

#RWD IRL

@trentwalton

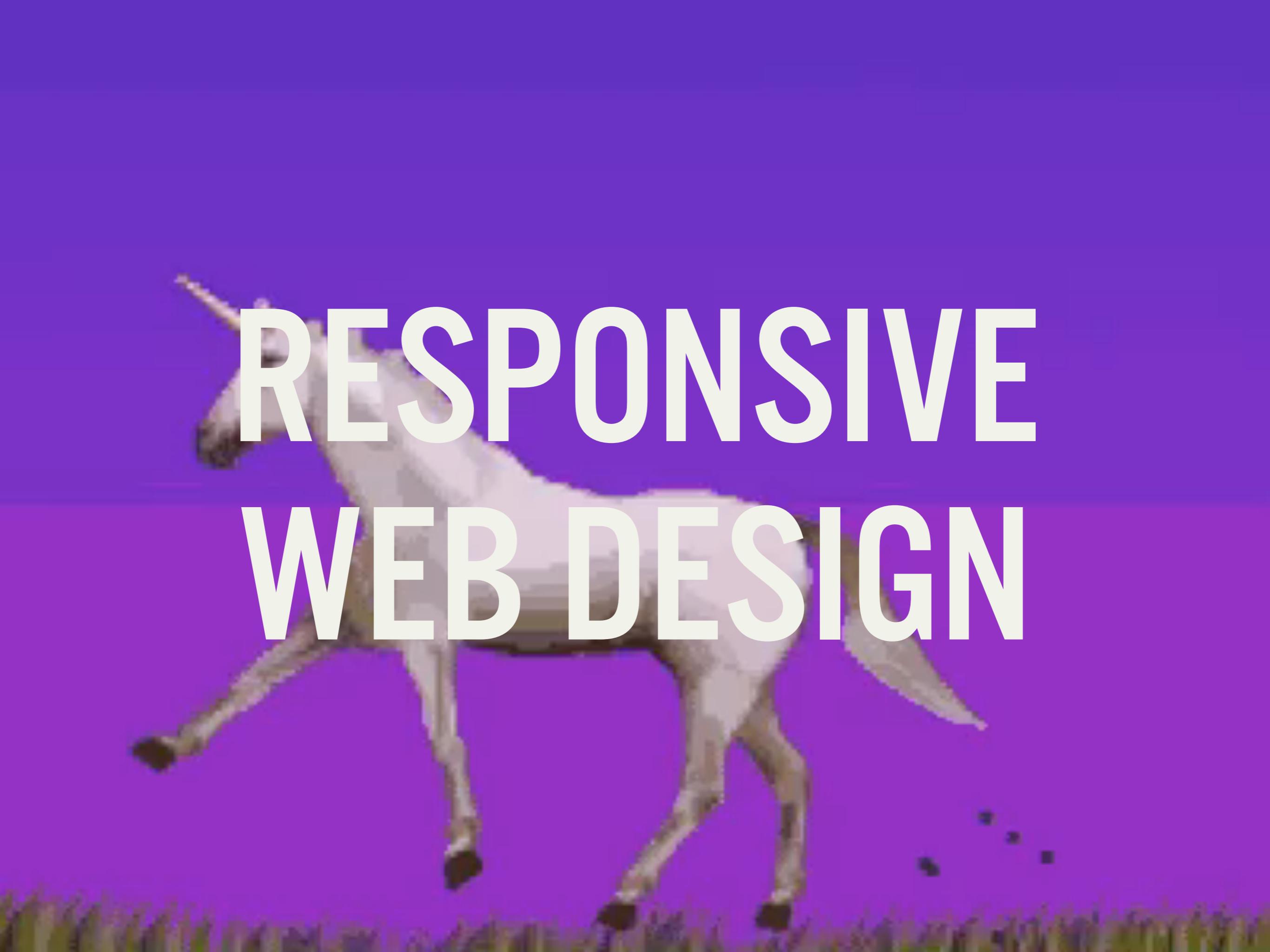
A photograph showing a person's lower body from the side and slightly behind. They are wearing light-colored shorts and dark shoes. Their right foot is lifted, showing a yellow sock and a brown boot. A green and white striped sock is visible on their left leg. The ground is a mix of dirt and sparse grass.

#RWD IRL.



100

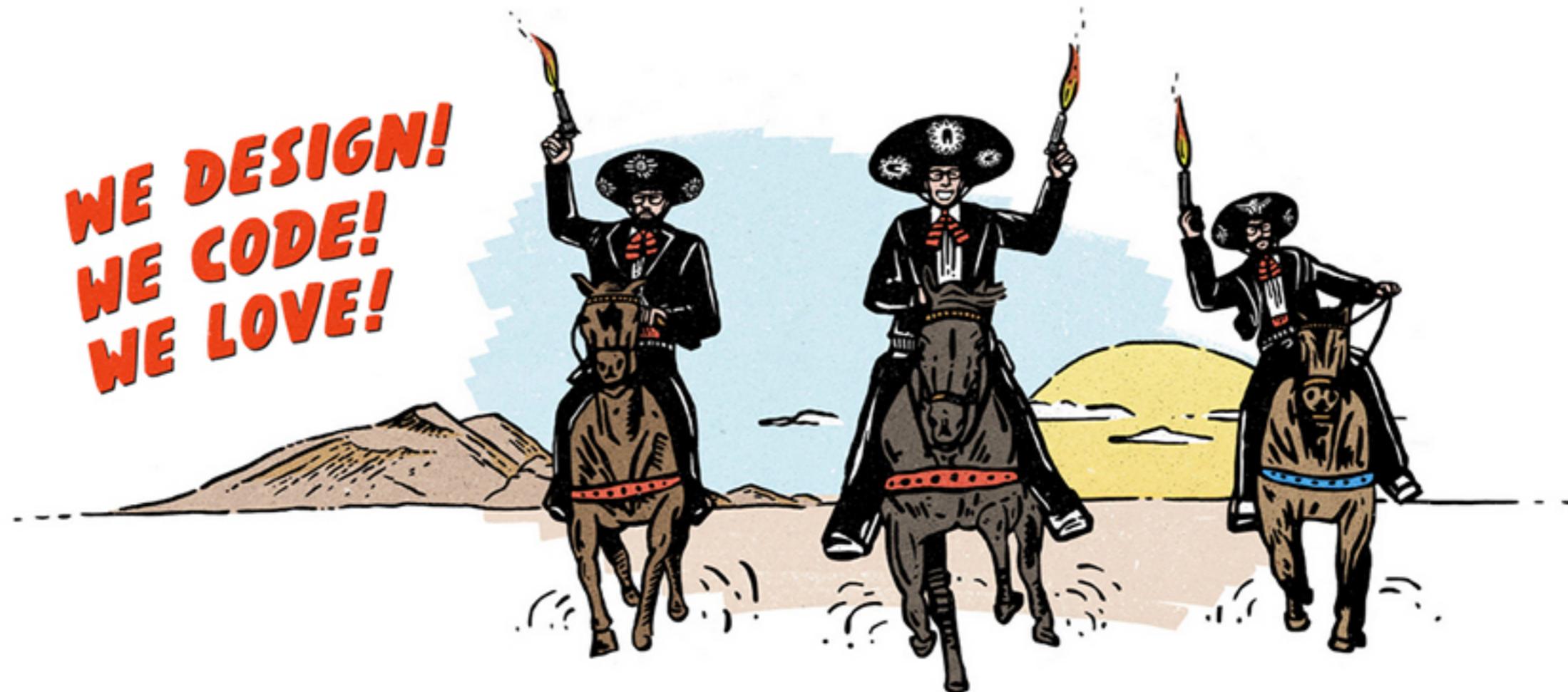
RESPONSIVE WEB DESIGN

A photograph of a person riding a bicycle on a path through a field of tall grass. The person is wearing a light-colored jacket and dark pants. The path leads towards a hill in the background under a clear sky.

A white unicorn stands in a field of green grass, facing right. It has a thick, shaggy mane and a long, spiraling horn. The background is a soft, horizontal gradient from light blue at the top to light orange at the bottom.

IN REAL LIFE

**WE DESIGN!
WE CODE!
WE LOVE!**



Paravel is a three-man web design & branding shop located in Austin, Texas. Follow us on [Twitter](#) and [Dribbble](#). © 2013 all rights reserved.



G
H
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LOWER YOUR EXPECTATIONS

OUR WORK...

FitText

A jQuery plugin for inflating web type

[Download on Github](#)

FitText makes font-sizes flexible. Use this plugin on your fluid or responsive layout to achieve scalable headlines that fill the width of a parent element.



FitText



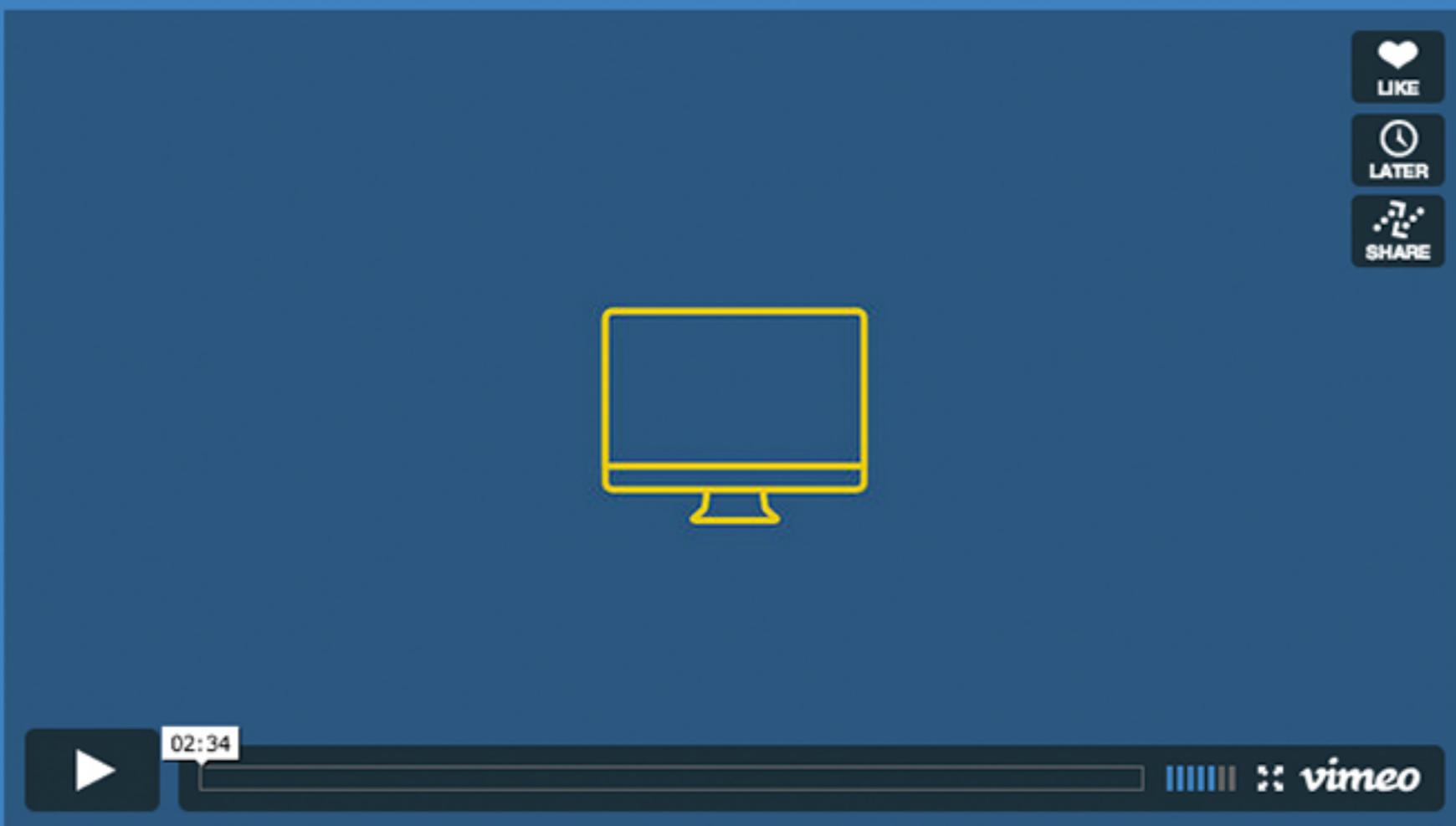
FitText



FitText



FITVIDS.JS



A lightweight, easy-to-use jQuery plugin for

fitvidsjs.com



How to get 50 million kids learning?

MICHAEL ACTON SMITH



SHOW ME SOMETHING:

Big ideas

Challenging

Funny

Informative

Inspiring

Soulful

Most Popular ▶

Inspiring talks from people
who are changing
the world.

GO DO.

[VIEW MORE VIDEOS](#)



TOM FISHBURNE
Be careful what you wish for in this tent

▶ PLAY



ADAM LOWRY
Why can't a role model come in a bottle?

▶ PLAY



NICK HAND
Why we need to celebrate craftsman

▶ PLAY



HOME

FONTS

NOTEBOOK

ABOUT

Bookmania

WELCOME TO THE MONKEY HOUSE

*The
Sirens of
Titan*

*Between
Time &
Timbuktu*

*Mother
Night*



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For home

[For work](#)

Buy Office 2010 today and start the year with the confidence to wow the room.

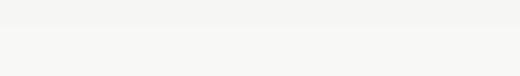
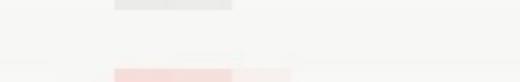
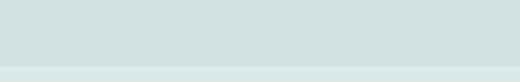
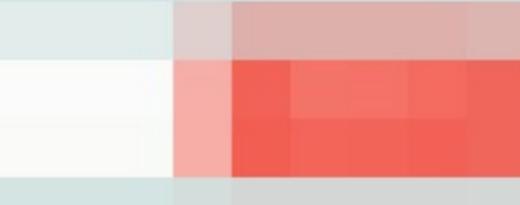
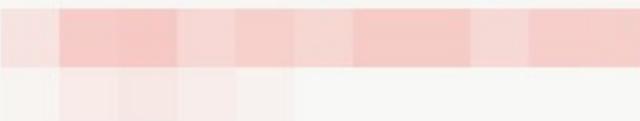


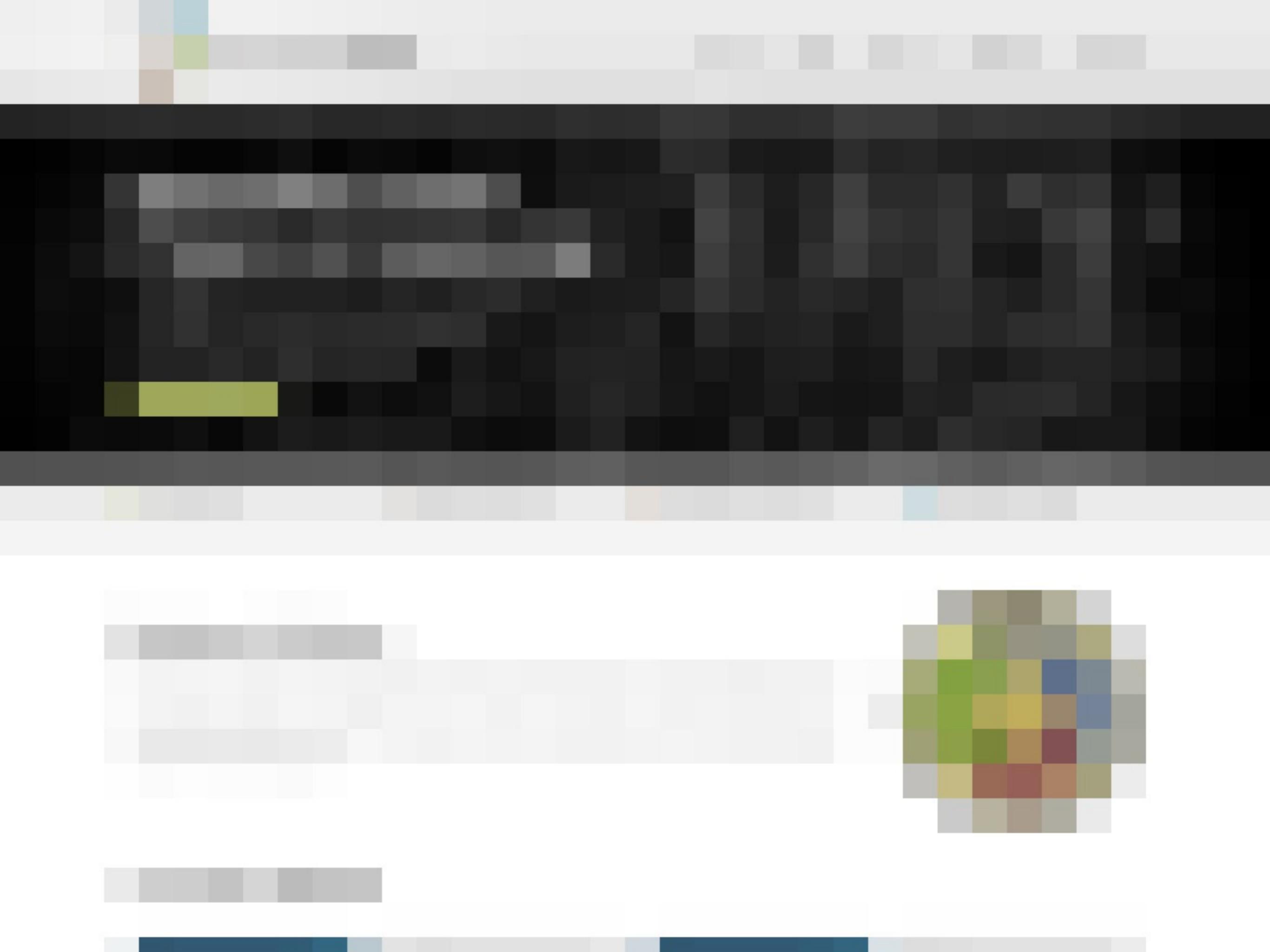
Meet Outlook.com, a preview of the new, modern email service from Microsoft.



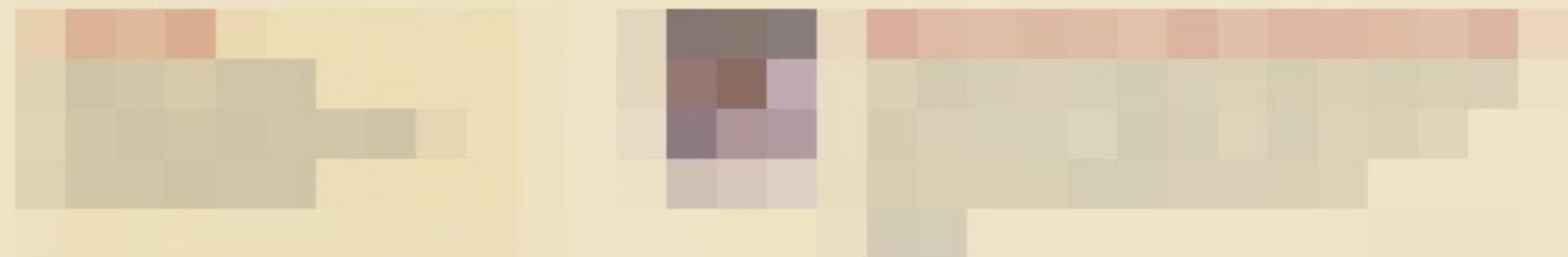
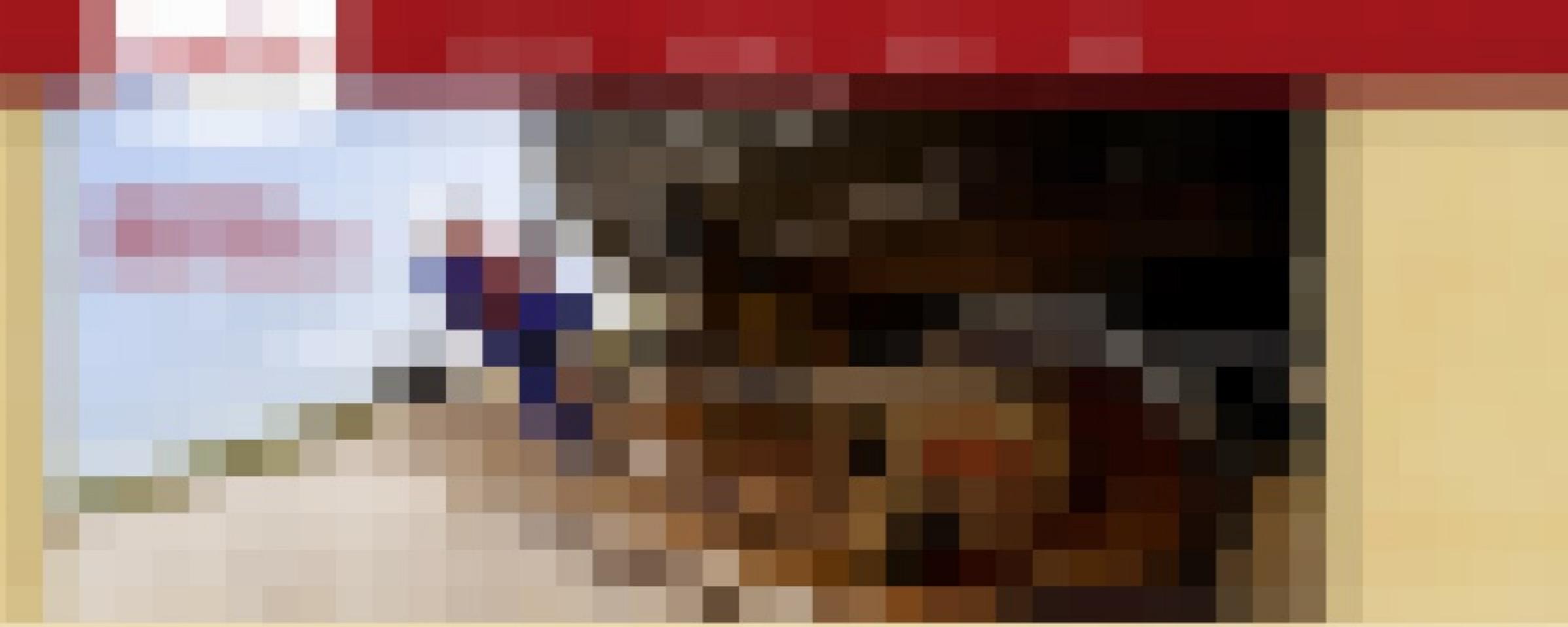
Buy a qualifying Windows 7 PC now, get Windows 8 Pro later for \$14.99.*

BUT LOTS HASN'T SEEN
THE LIGHT OF DAY









WHY?

RWD IS HARD

RWD IS HARD

WEB DESIGN IS HARD

BUT IT DIDN'T USED TO BE

BUT IT DIDN'T USED TO BE

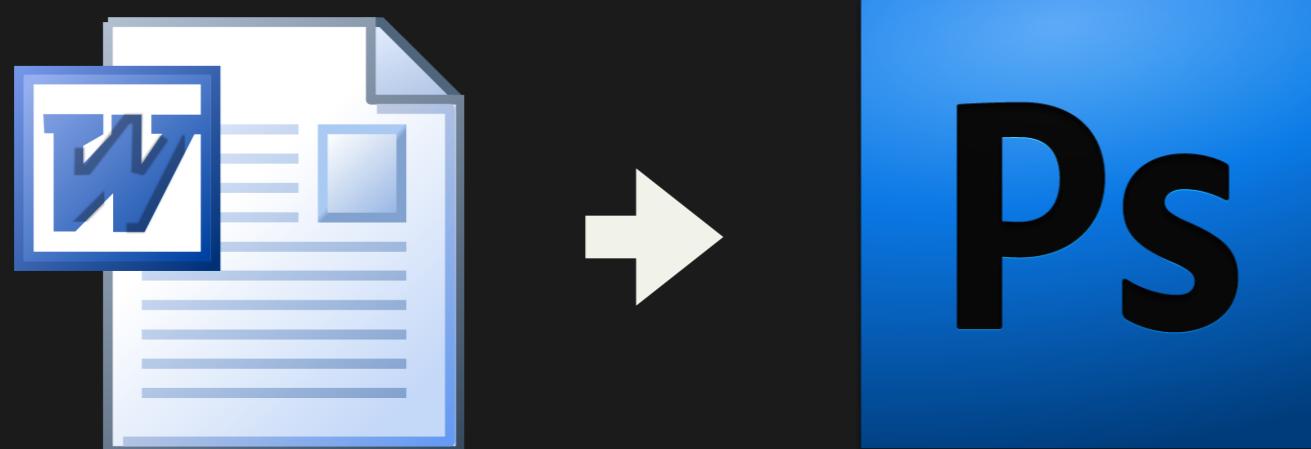
BUT IT DIDN'T USED TO BE



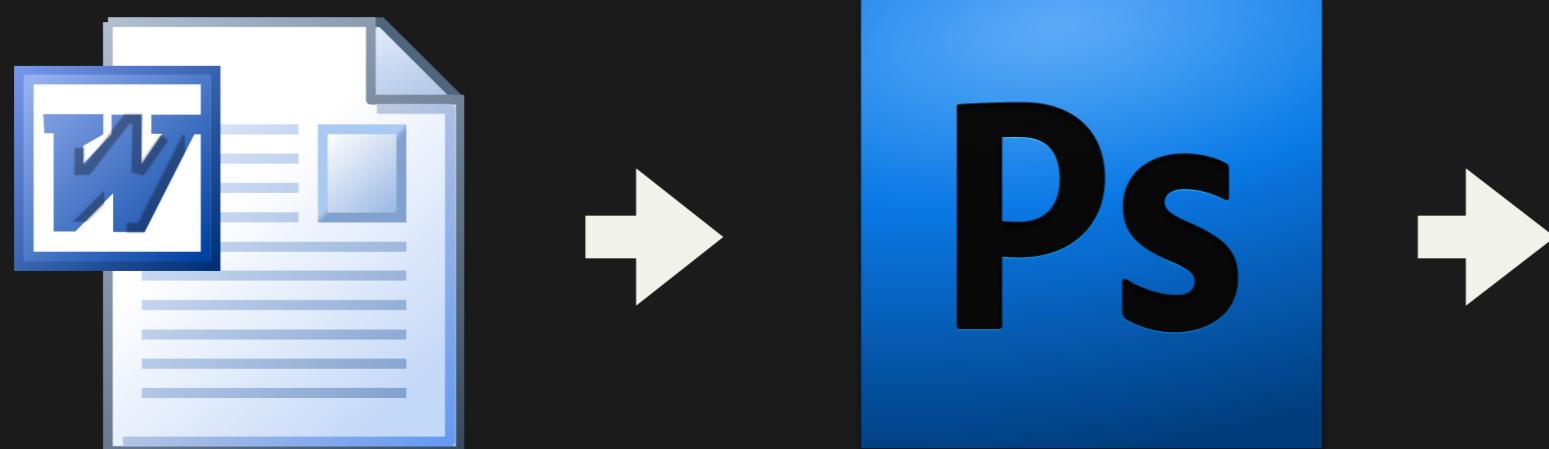
BUT IT DIDN'T USED TO BE



BUT IT DIDN'T USED TO BE



BUT IT DIDN'T USED TO BE



BUT IT DIDN'T USED TO BE





Retreats

Directions

Store

Donate

Online Registration



Wapo
Bible Camp



Ox Lake
Bible Camp



Luther Dell
Bible Camp



Wilderness
Canoe Base

FOUR CAMPS, ONE MISSION

Located in the forests and lakes of Northwest Wisconsin and Minnesota, we are a family of camps that share one purpose: to celebrate our relationships with Christ and each other.

[LEARN ABOUT SUMMER CAMP](#)

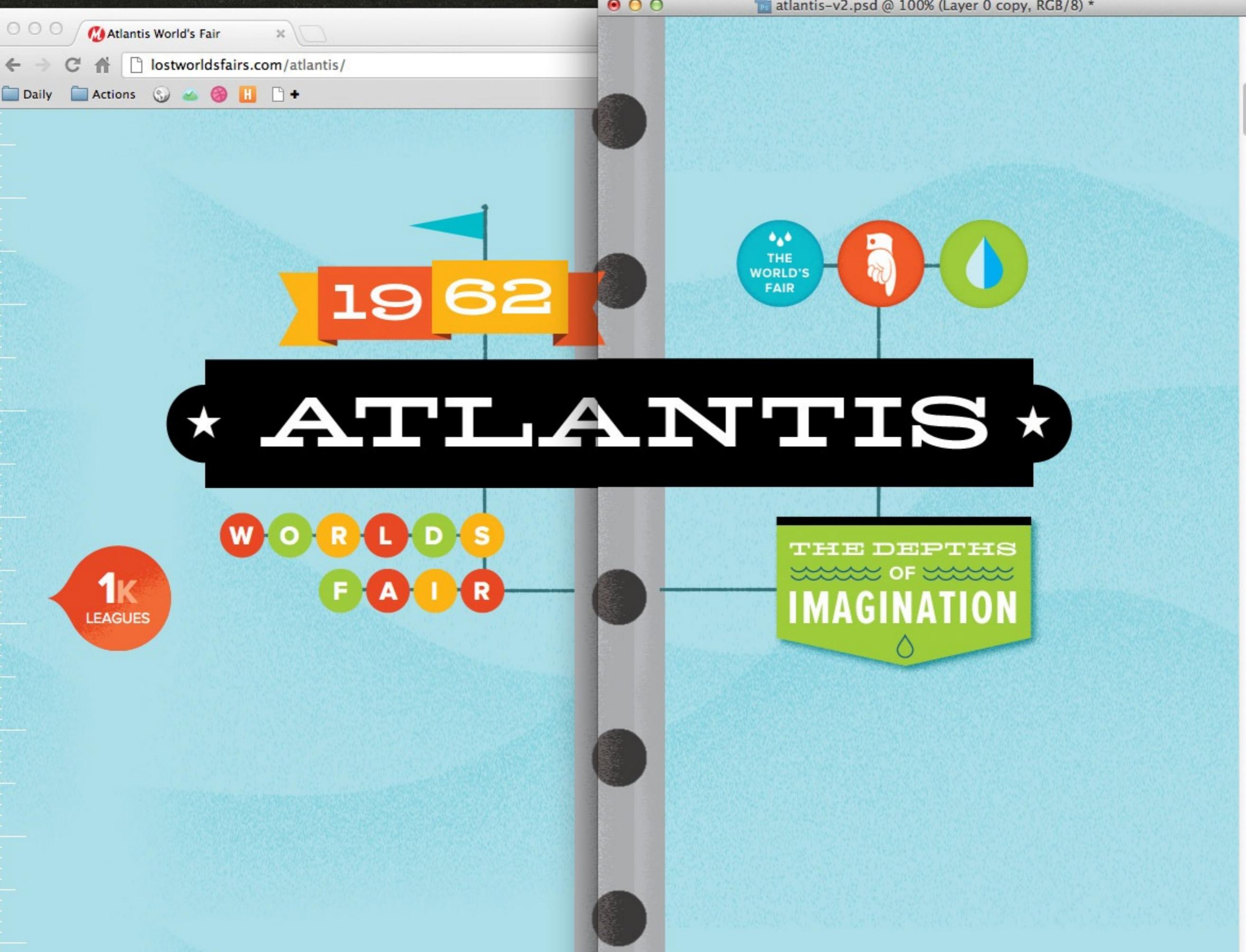
[SCHEDULE A RETREAT](#)



DISCOVER THAT GOD IS CALLING YOU

Wapogasset is a camping and retreat ministry serving youth, adults, and families throughout the year, with thousands of campers participating every summer in the life-changing experience that is discovering Jesus Christ







[HOME](#)
[MENU](#)
[EVENTS](#)
[NEWS](#)
[ABOUT](#)
[CONTACT](#)

[MAKE A RESERVATION](#)

[GET DIRECTIONS](#)

A large, high-quality photograph of a meal. In the foreground, a thick-cut pork chop is shown with distinct grill marks and a layer of browned fat. It is garnished with finely chopped green herbs. To the right of the chop is a scoop of creamy, mashed potatoes, also topped with herbs and small pieces of red bell pepper. In the background, there are some green, sautéed vegetables like zucchini or green beans. The lighting is warm and focused on the textures of the meat and potatoes.

Frenched Pork Chop
The special for the week of August 9th. Only \$9.99. Comes with a pint.

Today's Special

Zax Monday lunch specials: Salad Trio,
Hamburger Steak & Buffalo Chicken
Wrap. Tonight: HAPPY HOUR ALL
NIGHT! 1/2 off ALL BOTTLES OF
WINE!

[SPECIALS TWEETED DAILY](#)

Events at ZAX

August 19th
Gordon Biersch Pint Night
Enjoy the Beer & Keep the Glass

[VIEW ALL EVENTS](#)

Austin Restaurant & Bar

*A locally-owned American bistro, Zax
Restaurant and Bar boasts a menu whose
range of fresh fare is complemented by
the selection of wine, spirits and local
and international brews on tap.*

[LEARN MORE](#)

WHAT CHANGED?

Web

Images

Shopping

Videos

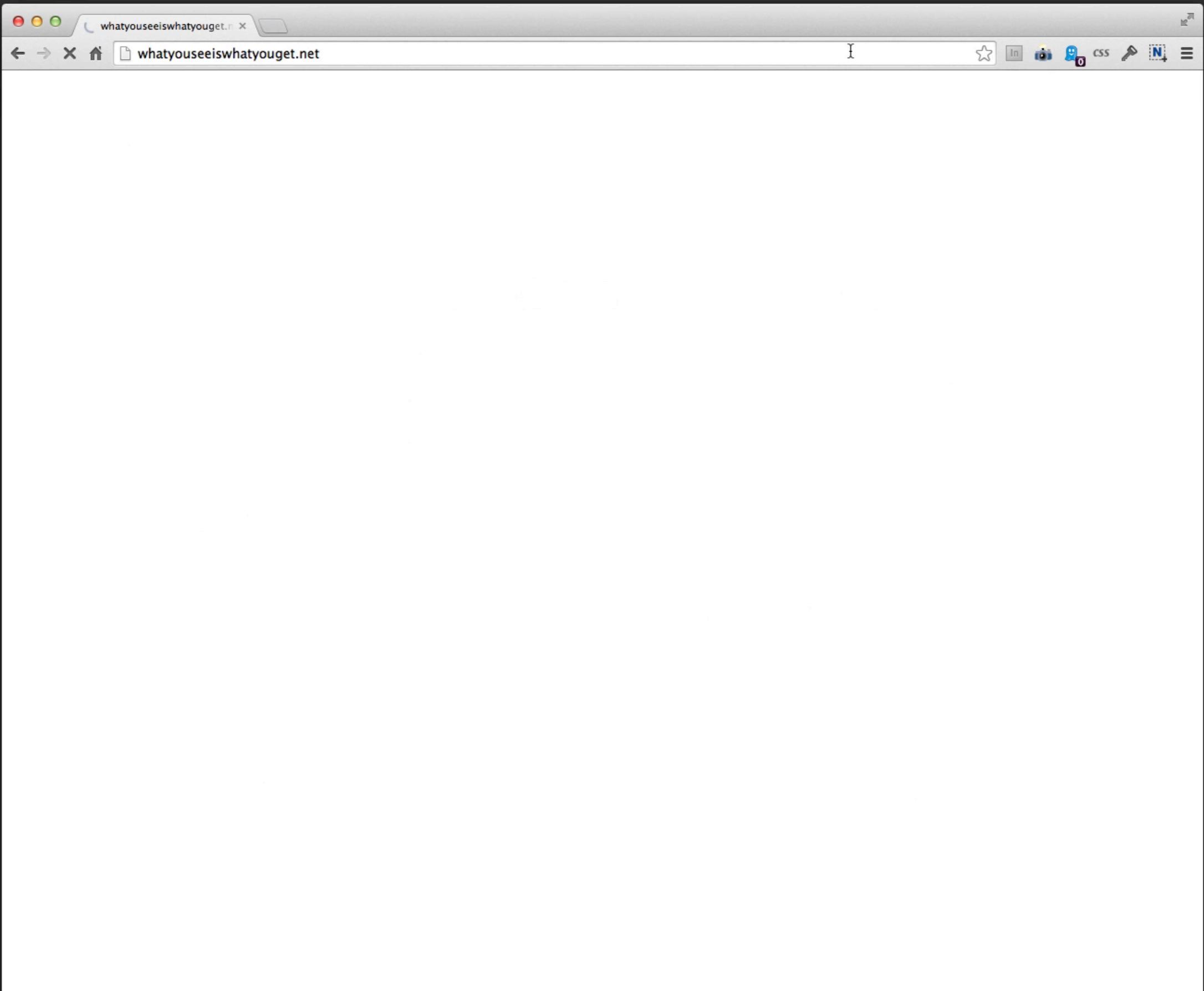
News

More ▾

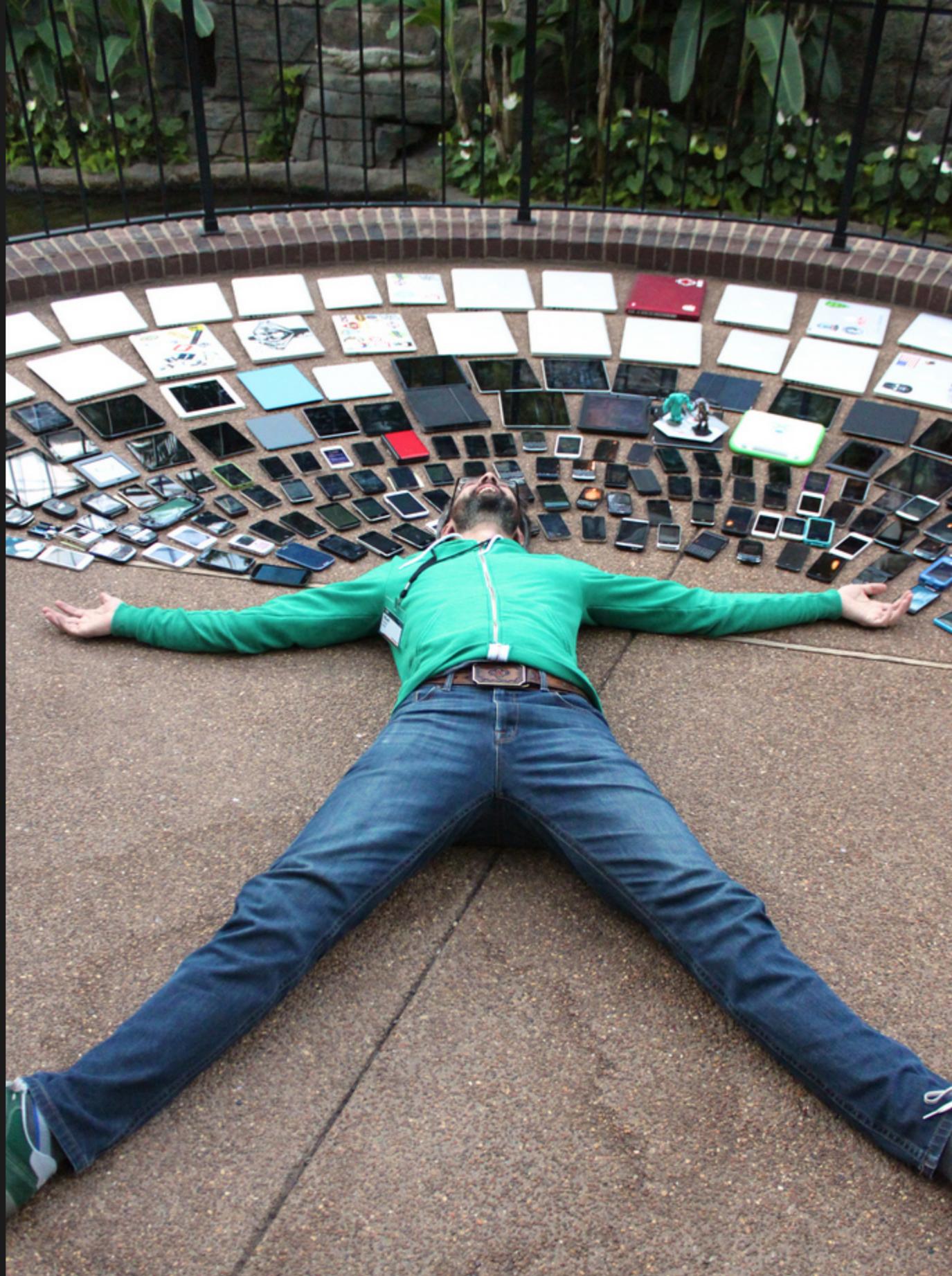
Search tools

SafeSearch ▾





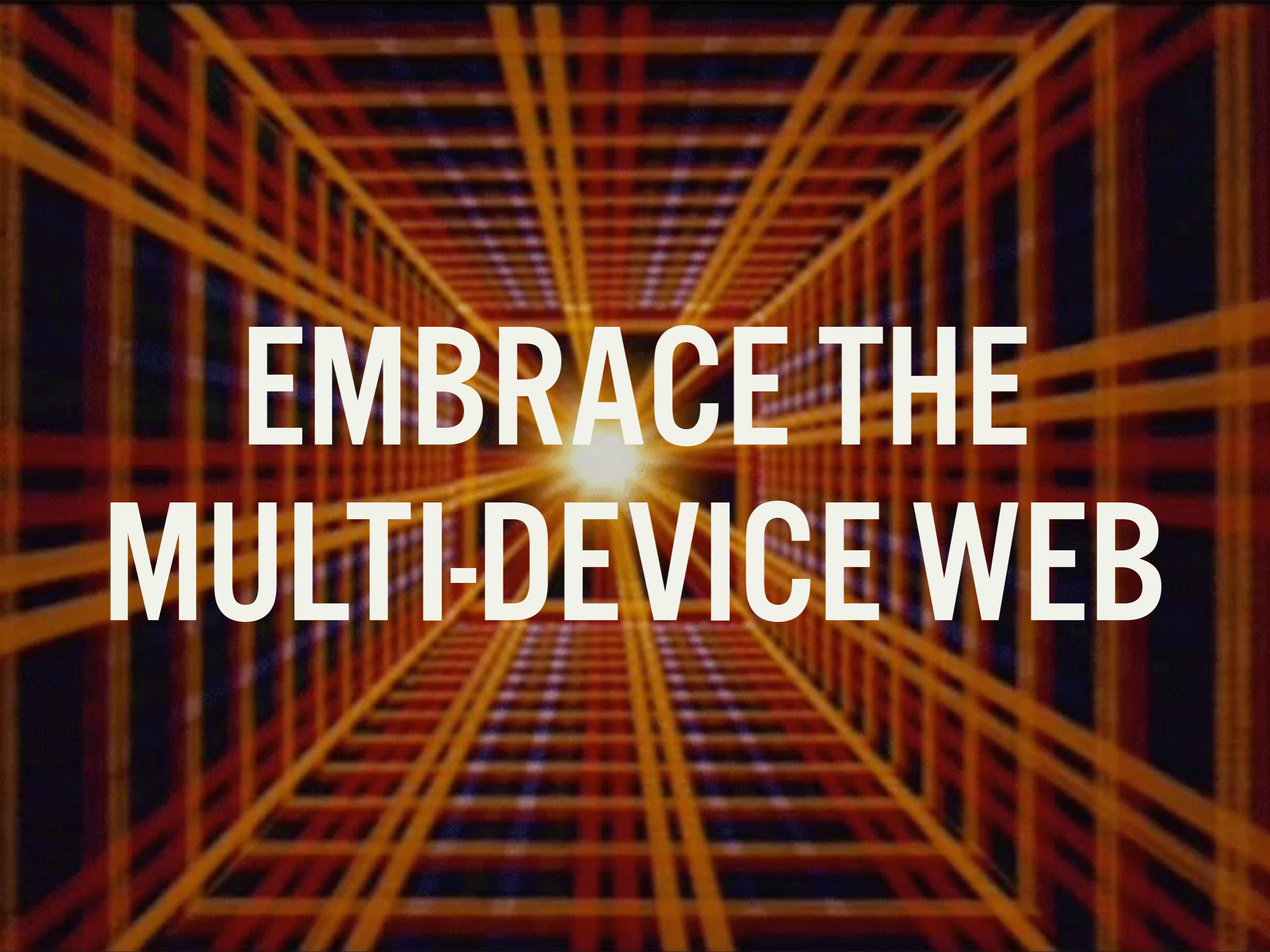
whatyouseeiswhatyouget.net



flickr.com/photos/lukew/10412448136

It is the nature of the web to be flexible, and it should be our role as designers and developers to embrace this flexibility, and produce pages which, by being flexible, are accessible to all.

—John Allsopp, A Dao of Web Design, 2000



EMBRACE THE
MULTI-DEVICE WEB

A color photograph of an older man with grey hair, wearing a blue suit jacket, a white shirt, and a red patterned tie. He is looking slightly upwards and to his right with a thoughtful expression. The background is a soft-focus indoor setting.

LET'S PRETEND

***Did you ever grow anything
in the garden of your mind?***

HOW WE #RWD

(At Paravel)

DEVICE-AGNOSTIC

(device not-known)

DEVICE-AGNOSTIC

1. Hostile browsers

DEVICE-AGNOSTIC

1. Hostile browsers
2. Tiny screens

DEVICE-AGNOSTIC

1. Hostile browsers
2. Tiny screens
3. Slow connection speeds

DEVICE-AGNOSTIC

1. Hostile browsers
2. Tiny screens
3. Slow connection speeds
4. Touch inputs

DEVICE-AGNOSTIC

1. Hostile browsers
2. Tiny screens
3. Slow connection speeds
4. Touch inputs

(no uni-taskers)

1. HOSTILE BROWSERS

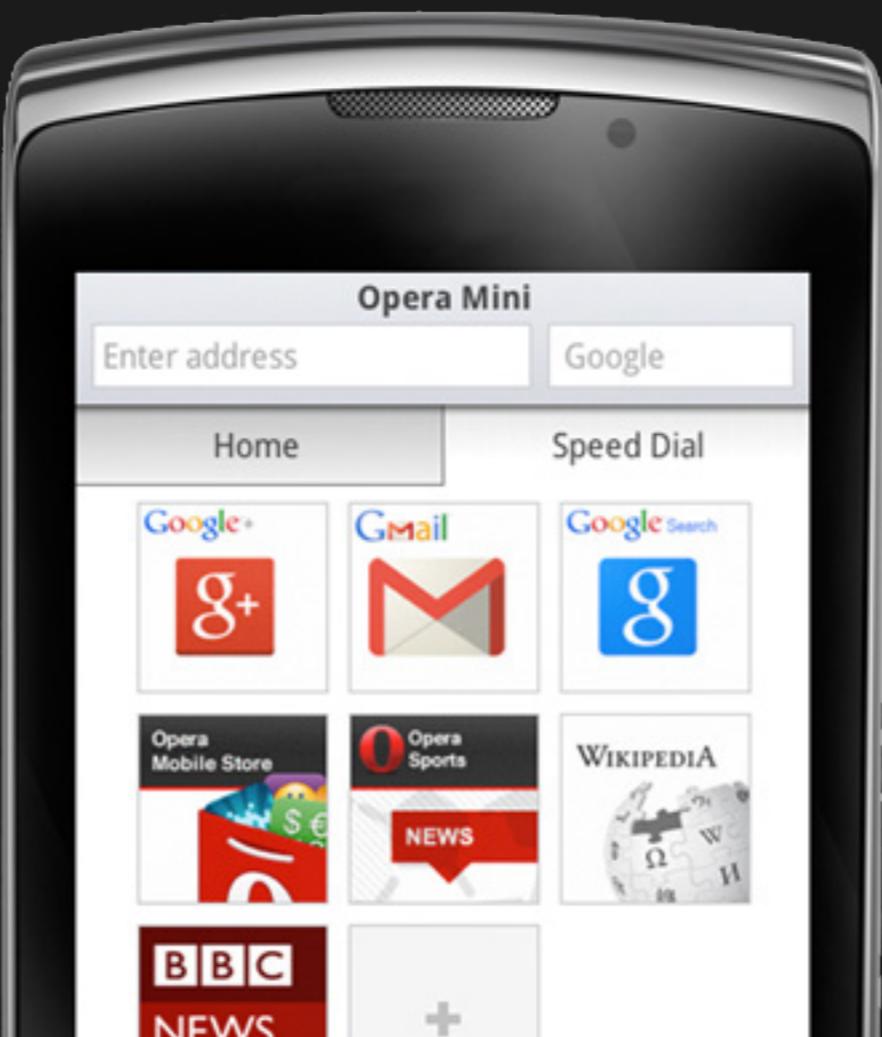
MORE TO CONSIDER THAN



A USER'S
DELIBERATE CHOICE

OPERA MINI

OPERA MINI



OPERA MINI

- Up to 90% data savings

OPERA MINI

- Up to 90% data savings
- Over 250 million users

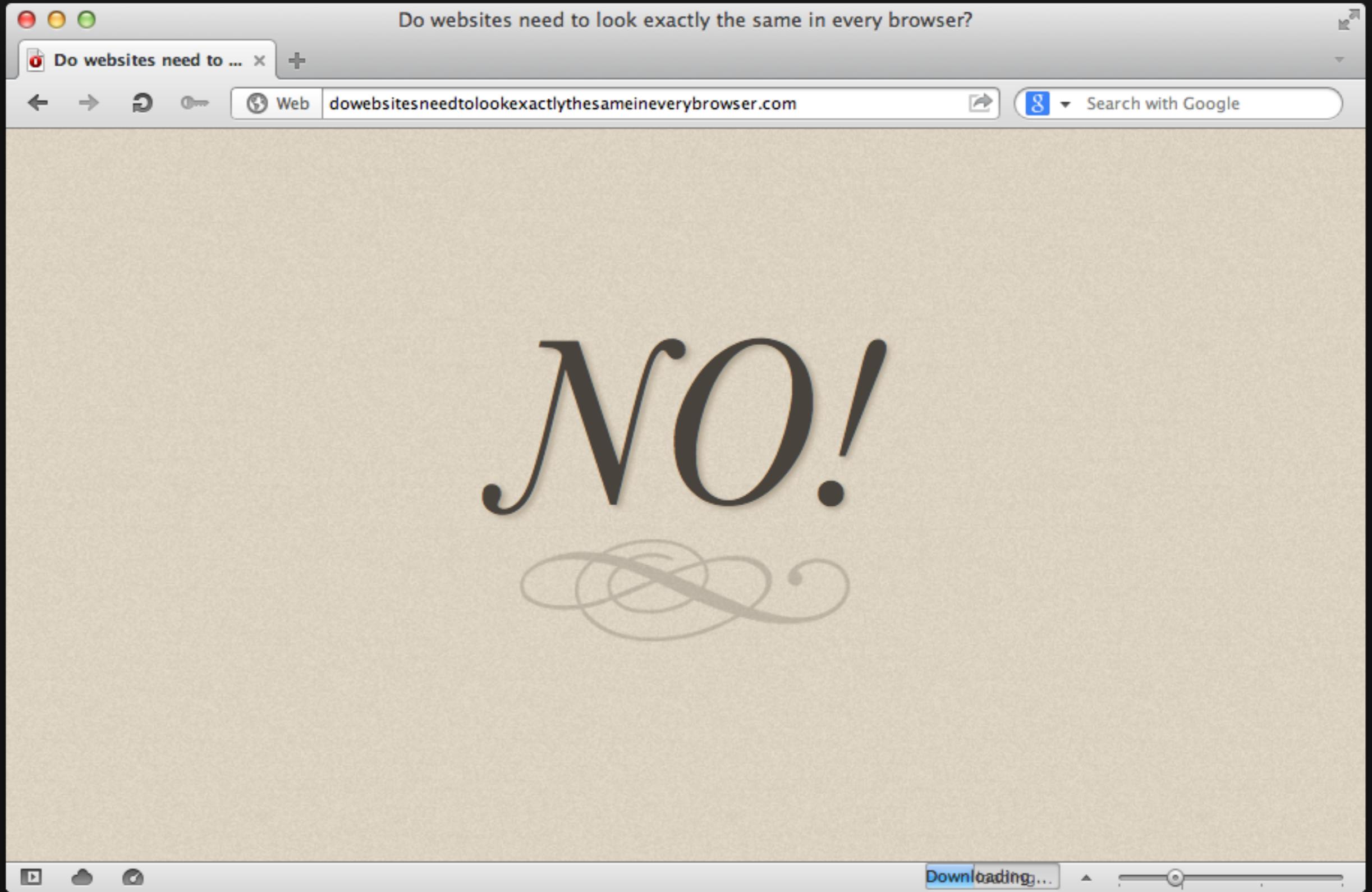
CSS

“Dotted and dashed borders are however rendered as solid for bandwidth and memory reasons.”

WEBFONTS

“Mini uses the fonts present on the device it runs on.”

“Opera Mini will only use one family of font per page,
and setting font-family will have no effect.”



dowebsiteneedtolookexactlythesameineverybrowser.com

A screenshot of a Twitter post from user Jeremy Keith (@adactio). The post contains the following text:

@scottjenson @lukew The web isn't a "platform" like a native OS: it's a continuum. Varying support levels work with progressive enhancement.

The post has 30 retweets and 23 favorites. The timestamp is 4:11 PM - 25 Feb 2014. There are 10 small profile pictures displayed below the stats.

Further reading: adactio.com/journal/6692

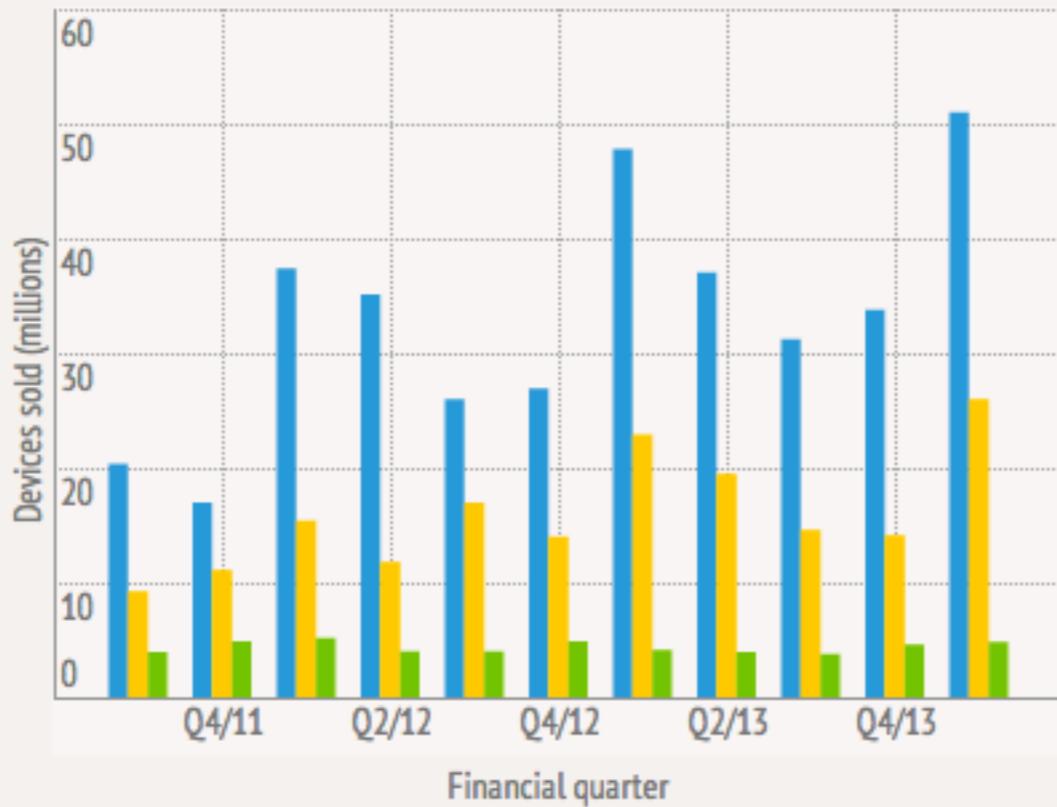
THE PROBLEM WITH...



2. TINY SCREENS

THE VERGE

APPLE DEVICE SALES



iPhone | iPad | Mac

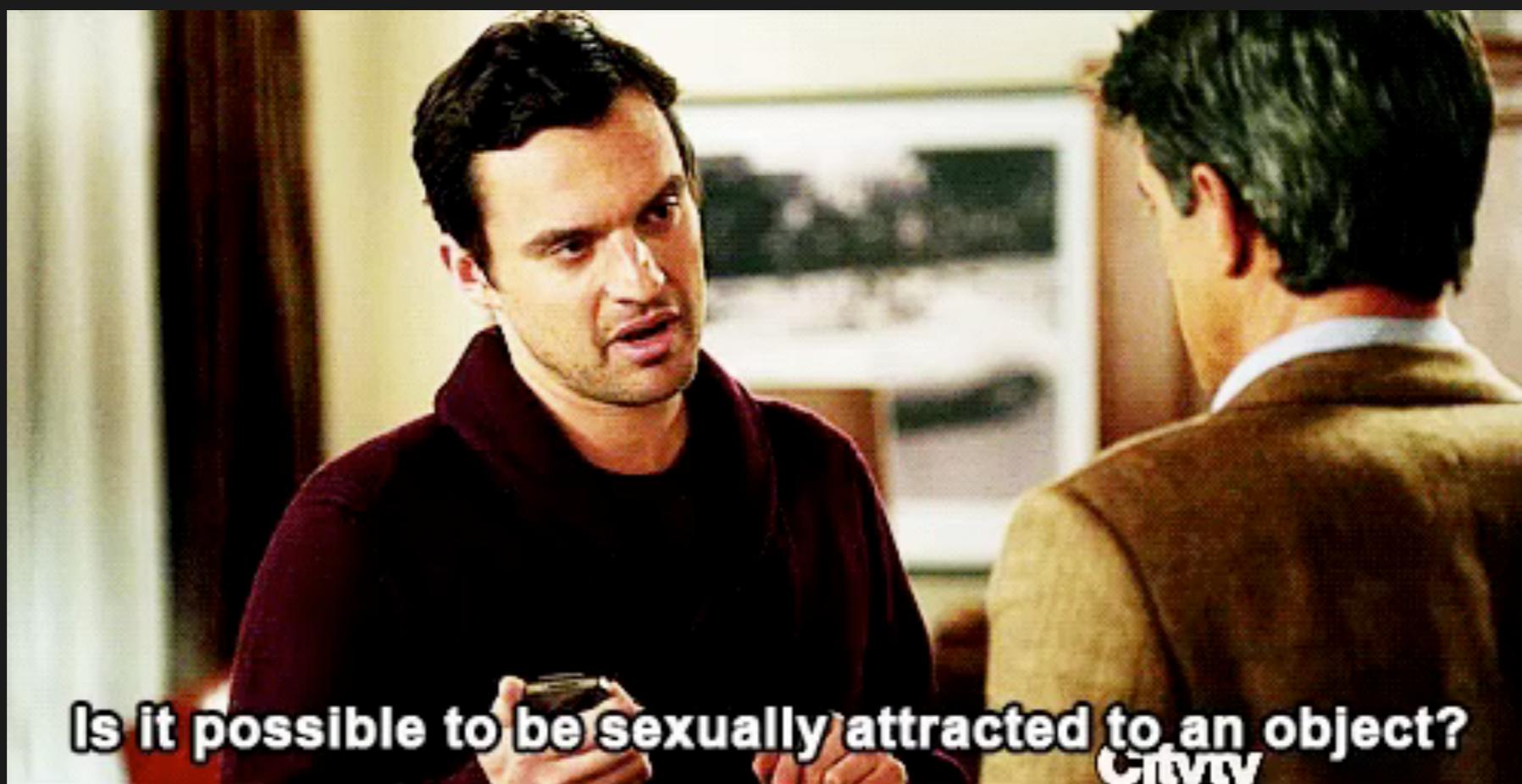


theverge.com

Create infographics

infogr.am

Obligatory Stats



*90% [of users] use multiple screens
sequentially to accomplish a task over time.*

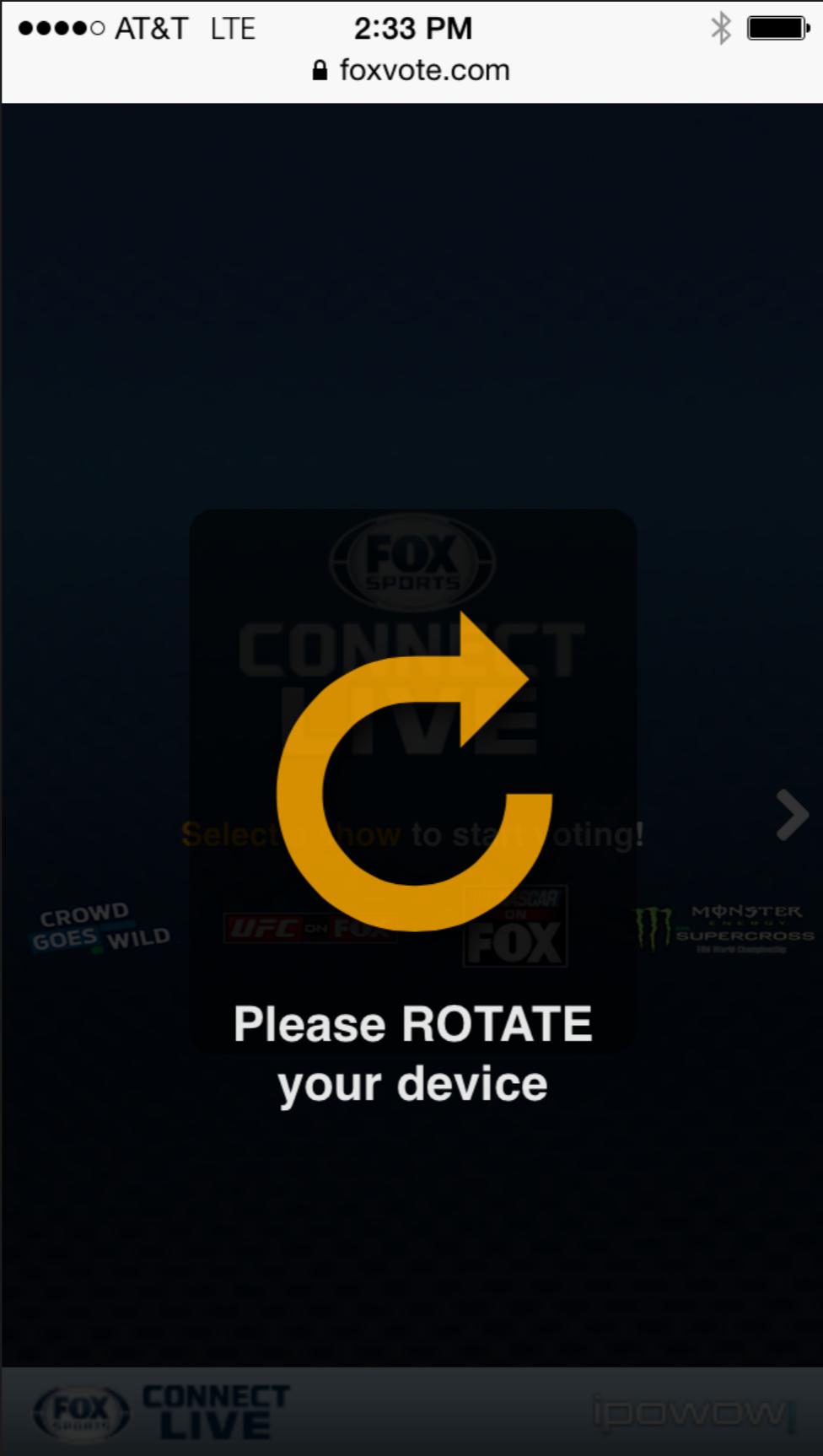
—Google, The New Multi-screen World

It is your mission to get your content out, on whichever platform, in whichever format your audience wants to consume it. Your users get to decide how, when, and where they want to read your content. It is your challenge and your responsibility to deliver a good experience to them.

—Karen McGrane, Your Content, Now Mobile, 2012



via <http://wtfmobileweb.com/>



via <http://wtfmobileweb.com/>



via <http://wtfmobileweb.com/>

*If a piece of content doesn't fit
into a mobile experience, what
qualifies it for the desktop?*

—Anyone from Paravel in a
room full of pissed off people

3. SLOW CONNECTION SPEEDS

SLOW PAGES LOSE USERS

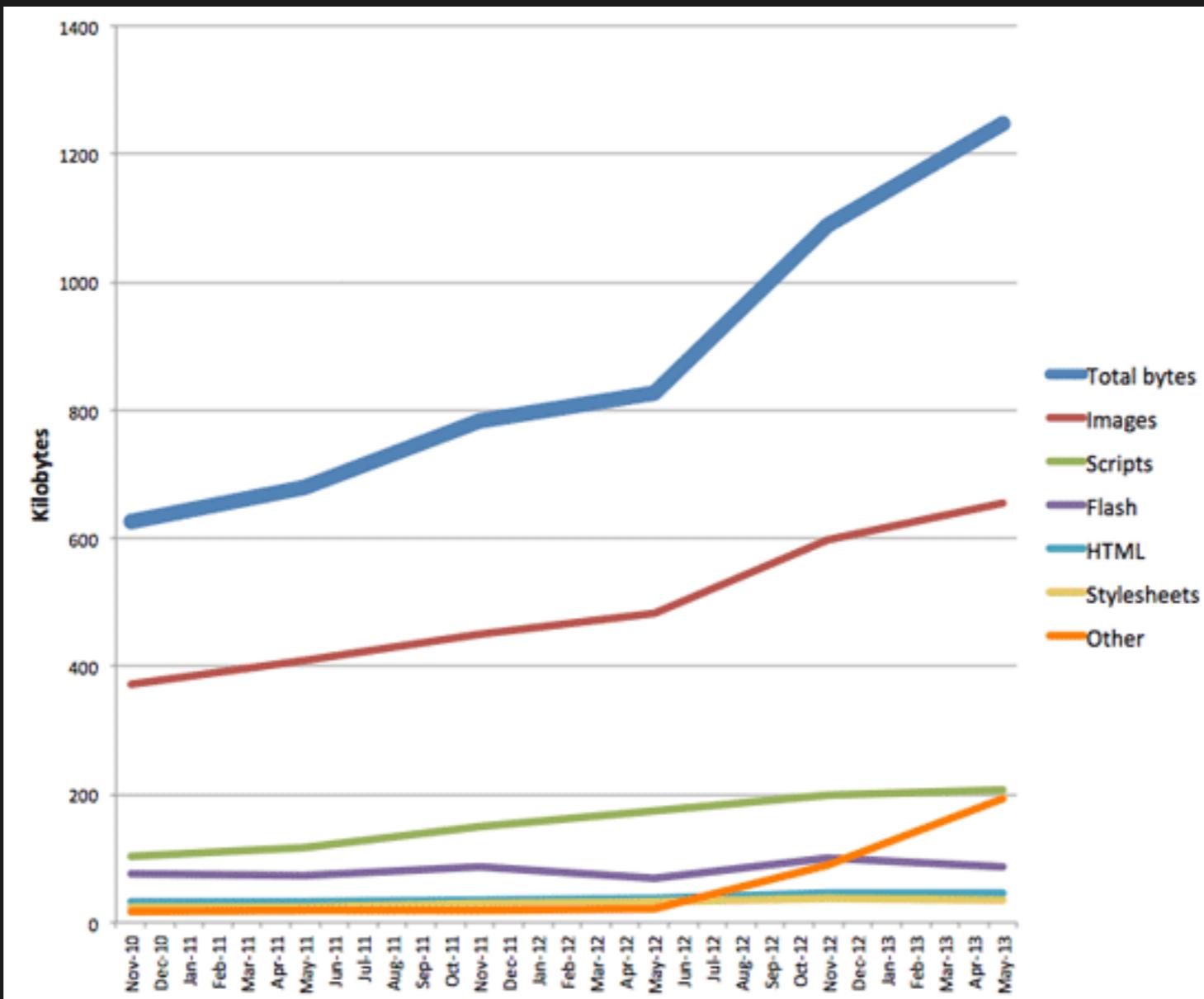
Type of Delay	Delay (ms)	Experiment Duration (weeks)	Impact on Average Daily Searches Per User
Pre-header	50	4	Not measurable
Pre-header	100	4	-0.20%
Post-header	200	6	-0.29%
Post-header	400	6	-0.59%
Post-ads	200	4	-0.30%

via <http://radar.oreilly.com>

**THE AVERAGE WEB PAGE
HAS ALMOST DOUBLED
IN SIZE SINCE 2010**

via <http://www.webperformancetoday.com>

828KB TO 1.2MB



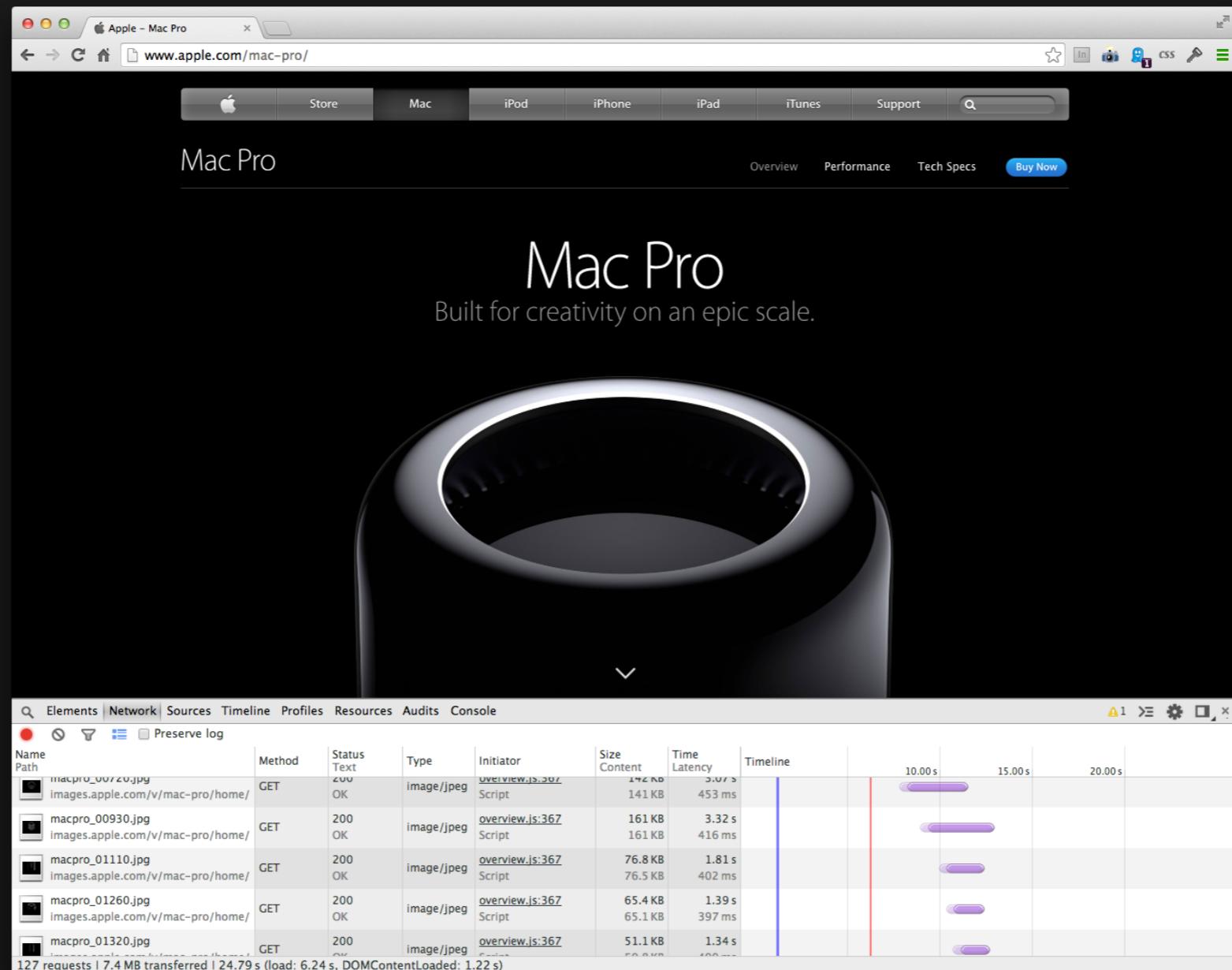
via <http://www.webperformancetoday.com>

With anything added to a page, you need to be able to answer the question of “What value does this provide?” and in turn be able to determine if the value outweighs the pain.

—Tim Kadlec, Fast Enough, 2014

**EVERY DECISION IS A
BUSINESS DECISION**

7.4MB ON LOAD, 24.7MB TOTAL



via <http://www.apple.com/mac-pro>

A screenshot of the Apple website homepage, viewed in a web browser window. The header features the Apple logo and navigation links for Store, Mac, iPod, iPhone, iPad, iTunes, and Support. A search bar is also present. The main banner image shows a person wearing a straw hat and sunglasses, holding an iPad that displays a video of two people dancing. The banner text reads: "What will your verse be? Everyone has something to share. See how people are using iPad in their unique ways to add to the world's story." Below the banner, there are four promotional cards: "iPhone 5S Forward thinking.", "iPhone 5C For the colorful.", "Supplier Responsibility The latest results of our worldwide efforts.", and "WWDC14 June 2–6 in San Francisco". The footer contains links to the Apple Online Store, Apple Retail Store, reseller, Site Map, Hot News, RSS Feeds, Media Info, Environment, Job Opportunities, Contact Us, and a link to the USA flag.

Apple

www.apple.com

Store Mac iPod iPhone iPad iTunes Support

What will your verse be?

Everyone has something to share. See how people are using iPad in their unique ways to add to the world's story.

Explore the latest story >

iPhone 5S
Forward thinking.

iPhone 5C
For the colorful.

Supplier Responsibility
The latest results of our worldwide efforts.

WWDC14
June 2–6 in San Francisco

Shop the [Apple Online Store](#) (1-800-MY-APPLE), visit an [Apple Retail Store](#), or find a [reseller](#). [Site Map](#) | [Hot News](#) | [RSS Feeds](#) | [Media Info](#) | [Environment](#) | [Job Opportunities](#) | [Contact Us](#) |

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4. TOUCH INPUTS

TOUCH≠MOBILE

TOUCH ≠ TABLET



<http://today.tumblr.com>

<http://www.zktek.com>



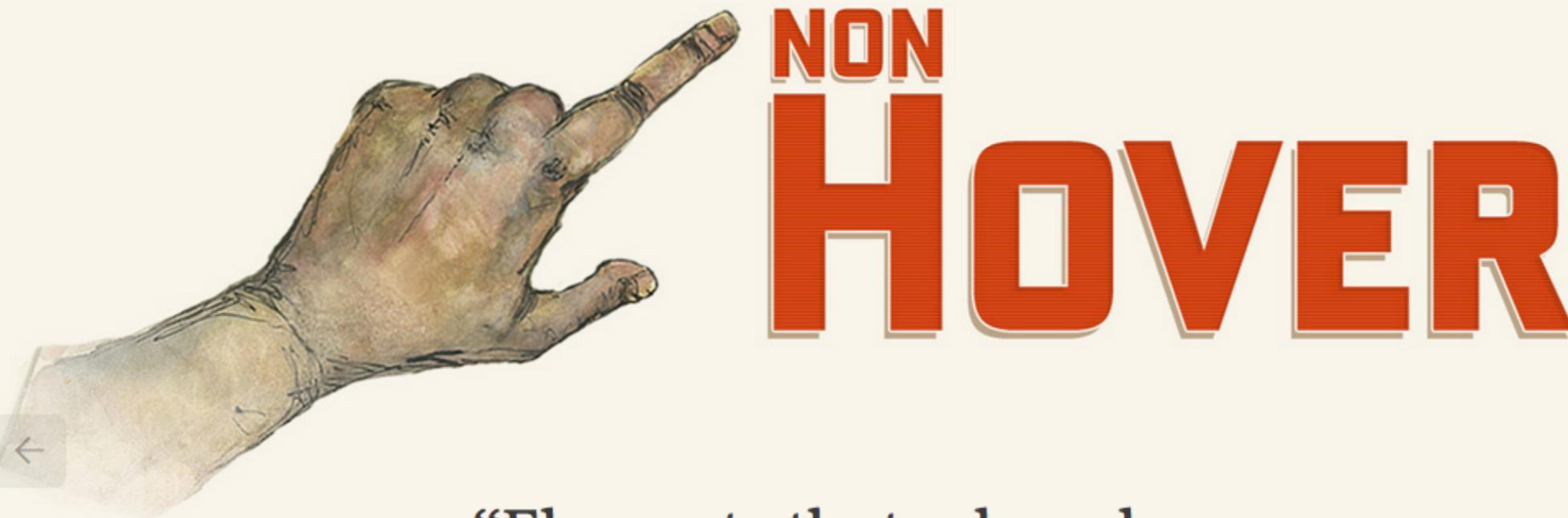
via <http://www.crn.com.au>

FAT FINGER FRIENDLY





via <http://www.usetechtips.com>



“Elements that rely only on `mousemove`, `mouseover`, `mouseout` or the CSS pseudo-class `:hover` may not always behave as expected on a touch-screen device such as iPad or iPhone.”

BROWSE

Heavy Rotation
Recent Activity
Top Charts
New Releases
Recommendations
Stations

YOUR MUSIC

Collection
History

PLAYLISTS

- NYE
- TBD
- 2012 Shortlist by Naz Hamid
- Temp Queue
- Fall 2011
- Winter 2012
- Spring 2012
- Summer 2012
- Concentrate
- Focus
- Weekend
- My Go-To
- Piano Solo by Jez Burrows
- Winter 2011 by Wilson Miner
- Cold A/C and Colder Beer: Honky Tonk Classics by Jay B Sauceda
- Workout
- FIFA 14 by Isaac Hernández

Trent Walton
Horseshoe Bay, TX  

12 Playlists 8 Reviews 843 Followers 126 Following

Top Albums

Album Cover	Artist	Title	Song Count
	Bombay Bicycle Club	So Long, See You Tom...	10 songs
	Beck	Morning Phase	13 songs
	Phantogram	Voices	11 songs
	Wild Beasts	Present Tense	11 songs
	Bruce Springsteen	High Hopes	12 songs
	The Acorn	No Ghost	11 songs

Recent Activity

Trent Walton added some music to his collection.

Album Cover	Artist	Title	Song Count
	Elbow	The Take Off And La...	10 songs
	Wild Beasts	Present Tense	11 songs
	CHVRCHES	The Bones of CHVRCHES	16 songs

Trent Walton added some music to his collection.

ic

Top Albums

Album Cover	Artist	Title	Song Count
	Bombay Bicycle Club	So Long, See You To...	10 songs
	Beck	Morning Phase	13 songs
	Phantogram	Voices	11 songs
	St. Vincent	Dionysus	11 songs
	Fanfarlo	Let's Go Extinct	10 songs
	Wild Beasts	Present Tense	11 songs

Recent Activity

Fa — N

WEB IMAGES VIDEOS MAPS NEWS MORE

2 1 Trent

bing milwaukee police

Also try Milwaukee Police Department · Milwaukee Police Districts · City of Milw...

4,650,000 RESULTS Any time ▾

Including results for **milwaukee police**.
Do you want results only for milwaukee police?

Welcome to the [Milwaukee Police Department - City Home](#)
[city.milwaukee.gov](#) · City Home ▾
VISION A Milwaukee where all can live safely and without fear, protected by a police department with the highest ethical and professional standards.

Police Districts
Police Districts Click on district area on map below to be directed to ...

Job Opportunities
MPD Job Opportunities For more information, click on a job title ...

Obtain a Police Report
Obtain A Police Report. Police reports are available through the ...
See results only from city milwaukee gov

Milwaukee Police News
[www.milwaukeepolicenews.com](#) ▾
7 DAYS AGO Strong Armed Robbery Suspect Sought Milwaukee Police are asking for your help ... 2 WEEKS AGO Milwaukee Police Ask Public to Help Solve Recent Bank ...

Milwaukee Police Department - Wikipedia, the free encyclopedia
[en.wikipedia.org/wiki/Milwaukee_Police_Department](#) ▾
The Milwaukee Police Department is the police department organized under the city of Milwaukee, Wisconsin. The department has a contingent of about 1,300 sworn ... History · Structure · Misconduct · Fallen officers

Shooting on Milwaukee's north west side - 620 WTMJ
[www.620wtmj.com/news/local/Shooting-on-Milwaukee-s-north-west-side](#)

See results for

Milwaukee Police Department
The Milwaukee Police Department is the police department organized under the city of Milwaukee, Wisconsin. The department has a contingent of about

Ad related to milwaukee police

Police Arrest Milwaukee
[www.InstantCheckMate.com](#)
View Anyone's Criminal History! Police Arrest Reports In Seconds.
See your ad here ▾

Related searches

[City of Milwaukee Police Department](#)
[Milwaukee Police Department Jobs](#)
[Milwaukee Police Dept Districts](#)
[Milwaukee Police Department Open Records](#)
[Madison Police](#)
[Data Chart On Graffiti Happening in Milwaukee](#)
[JSOnline](#)
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Esc F1 F2 F3 F4 F5 F6 F7 F8 F9 F10 F11 F12 F120 F121 F122 F123 F124 F125 F126 F127 F128 F129 F1200 F1201 F1202 F1203 F1204 F1205 F1206 F1207 F1208 F1209 F120A F120B F120C F120D F120E F120F F120G F120H F120I F120J F120K F120L F120M F120N F120O F120P F120Q F120R F120S F120T F120U F120V F120W F120X F120Y F120Z F120A0 F120B0 F120C0 F120D0 F120E0 F120F0 F120G0 F120H0 F120I0 F120J0 F120K0 F120L0 F120M0 F120N0 F120O0 F120P0 F120Q0 F120R0 F120S0 F120T0 F120U0 F120V0 F120W0 F120X0 F120Y0 F120Z0 F120A1 F120B1 F120C1 F120D1 F120E1 F120F1 F120G1 F120H1 F120I1 F120J1 F120K1 F120L1 F120M1 F120N1 F120O1 F120P1 F120Q1 F120R1 F120S1 F120T1 F120U1 F120V1 F120W1 F120X1 F120Y1 F120Z1 F120A2 F120B2 F120C2 F120D2 F120E2 F120F2 F120G2 F120H2 F120I2 F120J2 F120K2 F120L2 F120M2 F120N2 F120O2 F120P2 F120Q2 F120R2 F120S2 F120T2 F120U2 F120V2 F120W2 F120X2 F120Y2 F120Z2 F120A3 F120B3 F120C3 F120D3 F120E3 F120F3 F120G3 F120H3 F120I3 F120J3 F120K3 F120L3 F120M3 F120N3 F120O3 F120P3 F120Q3 F120R3 F120S3 F120T3 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F120K33 F120L33 F120M33 F120N33 F120O33 F120P33 F120Q33 F120R33 F120S33 F120T33 F120U33 F120V33 F120W33 F120X33 F120Y33 F120Z33 F120A34 F120B34 F120C34 F120D34 F120E34 F120F34 F120G34 F120H34 F120I34 F120J34 F120K34 F120L34 F120M34 F120N34 F120O34 F120P34 F120Q34 F120R34 F120S34 F120T34 F120U34 F120V34 F120W34 F120X34 F120Y34 F120Z34 F120A35 F120B35 F120C35 F120D35 F120E35 F120F35 F120G35 F120H35 F120I35 F120J35 F120K35 F120L35 F120M35 F120N35 F120O35 F120P35 F120Q35 F120R35 F120S35 F120T35 F120U35 F120V35 F120W35 F120X35 F120Y35 F120Z35 F120A36 F120B36 F120C36 F120D36 F120E36 F120F36 F120G36 F120H36 F120I36 F120J36 F120K36 F120L36 F120M36 F120N36 F120O36 F120P36 F120Q36 F120R36 F120S36 F120T36 F120U36 F120V36 F120W36 F120X36 F120Y36 F120Z36 F120A37 F120B37 F120C37 F120D37 F120E37 F120F37 F120G37 F120H37 F120I37 F120J37 F120K37 F120L37 F120M37 F120N37 F120O37 F120P37 F120Q37 F120R37 F120S37 F120T37 F120U37 F120V37 F120W37 F120X37 F120Y37 F120Z37 F120A38 F120B38 F120C38 F120D38 F120E38 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F120A43 F120



04.3.14

FEATURED STORY

MILWAUKEE POLICE, MILWAUKEE FIRE TRAIN TOGETHER FOR ACTIVE SHOOTER SCENARIO

[READ FULL STORY](#)

HEROES

THE STATS

MOST WANTED



THE SOURCE
THE STATS
MOST WANTED
HEROES
COMMUNITY
ABOUT



PAUSE



Seems legit.

THIS IS EASY TO AGREE
WITH ON THE SURFACE

DEVICE-AGNOSTIC

1. Hostile browsers
2. Tiny screens
3. Slow connection speeds
4. Touch inputs

CHANGE IS HARD

CHANGE IS HARD

1. Organization structure

CHANGE IS HARD

1. Organization structure
2. Content

CHANGE IS HARD

1. Organization structure
2. Content
3. Process / deliverables

CHANGE IS HARD

1. Organization structure
2. Content
3. Process / deliverables
4. Tools

CHANGE IS HARD

1. Organization structure
2. Content
3. Process / deliverables
4. Tools
5. Measures of success

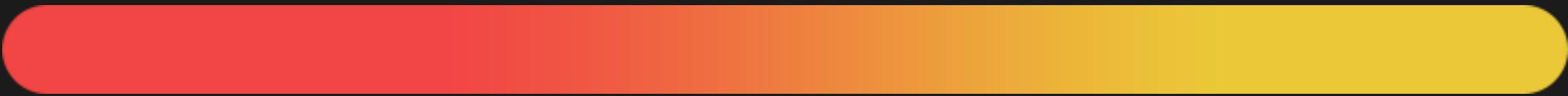


Thanks, @robweychert

**PERCEPTIONS DON'T
CHANGE OVERNIGHT**

CLIENT

CONSULTANT



CLIENT

CONSULTANT



progress

A blurry, sepia-toned photograph showing a person riding a horse from behind. The rider is wearing a hat and a light-colored jacket. They are moving through a field with tall grass or crops. In the background, there are some buildings and trees, though they are out of focus.

#RWD IRL

*It's not browsers, devices, or a
lack of tools that keeps a site
from launching successfully.*

*It's not browsers, devices, or a
lack of tools that keeps a site
from launching successfully.*

It's us.

WHAT CAN WE DO?

WHAT CAN WE DO?

1. Reorganize

WHAT CAN WE DO?

1. Reorganize
2. Improve our relationships

WHAT CAN WE DO?

1. Reorganize
2. Improve our relationships
3. Learn new things

WHAT CAN WE DO?

1. Reorganize
2. Improve our relationships
3. Learn new things
4. Focus on the browser

REORGANIZE



Erika Hall

@mulegirl



Following

The organizational change required by a redesign is the most important and least-discussed aspect of any redesign.

#unglamorous

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RETWEETS

44

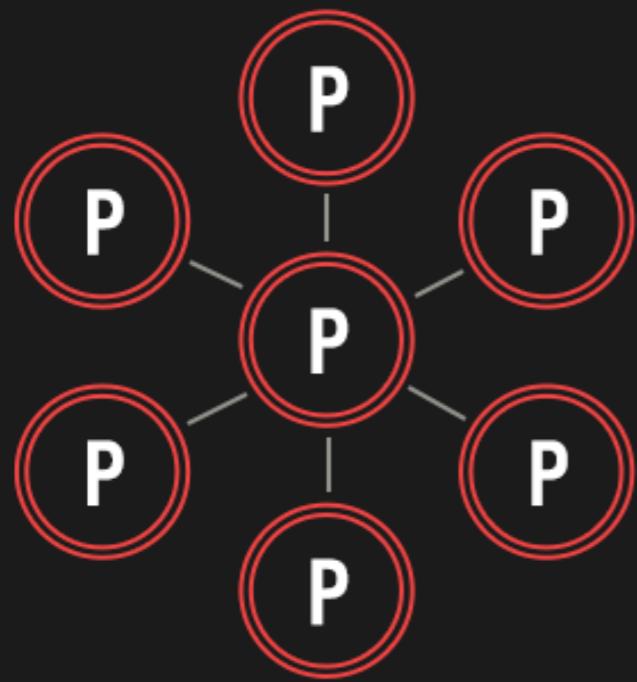
FAVORITES

44

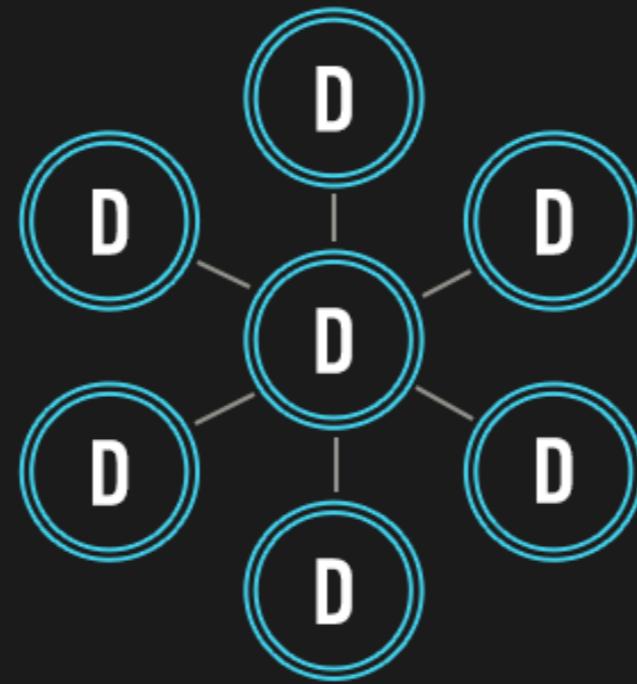


1:29 PM - 22 Apr 2014

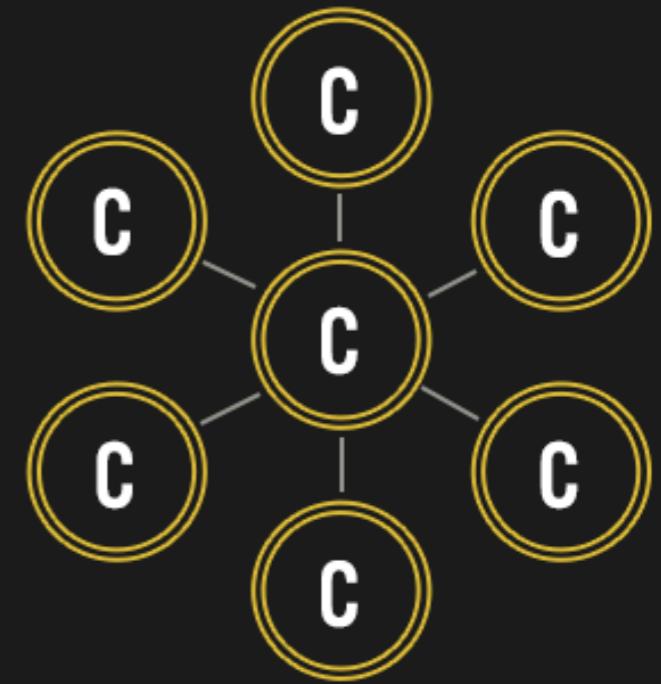
<https://twitter.com/mulegirl/status/458674029717897216>



PLAN



DESIGN



CODE

THE ASSEMBLY LINE



PLAN



DESIGN



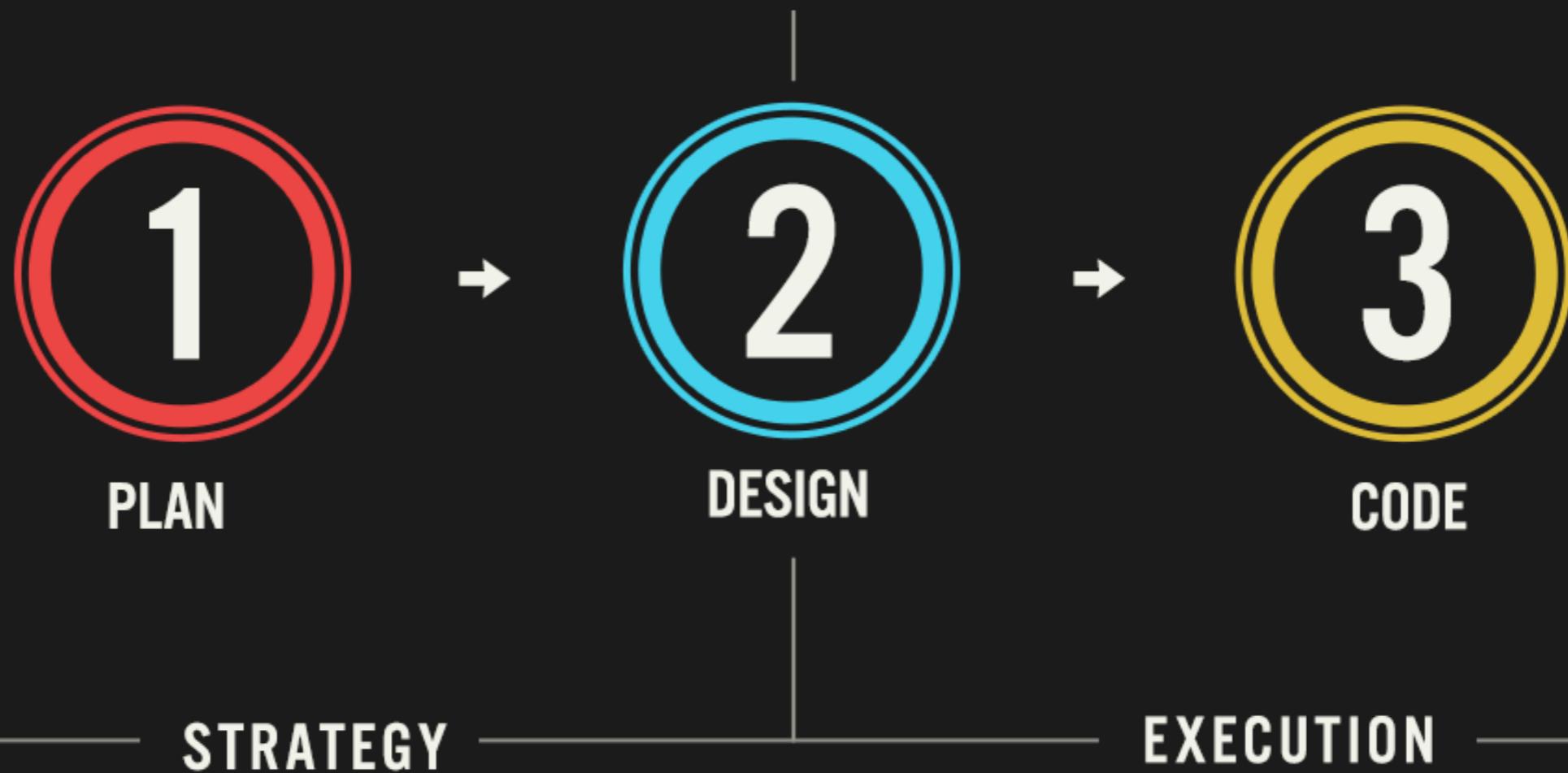
CODE



STRATEGY

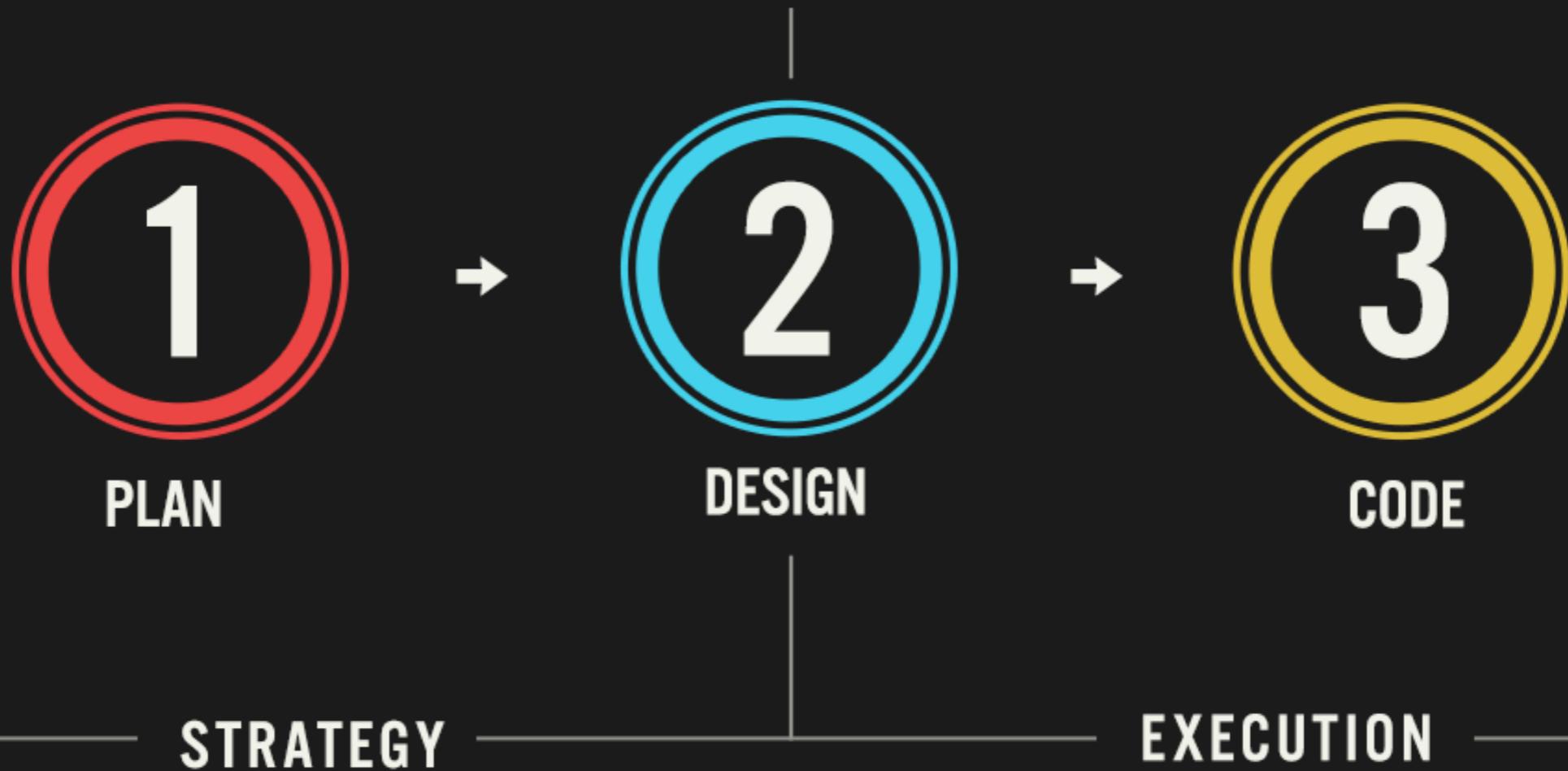
EXECUTION

THE ASSEMBLY LINE



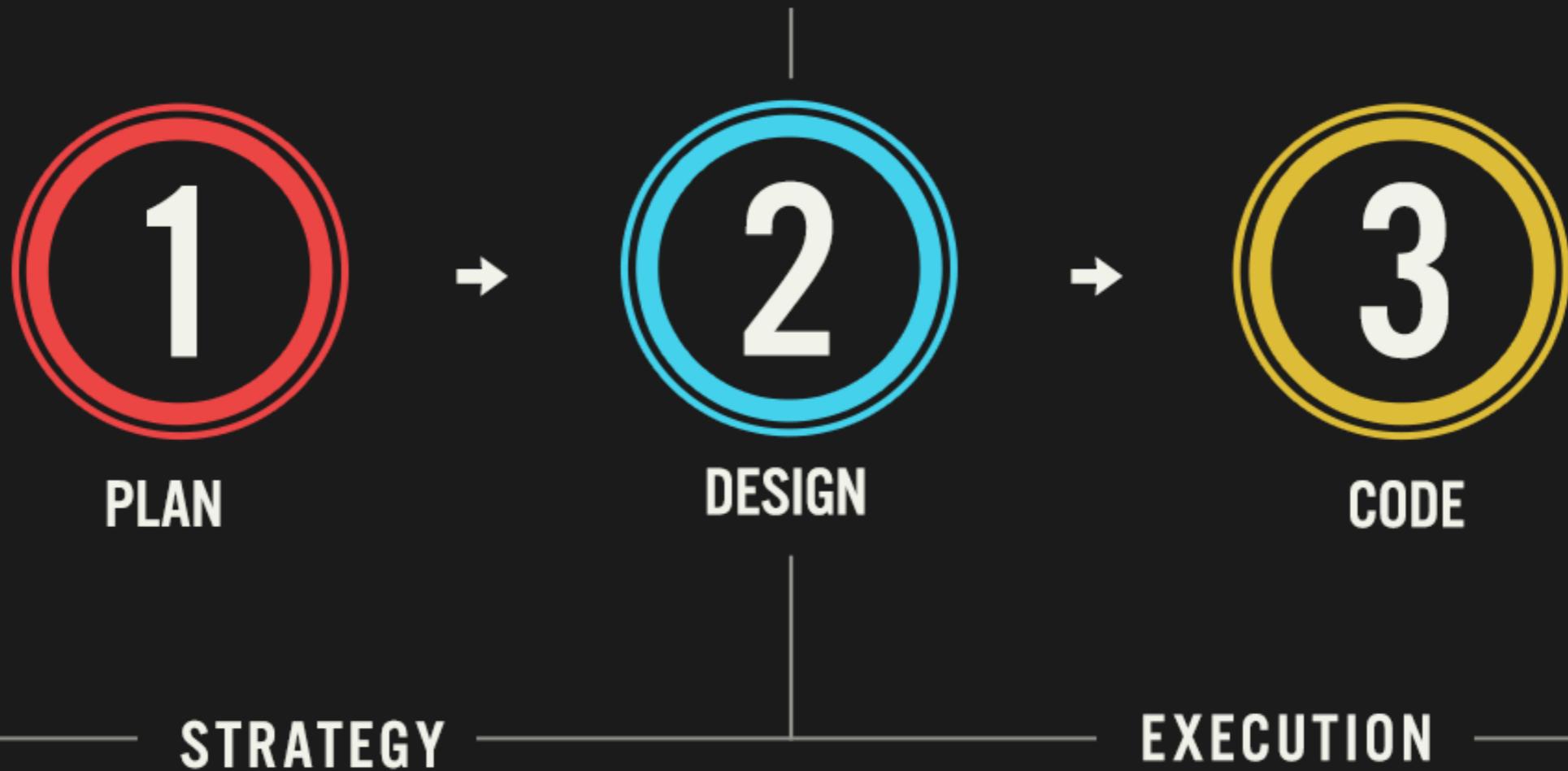
- Team not fully utilized

THE ASSEMBLY LINE



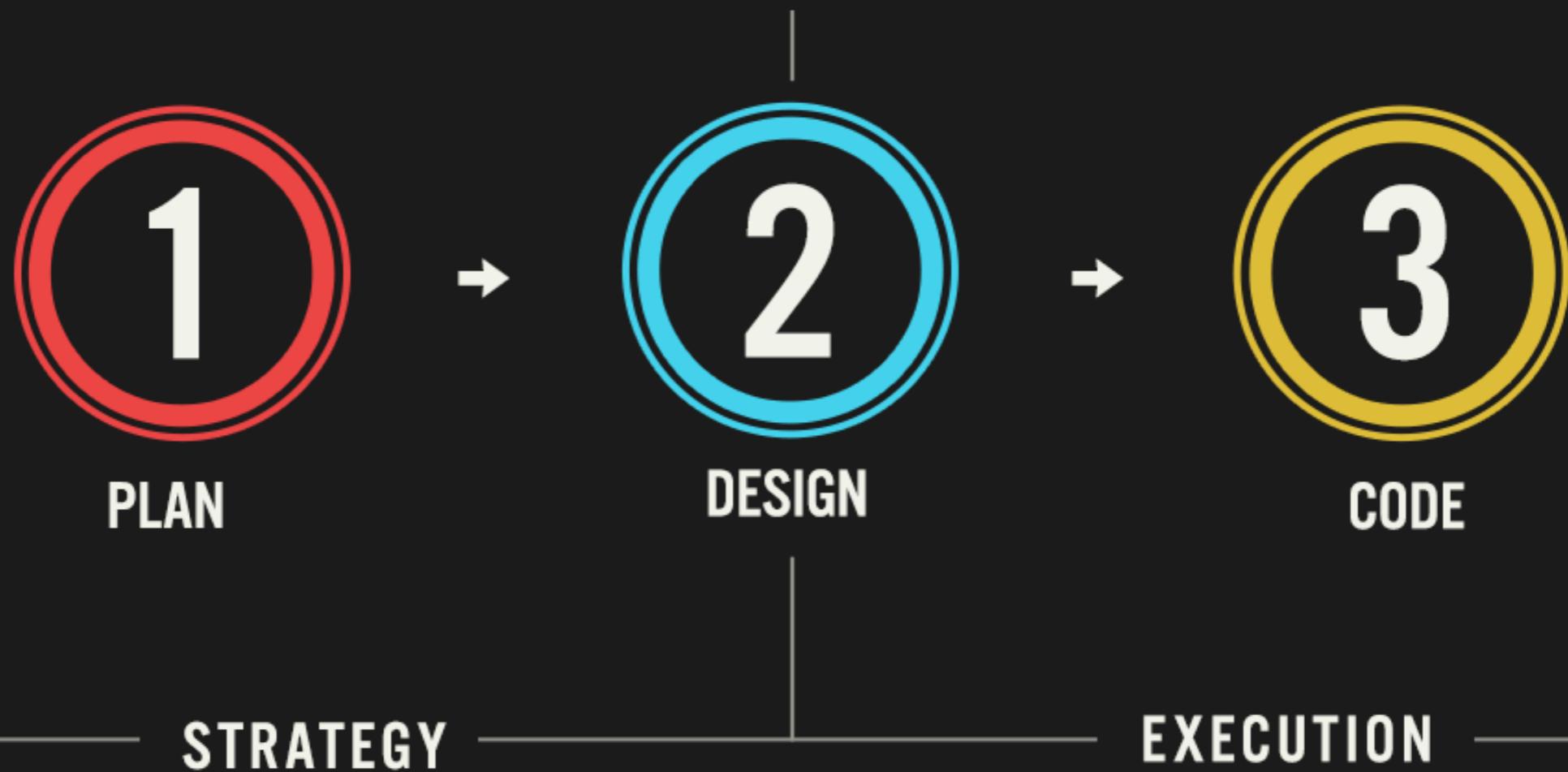
- Team not fully utilized
- Iteration is slow

THE ASSEMBLY LINE

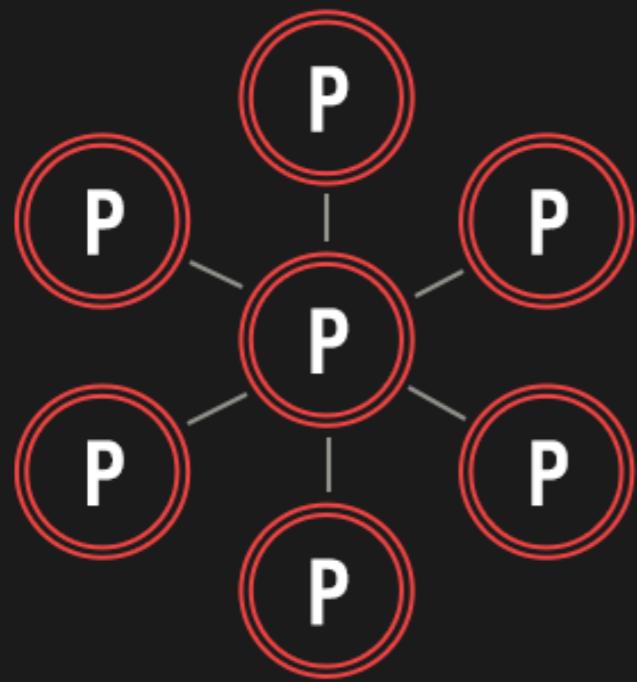


- Team not fully utilized
- Iteration is slow
- Morale drops (tension rises)

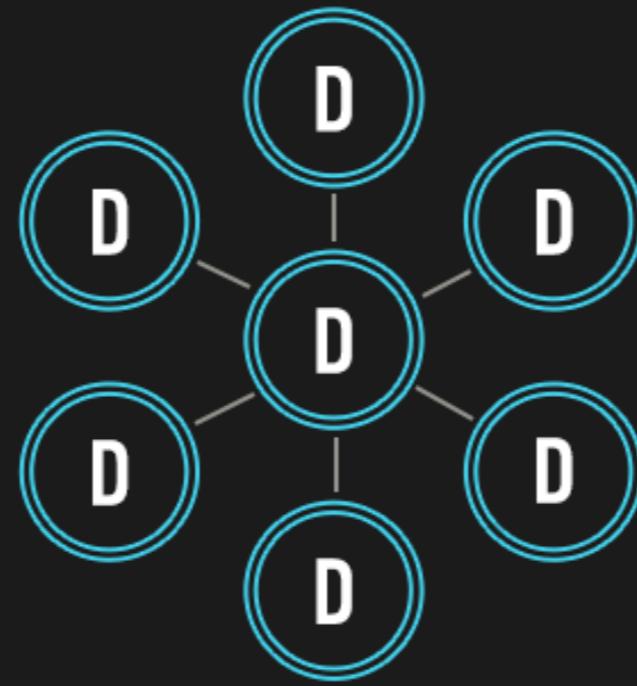
THE ASSEMBLY LINE



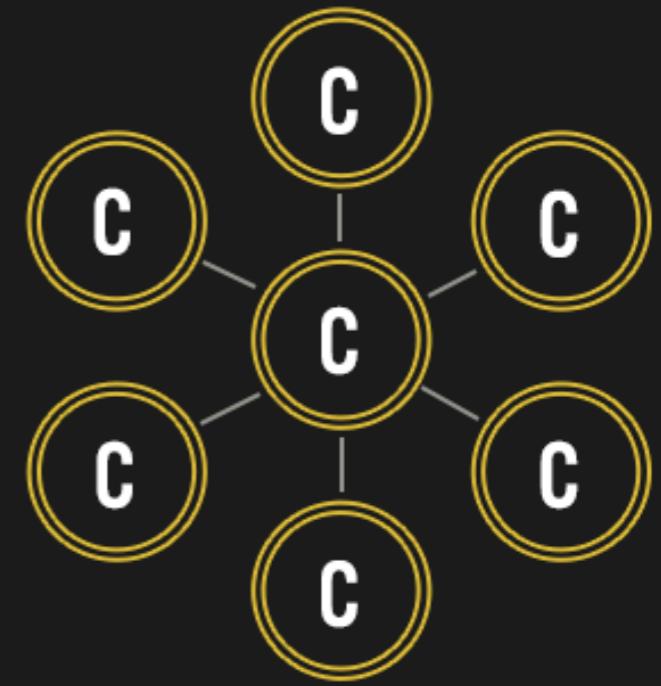
- Team not fully utilized
- Iteration is slow
- Morale drops (tension rises)
- Final product diminished



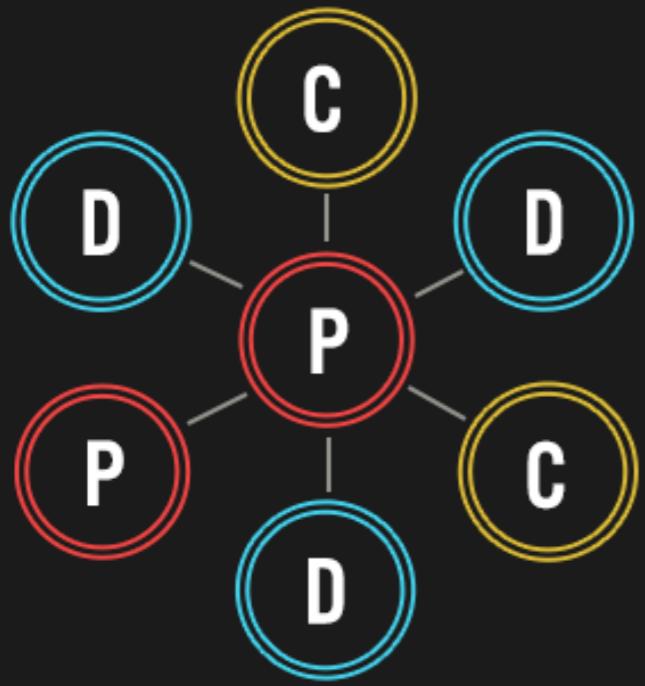
PLAN



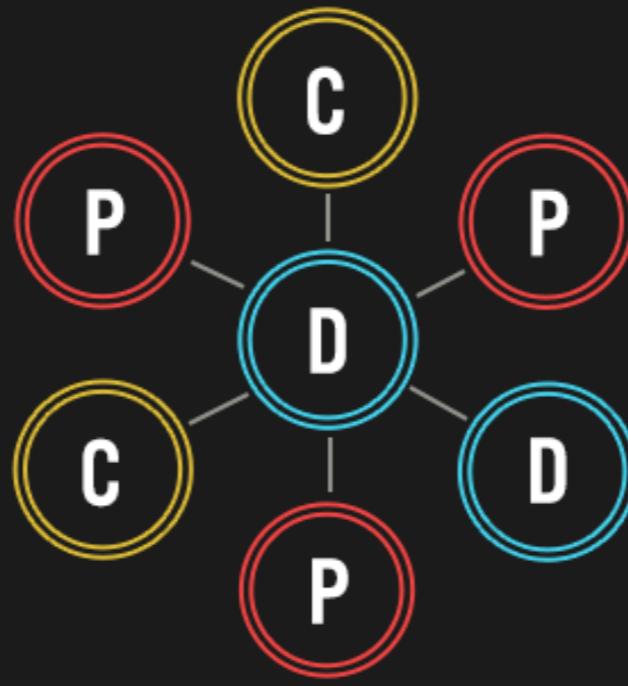
DESIGN



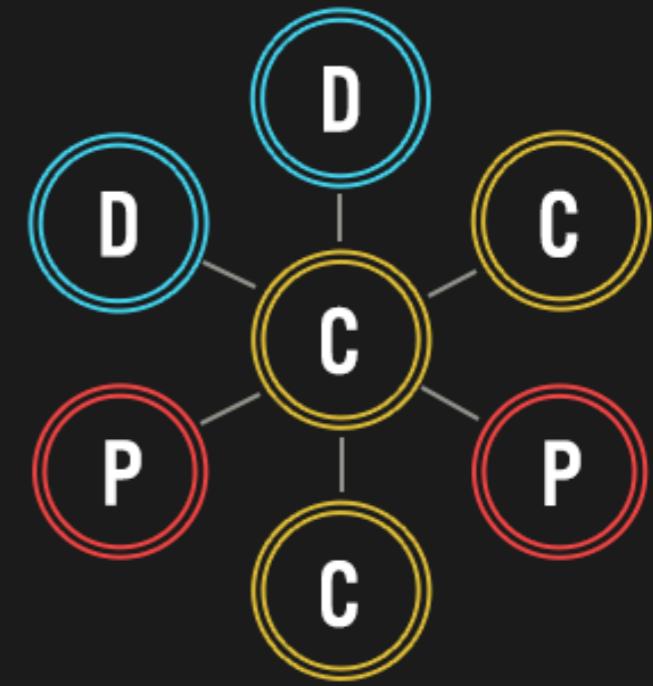
CODE



TEAM 1



TEAM 2



TEAM 3

BABY STEPS

Thanks, @danielmall

PLAN

DESIGN

CODE

PLAN

DESIGN

CODE

PLAN

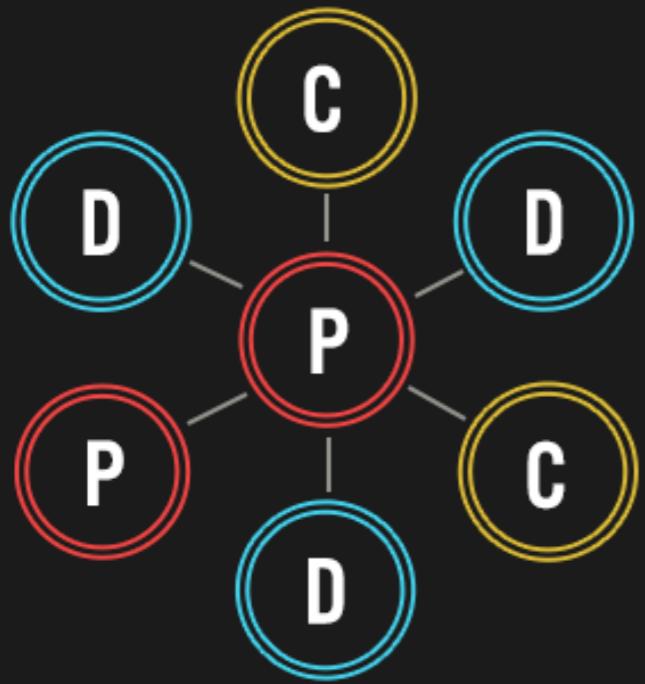
DESIGN

CODE

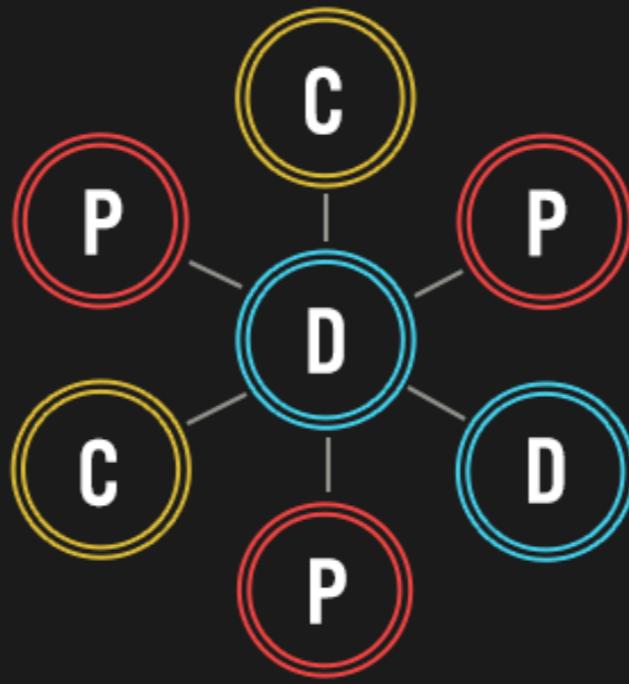
PLAN

DESIGN

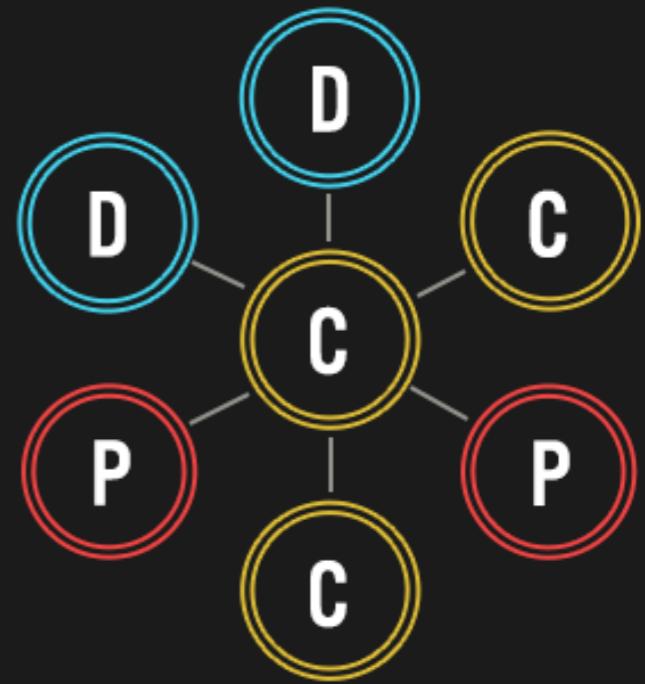
CODE



TEAM 1

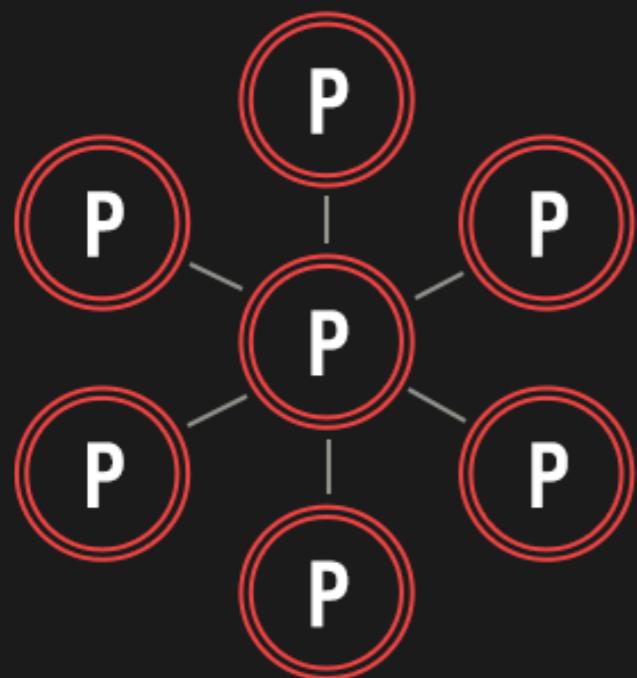


TEAM 2

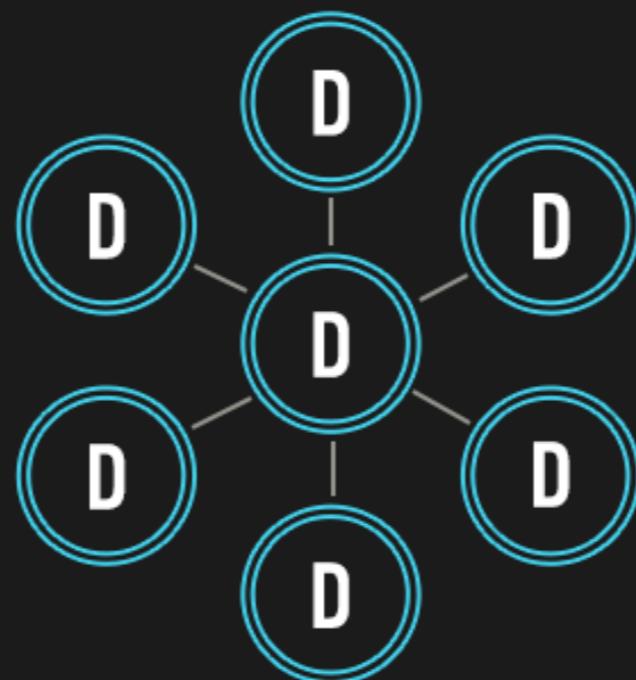


TEAM 3

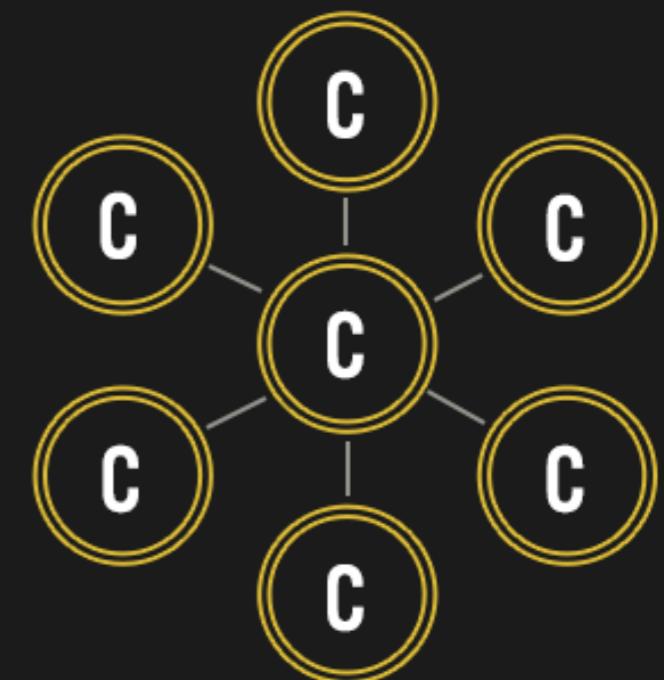
**IMPROVE
RELATIONSHIPS**



PLAN



DESIGN



CODE

really easy for us to hate each other

PLANNERS...

WE WILL SEND
THEM



TABBED.XLSES OF
CONTENT

memegenerator.net

Clipboard icons: Copy, Paste, Paste Special, Cut, Insert, Delete, Find, Replace, Undo, Redo, Save, Print, Zoom, etc.

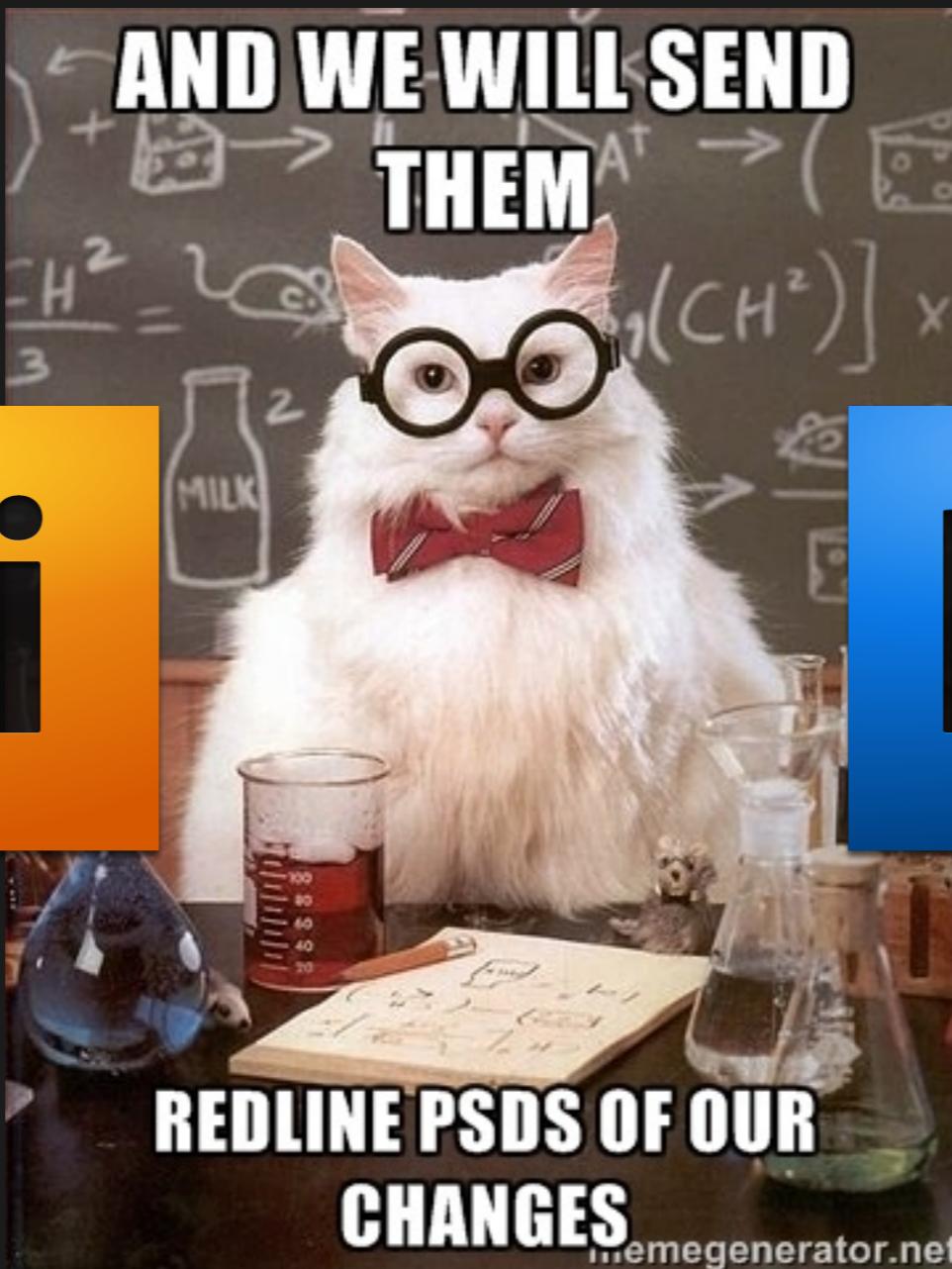
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D26

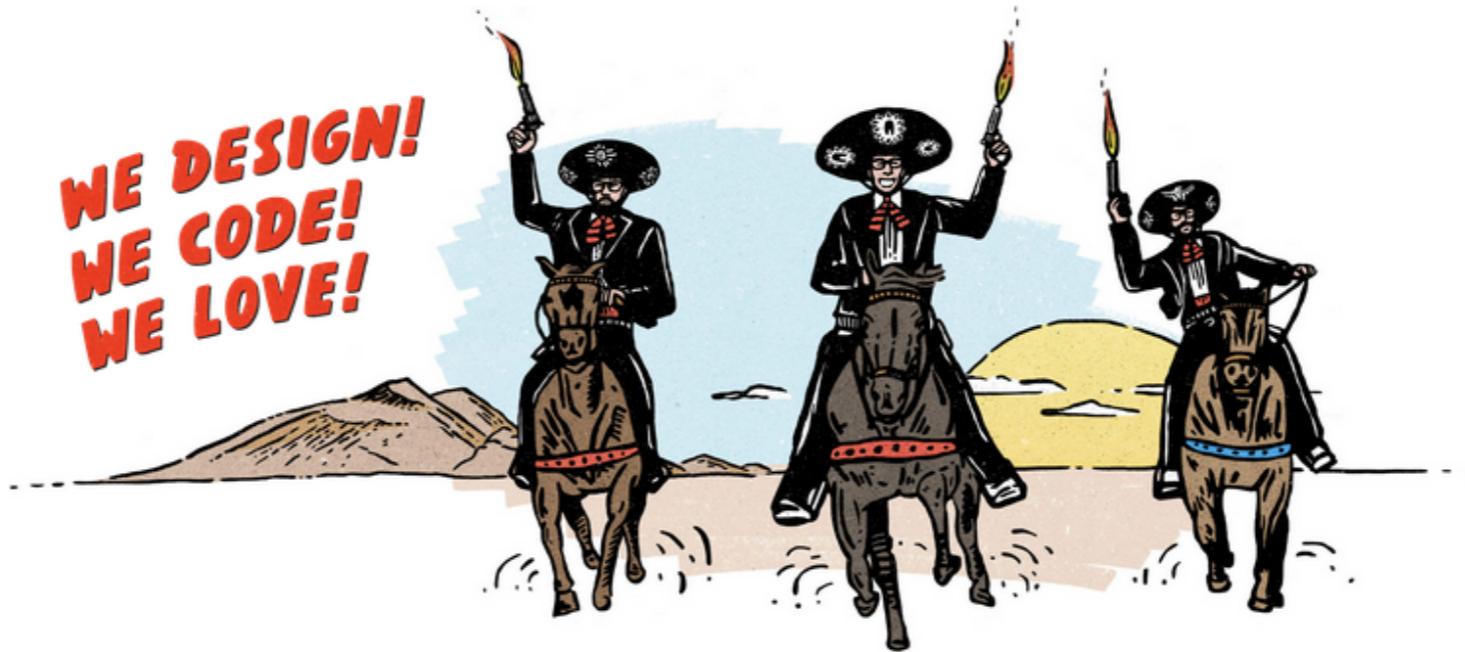
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2	COMPONENT	LINK TEXT	URL	VP IN CHARGE	Image		
3	Dropdown Navigation	Learn more	www.paravelinc.com/	Millhouse			
4		Try this	www.paravelinc.com/	Simpson			
5		Do this	www.paravelinc.com/	Burton			
6		Join now	www.paravelinc.com/	Flanders			
7		Buy now	www.paravelinc.com/	Flanders			
8		Explore that	www.paravelinc.com/	Millhouse			
9		Share this	www.paravelinc.com/	Lumpkin			
10		Pre-order that	www.paravelinc.com/	Simpson			
11		Help	www.paravelinc.com/	Murdock			
12		Get help with help	www.paravelinc.com/	Lovejoy			
13		Feedback	www.paravelinc.com/	Wolfcastle			
14		Advertisement	www.paravelinc.com/	Wiggum			
15							
16	Carousel (inside dropdown, of course)						
17							
18	RWD FOR YOU & ME	www.paravelinc.com/	Millhouse	Millennial holding tablet			
19	RWD + SVG = ROI	www.paravelinc.com/	Lumpkin	Baby boomer holding tablet and drinking coffee			
20	RWD & SPACE YACHTS	www.paravelinc.com/	Simpson	Infant slapping baby boomer drinking coffee			
21							
22							
23							

ur-prblm-now.xls

DESIGNERS...



WE DESIGN!
WE CODE!
WE LOVE!



#CCCCCC



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225

f#@k-you.jpg

CODERS...

AND WE WILL
CODE



THE STINKING PILE OF TECHNICAL
DEBT

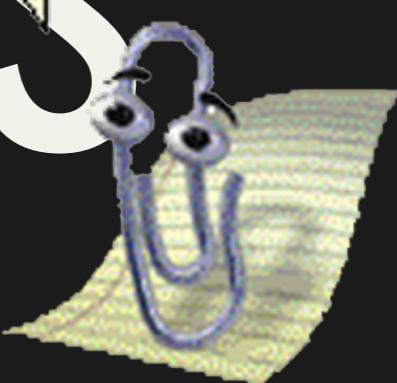
**LET'S TALK ABOUT
OUR FEELINGS**

PLANNERS

PLANNERS

1. Scripting improv

PLANNERS



1. Scripting improv
2. Stopgap for sign-off & scheduling

I see you are trying to manage a responsive web design project ☺

Can I help you with:

- A tissue
- A shower to cry in
- A sleeping pill

DESIGNERS

DESIGNERS

1. Fear losing control

DESIGNERS

1. Fear losing control
2. Insecure about code

DESIGNERS

1. Fear losing control
2. Insecure about code
3. Secretive process

CODERS

CODERS

1. Undervalued creatively

CODERS

1. Undervalued creatively
2. Plan & design is prescriptive

CODERS

1. Undervalued creatively
2. Plan & design is prescriptive
3. Secretive about the build

*Nothing is more toxic to a project
than developers and designers
seeing each other as rivals.*

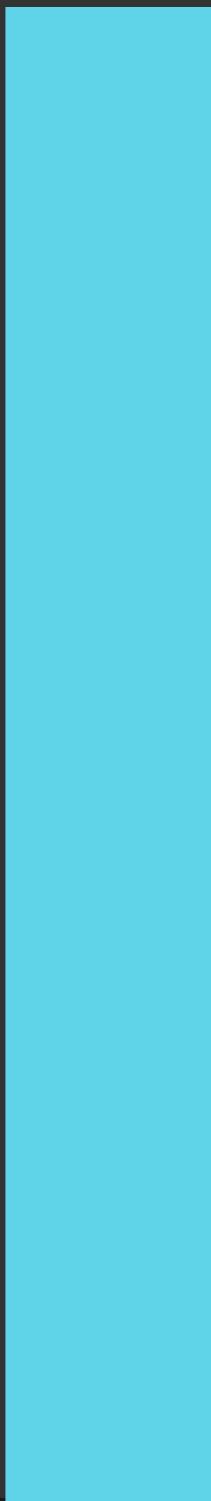
- Stephen Caver, Why Developers Need to Learn Design, 2014

THE LITTLE THINGS



**LEARN NEW
THINGS**

Design



T-SHAPED

Design

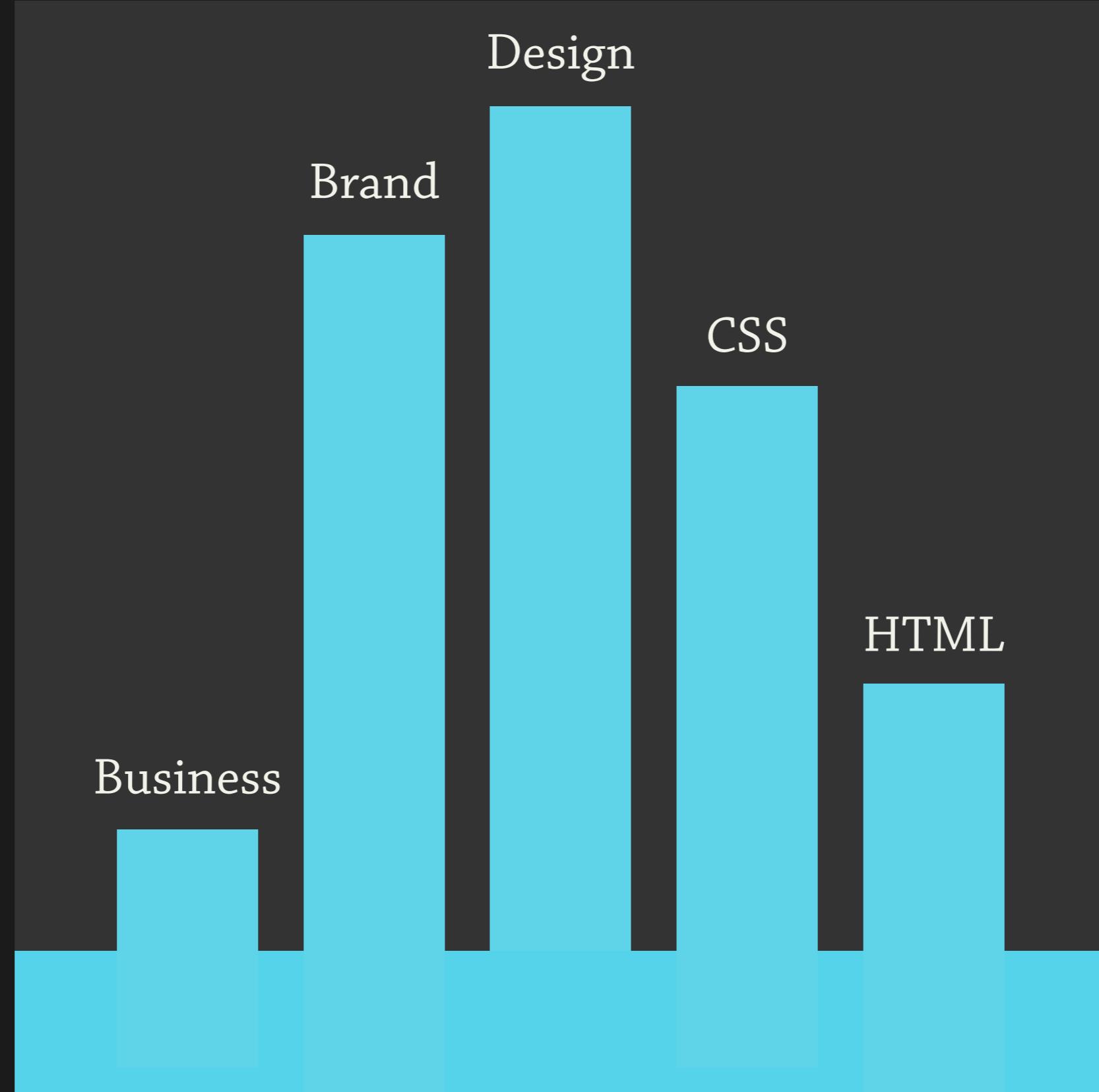


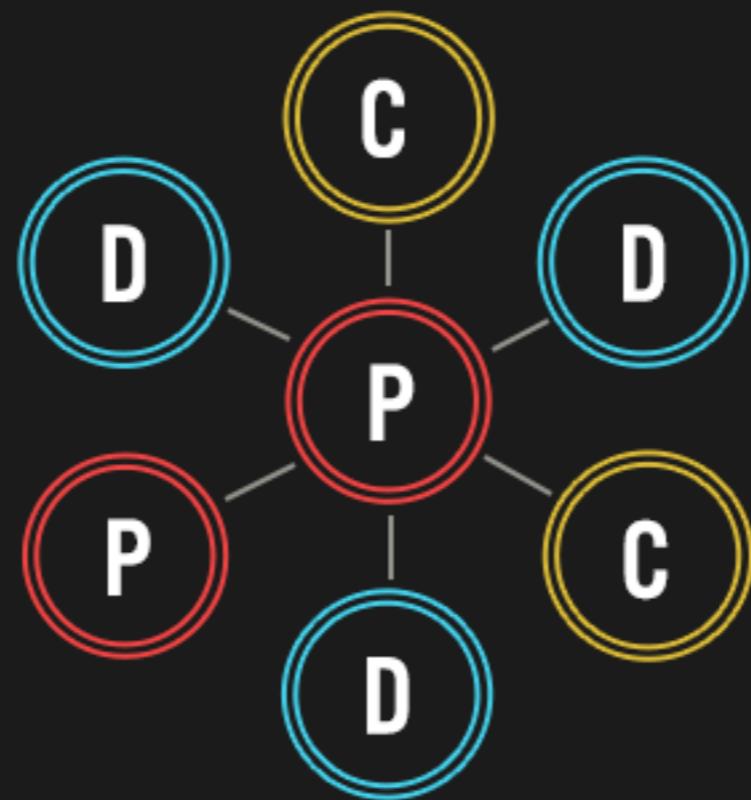
Being T-shaped means you can shift yourself and provide value at just about any stage or type of project—like sketching, wireframing, visual design, and code.

—Mark Otto, Fatten up those T's

Design







WHAT CAN WE DO?

1. Reorganize
2. Improve our relationships
3. Learn new things
4. Focus on the browser

**FOCUS ON THE
BROWSER**

Life

**AVOID WASTED
EFFORT**

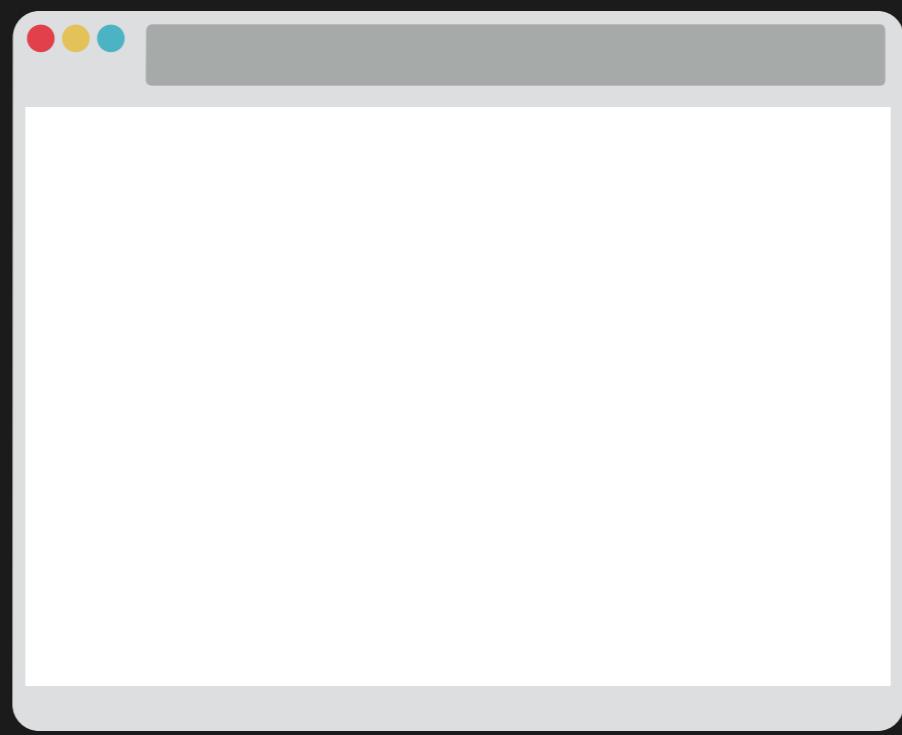
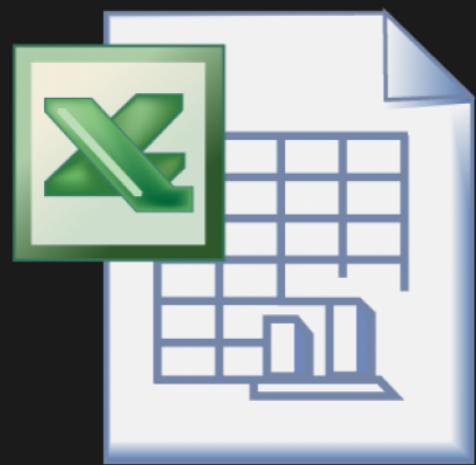


A screenshot of a Microsoft Excel spreadsheet titled "D26". The table has columns labeled "COMPONENT", "LINK TEXT", "URL", and "VP IN CHARGE". The data includes:

	A	B	C	D	Im
2	COMPONENT	LINK TEXT	URL	VP IN CHARGE	
3	Dropdown Navigation	Learn more	www.paravelinc.com/	Millhouse	
5		Try this	www.paravelinc.com/	Simpson	
6		Do this	www.paravelinc.com/	Burton	
8		Join now	www.paravelinc.com/	Flanders	
9		Buy now	www.paravelinc.com/	Flanders	
10		Explore that	www.paravelinc.com/	Millhouse	
11		Share this	www.paravelinc.com/	Lumpkin	
12		Pre-order that	www.paravelinc.com/	Simpson	
13		Help	www.paravelinc.com/	Murdock	
14		Get help with help	www.paravelinc.com/	Lovejoy	
15		Feedback	www.paravelinc.com/	Wolfcastle	
16		Advertisement	www.paravelinc.com/	Wiggum	
17					
18	Carousel (inside dropdown, of course)				
19	RWD FOR YOU & ME	www.paravelinc.com/	Millhouse	Millennial	
20	RWD + SVG = ROI	www.paravelinc.com/	Lumpkin	Baby boom	
21	RWD & SPACE YACHTS	www.paravelinc.com/	Simpson	Infant slap	
22					
23					

The screenshot shows a website for "PARAVEL". The header features the word "PARAVEL" in a large, bold, black font. To the left of the header is a red number "40". To the right are menu items: "18pt Work", "About", and "Contact". Below the header is a stylized illustration of three cowboys on horseback, each holding a torch. To the left of the illustration, the text "WE DESIGN! WE CODE! WE LOVE!" is written in a red, bubbly font. The background of the page is white with a light gray grid overlay. At the bottom left is a small flag icon, and at the bottom right is the number "225". The footer contains the text: "Paravel is a three-man web design & branding shop located in Austin, Texas. Follow us on Twitter and Dribbble. © 2014 all rights reserved.".





CASE STUDIES

Microsoft

DO LECTURES

10k
ANALYT

Typefondene

LOST
WORLD'S
FAIRS

twitter

CAMP
WAPO

Gamp Allen

BLUE BONNET
CAFE

Building websites for desktop browsers isn't enough, and building a site for each new device that hits the market isn't smart. We take a responsive approach to building for the web so that sites flex & scale to fit whichever browser or device users are coming from.

CASE STUDIES



MICROSOFT

A new look for a global corporation



THE DO LECTURES

A responsive video site that inspires action



TYPOFONDERIE

A French type foundry with an eye for detail



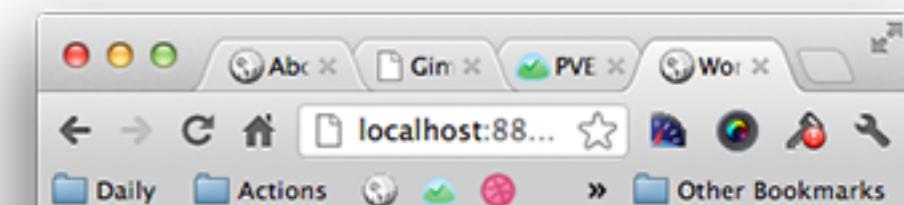
Reagan Ray Fri, 22 Jun 2012 at 10:36am

Played around with the "Work" page a little more this morning. I think our ideas from Wed. are working out pretty nice...



Trent Walton Fri, 22 Jun 2012 at 10:37am

I'm digging this. Maybe we don't even need the intro paragraph, or even "case studies"



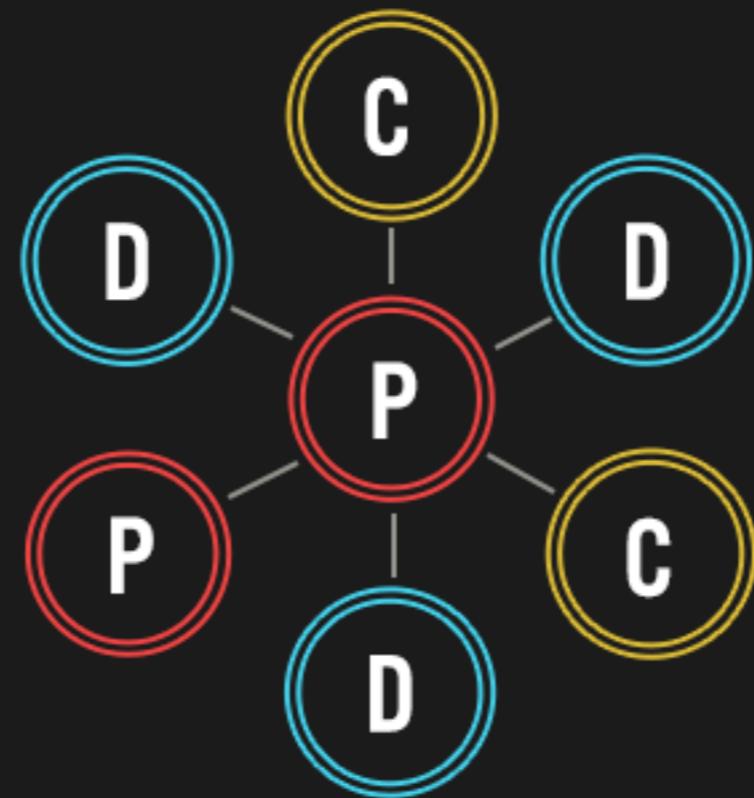
△ PARAVEL

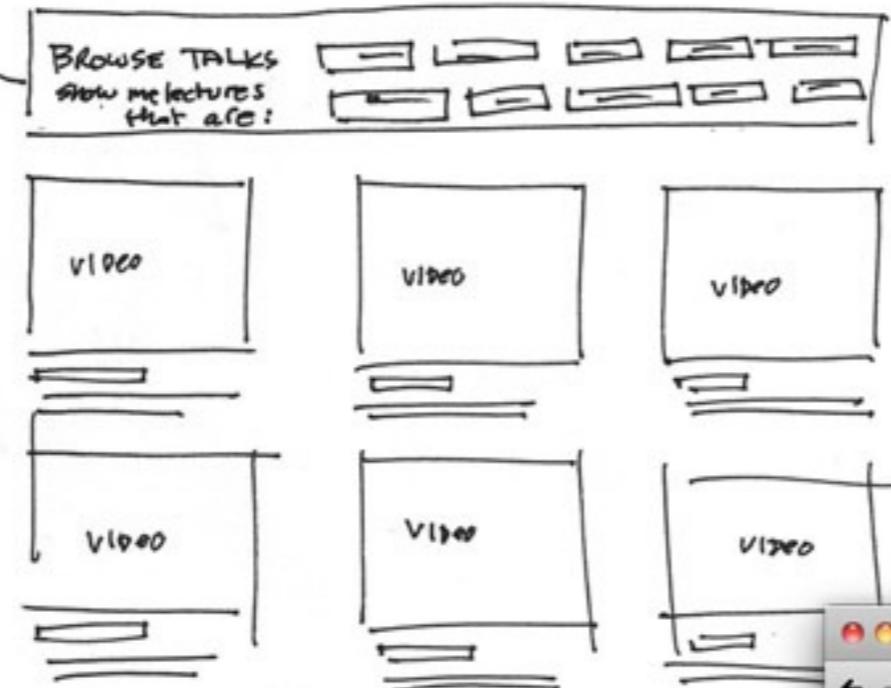
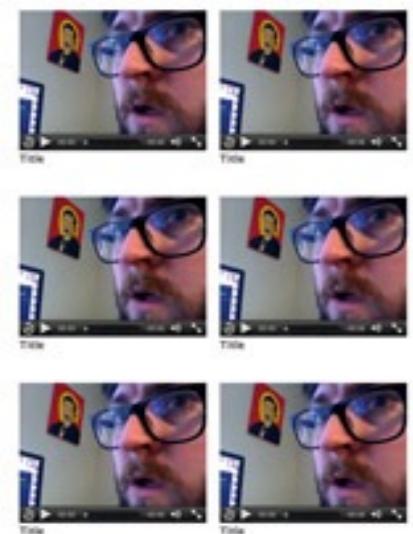
[Work](#) [About](#) [Contact](#)



Ideas want to be ugly.

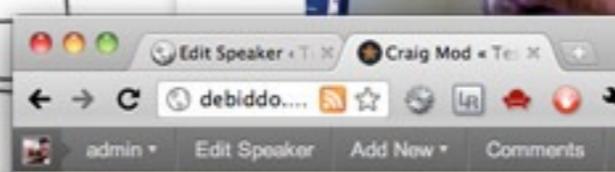
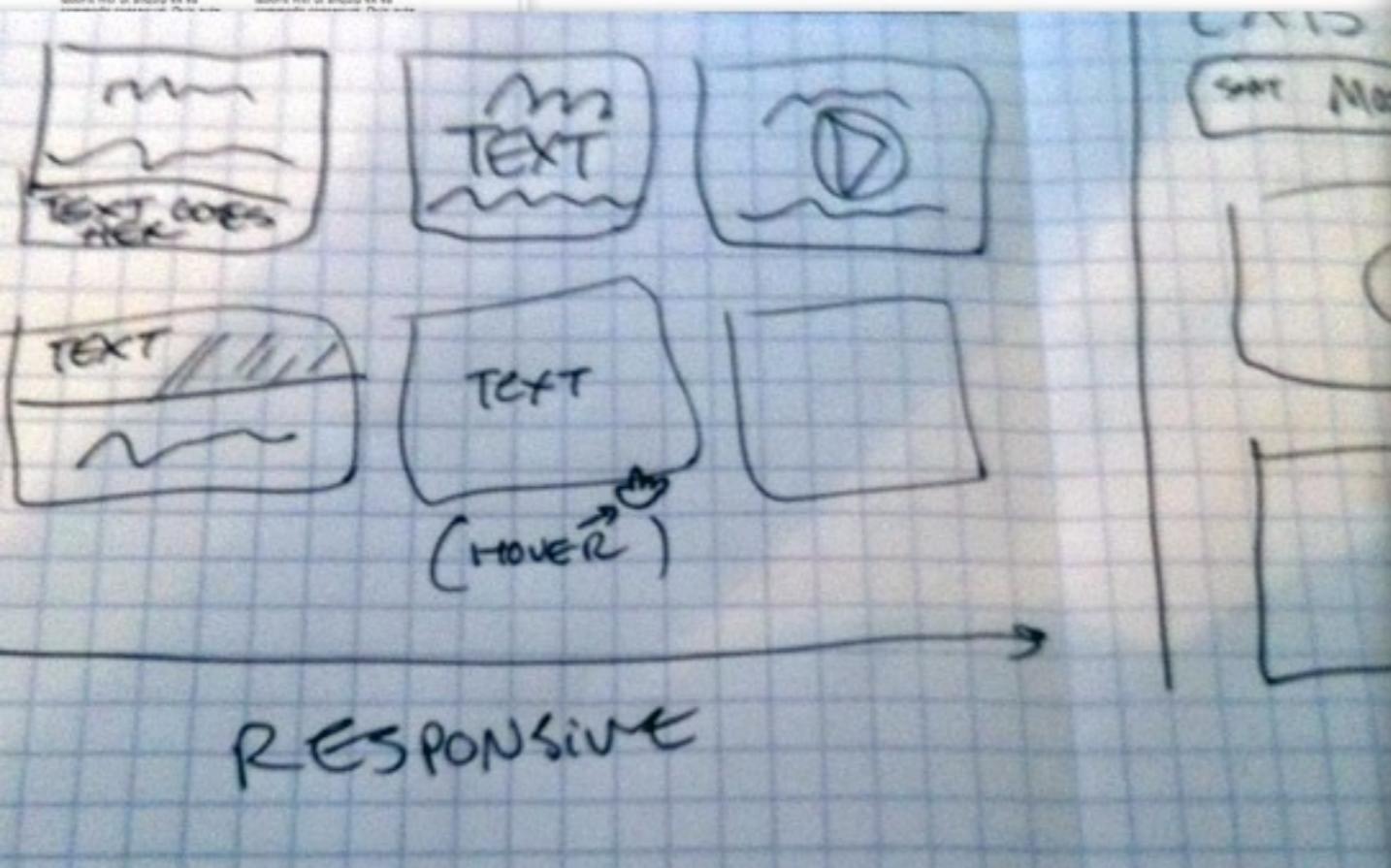
—Jason Santa Maria, The Nimble Process



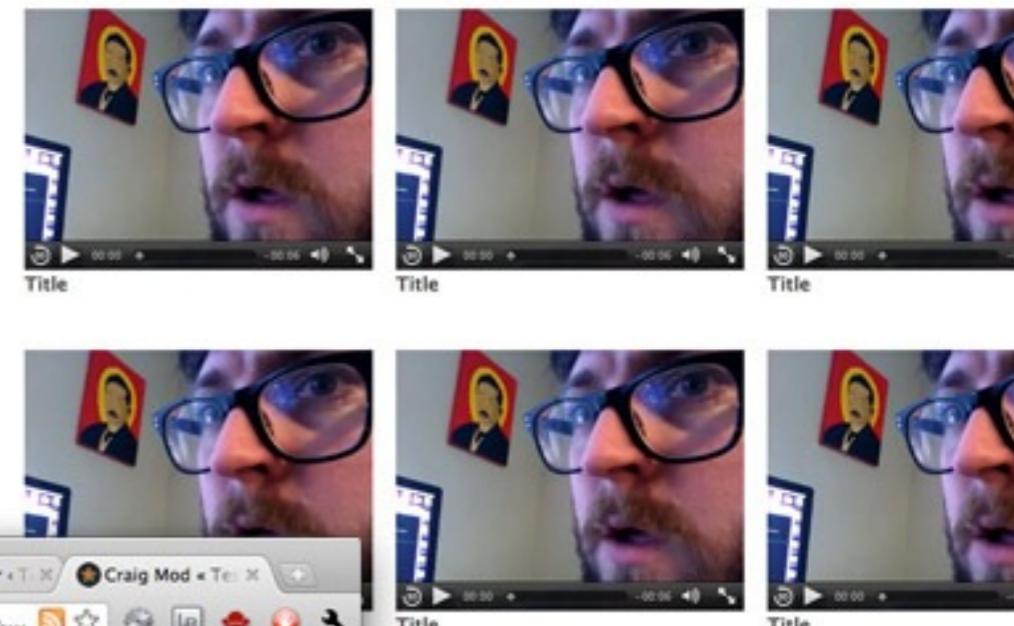


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Lectures The Event Resources About



elements to multiples of six, it'll respond easier. 6 is divisible by 1, 2 and 3.

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This is .wide_grid_1
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**AVOID
VIEWPORT SILOS**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
23	24	25	26	27	28	Mar 1
2	3	4	5	6	7	8
	Design Mobile (Narrow) View					
9	10	11	12	13	14	15
	Design Tablet (Middle) View					
16	17	18	19	20	21	22
	Design Desktop (Wide) View					
23	24	25	26	27	28	29
	Flip out					
30	31	Apr 1	2	3	4	5

A solution for one viewport
isn't really a solution.

PATTERN LAB

FOR THE WIN

**TINY BOOTSTRAPS
FOR EVERY CLIENT!**

These living code samples are self-documenting style guides that extend to accommodate a client's needs as well as the needs of the ever-evolving multi-device web.

—Dave Rupert, Responsive Deliverables, 2013

Pattern Lab

demo.patternlab.io

ATOMS + MOLECULES + ORGANISMS + TEMPLATES + PAGES + ALL SIZE 701PX / 43.81EM

Colors

#ff0000 #00ff00 #0000ff #ffff00 #00ffff #ff00ff #ffffff #808080

#000000

Fonts

Primary font: "HelveticaNeue", "Helvetica", "Arial", sans-serif;

Primary font italic: "HelveticaNeue", "Helvetica", "Arial", sans-serif;

Primary font bold: "HelveticaNeue", "Helvetica", "Arial", sans-serif;

Secondary font: Georgia, Times, "Times New Roman", serif;

Secondary font italic: Georgia, Times, "Times New Roman", serif;

Secondary font bold: Georgia, Times, "Times New Roman", serif;

Animations

patternlab.io

INCORPORATION

INCORPORATION

1. Explore via sketching & photoshop

INCORPORATION

1. Explore via sketching & photoshop
2. Prototype in code

INCORPORATION

1. Explore via sketching & photoshop
2. Prototype in code
3. Test, discuss, iterate

INCORPORATION

1. Explore via sketching & photoshop
2. Prototype in code
3. Test, discuss, iterate
4. Incorporate into Pattern Lab

INCORPORATION

1. Explore via sketching & photoshop
2. Prototype in code
3. Test, discuss, iterate
4. Incorporate into Pattern Lab
5. Deploy to site

...I end up delivering solutions to my clients that are far less complex to implement, are much easier to maintain, cost exponentially less to serve, work on multiple browsers and devices, do way better in the search engine lottery, and — of course — are accessible to everyone ... everyone ... using the Web today. And try to argue with the business value of that.

—Jeff Veen, I Don't Care About Accessibility, 2004



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Zu Hause

[Im Büro](#)<http://www.microsoft.com>

**FIGHT THE
GOOD FIGHT**

A group of people in orange jumpsuits are seated in rows, facing a man in a white lab coat standing at a podium. The man is gesturing towards a large, three-dimensional wireframe cube diagram projected onto a screen behind him. The diagram features a central node connected to various vertices and edges of the cube. The setting appears to be a lecture hall or a conference room.

**FIGHT THE
GOOD FIGHT**



EVERYONE HAS
AN OPINION



**BUT I NEED TO
HAVE MY OWN**

SASS

PHOTOSHOP

CONTENT
CHOREOGRAPHY

WIREFRAME

DESIGN IN
THE BROWSER

ATOMIC
DESIGN

DEVICE
AGNOSTIC

CONTENT
PARITY

RESOLUTION
INDEPENDENCE

ELEMENT
COLLAGE

STYLE
TILES

LESS

MOBILE
FIRST

STYLE
PROTOTYPE

AUTOMATION

PROJECT
HUBS

COMMUNICATION	HAPPINESS	ORGANIZATIONAL POLITICS	RESEARCH
SIGN-OFF	MORALE	RESPECT	BUDGET
DOCUMENTATION	ACCOUNTABILITY	TIMELINES	BUSINESS GOALS
APPROVAL	EDUCATION	CAMARADERIE	HANDOFF

THANKS!

@trentwalton