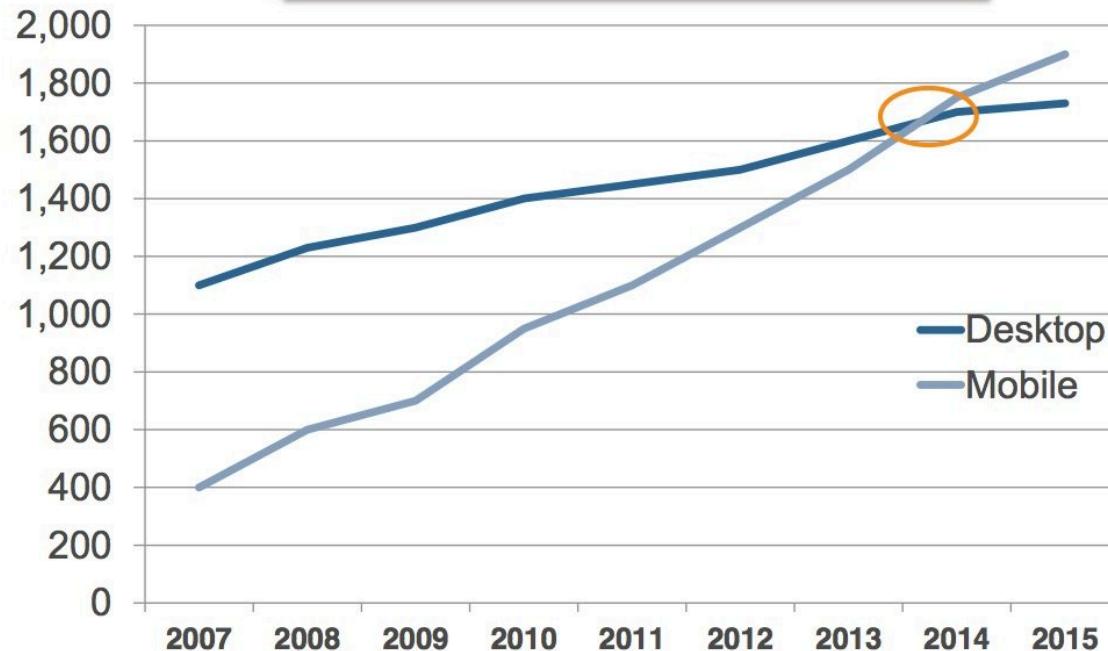


In this lecture, we will discuss...

# Responsive Design



## Number of Global Users (Millions)



# What device do we need to support?

**ALL OF THEM**



# What is a Responsive Web Site?

**Site designed to adapt its layout to the viewing environment by using fluid, proportion-based grids, flexible images, and CSS3 media queries**

Paraphrased from Wikipedia



# 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



# What is a Responsive Web Site?

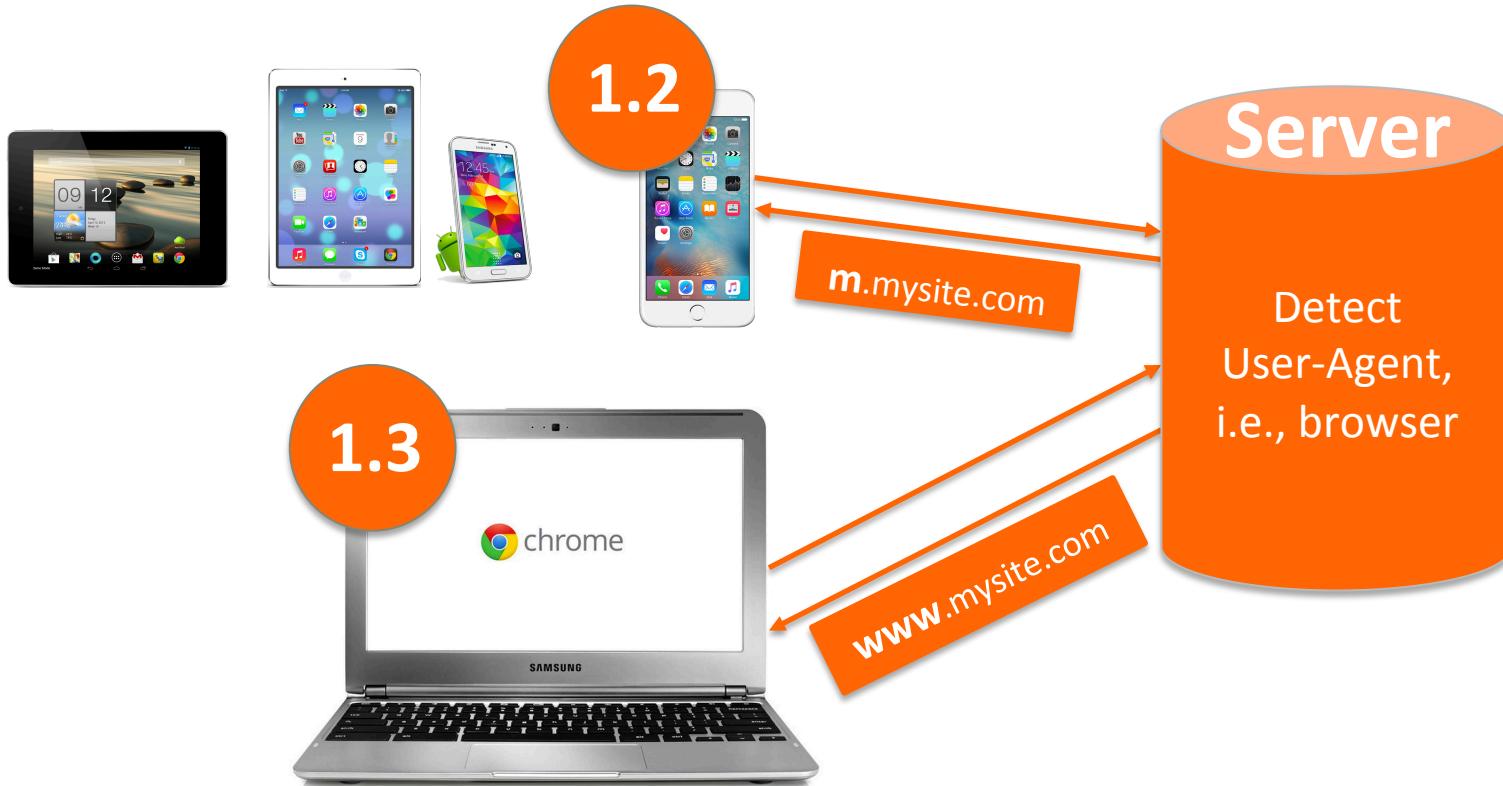
**Site designed to adapt its layout to the viewing environment by using fluid, proportion-based grids, flexible images, and CSS3 media queries**

Paraphrased from Wikipedia

- ❖ Site's layout adapts to the size of the device
- ❖ Content verbosity or its visual delivery may change



# Alternative to Responsive Design:



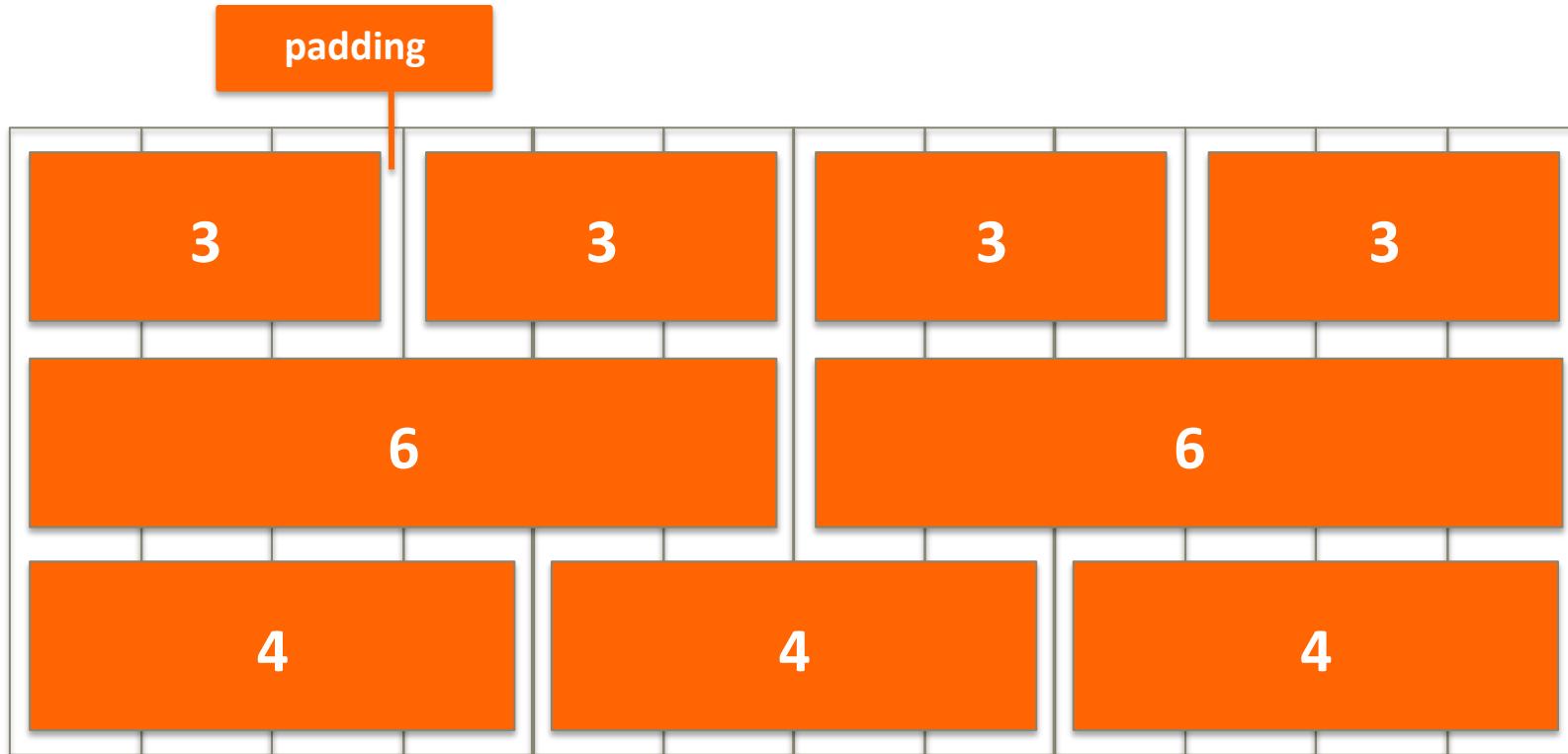
# 12-Column Grid Responsive Layout

factors of 12: 1, 2, 3, 4, 6, 12

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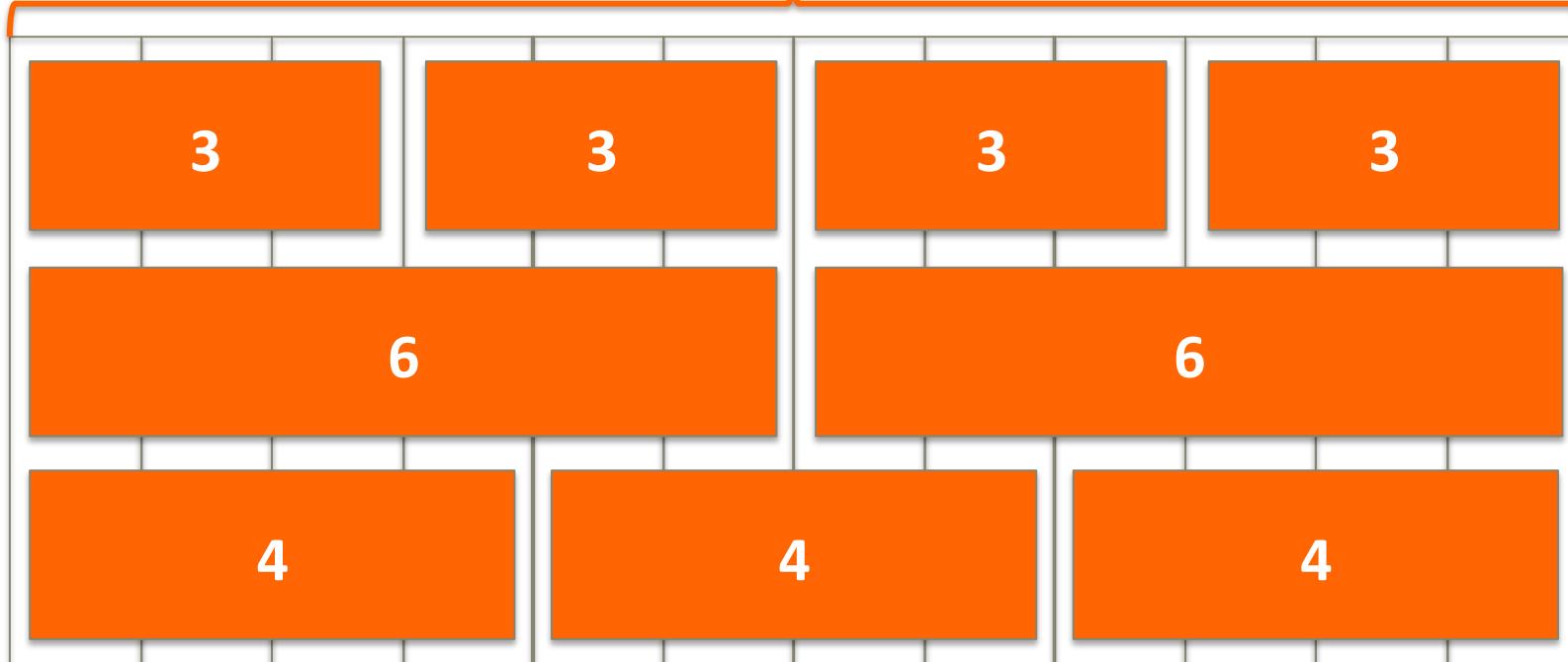
# 12-Column Grid Responsive Layout



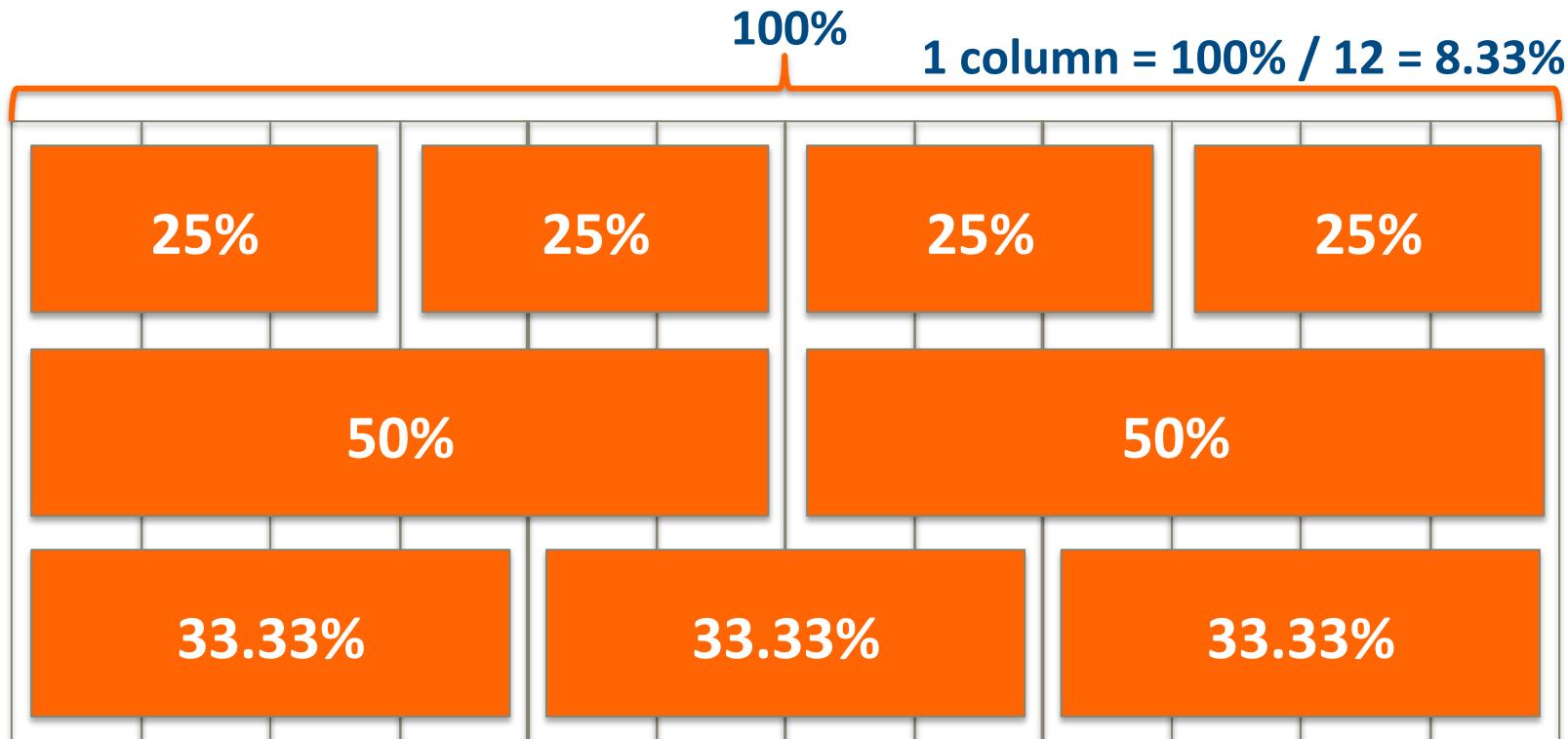
# 12-Column Grid Responsive Layout

100%

1 column = 100% / 12 = 8.33%

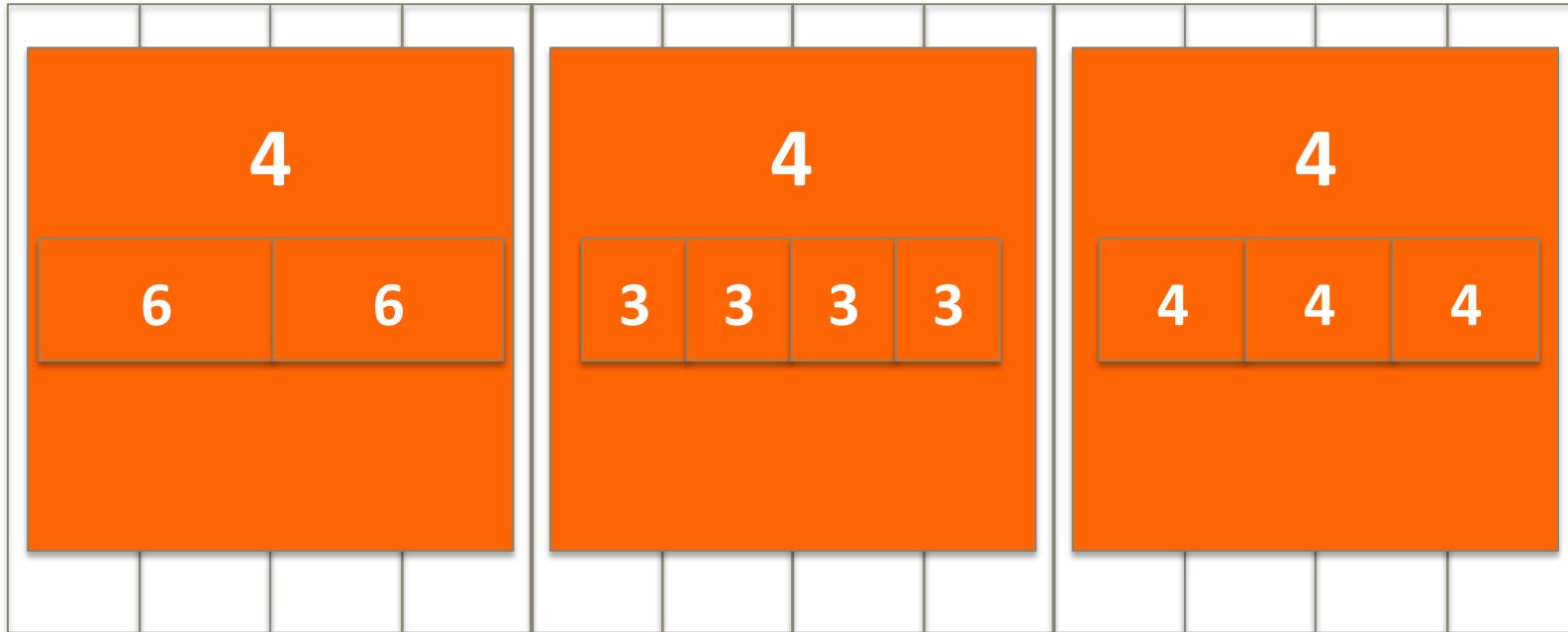


# 12-Column Grid Responsive Layout



# 12-Column Grid Responsive Layout

## Nested grids



# Summary

- ❖ Need and idea of responsive design
- ❖ 12-column grid layout
  - Use % to achieve fluid width (wrt browser width)
- ❖ Viewport meta tag to turn off default mobile zooming

**NEXT:**

**Introduction to Twitter Bootstrap Framework**

