

RESPONSIVE DESIGN

WEBPAGES WERE ORIGINALLY DESIGNED ONLY FOR DESKTOP COMPUTERS, AS THEY WERE THE ONLY DEVICES AVAILABLE TO ACCESS THE INTERNET

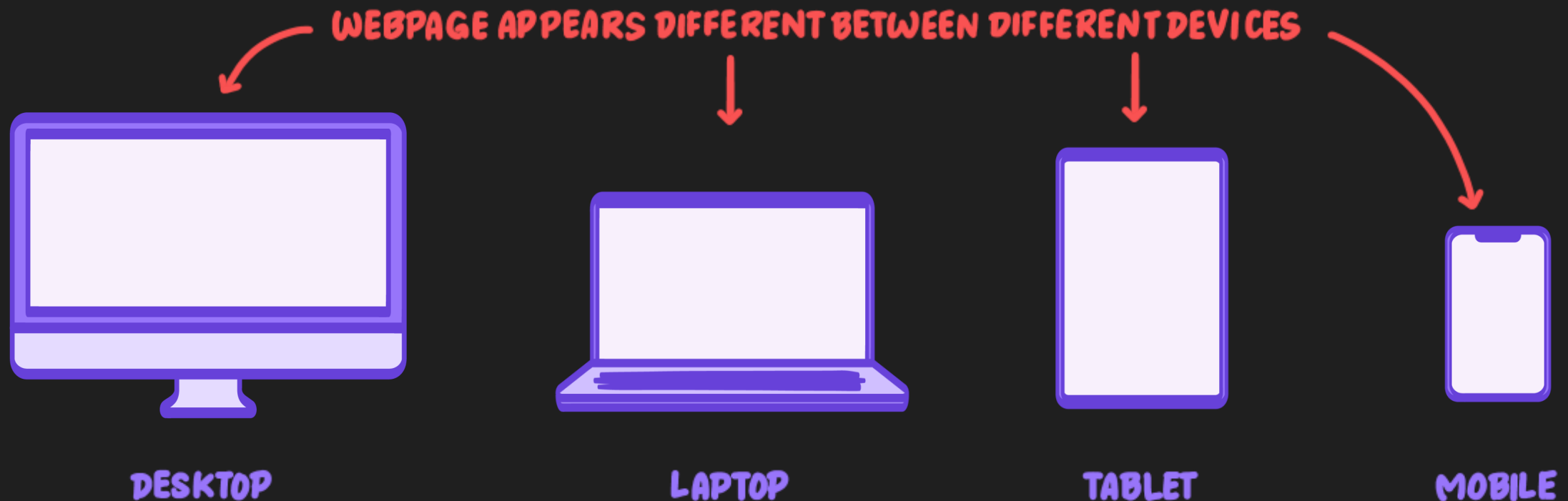


DESKTOP
COMPUTER



RESPONSIVE DESIGN

TODAY THERE ARE A VARIETY OF DEVICES WITH DIFFERENT SCREEN SIZES SO WEBPAGES NEED TO ADAPT FOR A MORE FUNCTIONAL USER EXPERIENCE



RESPONSIVE DESIGN

RESPONSIVE DESIGN IS POWERED BY THREE MAIN PILLARS



RELATIVE
UNITS



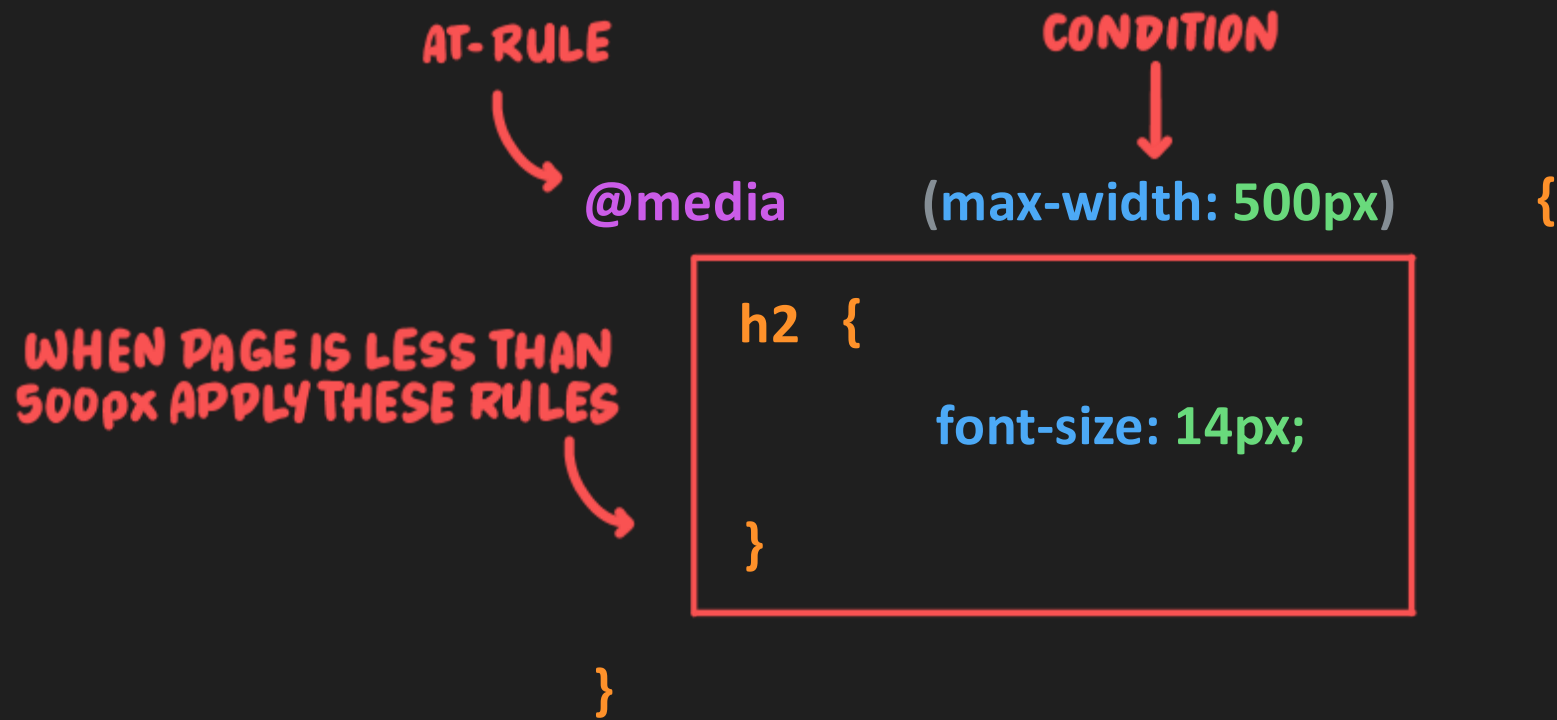
FLUID
LAYOUTS



MEDIA
QUERIES

MEDIA QUERIES

APPLIES STYLES TO A WEBPAGE BASED ON SPECIFIC CONDITIONS





MEDIA QUERIES

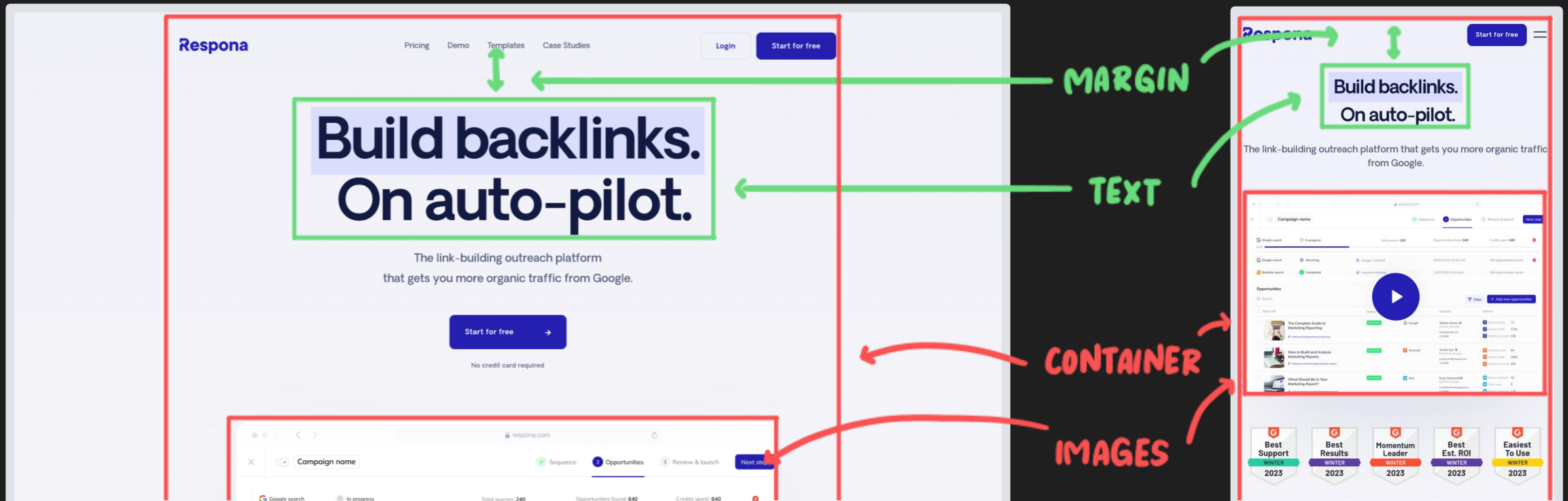


RELATIVE UNITS

ELEMENTS SCALE PROPORTIONALLY BASED ON
PARENT CONTAINER SIZE OR SCALABLE REFERENCE POINTS

PERCENTAGES

REMS





REMS INSIDE MEDIA QUERY CONDITIONS

THE REM VALUE INSIDE A MEDIA QUERY CONDITION IS ALWAYS BASED ON THE DEFAULT BROWSER FONT SIZE

INSIDE BRACKETS

16px

MEDIA QUERY CONDITION

CSS

$62.5\% \times 16\text{px} = 10\text{px}$

```
html {  
  font-size: 62.5%;  
}
```

```
h1 {  
  font-size: 4rem;  
}
```

```
p {  
  font-size: 2rem;  
}
```

1rem = 10px

```
@media (max-width: 31.25rem) {  
  
}
```

1rem = 16px

DEFAULT BROWSER FONT SIZE

$31.25\text{rem} \times 16\text{px} = 500\text{px}$



REMS INSIDE MEDIA QUERIES

REM VALUES SCALE PROPORTIONALLY, ADJUSTING BOTH EXISTING AND NEW VALUES BASED ON THE UPDATED ROOT FONT SIZE

CSS

```
html {  
  font-size: 62.5%;  
}  
  
h1 {  
  font-size: 10rem;  
  padding: 5rem;  
}
```

$62.5\% \times 16px = 10px$

$1rem = 10px$

MEDIA QUERY

```
@media (max-width: 62.5rem) {  
  html {  
    font-size: 50%;  
  }  
  
  a {  
    padding: 2rem 4rem;  
  }  
}
```

$16px$ $32px$

$50\% \times 16px = 8px$

$1rem = 8px$

$8px / 10px = 80\%$

EXISTING PROPERTIES USING REMS

ALL PROPERTIES USING REMS WILL AUTOMATICALLY SHRINK TO 80% OF THEIR ORIGINAL SIZE

NEW PROPERTIES INSIDE MEDIA QUERY

NEW PROPERTIES ADDED WITH REM WILL BE BASED ON NEW PIXEL VALUE, NOT 10PX

PAINFUL!



REMS INSIDE MEDIA QUERIES

WHEN ADDING NEW REM VALUES INSIDE A MEDIA QUERY SELECT VALUES YOU WOULD USE FOR THE BASE CASE AND IT WILL SCALE AUTOMATICALLY

CSS

```
html {  
  font-size: 62.5%;  
}  
  
h1 {  
  font-size: 10rem;  
  padding: 5rem;  
}
```

MEDIA QUERY

```
@media (max-width: 62.5rem) {  
  html {  
    font-size: 50%;  
  }  
  
  a {  
    padding: 2rem 4rem;  
  }  
}
```

THINK AS IF:
1rem = 10px

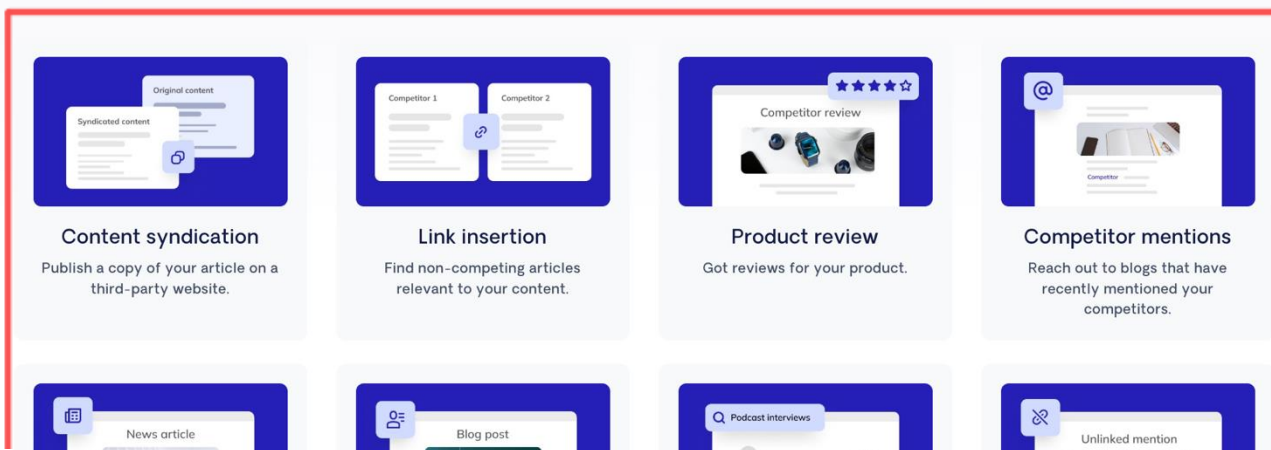
DON'T WORRY ABOUT EXACT PIXEL VALUES FOR EACH MEDIA QUERY. FOCUS ON WHAT YOU WOULD DO ON THE BASE CASE

FLUID LAYOUTS

USING FLEXBOX & CSS GRID ALLOW LAYOUTS TO DYNAMICALLY ADJUST IN SIZE AND POSITION EASILY

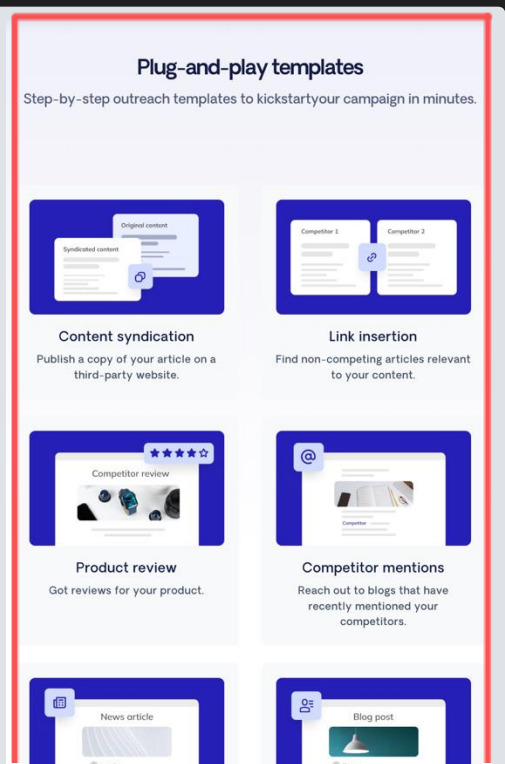
Plug-and-play templates

Step-by-step outreach templates to kickstart your campaign in minutes.



4 x 2
GRID

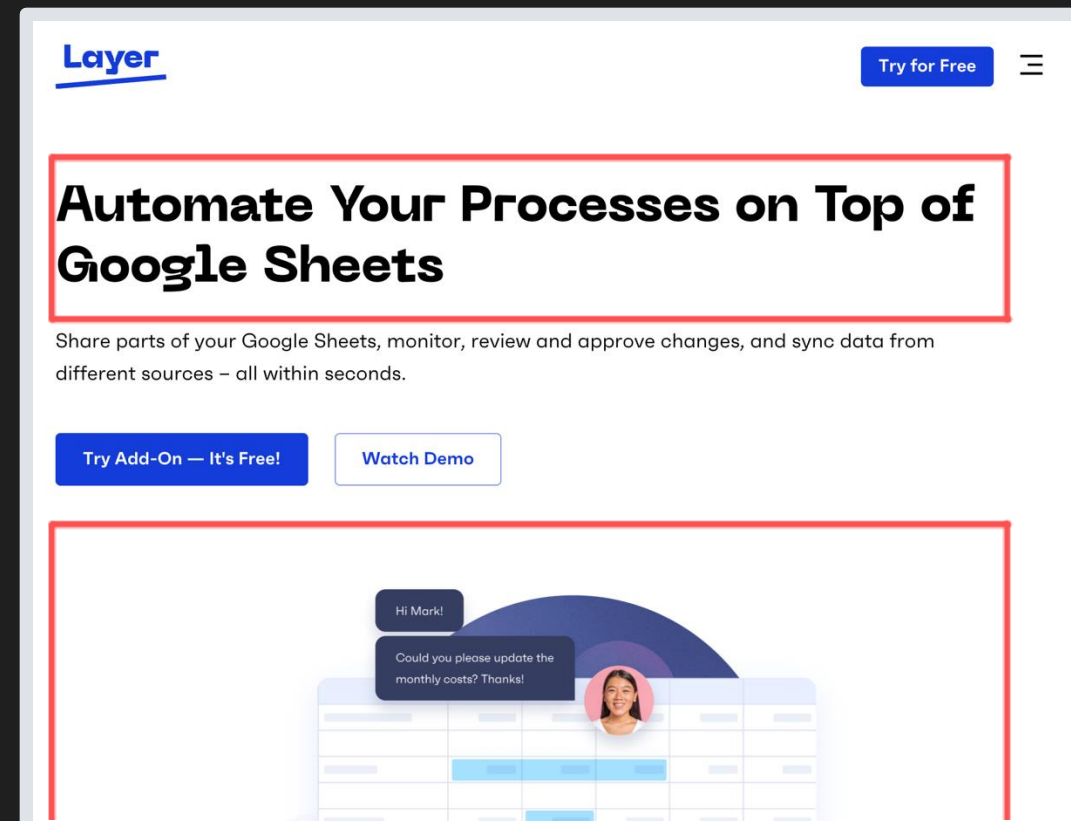
2 x 4
GRID





WHAT ARE BREAKPOINTS?

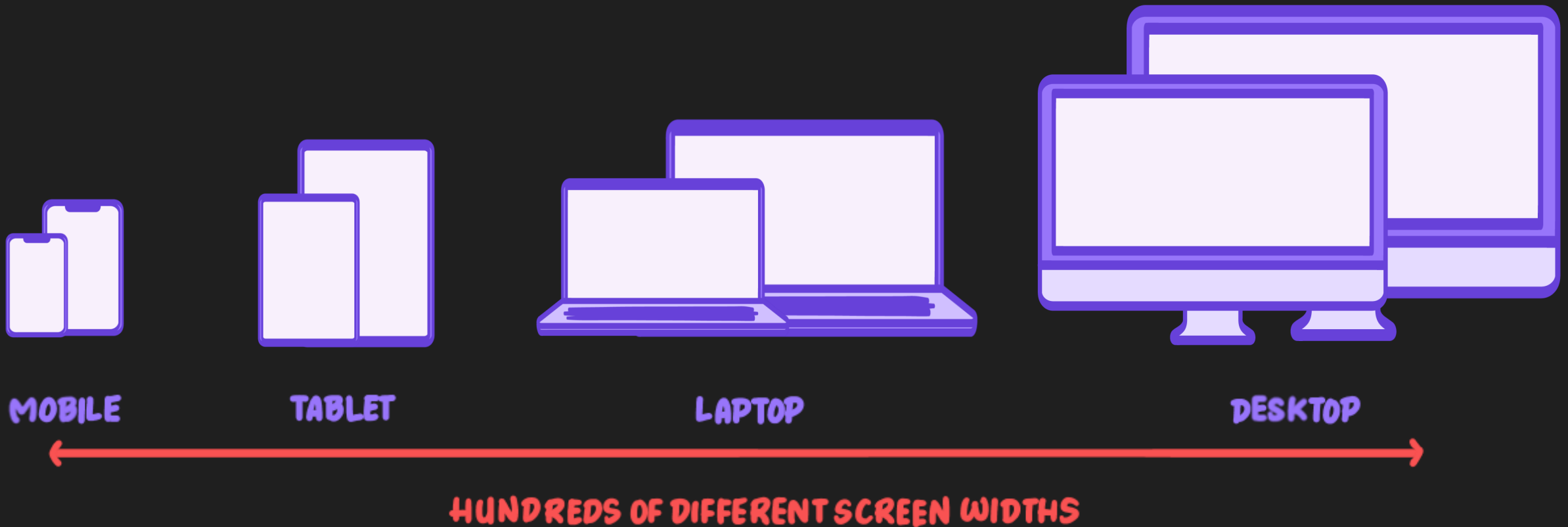
A SPECIFIC SCREEN WIDTH WHERE A WEBPAGE'S LAYOUT CHANGES





SELECTING BREAKPOINTS

SELECTING BREAKPOINTS FOR SPECIFIC DEVICES IS IMPRACTICAL AS THERE ARE TOO MANY TO CATER FOR

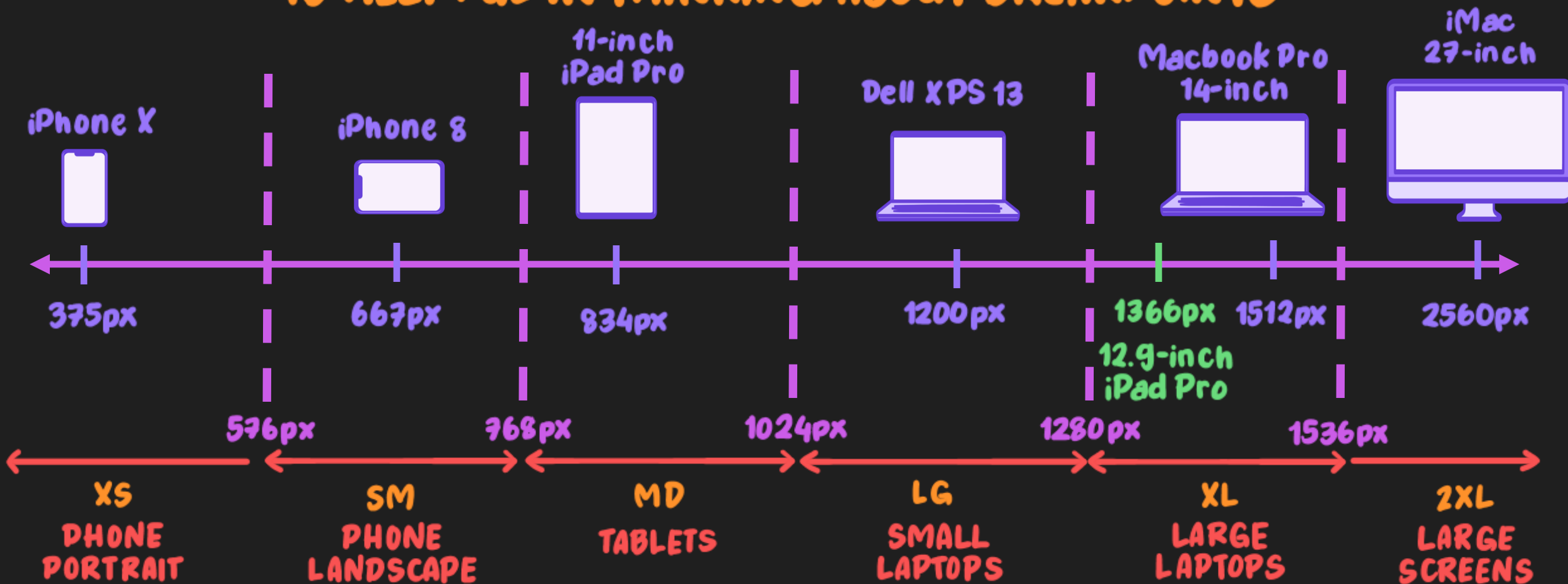




SELECTING BREAKPOINTS

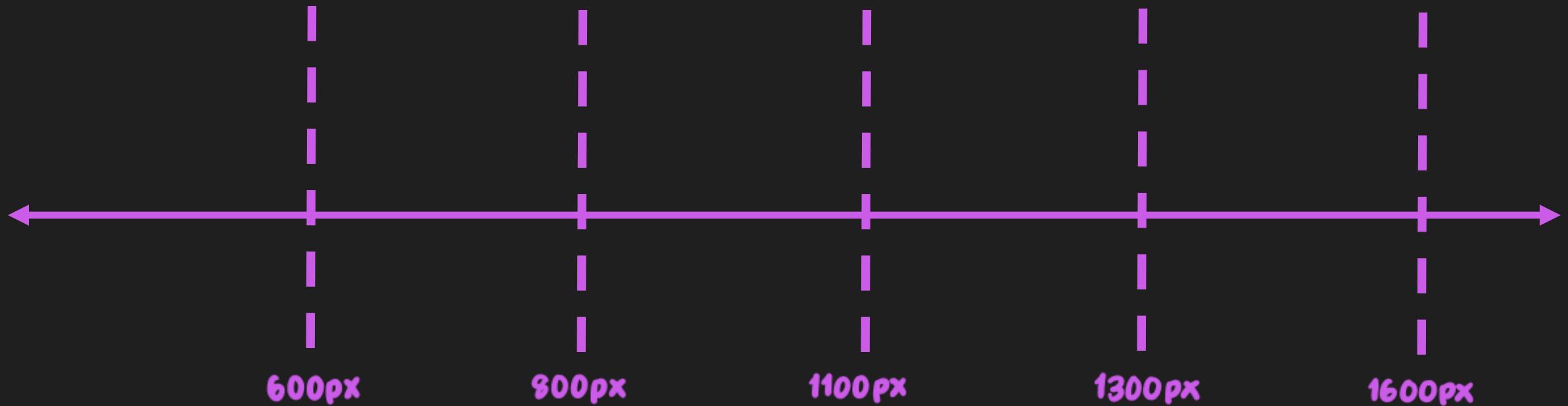
NO UNIVERSAL
STANDARD

KNOWING THE RANGES OF COMMON DEVICE SCREEN SIZES
IS HELPFUL IN THINKING ABOUT BREAKPOINTS



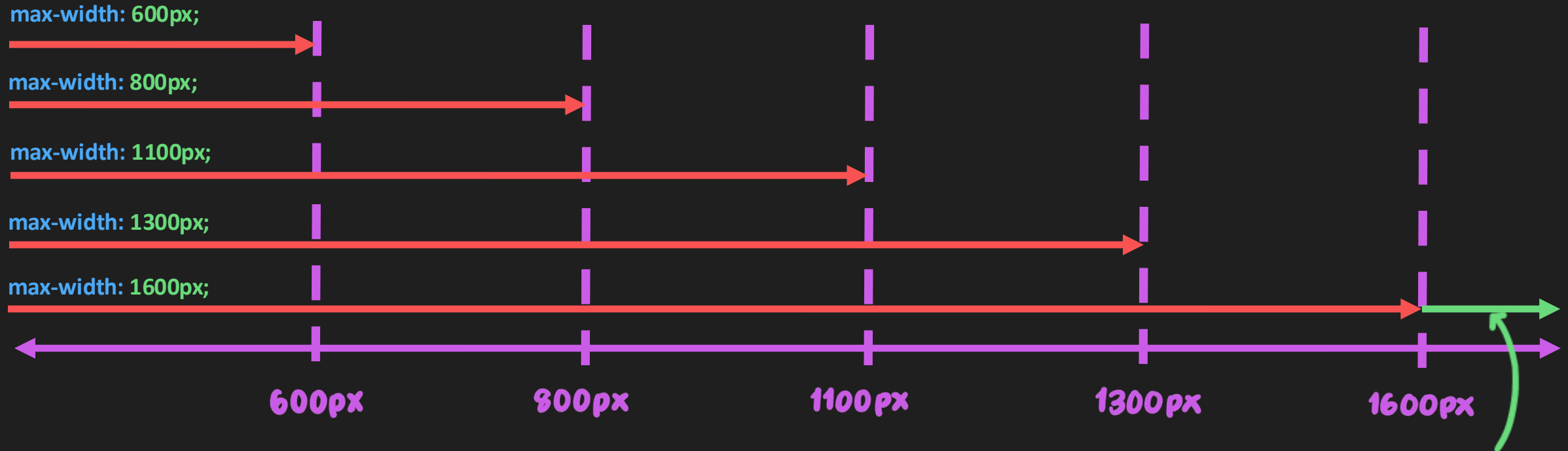
SELECTING BREAKPOINTS

ULTIMATELY, SELECTING BREAKPOINTS SHOULD BE DESIGN-LED & DETERMINED BY OBSERVING WHERE THE LAYOUT NATURALLY 'BREAKS'



SELECTING BREAKPOINTS

WHEN USING MAX-WIDTH IN MEDIA QUERIES, THERE'S NO NEED TO SET A MAXIMUM RANGE BECAUSE STYLES WILL BE APPLIED AUTOMATICALLY



STYLES NOT INSIDE ANY MEDIA QUERY APPLIED AUTOMATICALLY



SUMMARY CARD

RESPONSIVE DESIGN

MEDIA QUERIES

APPLIES STYLES BASED ON DIFFERENT
DIFFERENT SCREEN SIZES

DEFAULT BROWSER
FONT SIZE OF 16px

```
@media (max-width: 62.5rem) {  
  html {  
    font-size: 50%;  
  }  
  
  a {  
    padding: 2rem 4rem;  
  }  
}
```

EXISTING PROPERTIES
USING REM VALUES
WILL ADJUST

NEW PROPERTIES ARE
BASED ON NEW PIXEL VALUE

↑
THINK AS IF 10px

$16\text{px} \times 50\% = 8\text{px}$

1 rem = 8px

BREAKPOINTS

A SPECIFIC SCREEN WIDTH WHERE A
WEBPAGE LAYOUT CHANGES

RANGE TO
KEEP IN MIND

