

# Approaching Responsive Design

**foliovision**

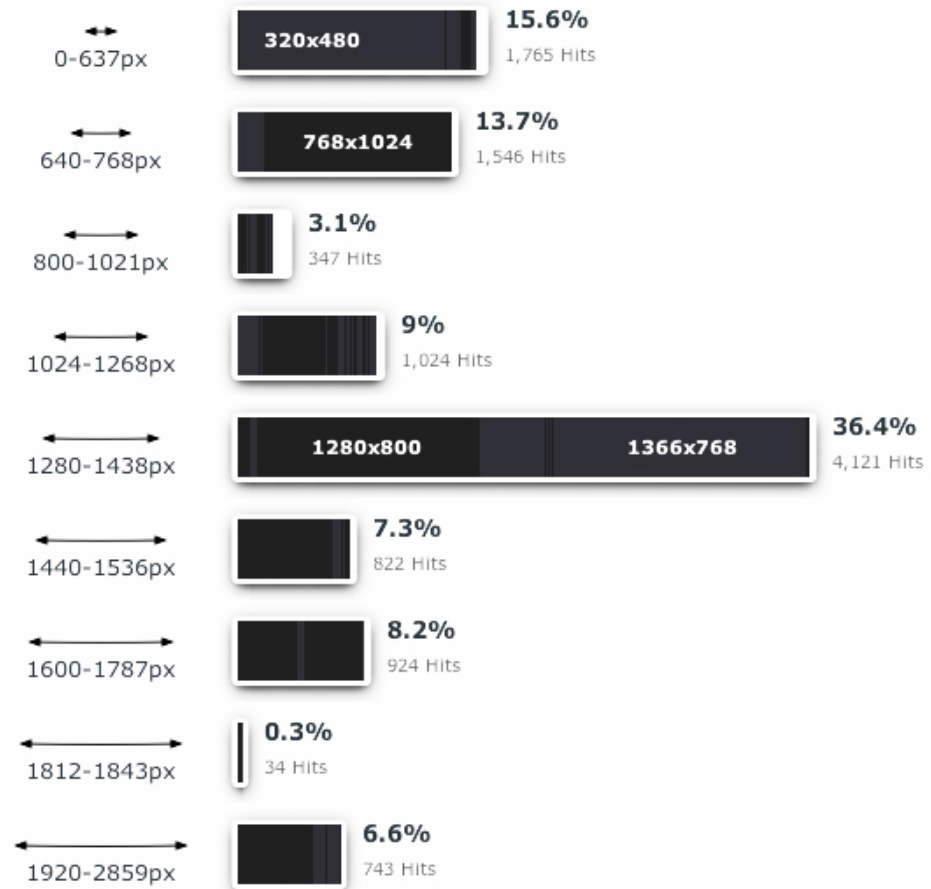
making the web work for you



WORDCAMP  
SLOVENSKO

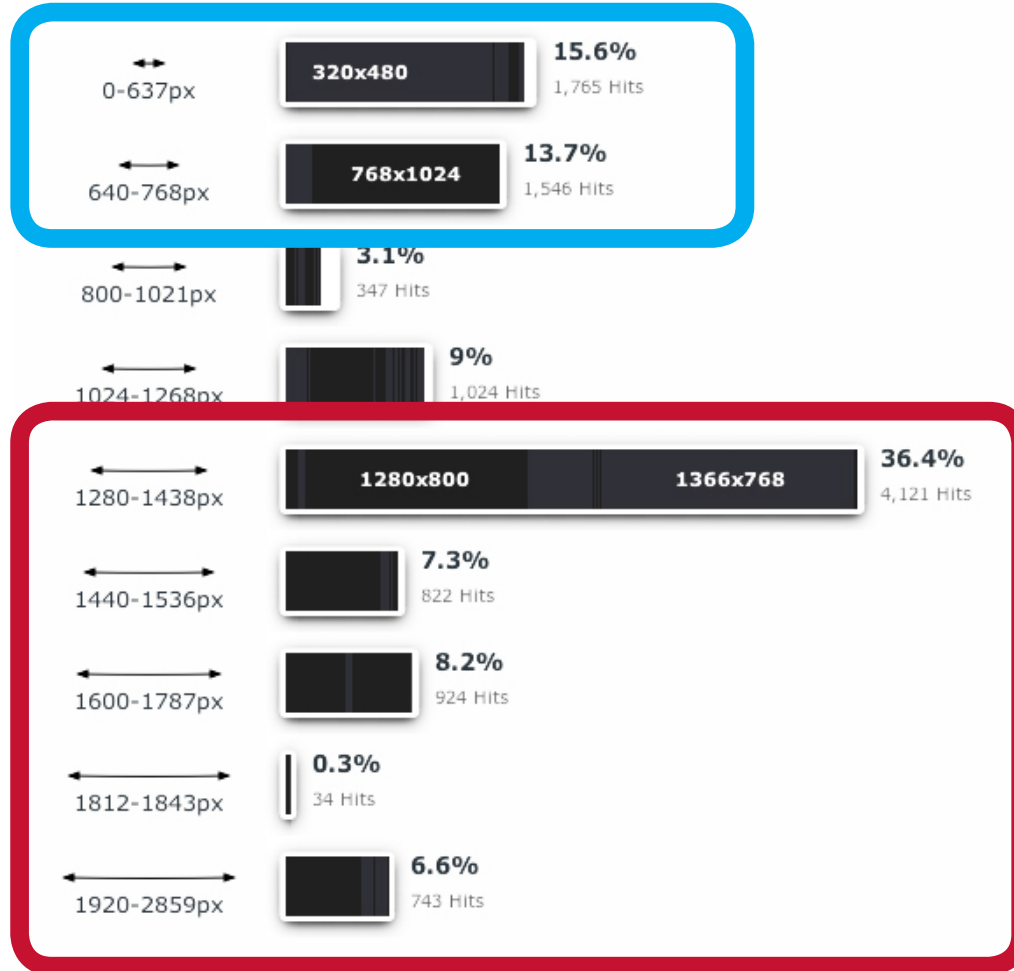
responsive design =  
content above ~~visuals~~

## Screen Resolution Stats

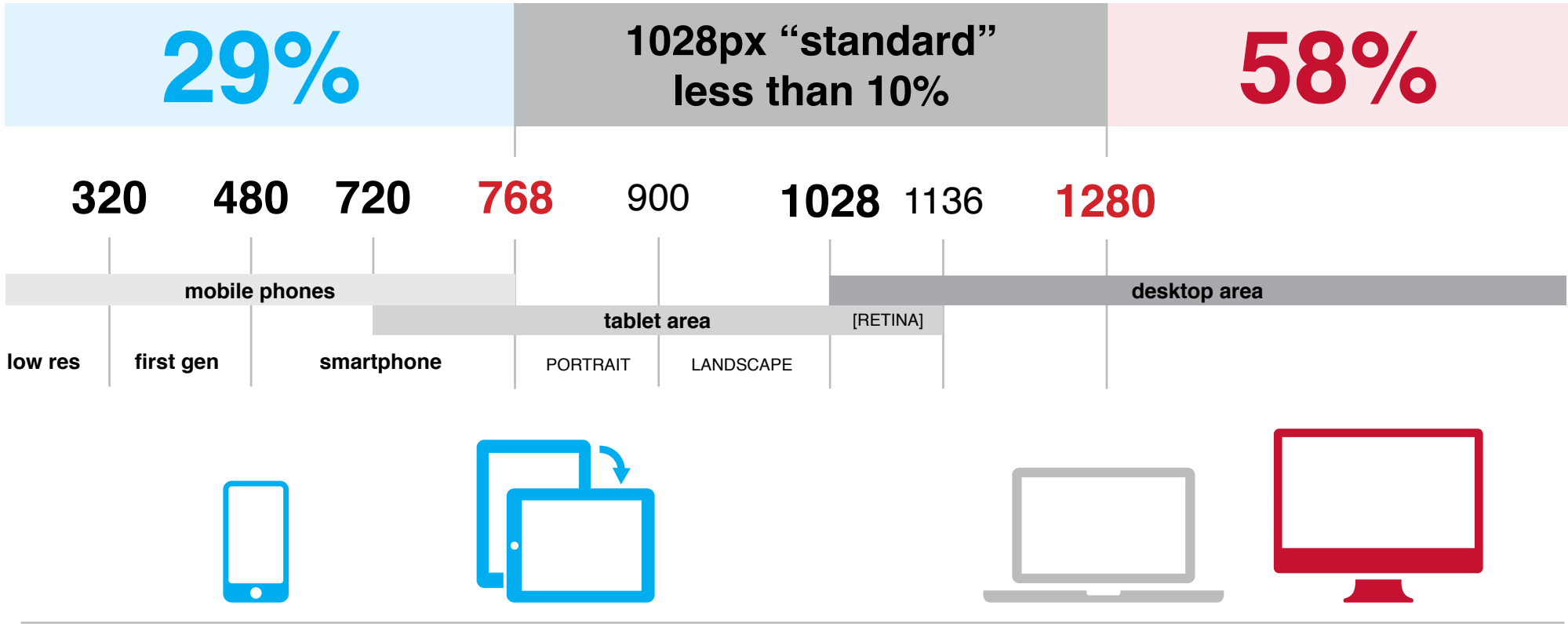


29%

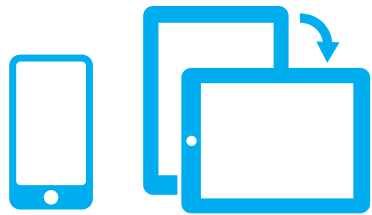
### Screen Resolution Stats



58%



29%



58%



**“Mind the gap, please!”**



29%

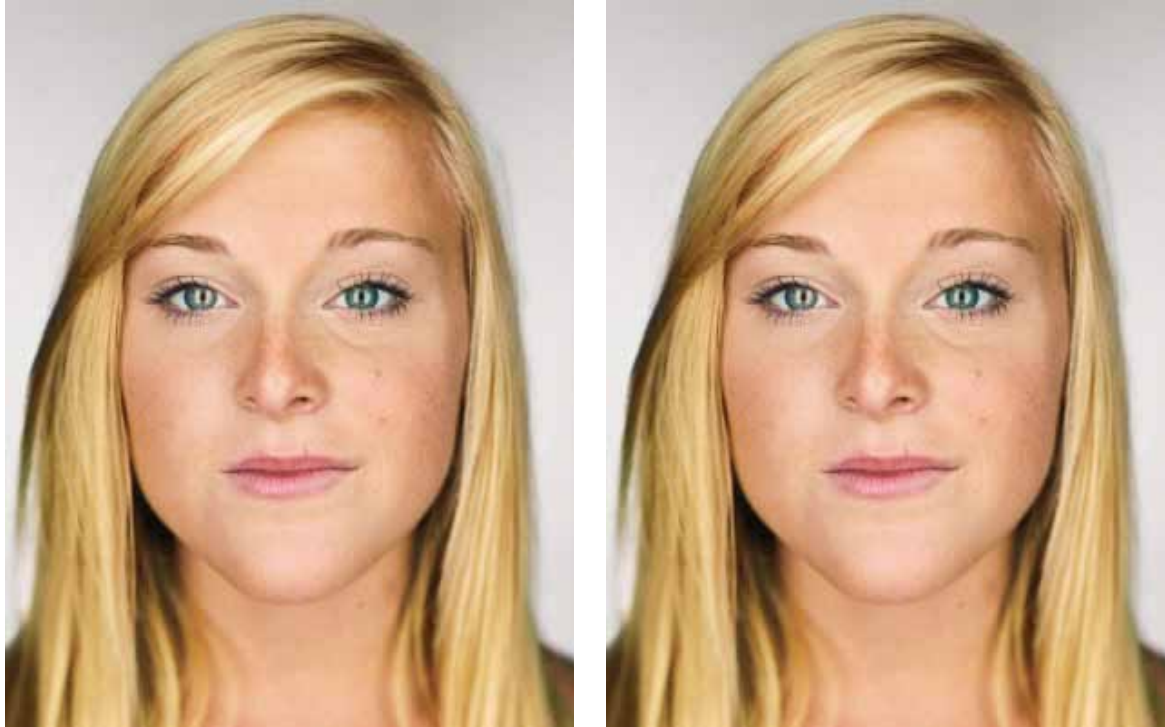
different purpose

different device

58%

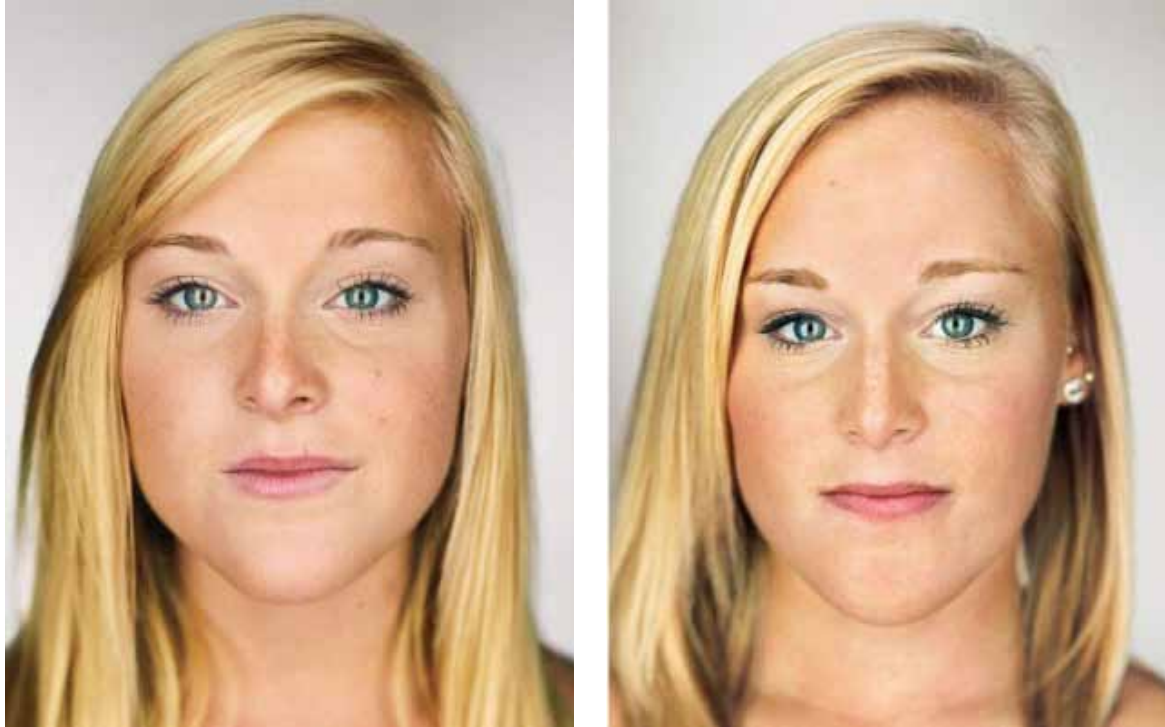
different  
content





we wanted **unification**  
*across browsers*





now we want **difference**  
*across devices*

# example politics



MONDOWEISS The War of Ideas in the Middle East

US POLITICS ISRAEL/PALESTINE MIDDLE EAST ACTIVISM FEATURED DONATE | LOGIN

1,270 views  
667 comments  
5,119 likes  
22,112 followers

## Nour Joudah returns to U.S., but continues to fight Israel's arbitrary denial of entry

by Alex Kane on April 19, 2013

The Quaker-affiliated Friends School in Ramallah is like an oasis, complete with a spacious courtyard and a tennis court. It's easy to forget about the Israeli occupation while visiting there. But the case of Nour Joudah, a Palestinian-American English teacher at the school who was denied entry to the West Bank this year, shatters the feeling that the Friends School is worlds away from a conflict situation.

Don't miss



MONDOWEISS

## 50 years later, King's Birmingham letter resonates in Palestine

Published on April 18, 2013  
Written by Alice Butlerfeld

SKIP TO RESPONSES

WE SHALL OVERCOME

Palestinian Ironbush riders Hanaida Akraf and Fadi Qur'an on Israeli Bus 148. (Photo: [ActivistUk](#))

As we commemorate the 50th anniversary of the protests against Southern segregation in Birmingham and celebrate Tuesday's anniversary of Martin Luther King's penning of his fiery "Letter from Birmingham jail," we are challenged by King's deeds and voice.

*motivation*

- read articles
- watch videos / photos
- maintain profile

discussion  
[ arguments ]

# example real estate



*motivation* **get competence**  
**fill in form**  
**showcase projects**

**contact**  
**listings**  
**calculator**

# example foodblog



- 3 oz goat cheese
- Dash of cayenne
- 1 1/2 tbsp pine nuts
- 1 1/2 tbsp fresh chopped flat leaf parsley
- Salt and pepper

## You will also need

- 2 baking sheets, foil (optional), small saucepan

**Total Time:** 30 - 40 Minutes  
**Servings:** 2 entrees or 4 sides  
**Kosher Key:** Dairy

- Preheat oven to 425 degrees F. Toast the pine nuts in a skillet over medium heat for a few minutes, stirring continuously, till they turn golden brown and aromatic.



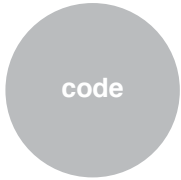
- Trim off the tough, thick end of each asparagus stalk. Line a baking sheet with aluminum foil for easier cleanup, if desired. Spread asparagus out on

*motivation* **see the food**  
**talk about food**  
**watch videos**

**browse recipes**  
**ingrediences**  
**cook**

# *aspects* **to consider**





*mouse* **touch** → size of graphic elements

CLICK

CLICK



foliovision  
making the web work for you

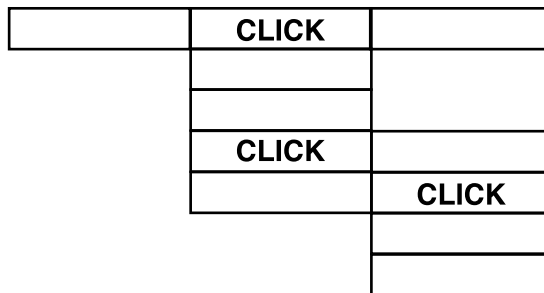
interaction

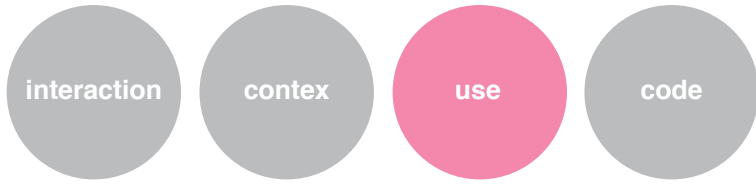
contex

use

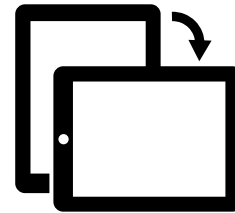
code

*kitchen* **office** → content filter

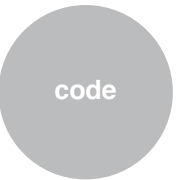




*portrait* **landscape** → **consider habits**







Select product type:  Select product use:  Select price range:

Note: While many running watches have a basic bike mode, only running units that are multi-sport focused are also included in the bike-only results (in addition to bike-specific units). Hiking units are those that include a Barometric Altimeter, Magnetic Compass and navigational functions.

Or select products for comparison by clicking the product boxes below:

ClockOn Jook 2.0 (Original)	<b>ClockOn Jook GPS</b>	FASE Business	Garmin Edge 500	Garmin Edge 510	Garmin Edge 515	Garmin Edge 705
Garmin Edge 500	Garmin Edge 510	<b>Garmin Edge 515</b>	Garmin ForeRunner 10	<b>Garmin ForeRunner 15</b>	<b>Garmin ForeRunner 20</b>	Garmin ForeRunner 30
Garmin ForeRunner 100	Garmin ForeRunner 110	Garmin ForeRunner 120	Garmin ForeRunner 150	Garmin ForeRunner 160	Garmin ForeRunner 190	Garmin Swim
Magellan Smart 4.5, Swift 4.5	Mag. Netix (Garmin) Monitor	Monica Monitor	Neon GPS Sportwatch	Free PCJ	Free NCA1	Free NCA2
Suunto 1.0 GPS	Suunto 1.0 GPS	Suunto 2.0	Treks Cycle Trainer GPS	Treks Cycle Trainer	Treks Mountain GPS	Treks Run Trainer GPS 1.0
Treks Run Trainer GPS 1.0						

[COMPARE NOW!](#)

### COMPARISON RESULTS:

FUNCTION/FEATURE	CLOCKON JOOK GPS	GARMIN EDGE 515	GARMIN FORERUNNER 15	GARMIN FORERUNNER 20
GENERAL PRICE	\$150.00	\$400.00	\$140.00	\$200.00
GENERAL GPS RECORDING FUNCTIONALITY	YES	YES	YES	YES
GENERAL DATA TRANSFER	USB	USB & BLUETOOTH SMART	USB	USB
GENERAL BLUETOOTH SMART TO PHONE	NO	YES	NO	NO
GENERAL WATERPROOFING	IP67	YES - SW	IP67	IP67
GENERAL BATTERY LIFE	17 HOURS	80 HOURS	11 HOURS	11 HOURS
GENERAL RECORDING INTERNAL	1 RECORD	10 TO VARIABLE	SMART	SMART
GENERAL QUICK SATELLITE RECEPTION	GOOD	EXCEL	EXCEL	EXCEL
GENERAL ALERTS	YES	VIBRATE/SOUND/VISUAL	LAP ONLY	SOUND/VISUAL
GENERAL BACKLIGHT BRIGHTNESS	EXCEL	EXCEL	GOOD	GOOD
GENERAL BLUETOOTH (LEGACY (PRE-4.0) TO PHONE	NO	NO	NO	NO



DC Rainmaker - Product Comparison Calculator

http://www.dcrainmaker.com

FOCUS - CLIENT SITES - Website - DESIGN - Feedback

DC Rainmaker - Product Comparison

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GENERAL BACKLIGHT BRIGHTNESS	EXCEL	EXCEL	GOOD	GOOD
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Mobile Theme  ON  OFF



Comparison table - Product Comparison Calculator | DC Rainmaker

http://www.dcrainmaker.com

FOCUS - CLIENT SITES - Website - DESIGN - Feedback

Comparison table - Product Comparison

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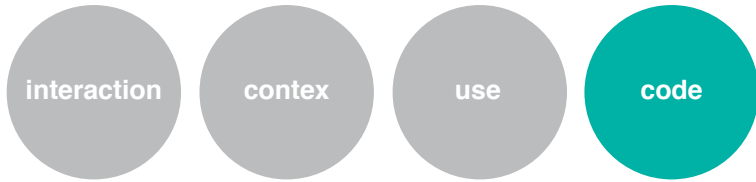
interaction

contex

use

code





*different* **optimisation** → CSS3 vs. old browsers?  
advanced vs. basic

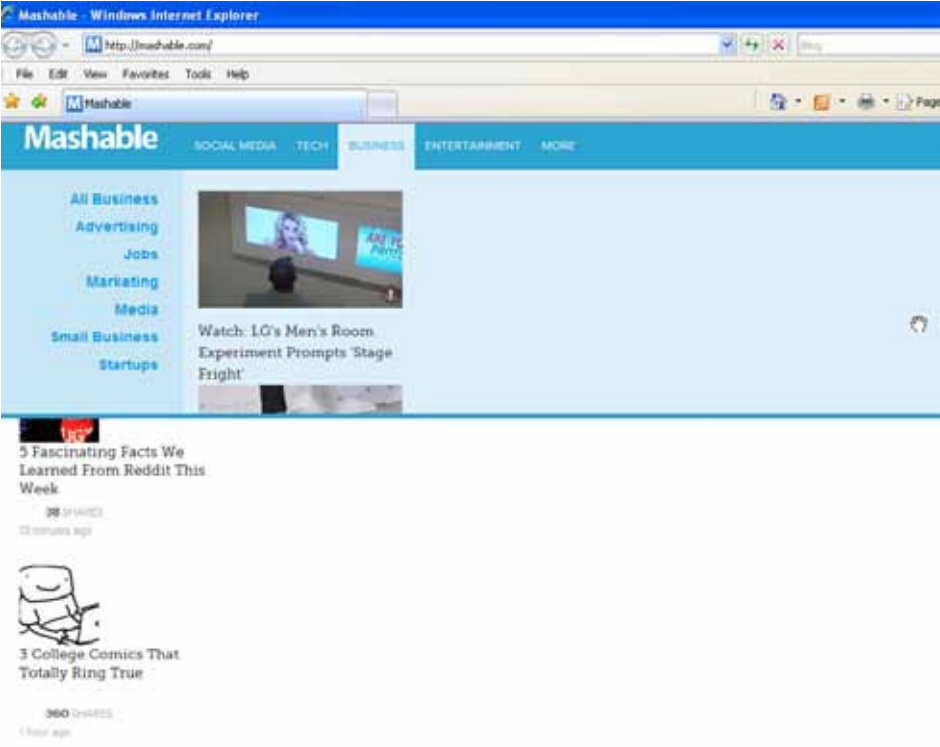
interaction

context

use

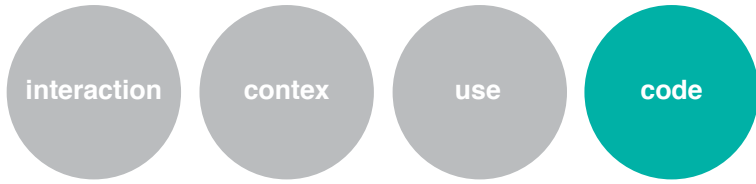
code

### mashable on IE7

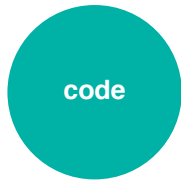
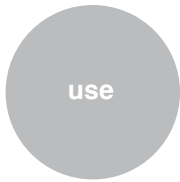


### mashable on IE8





*slow* **speed** → more code - less pictures



*creative* **tricks** → **image sprites**



interaction

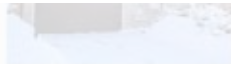
contex

use

code



73 Alberta Ave  
\$789,000  
Wychwood



29 Stonedene Blvd  
\$899,000  
Westminster-Branson



15 Ridgewood Rd  
\$4,348,000  
Forest Hill South



73 Homewood Ave  
\$2,430,000  
Cabbagetown-South St.  
James Town

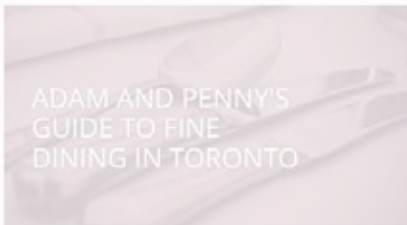


472 Oriole Pkwy  
\$1,895,000  
Yonge-Eglinton

MARKET INDICATORS

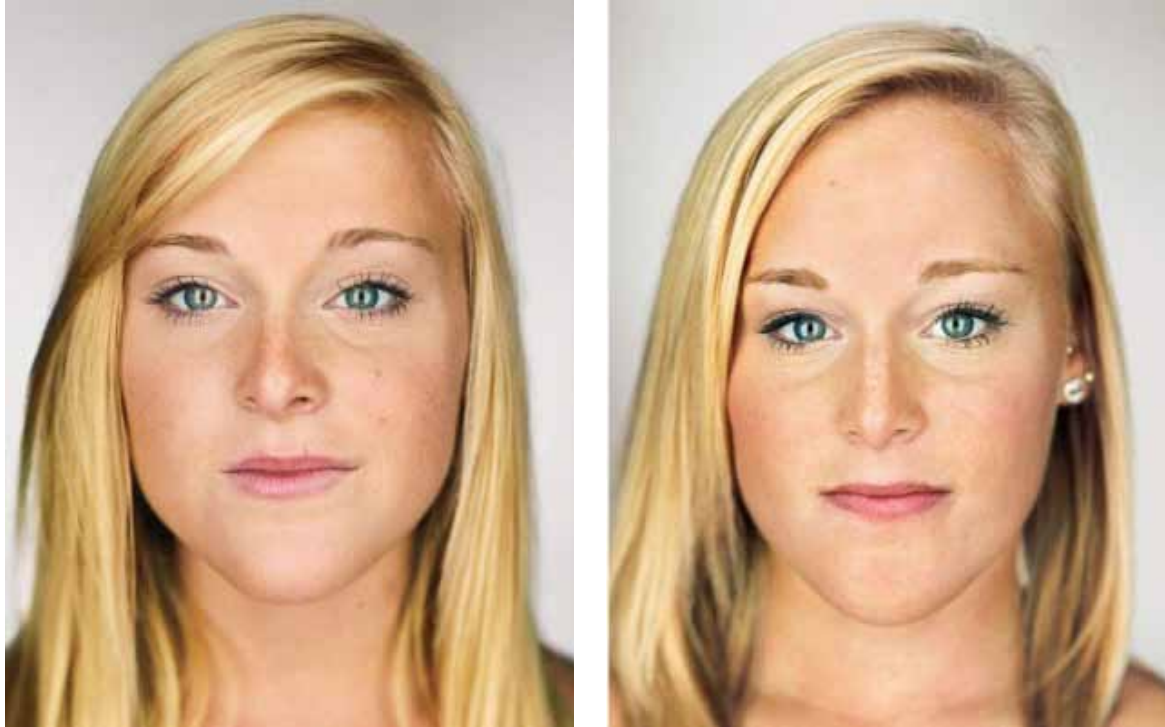
826 MARCH SALES 2012 ↔ 2013 599

AVERAGE PRICE	CPI	INTEREST RATE
\$1,250,000	3%	5% PRIME



# Conclusion?





**They are never same.**