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Responsive Web Design

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Responsive Web Design (RWD) is an approach to web design defined by the inclusion of three techniques: a flexible proportion-based grid, flexible images and media (such as video), and use of [W3C CSS3 media queries](#) to adapt the layout in a way that presents the page's content as effectively as possible at varying screen sizes^[1]. As a result, users across a broad range of devices and browsers will have access to a single source of content, laid out in such a way as to ensure that the content is tailored to their viewing context. Concepts related to RWD include "Fluid grids" and "Fluid Images".^{[2][3]}

"Mobile First" and "[Progressive Enhancement](#)" (thought processes/strategies for when a new site layout is being considered) are related concepts that predated RWD: browsers of basic mobile phones do not understand media queries, so it is wise to create a basic web site then enhance it for smart phones and PCs — rather than attempt "graceful degradation" to try to degrade a complex, image-heavy site to work on the most basic mobile phones.^{[4][5][6][7]}

Ethan Marcotte coined the term Responsive Web Design (RWD) in his article in A List Apart.^[1] .net Magazine chose Responsive Design as #2 on its list of Top Web Design Trends for 2012 (Progressive Enhancement was #1), and listed 20 of Ethan Marcotte's favorite responsive sites.^{[8][9]}

1. [^] [a](#) [b](#) Marcotte, Ethan (May 25, 2010). "[Responsive Web Design](#)".

- <http://www.alistapart.com/articles/responsive-web-design/>.
2. ^ Marcotte, Ethan (June 7, 2011). "Fluid images".
<http://www.alistapart.com/articles/fluid-images/>.
 3. ^ Jacobs, Denise (August 23, 2011). "21 top tools for responsive web design". <http://www.netmagazine.com/features/21-top-tools-responsive-web-design>.
 4. ^ Wroblewski, Luke (November 3, 2009). "Mobile First".
<http://www.lukew.com/ff/entry.asp?933>.
 5. ^ Firtman, Maximiliano (July 30, 2010). *Programming the Mobile Web*. ISBN 978-0596807788.
 6. ^ "Graceful degradation versus progressive enhancement". February 3, 2009. <http://dev.opera.com/articles/view/graceful-degradation-progressive-enhancement/>.
 7. ^ *Designing with Progressive Enhancement*. March 1, 2010. ISBN 978-0321658883.
 8. ^ "15 top web design and development trends for 2012". January 9, 2012. <http://www.netmagazine.com/features/15-top-web-design-and-development-trends-2012>.
 9. ^ "Ethan Marcotte's 20 favourite responsive sites". October 11, 2011. <http://www.netmagazine.com/features/ethan-marcottes-20-favourite-responsive-sites>.

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