

**RESPONSIVE
WEB DESIGN**

&

**PROGRESSIVE
ENHANCEMENT**

A close-up photograph of a man with short brown hair and glasses, wearing a light-colored jacket. He has his eyes closed and his hands clasped together in a prayer-like gesture. The background is a blurred outdoor scene with green trees and a hint of a red structure.

SIMONAS
JONCYS
@joncys

- OPINIONATED
- PRETENTIOUS
- PARADOXAL

pre·ten·tious

Attempting to impress by affecting greater importance, talent, culture, etc., than is actually possessed.





THIS IS NOT
THE WEB.



THIS IS THE WEB.



THIS WILL BE THE WEB.



The point of creating adaptive sites is to create functional (and hopefully optimal) user experiences for a growing number of web-enabled devices and contexts.

BRAD FROST

<http://bradfrostweb.com/blog/web/responsive-web-design-missing-the-point/>

The client said Responsive Web Design is bad because new devices will come out and websites aren't going to function on these new devices.

TRUE STORY

It's essential that this performs and displays well on device X. The client's CEO has device X and is likely to view the final website through that.

TRUE STORY



**So.. we designed this feature... and...
ummm... the client signed it off, so
yeah, you're probably f\$%@ed!**





FUTURE ★ FRIENDLY

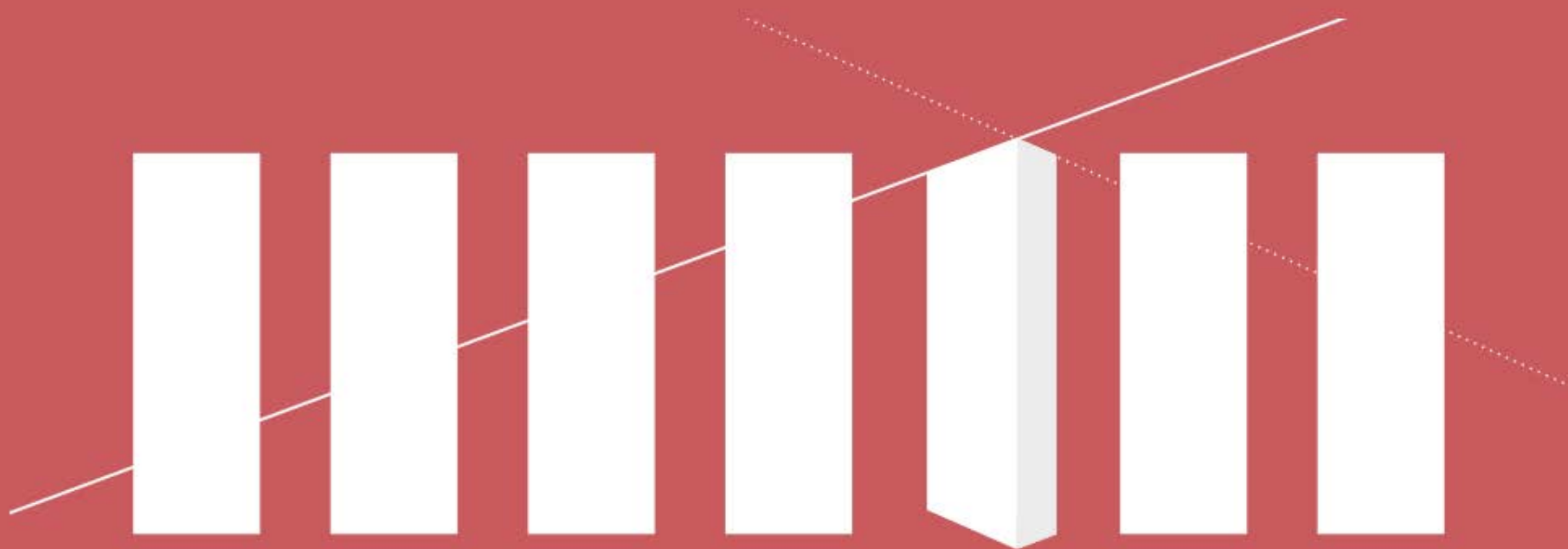


In today's incredibly exciting yet overwhelming world of connected digital devices, these are the truths we hold to be self-evident:

<http://futurefriend.ly/>

**Well-structured content
is now an essential part
of art direction.**

FUTURE FRIENDLY THINKING



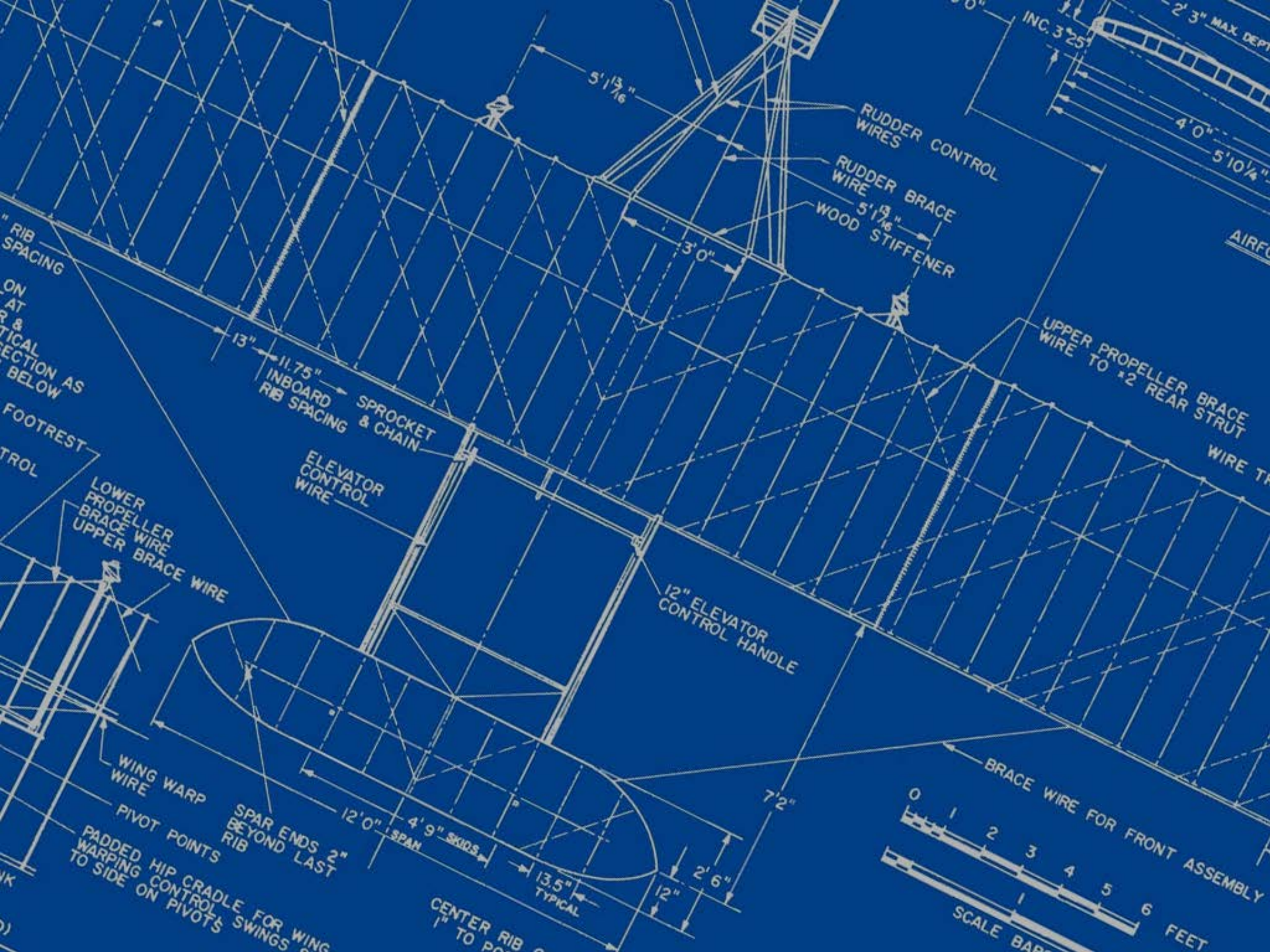
MIND THE GAP

UI implementation has an almost natural tendency to diverge from its intended design. <...> The final product is very often *not quite* what you originally envisioned.

LUCAS ROCHA

**We broadly agreed that from our
experience, Responsive Web Design
affects workflow considerably.**

MARK BOULTON



**Design is the creation of a plan or
convention for the construction of an
object or a system**

WIKIPEDIA

<http://en.wikipedia.org/wiki/Design>



The term web design is normally used to describe the design process relating to the front-end (client side) design of a website including writing mark up.

WIKIPEDIA

<http://en.wikipedia.org/wiki/Webdesign>



**design
pictures**



**slice up
pictures**



**develop
structure**



**design and
code prototypes**



**finish and
fine-tune UIs**



**develop
APIs**



Daniel Eden

@_dte



Following

Something I've noticed during my job search; many places still divide designers (.psd) from developers (.html).

[Reply](#) [Retweeted](#) [Favorite](#) [More](#)

3

RETWEETS

6

FAVORITES



11:16 PM - 14 May 13 from Nottingham, England

How, in large agencies which are crippled by siloing of design and front-end development resources and their own immovable processes, are finding it very difficult to work with RWD. It's not because RWD is difficult, appropriate for a project or anything else. It's because their process can't accommodate it.

MARK BOULTON

Businesses (agencies, companies, customers) now need to refactor many aspects of their businesses to allow for better responsiveness. Our clients now need to restructure their buying process. Design and development teams need to reorganize.

ANDY CLARKE

YouTube



Videos



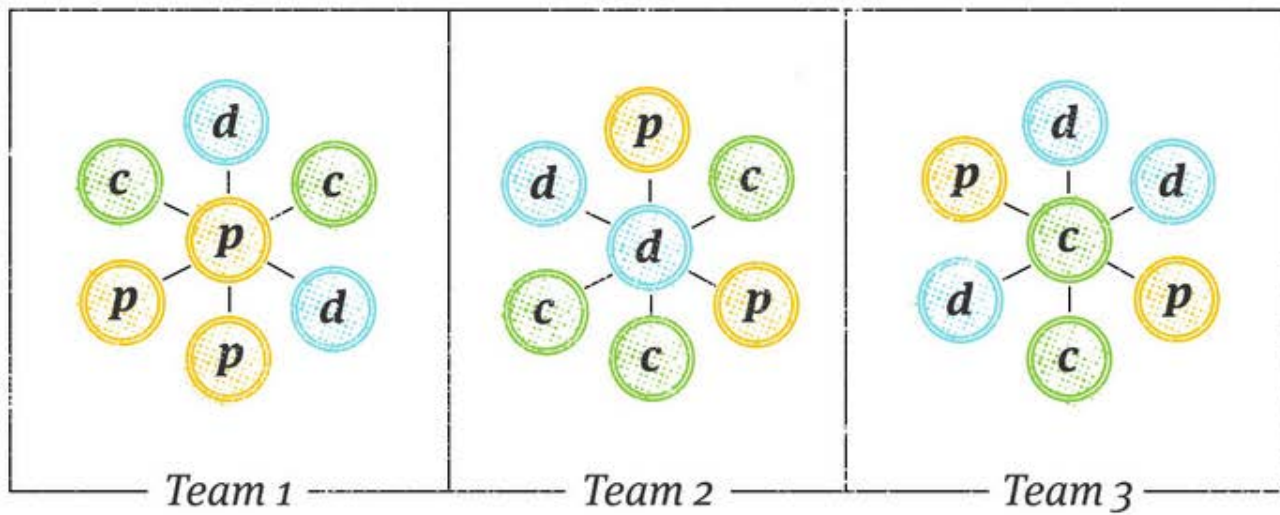
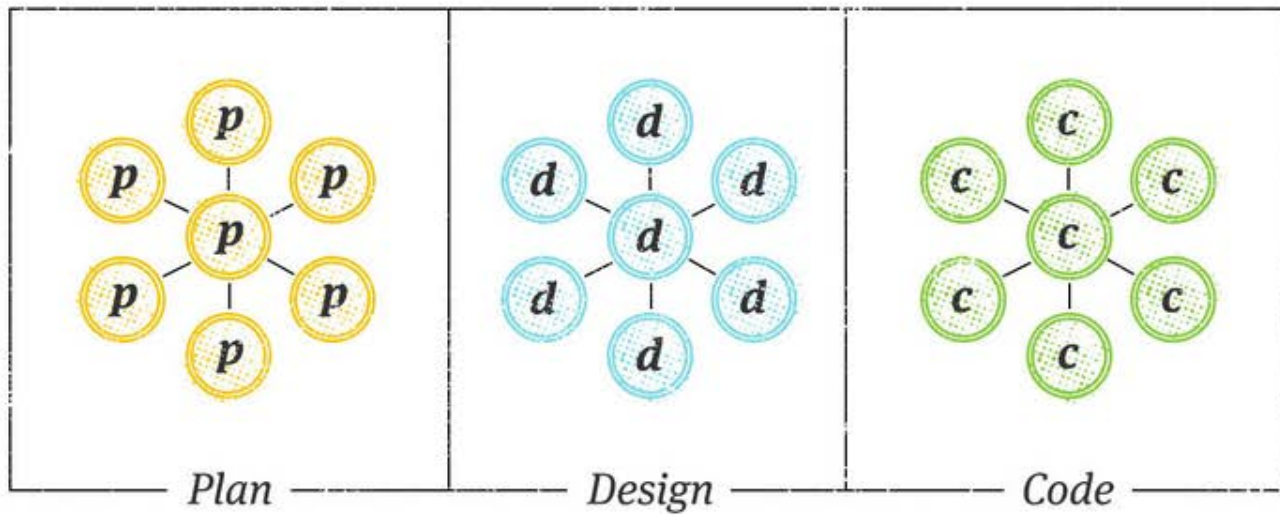
iTunes



App Store

In the context of designing for the multi-device web, the high level of iteration and communication required to build a modern website is rendering the assembly line approach obsolete and reorganization necessary.

TRENT WALTON







NO!



A graphic consisting of two overlapping circles on a light blue background. The larger circle is dark red and contains the text 'PROGRESSIVE' and 'ENHANCEMENT' in white, bold, sans-serif font. The smaller circle is a lighter shade of red and overlaps the bottom right of the larger circle, containing the text 'RWD' in white, bold, sans-serif font.

**PROGRESSIVE
ENHANCEMENT**

RWD



Progressive enhancement uses web technologies in a layered fashion that allows everyone to access the basic content and functionality of a web page, using any browser or Internet connection.

WIKIPEDIA

http://en.wikipedia.org/wiki/Progressive_enhancement

This page requires a JavaScript enabled
browser and Flash Player 9.0.115+. Please
revise your settings.



Graceful Degradation



**Build for greatest,
downsize for
lesser beings.**

Progressive Enhancement



**Play safe. Build for
those lesser beings,
scale up after.**

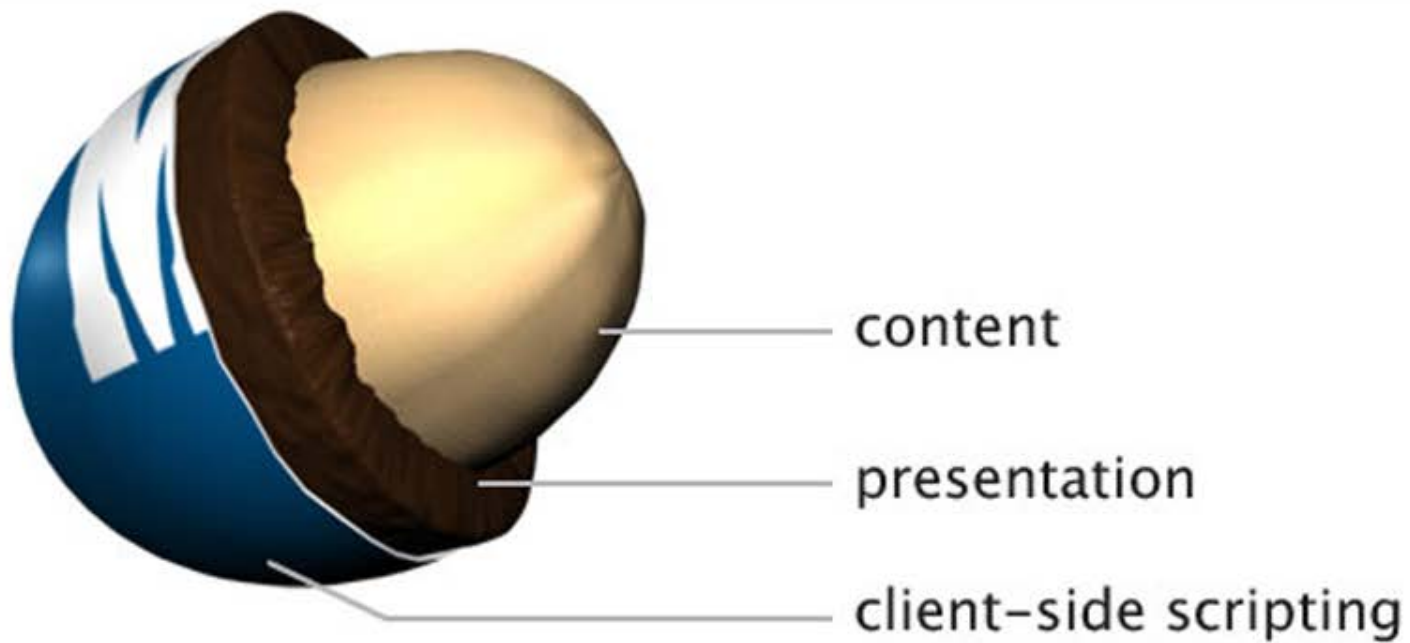


Illustration by Dave Stewart

PROGRESSIVE ENHANCEMENT TECH STACK

The layers of Progressive Enhancement

CONTENT

SEMANTICS

CONTENT

DESIGN

SEMANTICS

CONTENT

INTERACTIVITY

DESIGN

SEMANTICS

CONTENT

ACCESSIBILITY

INTERACTIVITY

DESIGN

SEMANTICS

CONTENT

HTML5 AND ARIA

JAVASCRIPT

CSS

HTML

TEXT

RESPONSIVE WEB DESIGN

Responsive web design is an approach to web design in which a site is crafted to provide an optimal experience — easy reading and navigation with a minimum of resizing, panning, and scrolling.

WIKIPEDIA

<http://en.wikipedia.org/wiki/ResponsiveWebDesign>

CONTENT FIRST

Create layouts from the content out.

Getting Engaged

By [Andy Rutledge](#)

🕒 January 7th, 2013

📖 [Business](#), [Clients](#), [Inspiration](#)

💬 [0 Comments](#)

You probably hear about it every week, if not every day: a spiteful or ragged relationship has ended badly. There are bitter arguments, custody battles, legal entanglements, lives and homes broken in the wake of moral incompatibility, poor choices, and a lack of sober discrimination.

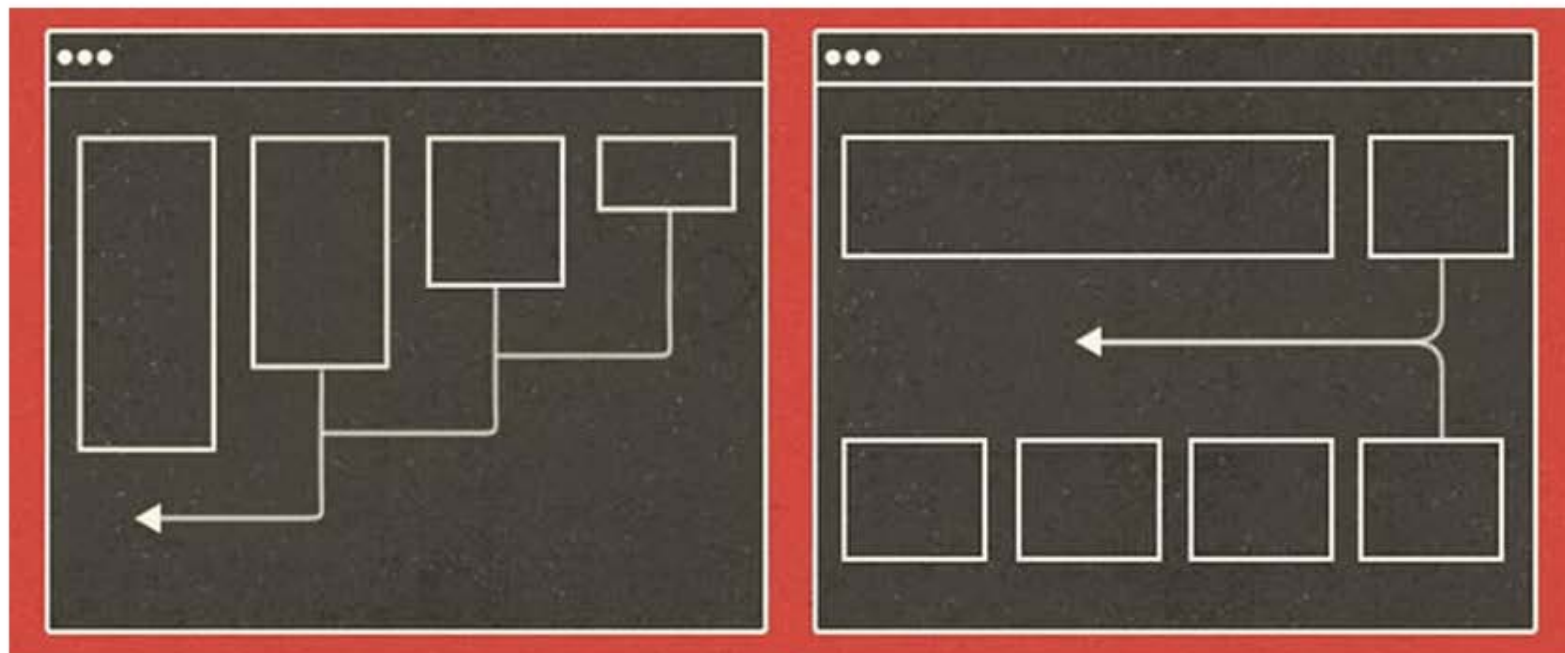


MOBILE FIRST

Mobile forces you to focus.

CONTENT CHOREOGRAPHY

Make content accommodate.



Weightshift

WORK

INFO

MEMO

We're an independent digital design, development and branding studio. [We create experiences for many.](#)

WORK

SELECTED PROJECTS



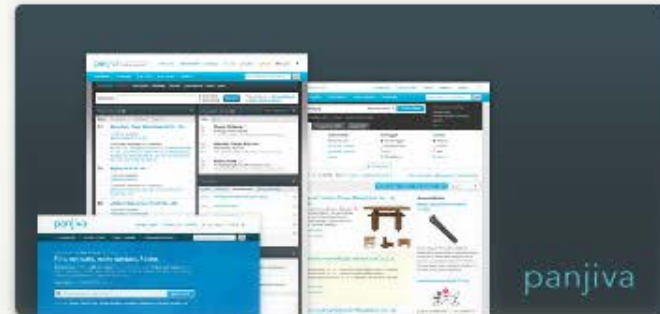
Weightshift

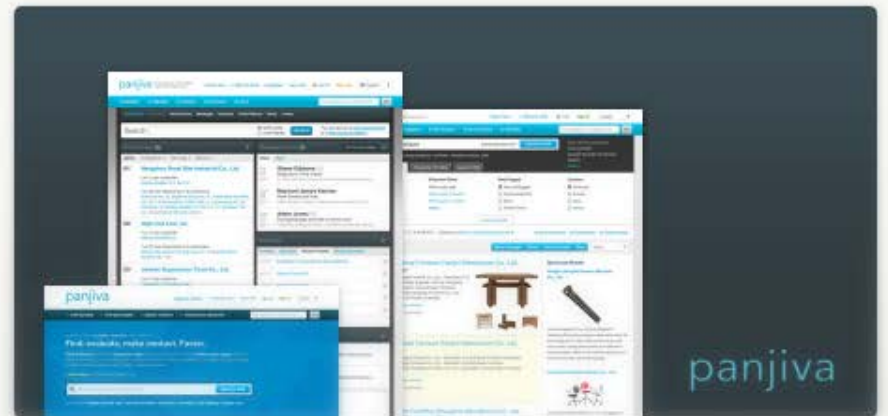
WORK

INFO

MEMO

CONTACT





FORM FOLLOWS FUNCTION

Especially true for UI and UX.

ENGINEERS MAKE DESIGN DECISIONS

Participation of UI wizards is essential.

API-CENTRIC APPROACH

COPE: Create Once, Publish Everywhere

<http://blog.programmableweb.com/2009/10/13/cope-create-once-publish-everywhere/>

Simonas Jončys

@joncys

Interactive developer
Vilnius, Lithuania · joncys.lt

342

TWEETS

123

FOLLOWING

60

FOLLOWERS

Edit profile

Tweets



Simonas Jončys @joncys

Not writing uppercase abbreviations in variable or class names is
#wrong. #endofstory

Expand

9h



Tom Dale @tomdale

You code it and we'll split the revenue 50/50. I'll be "the idea guy."

Retweeted by Simonas Jončys

Expand

2 Jun



Simonas Jončys @joncys

Tim Duncan realizing he has arms: [youtube.com/watch?v=dOhIMh...](https://www.youtube.com/watch?v=dOhIMh...)



View media

31 May



Simonas Jončys @joncys

#lolwhut, Alan Wake Franchise on Steam for 3,60€ —
store.steampowered.com/sub/15407/. Buying tomorrow.

Expand

30 May



Simonas Jončys @joncys

If there's one time in the past I'd trade off living in the present for, it
the crazy times of disco [j.mp/18x5CYp](https://www.youtube.com/watch?v=j.mp/18x5CYp)

30 May

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DEVICE CONTEXT DOES NOT EXIST

84% of smartphone users use them at home.

<https://blog.compete.com/2010/03/12/smartphone-owners-a-ready-and-willing-audience/>

ADD BREAKPOINTS WHEN CONTENT STARTS LOOKING FUNKY

Not at typical device widths.

RESOLUTION INDEPENDENCE

Forget pixels. Icon fonts and SVGs!



Entypo character map

Copy/Paste the character you are interested in or use the html code. Look up the unicode for further information.



U+1F4DE

&#128222;



U+1F4F1

&#128241;



U+E789

&#59273;



U+E723

&#59171;



U+2709

&#9993;



U+1F53F

&#128319;



U+270E

&#9998;



U+2712

&#10002;



U+1F4CE

&#128206;



U+E777

&#59255;



U+E712

&#59154;



U+E713

&#59155;



U+27A6

&#10150;



U+1F464

&#128100;



U+1F465

&#128101;



U+E700

&#59136;



U+E722

&#59170;



U+E715

&#59157;



U+E724

&#59172;



U+E727

&#59175;



U+E728

&#59176;



U+27A2

&#10146;



U+1F3AF

&#127919;



U+E73C

&#59196;



U+E73E

&#59198;



U+2665

&#9825;



U+2661

&#9825;



U+2605

&#9733;



U+2606

&#9734;



U+1F44D

&#128077;



U+1F44E

&#128078;



U+E720

&#59168;



U+E718

&#59160;



U+275E

&#10078;



U+2302

&#8962;



U+E74C

&#59212;



U+1F50D

&#128269;



U+1F526

&#128294;



U+E716

&#59158;



U+1F514

&#128276;

RESPONSIVE WEB DESIGN WORKFLOW

Iterate and design with medium in mind.

<http://www.markboulton.co.uk/journal/responsive-summit-workflow>

1. SKETCH

Get the ideas down **amongst** the requirements.

Meaning, we don't have design specification documents, we don't have lengthy requirements documentation. We have user stories (or something similar) and we combine them with research, thoughts, sketches, ideas to document the scope of the project.

2. PROTOTYPE

In HTML. This allows us to get the product – in whatever form – in front of the client. The aim is to remove The Big Reveal. It also lets them see how the site responds on different screen sizes.

3. DESIGN

However you increase the fidelity is up to you. I use Photoshop, other people use Fireworks, some do it in a browser.

4. ITERATE

Have a project structure that embraces change. That means a focus on priorities.

5. TALK

This approach requires much more collaboration with a client. I mentioned The Big Reveal: the thing designers do where they squirrel away for a few days and then come back and go 'ta da, look what I made!'. That's just so risky.



Q & A



<https://neonmob.com/r/E7T7U?s=t>