

Ashley Kelly  
Reading Assignment One

**Intro to Mobile Web Design** – *Earle Castledine, Myles Eftos & Max Wheeler*

“Fundamentally, “mobile” refers to the user, and not the device or the application” – Barbara Ballard. This quote made me realize that I never thought of mobile in the sense of the user; I’m always thinking about the device itself. With that in mind, the focus of mobile design becomes clearer, but also more difficult to achieve.

The main point this article made was choosing between a native or web application. Before reading, I never knew the difference between the two. It seems like native applications are the better choice in terms of building a complex app that can run without Internet access – all while maintaining high quality. With pros come cons, some of them being: the development process can get expensive, the time to production is longer and it has to go through the tedious process of app marketplace availability.

The article then goes on to say an application is not always the solution. Customers or users of an application also expect the correlating company’s website to work on mobile browsers. This requires the designer to think of all possible scenarios and design accordingly. Some solutions (for the developer) are to: do nothing, make the site responsive, make a separate mobile site or use a framework.

**Responsive Web Design** – *Ethan Marcotte*

This article talked about how responsive design isn’t just a way of designing, but it’s a way of thinking. In order for a designer to create a responsive website, they must utilize fluid grids, flexible images and media queries. It was a nice refresher to read that media queries allow designers to consider the characteristics and parameters of the device their work will be placed on. By utilizing media queries, images, figures and text can responsively change their layout whether the window is made larger or smaller. All in all, the point of this article was not only to inform developers about responsive design, but also to highlight that responsive design needs to be approached with an open mind.

In my opinion, I think responsive design is important now and is only going to become more prominent in the future. Having a site that is responsive for a desktop computer and a mobile device makes the site fully functional to any visitor. Making any and all websites responsive is not only a fun project for a designer, but creates a user friendly experience and prevents unnecessary aggravation.

**The 2014 Guide to Responsive Web Design** – *Nick Pettit*

The purpose of Nick Pettit’s article was to inform readers of the changes in responsive design since the publishing of Ethan Marcotte’s *Responsive Web Design* article. One change I noticed is switching from fixed units (pixels) to adaptive and dynamic units (percentages). Pettit

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provided a formula to help convert sites to percentages – something I need to do on my personal portfolio site when I have spare time.

The next key point was that a webpage **and** it's components should be responsive. Pettit focused on images; stating that setting a max-width of 100% is all it takes to make them adapt. Although most of my personal site is hard coded in pixels, this is one line of code I have correct. When my pages are resized, the pictures move and shift effortlessly.

Pettit also touched on the “mobile first” approach – the idea of designing for a mobile device and gradually apply styles for a larger size; developing breakpoints as the fluid layout begins to look disassembled. Although this approach is becoming better well known, it's still something I have yet to master. I find it difficult to visualize design from small to big, so I always work in a “desktop first” approach.

Lastly he mentioned front-end frameworks (like Bootstrap). I've never implemented a framework in my designs before, simply because it's something I was never taught how to use. Once I learn how they tick, I feel like designing responsively will come more naturally.