

Responsive Web Design 101

Meeting of Great Minds, New York City, February 6th 2012



Responsive Design in the Real World

Smart Glass

<http://www.youtube.com/watch?v=bW6fMOOOhmGw&feature=related>

Interactive Walls

<http://vimeo.com/4661618>



What is Responsive Web Design?

A new way of designing for the web with a focus on **adapting to the user's needs** and **device capabilities**.

Websites that are truly responsive follow three key technical features:

- **Flexible Grids/Layouts**
- **Flexible Images and Objects**
- **Media Queries**

Step by step demonstration: http://clientfiles.tmpwebeng.com/_spell/rwd/spells-bunnies/

Example: http://clientfiles.tmpwebeng.com/_spell/rwd/example/

Full Orchestration: <http://peopleofpepsico-com.tmpqa.com/> (digitalsolutions@tmp.com/pepsico1)



Media Whatzit?

Media Queries have come of age! Here is how we set our breakpoints:

```
body {  
  
    margin: 10%;  
    text-align: center;  
    color: red;  
  
}
```

```
@media screen and (max-width: 480px) {
```

```
    body {  
  
        color: blue;  
  
    }
```

```
}
```




Why is Responsive Web Design Important?

While Responsive Web Design may not be for every site (yet), it **will** play a large roll in the future of the web.

Responsive Web Design seeks to do the following:

- **Improve User Experience**
- **Minimize Maintenance**
- **End Device Fragmentation (Why build multiple sites?)**



Designing with Responsiveness In Mind

Responsive Web Design is still fairly young and there are still many more lessons to be learned, but you can tackle your designs by keeping these things in mind:

- **Accept the dynamic nature of the web (in the browser we have no control over design – the user does)**
- **Be mindful of content and how it could potentially alter your layout**
- **Design for the baseline and layer on enhancements (Mobile First)**



Designing with Responsiveness In Mind

Responsive Web Design is a very powerful tool in our arsenal. Because it is not yet perfected, we must strive to find a good balance between design and development.

Therefore, please note:

- **Assets that may be hidden from view in mobile will still load in mobile**
- **Bandwidth and Latency (Large images that are scaled down are still large images on mobile)**
- **Consider how tabular data (tables) will behave**



Speaking of “Mobile First”...

Through adherence to web standards and the principles of progressive enhancement, we now have the ability to create sites that meet the growing demands of mobile usage. However, these methodologies are only **part** of the solution. TMP must place even more emphasis on the end user experience. Researching, planning and understanding what our users **need** should continue to be our top priority as it is only through this that we will create an awesome, responsive web experience for all.



With Great Power Comes Great Responsibility

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Thank You

Michael “Spell” Spellacy, Director, User Interface Development