



Responsive Design

When, Where, Why, or Why Not?

By: Eli White

CTO & Founding Partner:
musketees.me

Managing Editor & Conference Chair:
php[architect] - phparch.com

eliw.com - @eliw



What is Responsive Design?

(We need to start somewhere)



Definition

Responsive Web design is a Web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors).

—Wikipedia



Umm, wait what?

That's not what most people mean.

It's a trick of using CSS breakpoints and viewport detection.

Let's view a few examples from mediaqueri.es



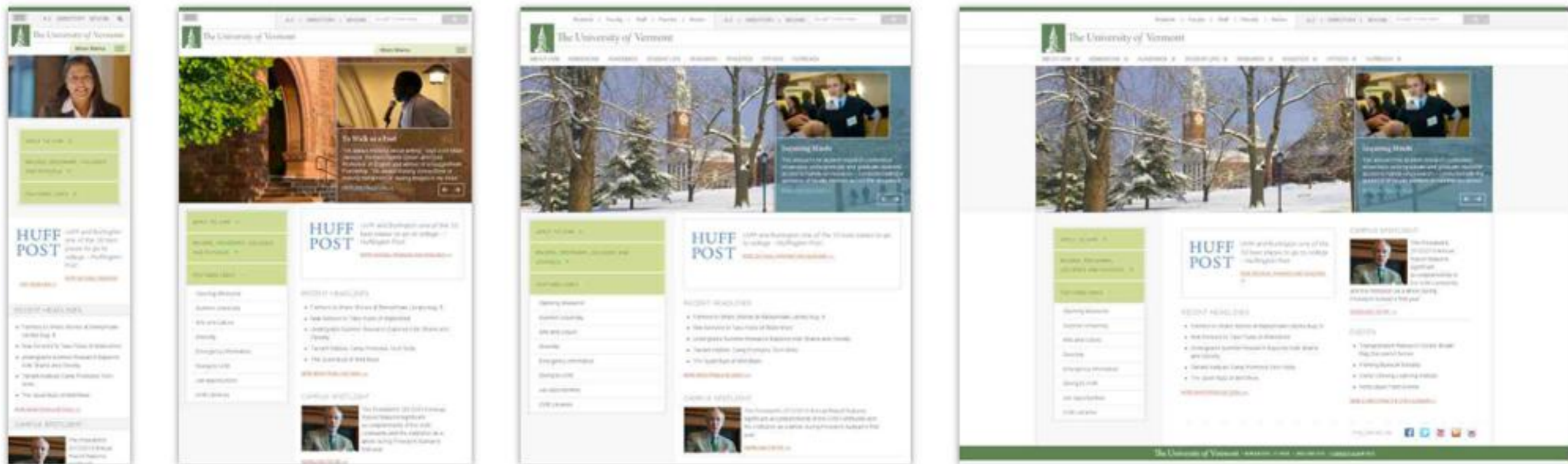
Example: Japan News



www.japantimes.co.jp



Example: The University of Vermont



www.uvm.edu



Example: Internet Images



interim.it



Anyone remember Fluid Design?

The ~~'original'~~ responsive
Hipster

It was cool before responsive



Cat #12 - Hipster Cat by Omnitarian, on Flickr



Liquid Example: HubbleSource

Hubble SOURCE

Informal Science Education Resources
from the home of NASA's Hubble Space Telescope

Our Projects | Our Users & Partners

Products and resources for museums, planetariums, and other special venues

- Exhibits & Shows**
 - Viewspace
 - Videos
 - Large Format Film
 - Traveling Exhibits
 - Exhibit Components
- Source Material**
 - Video & Immersive Visualization
 - Images & Illustrations
 - Content Creator's Toolbox
- Events & Services**
 - Telecons & Webcasts
 - Funding
 - Early News Access
 - Articles
 - Hubble Science & Technology
 - Helpful Links

Teachers: more resources are available at our formal education site **Amazing Space**

Hope you saw all of our Space Telescope Education Program resources at the American Alliance of Museums exhibit hall at the Baltimore Convention Center from May 20-22, 2013.

Welcome to HubbleSource, a growing collection of resources for educators, developers, interpreters, producers, and other professionals in museums, planetaria, nature centers, observatory & park visitor

hubble science briefings - **ONGOING**

Connect to the **scientists** who make — and the **engineers** who enable — Hubble science discoveries. Our monthly telecons are conducted through the **NASA Museum Alliance**. [Learn more](#)

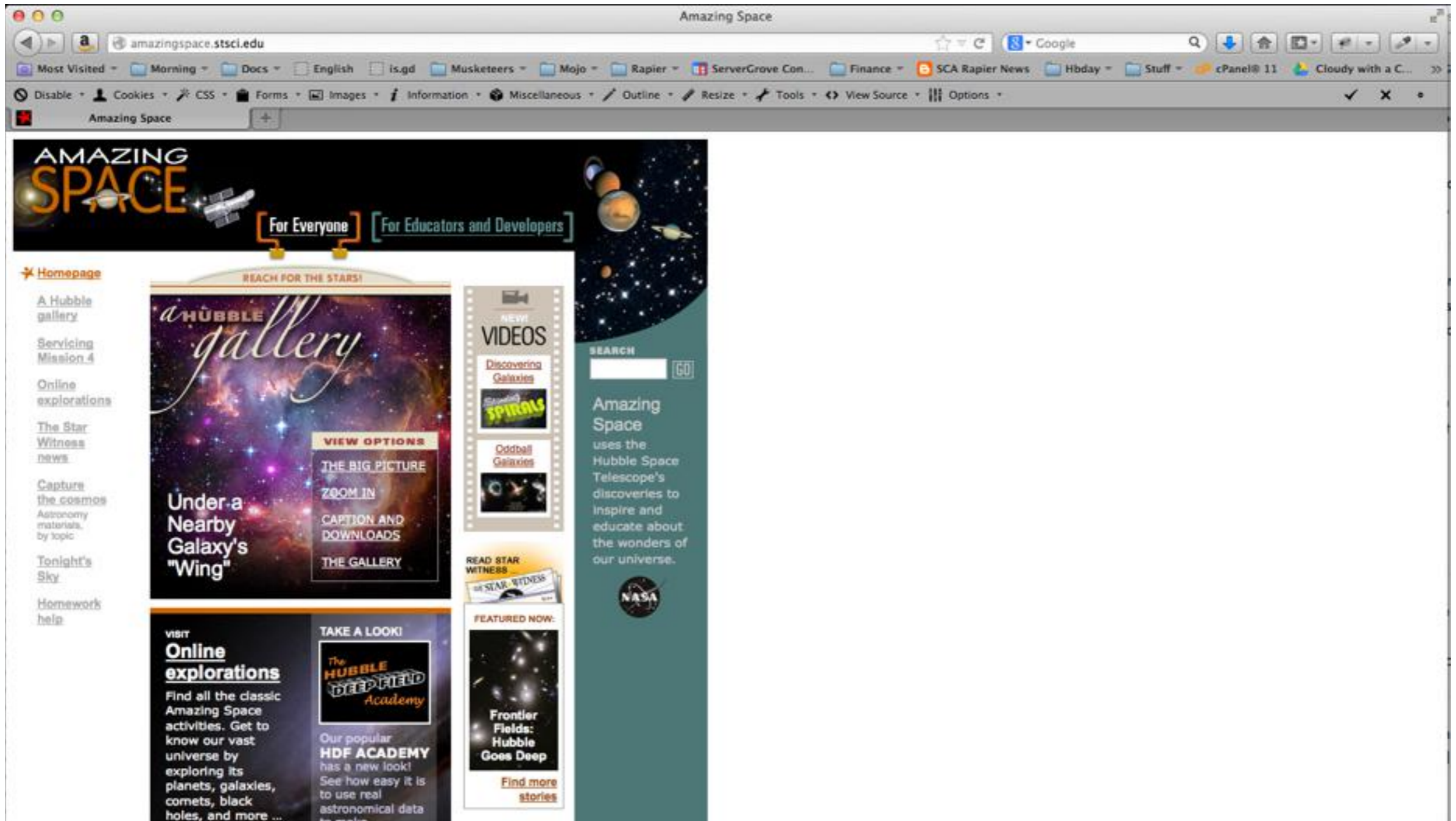
hubble's successor: the webb space telescope - **VIDEO POSTED**

Later this decade, the immense **Webb Space Telescope** will commence operations, pursuing answers to the most profound questions in astronomy. Your audiences will find this mission — and its science — fascinating. We're creating materials you can use to inform and inspire them. [Learn more](#)

hubblesource.stsci.edu



Contrast was Bacon



amazingspace.stsci.edu



Alternatives to Responsive Design

(So what else could we do?)





meh.

meh by Rick Harris, on Flickr



Build Two Sites

Between two buildings by Tambako the Jaguar, on Flickr





Dedicated App

Untitled by lukew, on Flickr



Benefits of Responsive Design

(So there has to be a reason)



No Back & Forth

Back & Forth by B G, on Flickr



One Codebase



Bucket by cryptic_star, on Flickr



Easier than...



Easy Cheese by xiaming, on Flickr



All Devices



yawn and stretch by Malingering, on Flickr



Drawbacks of Responsive Design

(It can't be all unicorns and rainbows)





Extra Effort

Carguin 101 by tomasconmas, on Flickr

Mixed Viewport



Port de la Ciotat by BOSSoNe0013, on Flickr



Subpar Mobile



Broken by kozumel, on Flickr





Lock In

locked. by Max Klingensmith, on Flickr



So Should You?

(That's why you came to this talk right?)



YES!

Yes! by Joe Shlabotnik, on Flickr





Use Case



Camera Case - Close Up by fensterbme, on Flickr





Zero Budget

09.12.12 by colemana, on Flickr



No Mobile?

Bricks by Richard Cocks, on Flickr



Not a Good Fit



Cats and cardboard, the mystery continues by DanR, on Flickr



Separate Experience Better



Emmett's Beer by subsetsum, on Flickr



At What Stage to Build It In?

(Timing is everything)



Beginning



BXP135660 by tableatny, on Flickr



Mobile First



Time to upgrade my mobile phone? by lifebeginsat50mm, on Flickr



Minor Work Later



A true work for a Sandtrooper by Kalexanderson, on Flickr



Full Retrofit



Cyborgs! by fengschwing, on Flickr



So Whats Next?

(Let's get in our time machine)



Agnostic Design



Meh! by h0lydevil, on Flickr



Brief Commercial Interruption...



Back in Print!



Questions?

For this presentation & more:
<http://eliw.com/>

Twitter: @eliw

php[architect]: <http://phparch.com/>
musketees: <http://musketees.me/>

