Responsible Design
A Pragmatic Approach to Website Design For Multiple Devices

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Desktops and printed PDFs are still king but mobile is on the rise
Publishers should present their content optimally for each device.
Two web design approaches to consider

1. **Responsive Web Design**
   - Resizes and reorganizes every element in response to the browser size.
Two web design approaches to consider

2

**ADAPTIVE WEB DESIGN**
fixes each feature individually in response to the type of device you are using.

Graphic: Digital Broadcasters “Responsive Web Design vs Adaptive Web Design vs Separate Mobile Sites”
There is a lot of talk about Responsive Web Design

"responsive web design"

About 60,900,000 results (0.26 seconds)
Adaptive Web Design? Not so much

But what’s the difference?
And which approach is better?
Responsive Web Design

RWD can make a single site design work on multiple devices

Graphic: The Boston Globe December 10, 2011
But one layout doesn’t fit all

Content order may need to vary, which is harder to do with responsive CSS than with adaptive coding.

Graphic: Scott Abel, thecontentwrangler.com
Webinar: “Mobile Devices and the Need for Adaptive Content” March 10, 2014
Elevating Responsive Web Design with “progressive enhancement”

Requires lots of time and planning
“It’s not just about layout anymore: a responsive redesign will raise challenges with your current design, development, and publishing processes.”
- responsivewebdesign.com
"Adaptive content automatically responds to the screen size and orientation of any device, but goes further by displaying relevant content that takes full advantage of the specific capabilities of the device being used."

Charles Cooper
The Language of Content Strategy
ADAPTIVE WEB DESIGN VS. RESPONSIVE WEB DESIGN

**DEVICE IDENTIFICATION**
- Can use **server or client-side** code to detect the devices
- Uses "media queries" to detect the device

**CONTENT OPTIMIZATION**
- Serves **separate HTML**, using **CSS** to modify the presentation of a website based on screen size
- Flexible images and **fluid grids** are sized correctly to fit the screen
- Information is pre-selected and **only mobile-optimized assets** are downloaded
- Information for **every device** is included. **All assets** are downloaded regardless of whether they are used or not

Graphic: [Skyrocket Blog](http://www.skyrocketblog.com), October 23, 2013
AWD vs. RWD

- ADAPTIVE WEB DESIGN VS. RESPONSIVE WEB DESIGN

**DEVICE OPTIMIZATION**

- **Distinct templates**
  - optimized for each device

- **Single template**
  - for all devices

**FEATURES**

- **Streamlined, layered approach**
  - Utilizes scripting to assist with adapting to various devices and screen sizes.
  - Will detect the type of device and its functionalities, then change the site's behaviour accordingly

- **Comprehensive approach**
  - Includes all of the features that a mobile or tablet web browser can support (i.e., Flash or no Flash, drop-down menus, touch, javascript, image resolution, video resolution, etc.)
AWD vs. RWD

- Adaptive Web Design vs. Responsive Web Design

**PERFORMANCE**

Page loads faster
- Only loads the required resources for the user’s device.
- Images are optimized for specific device screen resolutions, reducing file size and load times.

Page loads slower
- User is only using one device, but they have to wait for all of the page elements and resources for all devices to load.
- Full size images are downloaded then resized to fit the device.

**DEVELOPMENT**

Adaptive templates are implemented on a pre-existing site

Have to undertake site rebuild

stm
“If you need to choose between your designer and your user, pick the user”
Literatum for Mobile: AWD in Action

Mobile access to Literatum-powered websites on Android and iOS phones and tablets

Screenshots: Taylor & Francis Online, tablet mode
But to be clear, we’re not opposed to using aspects of RWD
Think “Responsible Web Design”
Deciding when to change your strategy

Time’s Up!

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