MICHAEL KORS

BEST PRACTICE OF RESPONSIVE WEB DESIGN

Mengyu Cao

August 23,2016

CONFIDENTIAL AND PROPRIETARY

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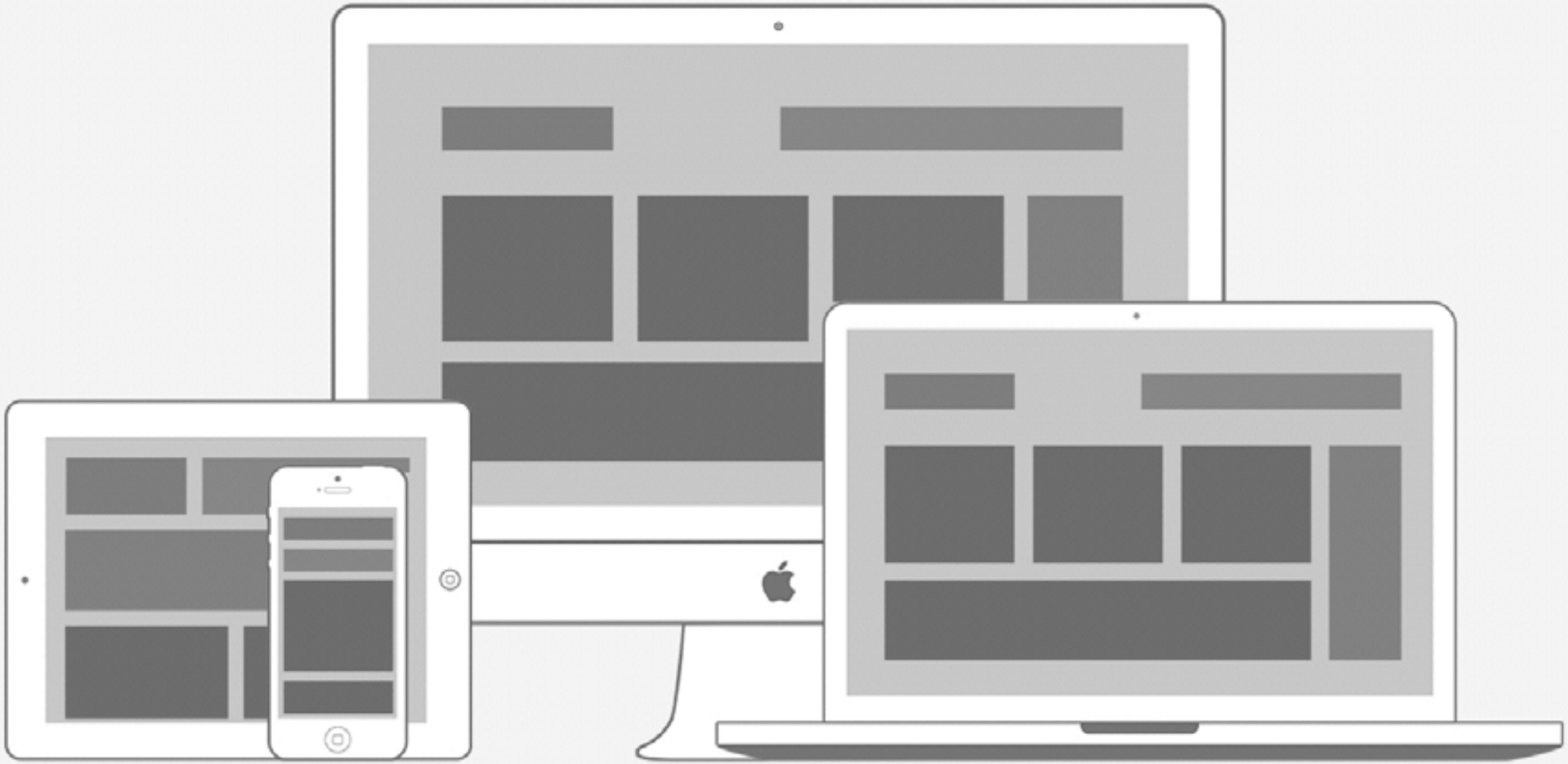
RESPONSIVE WEB DESIGN (RWD)

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

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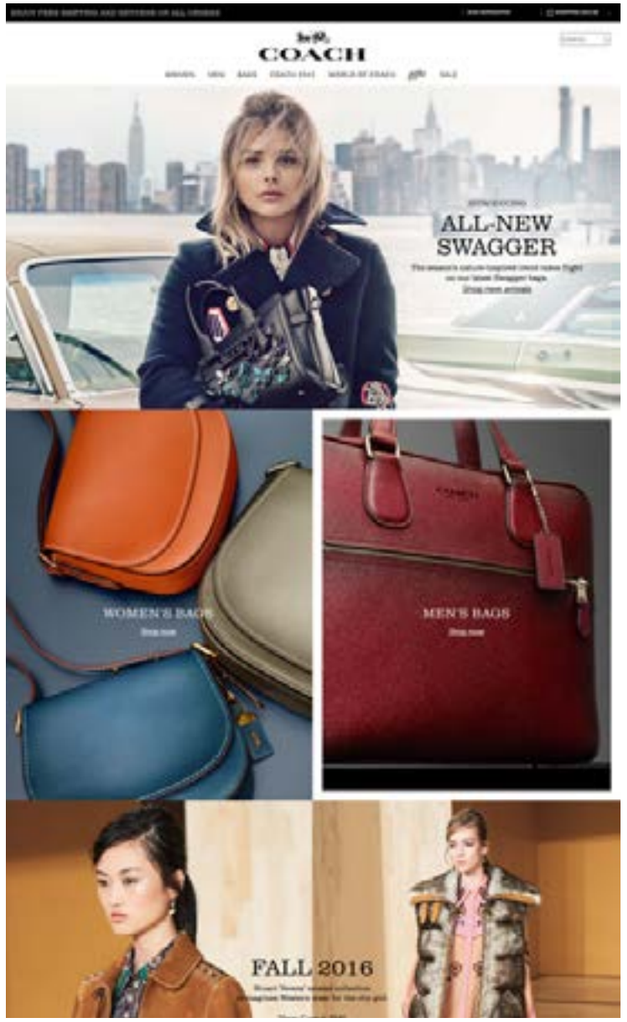
1 BREAKPOINT AT 768PX

MOBILE

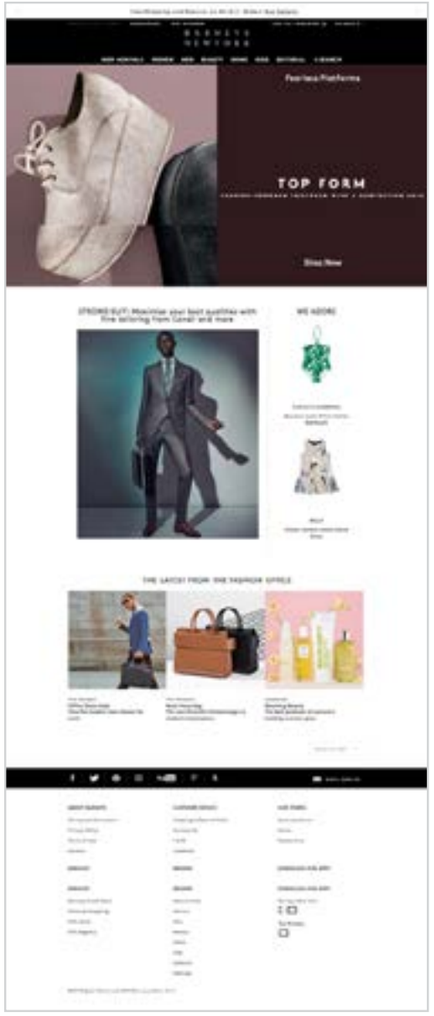


DESKTOP

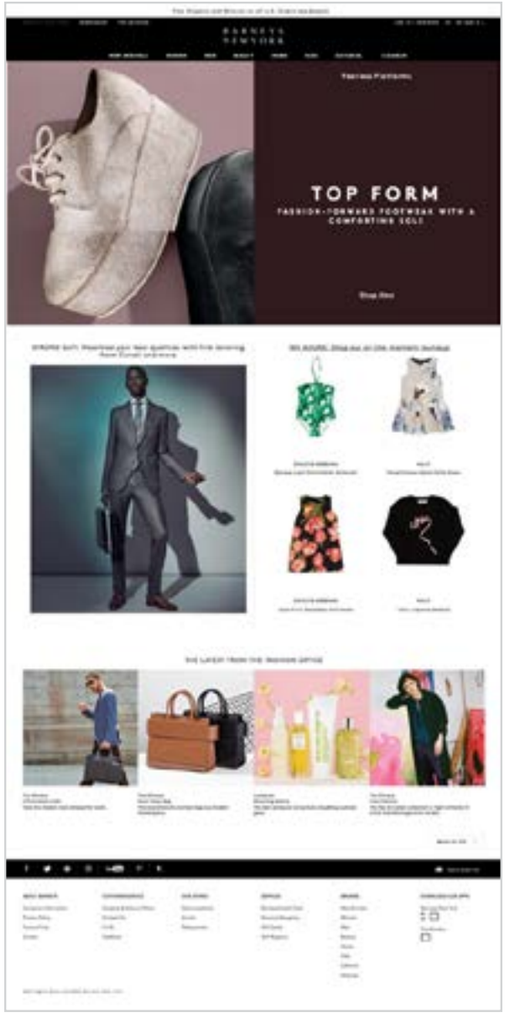
2 BREAKPOINTS

AT 1024PX AND 768PX

LESS THAN 768PX



769PX TO 1023PX



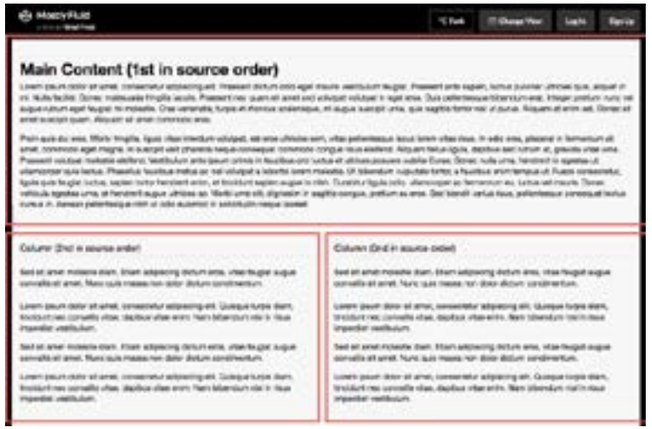
LARGER THAN 1024PX

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.



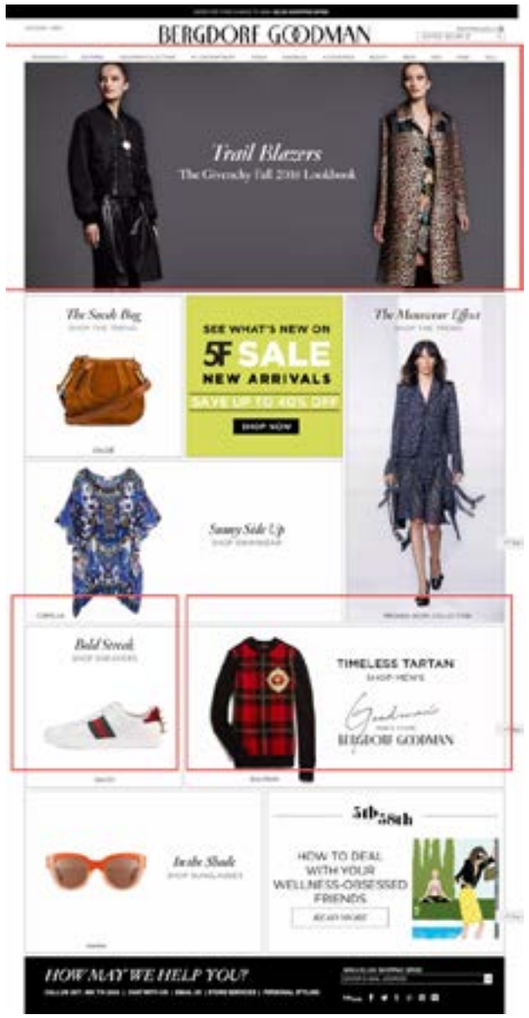
DESKTOP

TABLET

MOBILE

FLUID CONTENT WITH

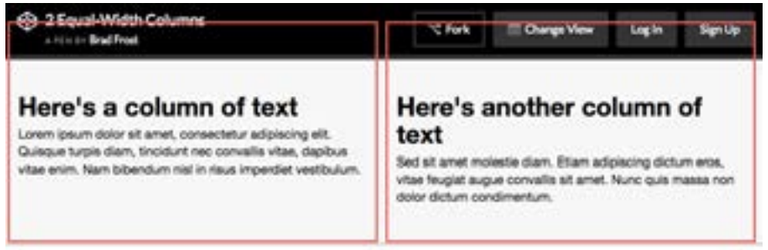
DIFFERENT WIDTHS



DESKTOP

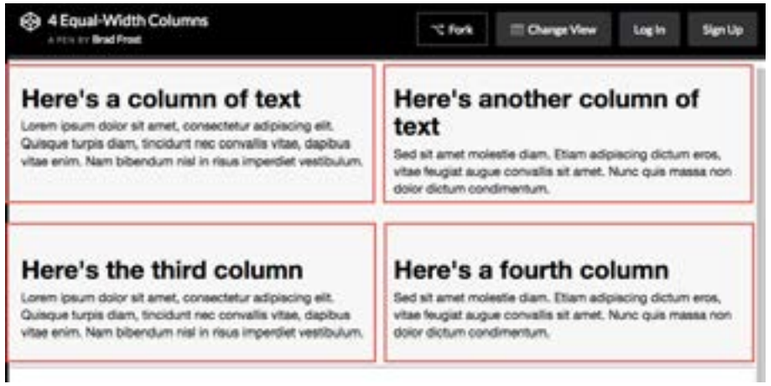
MOBILE

- EQUAL WIDTH COLUMNS

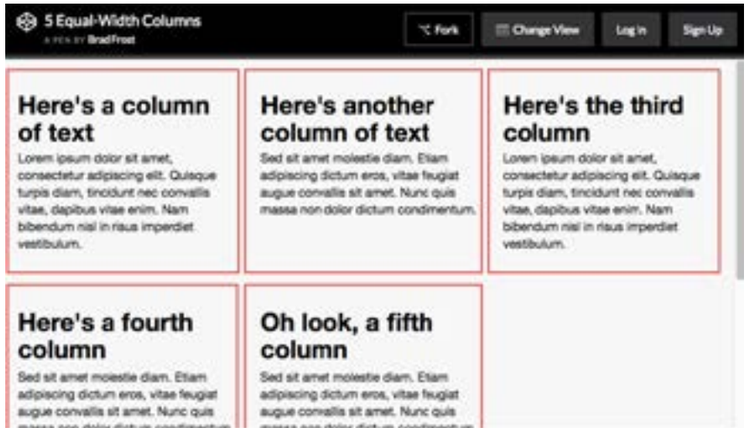


2 EQUAL-WIDTH COLUMNS

3 EQUAL-WIDTH COLUMNS



4 EQUAL-WIDTH COLUMNS



5 EQUAL-WIDTH COLUMNS

• OFF CANVAS

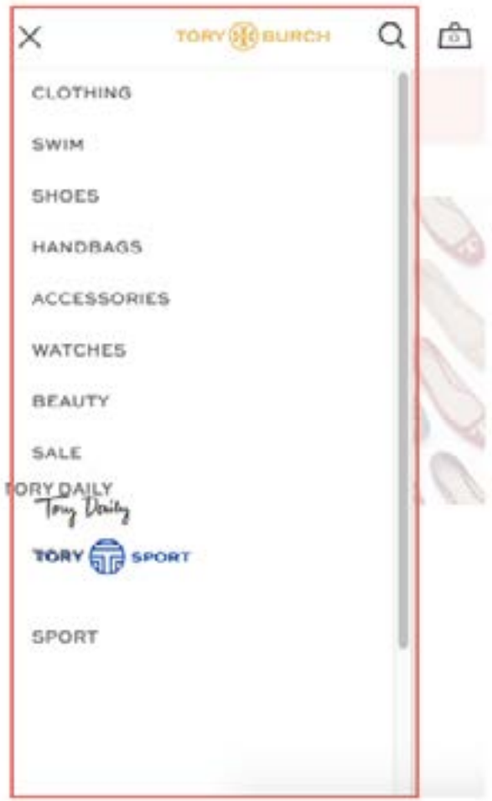
Off-canvas layout are usually used in menus/nav, which are positioned outside of the viewport and slide in when activated.

DESKTOP

MOBILE

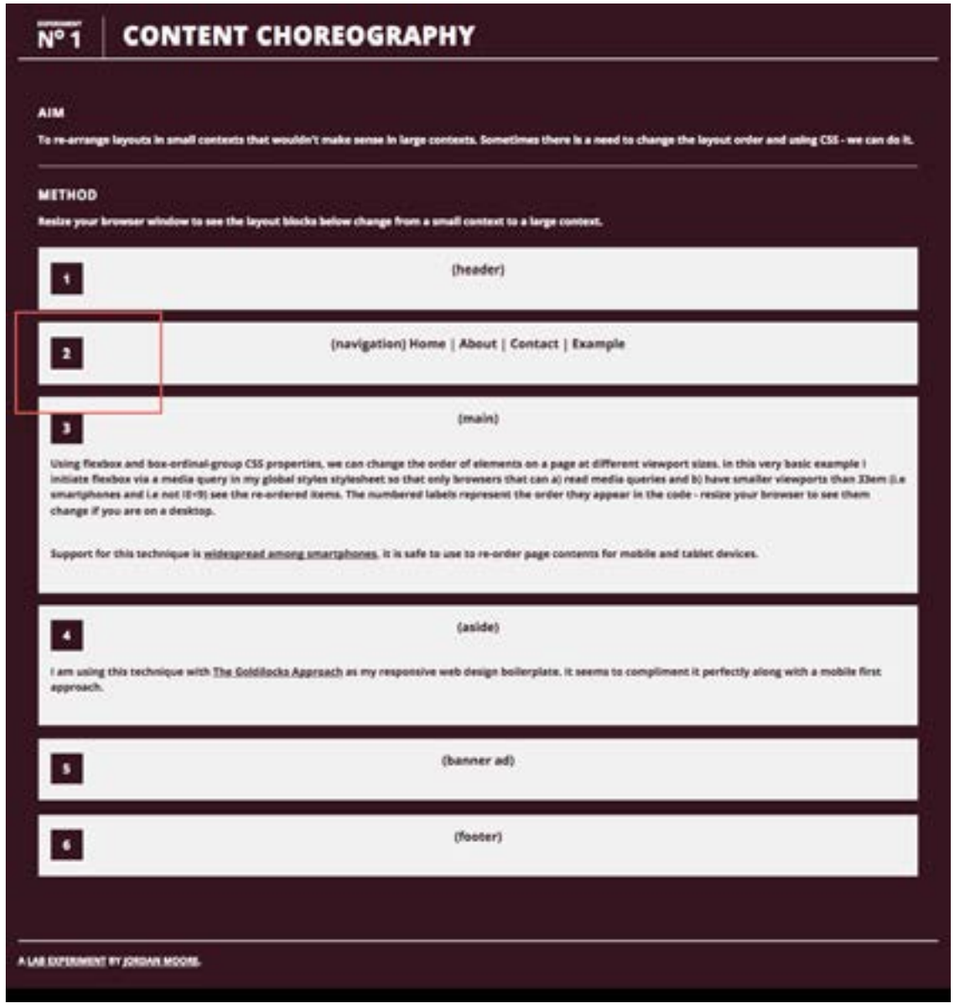
MOBILE

MOBILE



MOBILE

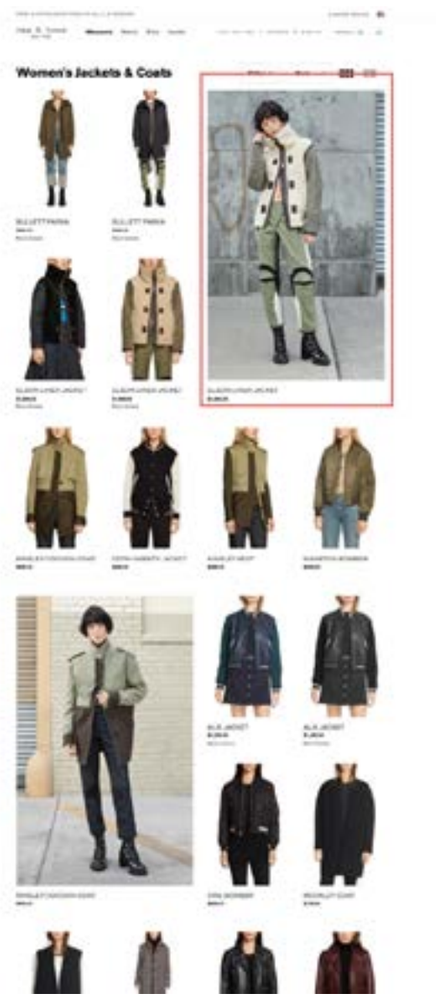
- SOURCE-ORDER SHIFT



DESKTOP

MOBILE

SOURCE ORDER SHIFT

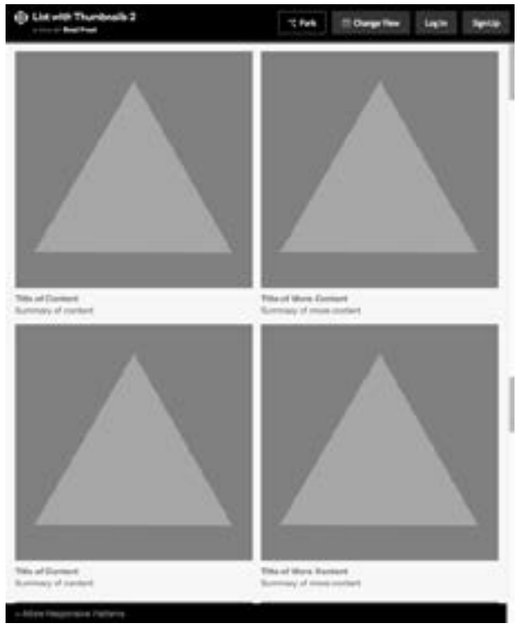


DESKTOP

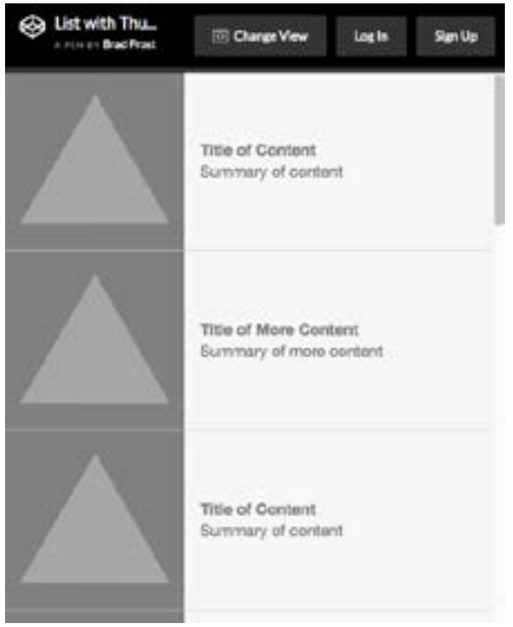
MOBILE

- LIST

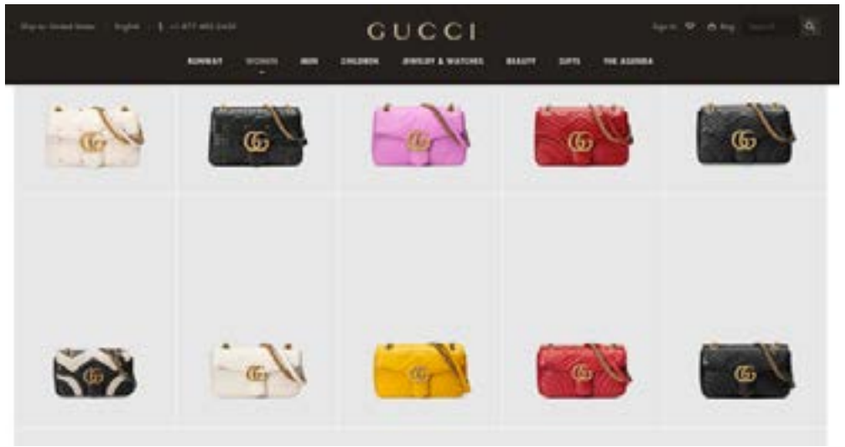
DESKTOP



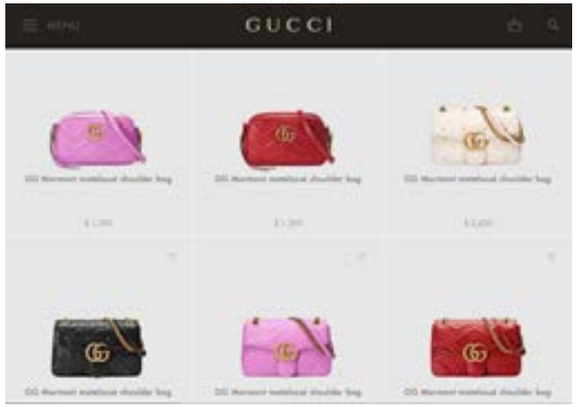
TABLET



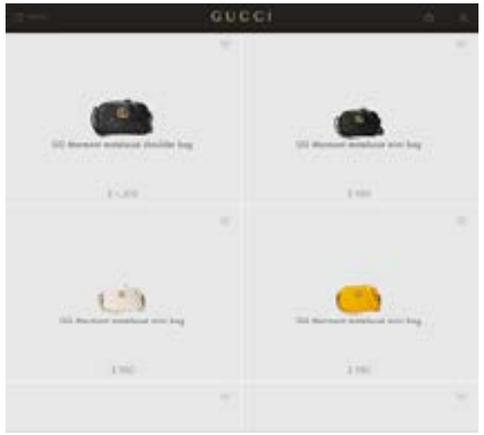
MOBILE



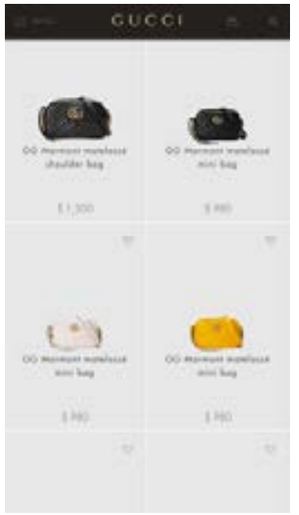
DESKTOP



TABLET



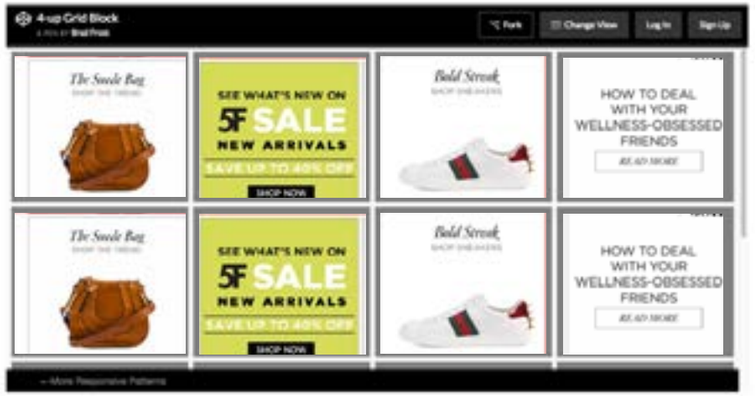
LARGR MOBILE DEVICES



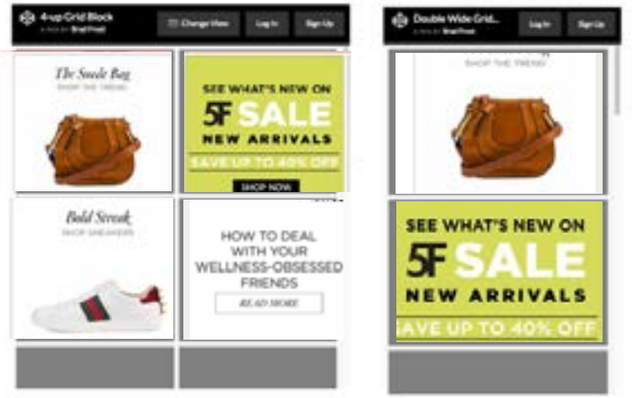
MOBILE

- GRID BLOCK LAYOUTS

1)

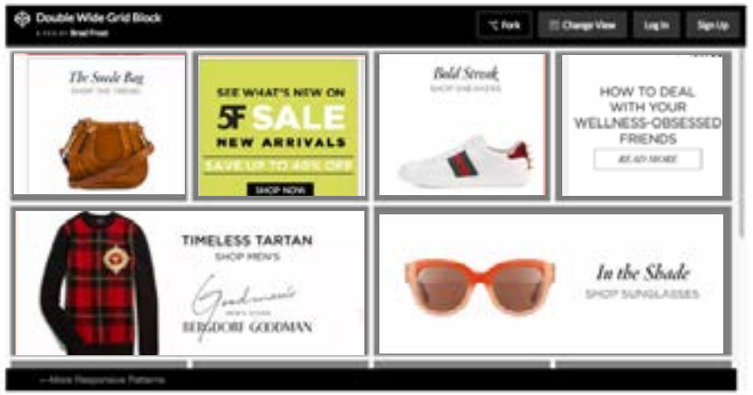


DESKTOP

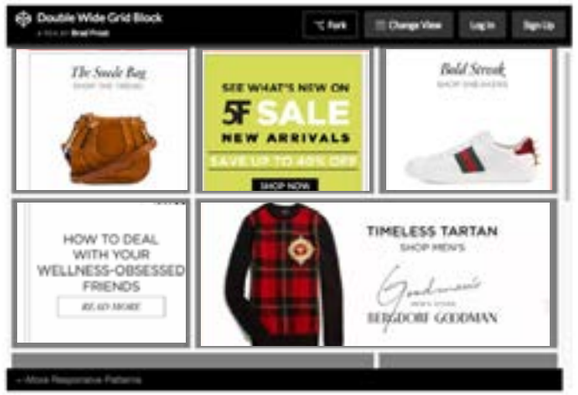


MOBILE

2)



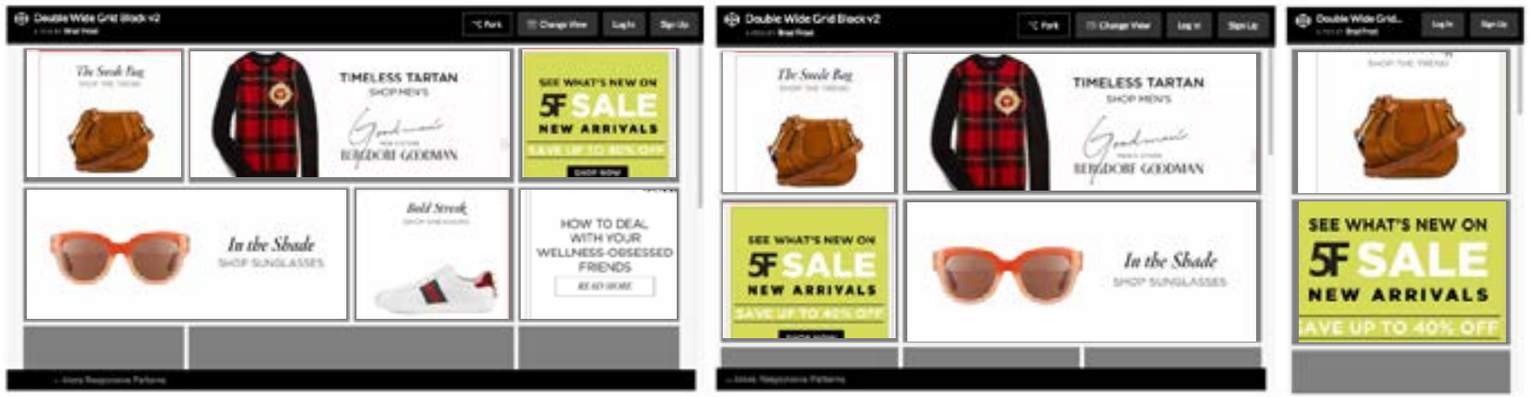
DESKTOP



TABLET

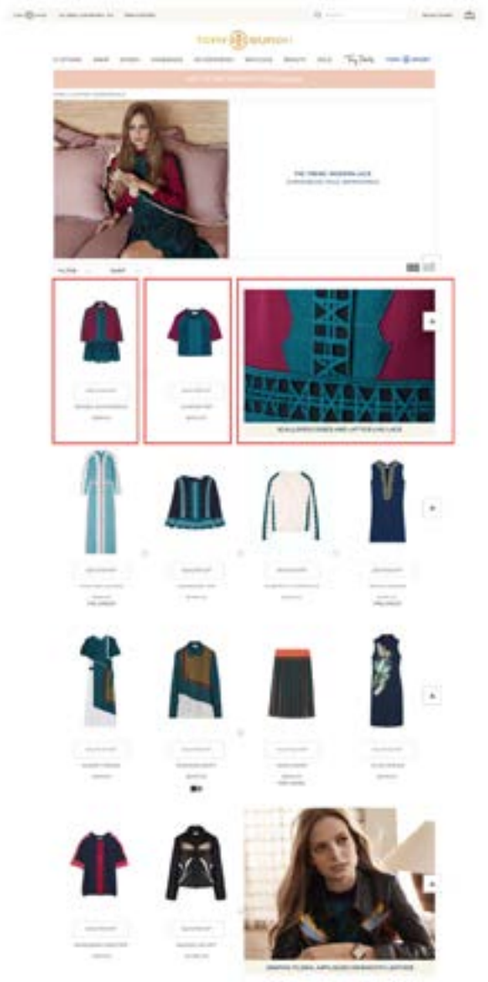
MOBILE

3)



DESKTOP TABLET MOBILE

GRID BLOCK LAYOUT

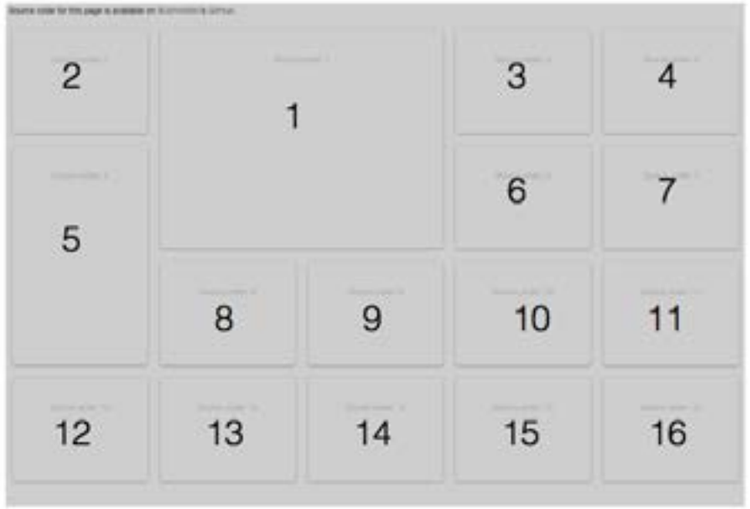


DESKTOP

TABLET

MOBILE

IRREGULAR GRID BLOCK



DESKTOP

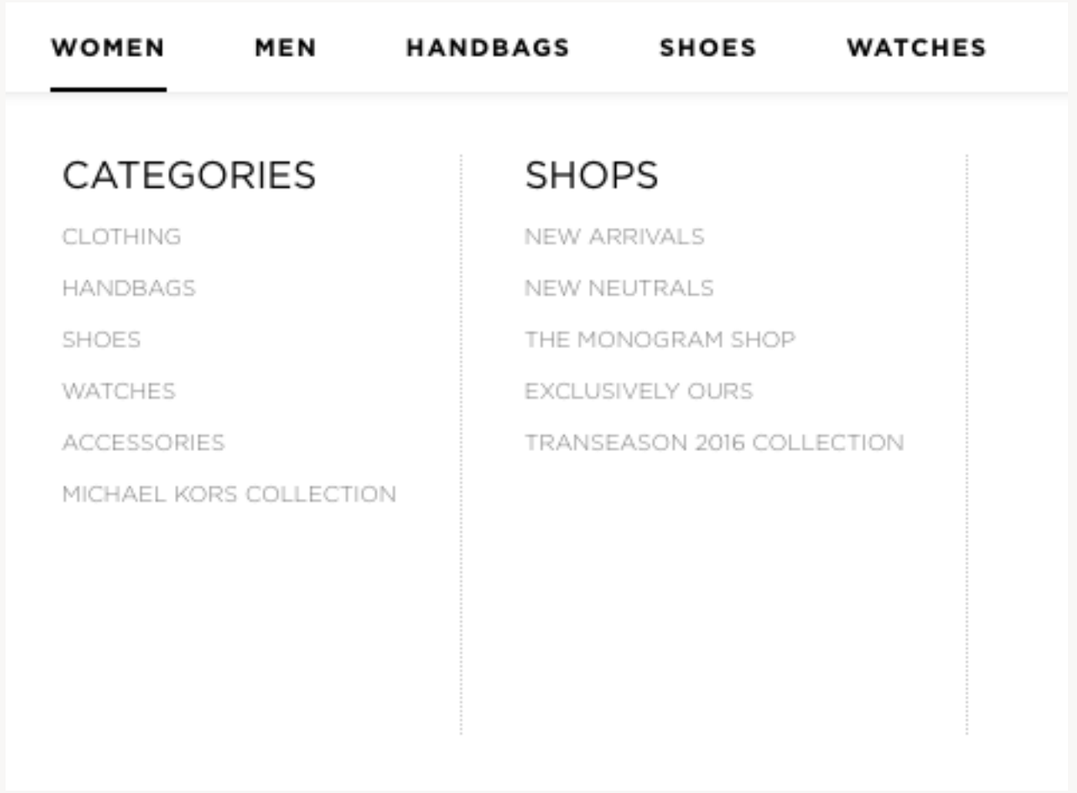
TABLET

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.



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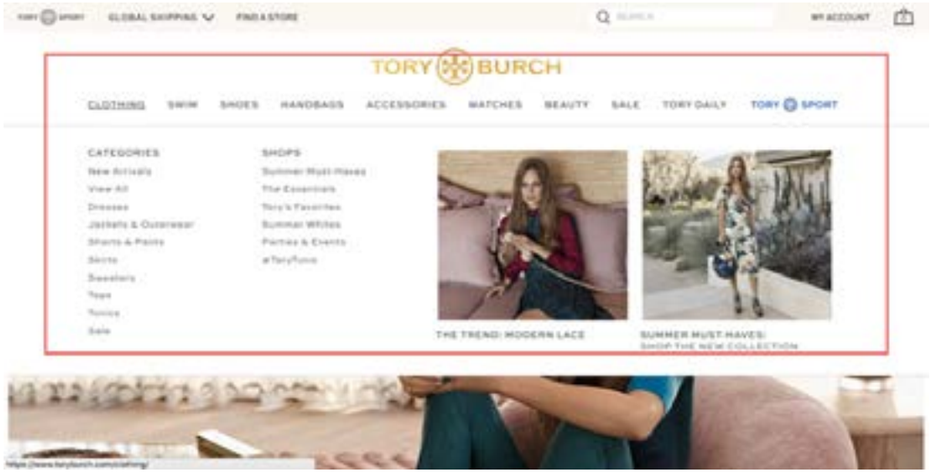
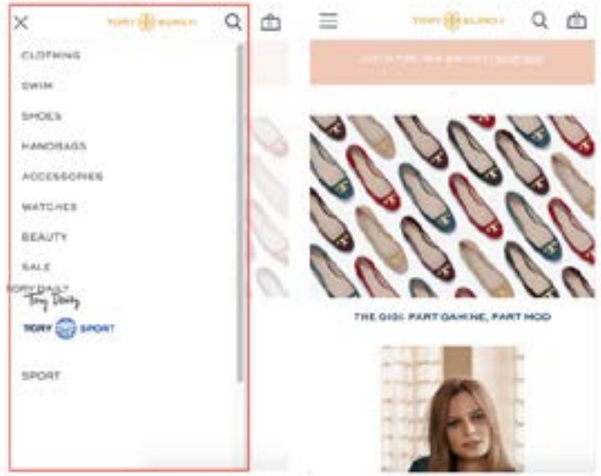
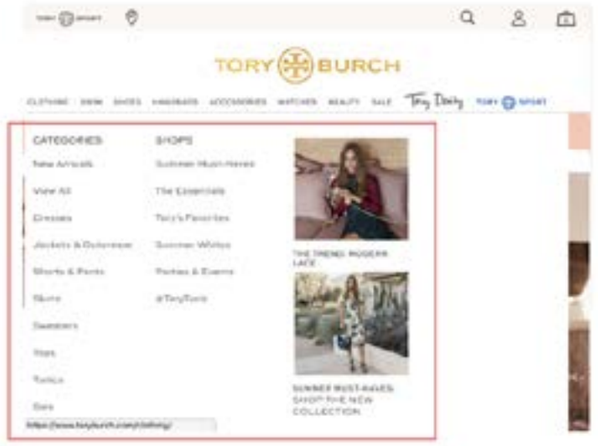
NAV RE-STACKING



DESKTOP

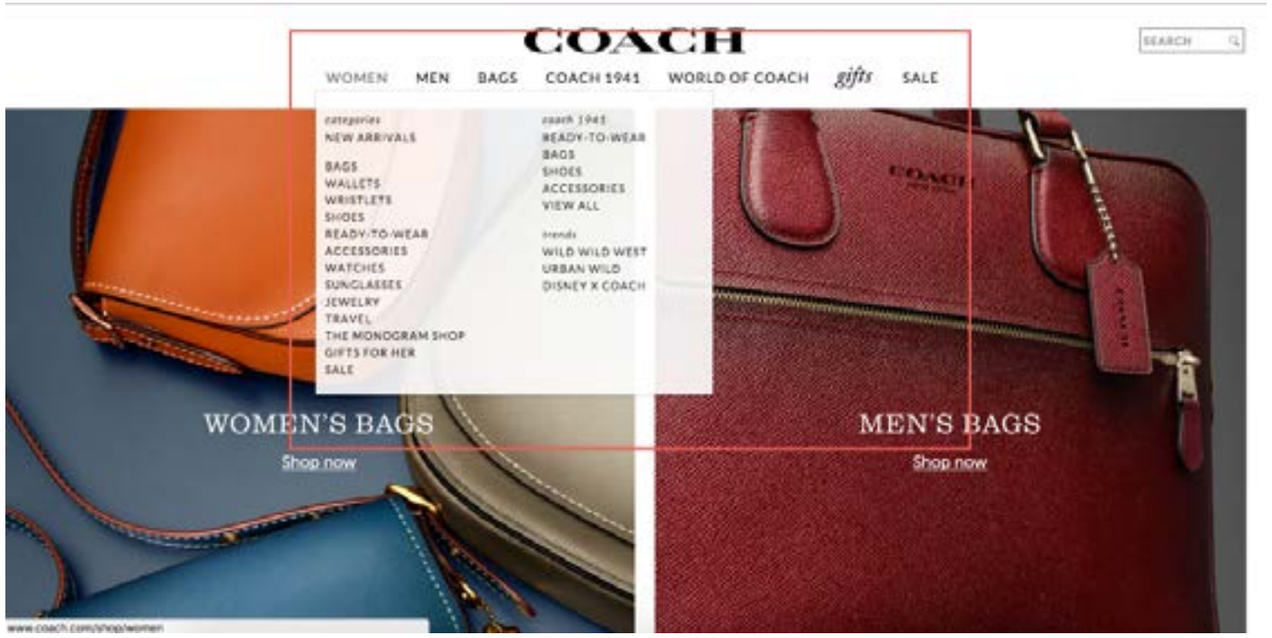


MOBILE



TABLET

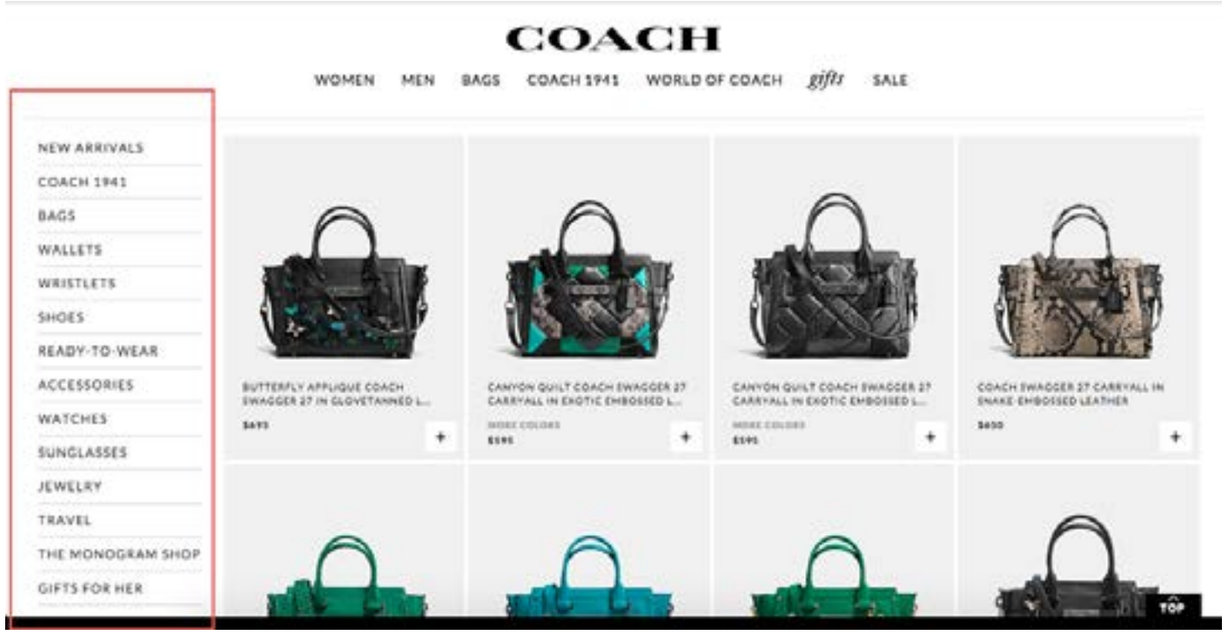
NAV RE-ORDERING



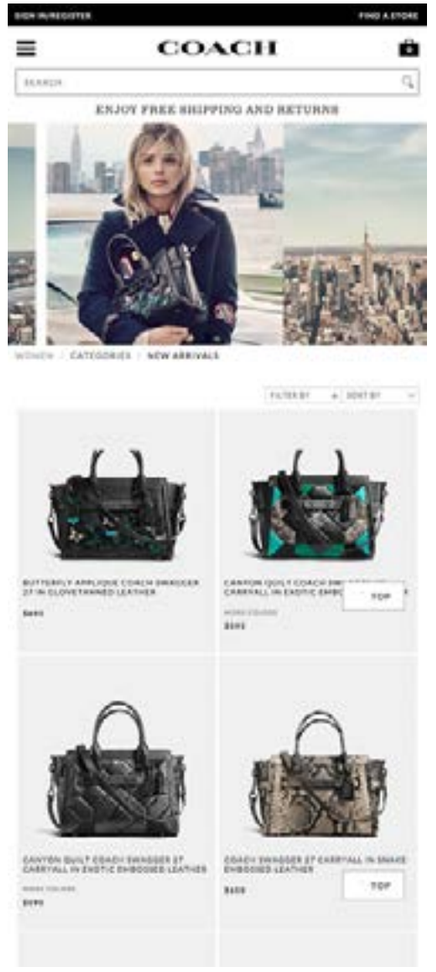
DESKTOP

MOBILE

ELIMINATING LEFT NAV



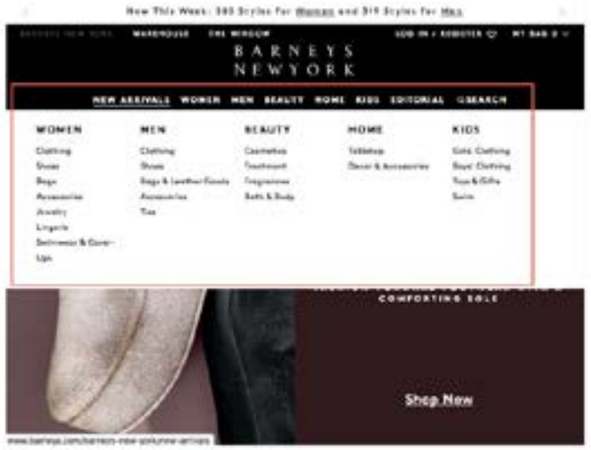
DESKTOP



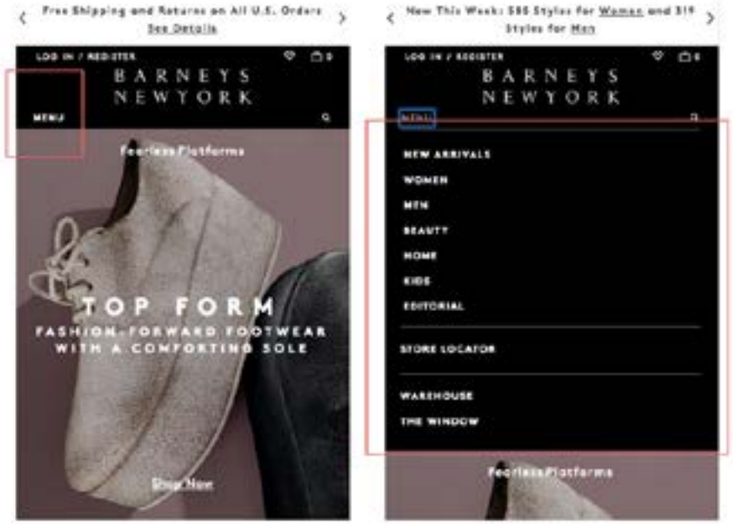
MOBILE

HIDING NAV CONTENT

DESKTOP



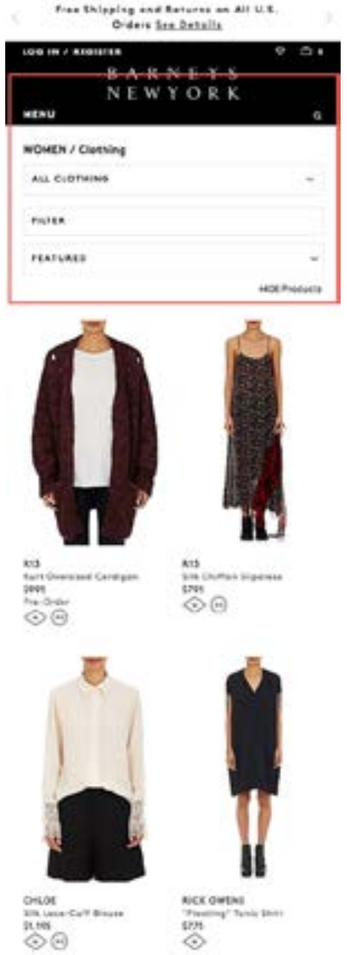
TABLET



MOBILE

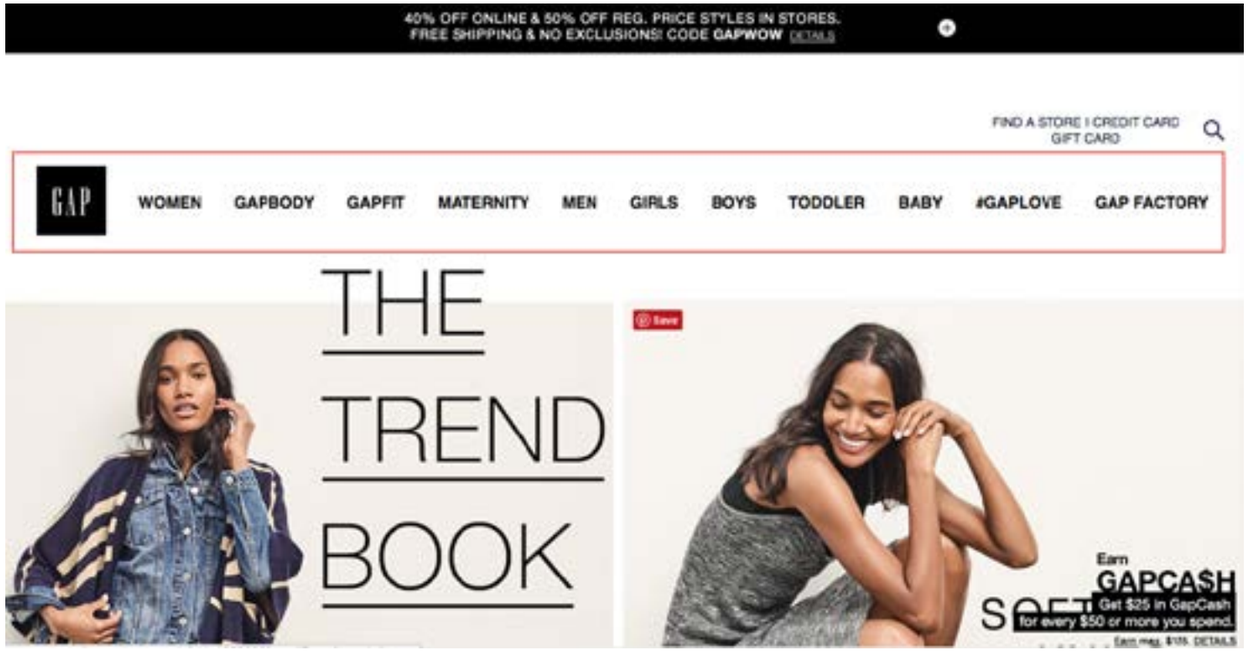
COMPRESSING LEFT NAV

DESKTOP



MOBILE

STICKY TOP NAV

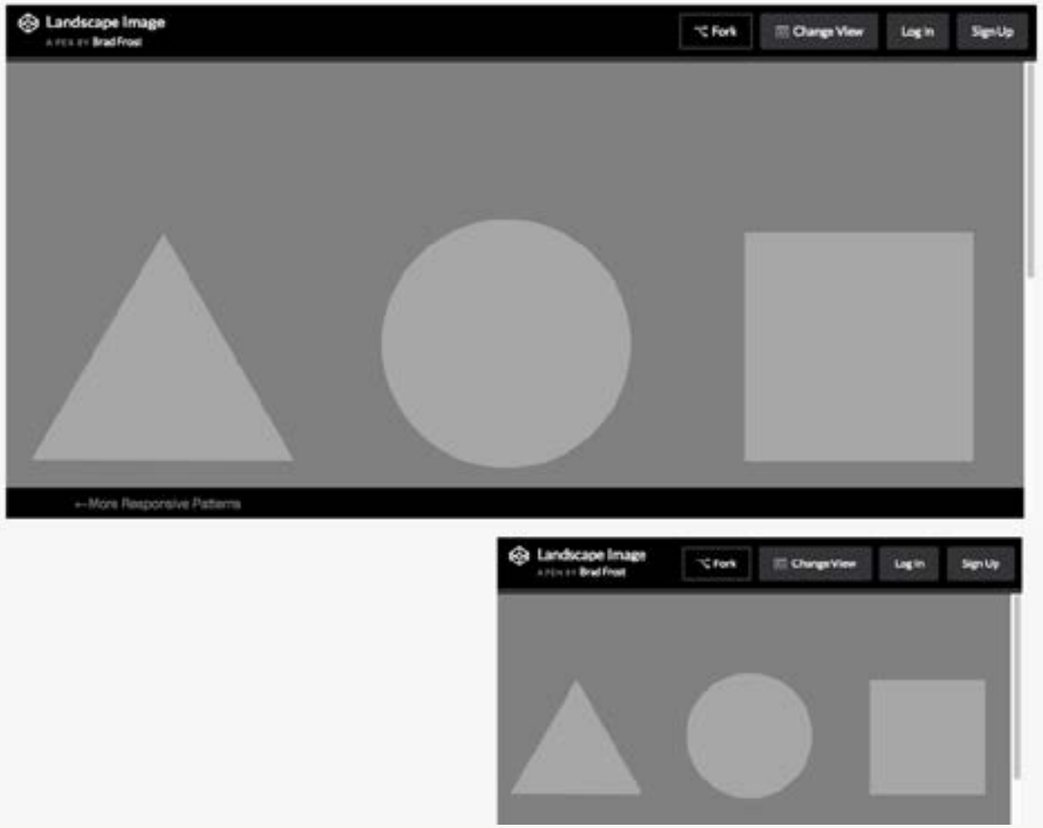


DESKTOP

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.



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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**

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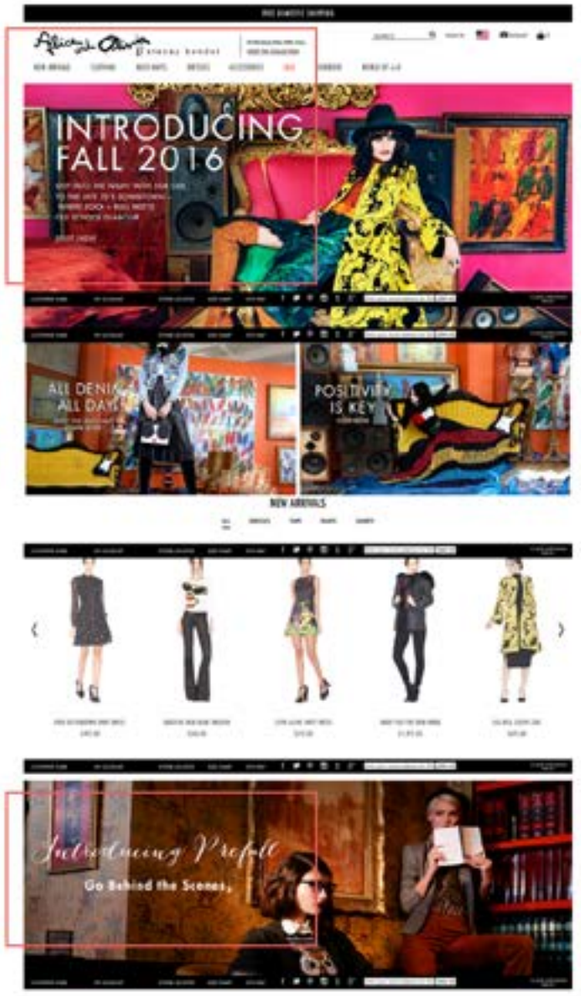
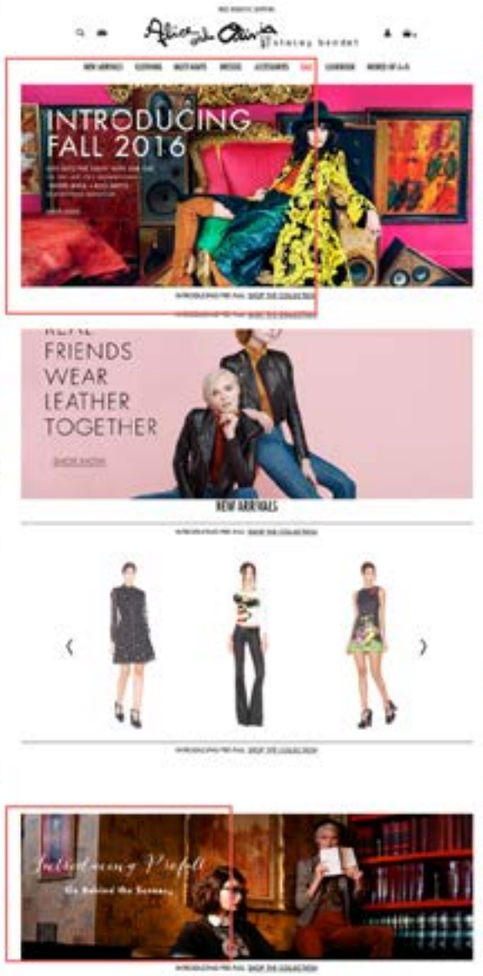
100% RESPONSIVE TYPE AND IMAGE SCALE RELATIVE TO EACH OTHER



DESKTOP

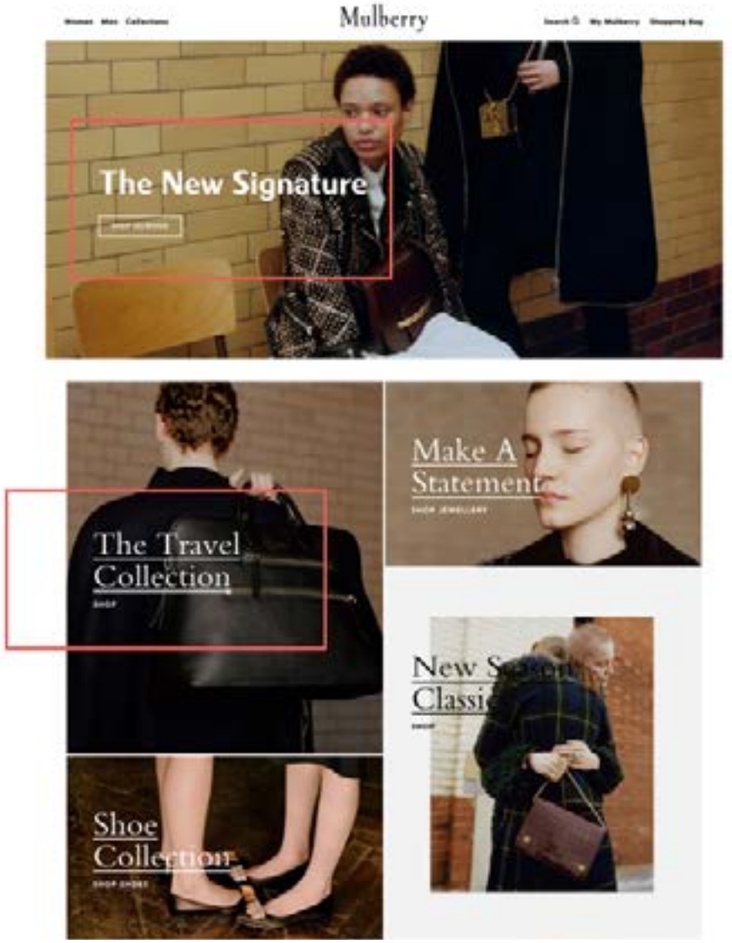


TABLET

MOBILE

100% RESPONSIVE IMAGE AND

TYPE SCALING INDEPENDENTLY

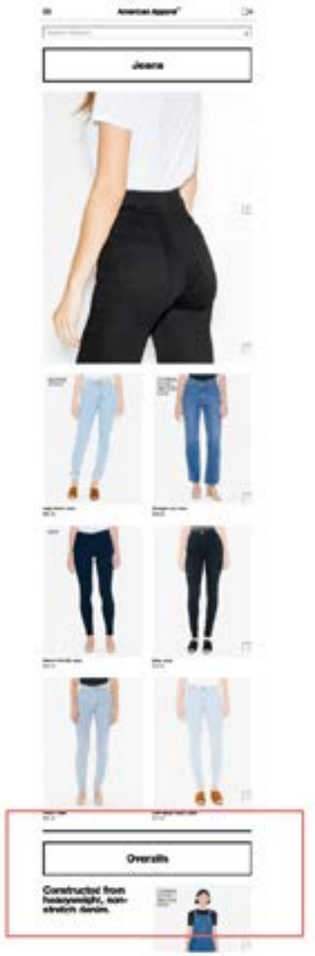


DESKTOP

MOBILE

TYPE IN BORDERED CONTAINER

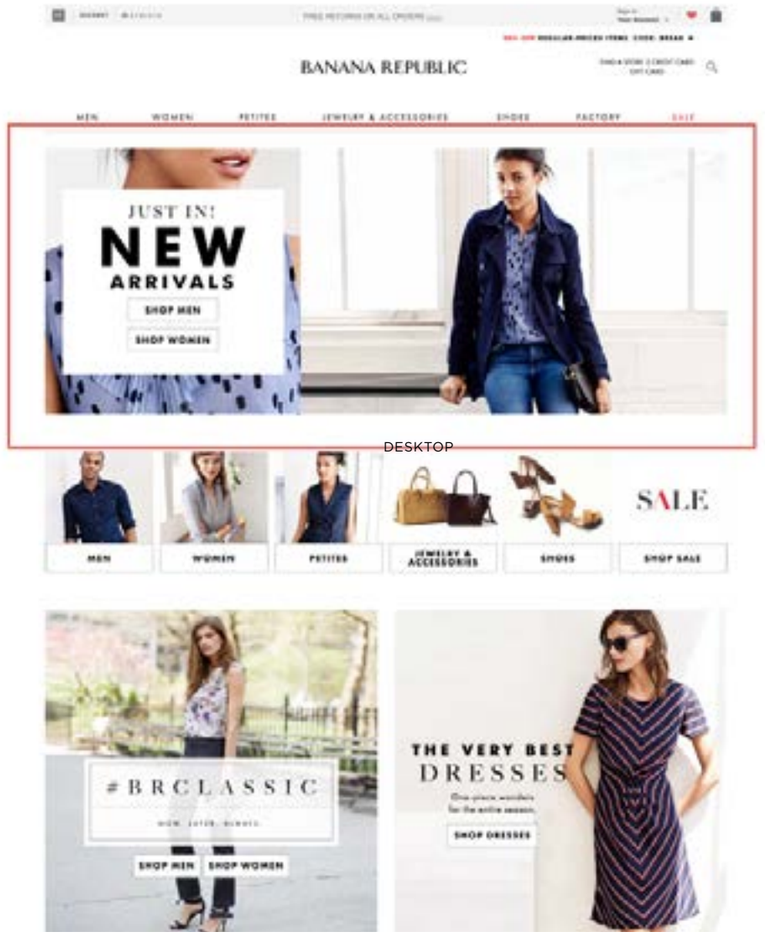
DESKTOP



MOBILE

REPOSITIONING OF TYPE WITH

IMAGE ELIMINATION



DESKTOP

DESKTOP

MOBILE

REPOSITIONING TYPE ON IMAGE

DESKTOP

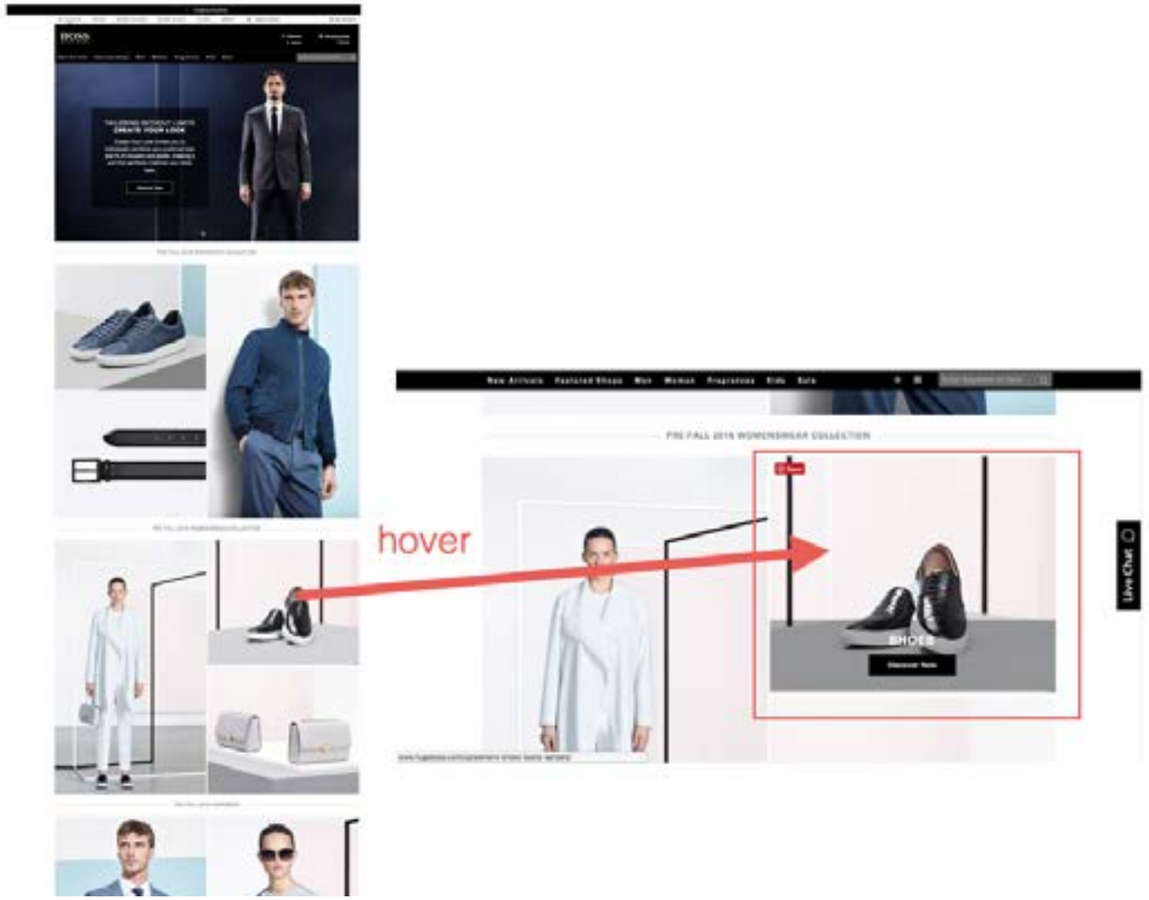
MOBILE

PUSHING TYPE OFF THE IMAGE

DESKTOP

MOBILE

EXPOSING TYPOGRAPHY



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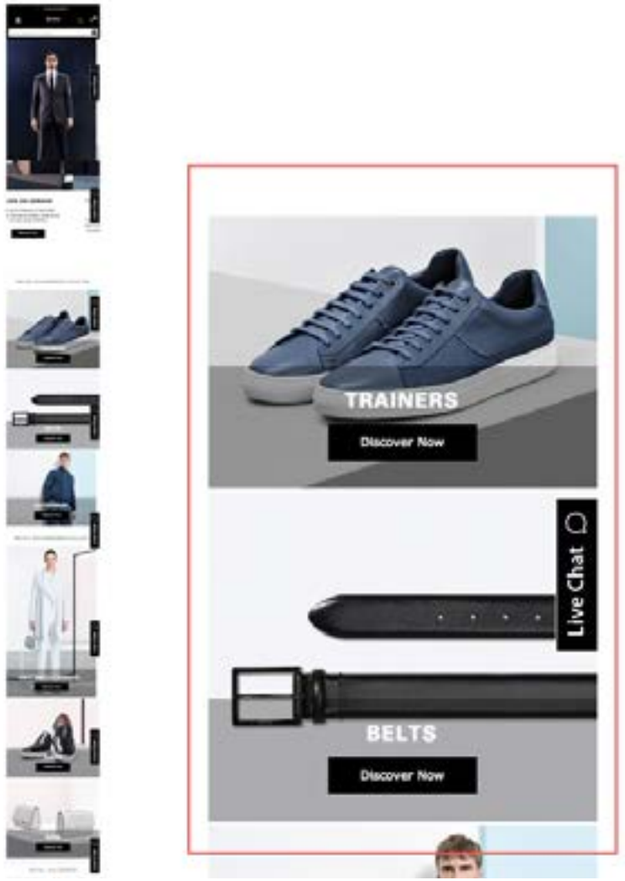
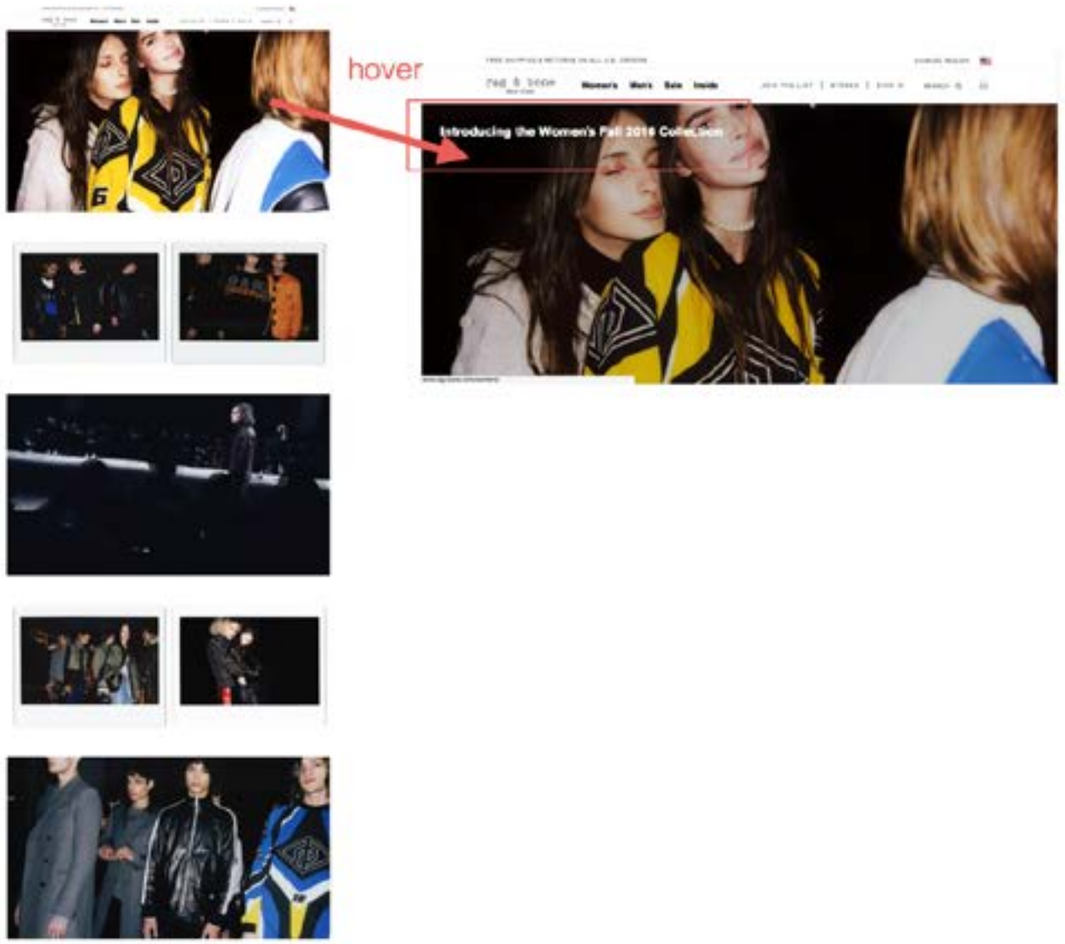


MOBILE

EXPOSING TYPOGRAPHY

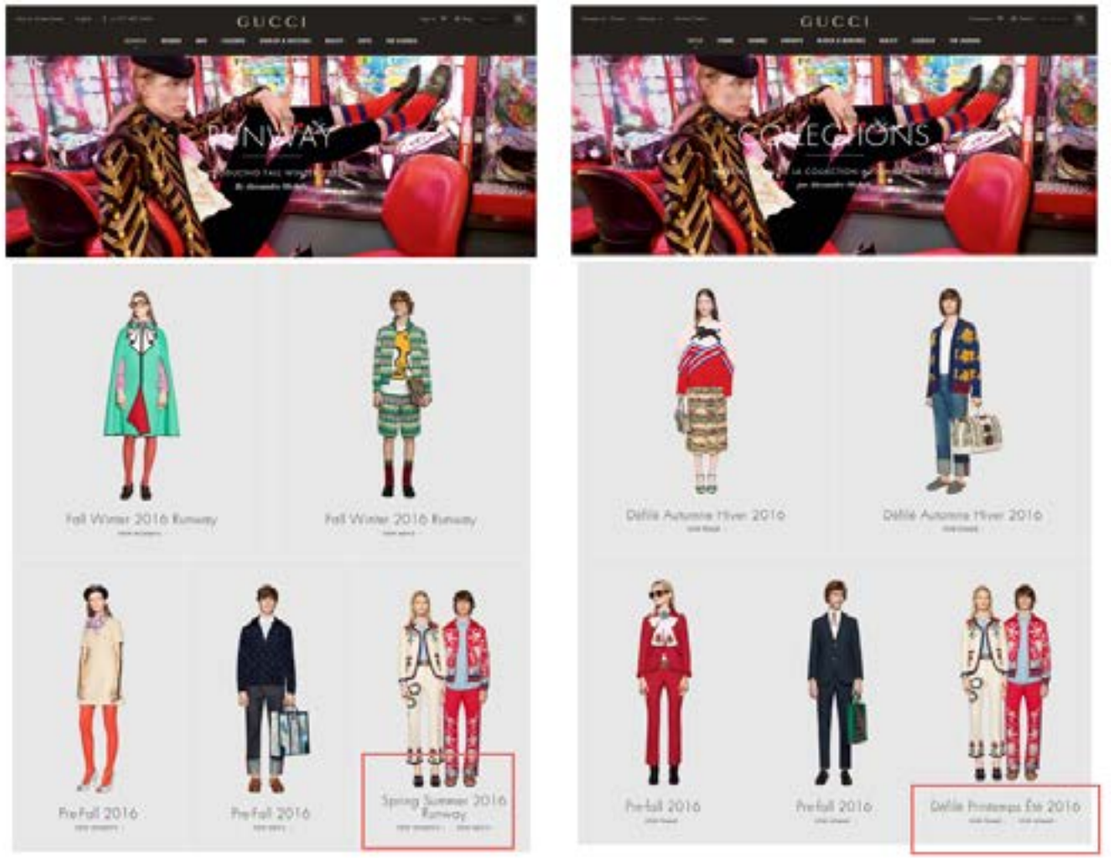


DESKTOP

MOBILE

TRANSLATION -

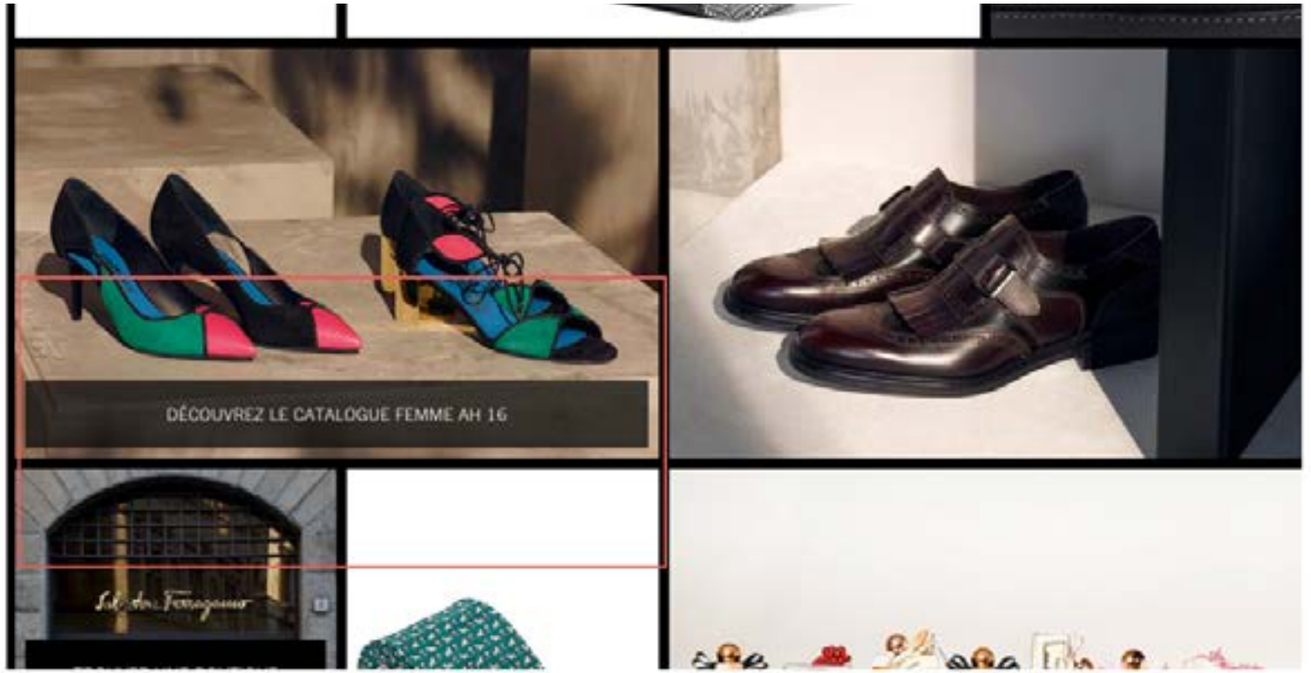
AUTOMATIC LINE BREAKS



DESKTOP

MOBILE

SHORTENED COPY

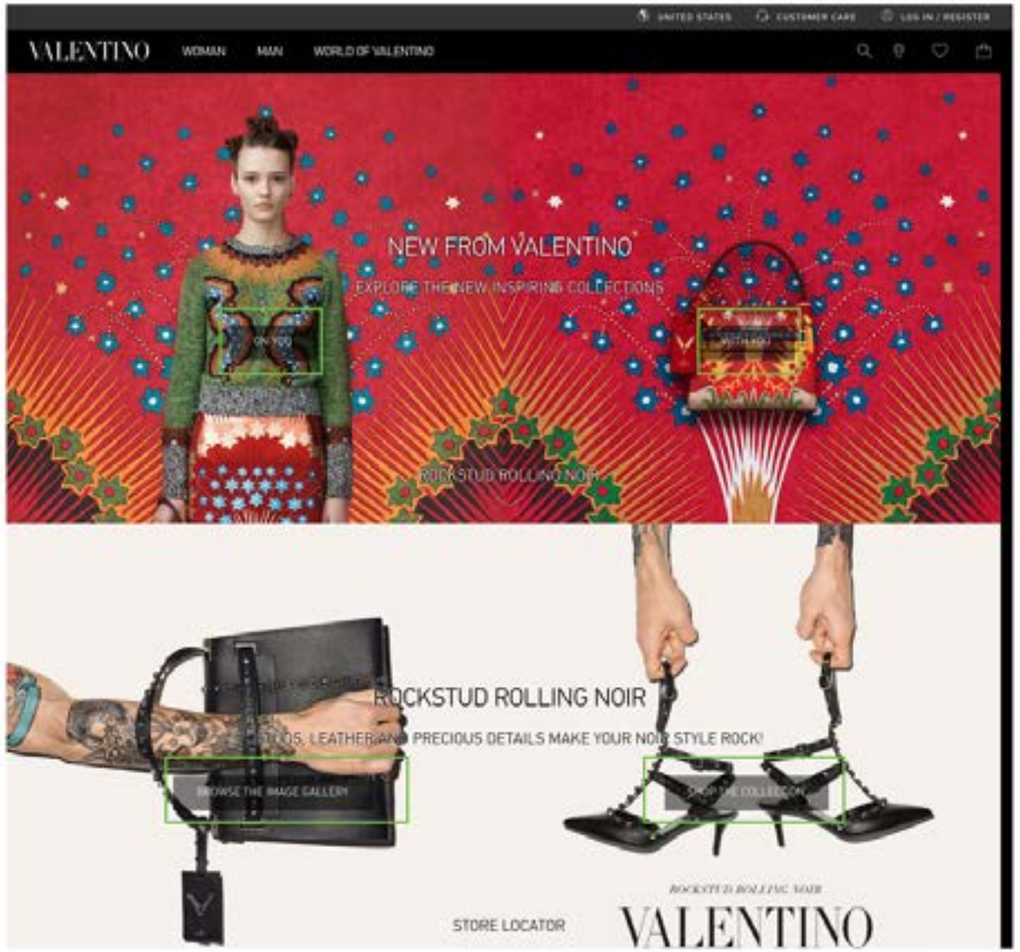


DESKTOP

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

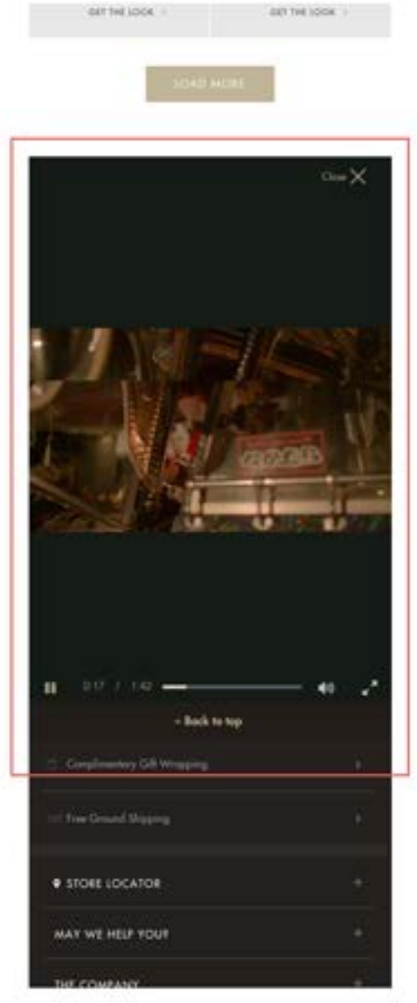
DESKTOP

MOBILE

DIFFERENT ASPECT RATIO

DESKTOP

MOBILE



EXPANDED

- RESPONSIVE TABLE

Go to Non-Responsive Table

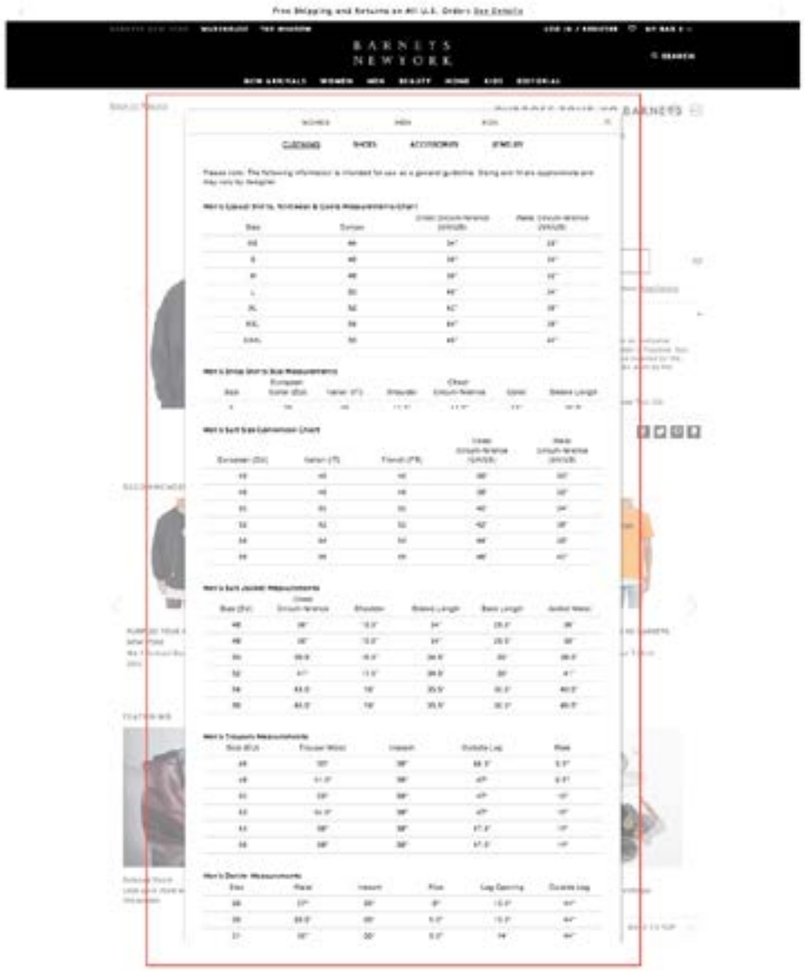
This is the exact same table, only has @media queries applied to is so that when the screen is too narrow, it reformats (via only CSS) to make each row a bit like it's own table. This makes for much more repetition and vertical space needed, but it fits within the horizontal space, so only natural vertical 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	3.4	3451
Captain	Cool	Tree Crusher	Blue	Wars	Steve 42nd	December 13, 1982	Las Vegas	1.9	Under the couch

DESKTOP

MOBILE

AS A MODAL RESPONSIVE TABLE



DESKTOP

MOBILE

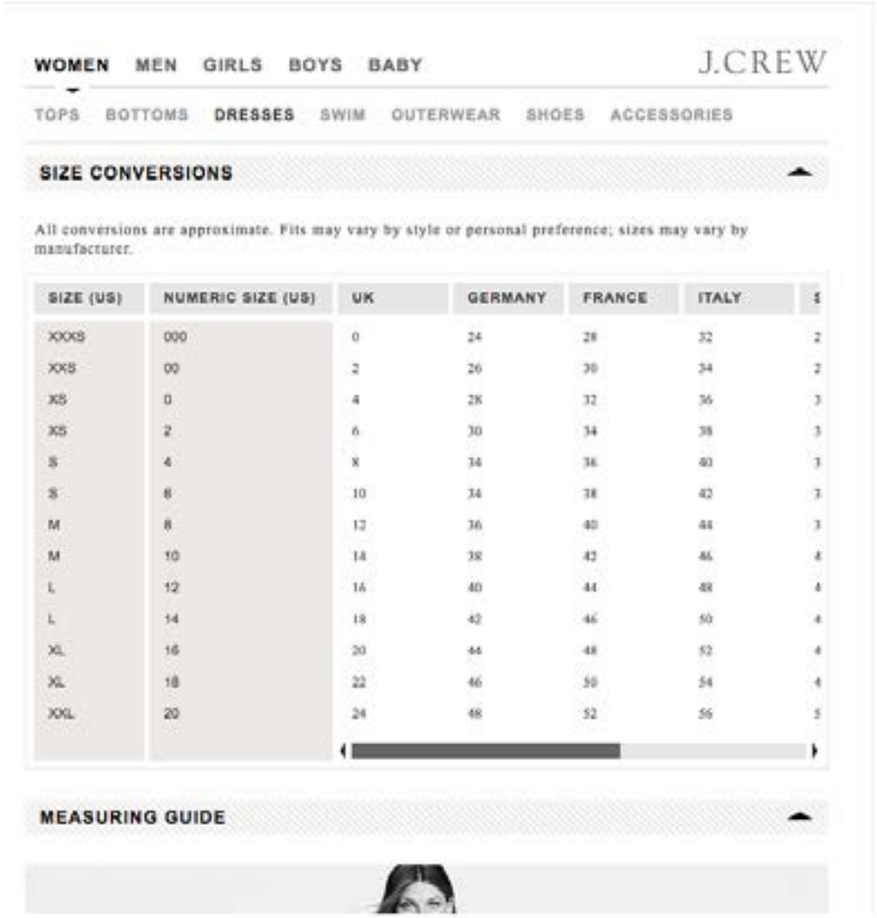
AS A MODAL RESPONSIVE TABLE

DESKTOP

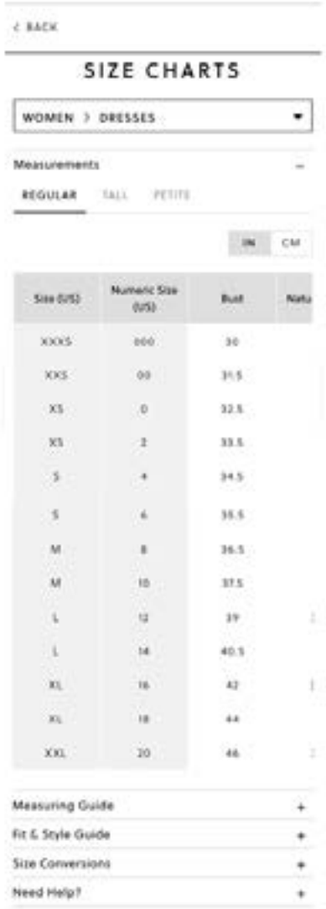
MOBILE

AS A NEW WINDOW RESPONSIVE

TABLE



DESKTOP



MOBILE

FORM

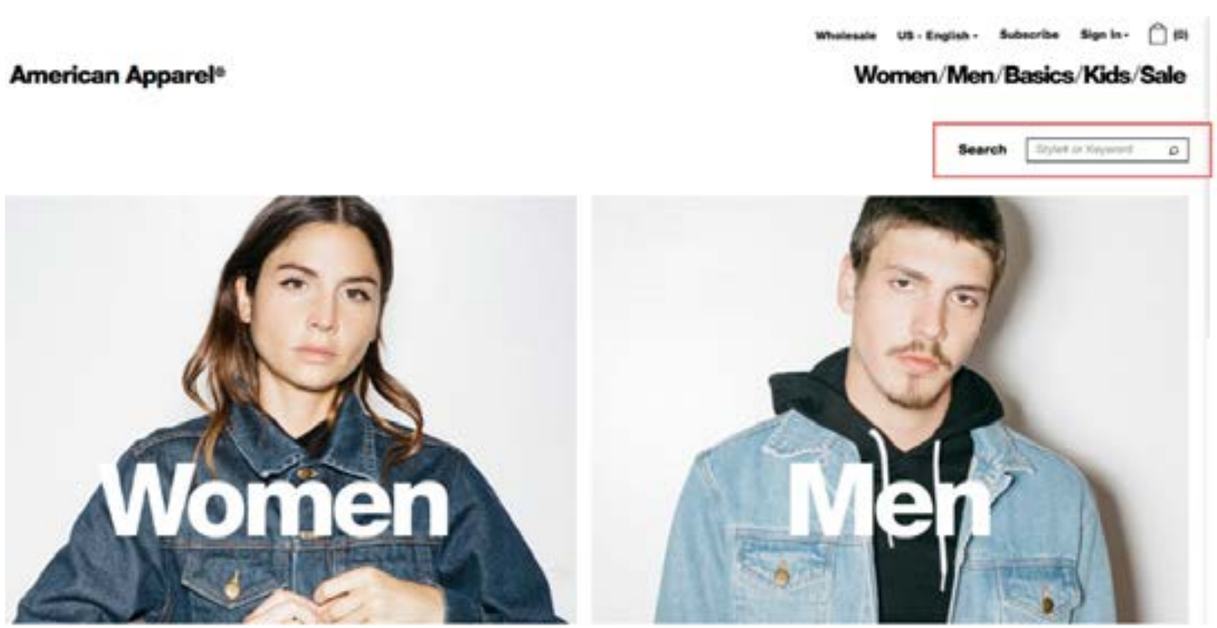
- **FLUID SEARCH FORM**
- **FLUID FILTERS**

- FLUID SEARCH FORM

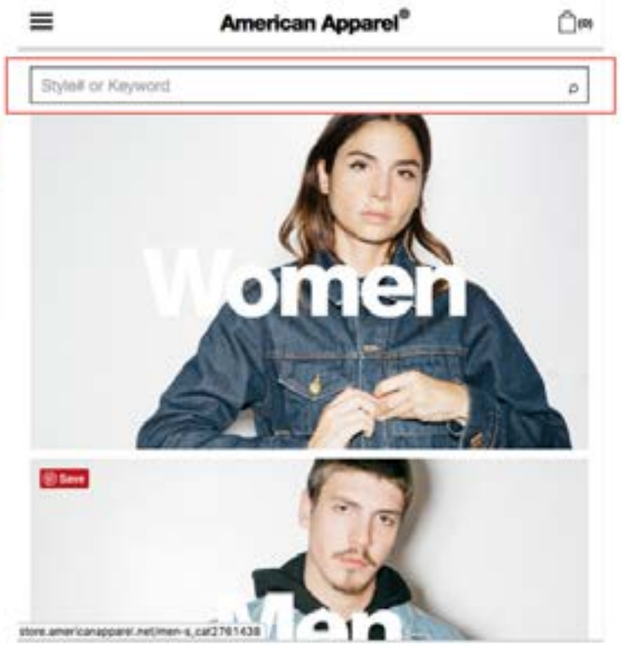
DESKTOP

MOBILE

SEARCH BOX EXAMPLE

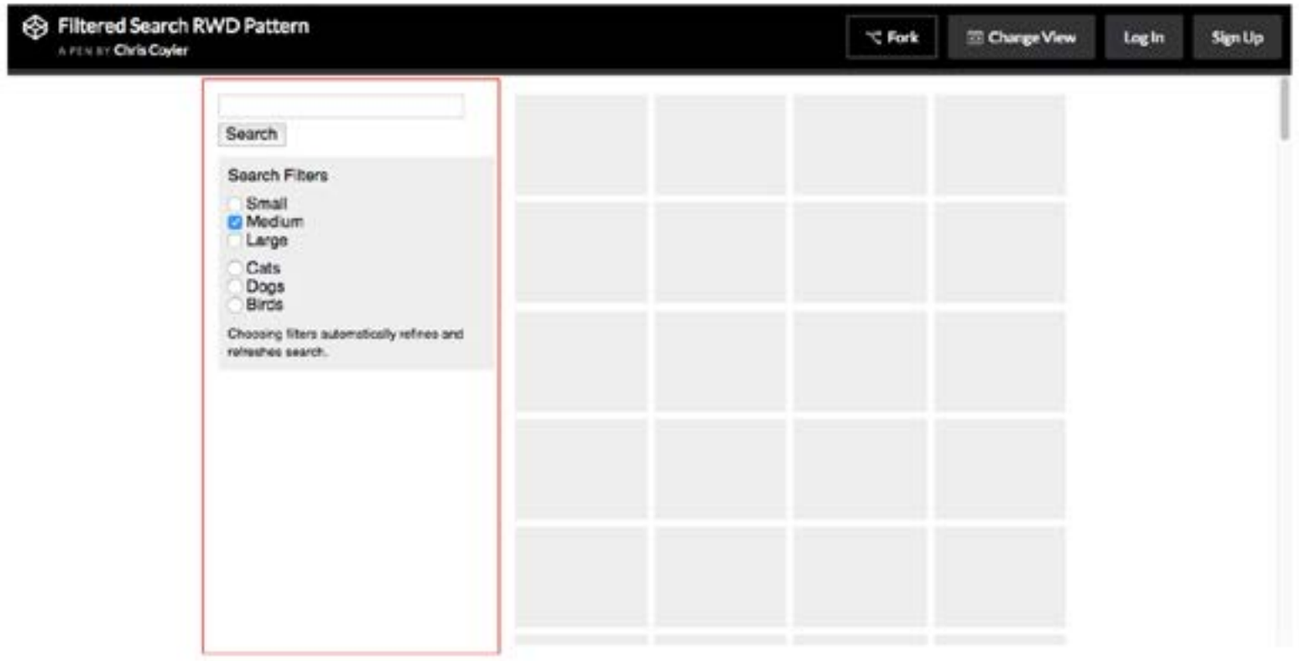


DESKTOP



MOBILE

- FLUID FILTERS



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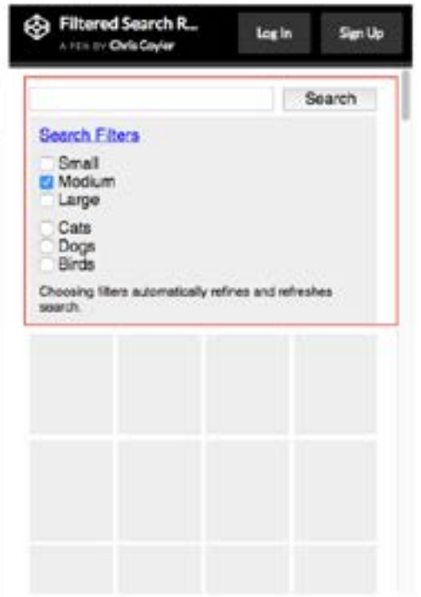


MOBILE

FILTER EXAMPLE

DESKTOP

TABLET

MOBILE

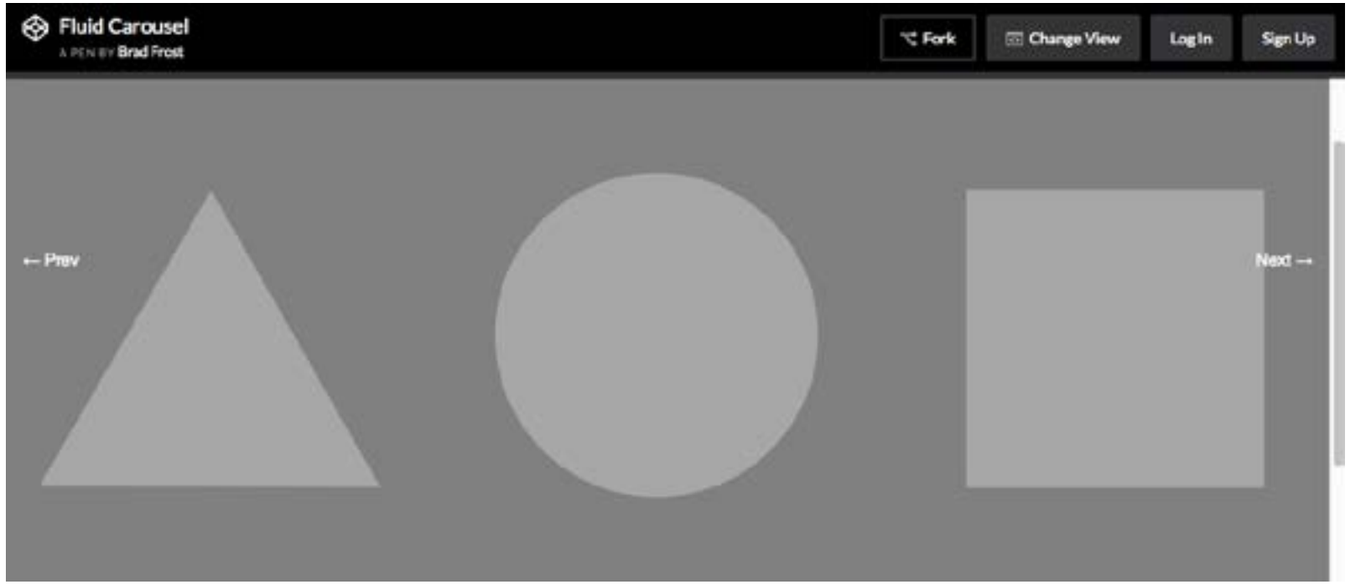
EXPANDED

MODULES

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

Confidential & Proprietary

- CAROUSEL



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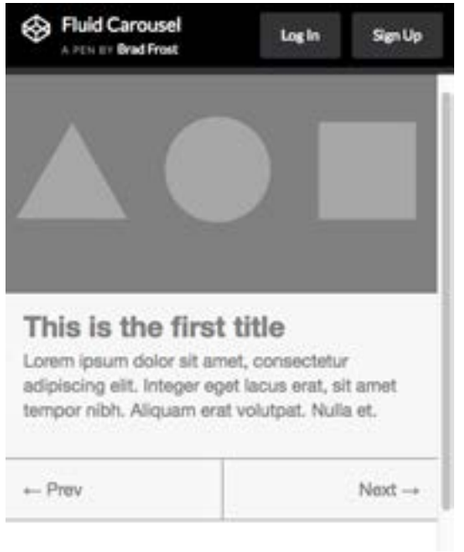


MOBILE

DESKTOP

MOBILE

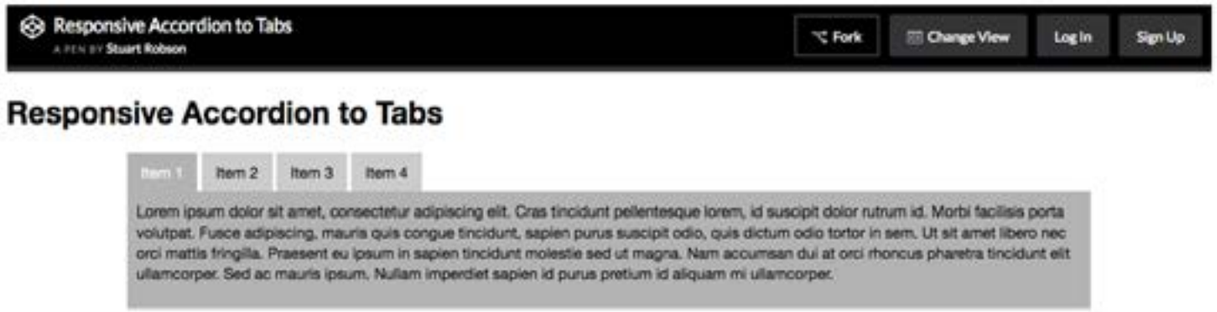
- TABS

COLUMN TO TABS

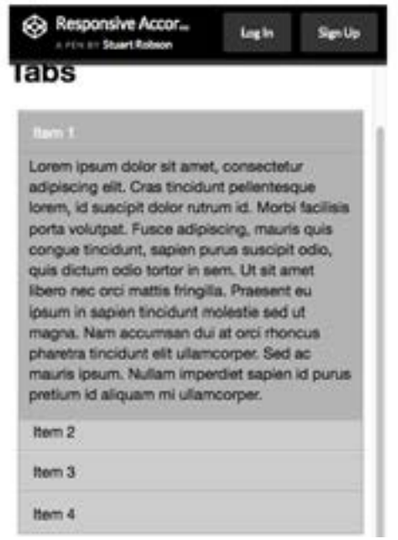
DESKTOP

MOBILE

TAB TO ACCORDION

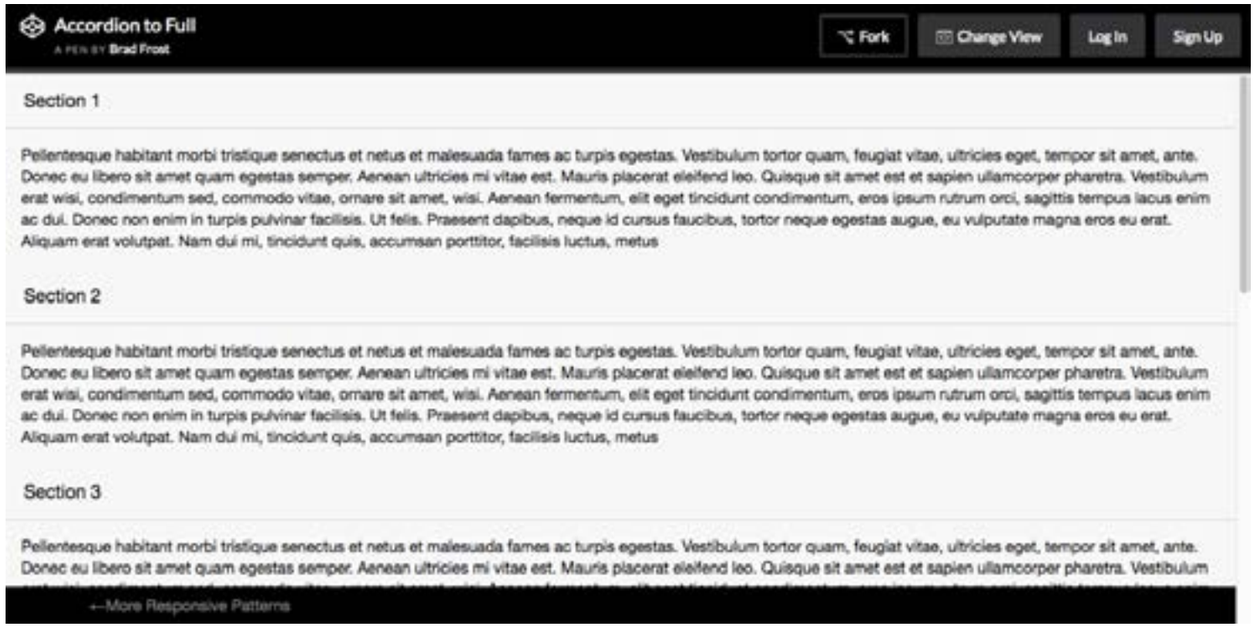


DESKTOP



MOBILE

- ACCORDION



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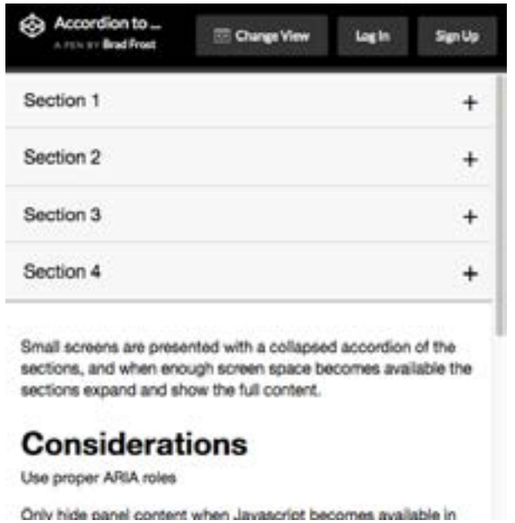
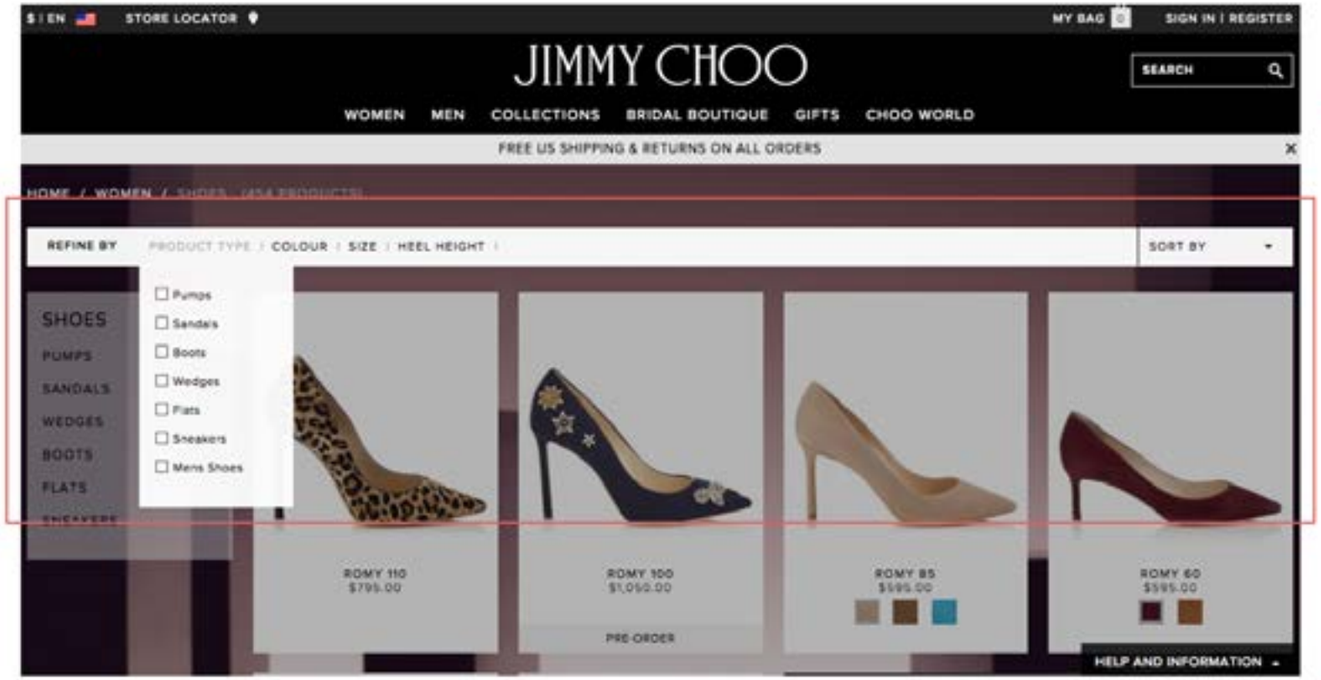


MOBILE

ACCORDION FILTERS



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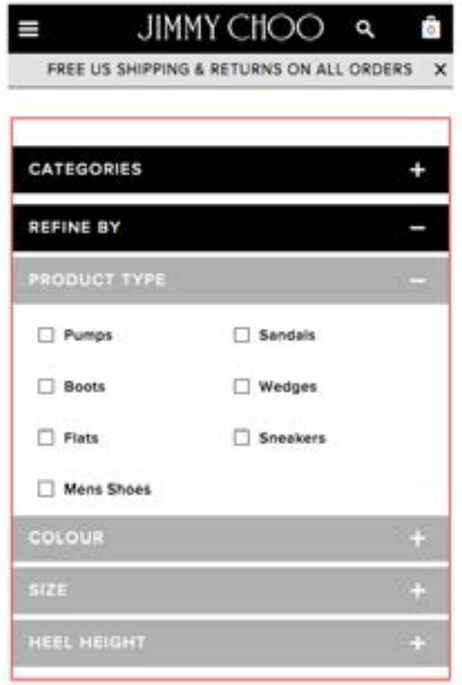
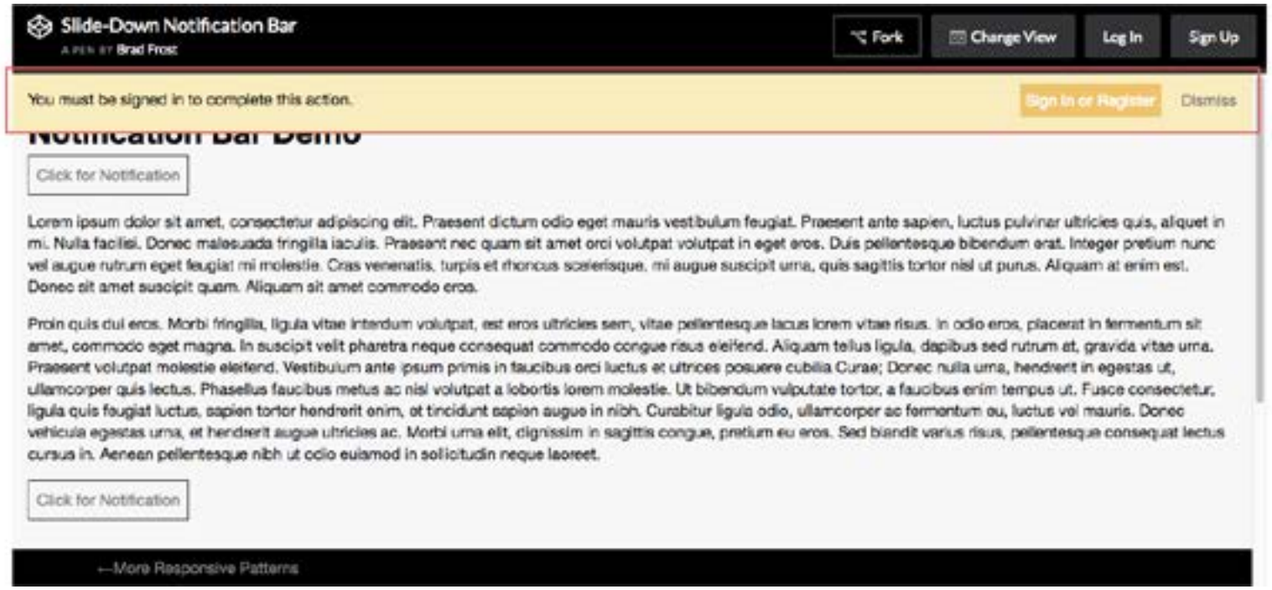


MOBILE

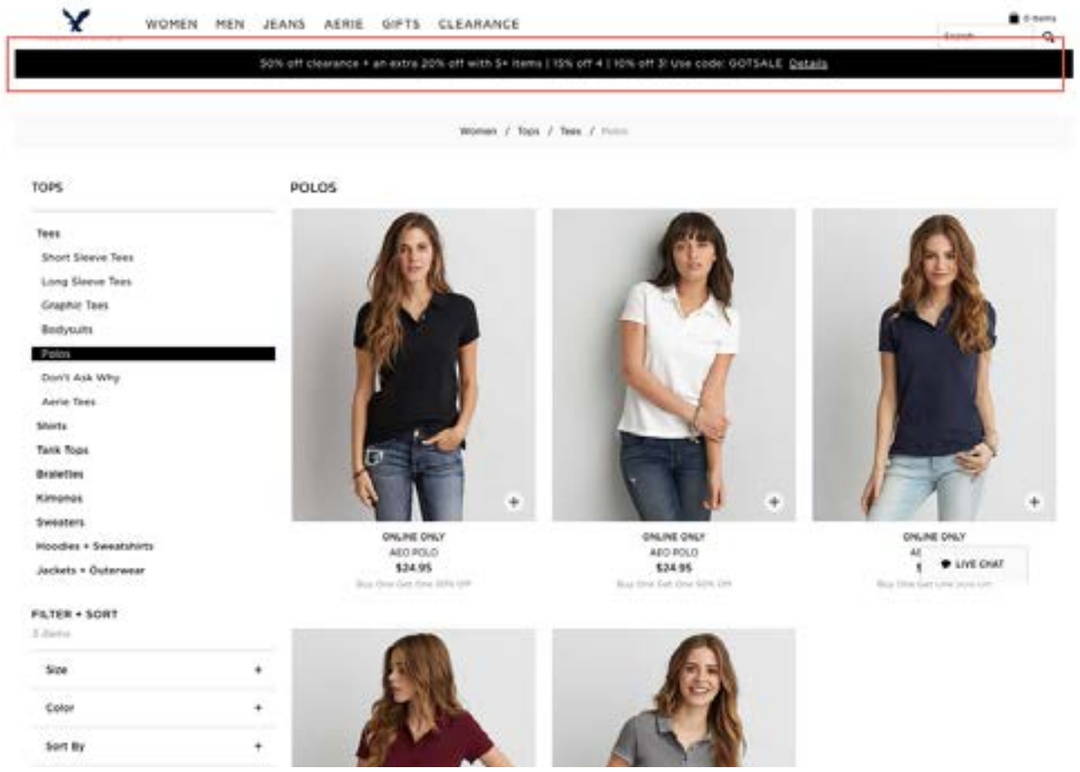
- MESSAGING



DESKTOP

MOBILE

PPH PERSISTENT PROMO HEADER



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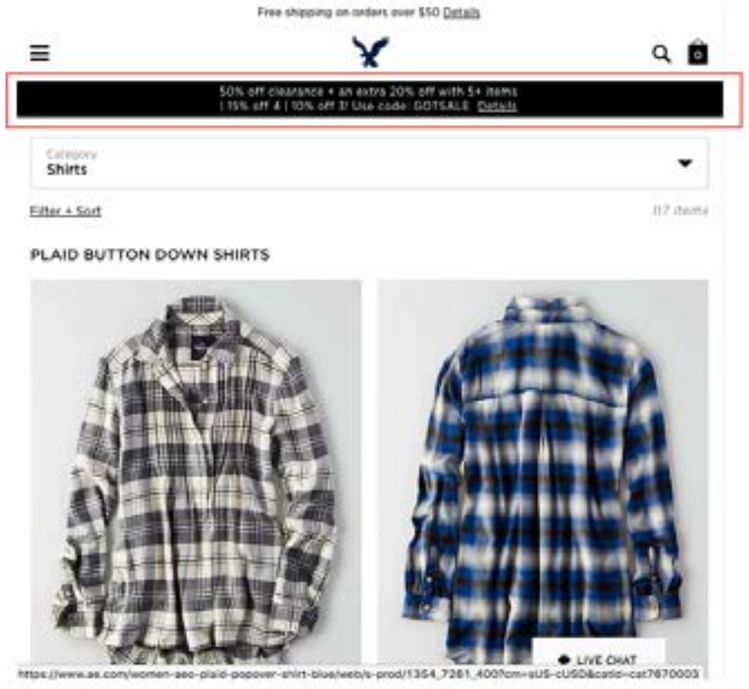

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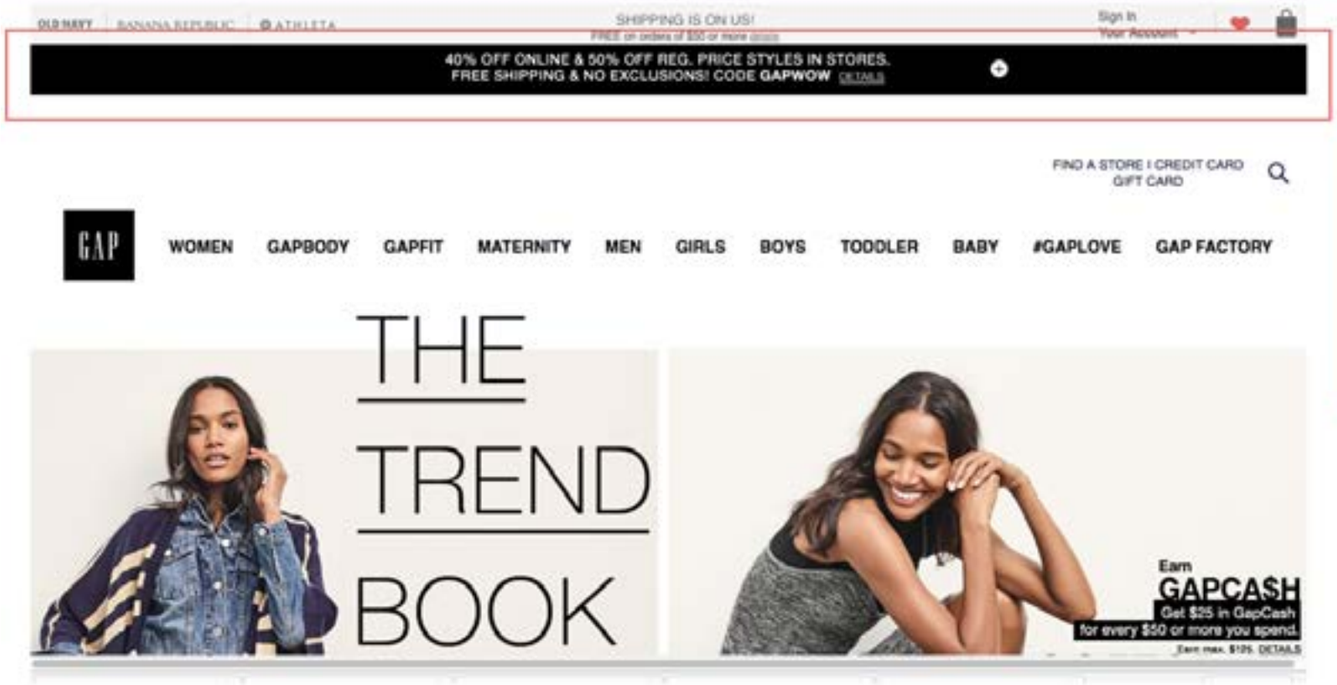
PPH PERSISTENT PROMO HEADER

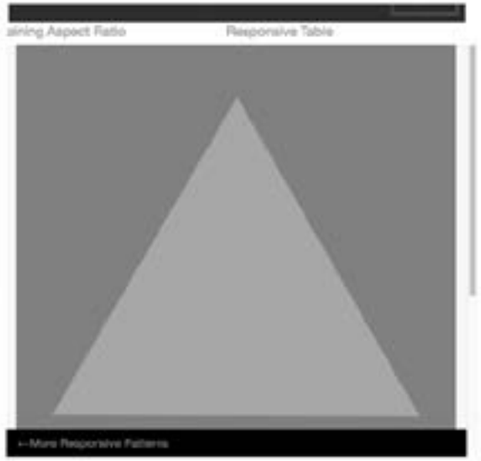


DESKTOP

MOBILE

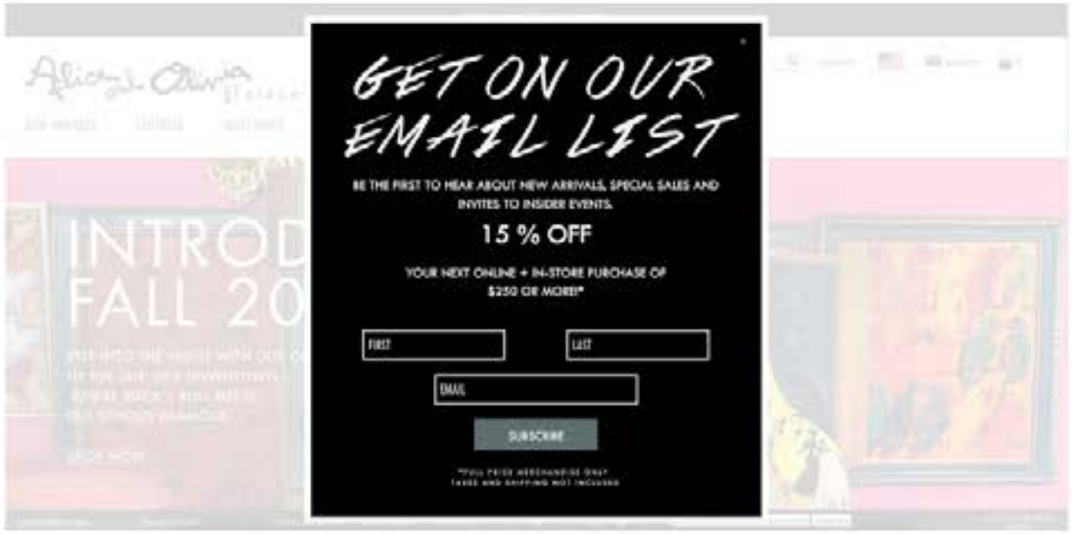
- LIGHTBOX

DESKTOP



TABLET

MOBILE



DESKTOP

TABLET

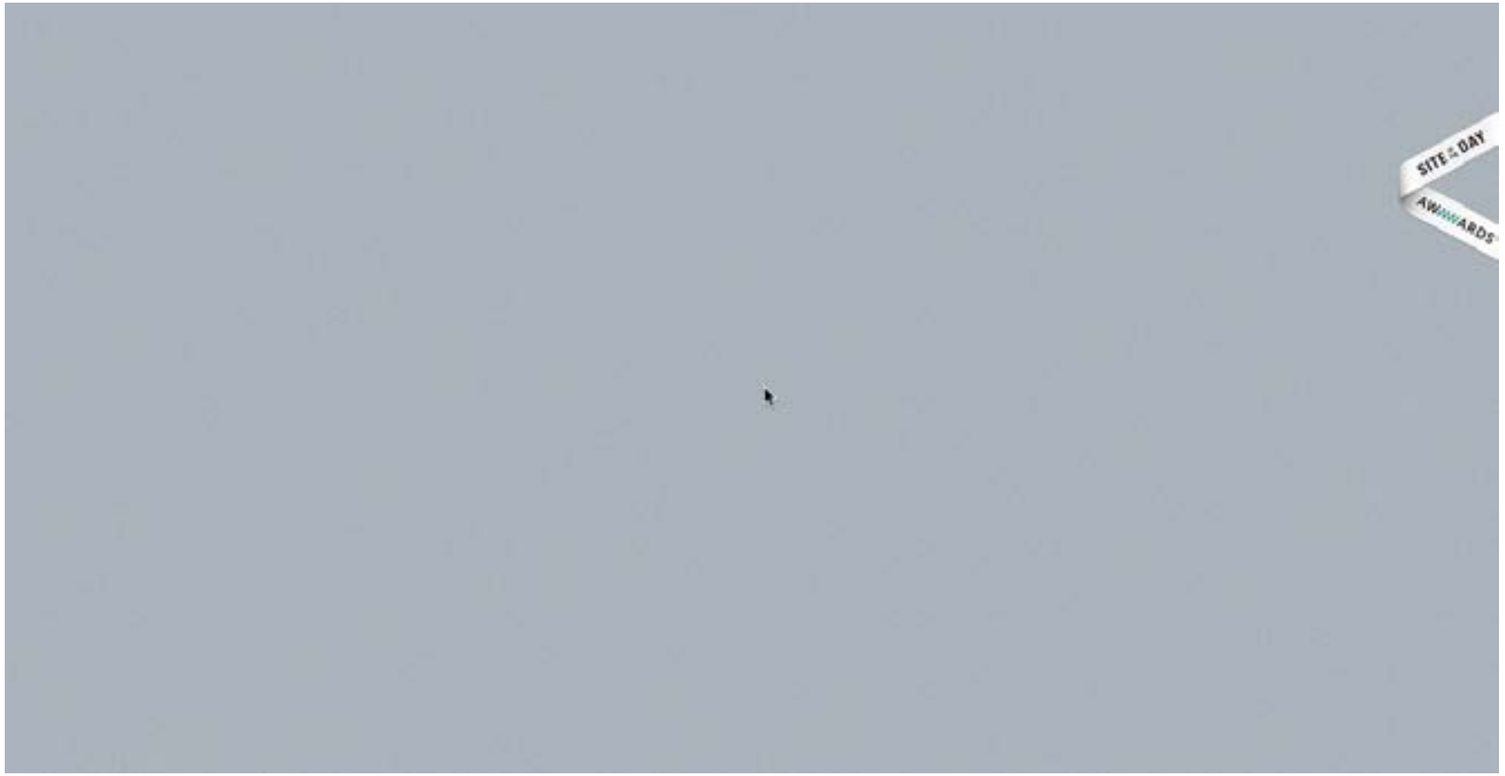
MOBILE

- 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

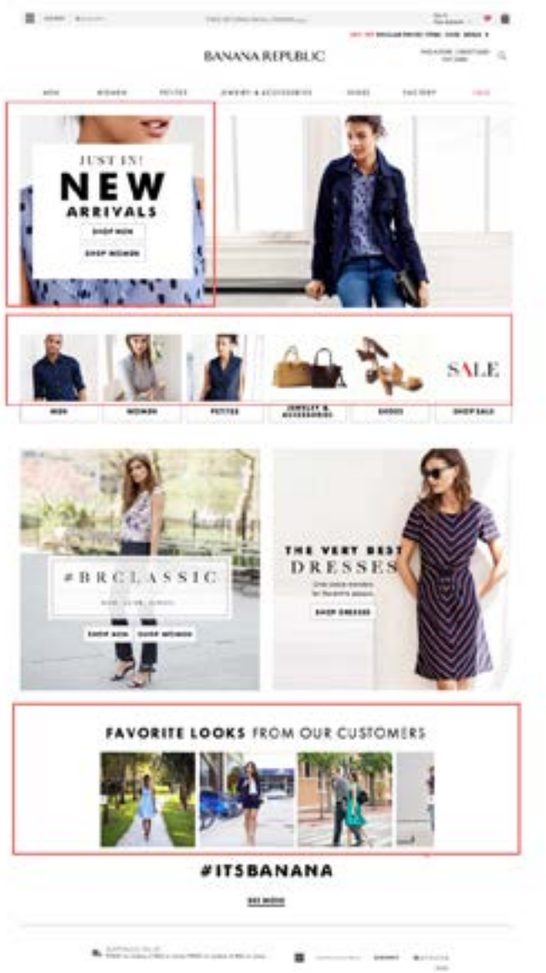
It was once said that the content is the king, and in today's world of responsive web design, it continues to be more true than ever before. You cannot design a layout for content without the content itself.

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

"CONTENT IS THE KING"

Confidential & Proprietary

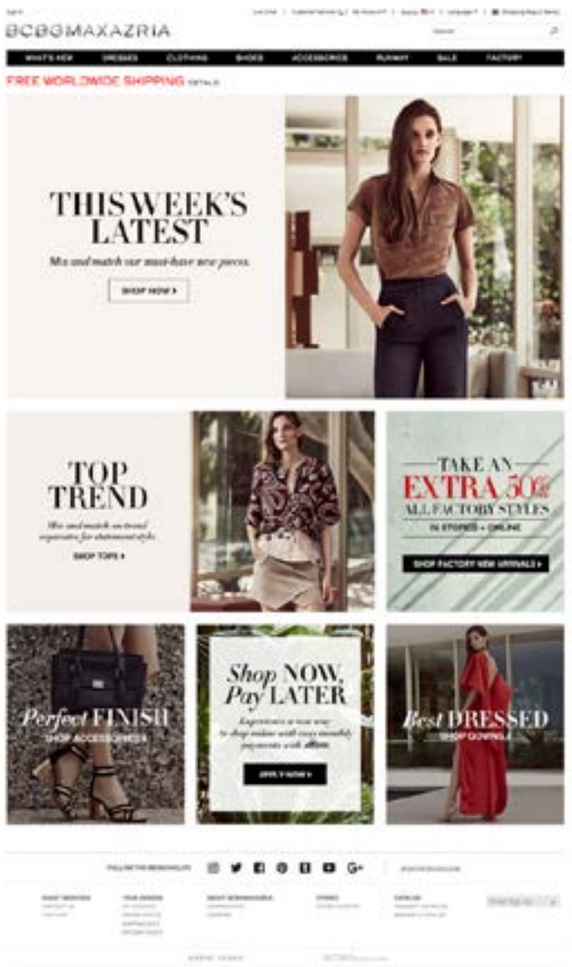
HIDING CONTENT EXAMPLE



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

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