

Responsive Web Design

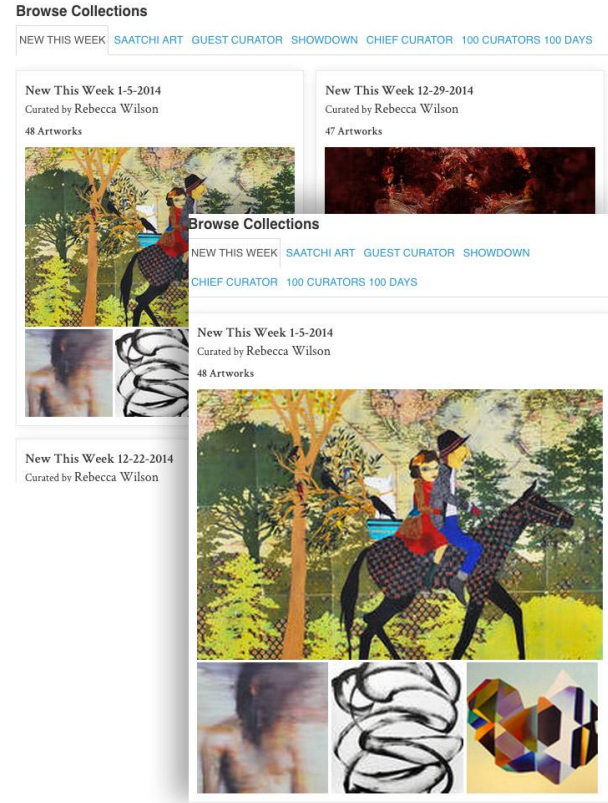
for Saatchi Art

Why RWD?

- Google ranking responsive sites higher than mobile (m.) sites
- General use of mobile devices way up and will continue
- Significant Saatchi Art traffic and sales come from mobile

Initial RWD Dev of Saatchi Art


- Before the site redesign, SaatchiOnline.com used responsive elements
 - A custom responsive grid system which made adding the new framework easier (legacy pages needed to exist alongside redesigned ones)
 - Existing grid system had widths set in percentages
 - Fully responsive components
 - Desktop first - early responsive design implementation




Initial RWD Dev of Saatchi Art

- If site was responsive why change it?
 - The site was going to be redesigned.
 - Needed to support the legacy styles alongside the new design. A new framework meant less collisions.
 - To reduce page weight, new design had a more efficient layout.
 - Mobile First.

COLLECTIONS








GUEST CURATOR



Cesar Garcia

Cesar Garcia is the Founding Director and Chief Curator of The Mistake Room--Los Angeles's only independent non-profit cultural institution devoted to an international program of contemporary art. A curator...

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NEW THIS WEEK [SAATCHI ART](#) [GUEST CURATOR](#) [SHOWDOWN](#) [CHIEF CURATOR](#) [100 CURATORS](#) [100 DAYS](#)

New This Week 1-5-2014

Curated by Rebecca Wilson


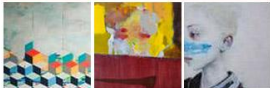
48 Artworks

New This Week 12-29-2014

Curated by Rebecca Wilson

47 Artworks

Collections A group of images selected by Saatchi Art curators, artists, art fans and other community members for your viewing pleasure.

[CREATE A COLLECTION](#)

Curator Spotlight



Joanna Szupinska-Myers

Joanna Szupinska-Myers is a curator and writer immersed in contemporary art, the history of exhibitions, and the nature of collections. She is...

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Alexandra Champalimaud

Inducted into the Platinum Circle for Lifetime Achievement by Hospitality Design magazine and honored as Interior Designer of the Year by Interior...

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Michelle Grabner

Wisconsin-born Michelle Grabner incorporates writing, curating, and teaching with a studio practice grounded in process and productivity in order to...

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CHARLOTTE ZUGER

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[ARTWORK \(0\)](#)

[COLLECTIONS \(19\)](#)

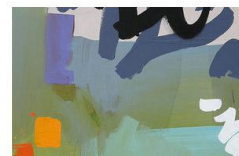
[FAVORITES \(130\)](#)



[Organic shapes \(160\)](#)



[Green nature \(148\)](#)



[abstract expressionism \(220\)](#)



[Abstract and geometrical \(155\)](#)



[Eteric seascapes \(167\)](#)



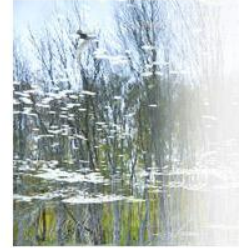
[Flowers \(73\)](#)

Redesign for SaatchiArt.com

- New design has specific widths, and some of the layouts are less suitable for percentage based layouts
 - The basic module, the Art Item, was designed to be 300px wide.
 - Gutters are set at 20px and 10px
 - Collection item has one large thumbnail above a row of small thumbs. This basic unit requires set widths for exact alignment. Going for “pixel perfect” -- opted to set these in pixels.



Organic shapes (160)



Green nature (148)



Redesign for SaatchiArt.com

- How we handled requirements
 - Adaptive approach: Early on, we decided for speed of development to concentrate on four breakpoints:
 1. Desktop (1100px)
 2. iPad landscape mode (1024px)
 3. iPad portrait mode (768px)
 4. iPhone (320px)
 - Utilized fluid responsive layout for other viewports

Framework - Foundation 5

Why Foundation 5?

- Sass and Grunt Support
 - <http://css-tricks.com/sass-vs-less/>
 - **A word about Bootstrap:** Sass support is 'Less' of an issue now. Bootstrap is also 'Mobile First' though Foundation 3 beat them to that.



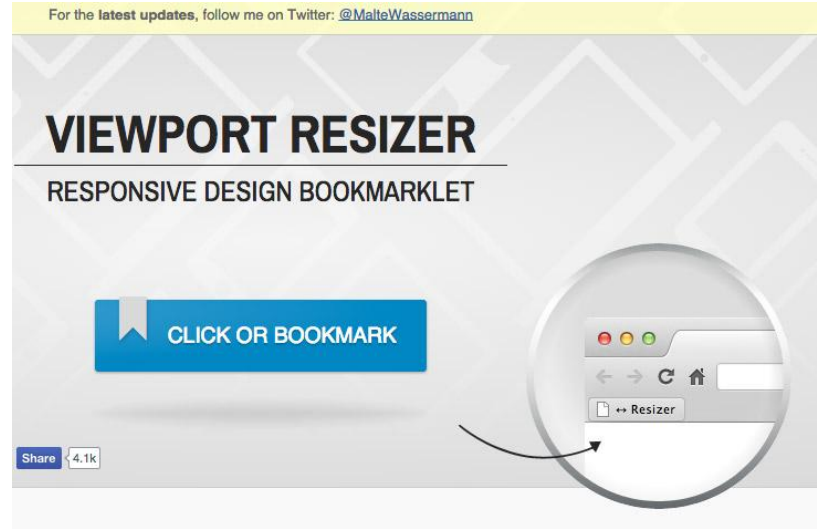
Framework - Foundation 5

- Easy to get up and running - [video](#)
- Uses em and rem units
 - Font sizing with rem
- "Bootstrap tends to make sites that look like they were made with Bootstrap."
 - Foundation 5 is design agnostic;
it's more of a blank slate
- Easy to use just the parts you need



Tools

- Today's browsers have viewport simulators
- Viewport Resizer
Bookmarklet
- Final testing on actual devices

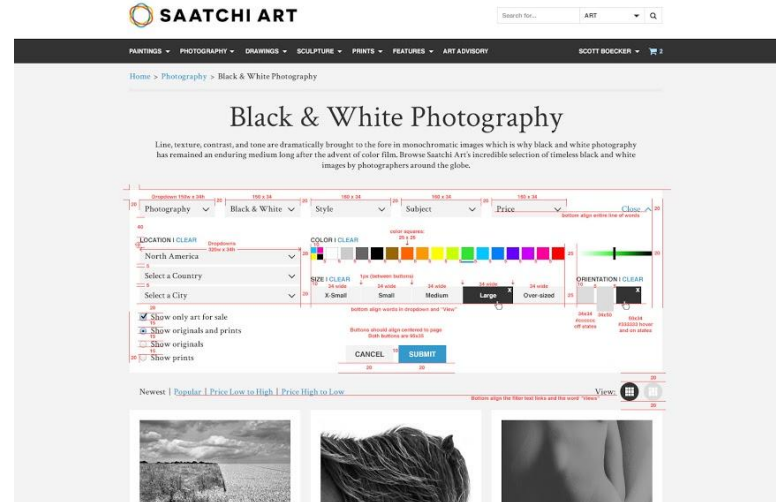


What if we could do it again?

- Discussions with design
 - CSS Framework discussion - could inform design
 - Grid layouts - Foundation uses a 12 column grid
 - Foundation 5 is a great wireframing tool
 - Mobile first design approach for user flows

What if we could do it again?

- Cooperative **redlining** of design
 - Design can callout font-sizes, gutter and column widths.
 - Developers can determine what H1, H2, p, etc. accordingly
 - Set naming conventions
 - For documentation, serves as basic style guide



Saatchi Art for 2015

- Responsive Images
 - Will srcset be ready?
 - JavaScript - shims for srcset?
 - Server side
- Removing legacy css
- Streamlining our media query code using Sass Mixins
 - [Write Better Media Queries with Sass](#)
- A better responsive global nav
 - We use a heavily modified version of the Foundation Top Bar nav.
- Updating to latest F5 from 5.3.0 to 5.5.0, refactoring



H9RBS.js @H9RBSjs · Dec 16

9:00AM - Started using shiny new CSS framework on project.

5:00PM - Shiny new CSS framework is now horribly outdated.

Rinse, repeat.



<http://html9responsiveboilerstrapjs.com/>