



**NEW MEDIA &
COMMUNICATION
TECHNOLOGY**

Front End Web Development



**NEW MEDIA &
COMMUNICATION
TECHNOLOGY**

Media Queries

Responsive Design



Mobile wordt belangrijk



Mobile ~~werd~~ is belangrijk

Gartner: Mobile To Outpace Desktop Web By 2013

by [Mark Walsh](#), Jan 13, 2010, 4:54 PM

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TAGS

forecast, mobile, trends

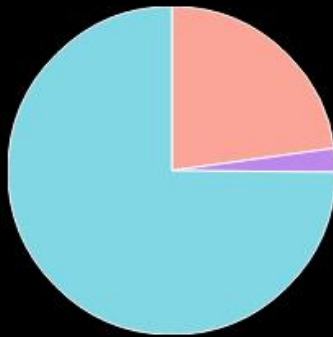
Mobile phones will overtake PCs as the most common Web access devices worldwide by 2013, according to a new forecast by research firm Gartner. That's an even more aggressive outlook than Morgan Stanley's projection that the mobile Web will outstrip the desktop Web in five years.

Gartner estimates the combined installed base of smartphones and browser-equipped enhanced phones will surpass 1.82 billion units by 2013, edipsing the total of 1.78 billion PCs by then.

But the firm warns that many sites still are not optimized for the mobile Web, even though cell users expect to make fewer clicks on their phones than on a PC. To successfully expand into mobile, publishers will have to reformat sites from the small form-factor of handheld devices.

Looking ahead to 2014, Gartner estimates that 3 billion of the world's adult population will be able to conduct transactions via mobile or Internet technology. "Cash transactions will remain dominant in emerging markets by 2014, but the foundation for electronic transactions will be well underway for much of the adult world," according to the firm.

PhoneCount



Internet phone data connections	2076797524
Internet users without phones	211707493
People without internet	6808678019



PEOPLE IN THE WORLD NOW (SOURCE(1))
7,020,385,533

CONNECTED PHONES IN THE WORLD NOW (SOURCE(2))
6,750,735,609 (96.15%)

PHONE INTERNET DATA CONNECTIONS NOW (SOURCE(3))
2,076,797,972 (29.58%)

TOTAL INTERNET USERS PC AND PHONES (SOURCE(4))
2,288,505,071 (32.59%)

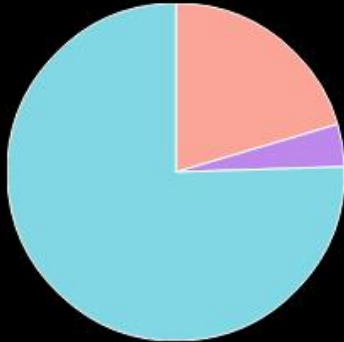
TOTAL INTERNET USERS LESS PHONE INTERNET USERS
211,707,115 (NB WILL DECREASE TO ZERO)

TOTAL IPHONE APPSTORE DOWNLOADS (SOURCE(5))
31,081,562,117



Deze slide gebruikten we vorig jaar

PhoneCount



Internet phone data connections	1787706883
Internet users without phones	356252813
People without internet	6608938554



PEOPLE IN THE WORLD NOW (SOURCE(1))
6,965,191,388

CONNECTED PHONES IN THE WORLD NOW (SOURCE(2))
6,168,935,045 (88.56%)

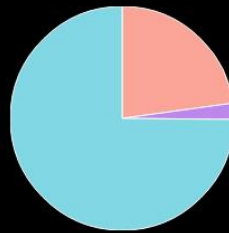
PHONE INTERNET DATA CONNECTIONS NOW (SOURCE(3))
1,787,707,347 (25.66%)

TOTAL INTERNET USERS PC AND PHONES (SOURCE(4))
2,143,959,752 (30.78%)

TOTAL INTERNET USERS LESS PHONE INTERNET USERS
356,252,421 (NB WILL DECREASE TO ZERO)

TOTAL IPHONE APPSTORE DOWNLOADS (SOURCE(5))
20,049,103,457

Okt 2012



Internet phone data connections	2076797524
Internet users without phones	211707493
People without internet	6808678019

PhoneCount

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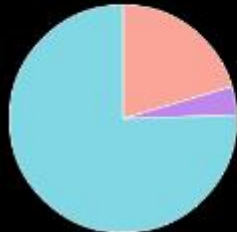
TOTAL INTERNET USERS LESS PHONE INTERNET USERS
211,707,115 (NB WILL DECREASE TO ZERO)

TOTAL IPHONE APPSTORE DOWNLOADS (SOURCE(5))
31,081,562,117



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Nov 2011



Internet phone data connections	1787706883
Internet users without phones	358222813
People without internet	5608938554

PhoneCount

PEOPLE IN THE WORLD NOW (SOURCE(1))
6,965,191,388

CONNECTED PHONES IN THE WORLD NOW (SOURCE(2))
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TOTAL IPHONE APPSTORE DOWNLOADS (SOURCE(5))
20,049,103,457



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Als ~~web~~ developer moet je dus
rekening houden met alle devices

HOE??

Native vs WEB



=

CONTENT



=

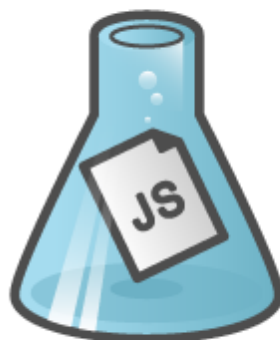
UI



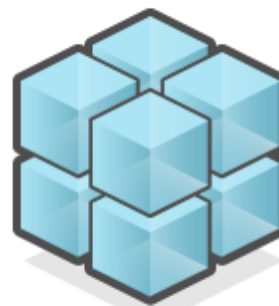
With **PhoneGap** you can,



Take advantage of **HTML5**
and **CSS3**



Use **JavaScript** to write
your code



Access **Native Features**



Deploy your app to
Multiple Platforms

Voor je begint met de design van uw pagina

CONTENT IS KING



**Kevin DeRudder**[View my profile page](#)**1,692**
TWEETS**157**
FOLLOWING**249**
FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all

**BMW i** @BMW i

Promoted · Follow

**Stefan Lamberigts** @stefanSqlFollowed by Tom Mertens and oth...
Follow**bgalbs** @bgalbsFollowed by Jurgen Vansteelant a...
Follow

Worldwide trends · Change

Happy International Women's Day

Nandito Ako Goes To Batangas

Road Trip With Josh Bradley

#MyFavoriteText

#iwd

#iLoveWhenYou

Parabéns Mulheres

My Crazy Obsession

Invisible Children

iOS 5.1

Tweets

**Gentenaar.be** @DeGentenaar

3m

#gent Veerle Malschaert laat de rokken omhoog trekken op internationale vrouwendag bit.ly/yPgIAA**Breaking News** @BreakingNews

3m

Italian police break up international pedophile network, spanning at least 28 countries - @Reuters bit.ly/w46IOY**TechDays Belgium** @techdaysbe

8m

Enjoy the best of #techdaysbe 2012. Session recordings, slides and inside stuff now online: microsoft.com/belux/techdays...**James Deacon** @JamesDeacon

11m

@aral Oh and even when on an iPad it assumes as it's mobile Safari that I must be using an iPhone. pic.twitter.com/M1xPD5r3

Retweeted by Aral Balkan

View photo

**Breaking News** @BreakingNews

13m

Number of people filing for 1st-time unemployment benefits in the US rises 8,000 to 362,000 in latest week, government says - @CNMoney

**James Seymour-Lock** @JamesSLock

21m

@aral Mobile is bad, desktop version says this - cl.ly/2Z0i1H1T0n0j0x...

Retweeted by Aral Balkan

In reply to Aral Balkan

**Aral Balkan** @aral

20m

* or iPhone, even. Thanks lack-of-autocorrect.

What's happening?

140

Tweet

Home Mentions Favs Msgs



DeGentenaar #gent Veerle Malschaert laat de rokken omhoog trekken op internationale vrouwendag bit.ly/yPglAA

8 minutes ago



BreakingNews Italian police break up international pedophile network, spanning at least 28 countries - @Reuters bit.ly/w46IOY


9 minutes ago



techdaysbe Enjoy the best of #techdaysbe 2012. Session recordings, slides and inside stuff now online: microsoft.com/belux/techdays...

13 minutes ago



 **JamesDeacon** @aral Oh and even when on an iPad it assumes as it's mobile Safari that I must be using an iPhone. pic.twitter.com/M1xPD5r3

17 minutes ago


Retweeted by aral



BreakingNews Number of people filing for 1st-time unemployment benefits in the US rises 8,000 to 362,000 in latest week, government says - @CNNMoney

19 minutes ago



 **JamesSLock** @aral Mobile is bad, desktop version says this - cl.ly/2Z0i1H1T0n0j0x...

27 minutes ago

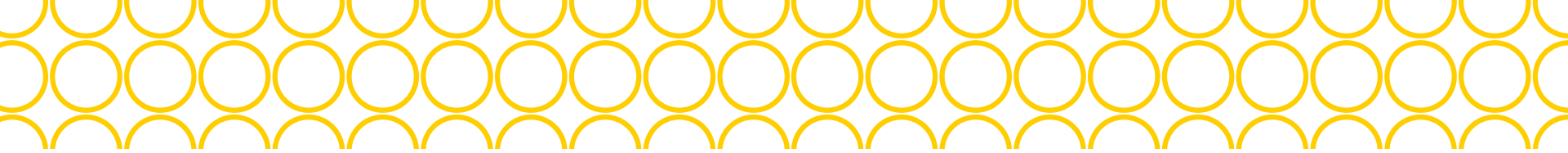
Retweeted by aral



aral * or iPhone, even. Thanks lack-of-autocorrect.

25 minutes ago





Daarom is uw content zo belangrijk,
maar hoe target je content?

<div id="header"> <div id="top" />...

<div id="navigation"> <div id="menu">...

<div id="left">

<div id="main">

<div class="content">

<div class="content">

<div id="footer">

<header>

<nav>

<section>

<article>

<article>

<aside>

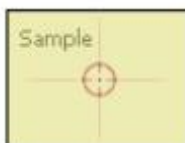
<footer>



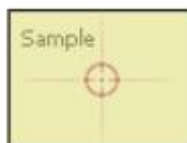
Rock
Classical
Jazz
Pop
Disco
Latin
Metal
Alternative
Reggae
Blues

MUSIC INTRODUCTORY OFFER
BUY ONE
SALE GET ONE *free!*

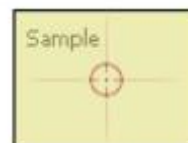
Fresh off the grill



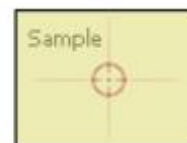
The Best Of
Men At Work



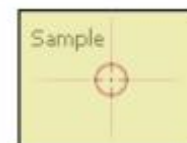
For Those
About To Rock
We Salute You



Let There Be
Rock



Balls to the
Wall



Restless and
Wild



<header />

ASP.NET MVC MUSIC STORE

Home <nav /> Cart (0) Admin

Rock
Classical
Jazz
Pop

<aside />

Metal
Alternative
Reggae
Blues

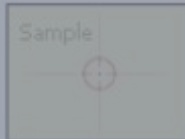
<article />

<section />

MUSIC INTRODUCTORY OFFER
BUY ONE
SALE GET ONE free!

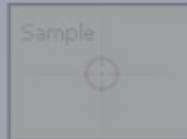
Fresh off the grill

Sample



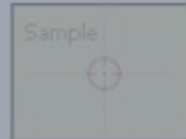
The Best Of
Men At Work

Sample



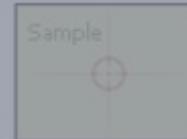
For Those
About To Rock
We Salute You

Sample



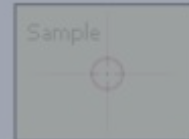
Let There Be
Rock

Sample



Balls to the
Wall

Sample



Restless and
Wild

<footer />

built with ASP.NET MVC 3



Home

Store

<nav /> admin

<section />

Rock

Classical

Jazz

<aside />

Disco

Latin

Metal

Fresh off the grill

Sample

<article />

Make it Mobile



Hoe wil je de pagina beschikbaar maken

1. Redirect

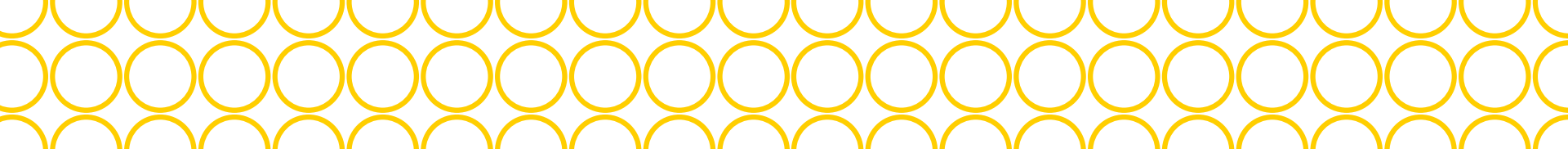
2. Responsive design via Media Queries



Hoe wil je de pagina beschikbaar maken

1. Redirect

2. Responsive design via Media Queries



```
<script type="text/javascript">  
    if (screen.width <= 320) {  
        document.location = "m.microsoft.com";  
    }  
</script>
```







Security Downloads Help Products Office Windows About Buy Solutions



Windows reimagined

Windows 8 Consumer
Preview is here →

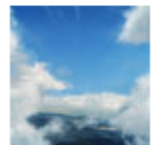
I want to

-  Update my computer
- **Service Pack Center**
Get the latest service pack for your version of Windows.
[Get started >](#)
-  Scan my PC for viruses for free
-  Find all the latest Microsoft downloads

-  For Home
- For Work
- For IT Pros
- For Developers


Top products

MOST POPULAR | [WINDOWS](#) | [OFFICE](#) | [XBOX](#) | [WINDOWS PHONE](#) | [WINDOWS LIVE](#) | [BING](#)




Microsoft Flight is available now

If you have a mouse and a PC, you can fly! Tour the skies with this free game.



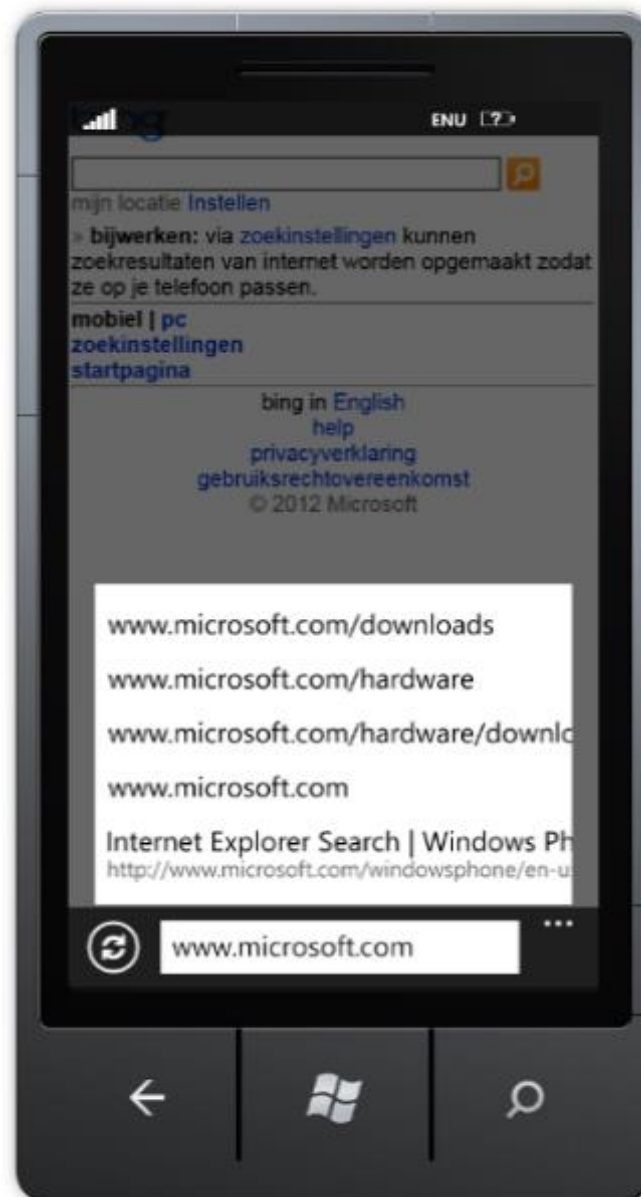
Stay in sync with the people who matter most

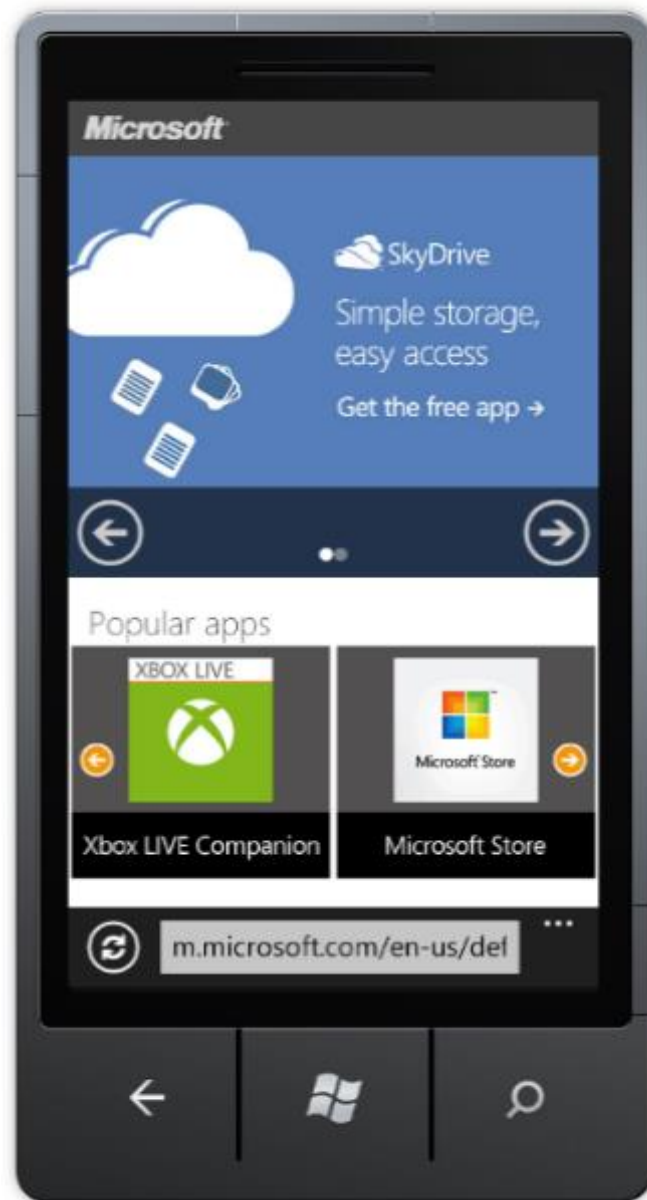
Keeping everyone in the loop is easy with the right phone, PC, and apps.



Conquer graymail with Hotmail

Advanced tools help you automate your Inbox and sort spam and graymail.

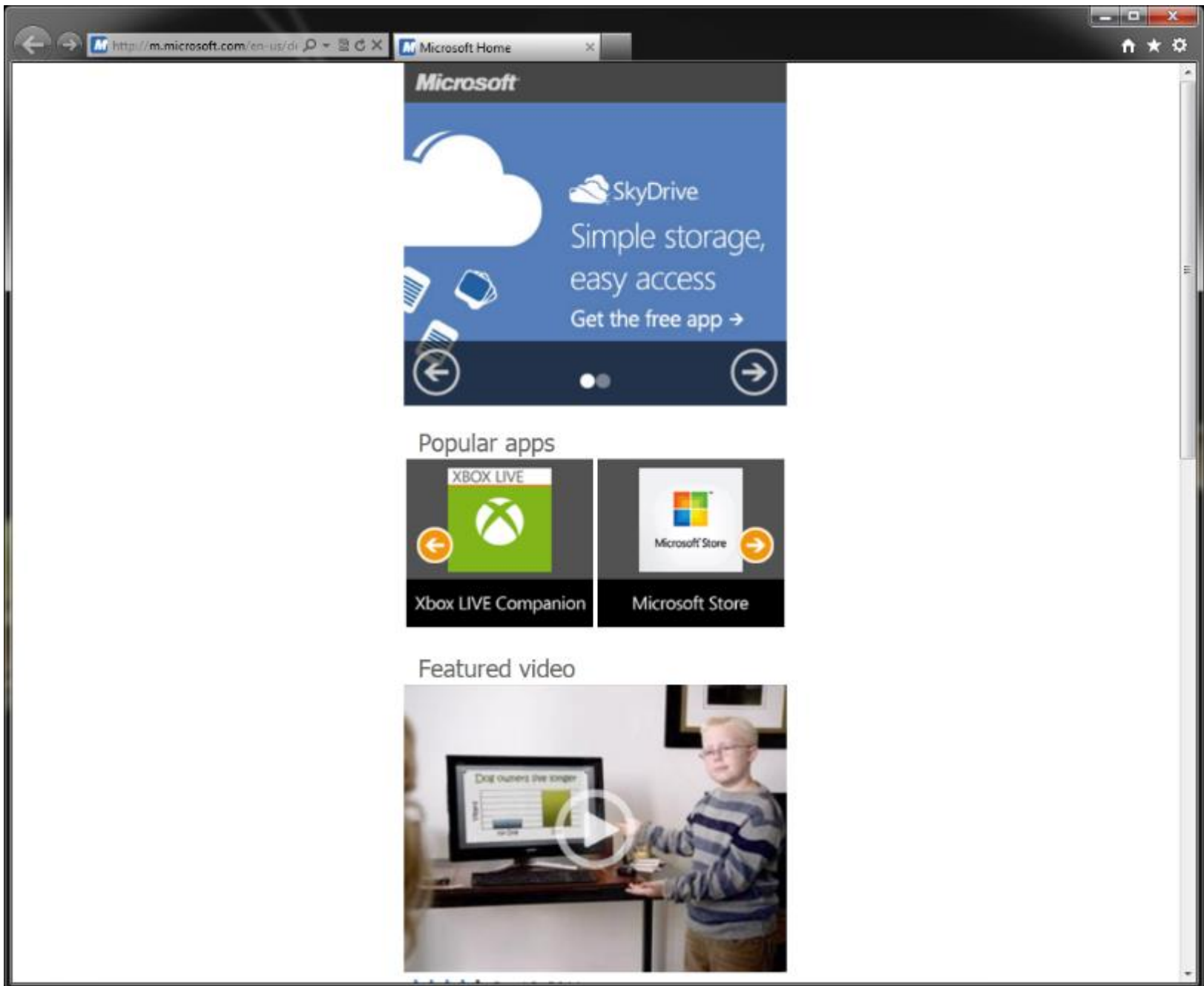


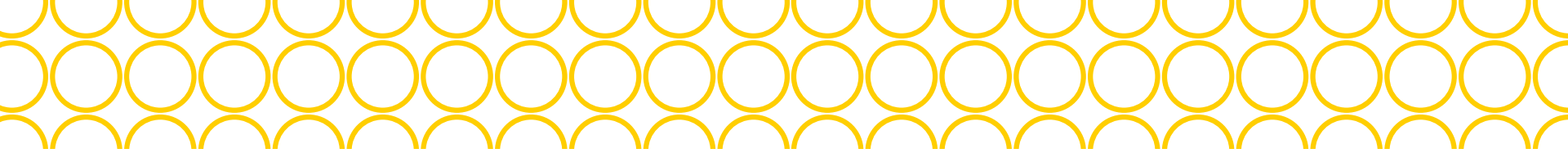




Dit is goed wanneer je verschillende content wil tonen op
basis van het device







Wil je voor elk device een andere experience voorzien?



Hoe wil je de pagina beschikbaar maken

1. Redirect

2. Responsive design via Media Queries

Responsive???

Misumena vatia

From Wikipedia, the free encyclopedia

These spiders may be yellow or white, depending on the flower in which they are hunting. Especially younger females, which may hunt on a variety of flowers such as [daisies](#) and [sunflowers](#), may change color "at will". Older females require large amounts of relatively large prey to produce the best possible clutch of eggs. They are therefore, in North America, most commonly found in goldenrod (*Solidago* sp.), a bright yellow flower which attracts large numbers of insects, especially in autumn. It is often very hard even for a searching human to recognize one of these spiders on a yellow flower.



Pictures of *M. vatia*

Misumena vatia

From Wikipedia, the free encyclopedia

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Pictures of *M. vatia*



Ampersand

3





“Modernizr is an essential part of my toolkit of files.”

— Andy Clarke, *Stuff & Nonsense*

Modernizr is an open-source JavaScript library that helps you build the next generation of HTML5 and CSS3-powered websites.

Why use Modernizr?

Taking advantage of the new capabilities of HTML5 and CSS3 can mean sacrificing control over the experience in older browsers. Modernizr 2 is your starting point for making the best websites and applications that work exactly right no matter what browser or device your visitors use.

Thanks to the new Media Query tests and built-in [YepNope.js](#) micro-library as `Modernizr.load()`, you can now combine feature detection with media queries and conditional resource loading. That gives you the power and flexibility to optimize for every circumstance.

Check out the [full list of features](#) that Modernizr detects, or learn more about [conditional resource loading with Modernizr](#).

Download Modernizr 2.5.3

Use the commented, uncompressed Development version to develop with and learn from.

Then, dive into the Production build tool and pick just the tests you need!

[View documentation](#)



DEVELOPMENT

Uncompressed, 42 Kb



MULTI-MANIA
21-22.05.2012
KORTRIJK XPO



HOWEST

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CALL FOR SPEAKERS

06.03.2012 – 13.03.2012

One last call for speakers

**NEW WEBSITE
LAUNCHED**



Media Queries

W3C Recommendation 19 June 2012

This Version:

<http://www.w3.org/TR/2012/REC-css3-mediaqueries-20120619/>

Latest Version:

<http://www.w3.org/TR/css3-mediaqueries/>

Latest Editor's Draft:

<http://dev.w3.org/csswg/css3-mediaqueries/>

Previous Version:

<http://www.w3.org/TR/2012/PR-css3-mediaqueries-20120426/>

Disposition of Comments:

<http://www.w3.org/Style/2012/MediaQueriesDisposalOfComments.html>

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[Anne van Kesteren](#) <annevk@opera.com>

Please refer to the **[errata](#)** for this document, which may include some normative corrections.

See also **[translations](#)**.

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css3-mediaqueries-js

css3-mediaqueries.js: make CSS3 Media Queries work in all browsers (JavaScript library)

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Labels

css, css3, mediaqueries,
javascript, library,
internetexplorer, ie, mozilla,
firefox, internet, explorer,
media, query, queries

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[wou...@dynora.nl](#)

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Groups

[Discuss css3-mediaqueries.js](#)

css3-mediaqueries.js by Wouter van der Graaf is a JavaScript library to make IE 5+, Firefox 1+ and Safari 2 transparently parse, test and apply [CSS3 Media Queries](#). Firefox 3.5+, Opera 7+, Safari 3+ and Chrome already offer native support.

Usage: just include the script in your pages.

(And you should combine and compress with other scripts and include it just before `</body>` for better page speed - but you already knew that).

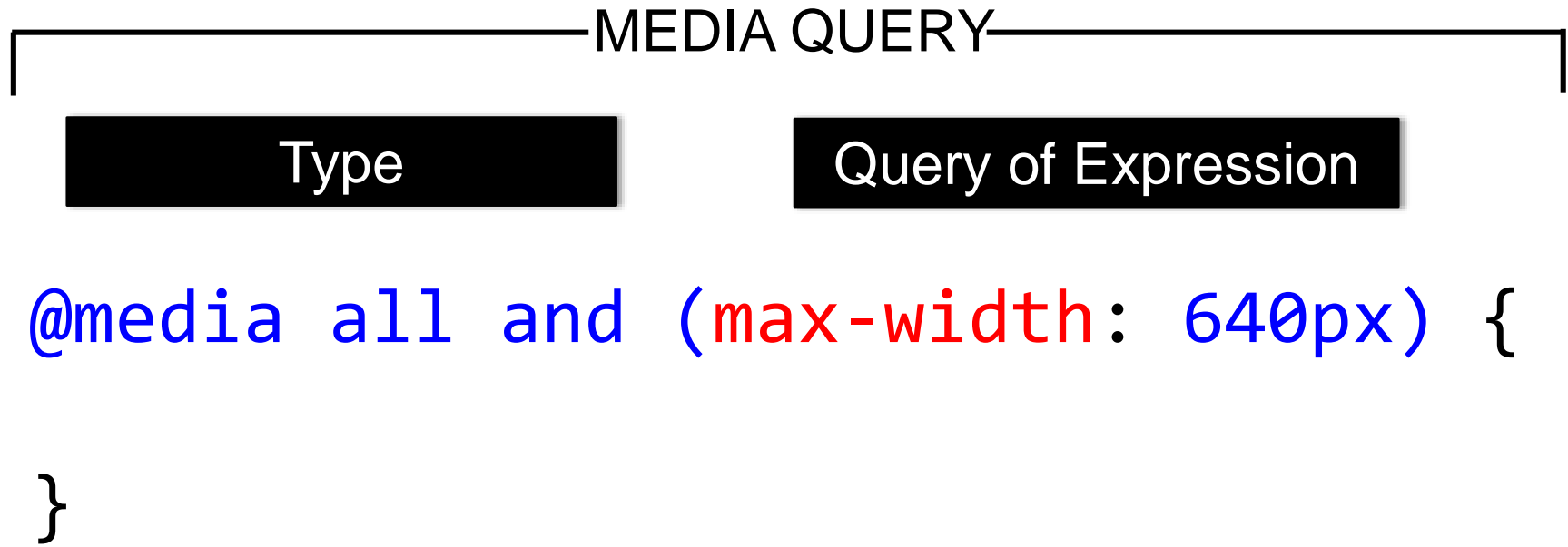
Write your media queries like you would for browsers with native support. The script will parse your CSS and apply the styles for positive media query tests realtime (also when you resize).

Note: Doesn't work on @import'ed stylesheets (which you shouldn't use anyway for performance reasons). Also won't listen to the media attribute of the `<link>` and `<style>` elements.

Happy media querying!

Media Queries laten toe om design code te schrijven gebaseerd op de karakteristieken van een device

Media Queries bestaan uit 2 delen



Media Queries bestaan uit 2 delen

1. Media Type
2. Expression

Contents

[7.1 Introduction to media types](#)

[7.2 Specifying media-dependent style sheets](#)

[7.2.1 The @media rule](#)

[7.3 Recognized media types](#)

[7.3.1 Media groups](#)

7.1 Introduction to media types

One of the most important features of style sheets is that they specify how a document is to be presented on different media: on the screen, on paper, with a speech synthesizer, with a braille device, etc.

Certain CSS properties are only designed for certain media (e.g., the 'page-break-before' property only applies to paged media). On occasion, however, style sheets for different media types may share a property, but require different values for that property. For example, the 'font-size' property is useful both for screen and print media. The two media types are different enough to require different values for the common property; a document will typically need a larger font on a computer screen than on paper. Therefore, it is necessary to express that a style sheet, or a section of a style sheet, applies to certain media types.

```
<link rel="stylesheet" href="style.css" media="all" />  
<link rel="stylesheet" href="screen.css" media="screen" />  
<link rel="stylesheet" href="printed.css" media="print" />
```

```
@media all {  
    /* do some design stuff for all devices */  
}  
  
@media screen {  
    /* do some design stuff for color computer screens */  
}  
  
@media print {  
    /* do some design stuff for paged material */  
}
```

De media types

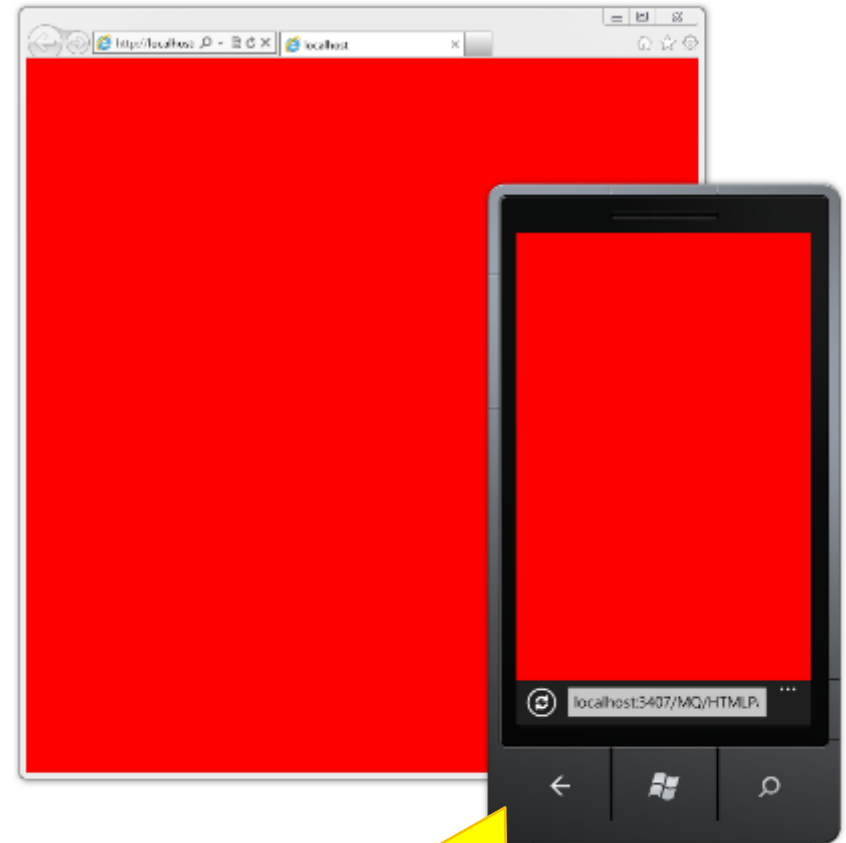
Bron: W3C site

All	Suitable for all devices
Braille	Intended for braille tactile feedback devices
Embossed	Intended for paged braille printers
Handheld	Intended for handheld devices
Print	Intended for paged material
Projection	Intended for projected presentations
Screen	Intended primarily for color computer screens
Speech	Inteded for speech synthesizers
Tty	Media using a fixed character grid
Tv	Intended for television-type devices

AHA, er is iets zoals handheld

```
@media screen
{
    body
    {
        background-color: Red;
    }
}

@media handheld
{
    body
    {
        background-color: Yellow;
    }
}
```



This is not yellow

Handheld

Oudere toestellen hebben geen goede browsers

Nieuwere toestellen gebruiken **screen** als media type

Media Queries bestaan uit 2 delen

1. Media Type
2. Expression

MEDIA QUERY

Type

Query or Expression

```
@media all and (max-width: 640px) {  
  
}
```

Feature

Value

De features

Features with **min-** and **max-** prefixes

Width

Aspect-ratio

Height

Device-aspect-ratio

Device-width

Color

Device-height

Color-index

Resolution

Monochrome

CSS width vs Device Width



Nog features

Zonder min- en max- prefixes

Orientation

Scan

Grid

3 manieren

1. `<link rel="stylesheet" href="style.css" media="screen and (max-width: 640px)" />`

2. `@media all and (max-width: 640px) {`
`}`

3. `@import url("mobile.css") screen and (max-width: 640px);`

Combineren

```
@media all and (max-width: 640px)
    and (orientation: landscape) {

}
```

Not

```
@media not screen and (min-width: 800px)
{
}
}
```

ViewPorts

ViewPorts

Totaal aantal plaats beschikbaar voor CSS layouts

Op de desktop is dit evenveel als de breedte van uw browser

`<HTML>` heeft impliciet een width van 100%

ViewPorts

Op mobile devices is dit iets moeilijker

Indien men de breedte van het device zou nemen dan zouden heel veel websites gesqueezed worden

BlackBerry

mobillism

HOME
CONFERENCES
NEWS
ABOUT US
CONTACT

MOBILISM 2012

VENUE
PROGRAMME
WORKSHOPS

TICKETS
ATTENDEES
SPONSORSHIPS



MOBILISM 2012, 10TH AND 11TH OF MAY, AMSTERDAM

Featuring Remy Sharp and Jeremy Keith

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Mobile is becoming increasingly important to web designers and developers because users expect a site to work on their phones. Simultaneously, the web is becoming increasingly important to the mobile world because it is the only way to deploy an application to any phone.

Nowadays most web conferences feature a mobile session, and most mobile conferences a web session. The obvious next step is Mobilism: a conference wholly dedicated to mobile web design and development.

Just like in 2011 we'll invite some of the best **speakers** from the web development and the mobile world to guide you through the confusing jumble of platforms, screen sizes, and browsers that is the mobile ecosystem.

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