

# RESPONSIVE INTRO

RWD is born

In 2010, Ethan Marcotte coined the term “Responsive Web Design”.



Rather than build separate mobile & desktop websites you could choose to **create a single site that adapts to suit any device** regardless of screen size or orientation.

Ethan Marcotte defined responsive web design with three principles:

# **1. A flexible, grid-based layout**

This allows your layout to reflow to the screen size of any device

## **2. Flexible images and media**

This allows your images and videos to reflow with the layout

### **3. CSS3 Media queries**

This allows you to control each layout so that content is displayed optimally



“Responsive” vs  
RWD

Almost four years later, **RWD has rapidly expanded**. New techniques and ideas are appearing almost daily.

*“Testing the top 10,000 websites for responsive indicators showed roughly 12% of these sites were responsive.”*

<http://www.guypo.com/mobile/rwd-ratio-in-top-100000-websites-refined/>

However, there is also a growing sense of **confusion**...

A lot of sites that are now  
considered to be “responsive” **do  
not meet some or any of Ethan’s  
three key criteria.**

People are beginning to use the term **“responsive”** instead of “Responsive Web Design”.

This term is used to describe **a more broad approach** to the overall problem. “Responsive” is more than just a technical solution.

This broader approach can include **all sorts of disciplines** including content, advertising, UX and more.



# Adaptive Web Design

In 2003, Steve Champeon coined the term “Progressive Enhancement”.



*“Progressive Enhancement is the principle of starting with a rock-solid foundation and then adding enhancements if you know user-agents can handle the improved experience.”*

<http://coding.smashingmagazine.com/2009/04/22/progressive-enhancement-what-it-is-and-how-to-use-it/>

In 2011, Aaron Gustafson coined  
the term “Adaptive Web Design”.





*“Adaptive web design is just another term for progressive enhancement - it takes into account varying levels of markup, CSS, JavaScript and assistive technology support.”*

<http://blog.easy-designs.net/archives/on-adaptive-vs-responsive-web-design/>

Confusingly, the “Adaptive” term is also used in **a very different context** - to describe “Adaptive layouts”.

Responsive layouts are **fluid**. They are designed to adapt to different screen sizes.

According to some, “Adaptive layouts” use a series of **fixed-width layouts** that are designed specifically for different screen sizes.




Progressive enhancement



# Adaptive Web Design



Responsive Web Design



Responsive Layouts  
(Fluid)

Adaptive Layouts  
(Fixed-width)

# Mobile First

In 2011, Luke Wroblewski coined the term “Mobile First”.



“Mobile First” is about designing the entire experience for small screen devices **before wide screen devices.**

“Mobile First” forces everyone involved in the process to **focus on core content and functionality.**

The simple lack of available space in small screen forces everyone to think about **“what is critical”**.



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