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Responsive Design for Designers

February 2nd, 2015



What is Responsive Design?



Responsive Design

Responsive Web Design (RWD)

is an approach to creating websites (and applications) that can respond to all capable devices with content delivery and UI interaction optimized to the greatest degree possible for all visitors.



<http://johnpolacek.github.io/scrolldeck.js/decks/responsive/>



Responsive design as we know it

Support Different display types

The goal for responsive design is to make applications which are supported by all known devices, so **supporting different display types and input mechanisms is a must.**

Fluid content

Fluid content is adaptive and can adjust to every screen size. Images, buttons, text, and all other elements must be able to grow and shrink based on the screen size and layout.

Breakpoints

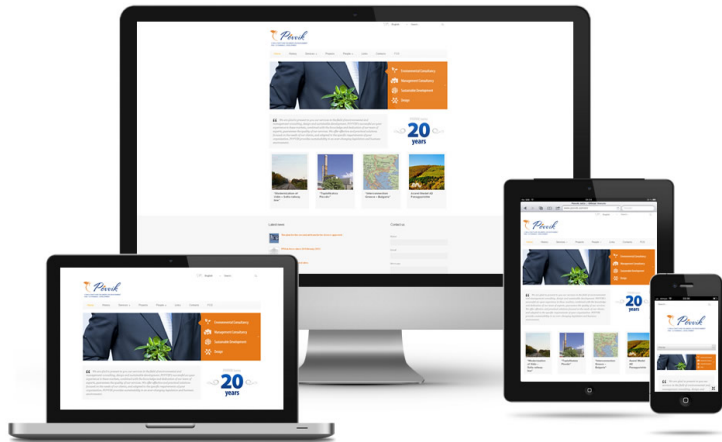
When a layout no longer looks good (breaks) at a certain resolution, you can create a **breakpoint** which will allow you to change the layout at predefined points.



What is Responsive Design

Supporting different display types and input mechanisms

Is what responsive design is all about. If the goal is to make websites which are supported by all known web devices, supporting different display types and input mechanisms is a must.



<https://webdesign.tutsplus.com/articles/the-state-of-responsive-web-design--cms-22878>

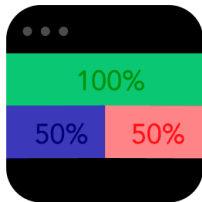


What is Responsive Design

Fluid Content

If you want to support multiple devices, you need **fluid content** that is adaptive and can adjust to different screen sizes. Images, buttons, text, and all other elements must be able to grow and shrink based on the screen size and layout.

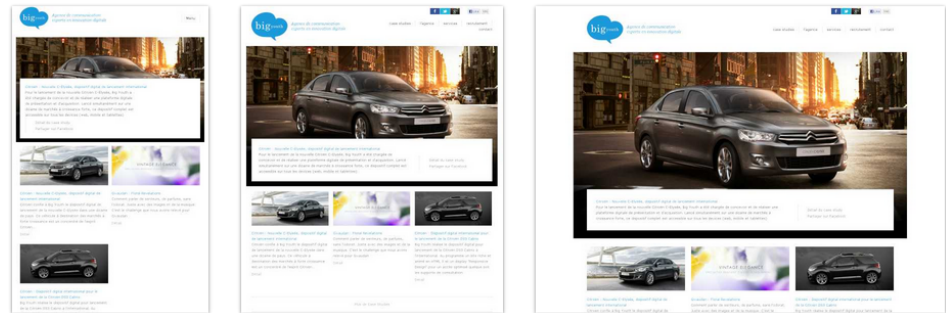
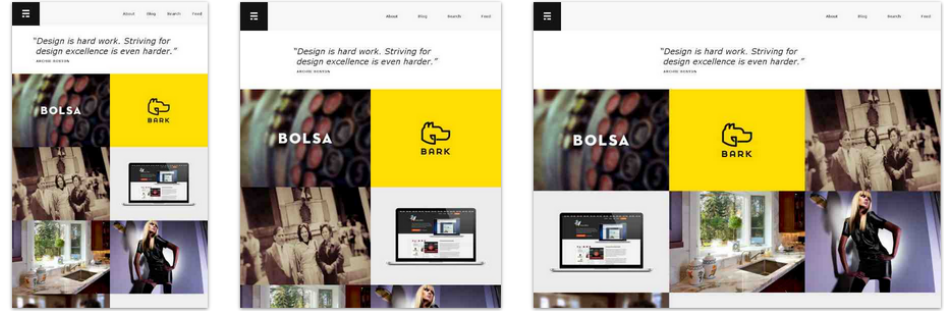
Relative Units



Static Units



Note: .gif requires presentation mode

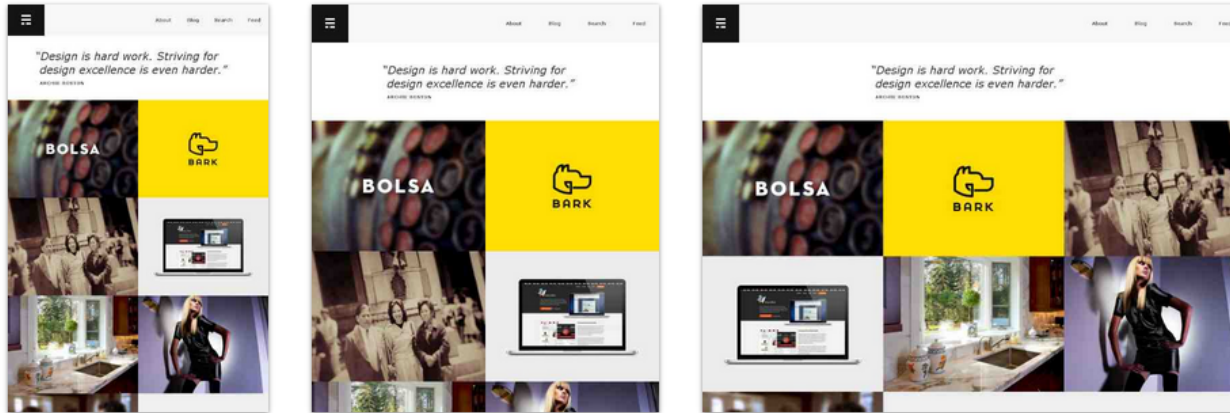


<http://blog.froont.com/9-basic-principles-of-responsive-web-design/>



What is Responsive Design

Examples of Fluid Content



<http://blog.froont.com/9-basic-principles-of-responsive-web-design/>



What is Responsive Design

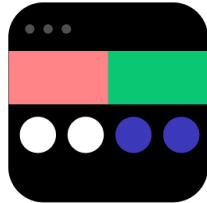
Breakpoints

Your web layout won't translate perfectly from mobile to tablet to desktop. When a layout breaks, you can create a **breakpoint** which will allow you to change the layout at predefined points.

With Breakpoints



Without Breakpoints



Note: .gif requires presentation mode



<http://blog.froont.com/9-basic-principles-of-responsive-web-design/>



What is Responsive Design

So when do layouts break?

Your web layout won't translate perfectly from mobile to tablet to desktop. When a layout breaks, you can create a **breakpoint** which will allow you to change the layout at predefined points.

With Breakpoints



Without Breakpoints



Note: .gif requires presentation mode



<http://blog.froont.com/9-basic-principles-of-responsive-web-design/>



Why Responsive Design?



Why Responsive Design?

Support Different display
types

No device left behind

Fluid content

Reusable content

Breakpoints

Universal layout



Strategy: An Approach to Responsive Design



Content Strategy

Because content will be delivered to different users using different devices, we need to take into account the specific use cases, research the users prior experience with said device and prioritize content as it becomes relevant.

For example, a website where a certain task is frequented by desktop users might not apply to mobile users.



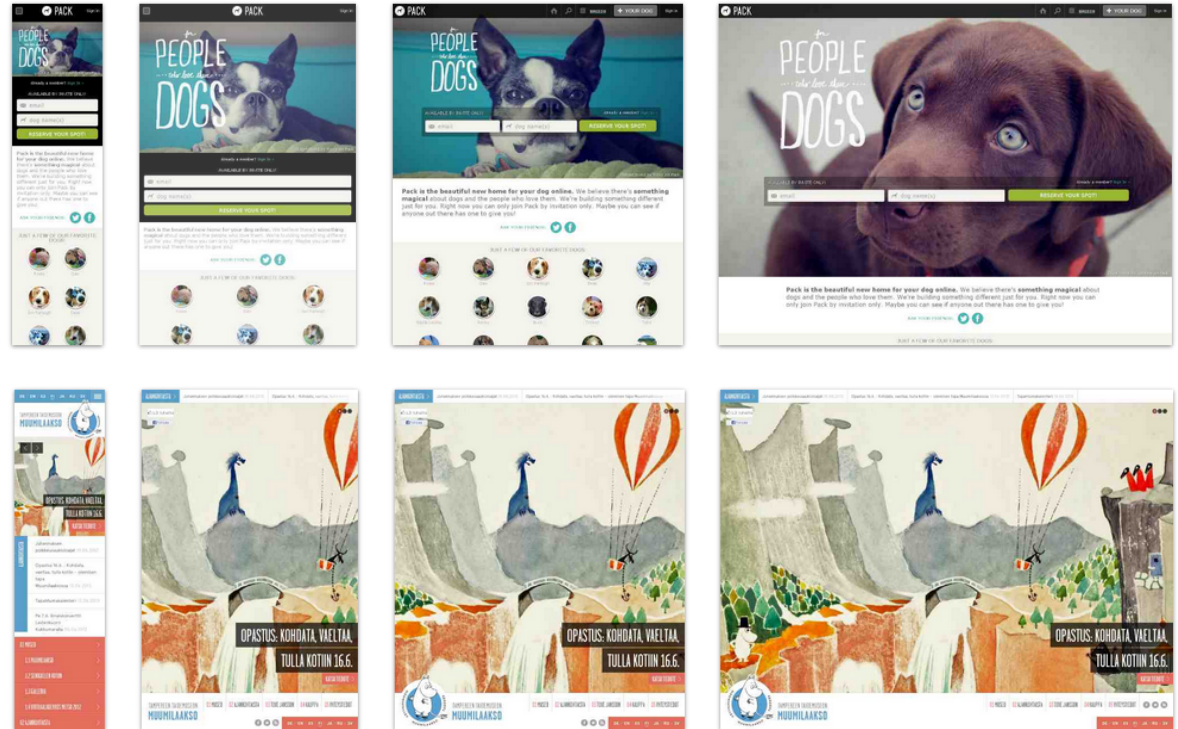
http://seesparkbox.com/foundry/responsive_web_design_tips



Content Priority

Content priority is when you map out the order of the content on each page when at the smallest browser width. Because your design may change when adjusting to different resolutions, you want to make sure that all the content is accessible for all devices and that the experience is never being compromised.

Responsive Design Tips



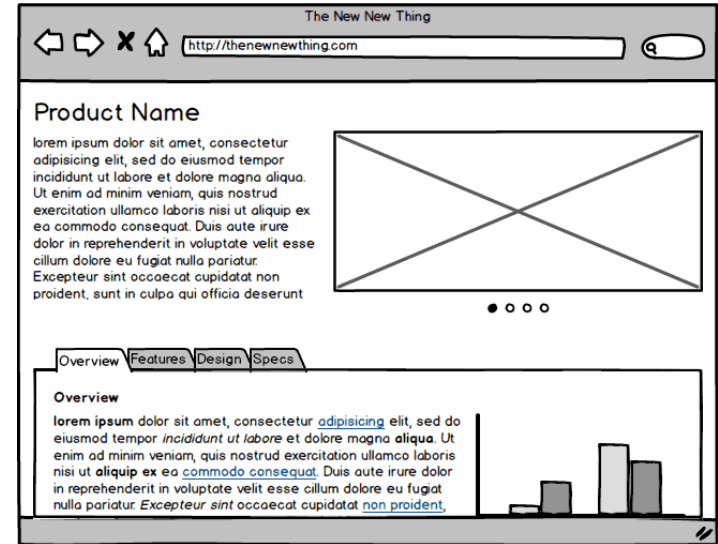
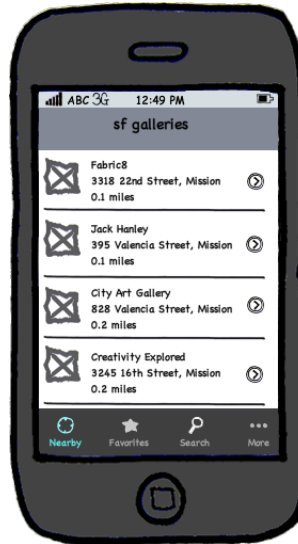
http://seesparkbox.com/foundry/responsive_web_design_tips



Responsive Design Tips

Wireframing

When wireframing, **focus on user interaction and content flow**, instead of the looks. The core idea behind wireframing when designing responsively is to keep focused on the adaptability of the content.



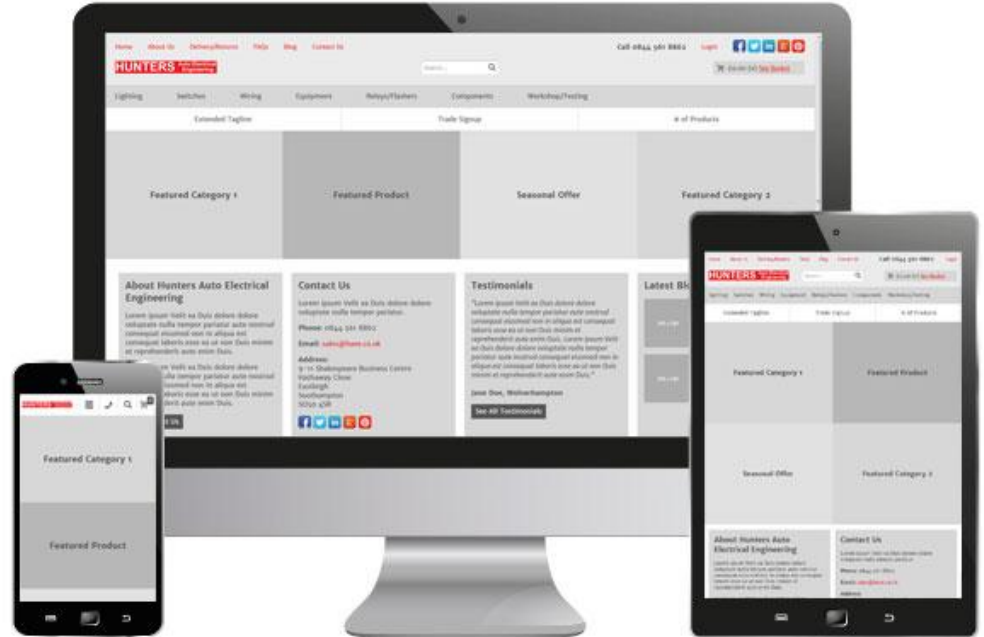
<http://balsamiq.com/products/mockups/>



Responsive Design Tips

Prototyping

Prototyping brings a design closer to its final form and helps assess interactions, functionality and responsive layout. Creating prototypes will help raise awareness on hidden issues and unconsidered aspects.



<http://www.thegridsystem.org/>



An approach to responsive design

Content Strategy

Take into account the specific use cases, research the users prior experience with said device and prioritize content as it becomes relevant.

Content Priority

Map out the order of the content on each page when at the smallest browser width.

Wireframing

Focus on user interaction and content flow, instead of the looks.

Prototyping

Creating prototypes will help raise awareness on hidden issues and unconsidered aspects while assessing interactions, functionality and responsive layout



Responsive Design Tips



Responsive Design Tips

Design Big (enough)

A trick tip to successful RWD is to design BIG. Mobile users shouldn't have a problem tapping buttons and TV users should be able to navigate the web comfortably while sitting on their couch.





Device “Agnostic”

Tailor your breakpoints to your content. It's still common for designers and developers alike to create breakpoints at popular resolutions such as the iPhones or Macbooks. Instead of creating breakpoints for certain devices, create breakpoints when the layout breaks.



<http://www.mobilespoon.net/2012/07/what-will-happen-when-device-agnostic.html>



Use a Grid system

A **grid system** is a system that designers can work with to structure and present content in a much more readable, manageable way. When designing responsively, using a grid system will help you stay consistent when creating designs for different resolutions.

The Grid System

The ultimate resource in grid systems.

"The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice."
Josef Müller-Brockmann

Articles	Tools	Books	Templates
Applying Divine Proportion to Your Web Designs This article explains what is the Divine proportion and what is the Rule of Thirds and describes how you can apply both of them effectively to your designs. 01.Dec.2008	Syncotype Syncotype is a simple tool to help align your text to a baseline grid. Enter your line height and offset in pixels in the Syncotype control box and click "Syncotype.it" to overlay a baseline grid in red. 01.Dec.2008	The Typographic Grid We consider this to be the academic part two to "Grid Systems." Hans Rudolf Bosshard tackles a deeper understanding of the complex grid. 30.Nov.2008	InDesign 8.5x11 Grid System (12) Adobe InDesign file with a grid system for an 8.5"x11" page that is divided into 12 columns and rows using the Rule of Thirds (Golden Ratio). Includes a 12pt baseline grid. 29.Nov.2008

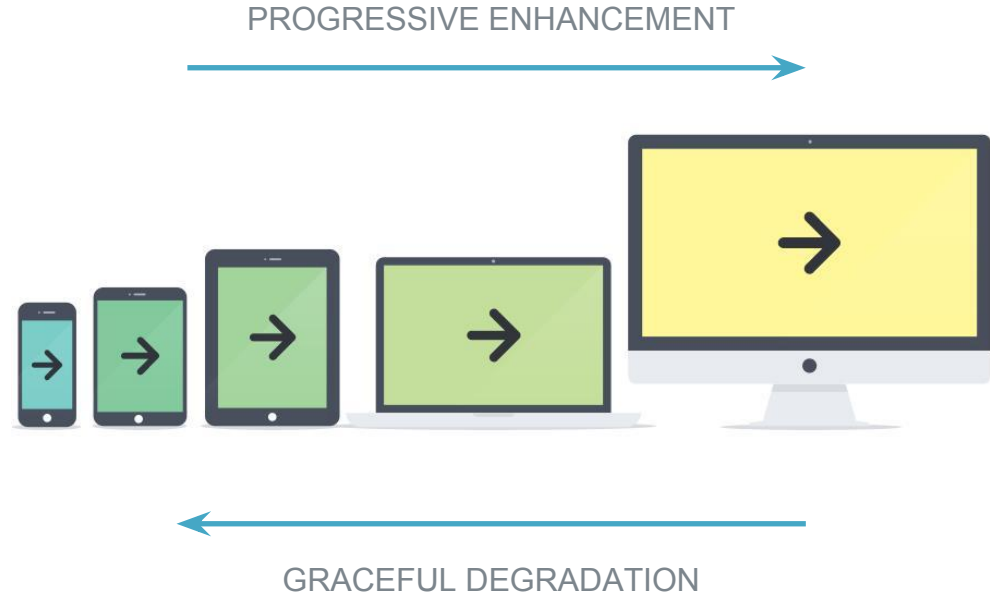


<http://www.thegridsystem.org/>



Mobile first over Desktop Down

Progressive enhancement or graceful degradation? The general consensus is to start **mobile first**, then progressively work your way up. Starting your design at it's simplest form first lets you focus on the primary content and user experience. It's also easier to build upon a simple design then to work your way down from an already complex design.



<http://designshack.net/articles/css/mobilefirst/>



Responsive Design Tips

Mobile users shouldn't have a problem tapping buttons and TV users should be able to navigate the web comfortably while sitting on their couch

Design Big

**Stay
Device
Agnostic**

Instead of creating breakpoints for certain devices, create breakpoints when the layout breaks, tailoring your breakpoints to your content

A grid system will help you stay consistent when creating designs for different resolutions.

**Use a Grid
System**

**Mobile
First**

Starting your design at it's simplest form first lets you focus on the primary content and user experience.



Resources



1. What The Heck is Responsive Web Design? <http://johnpolacek.github.io/scrolldeck.js/decks/responsive/>
2. This is Responsive (Patterns, Resources) <http://bradfrost.github.io/this-is-responsive/>
3. *Media Queries (Examples of RWD) <http://mediaqueri.es/>
4. 9 Basic Principles of Responsive Web Design <http://blog.froont.com/9-basic-principles-of-responsive-web-design/>
5. The 2014 Guide to Responsive Web Design <http://blog.teamtreehouse.com/modern-field-guide-responsive-web-design>
6. Responsive Web Design (TutsPlus) <https://webdesign.tutsplus.com/articles/responsive-web-design--webdesign-15155>
7. The 8 Biggest Responsive Web Design Problems <http://www.creativeblog.com/responsive-web-design/problems-8122790>
8. Progressive Enhancement and Mobile-First <http://medialoot.com/blog/progressive-enhancement-web-design/>
9. All About Grid Systems <https://webdesign.tutsplus.com/articles/all-about-grid-systems--webdesign-14471>
10. The Grid System <http://www.thegridsystem.org/>
11. Responsive Web Design Tips http://seesparkbox.com/foundry/responsive_web_design_tips