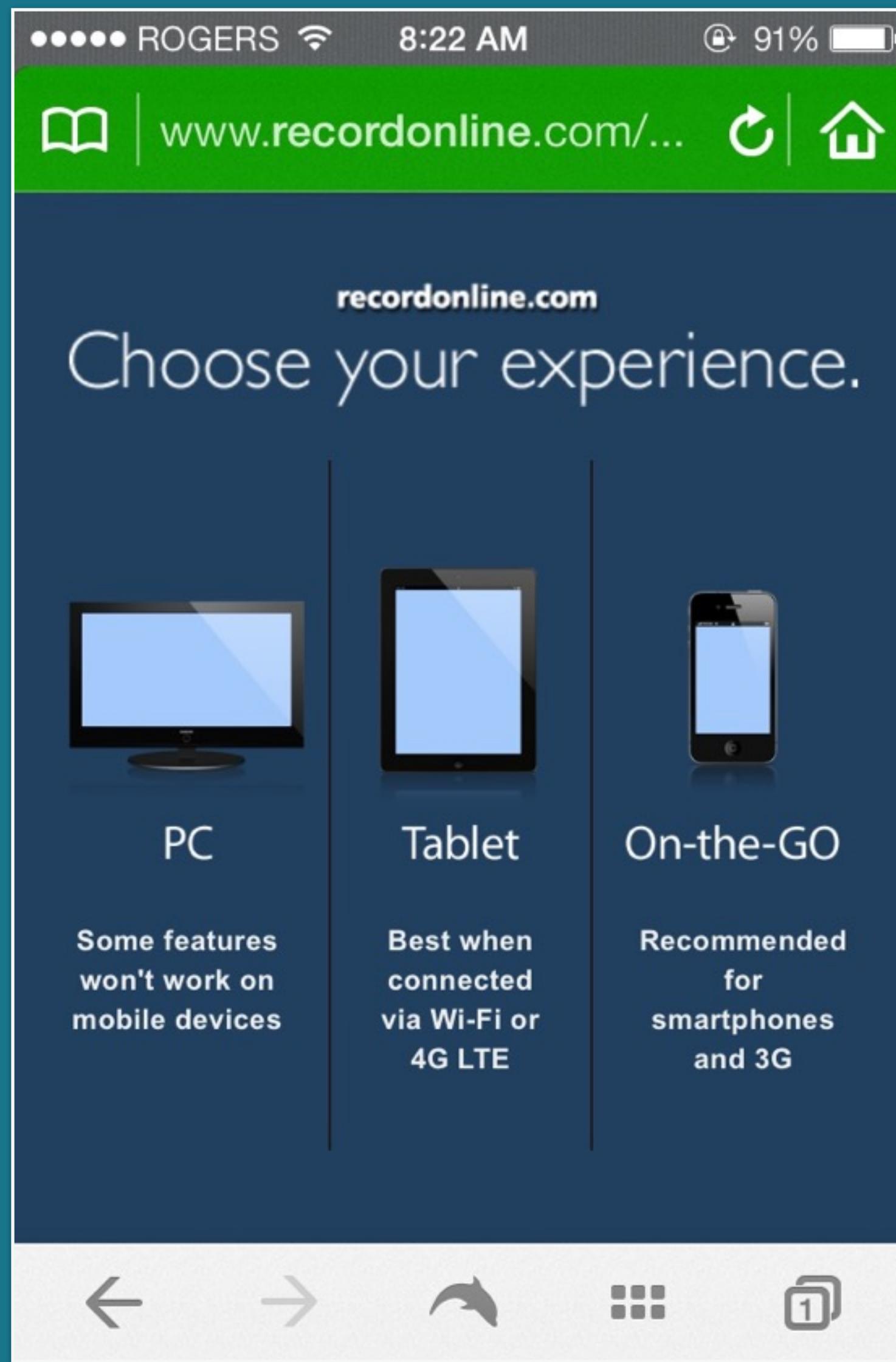


# iPhone 2007







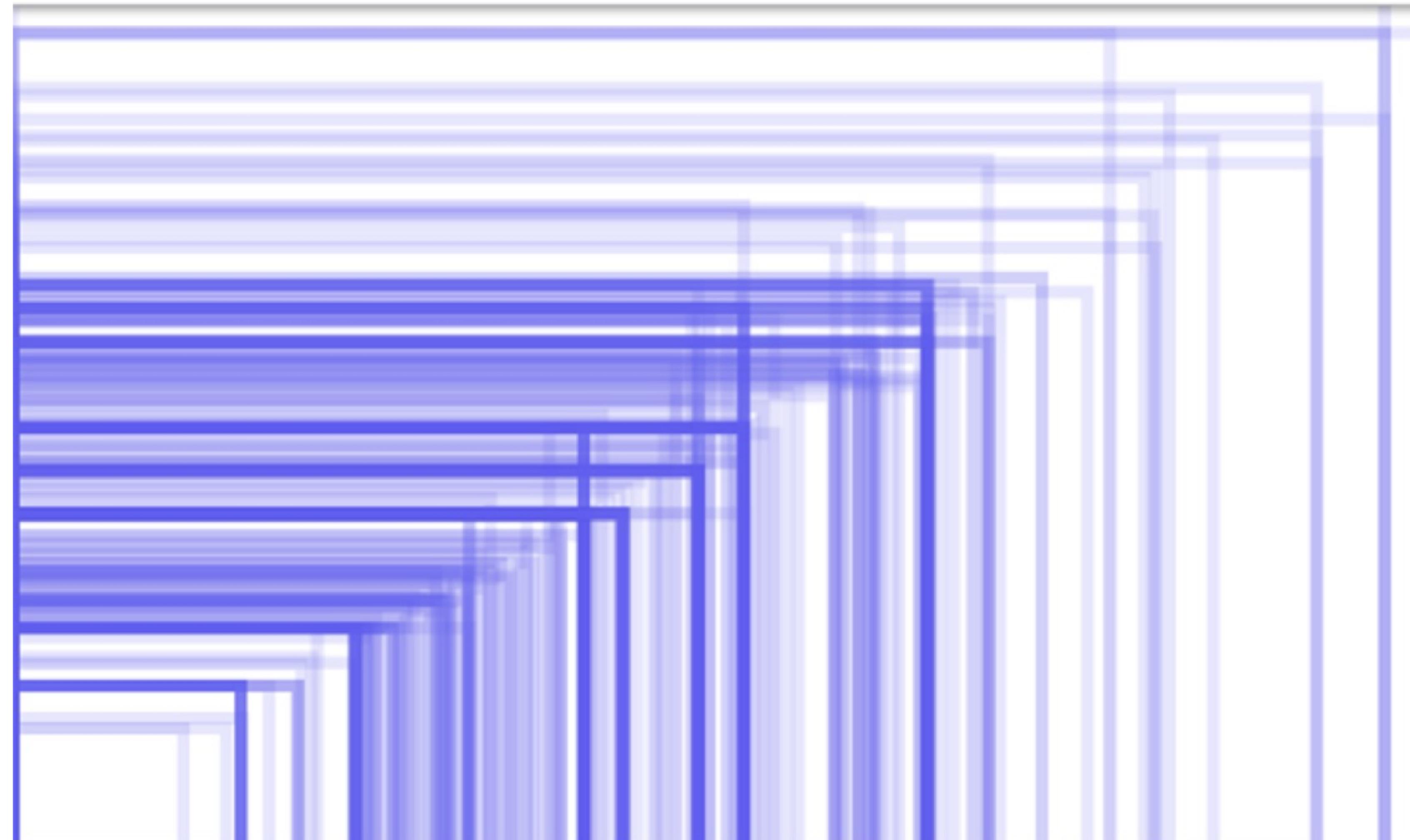


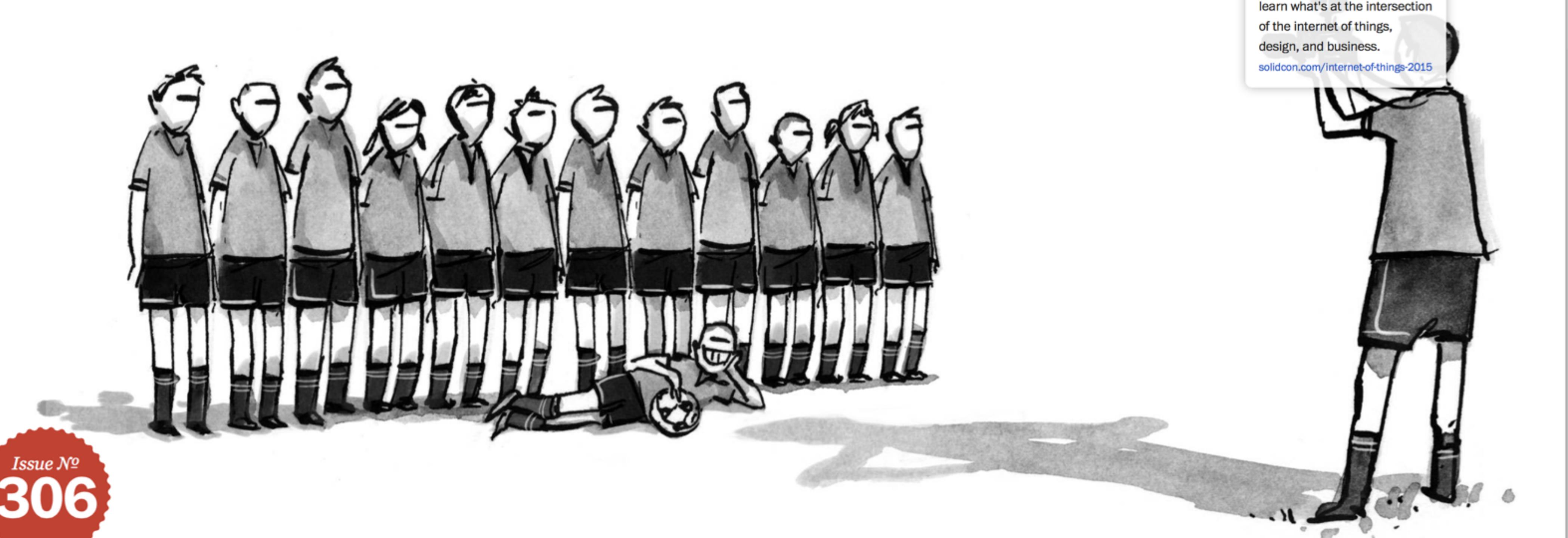
<http://wtfmobileweb.com>





# 3,997 different devices over six months





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)

Issue №  
**306**

# Responsive Web Design

by **ETHAN MARCOTTE** · May 25, 2010

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

[103 Comments](#)

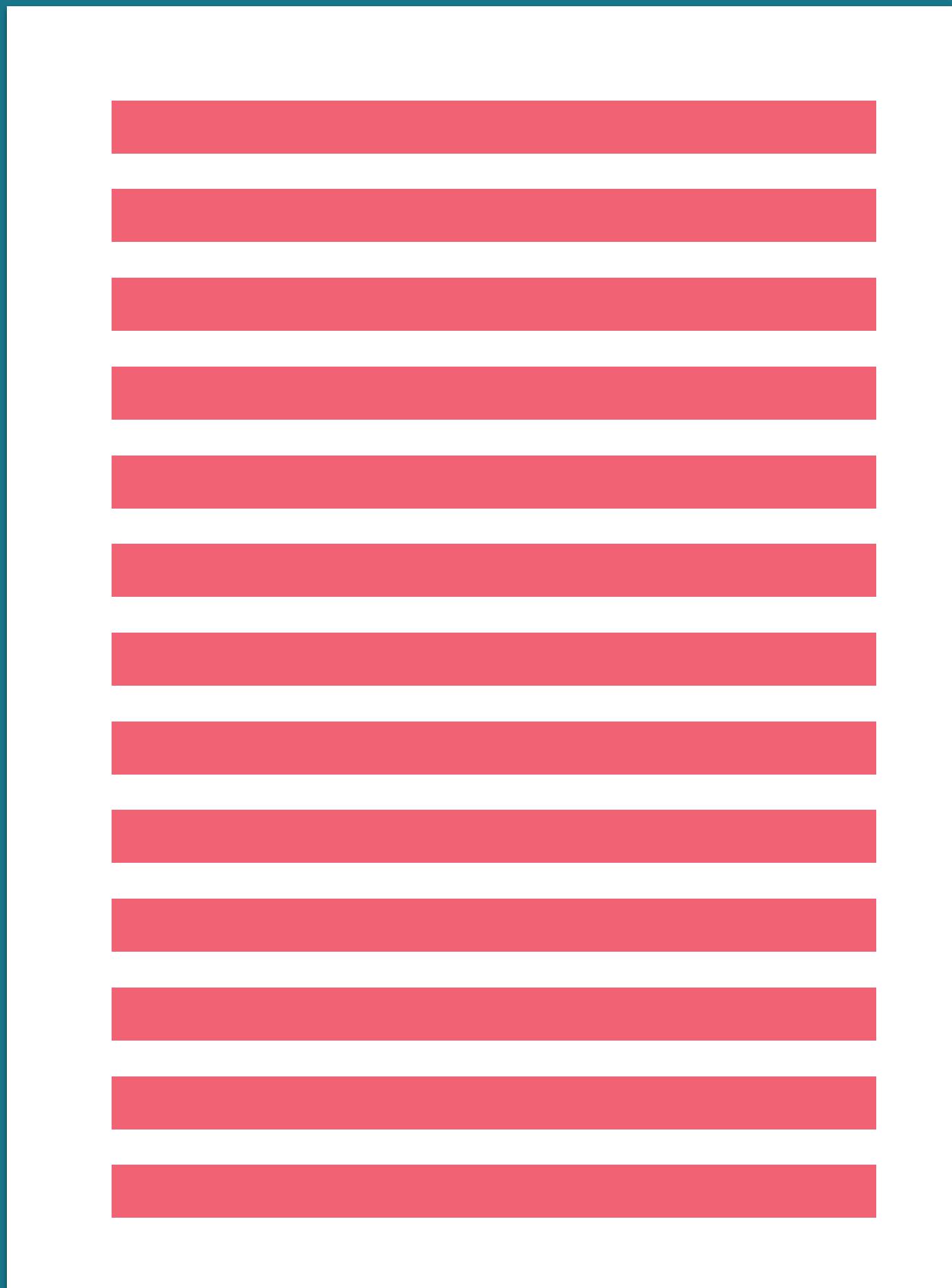


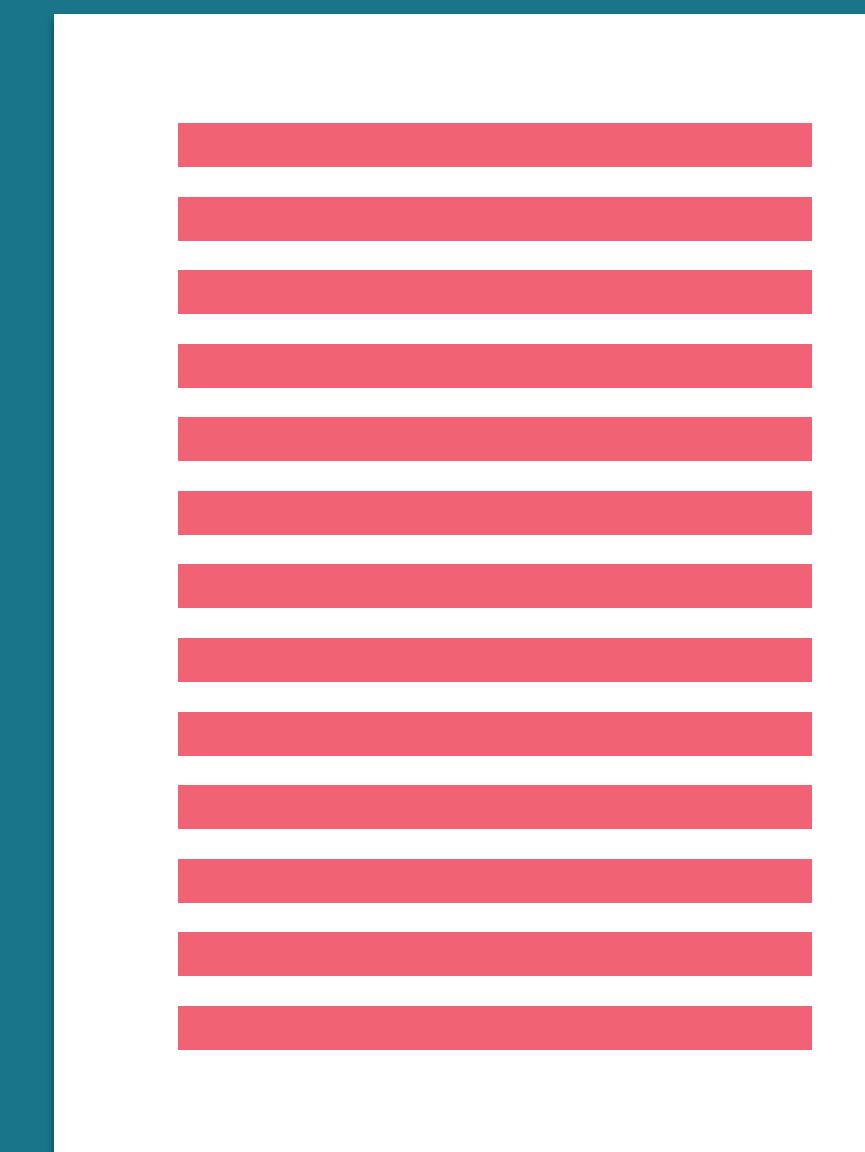
“The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn’t have the same constraints, and design for this flexibility. But first, we must ‘accept the ebb and flow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

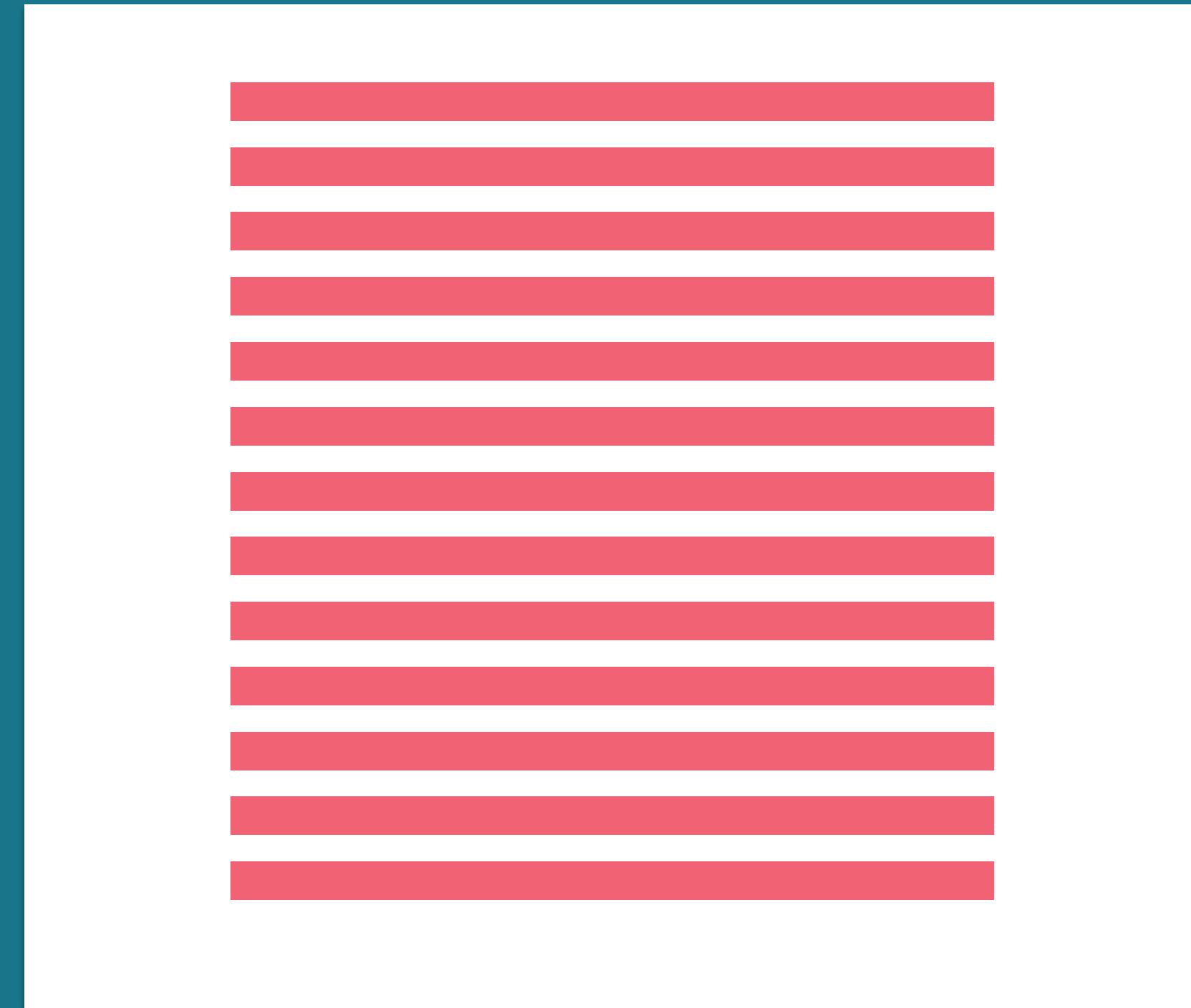
---

*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



# Arts

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[BOOKS](#) [MOVIES](#) [MUSIC](#) [TELEVISION](#) [THEATER & ART](#) [SPECIAL SECTION: GARDNER MUSEUM](#)



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 »

NANTUCKET ISLAND CHAMBER OF COMMERCE

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](#)

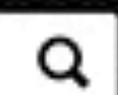
[Historic Berkshires estate set for auction](#)

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

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

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

Search

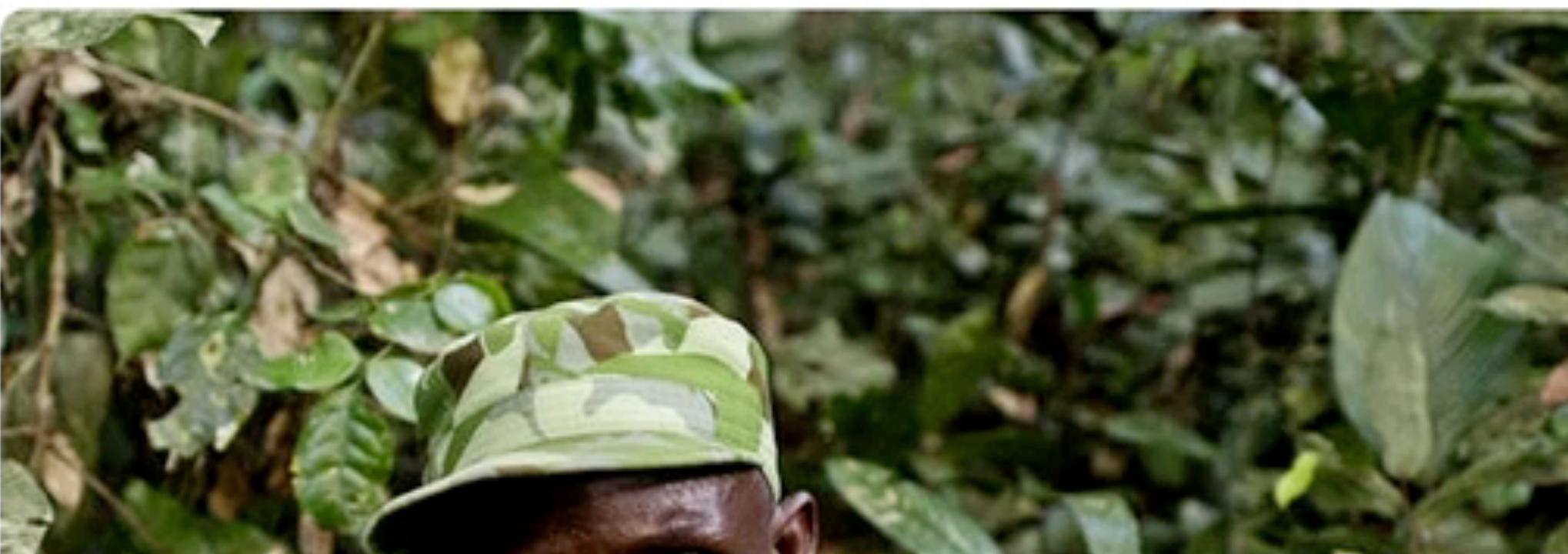
[DONATE](#)[ADOPT](#)

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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





## HOME

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274 E. First Avenue  
Columbus, Ohio 43201  
[Get Directions](#)

(614) 644-7061

Monday - Friday, 8 a.m. - 5 p.m.  
[Closed on State Holidays](#)



The main banner features a photograph of the State Library of Ohio building at night. Overlaid on the image is a large white search bar with the placeholder text "Keywords, Titles or Authors". To the right of the search bar is a red button with a white magnifying glass icon. Below the search bar, there are links for "Advanced Search" and "Classic Catalog". In the bottom right corner of the banner, there is a link labeled "About This Library Photo" with an information icon.

A close-up image showing hands typing on a keyboard. Below the image is a teal button with the text "DATABASES A-Z".

A screenshot of a digital library interface titled "THE OHIO DIGITAL LIBRARY". Below the title, it says "Providing eBooks, digital audiobooks, music and videos to Ohio libraries". Below the interface is a teal button with the text "EBOOKS & AUDIO BOOKS".

A close-up image of several newspapers and magazines. Below the image is a teal button with the text "MAGAZINES & NEWSPAPERS".

[FLASHLINE LOGIN](#) | [CALENDARS](#) | [PHONE DIRECTORY](#) | [MAPS & DIRECTIONS](#)[A-Z INDEX](#) | [ASK KSU](#)GIVE  
TO  
KENT STATE[ABOUT KSU](#) ▾ [ACADEMICS](#) ▾ [ADMISSIONS, TUITION & AID](#) ▾ [CAMPUS LIFE](#) ▾ [ATHLETICS](#) ▾ [RESEARCH](#) ▾ [LOCATIONS](#) ▾

# RWD Today



“You don’t get to decide which device people use to access the internet: they do.”

---

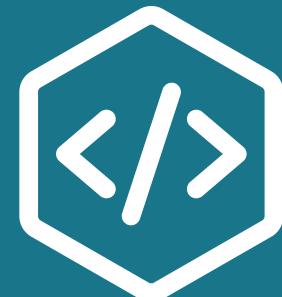
*Karen McGrane, The Mobile Content Mandate*



<http://karenmcgrane.com/2014/01/13/the-mobile-content-mandate/>

2/3

of Americans  
own a  
smartphone.



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

85%

Americans 18-29  
own a  
smartphone



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

10%

of Americans  
smartphone-  
only



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

**334 million**

worldwide smartphone  
shipments, Q1-2015



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

-2.4%

Q4-2014 Worldwide PC  
shipments



<http://www.idc.com/getdoc.jsp?containerId=prUS25372415>

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/>



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

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Business

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Entertainment

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US & World

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Lifestyle

---

Watercooler

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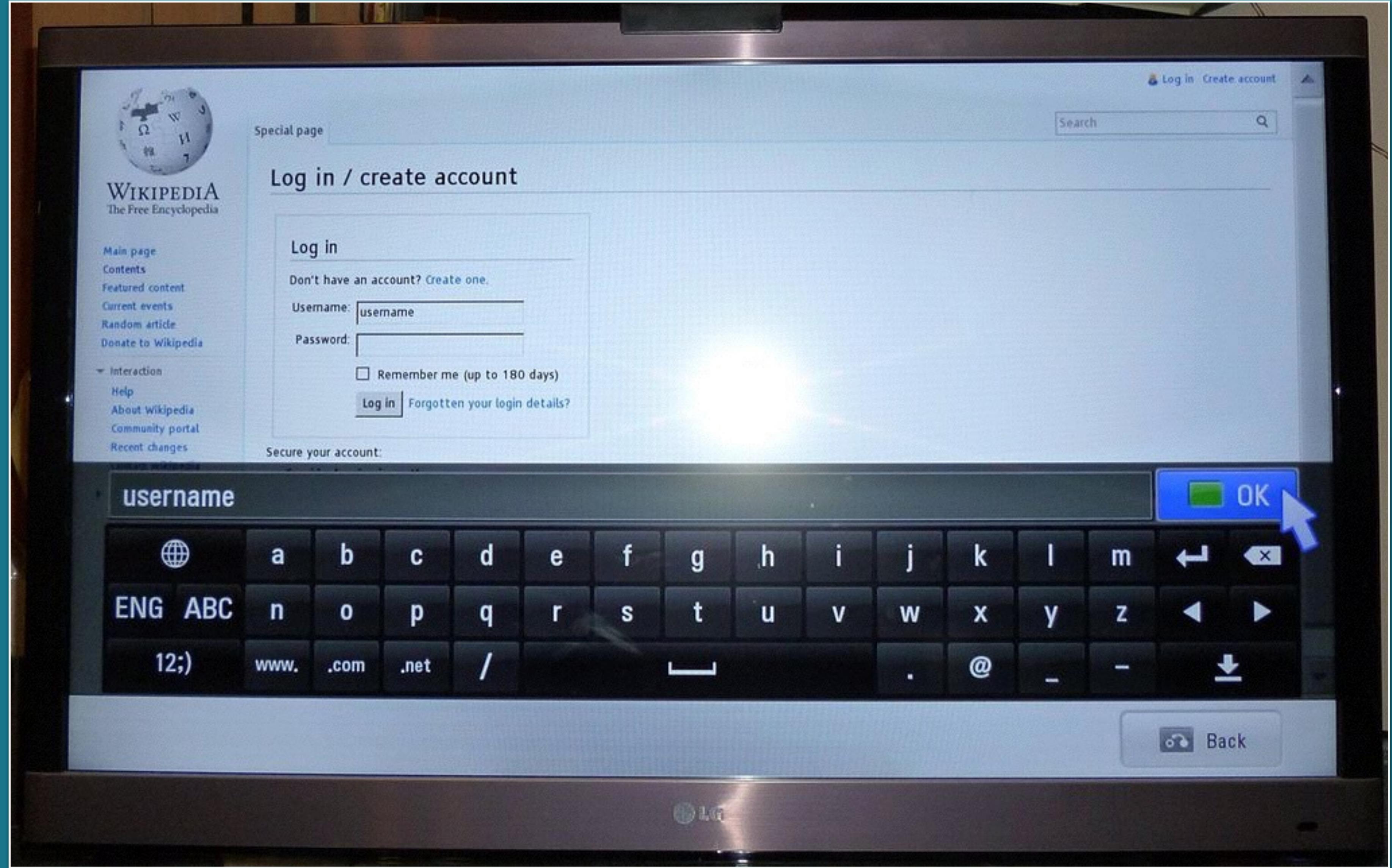




What can I help  
you with?

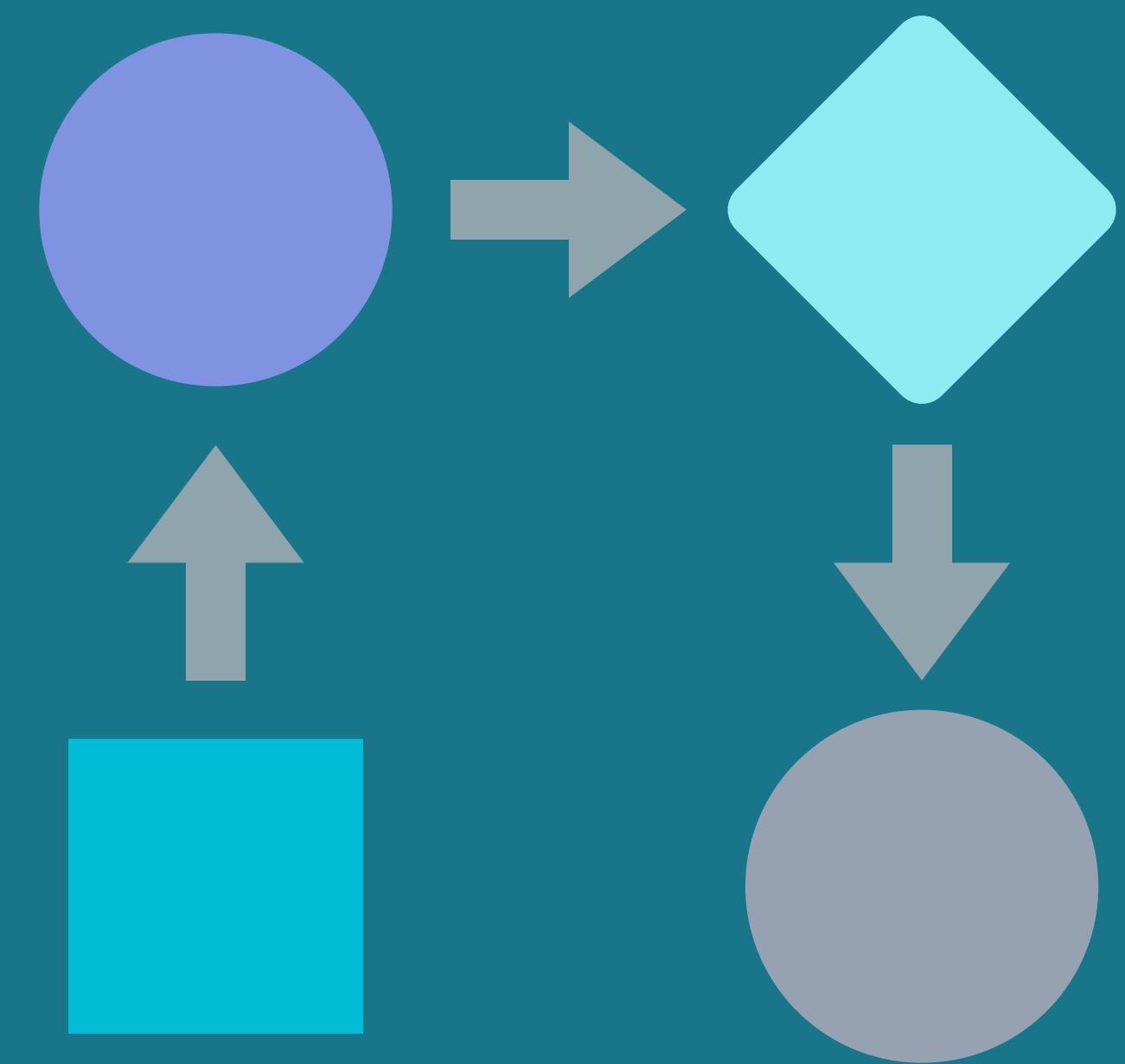
try "Is it cold in Moscow right now?"  
[see more](#)

Listening...





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



# Process Change



1

# Collaborative Team



2

# Scope & Timeline



# 3

# Content Strategy



# 4

# Design Process



15

# Research & Usability



**Research + UX**

**Design**

**Development**

**Launch**



*Content?*

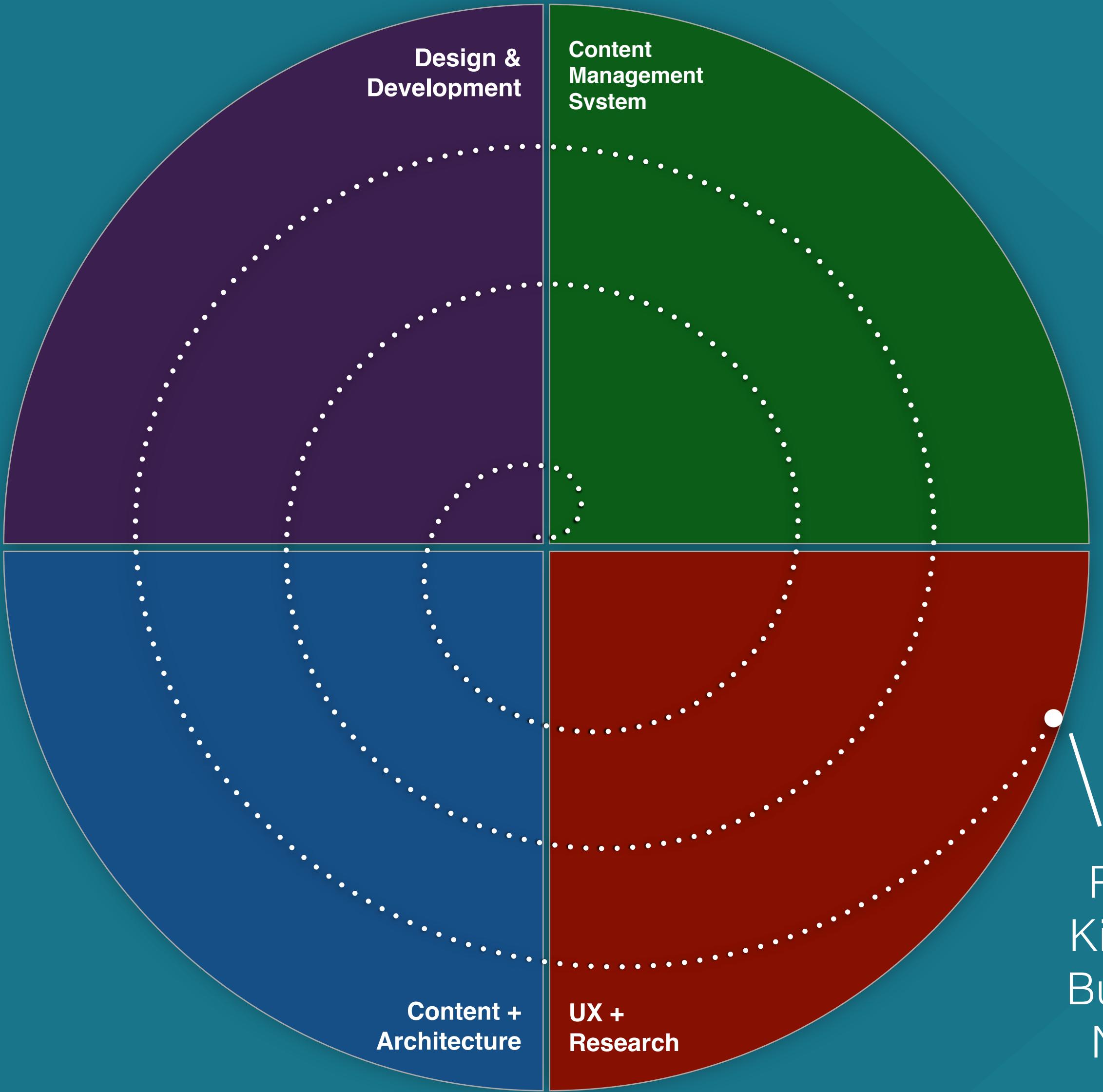


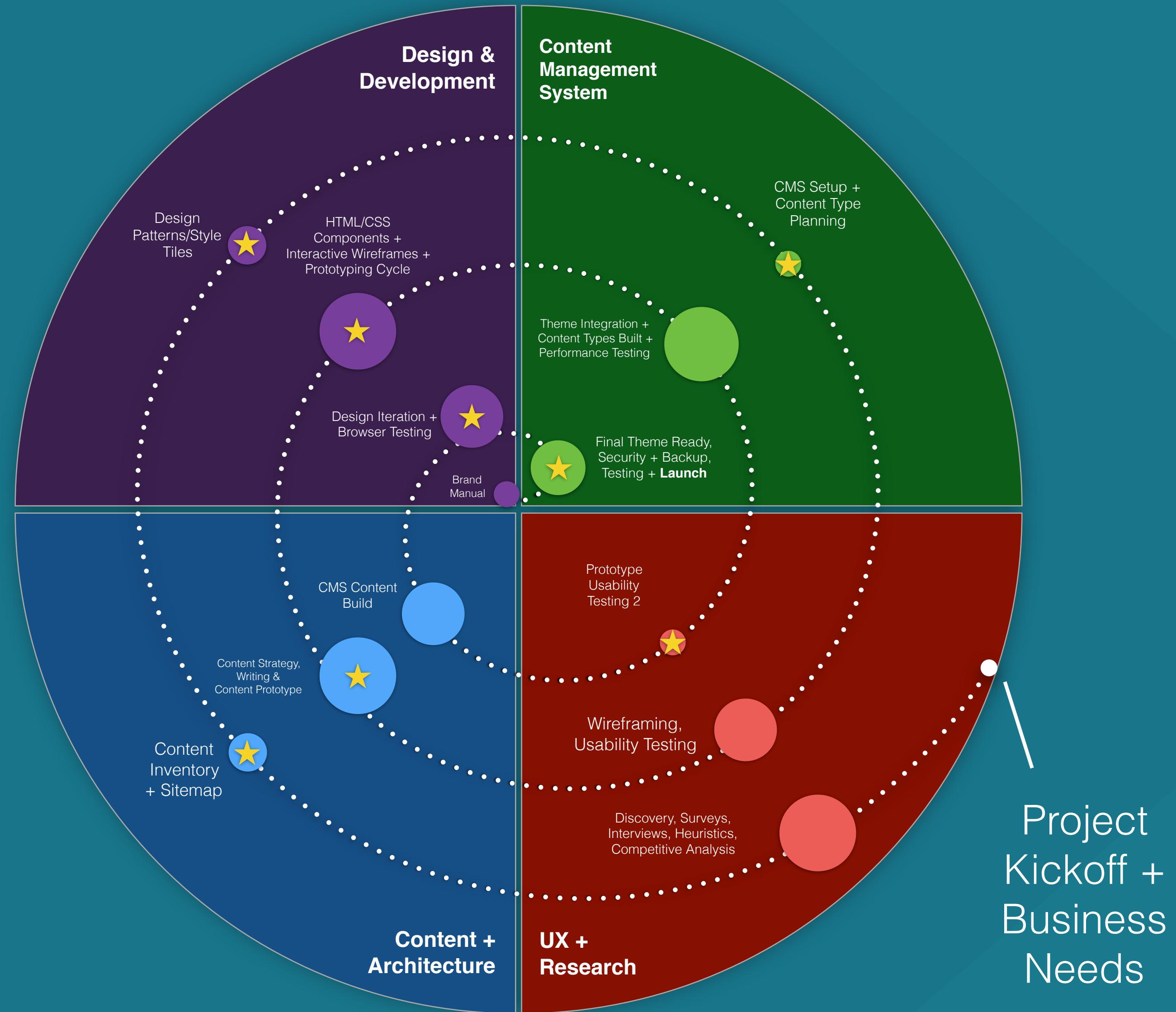
**Research  
+ UX**

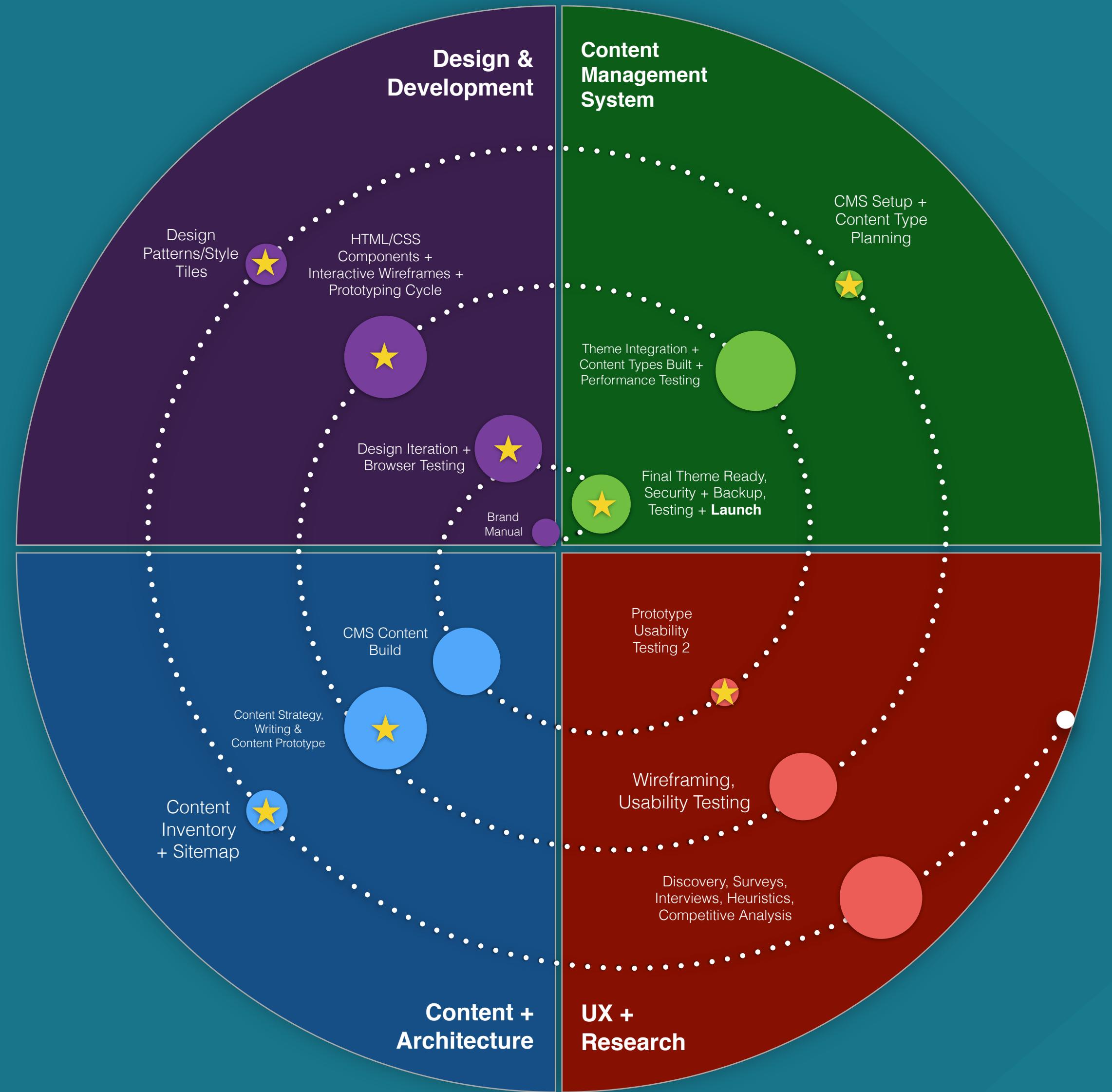
**Design**

**Development**









# Questions?

Time For A Break



# Case Study Assignment

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



# Introductory Survey

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



# Read For Next Class

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

Absolute vs. Relative Paths and Links

Responsive Web Design - Ch. 1 Our Responsive Web

GitHub for Beginners (Just scan)  
Getting Started With GitHub Pages (Just scan)



# Due For Next Class

RWD Case Study

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



# 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!

