

# REAL WORLD RESPONSIVE DESIGN WORKSHOP

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# INTRODUCTIONS

# TODAY'S AGENDA

- **What Is Responsive Design?**
- **Making The Most of Measurements**
- **Where To Begin**
- **Mobile First?**
- **Putting It All Together**
- **Questions & Answers**

**WHAT  
IS RESPONSIVE  
DESIGN?**

**“The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn’t have the same constraints, and design for this flexibility. But first, we must ‘accept the ebb and flow of things.’”**

John Allsopp, “A Dao of Web Design”

**“When you combine fluid and flexible layouts with media queries to create websites that work regardless of the screen they’re being viewed on.”**

Mike Gibson, “This Keynote Deck”

# FLUID

- **Uses flexible measurements**
- **Retains the same layout regardless of environment**

# RESPONSIVE

- **Adds media queries**
- **Can achieve different layouts based on environment**

# ANATOMY OF A MEDIA QUERY

@media screen and (min-width: 500px) {}



**Media  
Type**



**Media Feature  
Expression**



# WIDTH

`(min-width: 500px)`



`(max-width: 500px)`

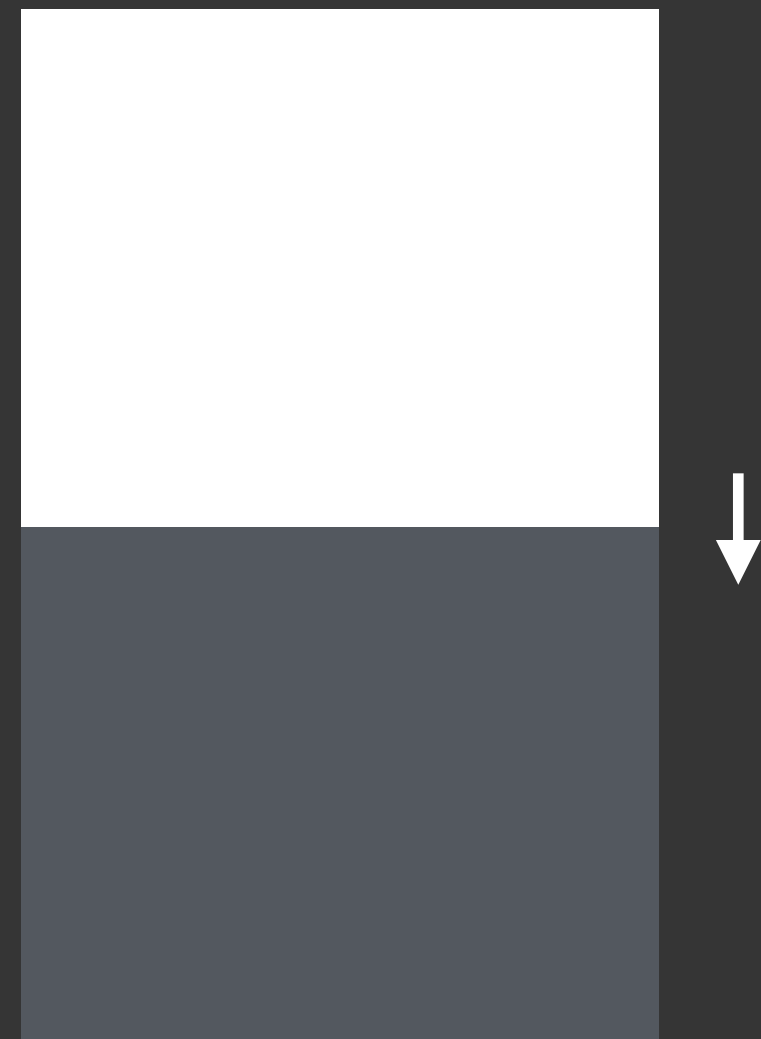


# HEIGHT

(min-height: 500px)



(max-height: 500px)



# ORIENTATION



(orientation: landscape)

# ORIENTATION



(orientation: portrait)

# THE CSS CASCADE

```
p { color: orange; }
```

```
@media screen and (min-width: 500px) {  
  p { color: black; }  
}
```

**This paragraph is black.**

# THE CSS CASCADE

```
@media screen and (min-width: 500px) {  
    p { color: black; }  
}
```

```
p { color: orange; }
```

**This paragraph is orange.**

**WHY  
REINVENT  
THE WHEEL?**

# FRAMEWORKS

- **Bootstrap**
- **Foundation**
- **Golden Grid System**
- **Gumby**
- **Skeleton**
- **Pure**



# BENEFITS

- Quicker to implement
- Well tested

# COMPROMISES

- No knowledge of your site's content or purpose
- More effort needed for customization

**MAKING THE  
MOST OF  
MEASUREMENTS**

# PIXELS

- Relative only to themselves
- Precise
- Consistent across page elements
- Easy: Photoshop it, set it, forget it

## USE CASE

Fixed width ad column

# EM

- Relative to the inherited font-size
- Puts focus on proportion
- Easy resizing
- 1em  $\neq$  1em

## USE CASE

Type Systems

# REM

- **Relative to the root font-size** (<html>)
- **More predictable assignment**
- **Less browser support** (IE9+)
- **Calculated size obscured**

## USE CASE

**Type Systems**

# PERCENTAGES

- Relative to the width of their parent
- Fluid
- Predictable
- Work different for box model/fonts

## USE CASE

Layout Scaffolding

# VIEWPORT UNITS (vh/vw)

- Relative to width of viewport
- More consistent than percentages
- Consistent vertical measurements
- Less browser support (IE9+)

## USE CASE

Full screen components

**WHERE  
DO WE  
BEGIN?**



**CRY?**

**NAPKIN?**

**CODE?**

**MOBILE?**

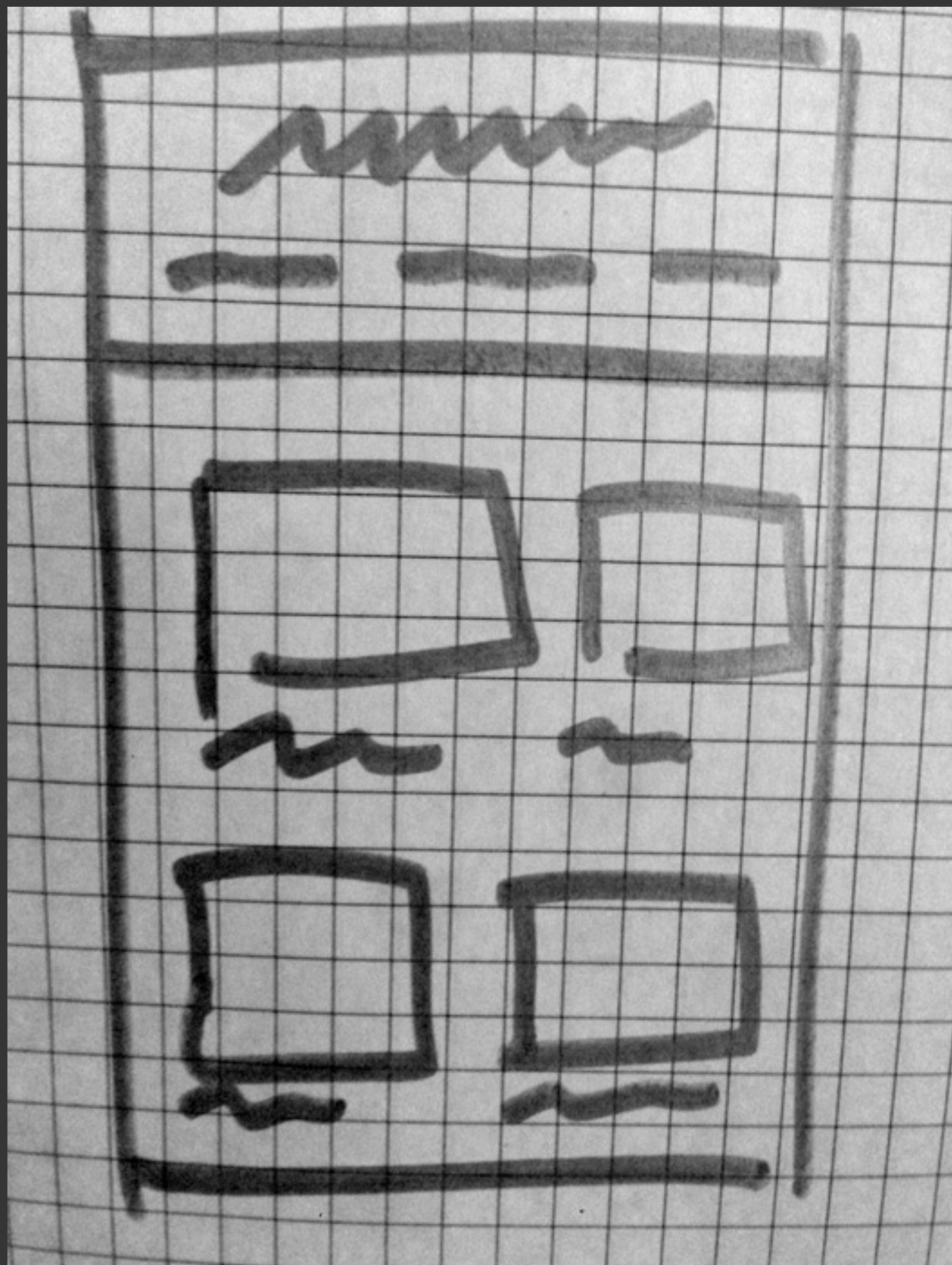
**DESKTOP?**

**PHOTOSHOP?**

**WHAT ARE WE MAKING?**

# SKETCHES

- Quick idea generation
- Easy to do with a team
- Get stakeholders involved
- Low-fidelity keeps you from getting locked into decisions too early
- Start drawing a roadmap



**MOBILE FIRST?**

# MOBILE FIRST

## WHAT DOES IT MEAN?

**“Mobile is exploding”**

Luke Wroblewski. <http://www.lukew.com/ff/entry.asp?933>

# MOBILE FIRST

## WHAT DOES IT MEAN?

**“Mobile forces you to focus”**

Luke Wroblewski. <http://www.lukew.com/ff/entry.asp?933>

# MOBILE FIRST

## WHAT DOES IT MEAN?

**“Mobile extends your capabilities”**

Luke Wroblewski. <http://www.lukew.com/ff/entry.asp?933>



# BUT...

**...we already have a fully fleshed out large screen design.**

**...we are building on a large screen.**

**...our client doesn't have a small screen device.**

**...we need to support IE8.**

**CODE  
TIME!**