



MOBILE/RESPONSIVE

Code 301

MOBILE FIRST



RESPONSIVE DESIGN

Code 301

iOS AND THE RISE OF THE 'REAL' MOBILE WEB BROWSER



WOMP WOMP :(

TODAY

MOBILE ACCOUNTS FOR

28%

OF THE WORLD'S

TOTAL WEBSITE TRAFFIC

TODAY

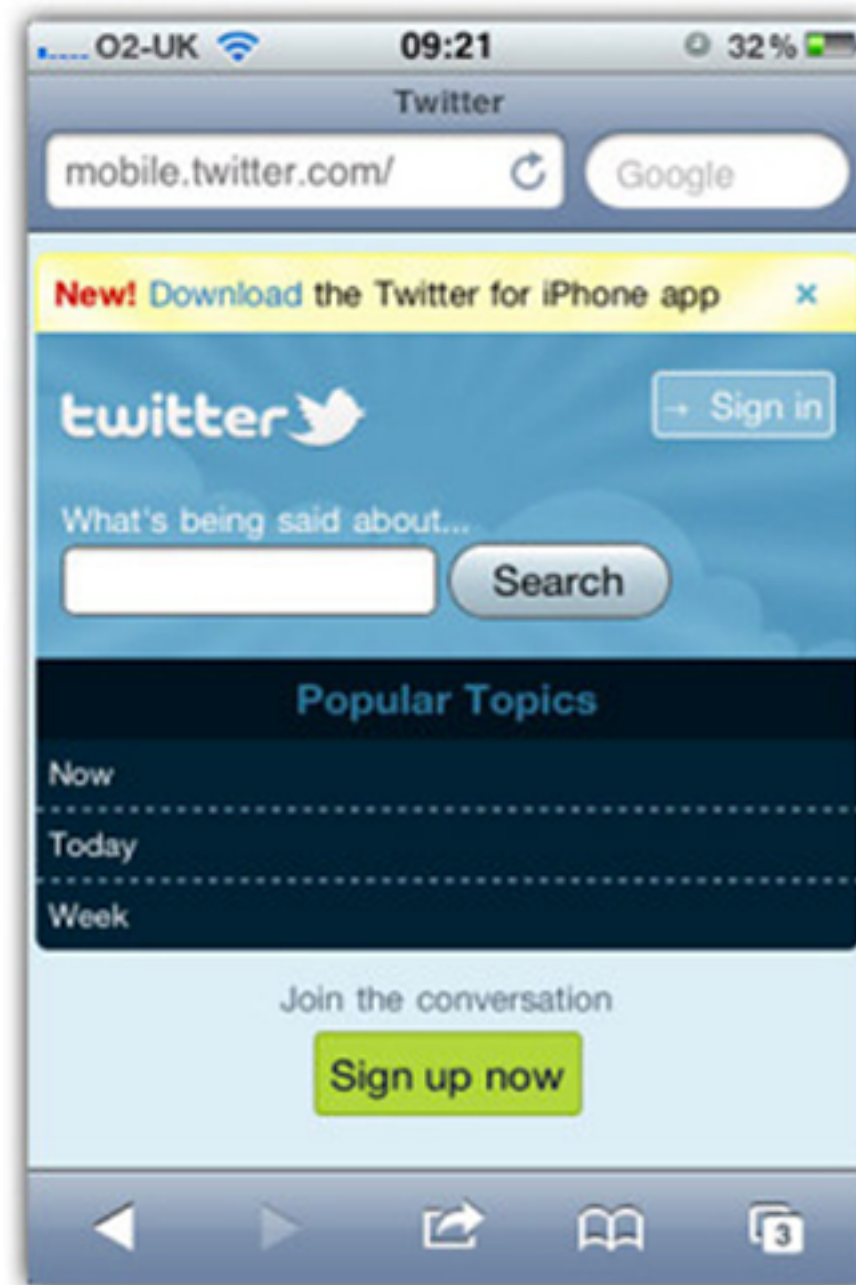
25%

of users browse the net
using Mobile devices only

it's kind of a

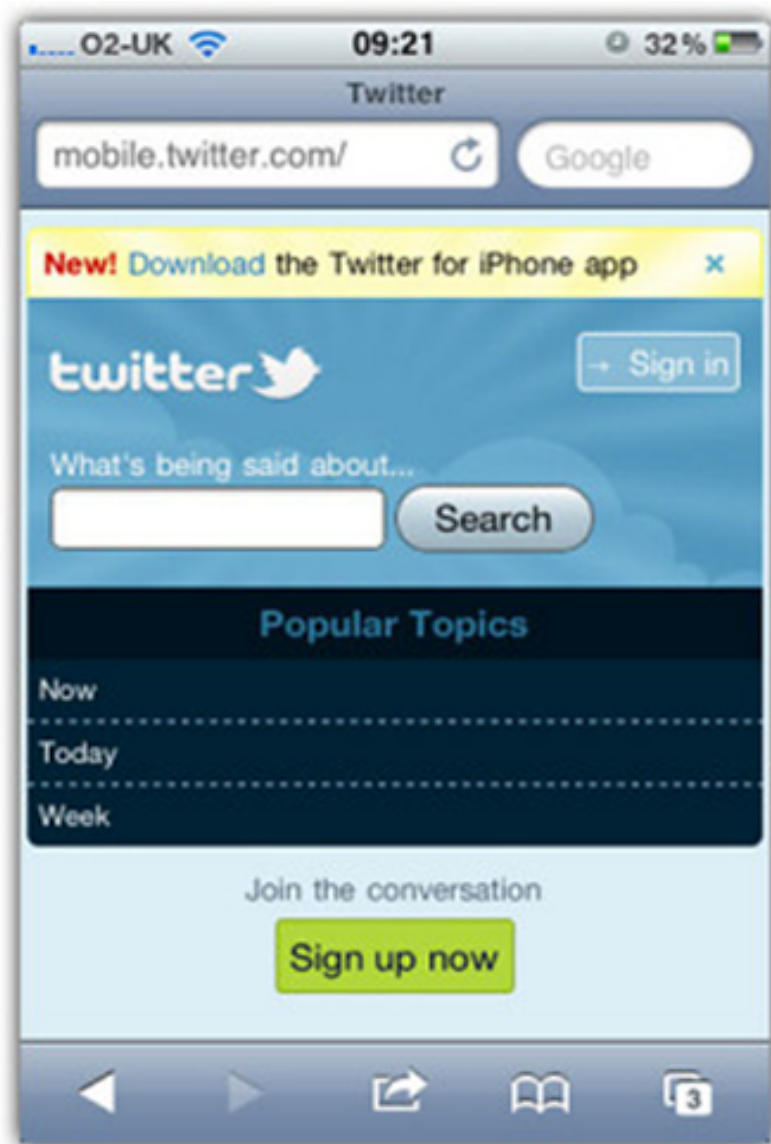
big deal

SO YOU NEED A MOBILE VERSION...



“WE'LL MAKE ANOTHER SITE!1!11”

BUT THERE ARE SOME PROBLEMS HERE...



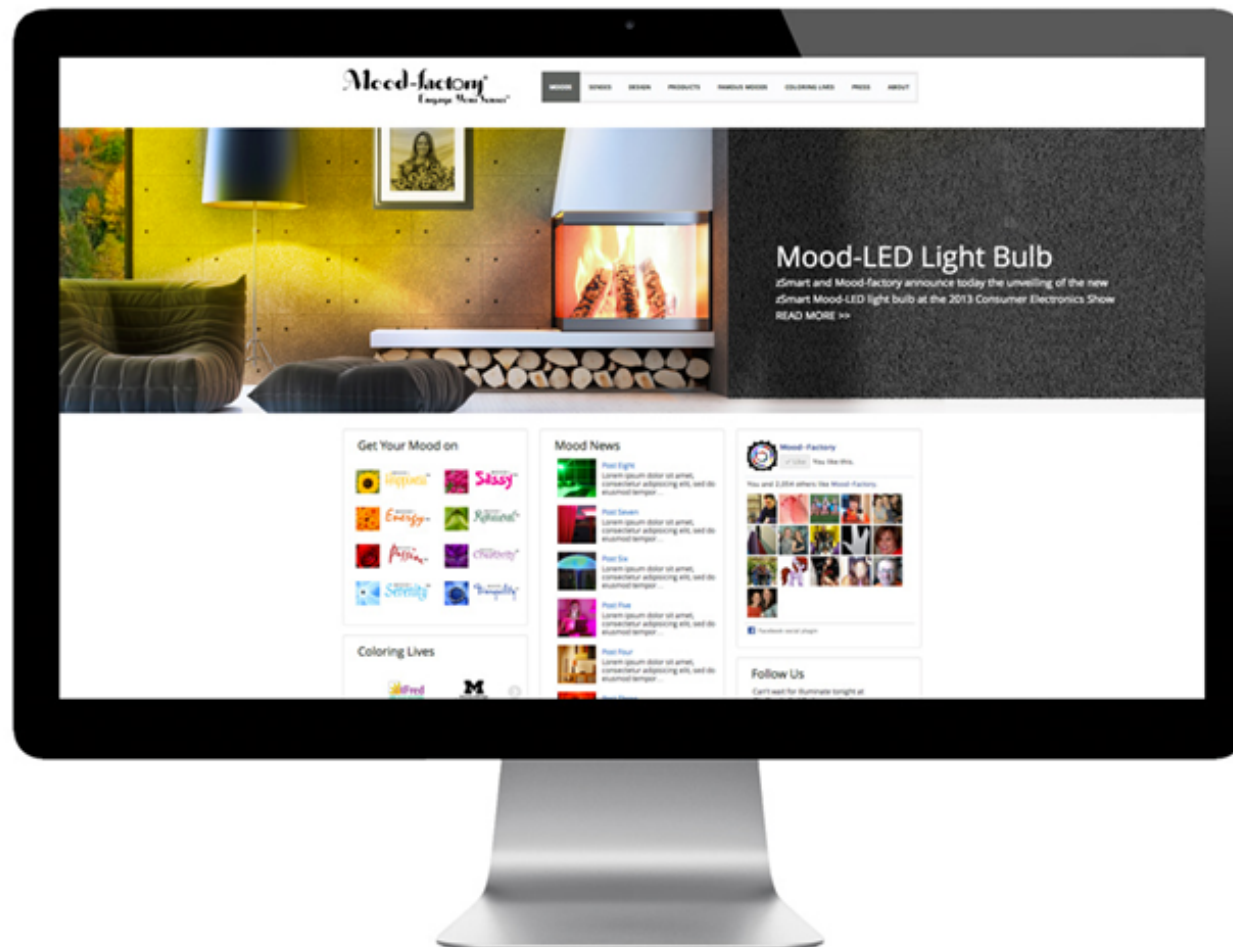
USER-AGENT REDIRECTS
Brittle, not fixing the real problem

TWO CODE BASES
more work, DUPLICATE CODE

What if a user shares a mobile url to a desktop user?

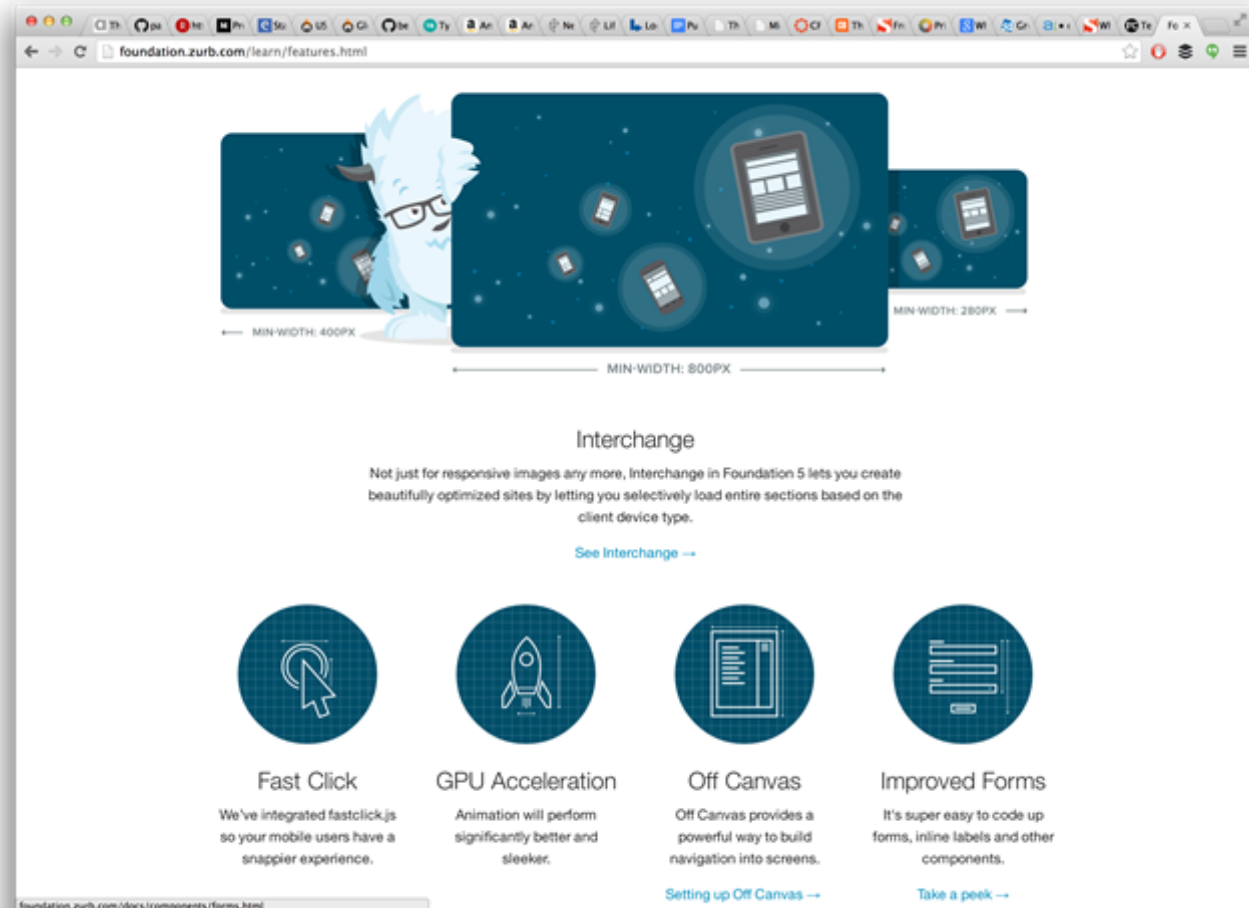
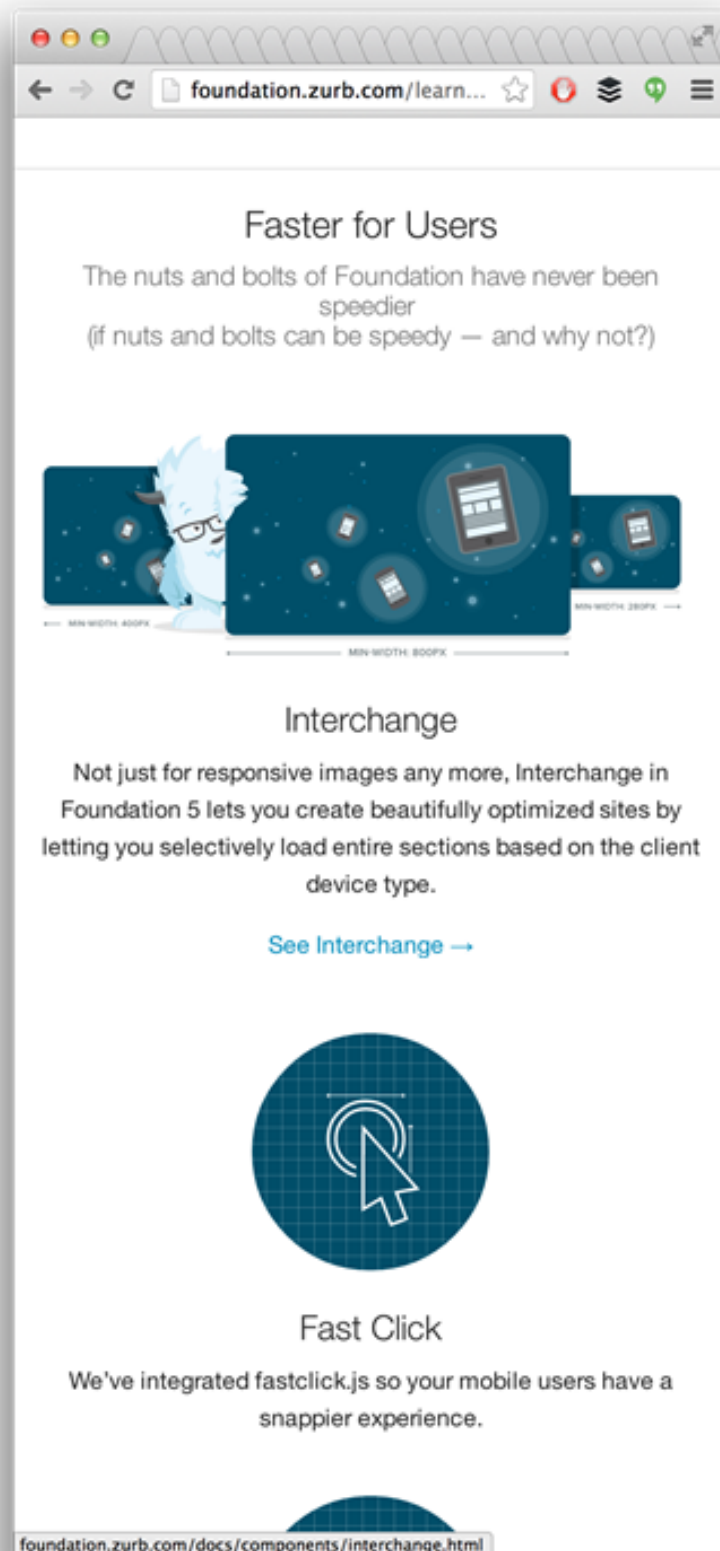
What about **TABLETS?** or **PHABLETS?**

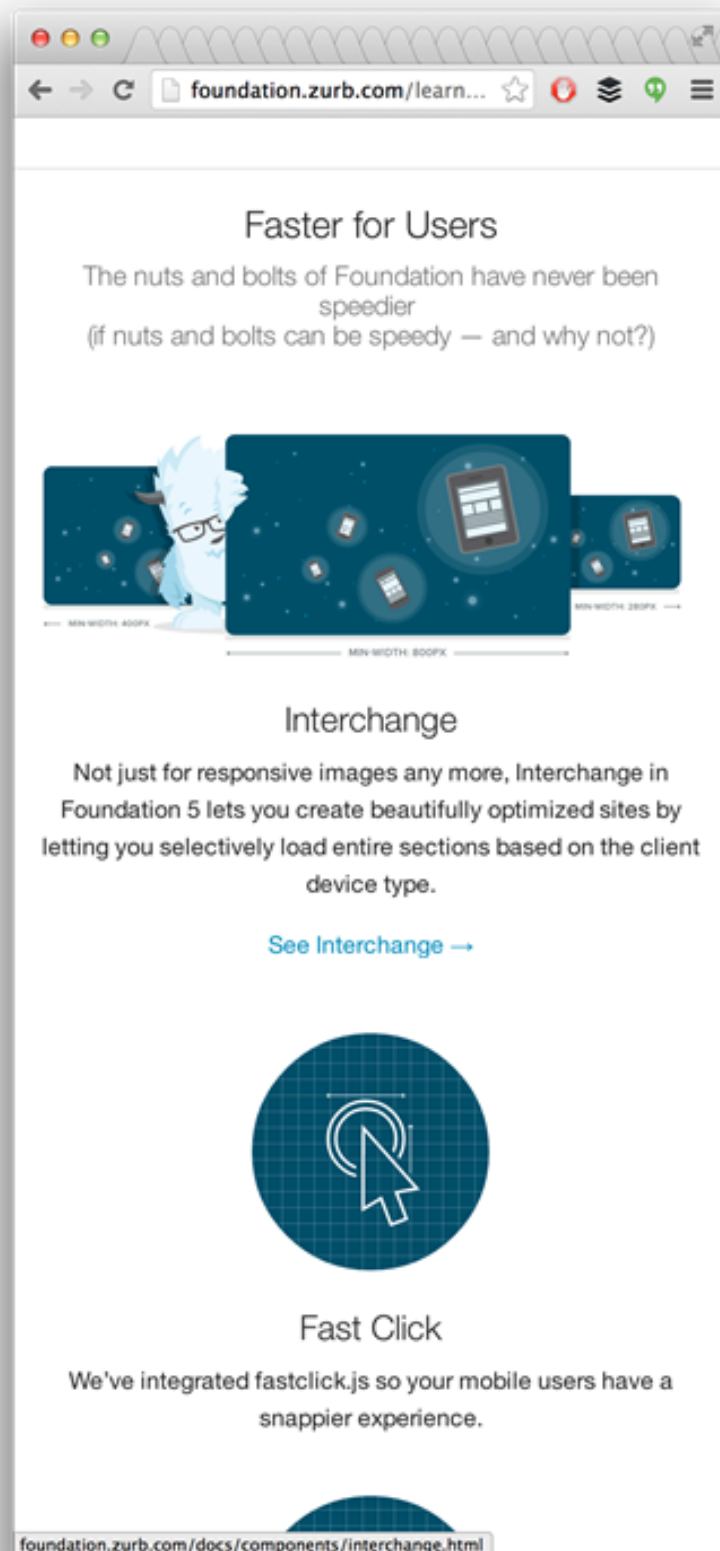
ENTER RWD



CSS Media Queries

conditionally modify the layout of a webpage





CSS Media Queries
conditionally modify the
layout of a webpage

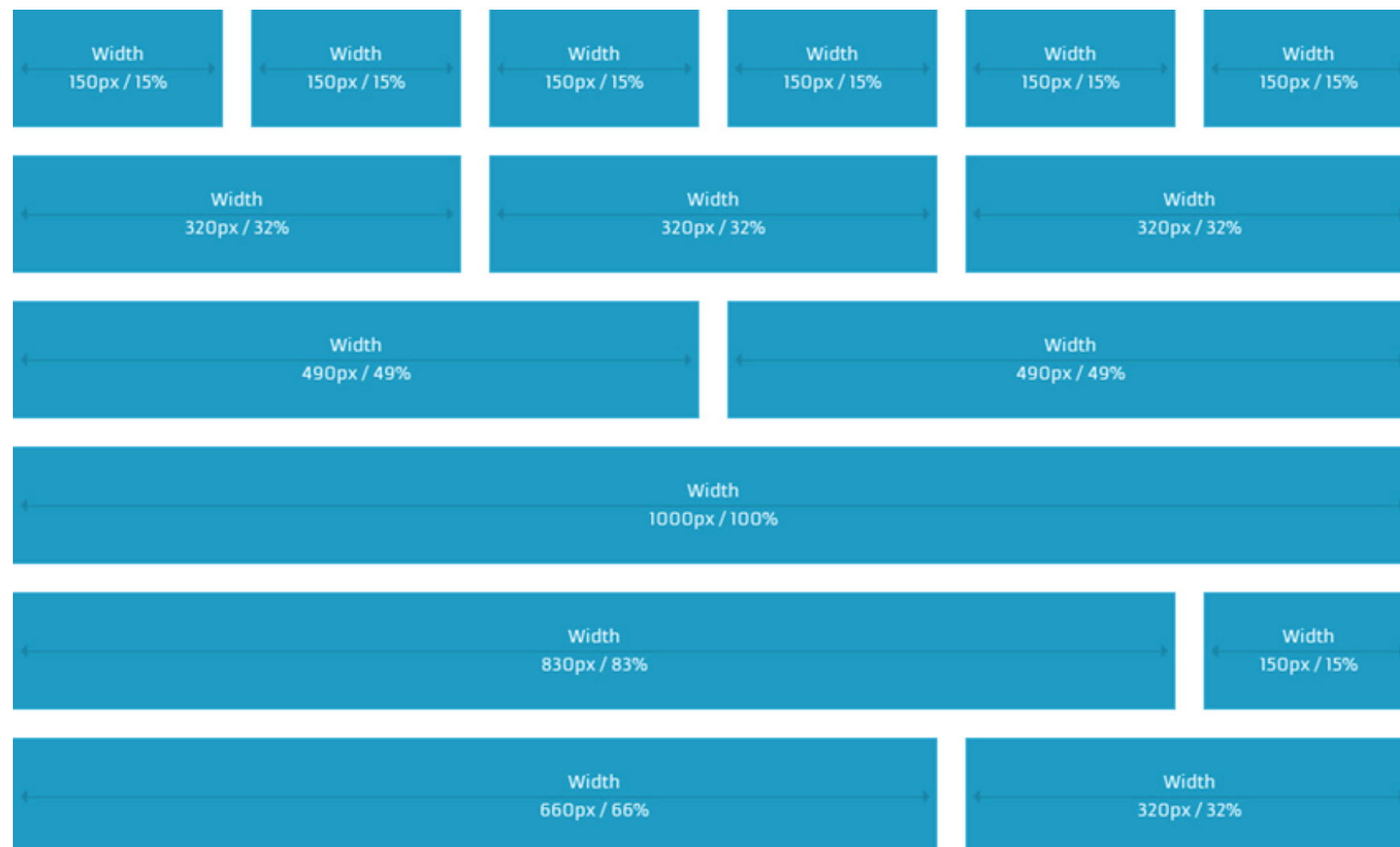
Modify CSS based on...

- width / height**
- Orientation**
- media 'type'**
SCREEN / TV / braille / etc.
- color**
- resolution**
- aspect - ratio**
- etc.**

The Grid

using a grid layout allows an easy transition from phone to tablet to desktop

baked-in design principles for much win



Mobile-tuned JavaScript
enhance the user's
experience, such as touch-
optimized menus

