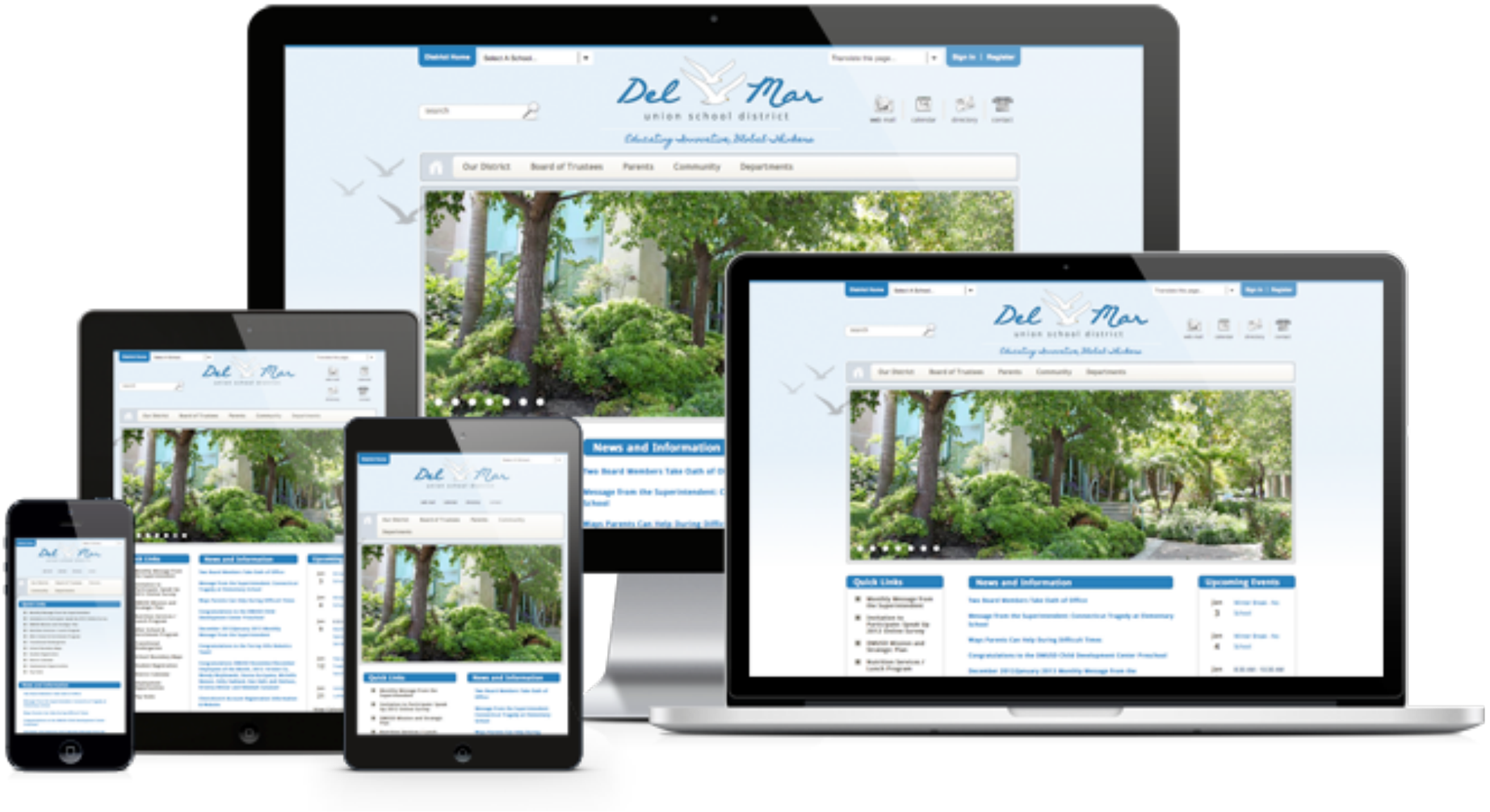
Real-Life Responsive Web Design

Vitaly Friedman

11/02/2014 • up.front

AMOUR
LIEBE

Vitaly Friedman, editor-in-chief and co-founder of SmashingMag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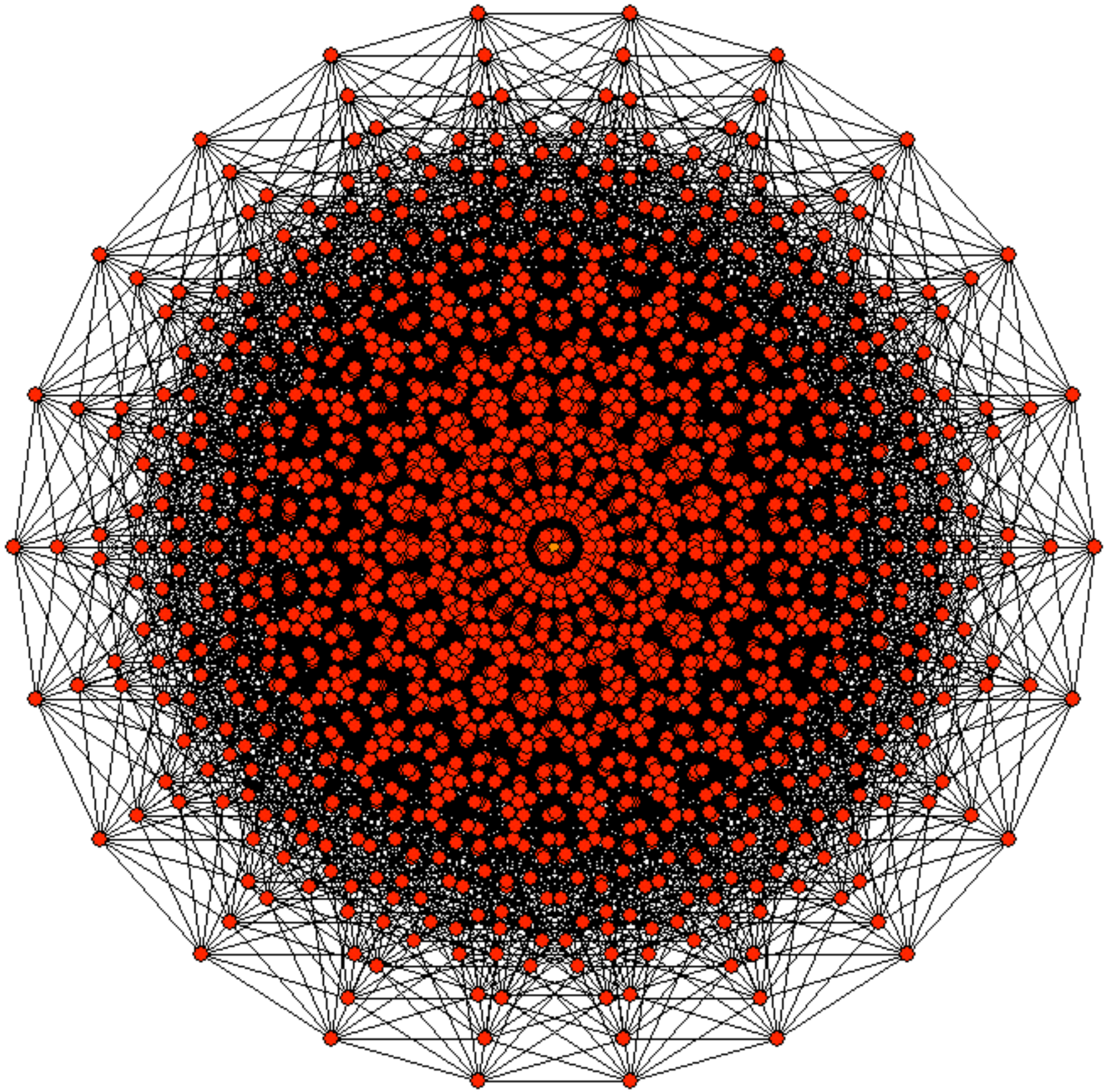
Parents
Community
Departments
News and Information
Quick Links
Upcoming Events

> There are *so many* techniques, tools, libraries, methodologies, patterns, abstractions, pre-processors, post-processors, frameworks, boilerplates, templates, workflows out there. What the heck do I *really* need?
>
> — *Everybody*

> Designing for the Web is like visualizing a *tesseract*. We build experiences by manipulating their shadows.
>
> — *Tim Brown*



Responsive Design is an appropriate tool for “multi-dimensional” designs.

It's a new mindset that requires us to *rethink* and *extend* our practices.

RESEARCH	$12
INFORMATION ARCHITECTURE	$12
VISUAL INTERFACE DESIGN	$15
HTML, CSS, JAVASCRIPT	$14
MAKING IT RESPONSIVE	$200,000
	$200,053

Twitter / hoyboy: The CNN

Twitter, Inc. [US] https://twitter.com/hoyboy/status/320165929709346816

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Greg Hoy
@hoyboy

Follow

The CNN iOS app is so bad, I took the unprecedented steps of deleting it and reinstalling it just so I could delete it again.

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96 RETWEETS **40** FAVORITES

11:28 AM - 5 Apr 13

Reply to @hoyboy

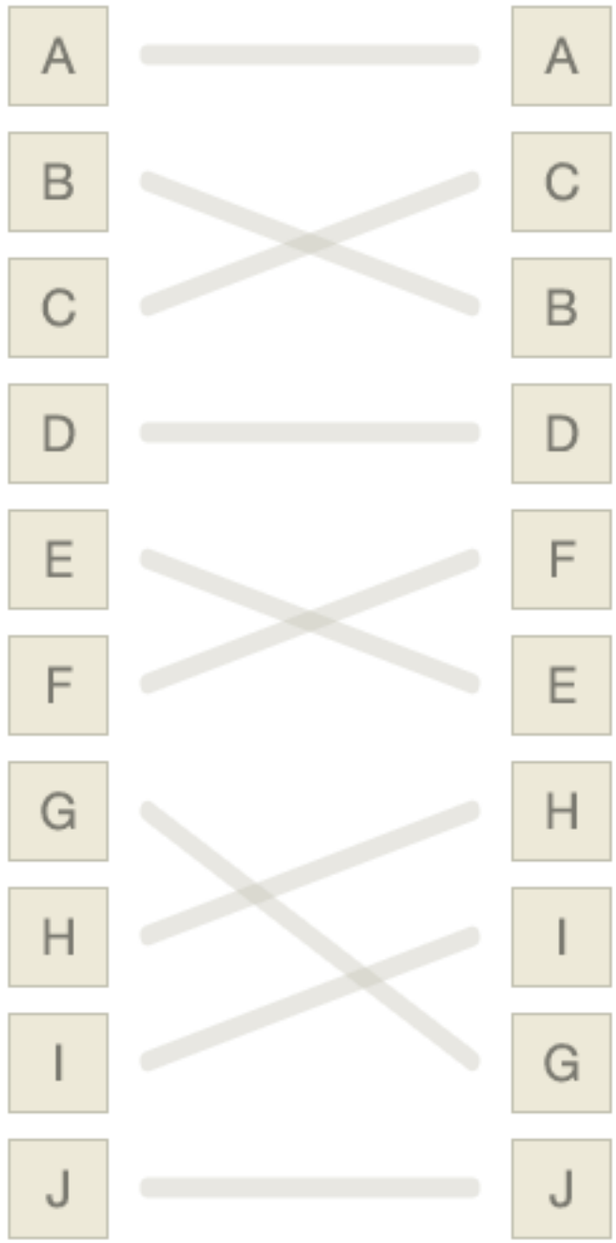
Marko Dugonjić @markodugonjic 5 Apr

The gradient chart

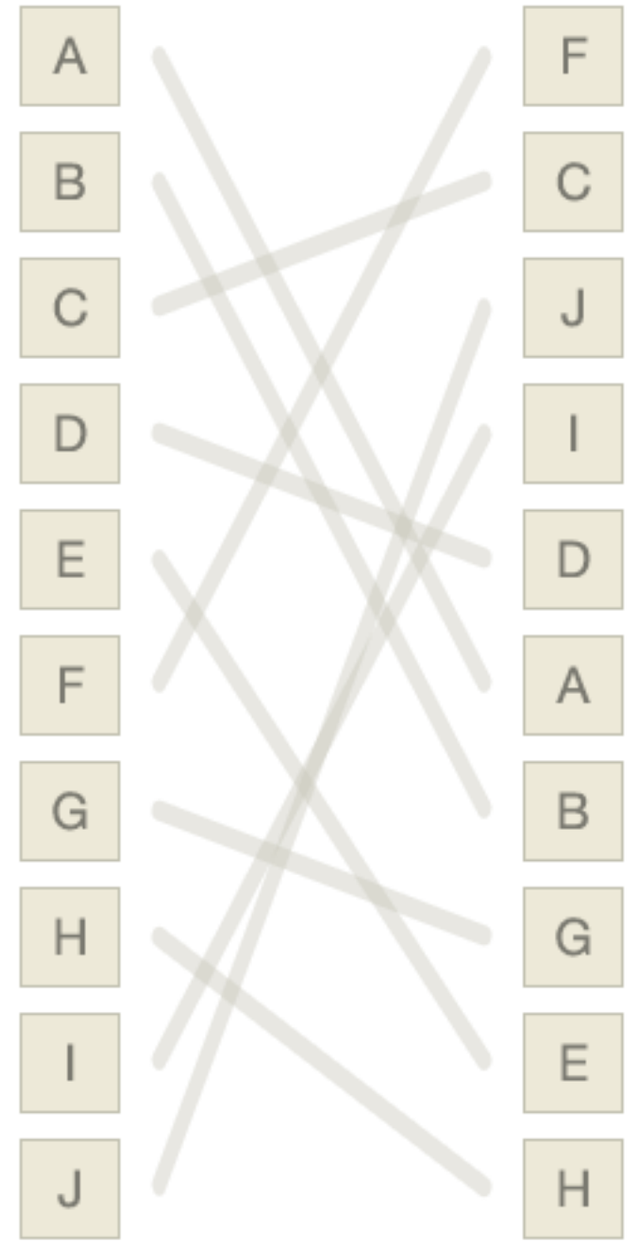
Here's a little tool I've found useful when deciding whether to build a responsive site or a separate site for different devices (eg a mdot smartphone site to accompany a 'full' site).

1. Review the tasks that users want to perform on Device A. (If you don't know these, get researching.) List them in priority order.
2. Repeat for Device B.
3. Put the two lists next to each other, and draw lines connecting identical tasks.

Then look at the diagram you just made.



RESPONSIVE FRIENDLY



MDOT FRIENDLY

> If you're used to designing fixed-width layouts, it's going to be *really, really* hard to get your head around designing and building in a fluid way... *at first*.

— *Elliot Jay Stocks*

http://elliotjaystocks.com/blog/responsive-web-design-the-war-has-not-yet-been-won/

> ...Once you overcome that initial struggle of adapting to a new process, designing and building responsive sites *needn't take any longer*, or cost any more money.

— Elliot Jay Stocks

http://elliotjaystocks.com/blog/responsive-web-design-the-war-has-not-yet-been-won/

Responsive Considerations

- Components

  Flexible grid
  Typography
  Navigation
  Accessible form controls
  Carousels
  Tabbed navigation
  Responsive tables
  Accordions
  Media lists
  Drop-downs
  Pagination
  Data tables
  Buttons
  Icon fonts

- Strategy

  Responsive images
  Responsive typography
  Accessibility architecture
  Legacy browser support
  i18n/l10n tolerance
  Performance budget
  Interaction/Animations
  Responsive advertising

- Components

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  Responsive images
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  Accessibility architecture
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  i18n/l10n tolerance
  Performance budget
  Interaction/Animations
  Responsive advertising

- Layouts

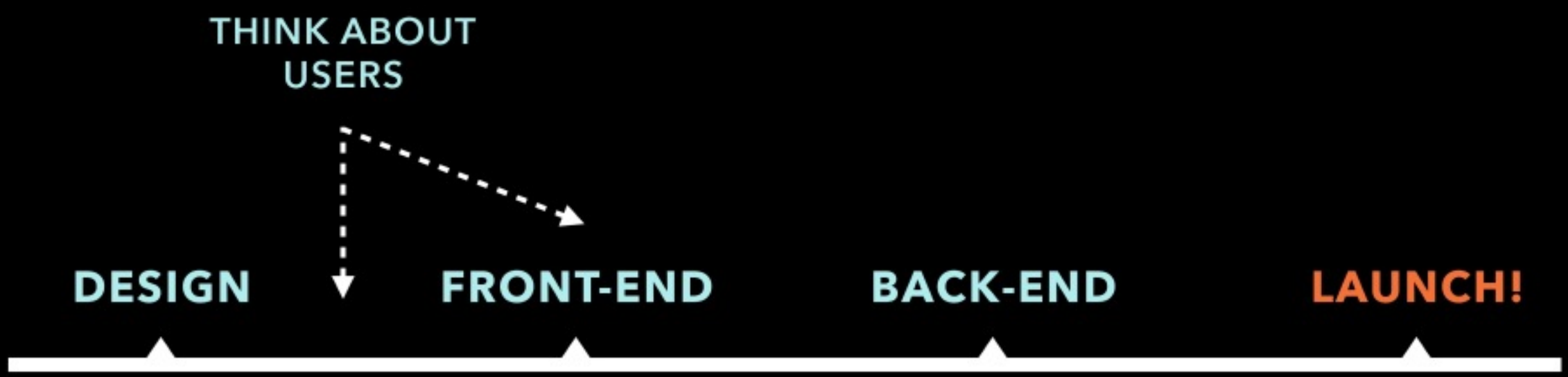
  Homepage layout
  Subpage layout
  Article index layout
  Article layout
  Product index layout
  Product detail layout
  Sign up flow
  Checkout flow

> The *design process* is weird and complicated because it involves people and organisations, which often are weird and complicated.

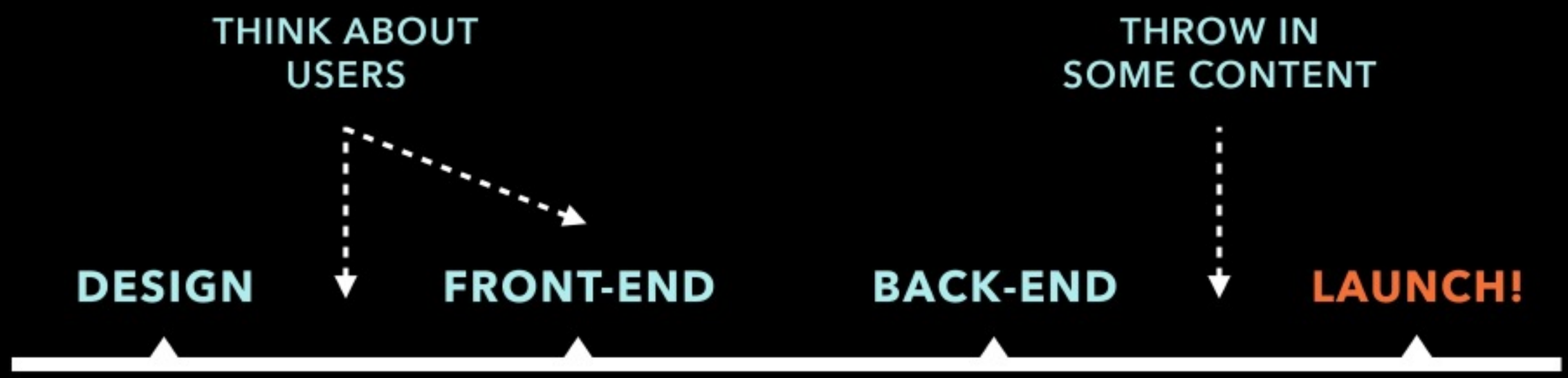
— *Mark Boulton*

Linear Workflow

Linear Workflow



Linear Workflow



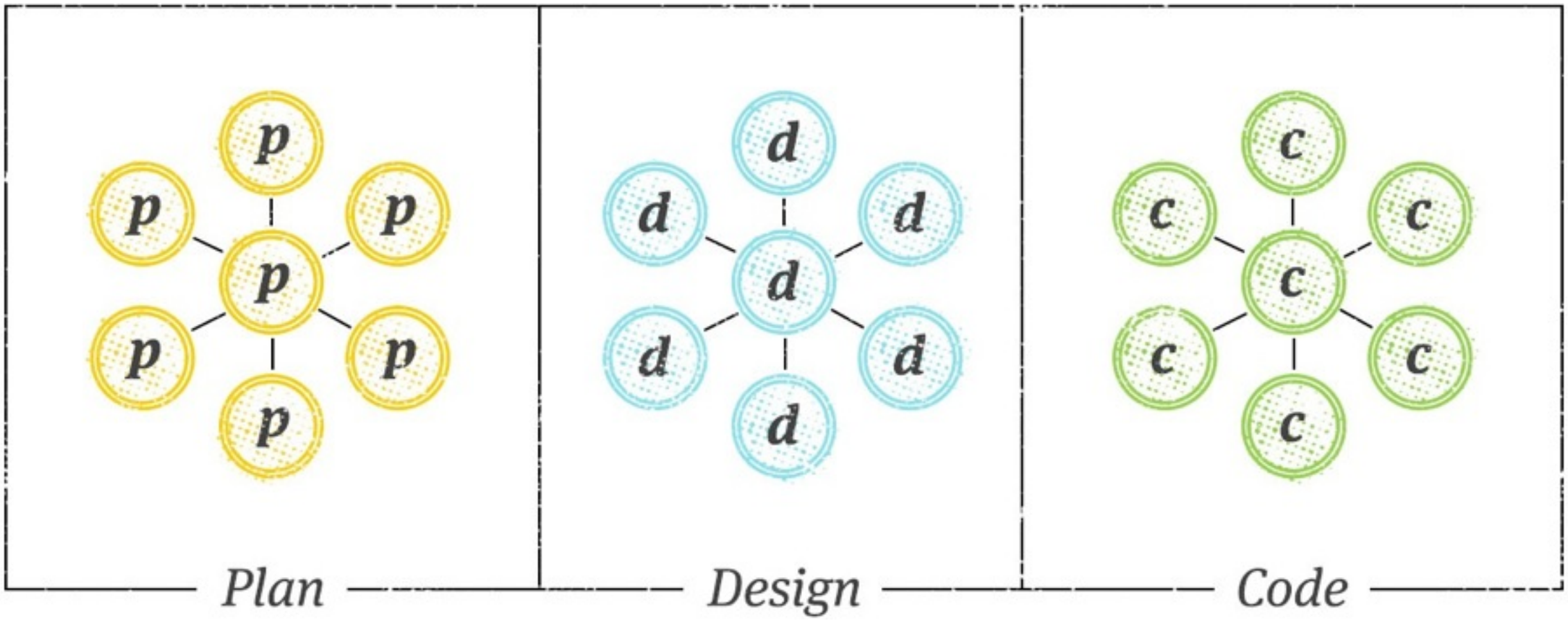
Slightly Better Linear Workflow

Why hello, RWD.

Slightly Better Linear Workflow

Linear Workflow

Linear Workflow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> Design process is often managed as tasks. Our thinking is often linear. We finish one task before moving on to the next. We have *hand-off points* where tasks move between different skill sets.

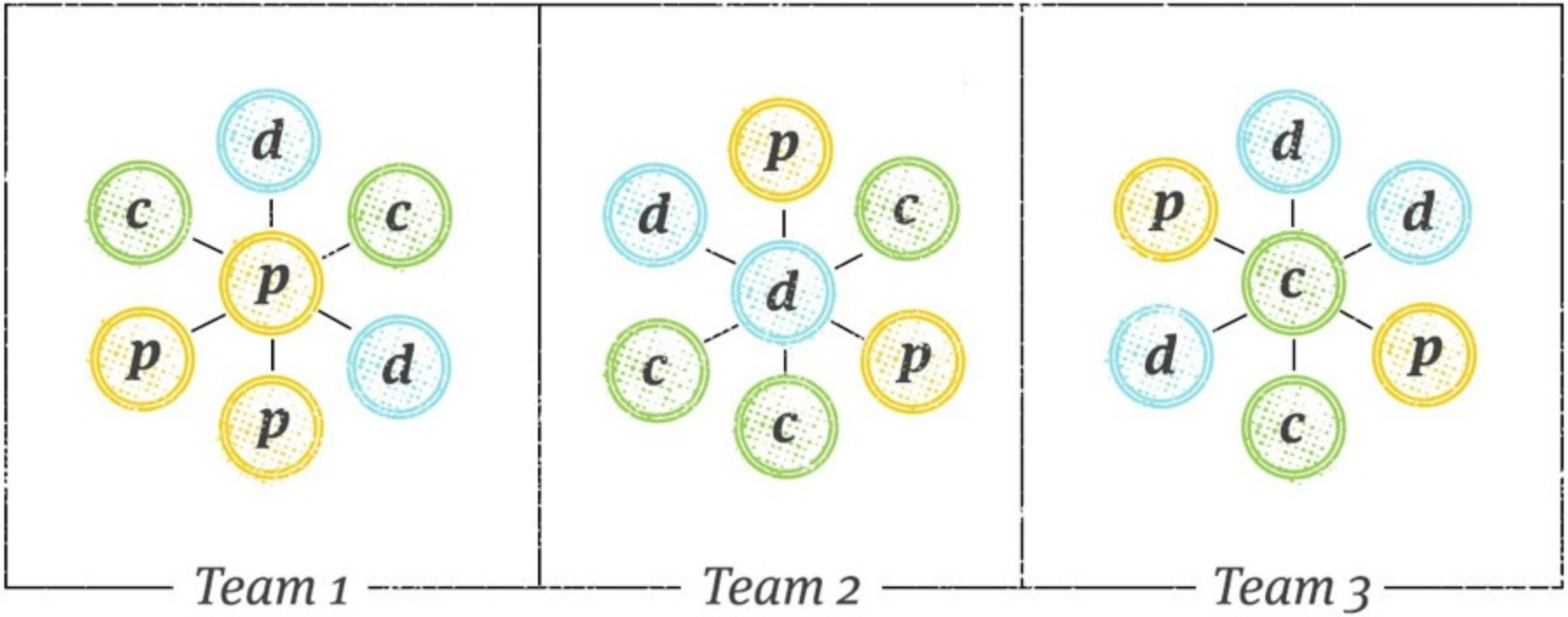
— *Ethan Marcotte*

> *Linear workflows* force you to make decisions before you have all the data you need. Hand-offs require teams to tidy up their fragmented deliverables and get approvals on discrete parts of a project in isolation.

— *Ben Callahan*

> Build smaller, *tactical* teams that are capable of executing multiple rounds of planning, design, and code quickly and independently.

— *Trent Walton*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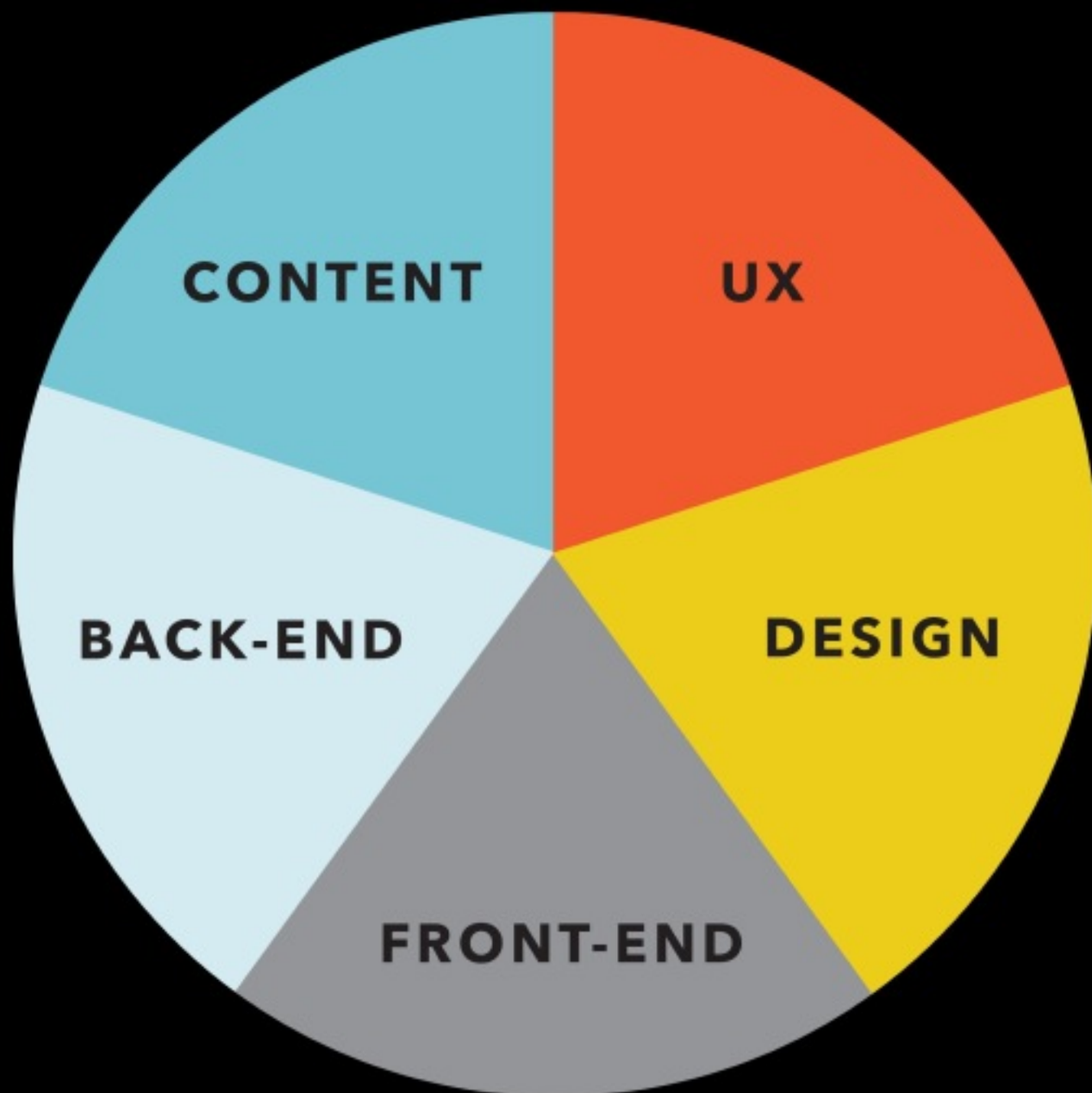
Team 3

Collaborative Workflow

- Instead of dividing teams into skill sets, build *complementary teams,* focused on small tasks.

  1. A project starts with building “all-round”-teams;
  2. Think *mobile first* = commitment to the content,
  3. Produce style tiles, comps, first modules,
  4. Build prototypes in the browser asap,
  5. Collaboration as “in-browser design pairing”,
  6. Each iteration completes a (small) milestone,
  7. Clients sign-off *style guides and prototypes.*

“1 Deliverable” Workflow



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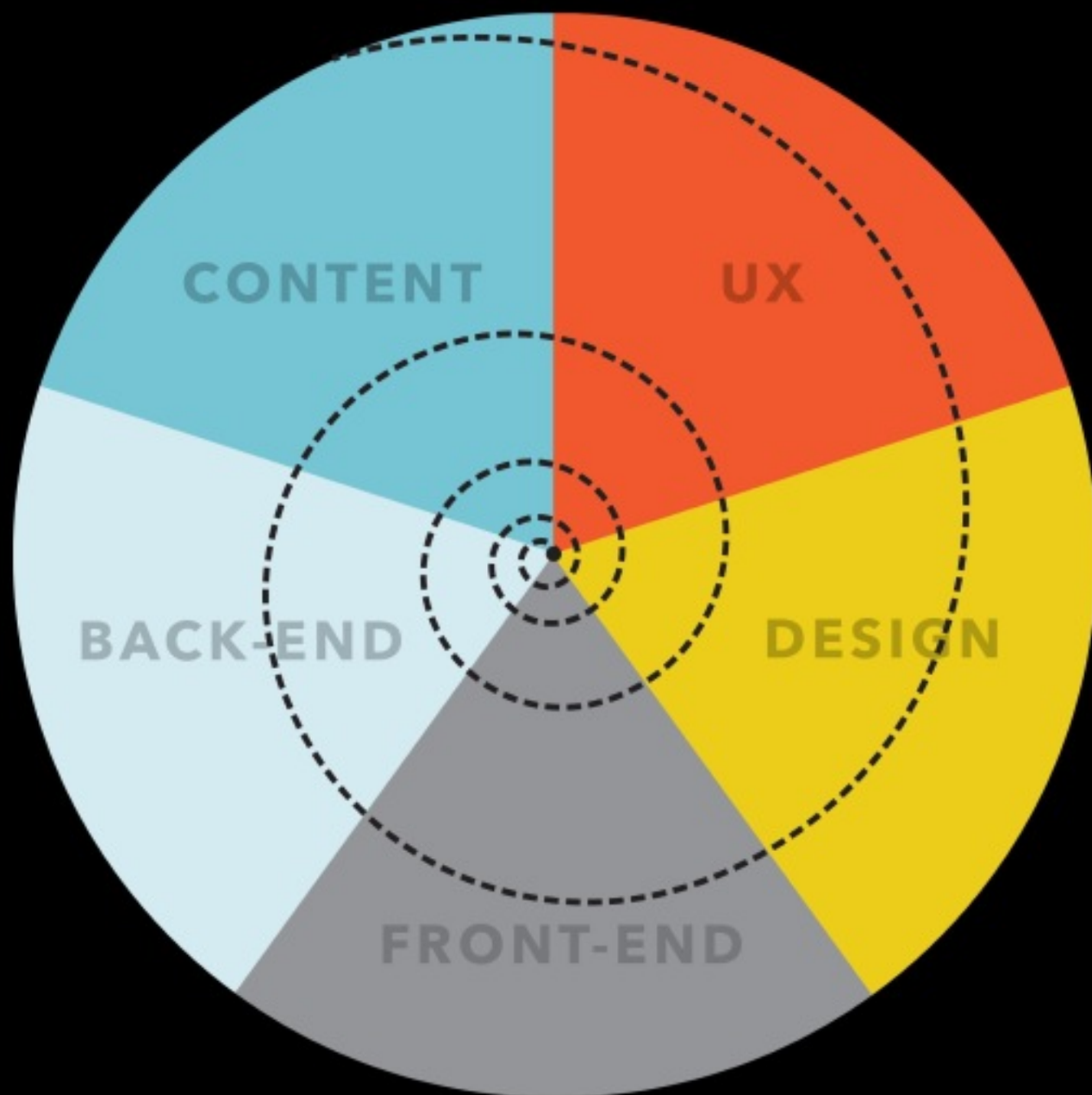

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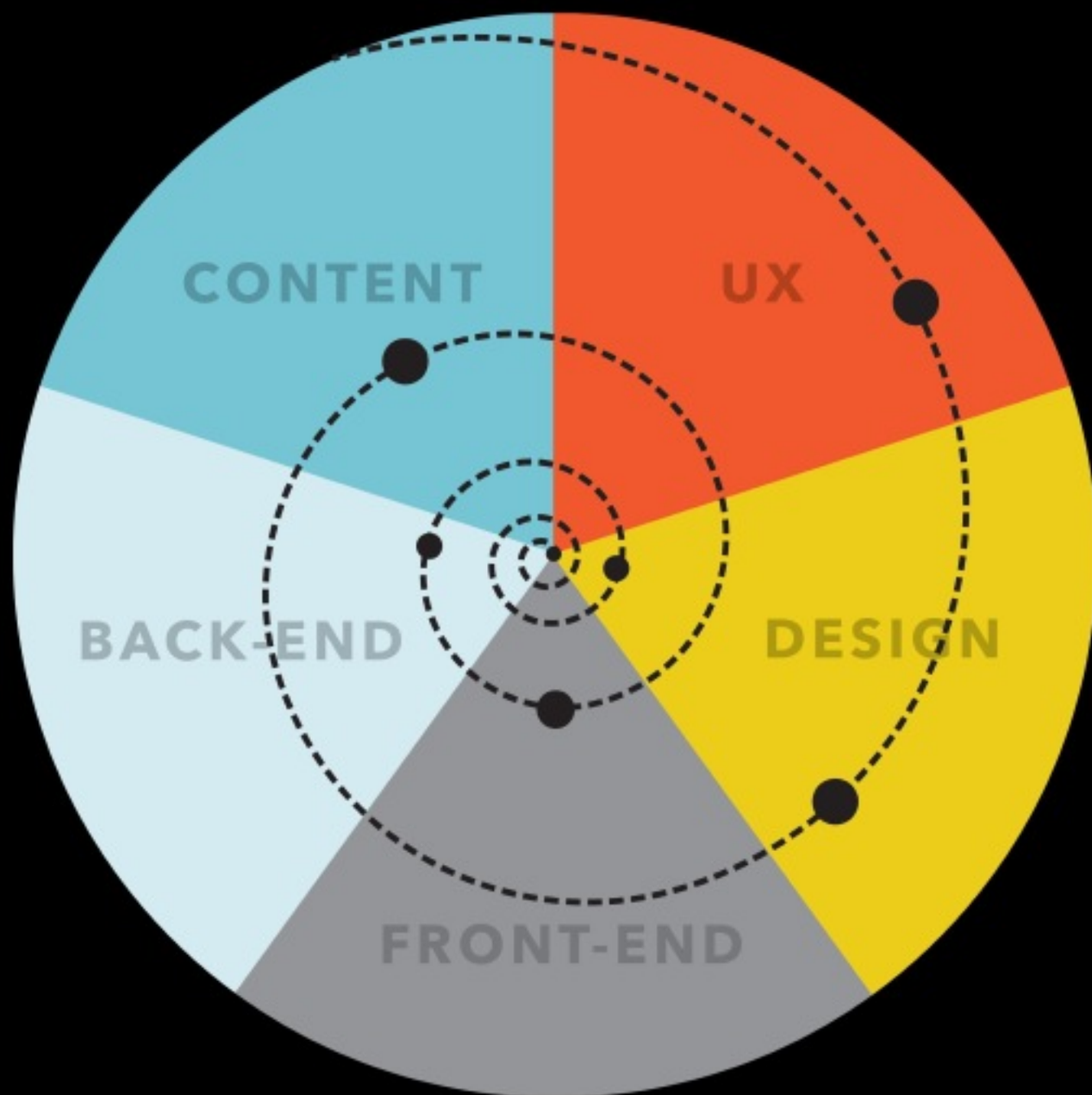
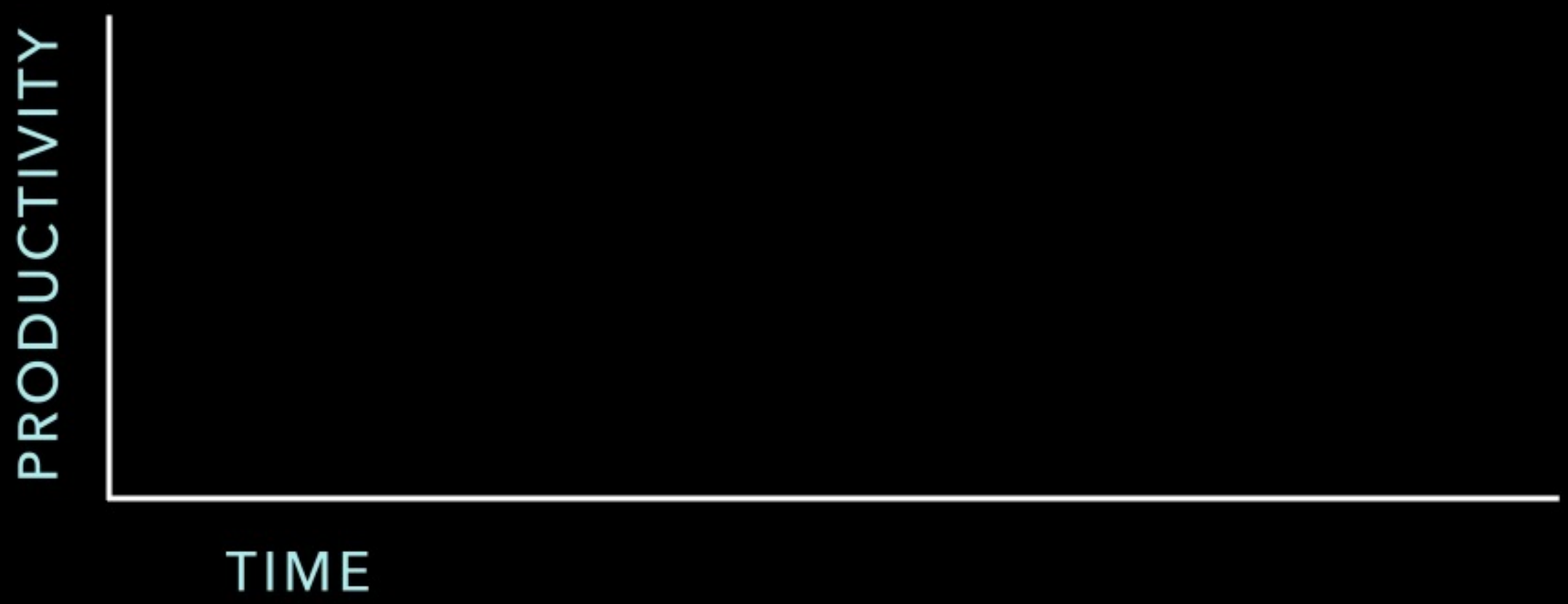


> *“One deliverable”* workflow is focused on the final state: the one deliverable we all have. Instead of thinking in a linear fashion, think in terms of a *spiral of iteration*.
>
> — *Ben Callahan*

Dissecting Design



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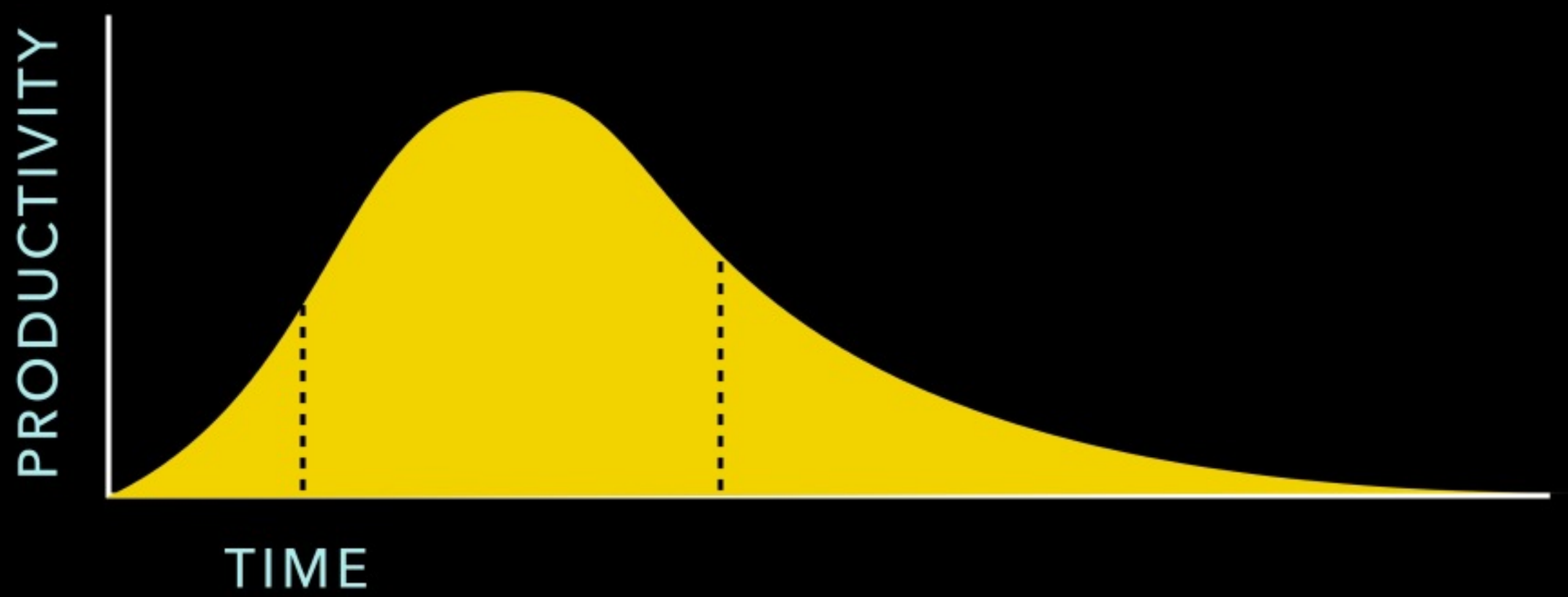
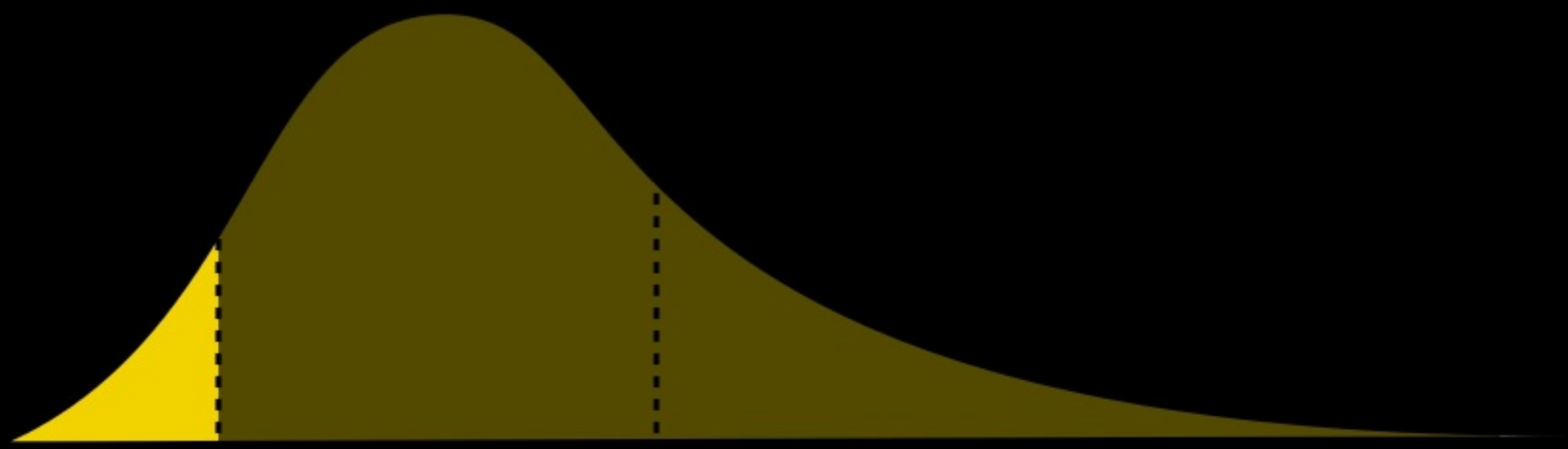
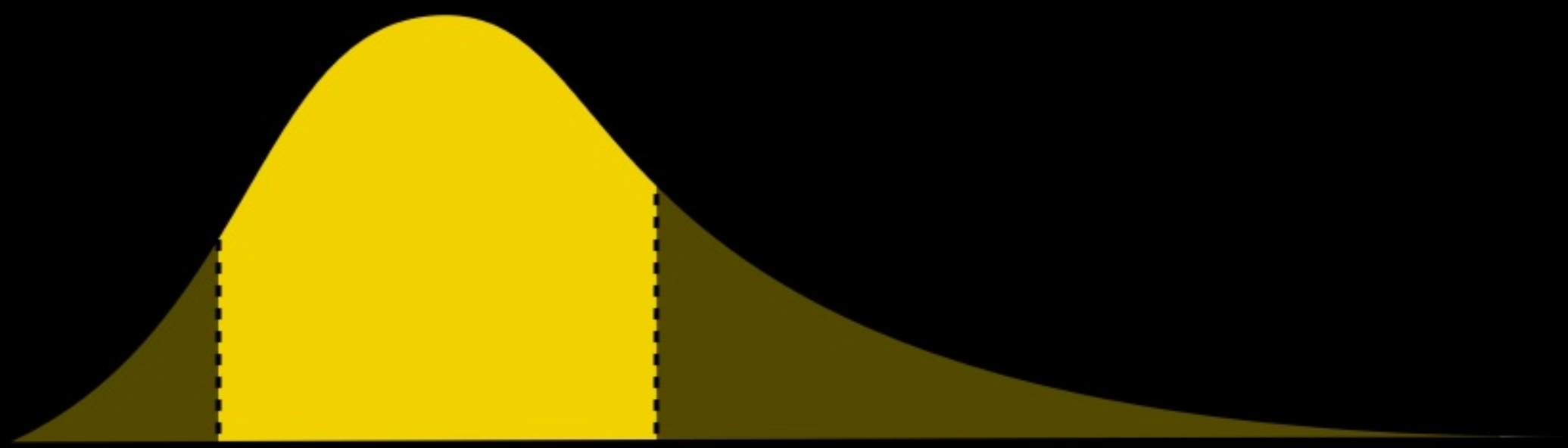


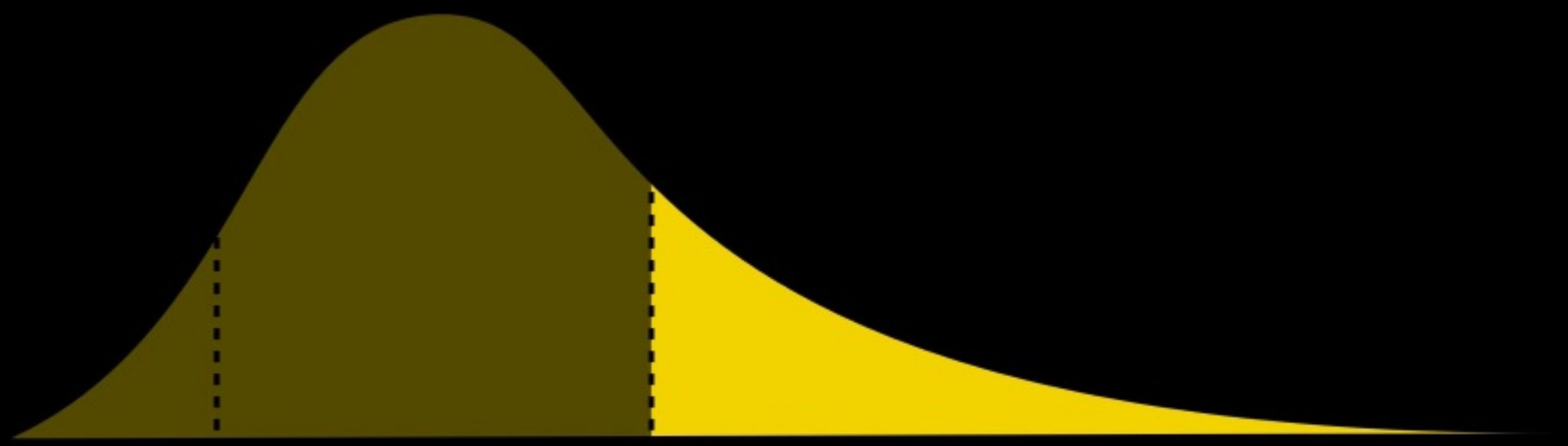
Establish the Aesthetic



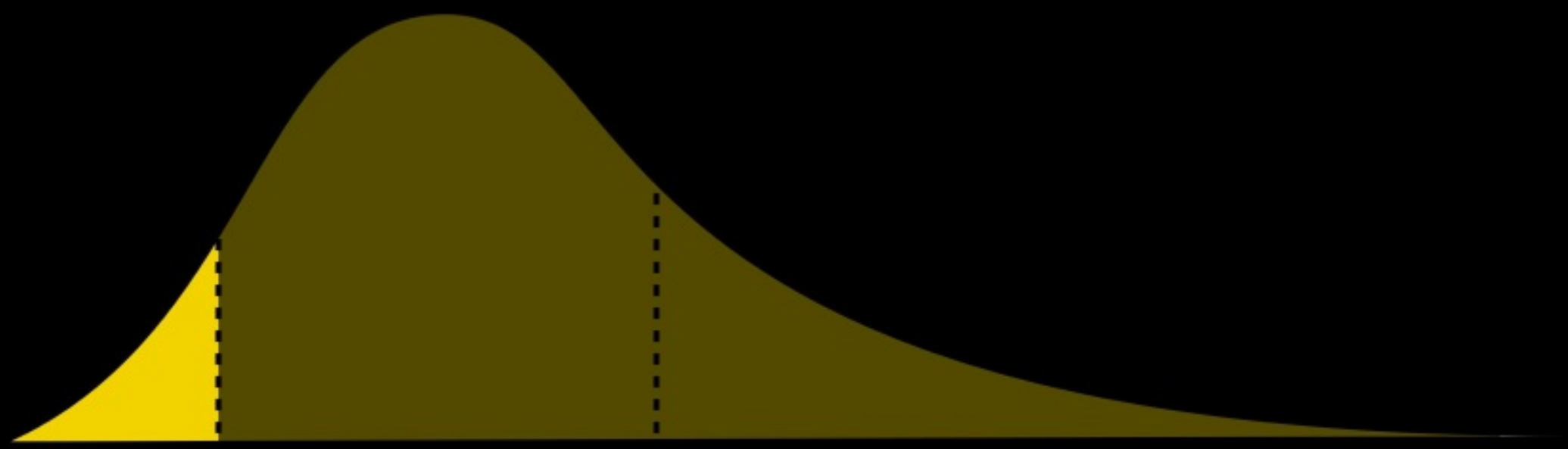
Solve the Problem



Refine the Solution



Establish the Aesthetic

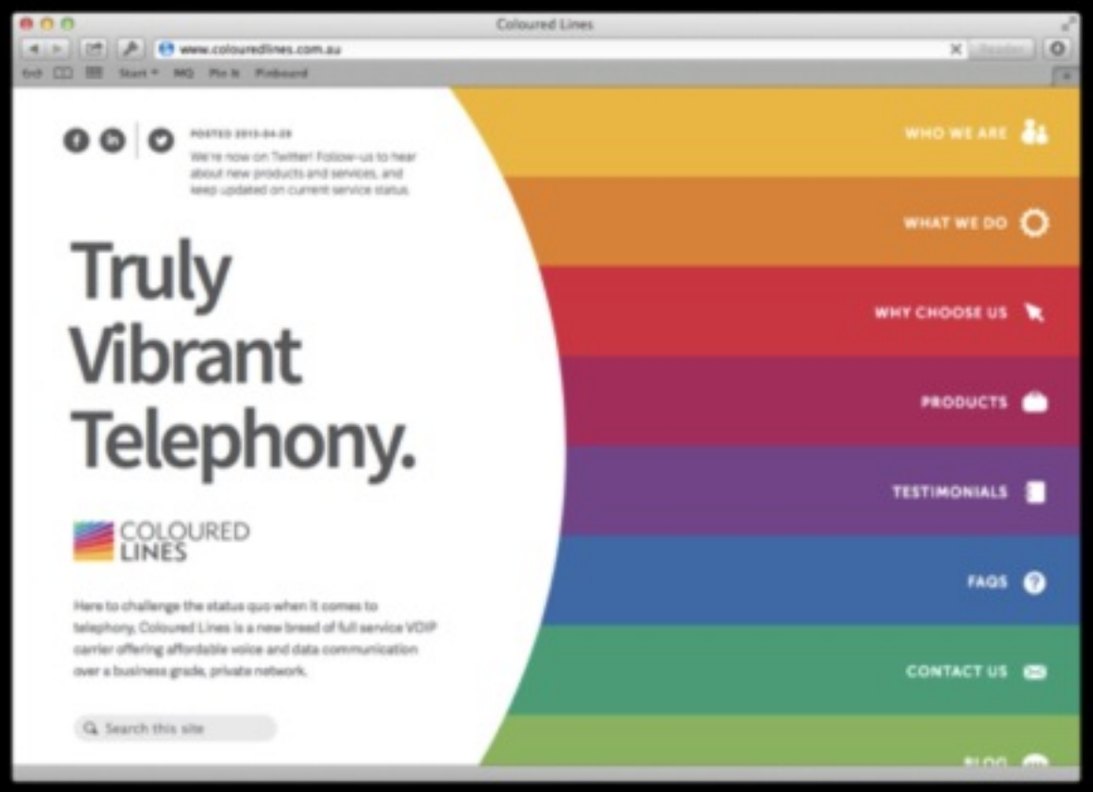


Establish the Aesthetic

- Style Comparisons
- Style Tiles
- Style Prototypes

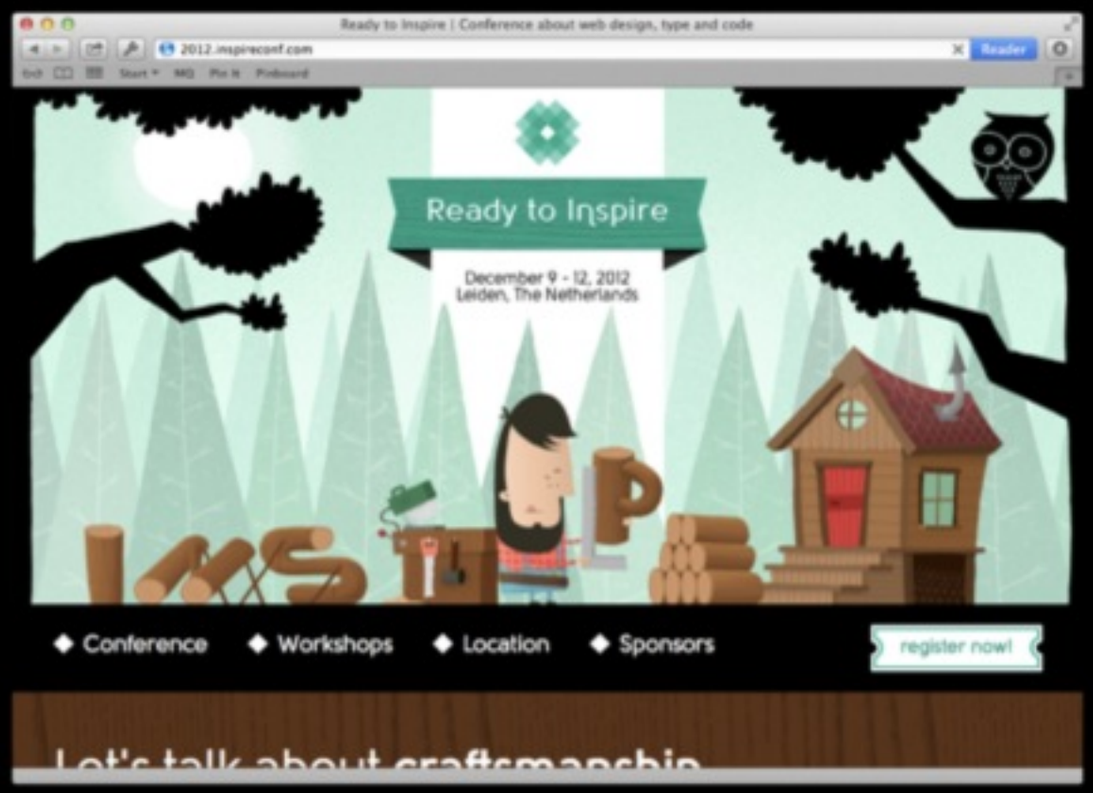
Style Comparisons

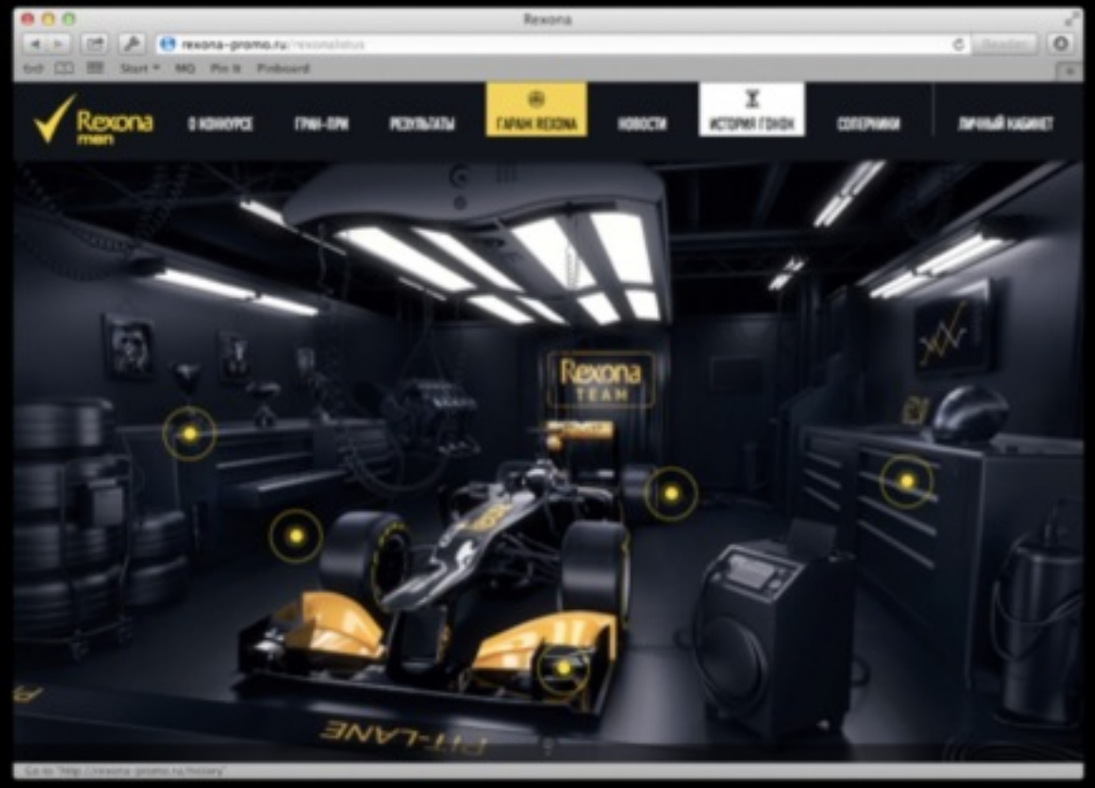
Flat vs Textured



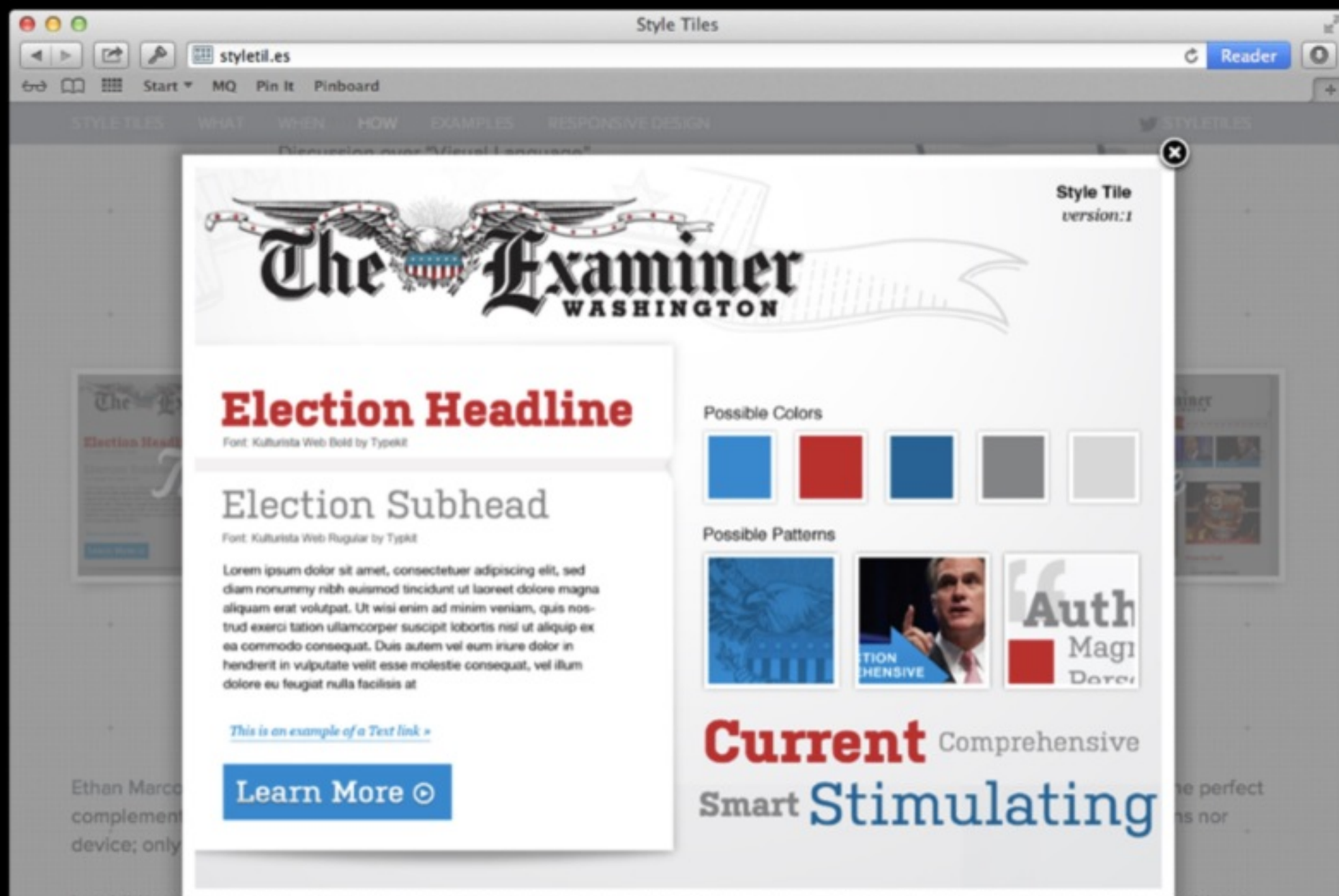
Style Comparisons

Illustration vs Photography





Style Tiles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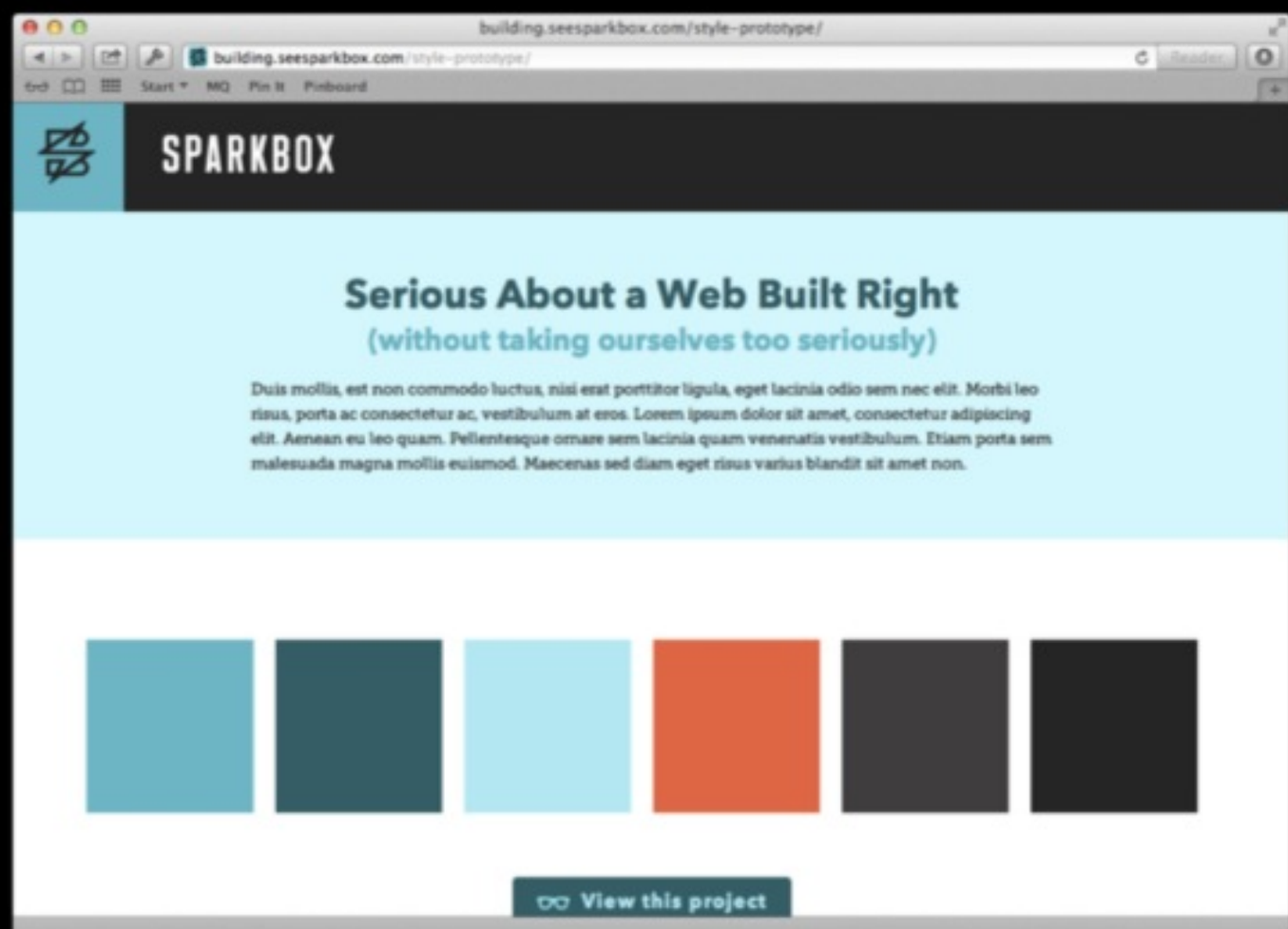
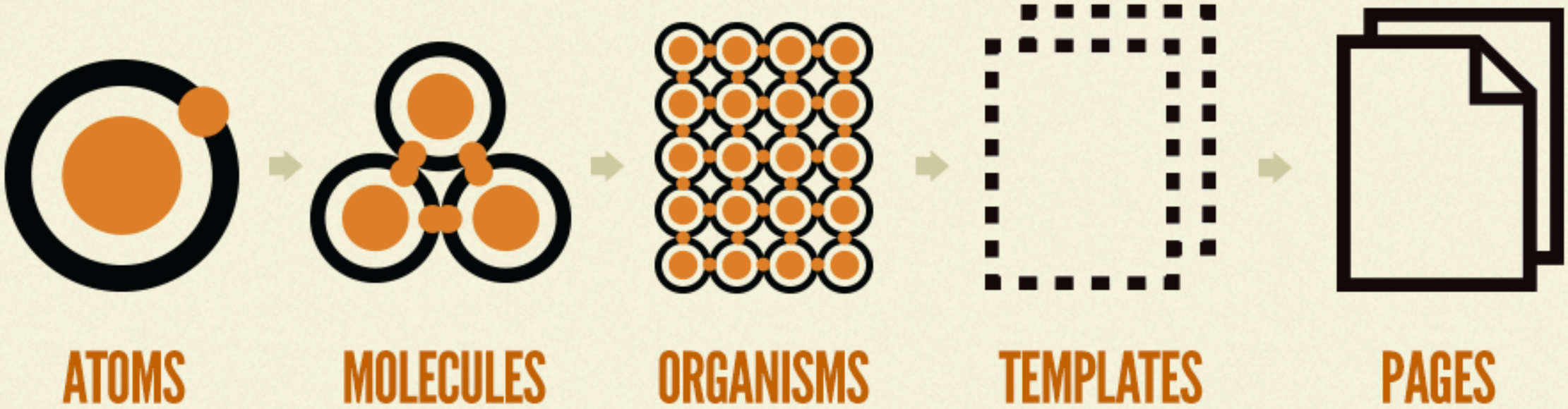
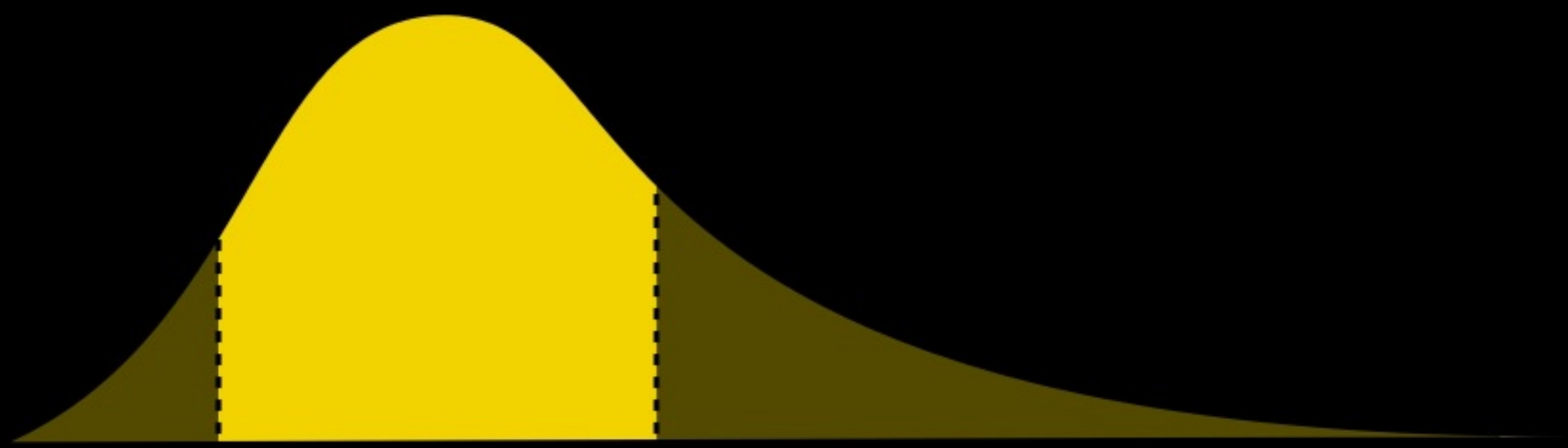
Style Prototypes




ATOMS
MOLECULES
ORGANISMS
TEMPLATES
PAGES

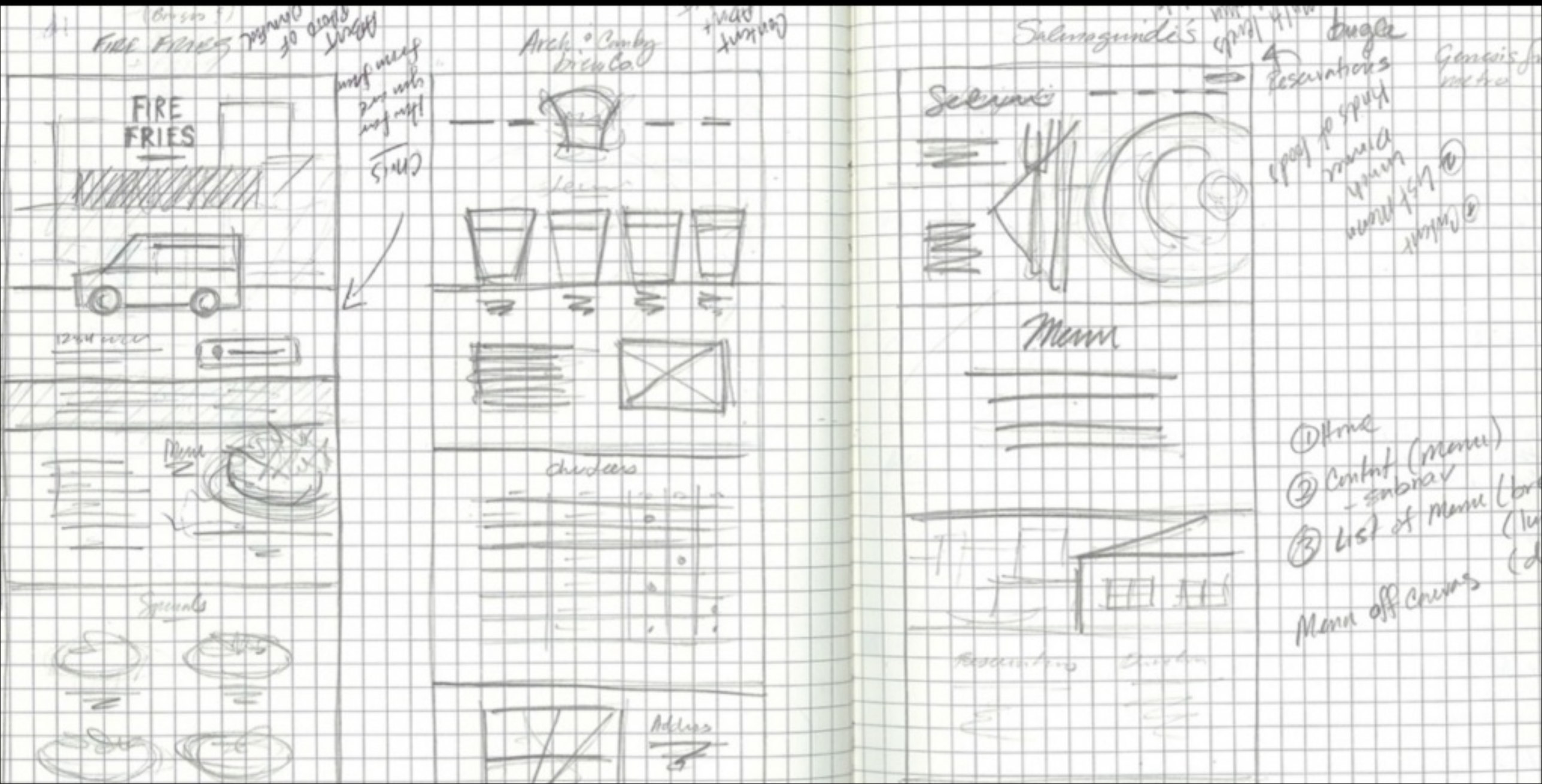
Solve the Problem



Solve the Problem

- Static Design Tools
- Responsive Design Tools
- HTML/CSS

Static Design Tools

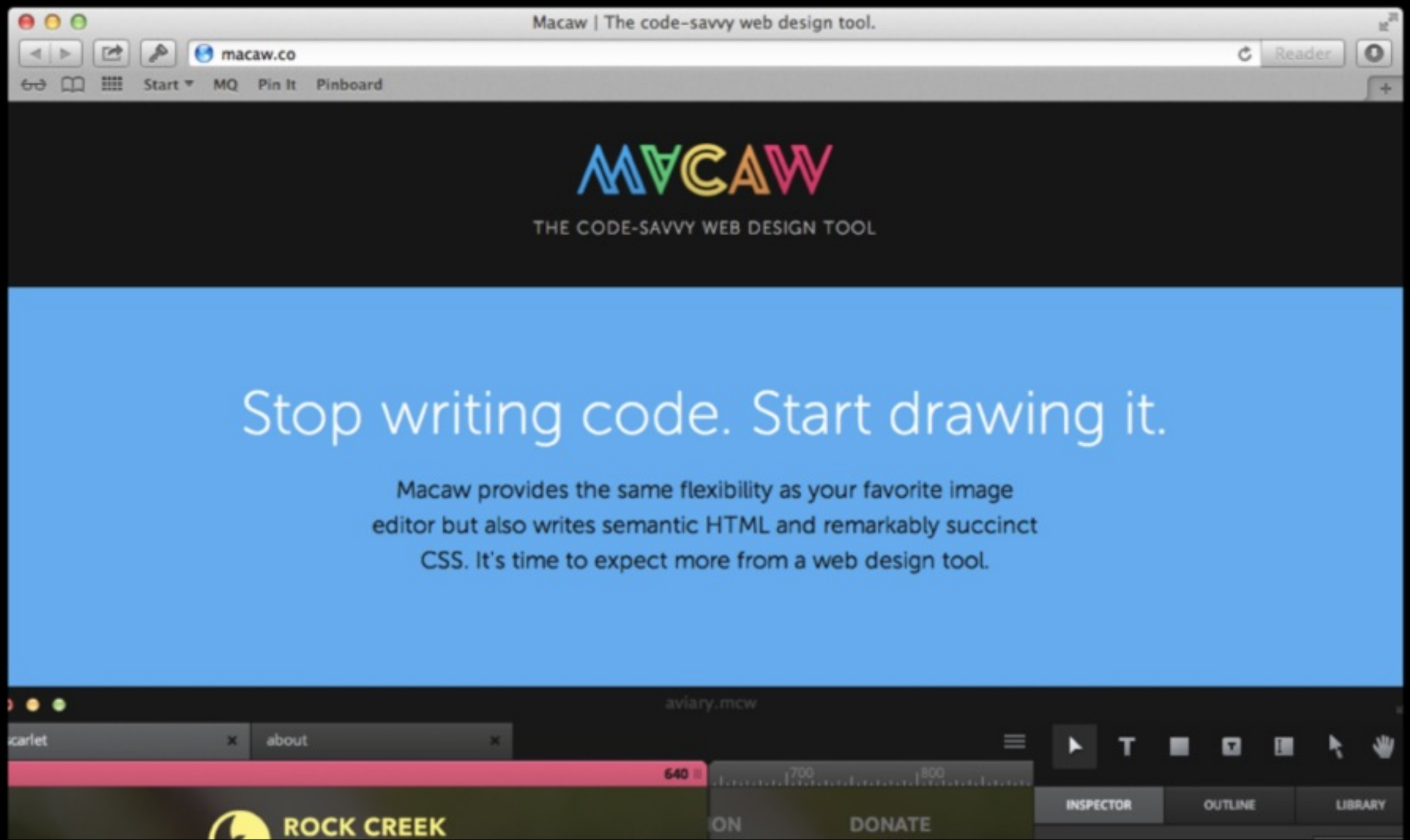


Static Design Tools

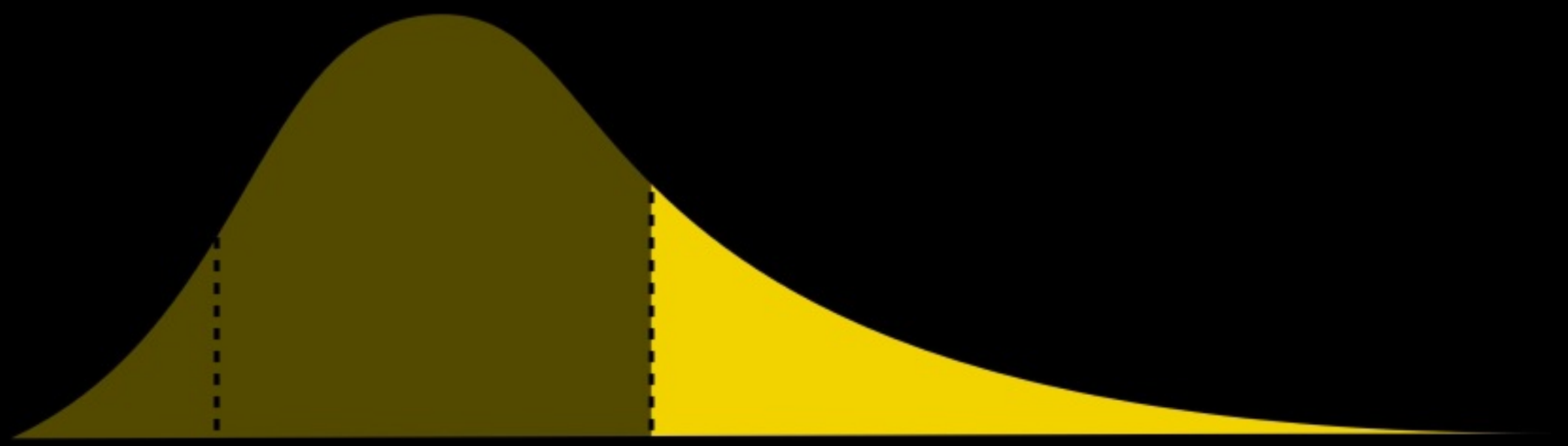
SOLVE THE PROBLEM

HTML/CSS

Responsive Design Tools

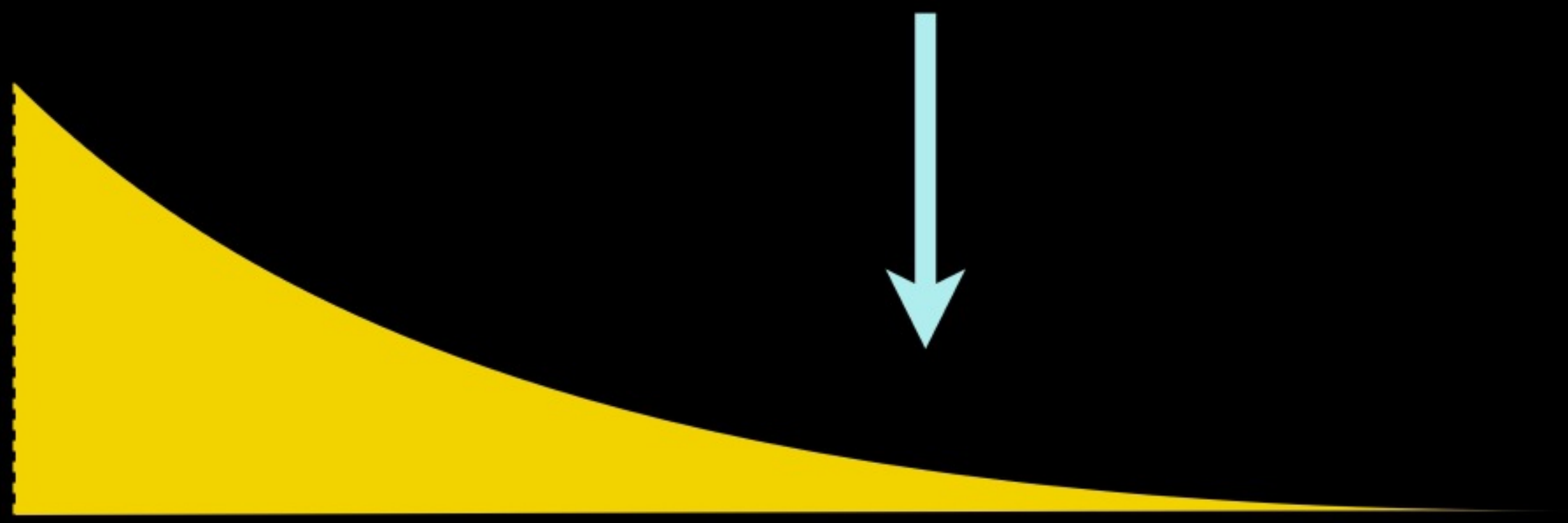


Refine the Solution

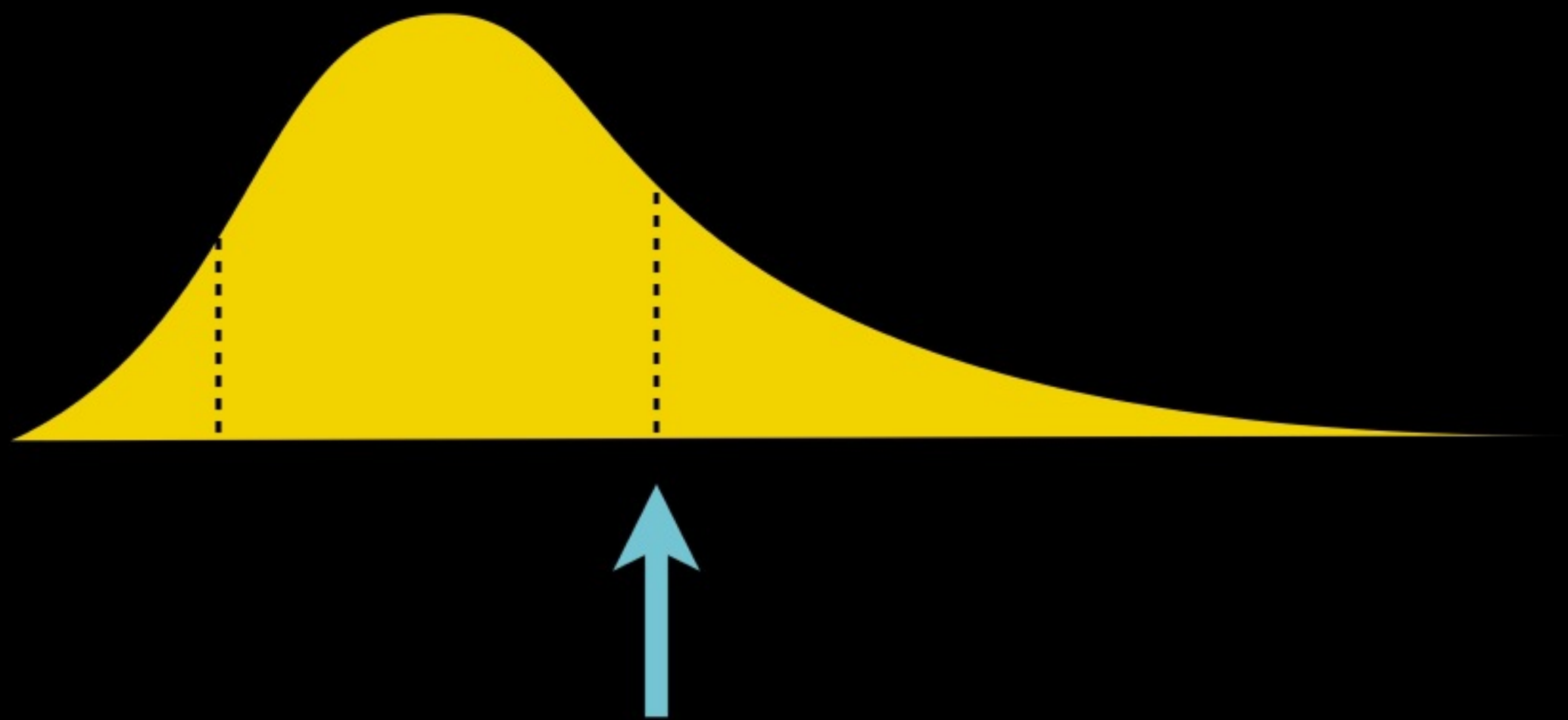


Refine the Solution

You don’t want to do the long tail more than once



The Switching Point



Refine the Solution

- ~~Static Design Tools~~
- Design Pairing

JS
CLEAN CODERS

Reading Is Fundamental C

rif.superfriend.ly

SuperFriendly

Reading Is Fundamental Website Design

DESIGN CONVERSATION: THE LITERACY PROBLEM & CTAS

August 9, 2013

- The Literacy Problem, v3
- The Literacy Problem, v3 (tweet)
- Calls to Action

DESIGN CONVERSATION: LITERACY FACTS & STATS

Jul 10, 2013

- Literacy Facts & Stats, v2

DESIGN CONVERSATION: LITERACY FACTS & STATS

May 6, 2013

- Literacy Facts & Stats, tab 1
- Literacy Facts & Stats, tab 2
- Literacy Facts & Stats, tab 3
- Literacy Facts & Stats, tab 4

Responsive Workflow

- Instead of designing layout “snapshots”, establish a *design atmosphere* first.

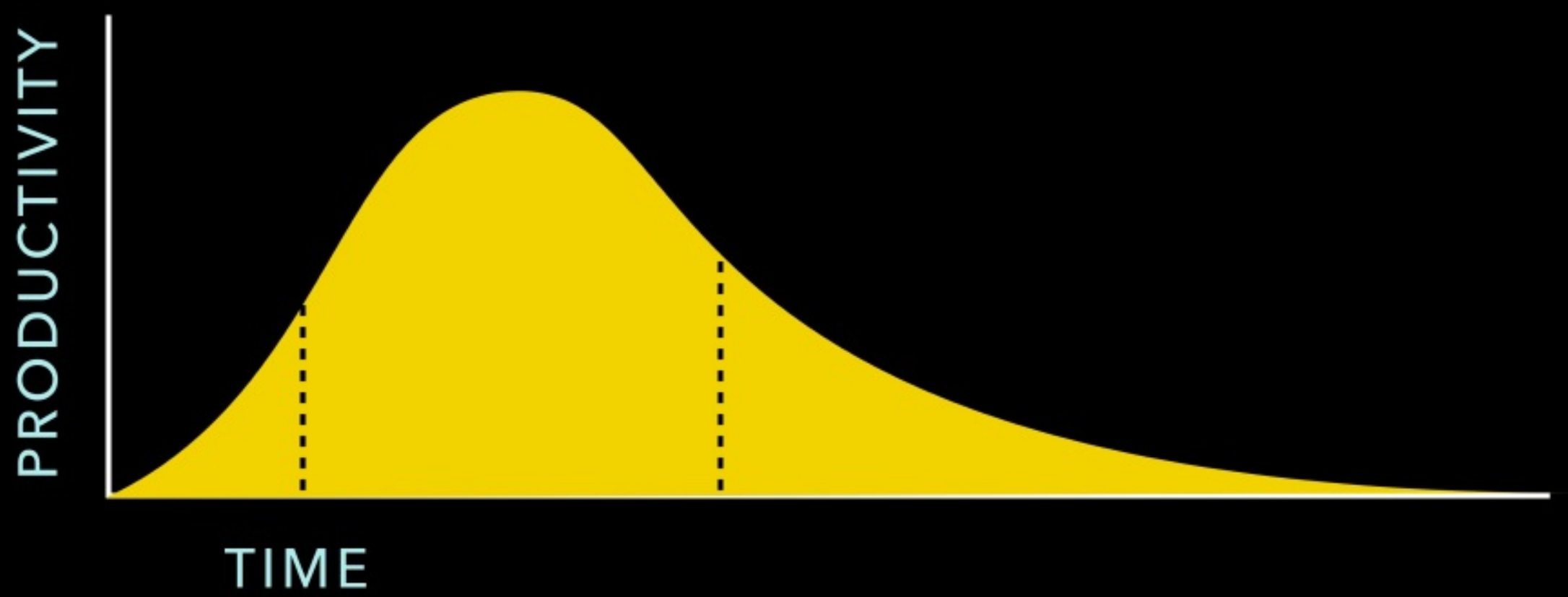
  1. Create style tiles/collages in Photoshop,
  2. Experiment with HTML type specimens,
  3. Build a pattern library in the browser,
  4. Apply visual/type identity to the library,
  5. Prototype atoms first; modules, organisms later.
  6. Sign off a core content/functionality priority list,
  7. Sign off performance and UX budgets early,
  8. Sign off browser support / RWD image strategies.

Designing Components

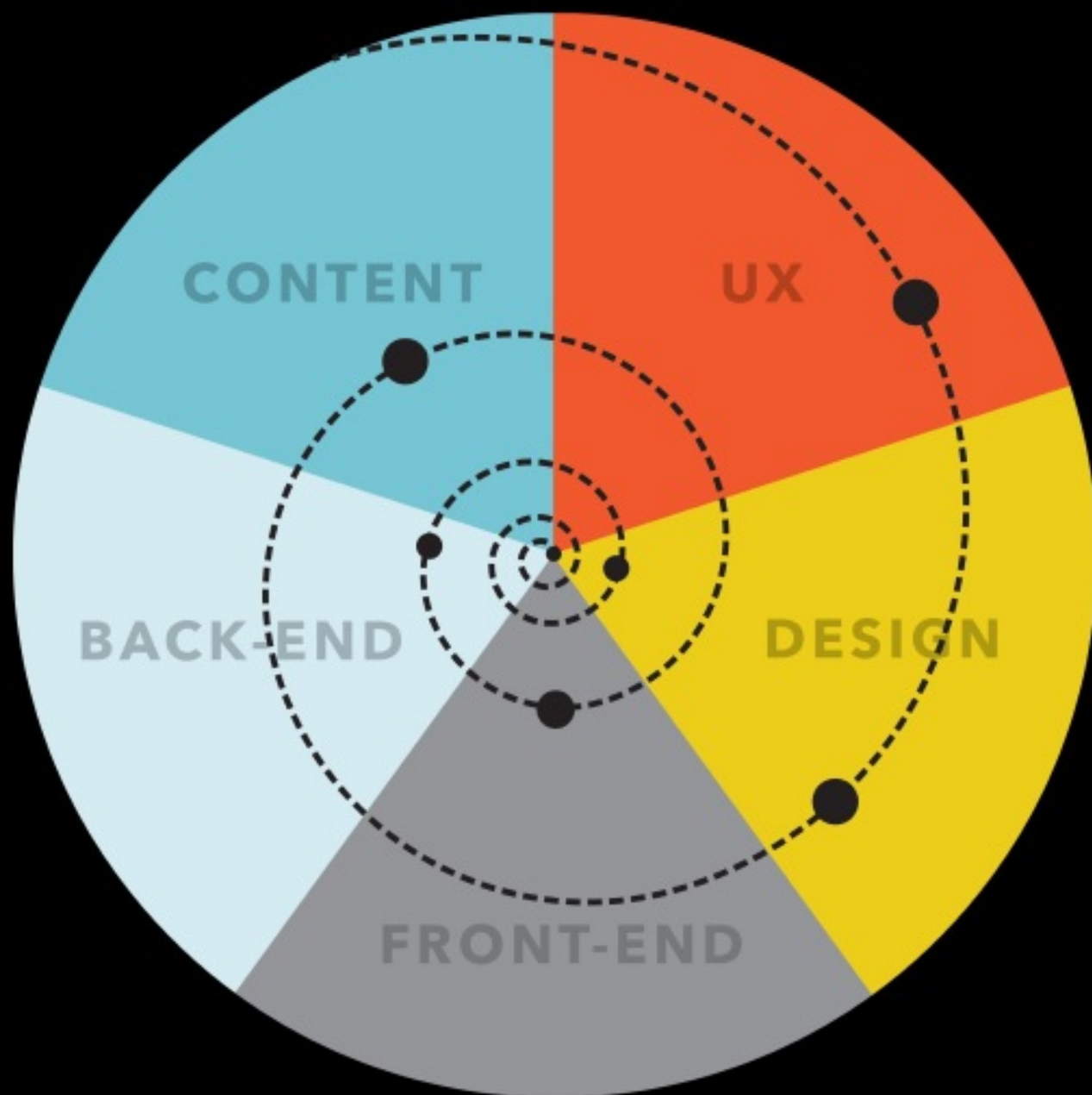
- If you are redesigning an existing website, "scaffold" the site and *reevaluate* it first.

1. Inherent usability testing first,
2. Prioritize features and rethink UX,
3. Build a pattern library in the browser,
4. Apply visual/type identity to the library,
5. Prototype atoms first; modules, organisms later.
6. Sign off a core content/functionality priority list,
7. Sign off performance and UX budgets early.
8. Sign off browser support / RWD images strategies.

Dissecting Design



“1 Deliverable” Workflow



Prototyping Style, 2013, B

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Reorganization | Trent Wal

trentwalton.com/2013/04/10/reorganization/

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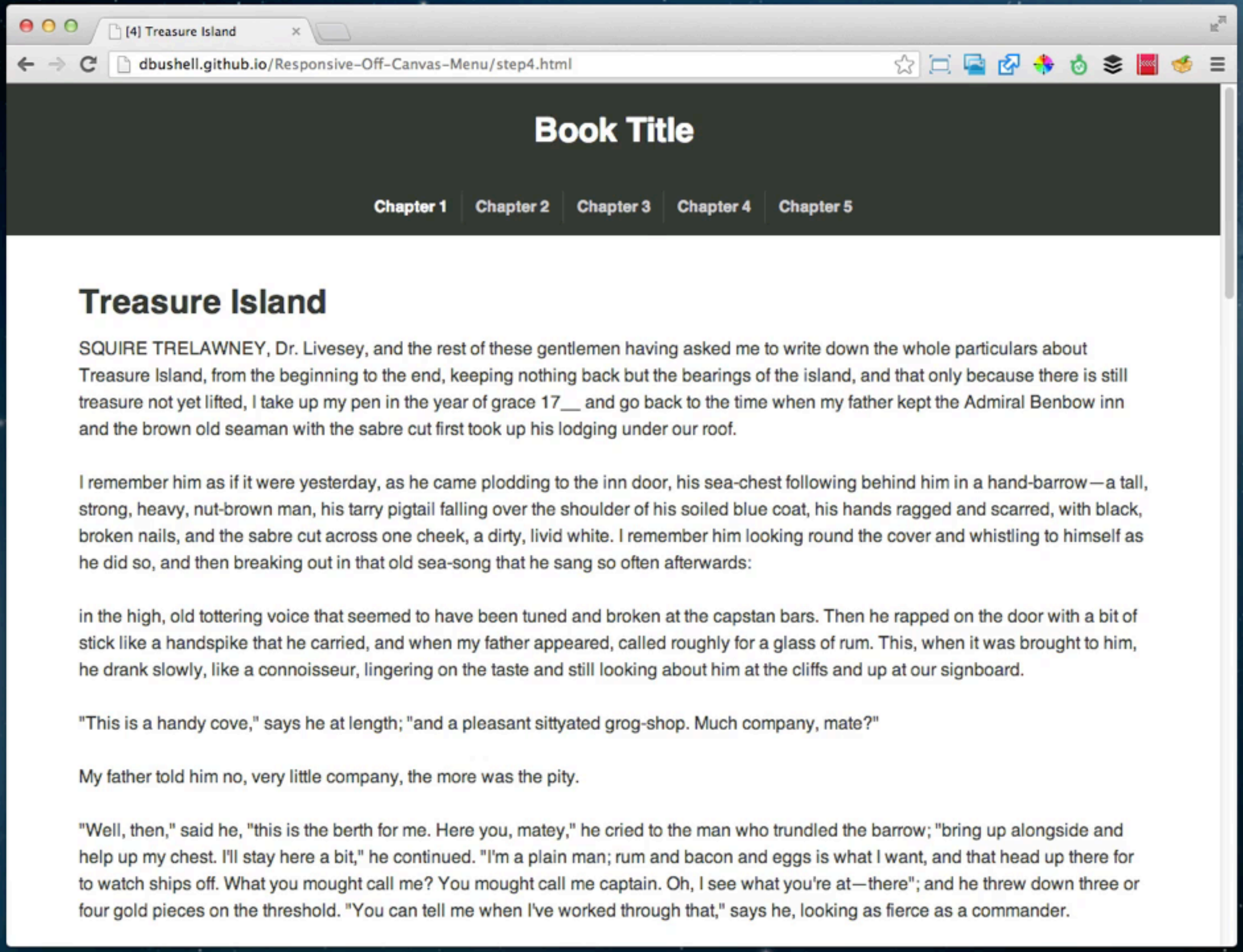
Reorganization

Process is often shaped by how teams are organized.

In the context of designing for the multi-device web, the high level of iteration and communication required to build

Responsive Design Patterns

> If a design problem *can* be solved responsively, eventually it *will* be solved responsively.
>
> — *You-know-who*


[4] Treasure Island
dbushell.github.io/Responsive-Off-Canvas-Menu/step4.html
Book Title
Chapter 1
Chapter 2
Chapter 3
Chapter 4
Chapter 5
Treasure Island
SQUIRE TRELAWNEY, Dr. Livesey, and the rest of these gentlemen having asked me to write down the whole particulars about Treasure Island, from the beginning to the end, keeping nothing back but the bearings of the island, and that only because there is still treasure not yet lifted, I take up my pen in the year of grace 17__ and go back to the time when my father kept the Admiral Benbow inn and the brown old seaman with the sabre cut first took up his lodging under our roof.
I remember him as if it were yesterday, as he came plodding to the inn door, his sea-chest following behind him in a hand-barrow—a tall, strong, heavy, nut-brown man, his tarry pigtail falling over the shoulder of his soiled blue coat, his hands ragged and scarred, with black, broken nails, and the sabre cut across one cheek, a dirty, livid white. I remember him looking round the cover and whistling to himself as he did so, and then breaking out in that old sea-song that he sang so often afterwards:
in the high, old tottering voice that seemed to have been tuned and broken at the capstan bars. Then he rapped on the door with a bit of stick like a handspike that he carried, and when my father appeared, called roughly for a glass of rum. This, when it was brought to him, he drank slowly, like a connoisseur, lingering on the taste and still looking about him at the cliffs and up at our signboard.
"This is a handy cove," says he at length; "and a pleasant sittyated grog-shop. Much company, mate?"
My father told him no, very little company, the more was the pity.
"Well, then," said he, "this is the berth for me. Here you, matey," he cried to the man who trundled the barrow; "bring up alongside and help up my chest. I'll stay here a bit," he continued. "I'm a plain man; rum and bacon and eggs is what I want, and that head up there for to watch ships off. What you mought call me? You mought call me captain. Oh, I see what you're at—there"; and he threw down three or four gold pieces on the threshold. "You can tell me when I've worked through that," says he, looking as fierce as a commander.

Responsive Multi-Level Me

tympanus.net/Development/ResponsiveMultiLevelMenu/index4.html

« PREVIOUS DEMO: APP SHOWCASE

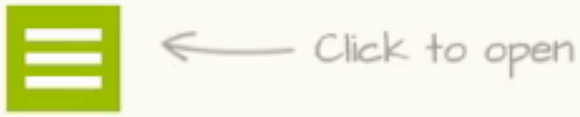
BACK TO THE CODROPS ARTICLE

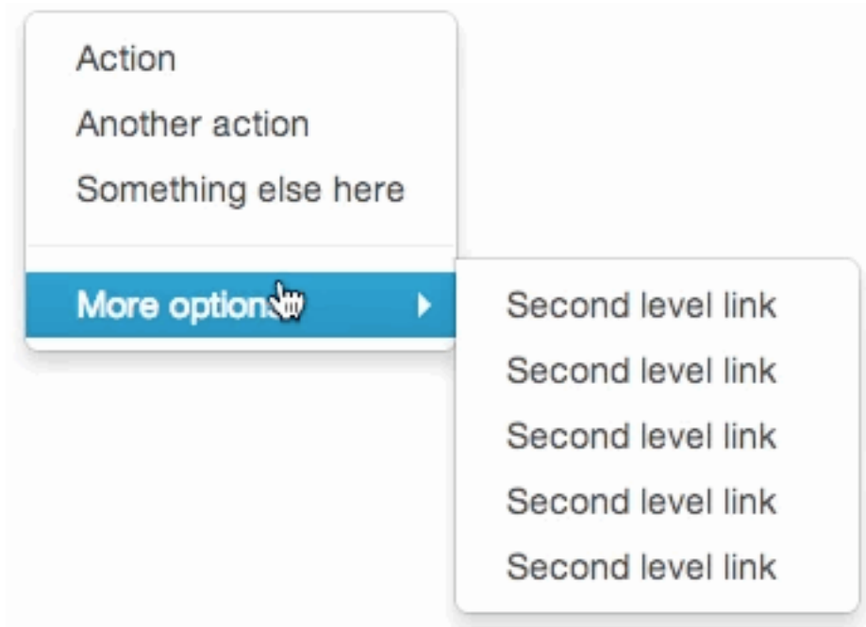
Responsive Multi-Level Menu

Space-saving drop-down menu with subtle effects

Demo 1 | Demo 2 | Demo 3 | Demo 4 | Demo 5

The submenu in this demo will scale up from the back and fade in while the current level scales up and fades out.




Action
Another action
Something else here
More options
Second level link
Second level link
Second level link
Second level link
Second level link

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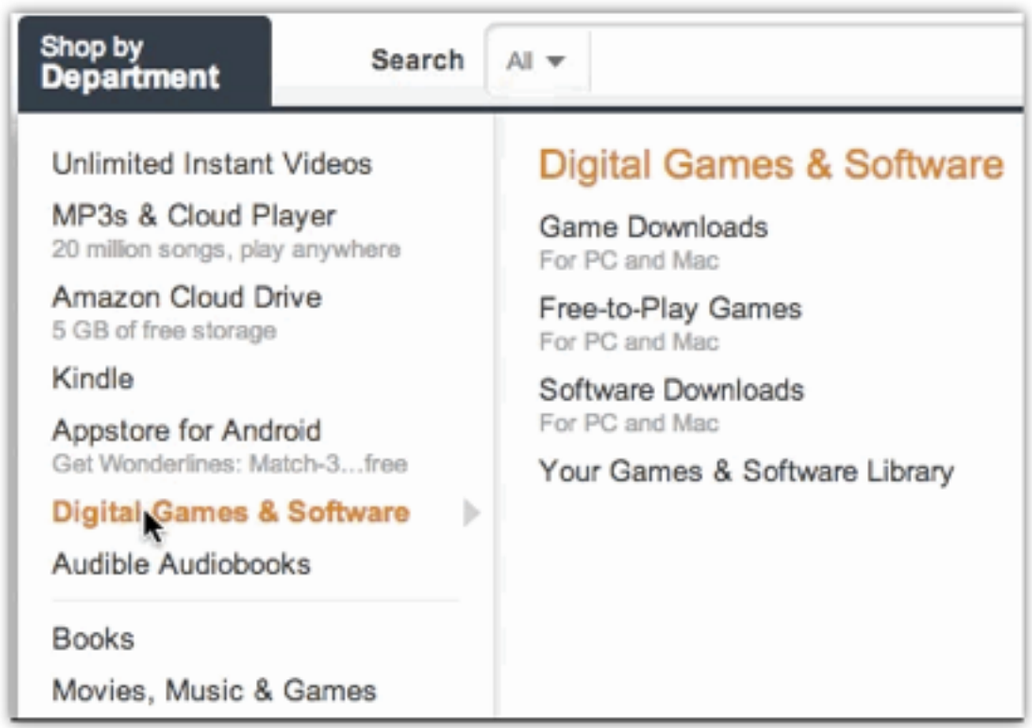
for Android no
includes Auto-

Ben Kamens

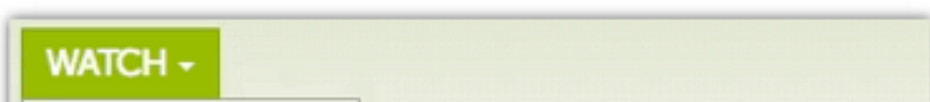
is lead dev at Khan Academy, and has been a proud part of Fog Creek

BREAKING DOWN AMAZON'S MEGA DROPDOWN

The hover effects on Amazon's big 'ole "Shop by Department" mega dropdown are super fast. Look'it how quick each submenu fills in as your mouse moves down the list:



It's instant. I got nerd sniped by this. Most dropdown menus have to include a bit of a delay when activating submenus. Here's an old Khan Academy dropdown as an example:



Interdisciplinary research

As part of the University of Exeter Medical School's research programme, the Centre is exploring the complexity of environment and human health issues in a truly interdisciplinary fashion. Our academics incorporate both qualitative and quantitative research methods and are using science, the arts and the humanities to improve our understanding of the health risks and opportunities presented by the environment. Collaborations with business, government and the third sector are at the heart of our work, ensuring tangible outcomes that will enhance the economy of Cornwall.

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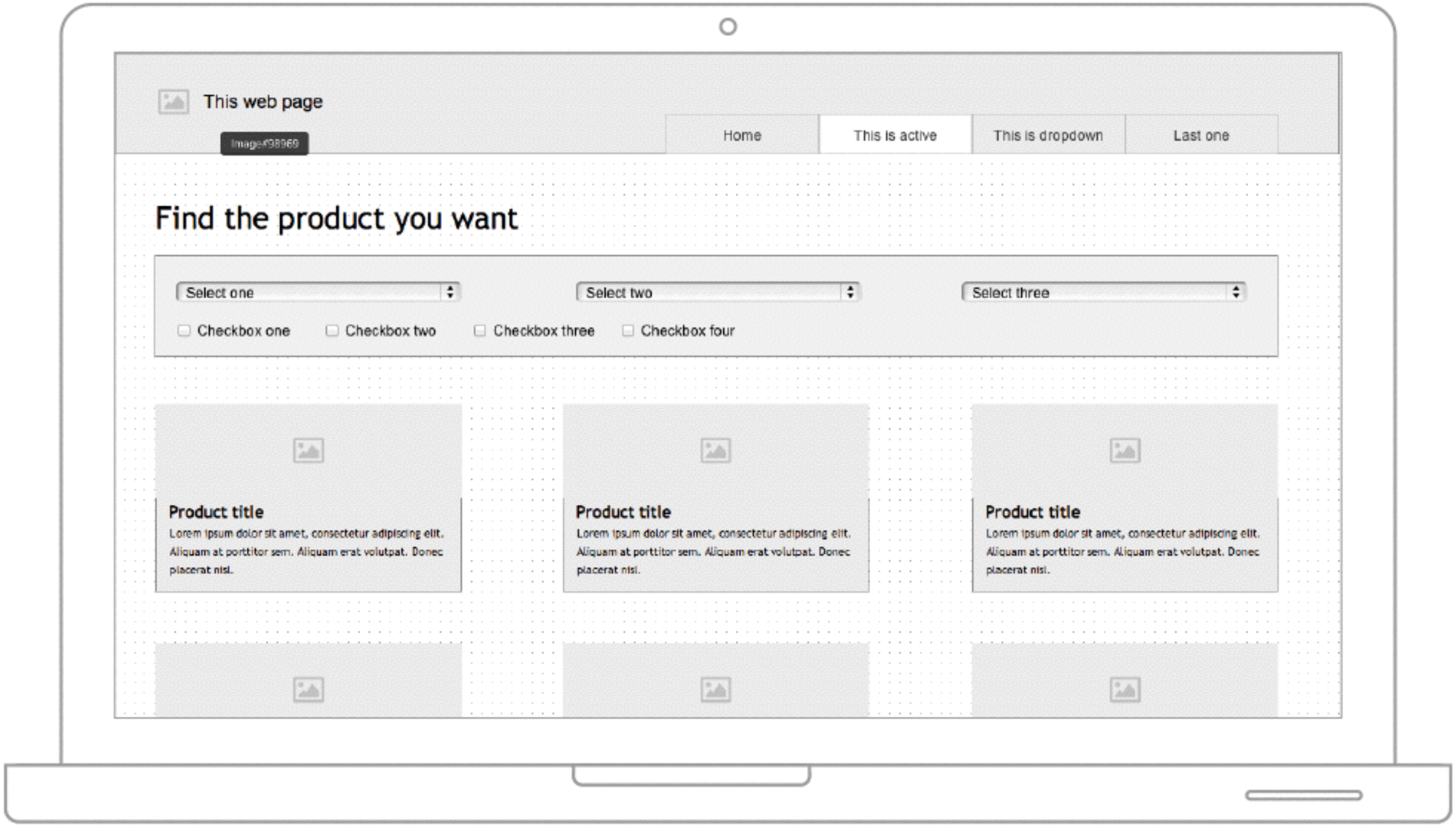
This web page
Image#98969
Home
This is active
This is dropdown
Last one
Find the product you want
Select one
Select two
Select three
Checkbox one
Checkbox two
Checkbox three
Checkbox four
Product title
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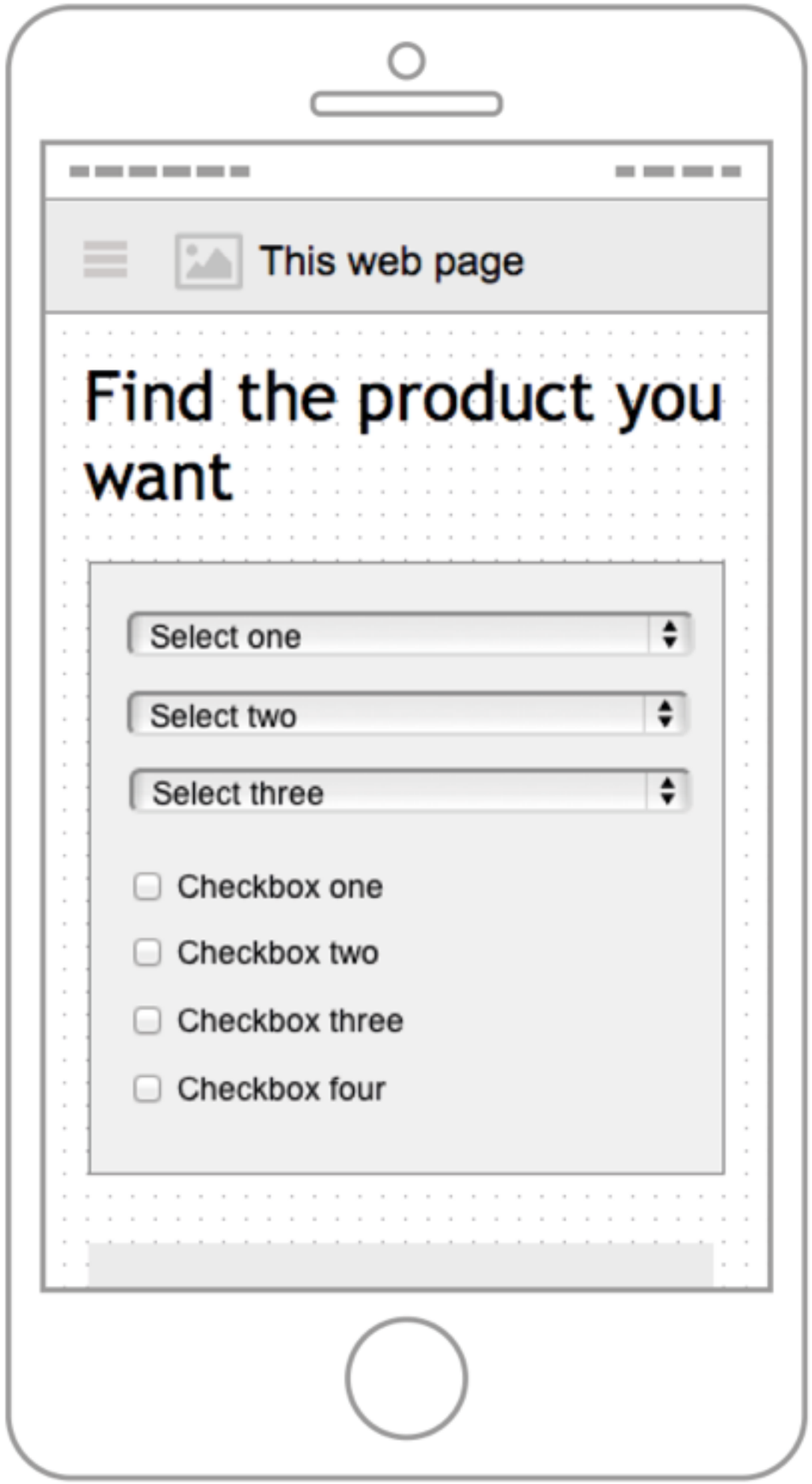
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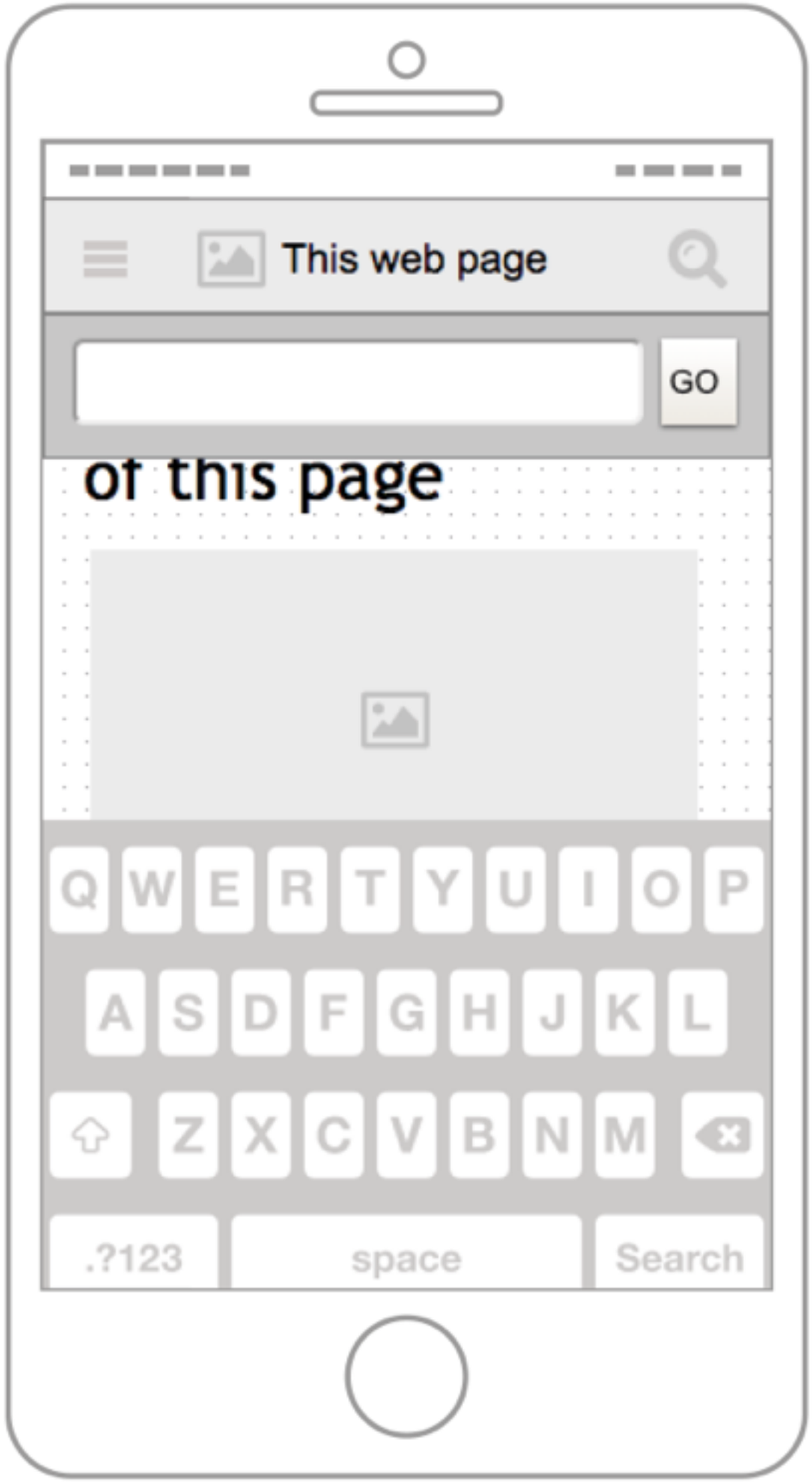
Select one
Select two
Select three
Checkbox one
Checkbox two
Checkbox three
Checkbox four

Filter our products
Select one
Select two
Select three
Checkbox one
Checkbox two
Checkbox three
Checkbox four


This web page
GO
of this page
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
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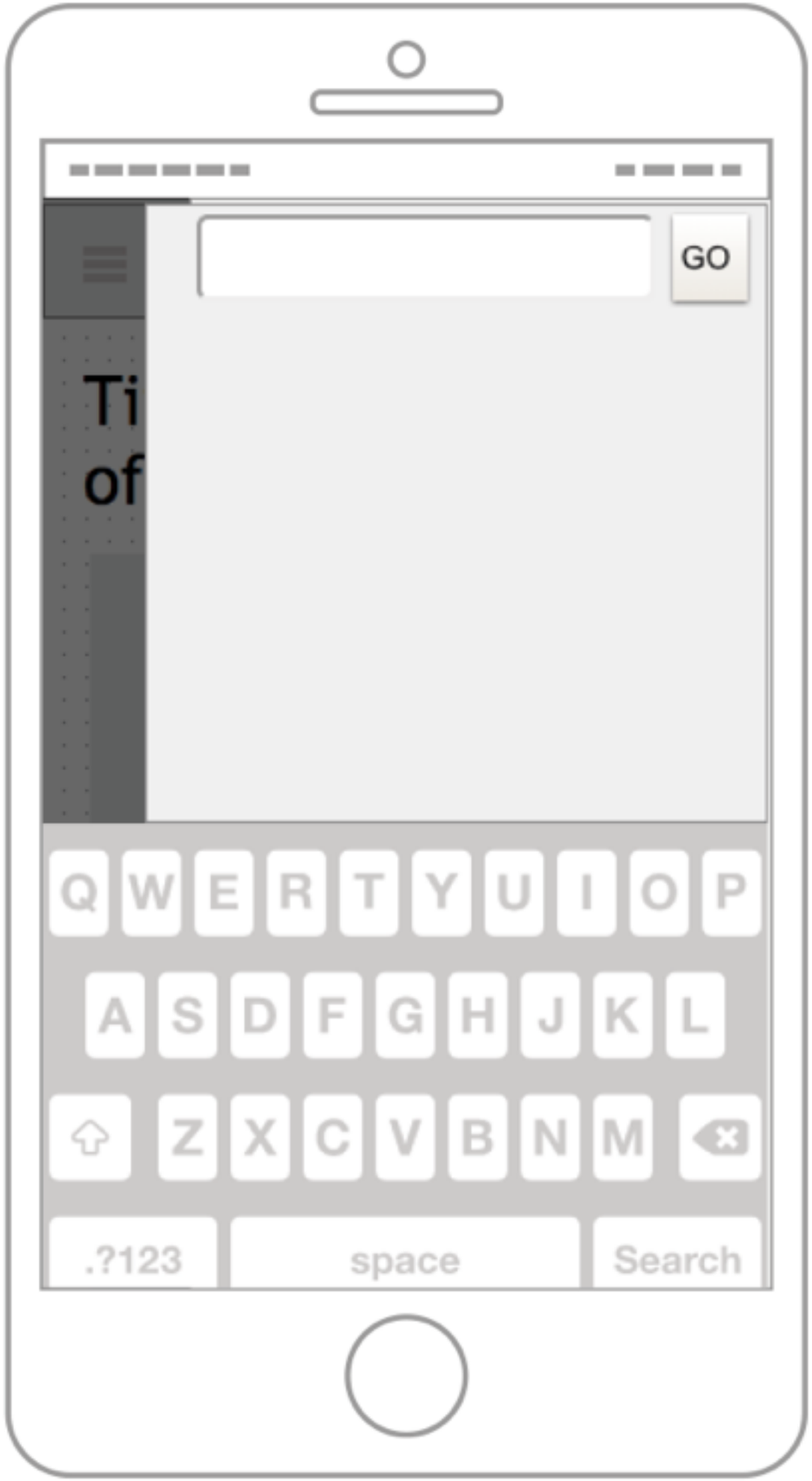
space
Search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This web page

Home | This is active | This is dropdown | Last one

Find the product you want

Product title
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Product title
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Select one

Choose options

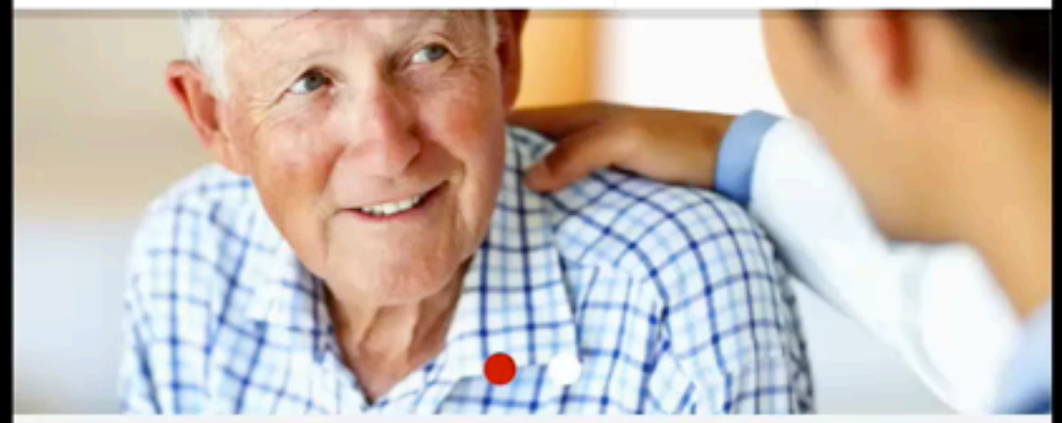
Option 1
Option 2
Option 3
Option 4
Option 5
Option 6
Option 7
Option 8

Choose other options

Option 1
Option 2
Option 3
Option 4
Option 5
Option 6
Option 7
Option 8

Carrier 3:47 PM

Cancer.dk Søg Menu



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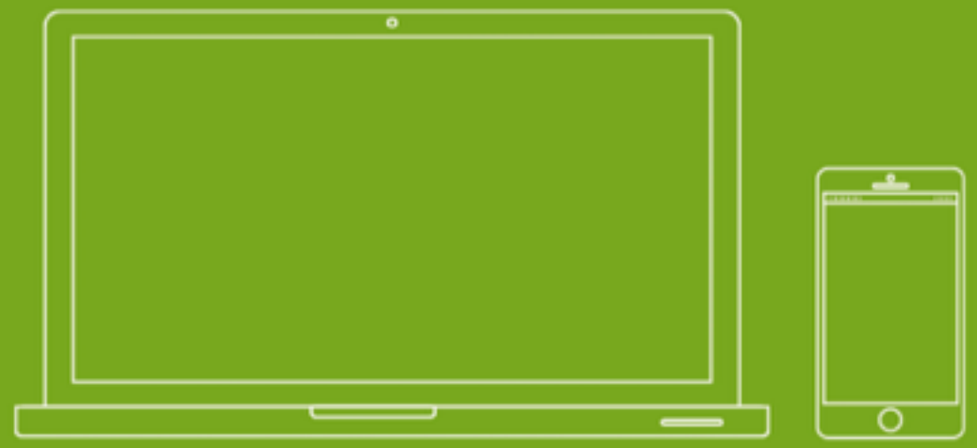
https://medium.com/design-ux/914c7d3795fb



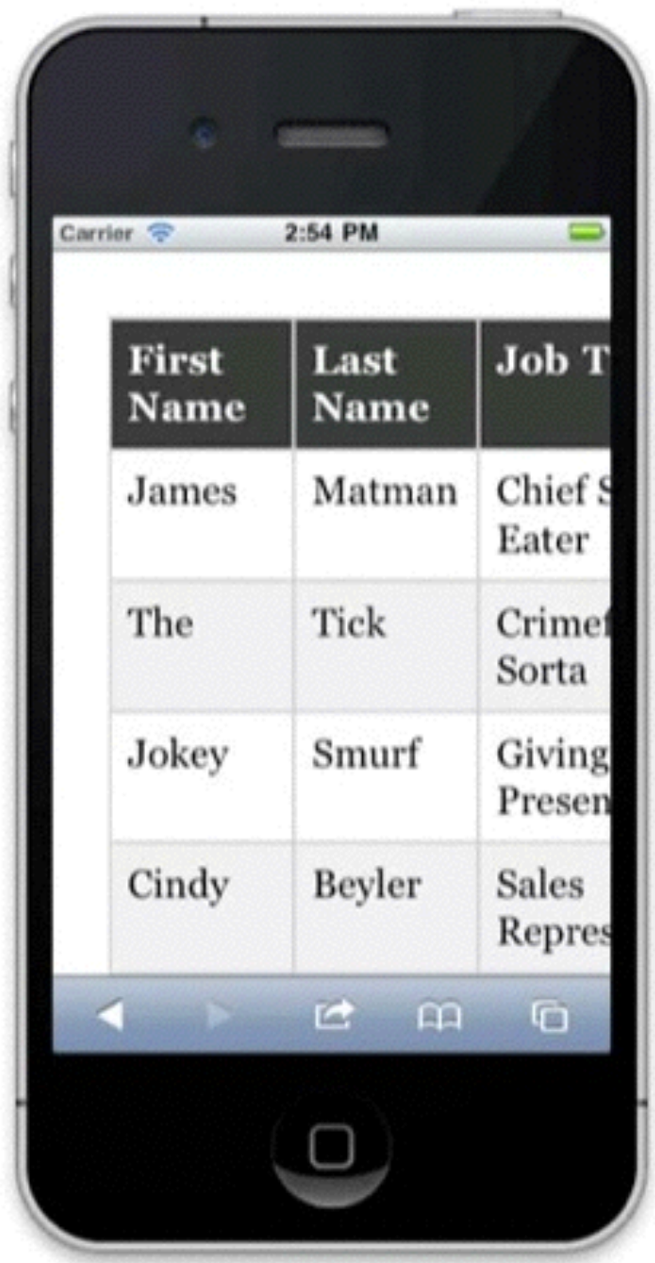
RESPONSIVE WEB DESIGN

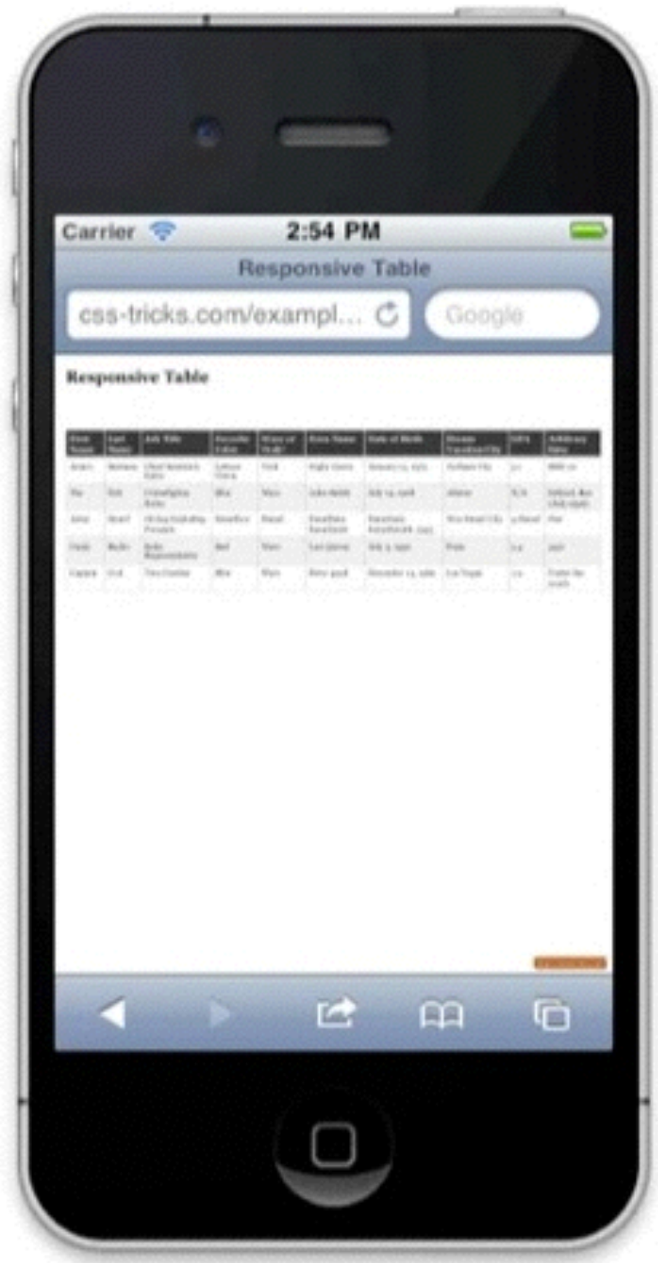
Daniel Wiklund in Design/UX · 6 min read

"View mode" approach to responsive web design

Rethinking the way we build webapps to create a better user experience regardless of screen size

BOTH EQUALLY SUCK





responsive table patterns

http://filamentgroup.com/examples/rwd-table-patterns/

responsive table patterns

Selectively displaying data

The number of columns displayed in the table below depends on the available screen space, by default; a smartphone will display 2 columns, for example, while an expanded desktop browser displays the full set. This is accomplished by assigning semantic classes to the column headings that indicate which data values take precedence (essential vs optional), in combination with media queries to display them at different screen widths (a.k.a., responsive design).

We added a bit of JavaScript logic so you can control which data is displayed by checking column names in the "Display" menu on the right. Once an option is checked, the associated data will persist and display at all screen widths until the option is unchecked.

You can also set a column to always persist by assigning a class in the markup, in which case it has no menu option. Here, the "Company" column is persistent.

▼ Display

Company	Last Trade	Trade Time	Change	Prev Close	Open	Bid	Ask	1y Target Est
GOOG Google Inc.	597.74	12:12PM	14.81 (2.54%)	582.93	597.95	597.73 x 100	597.91 x 300	731.10
AAPL Apple Inc.	378.94	12:22PM	5.74 (1.54%)	373.20	381.02	378.92 x 300	378.99 x 100	505.94
AMZN Amazon.com Inc.	191.55	12:23PM	3.16 (1.68%)	188.39	194.99	191.52 x 300	191.58 x 100	240.32
ORCL Oracle Corporation	31.15	12:44PM	1.41 (4.72%)	29.74	30.67	31.14 x 6500	31.15 x 3200	36.11
MSFT Microsoft Corporation	25.50	12:27PM	0.66 (2.67%)	24.84	25.37	25.50 x 71100	25.51 x 17800	31.50
CSCO Cisco Systems, Inc.	18.65	12:45PM	0.97 (5.49%)	17.68	18.23	18.65 x 10300	18.66 x 24000	21.12
YHOO Yahoo! Inc.	15.81	12:25PM	0.11 (0.67%)	15.70	15.94	15.79 x 6100	15.80 x 17000	18.16

Responsive Tables - Chart

jsbin.com/emexa4

2009 Employee Sales by Department

	food	auto	household	furniture	kitchen	bath	flooring	plumbing	electrical
Mary	190	160	40	120	30	70	40	120	30
Tom	3	40	30	45	35	49	30	45	35
Brad	10	180	10	85	25	79	10	85	25
Kate	40	80	90	25	15	119	40	80	90
Donald	45	35	49	30	3	40	30	45	35
Mark	49	30	3	40	30	45	35	49	45
Samantha	30	45	35	49	49	30	3	40	45
Harold	30	30	3	40	45	35	45	35	49

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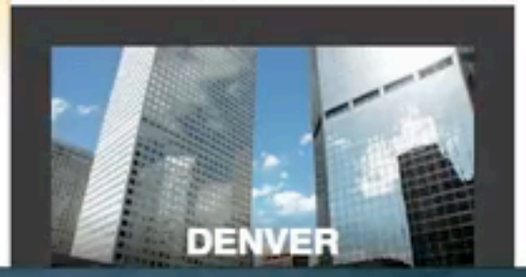

AIRLINE	FLIGHT	FROM	SCHEDULED TIME	UPDATED TIME	STATUS	GATE
UNITED	UA3441	DEN	3:24 PM	3:41 PM	Arrived	A2
SOUTHWEST	WN3169	LAS	3:55 PM	4:03 PM	Arrived	A3

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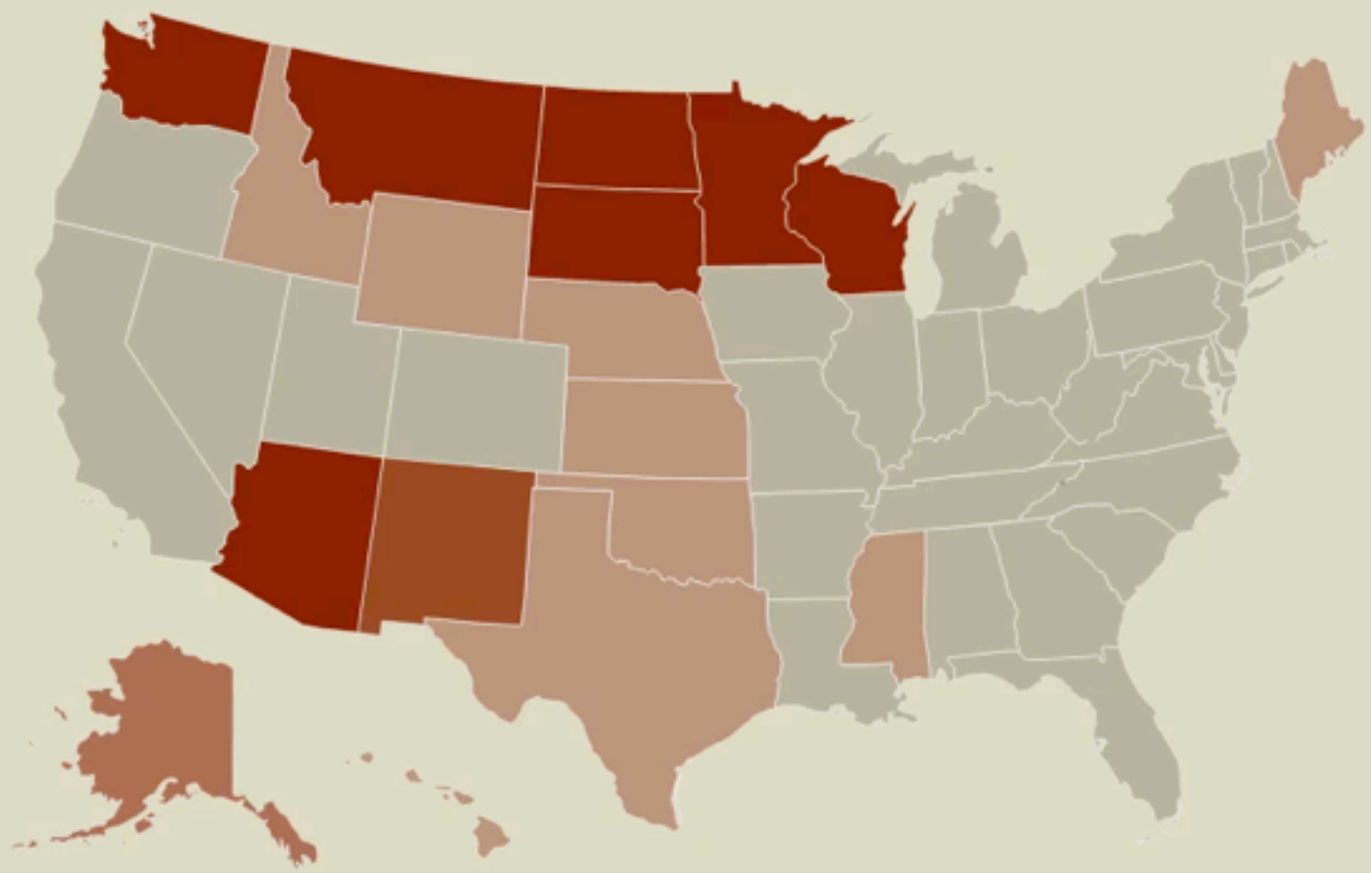

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Total Projects:	157
Total Homes:	4305
Total Costs:	$647,974,349
Total Investor Equity:	$446,815,334

ECONOMIC DEVELOPMENT

Total Projects:	18
Total Costs:	$314,072,878
Total Investor Equity:	$54,800,513

TOTAL NATIVE ORGANIZATIONS 72

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Category: All Categories

Native Organization: All Organizations

Project Type: All Project Types

Status: All Statuses

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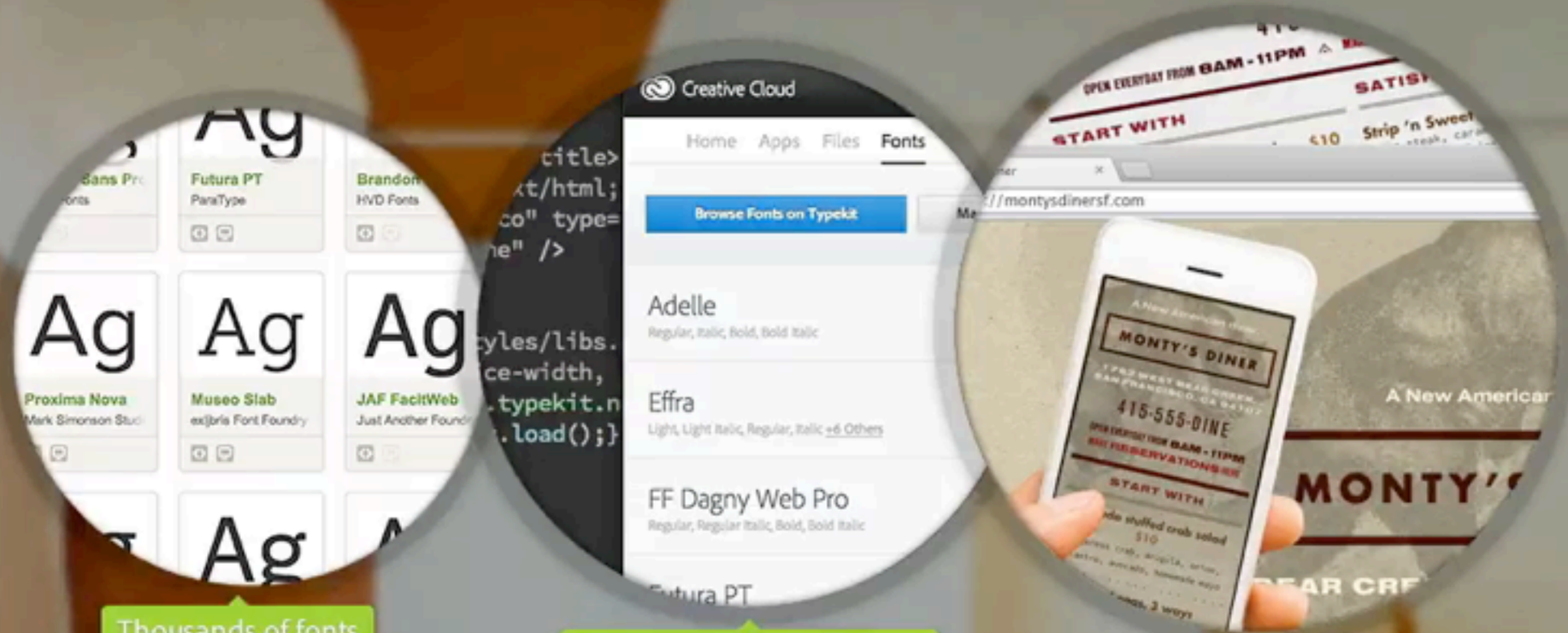

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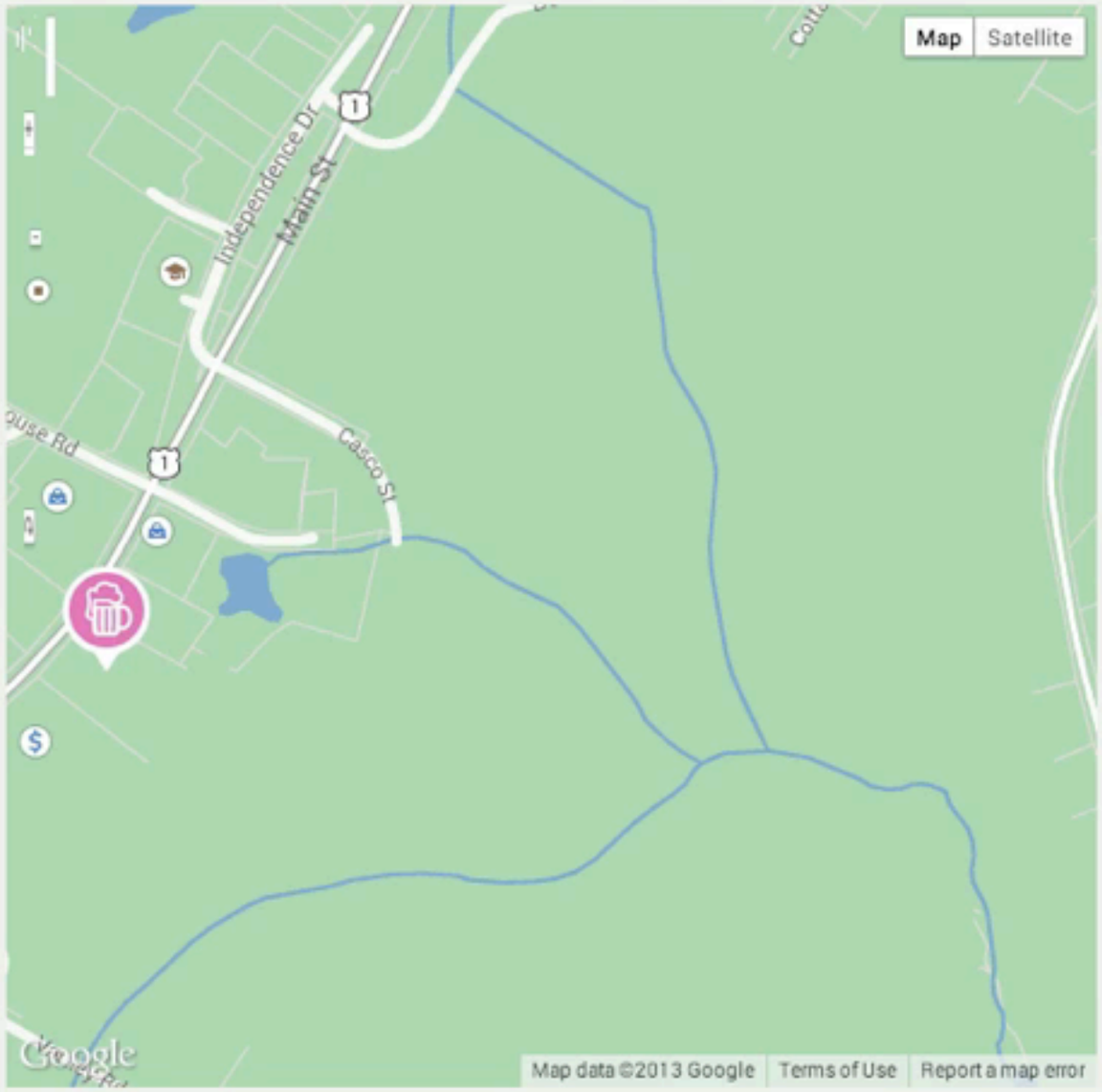

Wedding Ceremony Field
Directions

Reception Barn
Directions

Camping
Directions

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Directions

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Gritty McDuff's
Directions

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zurb.com/playground/pizza-pie-charts

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Vertical Timeline

4/10/13
18:30

Ricebean black-eyed pea

Winter purslane courgette pumpkin quandong komatsuna fennel green bean cucumber watercress. Pea sprouts wattle seed rutabaga okra yarrow cress avocado grape radish bush tomato ricebean black-eyed pea maize eggplant. Cabbage lentil cucumber chickpea sorrel gram garbanzo plantain lotus root bok choy squash cress potato summer purslane salsify fennel horseradish dulse. Winter purslane garbanzo artichoke broccoli lentil corn okra silver beet celery quandong. Plantain salad beetroot bunya nuts black-eyed pea collard greens radish water spinach gourd chicory prairie turnip avocado sierra leone bologi.

4/11/13
12:04

Greens radish arugula

Caulie dandelion maize lentil collard greens radish arugula sweet pepper water spinach kombu courgette lettuce. Celery coriander bitterleaf epazote radicchio shallot winter purslane collard greens spring onion squash lentil. Artichoke salad

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or money, for the victims, and the courage demonstrated by the families of the victims, including the sister of Ruhila. At the funeral this week, despite her own crushing grief, she had the grace and compassion to remind me to stay strong.

We welcome your comments at ideas@qz.com.

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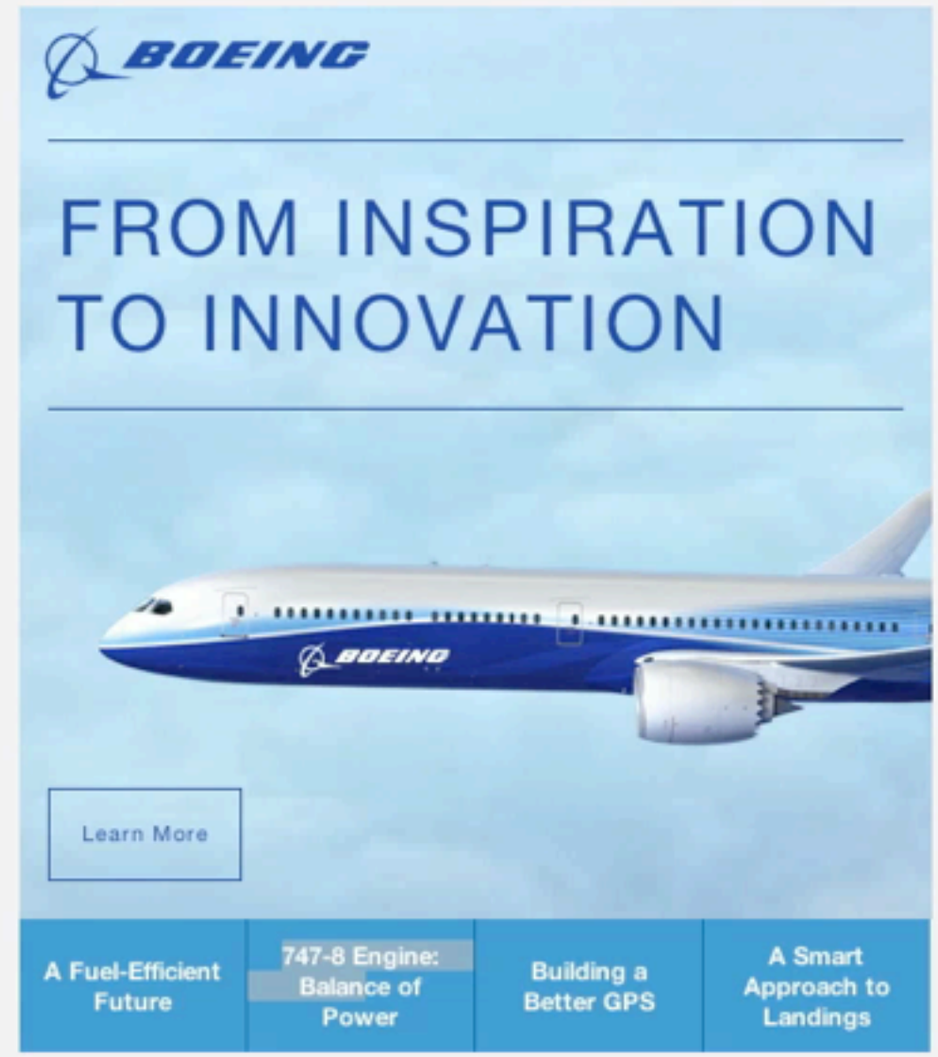

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« Wroblewski's Theorem New Rule: Every Desktop Design Has To... »

Making of: People Magazine's Responsive Mobile Website

People Magazine launched a new mobile site this week, the first responsive website from Time Inc.'s 95 magazine titles. Check it out at m.people.com.

Josh Clark's Blog
Josh Clark's profile
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The People website is a Global Moxie project. I had the good fortune to lead the design effort and pull together some of the finest web talent on the planet (and also some of my favorite people):

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10:56 AM
People
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Inside Story: I Performed in the Olympics Opening Ceremony
Friday, 11:00PM EDT
PEOPLE's Critic Reviews the Dramatic Opening Ceremony
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Bristol Palin Defends Decision to Do Reality TV
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The Challenges And Rewards Of Teaching Web Design

By Jeremy Girard

January 9th, 2014 Community, Opinion Column, Web Design

11 Comments

Just over four years ago, I decided to take a part-time position teaching website design and front-end development at a local university, the University of Rhode Island. My time in the classroom has been one of the most challenging as well as one of the most rewarding experiences in my career, and I believe that other Web professionals would greatly benefit from spending some time in an educational setting teaching others their craft.

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bradfrost.github.com/this-is-responsive/

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> Using the *Private Use Area* of Unicode is the best option for icon fonts. [But:] icon fonts that use the private-use codepoints sometimes trigger compatibility mode in IE8.

— Jeremy Keith

http://adactio.com/journal/6555/

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	OS	Browser	Grunticon SVG?	Grunticon PNG?	Background Size	Icon Font	Icon Attri
1	**Find Something New? Feel free to edit this document!**						
5	iOS 5.1	Atomic	Yes				
6	Android 4.1	Atomic	Yes		Full	Yes	Yes
49	Meego 2.1	Default	Yes		Full	Yes	Yes
50	Anna S3	Default		Yes	Full	Yes	Yes
51	Dev	Default			Full		
52	1.1.0 Prerelease	Default		Yes	Full	Yes	Yes
53	Web OS 2.0.1	Default		Yes	Full	NO	NO
54	BB 4.6	Default		Yes	Full	NO	NO
55	Windows 7.8	Default		Yes	Full	NO	NO
56	Windows RT	Default		Yes	Full	Yes	Yes
57	Windows XP	Firefox 10	Yes		Full	Yes	Yes
58	Windows XP	Firefox 11	Yes		Full	Yes	Yes
59	Windows XP	Firefox 12	Yes		Full	Yes	Yes
60	Windows XP	Firefox 13	Yes		Full	Yes	Yes
61	Windows XP	Firefox 15	Yes		Full	Yes	Yes
62	Windows XP	Firefox 16	Yes		Full	Yes	Yes
63	Windows XP	Firefox 17	Yes		Full	Yes	Yes

Grunticon vs. Icon Font Compatibility Test

https docs.google.com/spreadsheet/ccc?key=0Ag5_yGvxpINRdHFYeUJPNnZMWUZKR2ItMEpRTXZPdUE#gid=0

Grunticon vs. Icon Font Compatibility Test

File Edit View Insert Format Data Tools Help Last edit was made 5 minutes ago by anonymous

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Verdana 10

Find Something New? Feel free to edit this document!

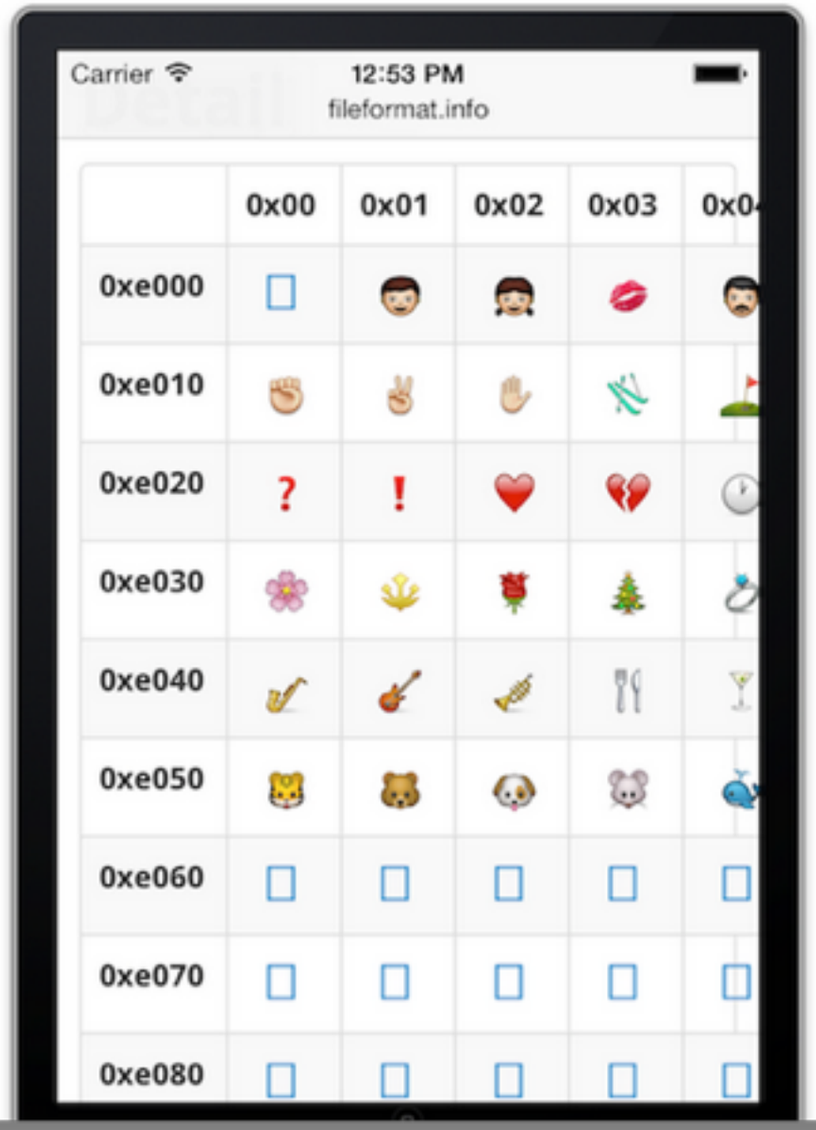
	OS	Browser	Grunticon SVG?	Grunticon PNG?	Background Size	Icon Font	Icon Font Content Attribute	Font Face Polyfill
iPhone 4	iOS 5.1	Atomic	Yes					
Galaxy Nexus	Android 4.1	Atomic	Yes		Full	Yes	Yes	
Nexus 7	Android 4.2	Chrome		Yes	Full	Yes	Yes	
Galaxy Nexus	Android 4.2	Chrome	Yes		Full	Yes	Yes	
PC (Browser Stack)	Windows 7	Chrome 20	Yes		Full	Yes	Yes	
PC (Browser Stack)	Windows 7	Chrome 21	Yes		Full	Yes	Yes	
PC (Browser Stack)	Windows 7	Chrome 22	Yes		Full	Yes	Yes	
PC (Browser Stack)	Windows 7	Chrome 23	Yes		Full	Yes	Yes	
PC (Browser Stack)	Windows 7	Chrome 24	Yes		Full	Yes	Yes	
PC (Browser Stack)	Windows 7	Chrome 25	Yes		Full	Yes	Yes	
PC (Browser Stack)	Windows 7	Chrome 26	Yes		Full	Yes	Yes	
PC (Browser Stack)	Windows 7	Chrome 27	Yes		Full	Yes	Yes	
PC (Browser Stack)	Windows 8	Chrome 27	Yes		Full	Yes	Yes	
PC (Browser Stack)	OSX Snow Leopard	Chrome 27	Yes		Full	Yes	Yes	
PC (Browser Stack)	OSX Mountain Lion	Chrome 27	Yes		Full	Yes	Yes	
	Linux 64	Chrome 27	Yes			Yes	Yes	
Sony XPERIA	Android 1.6	Default		Yes	Full	Yes	Yes	
Samsung Galaxy S (Browserstack)	Android 2.2	Default		Yes	Full	Yes	Yes	
Samsung Galaxy Note II (Browserstack)	Android 2.2	Default		Yes	Full	Yes	Yes	
Nook Color	Android 2.2	Default		Yes	Full	Yes	Yes	
Samsung Galaxy Note I (Browserstack)	Android 2.2	Default		Yes	Full	Yes	Yes	
LG-Optimus-3D (Browser Stack)	Android 2.2	Default		Yes	Full	Yes	Yes	
HTC Wildfire (Browser								

Sheet1 Sheet2

Bulletproof Accessible Icon

filamentgroup.com/lab/bulletproof_icon_fonts/

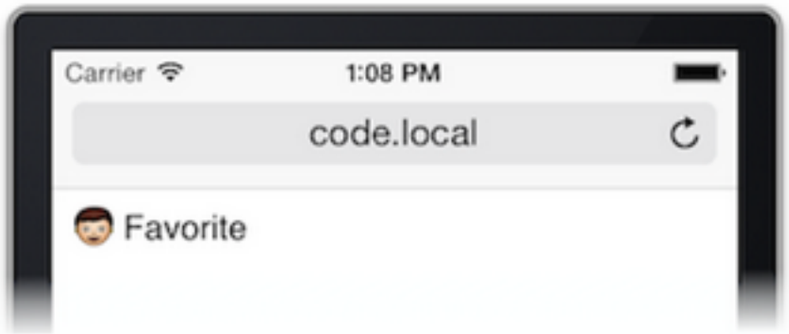
Using the PUA avoids semantic conflicts, but that still leaves us with visual ones. For example, some operating system default fonts define their own characters in the PUA. If any of your icons are mapped to a character with a default glyph and the font request doesn't successfully complete, the default glyph will be shown. Here's a small sample of the PUA on iOS7:



Bulletproof Accessible Icon

filamentgroup.com/lab/bulletproof_icon_fonts/

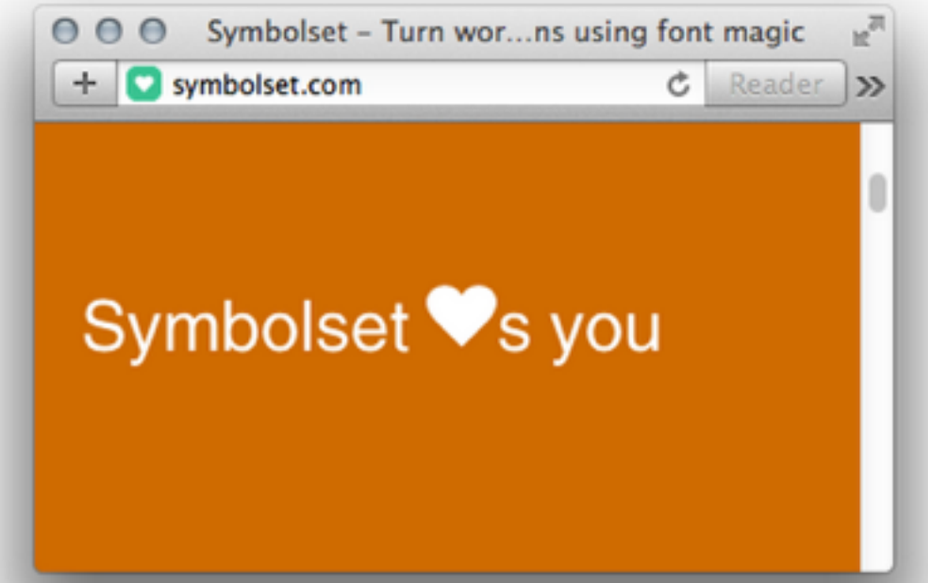
When the font icon request fails, the default Unicode character displays instead, on iOS this is shown:



When a conflicting PUA character **isn't** explicitly defined, it doesn't mean we can expect a blank character—instead, a default character for a missing glyph may be shown.

Often this is as simple as a rectangle (the dreaded Default Rectangle Glyph):

And in some cases, it can be more obtuse:



When ligatures are not supported (or the font doesn't load), the fallback text is shown.

This sounds **great** in theory, but there are a few limitations.

For a while, many resources recommended using `text-rendering: optimizeLegibility;` to opt-in to ligatures, which is actually part of the SVG specification (not a CSS standard). This solution is **really** buggy.

Some proposed an alternate method to enable ligatures: `font-feature-settings`. While more reliable, unfortunately, support for this approach is not great even on desktop browsers: custom font icons were notably missing on IE9 and below, Android 4.3 and below, anything prior to BlackBerry 10, and

Bulletproof Accessible Icon

filamentgroup.com/lab/bulletproof_icon_fonts/

filament group

Bulletproof Accessible Icon Fonts

Posted by Zach on 01/13/2014

Topics: accessibility css icon design javascript

Care must be taken when implementing icon fonts to ensure a great experience for all users. What happens when your font doesn't load? What happens when @font-face isn't supported in the browser? We'll show you how to implement bulletproof font icons.

In our never-ending quest to build sites more efficiently and effectively for our clients, the lowly font has been proposed many times as an option to easily implement vector icons. While we typically prefer (and recommend) using SVG for vector icons for some of the reasons Ian Feather of Lonelyplanet.com has documented in his blog post, we sometimes collaborate with other teams who have already implemented icon fonts. For those cases we decided to research how to best implement icon fonts in a universally accessible way.

filamentgroup/a-font-gar

GitHub, Inc. [US] https://github.com/filamentgroup/a-font-garde

This repository | Search or type a command | Explore | Gist | Blog | Help | vitalyfriedman

filamentgroup / a-font-garde

Watch 13 | Star 82 | Fork 0

A variety of test cases and tools for safe font-icon usage.

27 commits | 1 branch | 0 releases | 1 contributor

branch: gh-pages | a-font-garde /

Add link to the blog post

zachleat authored 5 days ago — latest commit b211097ee6

fonts	Initial commit	2 months ago
lib	Add grunt and jshint.	a month ago
.gitignore	Add grunt and jshint.	a month ago
.jshintrc	Add grunt and jshint.	a month ago
Gruntfile.js	Add grunt and jshint.	a month ago
README.md	Add link to the blog post	5 days ago
afontgarde.css	Add grunt and jshint.	a month ago
afontgarde.js	Add grunt and jshint.	a month ago
markup.html	Add grunt and jshint.	a month ago
package.json	Add grunt and jshint.	a month ago

README.md

Code

Issues 2

Pull Requests 0

Wiki

Pulse

Graphs

Network

HTTPS clone URL

https://github.com

You can clone with HTTPS, SSH, or Subversion.

Clone in Desktop

Download ZIP

Unify – Unicode support or

unicode.johnholtripley.co.uk/all/

			OVERALL SCORE	@FONT-FACE SCORE	EEN READER SCORE
≡	2261 (≡)	IDENTICAL TO	96%	93%	60%
∧	22C0 (∧)	OPERATORS, N-ARY	58%	93%	20%
∨	22C1 (∨)	OR, N-ARY LOGICAL	58%	93%	20%
⋮	22EE (⋮)	VERTICAL ELLIPSIS	60%	93%	40%
⋯	22EF (⋯)	MIDLINE HORIZONTAL ELLIPSIS	61%	93%	40%
⌚	231A (⌚)	WATCH	68%	92%	20%
⌛	231B (⌛)	HOURGLASS	68%	92%	20%
⌨	2328 (⌨)	KEYBOARD	54%	92%	0%
▲	25B4 (▲)		62%	93%	20%
▶	25B8 (▶)		62%	93%	20%
▼	25BE (▼)		62%	93%	40%
◀	25C2 (◀)		62%	93%	60%
☀	2600 (☀)	WEATHER, CLEAR	79%	93%	20%
☁	2601 (☁)	WEATHER, CLOUDY	78%	93%	20%

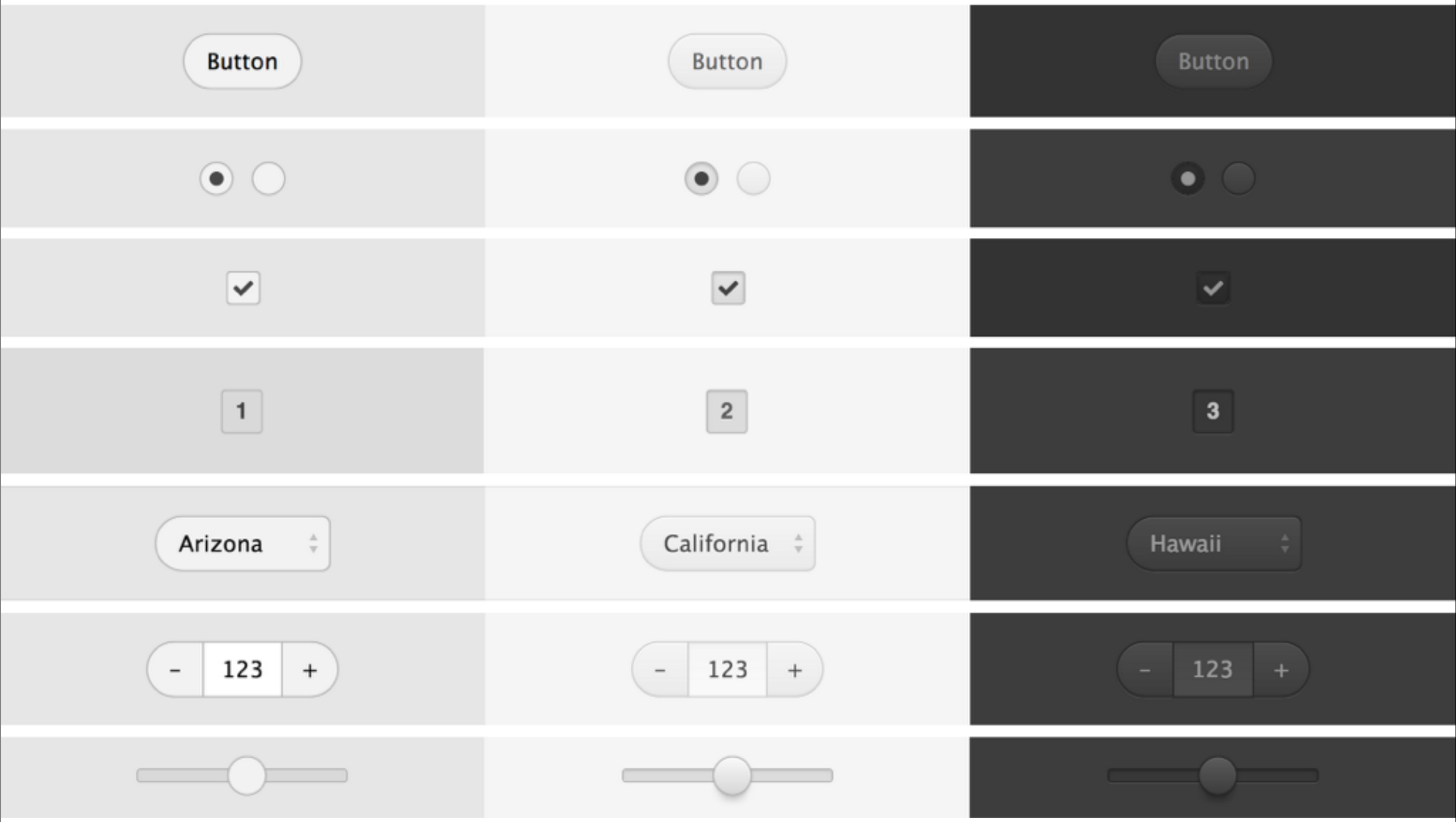
PlayStation 4 Review | Polygon

www.polygon.com/a/ps4-review

Reader

> How do you *efficiently* scale up / down any UI component (e.g. a slider or calendar) and keep all the proportions intact—without fiddling with width, height or border-radius manually?

— *@simurai*


Button
Button
Button
1
2
3
Arizona
California
Hawaii
-
123
+
-
123
+
-
123
+

with Toggle

with Checkbox

with right Icon

with left Icon

with Toggle

with Checkbox

with right Icon

with left Icon

with Toggle

with Checkbox

with right Icon

with left Icon

Button

Button

Button

1

2

3

Arizona

California

Hawaii

> By sneaking a *Trojan horse* into your components. We use *rem* for components "root" and *em* for sub-parts of the components. Then, by adjusting the *font-size of the root,* we adjust *all* size-related CSS properties of a component at once.
>
> — *@simurai*

Let me show you in an example: For every CSS property that has a direct impact on the component's size, you use the **EM** unit.

```
.Calendar {
    width: 5em;
    height: 2em;
    border-radius: .5em;
    border: 1px solid gold;
}
```

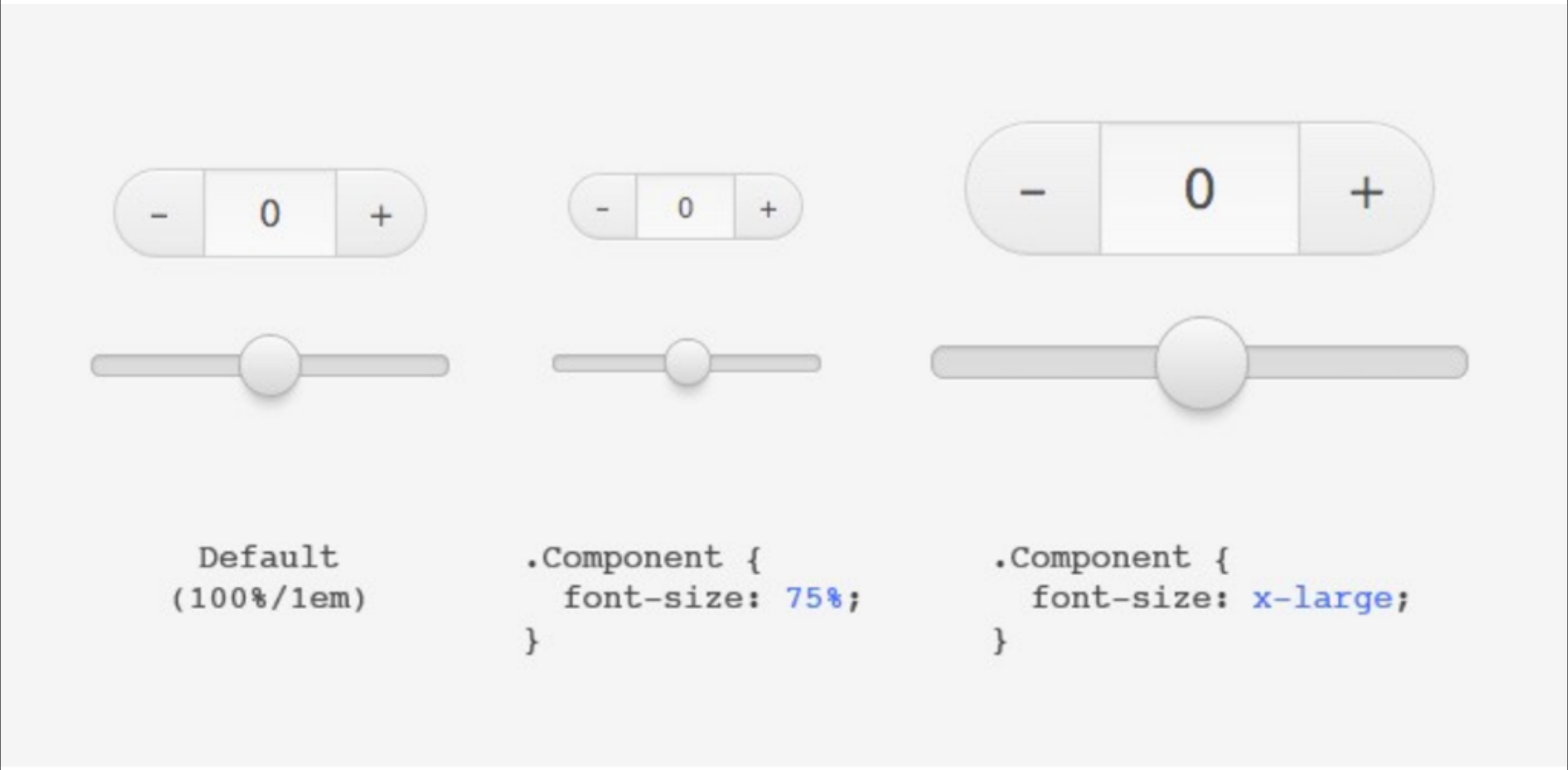
Note that the border is set to **1px** since it should stay always like that, unrelated to size changes.

In some cases you need to override the font-size that comes from the UA style sheet. For example when you use a <button> or <input> element. You can add a font-size of **100%**, **1em** or **inherit** to make it inherit from its parent. Or use something like normalize.css which already takes care of

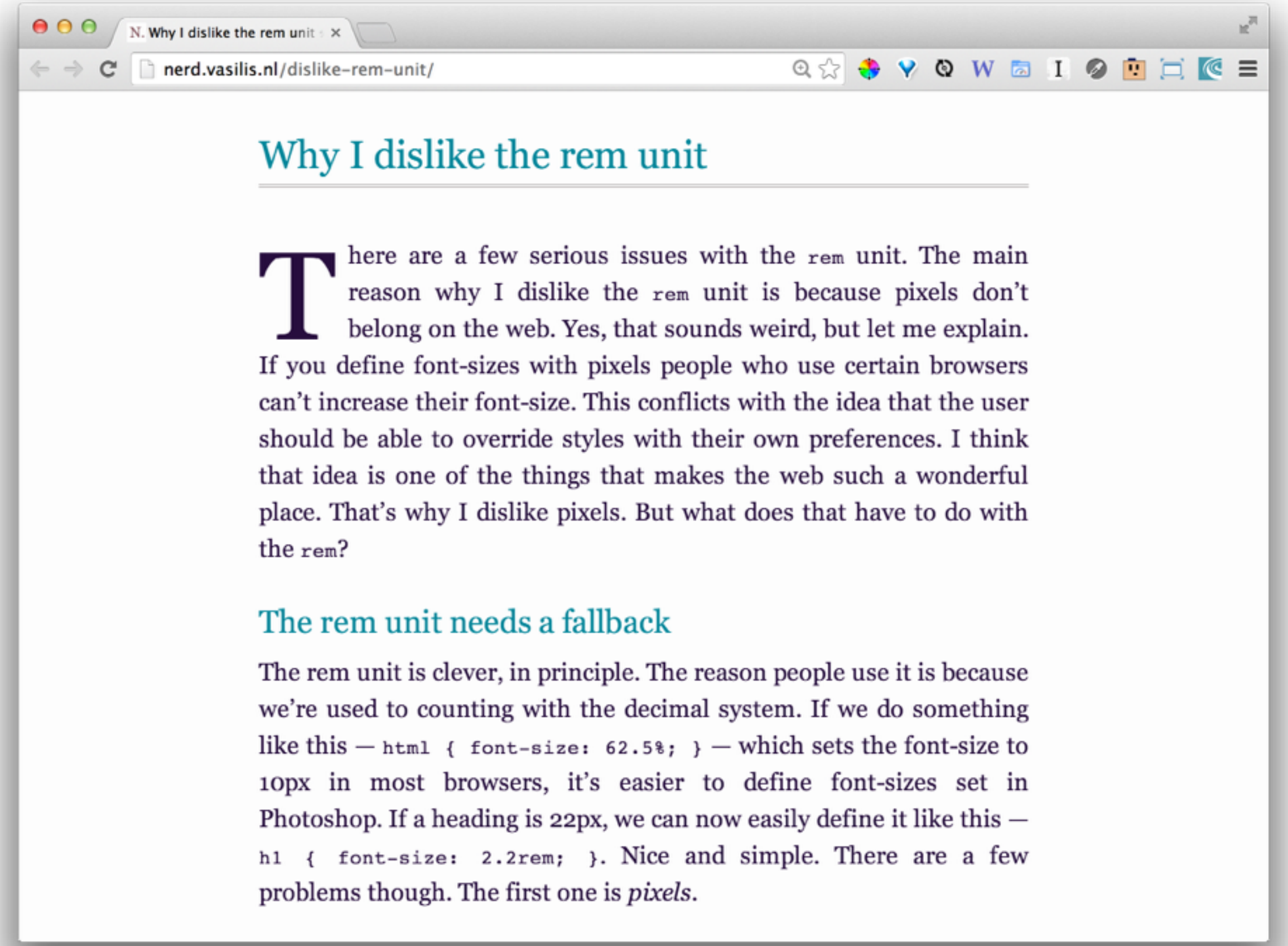
In some cases you need to override the font-size that comes from the UA style sheet. For example when you use a <button> or <input> element. You can add a font-size of **100%**, **1em** or **inherit** to make it inherit from its parent. Or use something like normalize.css which already takes care of that.

```
.Button {
  font-size: 100%;
  …
  border-radius: .5em;
  border: 1px solid gold;
}
```

With that setup, the resizing can begin. Because EM's are tightly coupled to the font-size, we now can change all the em units at once by just changing the font-size. This allows you to scale up/down a component and keep all the proportions intact.



Example used: Digit components



N. Why I dislike the rem unit

nerd.vasilis.nl/dislike-rem-unit/

Why I dislike the rem unit

There are a few serious issues with the `rem` unit. The main reason why I dislike the `rem` unit is because pixels don't belong on the web. Yes, that sounds weird, but let me explain. If you define font-sizes with pixels people who use certain browsers can't increase their font-size. This conflicts with the idea that the user should be able to override styles with their own preferences. I think that idea is one of the things that makes the web such a wonderful place. That's why I dislike pixels. But what does that have to do with the `rem`?

The rem unit needs a fallback

The rem unit is clever, in principle. The reason people use it is because we're used to counting with the decimal system. If we do something like this — `html { font-size: 62.5%; }` — which sets the font-size to 10px in most browsers, it's easier to define font-sizes set in Photoshop. If a heading is 22px, we can now easily define it like this — `h1 { font-size: 2.2rem; }`. Nice and simple. There are a few problems though. The first one is *pixels*.

But what if we decide something else. We might want the text in an aside to be smaller than the body copy on bigger screens. A quite common pattern too. With ems this is very easy.

```
@media (min-width: 20em) {
    aside {
        font-size: 90%;
    }
}
```

With the rem unit we have a problem though. Since all font-sizes are relative to the root element, the `font-size: 90%;` rule is completely ignored. We now have to *recalculate* and override every font-declaration in the aside to get the same result. Spaghetti is wonderful as lunch or dinner, but not as code.

The rem unit is buggy

So by using the rem unit we disable the flexible nature of the web for some users, and we write code that's not as flexible as it should be. If this is still not enough reason to ignore this unit, here's another reason. It's buggy. I assume this bug will be fixed soon but right now this unit seems a bit too fragile to use in production.

Yes but inheritance is hard!

Responsive Images

— APRIL 10, 2012 —

Media Query & Asset Downloading Results

A little while back, I mentioned I was doing some research for the book about how images are downloaded when media queries are involved. To help with that, I wrote up some automated tests where Javascript could determine whether or not the image was requested and the results could be collected by Browserscope for review. I posted some initial findings, but I think I've got enough data now to be able to go into a bit more detail.

First, any credit has to go to the awesome team at Cloud Four. Most of the tests were created by them for some testing they were doing. I just added some Javascript to automate them.

On to the results!

Test One: Image Tag

Run the test

This page tried to hide an image contained within a div by using display: none.

DELL

DELL

TECH | 1/07/2014 @ 6:36PM | 150,430 views

[Updated] Dell Wasn't Joking About That 28-Inch Sub-$1000 4K Monitor; It's Only $699

33 comments, 11 called-out
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Last month Dell launched a pair of UltraSharp monitors boasting 4K resolution, and dangled a sweet carrot in front of our early adopting paws: a forthcoming 28-inch Ultra HD monitor that would retail for less than $1000. Today at CES 2014 Dell revealed it, along with an aggressive price tag: $699.

Dell's P2815Q Ultra HD Monitor

I have a 1-on-1 with Dell tomorrow afternoon and this is now on my short list of products to test on the show floor. Until then, unfortunately, I only have a few new details to share.

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Contributor
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I created the award-winning Insomnia Radio Network in 2004 and was globally recognized as an early podcasting pioneer. In 2006, Insomnia Radio was awarded Best Podcast by Newsweek Online, and the network was praised in the pages of the New York Times, Wired and CMJ.

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How big can I print my ph

www.canvaspress.com/blog/2011/05/24/how-big-can-i-print-my-photo-on-...

How big can I print my photo on canvas?

Search GO

It's a question we get asked all the time. People want to know how large they can print their image, taken from their camera. The terminology can be confusing but we've prepared this chart to serve as a guideline. The MegaPixels in your digital camera translate into pixel dimensions, which tell us how large an image can be printed. All cameras have different settings (read our previous blog post

Megapixels	Pixel Dimensions	Recommended Canvas Size
0.3	640x480	8x10
0.8	1024x768	11x14
1.2	1280x960	18x14
1.9	1600x1200	20x16
3	2016x1512	28x21
3.8	2400x1600	30x20
4	2304x1728	36x24
5	2592x1944	36x27
5.9	3008x2000	40x30
6	2816x2112	40x30
7	3072x2304	48x36
8	3264x2448	48x36
11	4064x2704	56x38
12.1	4256x2848	60x40
13.5	4500x3000	62x42

Falling foul of iOS's 3 megapixel resource limit

Dec 5 2013

Save to Instapaper or Pocket

One of the most important elements in our recent redesign is our new portfolio. We ran out of time during the redesign week and couldn't include all of the portfolio pieces we'd planned. This week we're adding more and while we were

BBC Responsive Images Strategy

- Each responsive image solution has *2 steps:*
  - Creating multiple versions of the same image,
  - Deciding which image to use at run time.

BBC Responsive Images Strategy

- BBC automatically creates *18 versions* per image:
  - "Image chef" sits between CMS / static image server,
  - Image variations are created based on instructions,
  - Consistent *image URL scheme* maintains the library,
  - JavaScript manipulates DOM on load.

```
<img src="http://ichef.bbci.co.uk/news/235/media/.../firing.jpg"
     class="image-replace" alt="Firing" />
...
<div class="delayed-image-load"></div>
```

BBC Responsive Images Strategy

- BBC automatically creates *18 versions* per image:
  - "HTML5" browser detected → JS checks the width of each image, sets URLs, converts divs into images.
  - Also, a *resize* event is added onto the window object.

```
<img src="http://ichef.bbci.co.uk/news/235/media/.../firing.jpg"
     class="image-replace" alt="Firing" />
...
<div class="delayed-image-load"></div>
```

BBC-News/Imager.js

GitHub, Inc. [US] https://github.com/BBC-News/Imager.js/

This repository | Search or type a command | Explore | Gist | Blog | Help | vitalyfriedman

BBC-News / Imager.js

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Responsive images while we wait for srcset to finish cooking

51 commits | 2 branches | 0 releases | 5 contributors

branch: master | Imager.js /

Merge pull request #29 from jonlow/readmetypo ···

Integralist authored 6 hours ago — latest commit 4cfe022c6d

Demo - Grunt	Explain the regex	a month ago
Demo - Lazy Load	Make lazy loading optional	16 days ago
Demo	Remove Imager from Demo folder	a month ago
.editorconfig	Removed all redundant files and created working Demo	2 months ago
.gitattributes	Adding initial version	2 months ago
.gitignore	Update ignore list	8 days ago
CONTRIBUTING.md	Add Contributing document	15 days ago
Gruntfile.js	Make it easier to generate images for each demo	16 days ago
Imager.js	Missing semi-colon	8 days ago
LICENSE	Update LICENSE	a month ago
README.md	Fixed README typo	11 hours ago

Code
Issues 14
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HTTPS clone URL
https://github.com

You can clone with HTTPS, SSH, or Subversion.

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Mobify.js Images Strategy

- Outsourcing the problem to a *3rd-party-service:*
  - Upload images in the highest resolution,
  - Automatically compress and resize <img> images,
  - When scaling down isn't enough, use <picture> to branch logic (e.g. art direction use case),
  - Mobify's Image API automates the process.

```
<img src="http://ir0.mobify.com/<format><quality>/
          <maximum width>/<maximum height>/<url>" />
```

To solve this problem, **the Image API allows for alternate `picture` markup** that enables us to override the width of each `source` element, instead of specifying a different `src` attribute for each breakpoint. For example, we could write an element like this:

```
<picture data-src="responsive-obama.png">
    <source src="responsive-obama-mobile.png">
    <source media="(min-width: 512px)">
    <source media="(min-width: 1024px)" data-width="512">
    <source media="(min-width: 2048px)" data-width="1024">
    <img src="responsive-obama.png">
</picture>
```

Notice the use of the `data-src` attribute on the `picture` element. This gives us a high-resolution original image as a starting point, which we can use to resize into assets for other breakpoints.

Let's break down how this would actually work in the browser:

- If the browser is between 0 and 511 pixels wide (i.e. a smartphone), then use `responsive-obama-mobile.png` (for the purpose of art direction).
- If the browser is between 512 and 1023 pixels wide, then use `responsive-obama.png`, because `src` is not specified in the `source` element

- If the browser is 2048 pixels or wider, then use `responsive-obama.png`, because `src` is not specified in the `source` element corresponding to that media query. Resize to 1024 pixels wide, as specified in the `data-width` attribute.
- If JavaScript isn't supported, then fall back to the regular old `img` tag.

The Image API will run on each `picture` element, transforming the markup into this:

```
<picture data-src="http://cdn.mobify.com/mobifyjs/examples/assets/images/responsive-oba
ma-mobile.jpg">
    <source src="//ir0.mobify.com/webp/400/http://cdn.mobify.com/mobifyjs/examples/asse
ts/images/responsive-obama-mobile.jpg">
    <source src="//ir0.mobify.com/webp/400/http://cdn.mobify.com/mobifyjs/examples/asse
ts/images/responsive-obama.jpg" media="(min-width: 512px)">
    <source src="//ir0.mobify.com/webp/512/http://cdn.mobify.com/mobifyjs/examples/asse
ts/images/responsive-obama.jpg" media="(min-width: 1024px)" data-width="512">
    <source src="//ir0.mobify.com/webp/512/http://cdn.mobify.com/mobifyjs/examples/asse
ts/images/responsive-obama.jpg" media="(min-width: 2048px)" data-width="1024">
    <img src="responsive-obama.jpg">
</picture>
```

The Picture polyfill (included in Mobify.js) would then run and select the appropriate image according to the media queries. It will also work well when browser vendors implement the `picture` element natively.

See a page that uses the modified `picture` element markup for yourself.

responsive.io

https://responsive.io

responsive.io

Pricing Docs Login

Worried about the size of your responsive images?

responsive.io is a service that optimizes and delivers perfect images for every screen.

Get started for free

600×400px file, 0% JPEG quality,
displayed in **300×200** (file size 7 Kb)

300×200px file **(21 Kb)**

80% JPEG quality
displayed in **300×200**

600×400px file **(7 Kb)**

0% JPEG quality
displayed in **300×200**

Google Translate

http://blog.netvlies.nl/design-interactie/retina-revolution/

Device	PPI	Tested	Working	Browsers
Apple iPad 3	264	Yes	Yes	Safari, Chrome
Apple iPhone 4 / 4S	326	Yes	Yes	Safari, Chrome
Apple MacBook Pro 15 "Retina Display	220	Yes	Yes	Safari
Archos 10.1 G9	149	Yes	Yes	
HTC ChaCha	222	Yes	Yes	
HTC Desire S	252	Yes	Yes	
HTC One V	252	Yes	Yes	
Nokia Lumia 800	252	Yes	Yes	Mobile Internet Explorer 9
Nokia Lumia 900	217	Yes	**No**	Mobile Internet Explorer 9
Samsung Galaxy Ace	164	Yes	Yes	
Samsung Galaxy Nexus	316	Yes	Yes	
Samsung Galaxy S Advance	233	Yes	Yes	
Samsung Galaxy SIII	306	Yes	Yes	
Samsung Galaxy Tab 2 10.1	149	Yes	Yes	
Samsung Galaxy Xcover	158	Yes	Yes	
Samsung Note	285	Yes	Yes	

Retina revolution

Geplaatst op 27 juli 2012 door Daan Jobsis

Tweeten 988 +1 55

The devil is in the details

Detail is probably one of the most important values for a designer, an eye for detail should be in our DNA. As a perfectionist I like my designs to be pixel perfect. I am allergic for "jaggies" and ugly compressed artifacts in icons and images on websites. Apple's Retina revolution is an interesting evolution that is turning the design world upside down. The Retina display has a high enough pixel density to prevent pixelation to be noticable to the human eye. Therefore a Retina display is a lot sharper and more pleasant to look at. Apple has doubled the amount of horizontal and vertical pixels on the iPhone, The New iPad, and now also on the new MacBookPro. The Retina revolution is irreversible, and other companies have already started or will also start implementing this new Retina technology.

Nowadays pixel perfection can be obtained with techniques like @font-face and CSS3. Making fonts, borders, shadows, and gradients sparkle on your screen. These elements are based on vectors or mathematical expressions which allows them to be scaled to enormous sizes without creating distortion. This does not count for rasterized images which consist of pixels. An image that looks good on a normal display will appear blurry on a Retina display. The Retina display blows up the image, it doubles the amount of pixels. There is not enough data for the image to be displayed

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Heb jij je contentstrategie op orde?
PHPCR repository admin using jackrabbitexplorer

Ondertussen op Pinterest

Aftonbladet's Images Strategy

- Design specification defined *main requirements:*
  - Optimization of the mobile version,
  - The pages should be easy to cache,
  - A single HTML file to be served to all users,
  - All images on a content delivery network (CDN),
  - No complexity in the image-serving logic,
  - Serving different image versions to different devices.
- *Solution:* Loading images with JavaScript after HTML and CSS have fully loaded.

about:blank

http://aftonbladet.github.io/demos/responsive-images/reflo...

Aftonbladet's Images Strategy

- If images are loaded with JS, every time JS adds an image into the DOM, there is a *reflow.*
  - We need to reserve space for images (HTML+CSS),
  - We can use *intrinsic ratio* for image containers,
  - We just need to calculate aspect ratios for images.
  - *padding-bottom* is printed as inline style in HTML.

```
<noscript data-src-small="img-small.jpg"
          data-src-medium="img-medium.jpg"
          data-src-high="img-high.jpg"
          data-src-x-high="img-x-high.jpg" alt="Desc">
<img src="img-small.jpg" alt="Desc" /></noscript>
```

Aftonbladet's Images Strategy

- If images are loaded with JS, every time JS adds an image into the DOM, there is a *reflow.*
  - JS parses content and finds images to be loaded,
  - Then checks the screen size and selects files to load.
  - This script has to be loaded right after HTML/CSS.
  - *Aggressive JPEG compression* keeps image sizes small.

about:blank

http://aftonbladet.github.io/demos/responsive-images/no-re...

- *30% JPEG quality*: bright-red areas don’t compress well.
- Editors *can select* compression rates, but aggressive compression is a default.

- The homepage on a mobile device has *40 images.*
- On average, the “large” screen has *650 Kb*, “medium” — 570 Kb, “small” — 450 Kb.

Cloud Four Blog

TECHNICAL NOTES, WAR STORIES AND ANECDOTES

Sensible jumps in responsive image file sizes

Jason Grigsby | May 3, 2013

Last year, I wrote about the challenges of picking responsive images breakpoints and how I found it a nearly unsolvable problem. It has vexed me since.

But I have a new idea on how we might be able to define responsive image breakpoints that is based on a performance budget.

Before I begin, I should note that a lot of this is a thought experiment. I don't yet know how practical this approach would be.

Brief refresher on responsive image breakpoints

Without going into all of the details about responsive image breakpoints, the short version is that most people are picking the breakpoints for responsive images based on one of two criteria:

1. Based on what Scott Jehl referred to as "sensible jumps in file size to match screen dimension and/or density" OR
2. Simply matching the image breakpoints to the major breakpoints being used for the design.

While the first method is more efficient and will probably result in better image sizes, my suspicion is that defining "sensible jumps in file size" is so nebulous that

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Recent Posts

Picking a Responsive Tables Solution
Responsive Web Design is Solid Gold
The Pitfalls of UI Kits and Pattern Libraries
SimpleSlideView: Our Plugin for the Simplest

Responsive Images

- For photos, consider using Scott Jehl's *Picturefill* or *Tyson Matanich's branch* of it.
- Allows images to load before the entire DOM is ready or after the rest of the page loads.
- Allows you to wait for the new image to *complete downloading* before updating `<img>`. Also, allows you to disable swapping of images.

scottjehl/picturefill

GitHub, Inc. [US] https://github.com/scottjehl/picturefill

This repository | Search or type a command | Explore | Gist | Blog | Help | vitalyfriedman

scottjehl / picturefill

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A Responsive Images approach that you can use today!

59 commits | 6 branches | 4 releases | 12 contributors

branch: master | picturefill /

Merge pull request #85 from michaelgilley/fix-for-bower ...

scottjehl authored 2 months ago — latest commit 00936788c2

external	updated text on large image. Fixes #14	a year ago
README.md	Update README.md - Fixing a possible typo in HD Media Queries HTML e...	3 months ago
bower.json	Changed component.json to bower.json and updated version #.	2 months ago
index.html	changed picturefill to support span elements instead of div elements....	4 months ago
picturefill.js	Older webkit compatibility fix to ensure that if there's a picImg alr...	3 months ago

README.md

Picturefill

A Responsive Images approach that you can use today that mimics the proposed picture element using

Code

Issues 35

Pull Requests 12

Wiki

Pulse

Graphs

Network

HTTPS clone URL

https://github.com

You can clone with HTTPS, SSH, or Subversion.

Clone in Desktop

Download ZIP

scottjehl/picturefill

GitHub, Inc. [US] https://github.com/scottjehl/picturefill

Size and delivery

Currently, `picturefill.js` compresses to around 498bytes (~0.5kb), after minify and gzip. To minify, you might try these online tools: [Uglify]:(http://marijnhaverbeke.nl/uglifyjs), [Yahoo Compressor]:(http://refresh-sf.com/yui/), or Closure Compiler. Serve with gzip compression.

Markup pattern and explanation

Mark up your responsive images like this.

```
<span data-picture data-alt="A giant stone face at The Bayon temple in Angkor Thom, C
    <span data-src="small.jpg"></span>
    <span data-src="medium.jpg"     data-media="(min-width: 400px)"></span>
    <span data-src="large.jpg"      data-media="(min-width: 800px)"></span>
    <span data-src="extralarge.jpg" data-media="(min-width: 1000px)"></span>

    <!-- Fallback content for non-JS browsers. Same img src as the initial, unqualifi
    <noscript>
        <img src="external/imgs/small.jpg" alt="A giant stone face at The Bayon templ
    </noscript>
</span>
```

Each `span[data-src]` element's `data-media` attribute accepts any and all CSS3 media queries—such as `min` or `max` width, or even `min-resolution` for HD (retina) displays.

NOTE: if you need/prefer to use `div`s in your picturefill markup, you may want to grab v1.0.0: https://github.com/scottjehl/picturefill/tree/v1.0.0 . The current version here made the switch to `span` to better mimic an `img` element's inline nature, as well as fix a bug or two for wordpress users.

Images in a responsive web

www.matanich.com/2012/11/06/picture-polyfill/

See full-size image for best comparison. Screenshot from iPad with Retina display.

Picture element polyfill

When a single image size doesn't do the trick, you can consider a whole load of other options with a picture polyfill. The polyfill example include in the W3C proposal is a branch of the picturefill work done by Scott Jehl. The largest advantage I see to this becoming a standard element, besides not having to include another JavaScript file, is being able to have the browser request images based of preferences set by the user (to account for low bandwidth situations). For the Microsoft.com homepage we looked at the work Scott had done and the W3C proposal and rolled our own version to meet our requirements. We are making our branch publicly available to download .

Some of the things we added:

- Allow specific images to load before the entire DOM is ready
- Allow specific images to only load after the rest of the page loads

Performance Calendar

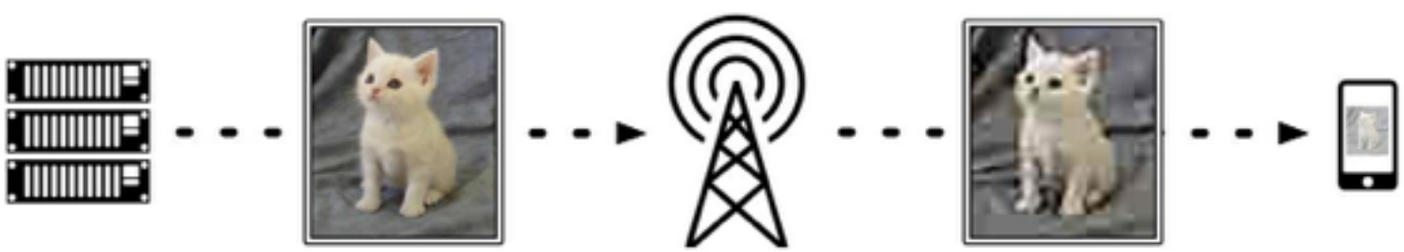
The speed geek's favorite time of the year

23rd
Dec 2013

Mobile ISP image recompression

by Kornel Lesiński

Most mobile carriers force all HTTP traffic to go through their proxies that—among other things—recompress images on the fly. This means that visitors of your website or mobile app may be getting images in much lower quality than you're serving.



I've decided to have a closer look at what exactly these proxies do to images and whether it can be improved. I've set up a test page that downloads a set of sample images and re-uploads them back to my server for analysis. I've served 27 different images and got 231 unique files back.

It turns out that these proxies are not as bad as I expected, but quality of images they produce is rather low and cannot be relied upon. With few simple tweaks it's possible to deliver images with even better compression and quality. Here's what I've found:

- All proxies recompress all JPEG images. Unfortunately, even very low quality JPEGs are recompressed to have *even lower* quality. If you're already using JPEGs at minimum

ABOUT THE AUTHOR

Kornel Lesiński (@pornelski). Web developer since "best viewed in AWeb in 640×256." Creator of ImageOptim. Developer at FT Labs.

(Better) Font Loading

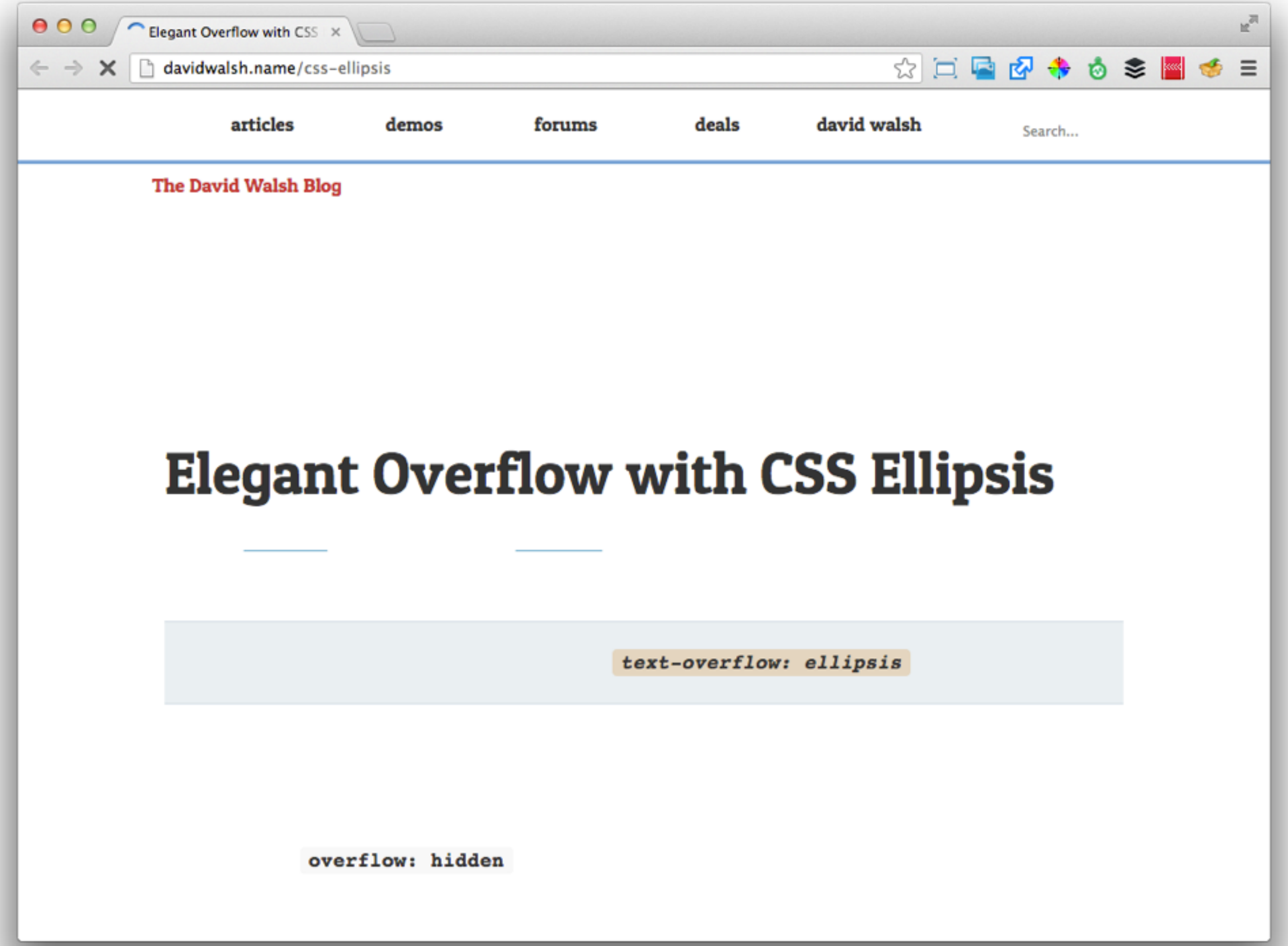
Elegant Overflow with CSS

davidwalsh.name/css-ellipsis

Search...

`text-overflow: ellipsis`

`overflow: hidden`


Elegant Overflow with CSS
davidwalsh.name/css-ellipsis
articles
demos
forums
deals
david walsh
Search...
The David Walsh Blog
Elegant Overflow with CSS Ellipsis
text-overflow: ellipsis
overflow: hidden

Elegant Overflow with CSS Ellipsis

Written by David Walsh on September 22, 2011 · 9 Comments

> *9/27/2011: As of Today, Firefox 7 supports this* `text-overflow: ellipsis`.

Overflow with text is always a big issue, especially in a programmatic environment. There's always only so much space but variable content to add into that space. I was recently working on a table for displaying user information and noticed that longer strings were breaking the table display. The obvious solution was adding an `overflow: hidden` setting to the table cells, but even then the text looked unnaturally cut off. The way to make text overflow elegant is with ellipses, and CSS' text-overflow property. Let's check it out!

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Elegant Overflow with CSS Ellipsis

Written by David Walsh on September 22, 2011 · 9 Comments

Tweet 50 +1 14 Like 10

9/27/2011: As of Today, Firefox 7 supports this `text-overflow: ellipsis`.

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Smart CSS Font Fallback

- Web fonts can be a performance bottleneck.
  Treat Web fonts as *progressive enhancement*.
- We can show text in the fallback font first,
  and *swap out* when all Web fonts have loaded.

Smart CSS Font Fallback

- We can use Google Font Loader for a very granular control over font loading.
- HTML/CSS:

```
<html class="wf-loading">

.wf-loading   // fonts start to load
.wf-active    // all (or some) fonts have loaded
.wf-inactive  // all fonts failed to load
```

Smart CSS Font Fallback

- We can also use CSS to *tweak font fallback metrics* to reduce the jump between the default font and the Web font…
- …and add sensible “mobile” OS fonts into a fallback font stack and adjust their styling.

- iOS 6.1:

  Avenir, Avenir Next Condensed, Baskerville, Helvetica, Hoefler Text, Palatino, Optima.

- Win Phone 7:

  Calibri, Cambria & Co., Georgia, Segoe UI, Lucida Grande, Lucida Sans Unicode.

Smart CSS Font Fallback

- We can also use CSS to *tweak font fallback metrics* to reduce the jump between the default font and the Web font…
- …and add sensible “mobile” OS fonts into a fallback font stack and adjust their styling.

- Win Phone 7:

  Calibri, Cambria & Co., Georgia, Segoe UI, Lucida Grande, Lucida Sans Unicode.

- Android 4:

  Droid Sans, Droid Sans Mono, Droid Serif, Roboto.

Smart CSS Font Fallback

- ...and add sensible “mobile” OS fonts into a fallback font stack and adjust their styling.
- CSS:

```
.wf-loading h1 {
    font-family:
      'Tablet Gothic Condensed',
      'HelveticaNeue-CondensedBlack',
      'Helvetica Neue',
      'Segoe UI', 'Roboto', sans-serif;
          font-weight: 800;
          font-stretch: condensed;
}
```

bramstein/fontloader

GitHub, Inc. [US] https://github.com/bramstein/fontloader

This repository | Search or type a command | Explore | Gist | Blog | Help | vitalyfriedman

bramstein / fontloader

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A fontloader polyfill

51 commits | 1 branch | 3 releases | 1 contributor

branch: master | fontloader /

v0.1.4

bramstein authored 2 months ago — latest commit cc5bdbd0b2

src	Add warning when font family name length exceeds 31 characters, which...	4 months ago
test	Fix test in Firefox 3.6.	4 months ago
vendor	Explicitly use 'window' for goog.global. ES5 strict mode doesn't let ...	3 months ago
.gitignore	Initial commit	4 months ago
.travis.yml	Update Travis keys.	4 months ago
Gruntfile.js	Add a distribution file to the root.	3 months ago
LICENSE	Initial commit	4 months ago
README.md	Add note about BrowserStack usage.	3 months ago
bower.json	v0.1.3	3 months ago
browsers.json	Narrow down browser list.	4 months ago

Code
Issues 1
Pull Requests 0
Wiki
Pulse
Graphs
Network

HTTPS clone URL
https://github.com

You can clone with HTTPS, SSH, or Subversion.

Clone in Desktop

Download ZIP

Responsive Web Fonts | Sl

webtypography.net/talks/rdo13/

Responsive Web Fonts

Responsive Day Out, March 2013

Richard Rutter – Fontdeck

Slides

Twitter / chriscoyier: I won

Twitter, Inc. [US] https://twitter.com/chriscoyier/status/324592351651696643

Home Connect Discover Me Search

Chris Coyier
@chriscoyier

Following

I wonder if it would be smart to lazy load a custom font and then only load it on subsequent page loads after cached. Or if that's awkward.

Reply Retweet Favorite Buffer More

2 RETWEETS **5** FAVORITES

4:37 PM - 17 Apr 13 from College Park, GA

Reply to @chriscoyier

The Guardian Redesign (2013)

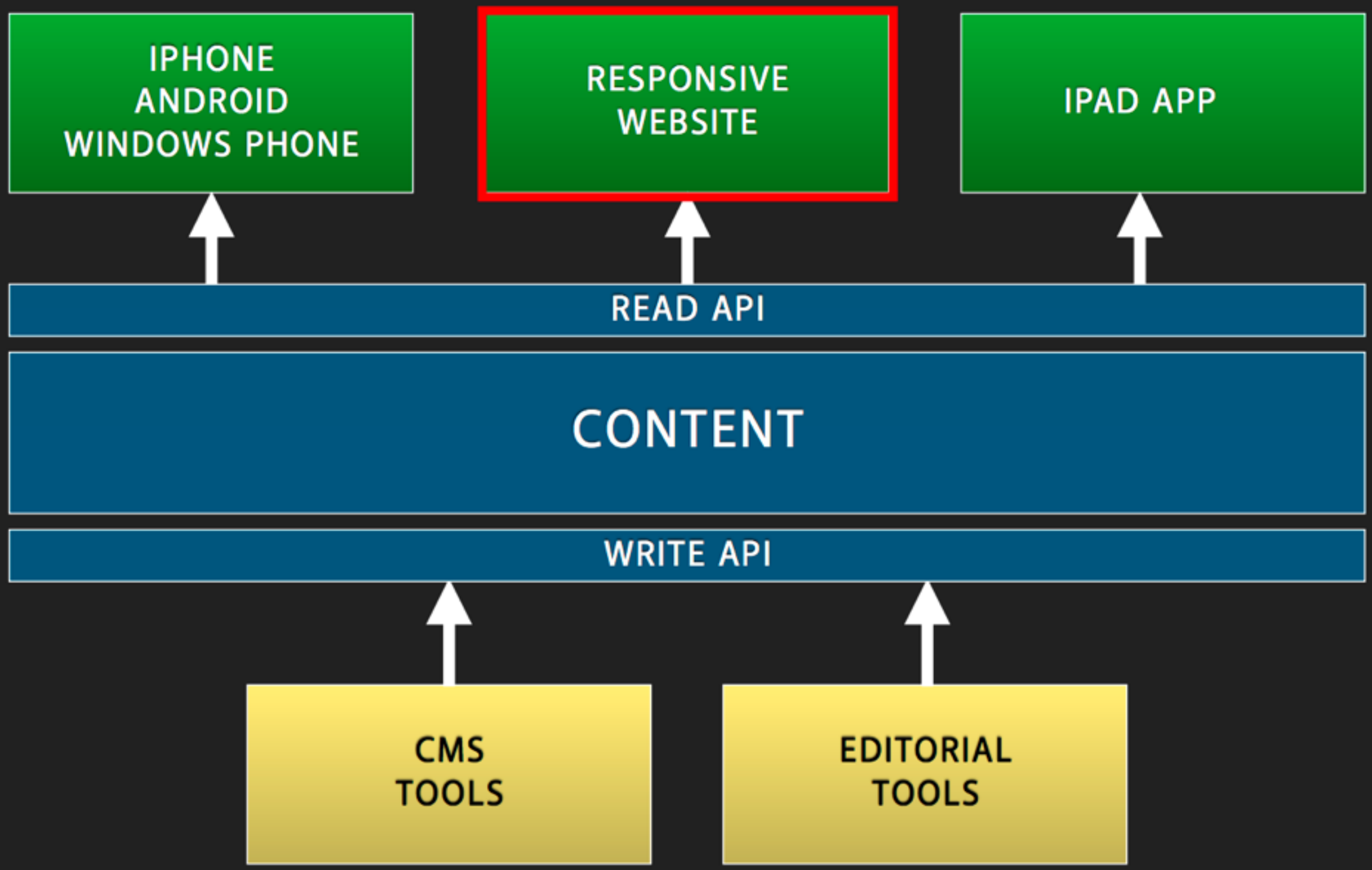
- *Project goals focused on mobile experience:*
  - Tackle dropping print circulation with mobile,
  - Replace the slow, rigid mobile/desktop sites,
  - First focus on “mobile” experience,
  - Long term: new RWD client-side architecture,
  - Ultimate goal: one code base, one responsive site.
- *Solution:* a mobile-first “stealth” redesign with a strong focus on progressive enhancement.

g

web | print | tablet | mobile

tv | console | watch | fridge

The architecture



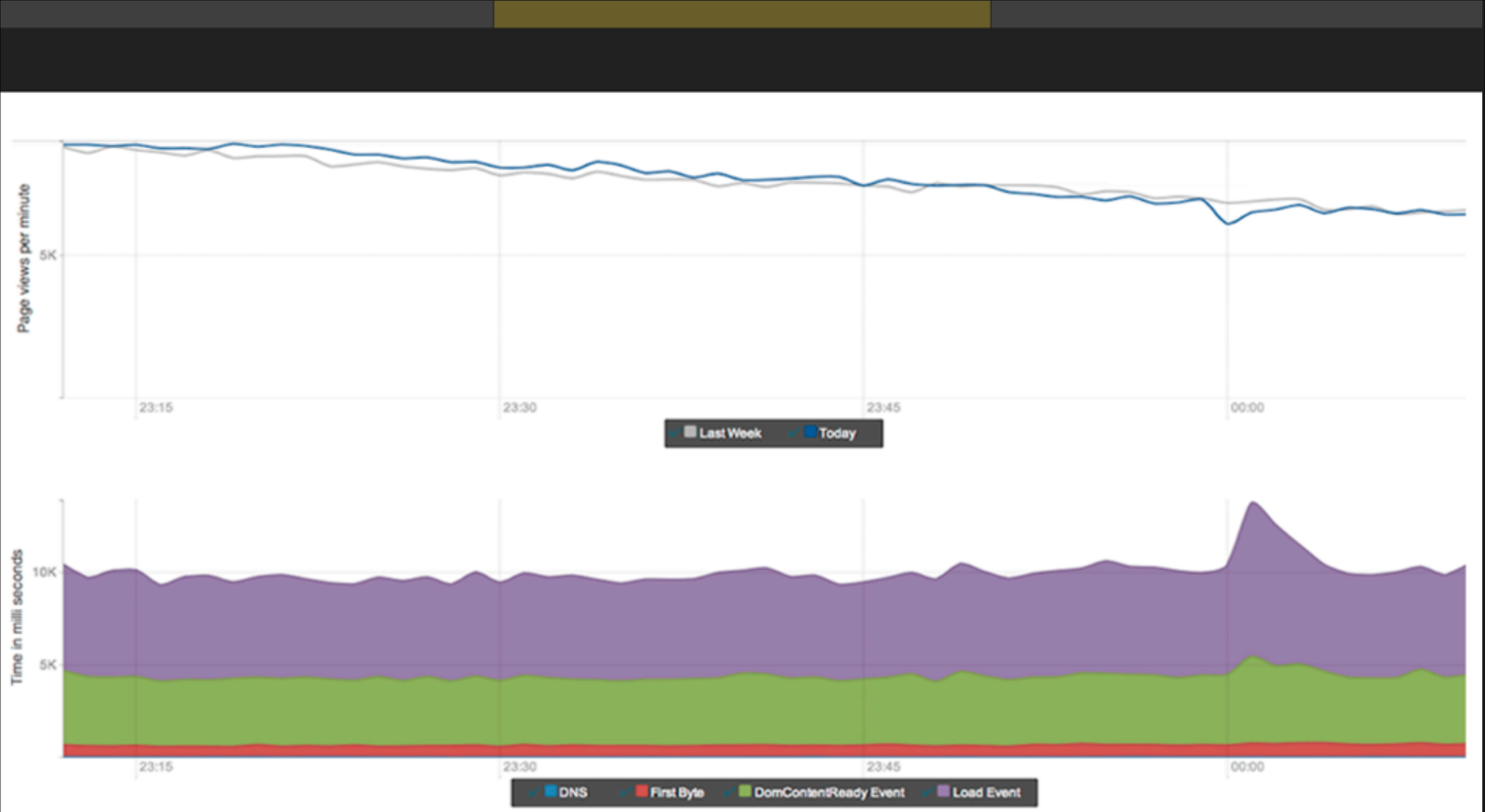
> “Core HTML content first” with “Core CSS styles first” is a simple corollary of the good ol’ *progressive enhancement.*

— Andy Hume

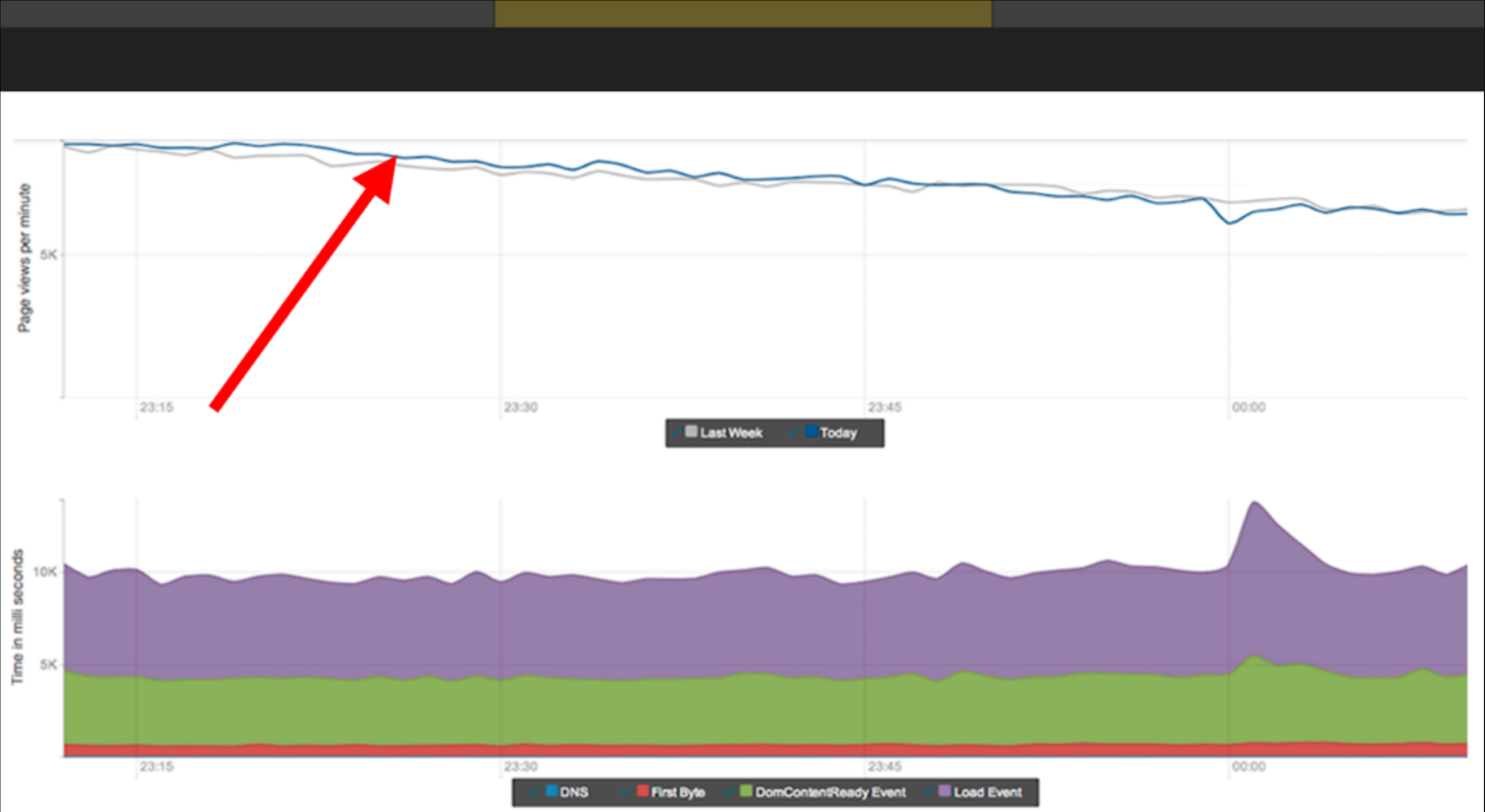
“Real-Life Responsive Redesign”, SmashingConf 2013

The Guardian Redesign

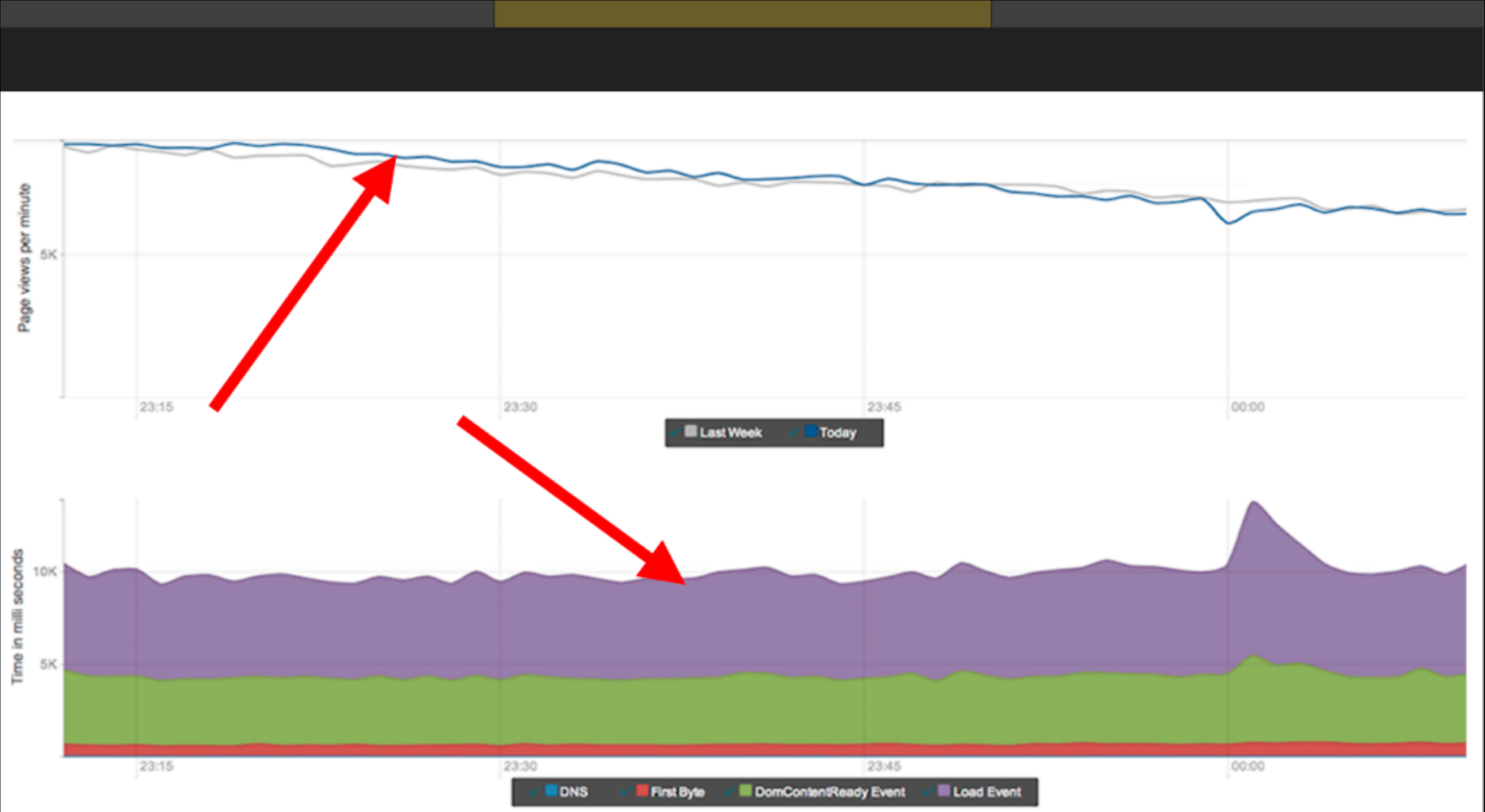
- *Priority lists for content and styles to define "core":*
  - Core content doesn't rely on JavaScript,
  - Only one main feature image considered "core",
  - No Ajax support for ratings, comments and live scores,
  - "Cutting the mustard" to "buckle" browsers,
  - Web fonts aren't loaded by default (prevent FOUT).
- *Idea:* load the "core" fast considering 3 metrics; First Byte, DomContentReady event, Load event.



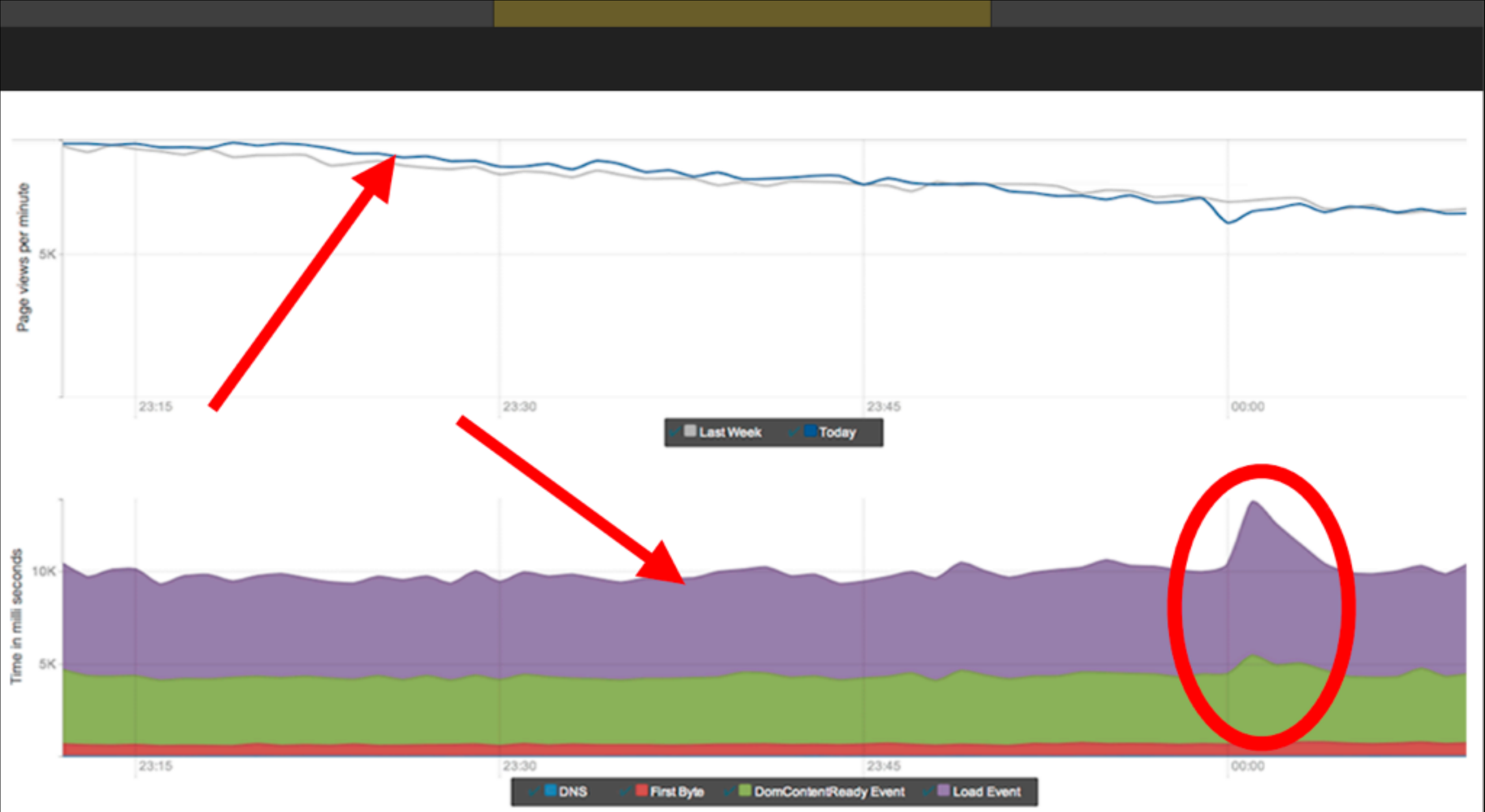
Real time performance



Real time performance



Real time performance



Real time performance

The Guardian Redesign

- *Time to first byte:* request to start of a response, normally HTML, includes latency.
- *DomContentReady:* content begins to display, but not necessarily useful content.
- *Load:* full page loaded, incl. scripts and images. All extra scripts and assets load *after* Load.

How Javascript Loading Works - DOMContentLoaded and OnLoad

14 June 2011

There are actually three different windows of time during a web request in which we can load and execute javascript. These windows are delineated by the DOMContentLoaded event and the OnLoad event. We can load our scripts before DOMContentLoaded, after DOMContentLoad, and after OnLoad. But before I dig into the details of how this is done, what the heck are these two events and when are they actually triggered?

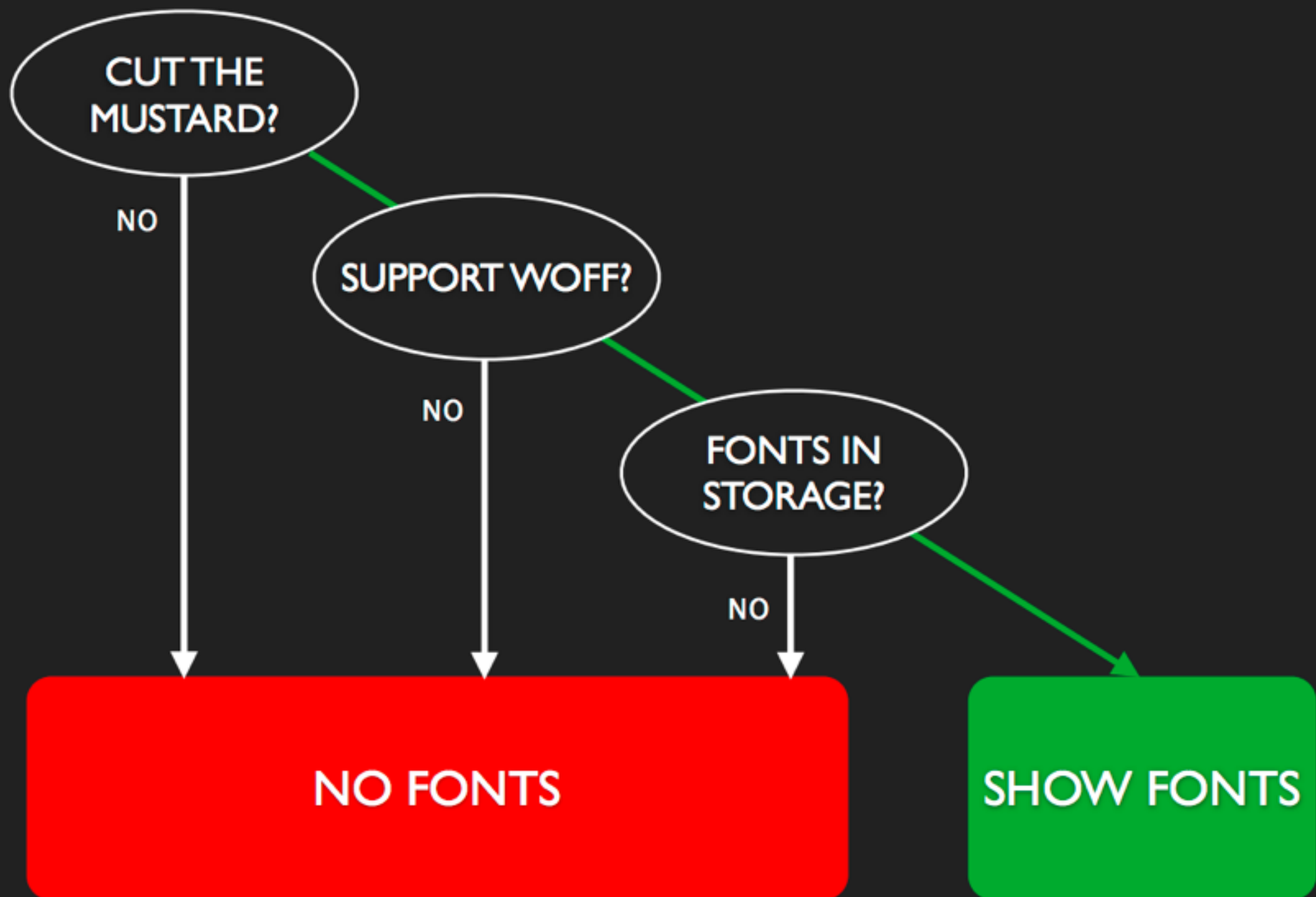
The Events

The DOMContentLoaded event is triggered when the page's Document Object Model (DOM) is ready. What this means is that the API for interacting with the content, style and structure of a page is ready to receive requests from your code. In general this means that the text, css and html are ready - but it's not quite that simple. Depending on the browser, HTML version, and where the stylesheet tags are relative to the script tags, the CSS might not be done rendering by the time this event fires. Fortunately there is a safe and performant way to ensure that the CSS is loaded first. It's as simple as placing your external stylesheets in the header and your external javascripts in the footer. This approach forces the javascript to execute only after the external stylesheets and HTML body have been loaded. Basically, this means that if you are placing stylesheets in the header and javascripts in the footer, your DOM will load all content, structure, and style before the DOMContentLoaded event is fired. That's a good thing!

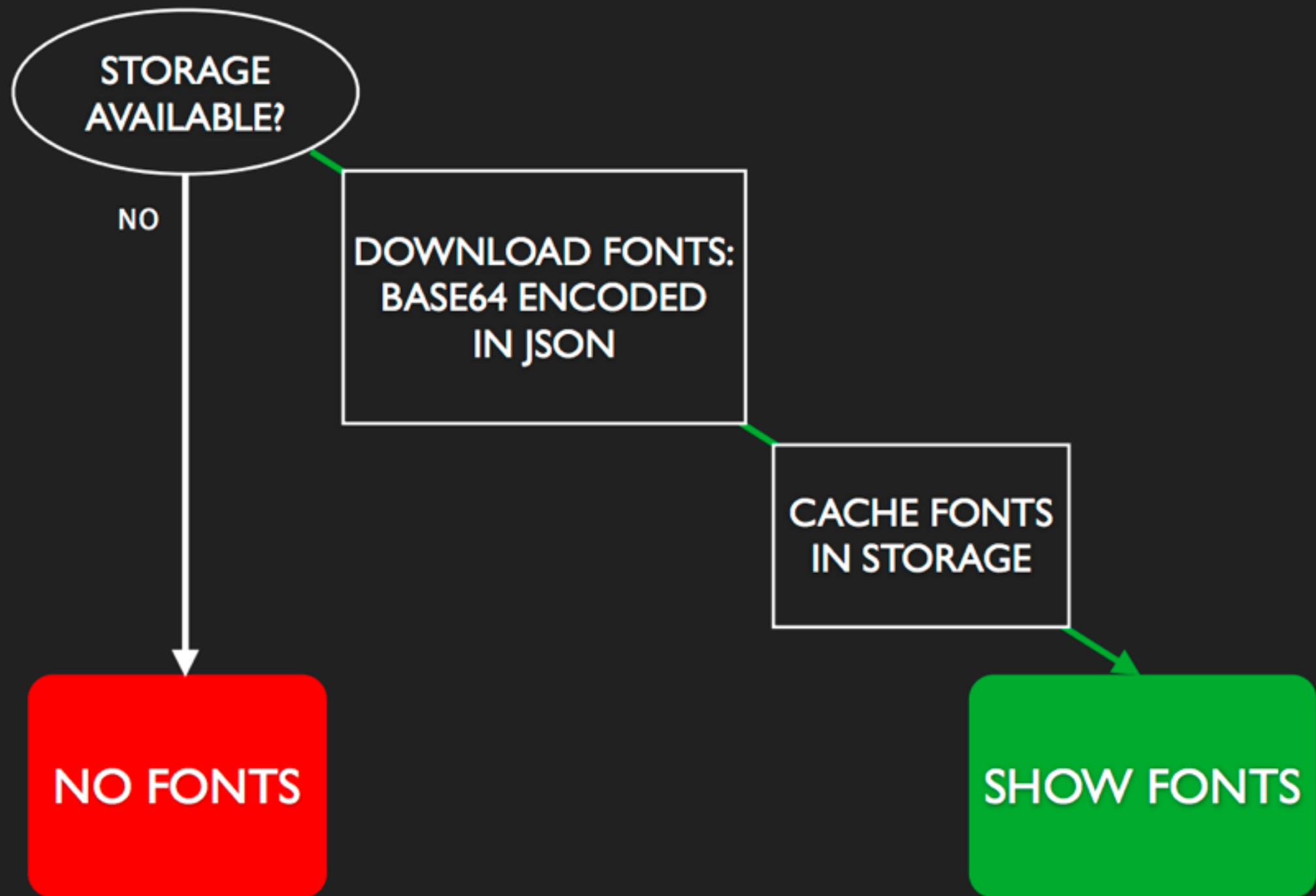
The OnLoad event is triggered when the entire page has loaded. This is moment when the globe or loader in your browser's title bar stops spinning. At this point all scripts and stylesheets have finished loading and have been executed, and all images have been downloaded and displayed.

Fonts from

PRE-RENDER


CUT THE MUSTARD?
NO
SUPPORT WOFF?
NO
FONTS IN STORAGE?
NO
NO FONTS
SHOW FONTS

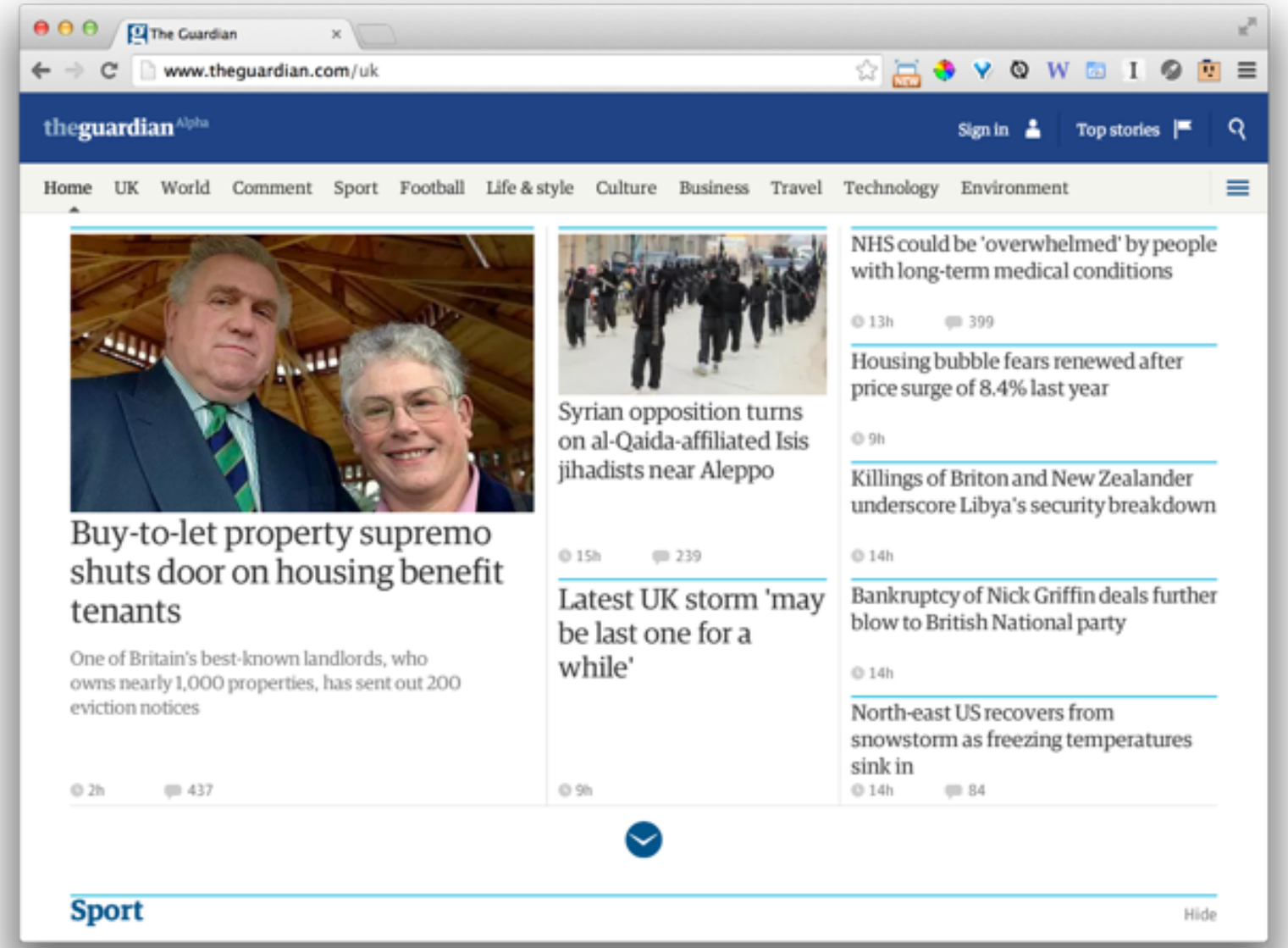
POST-RENDER


STORAGE AVAILABLE?
NO
DOWNLOAD FONTS: BASE64 ENCODED IN JSON
CACHE FONTS IN STORAGE
NO FONTS
SHOW FONTS

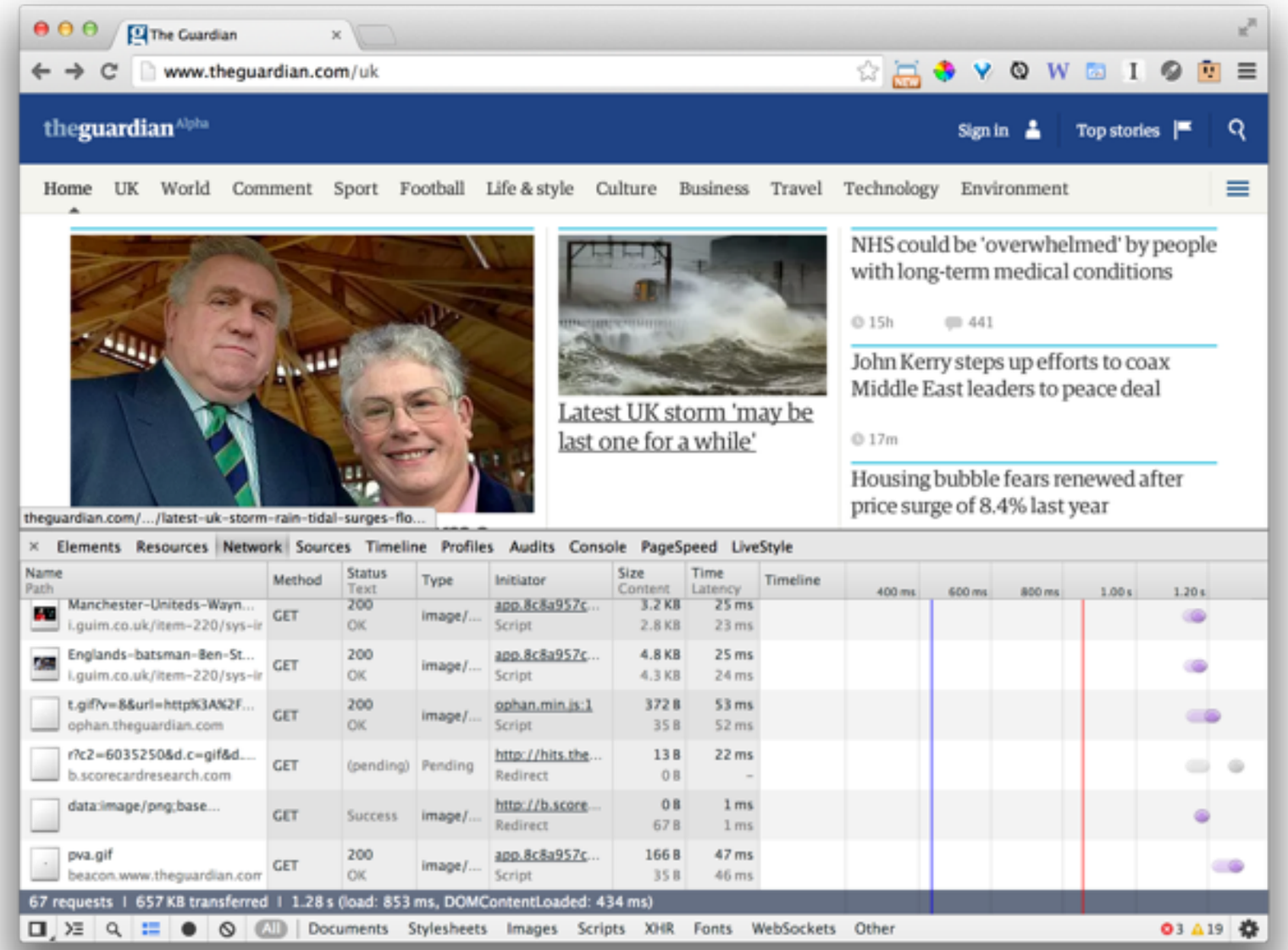
> The key metrics was the page load time, or more specifically the time to page render until the “first” news appear on the users’ screen (specifically, *above the fold.)*

— Andy Hume

“Real-Life Responsive Redesign”, SmashingConf 2013



- Guardian users need to successfully complete one HTTP-request to read the news (DOM loads).
- A median *start* render time for an uncached page: 0.798 seconds (iPhone 4, 3G, 1.6Mps, 300ms RTT).



- With enhanced JS loaded, front page has 35 images on “desktop”, 67 requests, 657 Kb.
- Median time for an uncached page to start displaying: 0.727 seconds (stable networks).

PageSpeed Insights

developers.google.com/speed/pagespeed/insights/?url=http%3A%2F%2Fww...

PageSpeed Insights

http://www.theguardian.com/uk

ANALYZE

88 / 100 Mobile

69 / 100 Desktop

Speed

Consider Fixing:

Prioritize visible content

Show how to fix

Leverage browser caching

Show how to fix

Minify HTML

Show how to fix

7 Passed Rules

Show details

User Experience BETA

Not currently a part of the overall score

guardian/frontend

GitHub, Inc. [US] https://github.com/guardian/frontend

This repository | Search or type a command | Explore | Gist | Blog | Help | vitalyfriedman

guardian / frontend

Watch 61 | Star 1,748 | Fork 149

Source for the Guardian's responsive site, coming soon to a desktop near you...
http://www.theguardian.com/uk?view=mobile

10,000+ commits | **144** branches | **2** releases | **42** contributors

branch: **master** | **frontend** /

Revert grunt asset monitor version

phamann authored 15 hours ago — latest commit b954441524

admin	Remove heading gap	16 hours ago
applications	JsonNotFound now understands CORS	11 days ago
article	Added an AB test to try and prove that if we remove editorial linking...	a day ago
commercial	Revert "Merge pull request #2625 from guardian/article-commercial-tests"	12 days ago
common	Merge pull request #2655 from guardian/ab-test-page-features	19 hours ago
core-navigation	Merge pull request #2637 from guardian/html-most-popular	5 days ago
data	Cache test lookup results	17 days ago
dev-build	remove old routes	a day ago
dev	Delete sbt-launch-0.12.2.jar	3 months ago
diagnostics	Added a porter job to work out percentage conversions of Omniture and...	18 days ago

Code
Issues 124
Pull Requests 17
Wiki
Pulse
Graphs
Network

HTTPS clone URL
https://github.com

You can clone with HTTPS, SSH, or Subversion.

Clone in Desktop
Download ZIP

> *Progressive enhancement* is often considered in terms of technology *support*—what happens to users who don't have JavaScript. But it's at least as important to consider it in terms of technology *failure*...

— *Andy Hume*

"Real-Life Responsive Redesign", SmashingConf 2013

> ...Websites that work without JavaScript aren't for people who decided to disable JavaScript in their browser...

— Andy Hume

"Real-Life Responsive Redesign", SmashingConf 2013

> ...It's the best way to make our sites *resilient to failure* because a mobile user went into a tunnel, or a corporate firewall decided to strip all JS, or the mobile operator decided to compress JavaScript going through its network.

— *Andy Hume*

"Real-Life Responsive Redesign", SmashingConf 2013

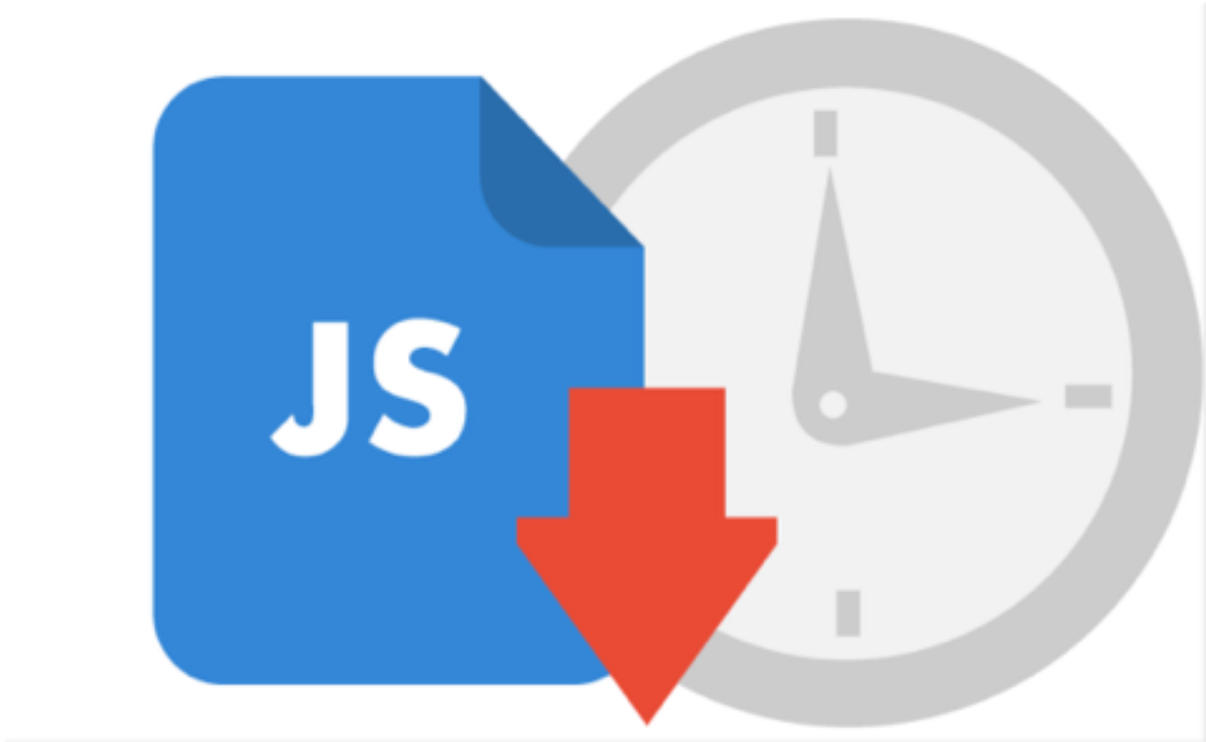
How to really defer loading

www.feedthebot.com/pagespeed/defer-loading-javascript.html

feedthebot

Google Guidelines Page Speed Tools

Defer loading of javascript



Deferring of javascript is one of those issues on the web that can make you want to pull your hair out trying to find a solution.

Many people say "just use defer" or "just use async" or others say "just put your javascript at bottom of page".

How to really defer loading

www.feedthebot.com/pagespeed/defer-loading-javascript.html

The below code is what Google recommends. This code should be placed in your HTML just before the </body> tag (near the bottom of your HTML file). I highlighted the name of the external JS file.

```
<script type="text/javascript">
function downloadJSAtOnload() {
var element = document.createElement("script");
element.src = "defer.js";
document.body.appendChild(element);
}
if (window.addEventListener)
window.addEventListener("load",
downloadJSAtOnload, false);
else if (window.attachEvent)
window.attachEvent("onload", downloadJSAtOnload);
else window.onload = downloadJSAtOnload;
</script>
```

Common rules:

use the keyphrase agh!iIl10O to test

> Who really wants to wait *while they are waiting?*

— Mike Krieger

Your Vodafone bill

Invoice for

[redacted]

used by modem

	(€)
Service charges ▸ *15 Feb to 14 Mar*	
Mobile Internet (live!) abroad	0.00
Usage charges ▸ *up to 14 Feb*	300.03
Total before VAT	300.03
VAT at 23.0% on €300.03	69.00
Total due	**€369.03**

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e&oe

Roaming – günstig im Aus

www.t-mobile.de/roaming/0,25096,25649-_,00.html?WT.svl=100#...

Daten-Eurotarif in Ländergruppe 1	Daten-Auslandstarif in Ländergruppe 2	Daten-Auslandstarif in Ländergruppe 3
1 KB genaue Abrechnung	Abrechnung in 50-KB-Blöcken	Abrechnung in 50-KB-Blöcken
	Zzgl. Tagesnutzungspreis 0,49 €	Zzgl. Tagesnutzungspreis 0,49 €
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nur im Ausland buchbar	nur im Ausland buchbar	nur im Ausland buchbar
		Tarif gilt auch auf Schiffen und in Flugzeugen
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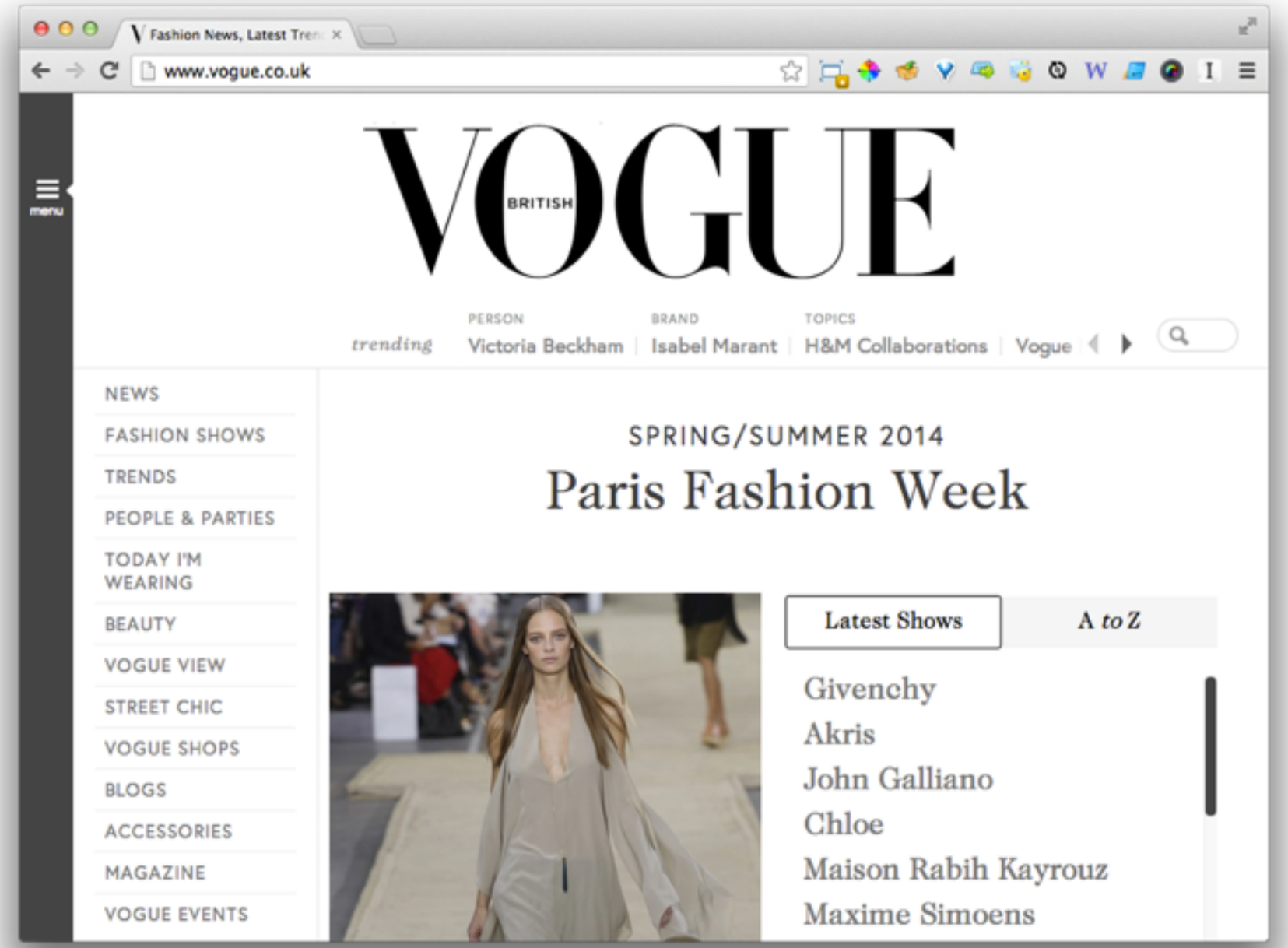
Hier finden Sie Informationen zu den Ländergruppen (PDF) und zu den Partnernetzen.

SO BUCHEN SIE IHREN TRAVEL & SURF PASS:



- T-Mobile roaming charges for loading the full front page of Vogue.co.uk, in Moscow: **€93,13**

VOGUE
PARIS
Beautés fatales
de 10 à 60 ans
AVEC VANESSA PARADIS
CINDY CRAWFORD, PENELOPE TREE...

— OCTOBER 4, 2012 —

Blame the Implementation, Not the Technique

Stop me if you've heard this one before.

"Responsive design is bad for performance."

"User agent detection is bad. Don't segment the web."

"Hybrid apps don't work as well as native apps."

"CSS preprocessors shouldn't be used because they create bloated CSS."

If you create for the web you've no doubt heard at least a couple of these statements. They're flung around with alarming frequency.

There is a fundamental problem with this line of thinking: it places the blame on the technique instead of the way the technique was implemented. Generalizing in this way discredits the validity of an approach based on poor execution, and that's a very harmful way of thinking.

"There is a fundamental problem with this

With any of the examples above, the technology itself wasn't the problem. CSS

Role of Performance

- *Basic performance optimization* is default:
  - Minimize JavaScript and CSS, Gzip
  - Image optimization
  - Avoiding redirects
  - JavaScript at the bottom
  - Asynchronous scripts
  - Browser caching
- *DNS prefetching* is an often overlooked aspect of Web performance.

HTML5 Link Prefetching

davidwalsh.name/html5-prefetch

HTML5 Link Prefetching

Written by David Walsh on July 7, 2010 · 33 Comments

One effort shared by both browsers and developers is making the web browsing experience faster. There are many common-known ways to keep your websites fast: using CSS sprites and image optimization, using .htaccess to set file headers for longer caching, javascript file compression, using CDNs, and so on. I've even detailed some of the website optimization efforts used on this website. Firefox introduces a new strategy for website optimization: link prefetching.

What is link prefetching? From the MDN:

> *Link prefetching is a browser mechanism, which utilizes browser idle time to download or prefetch documents that the user might visit in the near future. A web page provides a set of prefetching hints to the browser, and after the browser is finished loading the page, it begins silently prefetching specified documents and stores them in its cache. When the user visits one of the prefetched documents, it can be served up quickly out of the browser's cache.*

Simply put: the browser downloads designated documents (pages, images, etc.) the user will likely visit after the current page. It's even super easy to implement!

HTML5 Link Prefetch Tag

HTML5 Link Prefetching

davidwalsh.name/html5-prefetch

HTML5 Link Prefetch Tag

```
<!-- full page -->
<link rel="prefetch" href="http://davidwalsh.name/css-enhancements-user-experience" />

<!-- just an image -->
<link rel="prefetch" href="http://davidwalsh.name/wp-content/themes/walshbook3/images/sprite.png"
```

HTML5 prefetching is done via the LINK tag, specifying "prefetch" as the rel and the href being the path to the document. Mozilla also answers to a few differently named LINK rel attributes:

```
<link rel="prefetch alternate stylesheet" title="Designed for Mozilla" href="mozspecific.css" />
<link rel="next" href="2.html" />
```

HTTPS fetches are also supported.

When to Prefetch Content

Whether prefetching is right for *your* website is up to you. Here are a few ideas:

- When a series of pages is much like a slideshow, load the next 1-3 pages, previous 1-3 pages (assuming they aren't massive).
- Loading images to be used on most pages throughout the website.
- Loading the next page of the search results on your website.

Preventing Prefetching

The Chromium Projects

Except as otherwise noted, the content of this page is licensed under a Creative Commons Attribution 2.5 license, and examples are licensed under the BSD License.

DNS Prefetching

Contents

1 Problem
2 Solution
3 Architecture
4 Manual Prefetch
5 DNS Prefetch Control
6 Browser Startup
7 Omnibox
8 Effectiveness
8.1 Typical Usage
8.2 Network Usage
8.3 Cache Eviction

Problem

DNS resolution time can lead to a significant amount of user perceived latency. The time that DNS resolution takes is highly variable. Latency delays range from around 1ms (locally cached results) to commonly reported times of several seconds.

Solution

DNS prefetching is an attempt to resolve domain names before a user tries to follow a link. This is done using the computer's normal DNS resolution mechanism; no connection to Google is used. Once a domain name has been resolved, if the user does navigate to that domain, there will be no effective delay due to DNS resolution time. The most obvious example where DNS prefetching can help is when a user is looking at a page with many links to various domains, such as a search results page. When we encounter hyperlinks in pages, we extract the domain name from each one and resolving each domain to an IP address. All this work is done in parallel with the user's reading of the page, using minimal CPU and network resources. When a user clicks on any of these pre-resolved names, they will on average save about 200 milliseconds in their navigation (assuming the user hadn't already visited the domain recently). More importantly than the average savings, users won't tend to experience the "worst case" delays for DNS resolution, which are regularly over 1 second.

Architecture

Chromium's implementation of DNS prefetching does not use the browser's network stack at all. Instead, it relies on external threads to resolve the names, thereby warming the DNS cache of the operating system (completely ignoring any cache in the application network stack). The advantage of this approach was that it was completely compatible with all network stacks (it is external), and prevented accidental regressions on the main network stack.

Since some DNS resolutions can take a long time, it is paramount that such delays in one resolution should not cause delays in other resolutions. Toward this end (on Windows, where there is no native support for asynchronous DNS resolution), Chromium currently employs 8 completely asynchronous worker threads to do nothing but perform DNS prefetch resolution. Each worker thread simply waits on a queue, gets the next requested domain name, and then blocks on a synchronous Windows resolution function. Eventually the operating system responds with a DNS resolution, the thread then discards it (leaving the OS cache warmed!), and waits for the next prefetch request. With 8 threads, it is rare than more than one or two threads will block extensively, and most resolution proceed rather quickly (or as quickly as DNS can service them!). On Debug builds, the "about:histograms/DNS.PrefetchQueue" has current stats on the queueing delay.

Performance Budget

- Idea: always include performance in *project documents*—e.g. proposals and design briefs.
- Set a *"budget"* on your site and don't allow the site to exceed it (number of requests, page size).
- Helps make every decision through the design/build process, as something that has consequence.

Tim Kadlec, *"Deliberate Performance"*

Performance Budget

- Idea: always include performance in *project documents*—e.g. proposals and design briefs.
- Set a *"budget"* on your site and don't allow the site to exceed it (number of requests, page size).
  - *< 1.5s* on DSL 16000,
  - *450–500 Kb* in size,
  - *< 2s* on 3G

Performance Budget

- Idea: always include performance in *project documents*—e.g. proposals and design briefs.
- Set a *"budget"* on your site and don't allow the site to exceed it (number of requests, page size).
- When adding a feature, consider *3 options:*
  - Optimize the new feature to fit the budget *or*
  - Remove an existing feature *or*
  - Don't add the new feature.

— JANUARY 28, 2013 —

Setting a Performance Budget

Jason Grigsby once quipped that "We've remade the Internet in our image….obese." He was right, of course. Average page weight and number of connections has been increasing at a rather alarming rate.

This is why I've been so happy to see the recent rash of posts discussing performance as a fundamental component of design. The latest comes from Mr. Brad Frost. He makes the case that performance is not just something developers need to worry about, but that it is an "essential *design* feature."

One of the things he suggests doing is mentioning performance in project documents.

> *Statements of work, project proposals and design briefs should explicitly and repeatedly call out performance as a primary goal. "The goal of this project is to create a stunning, flexible, lightning-fast experience…"*

It's an excellent point. Performance should be brought up early and often to emphasize its importance. Not considering it from the earliest stages of a project is a surefire way to end up with slow and bloated sites. A decision

Responsive Design on a B

clearleft.com/thinks/responsivedesignonabudget/

Responsive Design on a Budget

Over the last year or so we've seen an increasing emphasis put on the performance aspect of building responsive websites, which is great - there's no point building a beautiful, scalable, touch-friendly site if it uses up half your monthly bandwidth allowance just to load the homepage.

But performance considerations add yet more complexity to an already complex mix. Very little is clear-cut; many decisions need careful, site-specific consideration in order to avoid actually making things worse, not better. Is it better to lazy-load styles for breakpoints other than the current one? Or should we rather load all the styles in one go? Are our intuitive assumptions about image dimensions, compression and resulting file size really correct?

All these things and more need careful consideration. And to yet further complicate things, there is also a careful balance to be struck between

Recent thinking

Weeknotes #5
By Jeremy Keith

Visual design explorations
By Paul Lloyd

A new home in the New Year
By Andy Budd

> We don't need to render the entire page in one second; we just need to render the *"above the fold"* content.

— Ilya Grigorik

"Optimizing The Critical Path", http://www.lukew.com/ff/entry.asp?1756

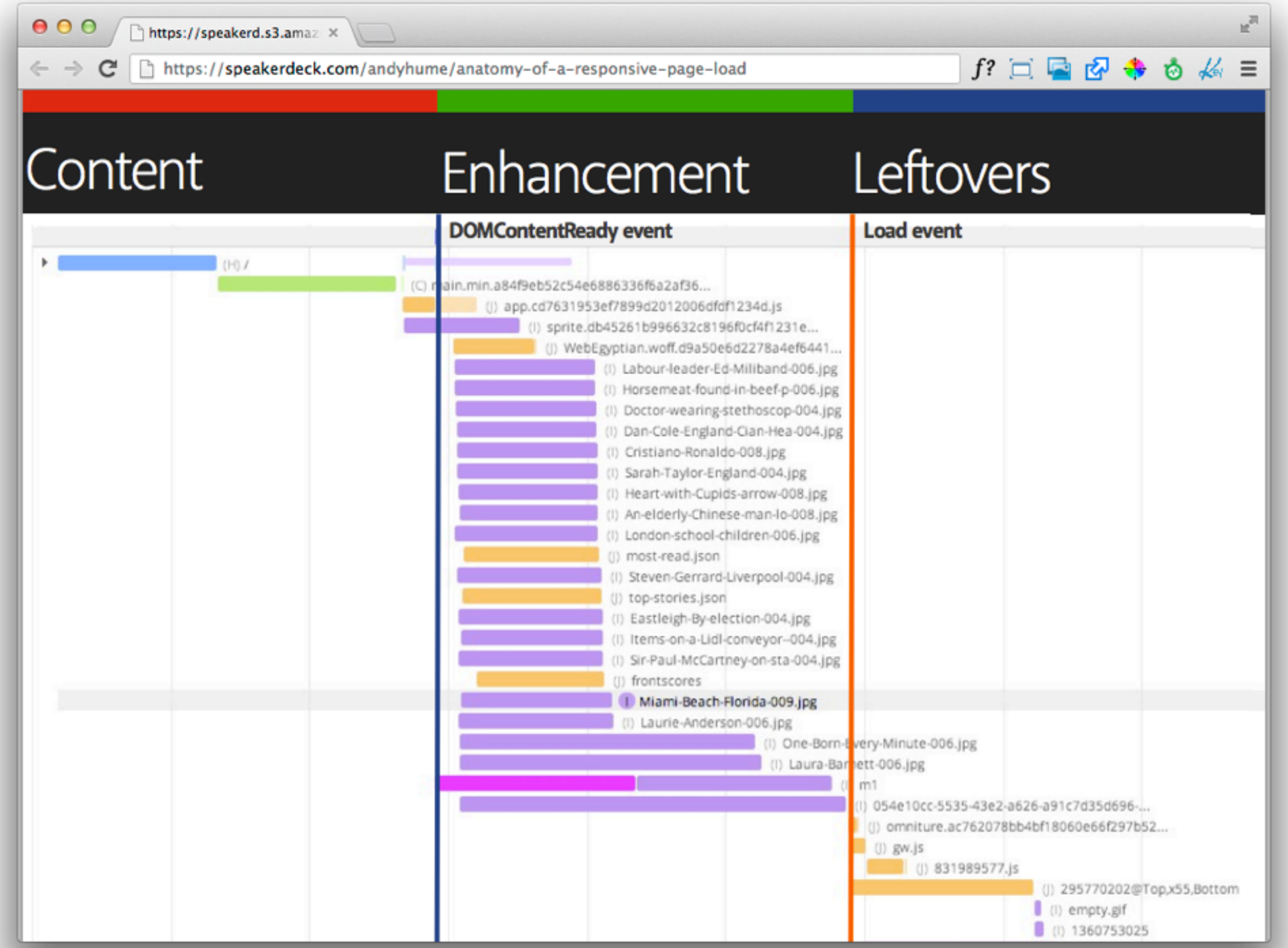
The Guardian's Modular Load

- Consider *at least* three types of page content:
  - Core content

    (essential HTML+CSS, usable non-JS enhanced experience);
  - Enhancement

    (JS, Geolocation, touch, enhanced CSS, Web fonts, widgets);
  - Leftovers

    (analytics, advertising, third-party content).
- Idea: load Core content first, then Enhancement on *DOMContentReady*, then Leftovers on *Load*.


https://speakerd.s3.amaz
https://speakerdeck.com/andyhume/anatomy-of-a-responsive-page-load
Content
Enhancement
Leftovers
DOMContentReady event
Load event
(H) /
(C) main.min.a84f9eb52c54e6886336f6a2af36...
(J) app.cd7631953ef7899d2012006dfdf1234d.js
(I) sprite.db45261b996632c8196f0cf4f1231e...
(J) WebEgyptian.woff.d9a50e6d2278a4ef6441...
(I) Labour-leader-Ed-Miliband-006.jpg
(I) Horsemeat-found-in-beef-p-006.jpg
(I) Doctor-wearing-stethoscop-004.jpg
(I) Dan-Cole-England-Cian-Hea-004.jpg
(I) Cristiano-Ronaldo-008.jpg
(I) Sarah-Taylor-England-004.jpg
(I) Heart-with-Cupids-arrow-008.jpg
(I) An-elderly-Chinese-man-lo-008.jpg
(I) London-school-children-006.jpg
(J) most-read.json
(I) Steven-Gerrard-Liverpool-004.jpg
(J) top-stories.json
(I) Eastleigh-By-election-004.jpg
(I) Items-on-a-Lidl-conveyor--004.jpg
(I) Sir-Paul-McCartney-on-sta-004.jpg
(J) frontscores
(I) Miami-Beach-Florida-009.jpg
(I) Laurie-Anderson-006.jpg
(I) One-Born-Every-Minute-006.jpg
(I) Laura-Barnett-006.jpg
(I) m1
(I) 054e10cc-5535-43e2-a626-a91c7d35d696-...
(J) omniture.ac762078bb4bf18060e66f297b52...
(J) gw.js
(J) 831989577.js
(J) 295770202@Top,x55,Bottom
(I) empty.gif
(I) 1360753025

Twitter / jaffathecake: "We

Twitter, Inc. [US] https://twitter.com/jaffathecake/status/207096228339658752

Home Connect Discover Me Search

Jake Archibald
@jaffathecake

Following

"We don't have any non-JavaScript users"
No, all your users are non-JS while they're downloading your JS

Reply Retweet Favorite More

171 RETWEETS **76** FAVORITES

11:09 AM - May 28, 2012

Reply to @jaffathecake

https://speakerd.s3.amazonaws.com/presentations/5066e79ce64bdf000206a0af/bdconf2012...

CORE EXPERIENCE

Technology

```
<article>
  <div class="article">
    <a href="story.html">
      <div class="delayed-image-load"
        data-src="/images/204/picture.jpg" />
      <span>Roth rebukes Wikipedia over edit</
span>
    </a>
    <p>Renowned author Philip Roth...</p>
  </div>
</article>
```

Roth rebukes Wikipedia over edit

8 September 2012

Renowned author Philip Roth criticises Wikipedia for refusing him permission to edit an entry about his own novel, The Human Stain.

Game sector 'no value' says study

7 September 2012

Scotland's games industry reacts to a government commissioned report that suggests the sector adds nothing to the country's economy.

Amazon Kindle Fires come to UK

6 September 2012

Amazon has shown off three new Kindle Fire tablets, two of which will be made available in the UK from late October.

Thieves cash in on mobile fraud

The Guardian's Modular Load

- Load JS into a browser *asynchronously*. While JS is being downloaded, browser still can parse the document and show content.
- HTML/JS (for modern browsers):

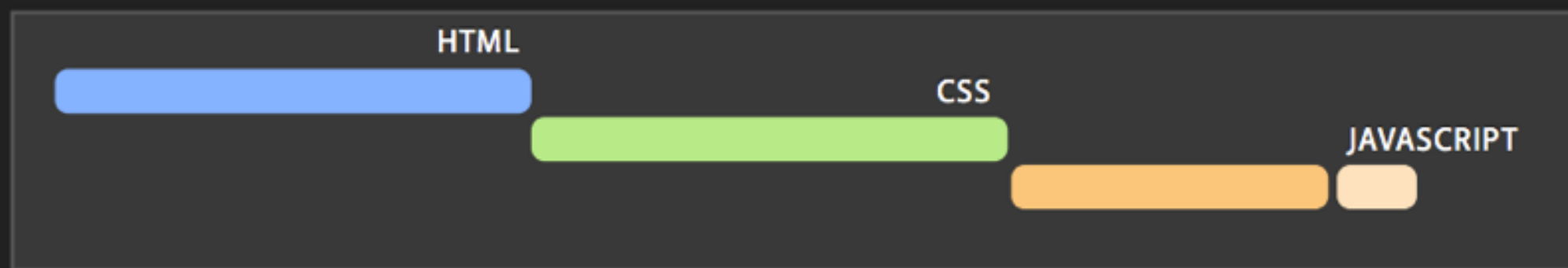
```
@if(isModernBrowser) {
    <script src="enhanced.js" async defer></script>
}
```

https://speakerd.s3.amaz

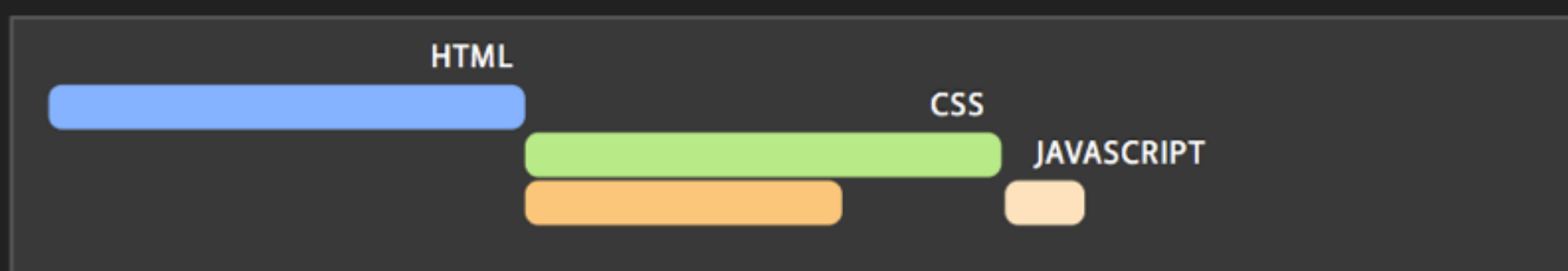
https://speakerdeck.com/andyhume/anatomy-of-a-responsive-page-load

SCRIPT LOADING

appendChild(script)



<script async>



The Guardian's Modular Load

- Load JS into a browser *asynchronously*. While JS is being downloaded, browser still can parse the document and show content.
- HTML/JS (for modern browsers):

```
@if(isModernBrowser) {
    <script src="enhanced.js" async defer></script>
}
```

BBC's isModernBrowser()

- We can use server-side device detection using UA strings with DeviceAtlas, WURFL etc.
- We can use client-side feature detection to split browsers into groups "HTML4" / "HTML5".
- JS:

```
if (
    'querySelector' in document &&
    'localStorage' in window &&
    'addEventListener' in window ) {
    // HTML5 browser detected; load the JS app
}
```

BBC's isModernBrowser()

- JS:

```
if (
    'querySelector' in document &&
    'localStorage' in window &&
    'addEventListener' in window ) {
    // HTML5 browser detected; load the JS app
}
```

- HTML5 Browsers:

  IE9+, FF 3.5+, Opera 9+, Safari 4+, Chrome 1+, iOS1+, Android phone and tablets 2.1+, Blackberry OS6+, Win 7.5+, Mobile Firefox, Opera Mobile

- HTML4 Browsers:

  IE8-, Blackberry OS5-, Nokia S60 v6-, Nokia S40, Symbian, Windows 7 Phone (pre-Mango), a plethora of legacy devices.

filament group

An Ajax-Include Pattern for Modular Content

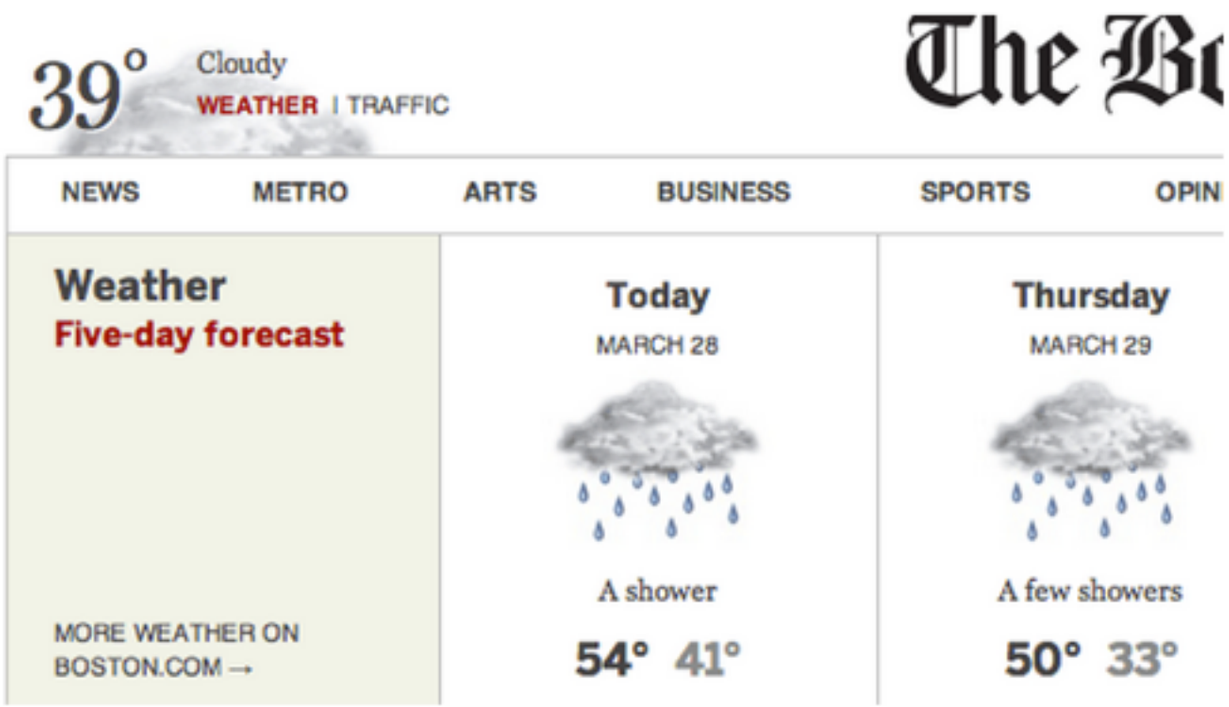
Posted by Scott on 03/28/2012

Topics: ajax javascript jQuery mobile php progressive enhancement

While developing the front-end of the BostonGlobe.com site last fall, one of the toughest challenges we faced was delivering roughly the same content to all devices (and connection speeds) while ensuring the most important content on a page was usable as soon as possible. We approached this challenge with a variety of techniques, such as only loading the most essential JavaScript up-front (weighing roughly 4-6kb tops) and lazy loading the rest, dynamically injecting advertisements, and loading "nice-to-have" content via JavaScript—all after the initial content was delivered and usable.

Initial State:

Expanded, Ajax-enhanced state:



With this pattern in place, we found a nice balance between loading performance and accessibility: the content begins lightweight, and accessible without Javascript, and it is enhanced into a richer experience on capable devices—all without holding up the initial page load.

From a technical standpoint, the approach was simple: any element in the page could reference an external HTML fragment by URL through a small set of

Gmail's Lazy Loading

- Idea: let browsers download all of the JS right away, but *evaluate it "on demand"*, i.e. when users need a particular feature.
- Much of the downloaded JS is *commented out,* and when needed uncommented and eval-ed.
- Gmail's case:
  200 Kb of JS -> 2600 ms page load
  200 Kb of JS (lazy loaded) -> 240 ms page load

Gmail's Lazy Loading

- ```
  <script id="lazy">
  // Make sure you strip out (or replace) comment
  blocks in your JavaScript first.
  /* JavaScript of lazy module */
  </script>
  ```

```
<script>
function lazyLoad() {
var lazyElement = document.getElementById('lazy');
var lazyElementBody = lazyElement.innerHTML;
var jsCode = stripOutCommentBlock(lazyElementBody);
eval(jsCode); }
</script>

Lazy Load
```
```

eval() isn't evil, just misunderstood

Posted at June 25, 2013 07:00 am by Nicholas C. Zakas
Tags: eval, JavaScript

In all of JavaScript, I'm not sure there is a more maligned piece than `eval()`. This simple function designed to execute a string as JavaScript code has been the more source of more scrutiny and misunderstanding during the course of my career than nearly anything else. The phrase "eval() is evil" is most often attributed to Douglas Crockford, who has stated[1]:

> The `eval` function (and its relatives, `Function`, `setTimeout`, and `setInterval`) provide access to the JavaScript compiler. This is sometimes necessary, but in most cases it indicates the presence of extremely bad coding. The `eval` function is the most misused feature of JavaScript.

Since Douglas hasn't put dates on most of his writings, it's unclear whether he actually coined the term as an article in 2003[2] also used this phrase without mentioning him. Regardless, it has become the go-to phrase for anyone who sees `eval()` in code, whether or not they really understand its use.

Despite popular theory (and Crockford's insistence), the mere presence of `eval()` does not indicate a problem. Using `eval()` does not automatically open you up to a Cross-Site Scripting (XSS) attack nor does it mean there is some lingering security vulnerability that you're not aware of. Just like any tool, you need to know how to wield it correctly, but even if you use it incorrectly, the potential for damage is still fairly low and contained.

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Google code

The official Google Code blog

Get the latest updates on Google APIs and developer tools.

Thursday, September 03, 2009

Gmail for Mobile HTML5 Series: Reducing Startup Latency

On April 7th, Google launched a new version of Gmail for mobile for iPhone and Android-powered devices. We shared the behind-the-scenes story through this blog and decided to share more of what we've learned in a brief series of follow-up blog posts. This week, I'll talk about how modularization can be used to greatly reduce the startup latency of a web app.

To a user, the startup latency of an HTML 5 based application is critical. It is their first impression of the application's performance. If it's really slow, they might not even bother to wait for the app to load before navigating away. Even if your application is blazing fast after it loads, the user may never get the chance to experience it.

There are several aspects of an HTML 5 based application that contribute to startup latency:

1. Network time to fetch the application (JavaScript + HTML)
2. JavaScript parse time
3. Code execution time to fetch the data and render the home page of your application

The third issue is up to you! The first two issues, however, are directly correlated with the size of the application. This is a tricky problem since as your application matures, it will have more features and the code size will get bigger. So, what to do? Modularize your application! Split up your code into independent, standalone modules. Consider splitting each view/screen of your application and implement each new feature as its own module. This is only half the story. Now that you have your code modularized, you need to decide which subset of these modules are critical to load your application's home page. All the non-core modules should be downloaded and parsed at a later time. With a consistent code size for your startup code, you can maintain a consistent startup time. Now, let's go into some nitty gritty details of how we built an application with lazy-loaded modules.

How to Split Your Code into Modules

We've moved! Come visit our new blog:

Google Developers Blog

Blog Archive

Blog Archive

The Two-Click Social Widget

- Load social widgets only when user *explicitly* chooses to take that action to share content.
- Idea: load small social icons by default, and load the FB, Twitter and G+ widgets *on click*.
- Cuts down on bandwidth and on latency. (FB button alone weighs 120 Kb + 4 requests).

Ericsson hält nach eigenen Angaben weltweit über 30.000 Patente. Bislang habe man über 100 Vereinarungen über Lizenzierung von Patenten mit allen wichtigen Firmen der Mobilfunkbranche abgeschlossen. Dabei sei Ericsson jederzeit bereit, standard-relevante Patente zu FRAND-Bedingungen zu lizenzieren. Dass aber sehr wohl umstritten sein kann, wie solche FRAND-Bedingungen auszusehen haben, zeigt nicht zuletzt der Prozess zwischen Motorola und Microsoft um eben diese FRAND-Lizenzierung.

So hebt auch Samsung in einer ersten Reaktion darauf ab, dass Ericsson viel höhere Lizenzkosten als zuvor verlangt habe. Diese seien so hoch gewesen, dass sie einen neuen Lizenzvertrag für Samsung unmöglich gemacht hätten. Samsung habe in den vergangen zwei Jahren Verhandlungen mit Ericsson auf der Basis geführt, eine FRAND-Lizenzierung zu erreichen, und werde sich nun gegen die überhöhten Forderungen Ericssons zur Wehr setzen. (jk)

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Auch auf heise online:

- US-Prozess um Lizenzierung von Standardpatenten beginnt
- Apple vs. Google: Zweiter Patentprozess geplatzt
- Apple will Motorola 1 Dollar pro iPhone als Lizenzgebühr zahlen
- Patentkriege: Google sucht Kompromiss bei Standard-Patenten
- EU will faire Lizenzierung von Standardpatenten durchsetzen
- Patentstreit: Apple fordert faire Regeln

Mehr zum Thema **Patente** **Mobilfunk** **Ericsson** **Samsung**

heise Developer
Das Fork/Join-Framework in Java 7
Wann sollte man den neuen ForkJoinPool dem klassischen ThreadPoolExecutor vorziehen, und wann lässt man es besser bleiben? Dieser Artikel stellt die wichtigsten Neuerungen des Fork/Join-Framework aus Java 7 vor und vergleicht die Performance in zwei Anwendungsgebieten aus der Praxis.

iX 12/2012
3D-Scannen
Marktübersicht und Technik: 3D-Scanner, 3D-Tatortdokumentation; Internet-Zensur u.v.a.m.

Anzeige

Werbung
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Einer für alles: Panasonic Blu-Ray Recorder
OKI: Professionelle LED Drucklösungen

Dokumentation – heise „soci

www.heise.de/extras/socialshareprivacy/

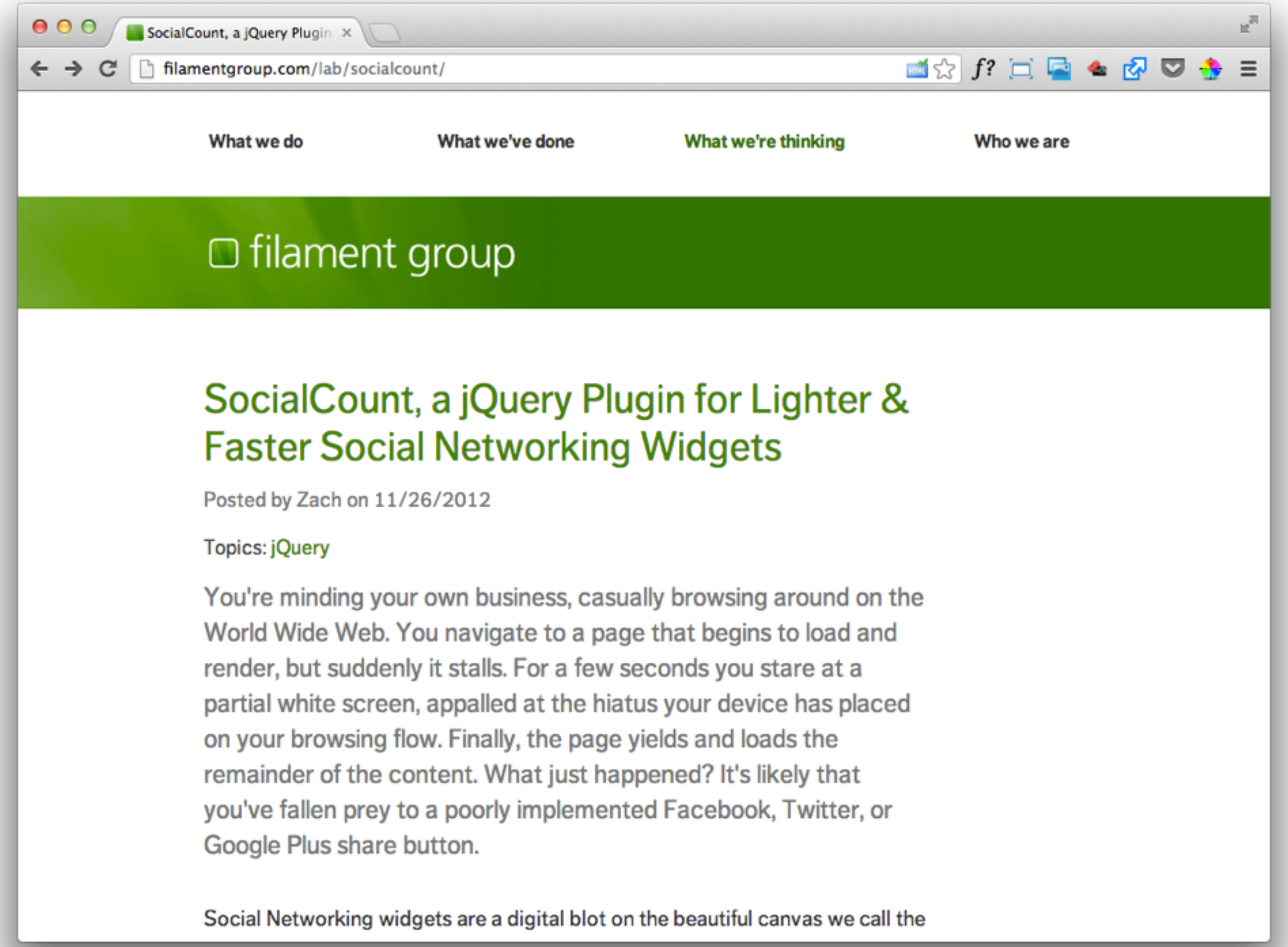
jQuery Plug-In socialshareprivacy – Dokumentation

Download des jQuery-Plug-Ins:

jquery.socialshareprivacy.zip
jquery.socialshareprivacy.tar.gz

Navigation

1. Change-Log
2. Dateien
3. Voraussetzungen und Einschränkungen
4. Ausmaße
5. Einfache Einbindung
    1. Quelltext
    2. Erklärung des Codes
6. Optionen
    1. Allgemein
    2. Facebook
    3. Twitter
    4. Google+
7. Beispiel-Einbindungen
    1. Nur Facebook einbinden
    2. Keine Option zum dauerhaften Aktivieren anbieten
    3. Nur Google+ anbieten und eigenen Pfad für die CSS-Datei angeben.
8. URL
9. Einstellung merken
10. Lizenz


SocialCount, a jQuery Plugin
filamentgroup.com/lab/socialcount/
What we do
What we've done
What we're thinking
Who we are
filament group
SocialCount, a jQuery Plugin for Lighter & Faster Social Networking Widgets
Posted by Zach on 11/26/2012
Topics: jQuery
You're minding your own business, casually browsing around on the World Wide Web. You navigate to a page that begins to load and render, but suddenly it stalls. For a few seconds you stare at a partial white screen, appalled at the hiatus your device has placed on your browsing flow. Finally, the page yields and loads the remainder of the content. What just happened? It's likely that you've fallen prey to a poorly implemented Facebook, Twitter, or Google Plus share button.
Social Networking widgets are a digital blot on the beautiful canvas we call the

Social Sharing - Social shar

cferdinandi.github.io/social-sharing/

Social Sharing

Add social sharing links and buttons without the bloat.

Download Social Sharing

GitHub Project Getting Started

Getting Started

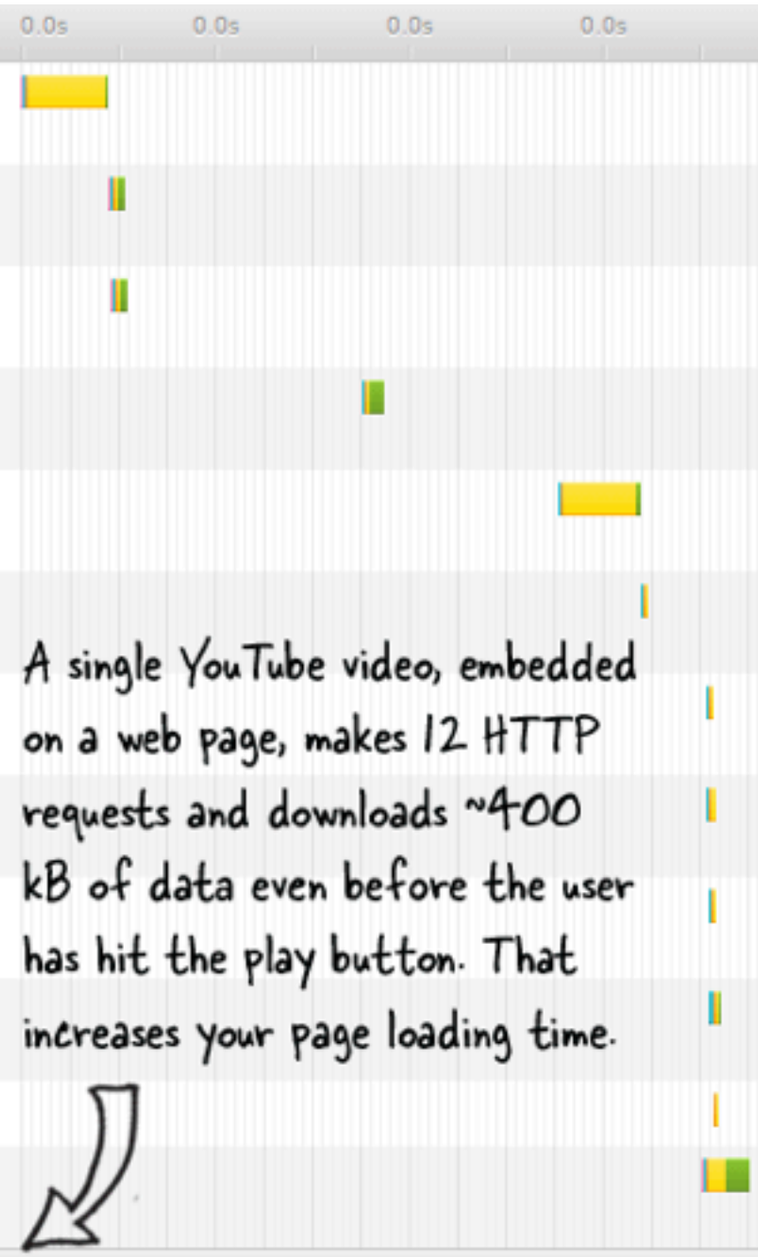
The widgets provided by Twitter, Facebook, and other services require numerous HTTP requests and can really hurt the performance of your sites and apps. These simple CSS and HTML snippets make it easy for you to go social - without hurting site performance.

Social Branded Buttons

Twitter Facebook Google+ LinkedIn Pinterest GitHub VK Xing

Social Sharing Links

File/path	Size
_Jmisv1Spck?rel=0 www.youtube.com/embed/	3.0 kB
www-embed-vfl6-qVF8.css s.ytimg.com/yts/cssbin/	27.0 kB
www-embed-vflMawmXz.js s.ytimg.com/yts/jsbin/	37.5 kB
html5player-vflTmL8df.js s.ytimg.com/yts/jsbin/	132.6 kB
html5_player_template www.youtube.com/	46.3 kB
pixel-vfl3z5WfW.gif s.ytimg.com/yts/img/	364 B
tv_static-vflEofeL9.gif s.ytimg.com/yts/img/	14.0 kB
player-common-vflu-AZ5V.png s.ytimg.com/yts/imgbin/	15.6 kB
carbon_fiber-vflwTe_5Q.png s.ytimg.com/yts/img/	483 B
player-darkhh-vfl4UsLB8.png s.ytimg.com/yts/imgbin/	23.8 kB
...	0 B
maxresdefault.jpg i4.ytimg.com/vi/_Jmisv1Spck/	89.9 kB
12 requests	**390.7 kB**



A single YouTube video, embedded on a web page, makes 12 HTTP requests and downloads ~400 kB of data even before the user has hit the play button. That increases your page loading time.

YouTube Player On Demand

- YouTube video player will be *downloaded* even if the visitor doesn't watch a video.
- *Idea:* display a thumbnail of a YouTube video with a "play" icon overlay. Load player *on click*.
- Cuts down on bandwidth and on latency. (YouTube player weights 390 Kb + 12 requests).

Smashing Magazine - Goo

https://plus.google.com/u/0/+SmashingMagazine/posts/VQUB8QL7cXR

Google+

Search for people, pages or posts

+Vitaly

6

Share

Home

Hangouts

SMASHING MAGAZIN

Smashing Magazine

25,591 people have them in circles

Co-workers

Smashing Magazine

Shared publicly - 29 Apr 2013

Worth watching (53 mins): Performance Checklist for the Mobile Web - Performance Checklist for the Mobile Web

+20

16

Add a comment...

How to Embed YouTube Vi

www.labnol.org/internet/light-youtube-embeds/27941/

Code: Embed YouTube Videos without Increasing Load Time

The regular embed code for YouTube looks something like this. You specify the height of the player (in pixels), the width and the unique YouTube ID of the video.

```
1. <iframe width="320" height="180"
2.       src="http://www.youtube.com/embed/LcIytqkbdlo">
3. </iframe>
```

And here's the corresponding on-demand code for YouTube. You have to replace the height, width and the Youtube ID in the code above and then copy-paste it anywhere in your web template.

```
1. <div class="youtube" id="LcIytqkbdlo" style="width: 320px; height:
   180px;"></div>
2. <script src="https://labnol.googlecode.com/files/youtube.js">
   </script>
```

This little change will reduce the size of your page by at least 300 KB while improving user experience. You may refer to the annotated code to learn how on-

How to Embed YouTube Vi

www.labnol.org/internet/light-youtube-embeds/27941/

APR 2013 10

A More Efficient Embedding Method for YouTube Videos

When you embed any YouTube video on a website using standard IFRAME tags, you'll be surprised to know how many extra pounds that video adds to your page.

COUCH MODE

PRINT STORY

File/path	Size
_Jmisv1Spck?rel=0 www.youtube.com/embed/	3.0 kB
www-embed-vfl6-qVF8.css s.ytimg.com/yts/cssbin/	27.0 kB
www-embed-vflMawmXz.js s.ytimg.com/yts/jsbin/	37.5 kB
html5player-vflTmL8df.js s.ytimg.com/yts/jsbin/	132.6 kB
html5_player_template www.youtube.com/	46.3 kB
pixel-vfl3z5WfW.gif s.ytimg.com/yts/img/	364 B
tv_static-vflEofeL9.gif s.ytimg.com/yts/img/	14.0 kB
player-common-vflu-AZ5V.png s.ytimg.com/yts/imgbin/	15.6 kB
carbon_fiber-vflwTe_5Q.png s.ytimg.com/yts/img/	483 B
player-darkhh-vfl4UsLB8.png s.ytimg.com/yts/imgbin/	23.8 kB
...	0 B

0.0s 0.0s 0.0s 0.0s

A single YouTube video, embedded on a web page, makes 12 HTTP requests and downloads ~400 kB of data even before the user has hit the play button. That increases your page loading time.

The embedded YouTube video player loads several unnecessary files and increases the overall load time of your web pages. Here's a more efficient and light-weight alternative inspired by Google Plus.

Internet Explorer Home Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Media

Address http://www.microsoft.com/windows/ie/default.asp Go

Media

WindowsMedia.com

Today

OPENS TODAY: Watch Maguire and Dunst in this preview of *Spider-Man*
56k | 100k | 300k

Find Media

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Ashanti
Destiny's Child Remix
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Moby
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Minority Report

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Media Options

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Microsoft

Internet Explorer Home | Worldwide Sites

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- Evaluation
- Technical Resources
- Using Internet Explorer
- Downloads
- Support
- Related Technologies
- Previous Versions
- Windows Family

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- Download Now
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- Worldwide Downloads

Top Stories

28 March 2002 Cumulative Patch
Download this security patch which addresses two newly discovered security vulnerabilities affecting Internet Explorer. This patch also incorporates all previous Internet Explorer patches.

Customize Your Installation
Quickly deploy a customized, high-performance installation of Internet Explorer 6 with this official resource kit from the Microsoft Press site.

Importing Items into Outlook Express
With Microsoft Outlook® Express, you can easily import items from other programs, like other mail clients and address book data. For more details, see this how-to article.

Microsoft Office X
Try Office XP Today

Special Offers
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- Order the CD

Latest Downloads
- Internet Explorer 6
- Internet Explorer 5.5 Service Pack 2
- Internet Explorer 5.01 Service Pack 2

Security Updates
- Maintain Security with Internet Explorer 6
- March 28, 2002
- February 14, 2002

Technically Speaking
- Review the Technical Overview of Internet Explorer

Information For...
- Internet Explorer enthusiasts
- Developers

http://www.microsoft.com/windows/ie/default.asp

Internet

3 3G
17:01
83 %
Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
Buy 1 get 1 free
Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
WE'VE TEAMED UP WITH SELECTED TOP SELLERS FOR THIS SPECIAL OFFER, DON'T MISS OUT
Fancy a good deal? Then we've
a special treat for you this week
Buy one item and choose anoth
one for FREE from the same se
Check out the offers from selec
top sellers on eBay.
Immediate payment needed with PayPal. Offer ends 2 June.
See here for terms and conditions.
Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download
Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic
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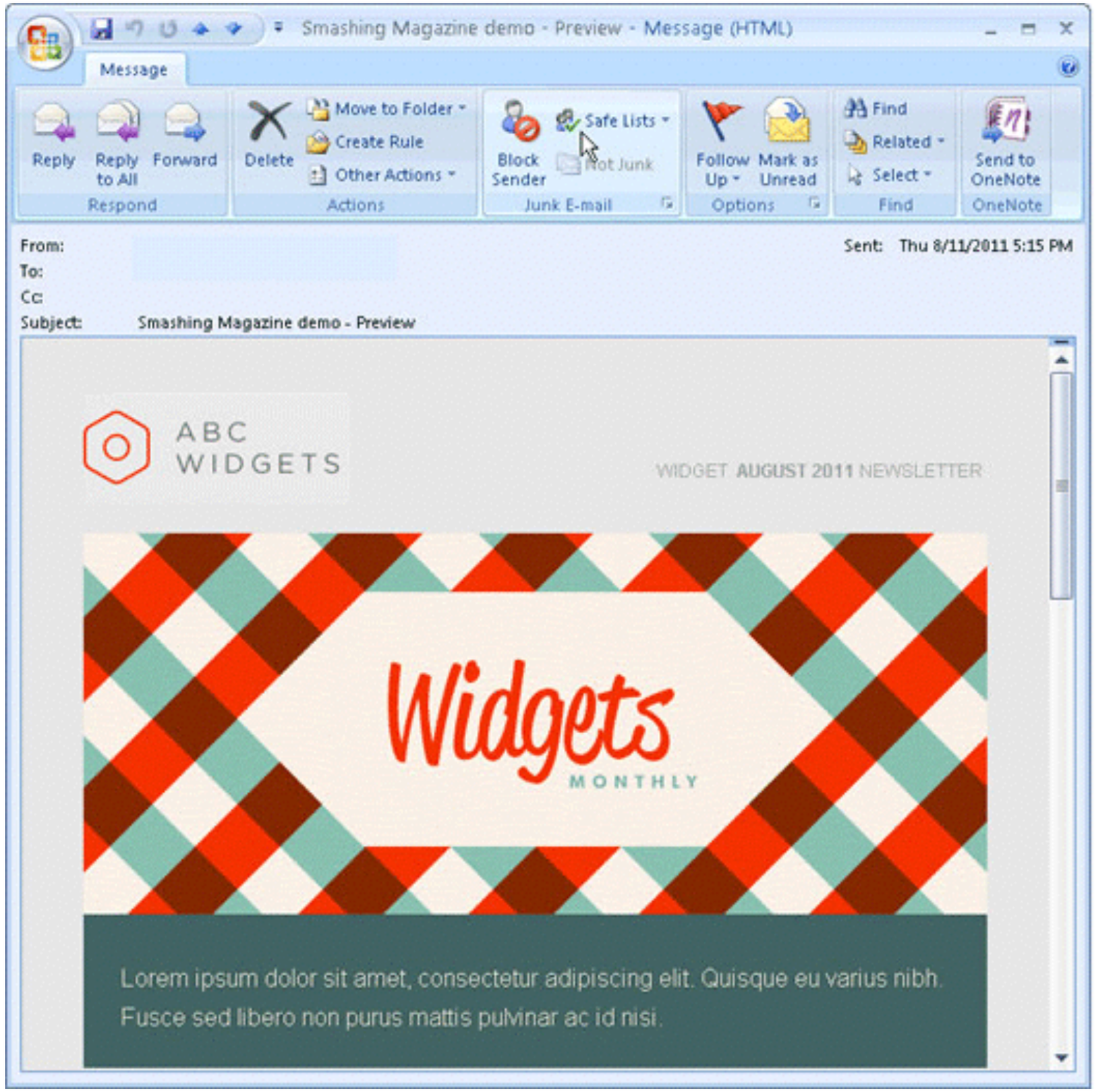
Responsive Emails

- "Mobile" email is big: 47% of email opens on mobile; more than desktop clients/webmail.
- Only 12% of high-impact newsletters are responsive; 80% delete email if it looks broken.
- Most newsletters are broken on mobile (*zoom'n'pinching*) → business advantage.

"Mobile Email Usage Statistics", *http://www.emailmonday.com/mobile-email-usage-statistics*
"Mobile Opens Hit Record High", *https://litmus.com/blog/mobile-opens-hit-record-high-of-47?*
"Only 11% of newsletters feature responsive mobile layouts", *http://blog.equinux.com/2013/07/responsive-mobile-email-layouts/*


Smashing Magazine demo - Preview - Message (HTML)
Message
Reply
Reply to All
Forward
Respond
Delete
Move to Folder
Create Rule
Other Actions
Actions
Block Sender
Safe Lists
Not Junk
Junk E-mail
Follow Up
Mark as Unread
Options
Find
Related
Select
Find
Send to OneNote
OneNote
From:
To:
Cc:
Subject: Smashing Magazine demo - Preview
Sent: Thu 8/11/2011 5:15 PM
ABC WIDGETS
WIDGET AUGUST 2011 NEWSLETTER
Widgets
MONTHLY
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque eu varius nibh.
Fusce sed libero non purus mattis pulvinar ac id nisi.

Virgin
6:52 PM
Inbox
1 of 15
ABC
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Virgin
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Inbox
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Nullam sit amet dapibus nunc
Duis eget aliquam felis

Twitter Inspires With Uniqu ×

Litmus (Salted Services Inc.) [US] https://litmus.com/blog/twitter-inspires-with-uni...

litmus

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OCTOBER 31, 2012

Twitter Inspires With Unique Responsive Design

BY LAUREN SMITH

21

As the number of email opens on mobile devices continues to increase (123% in 18 months!), so does the talk about responsive design. And while I frequently hear about responsive design, I rarely see it in action. In fact, while we definitely make all of our emails "mobile-friendly," only one of our templates here at Litmus is responsive. Since responsive design involves complex coding, requires more design time, and doesn't work on all mobile devices, many organizations haven't started creating mobile-friendly templates — which makes it that much more exciting when I see a responsive email!

After tuning into Yesmail Interactive's webinar, "Mobile Email

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Justine Jordan,
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Make your profile beautiful with a header image. Browse your new photo reel. Check out what other people are doing with their profiles.

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Forgot your Twitter password? Get instructions on how to reset it.
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If you received this message in error and did not sign up for Twitter, click not my account.
Twitter, Inc. 1355 Market St., Suite 900 San Francisco, CA 94103

Justine Jordan,
We have something for you...
New Twitter profiles
Make your profile beautiful with a header image. Browse your new photo reel. Check out what other people are doing with their profiles.
Try it now
Have an iPhone, iPad, Android, Windows Phone 7 or Blackberry?
Get the Twitter app at Twitter.com/download
CARRIER
Justine Jordan,
We have something for you...
New Twitter profiles
Make your profile beautiful with a header image. Browse your new photo reel. Check out what other people are doing with their profiles.
Get the app and try it now

photo reel. Check
people are doing w

Try it now

Have an iPhone, iP
Get the Twitter ap

image. Browse your new photo reel. Check
what other people are doing with their prof

Get the app and try it now

Forgot your Twitter password?
Get instructions on how to reset it.

From: **salesforce.com Events <salesforce@notify.salesforce.com>**
Subject: Blow out your Salesforce ROI
Date: July 26, 2012 7:49:11 AM EDT
To: [redacted]
Reply-To: salesforce.com Events <salesforce.events@salesforce.com>

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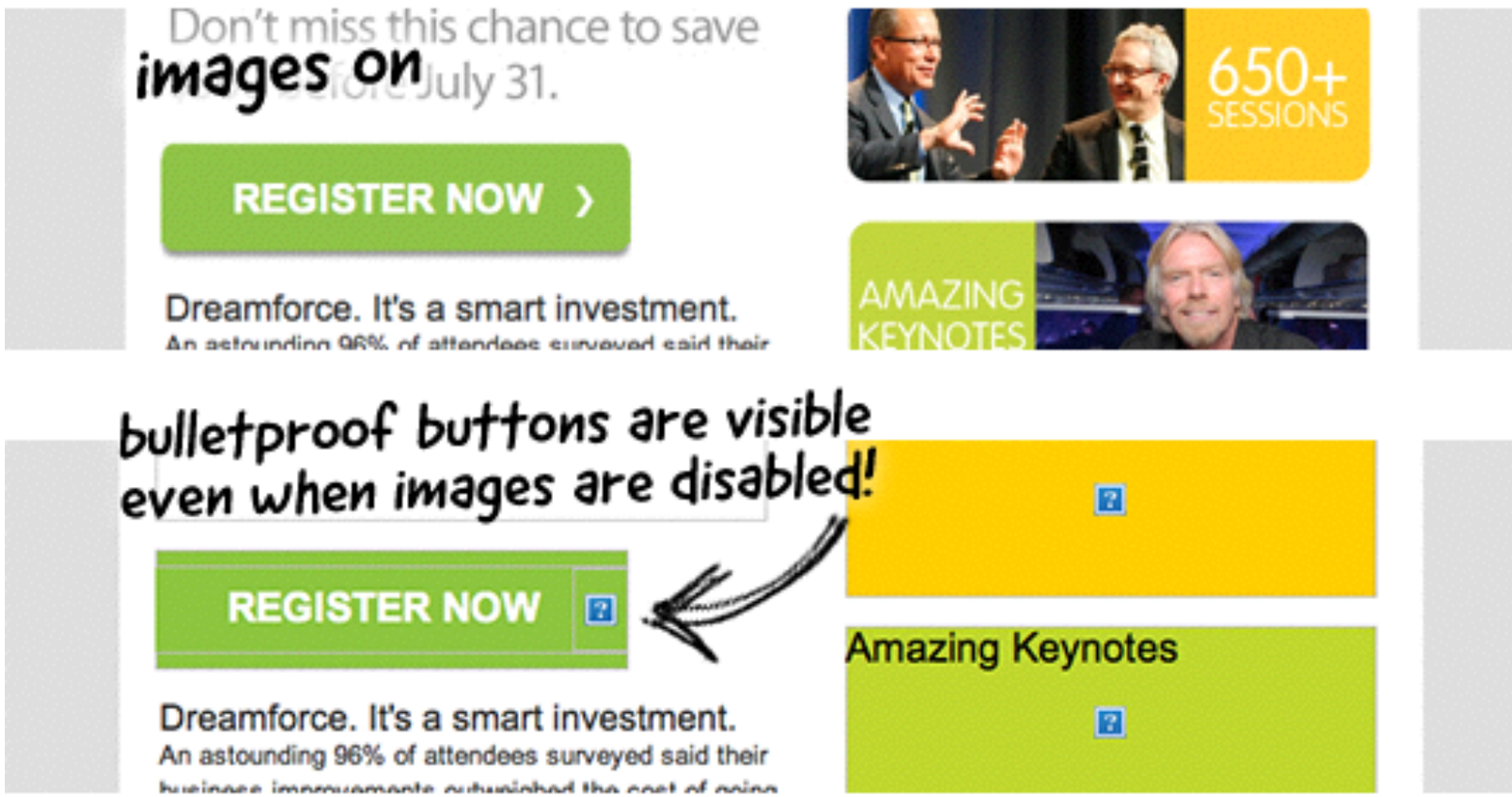
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SESSIONS
AMAZING
KEYNOTES
bulletproof buttons are visible
even when images are disabled!
REGISTER NOW
Amazing Keynotes
Dreamforce. It's a smart investment.
An astounding 96% of attendees surveyed said their

Twitter's Case-Study

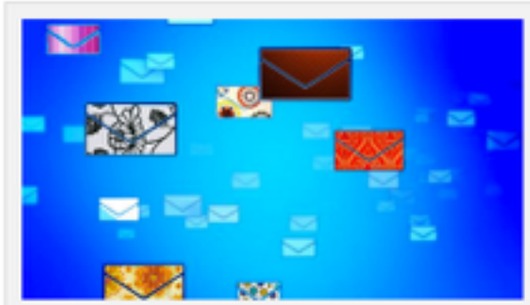
- *Minor tweaks* in the layout help optimize the newsletter experience for readers:
  - Colored cells for buttons (text+background),
  - Different CTA/landing pages for different views,
  - Column switching and padding adjustments,
  - Inline table styling first, media queries second,
  - Backgrounds with VML for Outlook 07/10/13.

Twitter Inspires With Unique Responsive Design, https://litmus.com/blog/twitter-inspires-with-unique-responsive-design
Dreamforce Email Newsletter, https://litmus.com/blog/inspiration-dreamforce
VML Backgrounds, http://www.emailonacid.com/blog/details/C13/emailology_vector_markup_language_and_backgrounds

Vector Markup Language and Backgrounds

Posted April 12, 2013 by Geoff Phillips

Background Check



Backgrounds might seem like they should be a simple effect to achieve in HTML email, but that's not always the case. Outlook 2007, 2010 and even 2013 will give users who rely on the TD `background-image` property a lot of trouble. Because of these problems many have turned to Vector Markup Language (VML), part of the Office Open XML standards. VML has mostly been scrapped in favor of SVG, but older email clients still use it. Campaign Monitor covered the following ways to implement VML for email backgrounds, but we're going to add one more trick to that list at the end of this blog. Let's start with this custom Mictrosoft HTML namespace declaration:

```
<html xmlns:v="urn:schemas-microsoft-com:vml">
```

Select Code

This namespace declaration is necessary to make sure VML

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Free Responsive Email Template - Part I
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Strange Horizontal Spacing in Outlook 2007 and 2010
The Importance of Content-Type Character Encoding in HTML Emails
7 Tips and Tricks Regarding Margins and Padding in HTML Emails

Vector Markup Language

www.emailonacid.com/blog/details/C13/emailology_vector_markup_language_a...

Given the prevalence of table-based email design, it won't be long before you want to apply a background to a table cell. Remember to include the namespace declaration we covered above. This example uses a conditional statement to target Outlook clients, as well as the proprietary TD "`background`" attribute. TD's without `background` will not show an image in Outlook.com and Lotus Notes. The fix below only works on TD's with a fixed width, we'll cover fluid width TD's next.

```
<html xmlns:v="urn:schemas-microsoft-com:vml">
<body>
<table width="600">
  <tr>
    <td bgcolor="#363636" style="background-image: url('http://w
      background="http://www.website.com/background.png" width="
      <!--[if gte mso 9]>
      <v:rect style="width:540px;height:150px;" strokecolor="non
        <v:fill type="tile" color="#363636" src="http://www.webs
      </v:rect>
      <v:shape id="NameHere" style="position:absolute;width:540p
      <![endif]-->
    <p>This text should appear on top of your background image.<
      <!--[if gte mso 9]>
      </v:shape>
      <![endif]--></td>
  </tr>
</table>
```

CATEGORIES

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Email Client Issues
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Percentage-Based Width

It gets a bit trickier to create a tiling background for a TD with percentage-based width. We found that the `v:rect` element wouldn't take `width:100%` or `width:full` as width values. Instead, the `mso-width-percent` style can be used to create a fluid width background. It might look confusing at first, but `mso-width-percent` is actually quite simple. The number you need to pass to it is ten times the percentage you'd like. This means that `mso-width-percent: 1000;` is actually 100%, or full page width. For 50% one would enter `mso-width-percent:500;`. Remember to change these values on both the TD and VML shape elements when modifying this code.

```
<table width="100%">
  <tr>
    <!-- Backup background color is #dddddd -->
    <td bgcolor="#dddddd" style="background-image: url('http://w
      background="http://www.website.com/background.png" width="
      <!--[if gte mso 9]>
        <v:rect xmlns:v="urn:schemas-microsoft-com:vml" fill="tr
          <v:fill type="tile" src="http://www.website.com/backgr
        </v:rect>
      <![endif]-->
    </td>
```

Bulletproof email buttons

buttons.cm

FEATURES PRICING FOR AGENCIES RESOURCES CUSTOMERS SUPPORT SIGN UP

Campaign Monitor

Bulletproof email buttons

Design gorgeous buttons using progressively enhanced VML and CSS.
You can also create rock-solid background images in emails too.

Button text

Show me the button!

☑ Background image

http://i.imgur.com/b7tepK9.png

Host your own image or use a free service like imgur to (use "Direct Link" URL).

Background color

#99c739

Font color

#ffffff

Button width

200 px

Button height

38 px

Show me the button!

```
<div><!--[if mso]>
  <v:roundrect xmlns:v="urn:schemas-microsoft-com:vml"
xmlns:w="urn:schemas-microsoft-com:office:word"
href="http://" style="height:38px;v-text-
anchor:middle;width:200px;" arcsize="11%" stroke="f"
fill="t">
    <v:fill type="tile"
src="http://i.imgur.com/qoxNoC6.jpg" color="#49a9ce"
/>
```

Bulletproof background im

backgrounds.cm

FEATURES PRICING FOR AGENCIES RESOURCES CUSTOMERS SUPPORT SIGN UP

Campaign Monitor

Bulletproof background images

Use rock-solid background images in your HTML email with some help from VML and CSS. Why not do the same with our bulletproof button generator?

Background Image

http://i.imgur.com/XCnBXwP.png

Host your own image or use a free service like *imgur* (use "Direct Link" URL).

Fallback color

#7bceeb

Shown if the background image *isn't loaded*, and behind images that have transparency.

Apply background image to:

Full email body

Tile the background image in the full email window.

To: Your next campaign

Subject: Bulletproof background images

Responsive Newsletters

- Mobile email is a fragile medium with many specific *constraints and requirements:*
  - Single-column layout, width 500–600px,
  - Minimum target area of 44×44 px,
  - Minimum font size of 13px,
  - DOCTYPE ignore: clients impose their own/leave out,
  - No JavaScript support is available,
  - Often images are disabled (base64 won't work),
  - There is no way around tables, px and display: none.
  - *Culprits:* Outlook 2010, Lotus Notes, Yahoo, Gmail.

When email newsletters inc ×

webmasters.stackexchange.com/questions/34284/when-email-newsletters-include...

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Webmasters Stack Exchange is a question and answer site for pro webmasters. It's 100% free, no registration required. Tell me more ×

When email newsletters include Base64 encoded images, do email clients see them immediately?

10

When I send a newsletter with remote URLs most email clients will ask the user if he wants to load remote resources inside the message.

If I send an email using images with Base64 encoded strings as the source, will the receiver see the image immediately?

4

email images newsletter

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edited Sep 7 '12 at 9:44
Nick
15.9k 2 20 59

asked Sep 7 '12 at 9:06
kante
53 1 5

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asked 1 year ago
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- Important announcements
- Unanswered questions

Sign up for the newsletter

see an example newsletter

1 Answer

active oldest votes

10

Using Base64 encoded images will not bypass image blocking in email clients.

It was a known technique used by spammers, and therefore no better than linking to remote files. A test from 2008 by Ron Blaisdell of the Email Marketer's Club (available here), showed the results of sending an email containing Base64 encoded images in the popular clients:

- Gmail: Displays only alt text

Email Client Market Share

Calculated from **251 million** opens tracked by Litmus Email Analytics in August 2013

#1	Apple iPhone	24%	+1.05
#2	Outlook	17%	-1.33
#3	Apple iPad	12%	-0.1
#4	Google Android	9%	+1.46
#5	Apple Mail	8%	-0.01
#6	Outlook.com	7%	-0.36
#7	Yahoo! Mail	7%	+0.26
#8	Gmail	3%	-0.19
#9	Windows Live Mail	3%	-0.35

"Email Market Share", Litmus, *http://emailclientmarketshare.com*

Client	Media Query Support
Amazon Kindle Fire	✓
Amazon Kindle Fire HD	✓
Android 2.1 Eclair	✗
Android 2.2+	✓
Apple iPhone	✓
Apple iPad	✓
Apple iPod Touch	✓
BlackBerry OS 5	✗
BlackBerry OS 6+	✓
BlackBerry Playbook	✓
Microsoft Windows Mobile 6.1	✗
Microsoft Windows Phone 7	✗
Microsoft Windows Phone 7.5	✓

3rd-party email clients

Client	Media Query Support
Microsoft Outlook Exchange 3rd party app (Android)	✗
Gmail mobile app (all platforms)	✗
Yahoo! Mail mobile app (all platforms)	✗

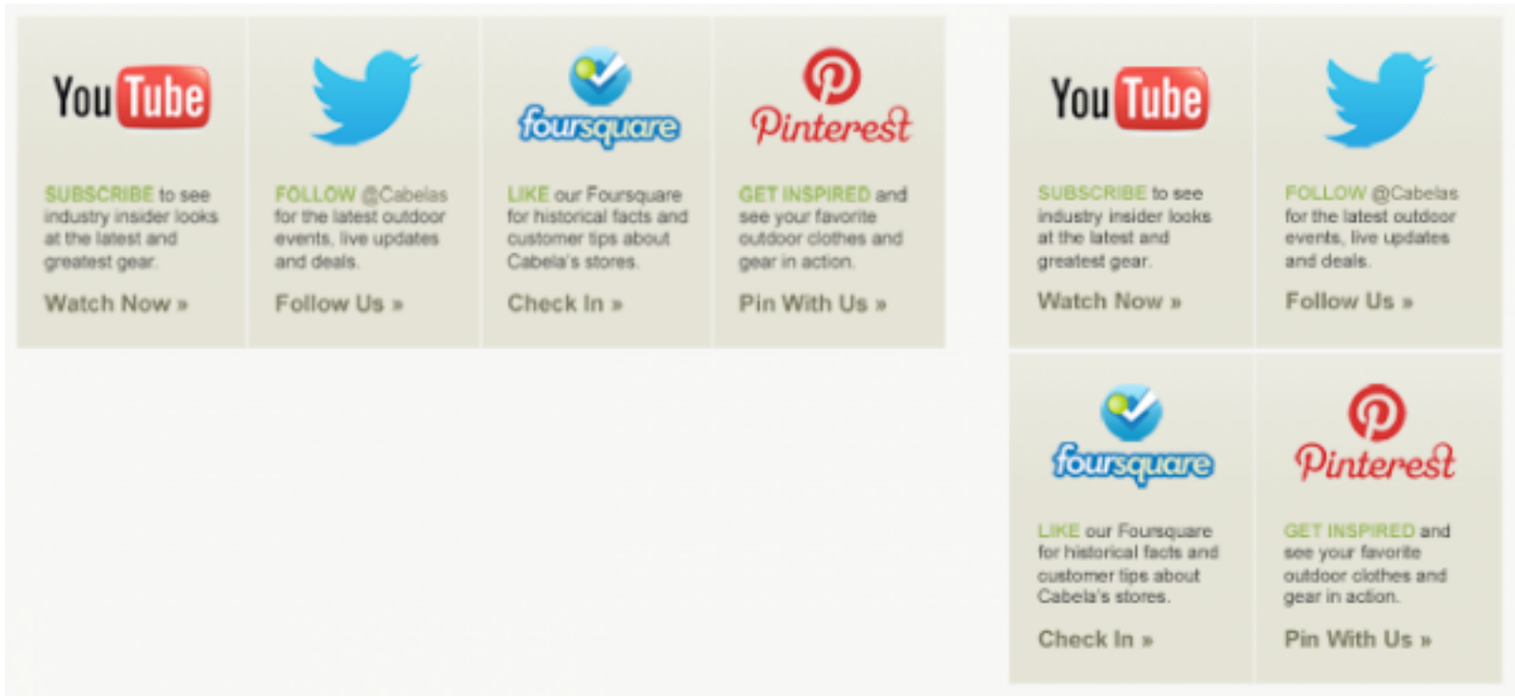
Using web fonts in email

www.campaignmonitor.com/blog/post/3897/using-web-fonts-in-email

Support for web fonts in email using @import

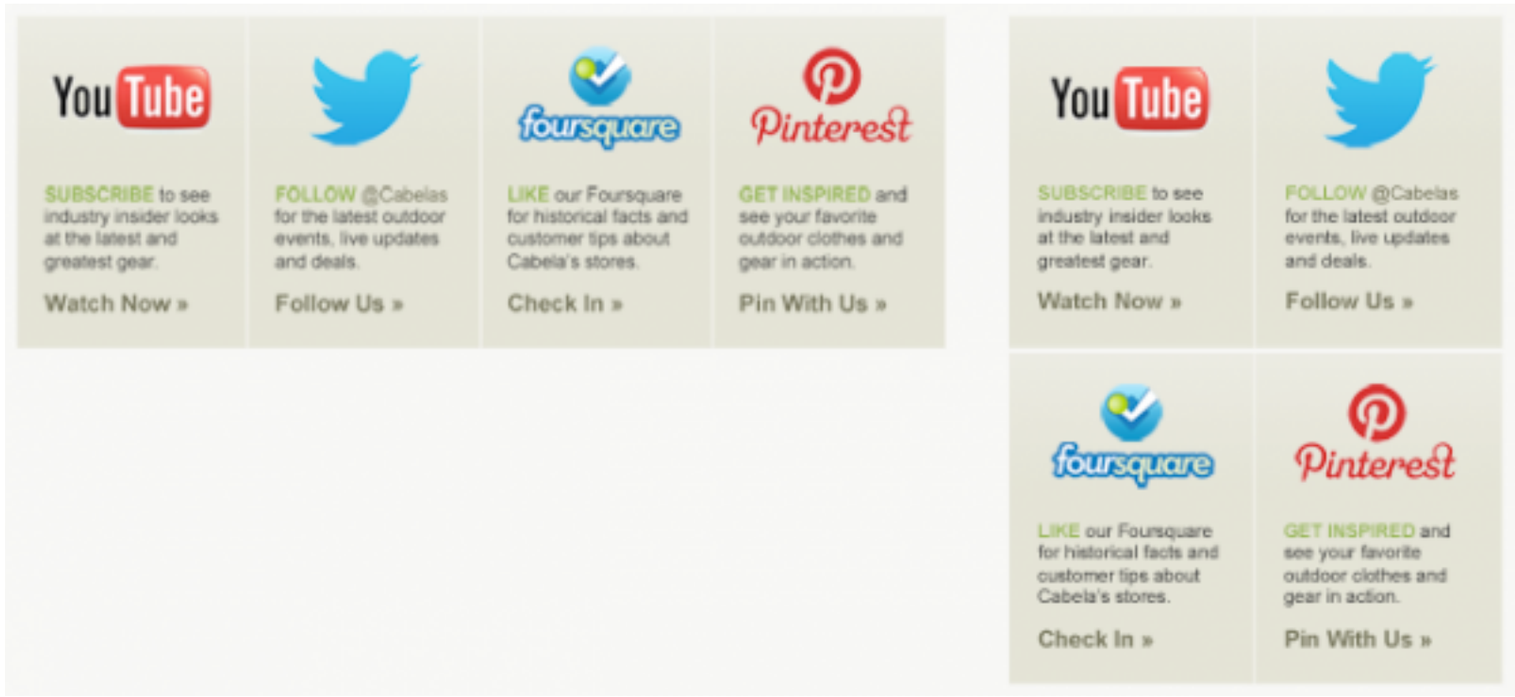
Display of web fonts in email clients is far from universal. However, given that many major clients do support them (including Lotus Notes 8, surprisingly!) and the rest gracefully use any provided fallbacks instead, it's fairly safe to use. So without any further introduction, here's what web font support across the most popular email clients looks like today:

Email client	Supports web fonts?
iOS Mail	✓
Outlook	i
Outlook.com	×
Apple Mail	✓
Yahoo! Mail	×
Gmail	×
Android (default client)	✓
Windows Live Mail	×
Thunderbird	✓
AOL Mail	×



- *Content Stacking*

```
<table> /* “Desktop” width = 600px = 300*2 */
    <tr>
      <td class="col" width="300">...</td>
      <td class="col" width="300">...</td>
    </tr>
</table>
```



- *Content Stacking*

```
@media only screen and (max-width: 600px) {
    table, tr, td {
        display: block; /* table-cell -> block */
        width: 100%;
    }
}
```

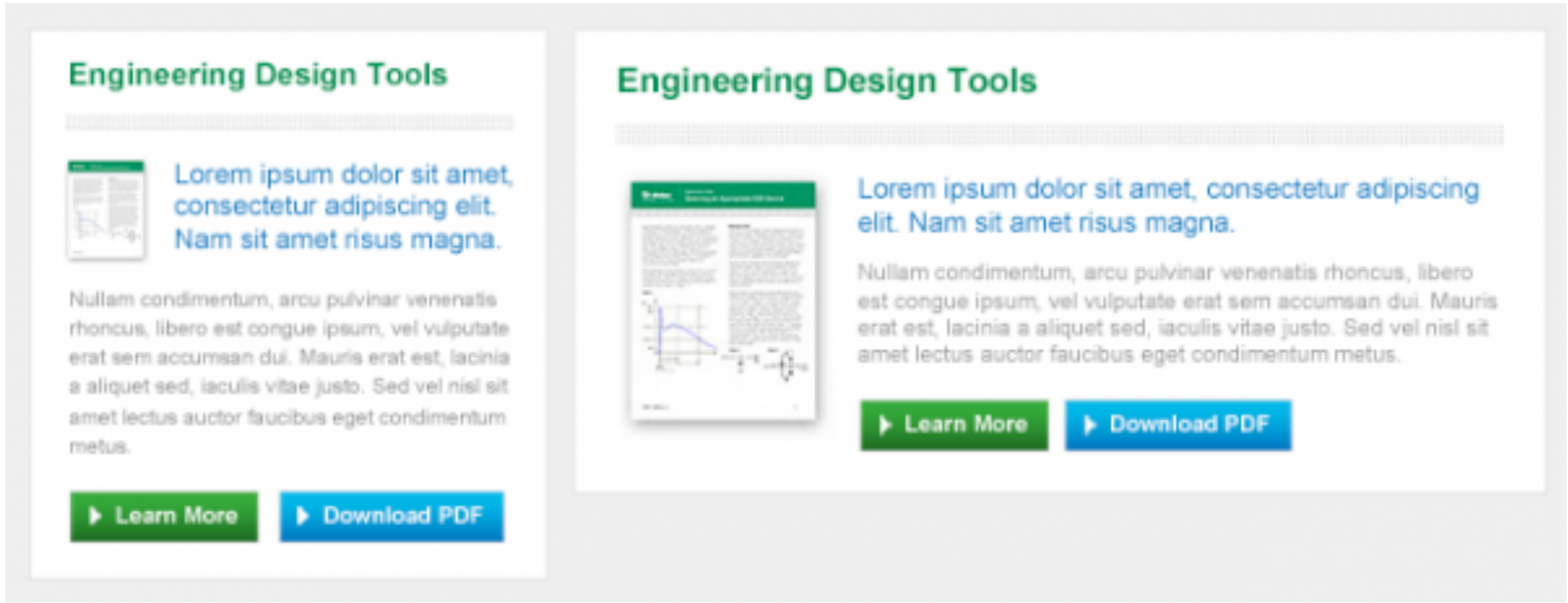
- *Column Switching*

```
<table> /* “Desktop” width = 600px = 300*2 */
    <tr>
      <td class="sub-col" width="300">...</td>
      <td class="main-col" width="300">...</td>
    </tr>
</table>
```

- *Column Switching*

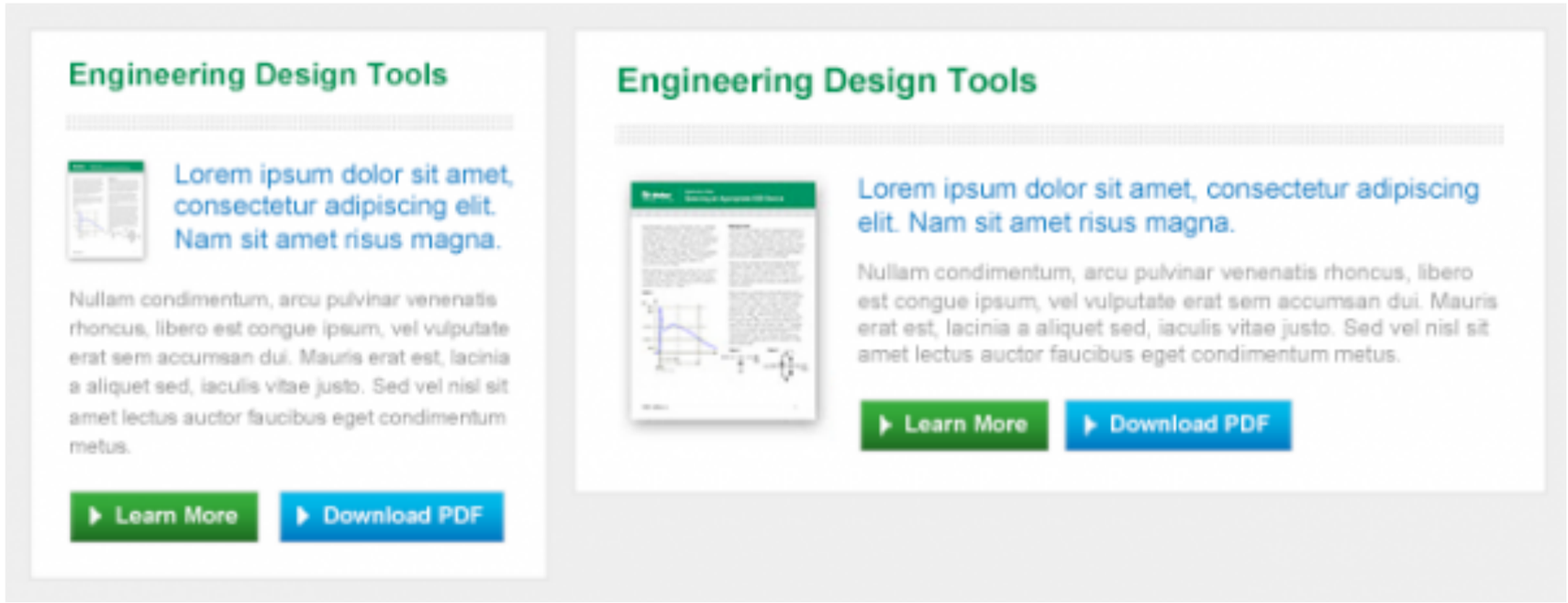
```
@media only screen and (max-width: 500px) {
    table, tr, td {
        display: block; /* table-cell -> block */
        width: 100%;
    }

    td[class=main-col] { display: table-header-group; }
    td[class=sub-col] { display: table-footer-group; }
}
```



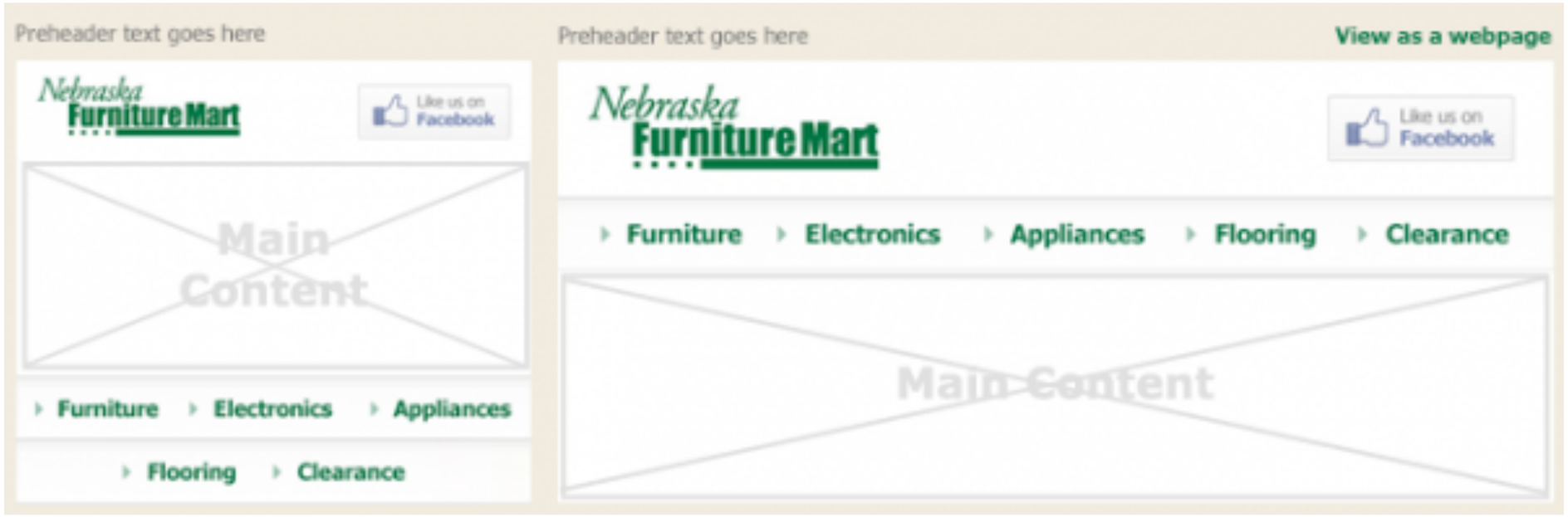
- *Image Shifter*

```
<table> /* “Desktop” width = 600px */
    <tr>
      <td class="image" width="100">...</td>
      <td class="content">
          <div class="header">...</div>
          <div class="description">...</div>
      </td>
    </tr>
</table>
```



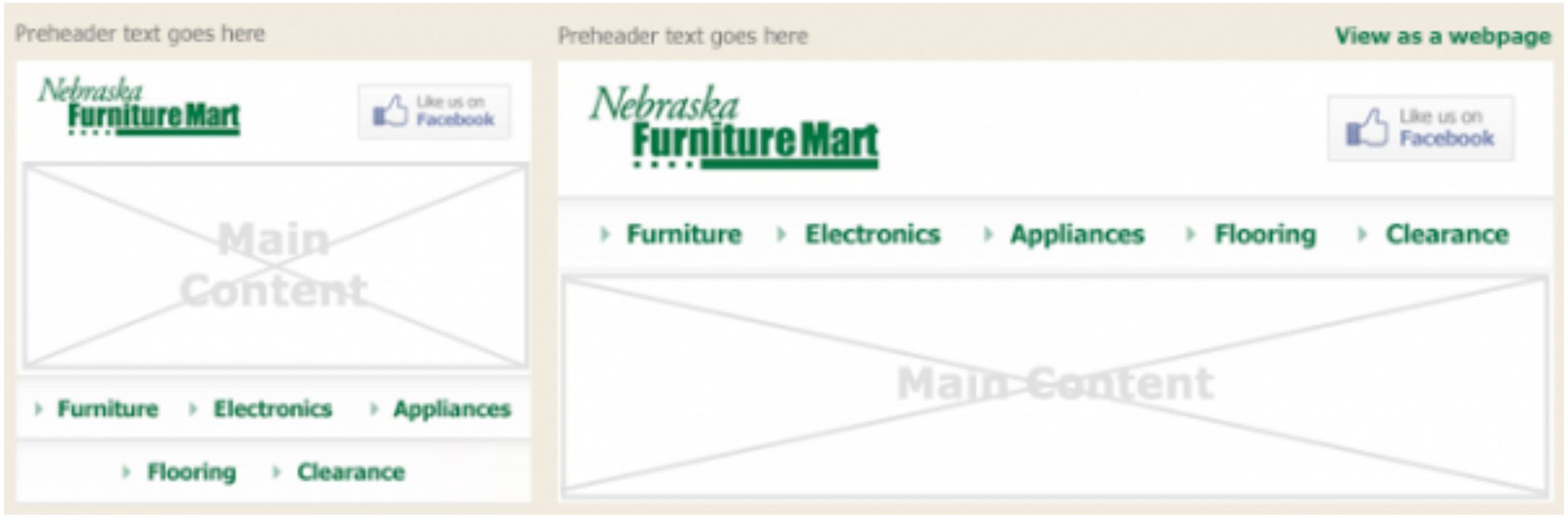
- *Image Shifter*

```
@media only screen and (max-width: 500px) {
    table, tr, td { display: block; }
    td[class=image] { float: left; }
    .description { clear: both; }
}
```



- *Order and Re-order*

```
<td class="wrapper"> /* Nested tables, oh my... */
    <table class="header">Header</table>
    <table class="nav">Navigation</table>
    <table class="content">Content</table>
    <table class="footer">Footer</table>
 /table>
```



- *Order and Re-order*

```
@media only screen and (max-width: 500px) {
   table[class=wrapper] { display: table; }
   table[class=header] { display: table-caption; }
   table[class=nav] { display: block; }
   table[class=content] { display: table-header-group; }
   table[class=footer] { display: table-footer-group; }
}
```

HTML Email Dirty Hacks

- Due to *legacy mail clients* and popular Webmail culprits, we have to use hacks/workarounds:
  - Yahoo! Mail inexplicably gives precedence to @media rules unless we use attribute selectors (td[class=body]),
  - Outlook.com displays the mobile version by default, unless you add max-device-width to max-width,
  - Often it's better to avoid defining DOCTYPE entirely,
  - It's a good idea to use !important within media queries,
  - HTML Email reset styles are necessary.

HTML EMAIL BOILERPLATE
htmlemailboilerplate.com
HTML EMAIL BOILERPLATE v 0.5
GET THE CODE | PEEP SOME FEATURES
Feedback
ABOUT
Welcome to the HTML Email Boilerplate. This website and its sample code creates a template of sorts, absent of design or layout, that will help you avoid some of the major rendering problems with the most common email clients out there – Gmail, Outlook, Yahoo Mail, etc. While not plug and play (you know, you'll have to do
Help a website out:

HTML EMAIL BOILERPLATE

htmlemailboilerplate.com

```
026.        /***********
027.        Originally based on The MailChimp Reset from Fabio Carneiro,
              MailChimp User Experience Design
028.        More info and templates on Github:
              https://github.com/mailchimp/Email-Blueprints
029.        http://www.mailchimp.com & http://www.fabio-carneiro.com
030.
031.        INLINE: Yes.
032.        ***********/
033.        /* Client-specific Styles */
034.        #outlook a {padding:0;} /* Force Outlook to provide a "view in
              browser" menu link. */
035.        body{width:100% !important; -webkit-text-size-adjust:100%; -ms-text-
              size-adjust:100%; margin:0; padding:0;}
036.        /* Prevent Webkit and Windows Mobile platforms from changing default
              font sizes, while not breaking desktop design. */
037.        .ExternalClass {width:100%;} /* Force Hotmail to display emails at
              full width */
038.        .ExternalClass, .ExternalClass p, .ExternalClass span,
              .ExternalClass font, .ExternalClass td, .ExternalClass div {line-
              height: 100%;} /* Force Hotmail to display normal line spacing.
              More on that: http://www.emailonacid.com/forum/viewthread/43/ */
039.        #backgroundTable {margin:0; padding:0; width:100% !important; line-
              height: 100% !important;}
040.        /* End reset */
041.
042.        /* Some sensible defaults for images
043.        1. "-ms-interpolation-mode: bicubic" works to help ie properly
              resize images in IE. (if you are resizing them using the width and
              height attributes)
044.        2. "border:none" removes border when linking images.
045.        3. Updated the common Gmail/Hotmail image display fix: Gmail and
              Hotmail unwantedly adds in an extra space below images when using
              non IE browsers. You may not always want all of your images to be
              block elements. Apply the "image_fix" class to any image you need
              to fix.
046.
047.        Bring inline: Yes.
048.        img {outline:none; text-decoration:none; -ms-interpolation-mode:
              bicubic;}
```

Feedback

ABOUT

Help a website out:

Creating a Responsive HTM

emailwizardry.nightjar.com.au/2013/06/01/creating-a-responsive-html-e...

email wizardry

Mastering the dark art of HTML email, one UTF-8 encoded character at a time

hello!

I'm Nicole, an email designer and developer located in Seaford, Victoria. I really, really, really love email!

Contact Me

Email nicole(at)emailwizardry.com.au, find me on Twitter as @moonstrips or on Google+.

Campaign Monitor very kindly featured

Creating a Responsive HTML Email Newsletter for Codecademy

June 1, 2013 / 26 Comments

Bulletproof Email Background Images

Background images that work in everything, including Outlook.

Bulletproof Email Buttons

Buttons that work in everything, including Outlook.

Campaign Monitor's free template collection

Plenty of templates to build from. The 'Widgets' template is responsive.

Email Design Review

Strategy, design & HTML code best practice in email marketing.

Emailology

Email on Acid's compendium of tips and tricks for getting your email looking great.

HTML Email Boilerplate

I personally don't recommend using the whole thing, but it is very useful when you pick and choose snippets to use.

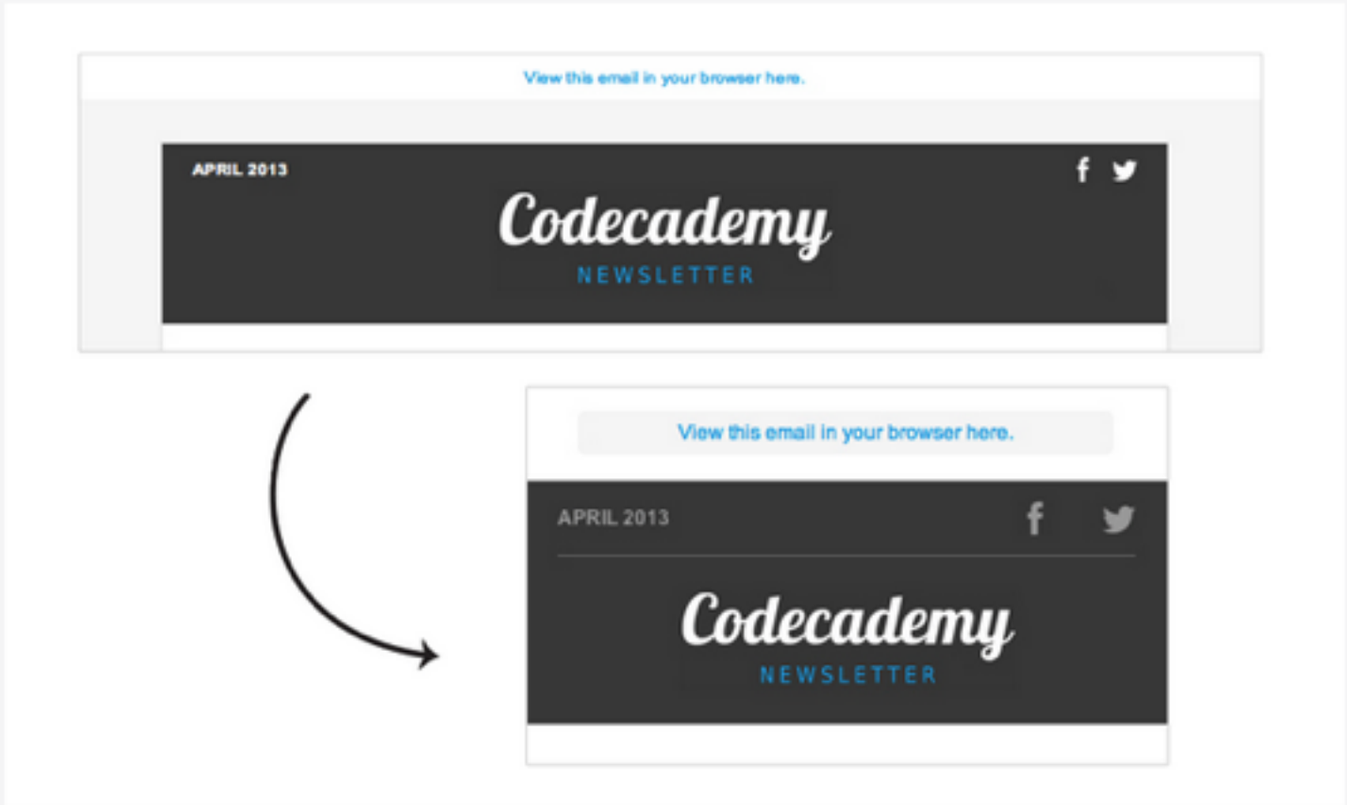
JPEG Mini

Make your JPEG file size much smaller.

MailChimp Labs

Lots of helpful and nifty tools and

styled up the *'View this email in your browser here'* link so that it would turn into a nice, big tappable button on mobile.



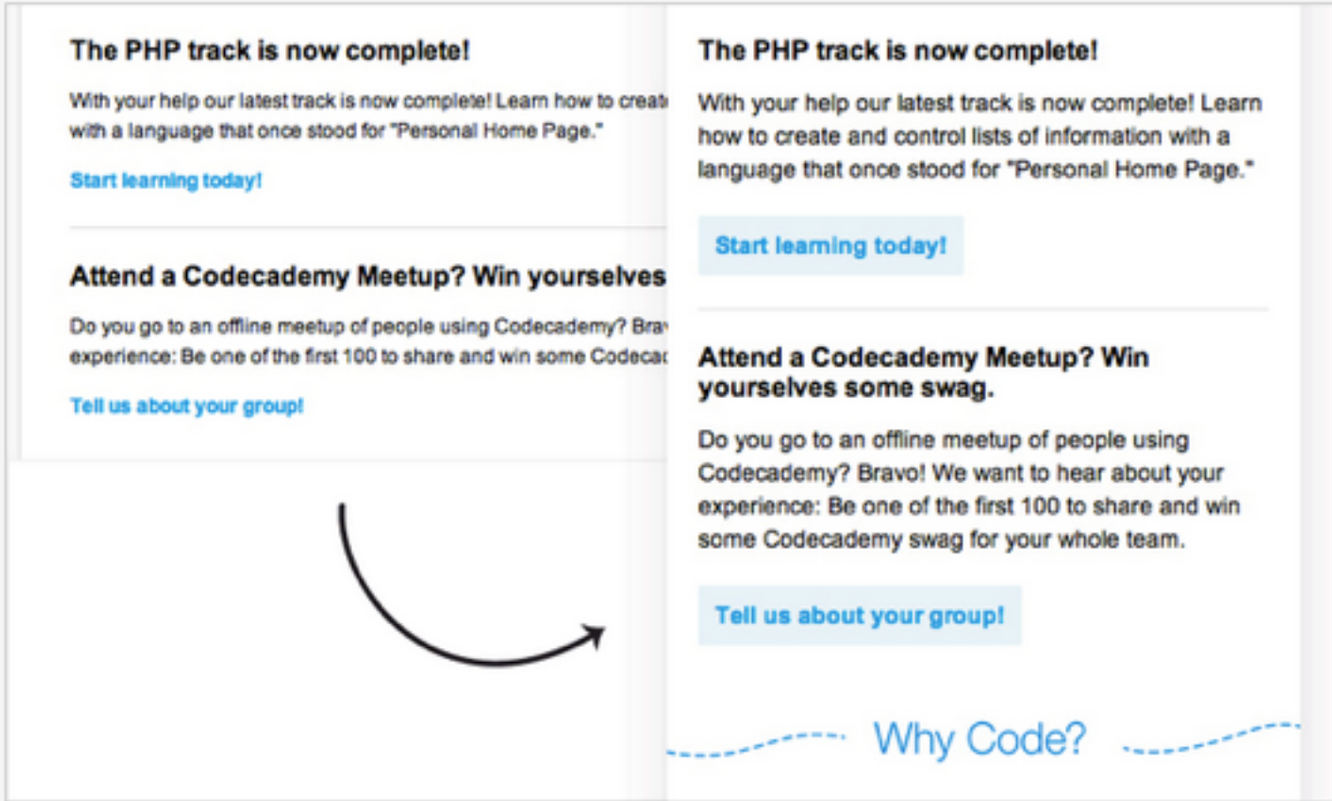
The CSS:

```
@media all and (max-width: 550px) {
 a[class="browser"] {display: block; width: 80%!important; border-radiu
s: 5px; background-color: #f5f5f5; padding: 6px; margin: 7px auto; font
-size: 12px;}
 td[class="date"] {font-size: 12px!important; opacity: 0.5;}
 img[class="social"] {width: 20px!important; height: 20px!important; ma
rgin-left: 20px!important; opacity: 0.5;}
}
```

Creating a Responsive HTM

emailwizardry.nightjar.com.au/2013/06/01/creating-a-responsive-html-e...

```
a[class="textLinks"] {border-radius: 2px; background-color: #e6f2f7; pa
dding: 10px; font-size: 14px;}
```

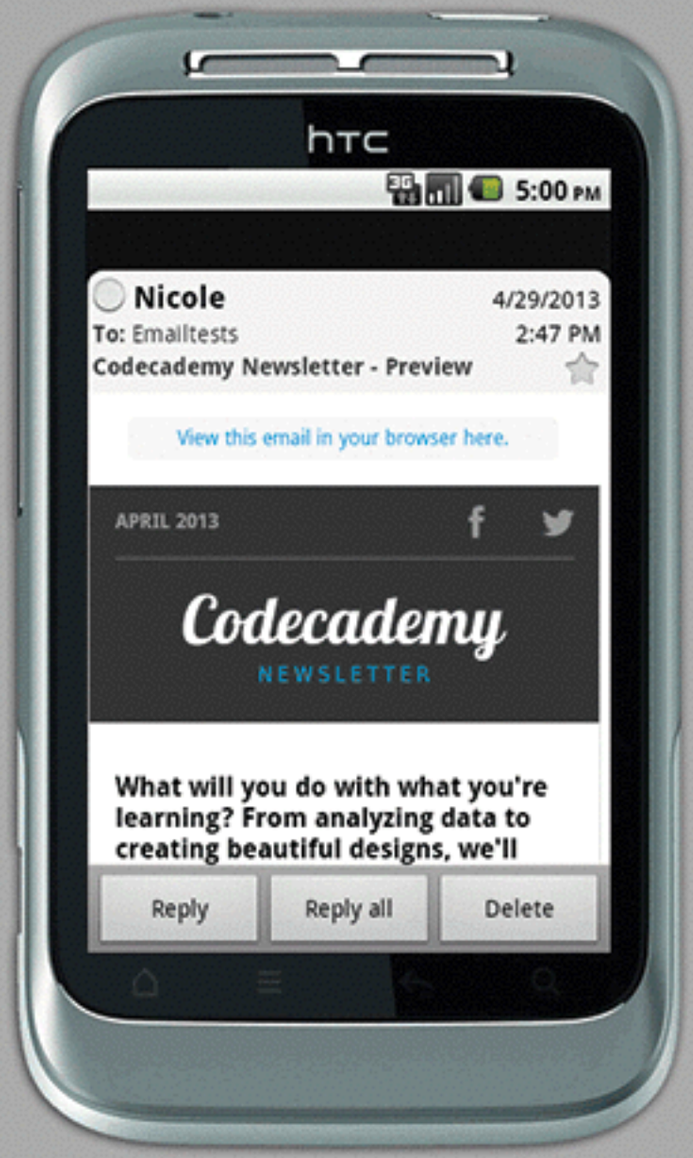


Optimising the Alt Tags

Finally, I optimised the alt tags for the best possible experience, even with images turned off.

Some email and webmail clients simply display big ugly grey boxes instead of images (Outlook.com/Hotmail) and some show gaps with little icons and no alt text (Outlook) but some clients do have very nice alt text display which makes it worthwhile optimising your alt tags for when images are turned off.

emailwizardry.nightjar.com.au/wp-content/.../textLinks.png


htc
5:00 PM
Nicole
4/29/2013
To: Emailtests
2:47 PM
Codecademy Newsletter - Preview
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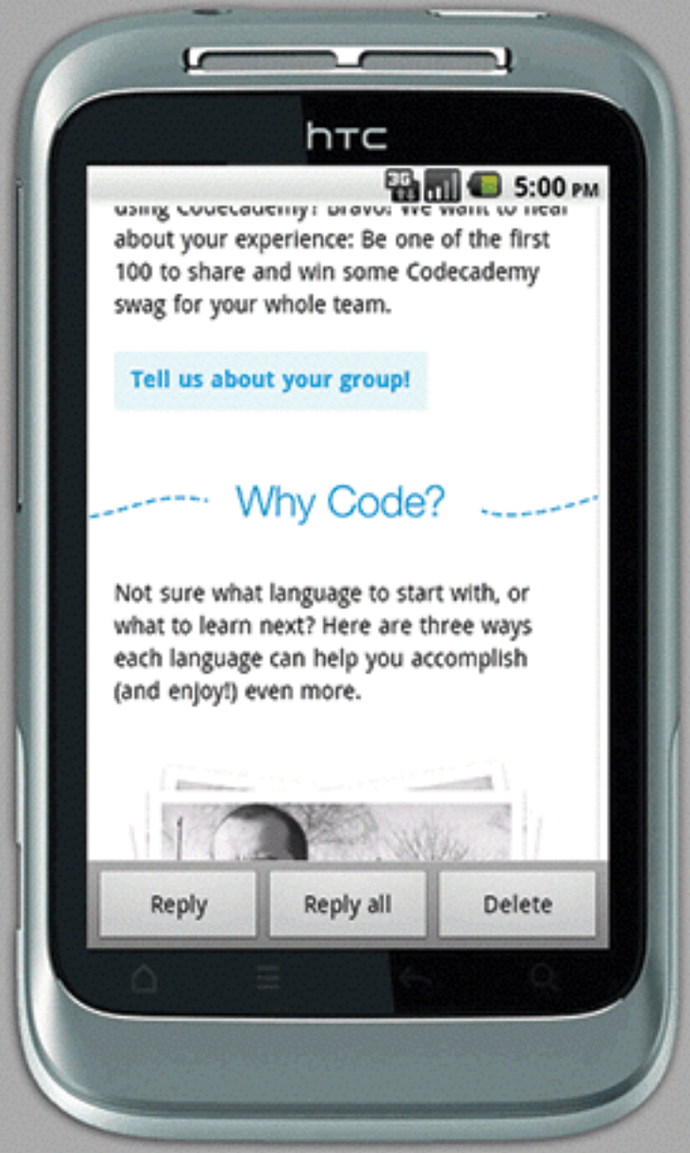
APRIL 2013
Codecademy
NEWSLETTER
What will you do with what you're learning? From analyzing data to creating beautiful designs, we'll
Reply
Reply all
Delete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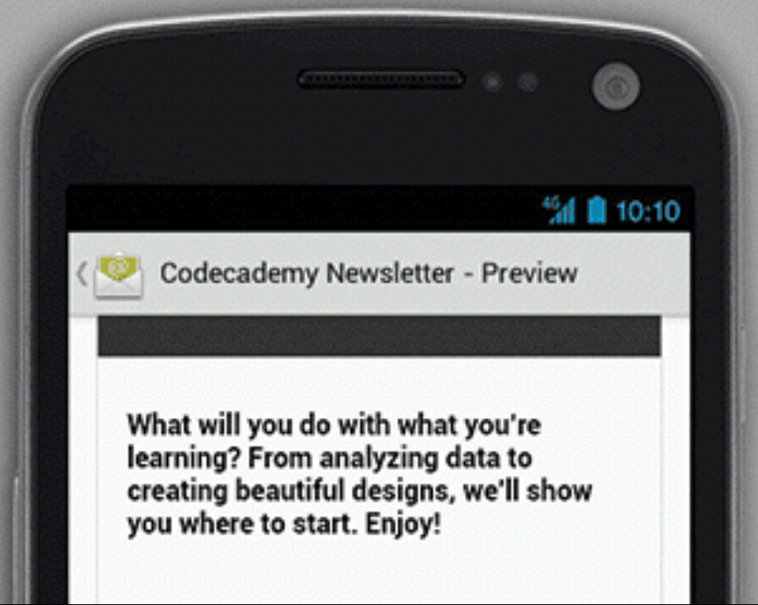
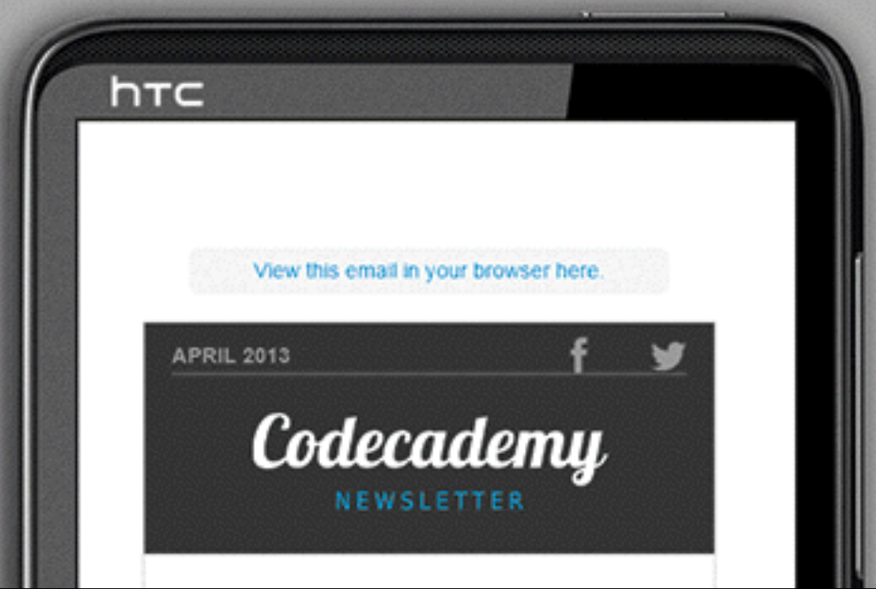
5:00 PM
about your experience: Be one of the first 100 to share and win some Codecademy swag for your whole team.
Tell us about your group!
Why Code?
Not sure what language to start with, or what to learn next? Here are three ways each language can help you accomplish (and enjoy!) even more.
Reply
Reply all
Delete


10:10
Codecademy Newsletter - Preview
What will you do with what you're learning? From analyzing data to creating beautiful designs, we'll show you where to start. Enjoy!


htc
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APRIL 2013
Codecademy
NEWSLETTER

Ink: A Responsive Email Fr

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Ink

Quickly create responsive HTML emails that work on any device & client. Even Outlook.

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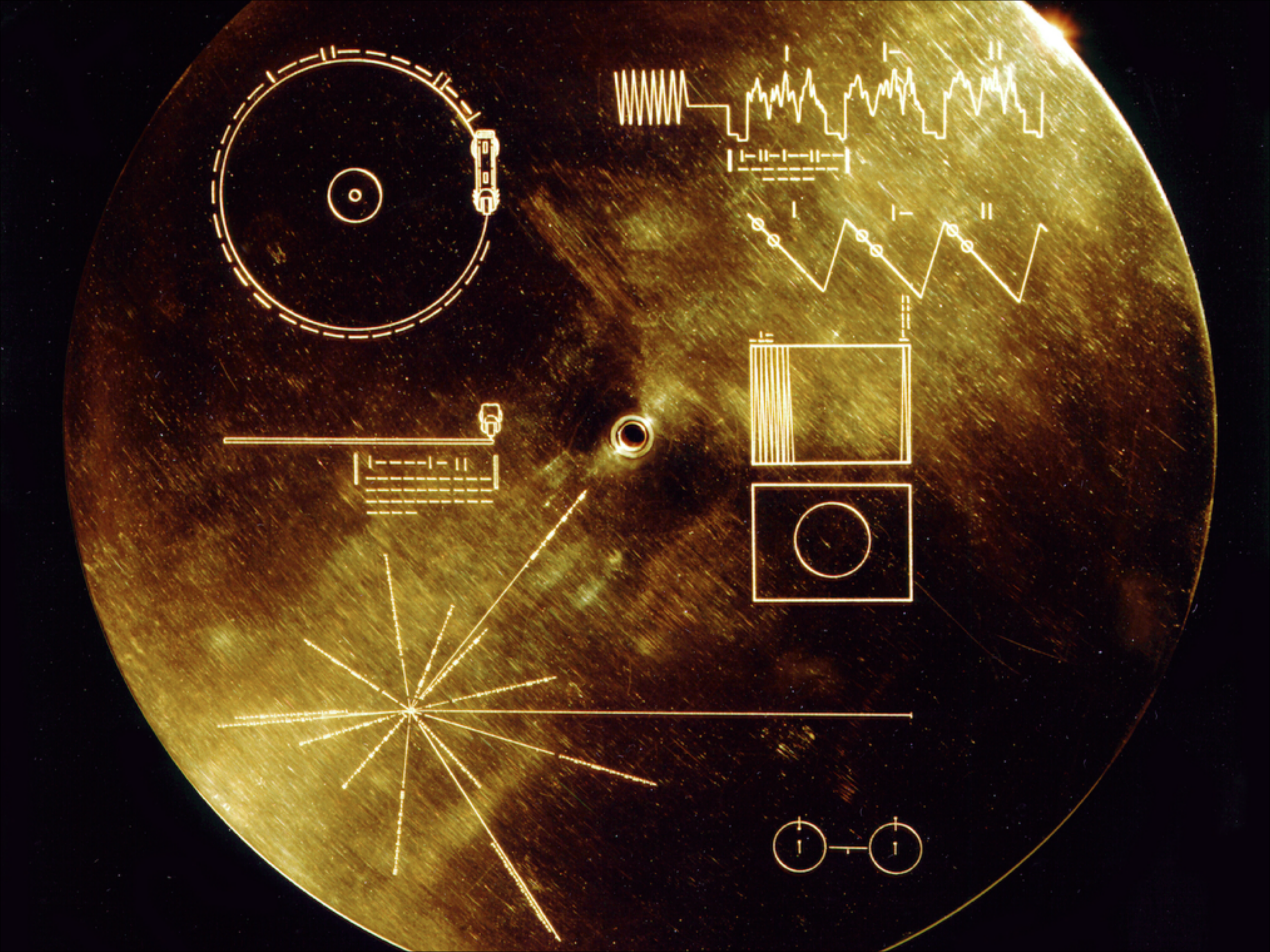
Conclusion



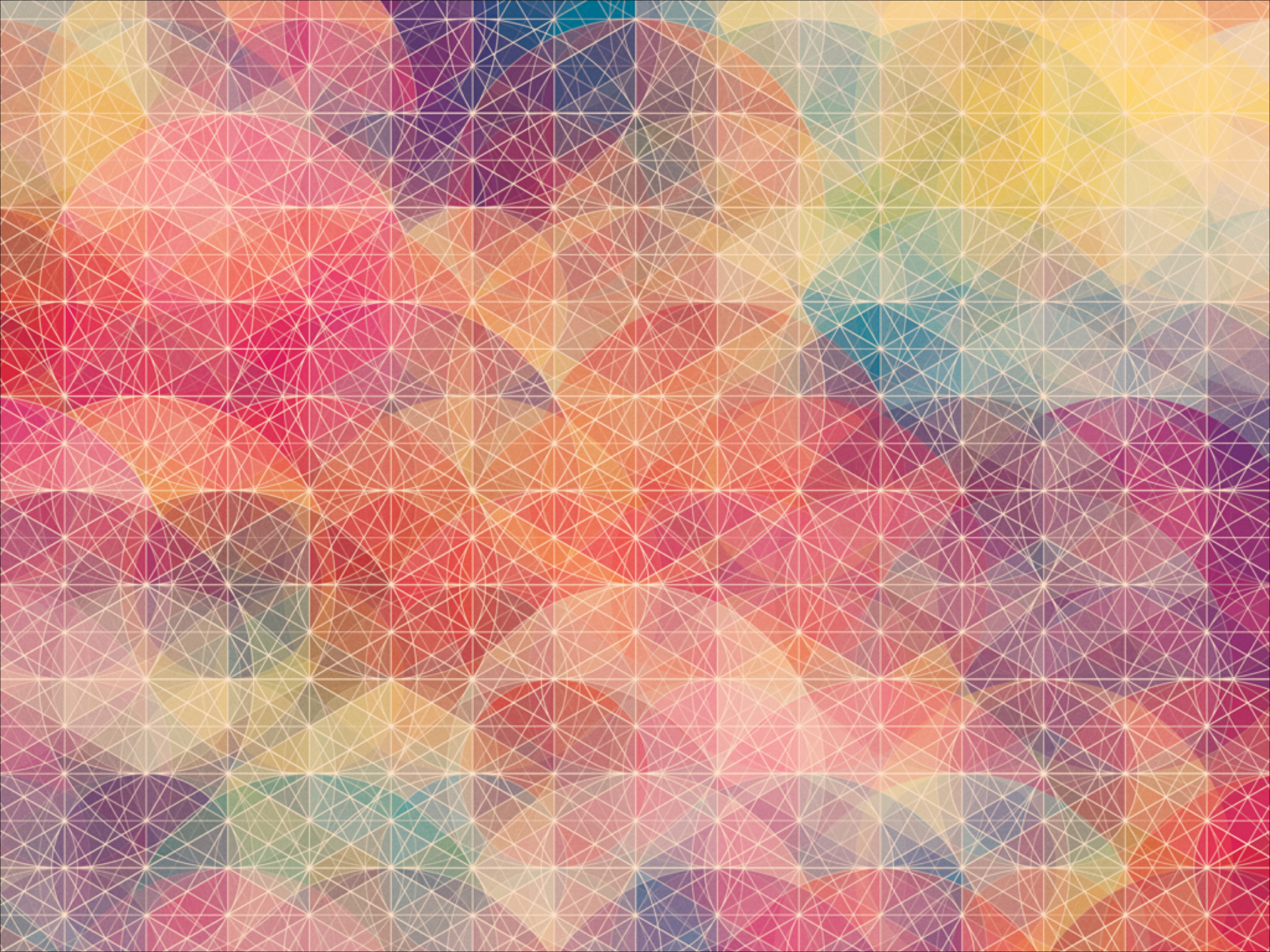


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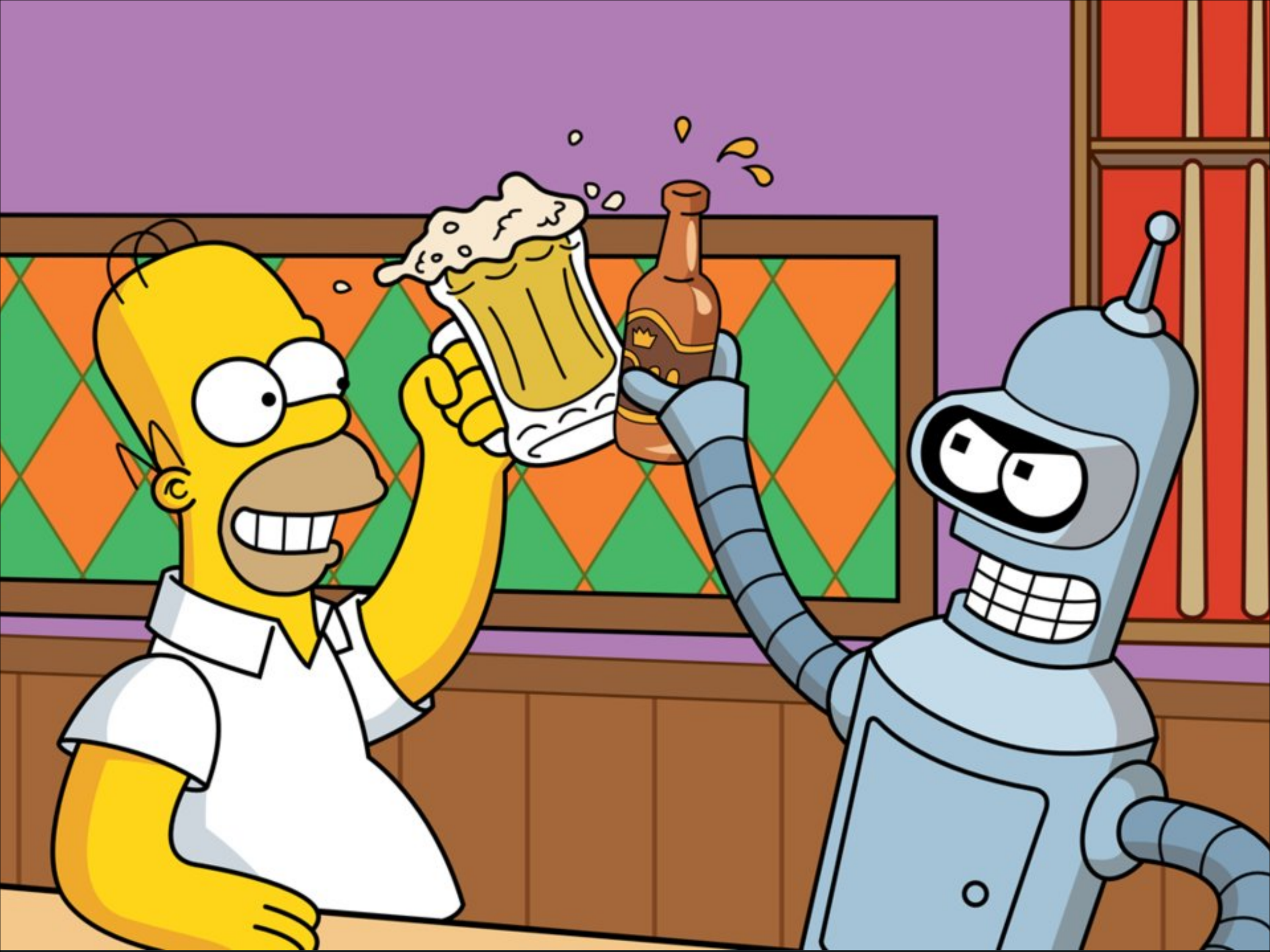
Image credits

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