

INTRO TO Adaptive Web Design



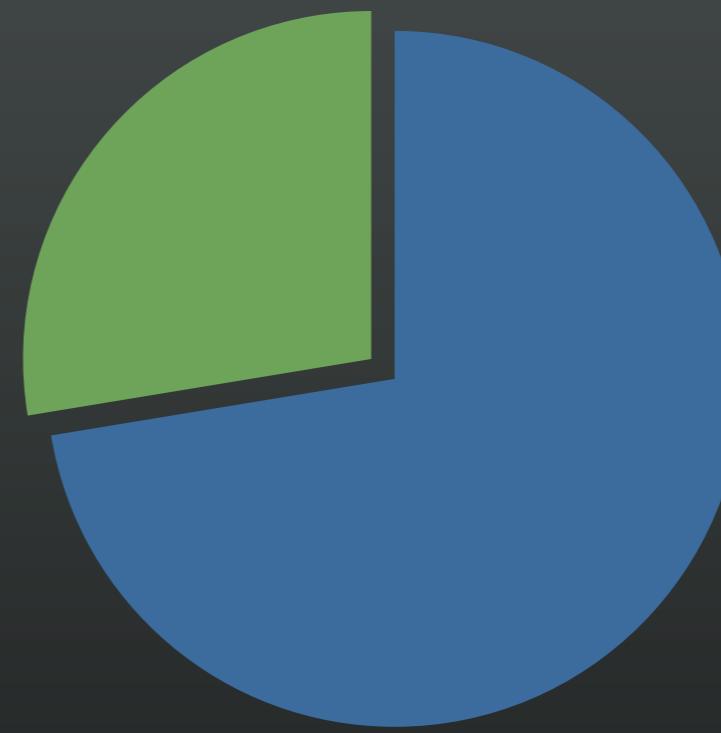
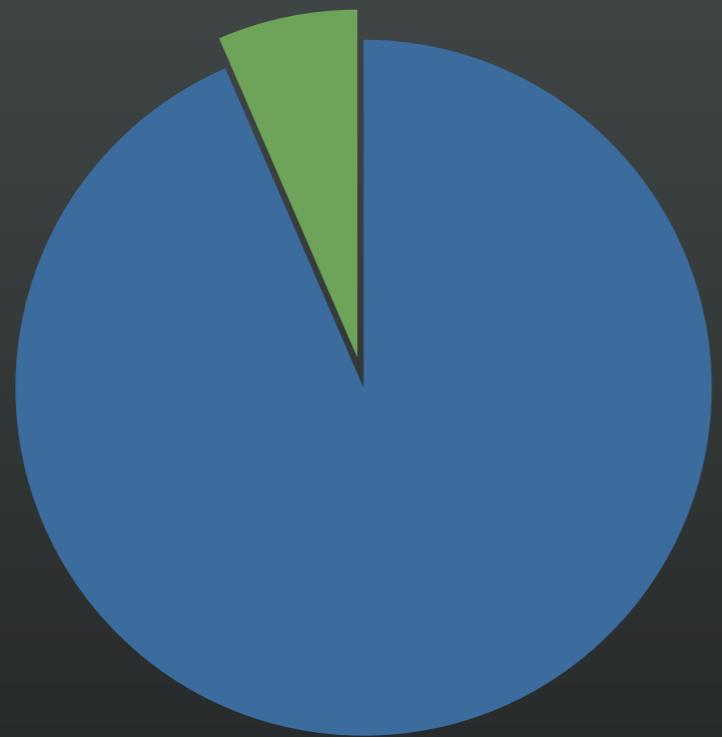
Aaron Gustafson
[@aarongustafson](https://twitter.com/aarongustafson)
slideshare.net/AaronGustafson

THIS IS NOT
THE WEB.



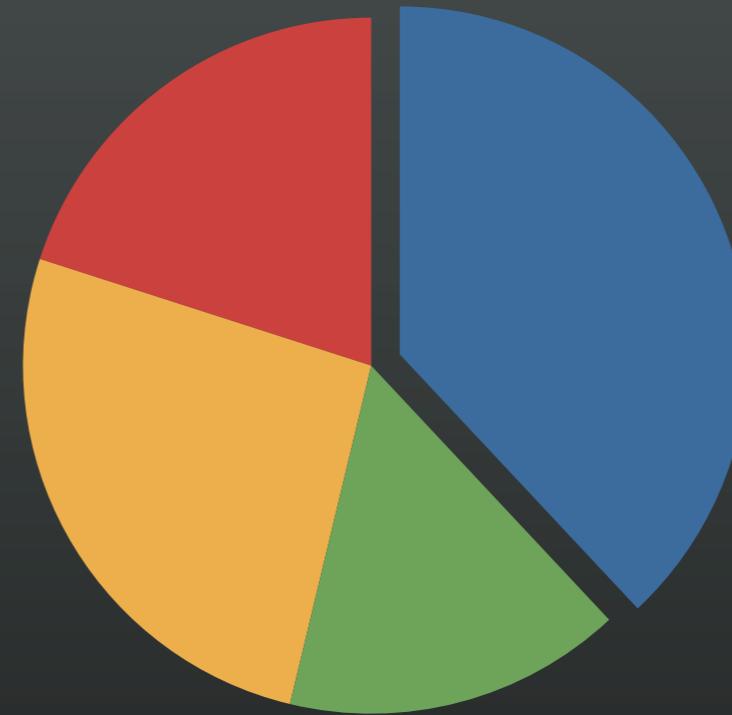
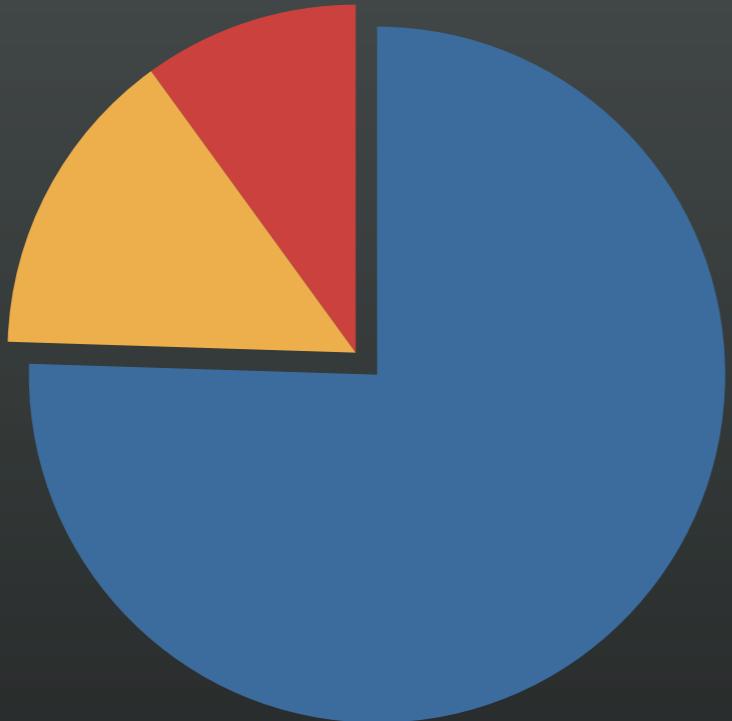
“Just four years ago the majority of our visitors saw our website in Internet Explorer on a Windows computer on a minimum 1,024 pixel wide screen. Times have really changed.

**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**



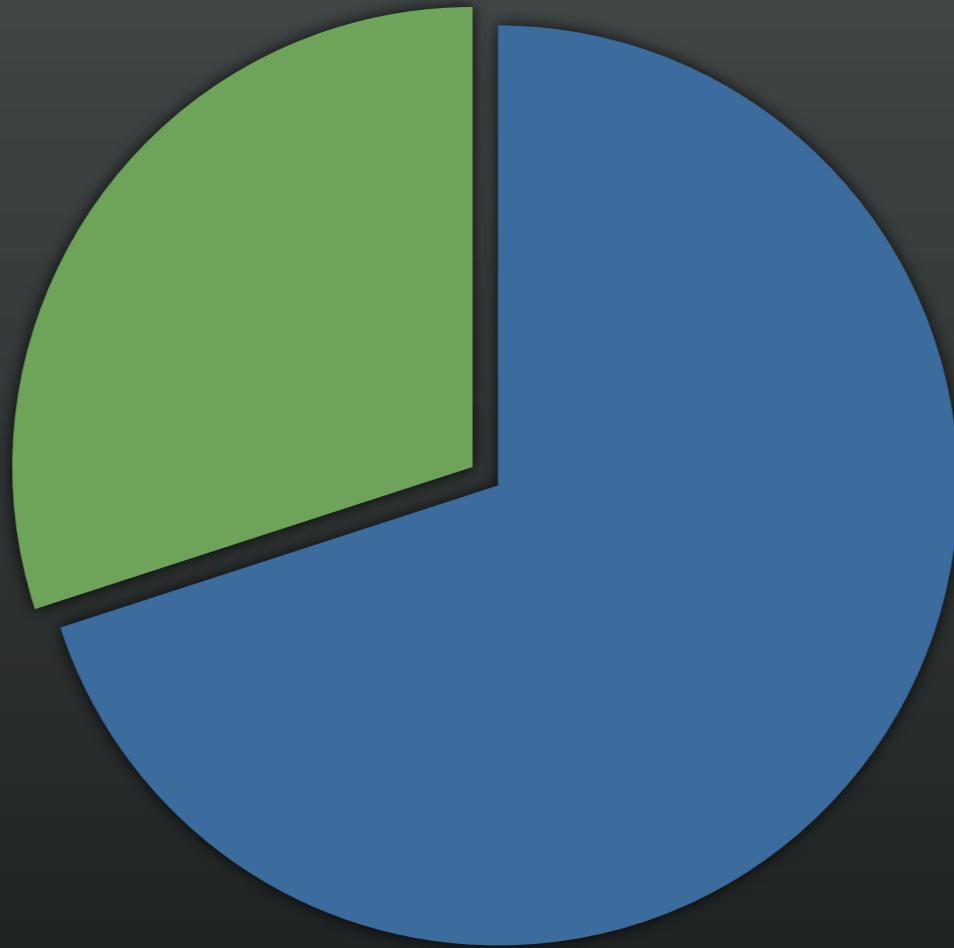


“Smartphone sales accounted for
**nearly 85% of all mobile
phone sales** in the US in Q1 2013.



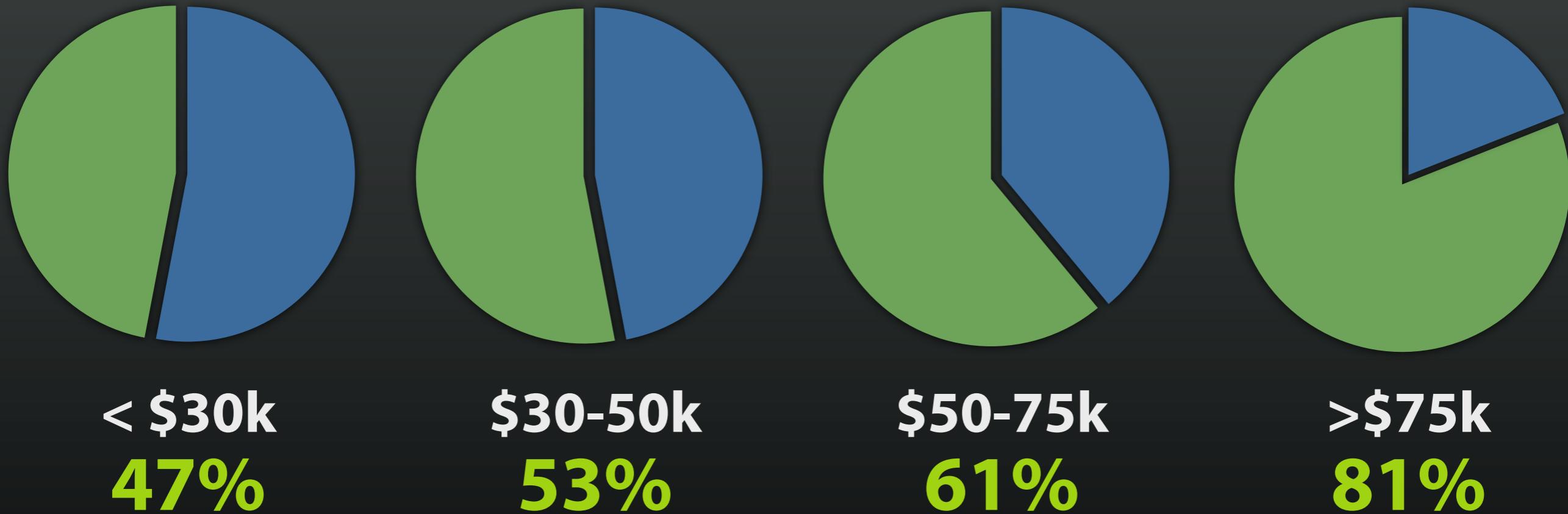
“ Smartphones have reached
50% penetration in the US... ”





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

U.S. Smartphone penetration #'s released in February



U.S. Smartphone penetration #'s released in February



< \$30k

47%



\$30-50k

53%

\$50-75k

61%

>\$75k

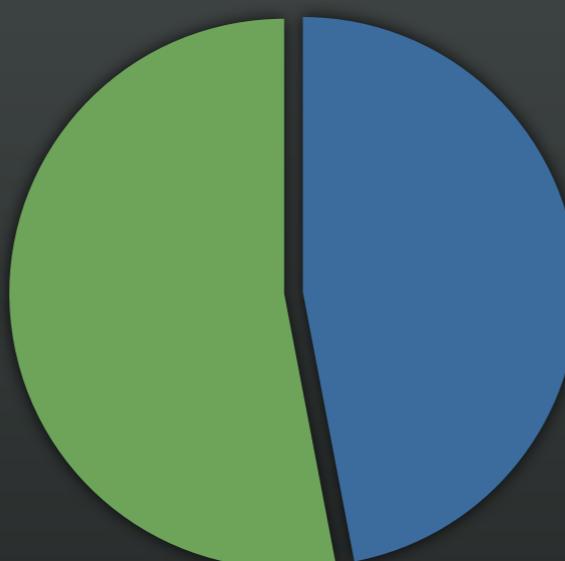
81%

\$30k = Average US income 2013

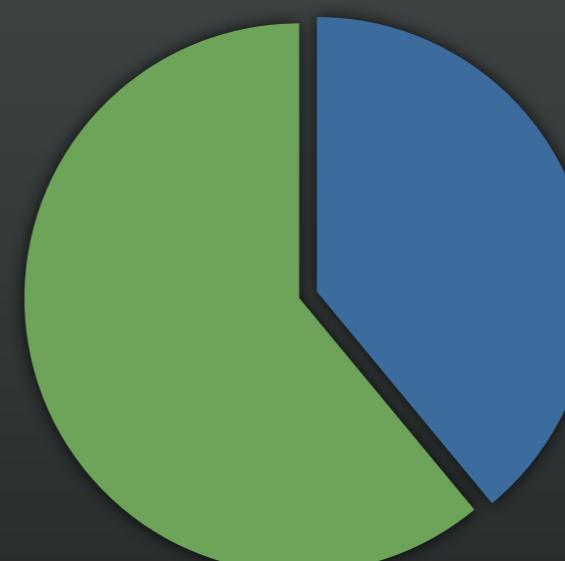
U.S. Smartphone vs. Income distribution



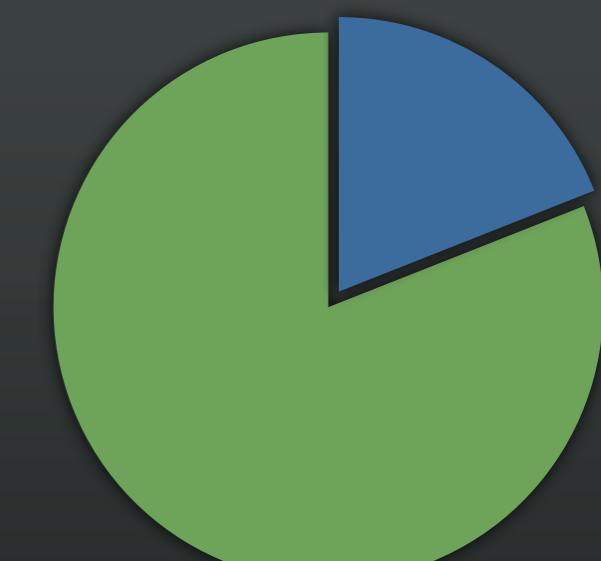
< \$30k
47%



\$30-50k
53%

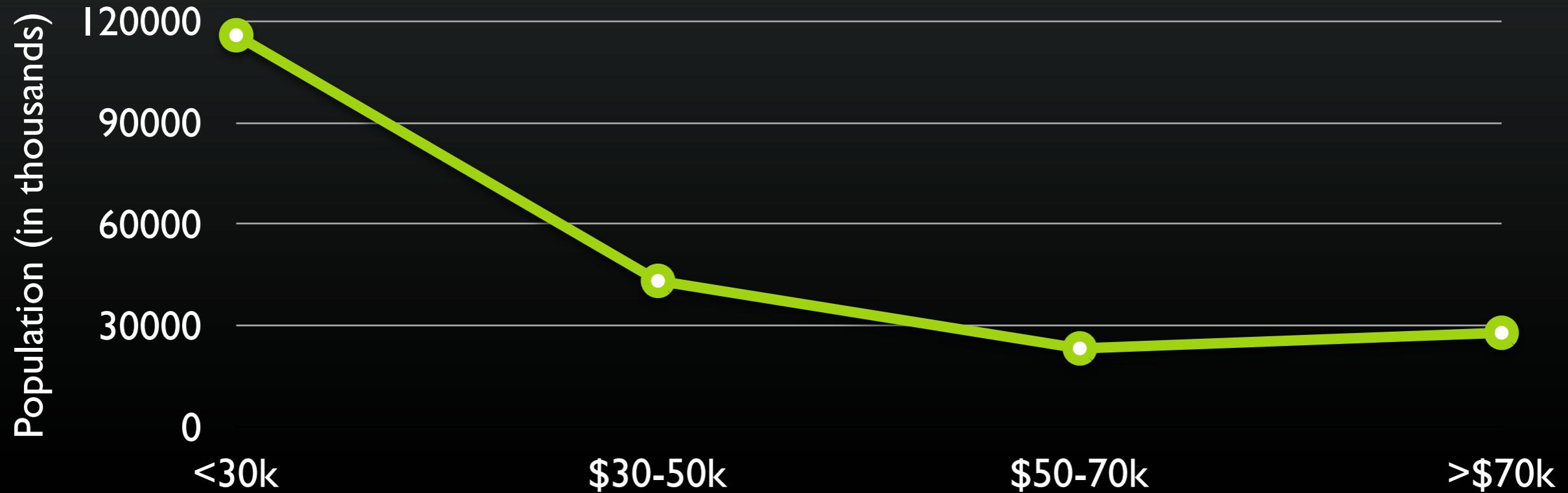


\$50-75k
61%



>\$75k
81%

8,767



U.S. Smartphone vs. Income distribution



< \$30k
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\$30-50k
53%

\$50-75k
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>\$75k
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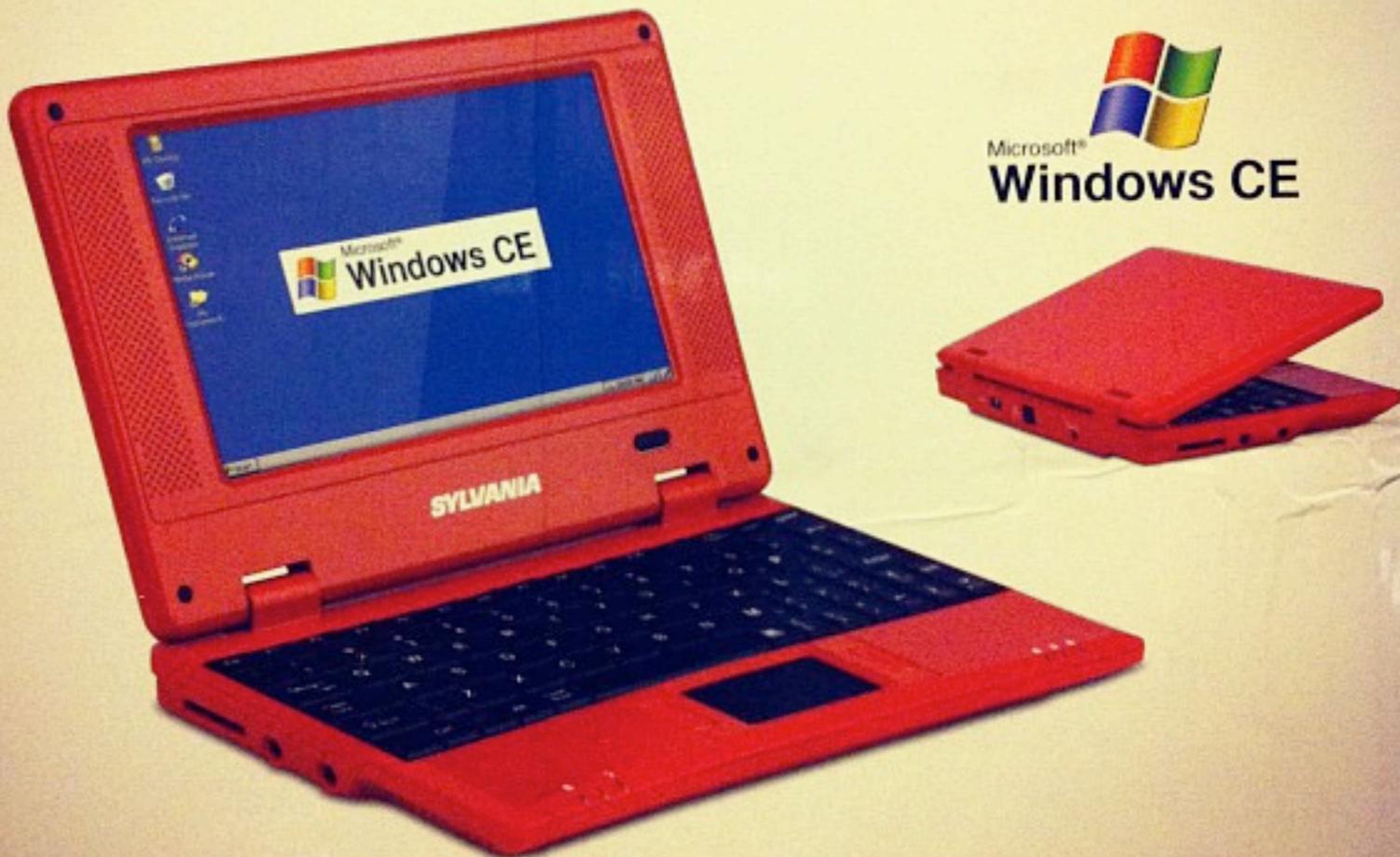


The reality



SYLVANIA

WIRELESS MOBILE INTERNET DEVICE



Microsoft®
Windows CE



E-mail



Web Browsing

facebook

Social Networking

YouTube™

YouTube
Video Streaming







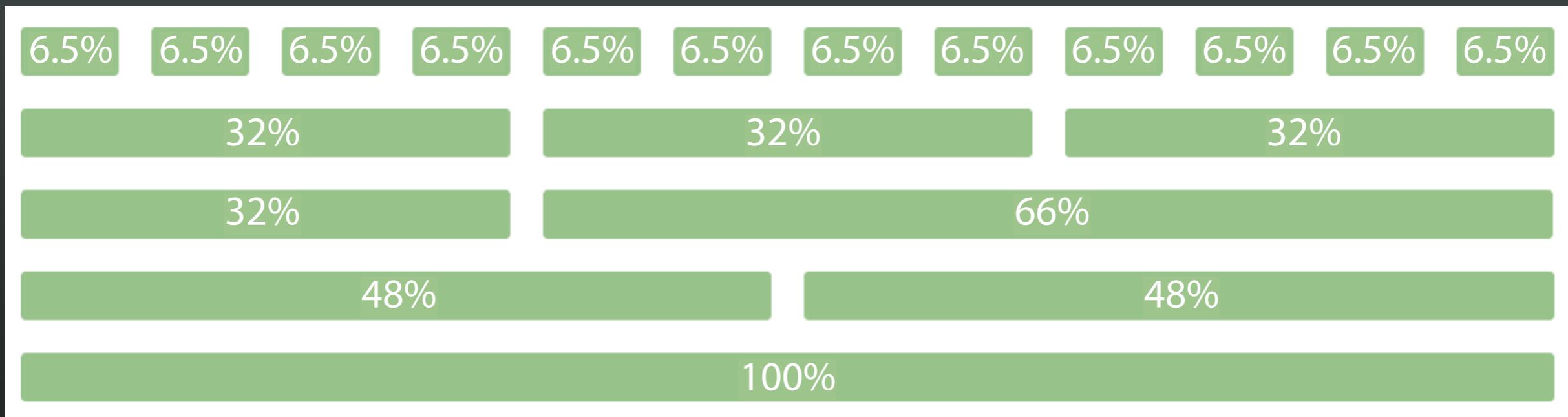
RWD

To the Rescue!

What is RWD?

- Fluid grids
- Flexible media
- Media queries

Fluid Grids



Flexible Media

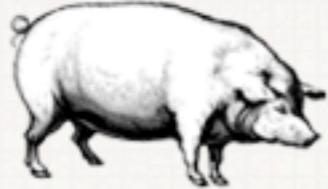
```
img {  
  max-width: 100%;  
  height: auto;  
}
```

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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POTTED AUTOBIOGRAPHY



Hello. I'm a designer. I also do plenty of writing, speaking, and thinking. I'm based in Nottingham, England, but can often be found in New York and all sorts of other fine places. [Please read on →](#)

Dropping science like it's hot
THE SPLENDID JOURNAL



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The second New Adventures in Web Design took place earlier this year, again at Nottingham Albert Hall. Some three months later, I've finally... [More →](#)

Catalogued nocturnal matter
EXHAUSTIVE ARCHIVES



- [851—A letter of note](#)
- [850—An Event Apart](#)
- [849—Fictive Kinsman](#)
- [848—Meet little Americo](#)
- [847—When we build](#)

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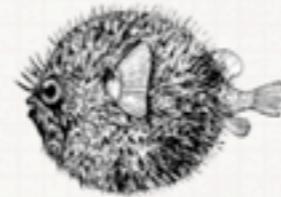
Opinions & queries this way
Drop me a line if you wish.
I'm always interested in new projects and opportunities and will of course do my best to reply to your emails swiftly and efficiently. →

EXTERNAL REFERENCES { [VIEW ALL](#) }

Conference and speaking history
LANYRD PROFILE



Mr. Collison organises some
NEW ADVENTURES



Images from the field
FLICKR PHOTOGRAPHS



The tweets of @colly
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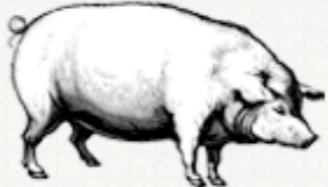
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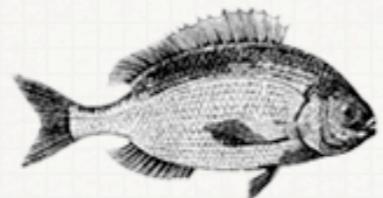
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849—TATOO TITTO VINCETTO

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Drop me a line if you wish.
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comics do i like to read to you?

Established Nottingham 2003

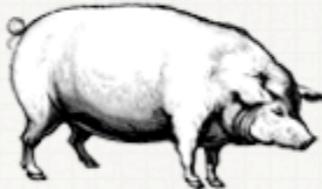
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degrees and



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We will.





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GRADUATE PROGRAMS

UNDERGRADUATE PROGRAMS

ADMISSIONS

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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

What's in a name?

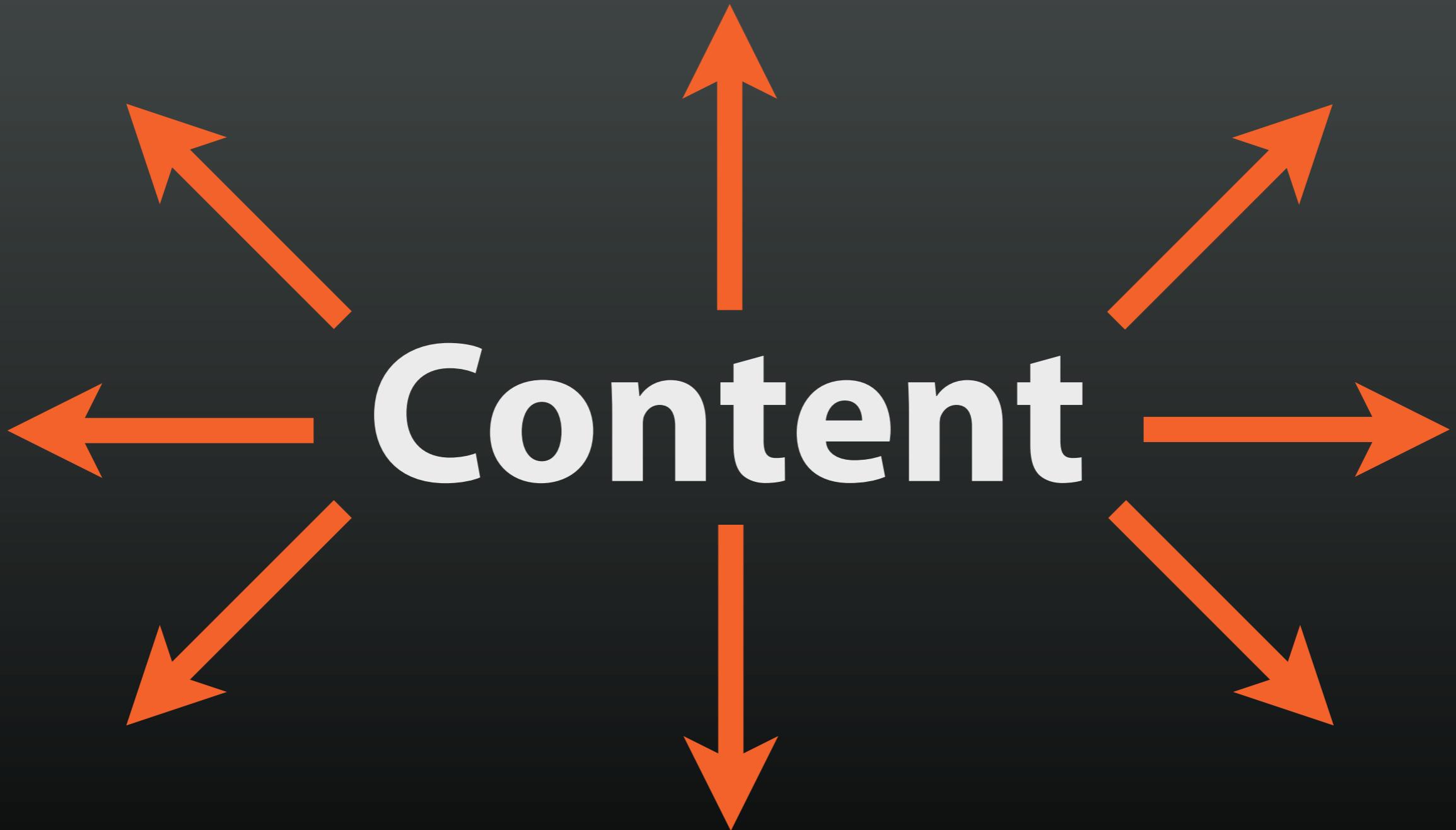
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- Adaptive Web Design
- Progressive Enhancement
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- Responsible Web Design



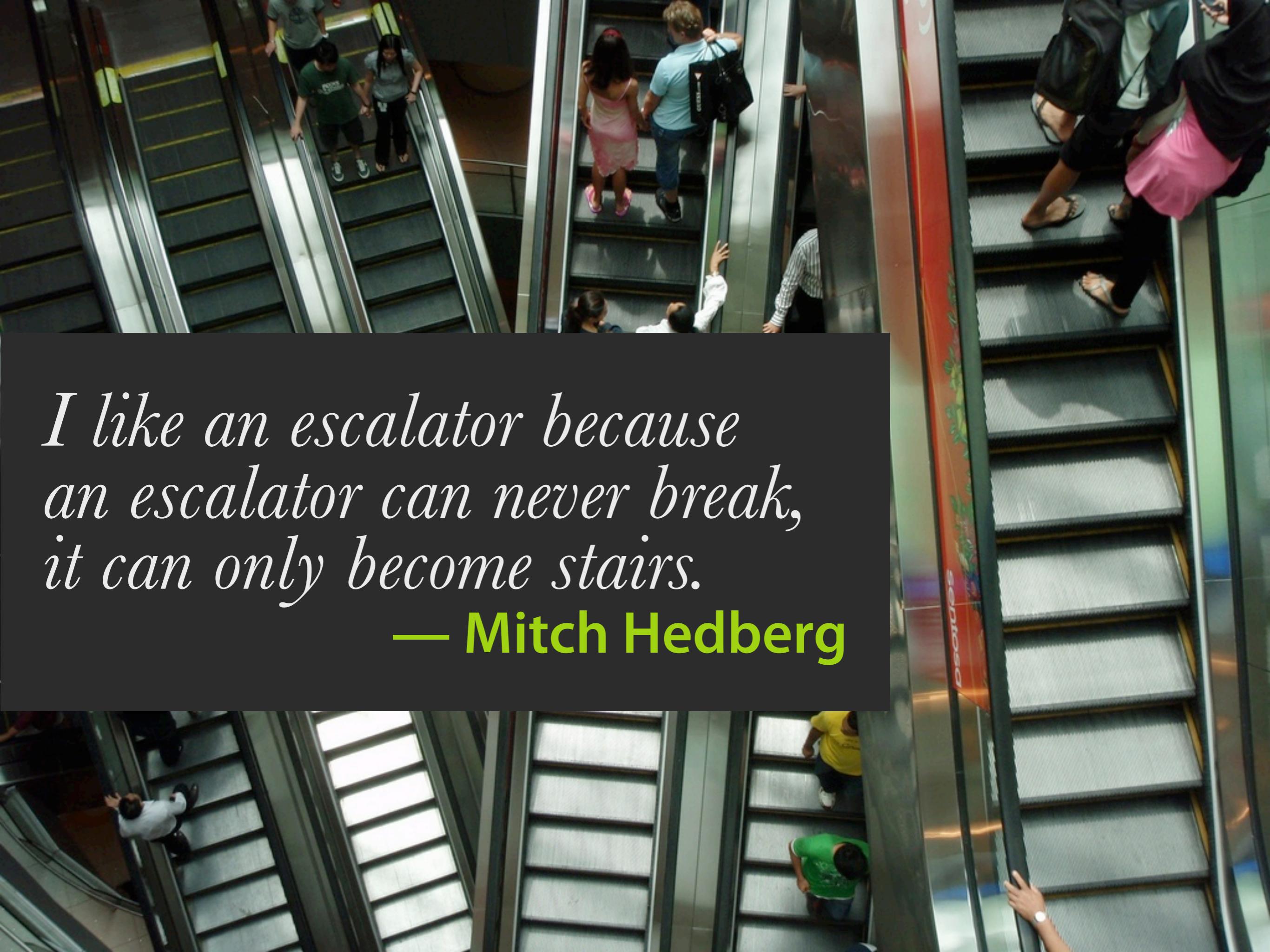
We don't know

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

So how
do we cope?

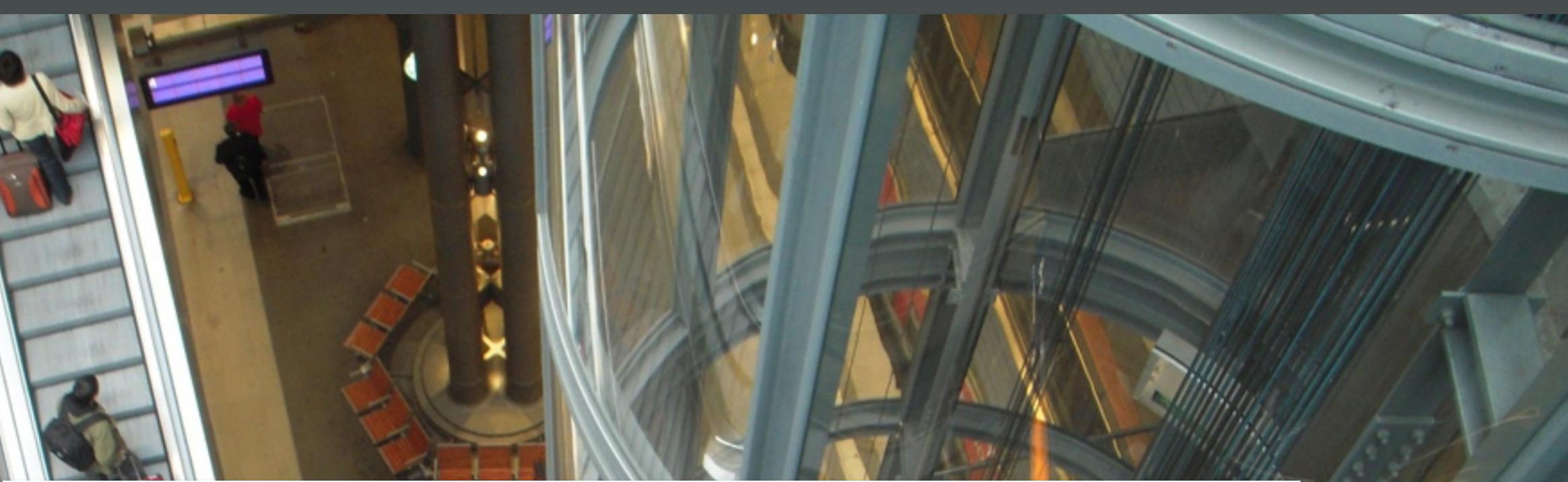






*I like an escalator because
an escalator can never break,
it can only become stairs.*

— 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



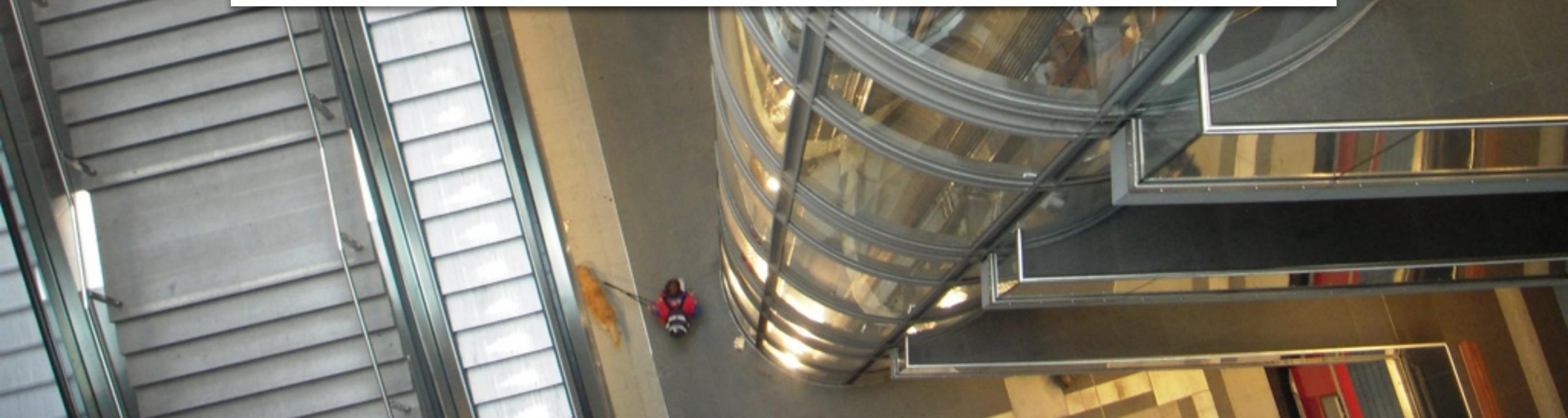
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Graceful Degradation

Modern Browsers



Older Browsers

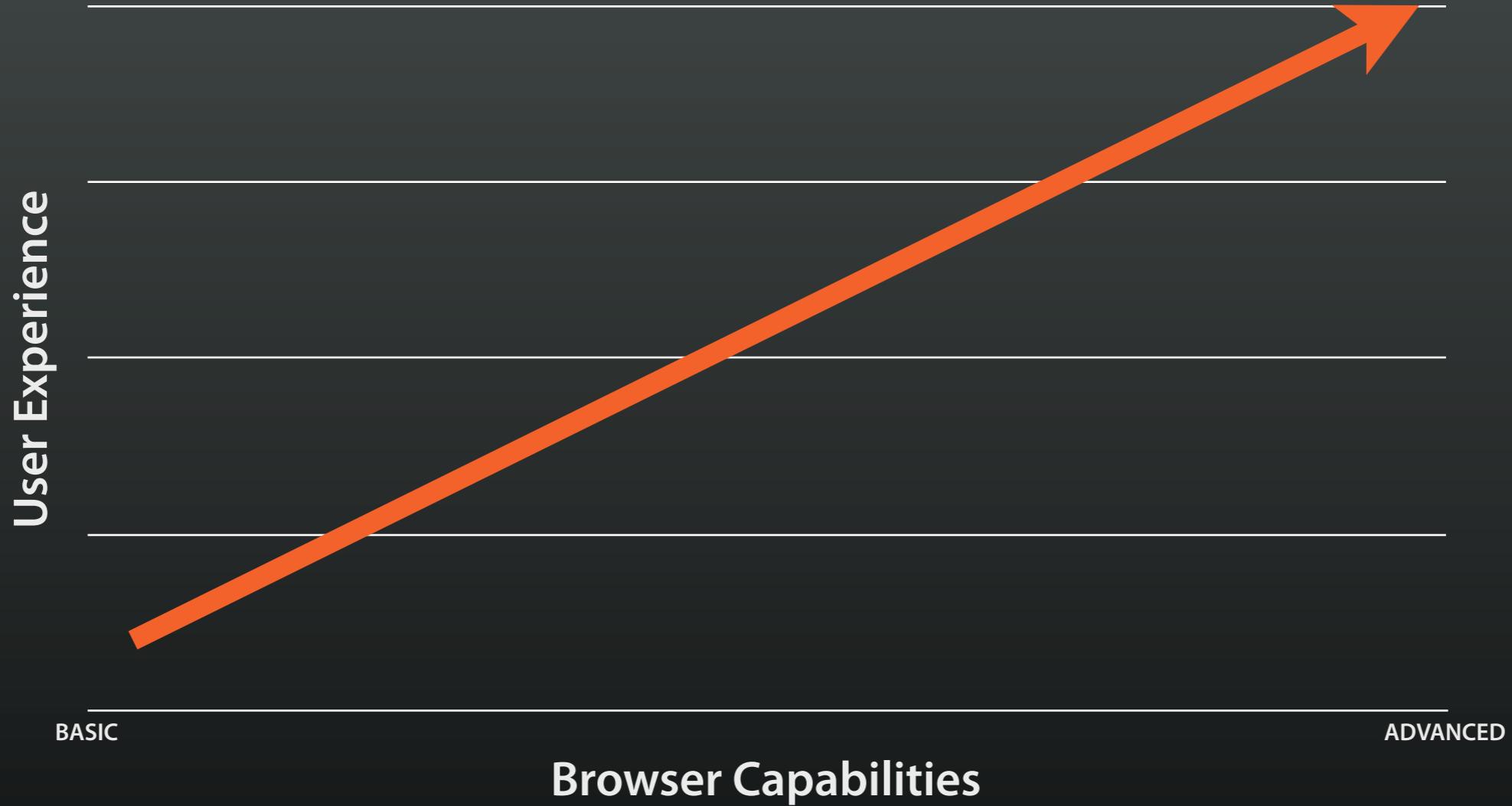
Modern Browsers

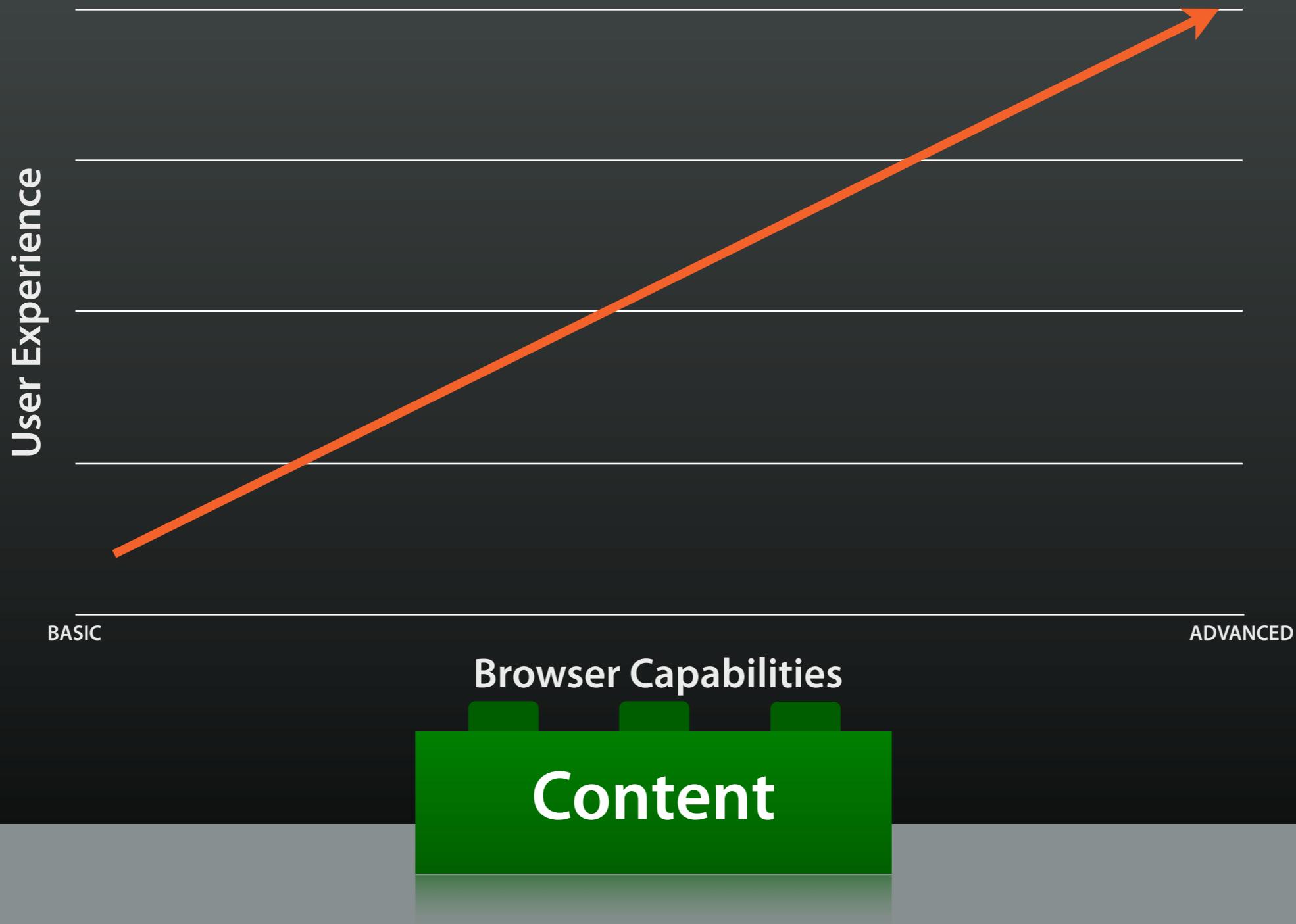


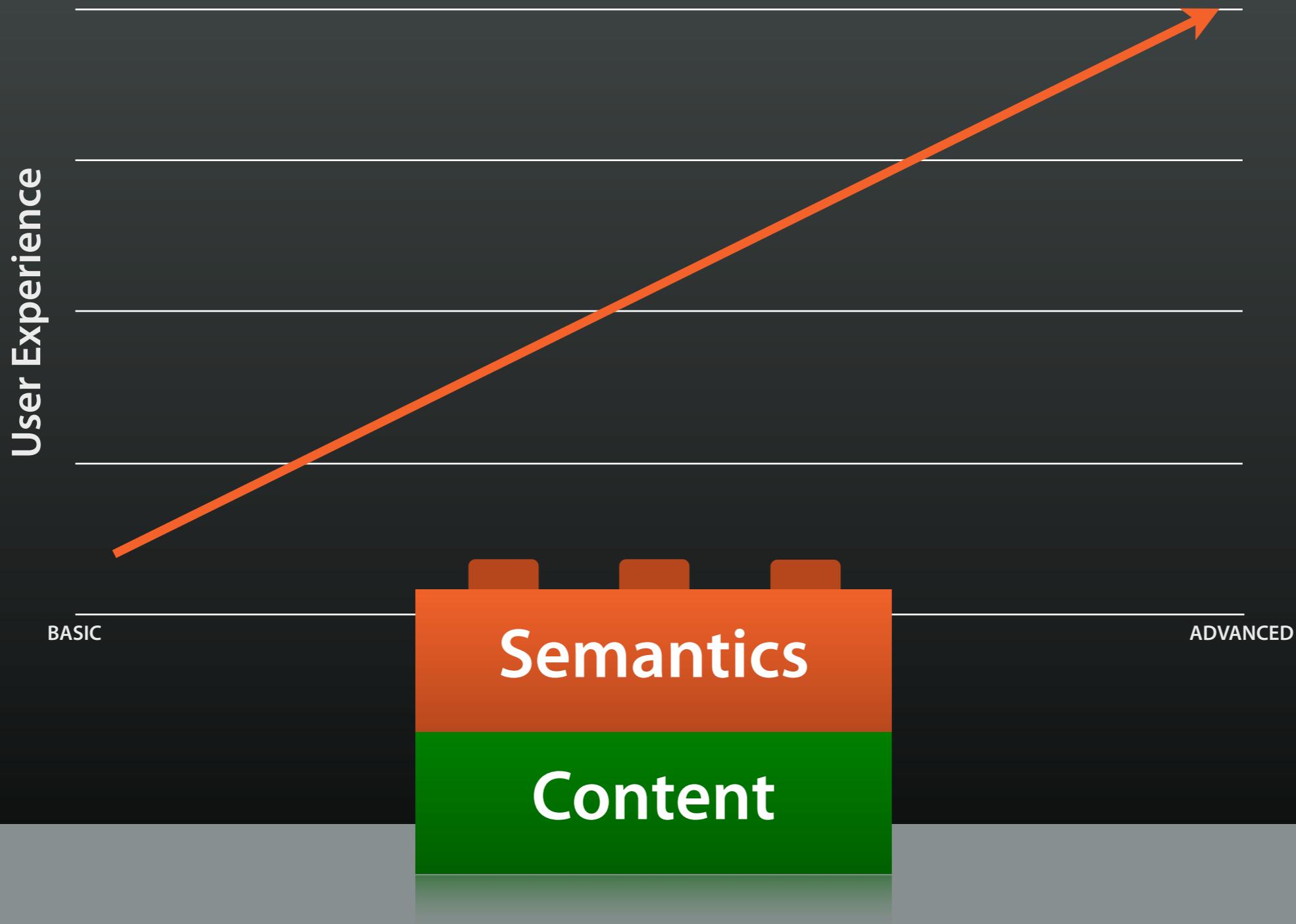


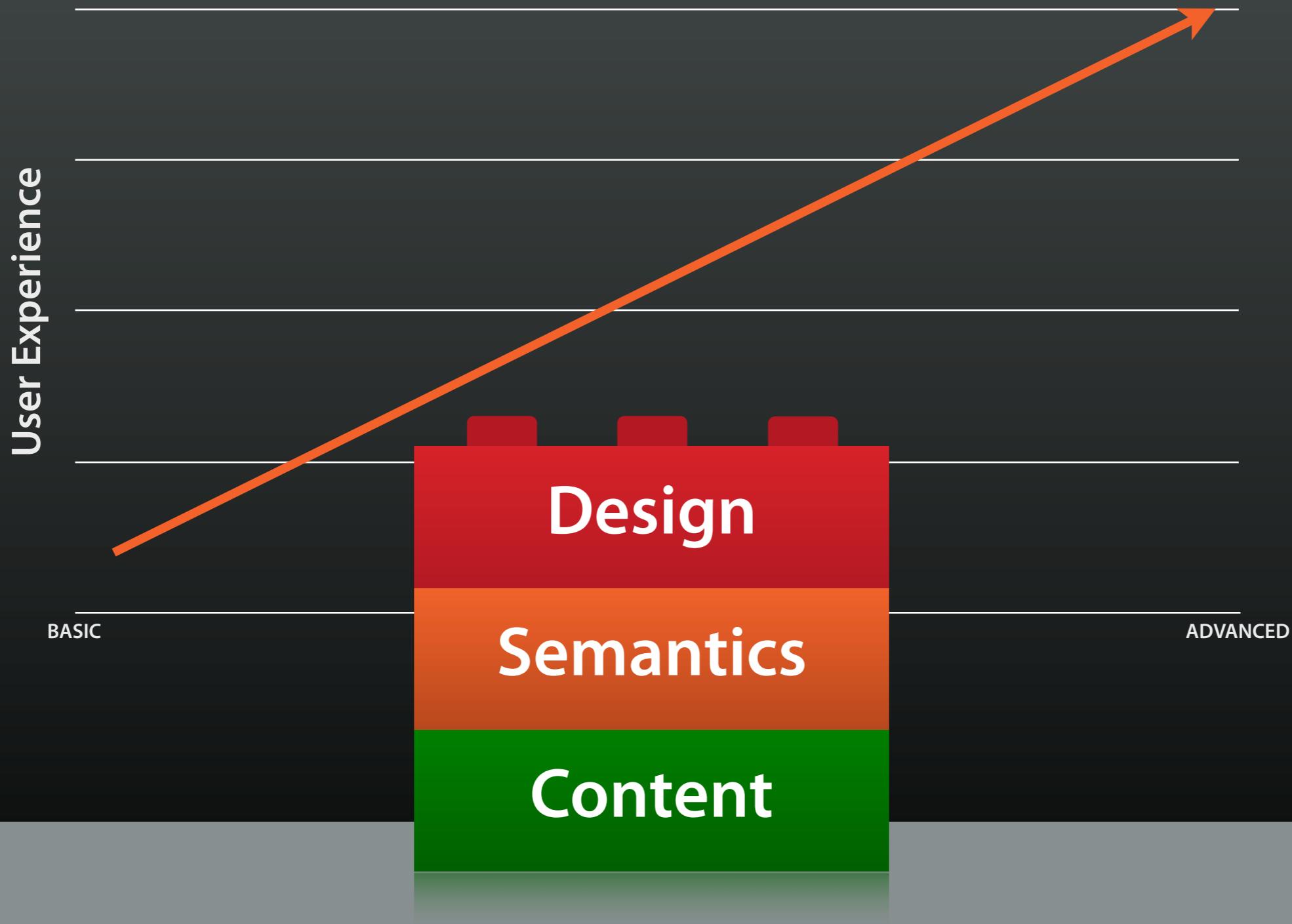
**YOU MUST BE THIS TALL
TO RIDE WITH AN ADULT**

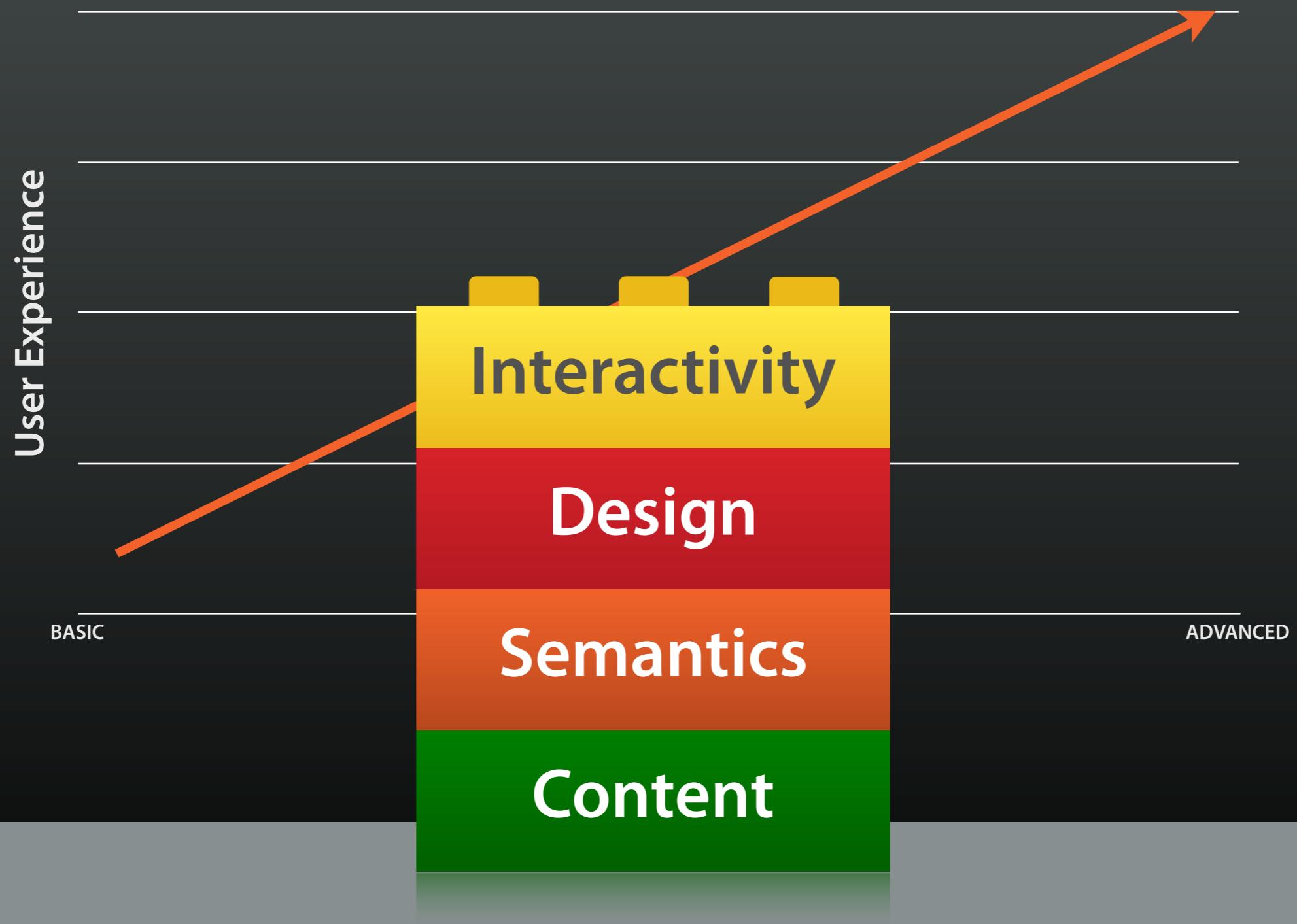


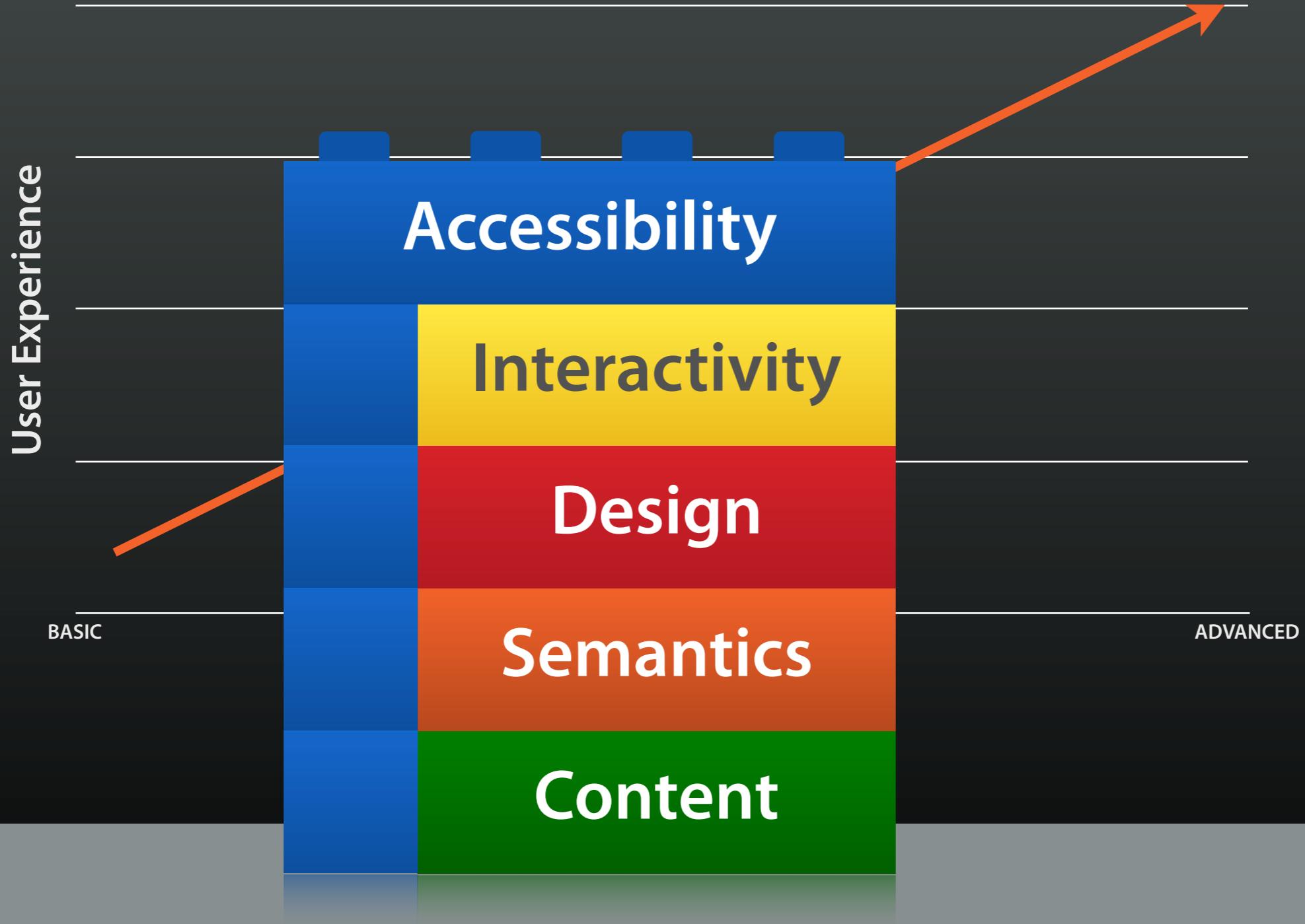


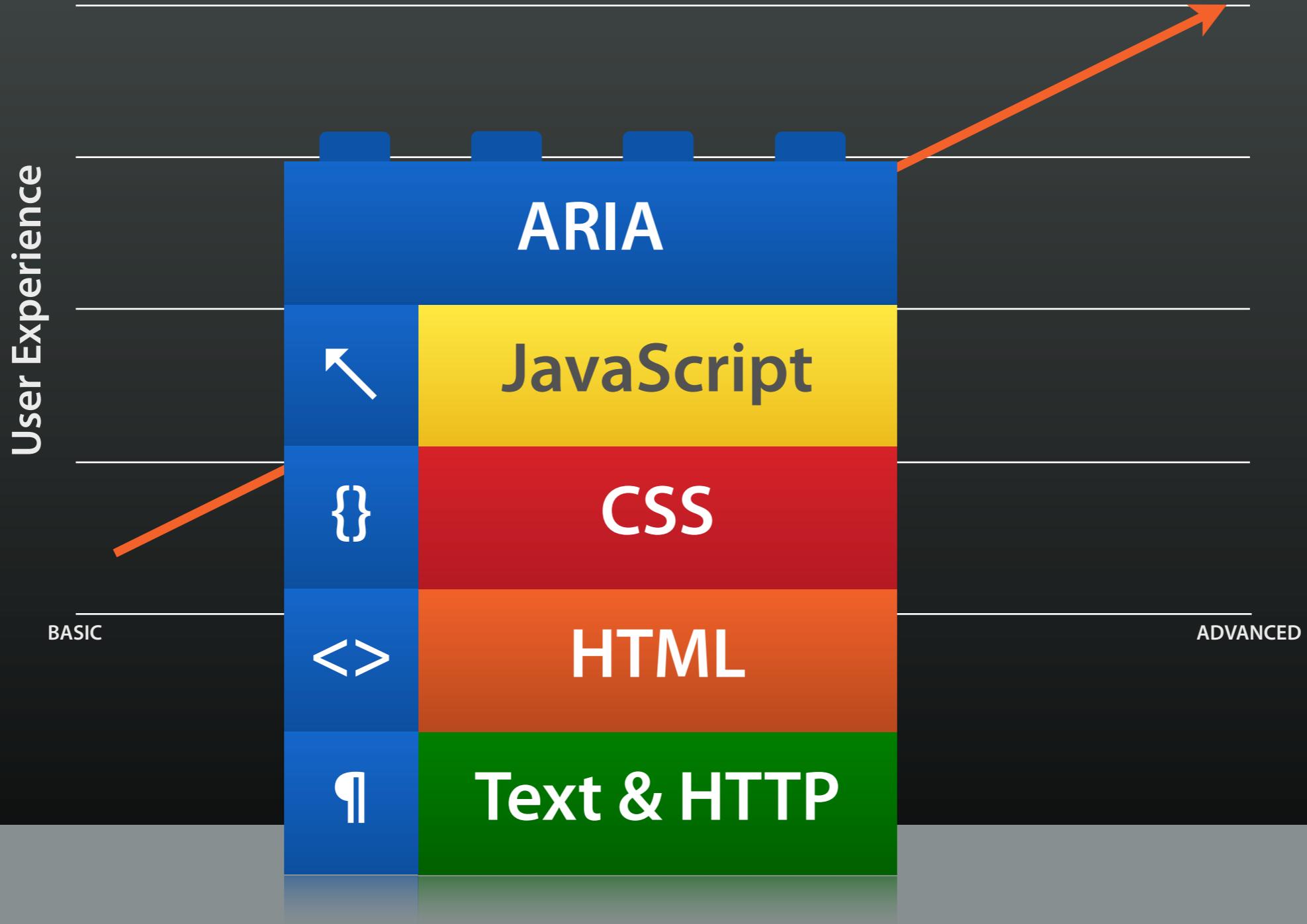














HTML

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 each block is a smaller, solid orange rectangle of the same height as the line.

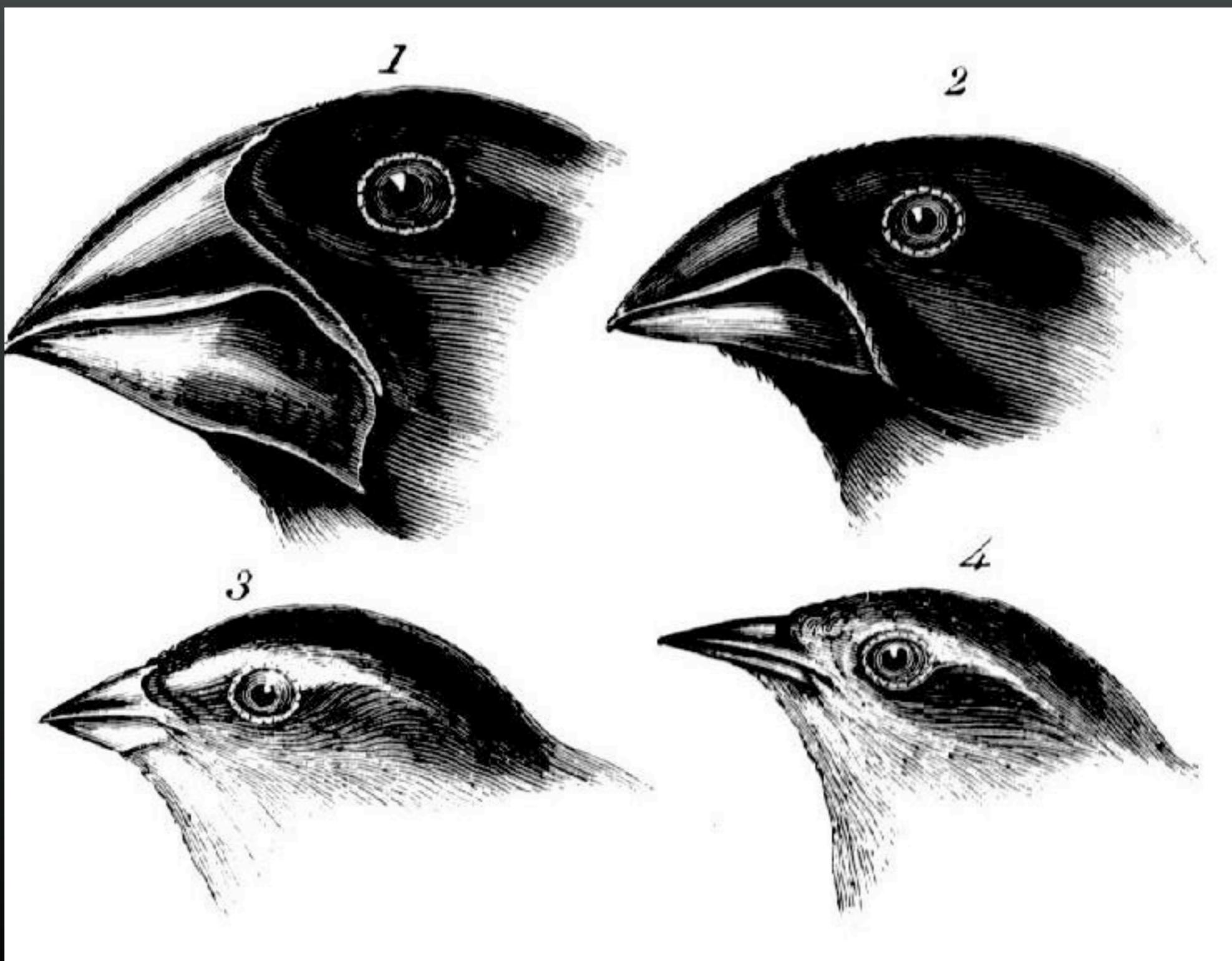
Microformats

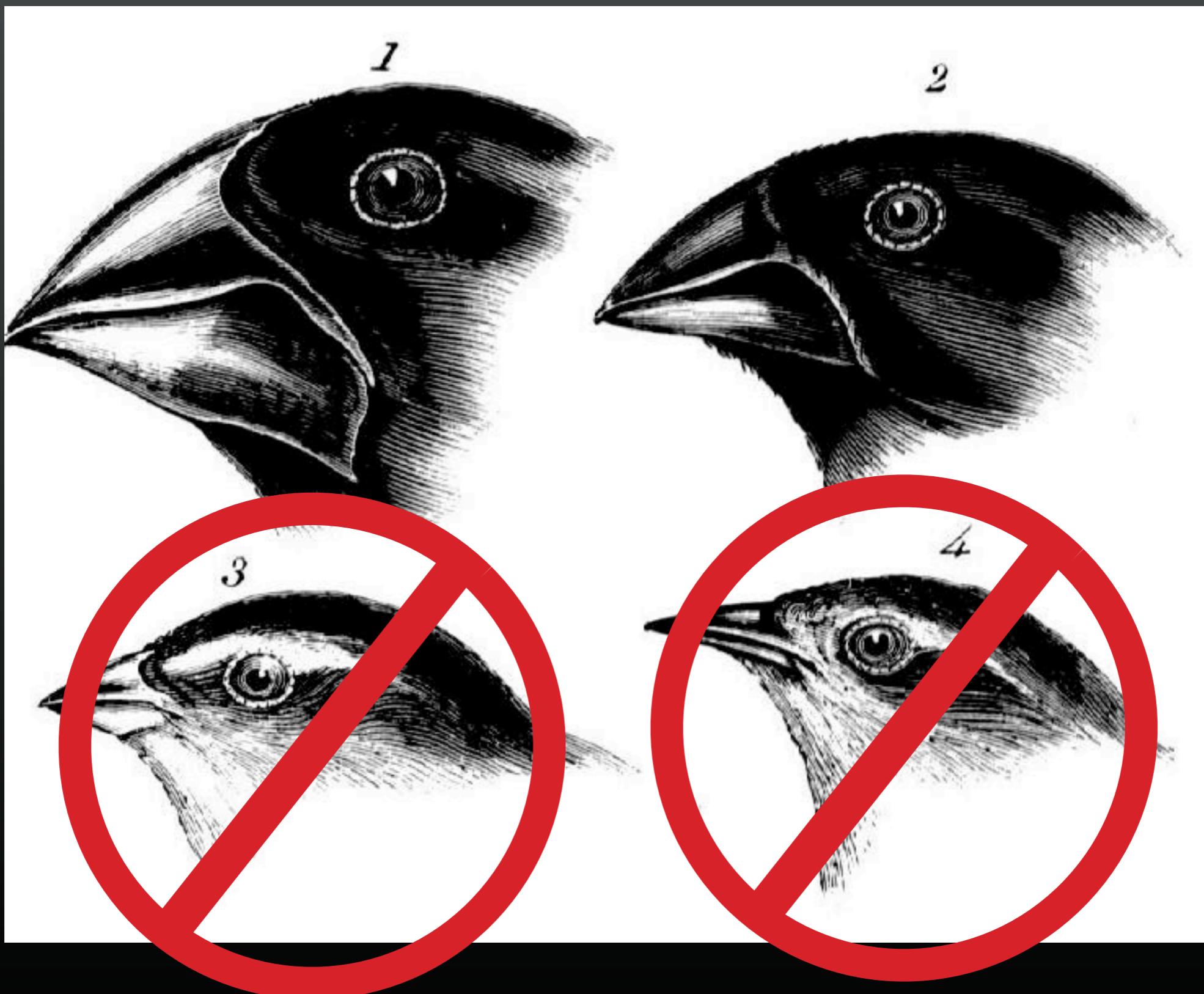
HTML4

MCMXXVII

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

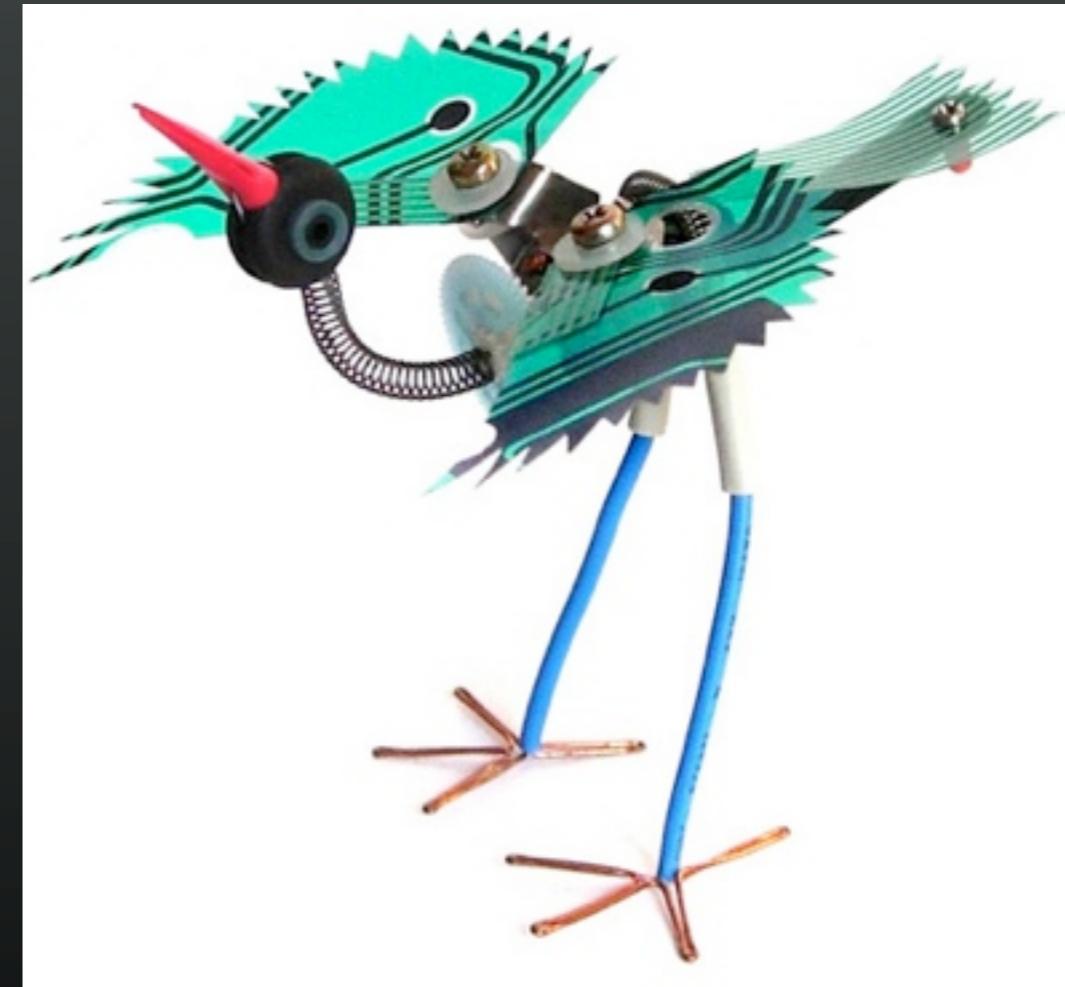








HTML

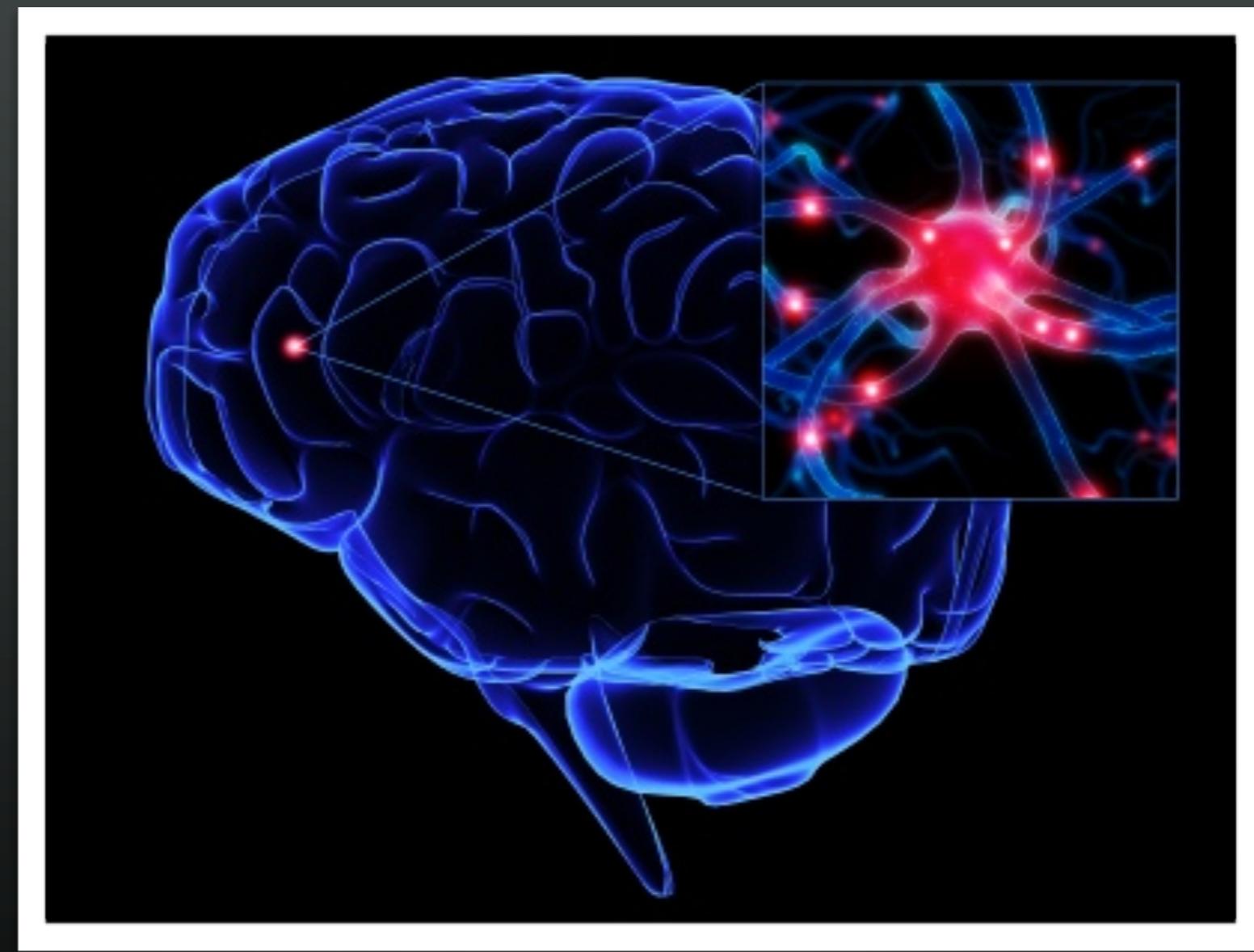


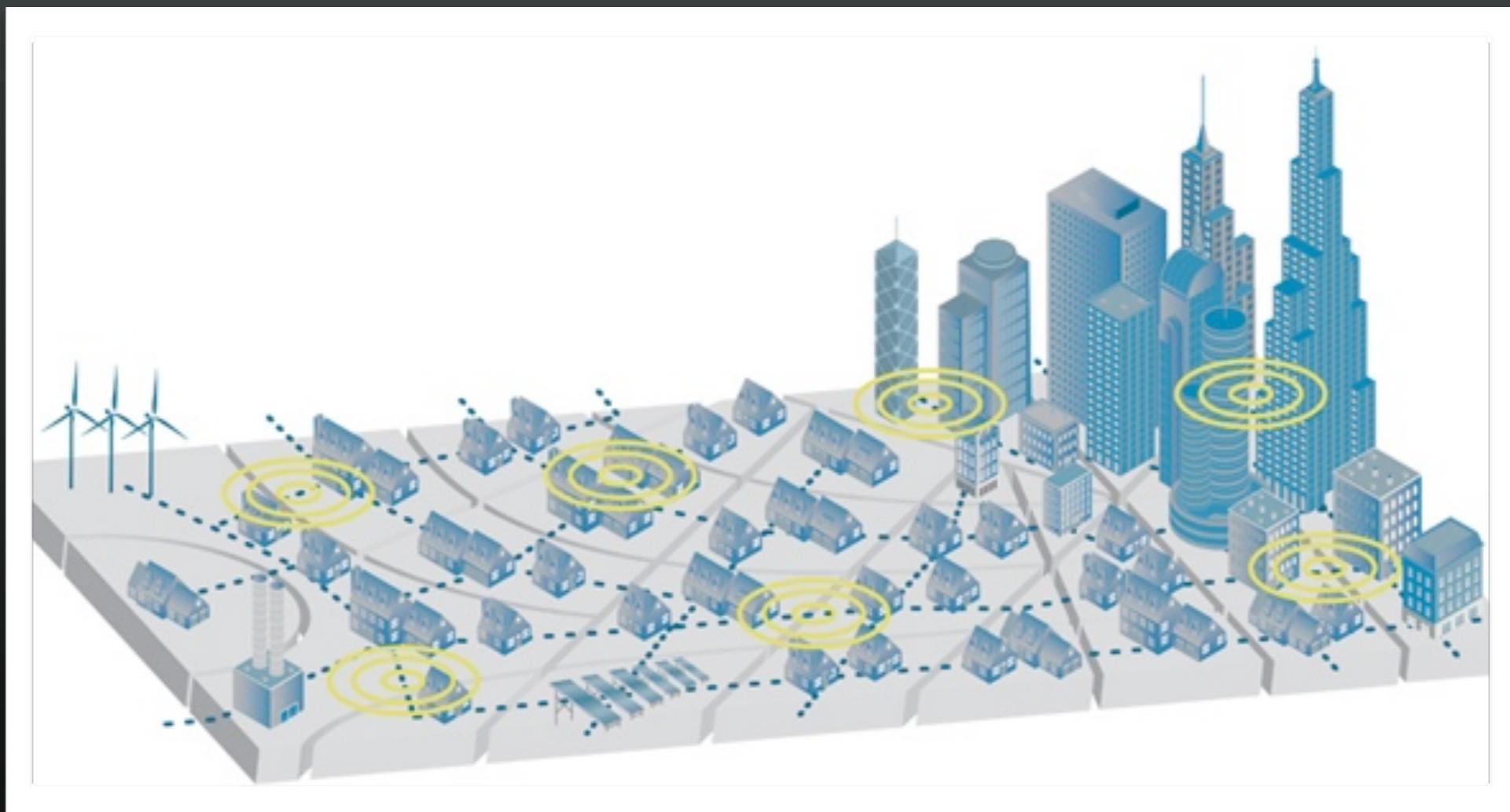
CSS

fault tolerance

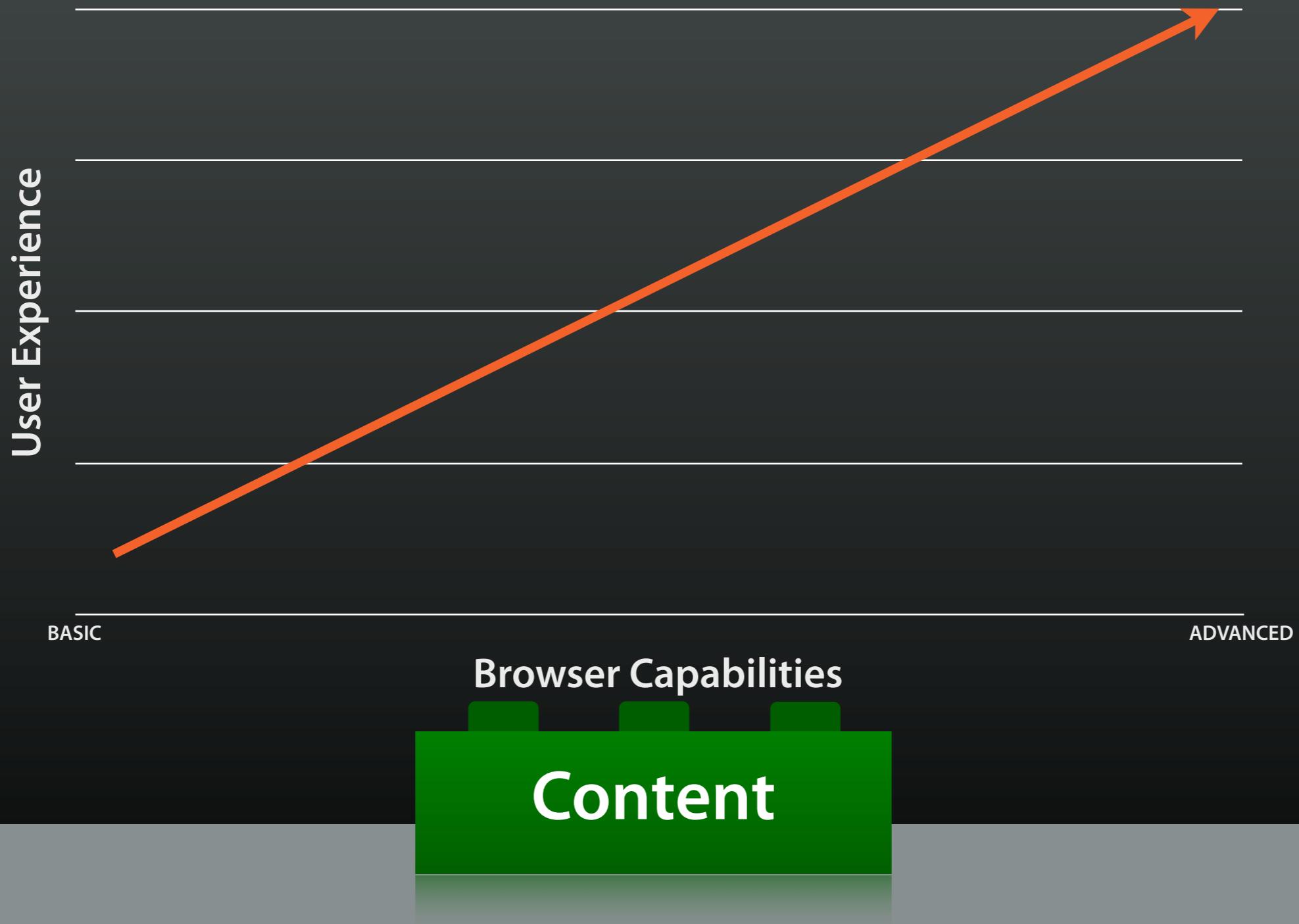
n. a system's ability to continue to operate when it encounters an unexpected error.







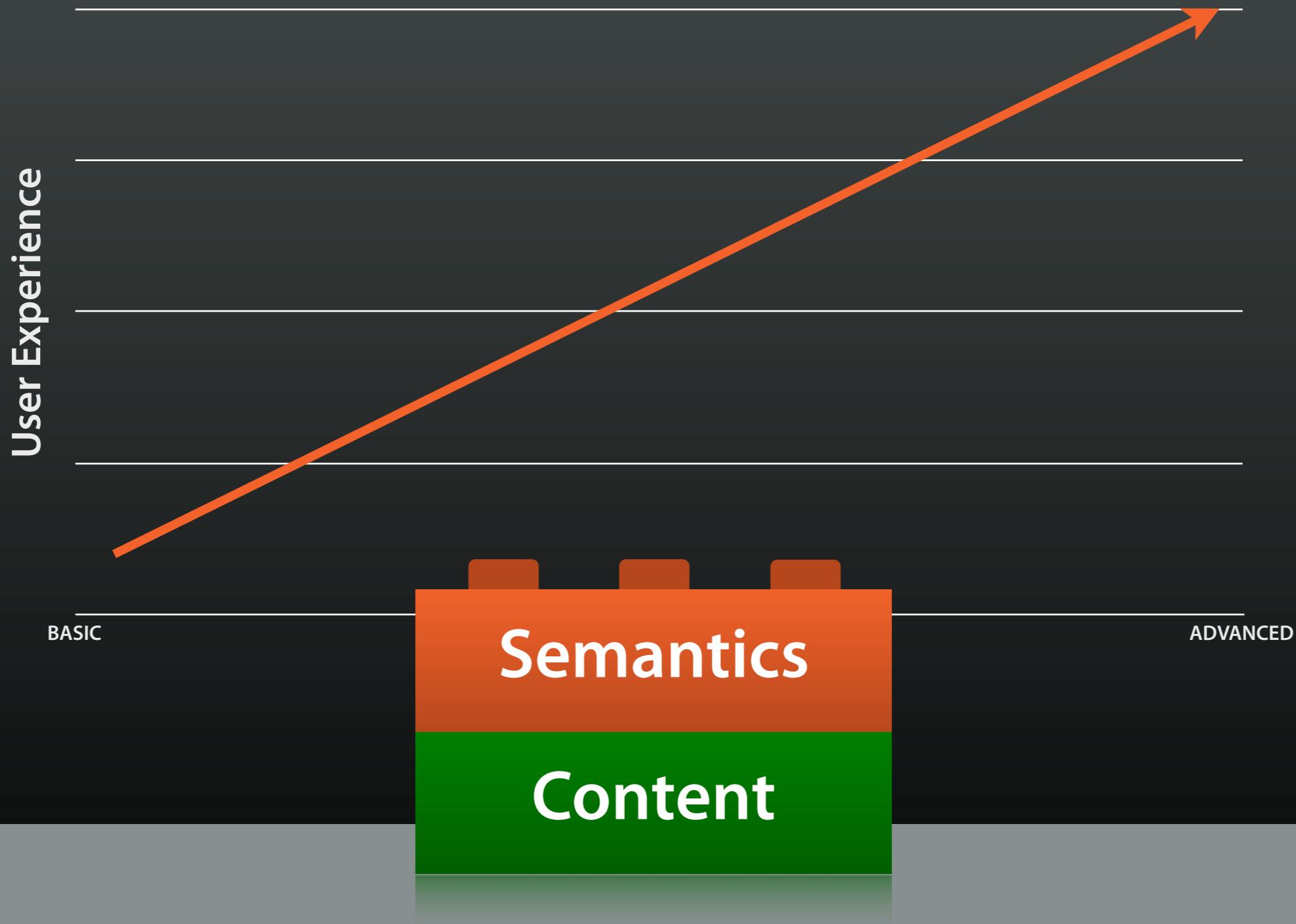
Browsers **ignore**
what they don't
understand



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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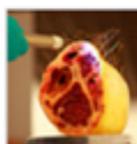
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Laurent Cipriani/Associated Press

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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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FTSE 100	5,705.17	-46.81	-0.81%	FTSE 100	
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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By WILLIAM YONG and ALAN COWELL 4 minutes ago
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• Times Topics: Iran's Nuclear Program

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By JOHN MARKOFF and DAVID BARBOZA

Unions at Critical Point as Strikes Continue
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MEMO FROM PARIS
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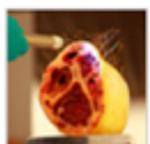
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THE WATCH AVENUE 

MEMO FROM PARIS

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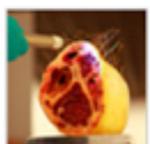
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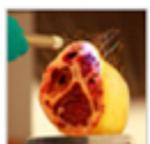
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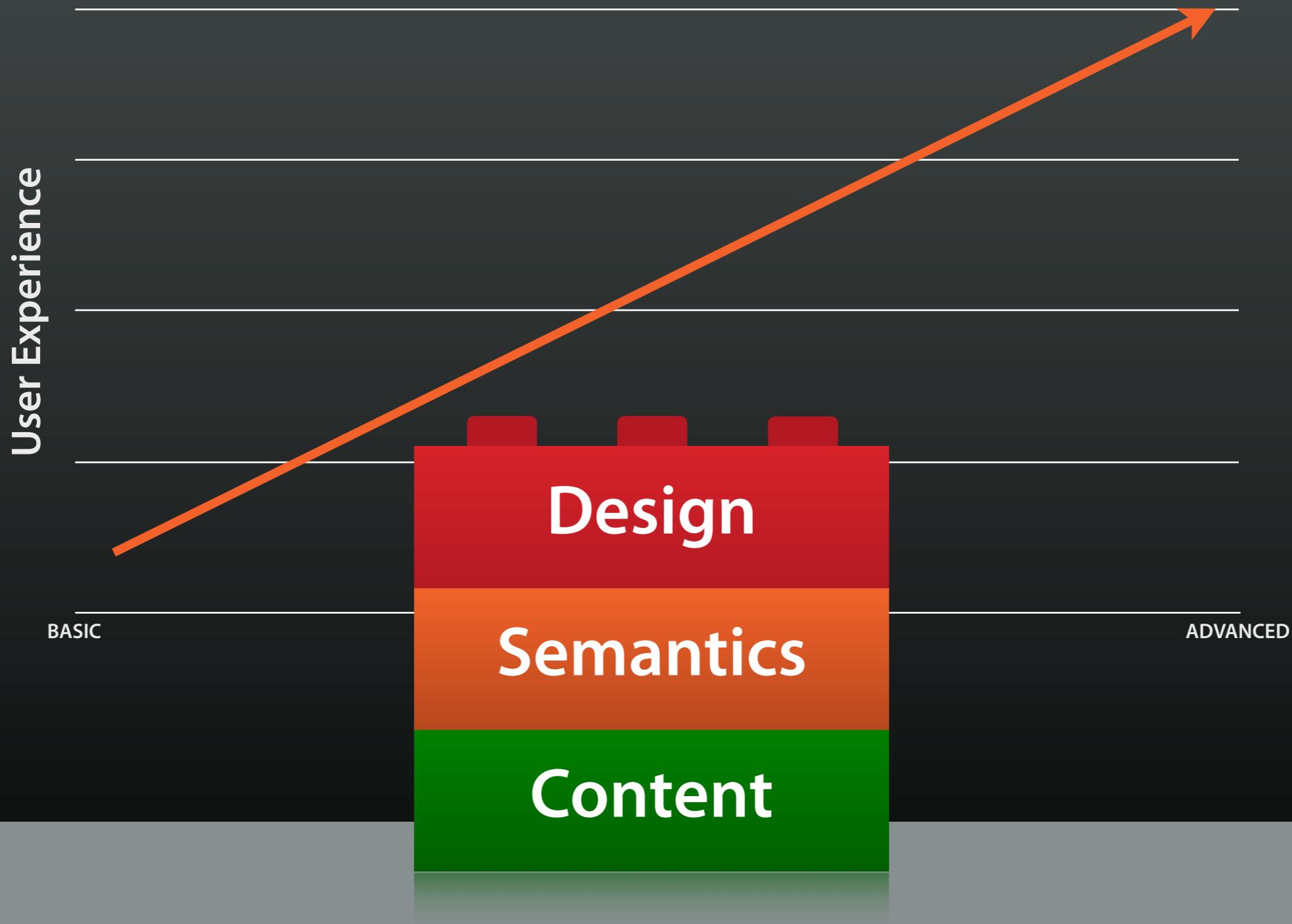
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Pumpkin Pie

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

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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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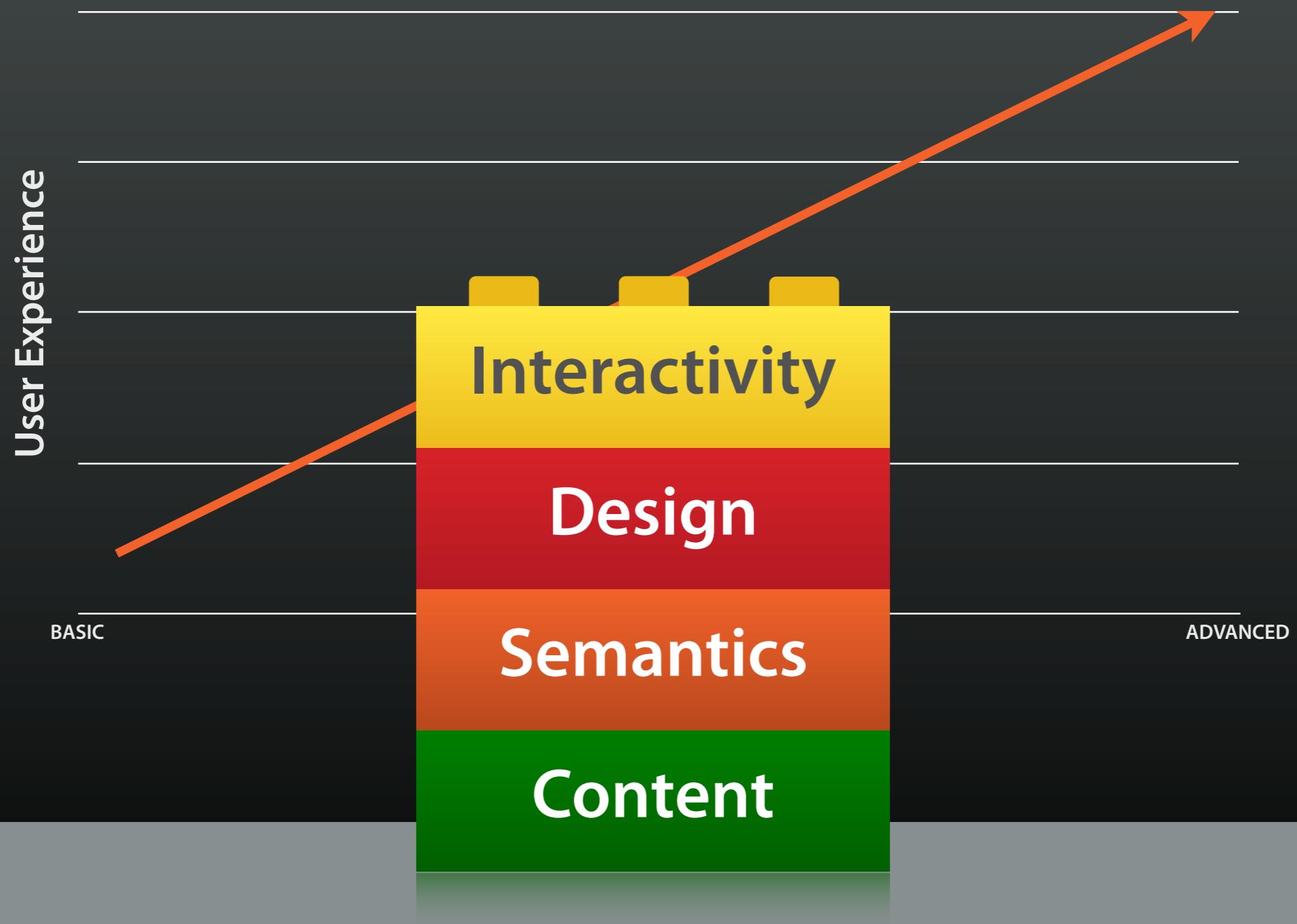
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:-)

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 (:-)).

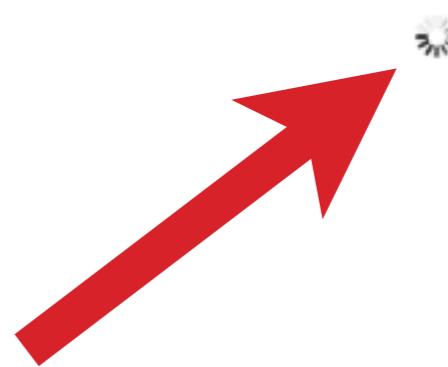
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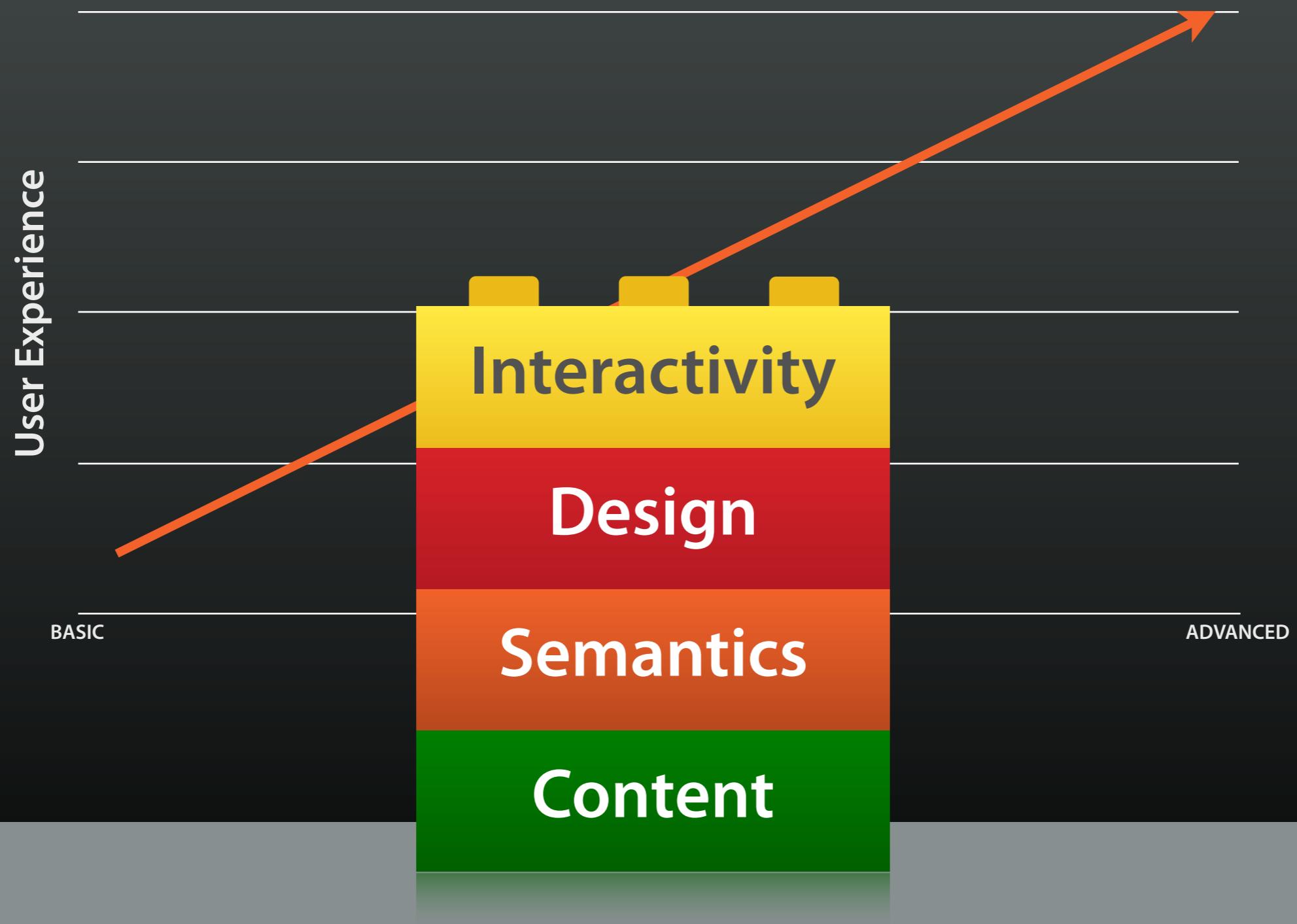


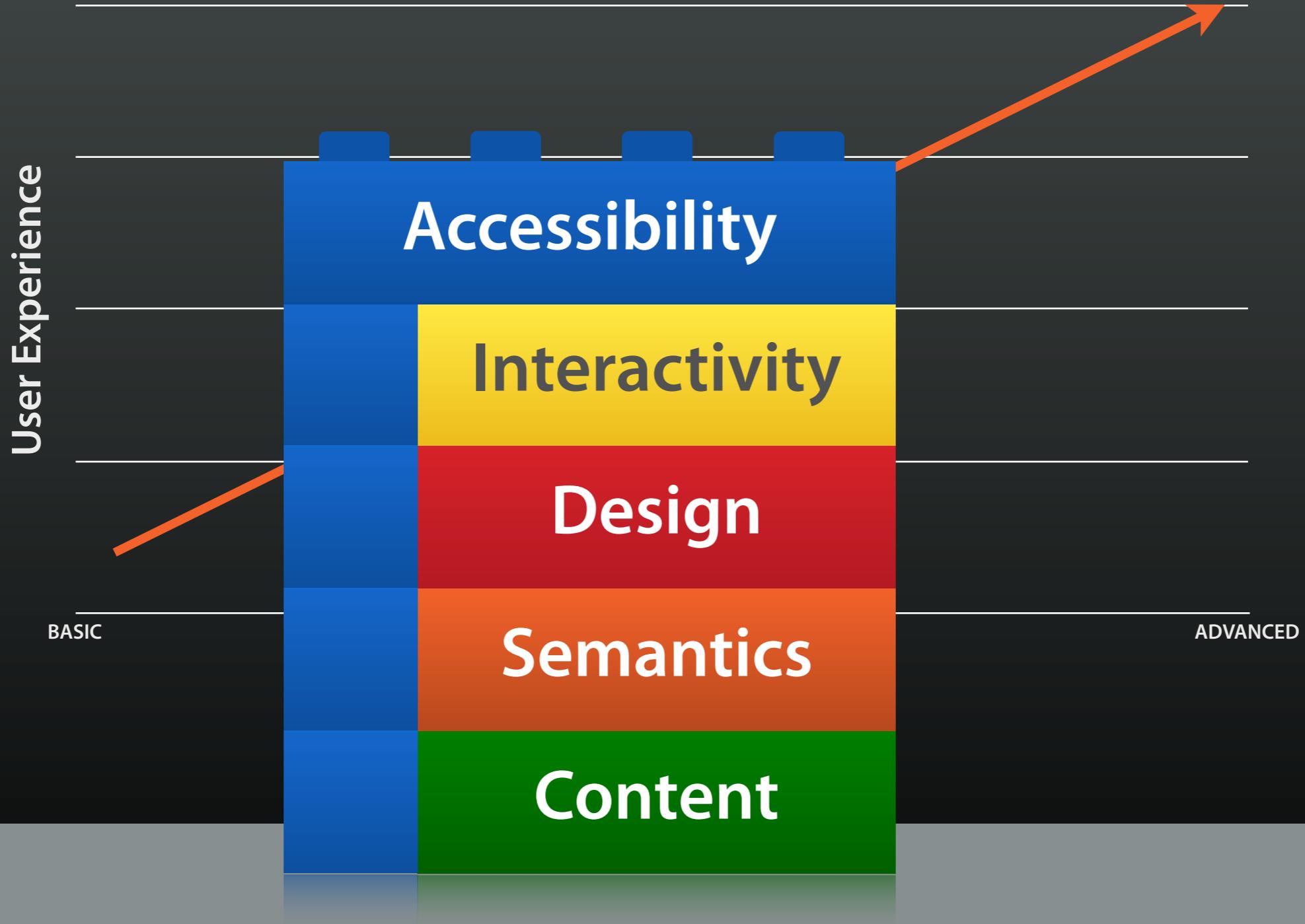
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no JavaScript

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- Browser Add-ons
- Overzealous Firewalls
- Underpowered devices
- Page is still loading



SPOT





“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)



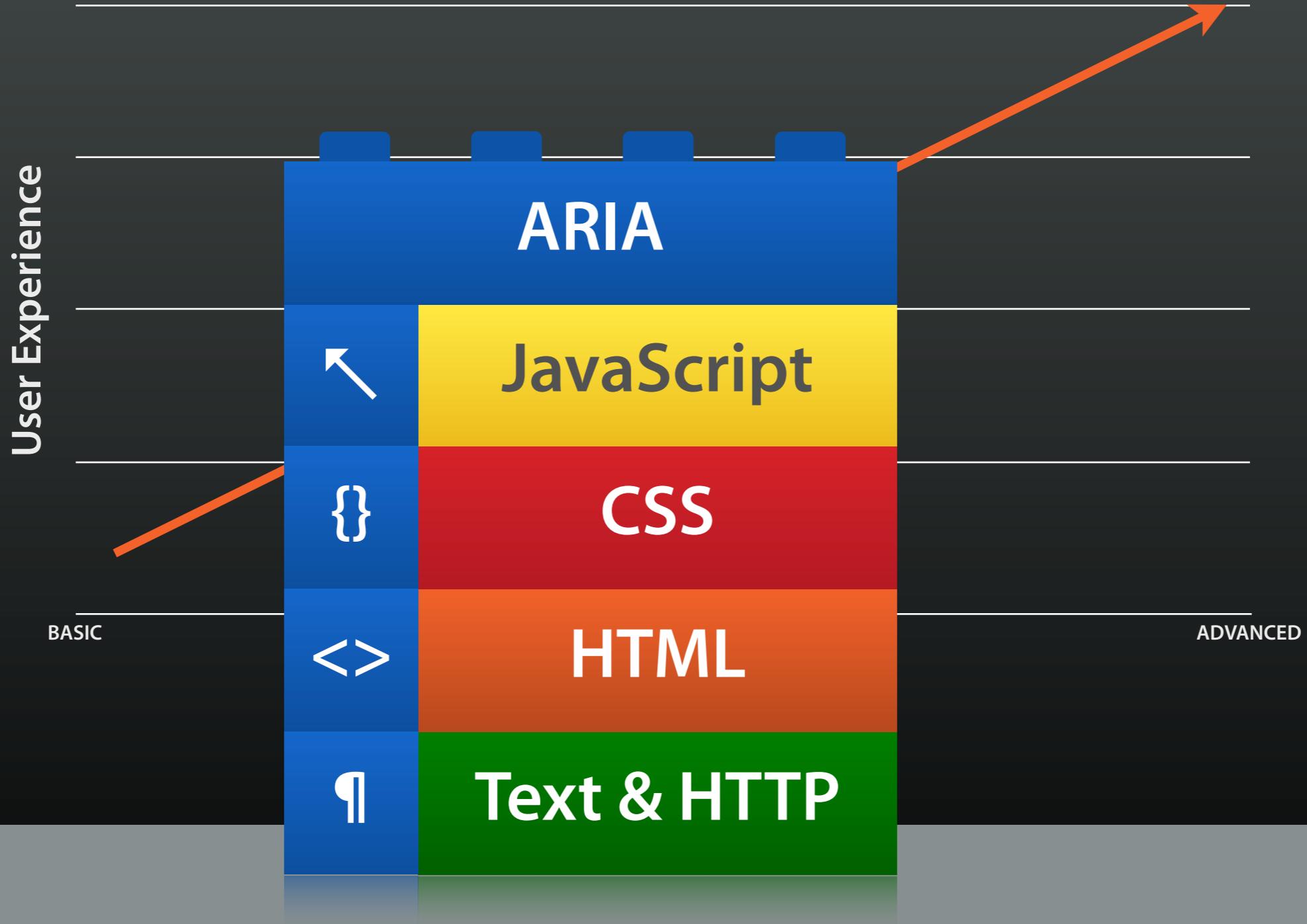
[Wondering if that means I get to write off my Wii as a business loss?]

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Thank you!!!

Further Reading

http://is.gd/readlist_awd



Code &
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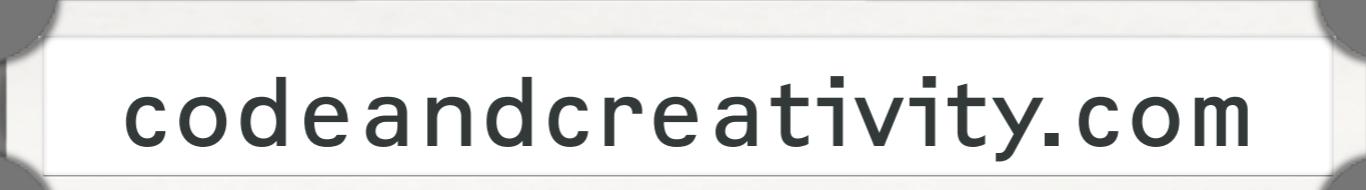
Responsive Design and Beyond with Brad Frost & Aaron Gustafson

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CHADeviceLab.org

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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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