

GD50 Web Design

Welcome

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Mobile First

Rethinking the Web Design Process

Beyond Fixed Width

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animated or static images showing:
1) importing from sketch or photoshop
2) uploading images
3) using elements, layers, styling, etc. in editor

Mobile-First Design



Progressive Enhancement

The smallest of the designs will have only the essential features, so right away you have designed the heart of your UX.

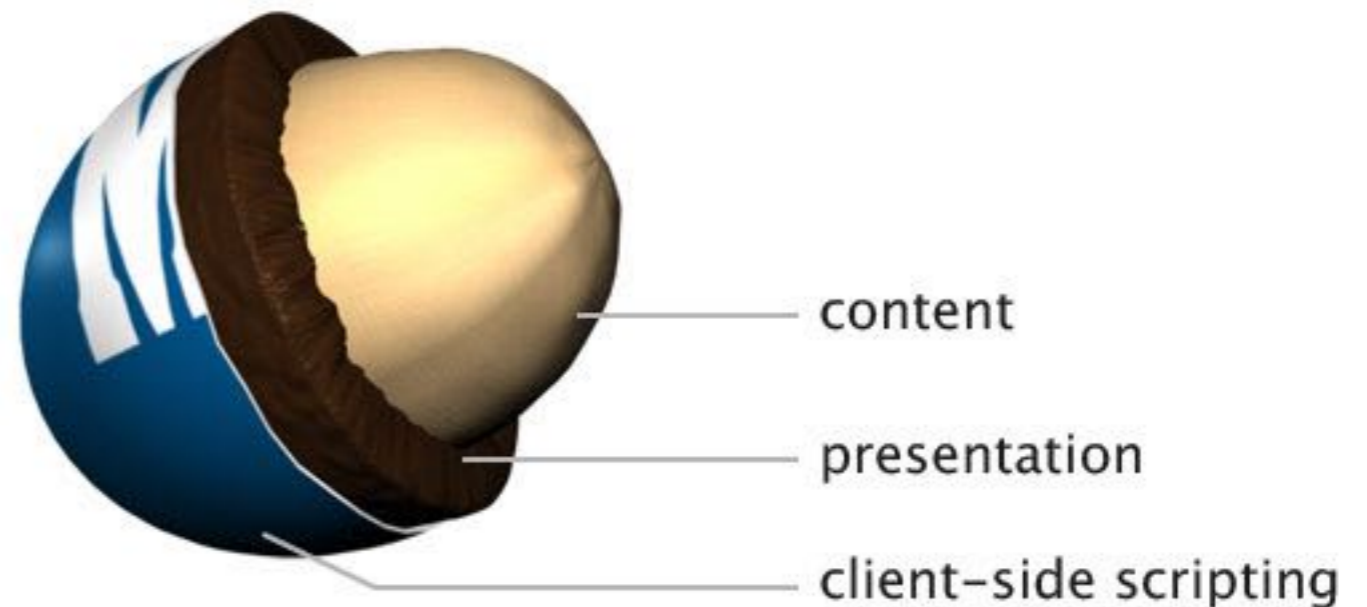
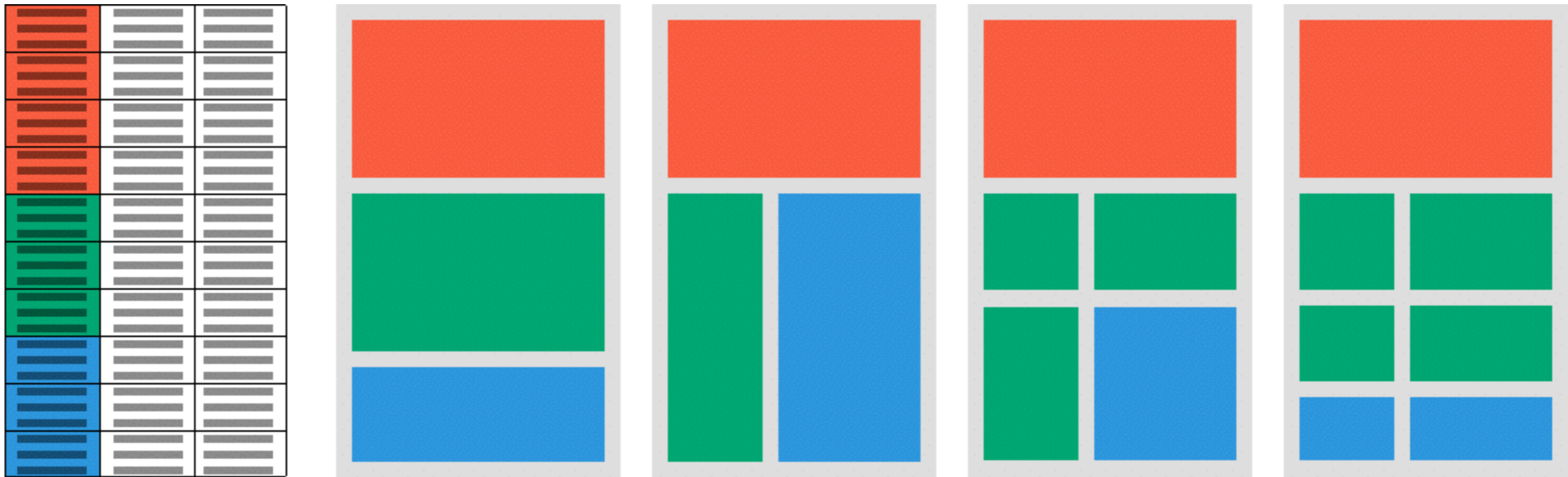


Illustration by Dave Stewart

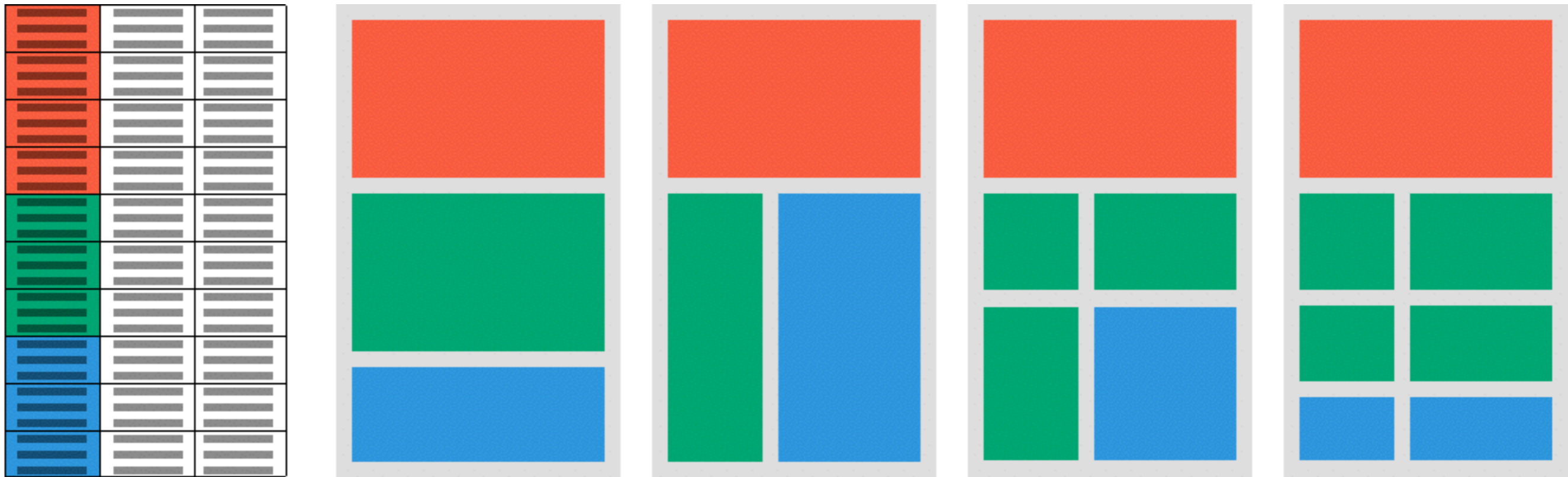
Graceful Degradation

The opposite approach. A stripping away.

Mobile-First = Content-First



Wireframing is a recommended early step to most efficiently structure your layout.



7 mobile first design steps

1. Content Inventory — This is a spreadsheet or equivalent document containing all the elements you want to include.

2. Visual Hierarchy — Prioritize the elements in the content inventory and determine how to display the most important elements prominently.

3. Design with the smallest breakpoints and then scale up — Build the mobile wireframe first, then use that as the model for larger breakpoints. Expand the screen until there's too much white space

4. Enlarge touch targets — Fingers are much wider than pixel-precise mouse cursors, and so need larger elements on which to tap. At the time of this writing, Apple recommends 44 pixels square for touch targets. Give hyperlinks plenty of space, and slightly enlarge buttons.

5. Don't count on hovers — It almost goes without saying, but designers often rely on hover and mouseover effects in their interactive work. If you're thinking mobile-friendly, don't. There is no hover control for fingertips yet.

6. Avoid large graphics — Landscape photos and complex graphics don't display well when your screen is only a few inches across. Cater to mobile users with images that are readable on handheld screens.

7. Test it in a real device — Nothing beats discovering for yourself how usable a website is (or isn't). Step away from your desktop/laptop computer and load up your product on a real phone or tablet. Tap through pages. Is the site easy to navigate? Does it load in a timely fashion? Are the text and graphics easy to read?

Media Queries



Call styles to the user device based on its dimensions.

media queries first check the media type against the user agent string before going on to check for the physical attributes of the viewport. They are a CSS declaration that can be called using an external stylesheet, or be written directly inside a stylesheet.



Wait, what does that mean?

Link to external CSS

(uses multiple style sheets)

```
<link rel="stylesheet" media="screen and  
(min-width:320px) and (max-width:480px)  
"href="css/yourstylesheet.css" />
```

CSS direct call

(ONE style sheet with conditional styles)

**@media screen and (min-width:320px) and
(max-width:480px)**

{

/*Insert your styles here*/

}

