# Responsive Design

## Description

Responsive web design refers to the creation of websites using dynamically sized elements that are responsive to their parent containers, and ultimately the display resolution.

## Advantages

Responsive design is extremely flexible in its rendering approach. The designs are fluid are able to display responsively to any viewing context, in contrast to adaptive design’s fixed layout approach.

Statistics show that more than half of the global internet traffic (52+%) is from a mobile device (Hosting Tribunal, 2020). As mobile devices continue to be produced in various shapes and sizes, responsive designs gain an advantage of dynamically adapting to these devices.

Responsive designs achieve higher site rankings by search engines like Google or Yahoo!, therefore leading to more web traffic.

Responsive designs can reduce the need, and therefore the cost of, developing a separate mobile-friendly version of the website.

## Disadvantages

Site navigation can become more challenging to keep consist with responsive designs. As the screen size decreases, so too do the elements portraying the navigation paths.

Responsive web designs can also take longer to load than adaptive designs. This is due to their relative nature where the elements are sized in relation to the size of the parent elements. Longer loading times can often leading to a bad browsing experience on the user’s behalf.

Older browsers, or older devices who are limited with software, may not be compatible with responsive designs and will therefore show incorrectly.

## Project Selection

For this project we have chosen a Responsive design.

Responsive design will provide an overall better look and feel (user experience) to the finished product and result in a higher Search Engine Optimization ranking. The majority of elements will be designed to be responsively sized and placed.

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### Navigation Chart

The following illustrates the navigation pathways of the webpage prototype in all directions:

