

RESPONSIVE DESIGN STRATEGIES

```
html { font-size: 20px; }  
@media (max-width: 600px) {  
  html { font-size: 16px; }  
}
```

- Start writing CSS for the desktop: large screen;
- Then, media queries shrink design to smaller screens.

DESKTOP-FIRST

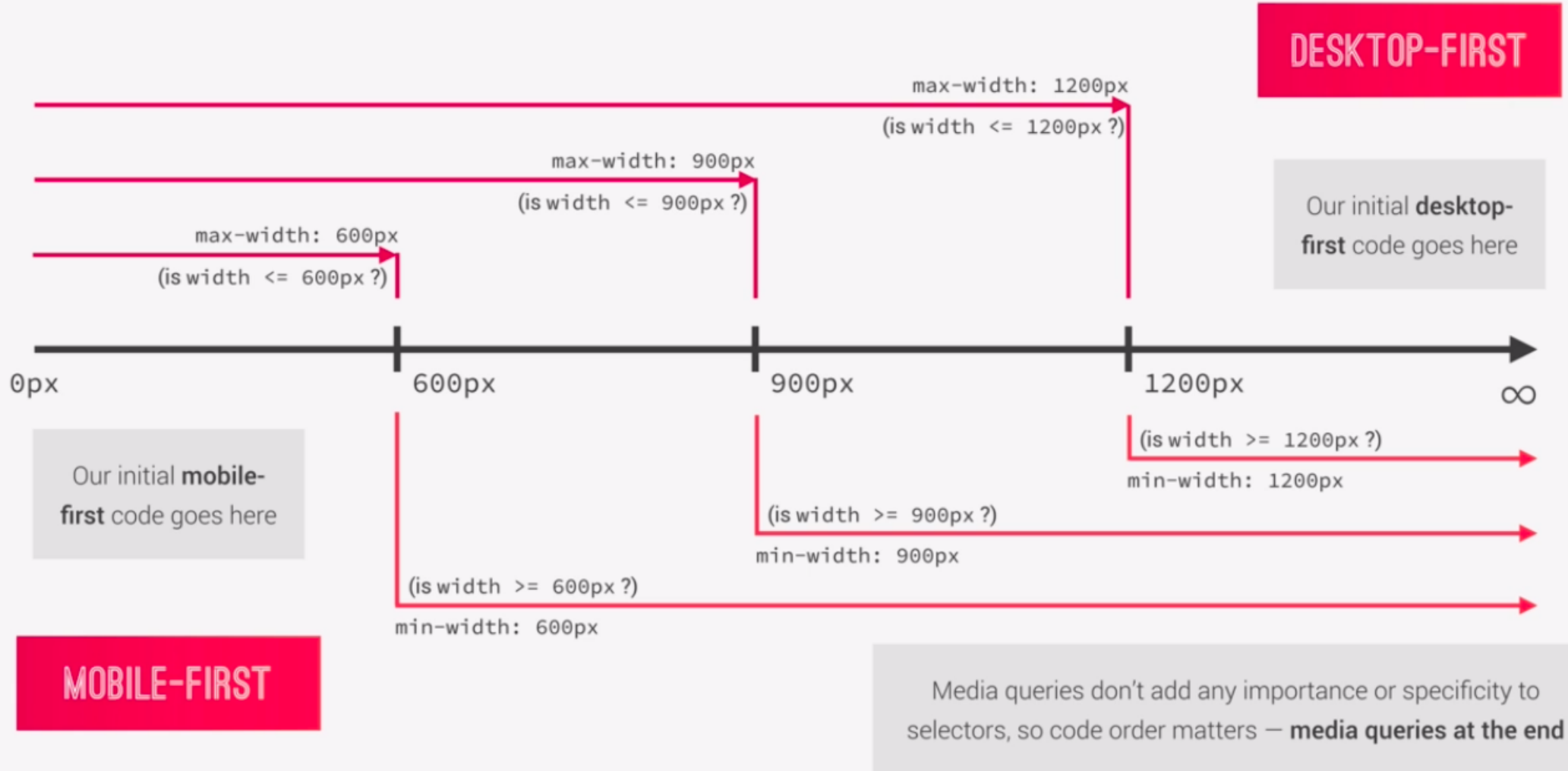


MOBILE-FIRST

- Start writing CSS for mobile devices: small screen;
- Then, media queries expand design to a large desktop screen;
- Forces us to reduce websites and apps to the absolute essentials.

```
html { font-size: 16px; }  
@media (min-width: 600px) {  
  html { font-size: 20px; }  
}
```

RESPONSIVE DESIGN STRATEGIES: MAX-WIDTH AND MIN-WIDTH



IS MOBILE-FIRST RIGHT FOR YOU?

PROS

- 100% optimised for the mobile experience;
- Reduces websites and apps to the absolute essentials;
- Results in smaller, faster and more efficient products;
- Prioritizes content over aesthetic design, which may be desirable.

CONS

- The desktop version might feel overly empty and simplistic;
- More difficult and counterintuitive to develop;
- Less creative freedom, making it more difficult to create distinctive products;
- Clients are used to see a desktop version of the site as a prototype;
- Do your users even use the mobile internet? What's the purpose of your website?

NO MATTER WHAT YOU DO, ALWAYS KEEP BOTH DESKTOP AND MOBILE IN MIND

SELECTING OUR BREAKPOINTS: THE OPTIONS

BAD



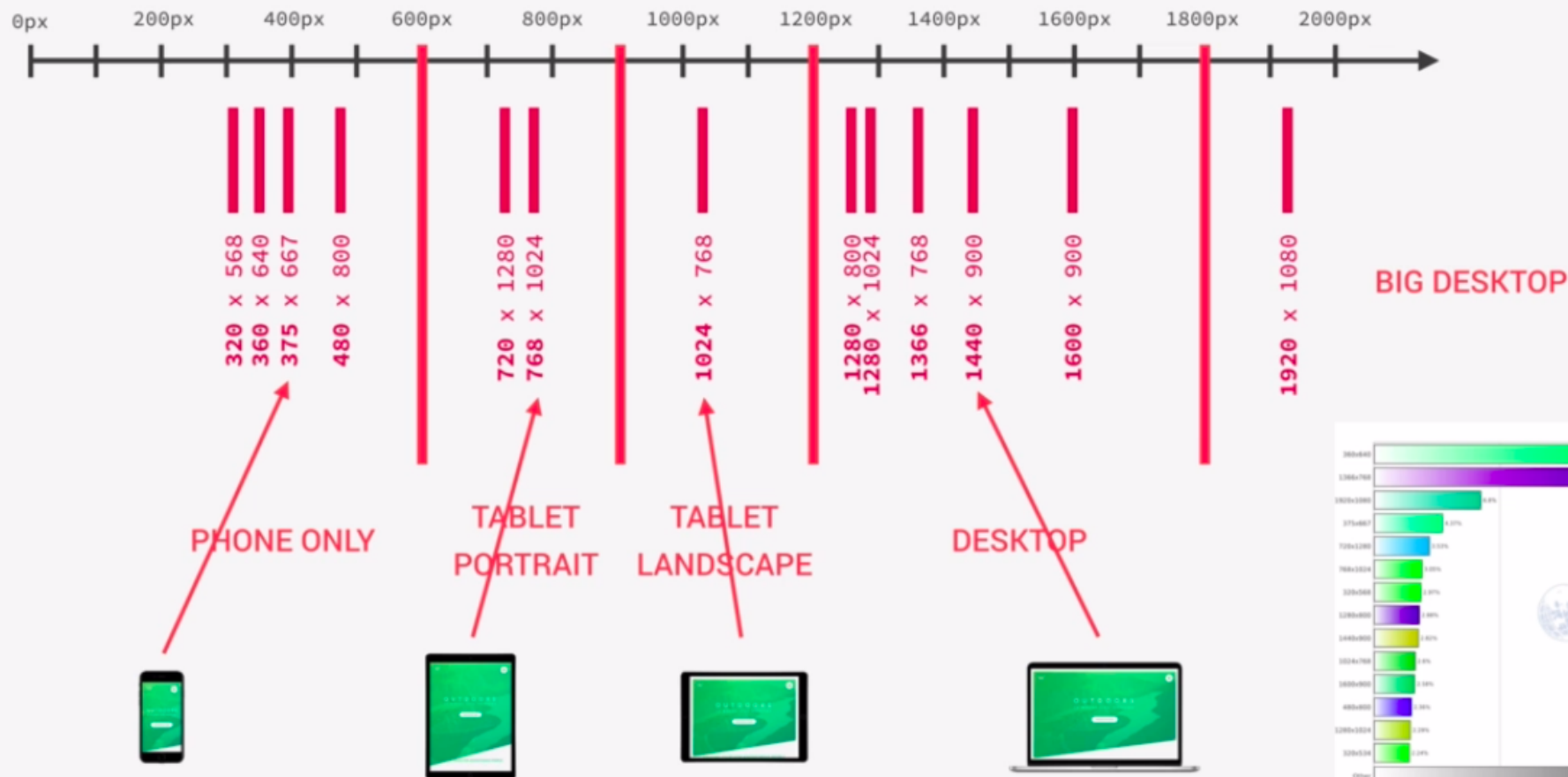
GOOD



PERFECT



SELECTING OUR BREAKPOINTS: A GOOD APPROACH



[<http://gs.statcounter.com/screen-resolution-stats#monthly-201608-201708-bar>]

WHAT YOU WILL LEARN IN THIS LECTURE

- How to use a powerful Sass mixing to write all our media queries;
- How to use the `@content` and `@if` Sass directives;
- Taking advantage of Chrome DevTools for responsive design.



WHAT ARE RESPONSIVE IMAGES ANYWAY?

RESPONSIVE IMAGES

The goal of responsive images is to serve the **right image** to the **right screen size** and device, in order to avoid downloading unnecessary large images on smaller screens.

Responsive design

Maintainable and scalable code

Web performance

