MICHAEL KORS

BEST PRACTICE OF RESPONSIVE WEB DESIGN

Mengyu Cao August 23,2016

TABLE OF CONTENTS

CAROUSEL

INTRODUCTION	4	TABS	6
REASON	5	ACCORDION	6
OUTLINE	6	MESSAGING	6
RETAIL EXAMPLES LIST	7	LIGHTBOX	69
BREAKPOINTS	8	PARALLAX SCROLLING	71
LAYOUT	11	TIPS	7:
REFLOWING LAYOUT	12	REFERENCES	7
EQUAL WIDTH COLUMNS	14	RETAILE LINKS	78
OFF CANVAS	15		
SOURCE-ORDER SHIFT	17		
LIST	19		
GRID BLOCK LAYOUTS	21		
NAVIGATION	25		
FLEXIBLE IMAGE	32		
TYPOGRAPHY	36		
MEDIA/DATA	49		
FORM	56		
MODULES	60		

61

RESPONSIVE WEB DESIGN (RWD)

IT IS THE APPROACH THAT SUGGESTS
THAT DESIGN AND DEVELOPMENT
SHOULD RESPOND TO THE
USER'S BEHAVIOR AND
ENVIRONMENT BASED ON SCREEN
SIZE, PLATFORM AND ORIENTATION.



LAYOUT

NAVIGATION

OUTLINE FLEXIBLE IMAGES

MEDIA / DATA

FORMS

TYPOGRAPHY

MODULES

TIPS

- Mobile First: Start with the small size
- As you expand that view there will come a point at which the design begin to

fracture. This is where you add a break point.

(Meaning that horizontal contents will reconfigure to fill the empty horizontal spacing when the device width meets some width points, such as 768, 992, 1024 and etc.)

Eg: Bootstrap's grid system. http://getbootstrap.com/css/#grid



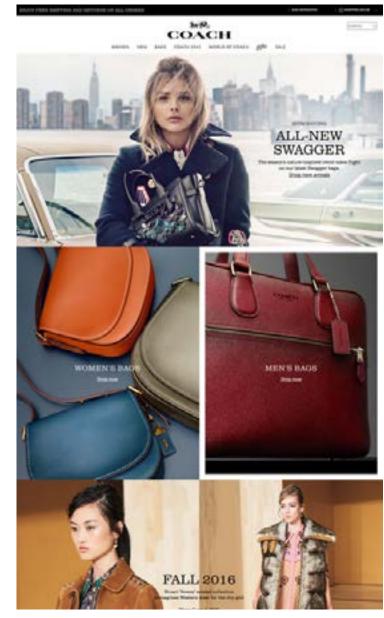
1 BREAKPOINT AT 768PX





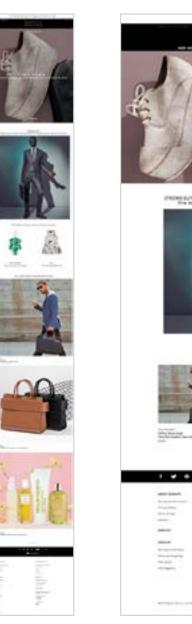


MOBILE



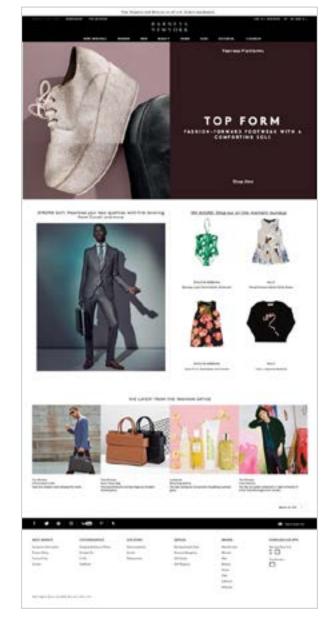
DESKTOP

AT 1024PX AND 768PX



LESS THAN 768PX

TOP FORM SPECIAL SUP: Mountain your best audition with fine solving from Sanat and more.



LARGER THAN 1024PX

Confidential & Proprietary

769PX TO 1023PX

Т	ΔΥΟΙ	I٦

- REFLOWING LAYOUT
- EQUAL WIDTH
- OFF CANVAS
- SOURCE-ORDER SHIFT
- LIST
- GRID BLOCK

REFLOWING LAYOUT

Reflow is the name of the web browser process for re-calculating the positions and geometries of elements in the document, for the purpose of rerendering part or all of the document.





Main Content (1st in source order) Lorem paum dolor sit amet, consectetur adjoising ellt. Praesent dictum adio eget maura ventibulum fougust, Phaseers artie sapien, fuctus pulvinar ultricles quia, aliquet in mi. Nulla faciliai. Donec malesuada tringitis laculis. Praesent necquart sit arret proi volutpat volutpat in eget eros. Dus pelertesque bibenoum ent, litteger pretium nunc val augus nutrum aget fauglat mi molestie. Cras venenatis, turpis et moncus scelarisque, mi augus suscipit uma, quis sagittis tonor risk ut purus. Aliquam at enim est. Donec all arnet suscipit quam. Aliquem alt arnet commodo aros. Proin quie dui erce. Morbi tingille, ligule vitae interdum volutost, est eros ultricles sem, vitae pellentesque lacus lorem vitae risus. In odic eros. placerat in fermentum sit arret, commodo eget Column (2nd in source order) Sec at and mosete dam. Etamadologic dictum. eros, vitee fouglet sugue conveille sit arret. Nurs: quie massa non dolor dictum condimentum. Lorem lipsum dolor alt arrest, consectatur adiplesing wit. Quisque turpis diam, sincidunt nec conveille vitax, deploye vites error. Nambibendum nist in reus impediet restbulum Sed at anyl moleste dam. Etiam adpiscing dictum arcs, ritse facglet sugue conveils sit arnet. Nunc quie massa non door down condinentum. Lorem lesum dolor sit arrest, consectetur adiplacing eit. Qu'aque turpie dam, fincidunt rec convelle vitas, displace vitae enm. Nam bibendum nie in reus impacted untilities Column (3nd in source order) Sed at arret molecte clam. Elam adplacing dictum eros, vitae fougist augue conveits sit arnet. Nunc quie massa non dolor dictum condimentum. Lines bean door at erest consecutor adposing elt. Quisque turpis dien, tincidunt nec convelle vitae. displace vites even. Namisibendum sid in rase impersiet vestbylum. Sed all and molecte rism. Diam adjoining dictum. eros, vitee feuglet augue conveille sit arret. Nunc quie massa non dolor dictum condimentum. Laren ipsum dolor ell amet, consectatur adiplesing

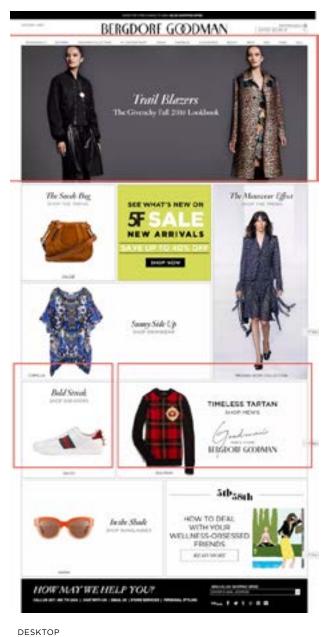
ert. Queque turpe diern, tricidunt nec convalte vitae.

dapibus vitas enim. Nam bibendum siel in raus

imperdist reetbulum.

DESKTOP TABLET MOBILE

FLUID CONTENT WITH DIFFERENT WIDTHS



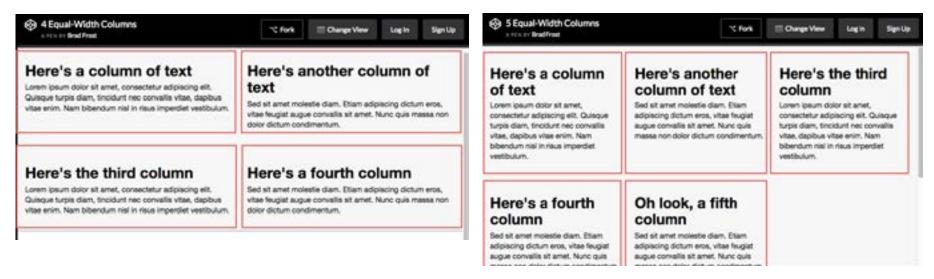


MOBILE

EQUAL WIDTH COLUMNS



2 EQUAL-WIDTH COLUMNS 3 EQUAL-WIDTH COLUMNS



C Fork // Change View Log In Sign U

column

veetibulum.

Here's the third

consectetur adipiscing elit. Quisque

turpis dam, tincidunt nec convalis

vitae, dapibus vitae enim, Nam

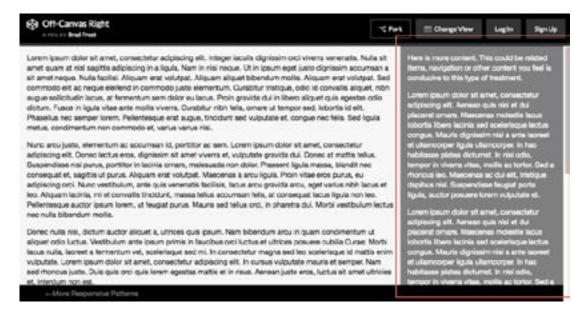
bibendum nisi in risus imperdiet

Lorem ipsum dolor sit amet,

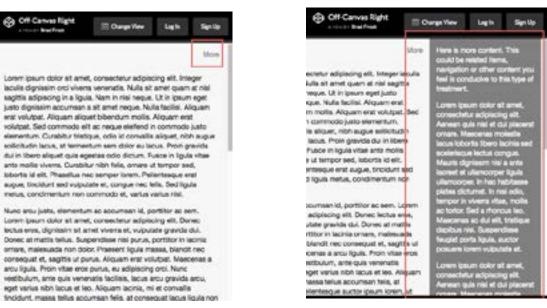
4 EQUAL-WIDTH COLUMNS 5 EQUAL-WIDTH COLUMNS

OFF CANVAS

Off-canvas layout are usually used in menus/nav, which are positioned outside of the viewport and slide in when activated.



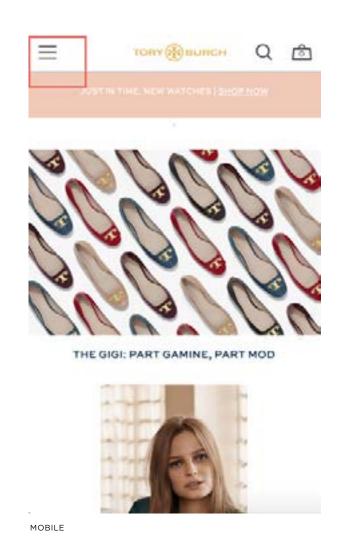
DESKTOP



MOBILE MOBILE



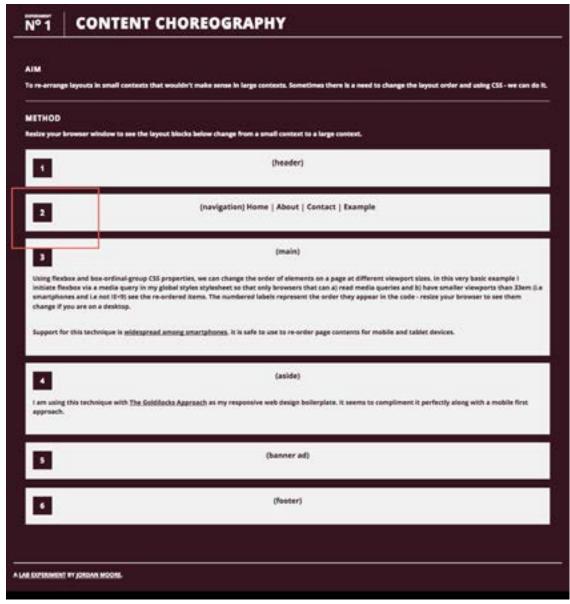


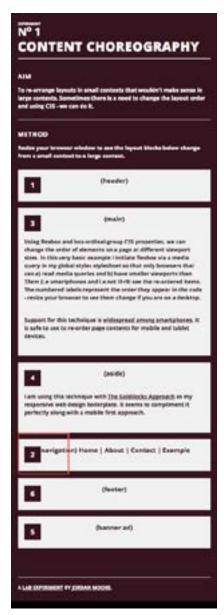




MOBILE

SOURCE-ORDER SHIFT





MOBILE

Confidential & Proprietary 16

DESKTOP

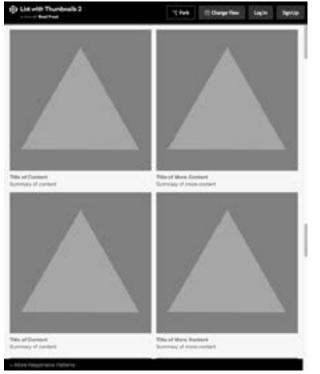
SOURCE ORDER SHIFT

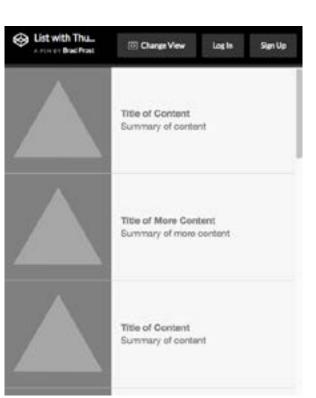


MOBILE

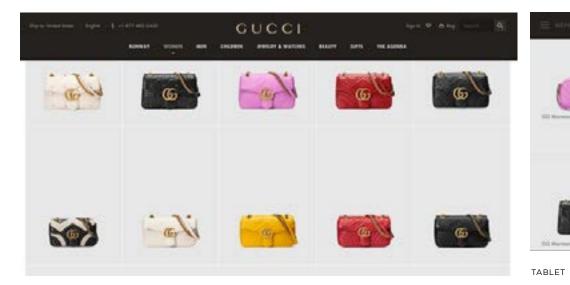
• LIST

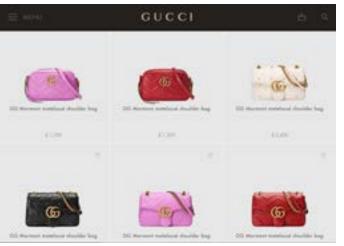


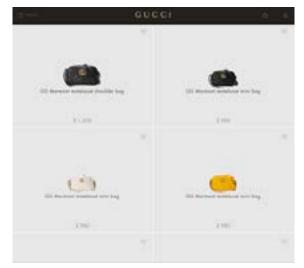


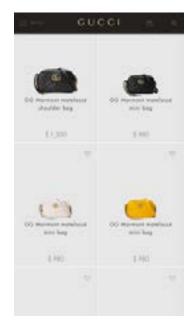


DESKTOP TABLET MOBILE









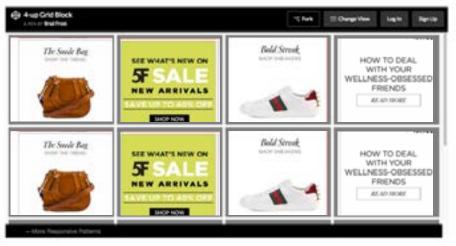
DESKTOP

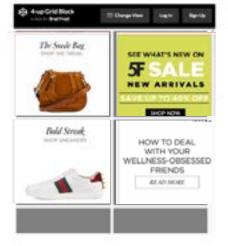
LARGR MOBILE DEVICES

MOBILE

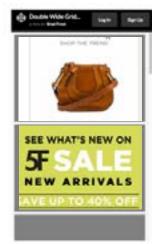
1)

•GRID BLOCK LAYOUTS



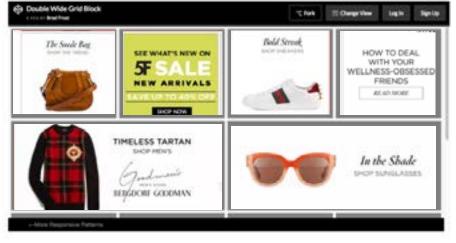


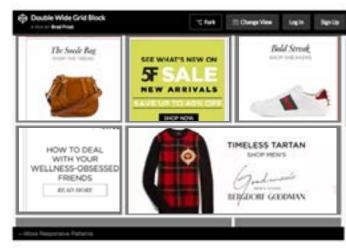
MOBILE



2)

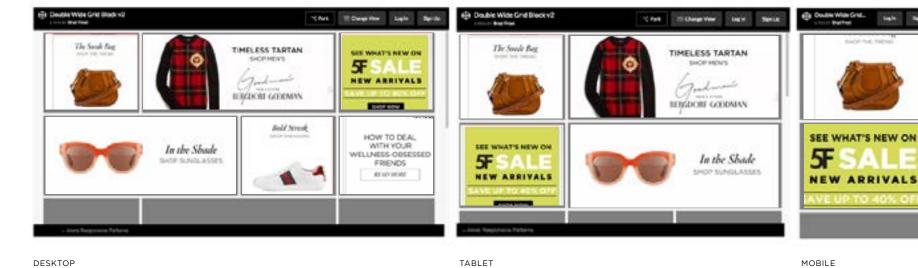
DESKTOP







DESKTOP TABLET MOBILE

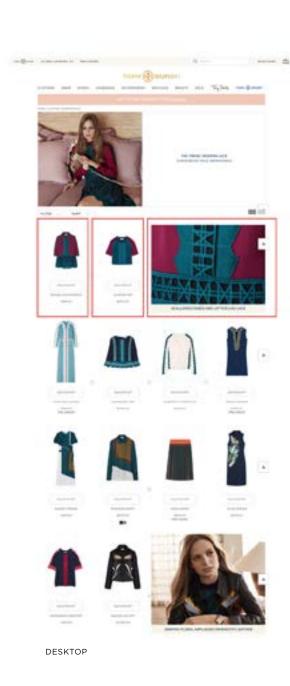


TABLET MOBILE

Confidential & Proprietary 21

3)

GRID BLOCK LAYOUT









IRREGULAR GRID BLOCK

DESKTOP



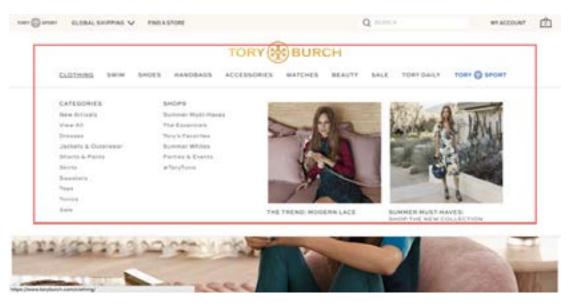
TABLET

MOBILE

NAVIGATION

Nav will be much different for mobile and desktop. It's simply because the width and the way people use devices. For example, on the desktop design, the main nav usually is on the top of the website. However, in the mobile main nav is usually an off-canvas fly out that is represented by a hamburger icon. A mobile screen has less space, therefore, we collapse navigation into a off-canvas nav to allow more content to be displayed on a limited space.

WOMEN MEN H	ANDBAGS SHOES WATCHES
CATEGORIES	SHOPS
CLOTHING HANDBAGS	NEW ARRIVALS NEW NEUTRALS
SHOES WATCHES	THE MONOGRAM SHOP EXCLUSIVELY OURS
ACCESSORIES MICHAEL KORS COLLECTION	TRANSEASON 2016 COLLECTION



CLIFFHING
SWIM
SMOES
HANDRAGS
ACCESSOMEN
WATCHES
BEAUTY
SALE
SOTUBAGE
THE ORSE PART GAMENE, PART MOD

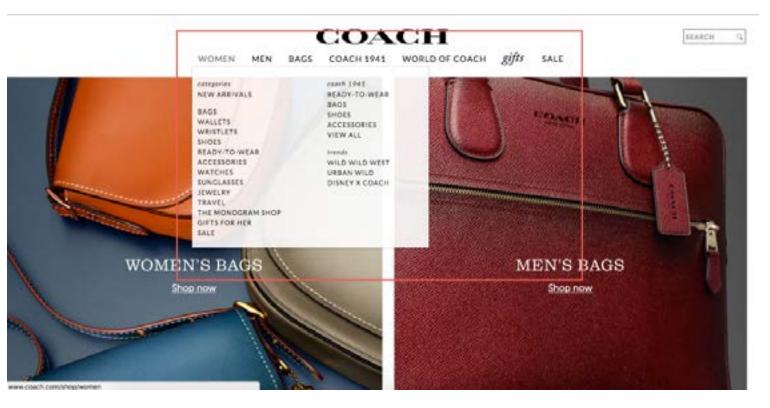
NAV RE-STACKING

DESKTOP

TABLET

MOBILE





DESKTOP



ACCESSORIES

BUTTERILY APPLIQUE COACH SWAGGER 27 CARRYALL IN EXOTIC EMBOSSED L.

MORE COLORS
ESSE

CANYON QUILT COACH SWAGGER 27 CARRYALL IN EXOTIC EMBOSSED L.

MORE COLORS
ESSE

CANYON QUILT COACH SWAGGER 27 CARRYALL IN EXOTIC EMBOSSED L.

MORE COLORS
ESSE

CANYON QUILT COACH SWAGGER 27 CARRYALL IN EXOTIC EMBOSSED L.

MORE COLORS
ESSE

CANYON QUILT COACH SWAGGER 27 CARRYALL IN EXOTIC EMBOSSED L.

MORE COLORS
ESSE

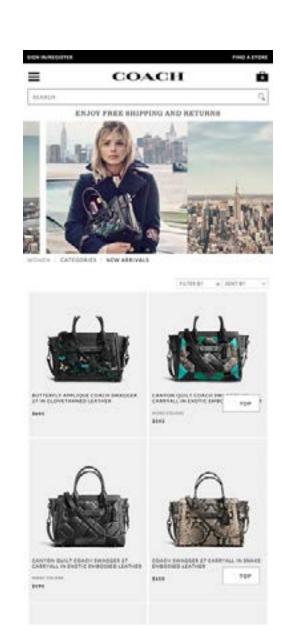
THE MONOGRAM SHOP

GIFTS FOR HER

COACH
WOMEN MEN BAGS COACH 1941 WORLD OF COACH gifts SALE

DESKTOP

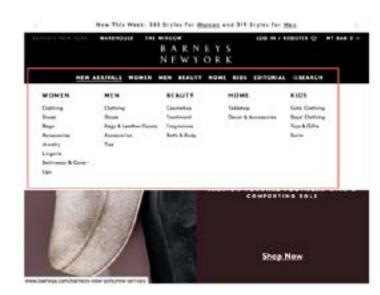
NEW ARRIVALS COACH 1941 BAGS



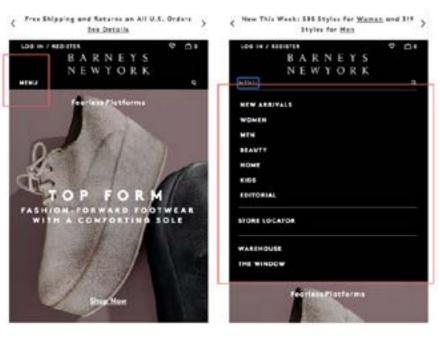
MOBILE

HIDING NAV CONTENT





TABLET



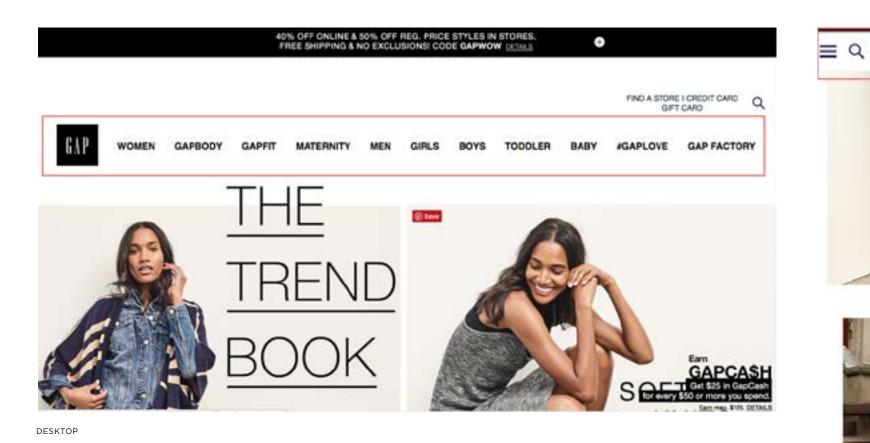
MOBILE

COMPRESSING LEFT NAV

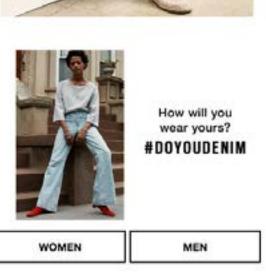


Free thipping and flatures on All U.S. Orders <u>fire Details</u> BARNEYS NEWYORK WOMEN / Clothing AUL CUSTMINS PARES PEATURES HDEProducts CHLOE SIX Later-Call Binute \$1.198 RICK OWENS
"Planting" Tunin Store
SPM

MOBILE



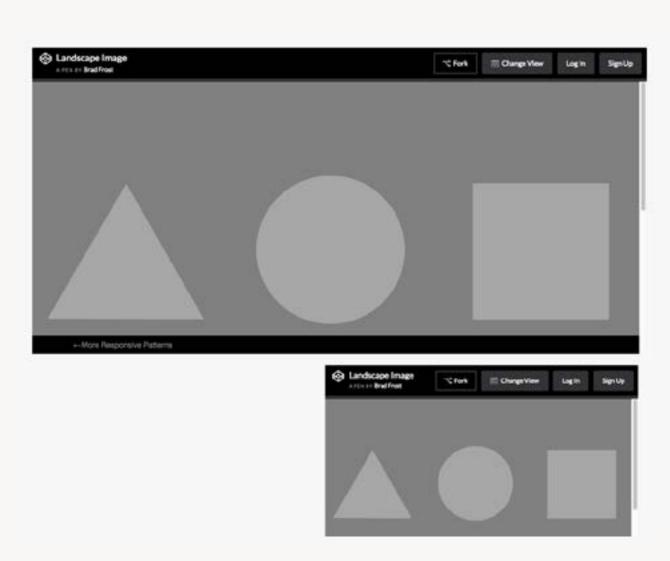
STICKY TOP NAV



MOBILE

FLEXIBLE IMAGE

Means that the images will scale automatically within the original aspect ratio. (W \times H) while positioning with a container DIV that response to the breakpoints.



SAME ASPECT RATIO





DESKTOP



MOBILE

DIFFERENT ASPECT RATIO









DESKTOP TABLET MOBILE

DIFFERENT ASPECT RATIO



DESKTOP







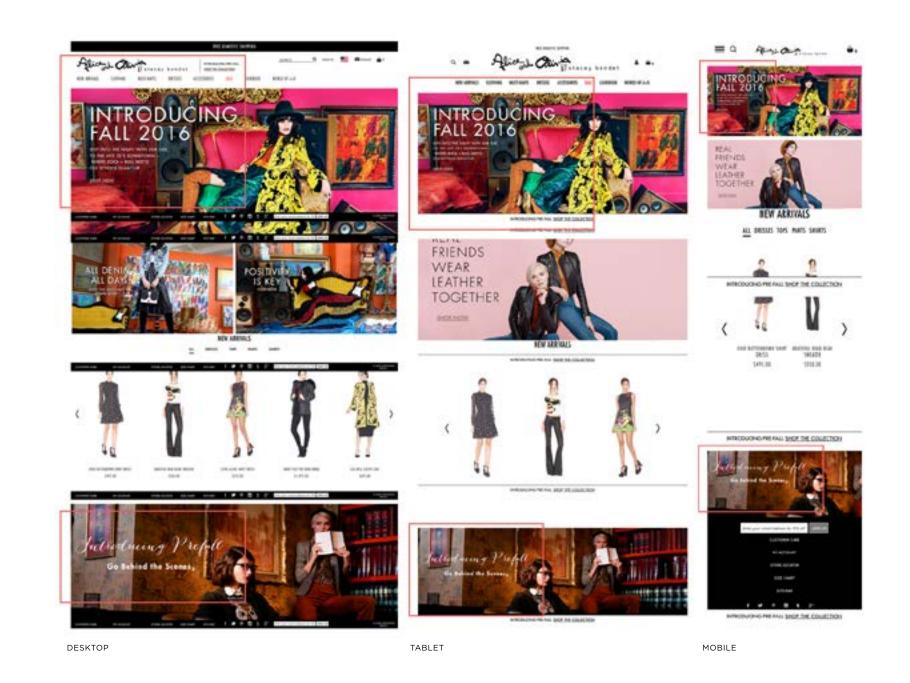


HORIZONTAL TABLET BIG MOBILE MOBILE

TYPOGRAPHY

- OVER IMAGE
- NOT OVER IMAGE
 - WIDTH OF THE TYPE CONTAINER
- AUTO FLOW TO SECOND LINE
- SCALING
- SIZE
- REPOSITIONING

100% RESPONSIVE TYPE AND
IMAGE SCALE RELATIVE TO
EACH OTHER



100% RESPONSIVE IMAGE AND

TYPE SCALING INDEPENDENTLY









MOBILE

TYPE IN BORDERED CONTAINER

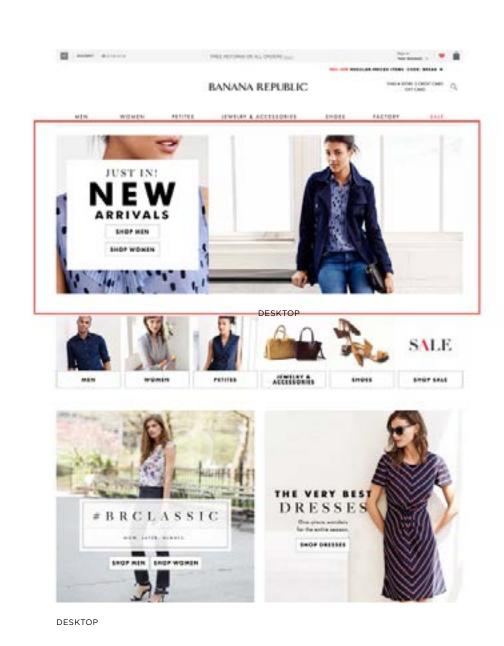




MOBILE

REPOSITIONING OF TYPE WITH

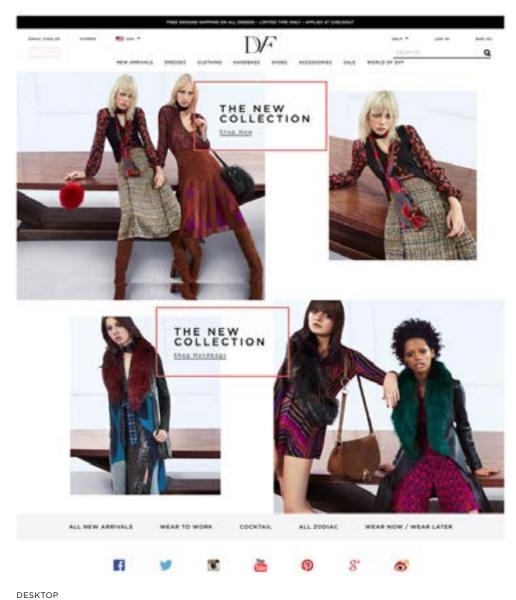
IMAGE ELIMINATION





MOBILE

REPOSITIONING TYPE ON IMAGE







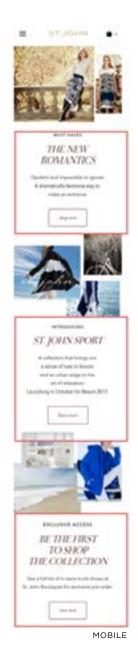




MOBILE

PUSHING TYPE OFF THE IMAGE







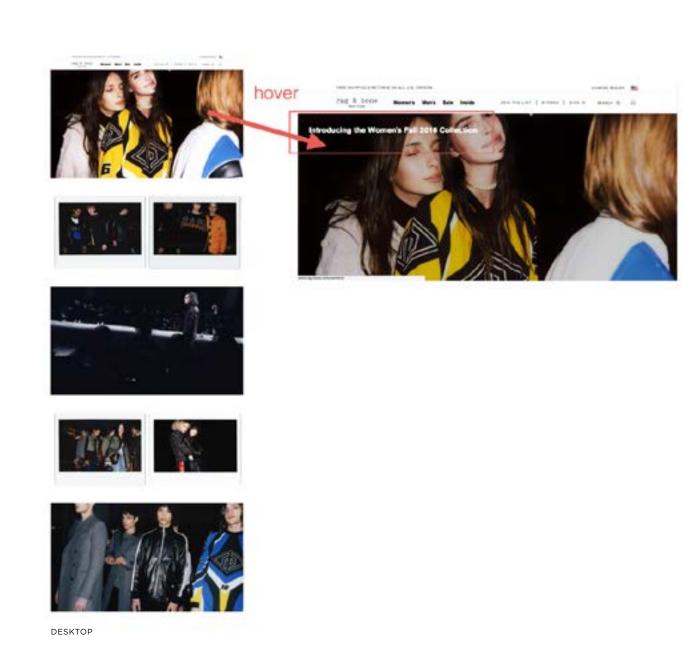
EXPOSING TYPOGRAPHY

TRAINERS
Discover Now

BELTS
Discover Now

MOBILE

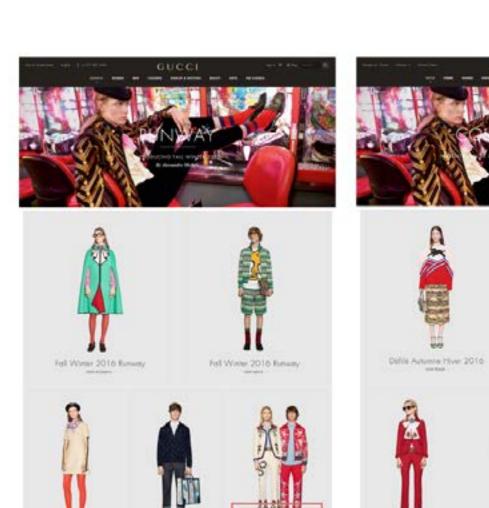




Add Commission

MOBILE



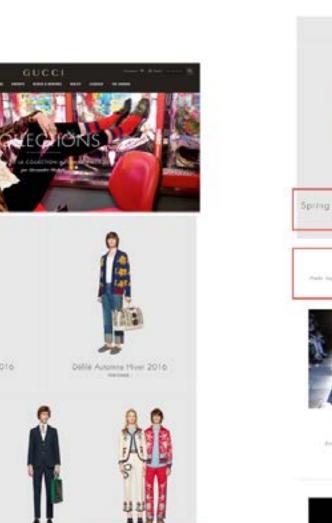


DESKTOP

Spring Summer 2016 Farmery

Perfol 2016

FreFull 2016



Owlin Protesspa for 2010







A. Principal the streets (MY) patriology





in Drive See Sed Search Report Code 202 trade bearing





DESCRIPTION OF

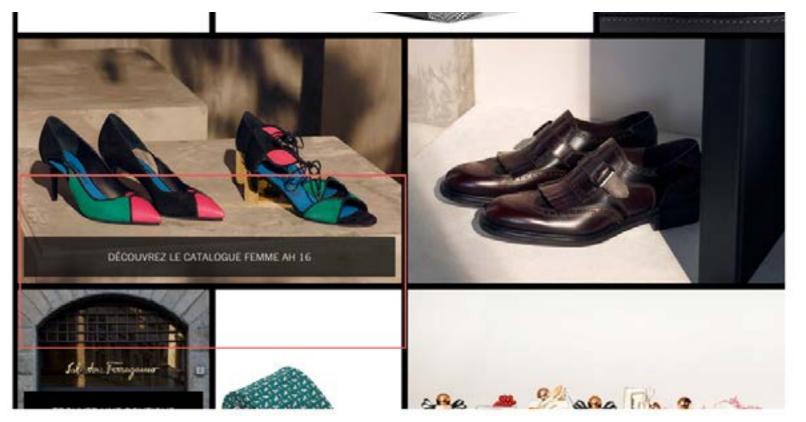
MOBILE

Confidential & Proprietary 44

helst 2016

Preful 201o

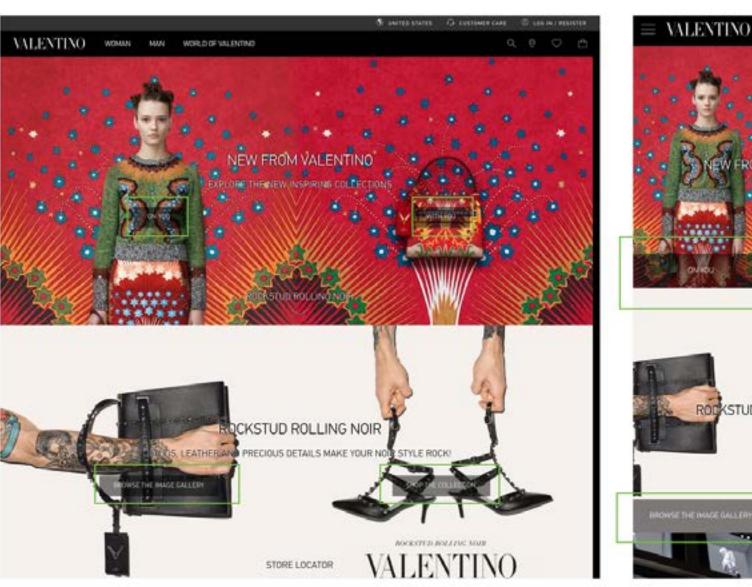
SHORTENED COPY





DESKTOP

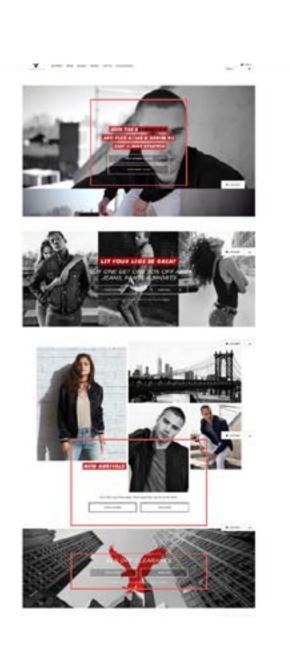
REPOSITION OF TYPE-BUTTONS ON IMAGE





DESKTOP MOBILE

REPOSITION OF TYPE-BUTTONS



Serry Call Cat Subsection
Servy Call Cat Subsection

Servy Call Cat Subsection

Service Cat Subsection

DESKTOP MOBILE

MEDIA/DATA

FLUID VIDEO

RESPONSIVE TABLE

•FLUID VIDEO

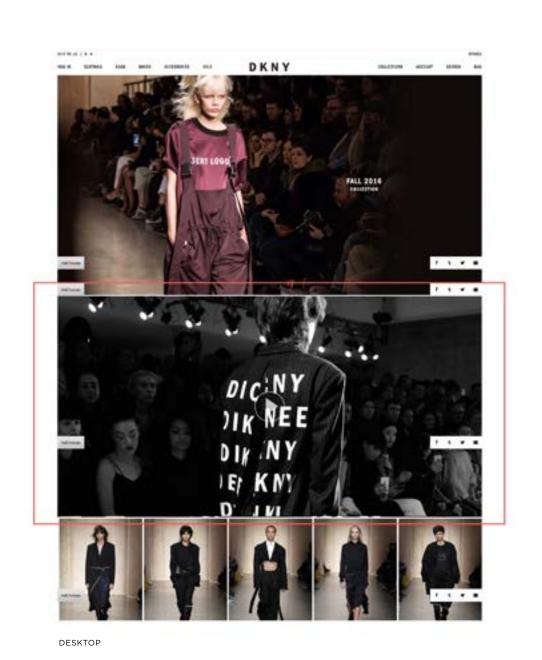


DESKTOP



MOBILE

SAME ASPECT RATIO

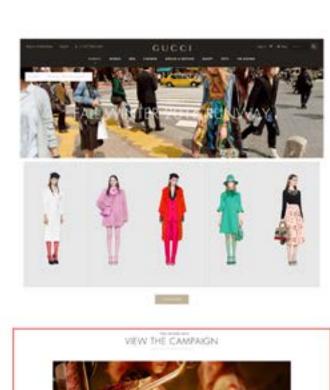






MOBILE

DIFFERENT ASPECT RATIO















GET THE LOOK II

- 887 THE 100K 1

EXPANDED

•RESPONSIVE TABLE

Go to Non-Responsive Table

This is the exact same table, only has @media queries applied to is so that when the screen is too narrow, it reformats (via only CSS) to make each row a bit like it's own table. This makes for much more repetition and vertical space needed, but it fits within the horizontal space, so only natural vertical scrolling is needed to explore the data.

First Name	Last Name	Job Title	Favorite Color	Wars or Trek?	Porn Name	Date of Birth	Dream Vacation City	GPA	Arbitrary Data
James	Matman	Chief Sandwich Eater	Lettuce Green	Trek	Digby Green	January 13, 1979	Gotham City	3.1	RBX-12
The	Tick	Crimefighter Sorta	Blue	Wars	John Smith	July 19, 1968	Athens	N/A	Edlund, Ben (July 1996).
Jokey	Smurf	Giving Exploding Presents	Smurflow	Smurf	Smurflane Smurfmutt	Smurfuary Smurfteenth, 1945	New Smurf City	4.Smurf	One
Cindy	Beyler	Sales Representative	Red	Wars	Lori Quivey	July 5, 1956	Paris	34	3451
Captain	Cool	Tree Crusher	Blue	Wars	Steve 42nd	December 13, 1982	Las Vegas	1.9	Under the couch

DESKTOP

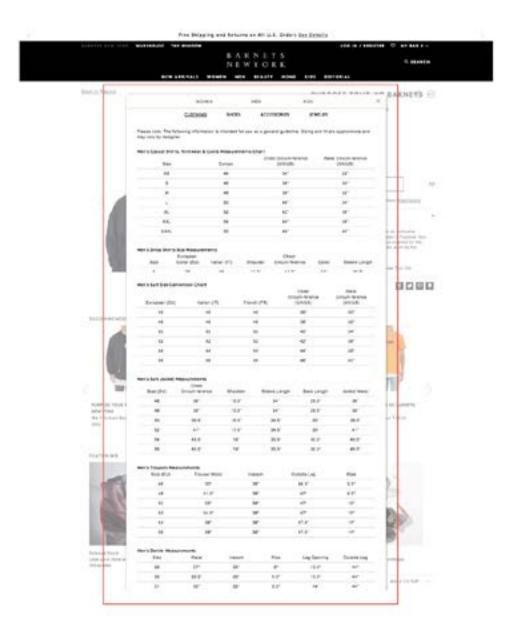
Go to Nan-Responsive Table

This is the exact same table, only has generical species applied to is so that when the servers in two narrow, is referensite (via only CSS) to make each row a bit like it's own table. This makes for much once operation and vertical space needed, but it fits within the horizontal space, as such natural vertical screlling is needed to explore the data.

First Name	James			
Last Name	Metrica			
Job Title	Chief Sandwich Eater			
Feverite Color	Lettuce Crees			
Wass of Trok?	Tink			
Pera Name	Digby Green			
Date of Birth	January 13, 1979			
Densin Vacation City	Gothern City			
GPA	34			
Arbitrary Data	XXX-ur			
First Name	The			
Last Name	Tick			
Job Title	Crimelighter Forta			
Favorite Color	Blue			
Wace of Trok?	Wace			
Porn Name	John Smith			
Date of Sirth	July op, spidi			
Dreum Vacation City	Athena			
CPA	N/A			
1.71 -				

MOBILE

AS A MODAL RESPONSIVE TABLE



DESKTOP

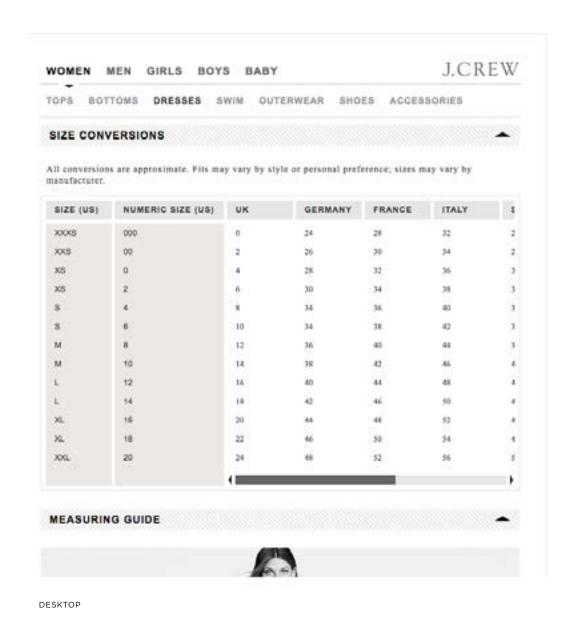
AS A MODAL RESPONSIVE TABLE





DESKTOP

AS A NEW WINDOW RESPONSIVE
TABLE



& BACK SIZE CHARTS WOMEN > DRESSES Measurements REGULAR TALL PETITS. 51116750 3003 30 31.5 XXS: 32.5 X5 33.5 X1 34.5 35.5 36.5 37.5 39 40.5 47 Measuring Guide Fit & Style Guide Size Conversions Need Help?

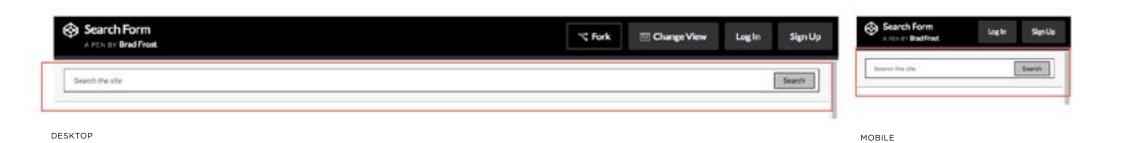
MOBILE

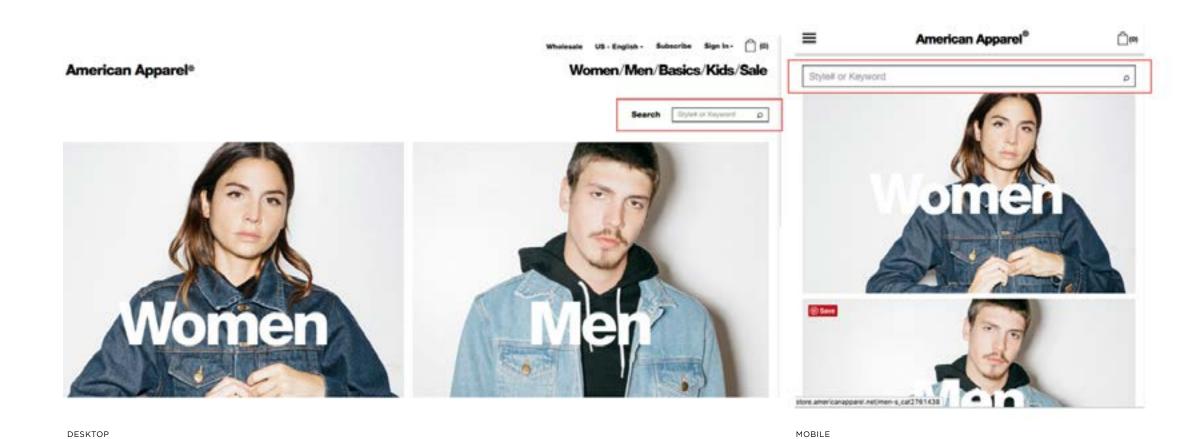
FORM

FLUID SEARCH FORM

FLUID FILTERS

•FLUID SEARCH FORM





SEARCH BOX EXAMPLE

•FLUID FILTERS









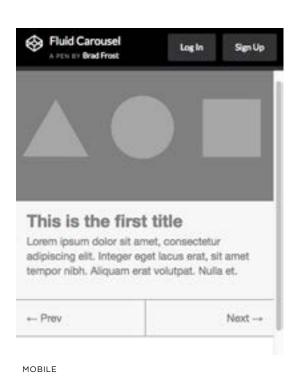


MODULES

- CAROUSEL
- TABS
- ACCORDION
- MESSAGING
- LIGHTBOX(MODAL)
- PARALLAX SCROLLING

• CAROUSEL





DESKTOP





DESKTOP



•TABS



TAB TO ACCORDION

COLUMN TO TABS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras tincidunt pellentesque lorem, id suscipit dolor rutrum id. Morbi facilisis porta volutpat. Fusce adipiscing, mauris quis conque tincidunt, sapien purus suscipit odio, quis dictum odio tortor in sem. Ut sit amet libero nec orci mattis fringilla. Praesent eu ipsum in sapien tincidunt molestie sed ut magna. Nam accumsan dui at orci rhoncus pharetra tincidunt elit ullamcorper. Sed ac mauris ipsum. Nullam imperdiet sapien id purus pretium id aliquam mi ullamcorper.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras tincidunt pellentesque lorem, id suscipit dolor nutrum id. Morbi facilisis porta volutpat. Fusce adipiscing, mauris quis congue tincidunt, sapien purus suscipit odio, quis dictum odio tortor in sem. Ut sit amet libero nec orci mattis fringilla. Praesent eu ipsum in sapien tincidunt molestie sed ut magna. Nam accumsan dui at orci rhoncus pharetra tincidunt elit ullamcorper. Sed ac mauris ipsum. Nullam imperdiet sapien id purus pretium id aliquam mi ullamcorper.

Item 2

Login

SignUp

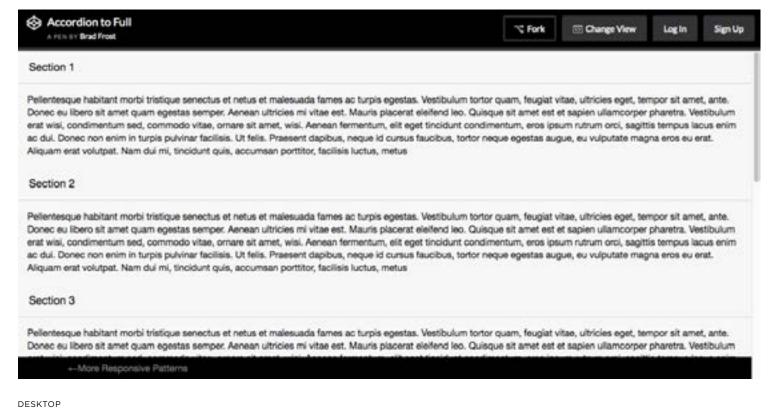
Responsive Accor...

Tabs

A PEN BY Stuart Robson

DESKTOP

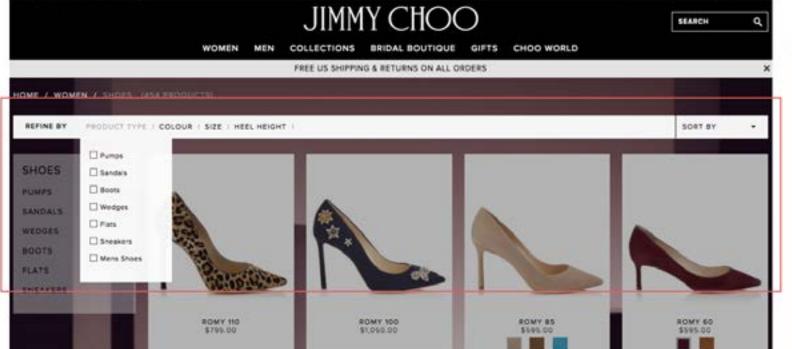
ACCORDION

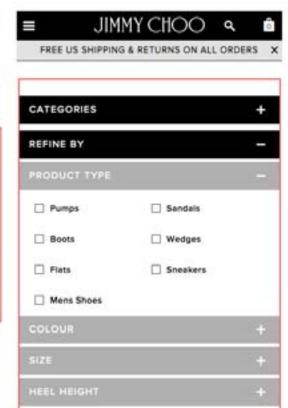


Accordion to __ Change View Login A PEN BY Brad Frost Section 1 + Section 2 + Section 3 + Section 4 Small screens are presented with a collapsed accordion of the sections, and when enough screen space becomes available the sections expand and show the full content. Considerations Use proper ARIA roles Only hide panel content when Javascript becomes available in

MOBILE

65





MY BAG SIGN IN I REGISTER

HELP AND INFORMATION ..

ACCORDION FILTERS

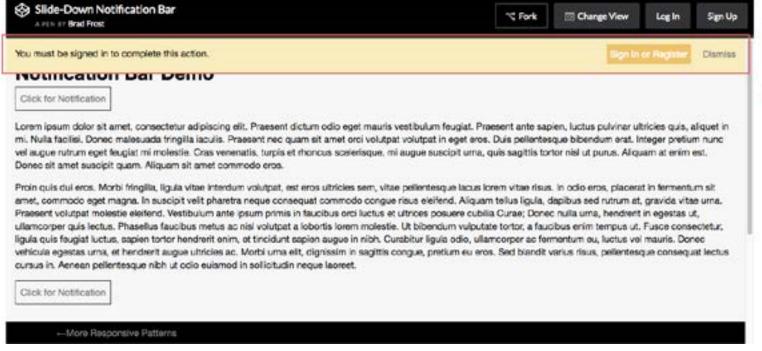
SIEN STORE LOCATOR .

DESKTOP

Confidential & Proprietary 66

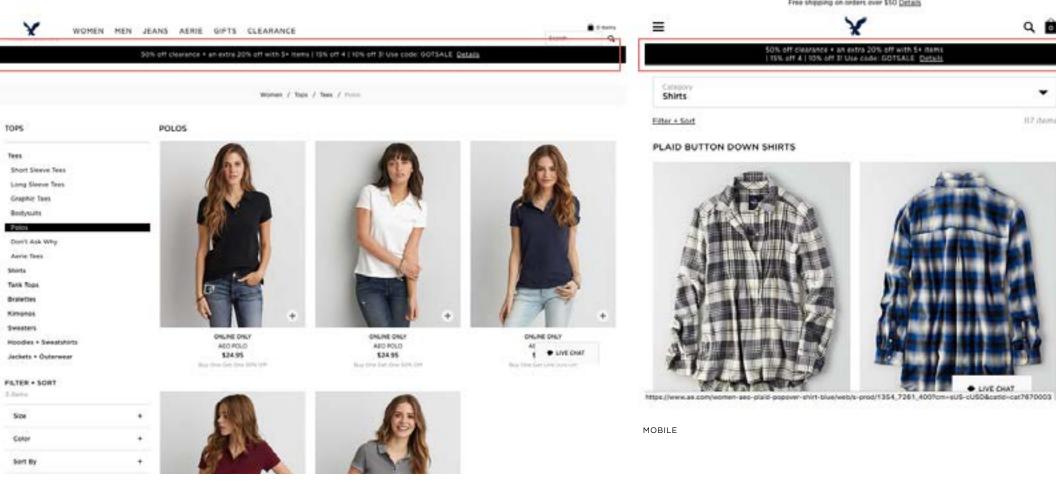
PRE-ORDER

MESSAGING



Slide-Down Notifi_ Login Sign Up A PCH BY Brad Frost You must be signed in to complete this action. Diamiss Dick for Notification Lorem ipsum dolor sit amet, consectetur adiplacing elit. Praesent dictum odio eget mauris vestibulum feuglat. Praesent ante sapien, luctus pulvinar ultricies quis, aliquet in mi. Nulla facilisi. Donec malesuada fringilla laculis. Praesent nec quam sit amet orci volutpat volutpat in eget eros. Duis pellentesque bibendum erat. Integer pretium nunc vel augue rutrum eget feugiat mi molestie. Cras venenatis, turpis et rhoncus scelerisque, mi sugue suscipit urna, quis sagittis tortor nisl ut purus. Aliquam at enim est. Donec sit amet suscipit quam, Aliquam sit amet commodo eros. Proin quis dui eros. Morbi fringilla, ligula vitae interdum volutpat, est eros ultricies sem, vitae pellentesque lacus lorem vitae risus. In odio eros. niscorat in forment im sit amet commodo exat

DESKTOP



PPH PERSISTENT PROMO HEADER

DESKTOP

MOBILE

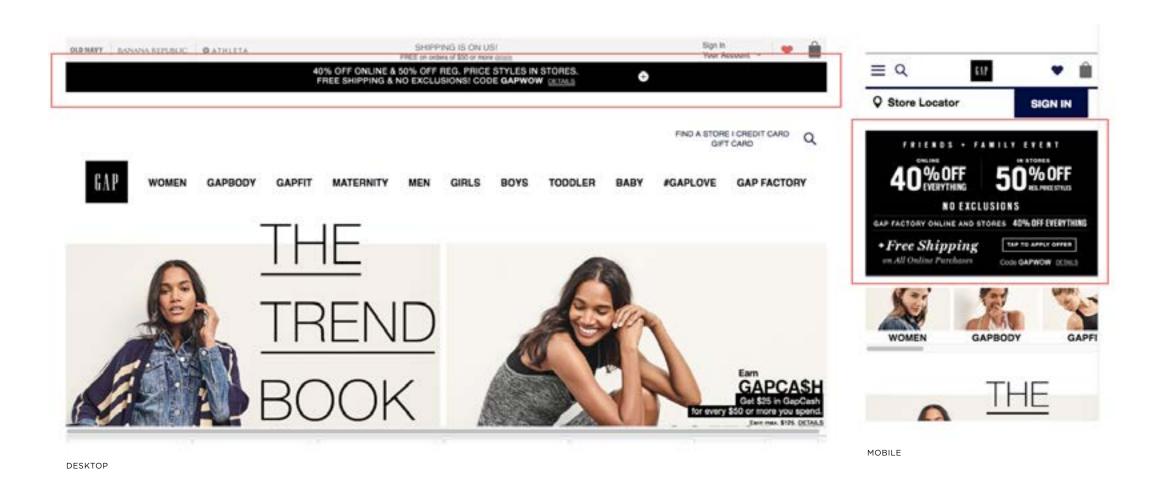
Shirts

Free shipping on orders over \$50 Datails

50% off cleanance + an extra 20% off with 5+ items | 15% off 4 | 10% off 3! Use code: GOTSALE <u>Details</u>

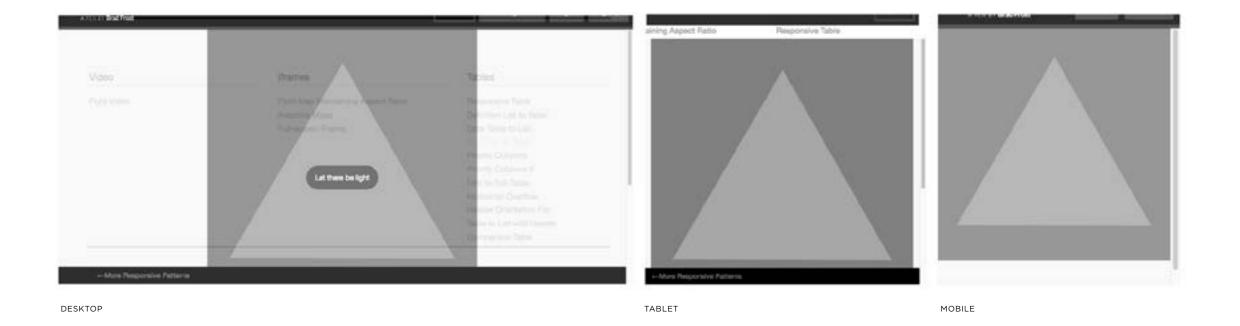
Q B

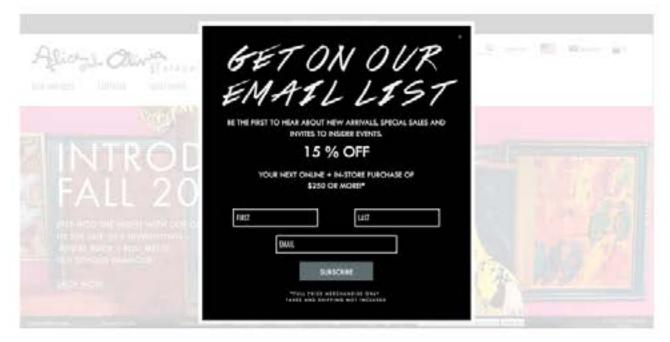
III2 (boms)



PPH PERSISTENT PROMO HEADER

• LIGHTBOX







BET ON OUR
EMATL
LIST

BE THE FIRST TO HEAR ABOUT NEW
ARRIVALS, SPECIAL SALES AND INVITES
TO INSIDER EVENTS.

15 % OFF

YOUR NEXT ONLINE + IN-STORE
PURCHASE OF
\$250 OR MOREI*

EMAIL

SUBSCRIBE

DESKTOP

TABLET

MOBILE

PARALLAX SCROLLING

Parallax scrolling is a technique in computer graphics and web design, where background images move by the camera slower than foreground images, creating an illusion of depth in a 2D environment.

One of the main criticisms of parallax design is that it doesn't work properly on mobile devices. In most cases, a parallax website viewed on a mobile device will either switch to non-parallax or simply direct traffic to a separate website optimized for mobile.

For mobile, touch scrolling libraries(iScroll, Zynga Scroller and Scrollability) and arrow buttons make it possible to run parallax on mobile.







DESKTOP

TIPS

• It is better to have content first

It was once said that the content is the king, and in today's world of responsive web design, it continues to be more true than ever before. You cannot design a layout for content without the content itself.

• Make sure you are able to tell what you are trying to say when showing or hiding content.

"CONTENT IS THE KING"

HIDING CONTENT EXAMPLE

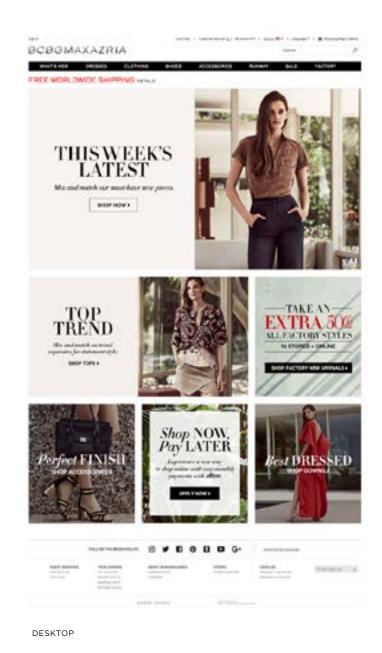


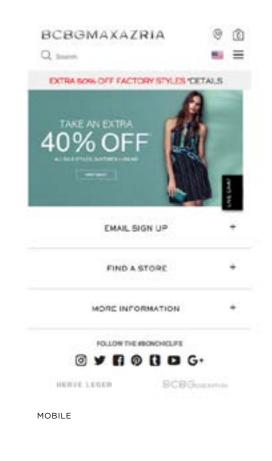




MOBILE













DESKTOP

REFERENCES

https://www.smashingmagazine.com/2011/01/guidelines-for-responsive-web-design/

https://responsivedesign.is

http://bradfrost.github.io/this-is-responsive/patterns.html

http://ugurus.com/responsive-design/best-practices/

http://getbootstrap.com/css/#grid

INDUSTRY EXAMPLE LINKS

https://www.gucci.com/us/en/

http://www.coach.com/

https://www.toryburch.com/

http://www.barneys.com/

https://www.aliceandolivia.com/

http://store.americanapparel.net/en/

http://bananarepublic.gap.com/

http://www.bergdorfgoodman.com/

http://www.dvf.com/

http://www.dkny.com/

http://www.eileenfisher.com/

http://www.gap.com/

http://us.jimmychoo.com/en/home

http://www.mulberry.com/us/

http://www.stjohnknits.com/

http://www.valentino.com/us

http://us.louisvuitton.com/eng-us/homepage

http://www.prada.com/en.html?cc=US

https://www.ae.com/

https://www.hugoboss.com/us/home

