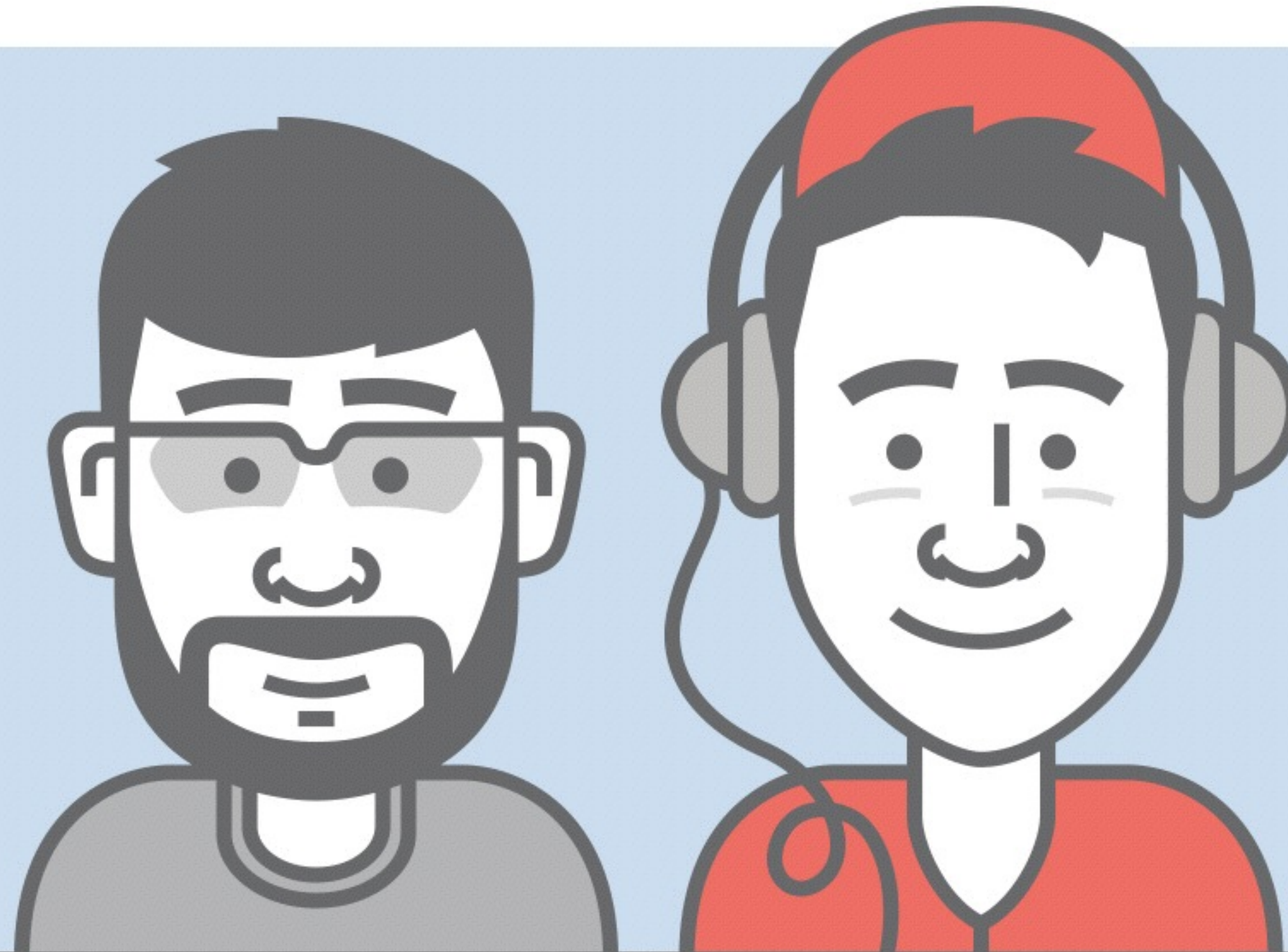


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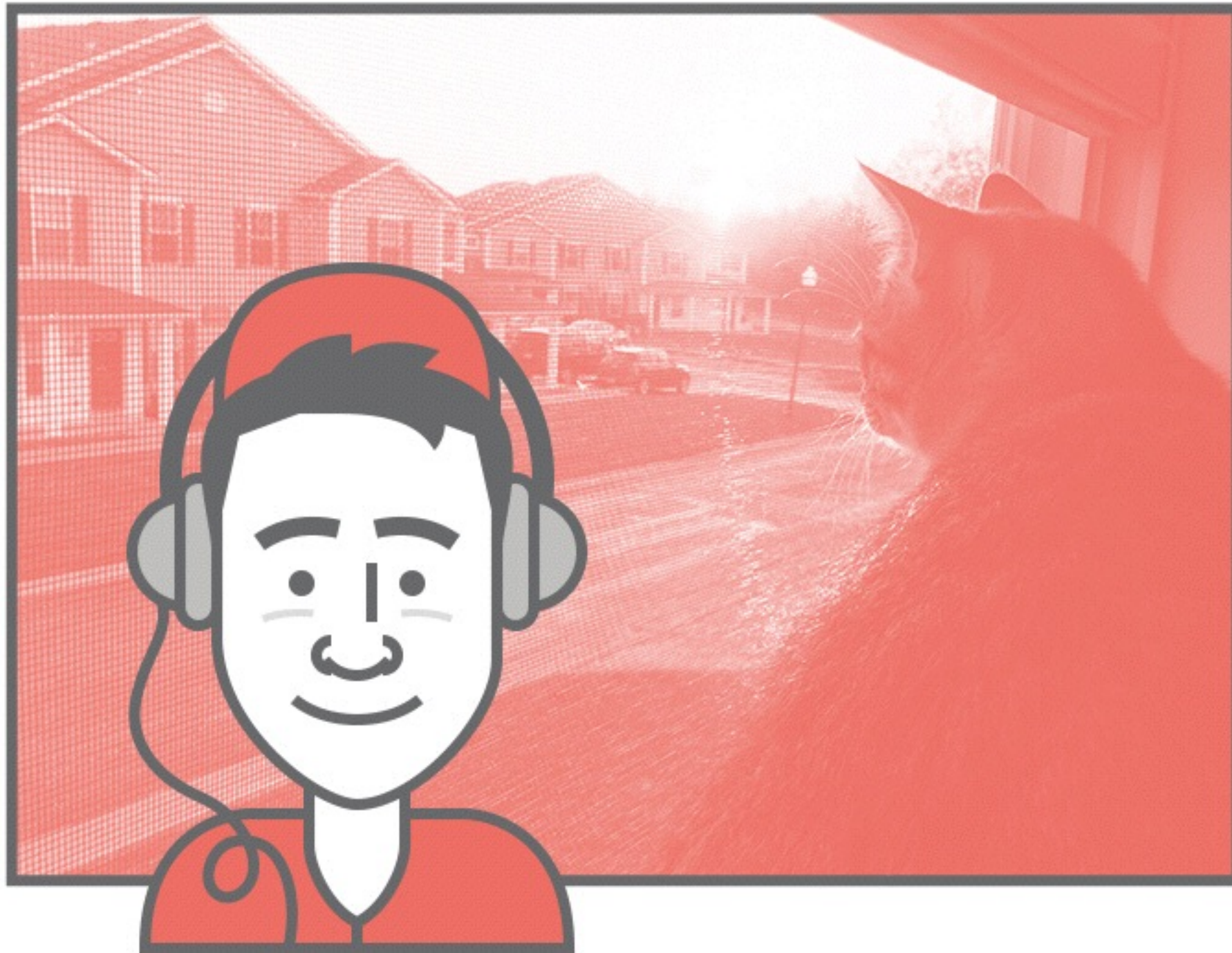
# RESPONSIVE IMAGES



Mike Schneider & Marco Fesyuk



# WHY DO WE NEED RESPONSIVE IMAGES?



Images on a responsive site need to account for

- pixel density
- screen size
- art direction

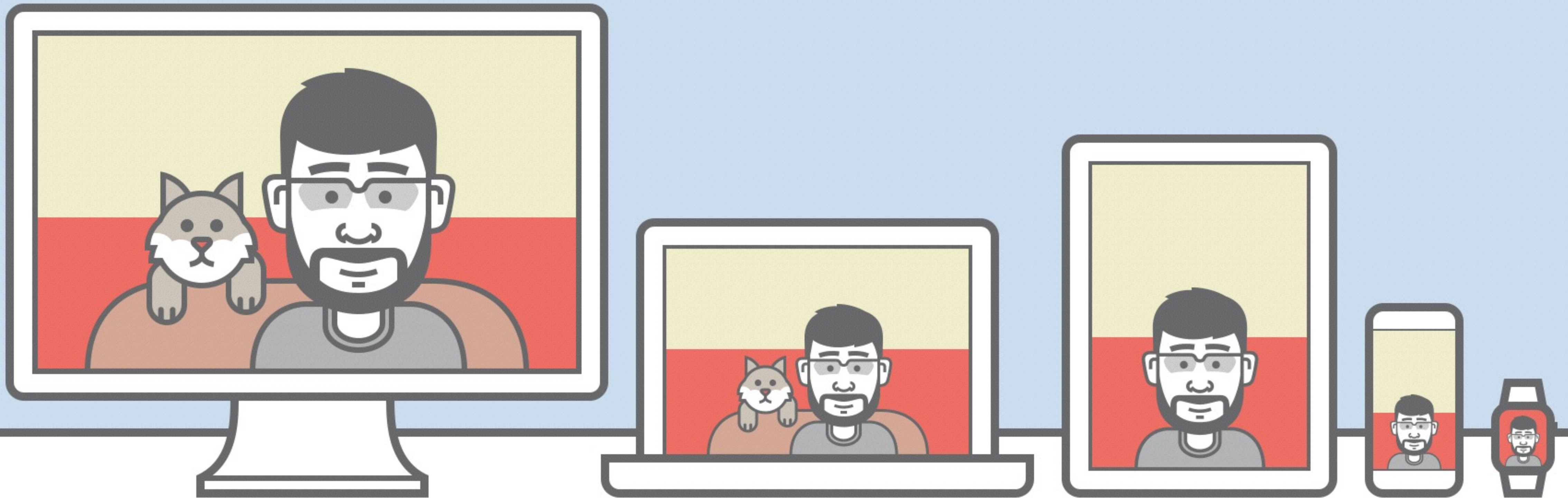
Responsive sites should

- look as good as possible
- load as fast as possible
- on as many devices as possible



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# SCREEN SIZE AND ART DIRECTION





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# DON'T DO THIS!



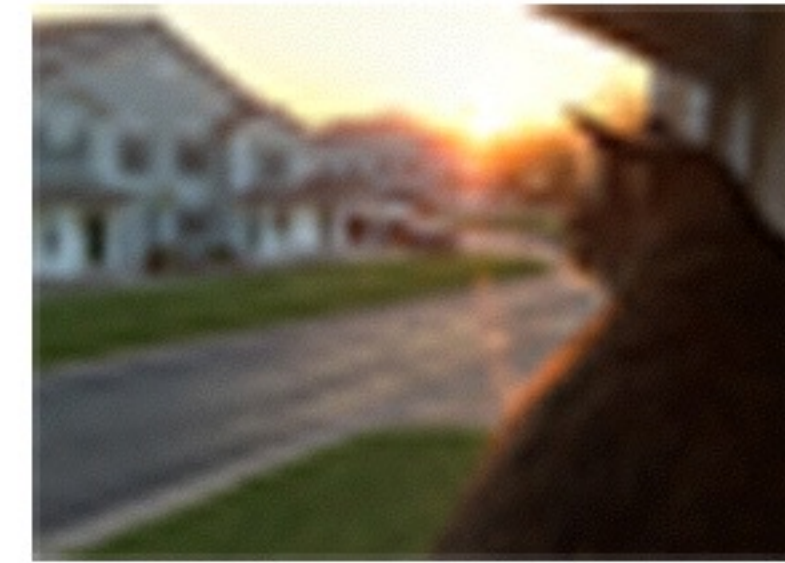
1X

iPhone



2X

iPhone 4 + 4s + 5 + 5s + 6  
Macbook Pro Retina



3X

iPhone 6 Plus

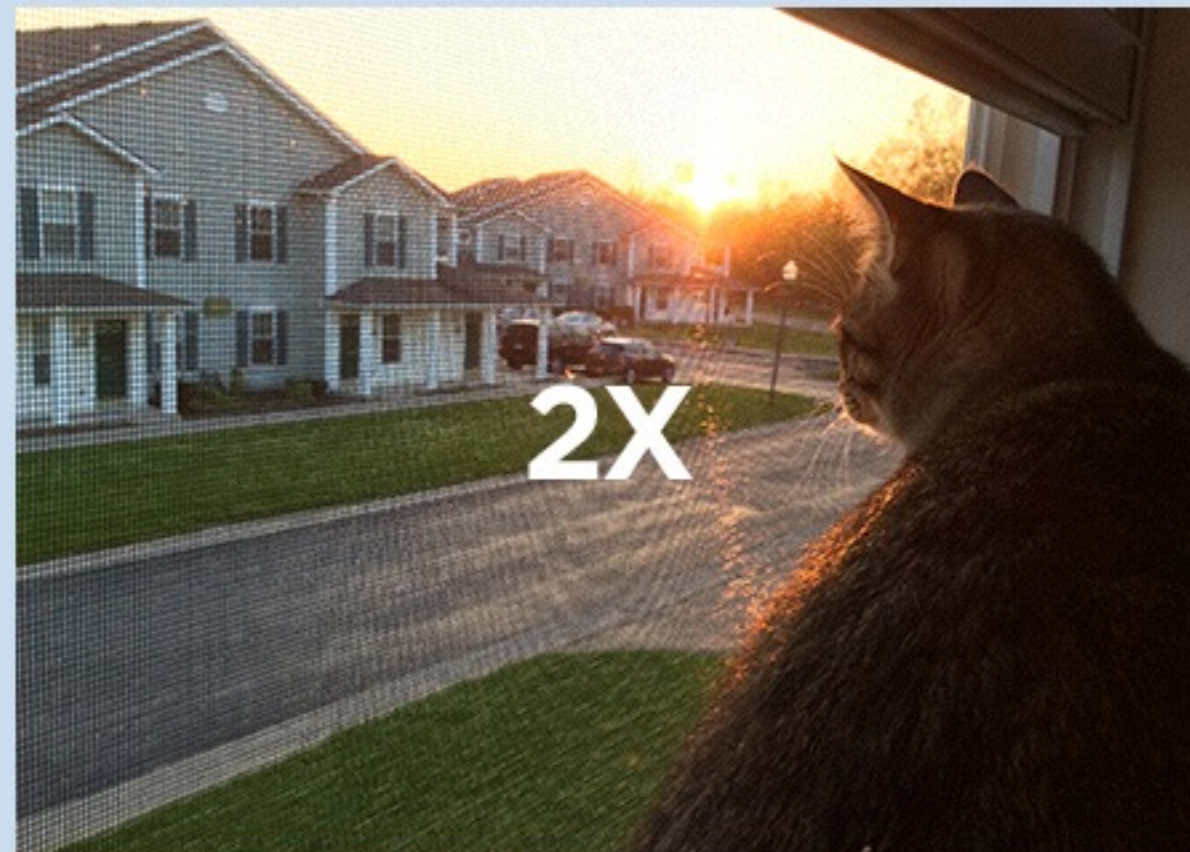


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# DO THIS!



iPhone



iPhone 4 + 4s + 5 + 5s + 6  
Macbook Pro Retina



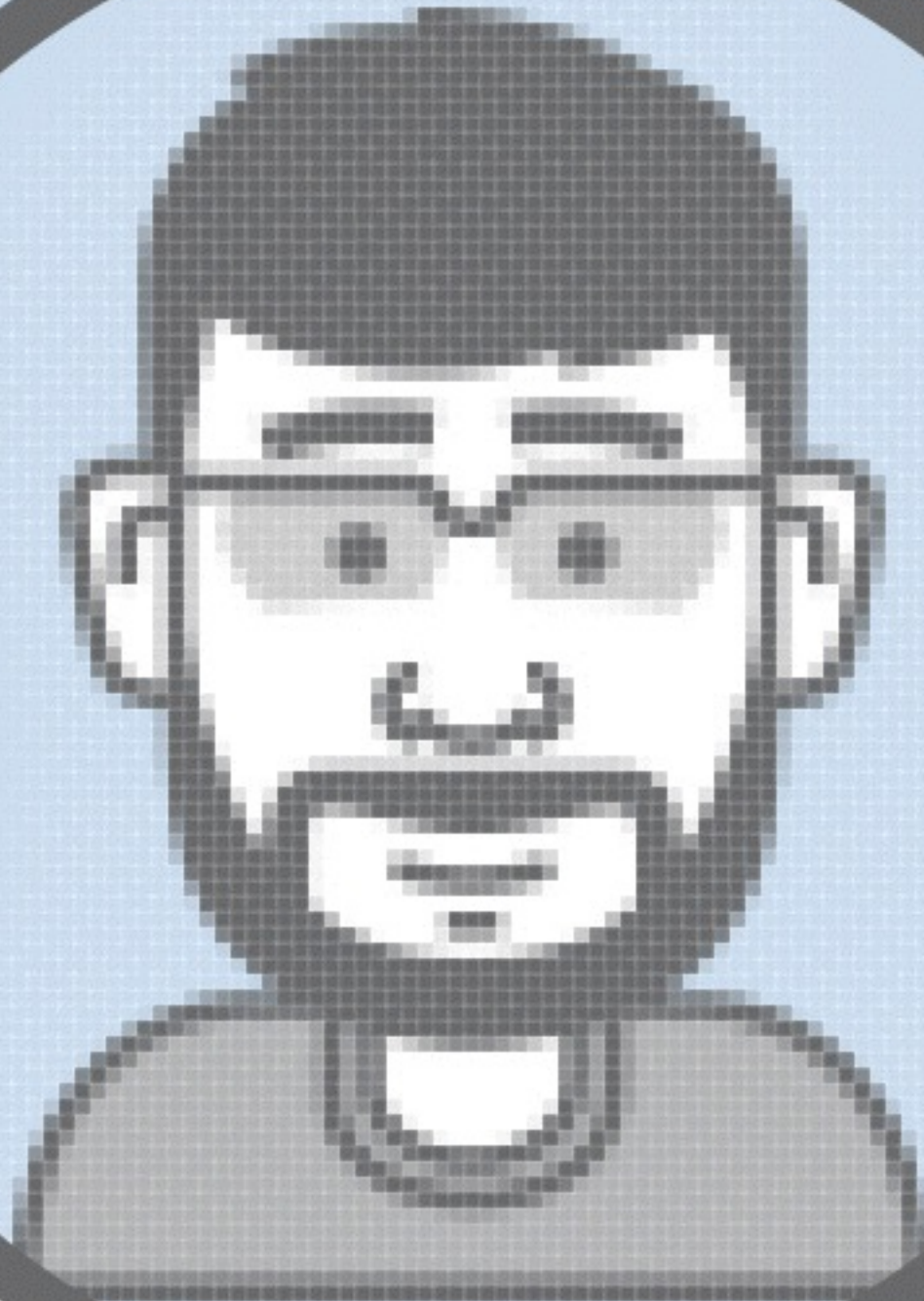
iPhone 6 Plus



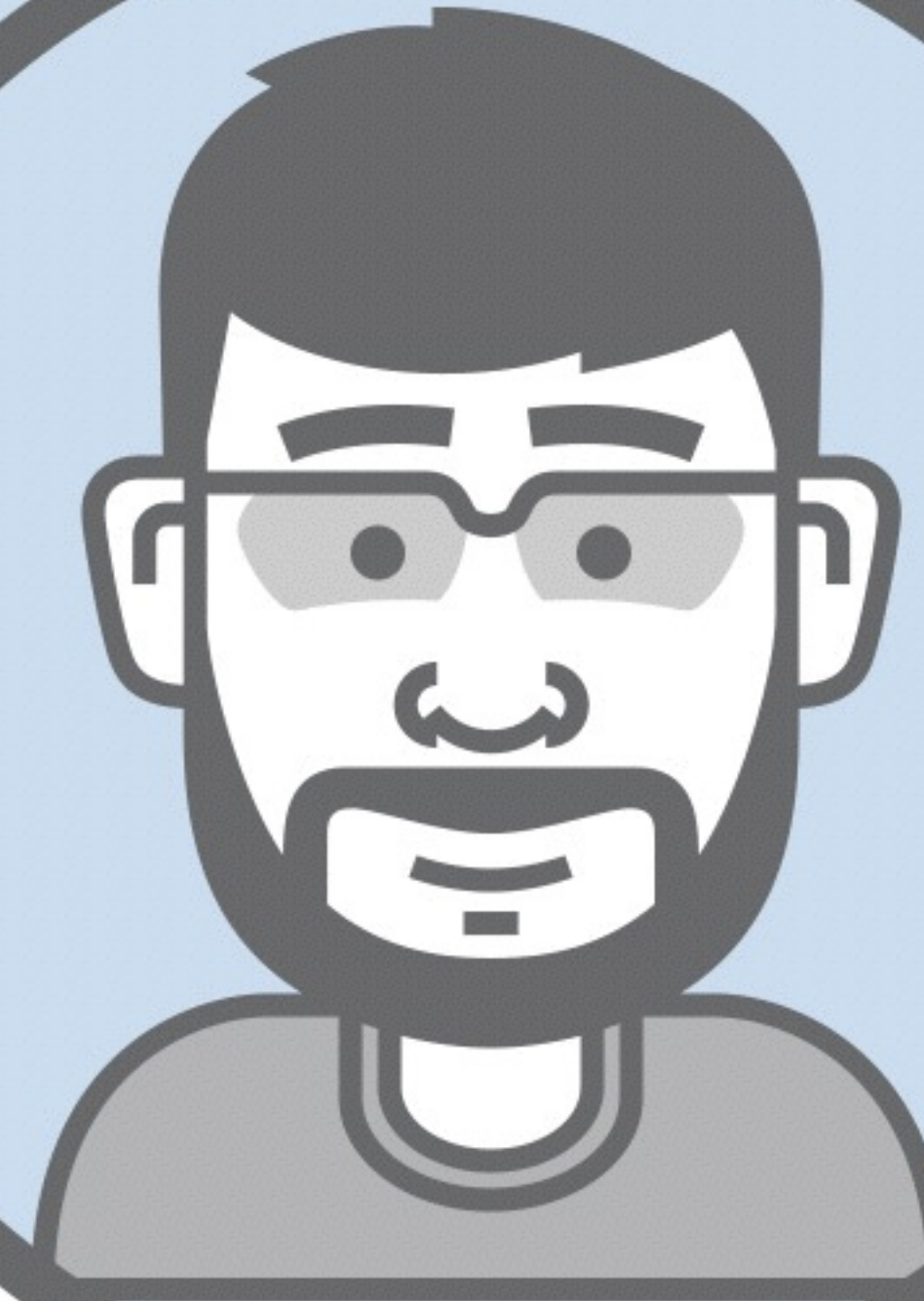
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# RASTER VS VECTOR

RASTER



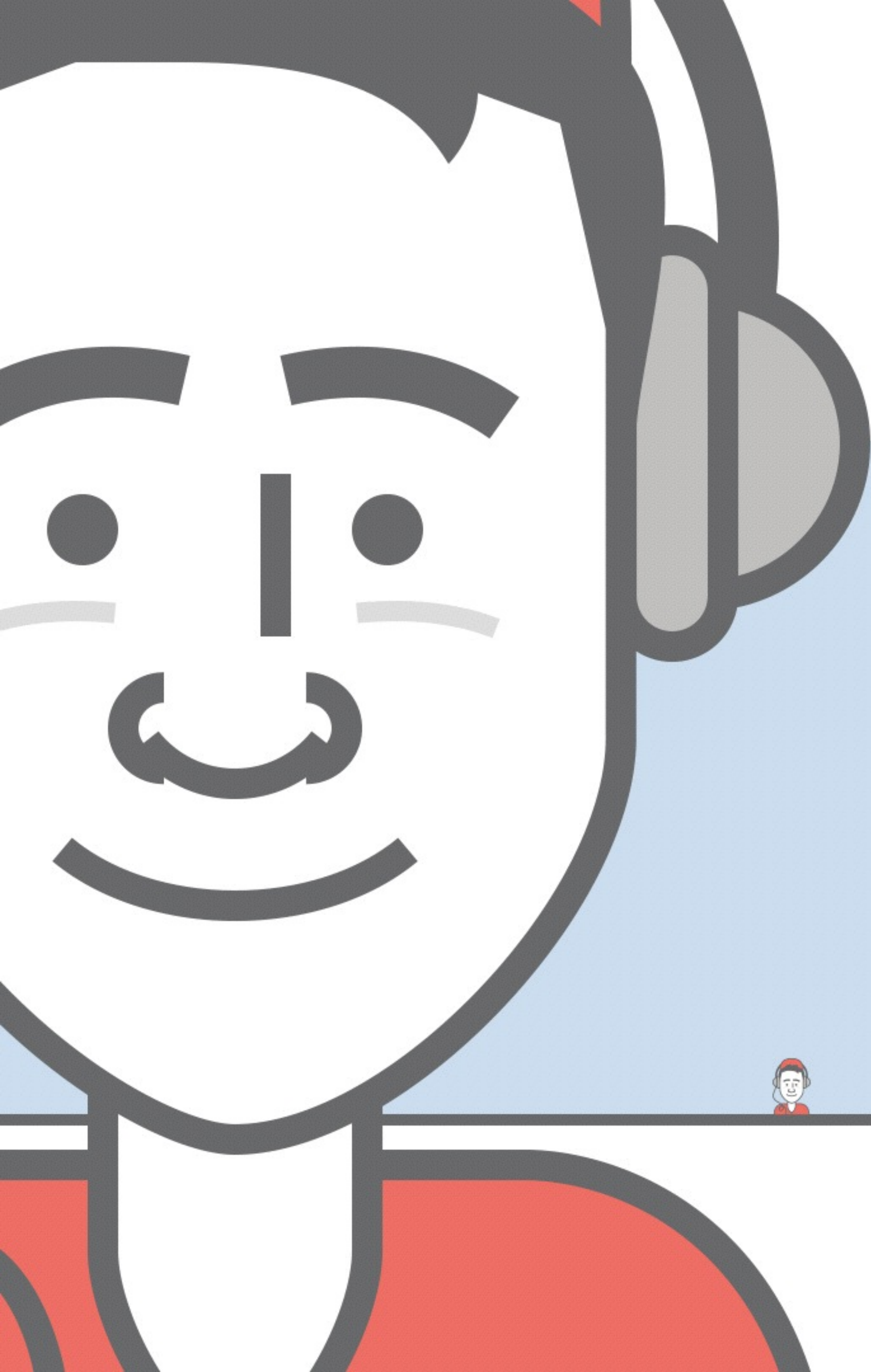
VECTOR





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SVG



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**THAT'S ALL FOLKS**

