

*What in the world is*

# RESPONSIVE WEB DESIGN









*Empathy*

# BEST CUSTOMER SERVICE

- Putting my convenience first.
- Understands me.
- Not imposing unnecessary requirements.

# WORST CUSTOMER SERVICE

This site is best viewed with a resolution of 800x600 and supports Microsoft Internet Explorer 6.0+ or Netscape 7.0+, Firefox 1.0+, and Safari 1.2+. We also recommend a minimum modem connection speed of 56Kbps and that you enable JavaScript and Pop-ups for this site in your browser's settings. Please visit the links below to download and install the latest version of your browser.

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# MAKING CHOICES

that benefit *you*

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GEORGIA DEPARTMENT  
OF COMMUNITY HEALTH

A compatible Web Browser and Adobe Flash Player are required to access the SHBP Enrollment Portal. The minimum supported system requirements are Flash v.10; Windows 7, Vista, XP (SP3) using either Internet Explorer 7, 8, or 9; Chrome 23 or 24; FireFox 17.0 or 18.0; or Apple/Mac OSX 10.8 using Safari 6.



“Desktop only” requirements won’t do.

**I heard you want to be a web developer**



**Here are a few devices to test your site**

# HOW DO WE SOLVE THESE CHALLENGES

- Put users' convenience first.
- Understand your users.
- Don't impose unnecessary requirements.

# CUSTOMER SERVICE & YOUR WEBSITE

- People are not using desktop only.
- What does your website look like on a tablet and phone?
- Are you providing a good customer experience?



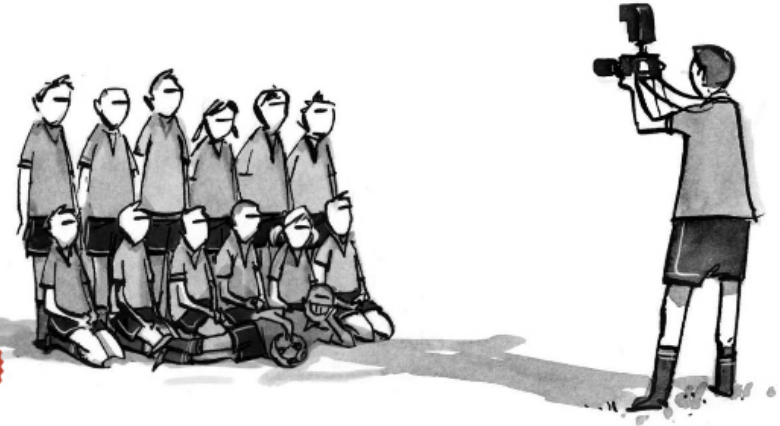
# ENTER : RESPONSIVE WEB DESIGN

<http://alistapart.com/article/responsive-web-design>

A technique that allows dynamic presentation to web sites.

We shouldn't design the web with a fixed canvas in mind.

Issue No  
**306**



## Responsive Web Design

by **ETHAN MARCOTTE** · May 25, 2010

Published in *CSS, Layout & Grids, Mobile/Multidevice, Responsive Design, Interaction Design* · 103 Comments

**“The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn’t have the same constraints, and design for this flexibility. But first, we must ‘accept the ebb and flow of things.’”**

—John Allsopp, *“A Dao of Web Design”*

The English architect Christopher Wren once quipped that his chosen field “aims for Eternity,” and there’s something appealing about that formula: Unlike the web, which often feels like aiming for next week, architecture is a discipline very much defined by its permanence.

Illustration:

Kevin Cornell

Translations:

French

Czech

German

Italian

Polish

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Romanian

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A building’s foundation defines its footprint, which defines its frame, which shapes the facade. Each phase of the architectural process is more immutable, more unchanging than the last. Creative decisions quite literally shape a physical space, defining the way in which people move through its confines for decades or even centuries.

Working on the web, however, is a wholly different matter. Our work is defined by its transience, often refined or replaced within a year or two. Inconsistent window widths, screen resolutions, user preferences, and our users’ installed fonts are but a few of the intangibles we negotiate when we publish our work, and over the years, we’ve become incredibly adept at doing so.

# "The web's moved beyond the desktop, and it's not looking back"

## Ethan Marcotte interviewed by Jeffrey Zeldman

[uistoppablerobotmija.com](http://uistoppablerobotmija.com)

The godfather of web standards, Jeffrey Zeldman, is our guest interviewer this month. He talks to Ethan Marcotte, guru of responsive web design, about what it means, how it fits into the big picture and the best ways to put it into practice

**Q:** Briefly, without getting too technical, please explain what you mean by the term 'responsive web design'. What is it, what problems does it address, how does it solve them, and why is it important now?

**EM:** It's far to say that the web's moved beyond the desktop, and it's not looking back. Mobile traffic has exploded over the past few years, and the number of devices we're designing for – from phones to laptops to tablets, even game consoles and e-readers – is growing just as quickly.

One way we've dealt with transition is by establishing some constraints: building media-specific sites, or perhaps apps tied to a specific device's OS, each distinct from the traditional "desktop" experience. And at the risk of sounding pedantic, there's absolutely nothing wrong with that! Each offers elegant solutions to the very different problem of designing beyond the desktop. But the one characteristic they share is that they require fragmentation of our designs, our content across different contexts, different devices.

Responsive web design offers an alternative. By marrying fluid, grid-based layouts and CSS3 media queries, we can create one design that will respond to the shape of the display rendering it. It's a more unified, more holistic approach to

design, one that doesn't see the web's inherent flexibility as a constraint to be limited. Instead, we can finally design for the "ebb and flow of design," as John Allsup once put it.

**Q:** You first educated the world to responsive design in a brief A List Apart article in 2010 (<http://alistapart.com/article/responsive-web-design>). It spawned a great deal of attention in our community and was soon being put into practice. What are some of your favorite examples?

**EM:** Wow. Not sure I have enough space for this, but here are a few off the top of my head:

• The fine folks at Prowl ([prowlinc.com](http://prowlinc.com)) have gotten responsive flex, and in a good way. Tim Watson's art-directed blog (<http://timwatson.com/2012/02/27/10-art-direct>) showcases some beautiful thinking on this sort, but Prowl's client work has been trending toward the responsive as well; check out [shoelace.com](http://shoelace.com) or the RTX Web Show ([rtxwebshow.com](http://rtxwebshow.com)).

• A bevy of designers have made their sites beautifully responsive: Jon Hicks ([hickdesign.co.uk](http://hickdesign.co.uk)) was one of the first, and Dan Goodman ([jpmillets.com](http://jpmillets.com)), Stephen Caver ([stephancaver.com](http://stephancaver.com)), Mark Boulton ([markboulton.co.uk](http://markboulton.co.uk)), and Megan Fisher ([mefisher.com](http://mefisher.com)) soon followed.

• The painfully smart people at ytbu.com have neatly married their responsive design to the "mobile first" philosophy.  
• I could stare at [designmaddening.com/](http://designmaddening.com/) magazine's all day. Responsive or not, it is lovely.

**Q:** You next wrote a book on the topic (<http://book.apart.com/products/responsive-web-design>). What does it address that the article didn't?

**EM:** It covers the three frontend components in more detail, showing how fluid grids, flexible images and media queries can be layered together to create a proper responsive design. Most importantly, the final chapter talks about how we might adapt our design processes to fit this more flexible methodology, and how to determine if a responsive approach is right for your project.

**Q:** Let's talk more about big picture stuff. You've challenged designers to think differently. It's the kind of challenge that comes up every so often or so – one that appeals to the best in us, but that also contradicts years of learned behaviour and practice. What do you say to designers who come up using traditional methods from the world of print, and who only recently became excited about the web because they could finally impose rigid grids and "real boxes on this medium"?

**EM:** Well, I'd start by saying I don't think the great's going away any time soon. Heck, some designers have applied media queries to their fixed-width sites, with designers like Oliver Reichertstein ([informationarchitects.jp](http://informationarchitects.jp)) or Simon Colston ([colby.com](http://colby.com)) shutting between multiple grid-driven layouts at different screen widths.



"The unique thing about web design is the amount of control we surrender to the people who view our work"

Responsive Design should no longer be considered a special feature,  
it's how any self-respecting website should behave in 2012.

– *Bobby Solomon, disney.com*



# THE THINKING BEHIND IT

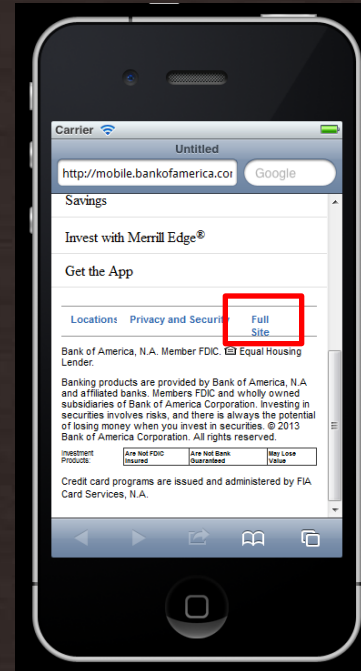
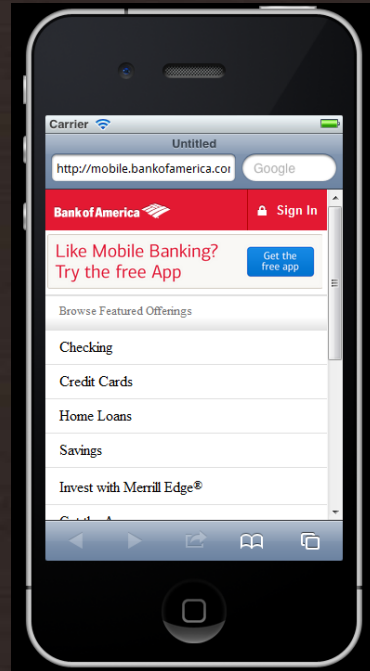
Not just for desktop anymore.

Consider devices with small screens such as phones and tablets.

*“You don’t get to decide which device your customer uses to access the internet. They get to choose.” – Karen McGrane, content strategist*

# HOW DO YOU DELIVER CONTENT TO MOBILE DEVICES

Some people use separate mobile sites: Bank of America



Mobile is NOT “diet” desktop.

# RESPONSIVE WEB DESIGN

- Provides an optimal viewing experience
- Easy reading and navigation
- Minimum resizing, panning, and scrolling
- Across a wide range of devices

- Wikipedia



# HOW ?

*HTML &  
CSS  
(Presentation Layer)*





# RESPONSIVE WEB DESIGN

*Done in the CSS (presentation layer)  
by detecting device width.*

*“If device width is  $x$ , use  $y$ .”*









# WHAT IT MEANS FOR WEBSITE OWNERS

- *Only one website. Not a “mobile” and a “desktop” website.*
- *One place to maintain content.*
- *Only one set of code.*

# WHAT IT MEANS FOR WEBSITE USERS

- *Putting control in their hands.*
- *Saving your customer's time and resources.  
No more "desktop only" to get optimal viewing.*
- *Inducing good mood to complete task.*



  
Callaway  
Gardens.

Garden ID #CL

Expiration: 4/30/2014

Christina Linggs

Annual Pass

*Empathize.*  
*Send them off. Happy and well.*