AQUENT

GYMNASIUM

RESPONSIVE WEB DESIGN

Lesson 3

MATERIALS & ASSIGNMENT

THIS LESSON'S CORE CONCEPTS

1. Understanding the scope of worldwide mobile usage for accessing the Internet and how user behavior needs to be well understood for the most effective design and development.

2. Examining the components of "Mobile First": the practice of making mobile design a priority instead of the desktop. Specifically, we cover the concept of Progressive Enhancement, which can be summed up as creating a baseline experience for the smallest screen layout and then adding layers of enhancement or features for larger screens/devices.

3. Optimizing your primary layout for a smartphone by adding the viewport meta tag to prevent scaling of the page, as well as adding JavaScript to force the browser address bar in iOS and Android devices to disappear on page load.

4. Creating a single-column layout optimized for the small screen of a smartphone, providing structure in the form of <div> elements with ID styles and adding styles for the images to ensure the width and height responsively adapt to the size of the browser.

READINGS:

- http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats/a#subscribers
  Mobile subscribers worldwide

- http://www.lukew.com/ff/entry.asp?933
  Luke W's original 2009 blog post on "Mobile First"

- http://barryclark.co/adaptive-responsive-or-mobile-first/
  Adaptive, Responsive or Mobile First?

SITES MENTIONED IN PRESENTATION

- http://www.google.com/think/research-studies/the-new-multi-screen-world-study.html

- http://home.web.cern.ch/

- http://developer.apple.com/library/ios/#documentation/AppleApplications/Reference/SafariWebContent/UsingtheViewport/UsingtheViewport.html

- http://24ways.org/2011/raising-the-bar-on-mobile/

ASSIGNMENTS

1. **Quiz**

2. **Download and skim Google's New Multi-Screen World Study.**

   a. http://www.google.com/think/research-studies/the-new-multi-screen-world-study.html

b. You do not need to read this cover to cover, but at the very least read the following sections:

    bi.   The Executive summary

    bii.   The two modes of multi-screening

    biii.   Found time

    biv.   Implications for business

c. Note three items you found the most surprising and/or useful for you and post these in the Gymnasium Forum.

3. **Create screenshots of work that represents you and add images to your Portfolio-in-Progress.**

a. Take a minimum of three screenshots of work that you have done and add it to your portfolio. Follow the lead of the sample portfolio that is being used in the video and make these 400 pixels wide, and then add them to the Portfolio section of the page.

b. After you have inserted these in the document, add the img {max-width:100%;} code to your stylesheet.