

Outline of Responsive Design

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General Topic: Responsive Design

Key words: responsive design, pixel density, display resolution, Screen Size, PPI

I Introduction

A. **Attention-getter:** Have you tried to visit UBLearns on your phone?

B. **Preview:** We have lots of different devices today:

- Smartphone
- Tablet
- Laptop
- Desktop
- Smartwatch

Transition: You might be curious why some websites have good experience on different device. Let's move to our topic: responsive design.

II Body

A. **Importance of term?** Various devices, more time on mobile devices.

B. **Responsive Design:** Its a design approach to provide an optimal viewing experience across different devices. The optimal viewing experience should include readable text and image, clickable links or buttons.

Transition: Lets look at a few examples of website with no responsive design or bad responsive design:

1. UBLearns
2. National Fuel

Transition: If you have your own website with no responsive design. You might ask that why my pretty page looks so bad on phones.

C. **Pixel Density:** It is the number of pixels a display can fit into a fixed distance. This is different from resolution, which is a simple count of the number of pixels across the entire display.

In some sense, we can consider resolution as population, pixel density as population density. One country have less population doesn't mean its population density is small.

Transition: Now that you have a clear understanding of what responsive design is. Let's see why it becomes so important today.

D. Show a graph of the pixel density vs screen size with different devices.

1. name: Pixel Density vs Screen Size
2. discuss X and Y axis
3. define “PPI”
4. sample point: iPhone and HDTV
5. Trend of latest device
6. Sum up main point
7. Questions?

Transition: TODO

III Conclusion

- A. cue: So, to sum up,
- B. summary: today we talked the responsive design, a design approach to provide an optimal viewing experience across different devices.
- C. Final words: So, when we publish or share something to the public, we need think it over to make sure it can be displayed correctly in different devices.