RESPONSIVE

RWD is born



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.

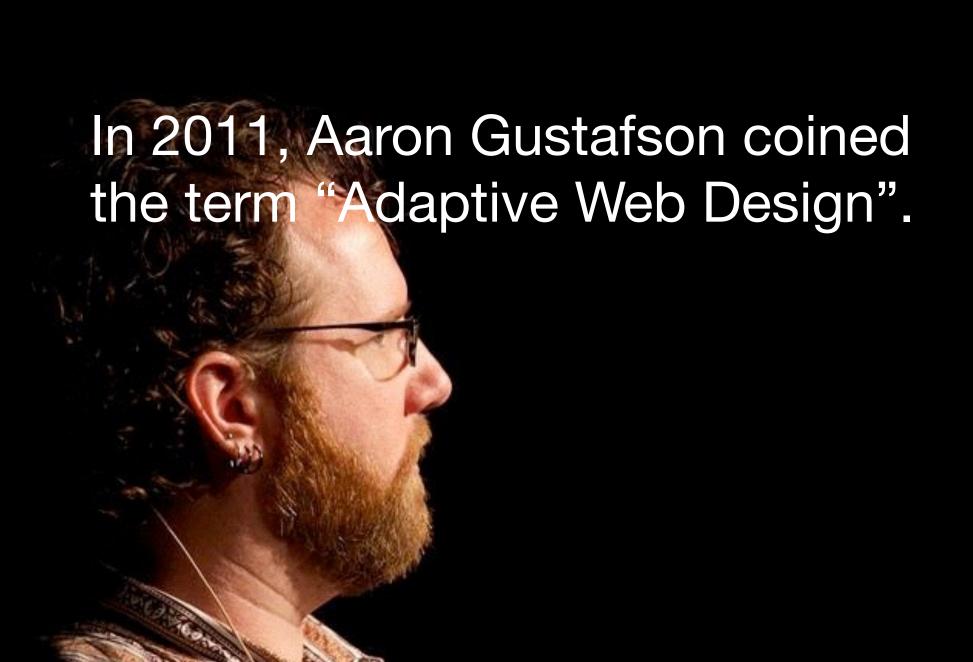
This broader approach can include all sorts of disciplines including content, advertising, UX and more.

Adaptive Web Design



"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/



"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

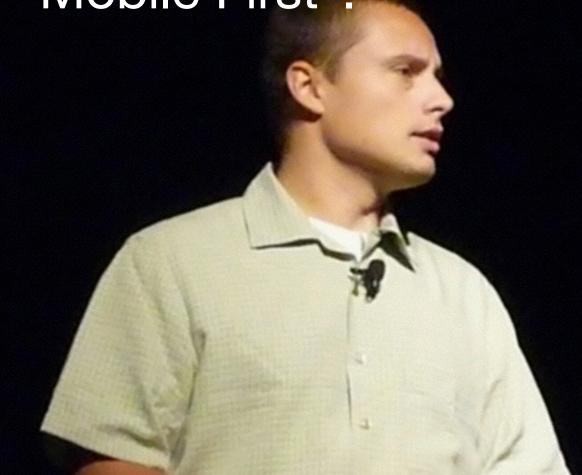
Responsive Web Design

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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