



— DRUPALCON —

# DENVER

MARCH 19-23, 2012

Collaborative Publishing for Every Device

# **A Responsive Process**

Presented by Dave Ruse



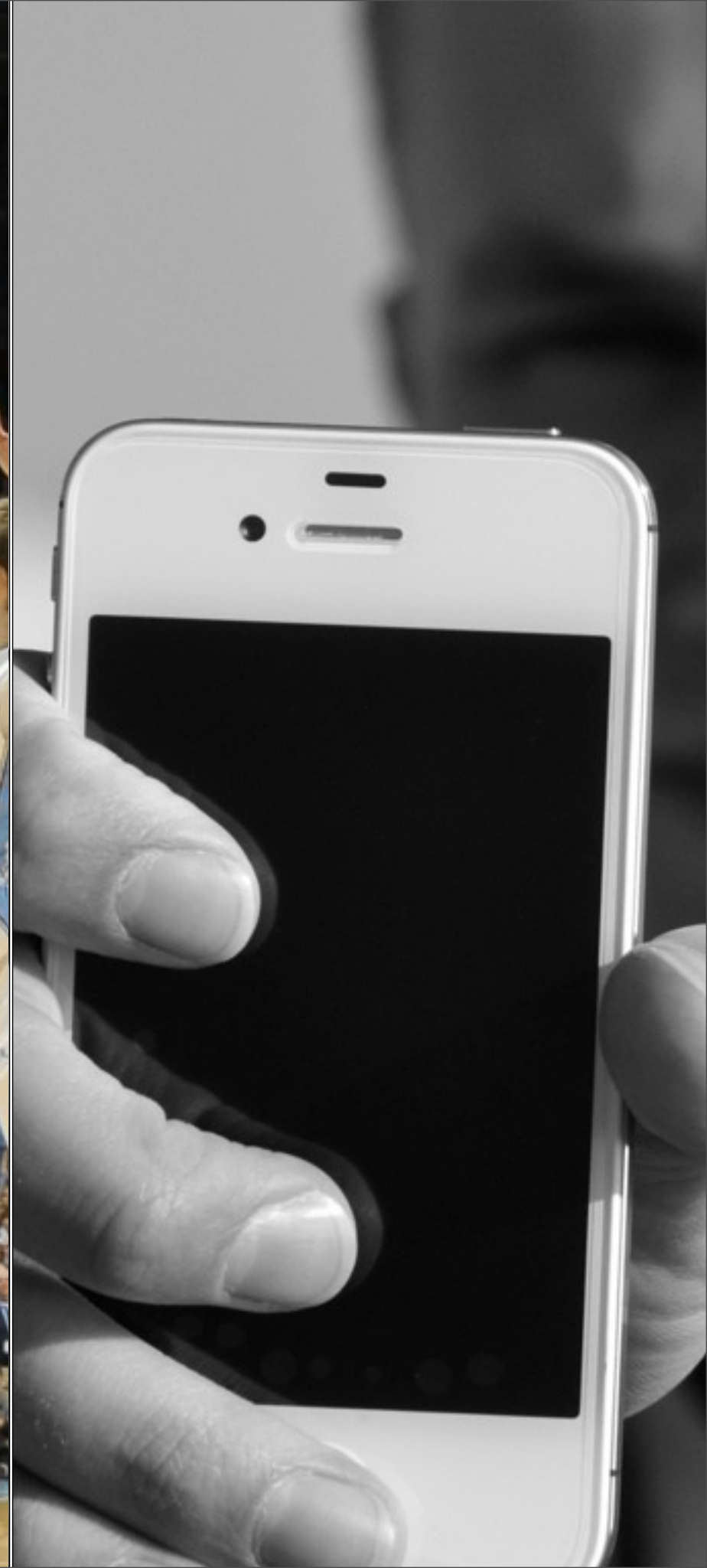
# Dave Ruse

Web Designer

Phase2 Technology









# A Responsive Process

A Responsive  
Process

A Responsive  
Process

A  
Responsive  
Process



Ethan Marcotte

---

# RESPONSIVE WEB DESIGN

---

FOREWORD BY Jeremy Keith



**Nearly 7 percent of all online purchases were made using iPads, just 18 months after the tablet computers were released by Apple Inc.**

<http://www.businessinsider.com/online-shopping-jumps-164-pct-on-christmas-day-2011-12>

**22-25% of US and UK mobile Internet browsers never or infrequently use the desktop Internet.**


<http://www.lukew.com/ff/entry.asp?1405>

**1.45M devices shipped per day - 317,124 births**

<http://www.lukew.com/ff/entry.asp?1506>



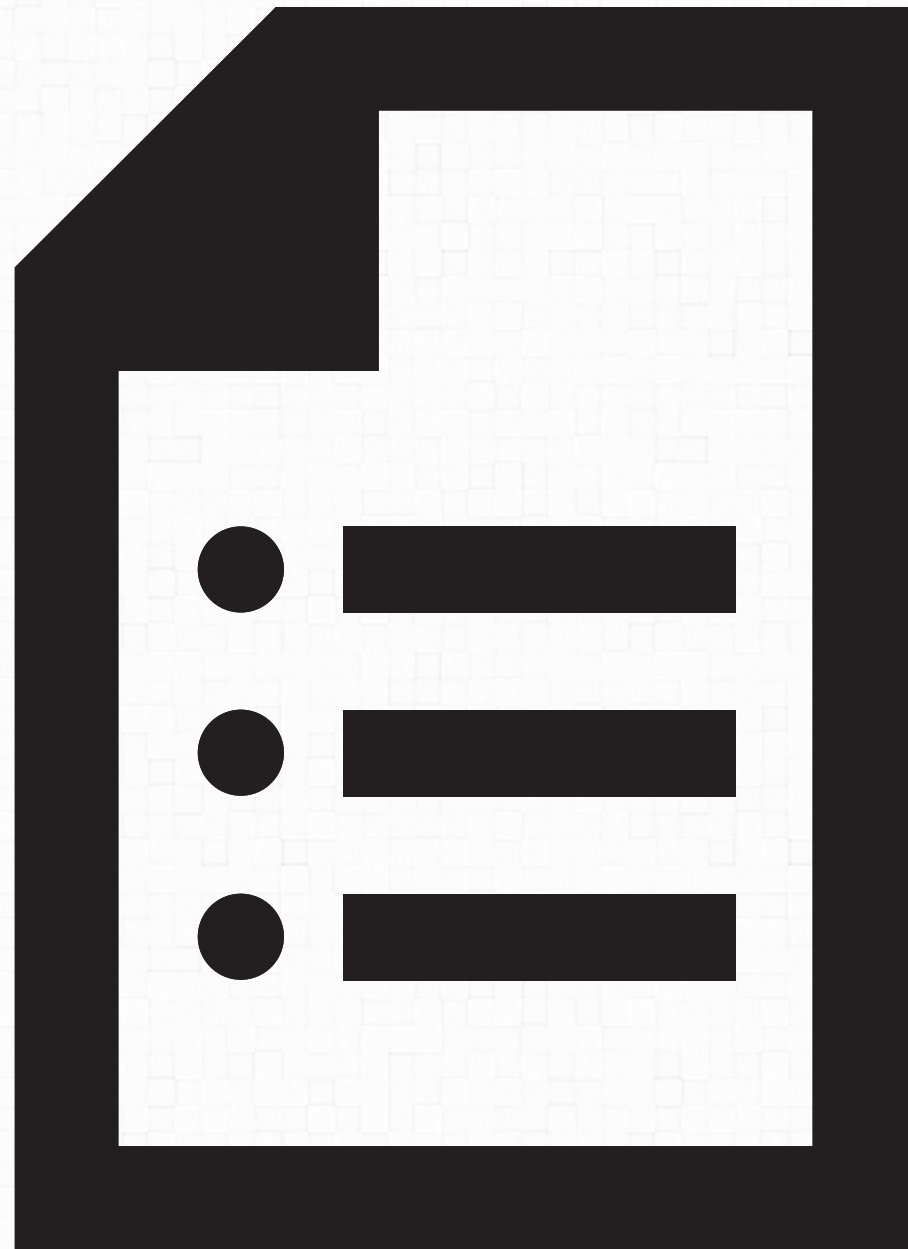




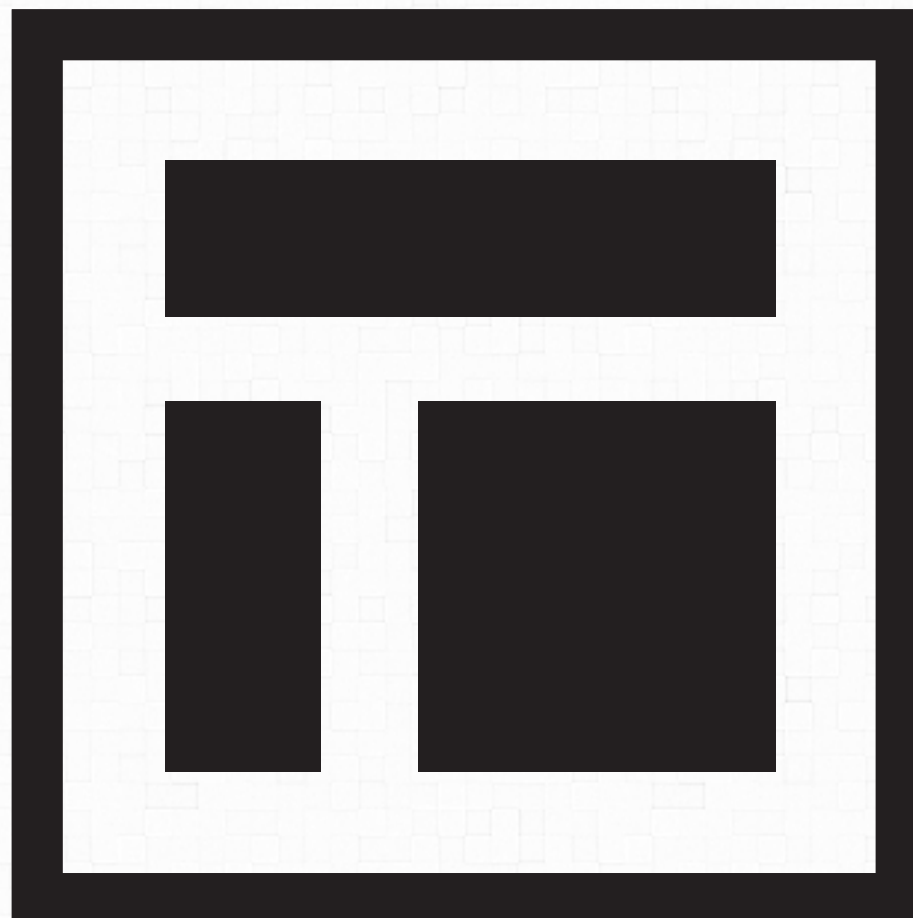
The role of the designer, is  
that of a very good, thoughtful  
host, all of whose energy goes  
into trying to anticipate the  
needs of his guests.

Charles Eames





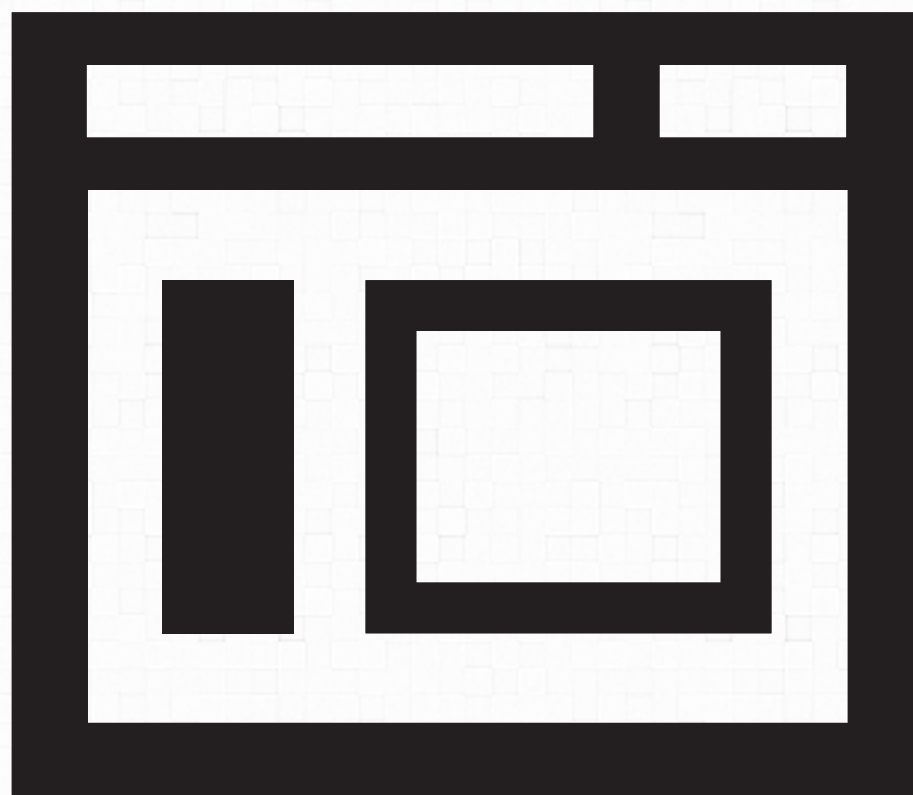
















**This changes ~~everything~~  
a lot.**



















**Copy**





Related: [Media & Marketing](#)



## Ed Stych

Web Producer - Minneapolis / St. Paul Business Journal

[Email](#) | [Twitter](#) | [Facebook](#)  
| [LinkedIn](#)

One aspect of a new exhibit on graphic design at the [Walker Art Center](#)   is a row of posters that show how 13 famous brands have refreshed their logos using design and typography.

**>Click to the right to see images of the old and new logos for the 13 brands and tell us which ones had the greatest improvement and which ones should have stuck with their old logo. In all cases, the new logo is at top>>>>>**

The images are part of a larger exhibit is titled "Graphic Design: Now In Production," and it runs through Jan. 22. It takes a look at the evolution of graphic design since the year 2000.

The exhibit was organized by [Andrew](#)

[View photo gallery \(18 photos\)](#)



Nancy Kuehn

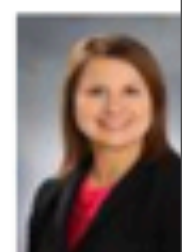
## Related News


- [Starbucks to sell coffee at Target's Canadian stores](#)
- [Banks still cautious to lend; Average Super Bowl ticket price: \\$4,000](#)
- [Target, Best Buy CEOs on global list of ethics influencers](#)
- [New economy vs. old; Boeing dumps Wichita](#)
- [Caribou first to get all coffee beans from sustainable farms](#)

- [Viking](#)
- [4. Folliar](#)
- [5. Delta emplo](#)
- [6. Best B](#)
- [7. More](#)

[See more](#)

## People



[See More](#)  
 [Search](#)

## Mpls./

[SAP SD/M](#)  
[Deloitte |](#)

[Strategy &](#)





Check out the links in  
the sidebar for more  
information.

#### IMPORTANT LINKS

Here's a link  
Another link  
So many links



Check out the links in  
the sidebar for more  
information.

#### IMPORTANT LINKS

[Here's a link](#)  
[Another link](#)  
[So many links](#)

# **Use Caution When Hiding Content**





TC Men Home



South, Round of 64 GO

Refresh This Page

Bracket

>(1) Kentucky

(16) W Kentucky

66-81F

(8) Iowa St

>(9) UConn

64-77F

>(5) Wichita St

(12) VCU

62-59F

>(4) Indiana

(13) New Mex St

66-79F

NEWS MORE +

Saints' Payton banned one year for bounties

Lakers' Brown 'irritated' after Bynum loses cool

Report: VCU's Smart turns down Illinois offer

Strasburg to make Opening Day start for Nats

Cards' Carpenter to miss opener due to neck

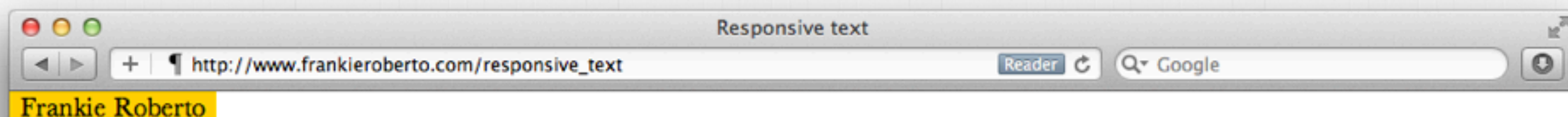
Collapsed Bolton player 'was dead in that time'

LeBron aggravates elbow, OK after collision

State Farm™

Our team never takes a time out.  
Talk to us 24/7/365.





## Responsive text

Some websites now contain 'responsive images'. These scale (or crop) depending upon your screen's viewing area, so the image sizes remain appropriate whether you're looking at the website on a mobile phone, or on a huge flat screen monitor.

This is an example of responsive text.

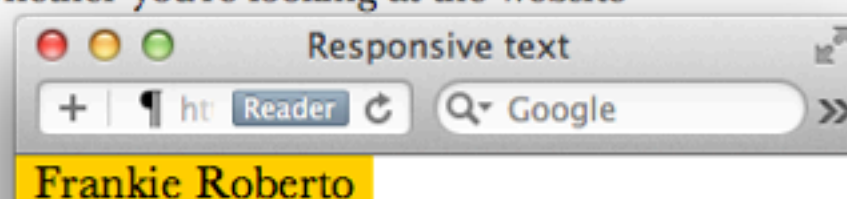
The amount of textual detail scales relative to your screen size.

The effect is achieved using simple HTML class names and CS hide the content depending upon the current screen width.

It's a bit of an experiment, and I'm not really sure how useful it is, but it's an interesting idea.

It could also perhaps be combined with some form of a user interface to let you decide how much text you want to read. This might be really useful for long articles where you could decide whether to read full quotes and a detailed backstory.

Published on Wednesday 15 February 2012, at 22:31 GMT



## Responsive text

This is responsive text.

The amount of detail scales relative to your screen size.

It's an experiment, but I think it's an interesting idea.

Published on Wednesday 15 February 2012, at 22:31 GMT



# Images



joshje/Responsive-Enhance · GitHub

https://github.com/joshje/Responsive-Enhance

GitHub, Inc. RSS

Google

github

Signup and Pricing

Explore GitHub

Features

Blog

Login

joshje / Responsive-Enhance

Watch

Fork

101

6

Code

Network

Pull Requests 0

Issues 0

Stats & Graphs

Javascript to load a larger image where necessary — [Read more](#)

ZIP

HTTP

Git Read-Only

git://github.com/joshje/Responsive-Enhance.git

Read-Only access

branch: master

Files

Commits

Branches 1

Tags

Downloads

Latest commit to the master branch




Responsive enhance script created.


joshje

 authored a month ago

commit 313e966d9d

Responsive-Enhance /

name	age	message	history
 <a href="#">index.html</a>	a month ago	Responsive enhance script created. [ <a href="#">joshje</a> ]	
 <a href="#">readme.md</a>	a month ago	Responsive enhance script created. [ <a href="#">joshje</a> ]	
 <a href="#">responsive-enhance.js</a>	a month ago	Responsive enhance script created. [ <a href="#">joshje</a> ]	

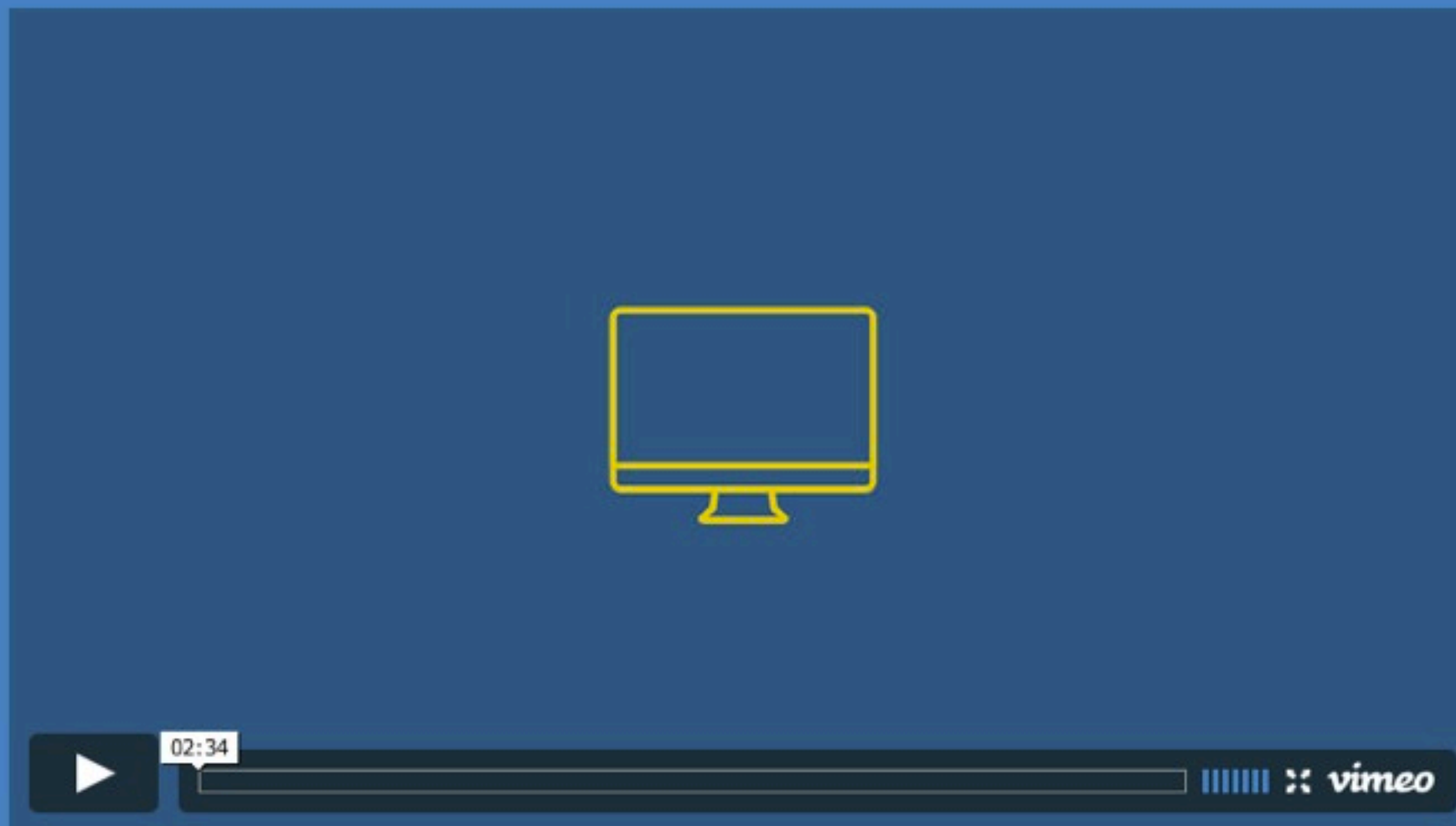
 [readme.md](#)



**Video**



# FITVIDS.JS



A lightweight, easy-to-use jQuery plugin for  
fluid width video embeds.



A stylized illustration of a billboard. The billboard is a large black rectangle with the word "Ads" in white, bold, sans-serif font in the center. It is supported by a grey metal frame consisting of a top horizontal bar with four vertical supports, and a base with three horizontal bars and a central vertical post. The background is a light grey grid pattern.

**Ads**





This is the personal blog of UX designer, creative thinker & entrepreneur **Jon Phillips**.



EVERYTHING  
DESIGN  
USER EXPERIENCE  
TECHNOLOGY  
PHOTOS  
PROJECTS  
PERSONAL  
SUBSCRIBE (RSS)  
SEARCH

# Ads and Responsive Web-Design

∞ Tuesday, January 17, 2012 · Design, User Experience

Since I started working at BuySellAds I've been thinking a lot more about advertising and responsive web-design and how the two can actually live together harmoniously.

So, I thought I'd share my thoughts in a blog post—it was just published on the [BSA blog](#):

*The important thing to remember is that no matter the technique you use to display, hide, remove or reposition ads on your responsive website, it's not the technique that matters but the careful planning and thought that went into it.*

We're working on some exciting things at BSA and adaptive web-design is definitely a big part of this. Advertising doesn't have to be evil and monetizing a website while still providing a great user experience is definitely something that is doable.

[Go read the full blog post →](#)



# Wireframes

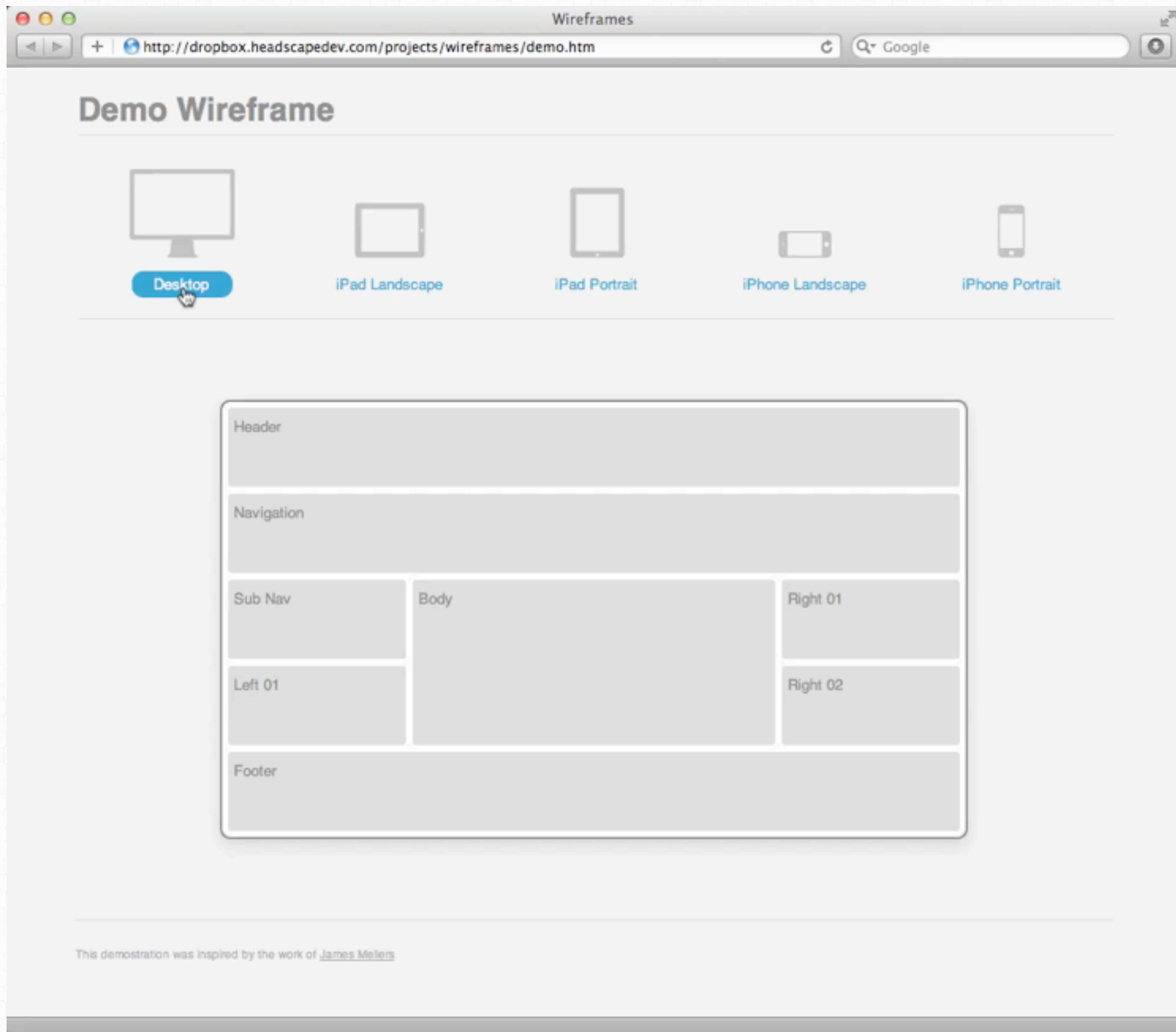


A close-up photograph of a hand holding a white paper prototype of a mechanical component. The prototype is a complex, angular shape with several flat surfaces and sharp edges, resembling a stylized letter 'A' or a mechanical bracket. A small, rectangular yellow tab is attached to one of the upper edges. The hand is visible at the bottom, with the thumb and fingers gripping the base of the prototype. The background is a dark, out-of-focus wooden surface. The word "Prototype" is overlaid in white text on the left side of the image.

**Prototype**

<http://dropbox.headscapedev.com/projects/wireframes/demo.htm>





<http://dropbox.headscapedev.com/projects/wireframes/demo.htm>

# Design



**The tool doesn't make  
the craftsman.**

Oliver Reichenstein







## Patriotic 2

### State of Georgia

Style Tile  
version:2

## Governor Deal's 9/11 Tribute

Font: Adelle

**Sheriff Tomlyn Primus has requested assistance from the Georgia Bureau of Investigation (GBI).**

Font: Adelle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

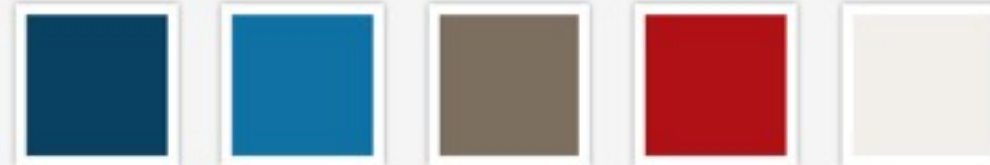
[This is an example of a Text link »](#)

Button

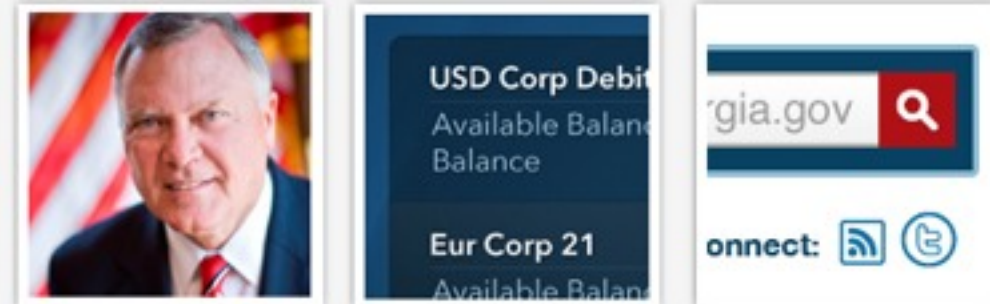
Button Text

Button Text

### POSSIBLE COLORS



### POSSIBLE TREATMENTS



# AUTHORITATIVE

*Official* Friendly



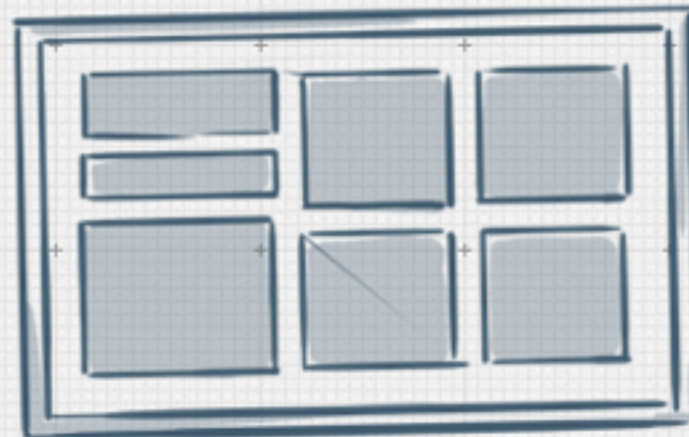
# Style TILES

A Visual Web Design Process *for* Clients & the Responsive Web

## ■ WHAT ARE STYLE TILES? ■

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web.

They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.



DOWNLOAD TEMPLATE ⓘ

Style Tiles are similar to the paint chips and fabric swatches an interior designer gets approval on before designing a room. An interior designer doesn't design three different rooms for a client at the first kick-off meeting, so why do Web designers design three different webpage mockups?

Present clients with interface choices without making the investment in multiple photoshop mockups.





or







**and**





**FIDELITY**

**FLEXIBILITY**



PULLED QUOTE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex

“ **Americans now have seven full weeks to select new Medicare plans or choose to stay with current coverage.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex

Infographics

Header	Header	Header	Header
Information			


Forms

Please leave a comment: \*


Dear State of Georgia,  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis

Callout

### Call To Action



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

[This is a Call to Action](#) 

Infographics

### Infographics

All done in the Geomicons Illustration style





### Promotion Title



Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis

## Accordion

The accordion pattern is used when a large amount of content (text, images, links or promos) needs to be displayed on screen in a limited amount of space. Using collapsible panels, this component lets the user show and hide content depending on importance.

### Collapsed State

#### Related recipes

Aliquam libero quam &lt;

Nullam eu dolor &lt;

### Expanded State

#### Related recipes

Aliquam libero quam &lt;

Nullam eu dolor ▾

[Download GEL Mobile Styleguide](#)[Download GEL Mobile Pattern](#)[Download GEL Mobile Accordion](#)[Interaction](#) ▾**Accordion**[Carousel](#)[EMP](#)[Navigation](#) <



## International Theme

This is a brief description of whatever organization is using this.



Search

About

Services

Resources

Blog

Media Room

Contact



This is the text of the  
slideshow image

As part of the Social Mobility Strategy Nick Clegg  
launched a business compact, asking businesses to  
do their bit.

Read More

Breaking  
News

As part of the Social Mobility Strategy Nick Clegg launched a business compact, asking businesses to do their bit. [Read More](#)

### Our Services



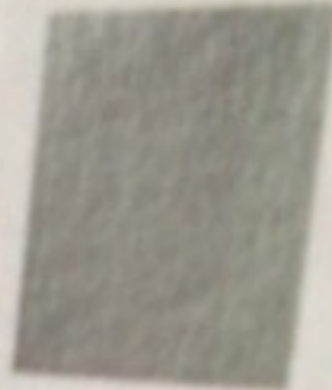
Service Title



Service Title



Service Title



## Internat Theme

### Services



This is the text  
of the  
slideshow image

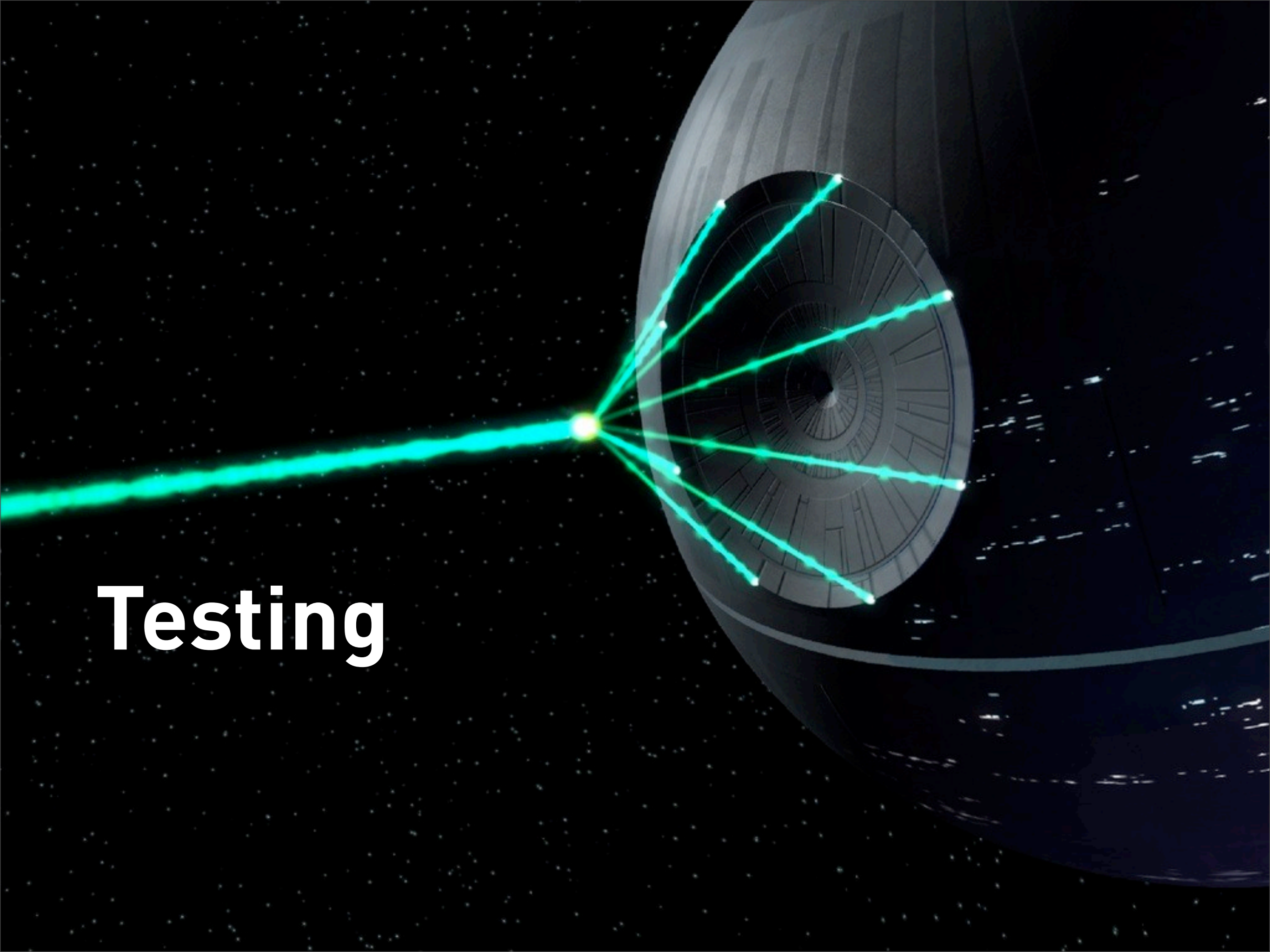


# Development





**Drupal**



**Testing**



# *test on real mobile devices without breaking the bank*



*Constructed in two thousand and nine with my own two bare hands walking uphill both ways.*

Twitter: [@brad\\_frost](#) | [RSS](#)



# Stephanie Rieger

Beyond the mobile web

Search



[Home](#) [About Me](#)

Posted on [February 7, 2012](#)

[← Previous](#) [Next →](#)

## Strategies for choosing test devices

It's been great to see a conversation developing around [how to acquire test devices](#) and [how to do so on a budget](#). But once you have a budget in place, how should you spend it? What makes a good test device, and why should



# Bandwidth



<http://www.flickr.com/photos/magicdaddy/3679257428/>



# Handoff





# Grid Framework: How To Use

A responsive, proportional, nestable, and mobile-first 6-column grid framework.

## 1. Responsive

- **Flexible grid** defined in percentages
- **Flexible media** that will proportionally scale down when larger than the parent tag
- **Media Queries:** that create breakpoints at: 240px, 320px, 480px, 600px, 769px, and 992px

## 2. Proportional

The sizes are based on commonly used proportions: 1/1, 1/2, 2/3, 1/3, 1/4, etc. See [Region Sizes](#)

## 3. Nestable

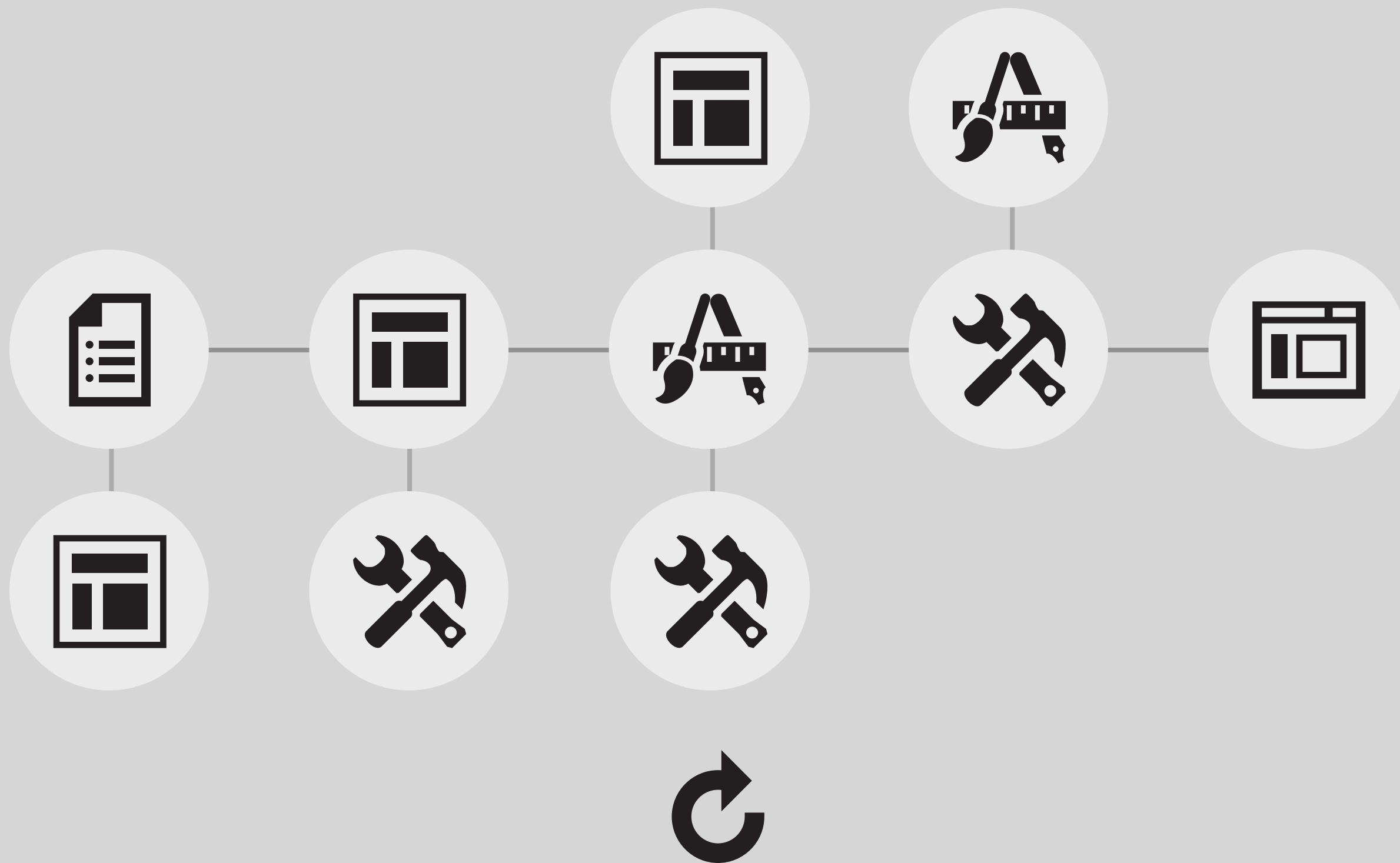
Grids can be infinitely nested within other grids in order to create more complex layouts.

## 4. Mobile-First

Only when the viewport width is above 768px does the grid take affect, otherwise it remains collapsed vertically.













# **Thanks!**

**@daveruse**





# Resources

**Responsive Web Design** - Ethan Marcotte

<http://www.abookapart.com/products/responsive-web-design>

**Mobile First** - Luke Wroblewski

<http://www.abookapart.com/products/mobile-first>

**Responsive Text** - Frankie Roberto

[http://www.frankieroberto.com/responsive\\_text](http://www.frankieroberto.com/responsive_text)

**Responsive Video** - Fitvid.js

<http://fitvidsjs.com/>

**Ads and Responsive Web Design**

<http://blog.jonphillips.ca/2012/01/17/ads-and-responsive-web-design/>

**Wireframes in the Browser**

<http://dropbox.headscapedev.com/projects/wireframes/demo.htm>

**Style Tiles**

<http://www.styletil.es>

## **BBC Style Guide**

<http://www.bbc.co.uk/gel/>

## **Death of a Cut Up Man - Josh Cooper**

<http://www.agileapproach.com/blog-entry/death-of-a-cut-up-man>

## **Test on Real Mobile Devices Without Breaking the Bank - Brad Frost**

<http://bradfrostweb.com/blog/mobile/test-on-real-mobile-devices-without-breaking-the-bank/>

## **Strategies for Choosing Test Devices**

<http://stephanierieger.com/strategies-for-choosing-test-devices/>

## **How Much Does A One-Second Page Load Delay Cost?**

[http://www.readwriteweb.com/archives/infographic\\_how\\_much\\_does\\_a\\_one-second\\_page\\_load\\_d.php](http://www.readwriteweb.com/archives/infographic_how_much_does_a_one-second_page_load_d.php)

## **Limit Bandwidth to Your Mac/PC**

<http://osxdaily.com/2009/08/19/limit-connection-bandwidth-with-speedlimit/>  
<http://www.netlimiter.com/>

## **Starbucks Style Guide**

<http://www.starbucks.com/static/reference/styleguide/>





# What did you think?

Locate this session on the  
DrupalCon Denver website

<http://denver2012.drupal.org/program>

Click the “Take the Survey” link.

# Thank You!