



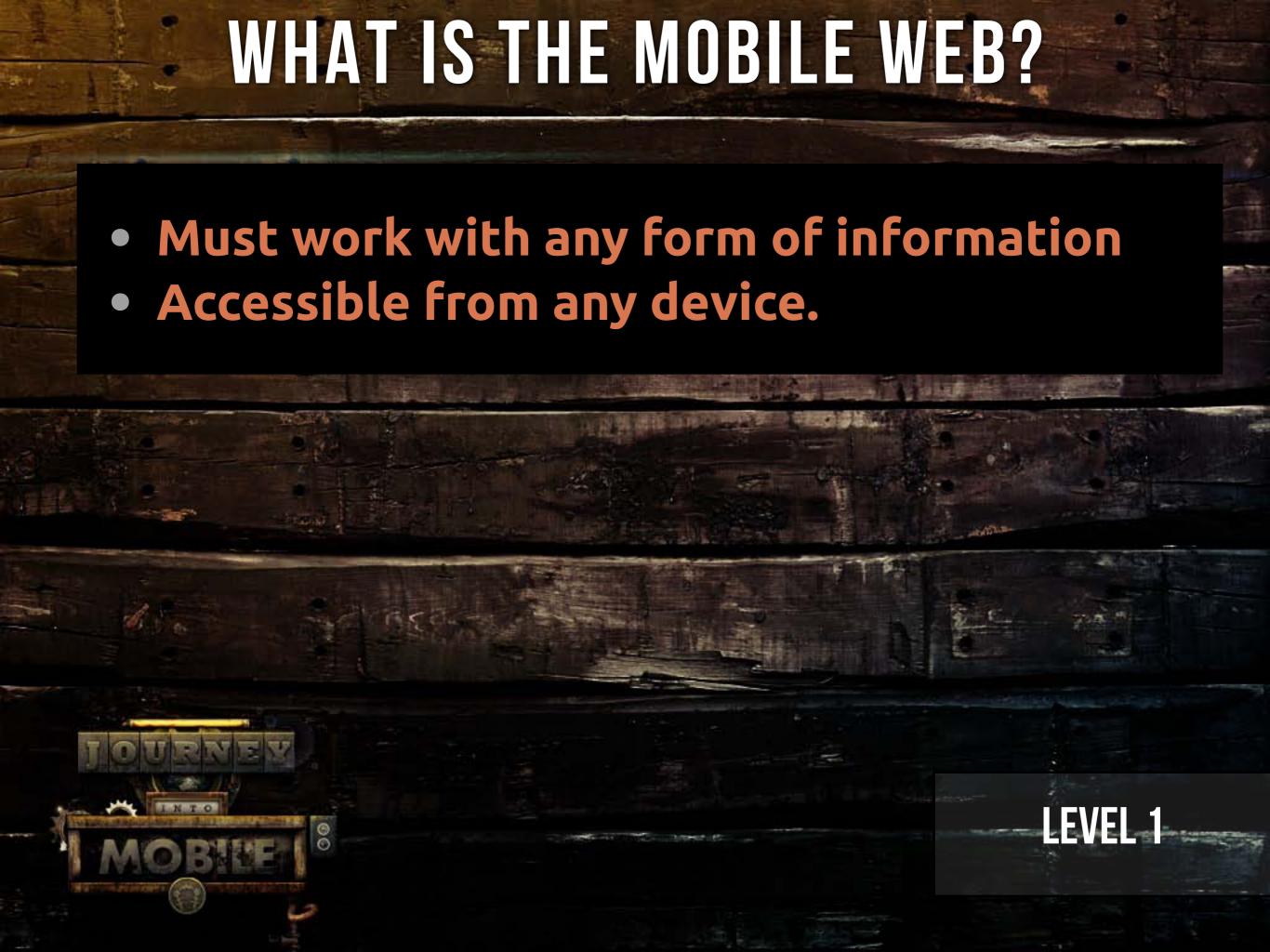


Image Courtesy of Brad Frost http://bradfrostweb.com/blog/web/responsive-web-design-missing-the-point/

THIS IS THE WEB. **WEB WEB** WEB **WEB WEB WEB WEB WEB WEB WEB**

Image Courtesy of Brad Frost http://bradfrostweb.com/blog/web/responsive-web-design-missing-the-point/

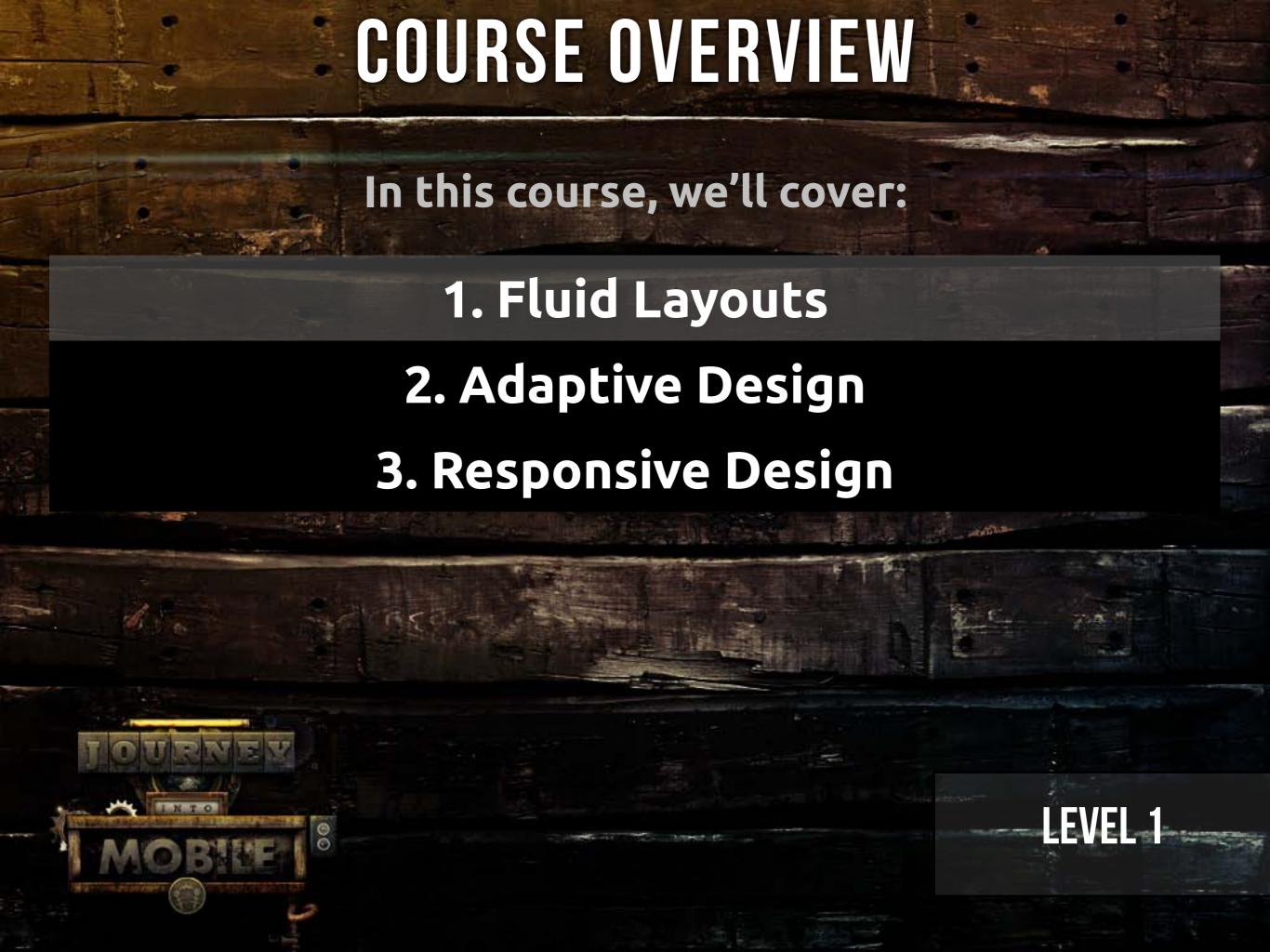




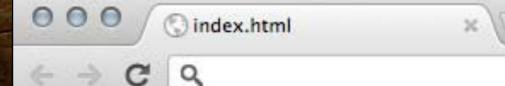
THIS WILL BE THE WEB.

Image Courtesy of Brad Frost http://bradfrostweb.com/blog/web/responsive-web-design-missing-the-point/

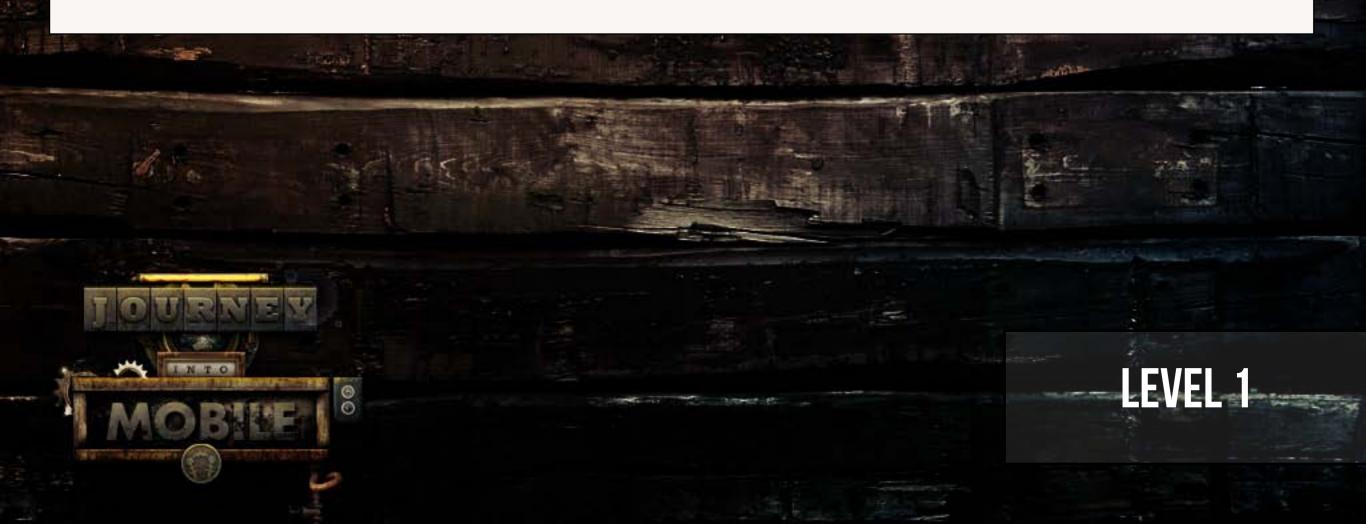




FLUID LAYOUTS Pluidex html

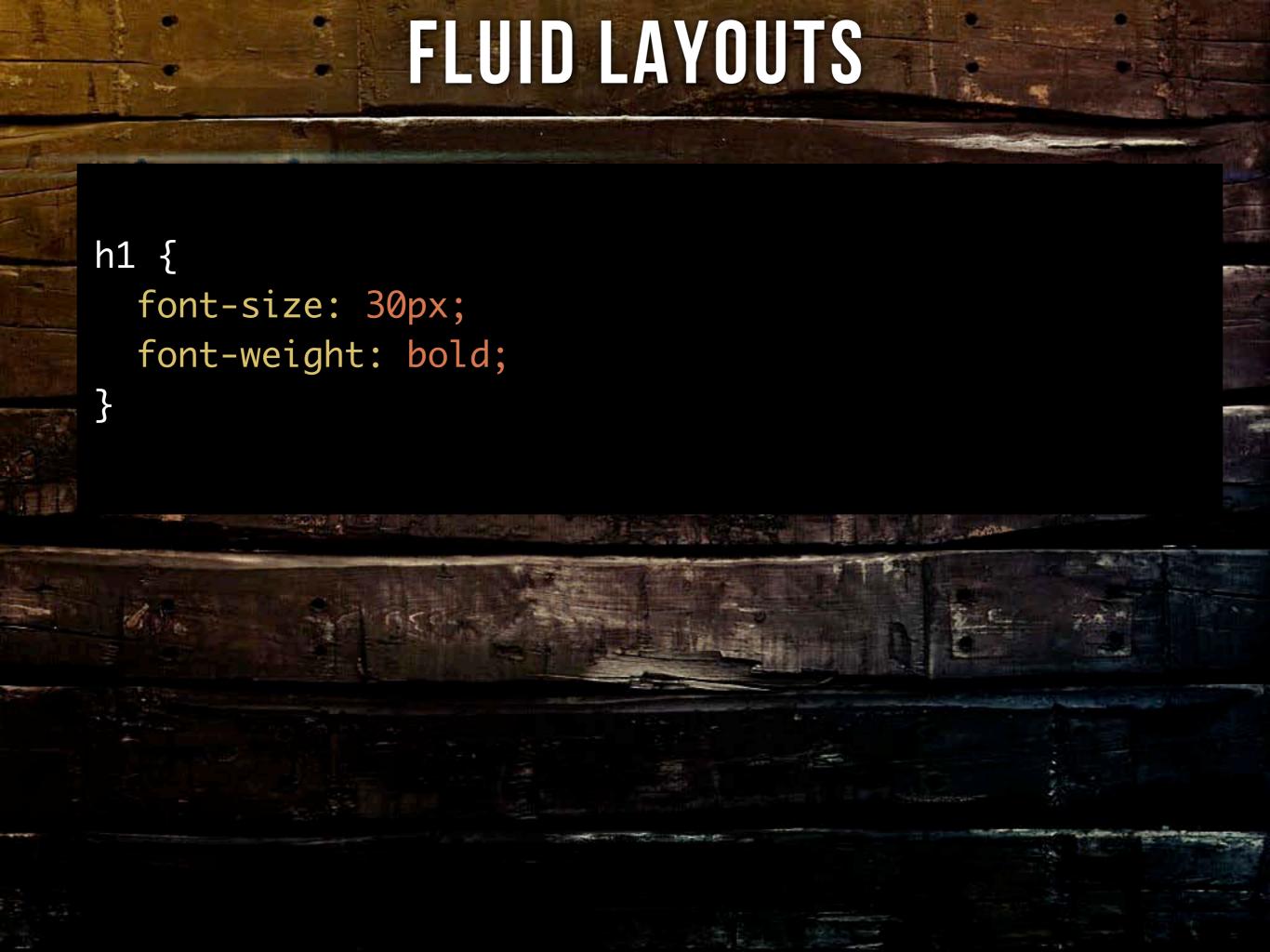


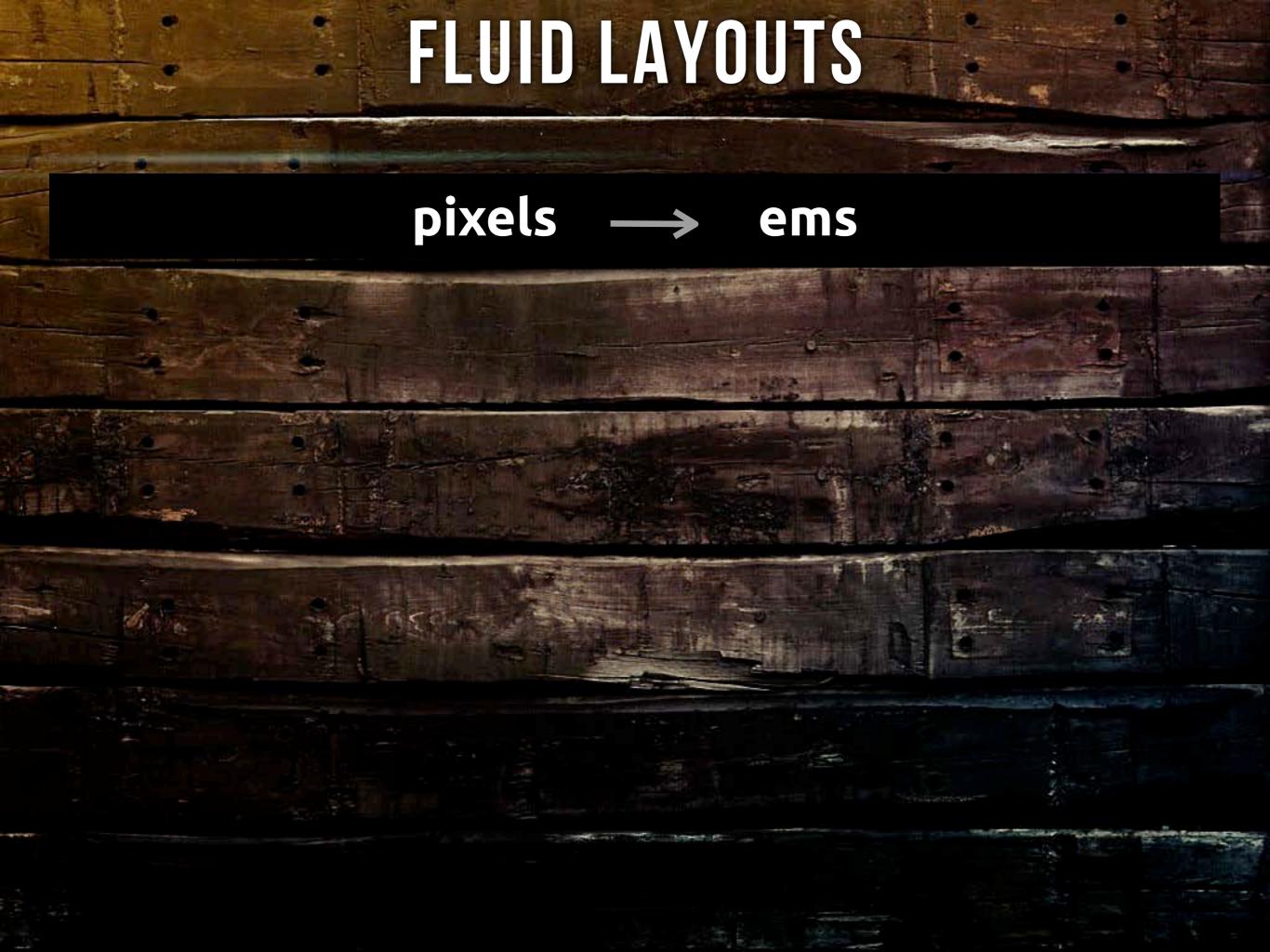
It is quite a three pipe problem. PLEASE GET ME A PIPE.



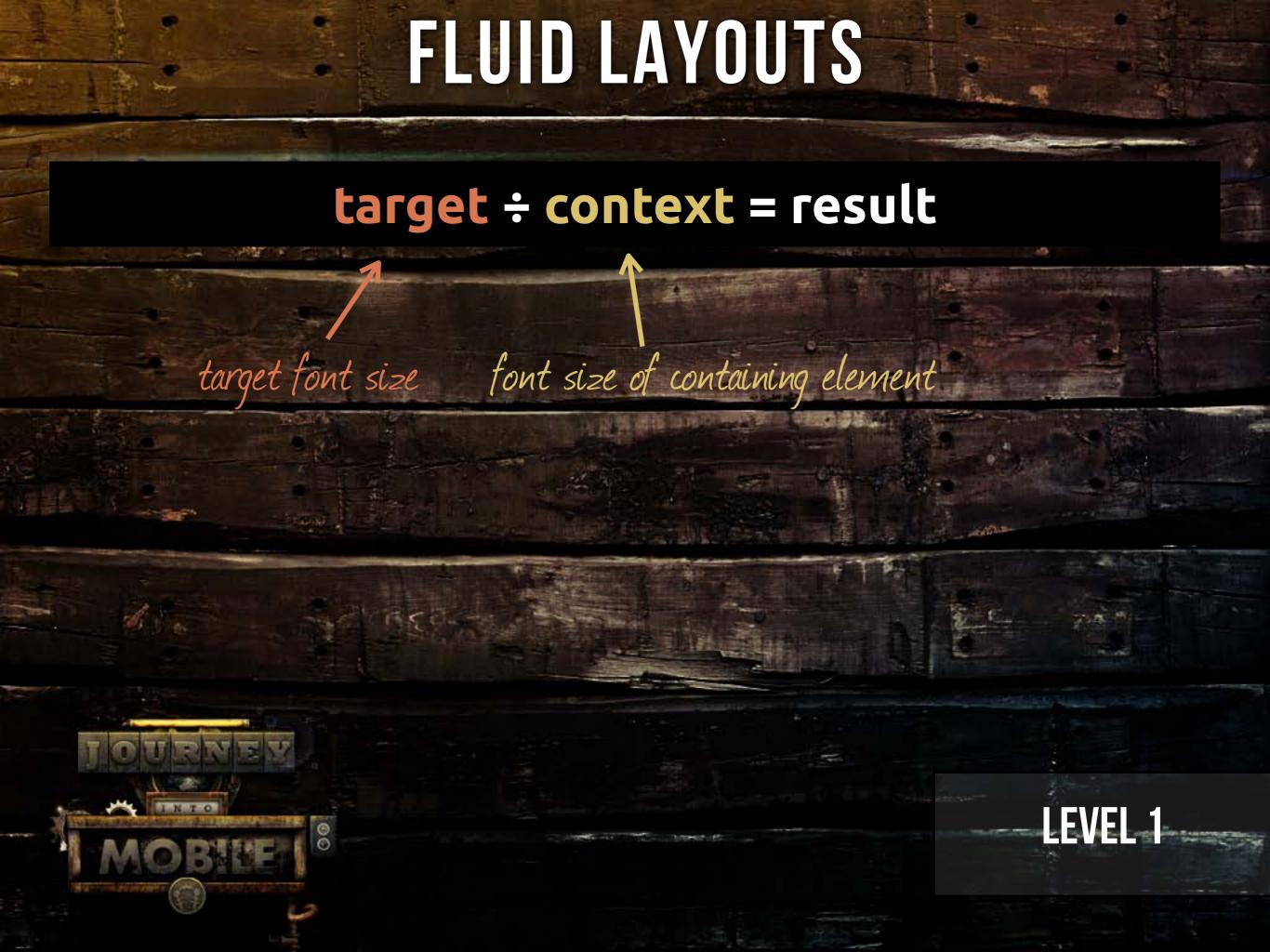
```
<h1>
  It is quite a three pipe problem.
  <a href="#">Please get me a pipe.</a>
</h1>
```





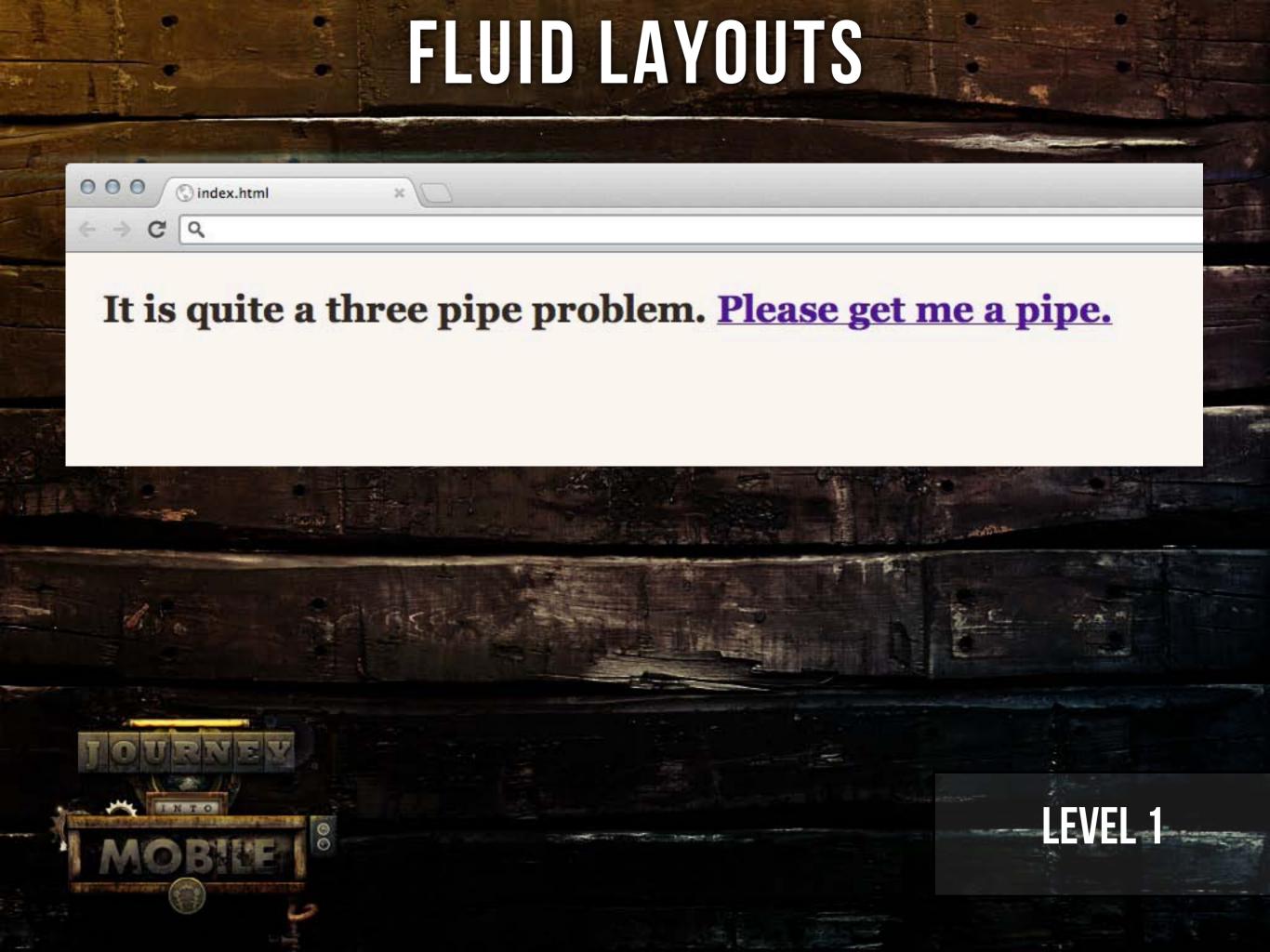


```
html {
 font-size: 16px;
body {
  color: #352a25;
 font-family: Georgia, serif;
  font-size: 62.5%; /* 1em = 10px */
```



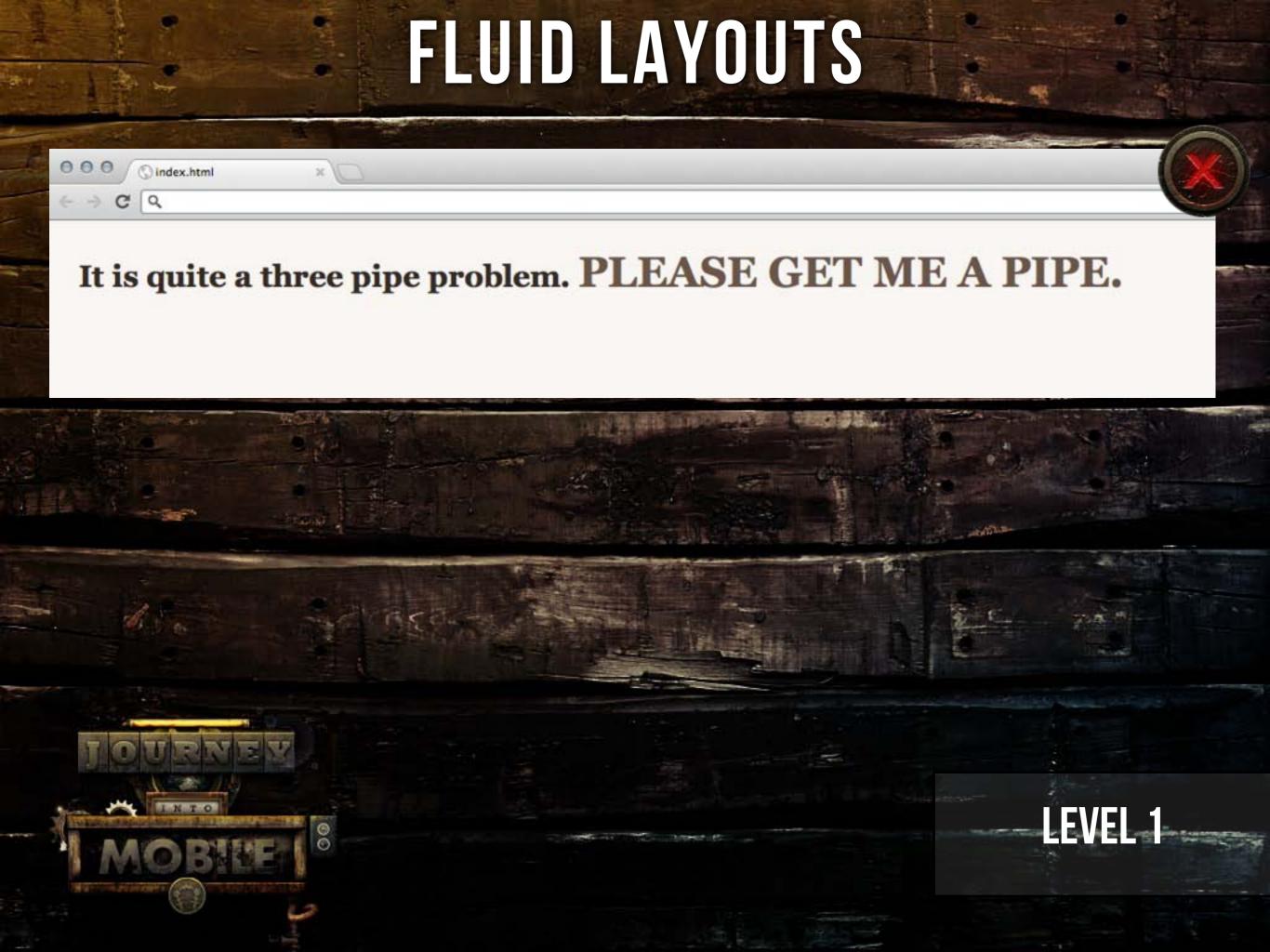
FLUID LAYOUTS target ÷ context = result $30px \div 10px = 3em$ ShI > font size default browser font size LEVEL 1

```
h1 {
  font-size: 3em; /* 30px/10px */
  font-weight: bold;
                                               LEVEL 1
```



FLUID LAYOUTS h1 a { need to convert font-size: 14px; text-transform: uppercase; text-decoration: none; color: #6C564B; LEVEL 1





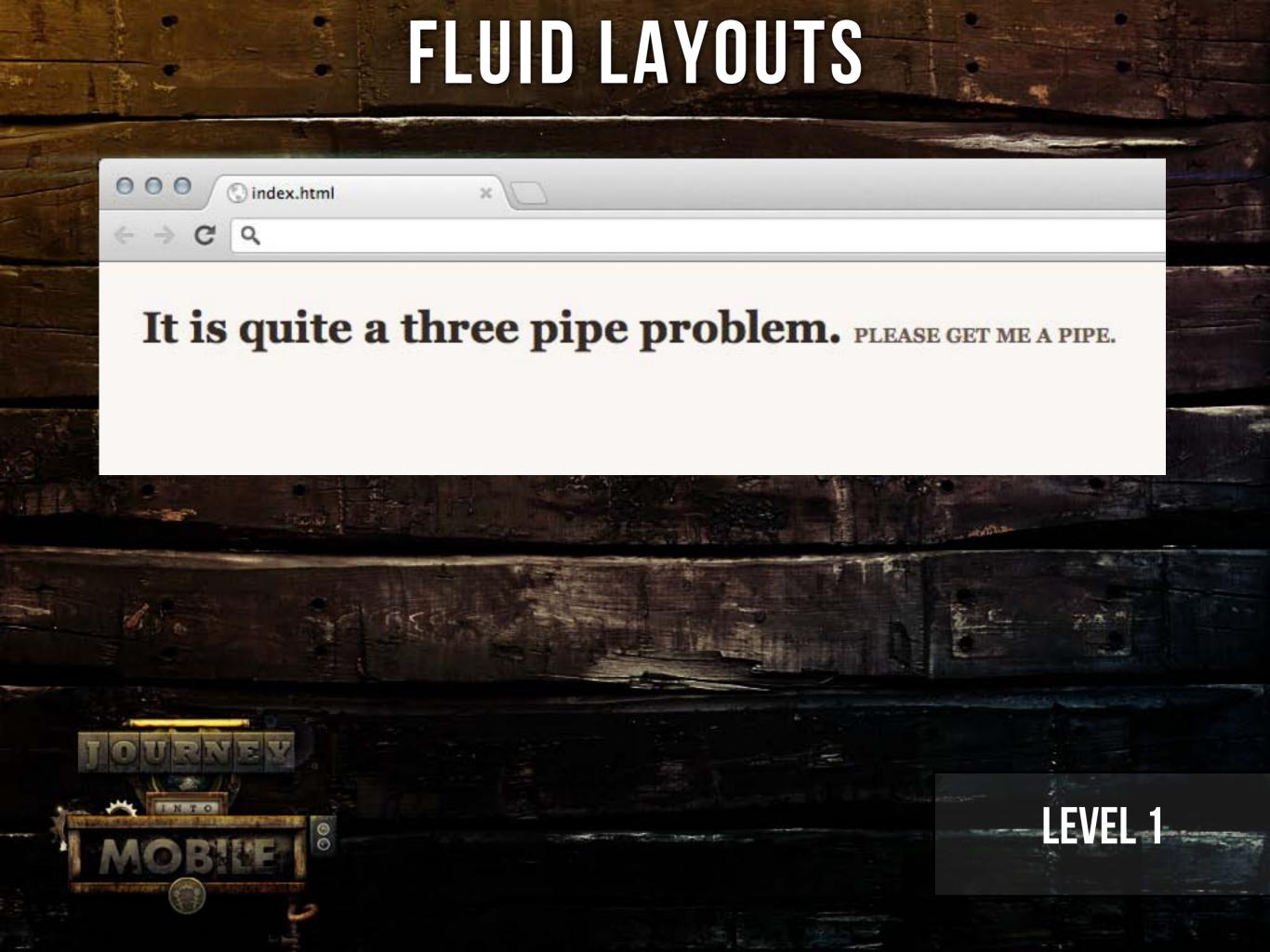
target ÷ context = result

14px ÷(30px)= 0.466667em

h/> font size is the correct context



```
h1 a {
  font-size: 0.46666667em; /* 14px/30px */
  text-transform: uppercase;
  text-decoration: none;
  color: #6C564B;
                                                       LEVEL 1
```



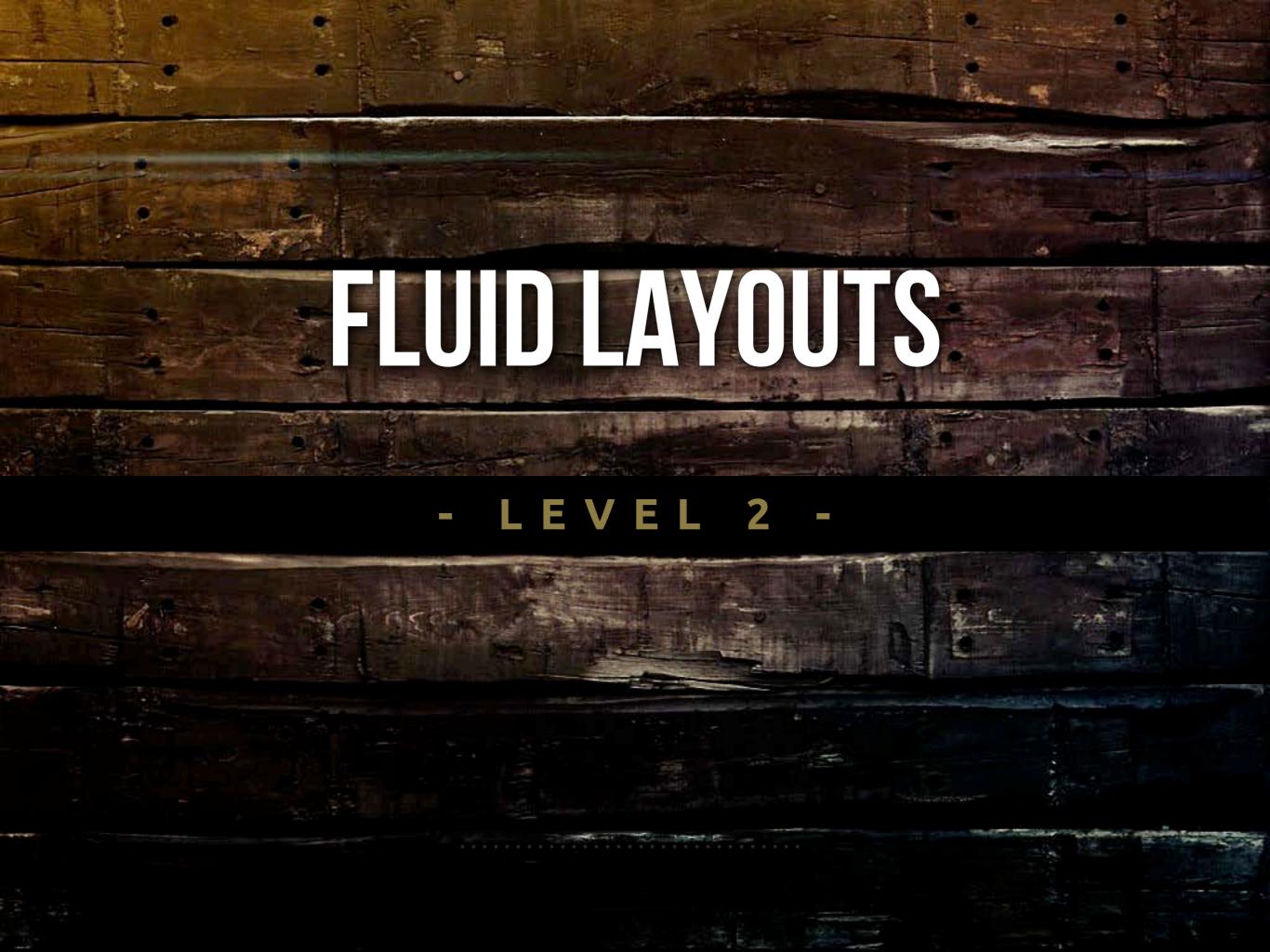
```
target ÷ context = result
```

14px ÷ 30px € 0.4666667em

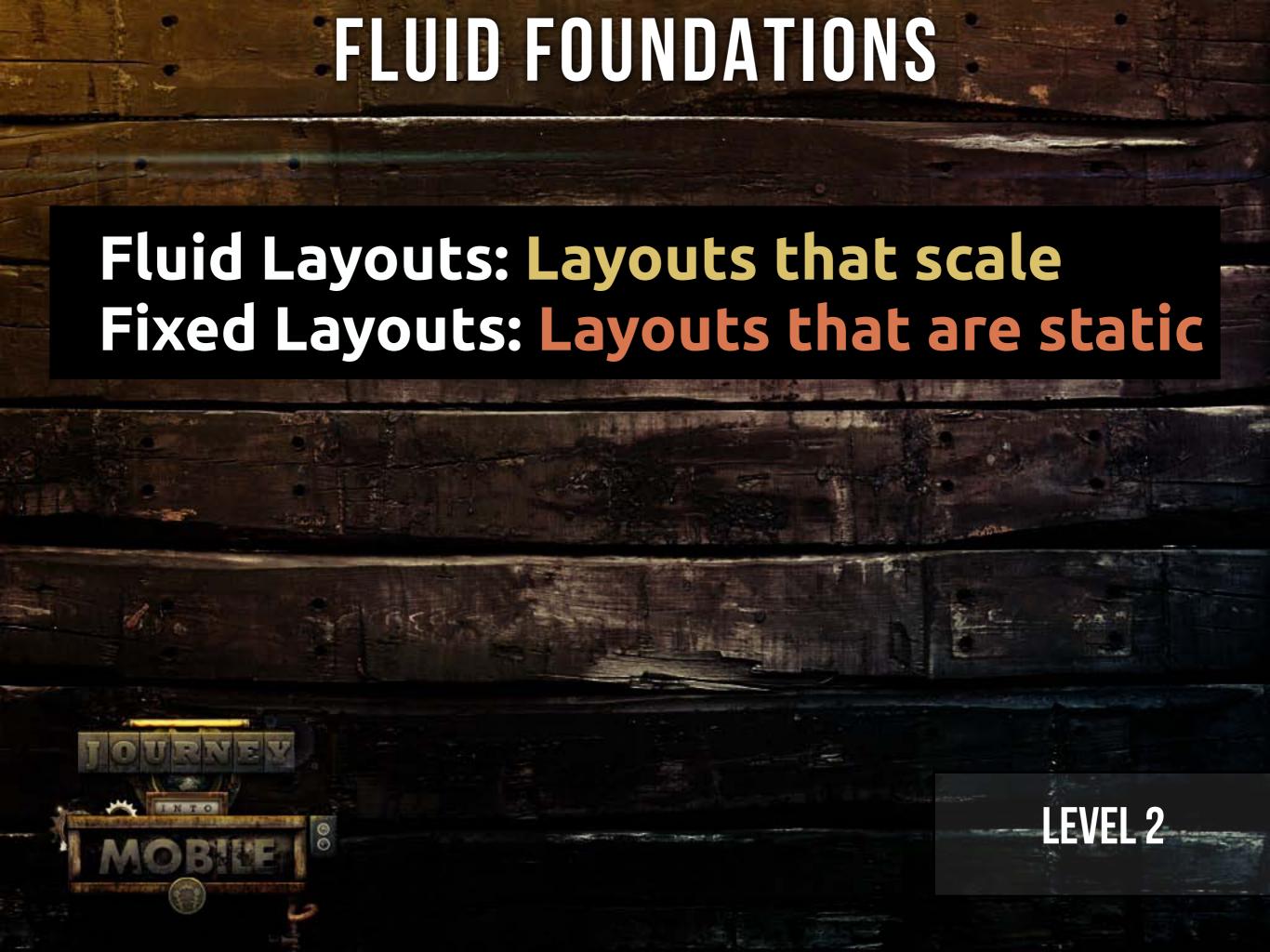
```
h1 a {
  font-size: 0.46666667em; /* 14px/30px */
  text-transform: uppercase;
  text-decoration: none;
  color: #6C564B;
```

Note: No need to round









What Makes A Fluid Site?

Fluid Grid



5TH ANNUAL

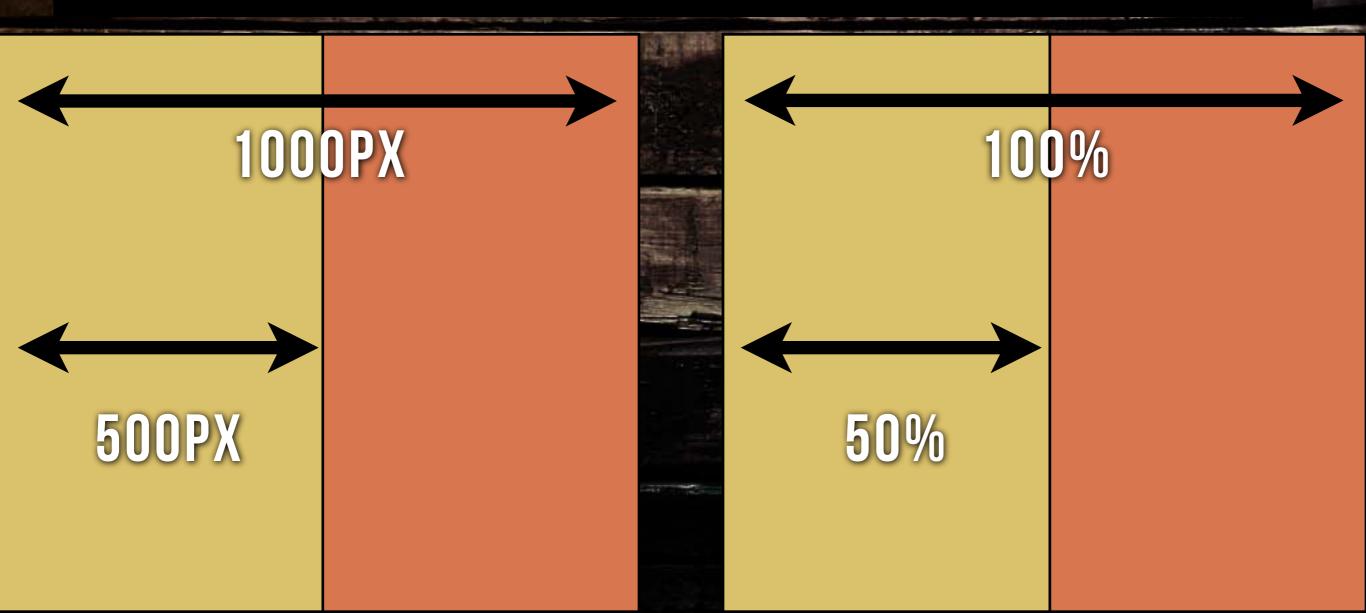
What is it?

VENUE & TIMES

Saturday, April 14th, 2012

What Makes A Fluid Site?

- Fluid Grid
- Relative Values (percentages)



GRIMPEN MIRE

BED & BREAKFAST - est. 1901 -

LOCATION

ABOUT US

RESERVATIONS

PHOTOS

Photo by Sidney Paget Words by Sir Arther Conan Doyle from The Hound of the Baskervilles

"It is a wonderful place, the moor..."

"You never tire of the moor. You cannot think the wonderful secrets which it contains. It is so vast, and so barren, and so mysterious." "You know it well, then?" "I have only been here two years. The residents would call me a newcomer. We came shortly after Sir Charles settled.

But my tastes led me to explore every part of the country round, and I should think that there are few men who know it better than I do." "Is it hard to know?" "Very hard. You see, for example, this great plain to the north here with the queer hills breaking out of it. Do you observe anything remarkable about that?"

"It would be a rare place for a gallop." "You would naturally think so and the thought has cost several their lives before now. You notice those bright green spots scattered thickly over it?" "Yes, they seem more fertile than the rest." Stapleton laughed.

"That is the great Grimpen Mire," said he. "A false step yonder means death to man or beast. Only yesterday I saw one of the moor ponies wander into it. He never came out. I saw his head for quite a long time craning out of the bog-hole, but it sucked him down at last. Even in dry seasons it is a danger to cross it, but after these autumn rains it is an awful place. And yet I can find my way to the very heart of it and return alive. By George, there is another of those miserable ponies!"



JACK STAPLETON

Proprietor

Here on the moor we are homely folk and do not wait for formal introductions. You may possibly have heard my name from our mutual friend, Mortimer. I am Stapleton, of Merripit House.

FLUID FOUNDATIONS target ÷ context = result Remember our handy little formula? LEVEL 2

GRIMPEN MIRE

BED & BREAKFAST

LOCATION

ABOUT US

RESERVATIONS

PHOTOS

Photo by Sidney Paget
Words by Sir Arther Conns Doyle
from The Hound of the Basker till

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"It would be e ice a up, you would naturally think so and the thought has co ever a li be, no notice those bright green spots scattered thickly over it?" "Yes, they seem more fertile than the rest." Stapleton laughed.

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GRIMPEN MIRE

BED & BREAKFAST

LOCATION

.sidebar

RESERVATIONS

PHOTOS

Photo by Sidney Paget
Words by Sir Arther Conan Doyle
from The House of the Baskerville

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FLUID FOUNDATIONS

GRIMPEN MIRE

BED & BREAKFAST -est. 1901 -

LOCATION

ABOUT US

RESERVATIONS

PHOTOS

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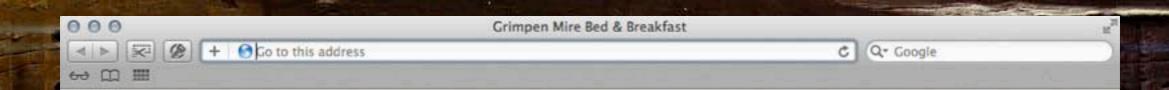
JACK STAPLETON

Proprietor

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```
<div class="site"></div>
.site {
 margin: 40px auto;
 width: 940px;
.site {
 margin: 40px auto;
 width: 90%;
```

```
.site {
  margin: 40px auto; width: 940px;
.site {
  margin: 40px auto; width: 90%;
                                                                        LEVEL 2
```



GRIMPEN MIRE

B E D & B R E A K F A S T - est. 1901 -

LOCATION

ABOUT US

RESERVATIONS

PHOTOS

Photo by Sidney Paget

Words by Sir Arther Conan Doyle
from The Hound of the Baskervilles

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C Q+ Google



522

BED & BREAKFAS'

LOCATION

ABOUT US

RESERVATIONS

PHOTOS

Photo by Sidney Paget
Words by Sir Arther Cours Dayle
from The Hound of the Baskervilles

"It is a wonderful place, the moor..."

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FLUID FOUNDATIONS

```
<section class="sidebar">
 <header>
 </header>
 <nav>
   </nav>
 <footer>
 </footer>
</section>
```

GRIMPEN MIRE

BED & BREAKFAST - est. 1901 -

LOCATION

ABOUT US

RESERVATIONS

PHOTOS

Photo by Sidney Paget Words by Sir Arther Conan Doyle from The Hound of the Baskervilles

"It is a

"You never tire of so vast, and so bar two years. The res settled.

But my tastes led a there are few men for example, this g observe anything a

"It would be a rare cost several their l it?" "Yes, they seen

"That is the great of beast. Only yester his head for quite Even in dry season place. And yet I ca another of those n



FLUID FOUNDATIONS .sidebar { float: left; text-align: center; width: 305px; LEVEL 2

THE FLUID GRID target ÷ context = result $305px \div 940px = 0.32446809$ Our sidebar width Width of Sdiv class="site"> LEVEL 2

```
THE FLUID GRID
.sidebar {
 float: left;
 text-align: center;
width: 32.446809%; /* 305px/940px */
                                                      LEVEL 2
```



GRIMPEN MIRE

- est. 1901 -

"It is a wonderful place, the moor..."

LOCATION

ABOUT US

RESERVATIONS

PHOTOS

Photo by Sidney Paget

Words by Sir Arther Conan Doyle
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FLUID FOUNDATIONS

```
<section class="content">
  <aside></aside>
 <footer class="stapleton">
   <div class="pic">
   </div>
   <div class="bio">
   </div>
  </footer>
</section>
```

"It is a wonderful place, the moon

"You never tire of the moor. You cannot think the wonderful secrets which it co so vast, and so barren, and so mysterious." "You know it well, then?" "I have on two years. The residents would call me a newcomer. We came shortly after Sir C settled.

But my tastes led me to explore every part of the country round, and I should the there are few men who know it better than I do." "Is it hard to know?" "Very has for example, this great plain to the north here with the queer hills breaking out observe anything remarkable about that?"

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beast. Only yesterday I saw one of the moor ponies wander into it. He never can
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FLUID FOUNDATIONS

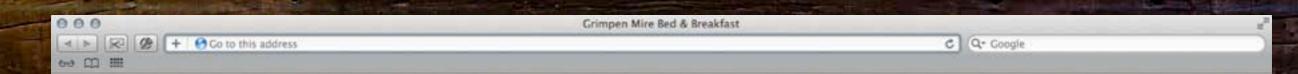
```
.content {
  background-color: #fff;
  box-shadow: 0px 3px 4px rgba(0, 0, 0, .3);
  margin-left: 325px;
  padding: 20px;
  width: 590px;
}
```



THE FLUID GRID target ÷ context = result $590px \div 940px = 0.62765957$ Width of \square div class="site"> Our content width LEVEL 2

```
.content {
   background-color: #fff;
   box-shadow: 0px 3px 4px rgba(0, 0, 0, .3);
   margin-left: 325px;
   padding: 20px;
   width: 62.765957%; /* 590px/940px */
}
```





GRIMPEN MIRE

"It is a wonderful place, the moor..."

LOCATION

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ABOUT US

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RESERVATIONS

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PHOTOS

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JACK STAPLETON



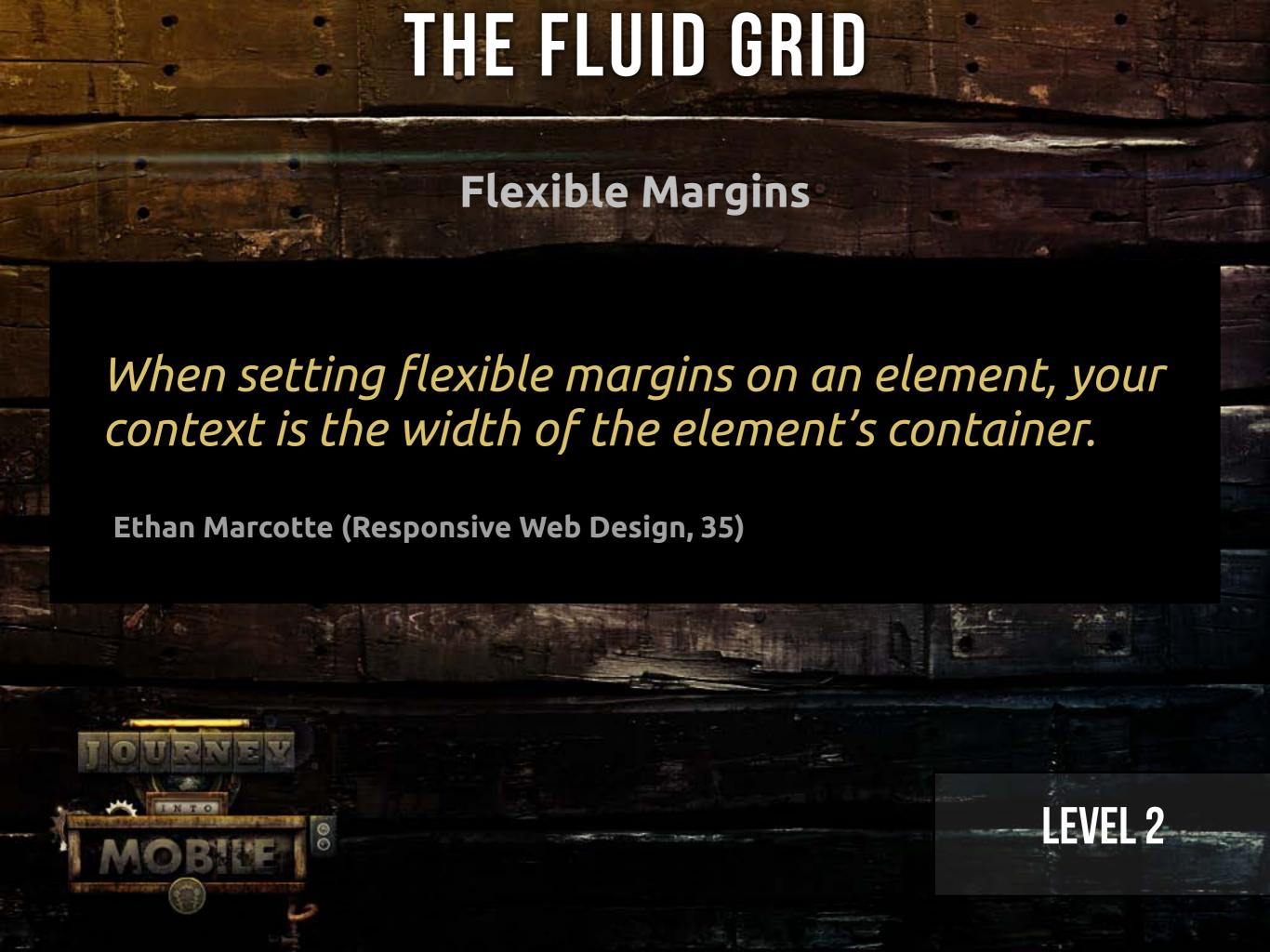
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Photo by Sidney Paget Words by Sir Arther Conan Dayle from The Hound of the Basicry illos

```
.content {
  background-color: #fff;
  box-shadow: 0px 3px 4px rgba(0, 0, 0, .3);
  margin-left: 325px;
  padding: 20px;
  width: 62.765957%; /* 590px/940px */
}
```





THE FLUID GRID target ÷ context = result $325px \div 940px = .34574468$ Our margin Width of \div class="site"> LEVEL 2

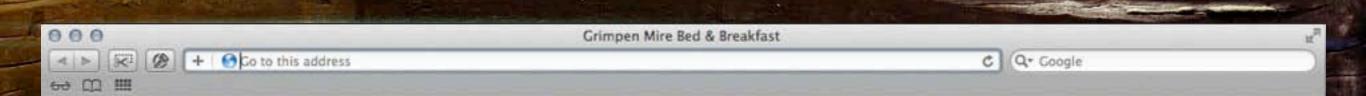
```
.content {
 background-color: #fff;
 box-shadow: 0px 3px 4px rgba(0, 0, 0, .3);
 margin-left: 34.574468%; /* 325px/940px */
 padding: 20px;
 width: 62.765957%; /* 590px/940px */
                                              LEVEL 2
```

THE FLUID GRID Flexible Padding When setting flexible padding on an element, your context is the width of the element itself. Ethan Marcotte (Responsive Web Design, 35) **PADDING**

BOX LEVEL

THE FLUID GRID target ÷ context = result $20px \div 590px = .03389830$ Our padding Width of Section class="content"> LEVEL 2

```
.content {
 background-color: #fff;
 box-shadow: 0px 3px 4px rgba(0, 0, 0, .3);
 margin-left: 34.574468%; /* 325px/940px */
 padding: 3.389830%; /* 20px/590px */
 width: 62.765957%; /* 590px/940px */
                                              LEVEL 2
```



GRIMPEN MIRE

B E D & B R E A K F A S T -est. 1901 -

LOCATION

ABOUT US

RESERVATIONS

PHOTOS

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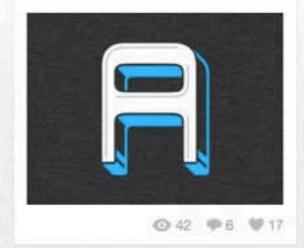






Following Suggestions Popular Debuts Playoffs Everyone



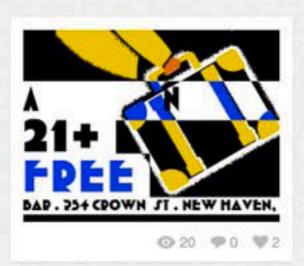


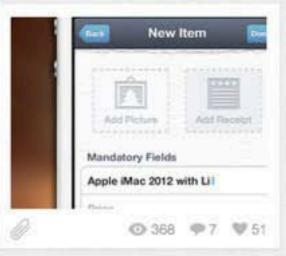
Jobs



Gerren Lamson





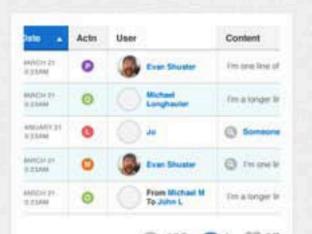








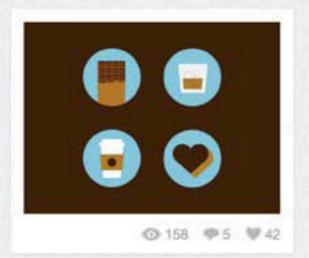
Mark Weaver





Book Covers















Lead UI/UX Designer

Panjiva is hiring

Incoming Activity -

- j§c followed you. 6 minutes ago
- Sindy Sinn followed you. about 1 hour ago
- Sindy Sinn liked ZOMBIE School!! about 1 hour ago

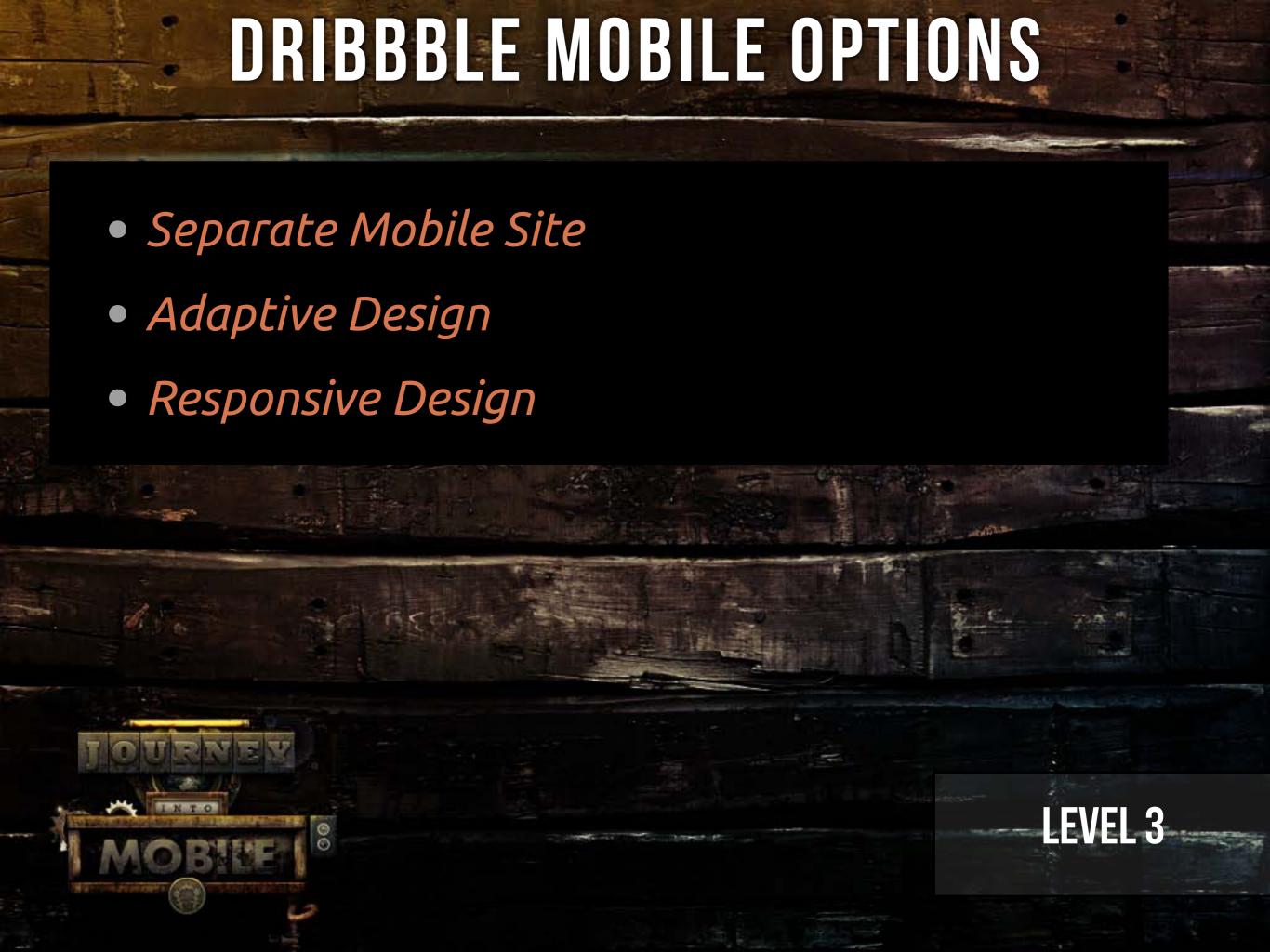
Draft a Designer

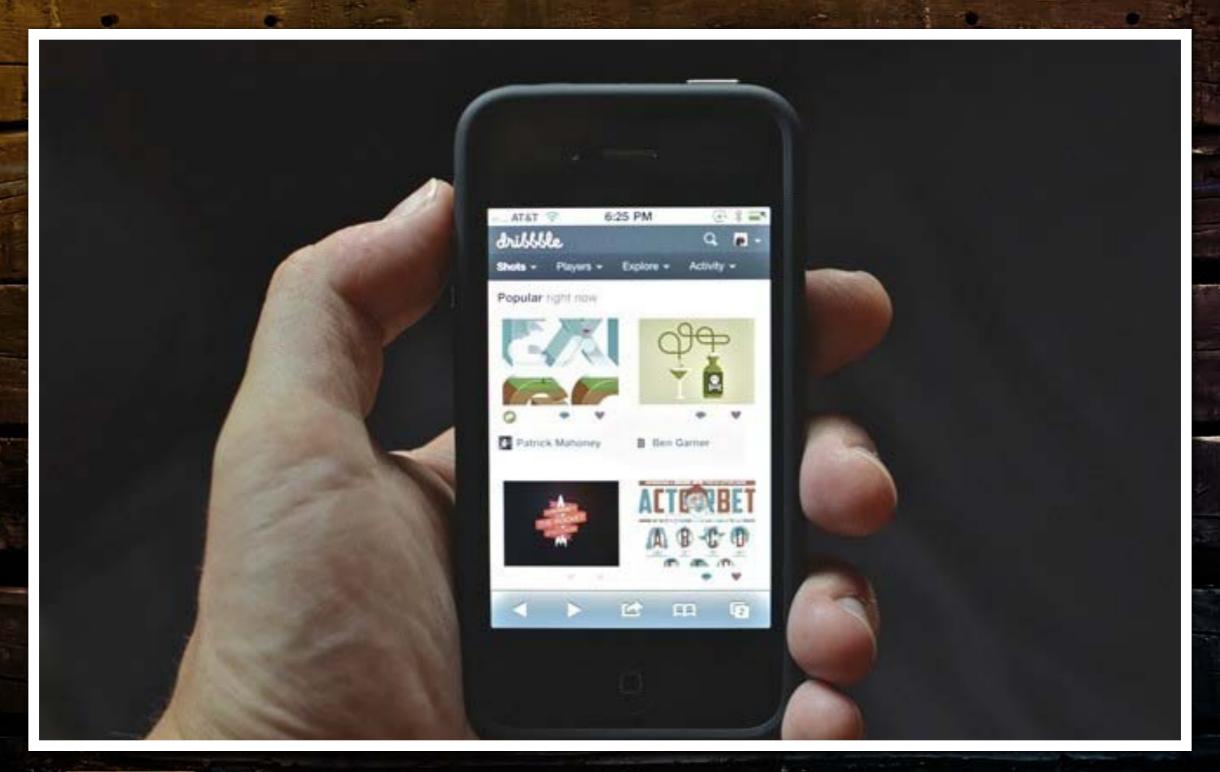
You have 1 invitation available



Atmail Cloud, full messaging solution for your company & clients. Use your domain & branding.









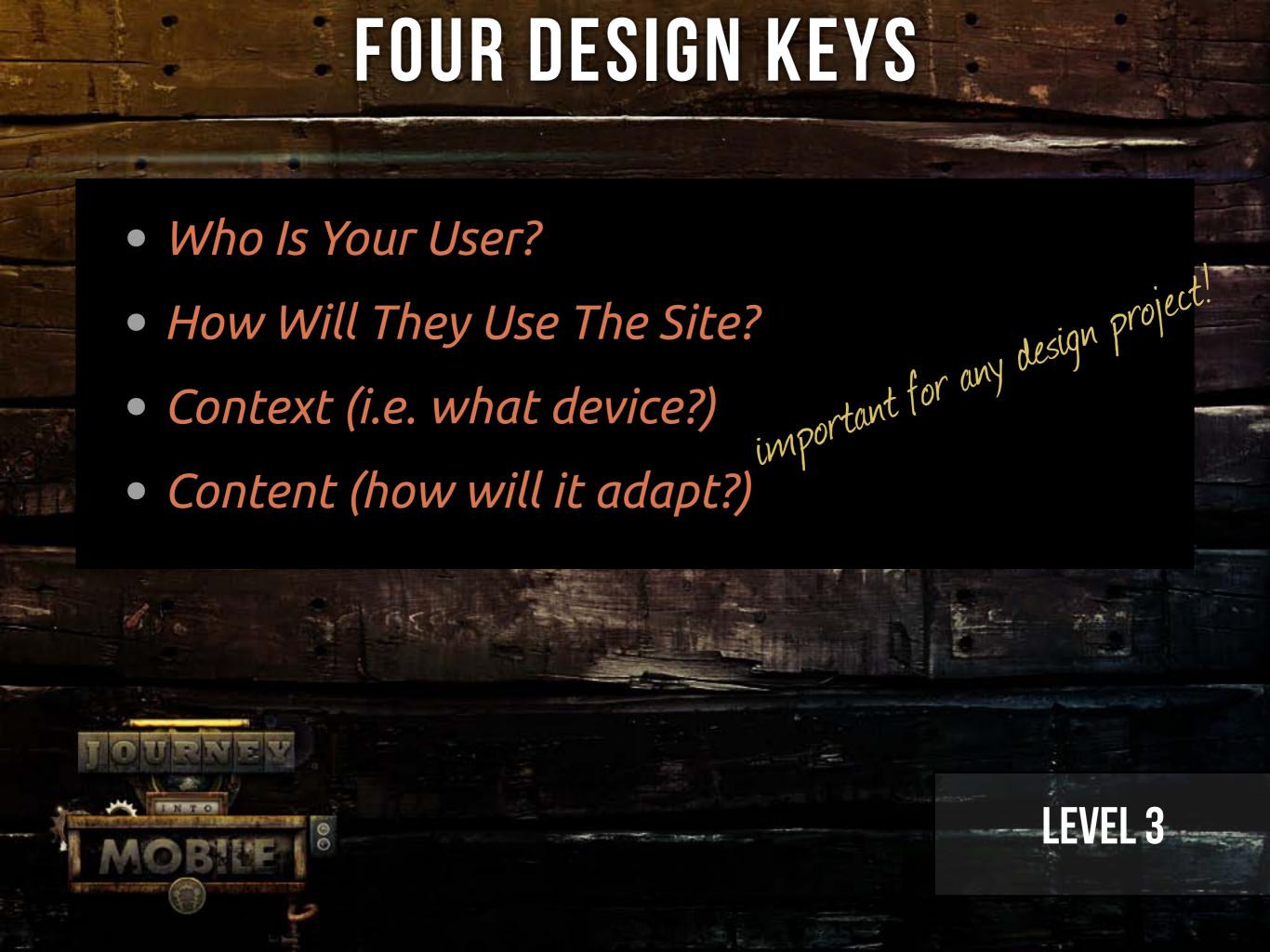
LEVEL 3

WHAT IS ADAPTIVE WEB DESIGN?

Designing to meet a specific context

- Device
- Screen Size
- Resolution







FOUR DESIGN KEYS

User →

Find the restaurant or learn about it

- Use
- Context
- Content

Laptop or mobile phones

Location info + menu + about



LEVEL 3











LOCATION

The Main Dining Room Level Three Deck 20,000 Leagues Under the Sea

1.800.555.NEMO

MAP IT

MENU

BEVERAGES

RED WINE

Château Lafite Rothschild

1865, Pavillac

Château Latour

1852, Pavillac

Dow's Port 30yr

1840, Portugal

WHITE WINE

Château d'Yquem

1811, Sauternes

Château Petrus

1840, Pomerol

Weingut Keller

1865, Reisling

CUISINE

FIRST

Preserve of Sea Cucumber

in milk of the Cetacea

SECOND

Braised Octopus

with Port & Ink reduction

THIRD

Filet of Yellowtail

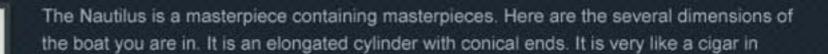
on seaweed slaw

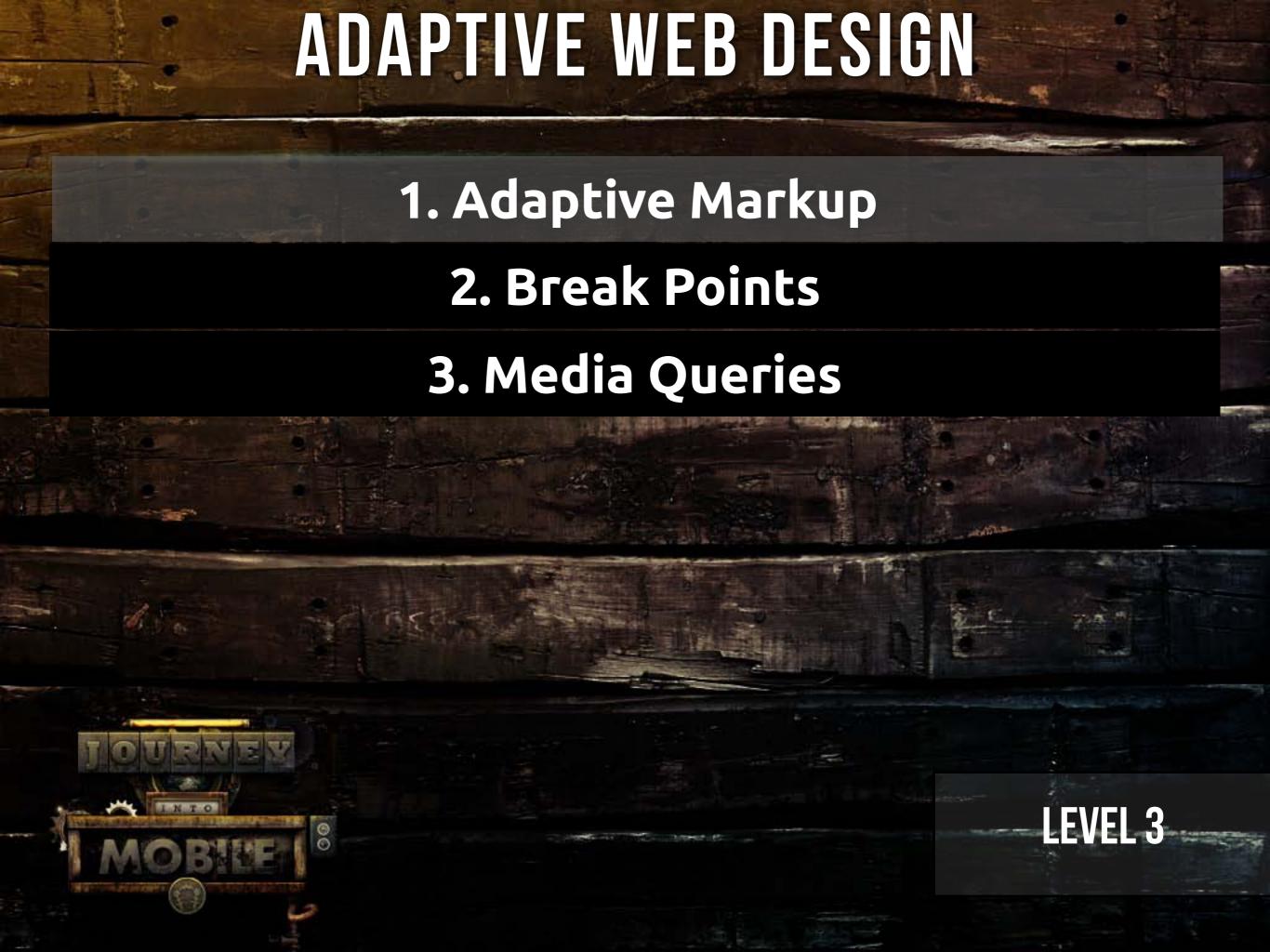
FORTH

Fruit of the Anemone

with North Sea Fucus Sugur

ABOUT





ADAPTIVE MARKUP





1.800.555.NEMO

MRP IT

MENU

BEVERAGES

RED WINE

Château Lafite Rothschild 1865, Pauillac

> Château Latour 1852, Pauillac

> Dow's Port 30yr 1840, Portugal

WHITE WINE

Château d'Yquem 1811, Sauternes

Château Petrus 1840, Pomerol

Weingut Keller 1865, Reisling

CUISINE

FIRST

Preserve of Sea Cucumber in milk of the Cetacea

SECOND

Braised Octopus with Port & Ink reduction

THIRD

Filet of Yellowtail on seaweed slaw

FORTH

Fruit of the Anemone with North Sea Fucus Sugar



The Main Dining Room
Level Three Deck
20,000 Leagues Under the Sea

menu

MAP IT

MENU

BEVERAGES

REU WINE

Château Lafite Rothschile 1865, Panillae

> Château Latour 1852, Panillac

Dow's Port 30yr

MINITE MINE

Château d'Yquerr

Château Petrus 1840, Pomerol

Weingut Kelle 1865: Reisling

UISINE

FIRST

Preserve of Sea Cucumber in milk of the Cetacea

BECOME

Braised Octopus with Port & Ink reduction

FHIRD

Filet of Yellowtail on seneed slane

FORTH

Fruit of the Anemone

ABOUT



The Nautilus is a masterpiece containing masterpieces. Here are the several dimensions of the boat you are in. It is an elongated cylinder with conical ends. It is very like a cigar in shape, a shape already adopted in London in several constructions of the same sort. The length of this cylinder, from stem to stern, is exactly 70 meters, and its maximum breadth is

RED WINE

Château Lafite Rothschild 1865, Pauillac

> Château Latour 1852, Pauillac

Dow's Port 30yr 1840, Portugal

WHITE WINE

Château d'Yquem 1811, Sauternes

Château Petrus 1840, Pomerol

Weingut Keller 1865, Reisling

FIRST

Preserve of Sea Cucumber in milk of the Cetacea

SECOND

Braised Octopus with Port & Ink reduction

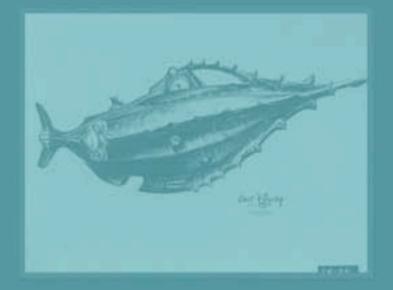
THIRD

Filet of Yellowtail on seaweed slaw

FORTH

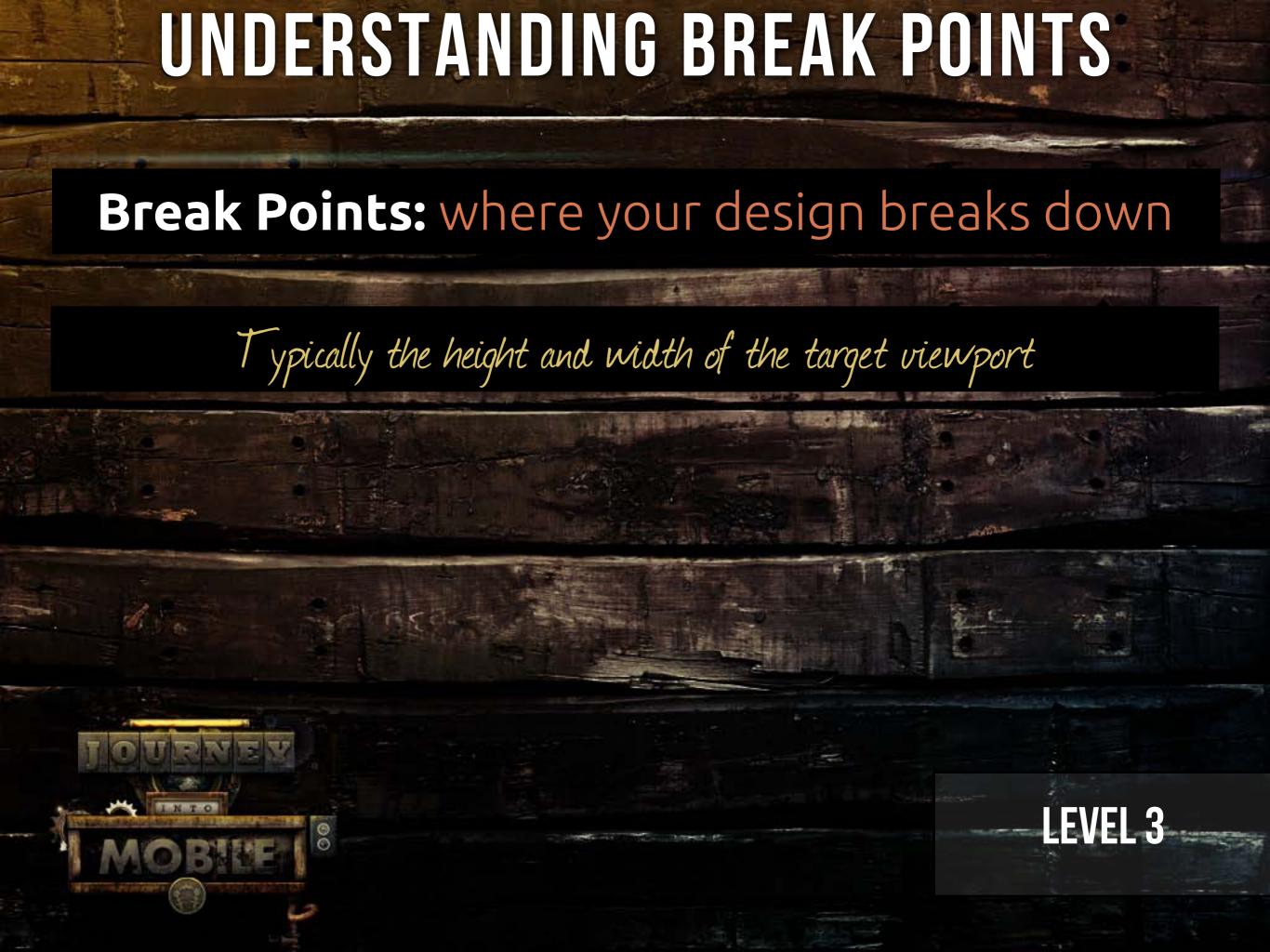
Fruit of the Anemone with North Sea Fucus Sugar

RECUT



The Nautilus is a masterpiece containing masterpieces. Here are the several dimensions of the boat you are in it is an elongated cylinder with conical ends. It is very like a cigar in shape, a shape already adopted in London in several constructions of the same sort. The length of this cylinder, from stem to stern, is exactly 70 meters, and its maximum breadth is eight meters. D.O.O.O.T. For ten to one like your long-voyage steamers, but its lines are sufficient to obstacle to its passage. These two dimensions enable you to obtain by a simple calculation the surface and cubic contents of the Nautilus. Its area measures 1011.45 square meters, and its contents 1,500.2 cubic meters, that is to say, when completely immersed it displaces 1500.2 cubic meters of water, or 1500.2 metric tons.





UNDERSTANDING BREAK POINTS



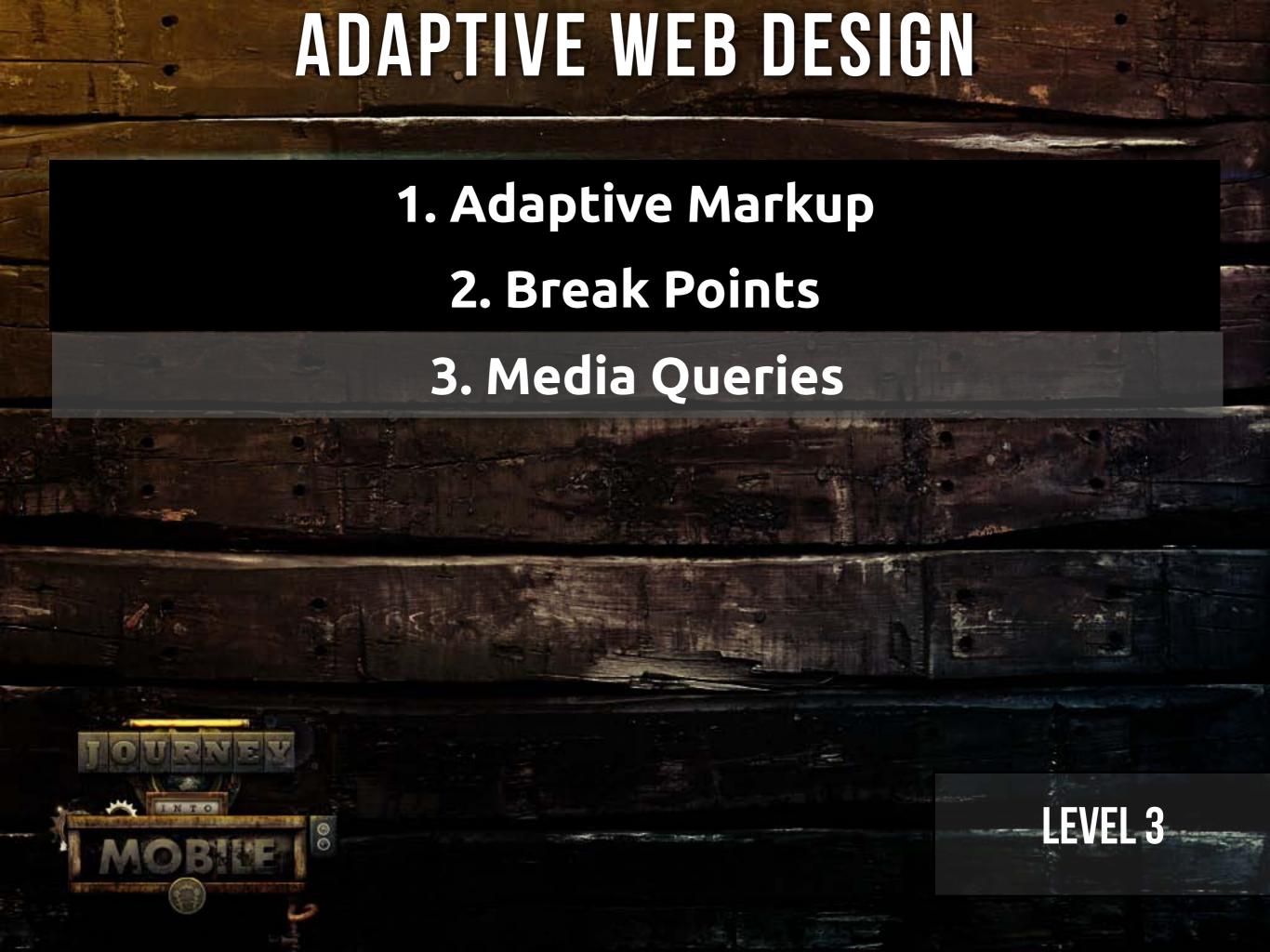


IMG: HTTP://BI11FONS.BLOG.COM/FILES/2011/05/MOBILE3.JPG









MEDIA QUERIES <link rel="stylesheet" href="global.css" media="all" /> <link rel="stylesheet" href="main.css" media="screen" /> <link rel="stylesheet" href="paper.css" media="print" /> <link rel="stylesheet" href="mobile.css" media="handheld"/> **LEVEL 3**

```
MEDIA QUERIES
        Media type
                          Query
@media screen and (max-width: 320px) {
 body {
   font-size: 100%
                                              LEVEL 3
```

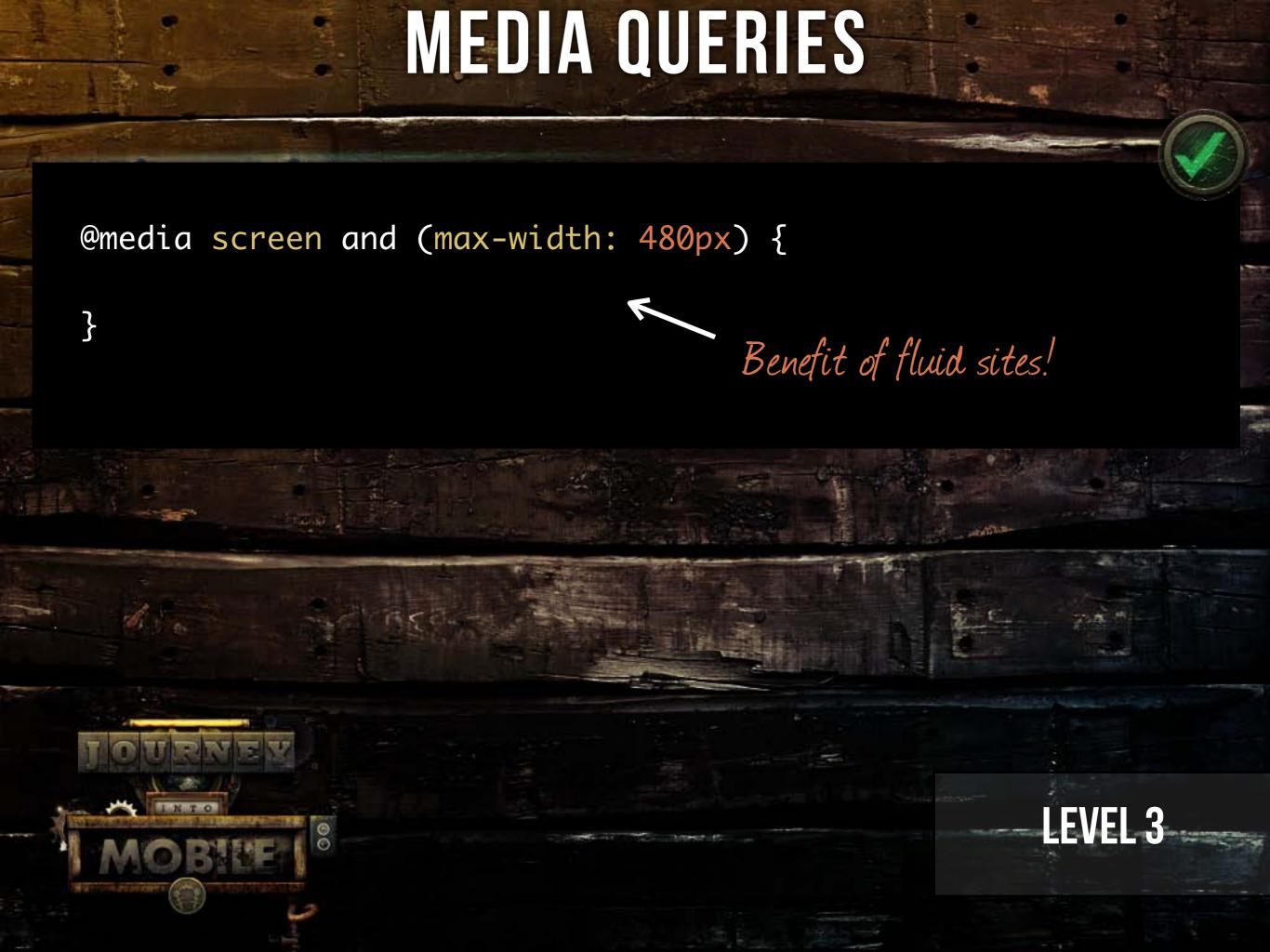
```
MEDIA QUERIES
@media screen and (max-width: 320px) {
 body {
   font-size: 100%
                ≤ 320px width
                                           LEVEL 3
```

```
MEDIA QUERIES
@media screen and (min-width: 1024px) {
 body {
   font-size: 100%
              ≥ 1024px in width
                                            LEVEL 3
```

```
279
280
281
282
         Media Queries
283
284
285
      /* < 480px */
286
287
      @media screen and (max-width: 480px) {
288
289
        /* ----- Header ----- */
290
      h1 {
291
        background: url(images/logo_s.png) no-repeat;
292
        height: 80px;
293
        margin: 0 auto;
294
        text-indent: -9999em;
295
        width: 295px;
296
      header {
297
298
        border-bottom: none;
299
        padding: 0px;
        position: relative;
300
301
        margin-top: none;
302
303
      header h3 {margin-bottom: 3px;}
304
      header p {line-height: 1.2em;}
305
      .logo {
306
        float: none;
307
        margin: 0 auto;
308
        text-align: center;
309
310
      .location {
311
        background-color: #26343e;
        float: none;
312
313
        margin: 0 auto;
314
        margin-top: 20px;
315
        padding: 10px;
316
        text-align: center;
317
318
      .addy {
319
        float: none;
320
        margin-right: 0px;
321
        padding-top: 5px;
```

Bottom of your stylesheet

MEDIA QUERIES @media screen and (max-width: 320px) { @media screen and (max-width: 480px) { LEVEL 3



MEDIA QUERIES: DESKTOP

```
h1 {
  background: url(images/logo.png) no-repeat;
  height: 84px;
  text-indent: -9999em;
  width: 308px;
}
header {
  border-bottom: 15px solid #26343e;
  padding: 25px 0;
}
```





MEDIA QUERIES: MOBILE



```
@media screen and (max-width: 480px) {
h1 {
  background: url(images/logo_s.png) no-repeat;
 height: 80px;
 margin: 0 auto;
  text-indent: -9999em;
  width: 295px;
header {
  border-bottom: none;
  padding: 0px;
```



MEDIA QUERIES: DESKTOP

```
.logo {
 float: left;
.location {
  float: right;
.addy {
  float: left;
.mappy {
 float: right;
 text-align: center;
 width: 270px;
```



LOCATION

The Main Dining Room Level Three Deck 20,000 Leagues Under the Sea

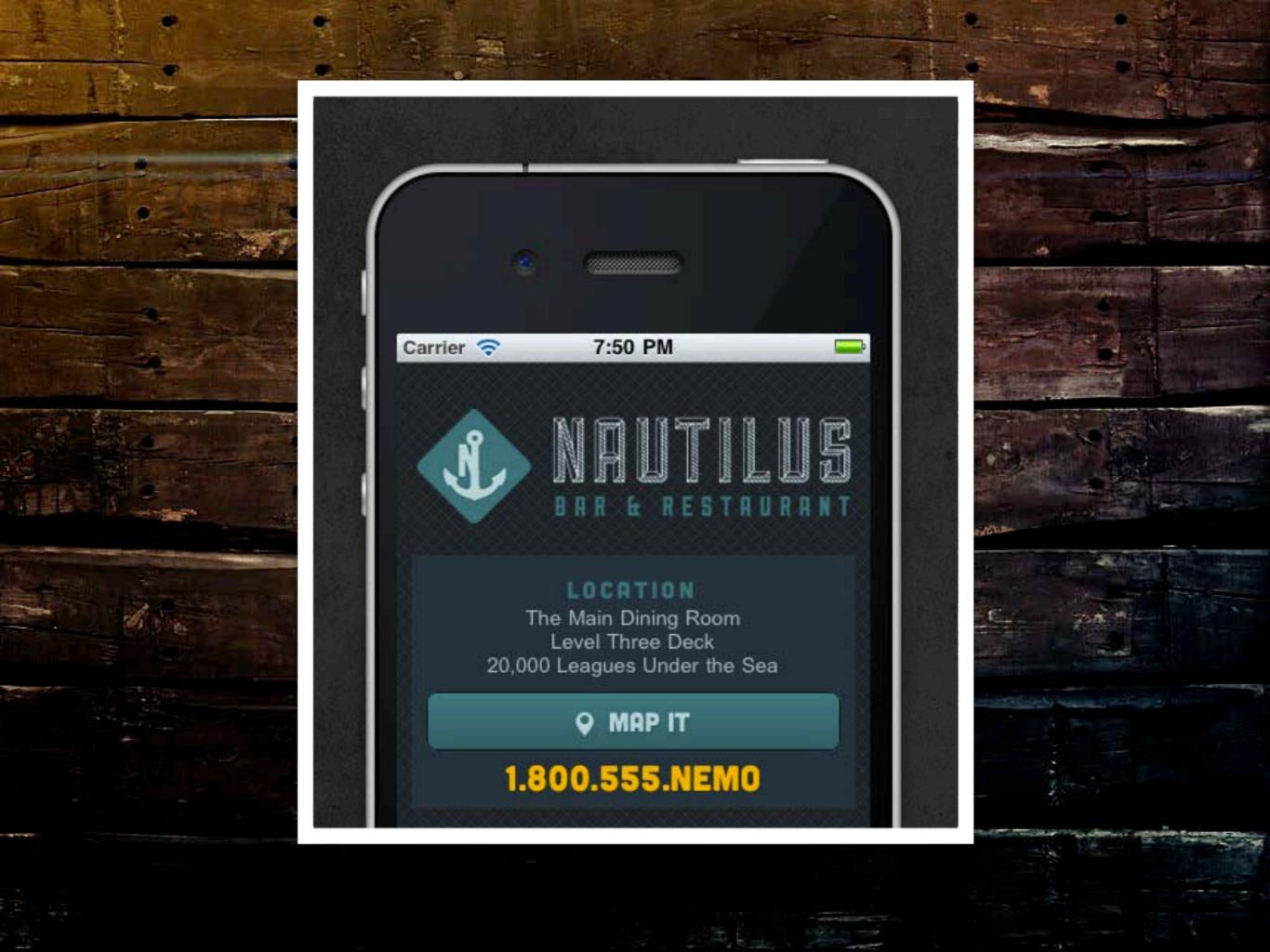


1.800.555.NEMO

MEDIA QUERIES: MOBILE

```
@media screen and (max-width: 480px) {
.logo {
  float: none;
 margin: 0 auto;
 text-align: center;
.location {
  background-color: #26343e;
  float: none;
 margin: 0 auto;
  text-align: center;
.addy {
  float: none;
.mappy {
  float: none;
 width: 100%;
```





MEDIA QUERIES: DESKTOP

```
.box {
 min-height: 425px;
 width: 41.666667%; /* 400px/960px */
/* ---- Beverages ---- */
.beverages {
  float: left;
/* ---- Cuisine ---- */
.cuisine {
  float: right;
```

MENU

BEVERAGES

RED WINE

Chateau Lafite Rothschild 1865, Pauillac

> Chateau Latour 1852, Pauillac

Dow's Port 30yr 1840, Portugal

WHITE WINE

Chateau d'Yquem 1811, Sauternes

Chateau Petrus 1840, Pomerol

Weingut Keller 1865, Reisling

Preserv in m

> Br in Po

> > on

Fruit with No

MEDIA QUERIES: MOBILE

```
@media screen and (max-width: 480px) {
.box {
 margin: 20px auto;
 min-height: 0px;
 width: inherit;
/* ---- Beverages ---- */
.beverages {
 float: none;
/* ---- Cuisine ---- */
.cuisine {
  float: none;
```

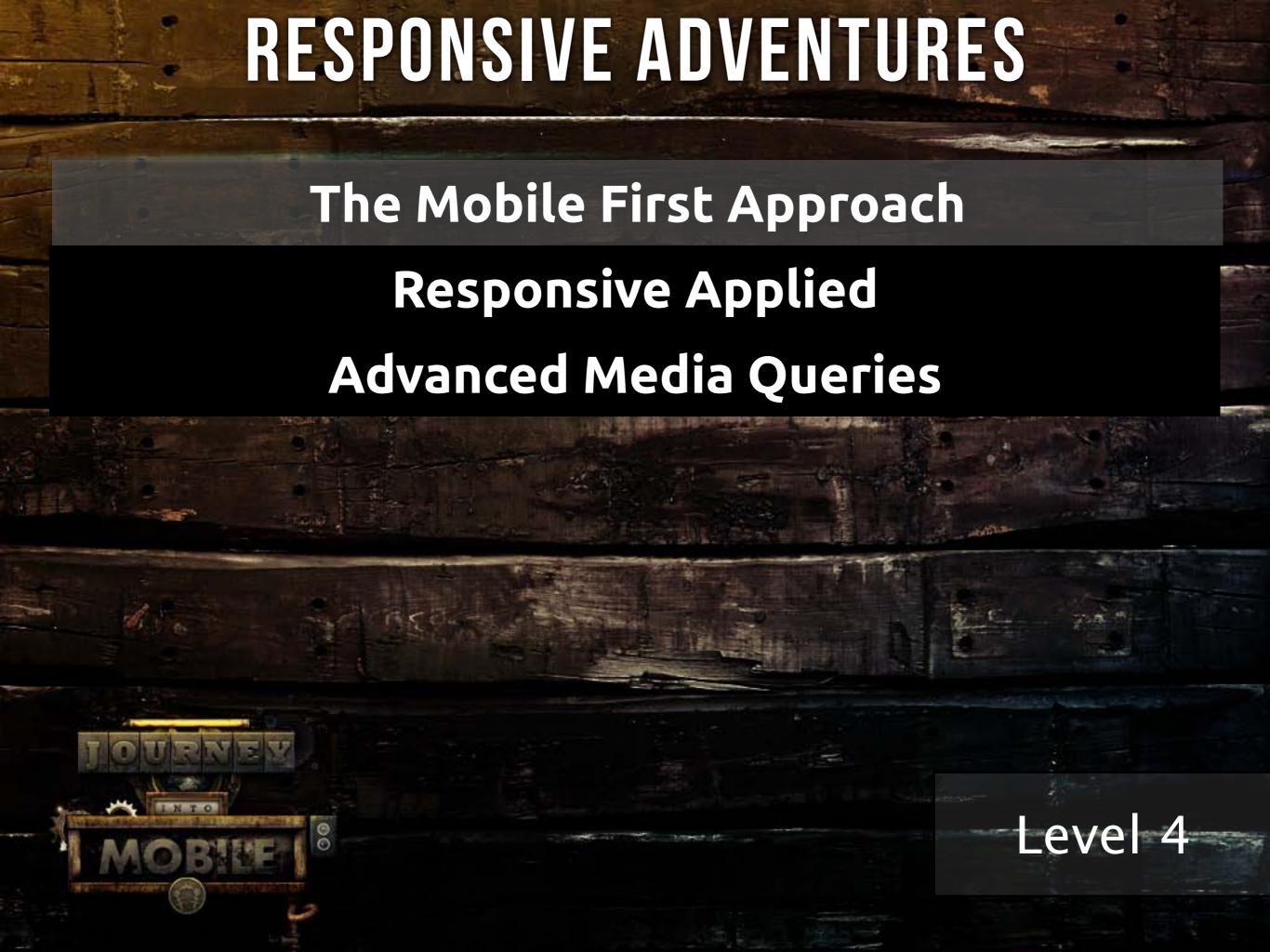












THE MOBILE FIRST APPROACH

"prepares you for the explosive growth and new opportunities on the mobile internet,

forces you to focus,

enables you to innovate in ways you previously couldn't."

Luke Wroblewski (Mobile First, 5)



THE MOBILE FIRST APPROACH

Focus on the most important things:

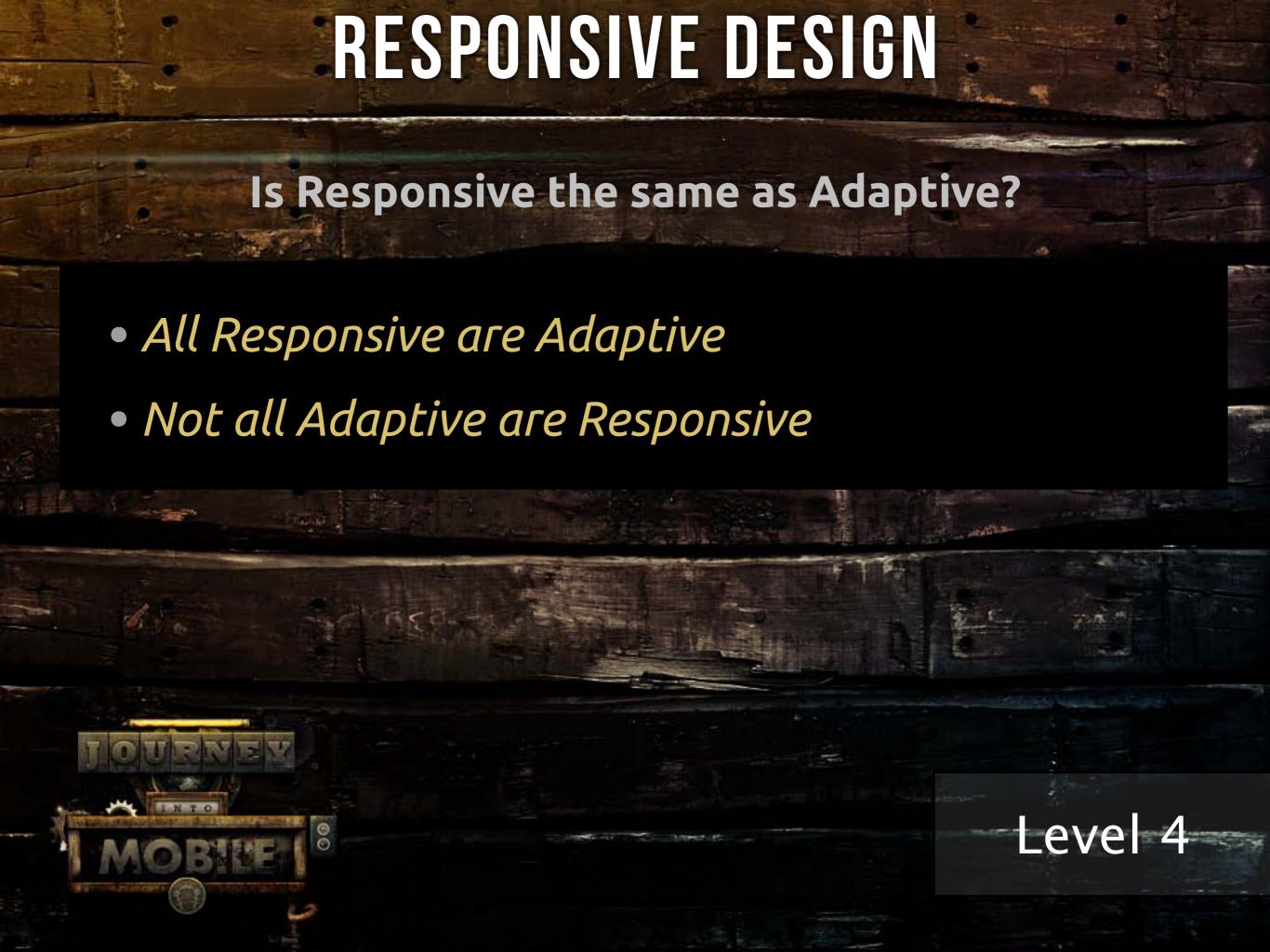
Simplify content

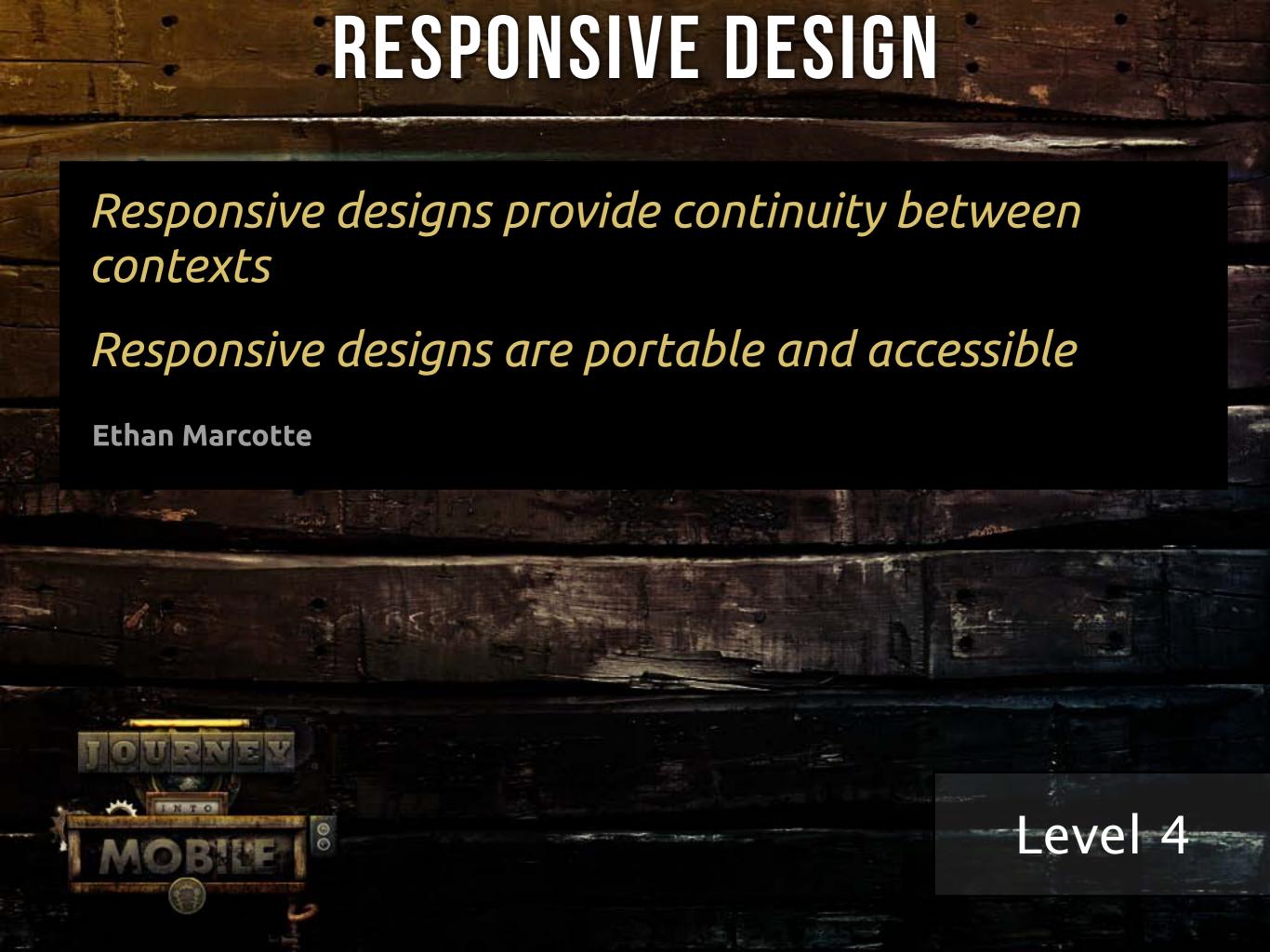
Prioritize layout

Optimize user experience



Level 4



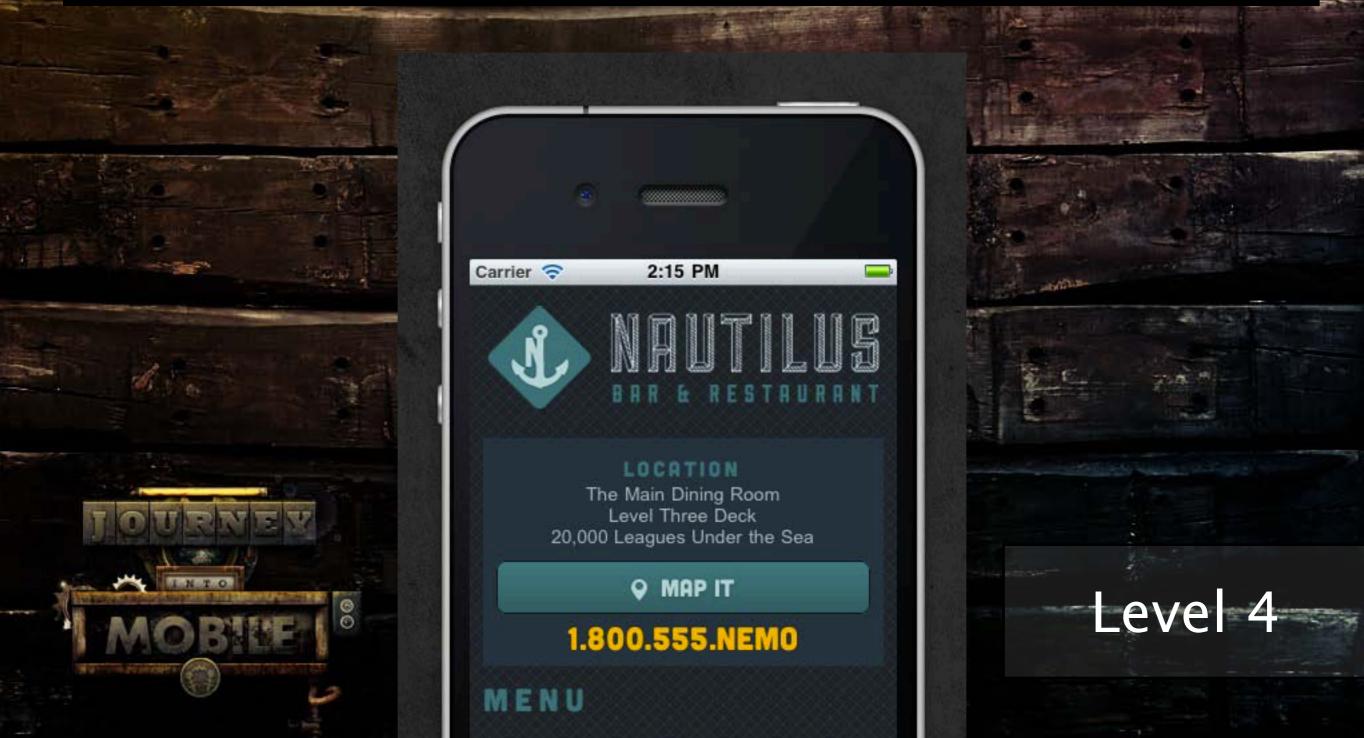




- 1. Fluid Layouts —> limitations with viewport size
- 2. Adaptive Design —> doesn't cover universal web
- 3. Responsive Design —> flexible and universal



RESPONSIVE APPLIED Responsive Design: content defines break points





Q

C



LOCATION

The Main Dining Room Level Three Deck 20,000 Leagues Under the Sea MAP IT

1.800.555.NEMO

MENU

BIUPS

BEVERAGES

RED WINE

Chateau Lafite Rothschild 1865, Pauillac

> Chateau Latour 1852, Pauillac

Dow's Port 30yr 1840, Portugal

WHITE WINE

Chateau d'Yquem 1811, Sauternes

Chateau Petrus 1840, Pomerol

Weingut Keller 1865, Reisling

CUISINE

FIRST

Preserve of Sea Cucumber in milk of the Cetacea

SECOND

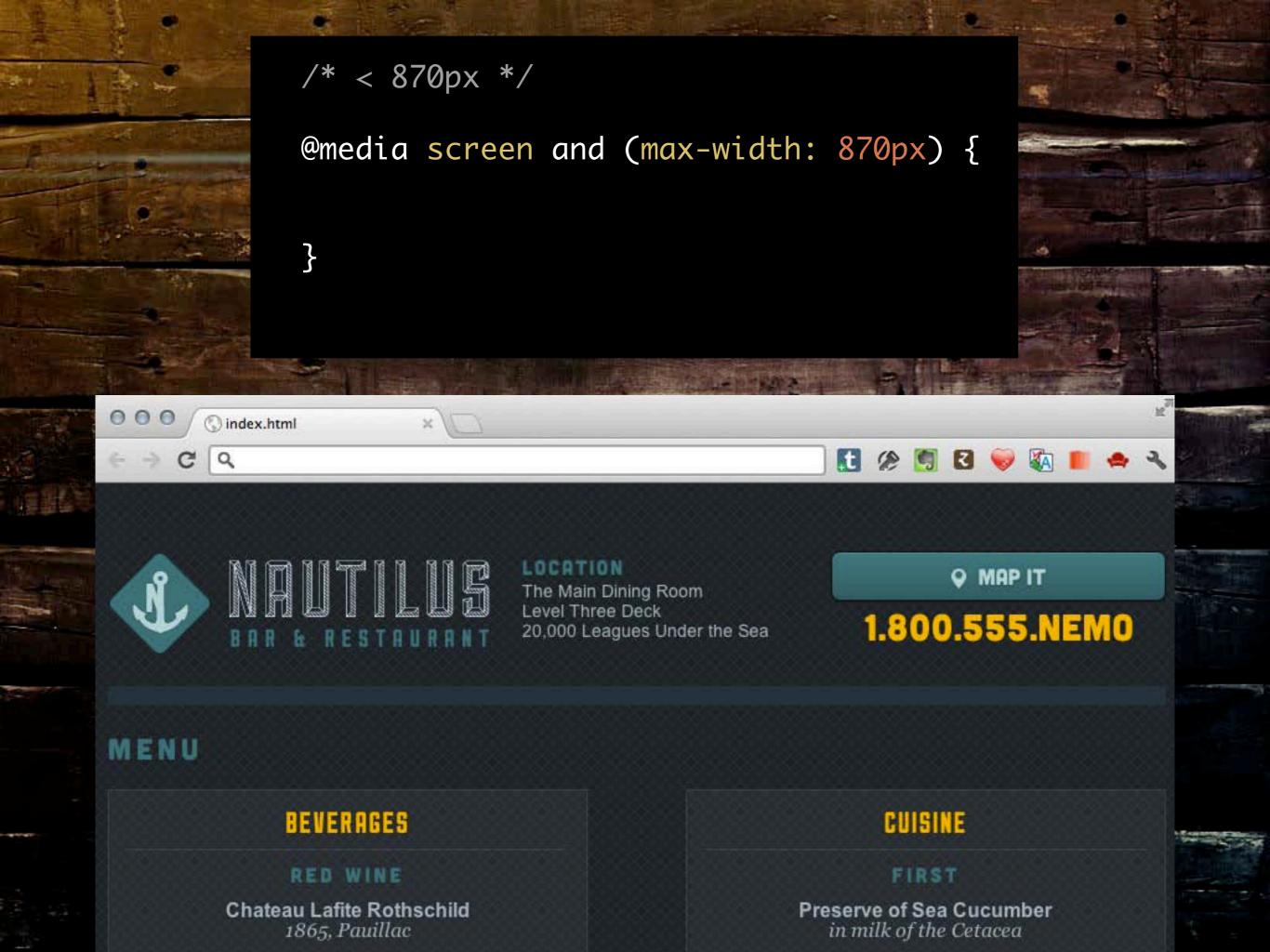
Braised Octopus in Port & Ink reduction

THIRD

Filet of Yellowtail on seawood slaw

FOURTH

Fruit of the Anemone with North Sea Fucus Sugar



```
< 870px */
@media screen and (max-width: 870px) {
  /* ---- Header ---- */
  h1 {
     background: url(images/logo_l.png) no-repeat;
     height: 105px;
                                             O O O O Index.html
     margin: 0 auto;
                                             ( ) C Q
                                                                                               R & B & W
     width: 400px;
                                                                          LOCATION
                                                                                                        MAP IT
                                                                          The Main Dining Room
 .location {
                                                                          Level Three Deck
                                                                                                 1.800.555.NE
                                                                          20,000 Leagues Under the Sea
     background-color: #26343e;
     float: none;
     min-height: 85px;
                                             MENU
     margin: 0 auto;
                                                         BEVERAGES
                                                                                                   CUISINE
     margin-top: 20px;
                                                         RED WINE
                                                                                                   FIRST
     padding: 10px;
                                                     Chateau Lafite Rothschild
                                                                                             Preserve of Sea Cucumber
     text-align: center;
                                                         1865, Pauillac
                                                                                               in milk of the Cetacea
                                                        Chateau Latour
                                                                                                  SECOND
                                                         1852, Pauillac
                                                                                                Braised Octopus
                                                        Dow's Port 30yr
                                                                                               in Port & Ink reduction
                                                         1840, Portugal
                                                                                                   THIRD
                                                        WHITE WINE
                                                                                                Filet of Yellowtail
```

Chateau d'Yguem

on seawood slaw



Q



LOCATION

The Main Dining Room Level Three Deck 20,000 Leagues Under the Sea



1.800.555.NEMO

MENU

BEVERAGES

RED WINE

Chateau Lafite Rothschild 1865, Pauillac

> Chateau Latour 1852, Pauillac

Dow's Port 30yr 1840, Portugal

WHITE WINE

Chateau d'Yquem 1811, Sauternes

Chateau Petrus

CUISINE

FIRST

Preserve of Sea Cucumber in milk of the Cetacea

SECOND

Braised Octopus in Port & Ink reduction

THIRD

Filet of Yellowtail on seawood slaw

FOURTH

BEVERAGES

RED WINE

Chateau Lafite Rothschild 1865, Pauillac

> Chateau Latour 1852, Pauillac

Dow's Port 30yr 1840, Portugal

WHITE WINE

Chateau d'Yquem 1811, Sauternes

Chateau Petrus 1840, Pomerol

Weingut Keller 1865, Reisling

768px

CUISINE

FIRST

Preserve of Sea Cucumber in milk of the Cetacea

SECOND

Braised Octopus in Port & Ink reduction

THIRD

Filet of Yellowtail on seawood slaw

FOURTH

Fruit of the Anemone with North Sea Fucus Sugar

```
/* < 768px */
@media screen and (max-width: 768px) {
  /* ---- Section ---- */
  .box {
    padding: 10px;
   margin: 20px auto;
   width: inherit;
   ---- Beverages ---- */
  .beverages {
    float: none;
  }
  /* ---- Cuisine ---- */
  .cuisine {
    float: none;
  }
```

MENU

BEVERAGES

RED WINE

Chateau Lafite Rothschild 1865, Pauillac

> Chateau Latour 1852, Pauillac

Dow's Port 30yr 1840, Portugal

WHITE WINE

Chateau d'Yquem 1811, Sauternes

Chateau Petrus 1840, Pomerol

Weingut Keller 1865, Reisling

CUISINE

FIRST

Preserve of Sea Cuc in milk of the Ceta

SECOND

Braised Octopu in Port & Ink reduc

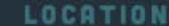
THIRD

Filet of Yellowta on seawood slav

FOURTH

Fruit of the Anemo with North Sea Fucus





The Main Dining Room Level Three Deck 20,000 Leagues Under the Sea



1.800.555.NEMO

MENU

BEVERAGES

RED WINE

Chateau Lafite Rothschild 1865, Pauillac

> Chateau Latour 1852, Pauillac

Dow's Port 30yr 1840, Portugal

WHITE WINE

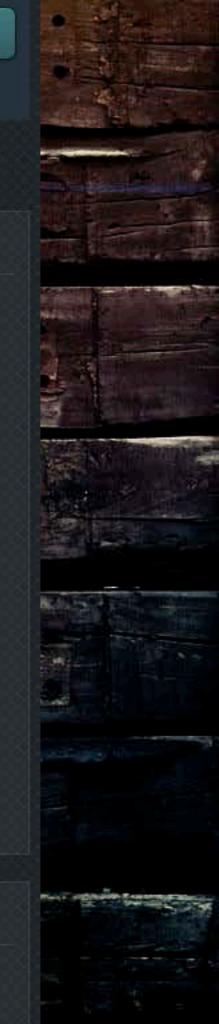
Chateau d'Yquem 1811, Sauternes

Chateau Petrus 1840, Pomerol

Weingut Keller 1865, Reisling

CUISINE

FIRST







LOCATION

The Main Dining Room Level Three Deck 20,000 Leagues Under the Sea

MAP IT

1.800.555.NEMO

510px

MENU

BEVERAGES

RED WINE

Chateau Lafite Rothschild 1865, Pauillac

> Chateau Latour 1852, Pauillac

Dow's Port 30yr 1840, Portugal

WHITE WINE

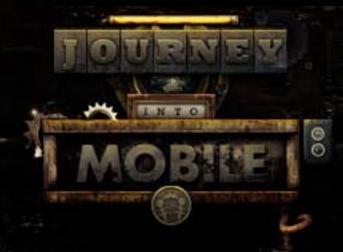
Chateau d'Yquem 1811, Sauternes

Chateau Petrus



RESPONSIVE APPLIED:

```
/* < 480 px */
@media screen and (max-width: 480px) {
/* < 510px */
@media screen and (max-width: 510px) {
```

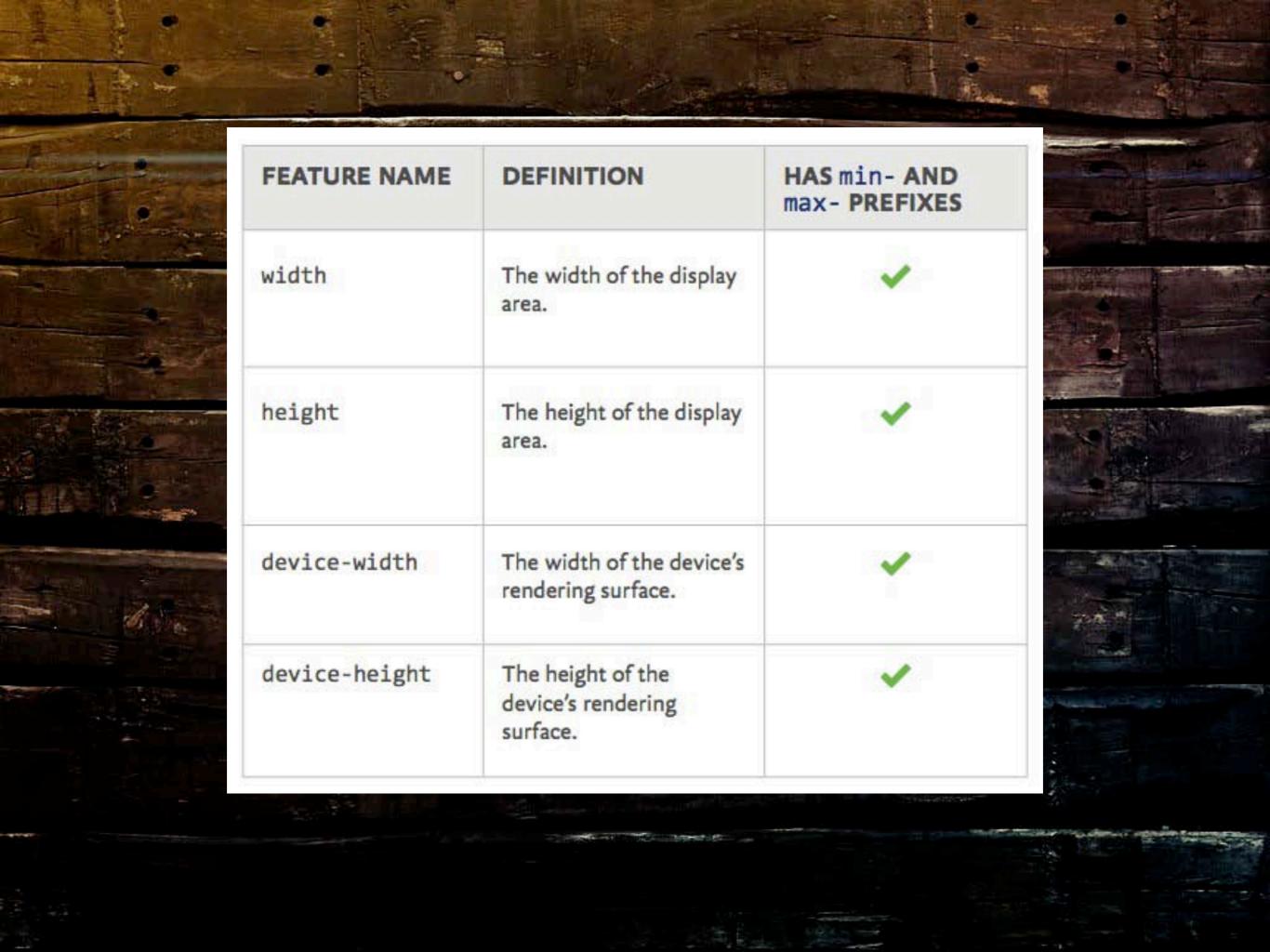








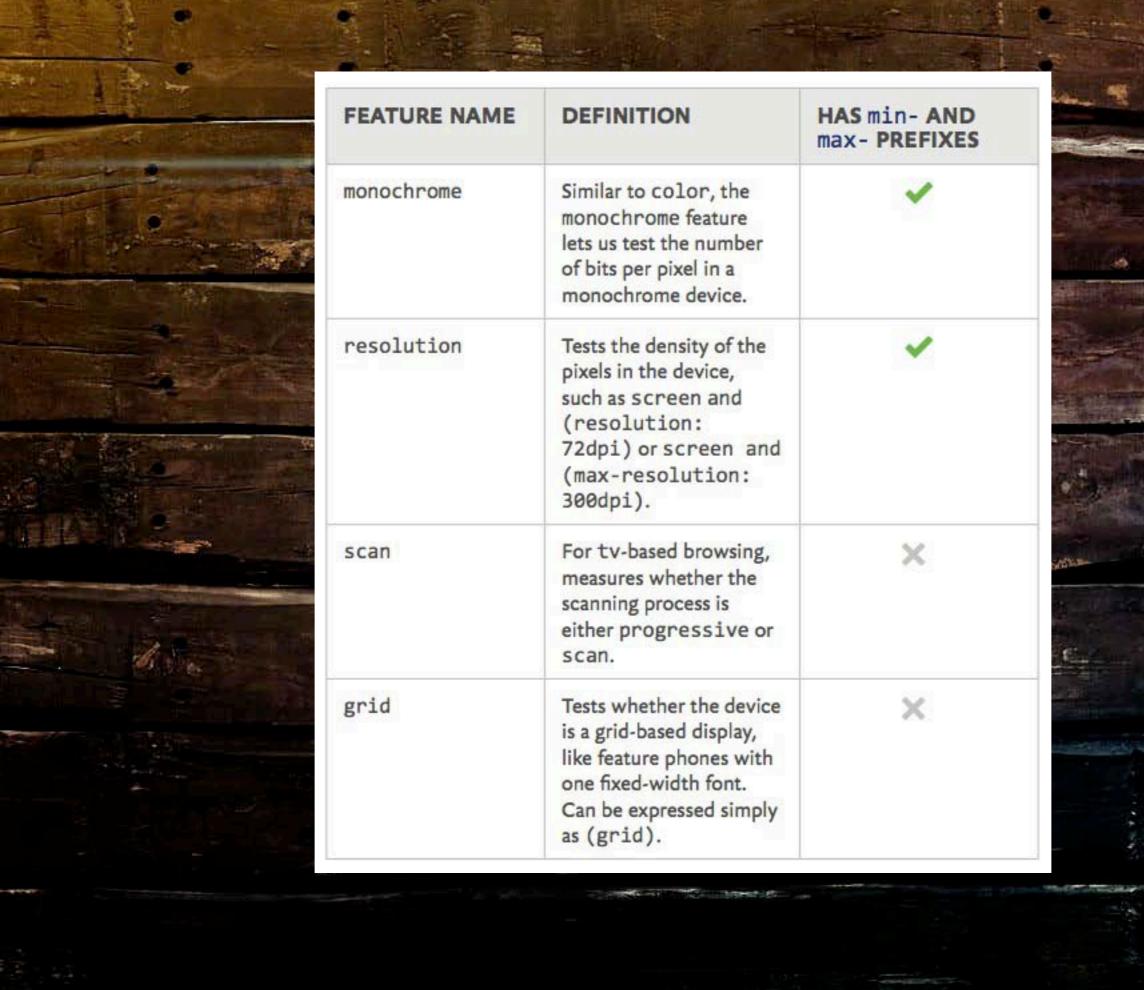




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FEATURE NAME	DEFINITION	HAS min- AND max- PREFIXES
orientation	Accepts portrait or landscape values.	×
aspect-ratio	Ratio of the display area's width over its height. For example: on a desktop, you'd be able to query if the browser window is at a 16:9 aspect ratio.	~
device-aspect- ratio	Ratio of the device's rendering surface width over its height. For example: on a desktop, you'd be able to query if the screen is at a 16:9 aspect ratio.	*
color	The number of bits per color component of the device. For example, an 8-bit color device would successfully pass a query of (color: 8). Non-color devices should return a value of 0.	*
color-index	The number of entries in the color lookup table of the output device. For example, @media screen and (min-color-index: 256).	~





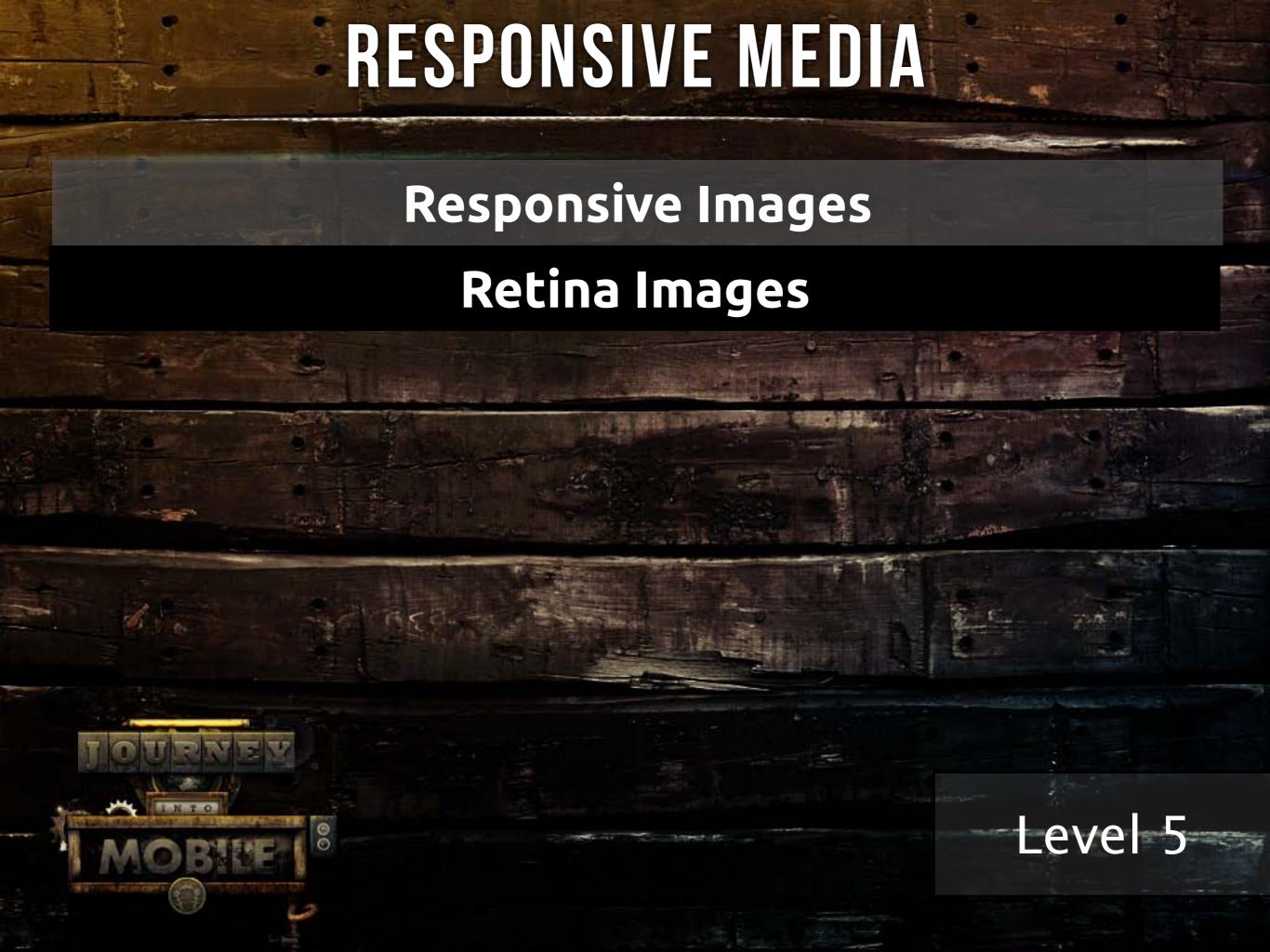


ADVANCED MEDIA QUERIES

```
/* Portrait */
@media screen and (orientation:portrait) {
    /* Portrait styles */
}
```

```
/* Landscape */
@media screen and (orientation:landscape) {
   /* Landscape styles */
}
```



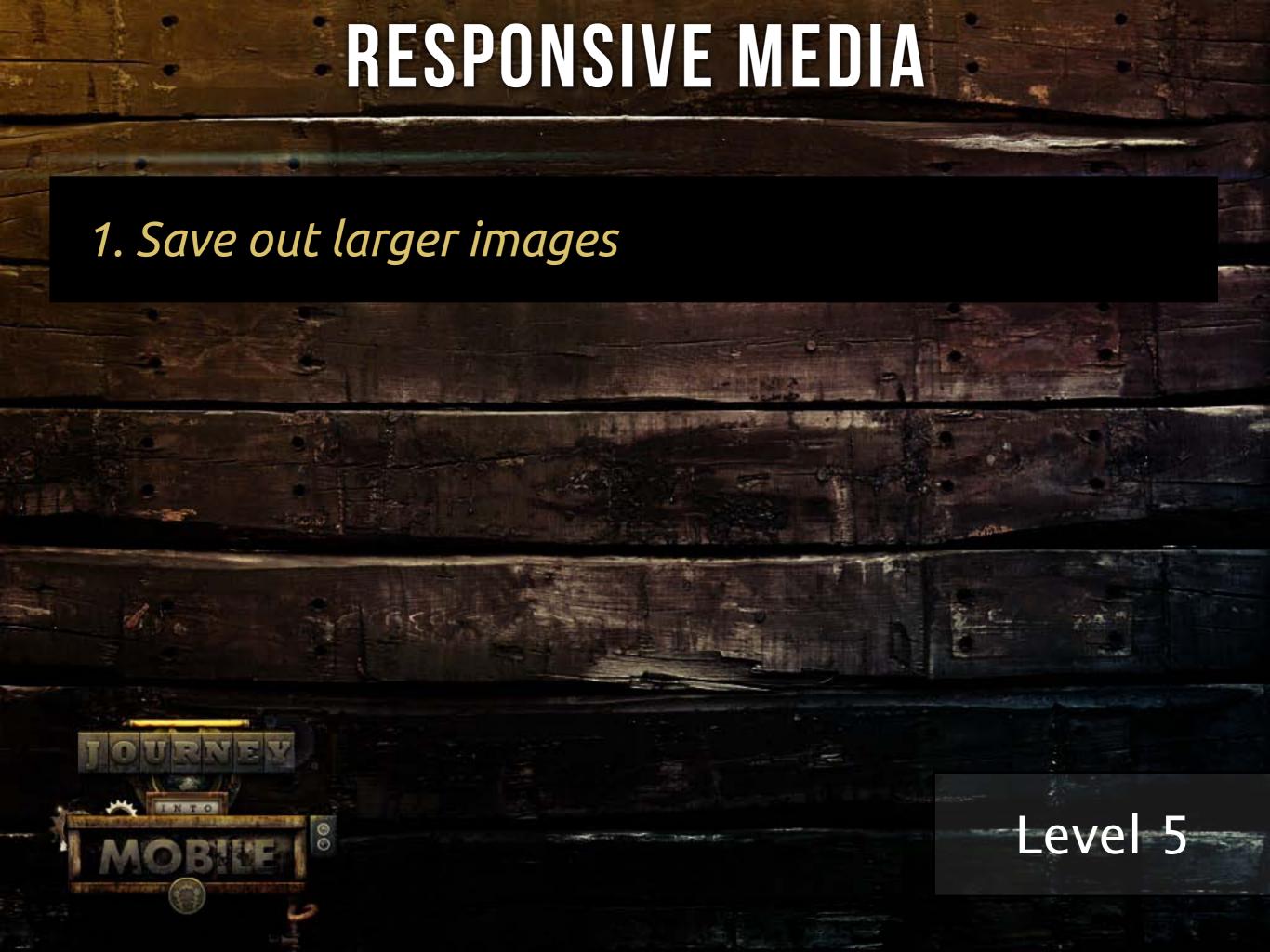






The Nautilus is a masterpiece containing masterpieces. Here are the several dimensions of the boat you are it is an elongated cylinder with conical ends. It is very like a cigar in shape, a shape already adopted in London several constructions of the same sort. The length of this cylinder, from stem to stern, is exactly 70 meter and its maximum breadth is eight meters. It is not built on a ratio of ten to one like your long-voyage steamed but its lines are sufficiently long, and its curves prolonged enough, to allow the water to slide off easily, and oppose no obstacle to its passage. These two dimensions enable you to obtain by a simple calculation the surface and cubic contents of the Nautilus. Its area measures 1011.45 square meters; and its contents 1,50 cubic meters; that is to say, when completely immersed it displaces 1500.2 cubic meters of water, or 1500.2 metric tons.







RESPONSIVE MEDIA

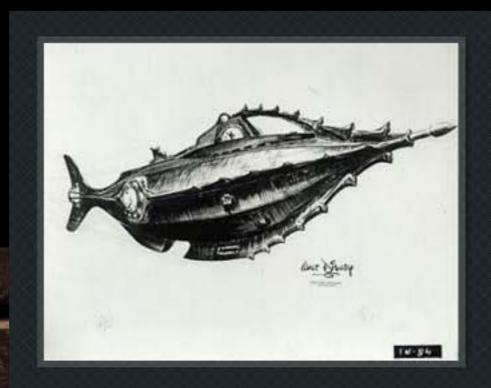
2. Use max-width

```
img {
  max-width: 100%;
}
```

RESPONSIVE MEDIA

2. Use max-width

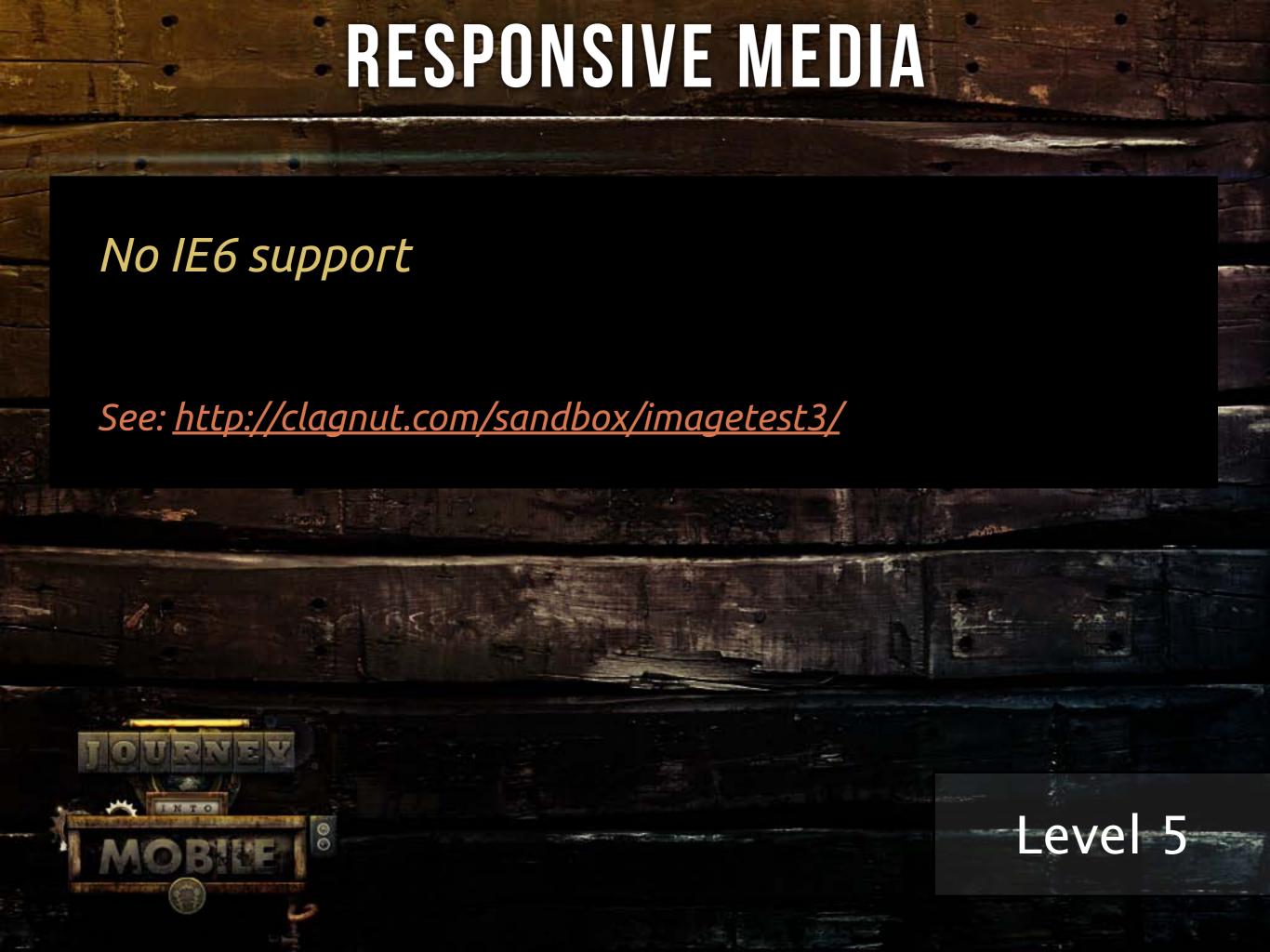
about img {
 width: 29.6875%;
}



The Nautilus is a masterpiece containing It is an elongated cylinder with conical error in several constructions of the same so and its maximum breadth is eight meter but its lines are sufficiently long, and its oppose no obstacle to its passage. The surface and cubic contents of the Nautil cubic meters; that is to say, when componentic tons.



RESPONSIVE MEDIA img, embed, object, video { max-width: 100%; Level 5



RESPONSIVE MEDIA

Responsive Media on Windows

- Prior to Windows 7, poor max-width support
- Specifically on Firefox 2 & IE7
- Use AlphaImageLoader

http://msdn.microsoft.com/en-us/library/

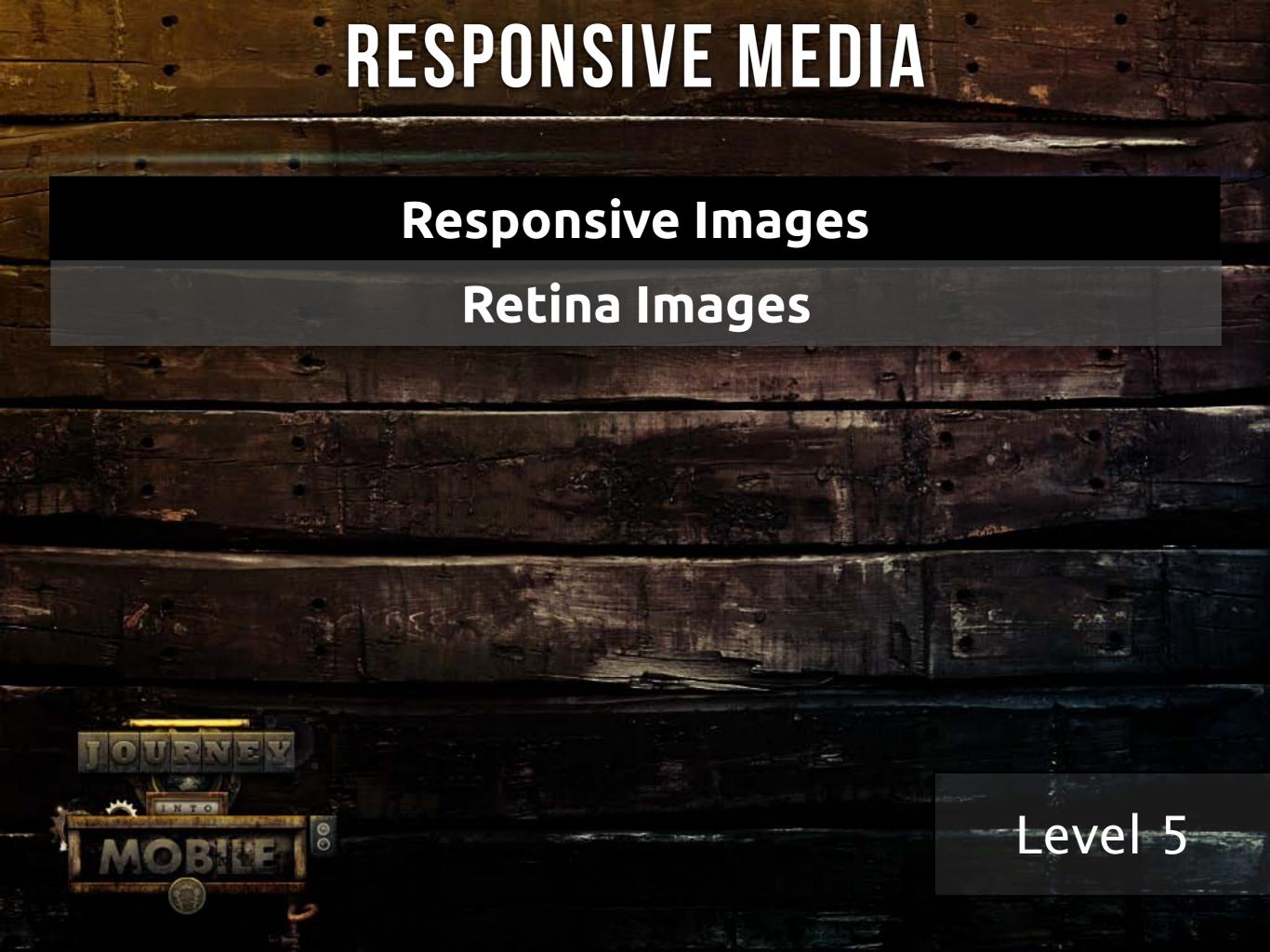


RESPONSIVE MEDIA

More Robust Options

- FitText to make font-sizing flexible: [http://fittextjs.com/]
- Lettering.js for more robust control over your typography: [http://letteringjs.com/]
- FitVids.js for flexible, responsive videos: [http://fitvidsjs.com/]







Retina Images = 1.5x - 2x the pixel density

Double the image size?



Use Media Queries



```
@media
only screen and (-webkit-min-device-pixel-ratio: 1.5),
only screen and (min-device-pixel-ratio: 1.5) {
   /* Styles */
}
```



logo.png 200px

logo@2x.png

400px

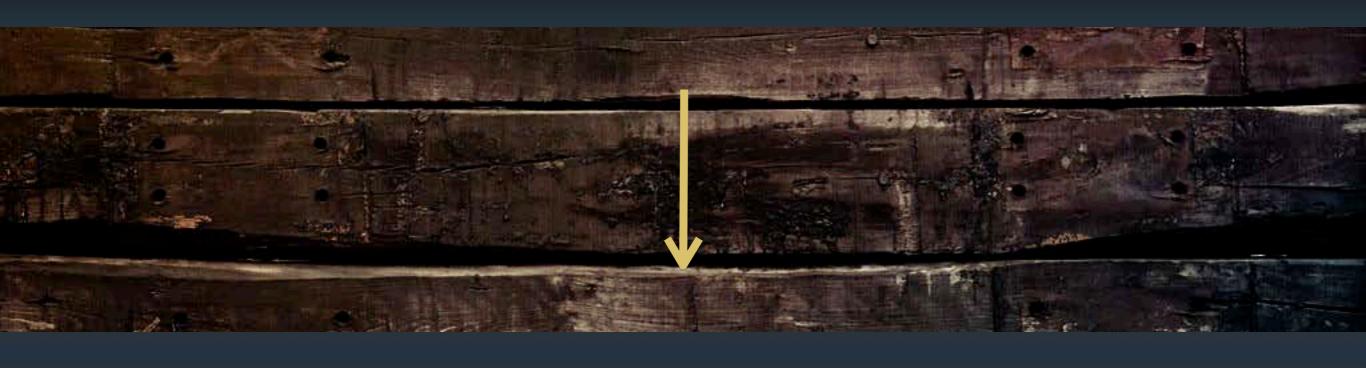




RETINA IMAGES /* ORIGINAL CSS */ .logo { background-image: url(images/logo.png) no-repeat; Level 5

```
@media
only screen and (-webkit-min-device-pixel-ratio: 1.5),
only screen and (min-device-pixel-ratio: 1.5) {
  .logo {
    background-image: url(logo@2x.png);
    -webkit-background-size: 12px 16px;
    background-size: 12px 16px;
              background-size equal to the size of the original image
                  fills the container with the higher res image
                                                   Level 5
```

9 MAP IT



9 MAP IT

BUT WHAT ABOUT FILE SIZE?

PictureFill - created by Scott Jehl

http://scottjehl.com/picturefill/

Creates <picture> element

specify different image sizes to be served by different devices

```
<picture alt="Our Alternate Text">
  <!-- Smallest size first - no @media qualifier -->
  <source src="content-image.jpeg" />
  <!-- Large size - send to viewports 800px wide and up -->
  <source src="content-image-lrg.jpeg" media="(min-width:</pre>
 800px)" />
<!-- Fallback content for non-JS or non-media-query-
supporting-browsers -->
  <noscript>
    <img src="content-image.jpeg" alt="Our Alternate</pre>
 Text" />
  </noscript>
                         when javascript is disabled
</picture>
                                                        LEVEL 5
```