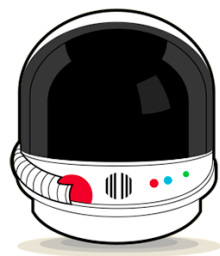


面向未来的友好设计



future friendly

响应式设计(RWD)

Since 2010.5

ABOUT writing portfolio contact

ETHAN MARCOTTE

is a web designer & developer, a speaker and author.

Ethan lives in Boston, Massachusetts, and is passionate about beautiful design, elegant code, and the intersection of the two. He is a popular and experienced speaker, having been featured at An Event Apart, Carsonified Workshop, and South by Southwest, and co-hosts the Handcrafted CSS seminar series with Dan Cederholm.

More fun facts: Ethan has a [blog](#), and blathers incessantly on [Twitter](#). His clientele has included *People Magazine*, *New York Magazine*, the Sundance Film Festival, *The Boston Globe*, and the World Wide Web Consortium. Also, he is tall.

Ethan's not currently booking new engagements. But if you'd like to get in touch, [please do!](#)

about WRITING portfolio contact

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ABOUT writing portfolio contact

ETHAN MARCOTTE

is a web designer & developer, a speaker and author.

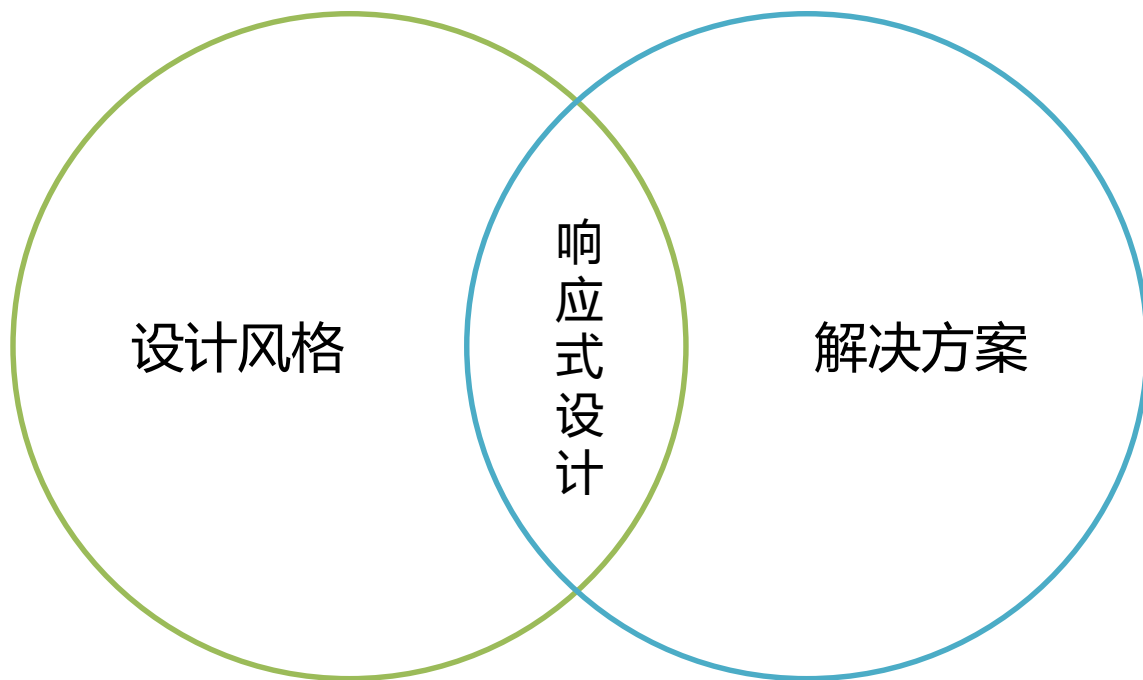
Ethan lives in Boston, Massachusetts, and is passionate about beautiful design, elegant code, and the intersection of the two. He is a popular and experienced speaker, having been featured at An Event Apart, Carsonified Workshop, and South by Southwest, and co-hosts the Handcrafted CSS seminar series with Dan Cederholm.

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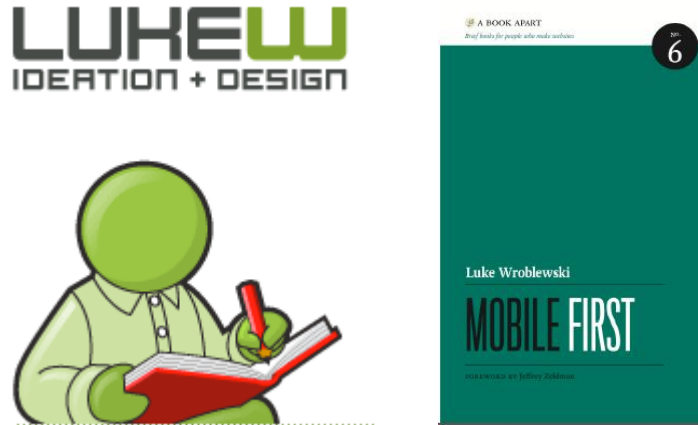
Ethan's not currently booking new engagements. But if you'd like to get in touch, [please do!](#)

Ethan Marcotte
<http://ethanmarcotte.com>

For a Future Friendly Web



一些历史: 2009, Mobile First 重视移动端体验



1. Mobile is exploding
2. Mobile forces you to focus
3. Mobile extends your capabilities

Luke Wroblewski, 2009.11.3, "Mobile First",
<http://www.lukew.com/ff/entry.asp?933>

一些历史: 2010, 诞生, 理论和实践

No. 306

ARTICLES • TOPICS • ABOUT • CONTACT • CONTRIBUTOR

MAY 25, 2010

Responsive Web Design

by **ETHAN MARCOTTE**

Published in: [CSS](#), [Layout](#), [User Interface Design](#), [Mobile](#), [Mobile Design](#), [Mobile Development](#)

[Discuss this article >](#) [Share this article >](#)



Mobile Web Design: Best Practices

Aug 18 2010 by [Alexander Dawson](#) | 38 Comments



The explosion in user adoption of mobile devices has revolutionized the web. Though designing for the Mobile Web follow similar principles to designing websites, we must consider some notable differences.

For one, current mobile device networks don't run in the same speed as broadband devices.

In addition, there are also a myriad of ways our mobile web designs are displayed in, from touch screens to netbooks, which make even the smallest desktop monitors look like giants.

Ethan Marcotte, 2010.5.25, "Responsive Web Design",

<http://alistapart.com/article/responsive-web-design>

Alexander Dawson, 2010.8.18, "Mobile Web Design: Best Practices",

<http://sixrevisions.com/web-development/mobile-web-design-best-practices>

一些历史: 2011, 注意性能

LUKEW
IDEATION + DESIGN



"Science arose from poetry... when times change the two can meet again on a higher level as friends."—Johann Goethe

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ABOUT

WRITINGS

PRESENTATIONS

RESS: Responsive Design + Server Side Components

by Luke Wroblewski

September 12, 2011

There's no shortage of debate about the best way to develop Web sites that work well across many **networked devices**. Some teams favor a client-side approach while others lean towards server-side solutions. But I'm increasingly interested in solutions that try to bring together the best of both worlds. RESS (Responsive Web Design + Server Side Components) is one such proposal.

Luke Wroblewski, 2011.9.12, "RESS : Responsive Design + Server Side Components", <http://www.lukew.com/ff/entry.asp?1392>

一些历史: 2012, 工作流程的讨论



Mark Boulton, 2012.2.24, "[Responsive Summit: Workflow](http://www.markboulton.co.uk/journal/responsive-summit-workflow)",
<http://www.markboulton.co.uk/journal/responsive-summit-workflow>

一些历史: Bootstrap以及栅格系统

Example: Mobile, tablet, desktop

Build on the previous example by creating even more dynamic and powerful layouts with tablet `.col-sm-*` classes.

`.col-xs-12 .col-sm-6 .col-md-8`

`.col-xs-6 .col-md-4`

`.col-xs-6 .col-sm-4`

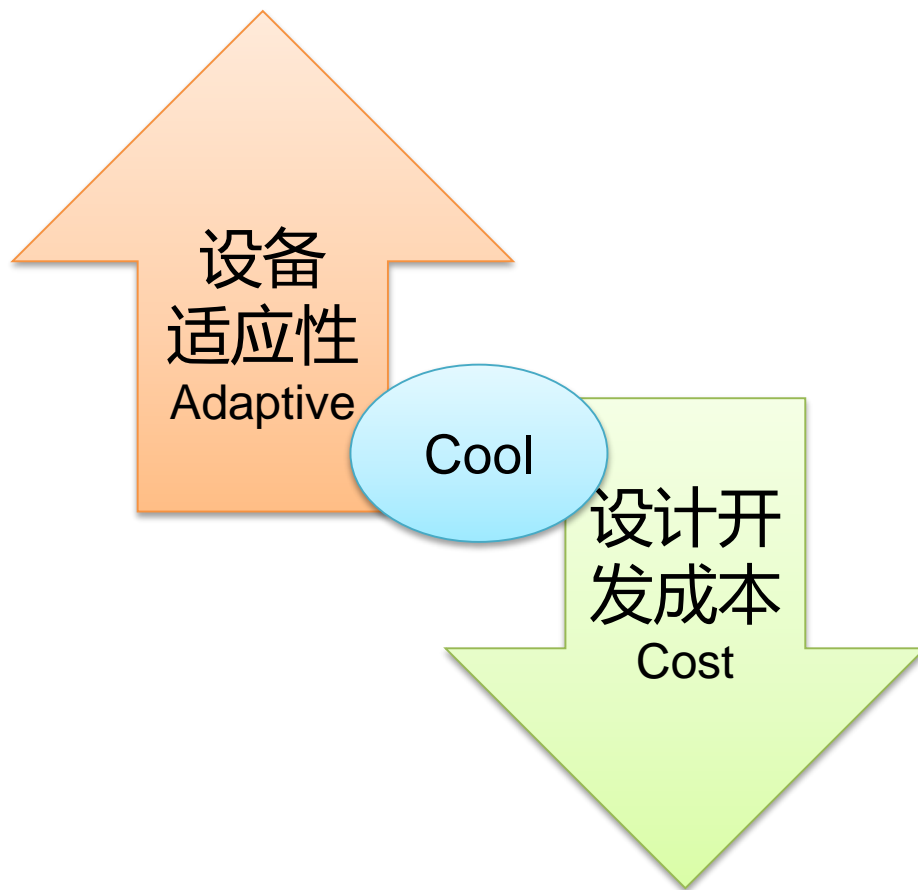
`.col-xs-6 .col-sm-4`

`.col-xs-6 .col-sm-4`

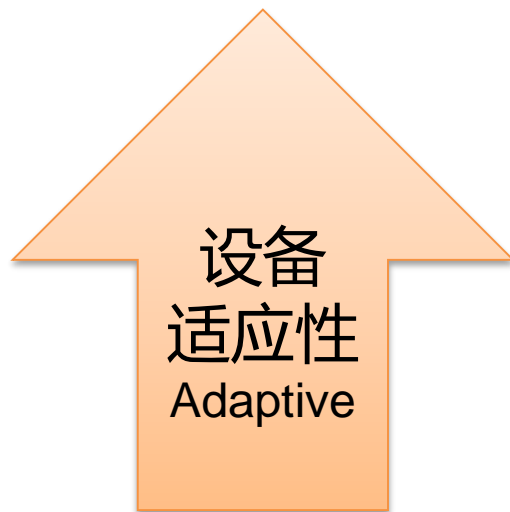
```
<div class="row">
  <div class="col-xs-12 col-sm-6 col-md-8">.col-xs-12 .col-sm-6 .col-md-8</div>
  <div class="col-xs-6 col-md-4">.col-xs-6 .col-md-4</div>
</div>
<div class="row">
  <div class="col-xs-6 col-sm-4">.col-xs-6 .col-sm-4</div>
  <div class="col-xs-6 col-sm-4">.col-xs-6 .col-sm-4</div>
  <!-- Optional: clear the XS cols if their content doesn't match in height -->
  <div class="clearfix visible-xs-block"></div>
  <div class="col-xs-6 col-sm-4">.col-xs-6 .col-sm-4</div>
</div>
```

<http://getbootstrap.com>

一切都是为了



核心的核心



2015设计趋势 来源一

1. 扁平化和Material Design
2. 背景图和背景视频
3. 移动APP和social sites占主流
4. 交互式信息图表替代了静态信息图表
5. 微交互
6. 代码少少，实现多多
7. 大图片和视频取代了图片轮播
8. **更高性能的响应式设计**
9. 发挥字体的功能
10. 卡片式设计
11. 增强现实
12. 微动画
13. 更多的SVG实现
14. 响应式icon
15. 更多的个性化
16. 滚动取代点击
17. 线框icon + 幽灵按钮
18. 改良的视差滚动 (less is More)

<http://justcreative.com/2015/01/02/web-design-trends-predictions-2015/>

2015设计趋势 来源二

1. **响应式设计成为常态**
2. 幽灵按钮（和背景融合）
3. 重视字体运用——运用google字体等便宜或免费的字体，让网页字体更灵活
4. 大面积的背景图片和背景视频
5. 内容组织方式由“点击跳转”为主，变为以“滚动唤出”为主（趋势）
6. 瀑布流和卡片式设计依然流行，并且更加完善
7. 扁平化设计继续发展（或许意味Material Design的崛起？）
8. 微交互（细节处的动画等）
9. 有情节（storytelling）的交互
10. 个性化用户体验（依赖大数据分析推送适合用户的内容）

<http://www.elegantthemes.com/blog/resources/web-design-trends-to-look-out-for-in-2015>

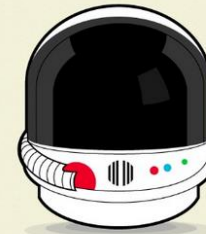
面向未来的友好设计(FFLY)

Since 2011.9

FUTURE☆FRIENDLY



In today's incredibly exciting yet overwhelming world of connected digital devices, these are the truths we hold to be self-evident:



FOR A FUTURE-FRIENDLY WEB

@brad_frost



The Future Friendly Campus

Dave Olsen, @dmolsen
West Virginia University

a future friendly
WORKFLOW

@lukebrooker

<http://futurefriendlyweb.com/>

<http://www.slideshare.net/bradfrostweb/for-a-futurefriendly-web-webvisions-chicago-2012>

<http://www.slideshare.net/dmolsenwvu/the-future-friendly-campus-12514902>

<http://www.slideshare.net/lukebrooker/a-future-friendly-workflow>

思路

- 因为
 1. 移动设备碎片化
 2. 用户场景多样化
 3. 未来的移动设备形式和用户场景变化不可预测

思路

- 所以
 1. 态度上，拥抱未知
 2. 行动上，探索适应未知设备和场景的设计方法

面向未来的友好设计的原则

1. 内容策略

Jeremy Keith : <https://adactio.com/journal/4523>

让用户更快地获取需要的内容，而尽量少的受非内容因素的干扰

2. 移动优先

Luke W. : <http://www.lukew.com/ff/entry.asp?933>

移动设备爆发、移动设备拓展了交互场景

3. 内容以用户为中心

Cameron Koczon : <http://alistapart.com/article/orbital-content>

用户可能会在不同时间通过不同设备获取同一内容，不应让用户在切换使用场景时存在获取内容的障碍

设计方法和探索

1. 适应性设计

含响应式设计 *Responsive Web Design*

<http://www.slideshare.net/bienfantaisie/webrebuild-as-design>

2. 原子设计 Atomic Design

<http://www.slideshare.net/bradfrostweb/atomic-design>

3. Pixel-Perfect 设计方式和流程的革命

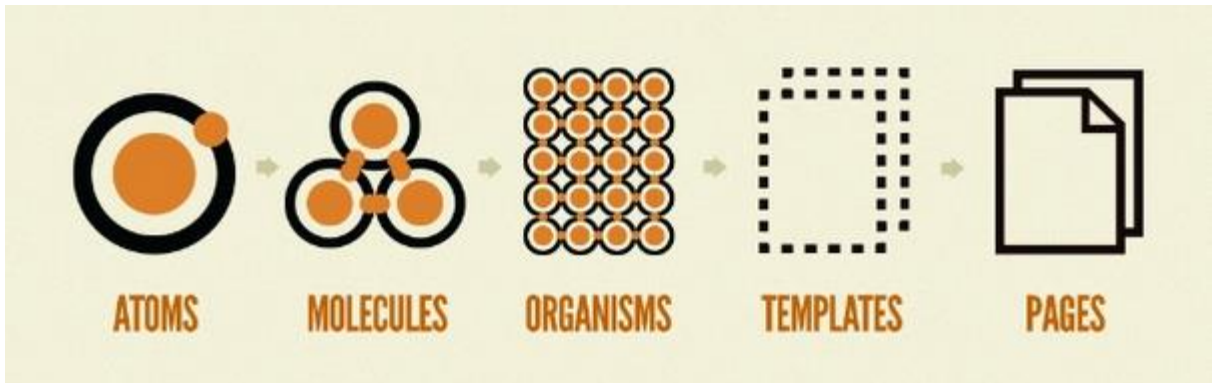
<http://www.slideshare.net/dmolsenwvu/death-of-lorem-ipsum-and-pixelperfect-content-minnewebcon-version>

原子设计

Periodic Table of the Elements

<http://joshduck.com/periodic-table.html>

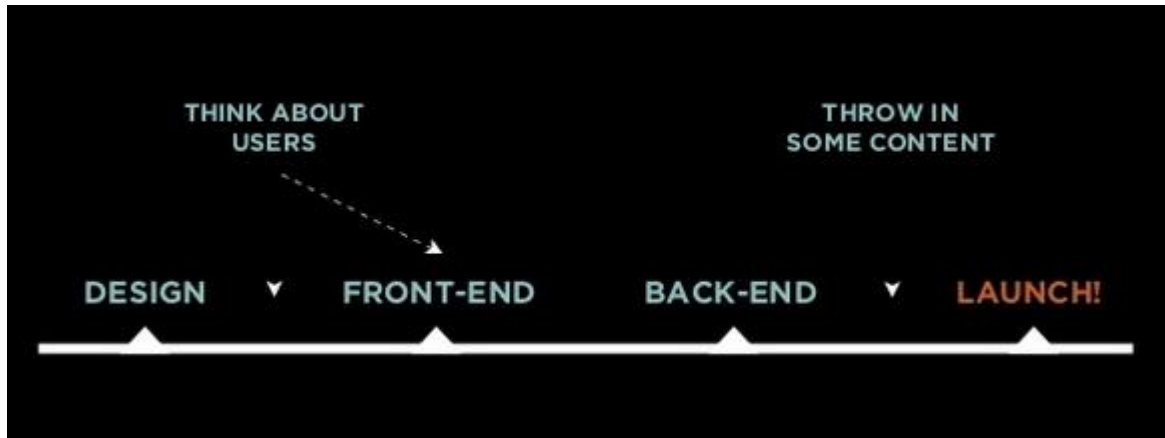
- Root element
- Text-level semantics
- Form
- Table data
- Headline and scripting
- Grouping content
- Document sections
- Interactive elements
- Embedding content



设计“系统”，而非页面
比规范化框架的规定性更细

<http://www.slideshare.net/bradfrostweb/atomic-design>

Pixel-Perfect设计方式的革命



告别上面的传统流程，各环节更加密切的合作

<http://www.slideshare.net/dmolsenwvu/death-of-lorem-ipsum-and-pixelperfect-content-minnewebconversion>

FFLY产生的背景

2011.9

2011年9月21日的之前一周...



田纳西州
某森林里的小房子里
10人轰趴
提出“Future Friendly Design”

<http://globalmoxie.com/blog/future-friendly-mobilewood.shtml>
<http://userfirstweb.com/558/mobilewood-and-futurefriendly>

1. Josh Clark



Josh Clark

2nd

Leads mobile design/strategy firm Big Medium;
Tapworthy author; mobile maven; C25k creator; Maine's
#11 strongest man

Brooklyn, New York | Design

Current Big Medium, O'Reilly Media, Rosenfeld Media

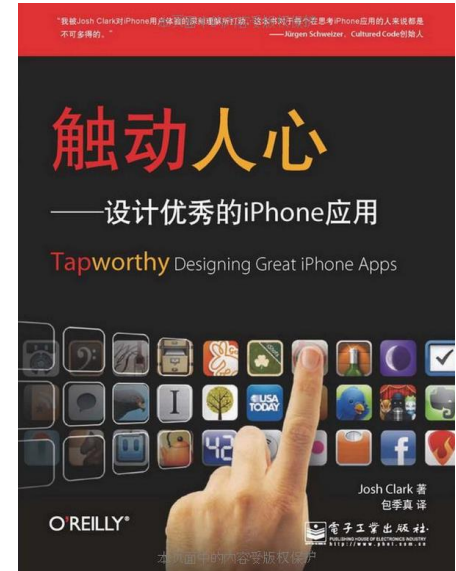
Previous Mobiquity, Inc., Providence CityArts for Youth, Inc.,
Betaspriing

Education Harvard University

Connect

Send Josh InMail

500+
connections



UX/交互设计师，创业，O'Reilly, Harvard，纽约

<https://www.linkedin.com/in/joshclark>

<http://globalmoxie.com>

2. Brad Frost



Brad Frost

1st

Web designer, developer, consultant, speaker and writer
Pittsburgh, Pennsylvania | Internet

Current Brad Frost Web
Previous R/GA, Pod1, Sharp Creative
Education James Madison University


Send a message

500+
connections

前端设计师(I make websites), 响应式设计专家, 匹兹堡

<https://www.linkedin.com/in/bradfrost>

3. Bryan Rieger



Bryan Rieger 2nd
Head of Design at Skyscanner Limited
Edinburgh, United Kingdom | Design

Previous Skyscanner Limited, Yiibu, Future Platforms
Education Ryerson University

[Connect](#) [Send Bryan InMail](#) ▼

500+
connections

交互/开发，天巡网Skyscanner设计总监

<https://uk.linkedin.com/in/bryanrieger>

4. Jason Grigsby



Jason Grigsby

Mobile Strategist

Portland, Oregon Area | Internet

Current Mobile Portland, Cloud Four

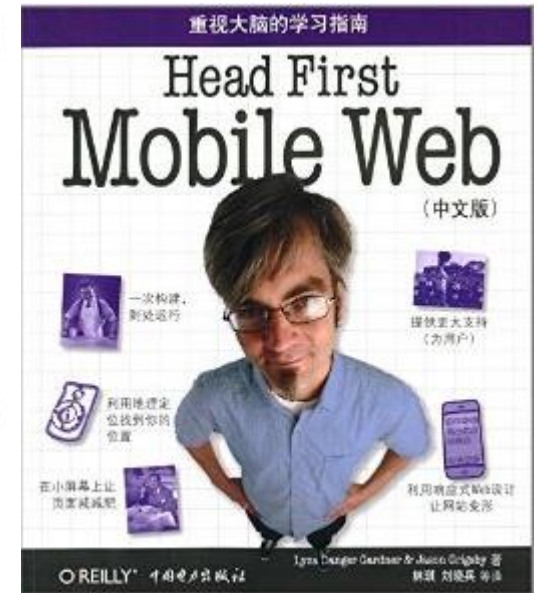
Previous KAVI Corporation, Hanna-Sherman International, Inc., Mike Dugan for Congress

Education University of Oregon

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1st

500+
connections



深入浅出 Mobile Web(中文版)

职业项目管理，密歇根大学公共关系专业

<https://www.linkedin.com/in/grigs>

5. Lyza (danger) Gardner



Lyza Gardner

CTO, Co-Founder, Cloud Four, Mobile Web Developer
Portland, Oregon | Internet

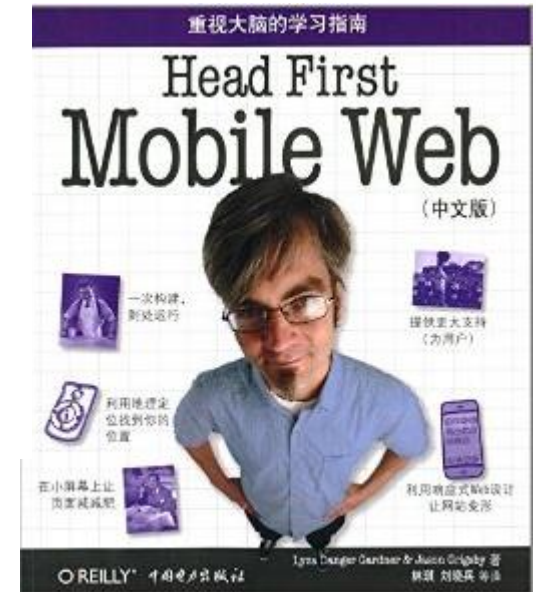
Current Cloud Four
Previous Connected Media, Inc, Kavi Corporation, Intel Corporation
Education The University of Birmingham

Connect

Send Lyza InMail

2nd

316
connections



深入浅出 Mobile Web(中文版)

Web开发，伯明翰大学计算机科学，俄勒冈

<https://www.linkedin.com/in/lyzadanger>

6. Jeremy Keith



Web开发者，Clearleft Web咨询公司
Web标准化组织WaSP成员，Brighton, England

<https://adactio.com>

7. Luke Wroblewski



Luke Wroblewski

Product at Google, Author, Speaker, Advisor
San Francisco Bay Area | Internet

Current Google, OneID, Origami Logic
Previous Input Factory Inc., Platfora, Room 77
Education University of Illinois at Urbana-Champaign

Connect

Send Luke InMail

2nd

500+
connections



Google产品总监，雅虎设计架构副总裁，Ebay UI设计leader

<https://www.linkedin.com/in/lukew>

8. Scott Jehl



Web设计/开发 佛罗里达

<http://scottjehl.com>

9. Scott Jenson



Scott Jenson

2nd

Product Strategy at Google
San Francisco Bay Area | Design

Previous Jenson Design, frog design, Google
Education Stanford University

Connect

Send Scott InMail

500+
connections

Google产品经理, Frog Design创意总监, Apple UI设计师

<https://www.linkedin.com/in/scottjenson>

<http://designmind.frogdesign.com/blog/author/beyond-mobile/>

10. Stephanie Rieger



Stephanie Rieger

1st

Senior Product Manager, Apps
Edinburgh, United Kingdom | Wireless

Current Yiibu

Previous Skyscanner, Future Platforms (Client), Urban Interactive (Client)

Education Adobe Systems Inc., London, UK

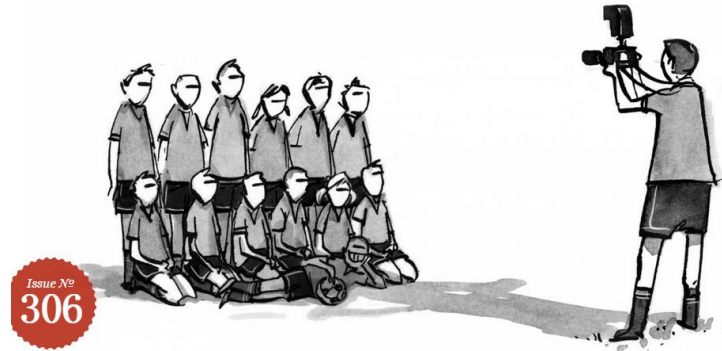
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500+
connections

Yiibu产品总监/UX设计

<https://uk.linkedin.com/in/stephanierieger>

客串. Ethan Marcotte



Responsive Web Design

by ETHAN MARCOTTE · May 25, 2010

Published in *CSS, Layout & Grids, Mobile/Multidevice, Responsive Design, Interaction Design* ·

103 Comments



响应式设计创始人 Web设计/开发 波士顿

<http://alistapart.com/article/responsive-web-design>

<http://ethanmarcotte.com/>

<http://unstoppablerobotninja.com/about/>

客串. Stephen Hay



Stephen Hay

Principal at Zero Interface

Groningen Area, Netherlands | Internet

Previous Cinnamon Interactive, Greydanus Communicatie

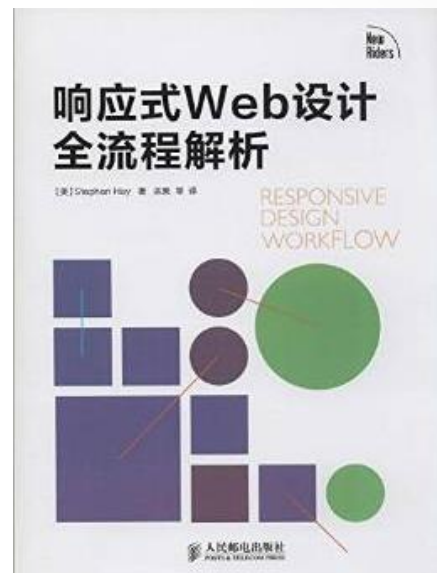
Education College of the Ozarks

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403
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Zero Interface Web/mobile UX咨询，创意总监

<https://nl.linkedin.com/in/stephenhay>

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wyqbailey 14月 2013

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作者: 格雷格·霍伊 任何客户与供应商之间的关系都建立在一系列期望基础上, 无论是否...

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www.abookapart.com

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- 我们的每一本图书都代表一个清晰的领域，你会很清楚你要看什么，看完了回去工作，一点工夫都不耽误。欢迎提供选题和通过各种方式参与我们所做的出版事业，我们所做的事，决定web的未来。

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2014年11月
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2014年11月

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A BOOK APART



【美】Aaron Walter Erin Kissane 著 ■ 王兴 译 ■ 林本杰 褚英杰 审校

网站情感化设计 与内容策略

DESIGNING FOR EMOTION
THE ELEMENTS OF CONTENT STRATEGY

人民邮电出版社
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5. Aaron Walter : Designing For Emotion / 网站情感化设计 2014年8月



4. **Ethan Marcotte** : Responsive Web Design / 响应式Web设计 2014年11月

6. **Luke W.** : Mobile First / 移动优先 2014年11月

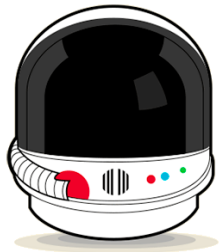


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12. Mike Monteiro : You're My Favorite Client / 你是我最体贴的甲方
13. **Scott Jehl** : Responsible Responsive Design / 负责任的响应式设计

常用的结语

- 技术本身没有问题，如何实现才是问题
- 没有固定的方法，只有不断发现新方法
- 拥抱未知，知难而上



future friendly

THANK YOU!