

INTRO TO Adaptive Web Design



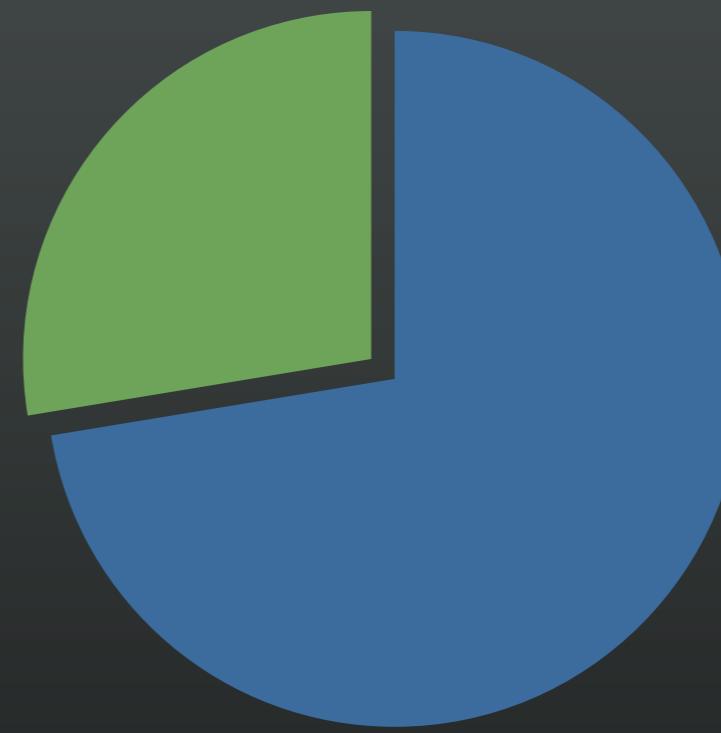
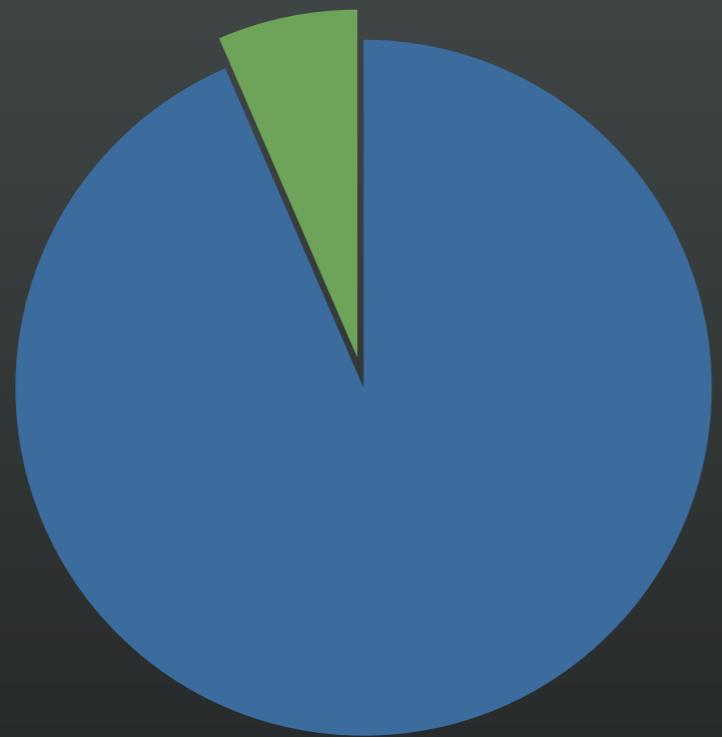
Aaron Gustafson
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THIS IS NOT
THE WEB.



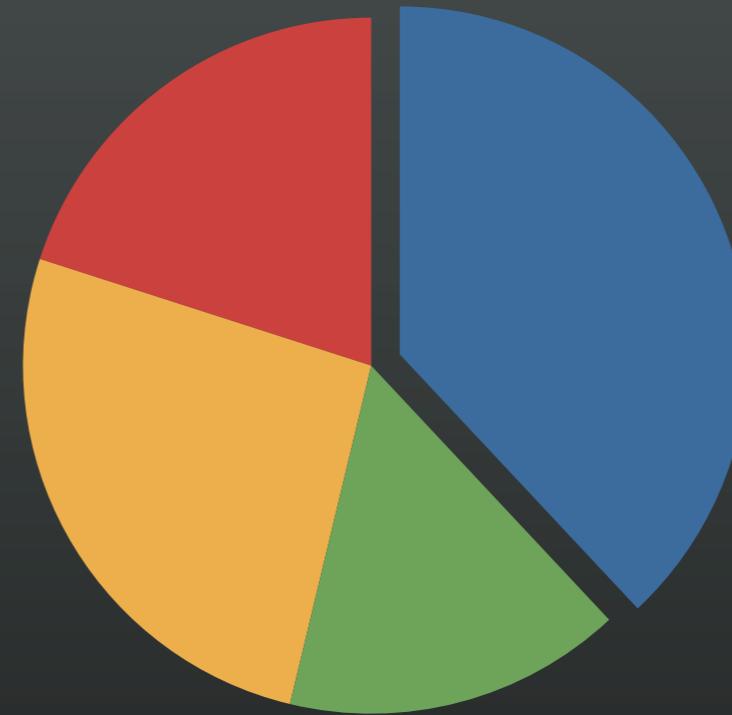
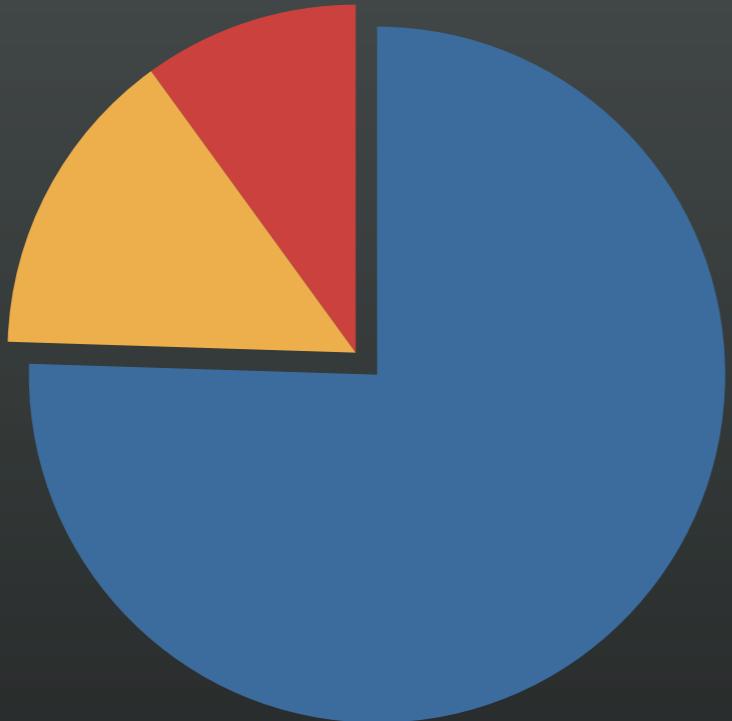
“Just four years ago the majority of our visitors saw our website in Internet Explorer on a Windows computer on a minimum 1,024 pixel wide screen. Times have really changed.

**Jason Samuels
IT Manager,
National Council on Family Relations**
[Source](#)



“ Windows users used to comprise 93.5% of our web visits. Now that percentage is 72.4%. Visitors using a Mac have more than tripled.

“The percentage visiting from a mobile device or tablet ... was just 0.1% in 2008. It has since grown exponentially,
200-400% per year, to 6.2% today.

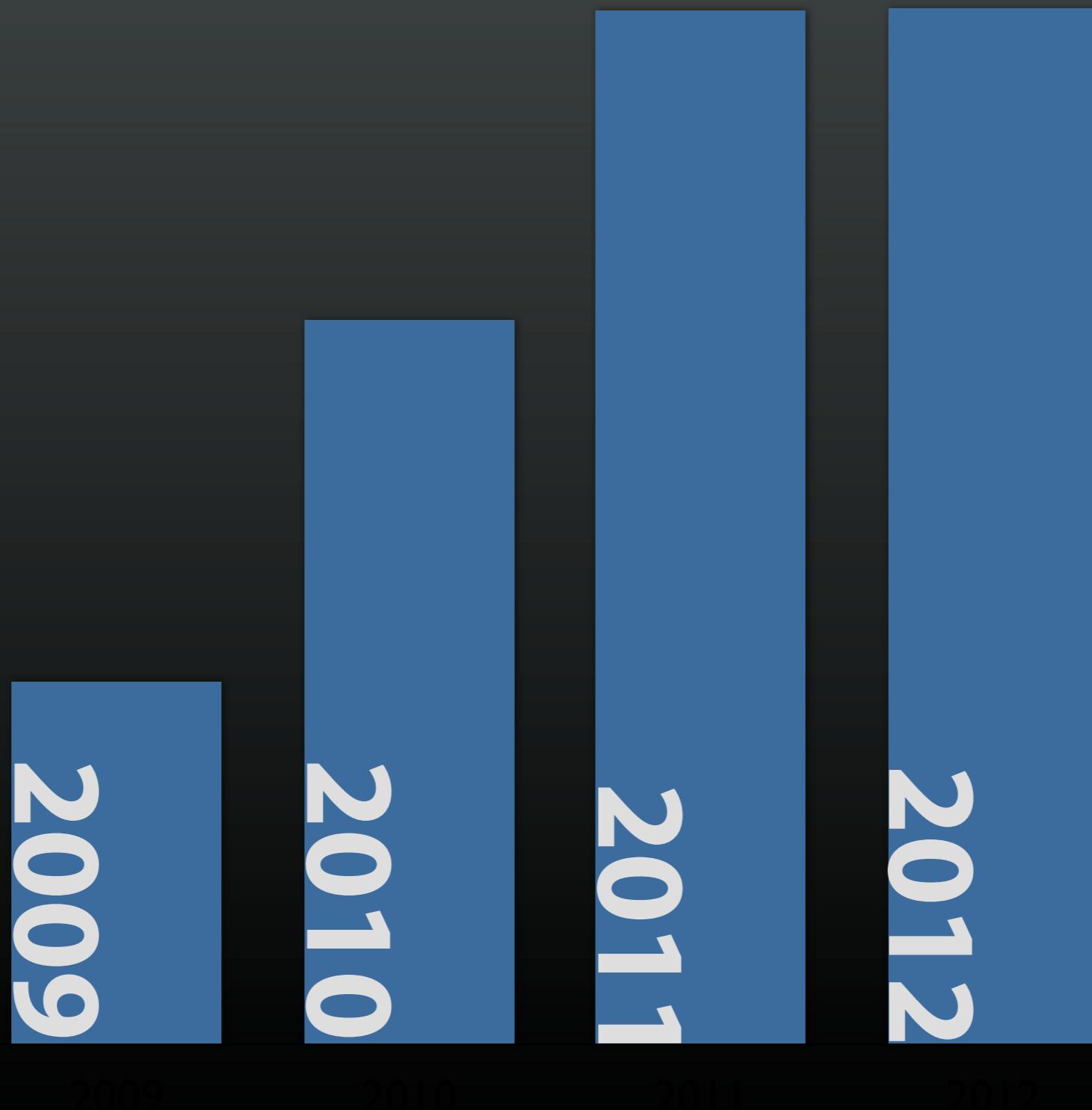


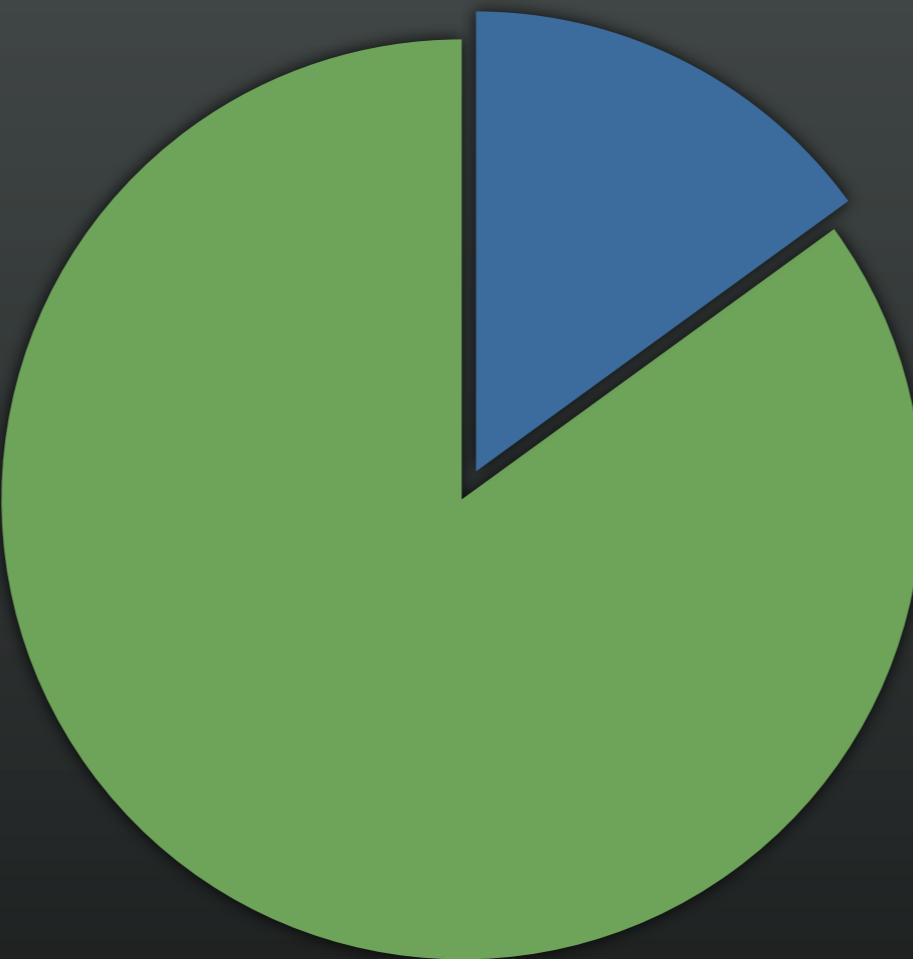
“ Four years ago 75.5% of our web visitors used Internet Explorer. That number has fallen to 37%. Firefox now comprises 25.5%, Safari 19.5%, and Chrome 15.3%.

“ In the second quarter of 2008
we detected 71 different
screen resolutions among our
visitors. In the first quarter of
2012 we detected **830**



6.8 Billion

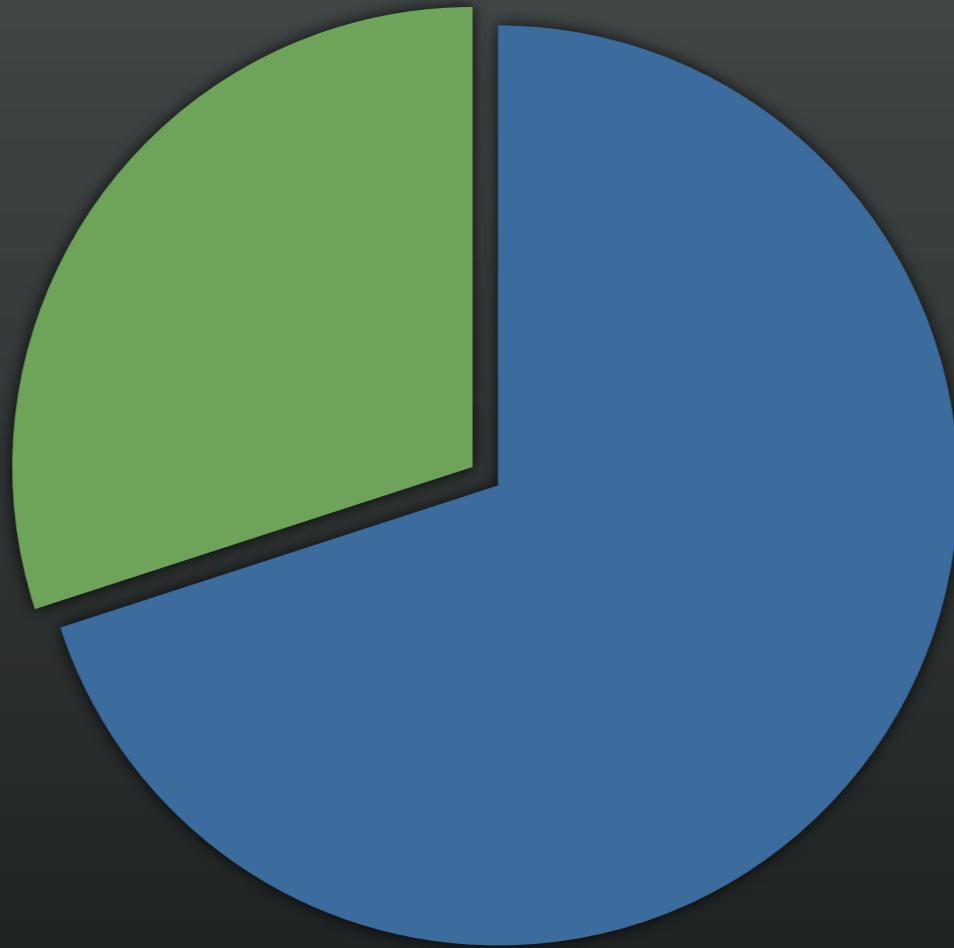




“Smartphone sales accounted for
**nearly 85% of all mobile
phone sales** in the US in Q1 2013.



“ Smartphones have reached
50% penetration in the US... ”



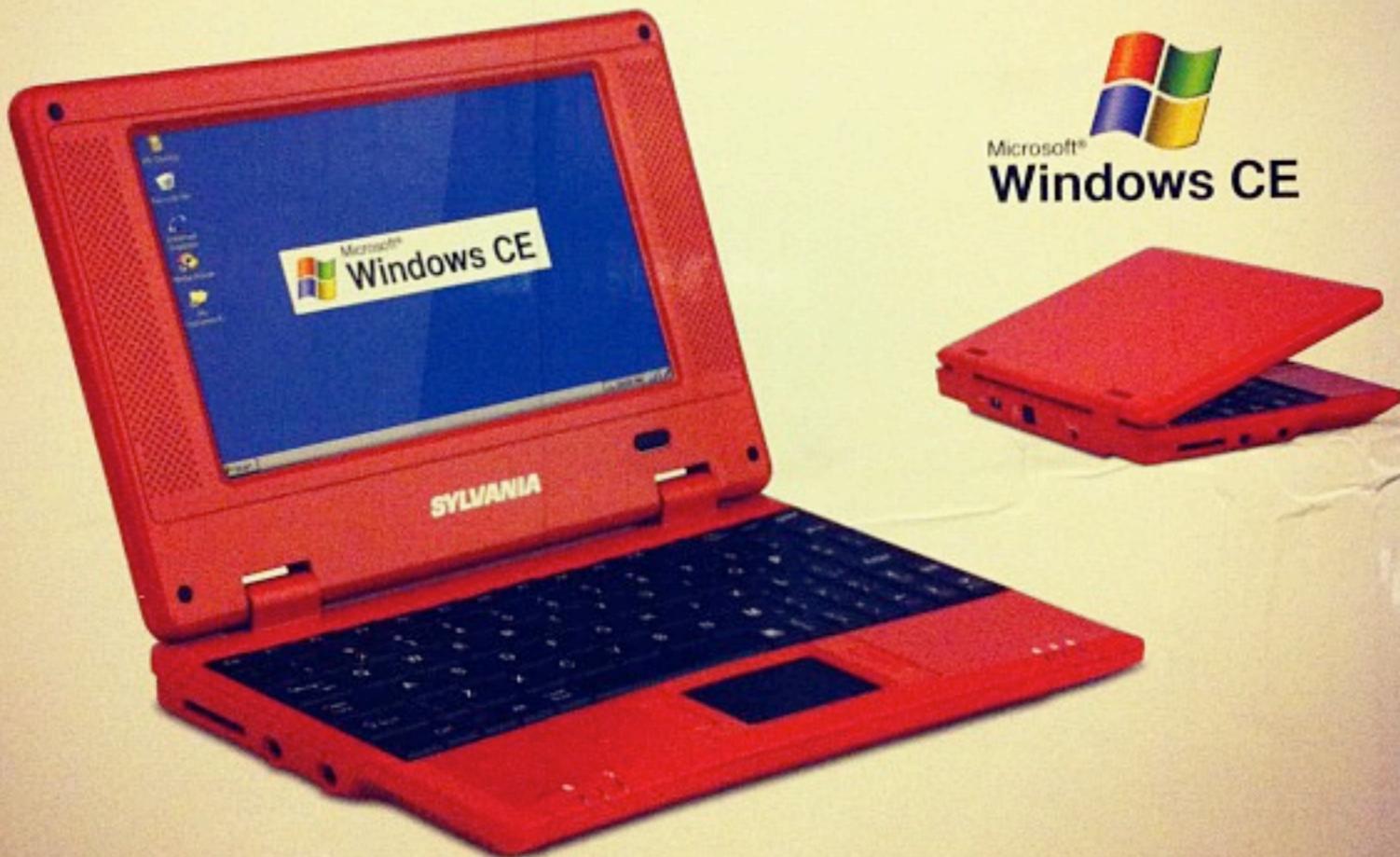
“...but that's concentrated in
30% of households





SYLVANIA

WIRELESS MOBILE INTERNET DEVICE



Microsoft®
Windows CE



E-mail



Web Browsing

facebook

Social Networking

YouTube™

YouTube
Video Streaming





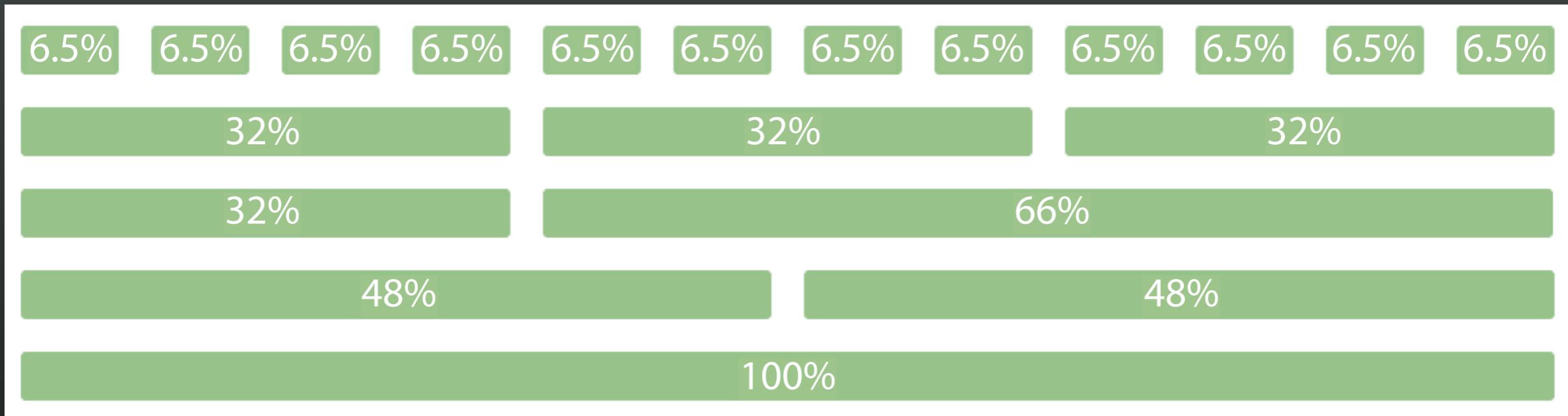
RWD

To the Rescue!

What is RWD?

- Fluid grids
- Flexible media
- Media queries

Fluid Grids



Flexible Media

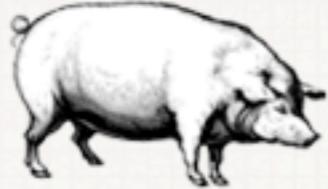
```
img {  
  max-width: 100%;  
  height: auto;  
}
```

Media Queries

```
@media screen and (min-width:450px) {  
  /* Styles for screen media when browser  
     is 450px wide or larger */  
}
```

Established Nottingham 2003
THE CELEBRATED NEW MISCELLANY OF
MR. SIMON COLLISON
* A.K.A COLLY

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THE SPLENDID JOURNAL



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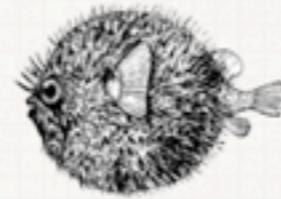
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I'm always interested in new projects and opportunities and will of course do my best to reply to your emails swiftly and efficiently. →

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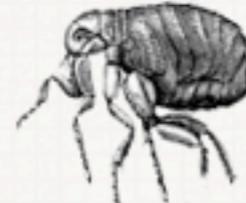
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NEW ADVENTURES



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FLICKR PHOTOGRAPHS



The tweets of @colly
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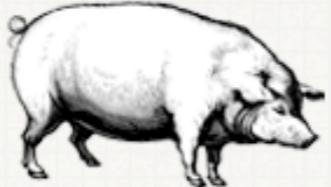
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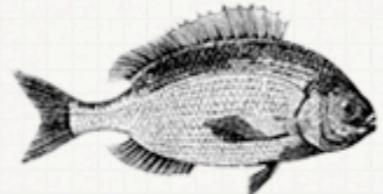
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849—TATOE TITTO VINCETOO

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comics do i wā post to λjδr to λomt

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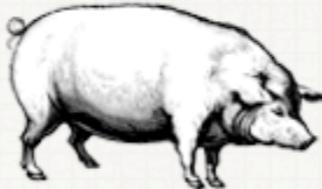
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But That's the *Easy* Stuff

- Content strategy
- Page weight
- JavaScript support
- Interaction methods
- Network latency & performance
- Hardware performance
- Screen resolution
- Sensor availability
- *etc.*

What's in a name?

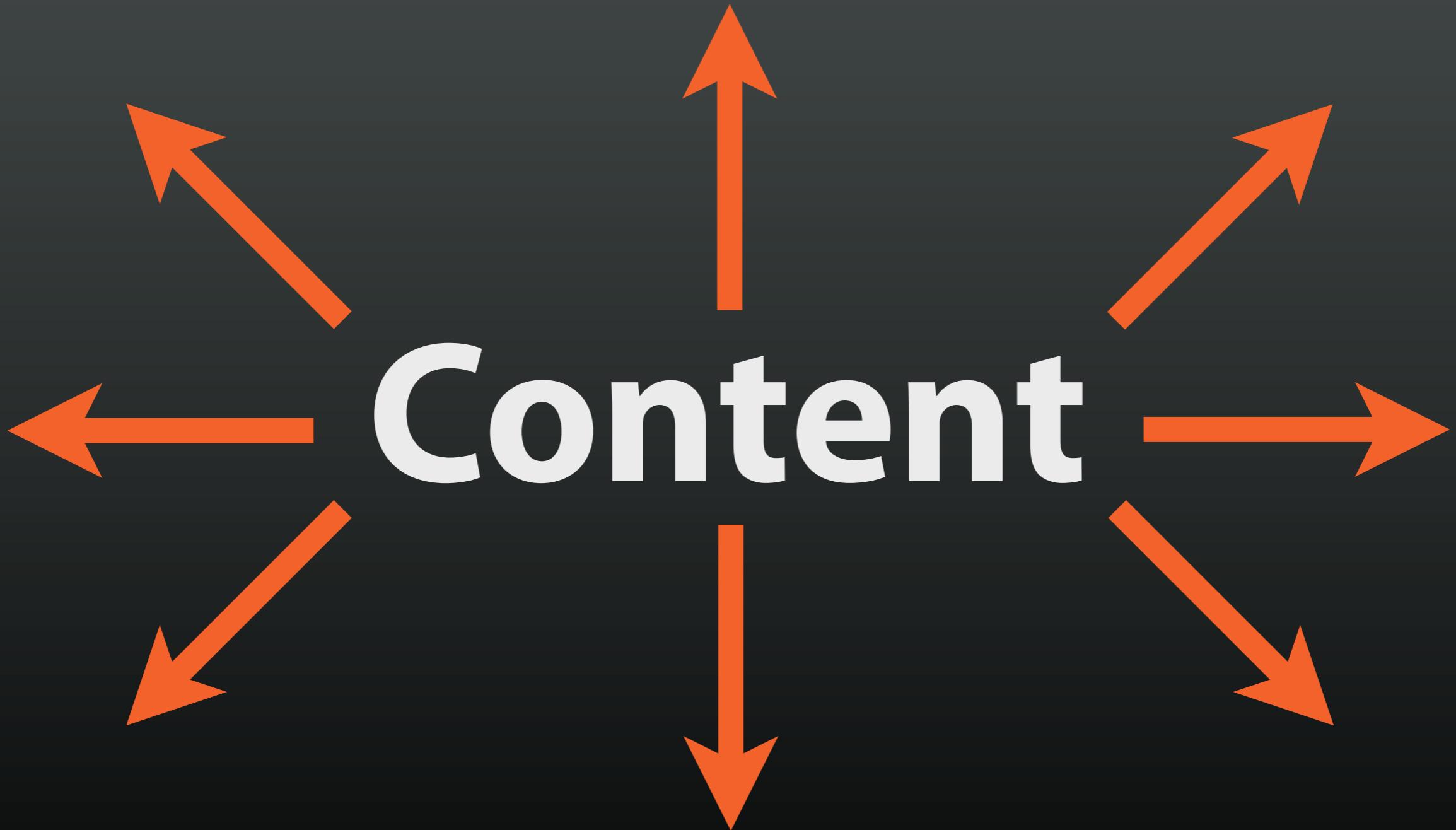
- Responsive Web Design
- Adaptive Web Design
- Progressive Enhancement
- Aggressive Enhancement
- Responsible Web Design

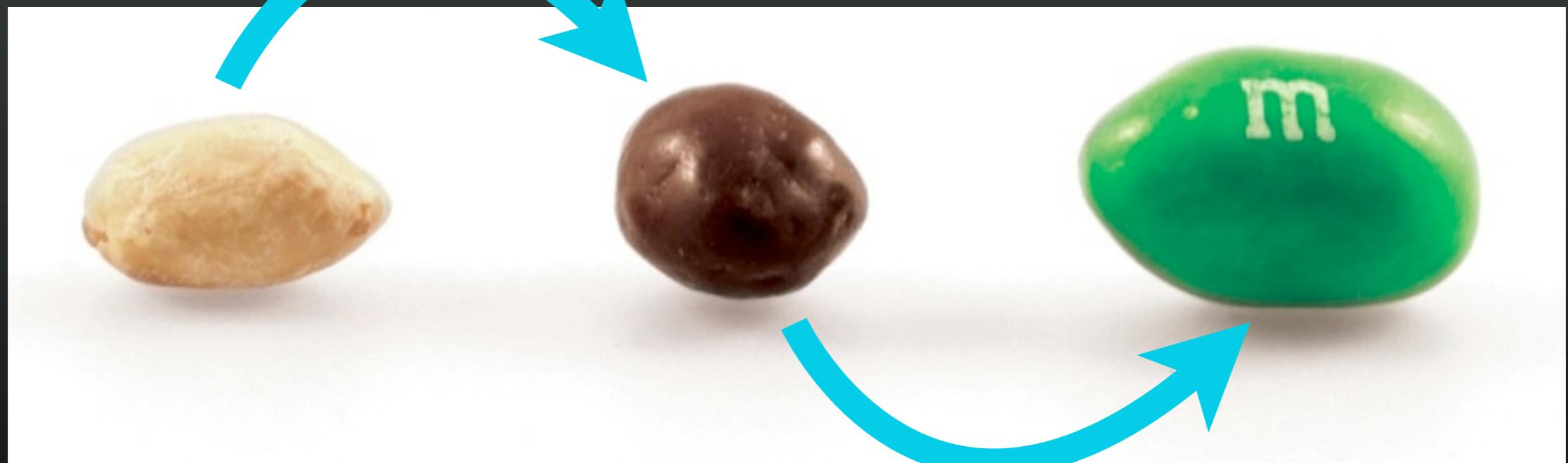


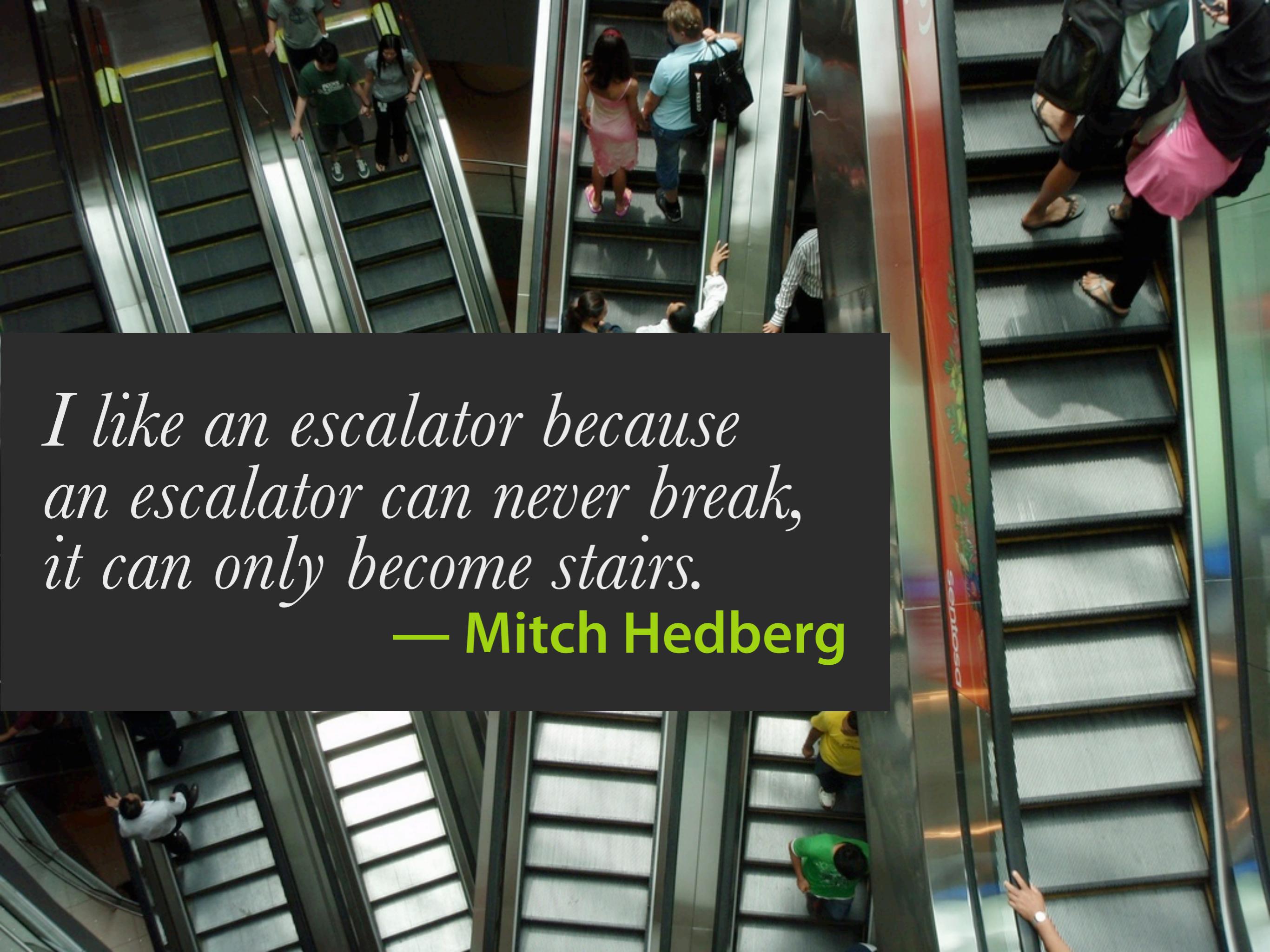
We don't know

Even when
we think
we know,
**we're probably
wrong**

So how
do we cope?

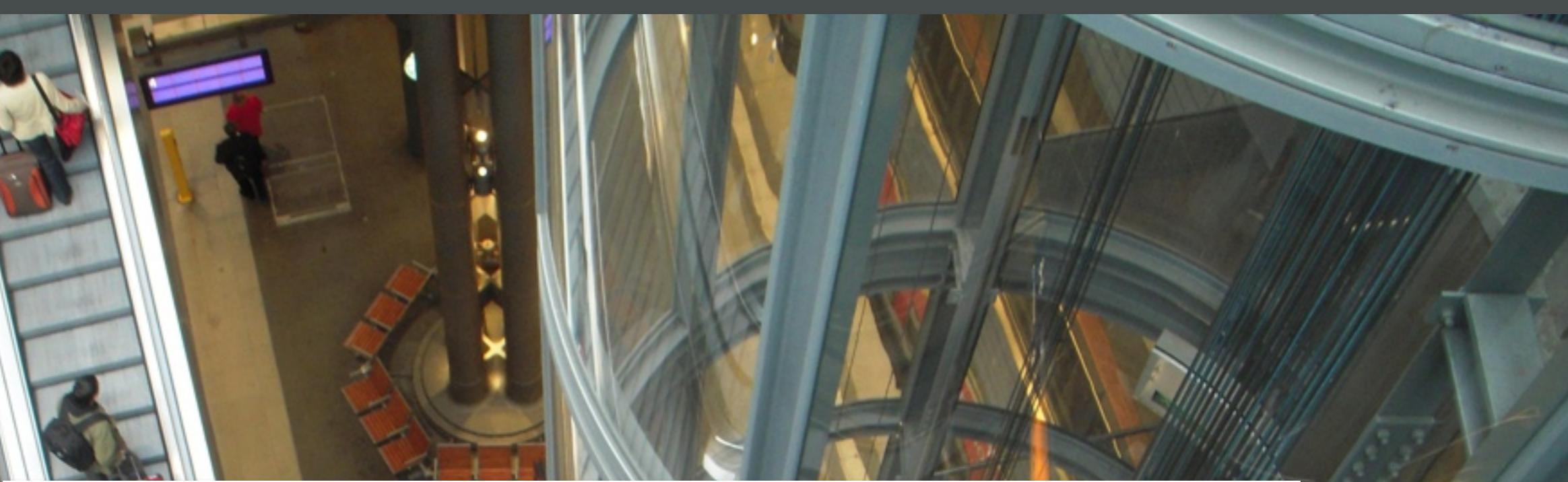






*I like an escalator because
an escalator can never break,
it can only become stairs.*

— Mitch Hedberg



Andrew Wight
@AndrewUX

Progressive enhancement is an escalator that becomes stairs.
Graceful degradation is building a lift then having to add
stairs.

14 May 12



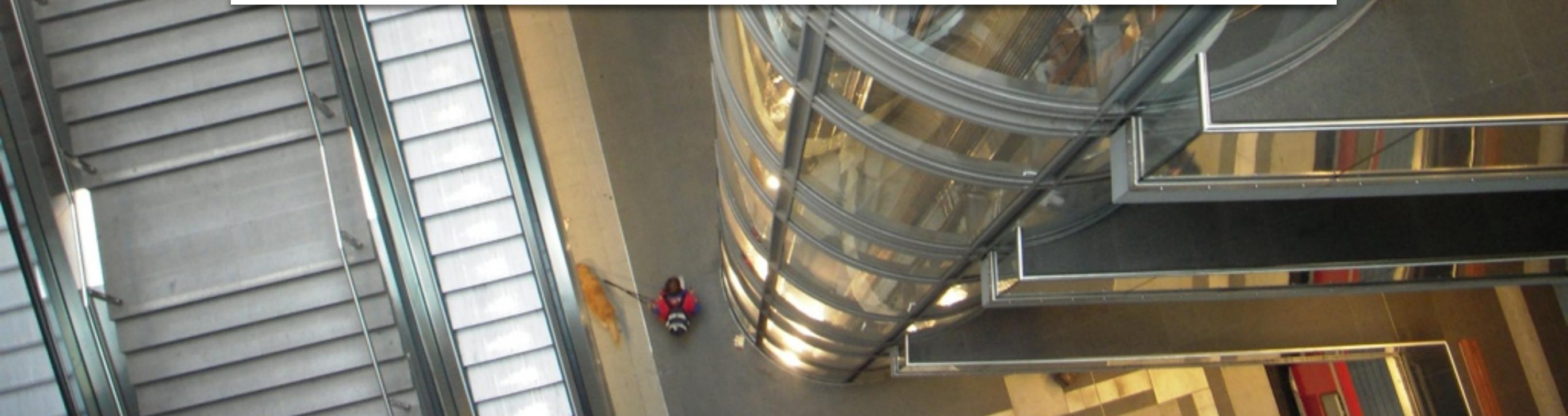
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Graceful Degradation

Modern Browsers



Older Browsers

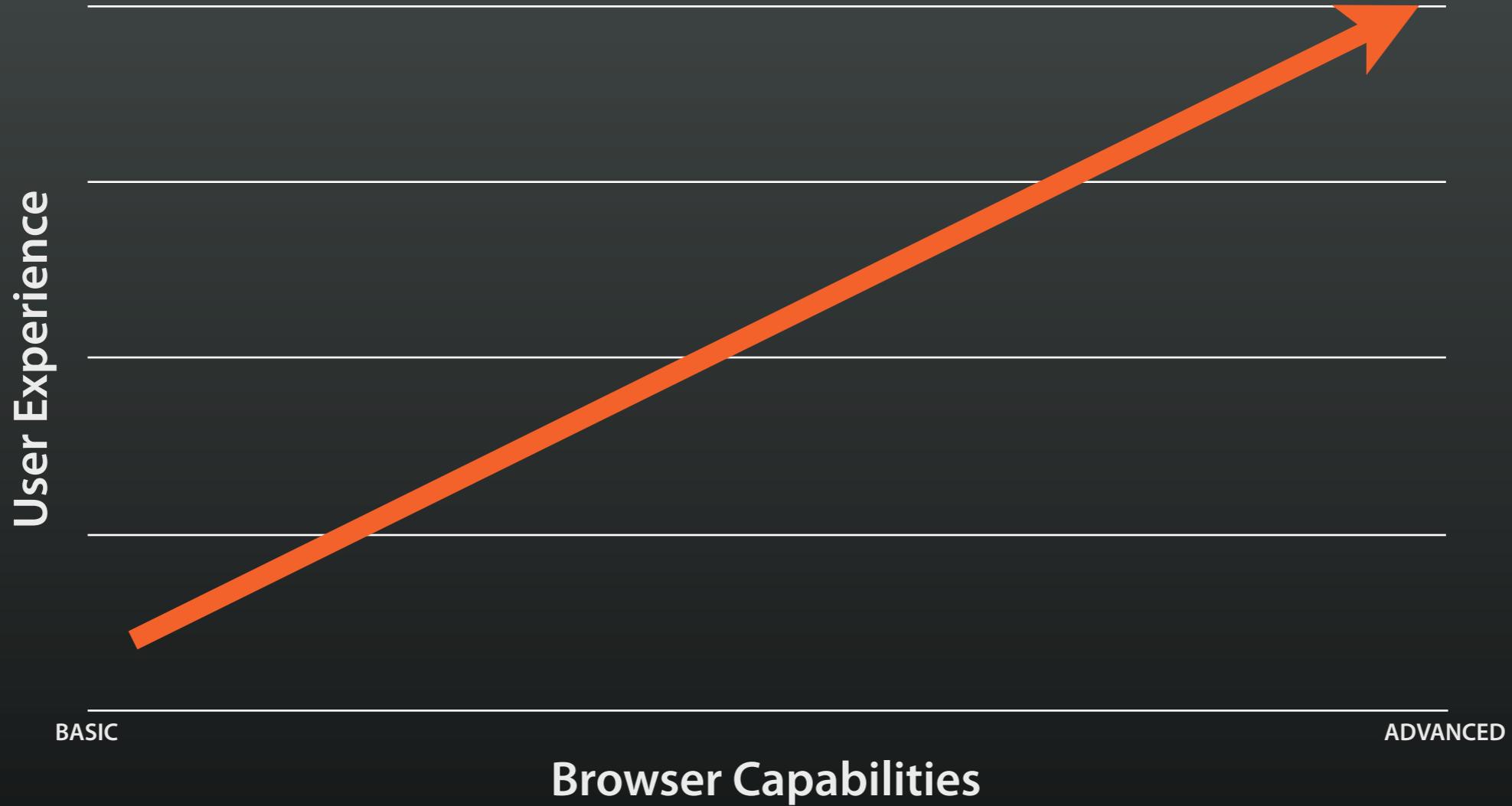
Modern Browsers

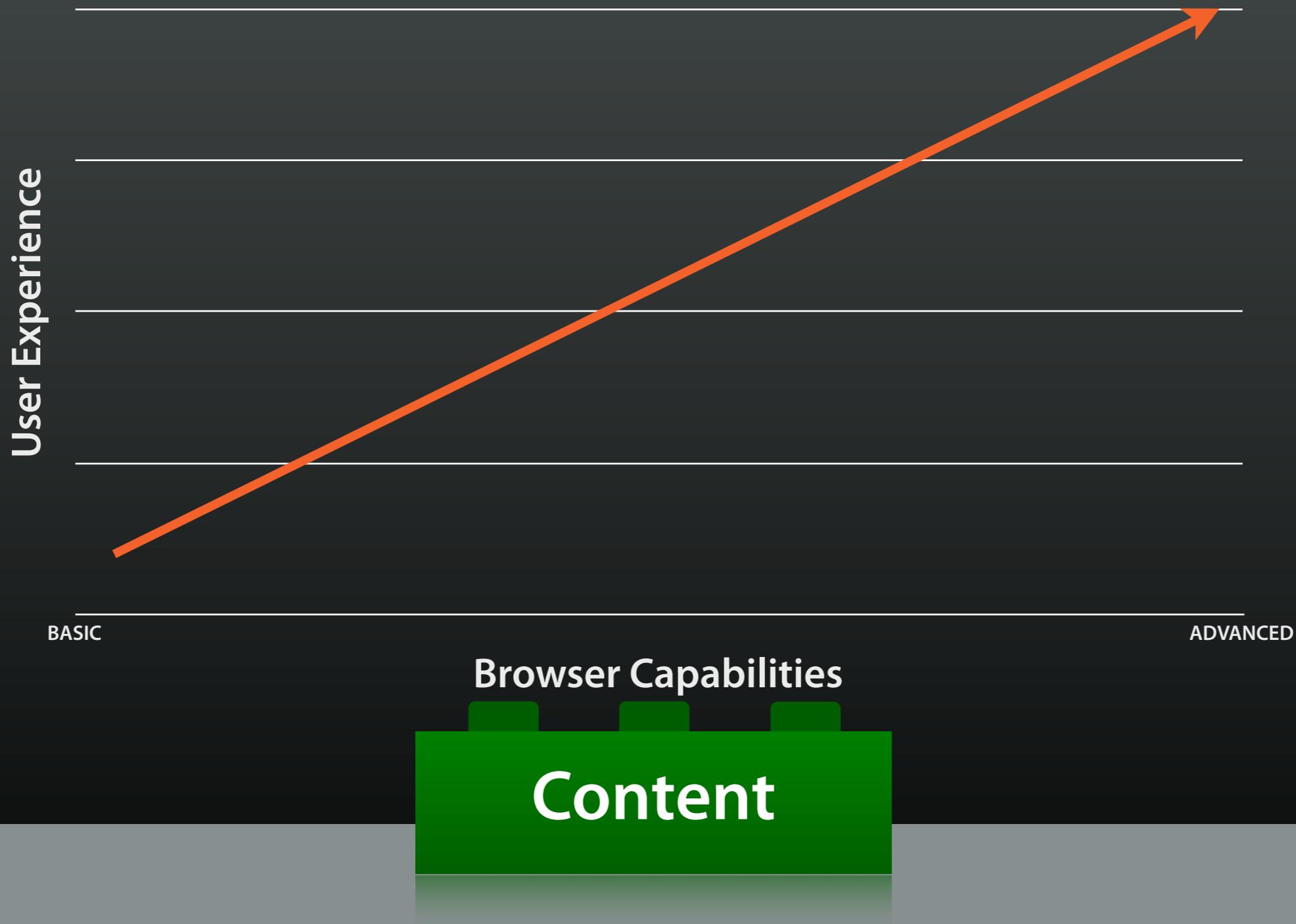


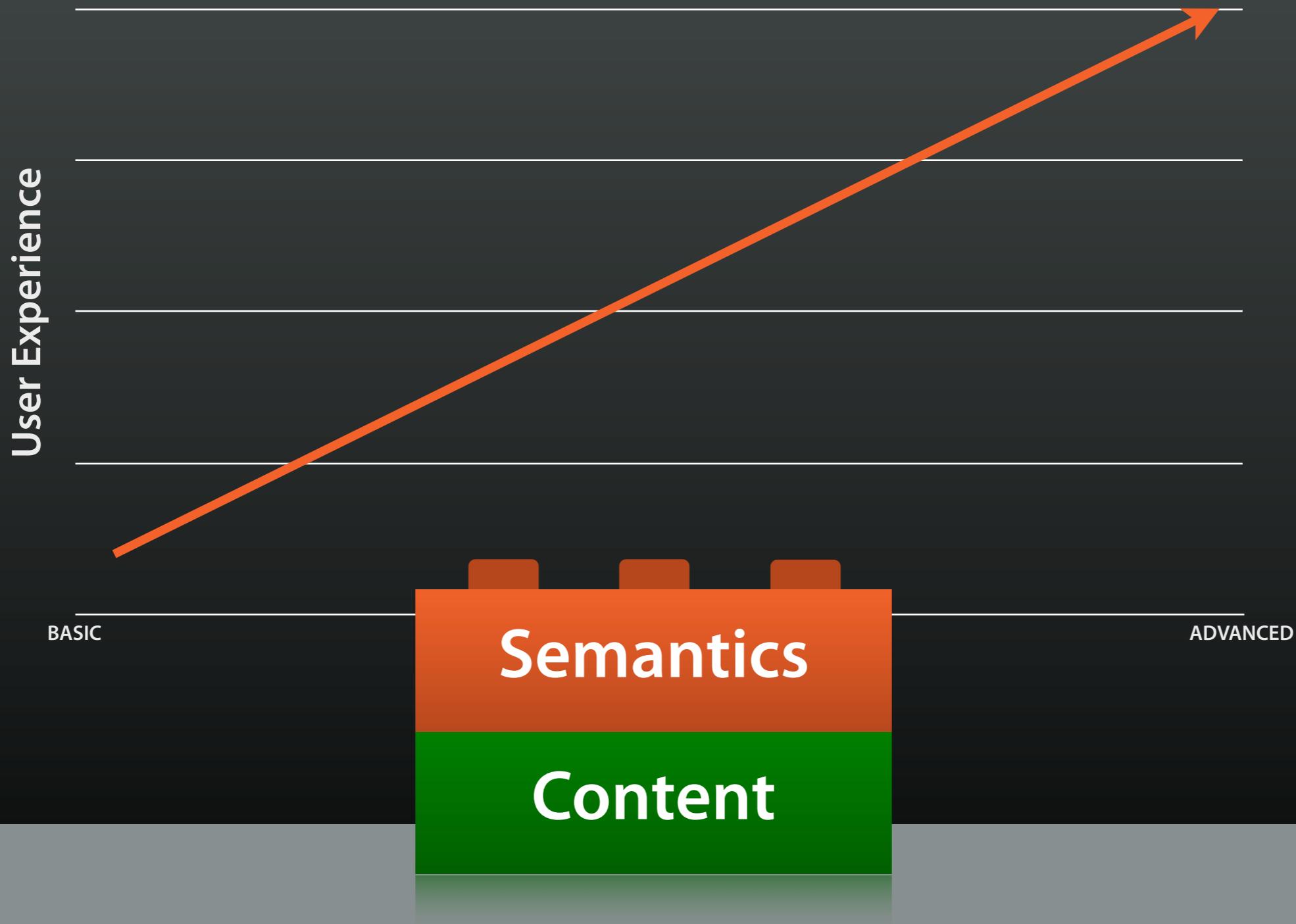


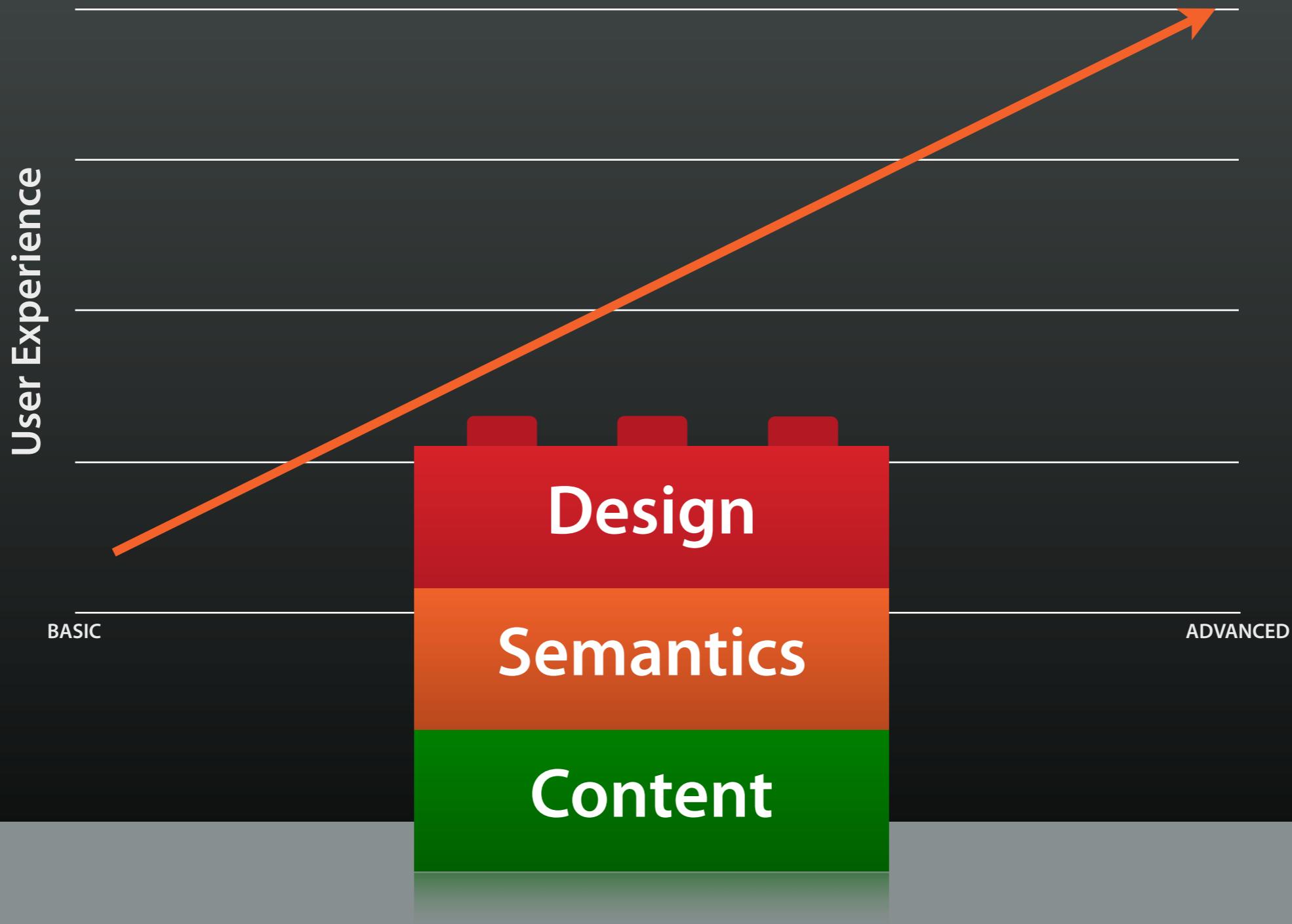
**YOU MUST BE THIS TALL
TO RIDE WITH AN ADULT**

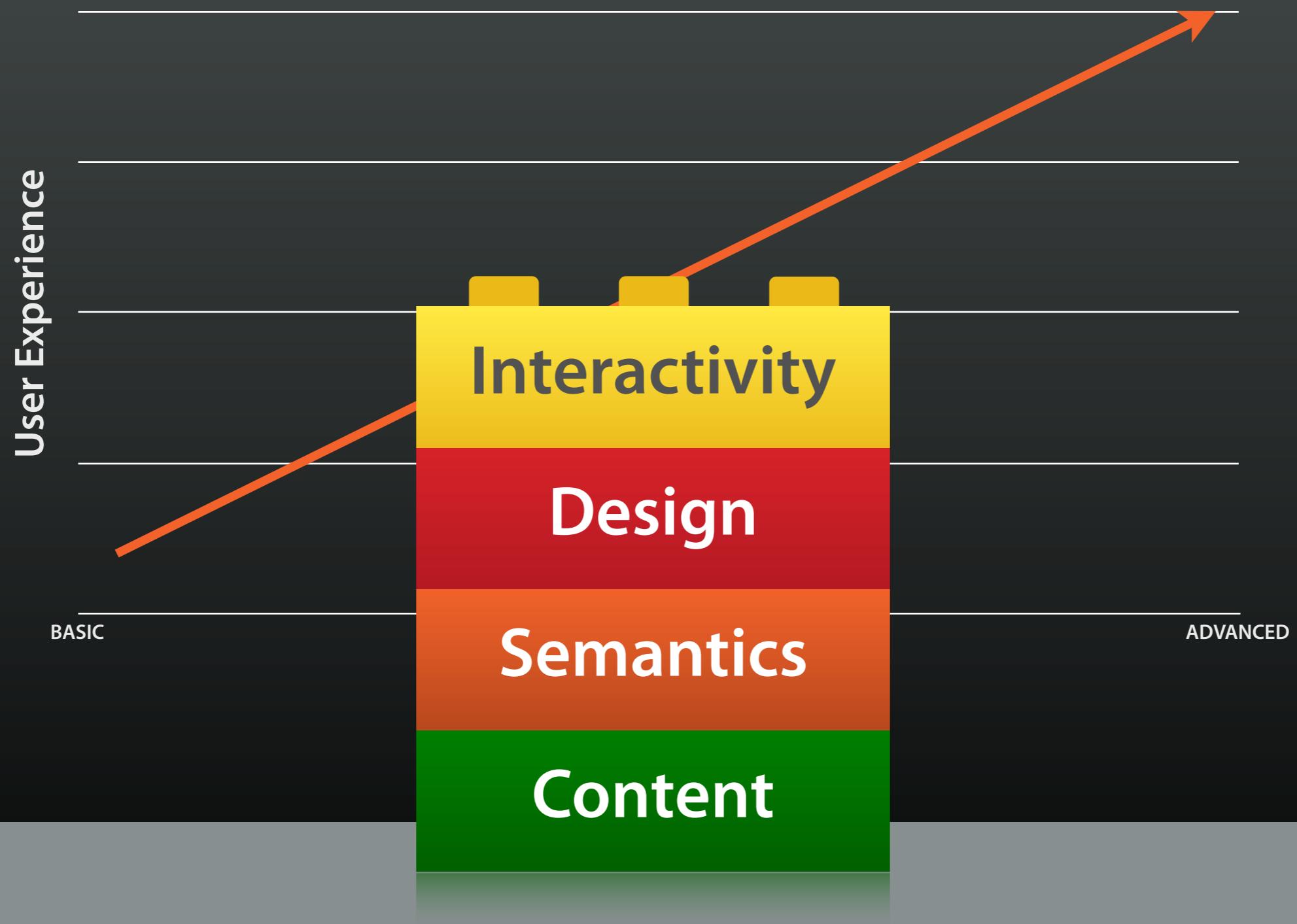


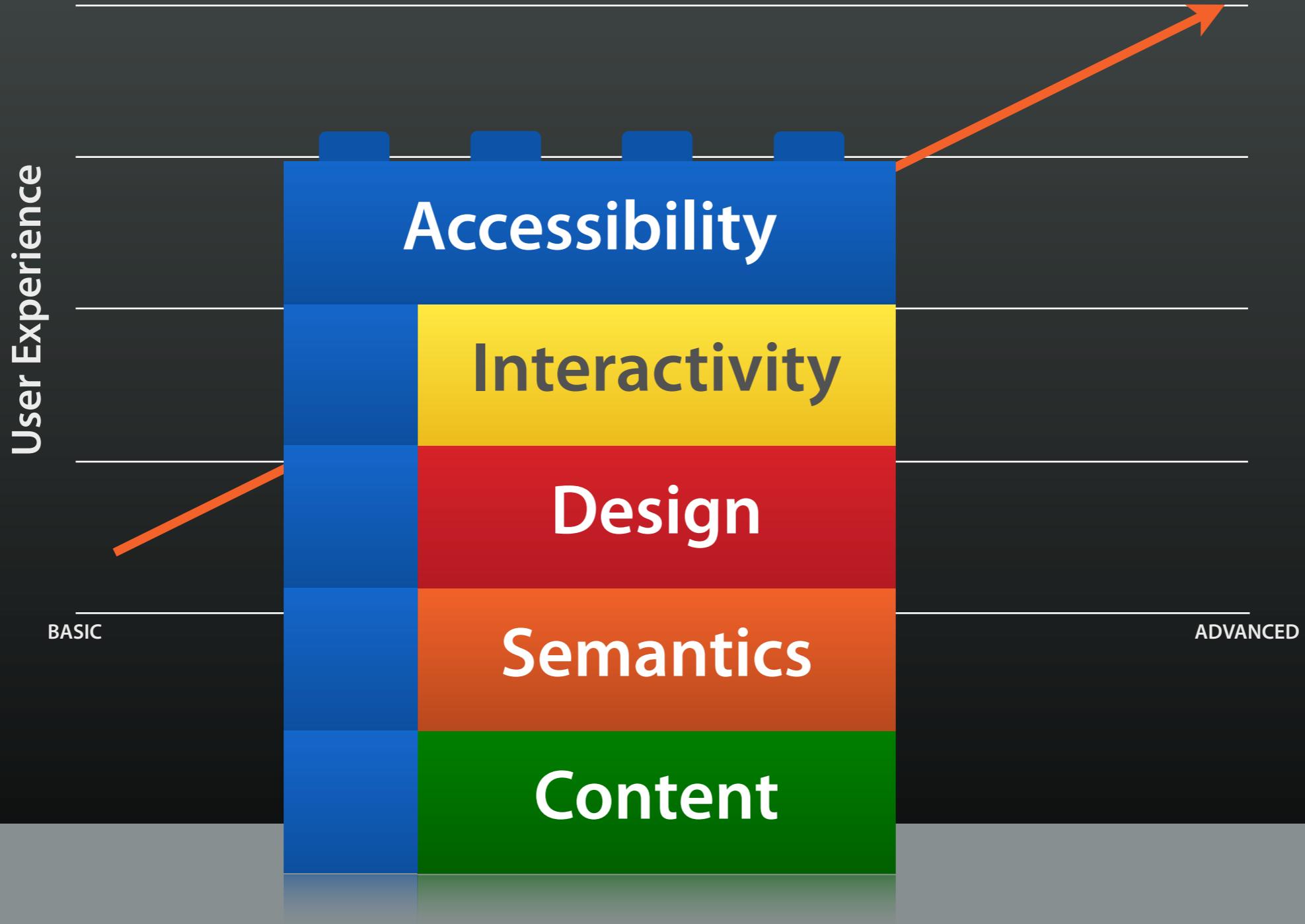


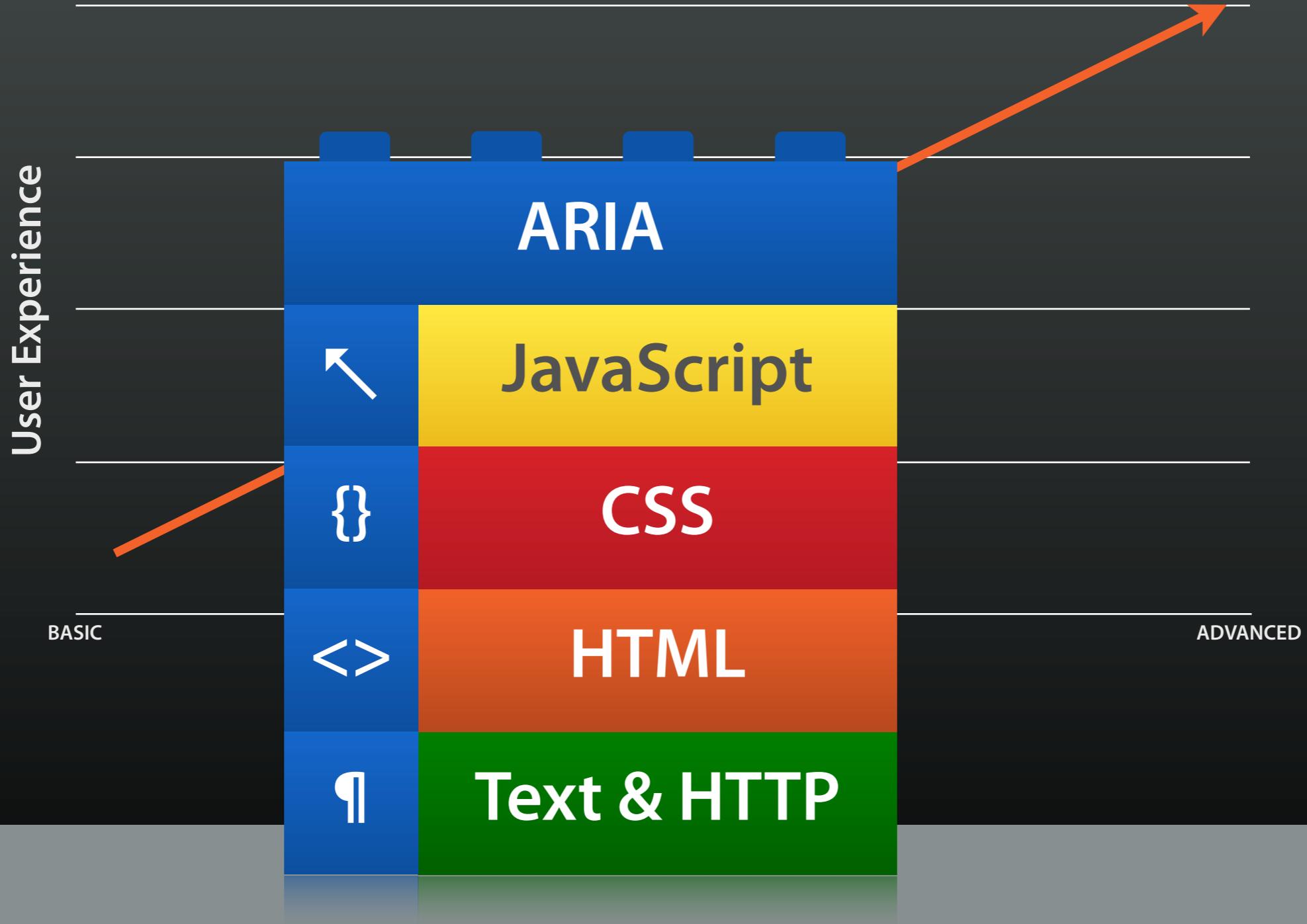














HTML

HTML5

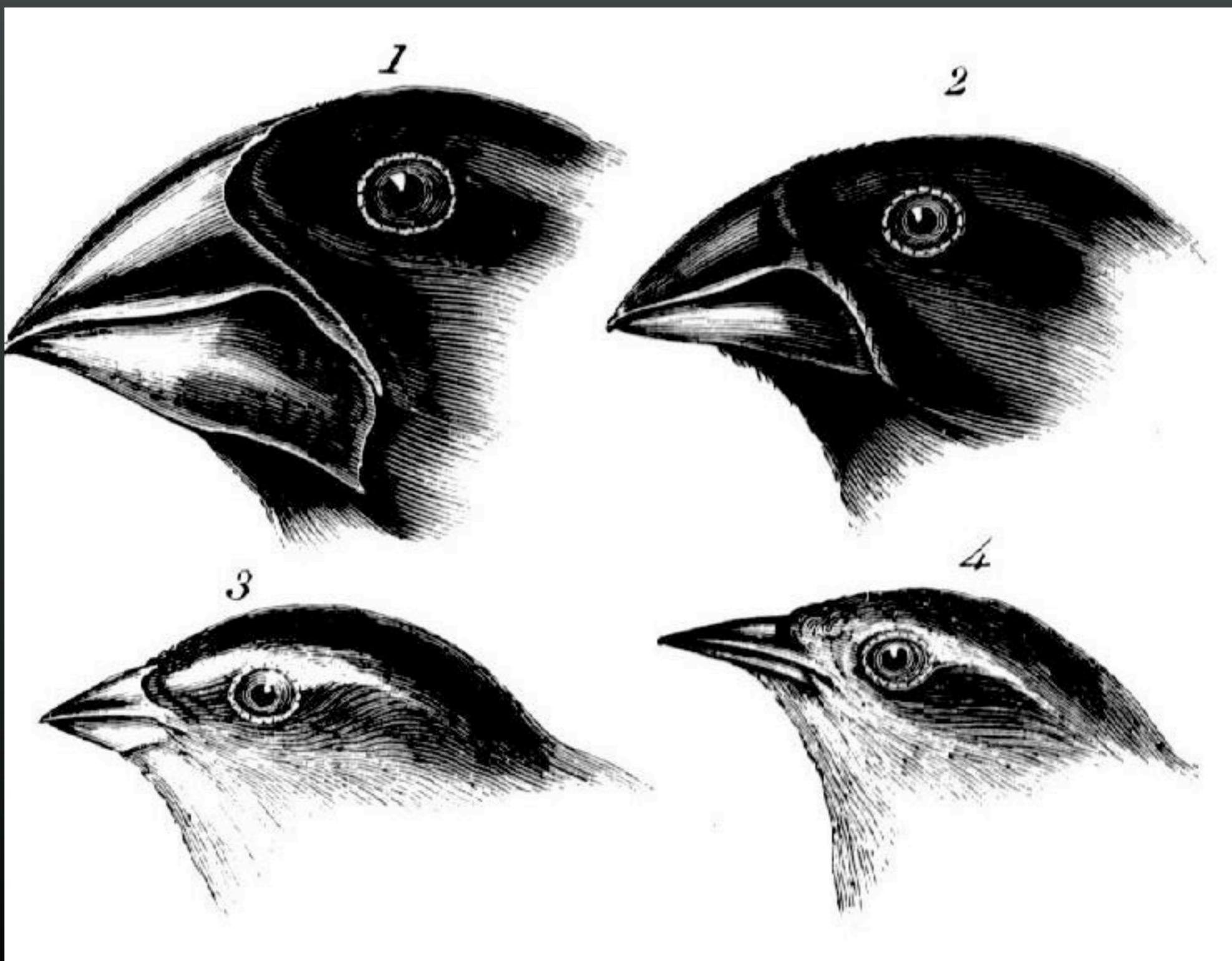
The diagram consists of three orange rectangular blocks stacked vertically on a dark gray background. The top block contains the text "HTML5". The middle block contains the text "Microformats". The bottom block contains the text "HTML4". Each block is separated from the others by a thin black horizontal line. Above the top block, there are three smaller orange rectangles of varying heights, creating a stepped effect.

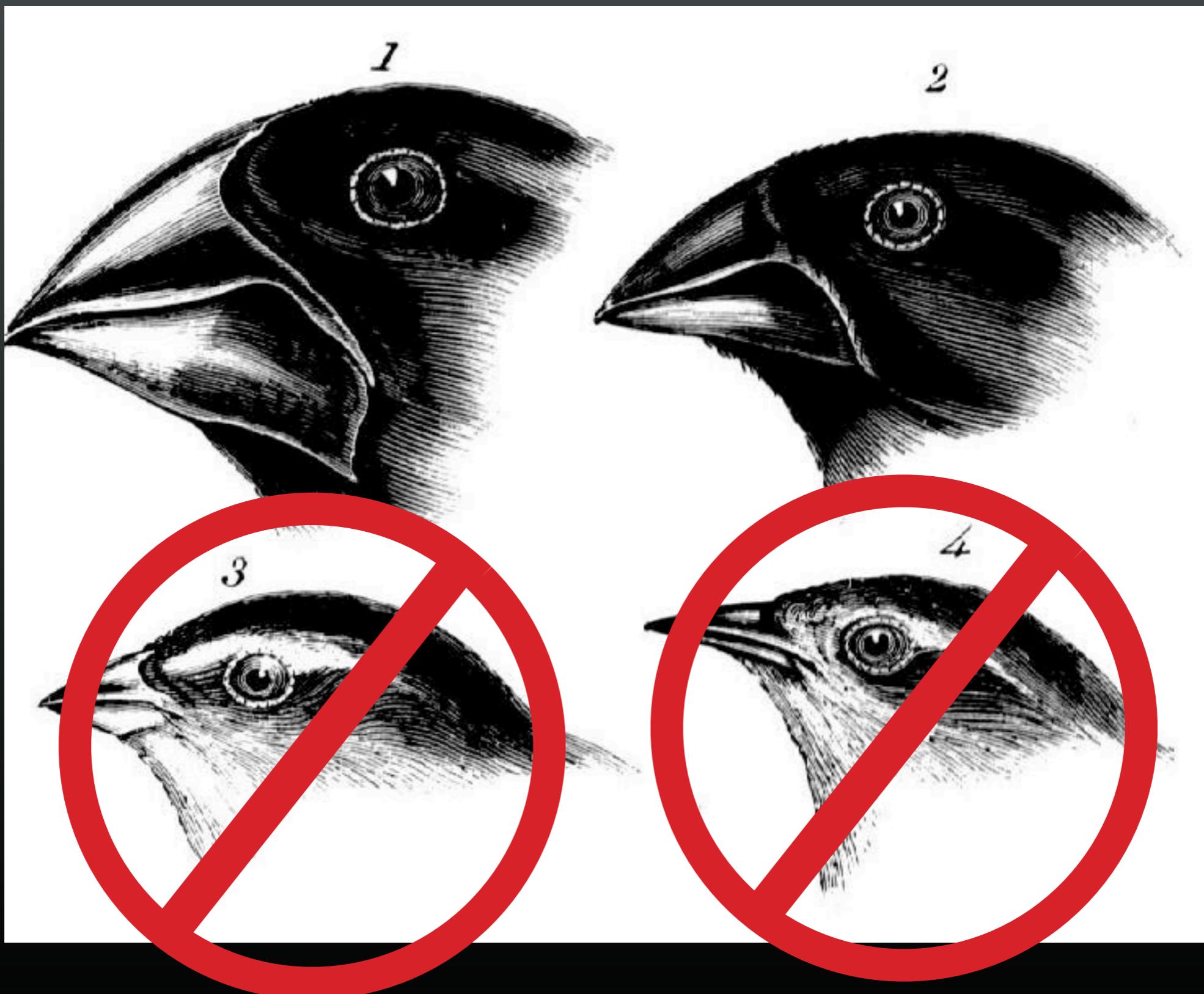
Microformats

HTML4

MCM~~LXXVII~~
(that's 1977)









HTML

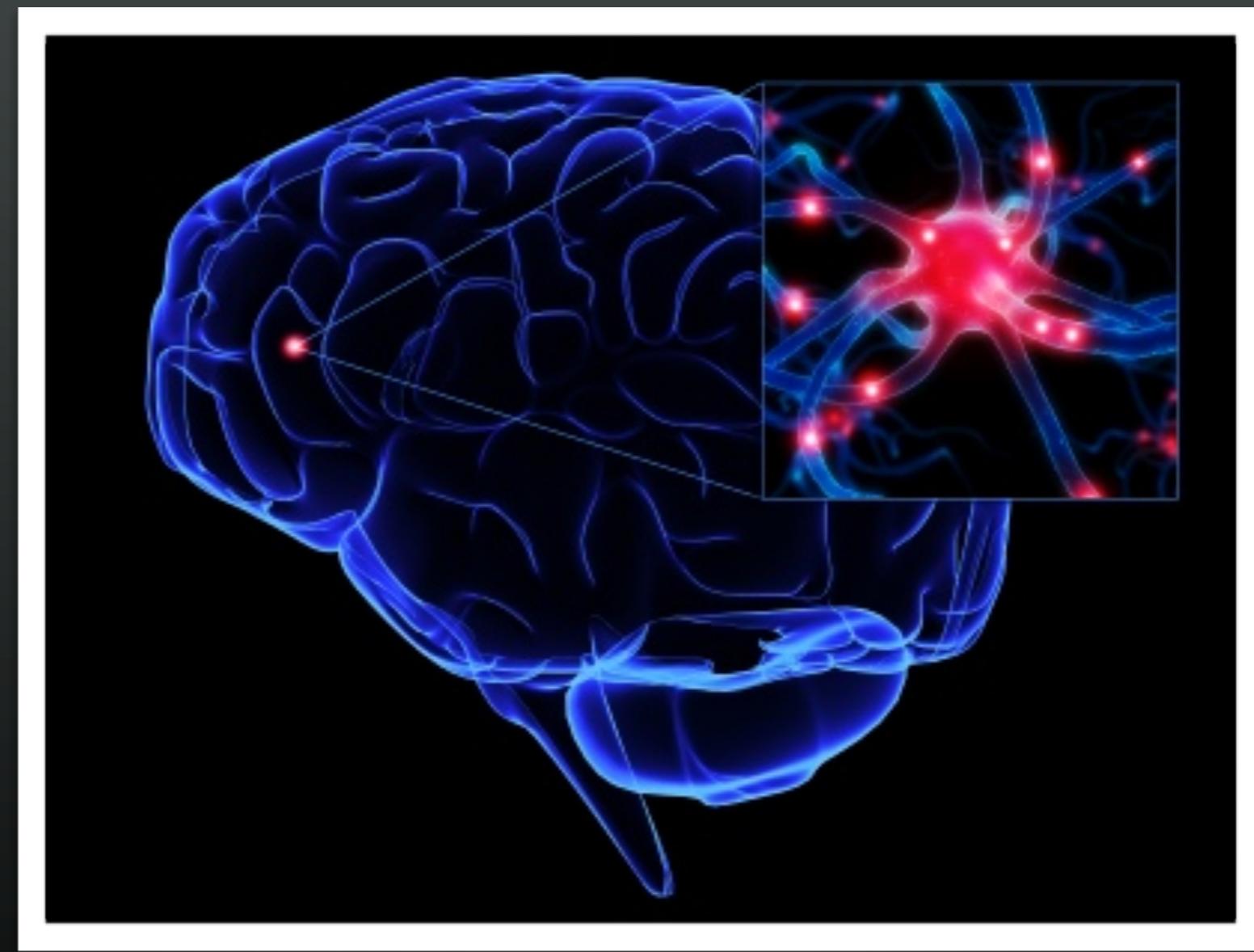


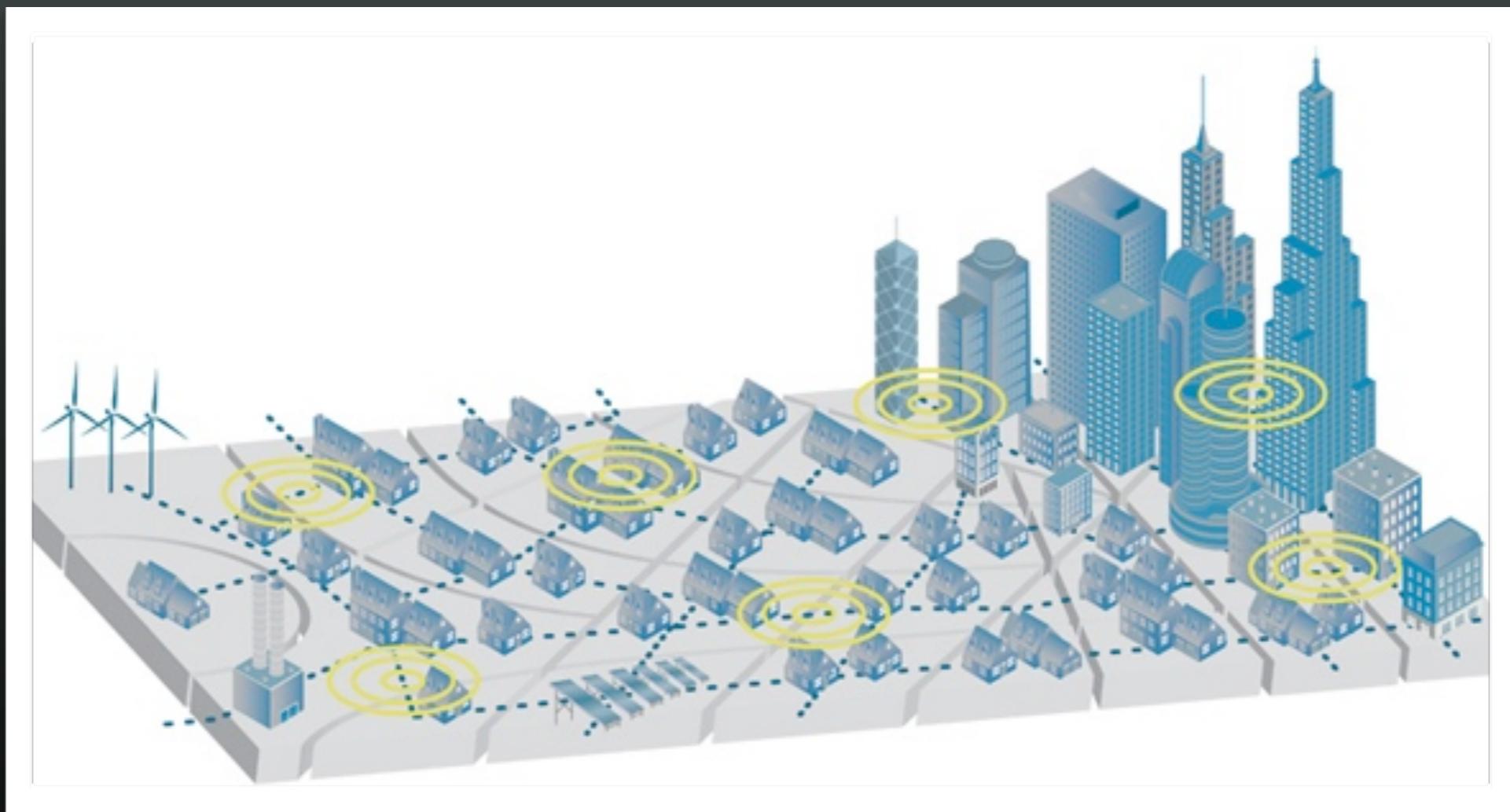
CSS

fault tolerance

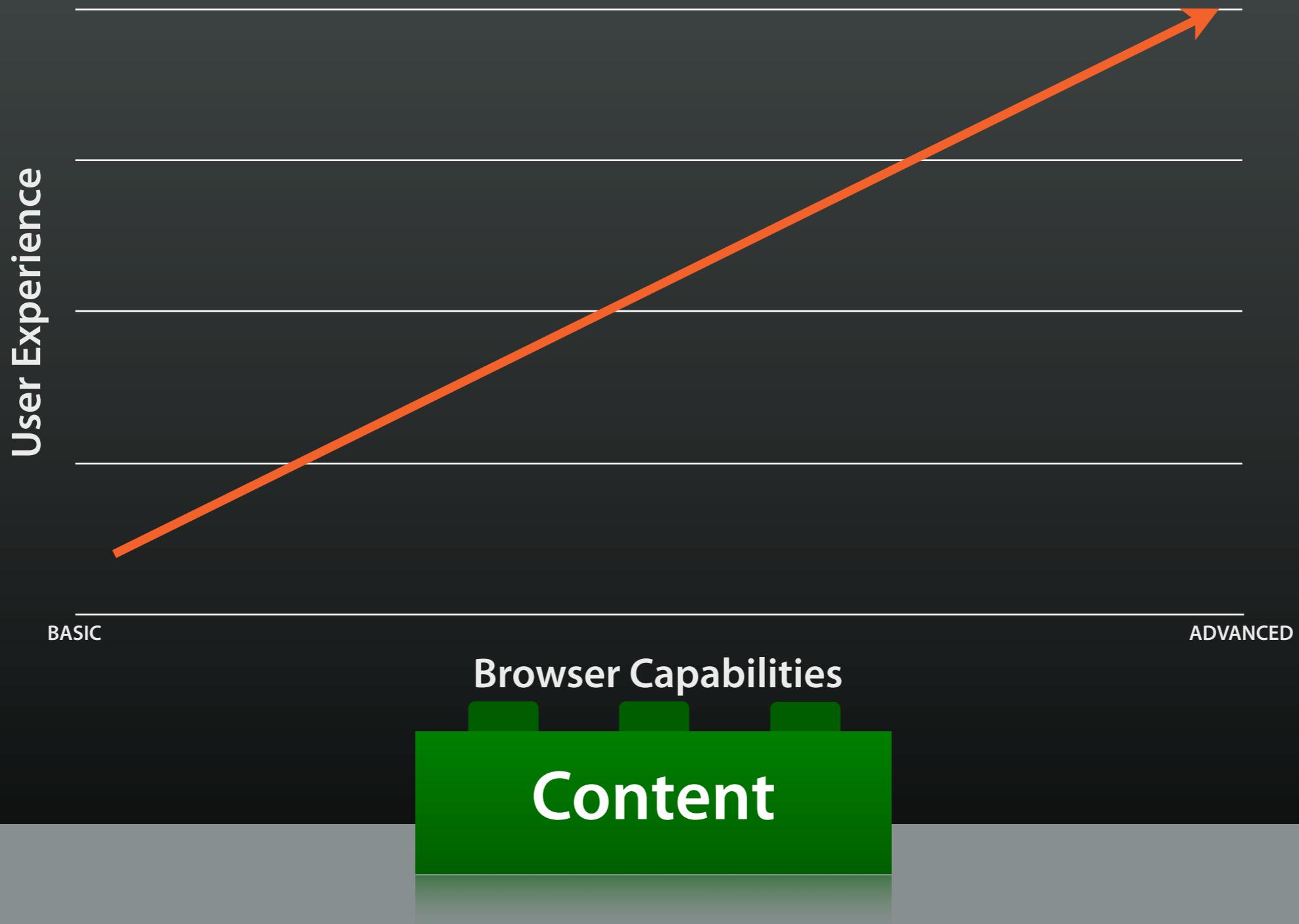
n. a system's ability to continue to operate when it encounters an unexpected error.







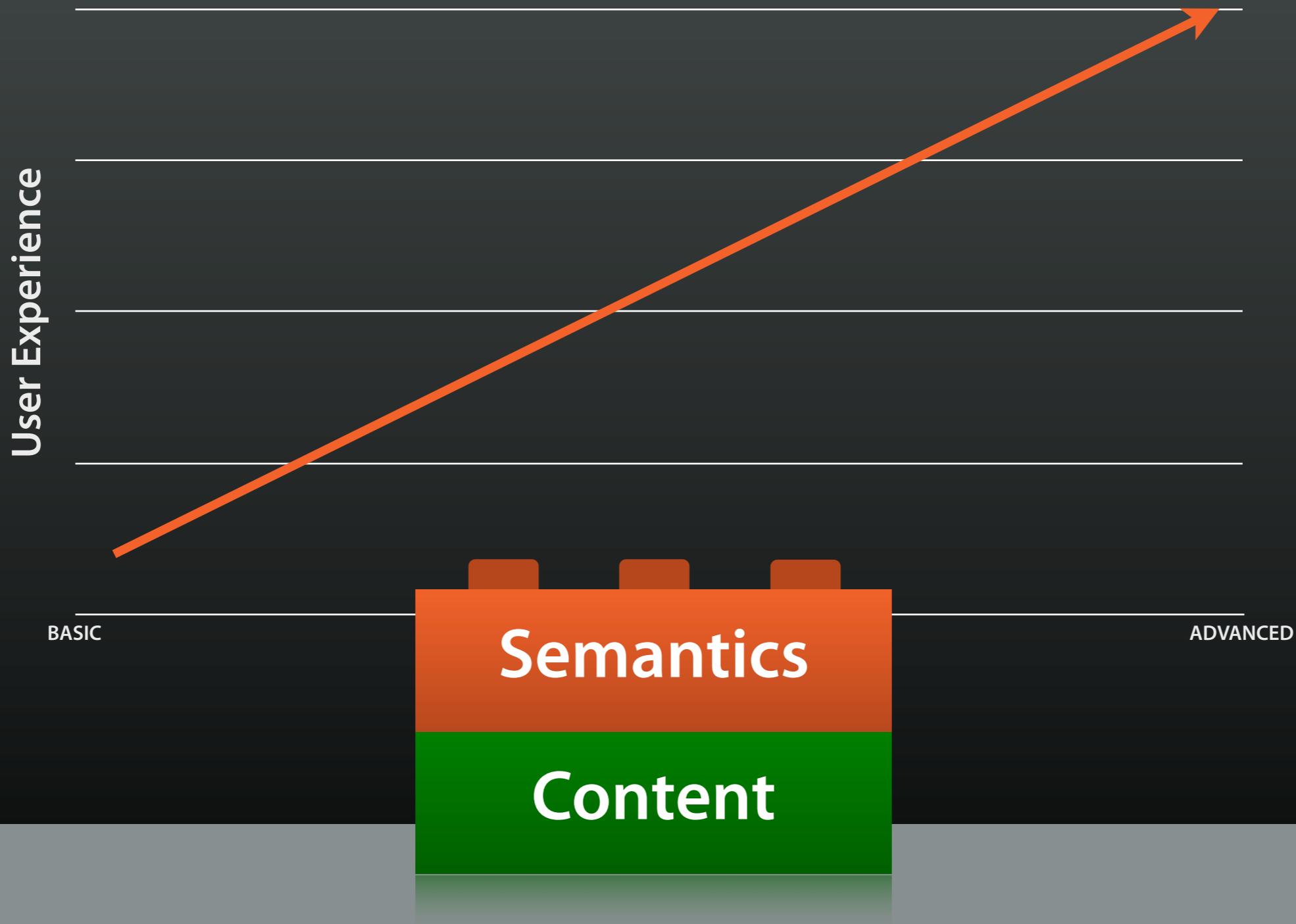
Browsers **ignore**
what they don't
understand



Content
is why
we build
websites

**Users must have
access to key
content & tasks**

Make sure
markup, styles
& scripts don't
obscure it.





Semantics 101

<p>HTML5 introduces several **really** useful elements and a ton of new APIs.</p>

<p>Please fill out the form below.
Note: all fields are required.</p>

<p>I like to work with markup languages because
they are simple and easy to read. They also have that certain <i lang="fr" title="I don't know what">je ne sais quoi</i>.</p>

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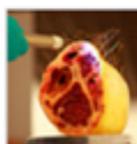
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Laurent Cipriani/Associated Press

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SCIENCE » **Improvised Remedies of an Art Healer** Because of unusual materials, modern works of art can be hard to conserve. 

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DAX	6,621.16	-18.05	-0.27%		
CAC 40	3,843.10	-26.90	-0.70%		
FTSE Italia	21,937.89	-79.86	-0.36%		
Eurofirst 300	1,088.52	-3.71	-0.34%		

MEMO FROM PARIS **Unions at Critical Point as Strikes Continue** By STEVEN ERLANGER Ongoing demonstrations led by labor unions risk alienating some supporters, while hurting France's economy and its reputation abroad. Above, Marseille struggles with trash as sanitation crews remain on strike.

2010 Midterm Elections

Divide on U.S. Deficit Likely to Grow After Election By JACKIE CALMES A midterm campaign that has turned on the issue of federal debt is likely to yield a government even more split over how to

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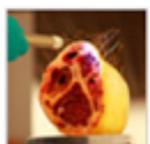
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THE WATCH AVENUE VISIT 

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Divide on U.S. Deficit Likely to Grow After Election

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A midterm campaign that has turned on the issue of federal debt is likely to yield a government even more split over how to

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By WILLIAM YONG and ALAN COWELL 4 minutes ago
TEHRAN — Tuesday's fuel injection moves Iran closer to the start-up of a facility that the U.S. once hoped to stop.
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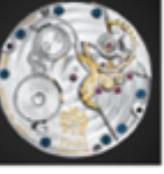
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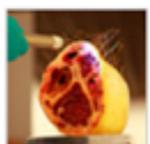
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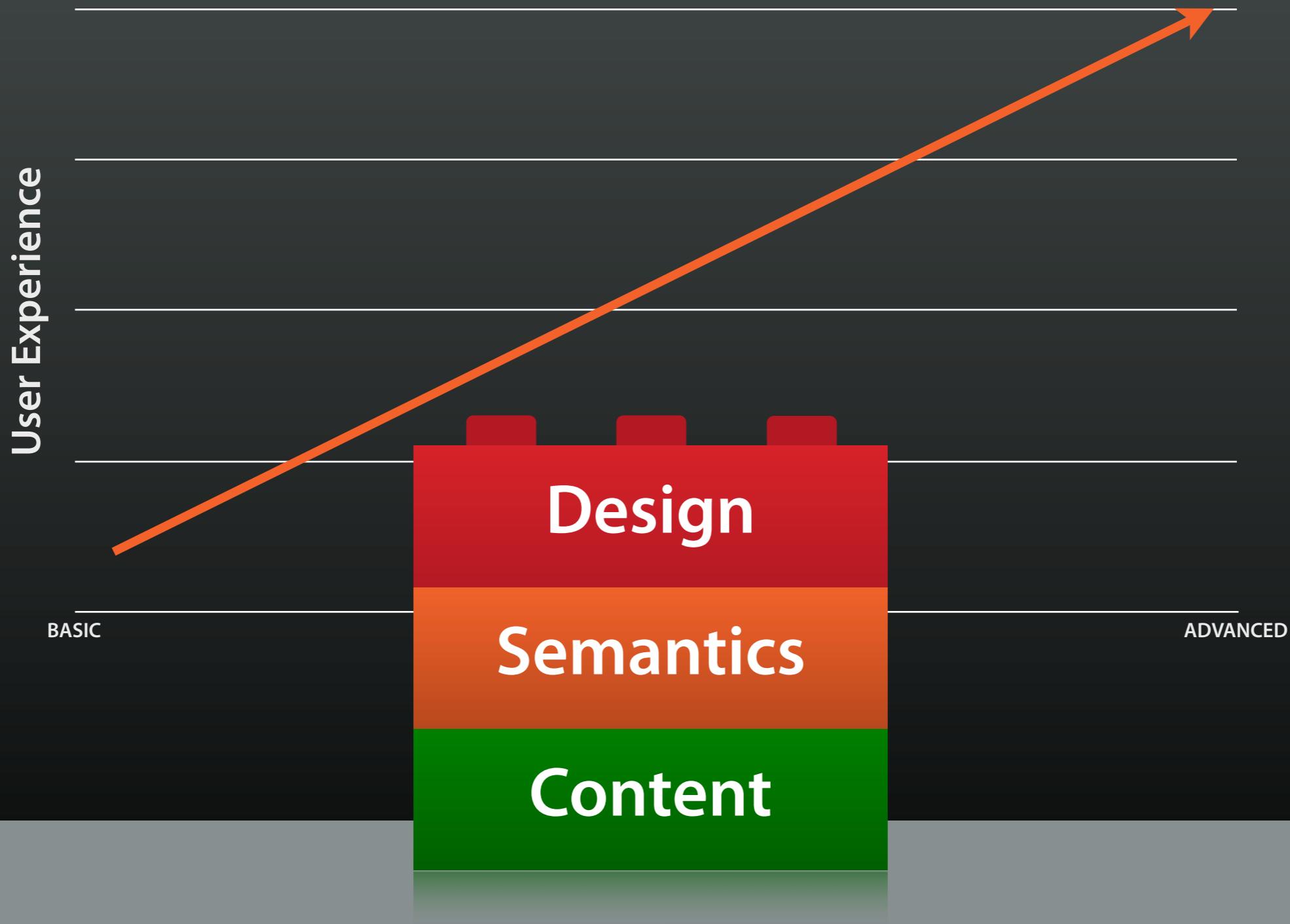
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Pumpkin Pie

Overview



Whether you're hosting a festive party or a casual get-together with friends, our Pumpkin Pie will make entertaining easy!

Original recipe yield

1 × 9-inch deep dish pie

Prep Time

10min

Cook Time

1hr

Ready In

1hr 10min

Ingredients

- 1 (9in) unbaked deep dish pie crust

Pumpkin Pie

OVERVIEW

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Original recipe yield: 1 × 9-inch deep dish pie

Prep Time: 10min

Cook Time: 1hr

Ready In: 1hr 10min



INGREDIENTS

- 1 (9in) unbaked deep dish pie crust
- ½ cup white sugar
- 1 tsp ground cinnamon
- ½ tsp salt
- ½ tsp ground ginger
- ¼ tsp ground cloves
- 2 eggs
- 1 can (15oz) pumpkin puree
- 1 can (12fl oz) evaporated milk

DIRECTIONS

1. Preheat oven to 425°F

Pumpkin Pie

OVERVIEW

INGREDIENTS

DIRECTIONS

NUTRITION

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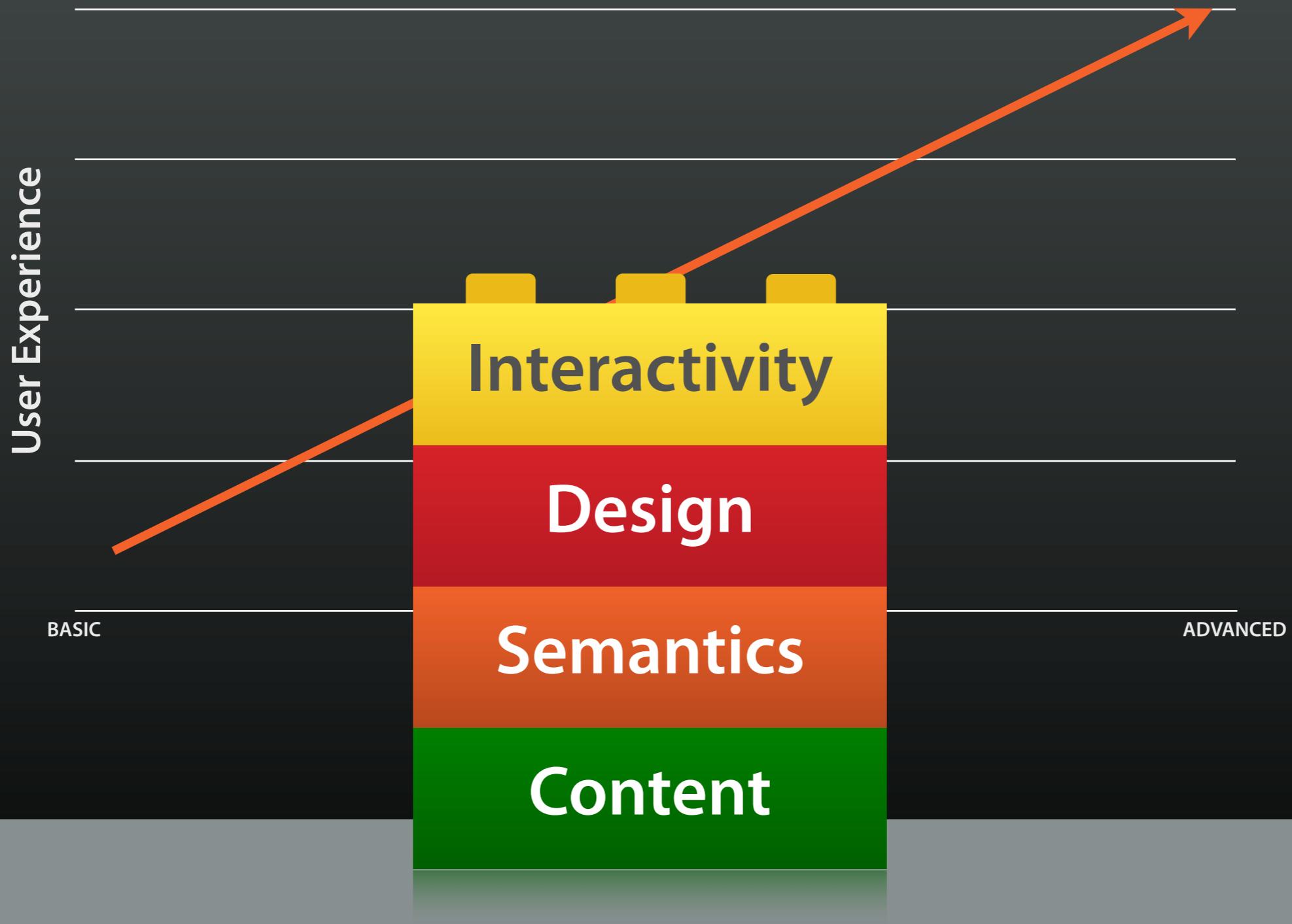
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:-)

A Venn diagram consisting of two overlapping circles. The left circle is yellow and labeled "Responsive Web Design". The right circle is teal and labeled "Mobile First". The two circles overlap in the center, where a white downward-pointing arrow is located. Above the arrow is a white smiley face emoticon (:-)).

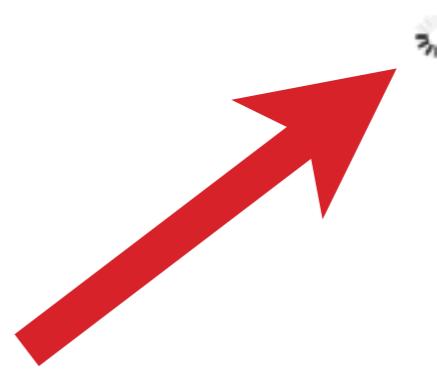
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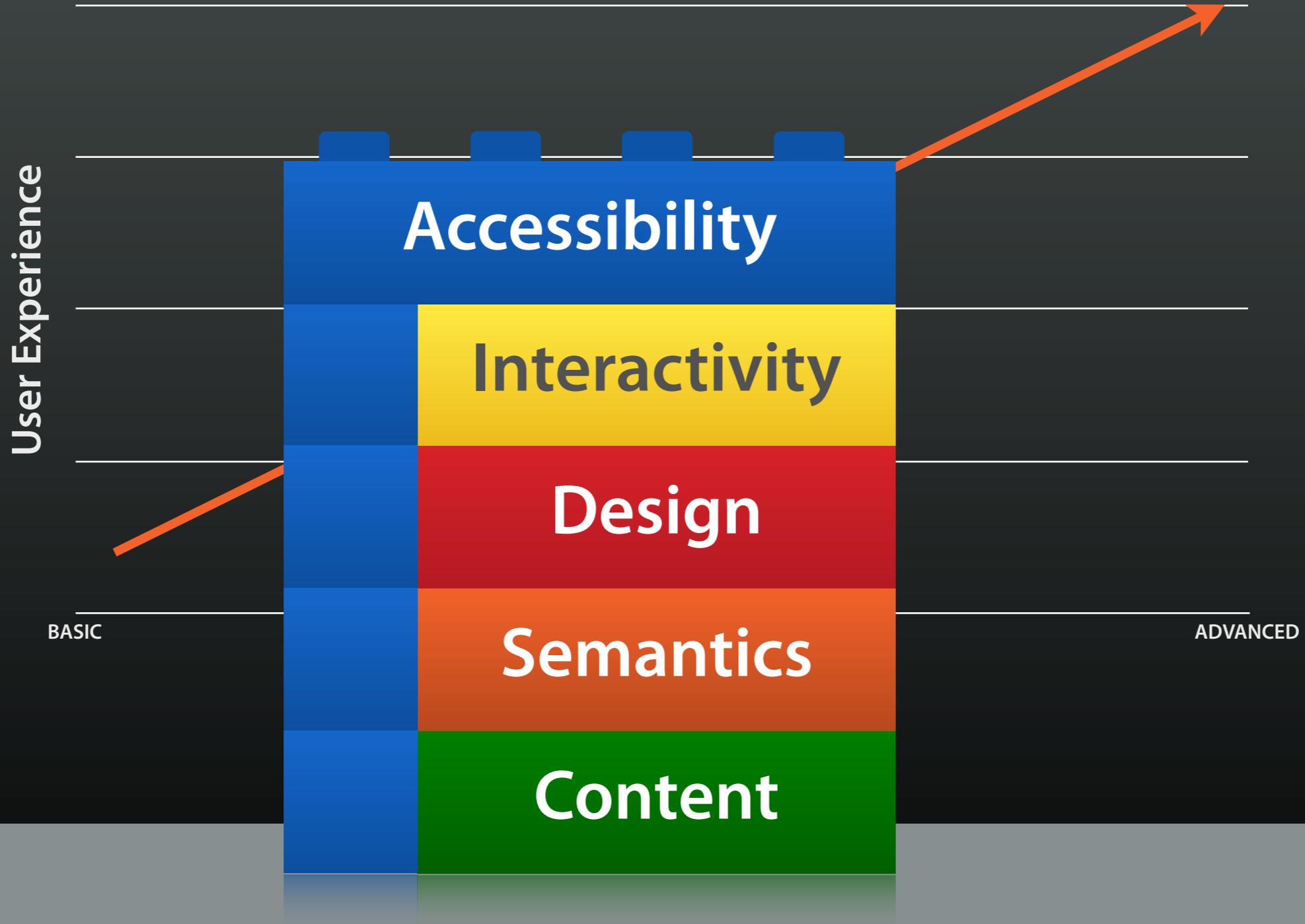
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only about
no JavaScript

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- Browser Add-ons
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“special needs”

“special needs”
can be
CONTEXTUAL



up to date now — both [here](#) and [here](#). Like most months I account for new user agents that come up this time with a new sightings in the "fun" category:

- Opera/9.00 (Nintendo Wii; U; ; 1309-9; en)
- Mozilla/5.0 (PLAYSTATION 3; 1.00)



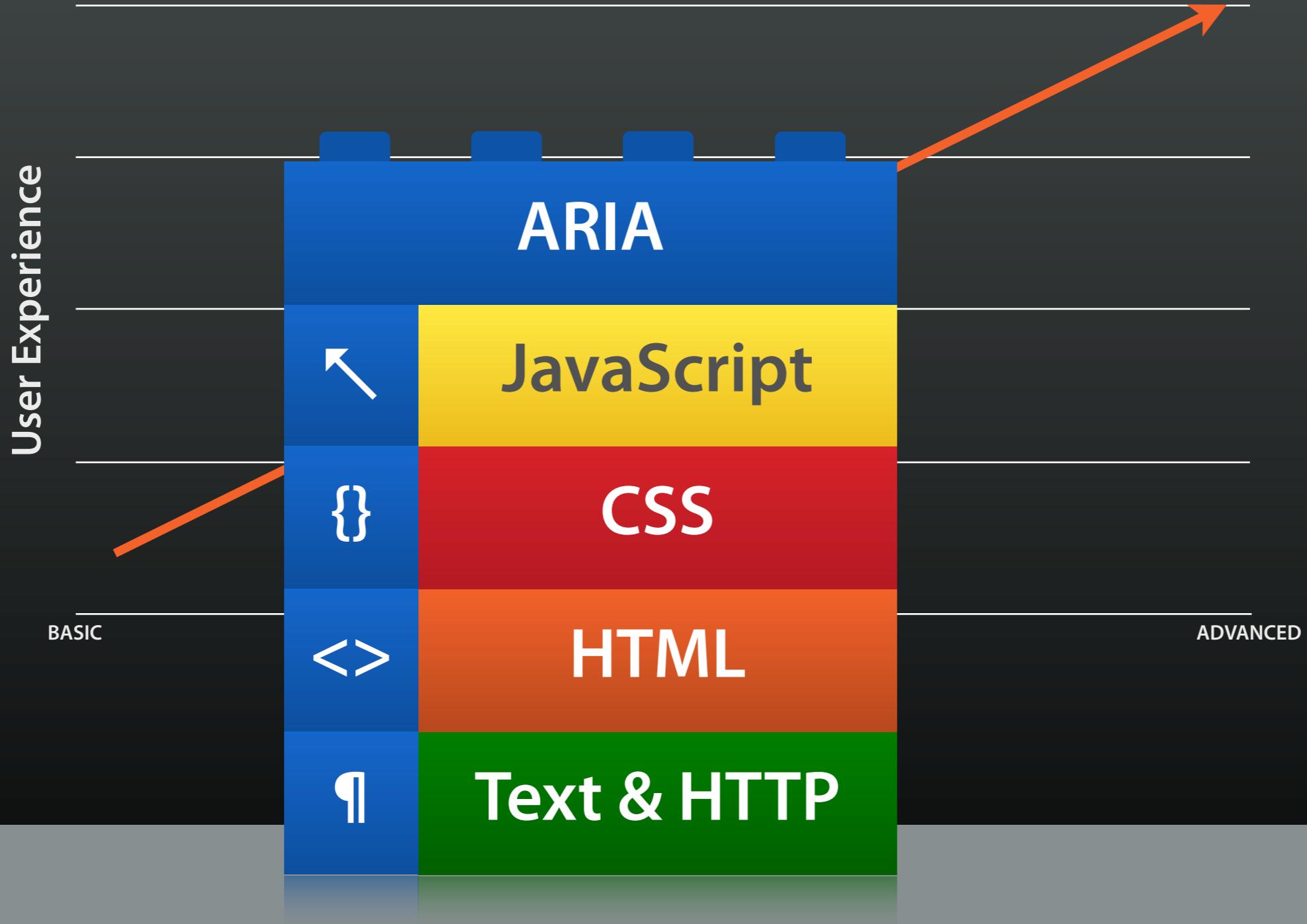
[Wondering if that means I get to write off my Wii as a business loss?]

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Thank you!!!

Further Reading

http://is.gd/readlist_awd

Intro to Adaptive Web Design

by Aaron Gustafson

@AaronGustafson

Further reading:

<http://adaptivewebdesign.info>

<http://blog.easy-designs.net>

<http://mobilewebbestpractices.com>

Slides available at

<http://slideshare.net/AaronGustafson>

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