Responsive Web Design

Cameron, Kevin and Ukrit
• Responsive Design VS Separate Mobile Site

• Tools and Frameworks for Utilizing Responsive Design

• Demo using Twitter Bootstrap
Responsive Design vs Separate Site
Why would you use Responsive Design?

- Increasing accessibility across different browsers
- To increase load speed
- About 155 million people use smartphones, with 87 million using it as their primary web access
Key Differences

- **Responsive**: Only one site, which dynamically modifies itself for viewing

- **Separate**: Separate site designed specifically for different devices
Both recent candidates had sites that interacted with mobile users.

Romney's site had a separate mobile site and Obama's site was responsive.
Separate Site

- **Cons**
  - Lower content parity
  - Have to make another full site to match
  - Requires detection of mobile devices for redirection

- **Pros**
  - Allows experience to be tailored to mobile users
Responsive Site

• Cons
  o Requires extra effort to optimise for mobile devices

• Pros
  o Shares base code with main site
  o Greater content parity
Tools and Frameworks for Utilizing Responsive Design
Different Tools and Frameworks for Utilizing Responsive Design

- There are dozens and dozens of different frameworks and/or boilerplates that can utilize responsive design.

- I'll go over some of the more popular tools.
Skeleton getskeleton.com

- Small collections of CSS files
- Lightweight 960 grid

The Grid

Skeleton's base grid is a variation of the 960 grid system. The syntax is simple and it's effective cross browser, but the awesome part is that it also has the flexibility to go mobile like a champ. Go ahead, resize the browser and watch as the layout reacts!
Foundation

- One of the most helpful and thorough frameworks
- Flexible and efficient grid layout
Different Tools and Frameworks for Utilizing Responsive Design

Twitter Bootstrap

- Built at Twitter

- Consider by most to be the best CSS boilerplate available
Twitter Bootstrap

Pro
  o A 12-column responsive grid
  o Dozens of components, including: JavaScript plugins, typography, and form controls
  o Has a Web-based Customizer to make Bootstrap your own
  o Works well across most platforms and browsers

Con
  o Since its widespread popular and adoption, thousands of sites have a similar "bootstrapped" look
  o Must be heavily customized to look different from other "bootstrapped" websites
Twitter Bootstrap Grid System

Scaffolding

Bootstrap is built on a responsive 12-column grid. We’ve also included fixed- and fluid-width layouts based on that system.

Default grid system 12 columns with a responsive twist
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A popular trend in responsive design is to have the navigation menu be collapsible for mobile view, this way the most of the screen space can be taken up by content and not be bogged down by content controls.
Responsive Design: Videos

Video does not scale as well as regular HTML.
Responsive Design: Video

FitVids.js

- Lightweight jQuery plugin
- Fluid video width scaling
- Supports YouTube, blip.tv, Kickstarter, Vimeo, Viddler
- http://fitvidsjs.com/
Example of FitVids.js

A lightweight, easy-to-use jQuery

Lightweight JavaScript Library for Embedding Videos
Demo using Twitter Bootstrap