

**MICHAEL KORS**

BEST PRACTICE OF  
RESPONSIVE WEB DESIGN

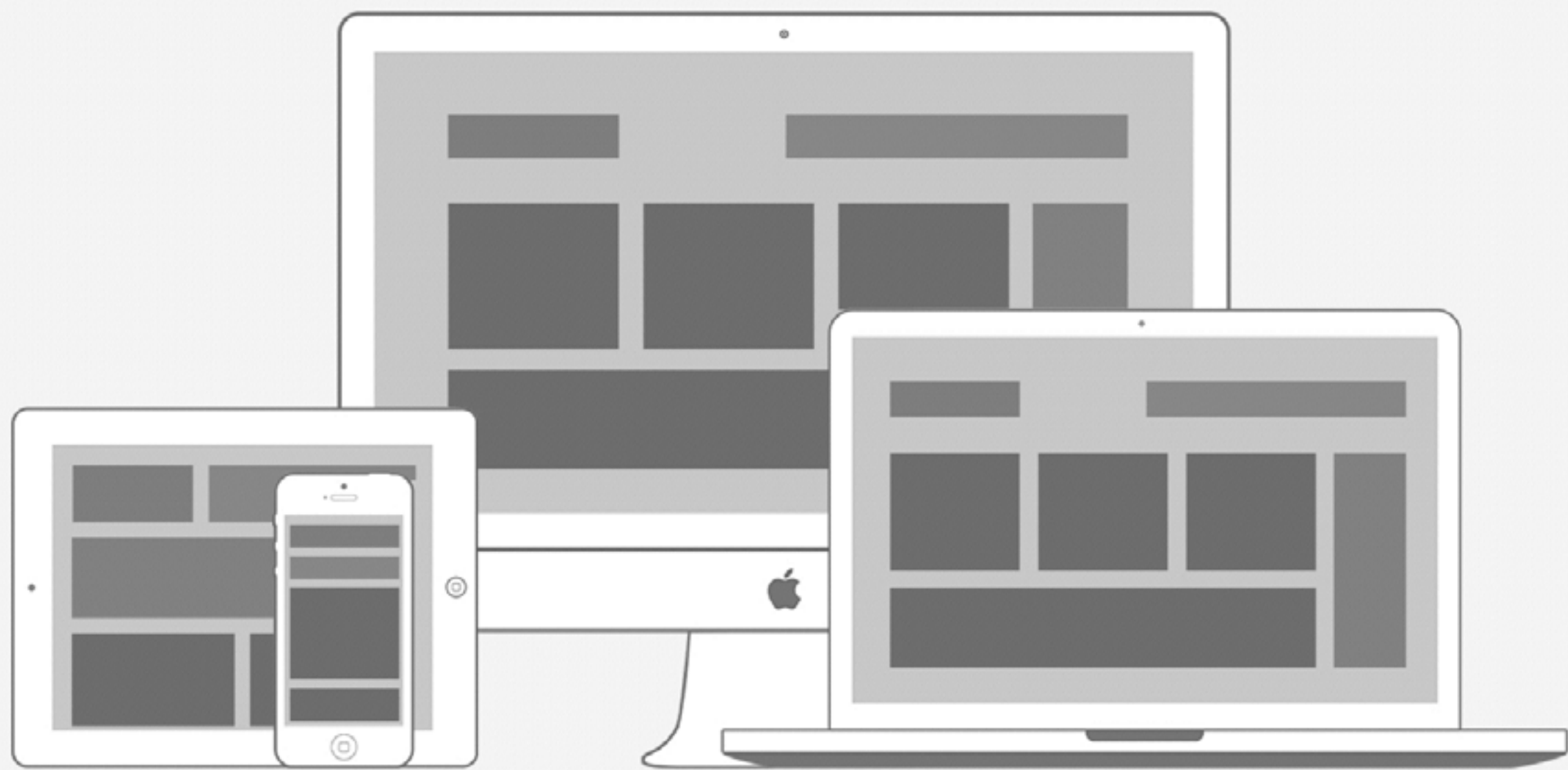
Mengyu Cao  
August 23, 2016

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## 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.



# OUTLINE

**BREAKPOINTS**

**LAYOUT**

**NAVIGATION**

**FLEXIBLE IMAGES**

**MEDIA / DATA**

**FORMS**

**TYPOGRAPHY**

**MODULES**

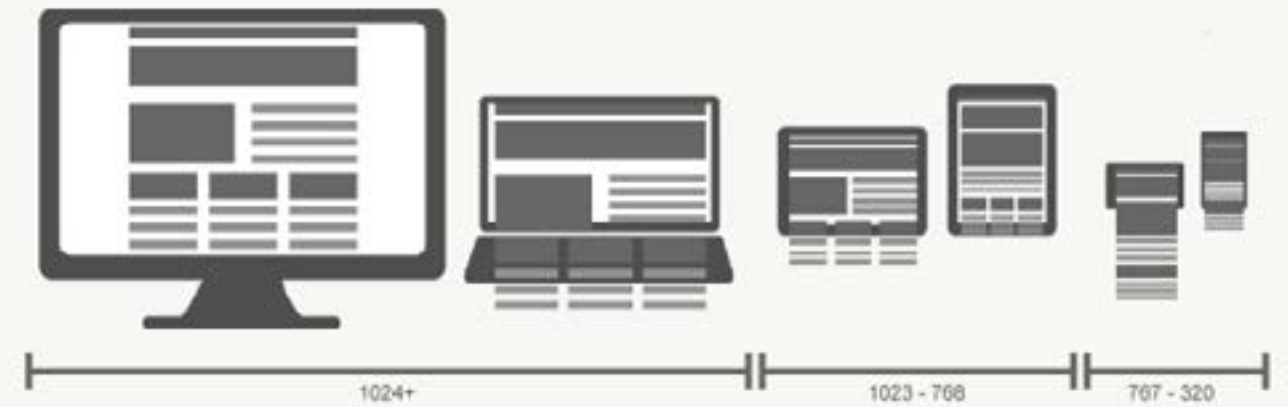
**TIPS**

BREAKPOINTS

## BREAKPOINTS

- 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.)

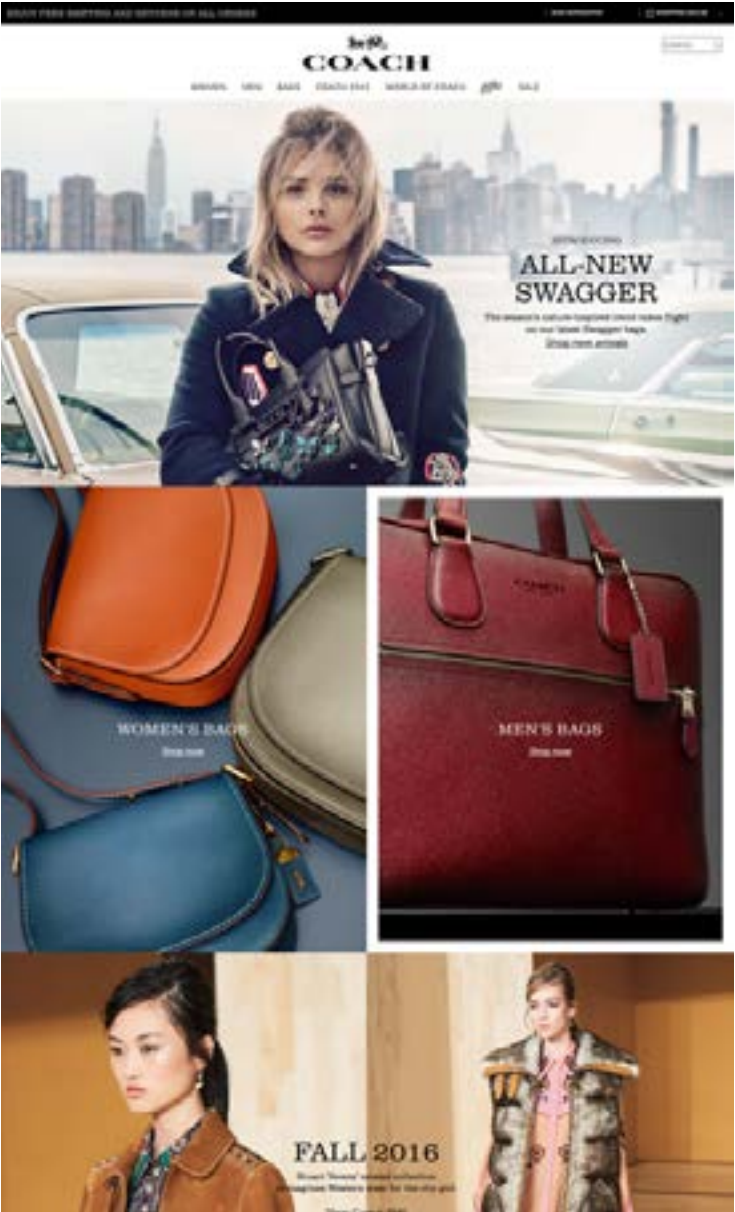


Eg: Bootstrap's grid system. <http://getbootstrap.com/css/#grid>

1 BREAKPOINT AT 768PX



MOBILE



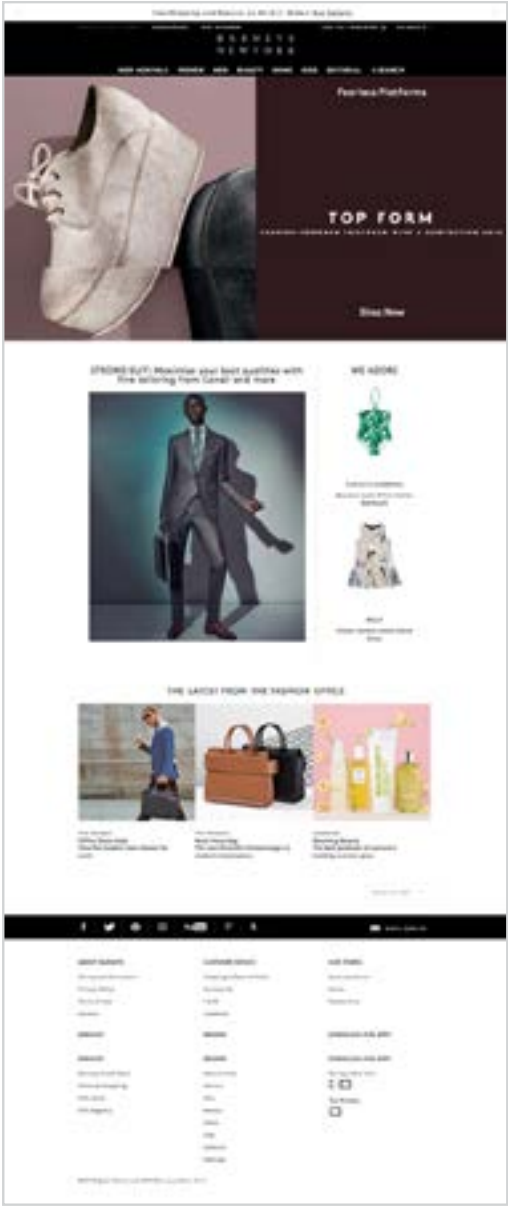
DESKTOP



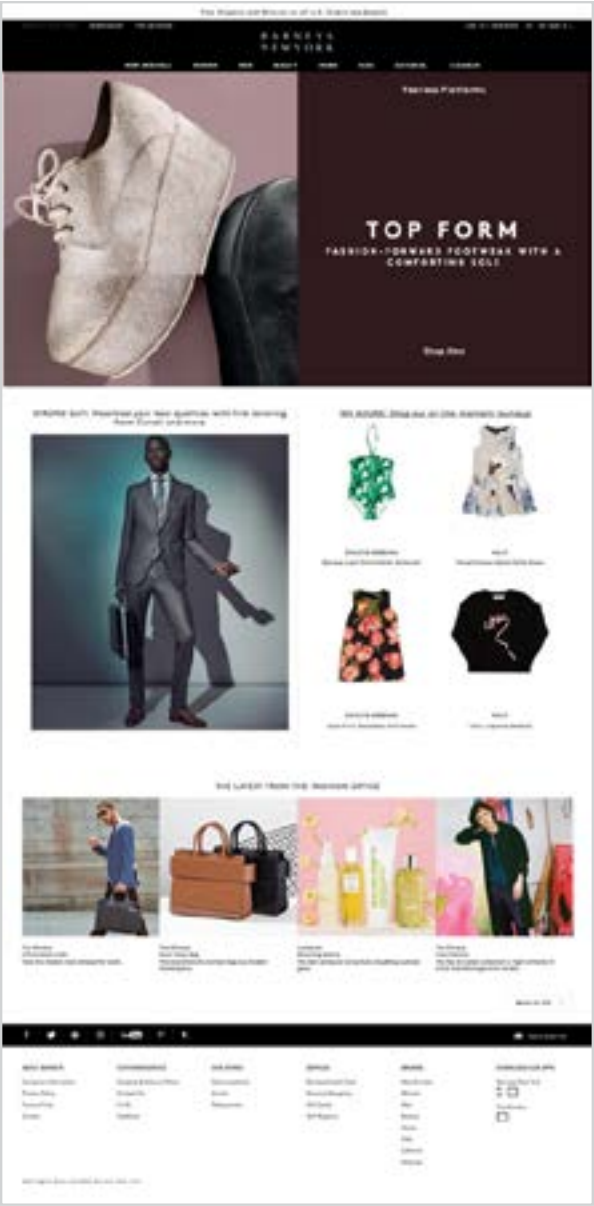
2 BREAKPOINTS  
AT 1024PX AND 768PX



LESS THAN 768PX



769PX TO 1023PX



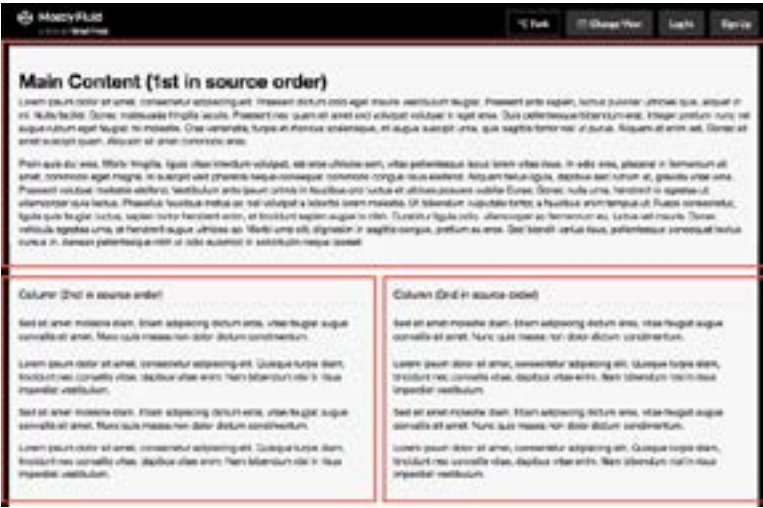
LARGER THAN 1024PX

LAYOUT

- **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.



DESKTOP

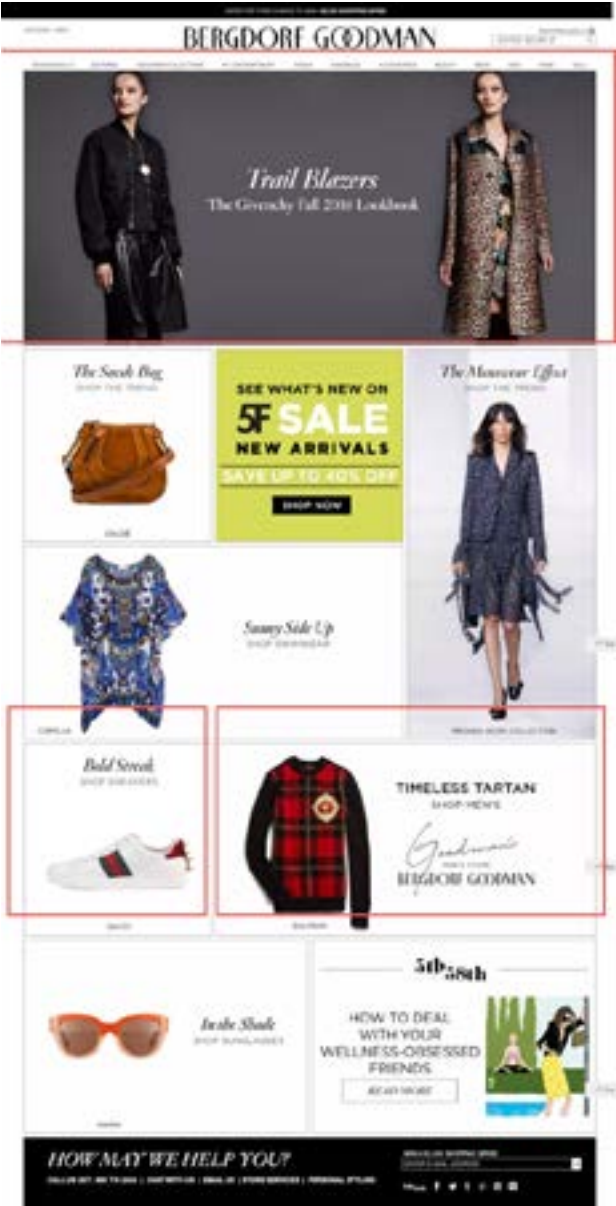


TABLET



MOBILE

FLUID CONTENT WITH  
DIFFERENT WIDTHS



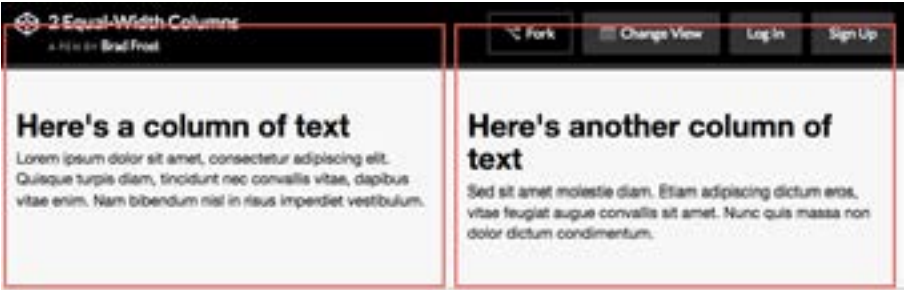
DESKTOP



MOBILE



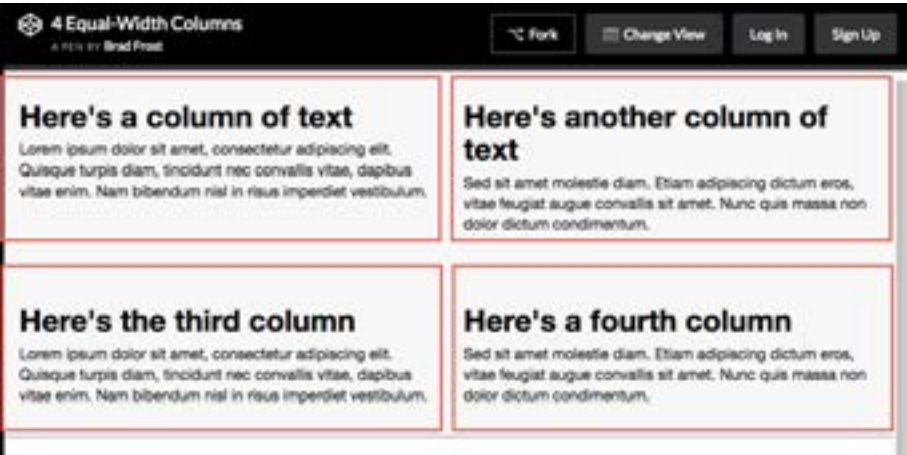
- EQUAL WIDTH COLUMNS



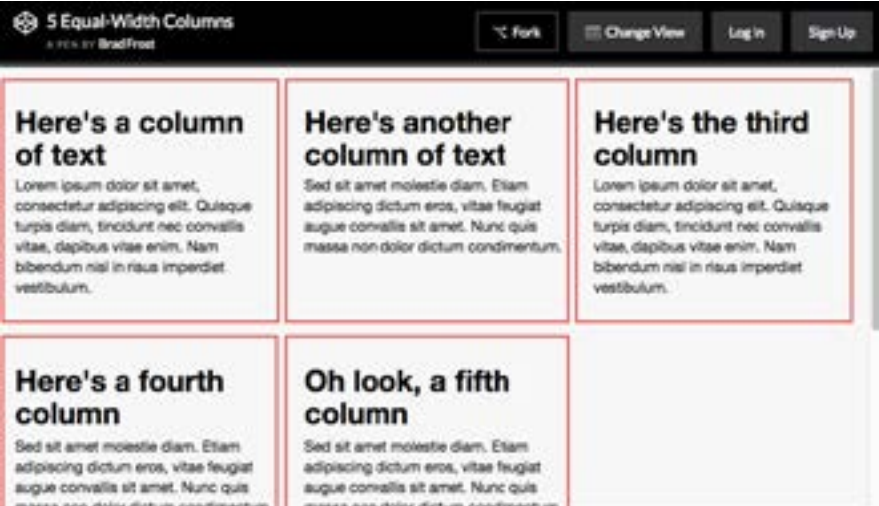
2 EQUAL-WIDTH COLUMNS



3 EQUAL-WIDTH COLUMNS



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

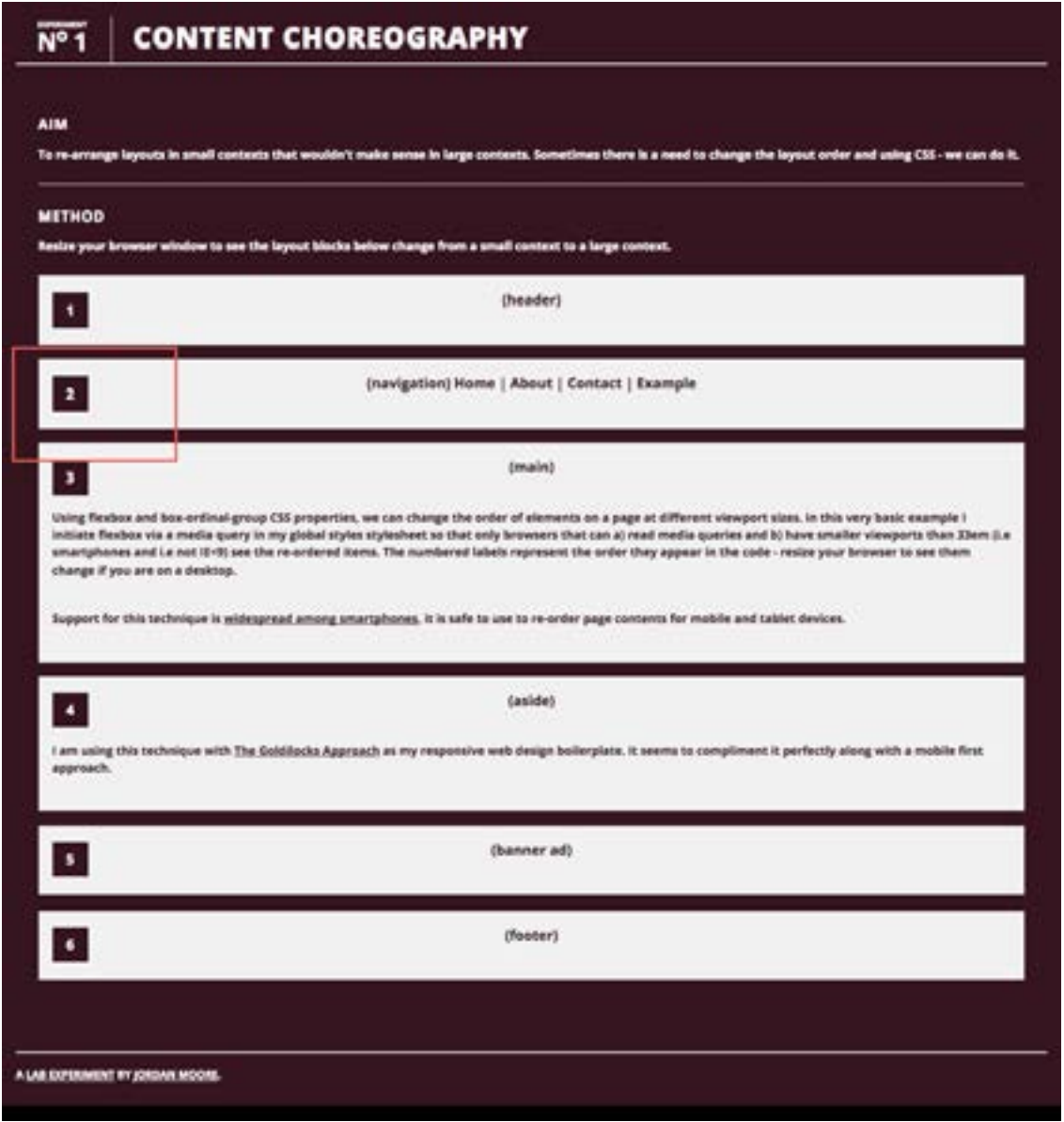


MOBILE





- SOURCE-ORDER SHIFT



DESKTOP



MOBILE



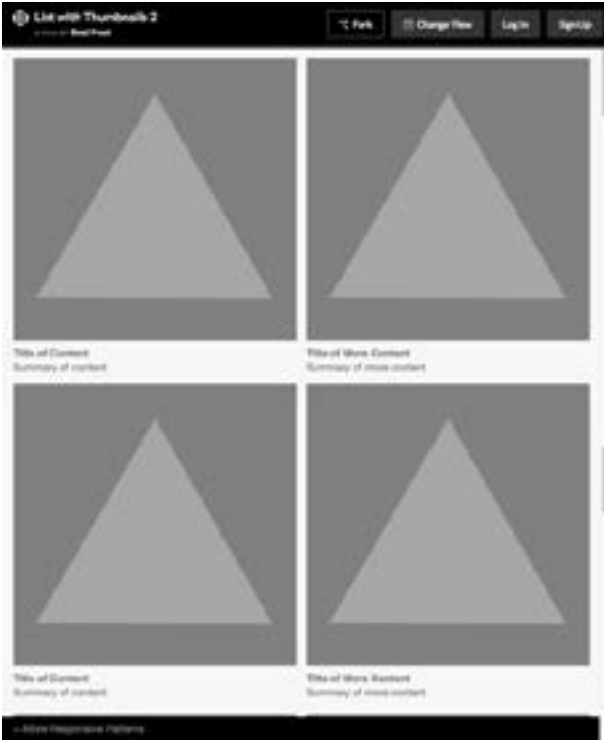
SOURCE ORDER SHIFT



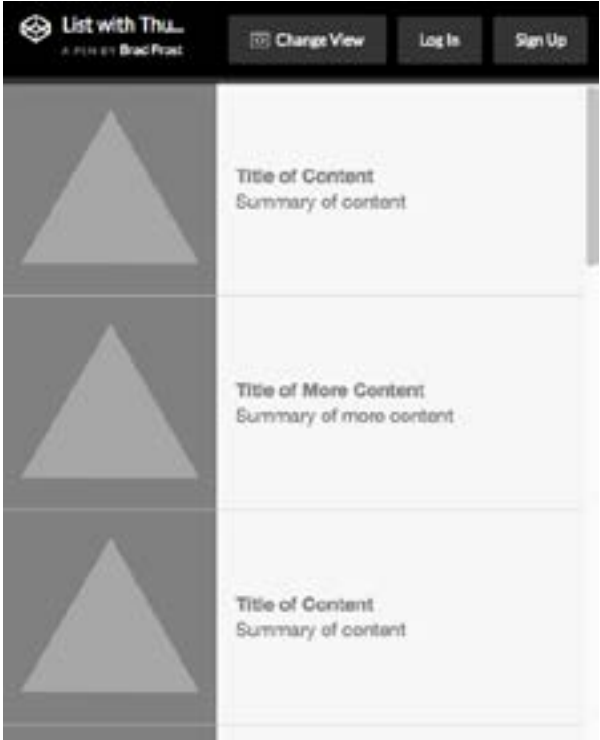
• LIST



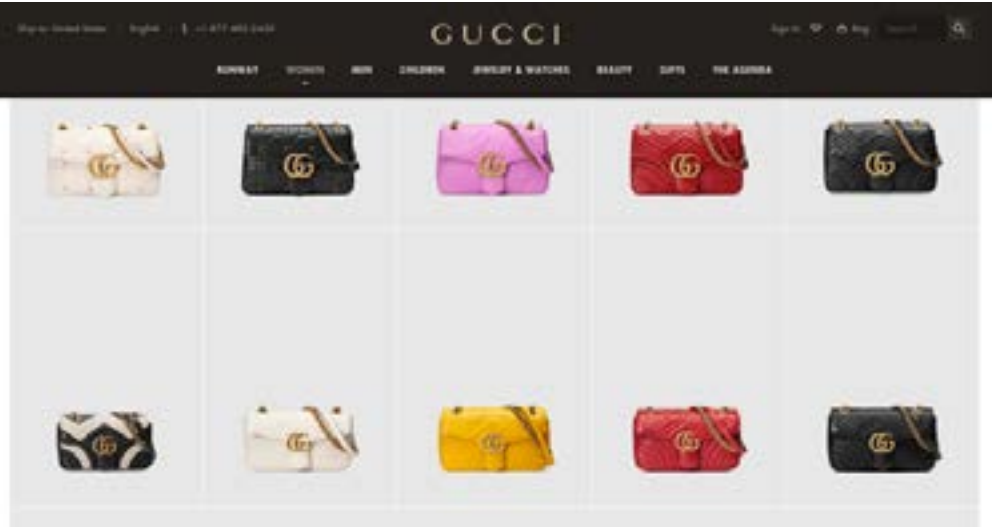
DESKTOP



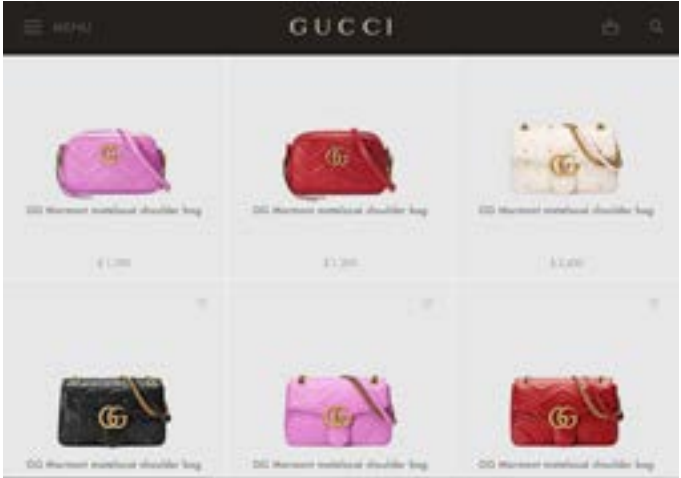
TABLET



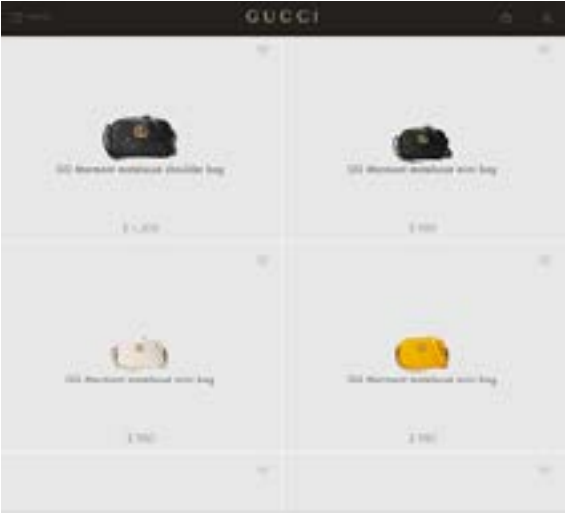
MOBILE



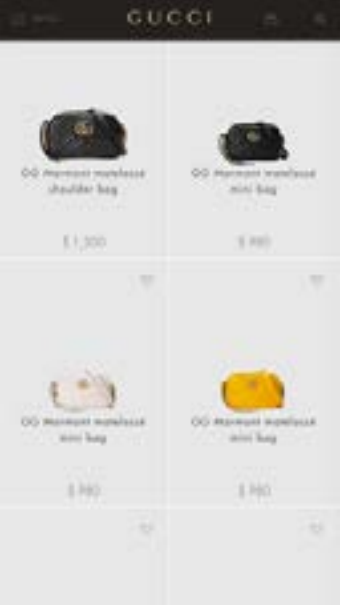
DESKTOP



TABLET



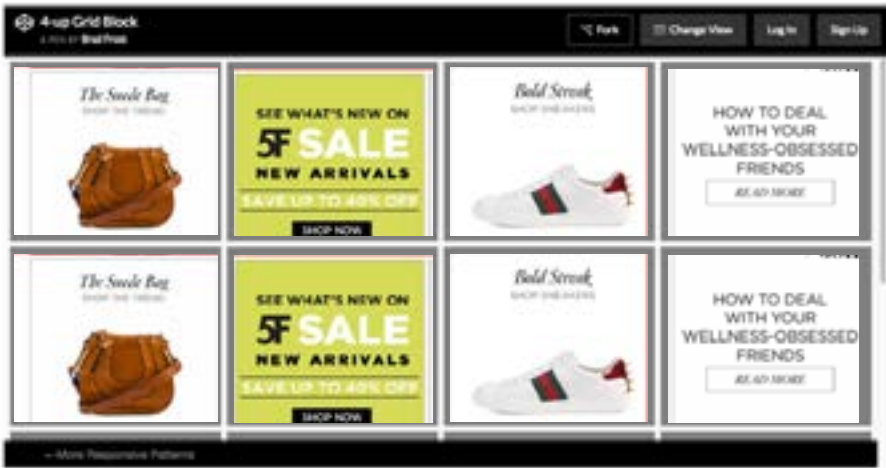
LARGR MOBILE DEVICES



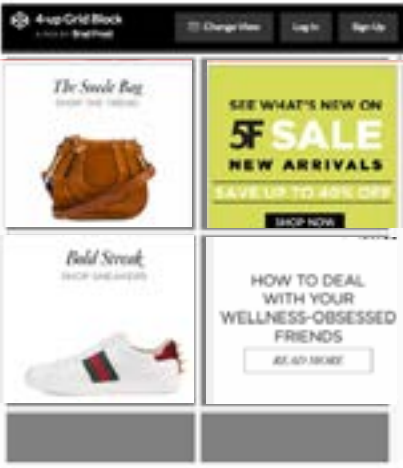
MOBILE

•GRID BLOCK LAYOUTS

1)



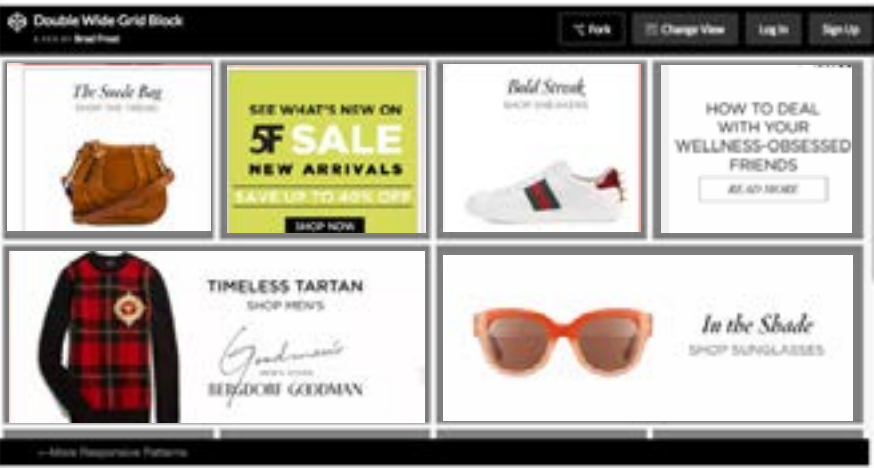
DESKTOP



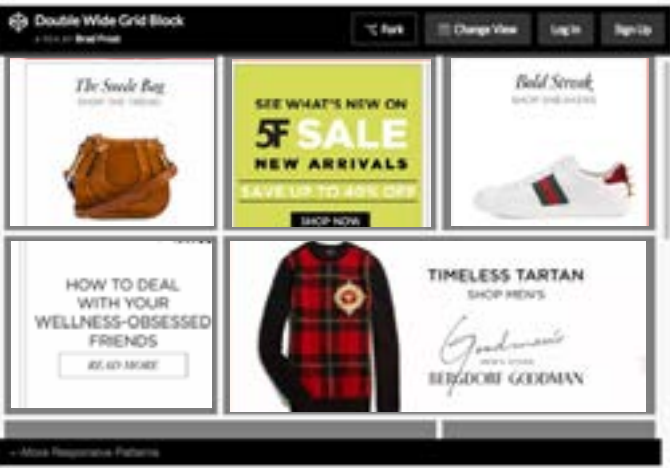
MOBILE



2)



DESKTOP

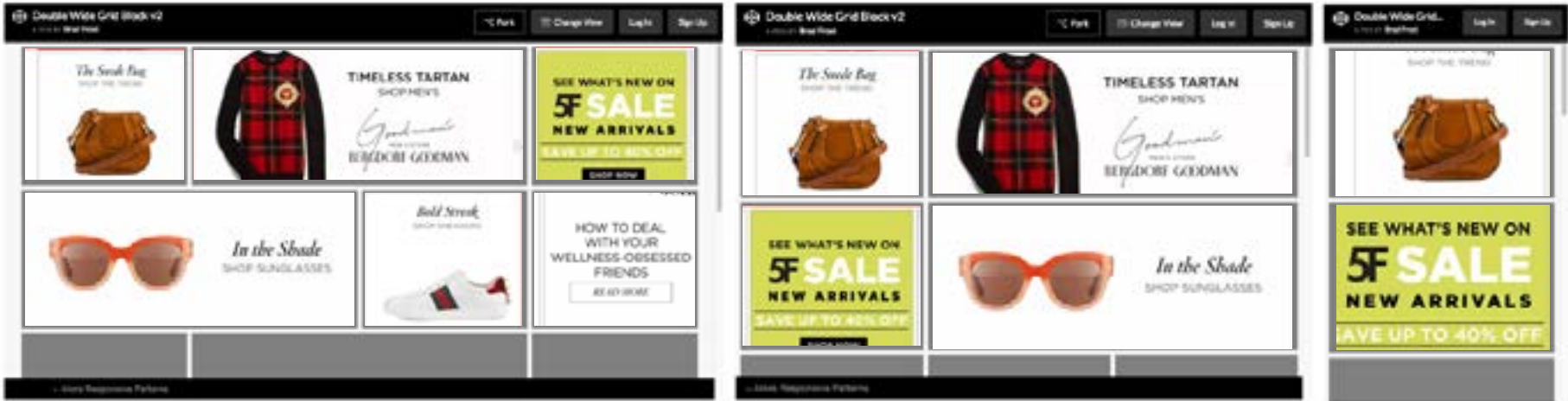


TABLET



MOBILE

3)

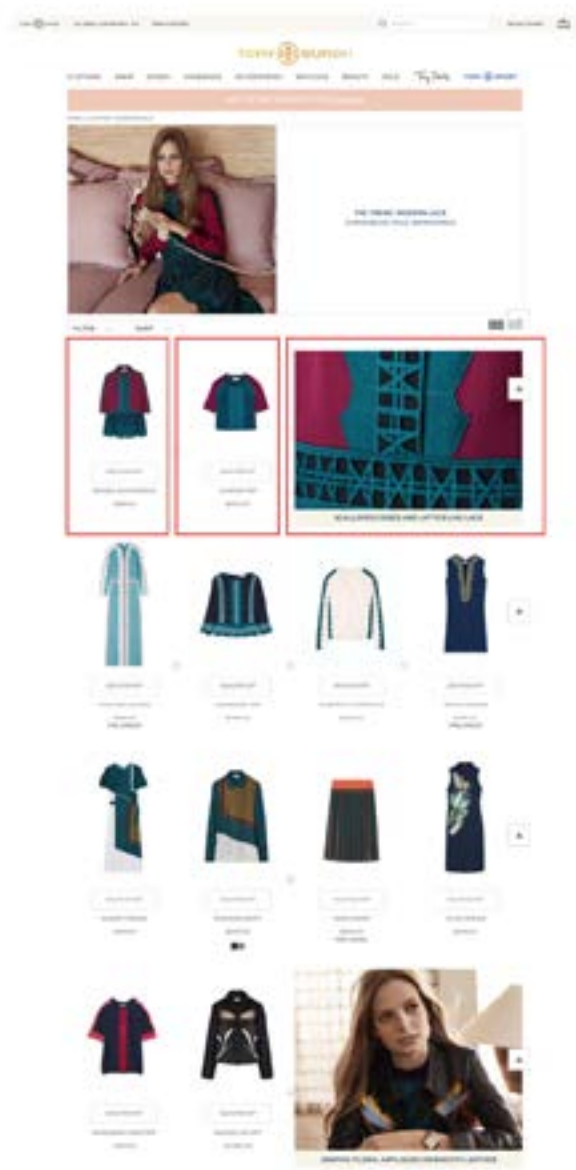


DESKTOP

TABLET

MOBILE

GRID BLOCK LAYOUT



DESKTOP



TABLET



MOBILE



IRREGULAR GRID BLOCK



DESKTOP



TABLET



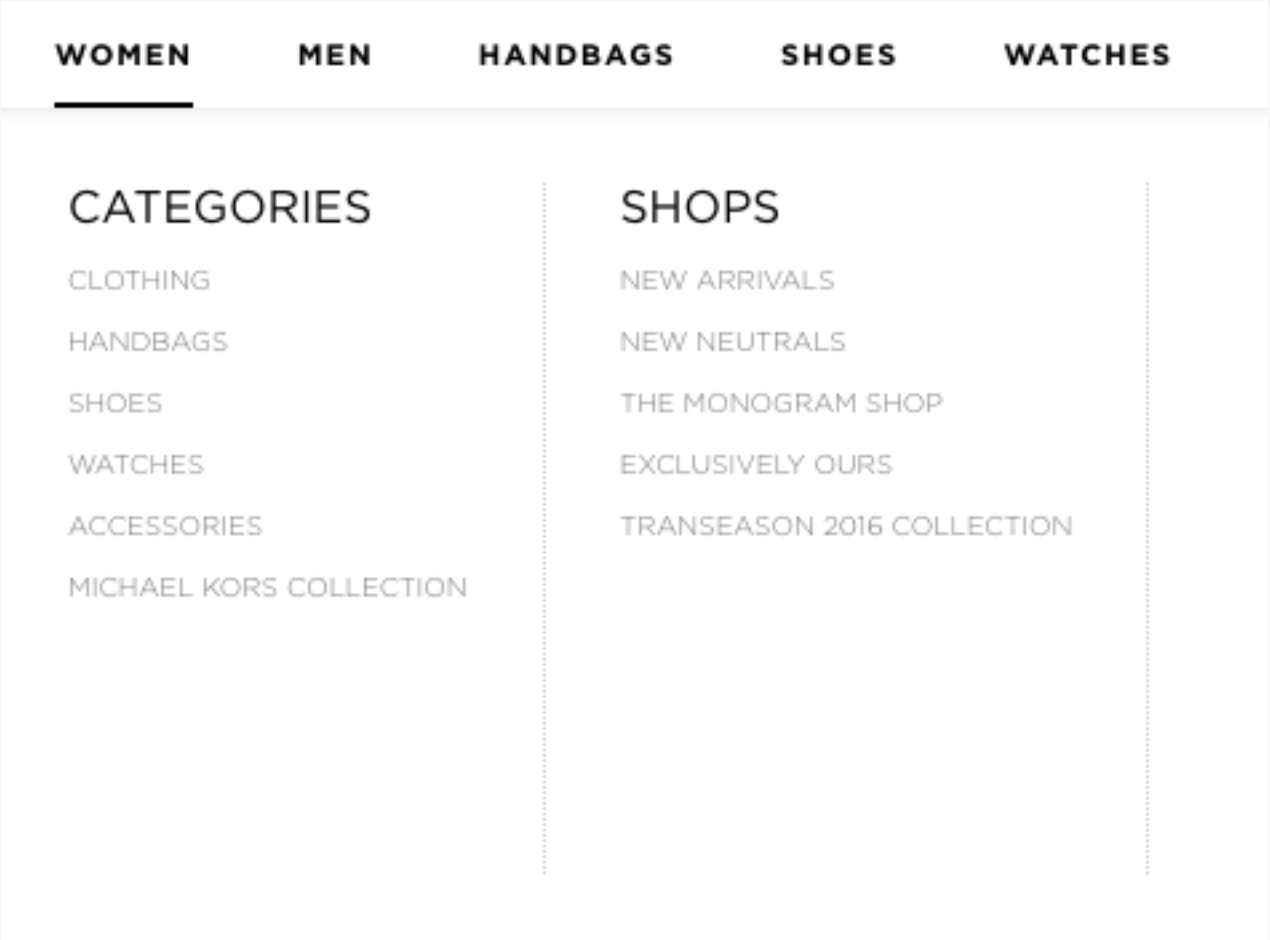
LARGR MOBILE DEVICES



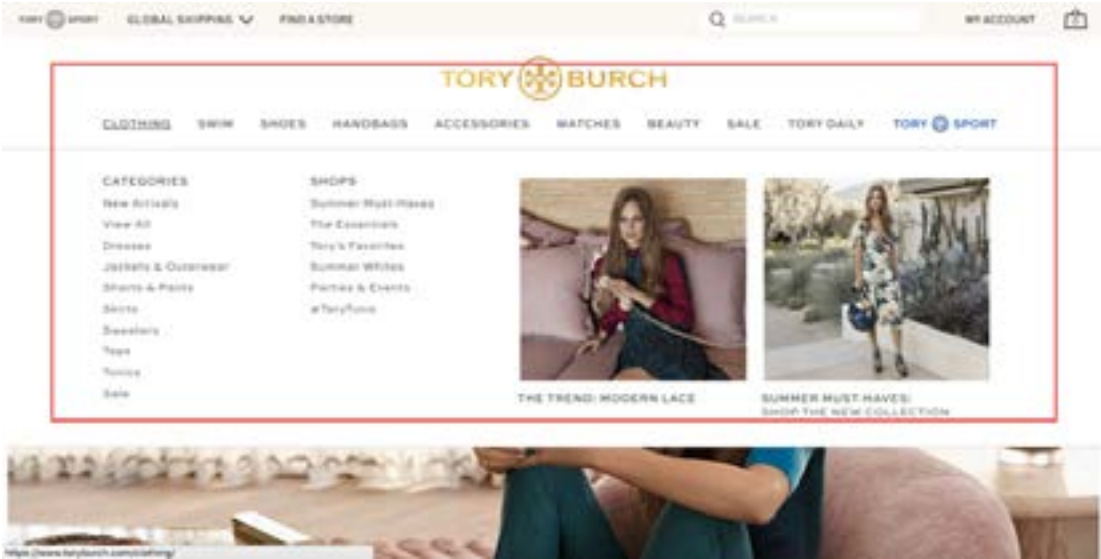
MOBILE

# NAVIGATION

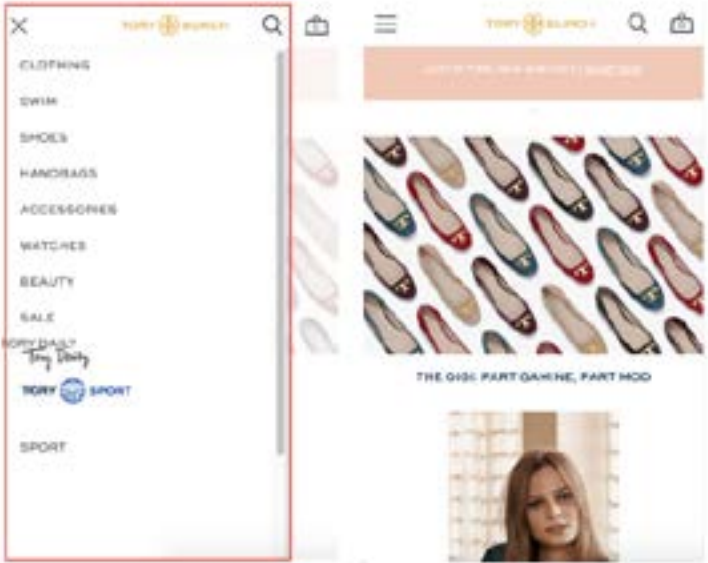
Nav will be much different for mobile and desktop. It’s simply because the width and the way people use devices. For example, on the desktop design, the main nav usually is on the top of the website. However, in the mobile main nav is usually an off-canvas fly out that is represented by a hamburger icon. 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.







DESKTOP

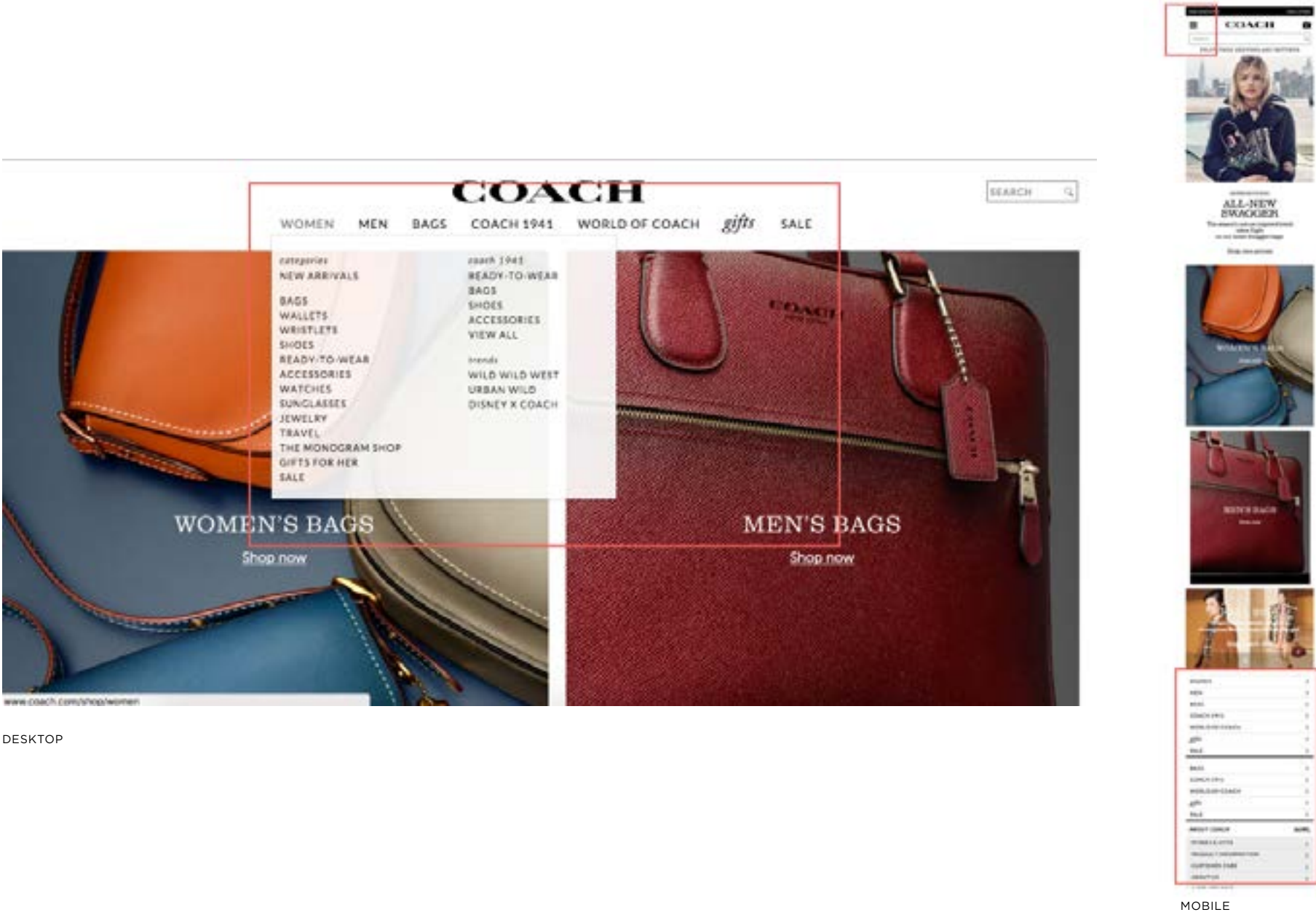


MOBILE

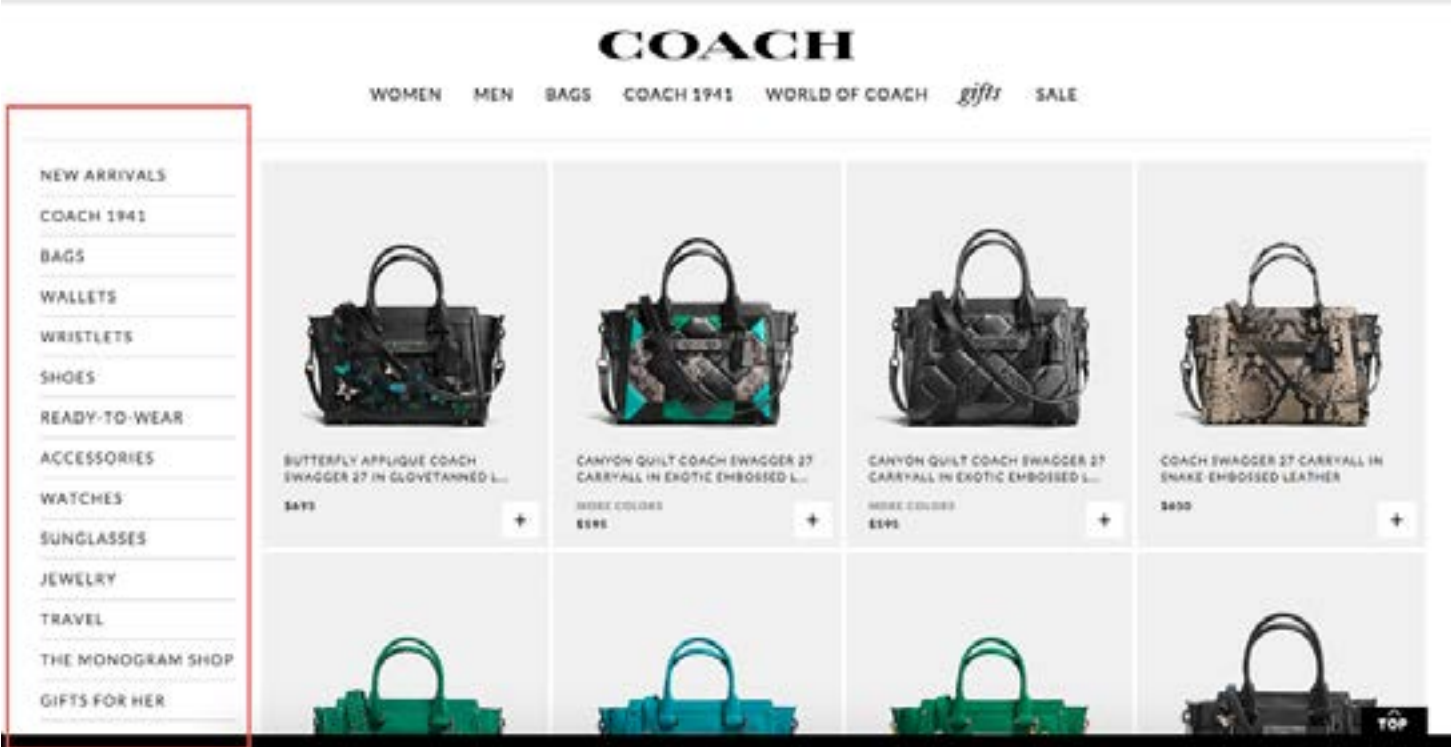


TABLET

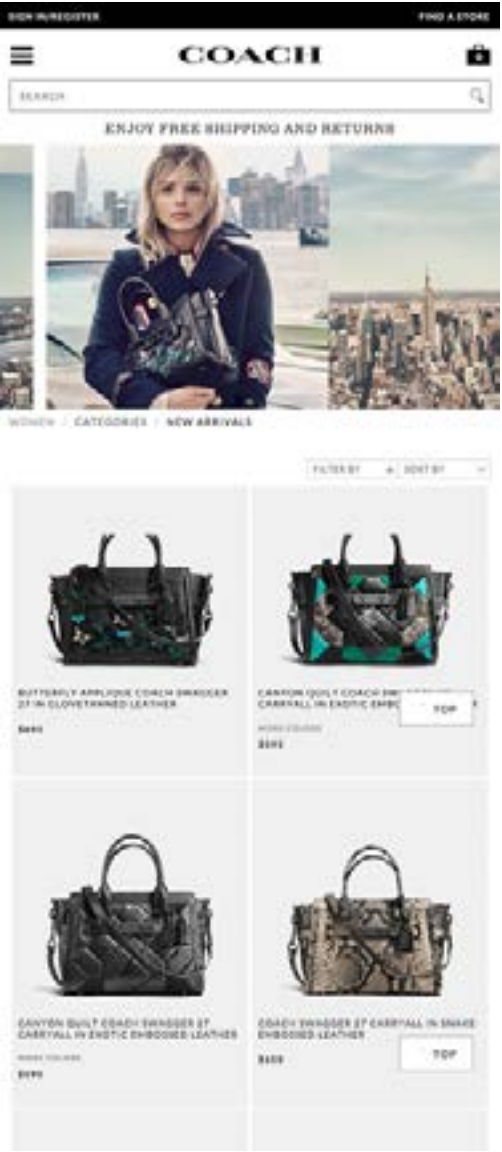
NAV RE-ORDERING



ELIMINATING LEFT NAV



DESKTOP

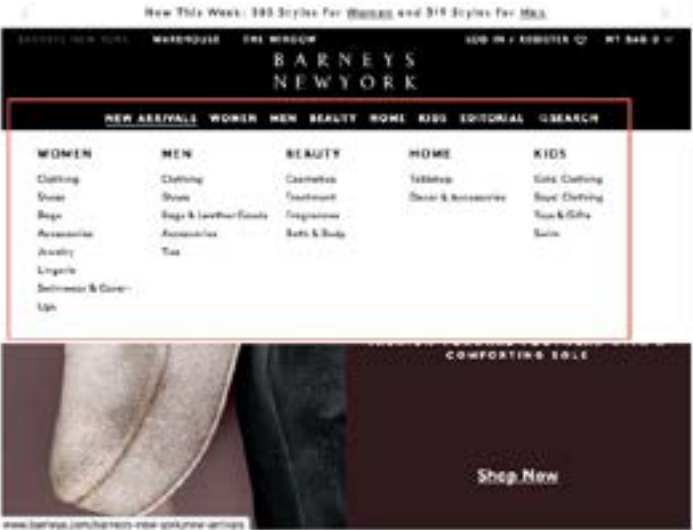


MOBILE

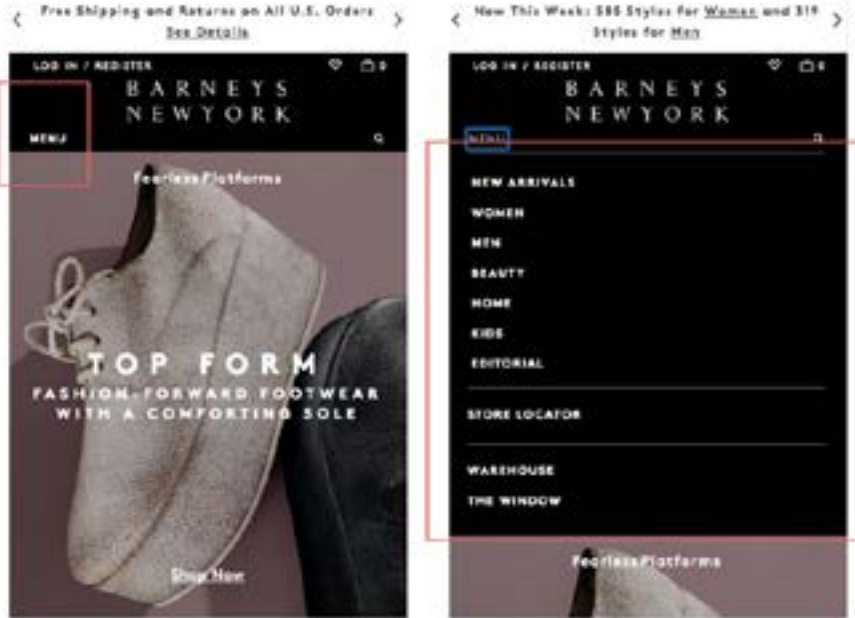


DESKTOP

HIDING NAV CONTENT



TABLET



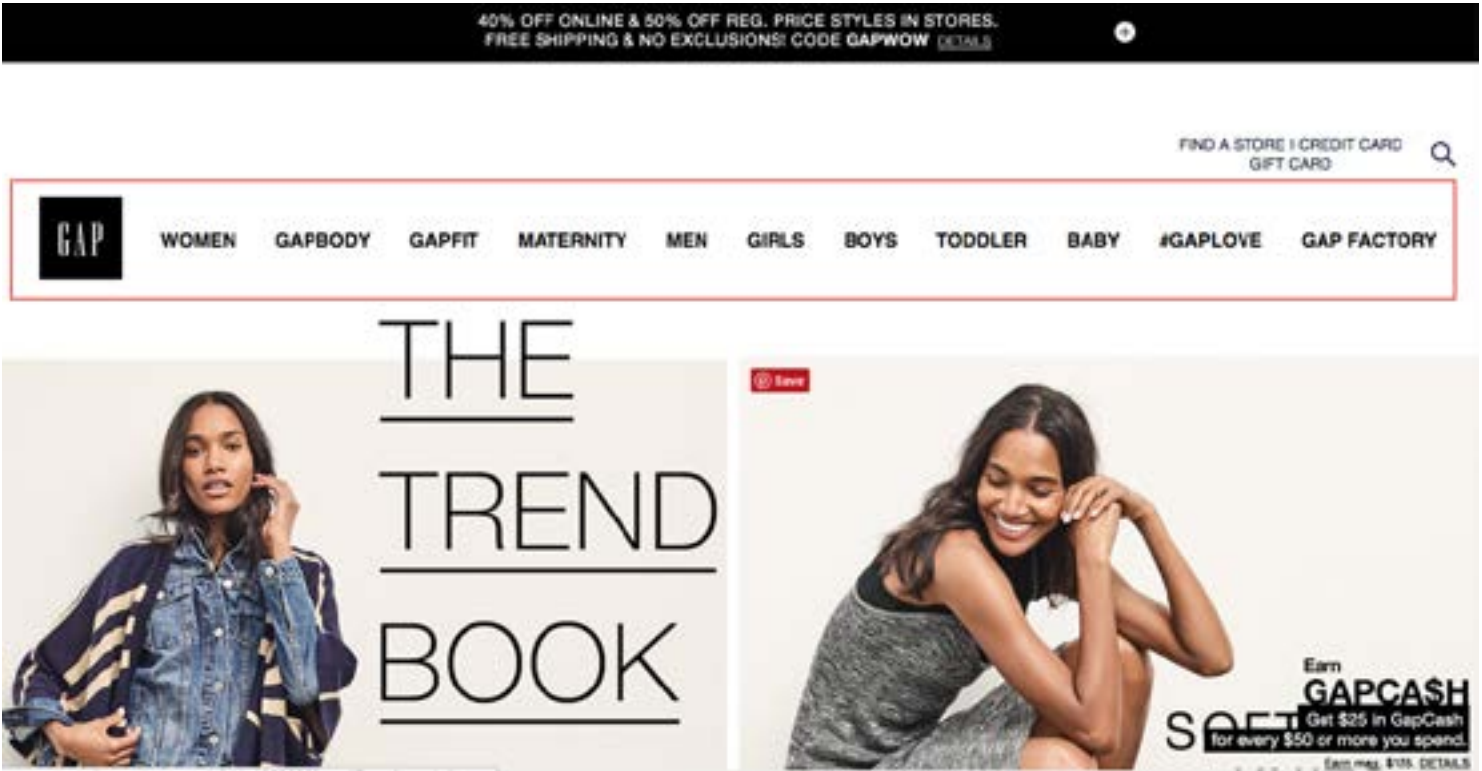
MOBILE



COMPRESSING LEFT NAV



STICKY TOP NAV



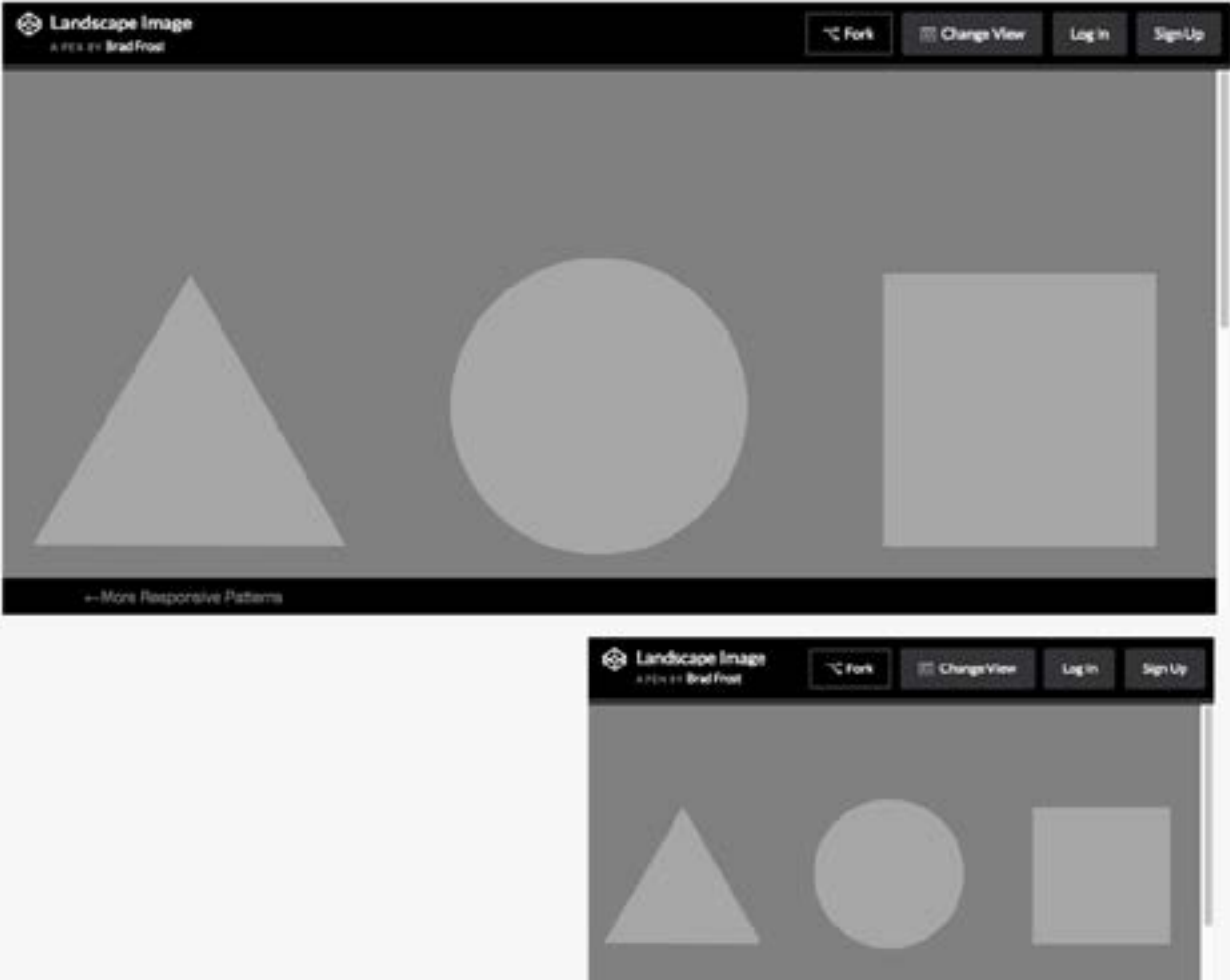
DESKTOP



MOBILE

# FLEXIBLE IMAGE

Means that the images will scale automatically within the original aspect ratio. (W x H) while positioning with a container DIV that response to the break-points.



SAME ASPECT RATIO



DESKTOP



TABLET



MOBILE



DIFFERENT ASPECT RATIO



DESKTOP



TABLET



MOBILE

DIFFERENT ASPECT RATIO



DESKTOP



HORIZONTAL TABLET



TABLET



BIG MOBILE



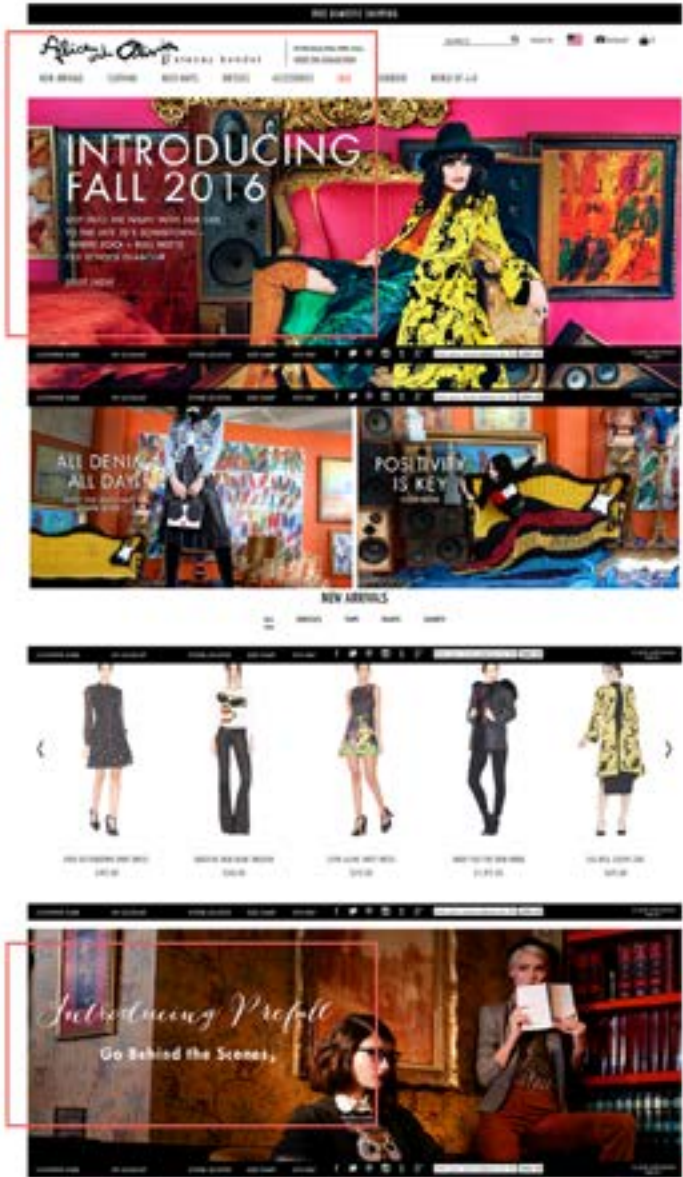
MOBILE

# TYPOGRAPHY

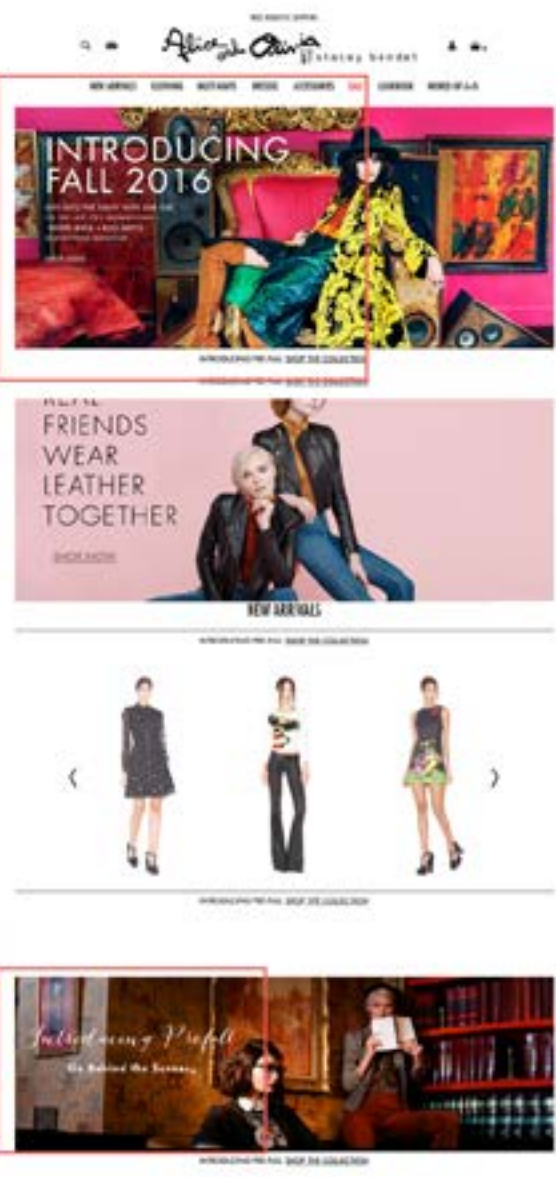
- **OVER IMAGE**
- **NOT OVER IMAGE**
- **WIDTH OF THE TYPE CONTAINER**
- **AUTO FLOW TO SECOND LINE**
- **SCALING**
- **SIZE**
- **REPOSITIONING**



100% RESPONSIVE TYPE AND  
IMAGE SCALE RELATIVE TO  
EACH OTHER



DESKTOP

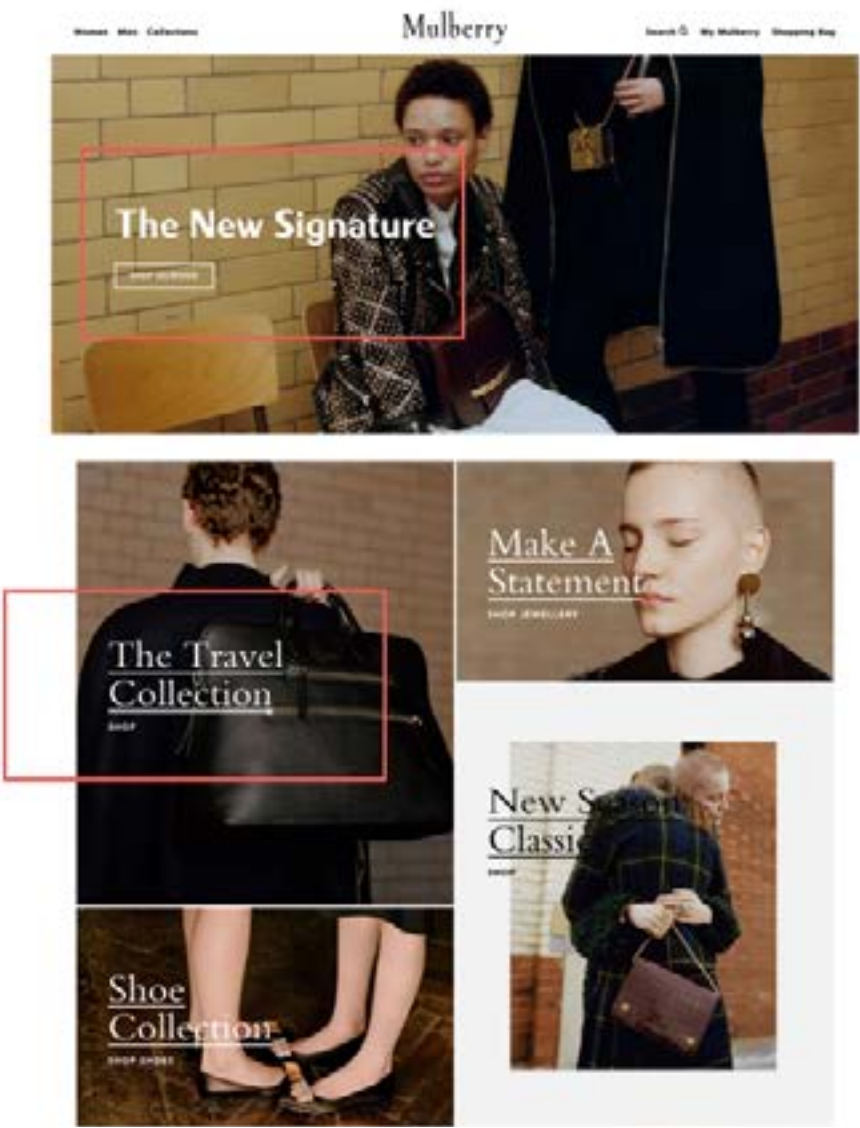


TABLET



MOBILE

100% RESPONSIVE IMAGE AND  
TYPE SCALING INDEPENDENTLY



DESKTOP



MOBILE

TYPE IN BORDERED CONTAINER



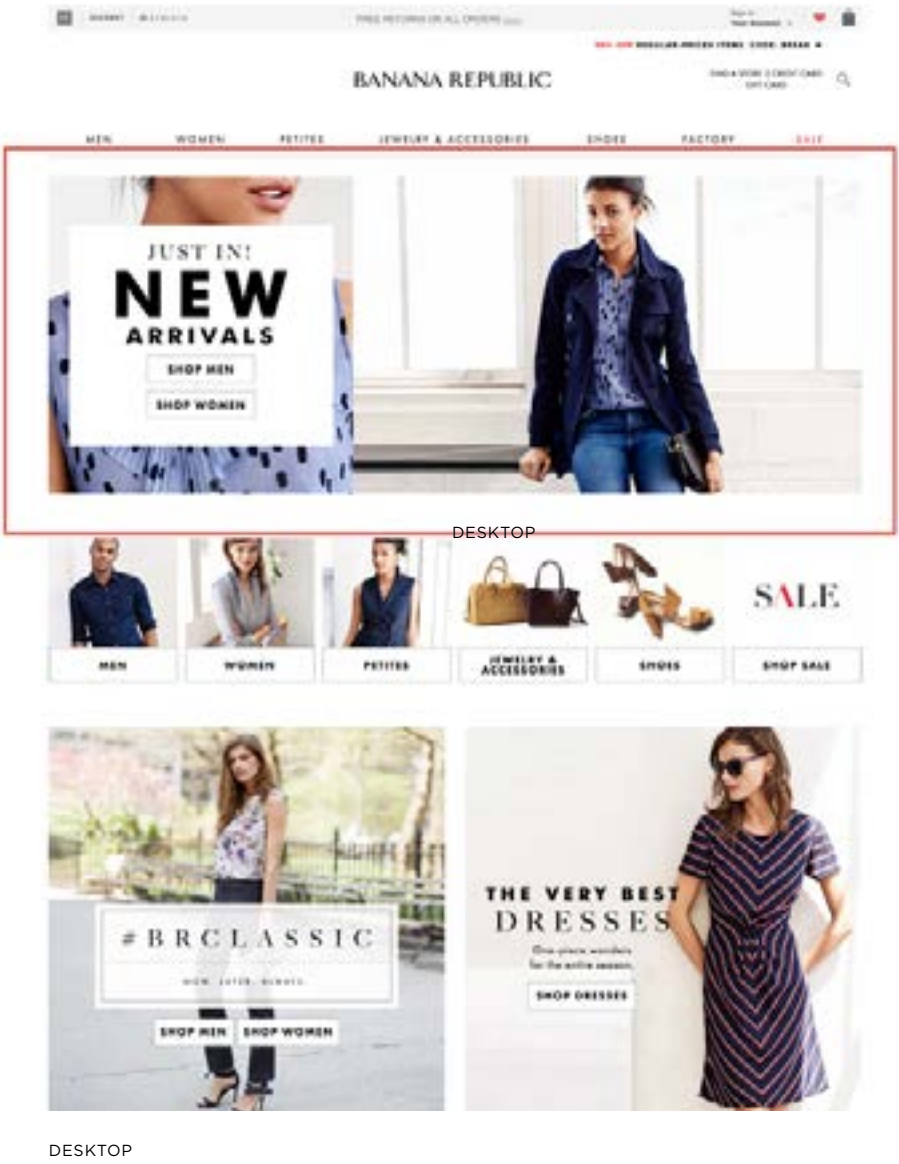
DESKTOP



MOBILE



REPOSITIONING OF TYPE WITH  
IMAGE ELIMINATION



REPOSITIONING TYPE ON IMAGE



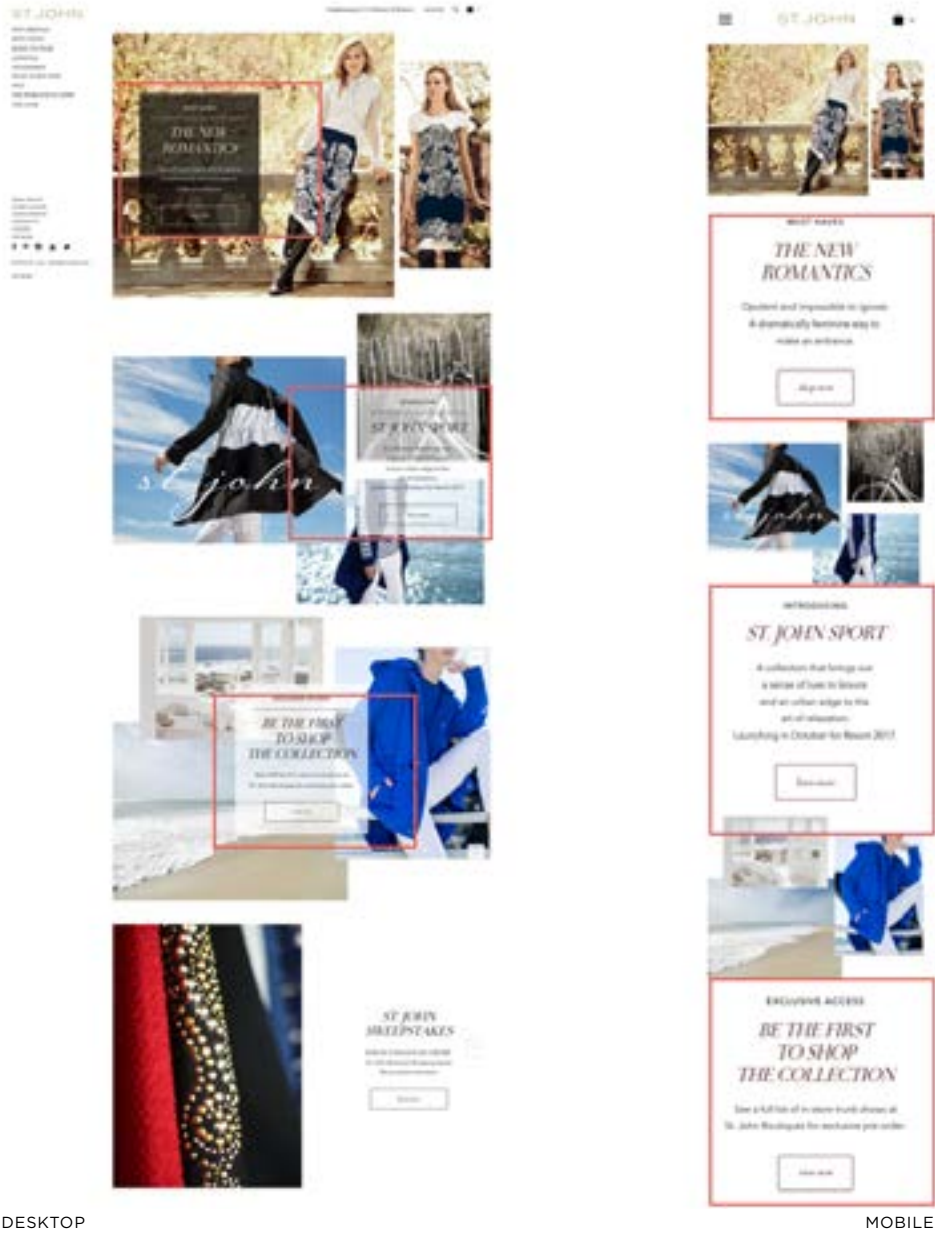
DESKTOP



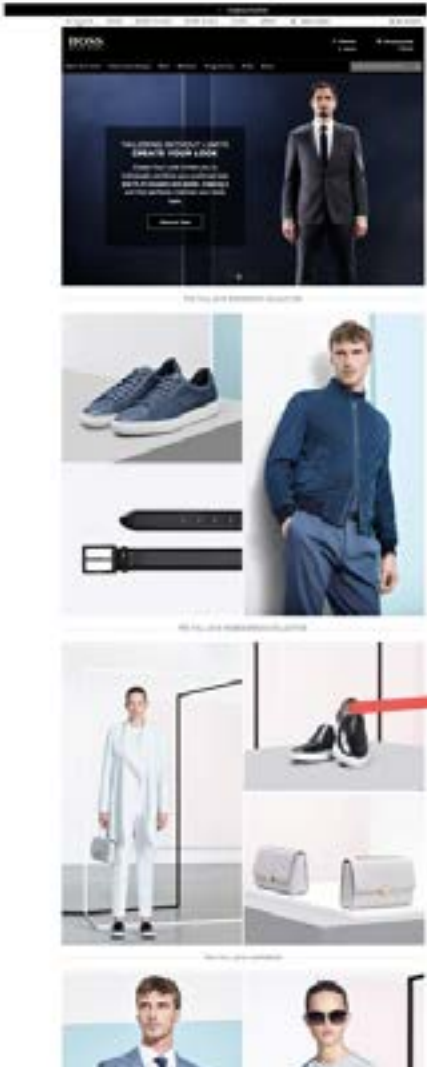
MOBILE



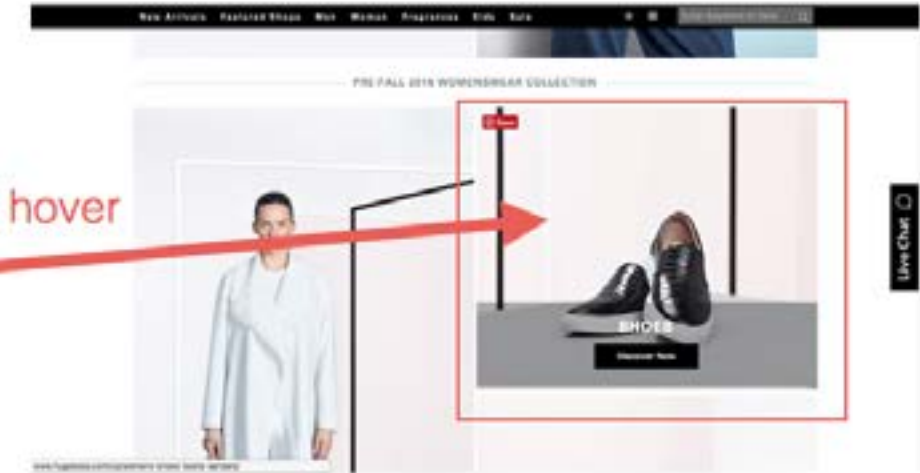
PUSHING TYPE OFF THE IMAGE



EXPOSING TYPOGRAPHY



DESKTOP



MOBILE

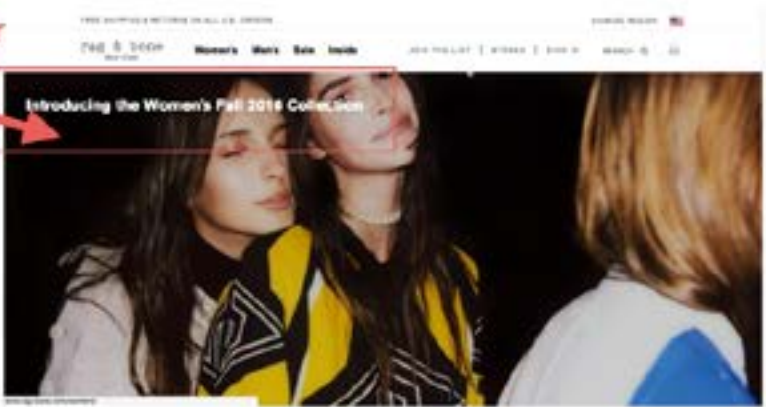


EXPOSING TYPOGRAPHY



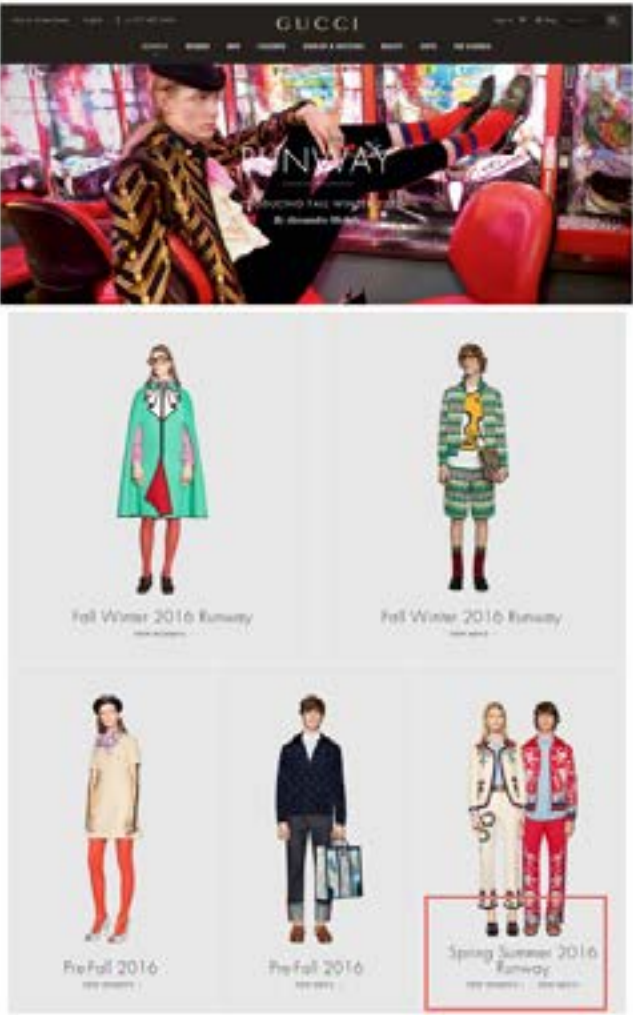
DESKTOP

hover



MOBILE

TRANSLATION -  
AUTOMATIC LINE BREAKS



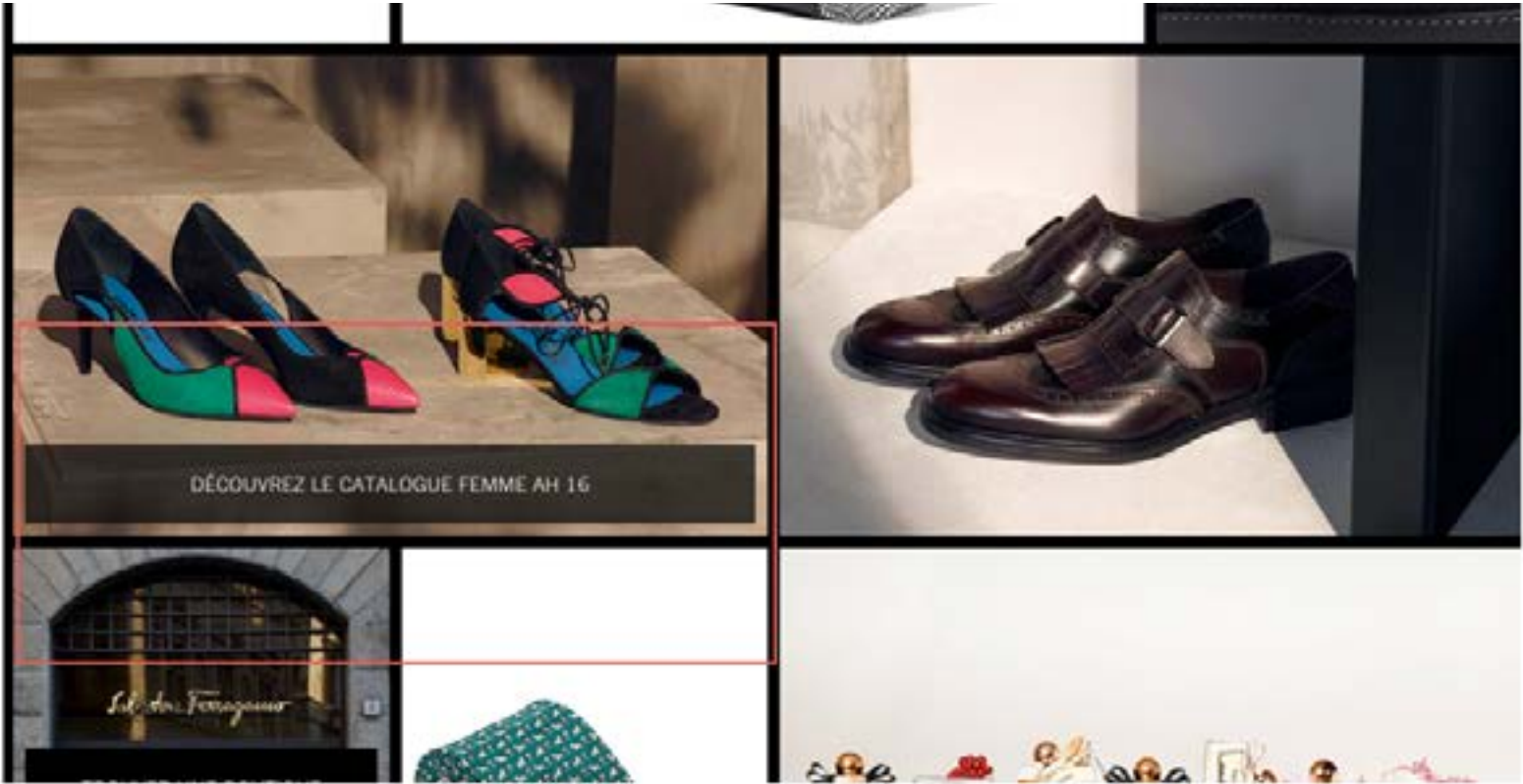
DESKTOP



MOBILE



SHORTENED COPY



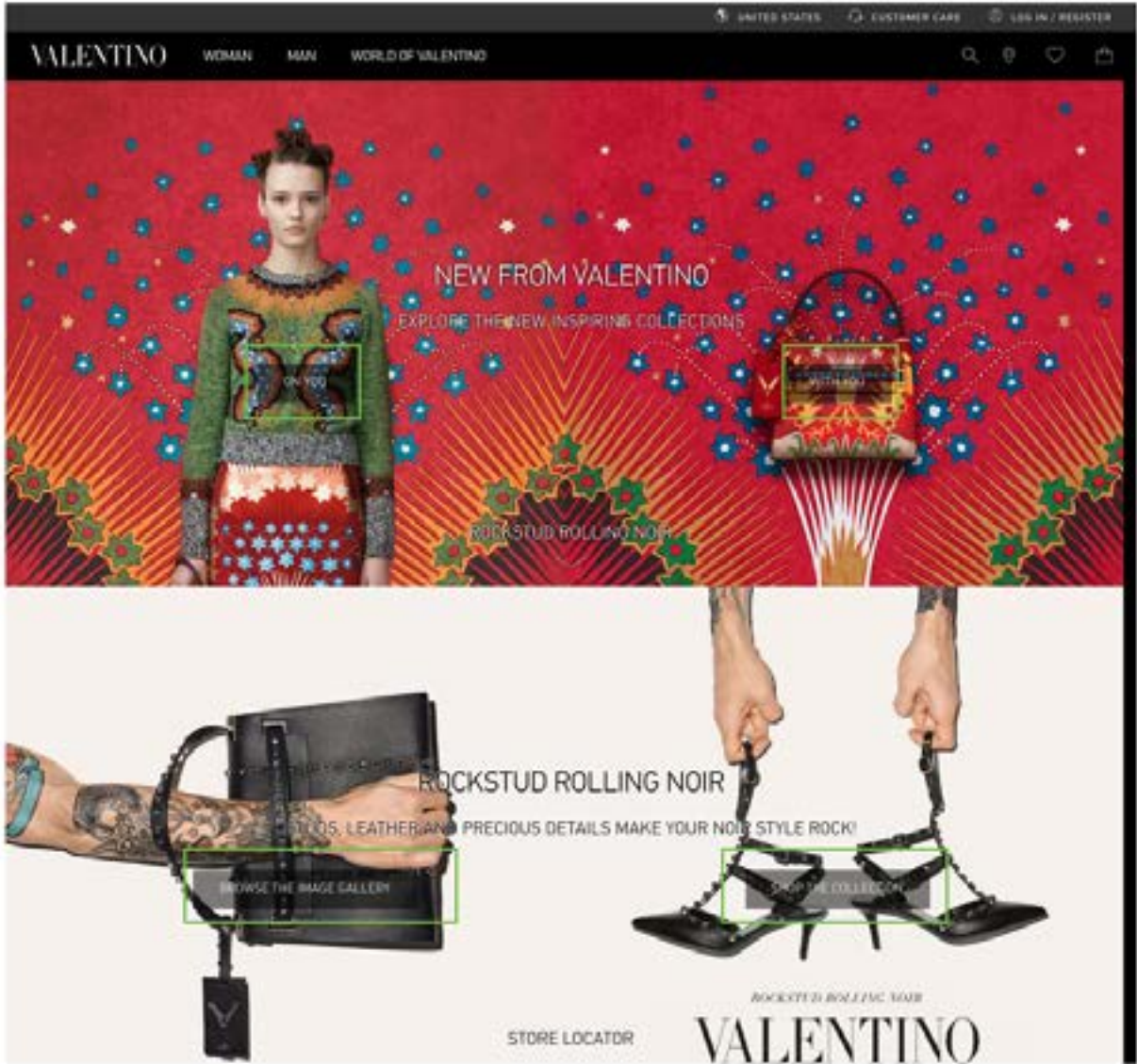
DESKTOP



MOBILE



REPOSITION OF TYPE-BUTTONS  
ON IMAGE



DESKTOP



MOBILE

REPOSITION OF TYPE-BUTTONS



DESKTOP



MOBILE

MEDIA/DATA

- FLUID VIDEO
- RESPONSIVE TABLE

•FLUID VIDEO



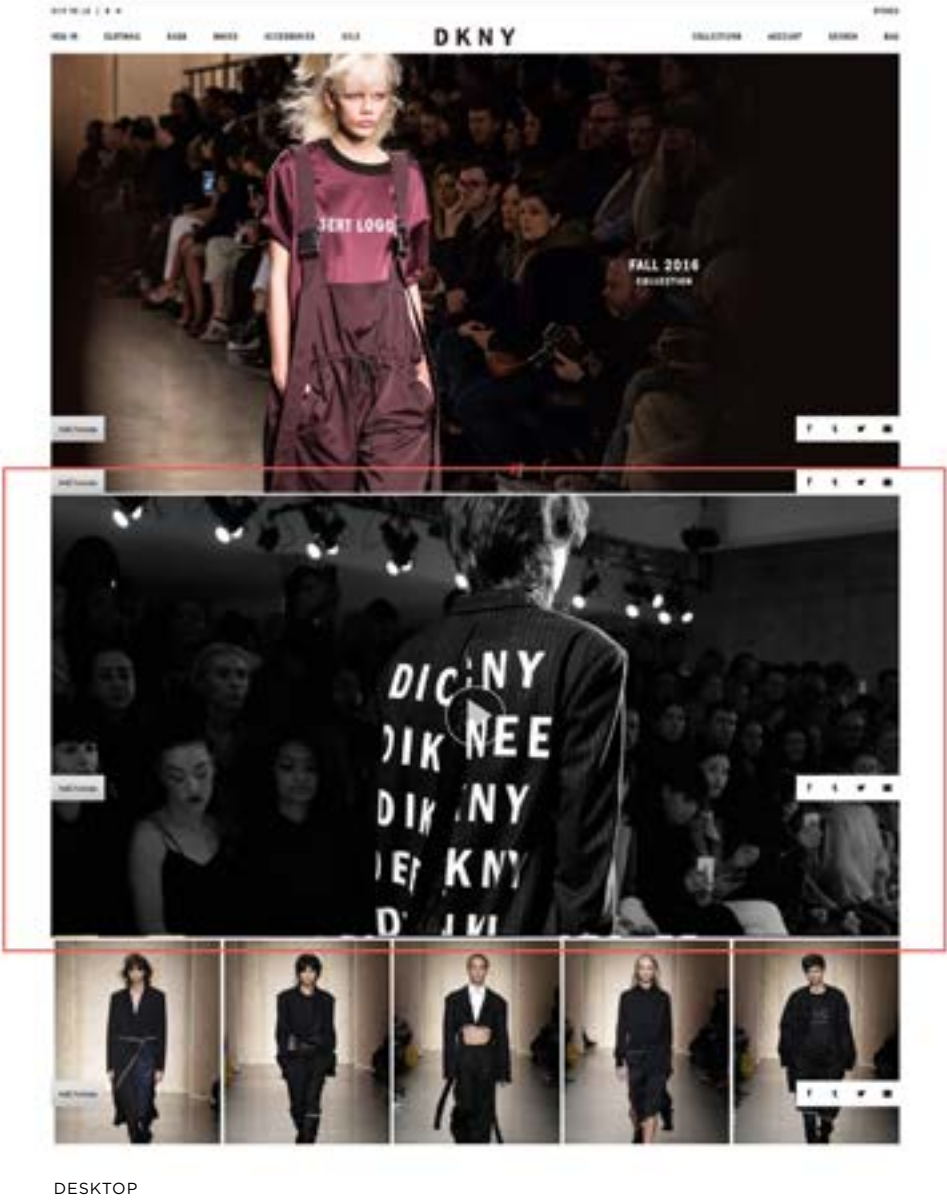
DESKTOP



MOBILE

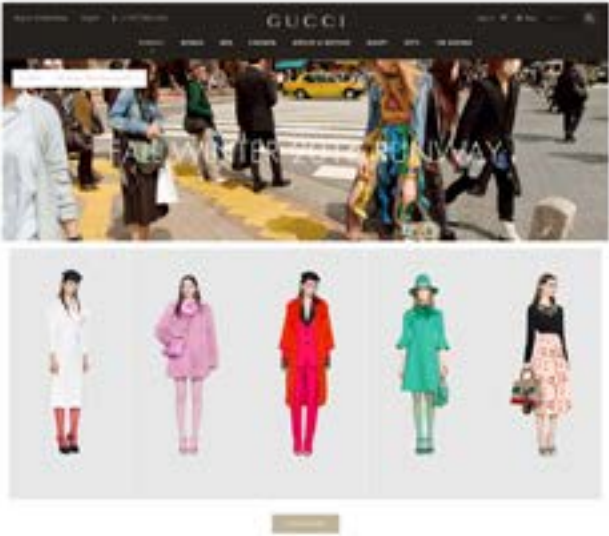


SAME ASPECT RATIO





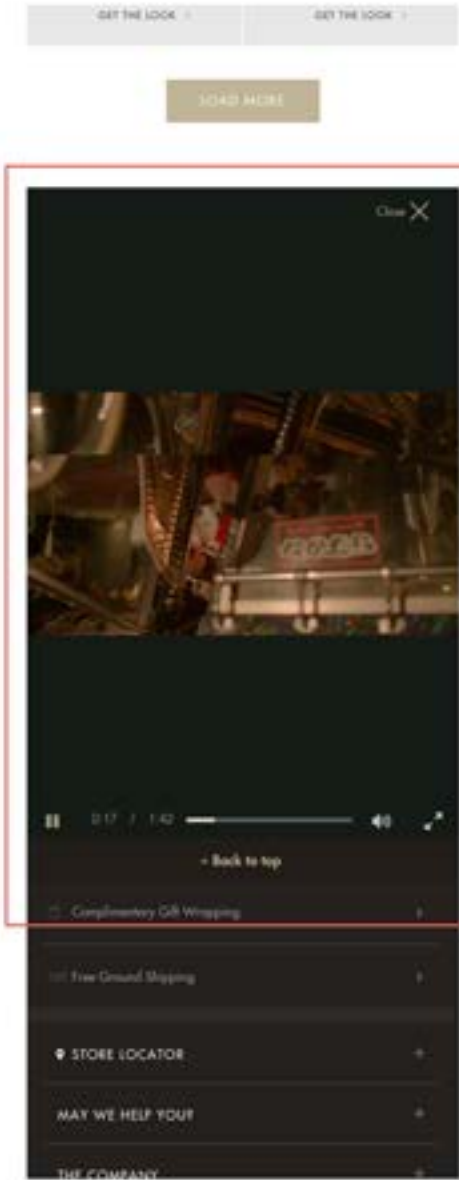
DIFFERENT ASPECT RATIO



DESKTOP



MOBILE



EXPANDED

•RESPONSIVE  
TABLE

Go to [Non-Responsive Table](#)

This is the exact same table, only has @media queries applied to it 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	Smurfiane Smurfmutt	Smurfuary Smurfteenth, 1945	New Smurf City	4.Smurf	One
Cindy	Beyler	Sales Representative	Red	Wars	Lori Quivey	July 5, 1956	Paris	3.4	3451
Captain	Cool	Tree Crusher	Blue	Wars	Steve 42nd	December 13, 1982	Las Vegas	1.9	Under the couch

DESKTOP

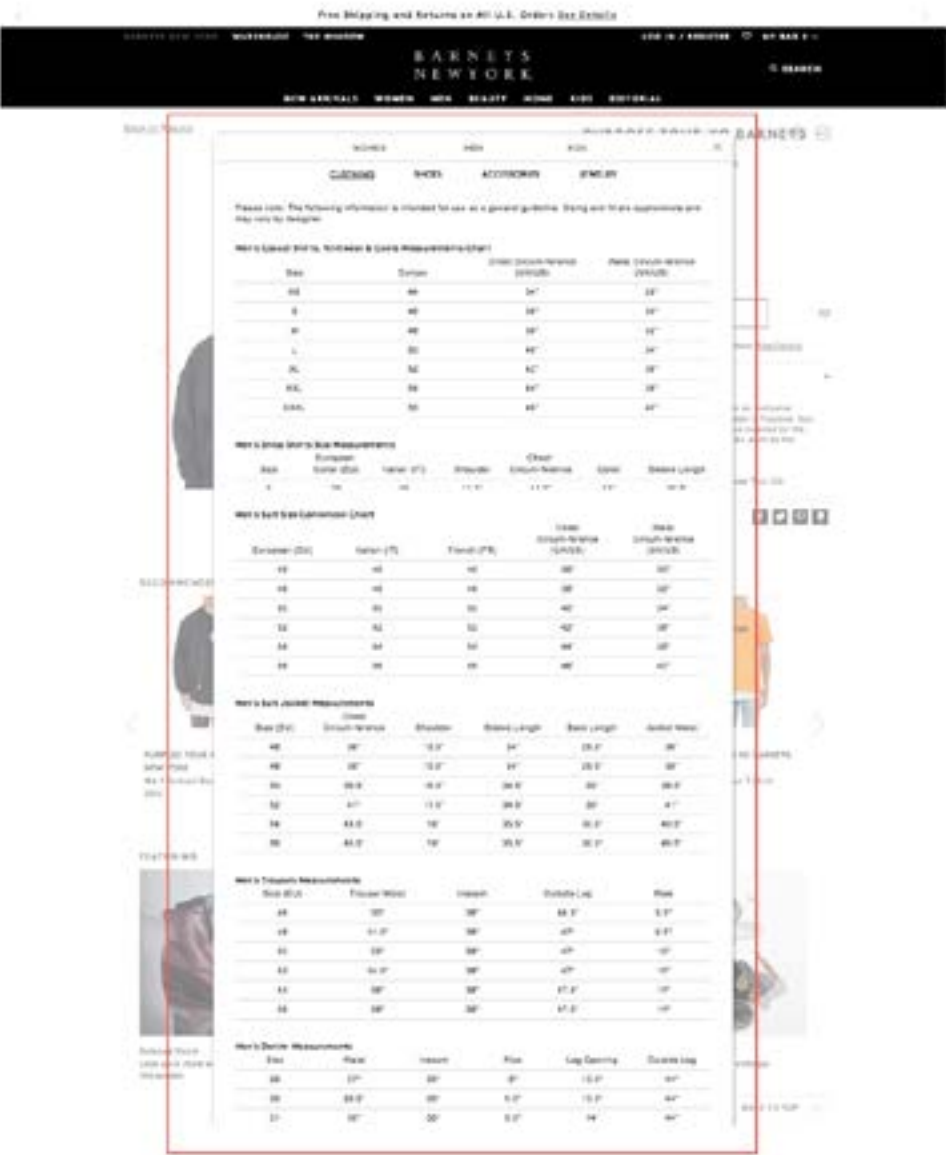
Go to [Non-Responsive Table](#)

This is the exact same table, only has @media queries applied to it 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.

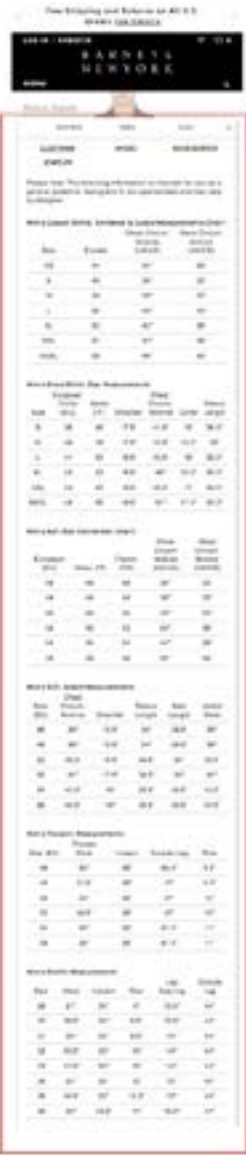
First Name	James
Last Name	Matman
Job Title	Chief Sandwich Eater
Favorite Color	Lettuce Green
Wars or Trek?	Trek
Porn Name	Digby Green
Date of Birth	January 13, 1979
Dream Vacation City	Gotham City
GPA	3.1
Arbitrary Data	RBX-12
First Name	The
Last Name	Tick
Job Title	Crimefighter Sorta
Favorite Color	Blue
Wars or Trek?	Wars
Porn Name	John Smith
Date of Birth	July 19, 1968
Dream Vacation City	Athens
GPA	N/A

MOBILE

## AS A MODAL RESPONSIVE TABLE



DESKTOP



MOBILE

AS A MODAL RESPONSIVE TABLE

PANTS, SHORTS & SKIRTS SIZE GUIDE

Please refer to the size chart below to match your usual size with Gucci's size.

SIZING GUIDE

GUCCI (IT)	GUCCI (US)	GUCCI	US	UK	FRANCE
36	32	100	3	4	32
38	34	105	4	5	34
40	36	110	5	6	36
42	38	115	6	7	38
44	40	120	7	8	40
46	42	125	8	9	42
48	44	130	9	10	44

DESKTOP

PANTS, SHORTS & SKIRTS SIZE GUIDE

Please refer to the size chart below to match your usual size with Gucci's size.

SIZING GUIDE

GUCCI (IT)	GUCCI (US)	GUCCI	US
36	32	100	3
38	34	105	4
40	36	110	5
42	38	115	6
44	40	120	7
46	42	125	8
48	44	130	9

MOBILE

AS A NEW WINDOW RESPONSIVE  
TABLE

WOMEN

MEN

GIRLS

BOYS

BABY

J.CREW

TOPSBOTTOMSDRESSES

SWIM

OUTERWEAR

SHOES

ACCESSORIES

SIZE CONVERSIONS

All conversions are approximate. Fits may vary by style or personal preference; sizes may vary by manufacturer.

SIZE (US)	NUMERIC SIZE (US)	UK	GERMANY	FRANCE	ITALY	
XXXS	000	0	24	28	32	2
XXS	00	2	26	30	34	2
XS	0	4	28	32	36	3
Xs	2	6	30	34	38	3
S	4	8	34	36	40	3
S	6	10	34	38	42	3
M	8	12	36	40	44	3
M	10	14	38	42	46	4
L	12	16	40	44	48	4
L	14	18	42	46	50	4
XL	16	20	44	48	52	4
XL	18	22	46	50	54	4
XXL	20	24	48	52	56	5

MEASURING GUIDE

DESKTOP

BACK

SIZE CHARTS

WOMEN > DRESSES

Measurements

REGULARTALLPETITE

INCM

Size (US)	Numeric Size (US)	Bust	Waist
XXXS	000	30	
XXS	00	31.5	
XS	0	32.5	
Xs	2	33.5	
S	4	34.5	
S	6	35.5	
M	8	36.5	
M	10	37.5	
L	12	39	31
L	14	40.5	
XL	16	42	33
XL	18	44	
XXL	20	46	35

Measuring Guide

Fit & Style Guide

Size Conversions

Need Help?

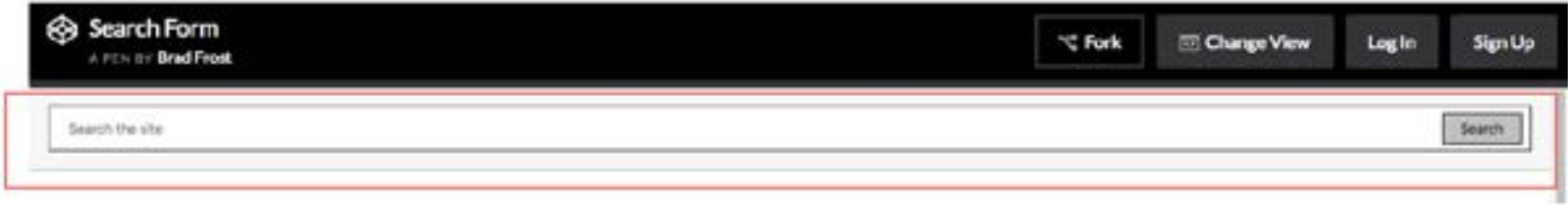
MOBILE



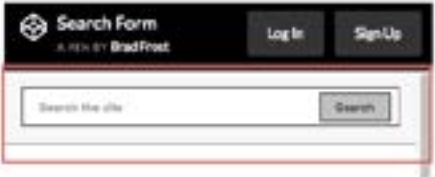
FORM

- **FLUID SEARCH FORM**
- **FLUID FILTERS**

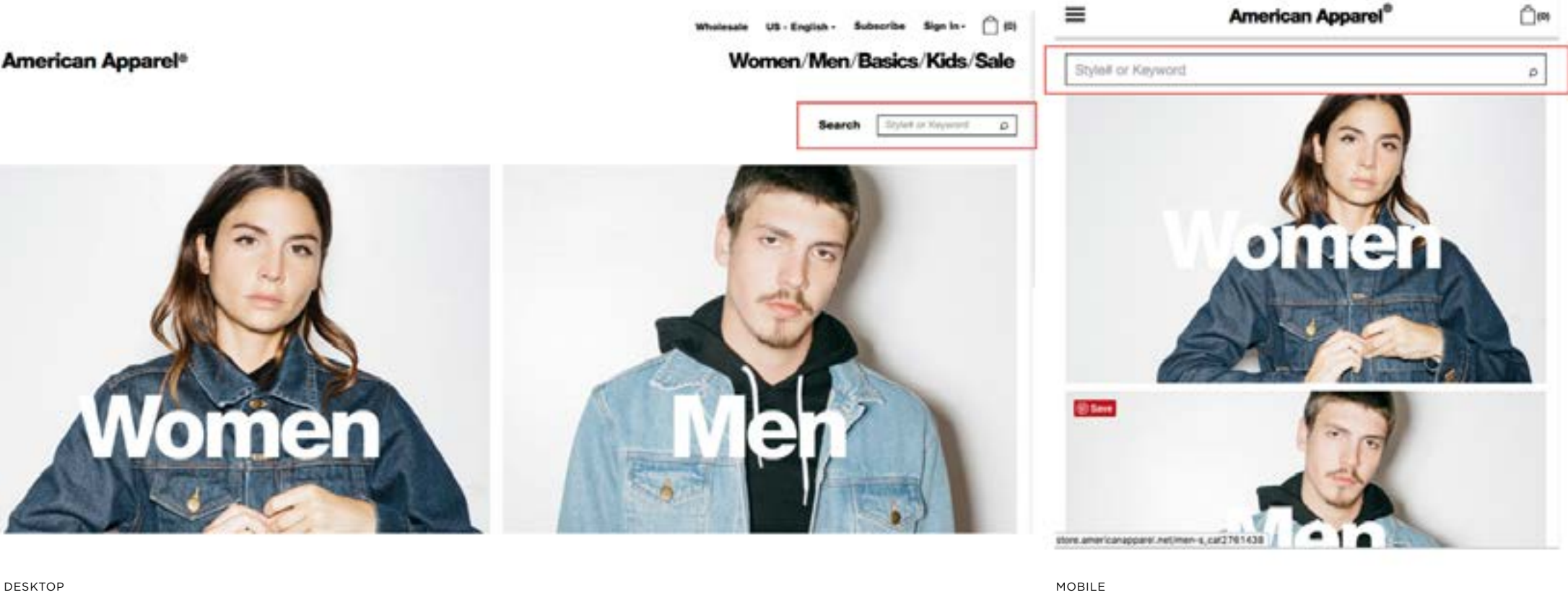
•FLUID SEARCH FORM

The desktop view of the fluid search form is shown within a black header bar. On the left, the 'Search Form' logo is displayed with the tagline 'A PEN BY Brad Frost'. On the right side of the header, there are four buttons: 'Fork', 'Change View', 'Log In', and 'Sign Up'. Below the header, a large white search input field is positioned, containing the placeholder text 'Search the site'. A 'Search' button is located at the right end of this input field. The entire search form area is highlighted with a red rectangular border.

DESKTOP

The mobile view of the fluid search form is shown within a black header bar. On the left, the 'Search Form' logo is displayed with the tagline 'A PEN BY Brad Frost'. On the right side of the header, there are two buttons: 'Log In' and 'Sign Up'. Below the header, a smaller white search input field is positioned, containing the placeholder text 'Search the site'. A 'Search' button is located at the right end of this input field. The entire search form area is highlighted with a red rectangular border.

MOBILE

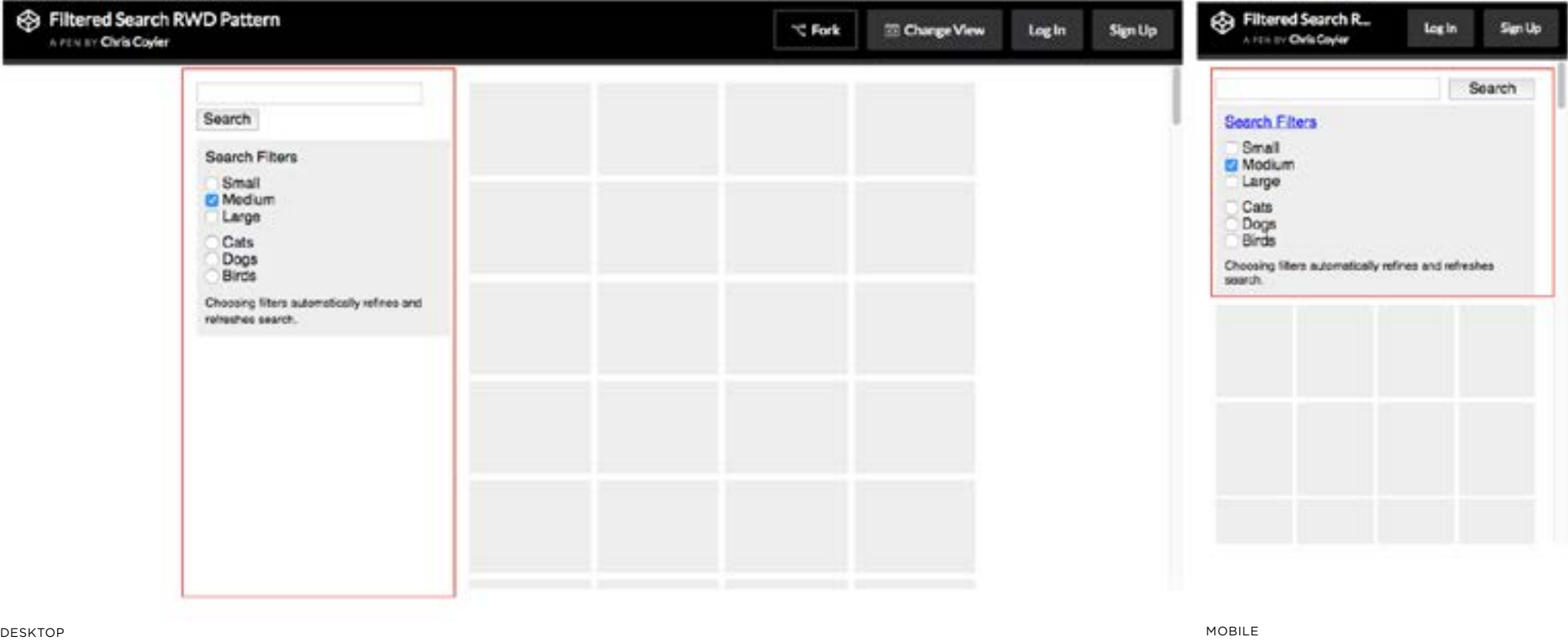


SEARCH BOX EXAMPLE

DESKTOP

MOBILE

•FLUID FILTERS



FILTER EXAMPLE



DESKTOP



TABLET



MOBILE



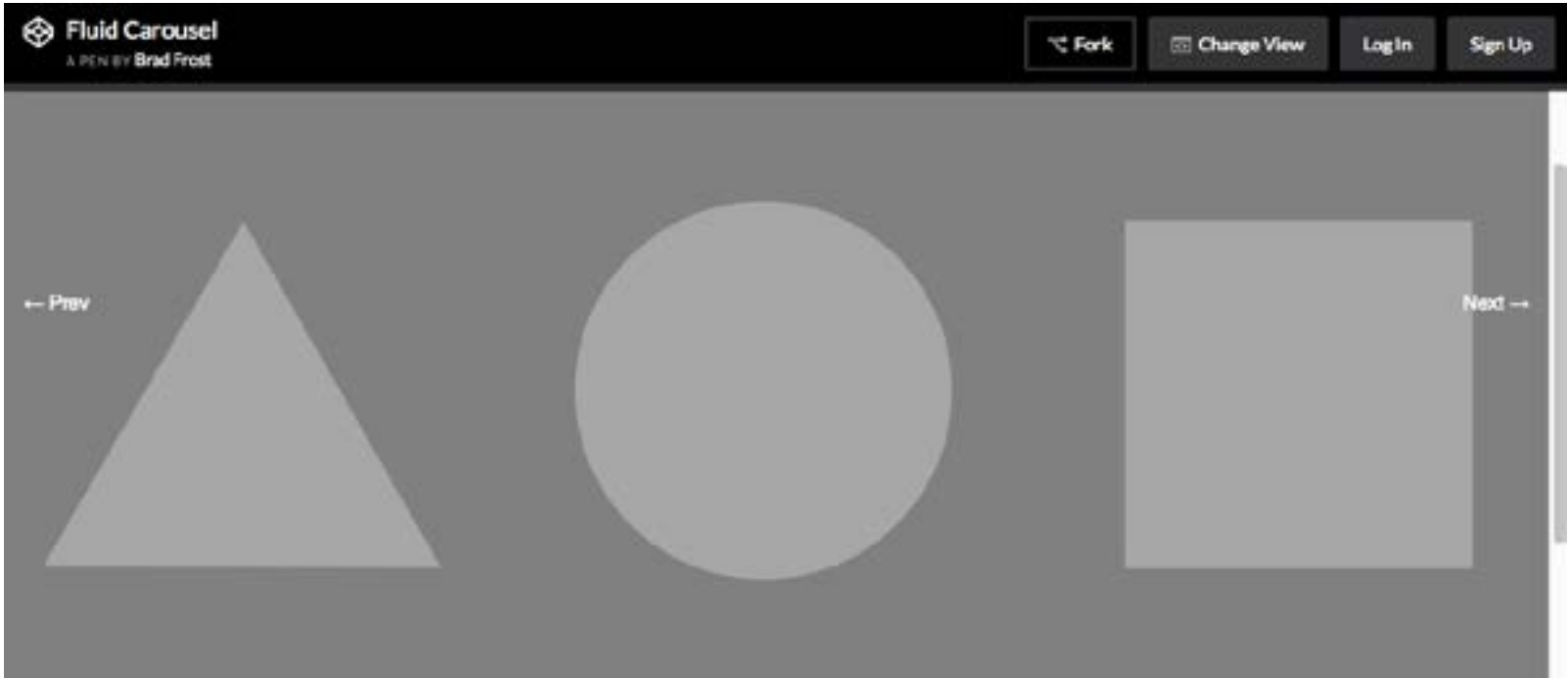
EXPANDED



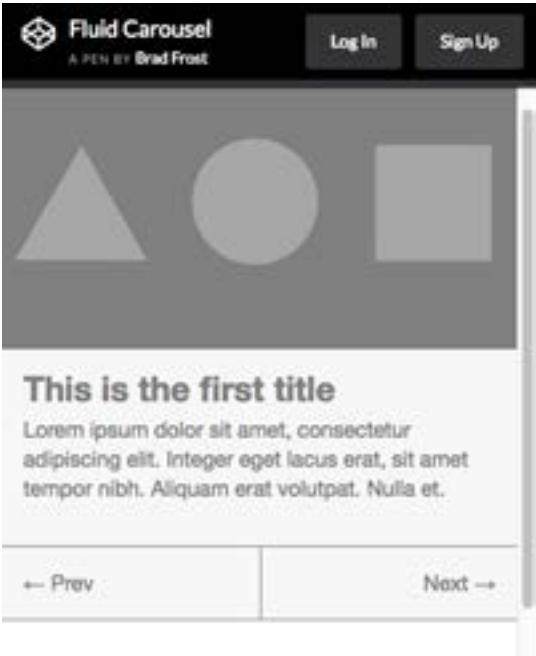
MODULES

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

• CAROUSEL



DESKTOP



MOBILE



DESKTOP



MOBILE

COLUMN TO TABS

•TABS

DESKTOP



MOBILE



TAB TO ACCORDION

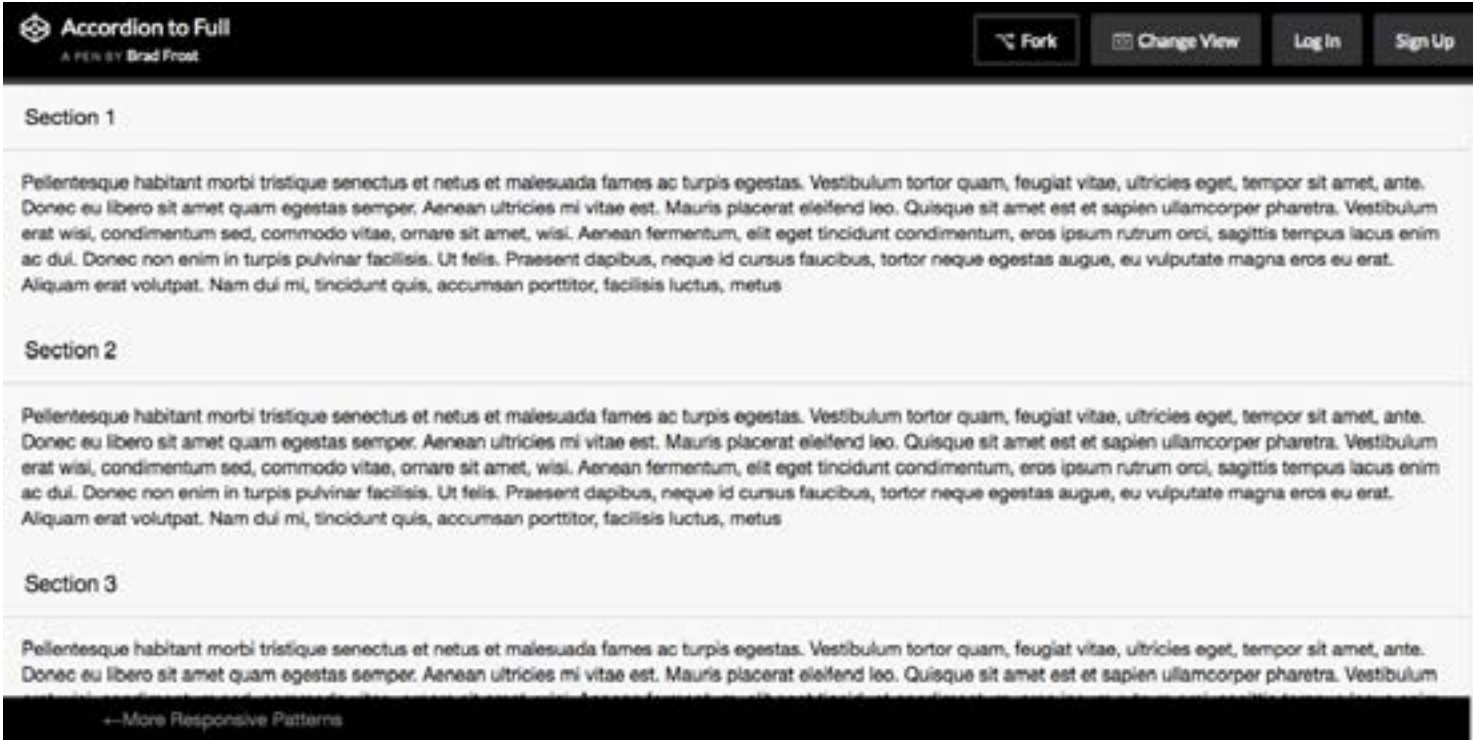
DESKTOP



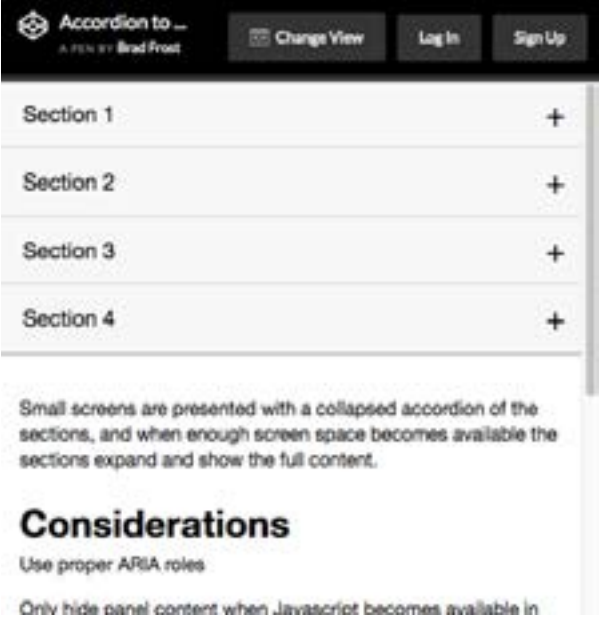
MOBILE



- ACCORDION



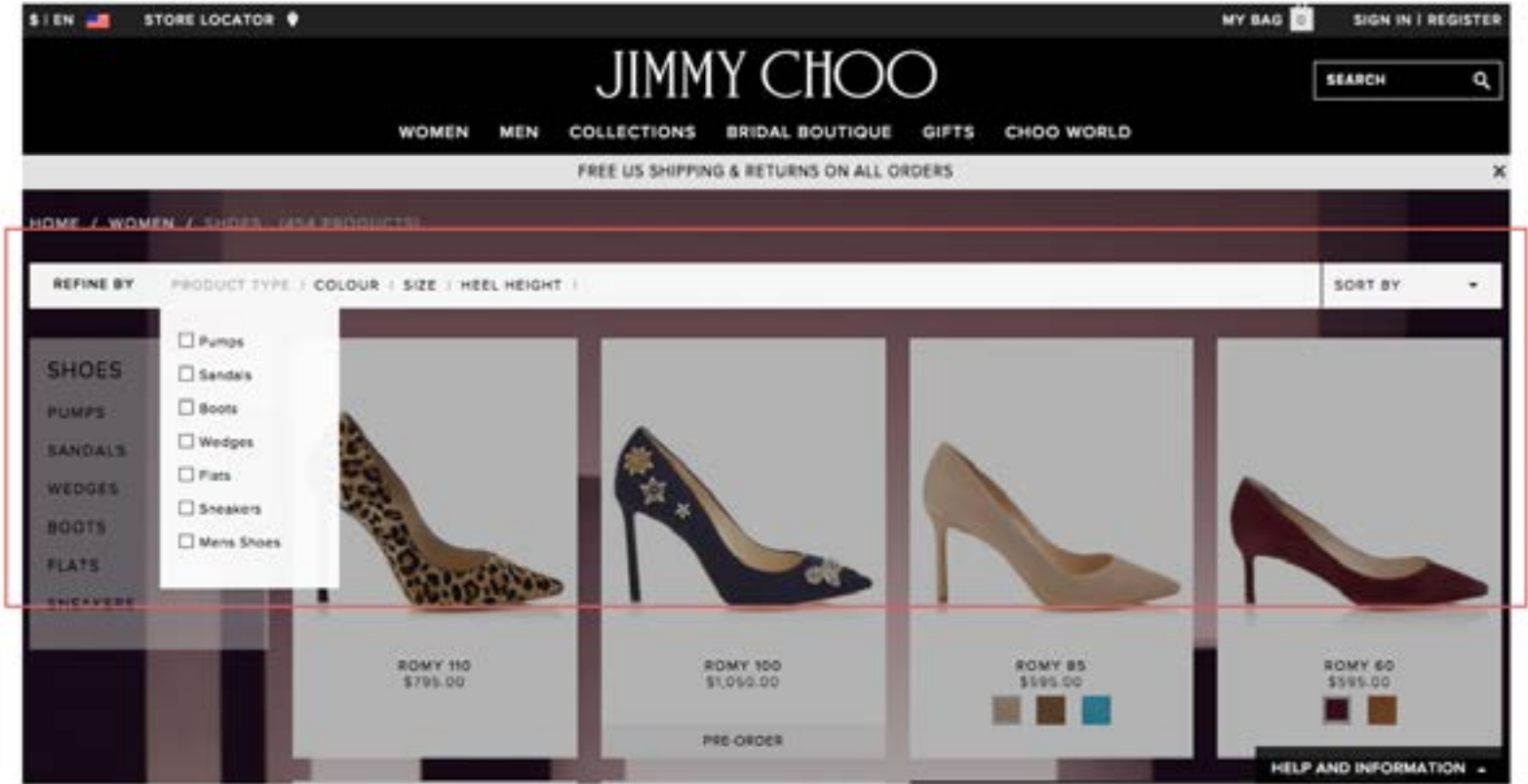
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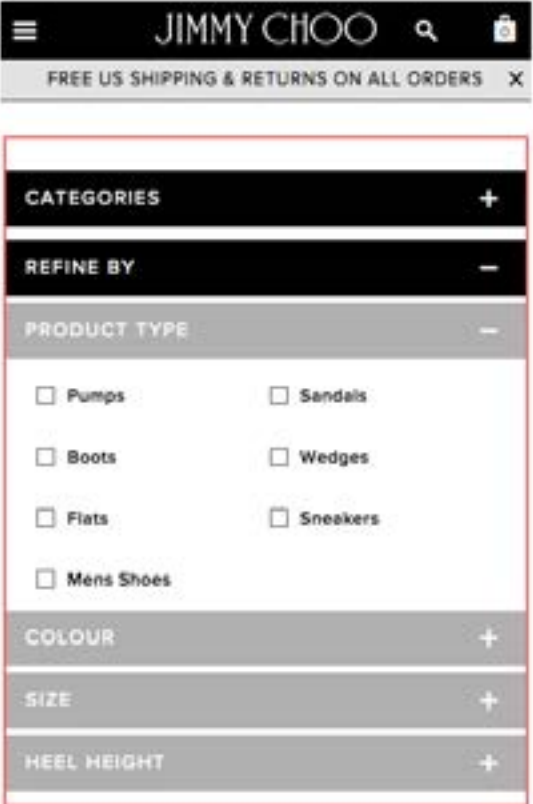
MOBILE



ACCORDION FILTERS

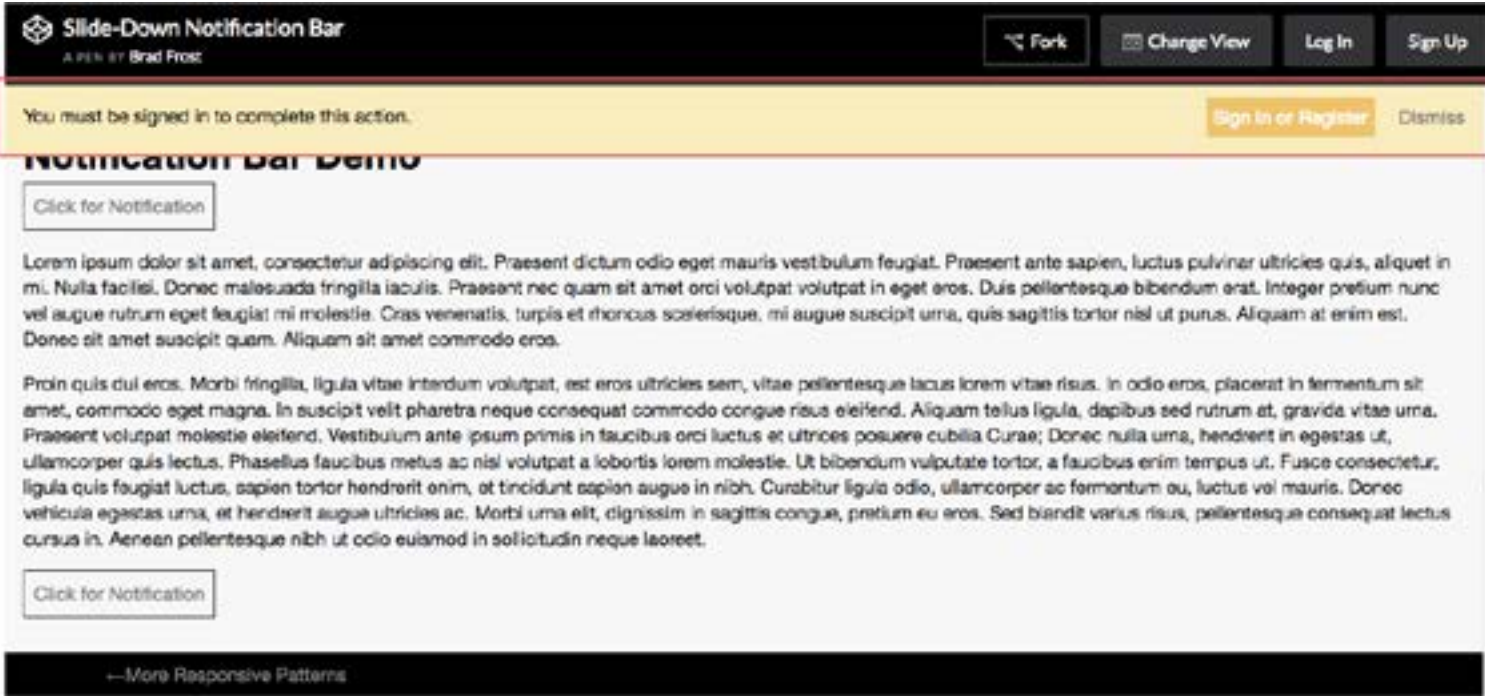


DESKTOP



MOBILE

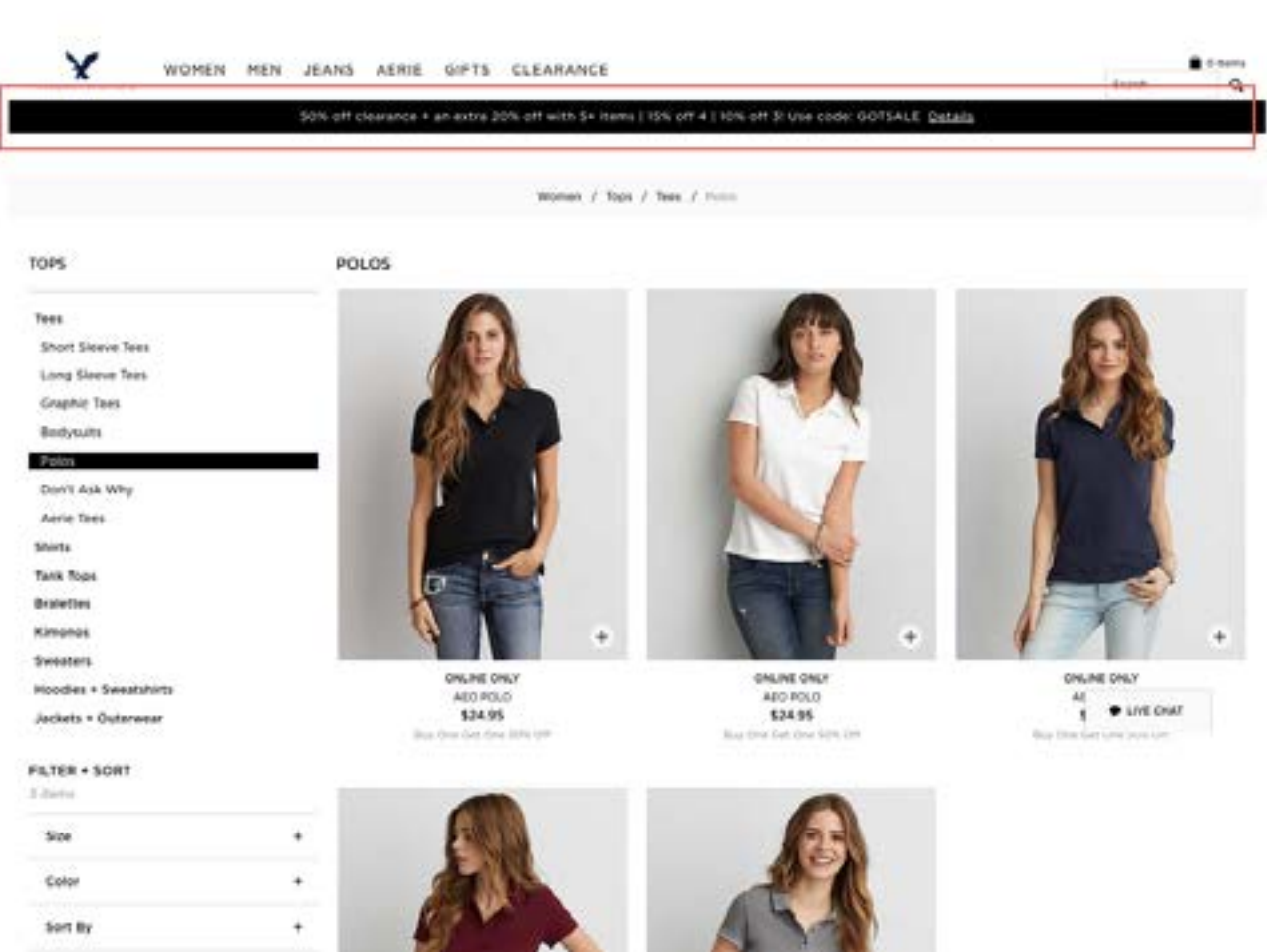
• MESSAGING



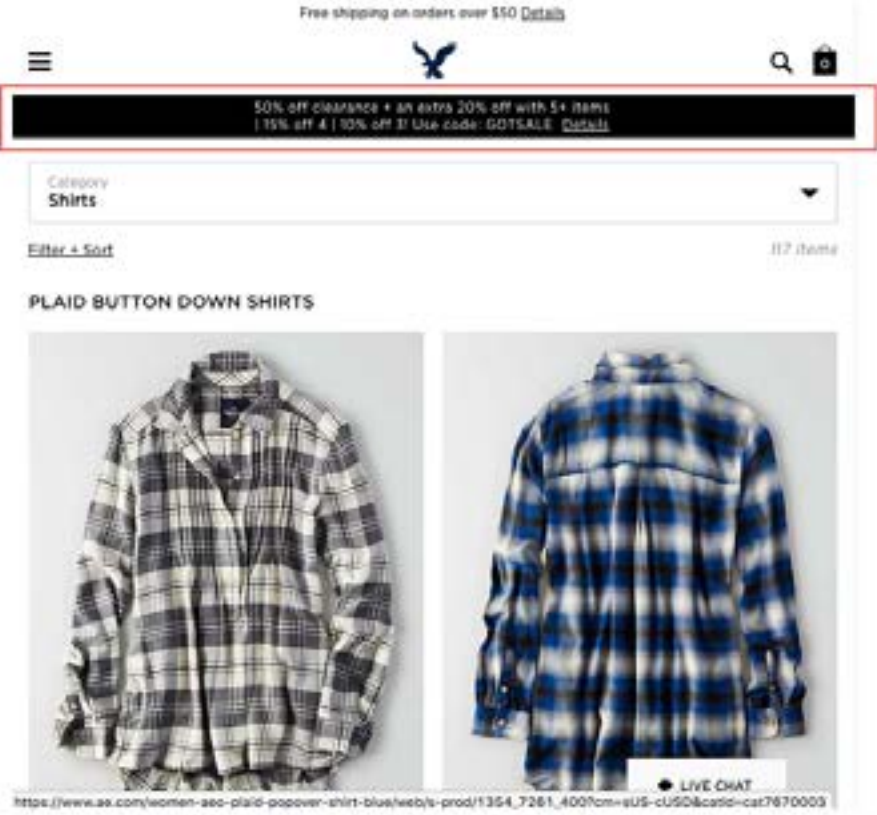
DESKTOP



MOBILE

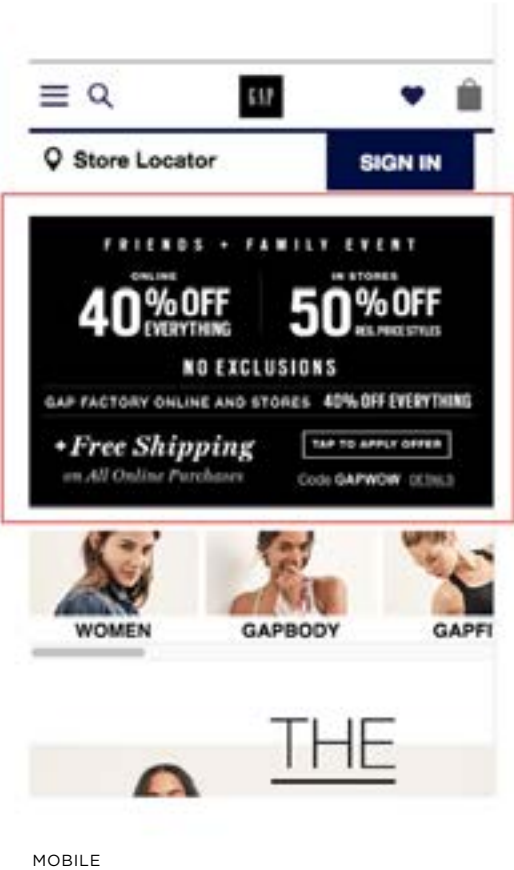
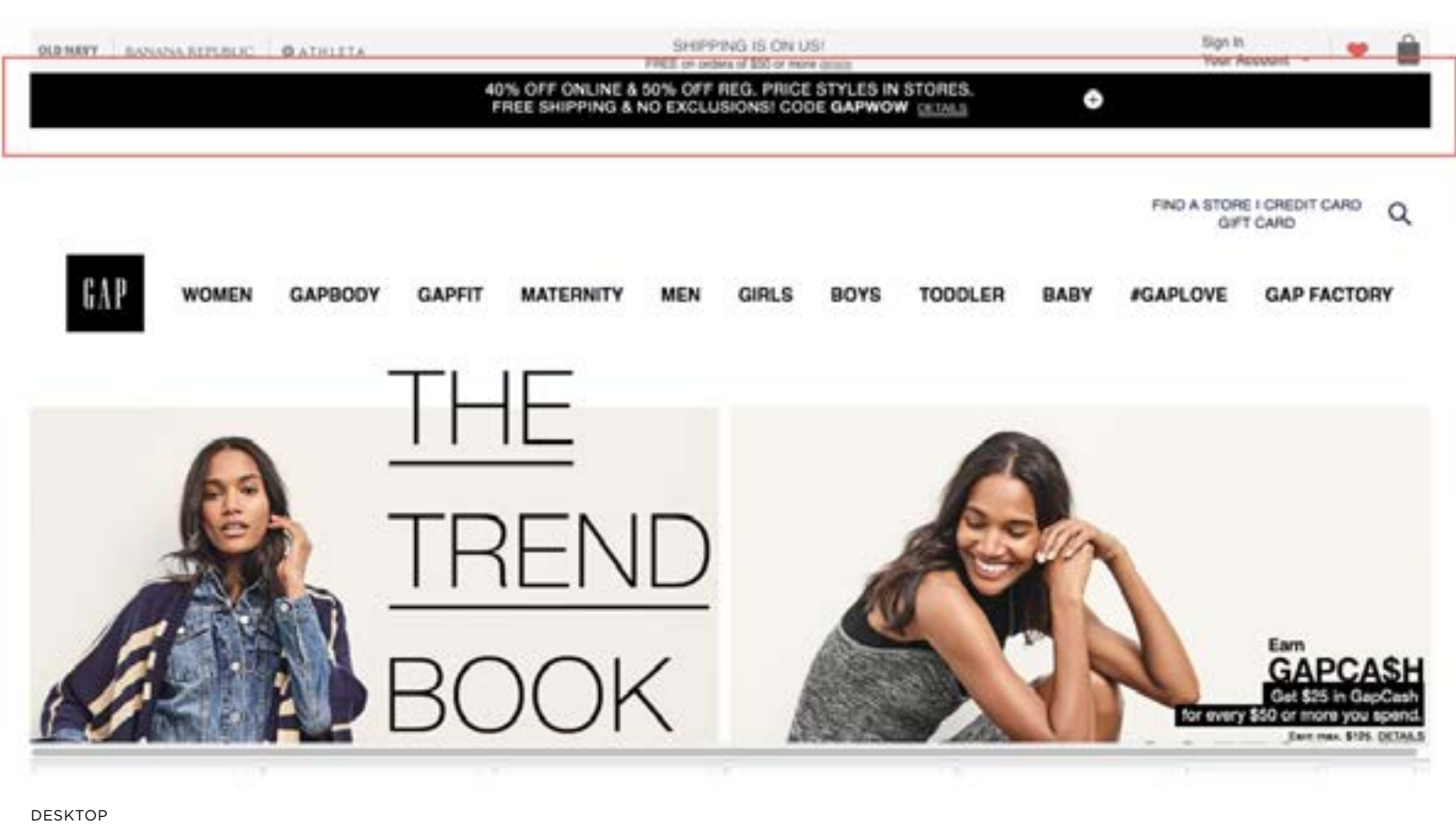


DESKTOP



MOBILE

PPH PERSISTENT PROMO HEADER



- LIGHTBOX







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



MOBILE

## TIPS

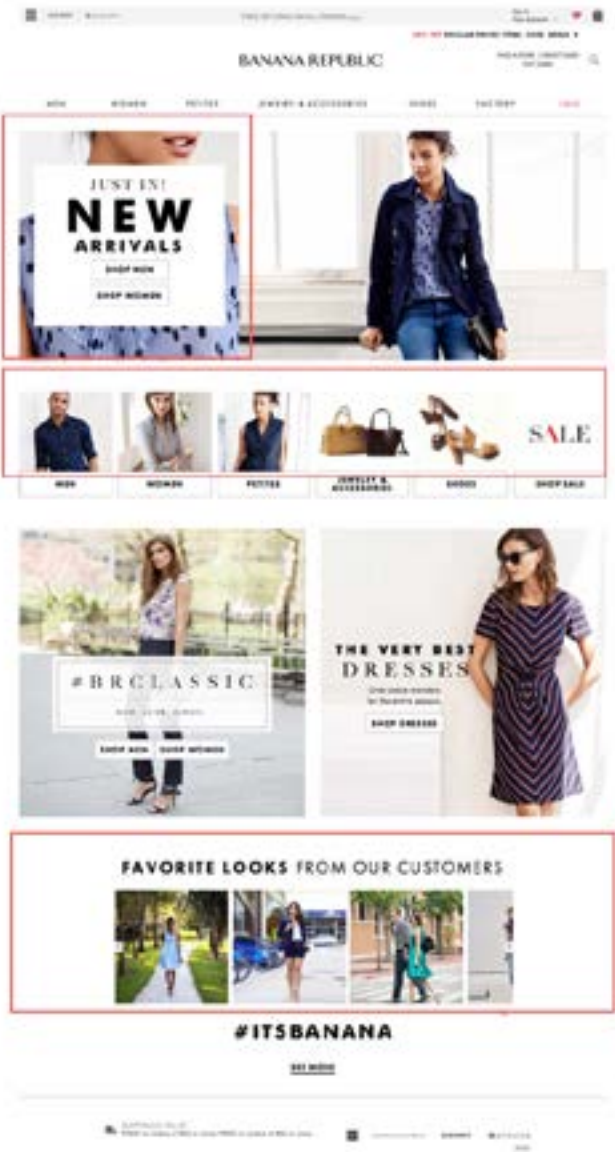
- It is better to have content first

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



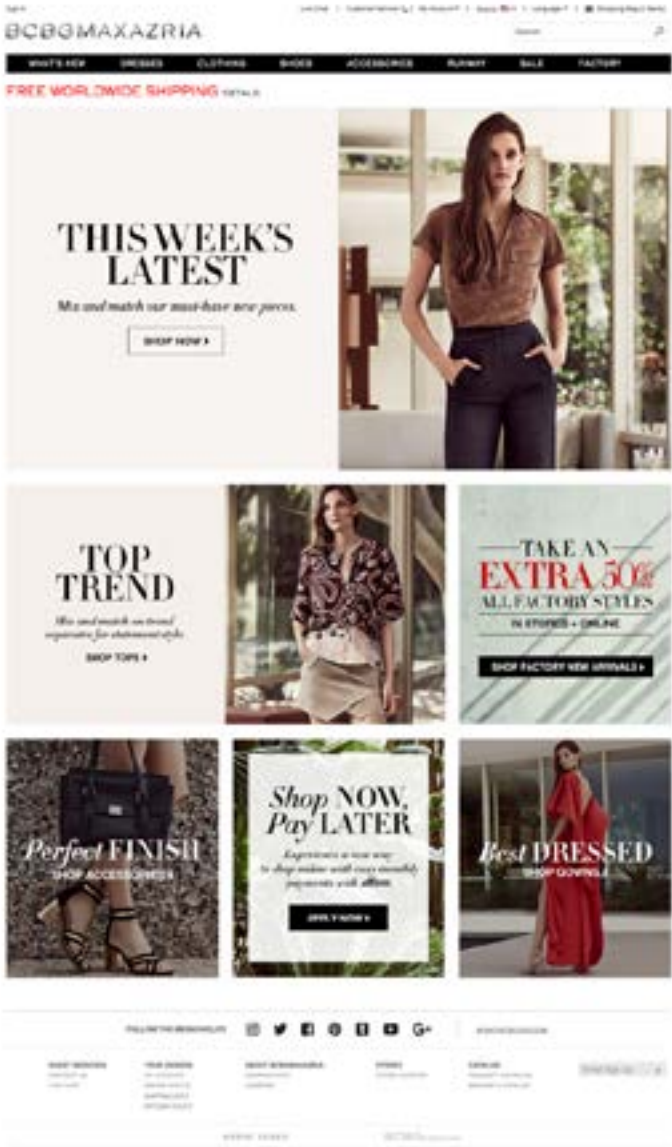
DESKTOP



MOBILE



HIDING TOO MUCH CONTENT



DESKTOP



MOBILE

HIDING TOO MUCH CONTENT



DESKTOP



MOBILE

## 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>

THANK YOU