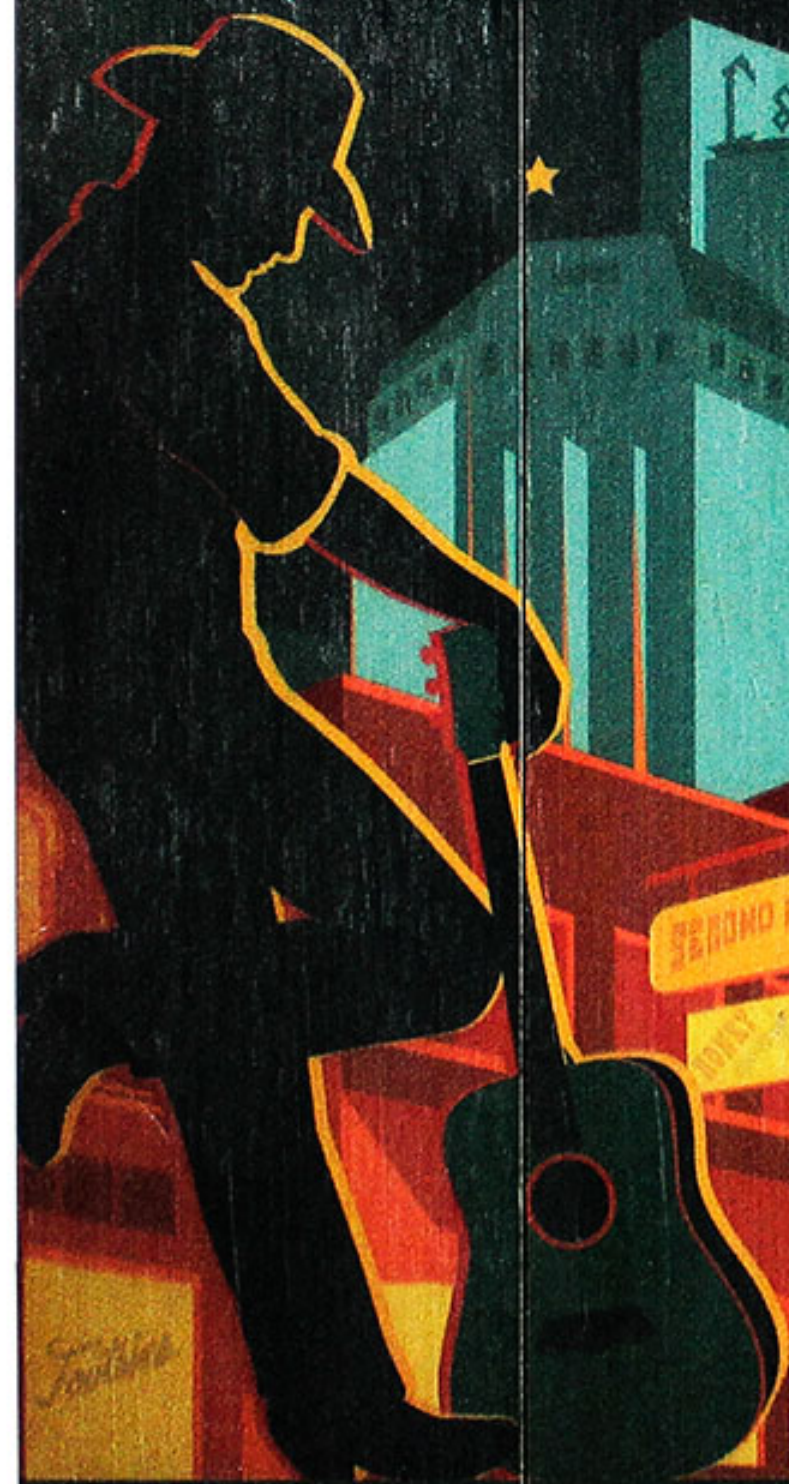


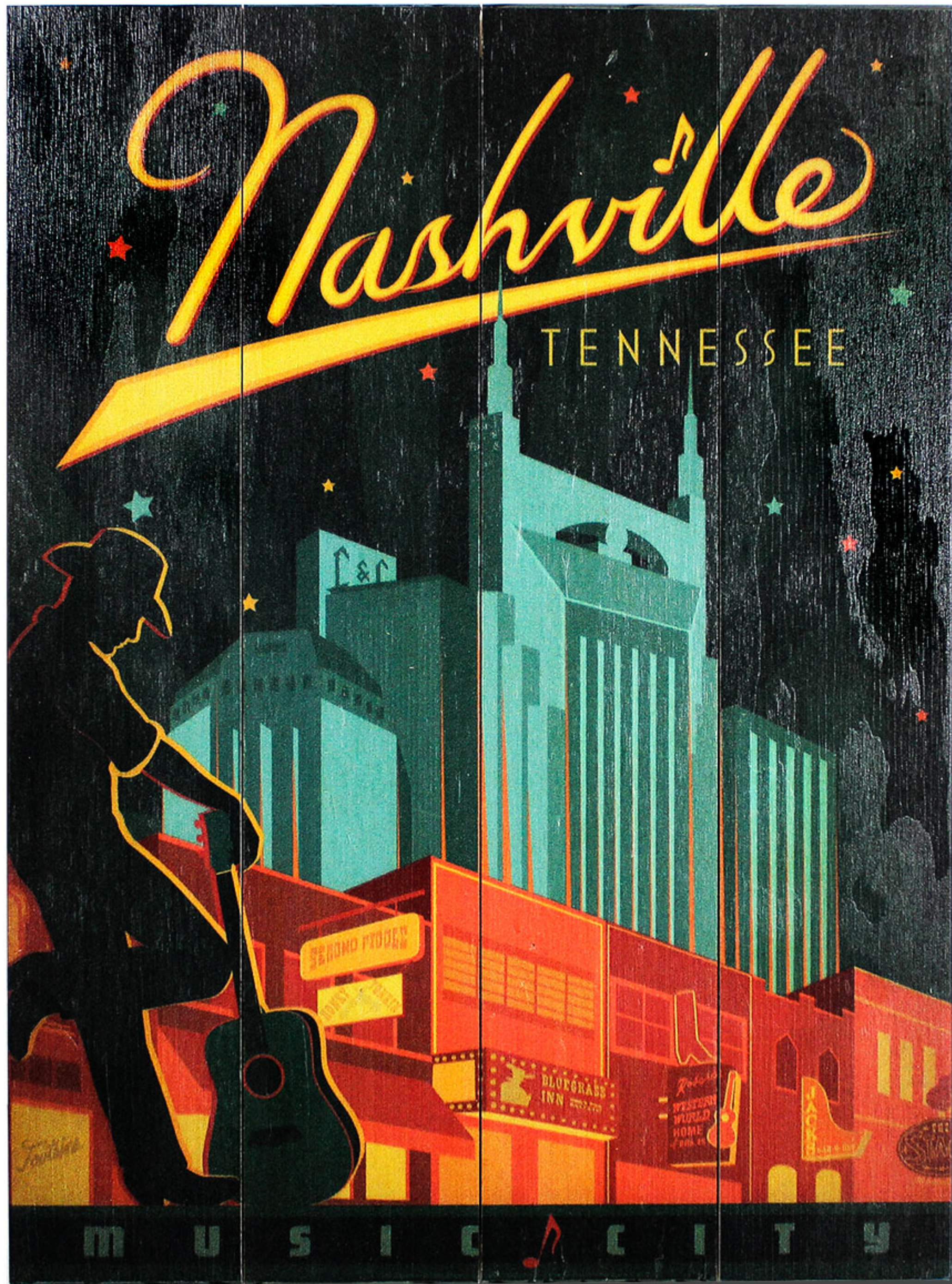
RESPONSIVE DEVELOPMENT

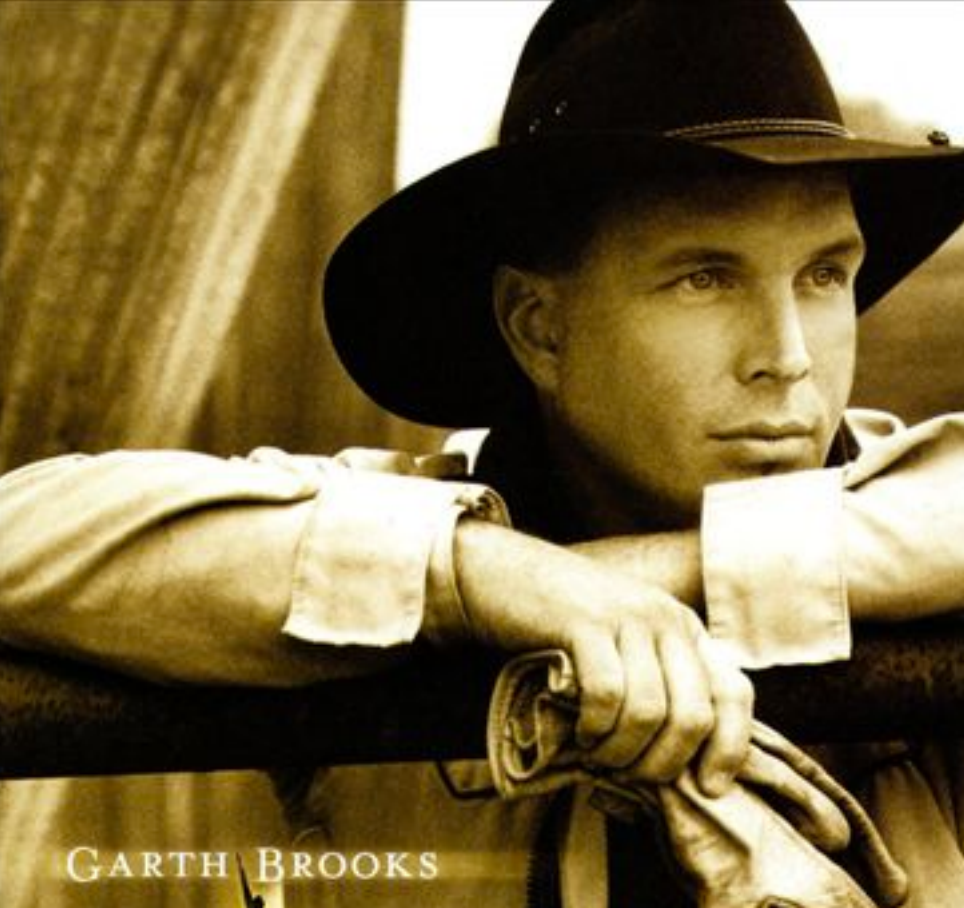
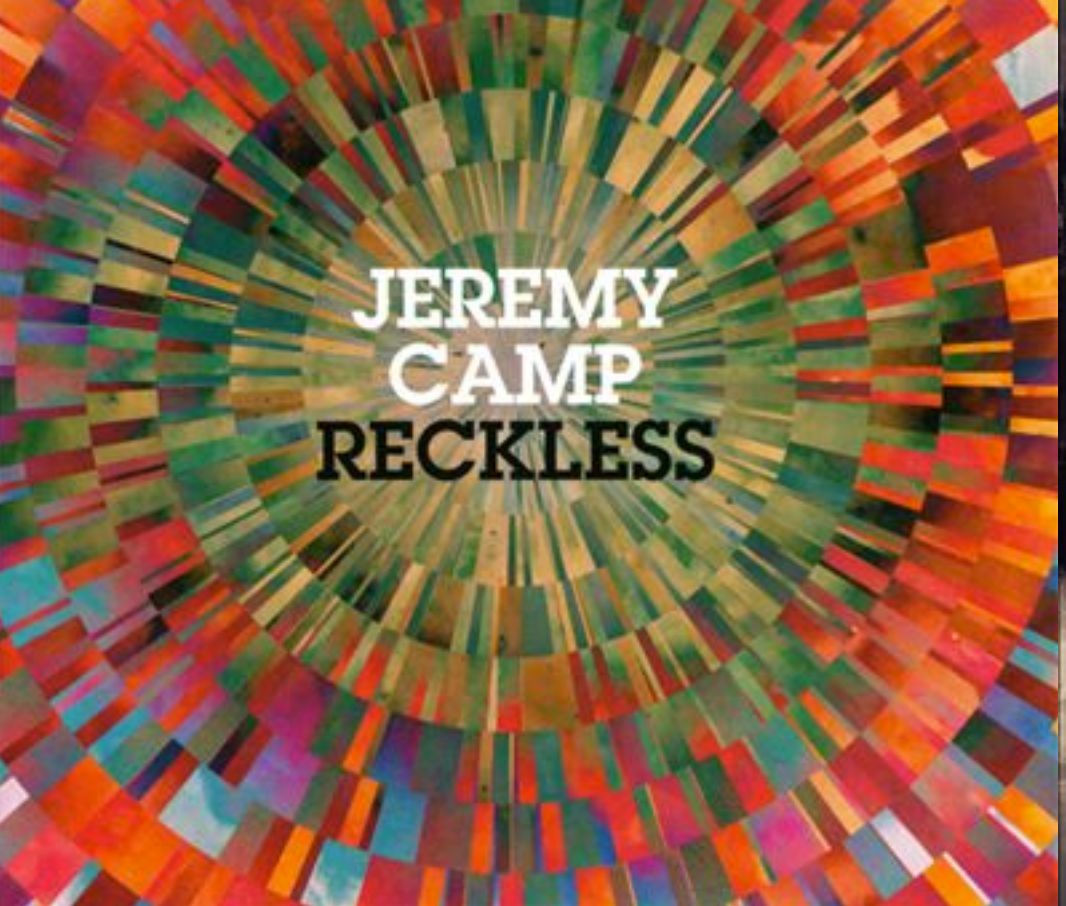
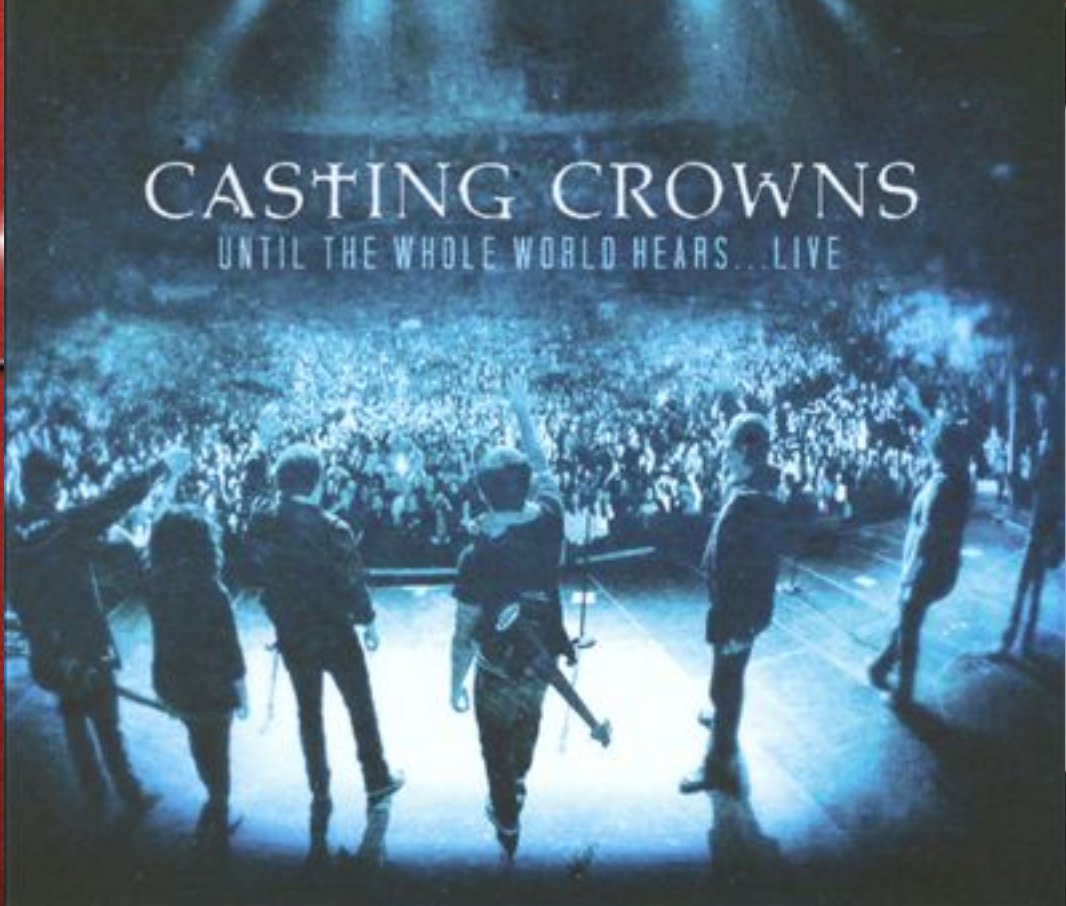
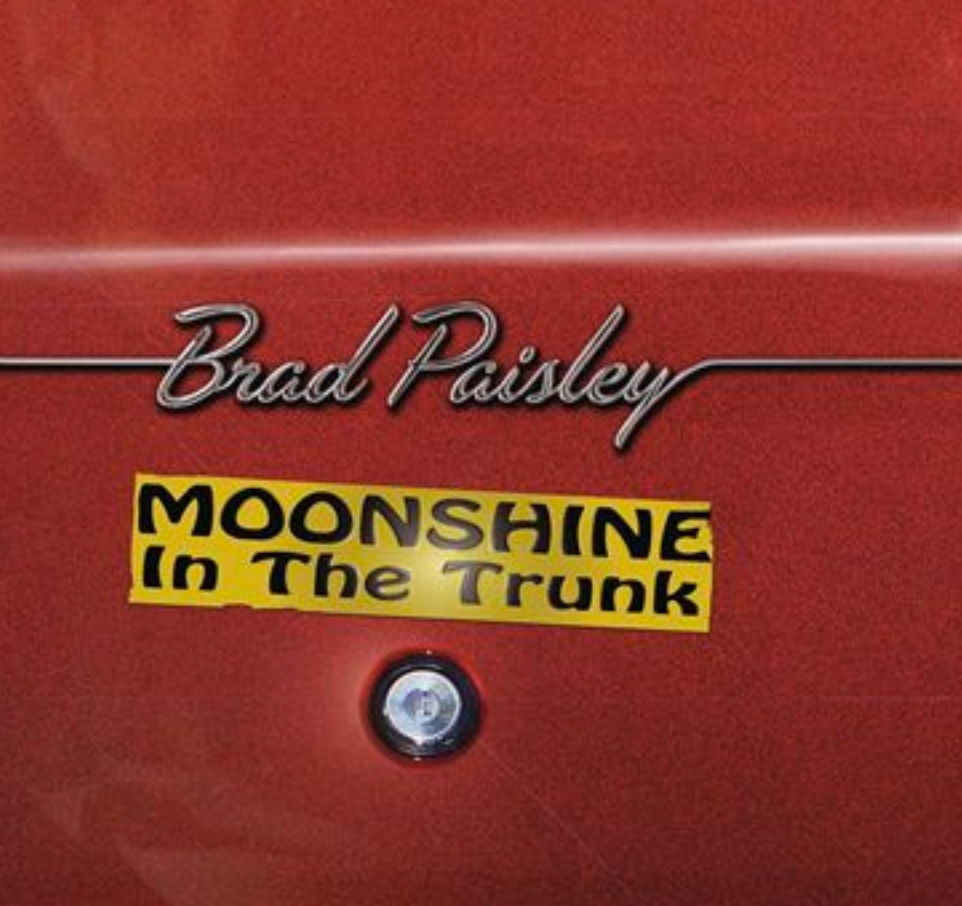
Nashville

TENNESSEE



MUSIC CITY







Colin Lord

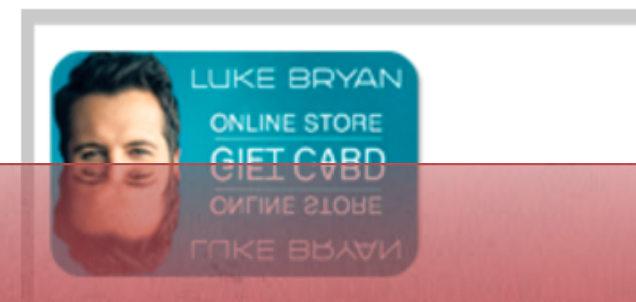
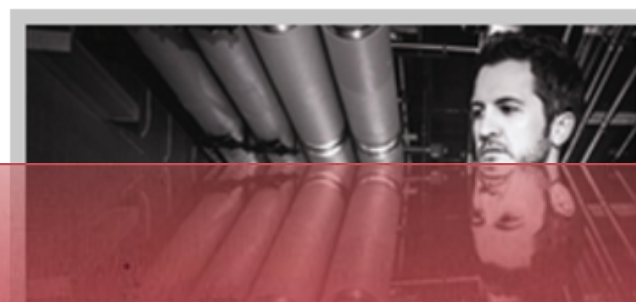
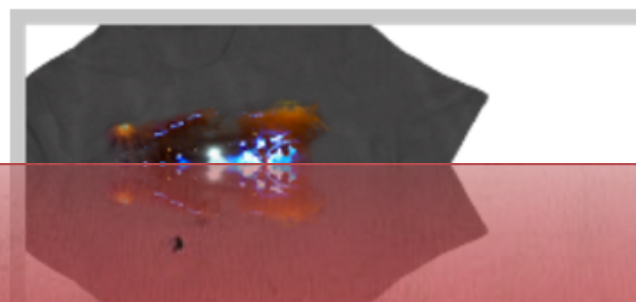
August 22, 2014 · Nashville, TN · 🌸 ▼

The perks of being Paisley's front end developer: you get the new album for free before it comes out.

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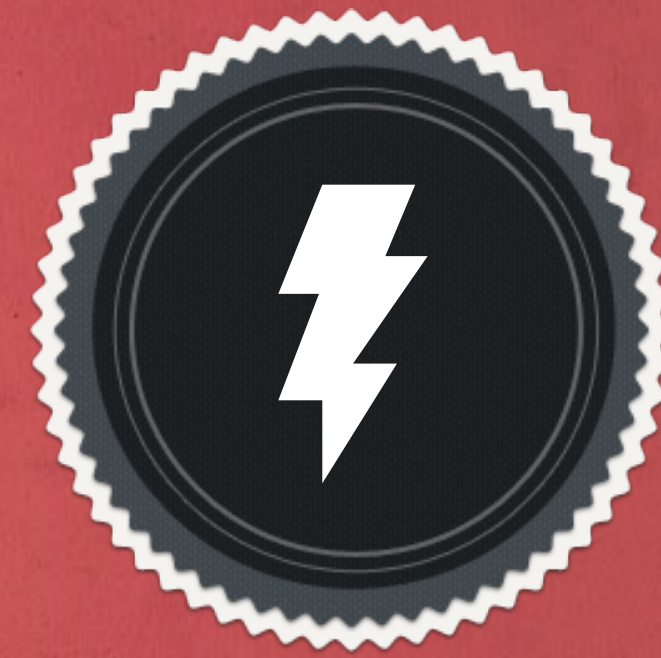
MOBILE.THEBANDPERRY.COM

IPHONE.GARTH BROOKS.COM

WHAT'S WRONG WITH MOBILE SITES?



HARD TO MAINTAIN



SEARCH PENALTIES

MOST MOBILE SITES DON'T REDIRECT

In Policy Shift, F.C.C. Will Allow a Web Fast Lane - NYTimes.com

mobile.nytimes.com/2014/04/24/technology/fcc-new-net-neutrality-rules.html?from=homepage


Reader

The New York Times

2014's Best Retinol Cream
skincaresearch.com/Retinol
The Anti-Aging Solution Experts Hail As Better
Than a Face Lift

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In Policy Shift, F.C.C. Will Allow a Web Fast Lane



The proposed rules, drafted by Tom Wheeler, the chairman of the Federal Communications Commission, and his staff, would allow Internet service providers to charge companies different rates for faster connection speeds.
DANIEL ROSENBAUM FOR THE NEW YORK TIMES

By EDWARD WYATT
April 23, 2014

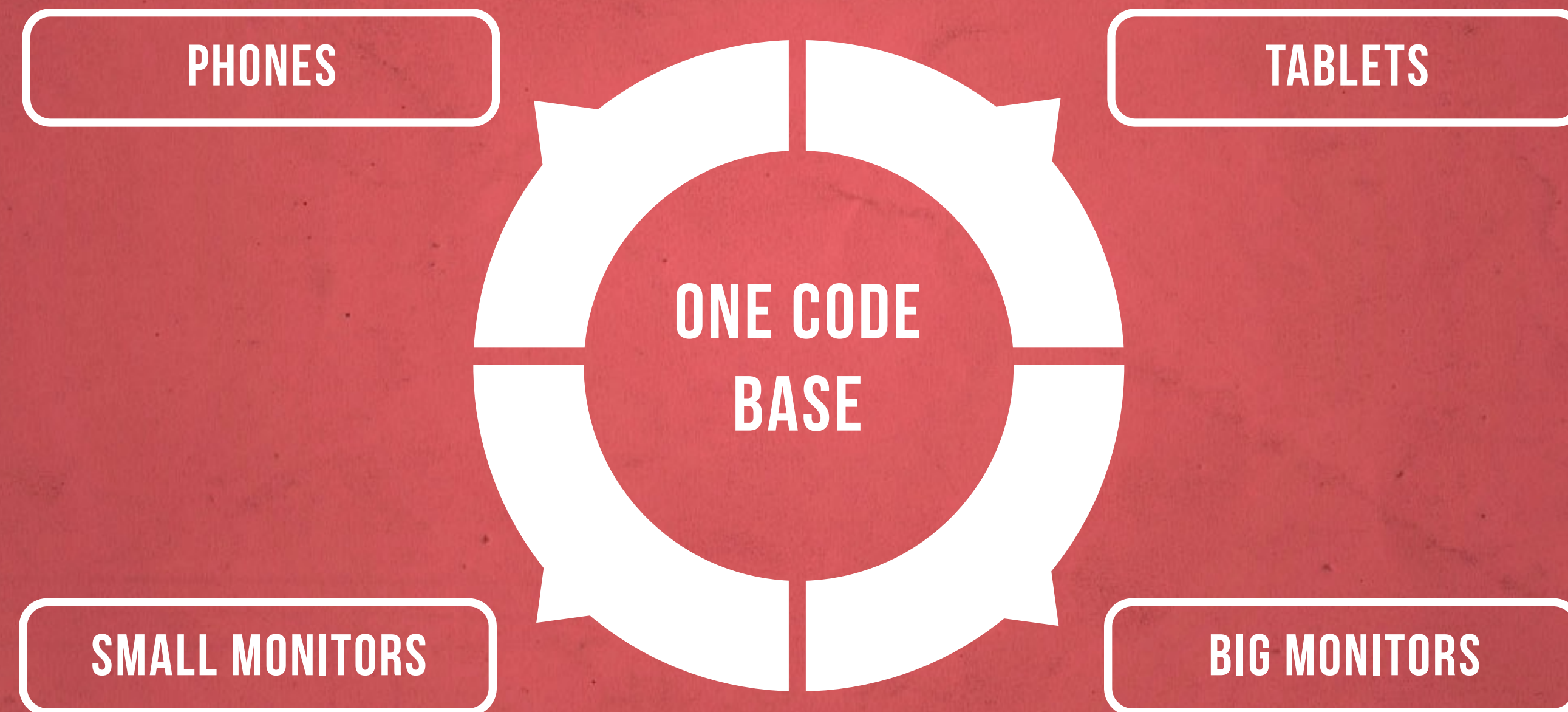
WASHINGTON — The principle that all Internet content should be treated equally as it flows through cables and pipes to consumers looks all but dead.

Companies like Disney, Google or Netflix will be allowed to pay Internet service providers like Comcast and Verizon for special, faster lanes to send video and other content to their customers under new rules to be proposed by the Federal Communications Commission, the agency said on Wednesday.

The proposed rules are a turnaround for the agency on what is known as net neutrality — the idea that no providers of legal Internet content should be discriminated against in providing their offerings to consumers and that users should have equal access to see any legal content they choose.

The proposal comes three months after a federal appeals court [struck down](#), for the

RESPONSIVE CODE FIXES ALL THESE ISSUES



TWO MINUTE CRASH COURSE

—— The Basics Are Simple! ——

MOBILE

```
h1 { color: blue; }
```

```
@media all and (max-width: 766px) {  
  h1 { color: red; }  
}
```

DESKTOP

LIVE DEMO!

WWW.BRADPAISLEY.COM

IT STARTS SIMPLE...THEN GETS DAUNTING QUICKLY

—— 3 Things To Make It Easier ——



USE SASS OR LESS



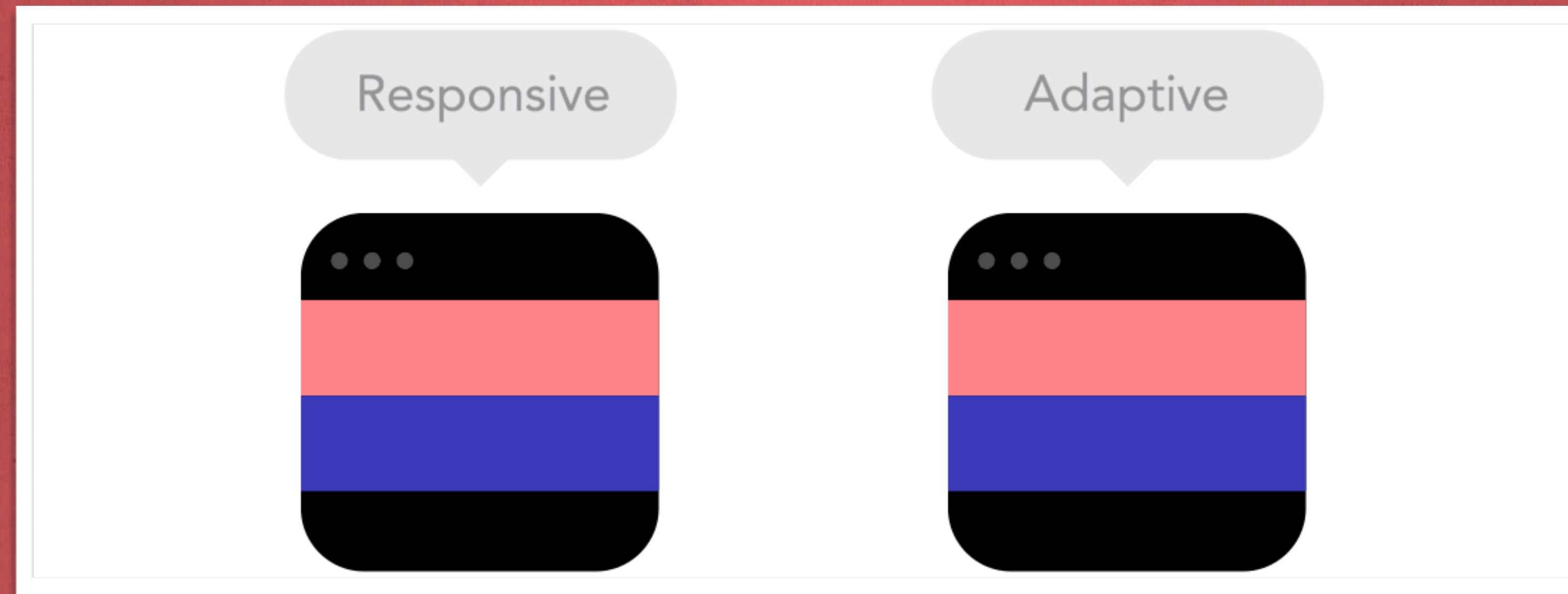
MOBILE FIRST



DON'T TRY TO RECYCLE

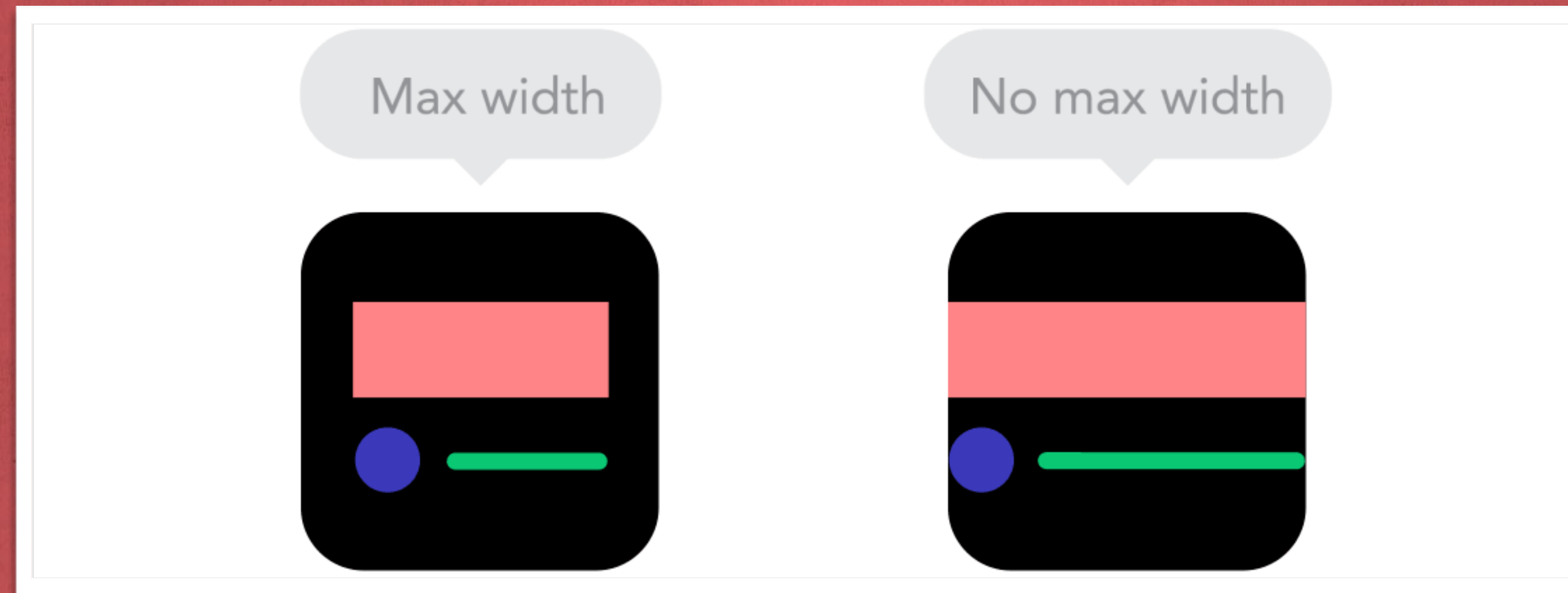
RESPONSIVE OR ADAPTIVE?

Most people use these terms incorrectly



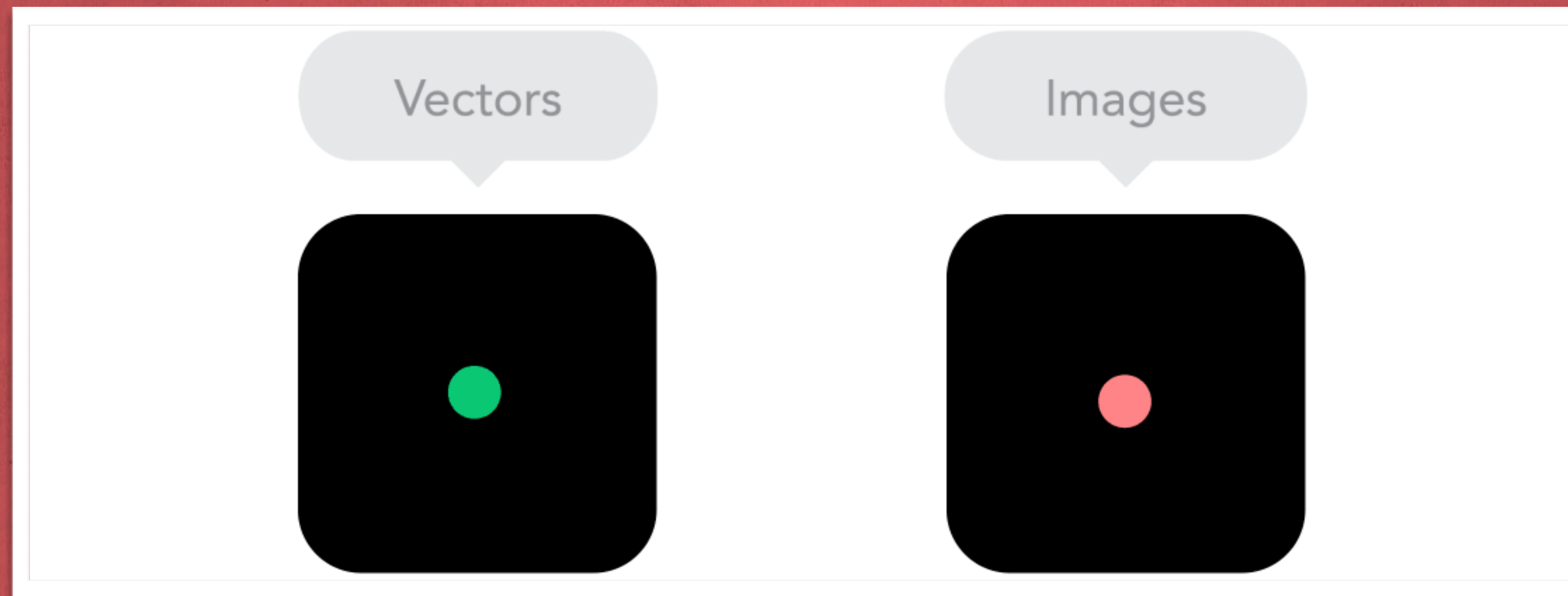
MAXIMUM WIDTHS

Don't forget about these!



USE SVG INSTEAD OF JPG OR PNG

—— SVGs look perfect on all screens with no extra work ——



CROSS BROWSER & CROSS DEVICE TESTING

———— Don't Skip This Step! ————

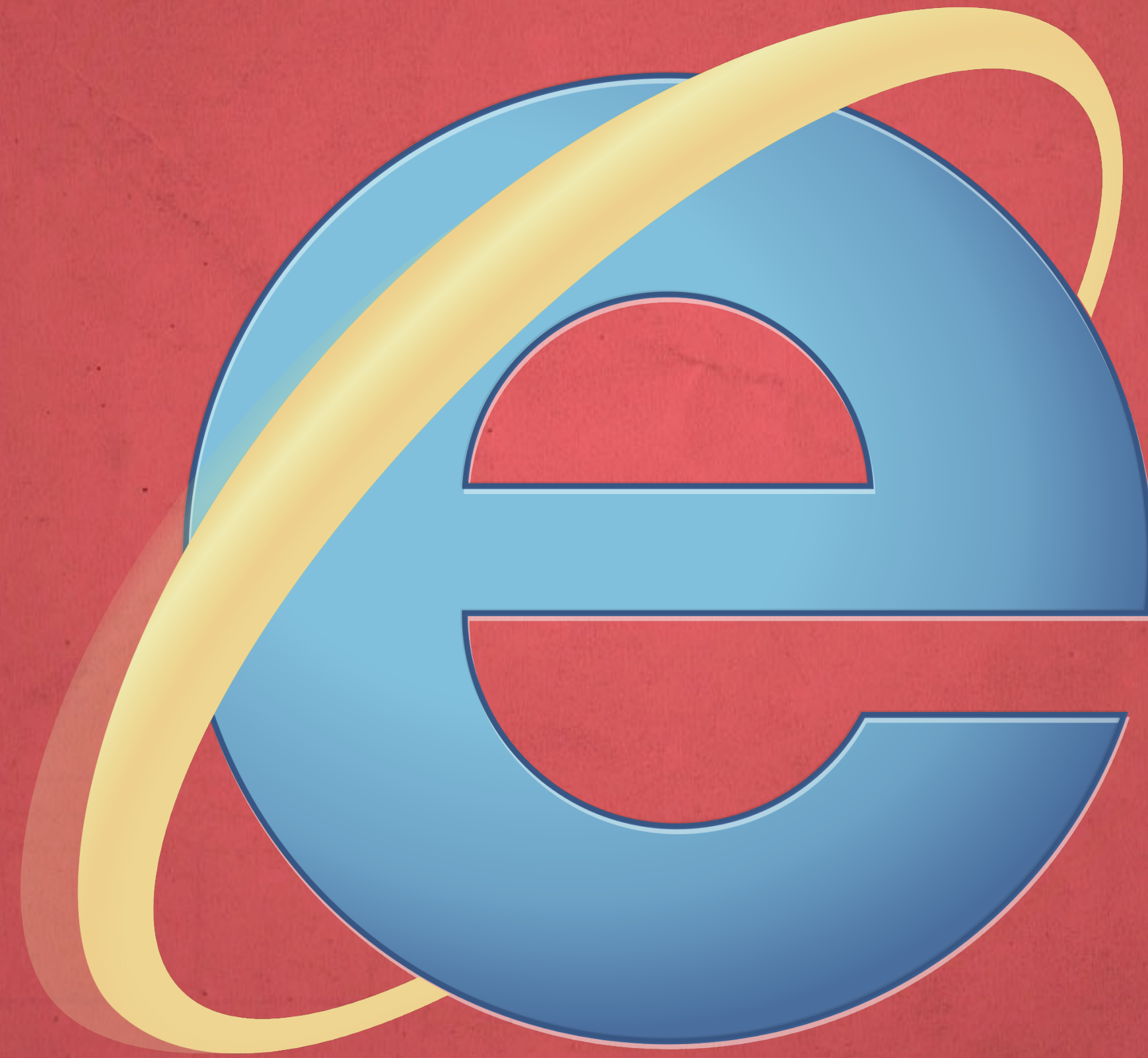
**TEST ON REAL DEVICES
AS MUCH AS POSSIBLE.**

CROSS BROWSER & CROSS DEVICE TESTING

Don't Skip This Step!



THE ELEPHANT IN THE ROOM



TAKEAWAYS

- 1 MOBILE-FIRST DESIGN. MOBILE-FIRST DEVELOPMENT.
- 2 ADAPTIVE IS AN EASIER PATH THAN RESPONSIVE.
- 3 USE REAL DEVICES AS MUCH AS POSSIBLE.
- 4 PICK ONE: RESPONSIVE OR LEGACY IE. BUT NEVER BOTH.

LET'S CHAT



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