

Drawing on Quicksand

Think Responsively, Design Responsibly



About Me

- + Jason Pamental
principal, co-founder of h+w design
- + Love to learn & share
- + Can be found @jamental in most places
- + Post thoughts, work, instigations & pics
on Instagr.am & hwdesignco.com
- + Fixed widths & Arial make me sad



Why Are We Here?

- + We're going to talk about the purpose of design
- + We're going to talk about what we don't know, and what we do and can
- + We're going to get past the 'now' and really *think* responsively
- + A talk about why this is more than a fad, it's 'just design' (as it should be)

What do we mean by 'design'?

- + Design is fundamentally a commercial endeavor.
To be successful it must:
 - communicate an idea
 - and influence behavior (to act on that idea)
- + Relies upon basic artistic principles, cognitive science & psychology to do so

Big Game Travel Advertising



Popular Archeology, September 2011

Do this,
don't do that



Page from a manuscript from Al-Andalus, 12 century BC – Wikipedia

Here
there be
monsters



Map of the World by Abraham Ortelius – Wikipedia

Designer as Profession

[English](#) | [Deutsch](#)

AEG

perfekt in form und funktion

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The father of industrial design

Peter Behrens was not only the father of German industrial design - he was also the founder of corporate identity. Working for AEG, Behrens was the first person to create logos, advertising material, and company publications with a consistent, unified design.

It may seem incredible today, but there was a time when industrial production was purely functional. Artistic merit and aesthetic sense were largely irrelevant in mass-produced goods; there was little harmony between form and function. At least, that was how it was until 1907, when a certain architect was appointed Artistic Consultant to AEG.

Allow us to introduce Professor Peter Behrens - a designer from Germany.



Professor Peter Behrens
1868-1940

Contact Us

If you have any questions on our products or about the AEG brand, please do not hesitate to contact us. Please click below for contact details.

» [Click here](#)

Words Divide, Images Unite



Ideas that Influence

- + Visual representations of ideas that influence behavior
 - Find food here
 - Don't go there
 - Use this toilet, not that one
- + Dealt with known constraints of size, material & media
- + Along came the web

But then we got lazy.

Lazy Is as Lazy Does

- + For nearly 20 years we've tried to apply the same techniques to solve design challenges
- + But we didn't consider that the medium is different
- + *and so is its use*
- + Technology has amplified the differences
- + *and provided new solutions*

What's so different about web design?

You're dealing with the attention span of reading a billboard while trying to convey the depth of information in an annual report

**It's not what we don't know
that'll kill us**

It's what we willfully ignore

A Long Road to a Make-Believe Place

- + We've propped up our vision of the world with tricks & misconceptions
- + Responsive Design is not all about the 'entirely new'
- + Responsive Design has just been the catalyst to break them down (*thanks Jeremy!*)

Take Away The Make-Believe

- + 960px
- + 'Pixel Perfect'
- + 'This is a page'
- + 'Of course we can match that color blue'

Take Away What We Can't Know

- + Screen size
- + Device capabilities
- + Concurrent activities
- + Depth of focus
- + Purpose of visit

**Don't seek the truth.
Just drop your opinions.**

– Zen proverb (according to Google)

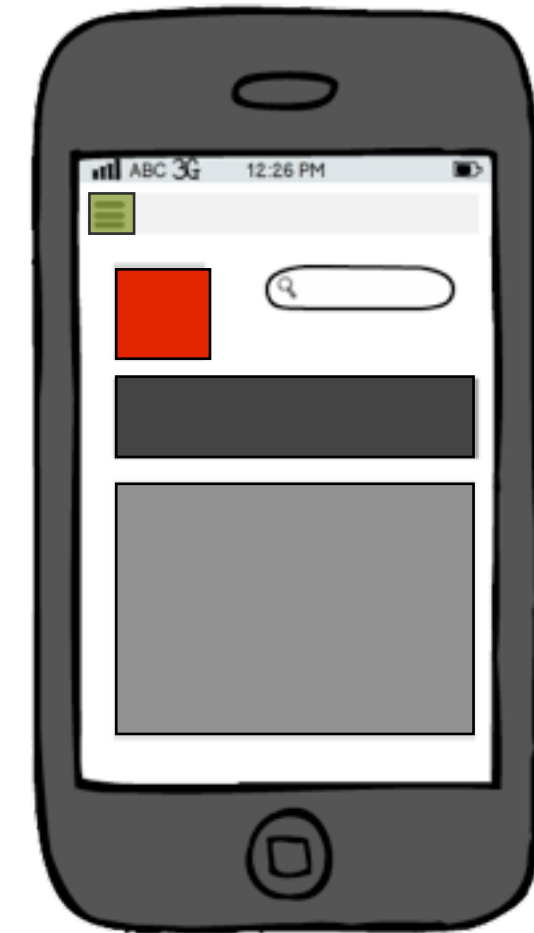
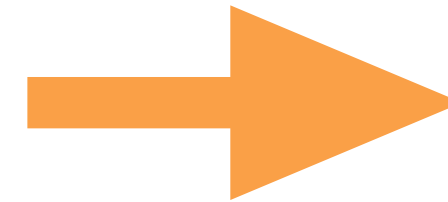
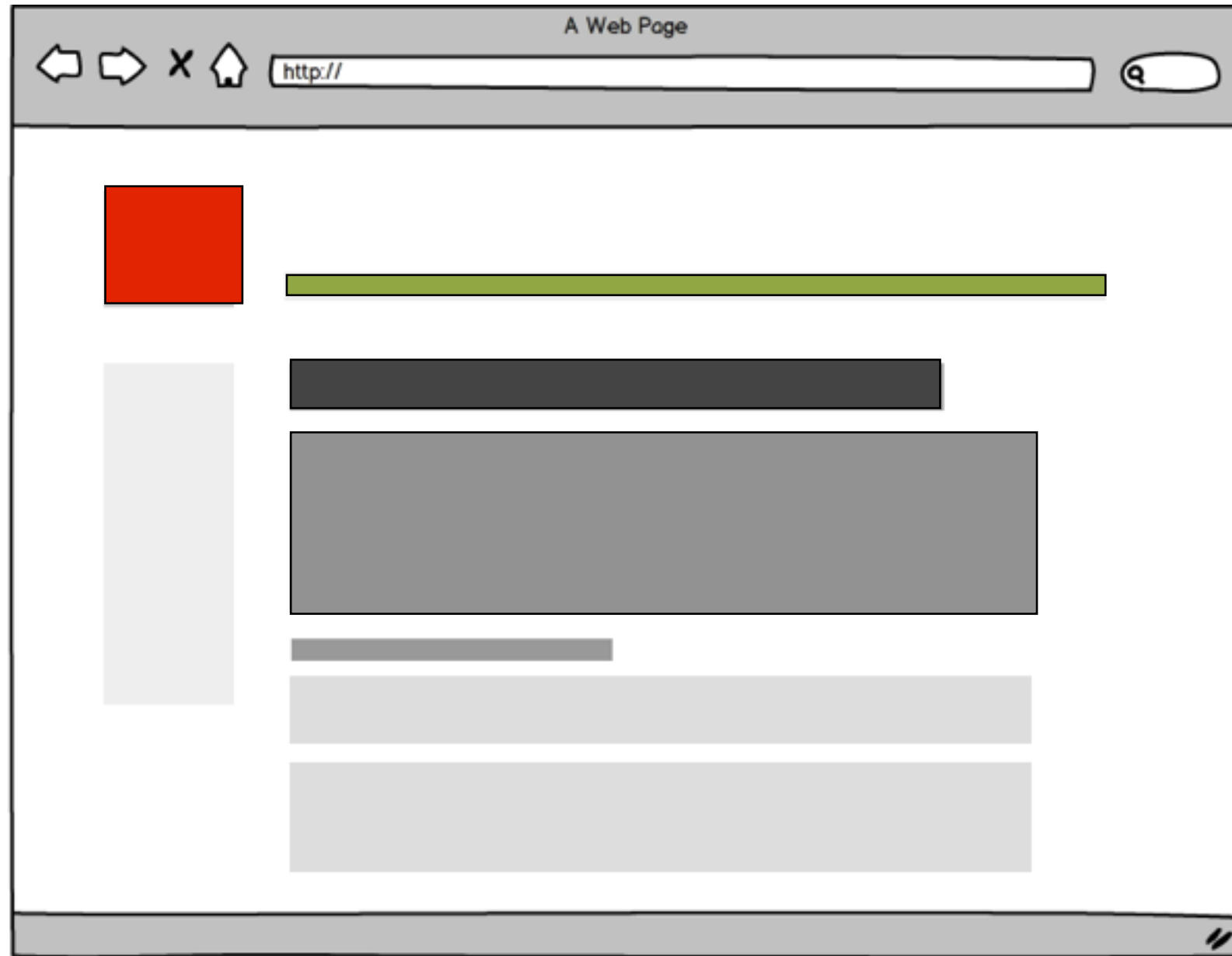
Same Principles, Different Constraints

- + For web design to be successful it must:
 - communicate an idea
 - and influence behavior (to act on that idea)
- + Relies upon basic artistic principles, cognitive science & psychology to do so

We still have artistic principles

but we must apply them proportionally, not specifically

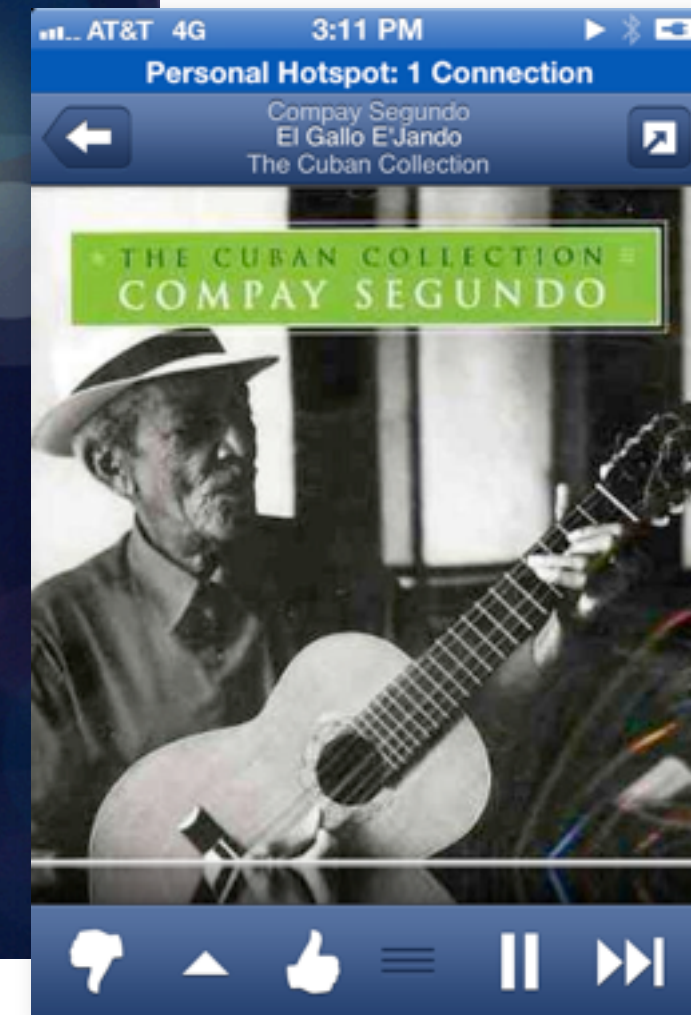
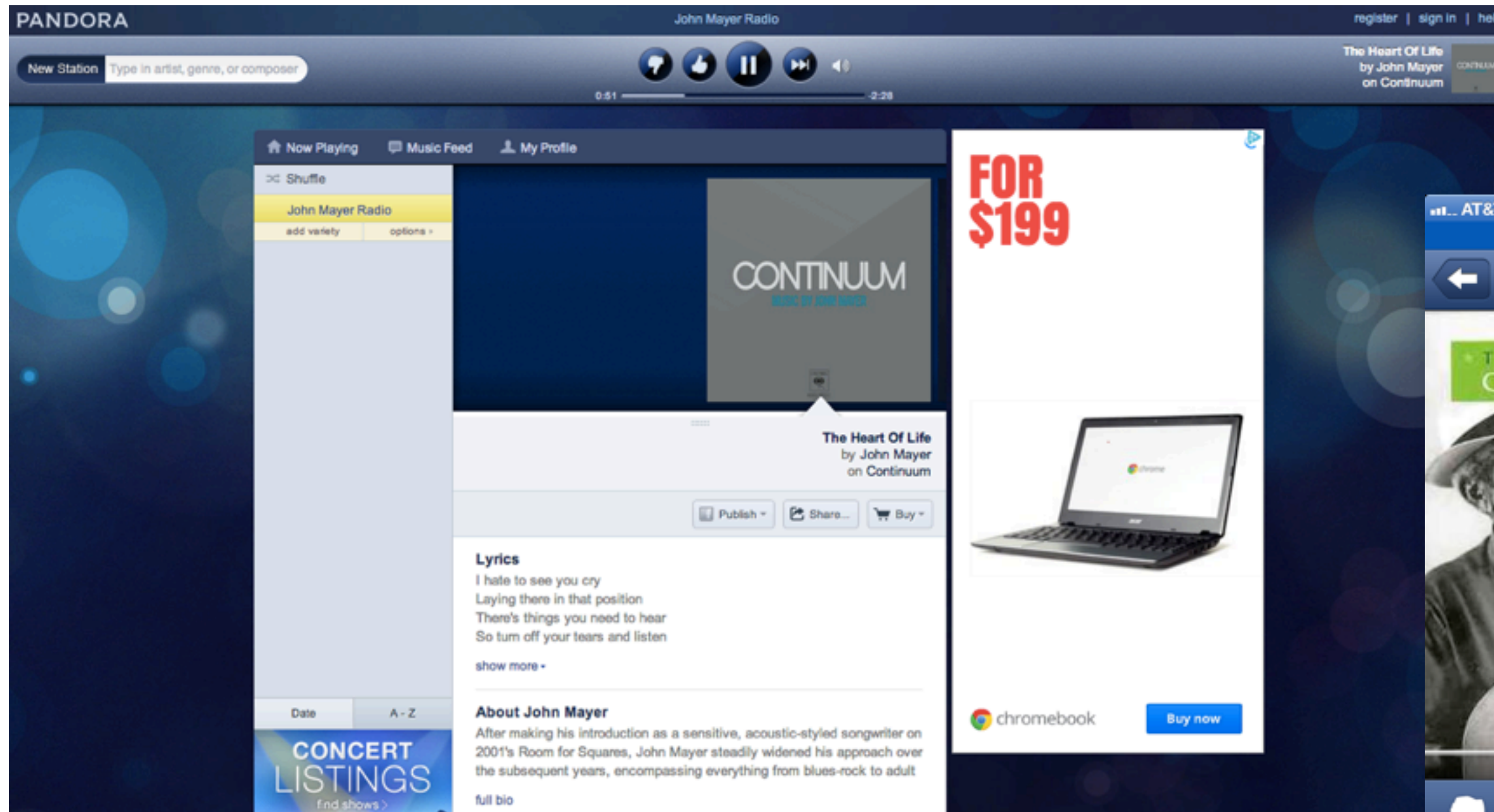
'This' is More Important Than 'That'



We still use our understanding of how people read & learn

but we must factor in distraction and relative scale

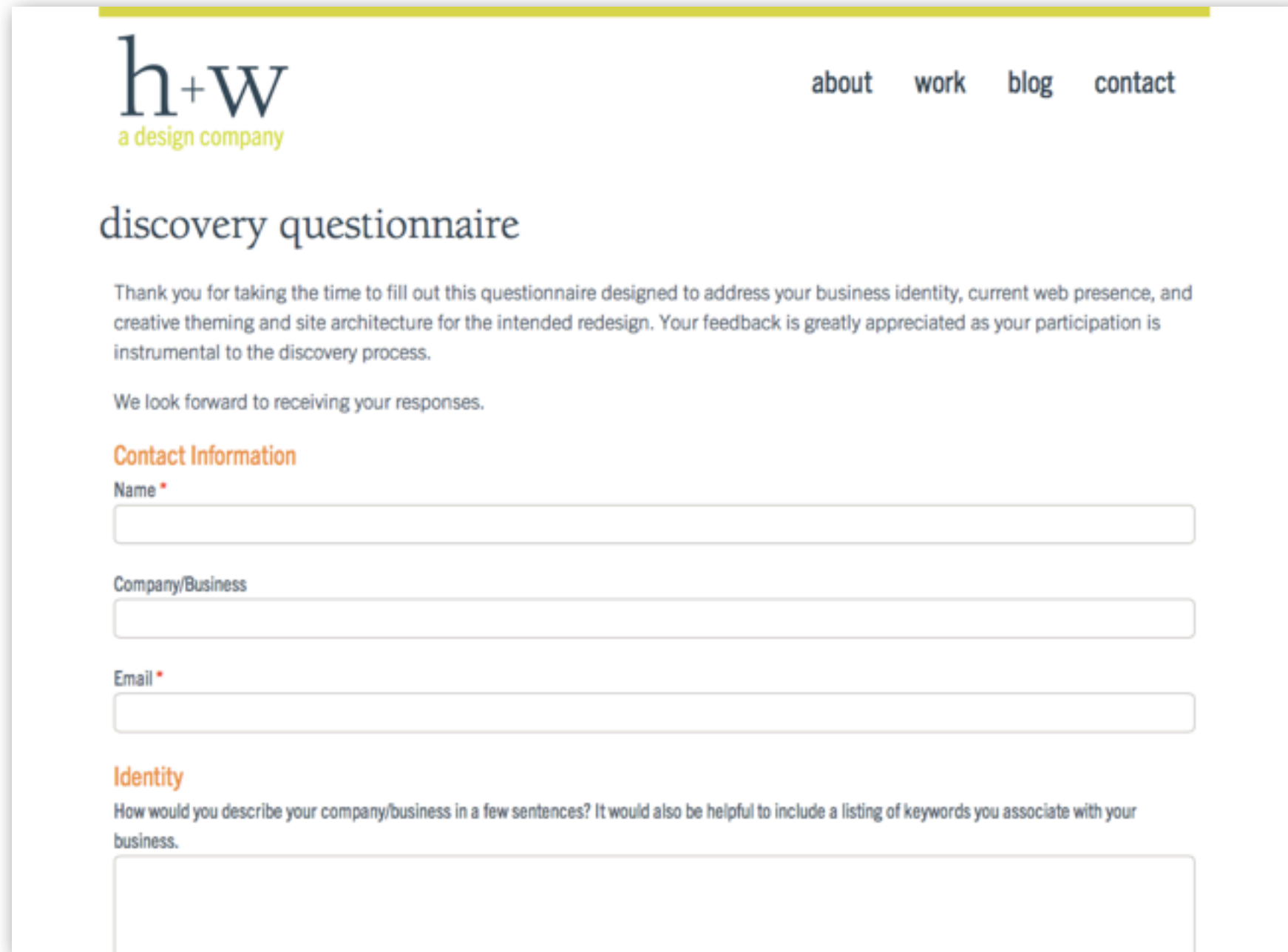
One Eye & One Thumb



We still have to motivate people

but must design for different barriers to action

Because They *Can* Doesn't Mean They *Will*



h+w
a design company

about work blog contact

discovery questionnaire

Thank you for taking the time to fill out this questionnaire designed to address your business identity, current web presence, and creative theming and site architecture for the intended redesign. Your feedback is greatly appreciated as your participation is instrumental to the discovery process.

We look forward to receiving your responses.

Contact Information

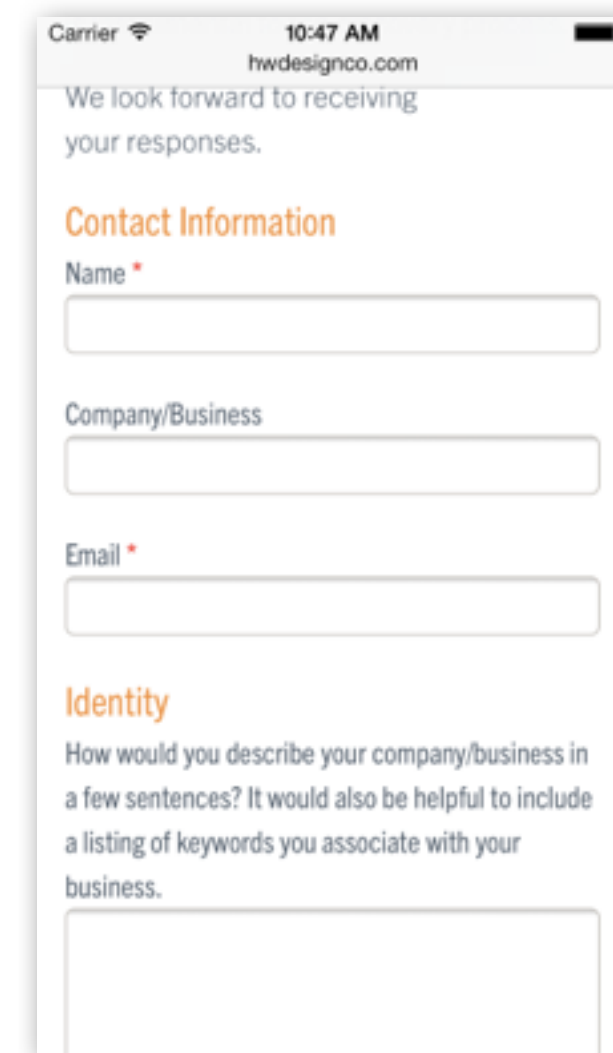
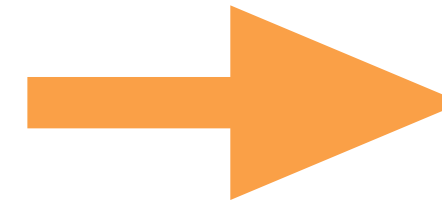
Name *

Company/Business

Email *

Identity

How would you describe your company/business in a few sentences? It would also be helpful to include a listing of keywords you associate with your business.



Carrier 10:47 AM
hwdesignco.com

We look forward to receiving your responses.

Contact Information

Name *

Company/Business

Email *

Identity

How would you describe your company/business in a few sentences? It would also be helpful to include a listing of keywords you associate with your business.

Responsive Design Can Help

- + But we must know the **'how'** to design for the **'why'**
- + Speaking of 'why' – what about apps or mobile-only?
 - The site **should** still **be responsive**
 - Apps may still be appropriate, but 'mobile-only' is like an **extra pinky toe**
- + If people get there through **search**, your site must **work** when they get there

In Case You Weren't Convinced

- + On Mashable: Over **17%** of all **traffic** on the web is from mobile devices
- + More Critical: nearly **40%** of **time** spent on the web is on a mobile device
- + It's **2x** more likely that users will spend **4x** more time on your site than using IE8
- + And they're doing so from the **couch**, the **car**, the **office...**

Be Responsible to Users & Clients

- + Design for **meaning, hierarchy & understanding**
- + *not for fixed relationships & proportions*
- + Your work will have **greater impact & longevity**
- + *even when 'one more thing' launches next year*
- + Taking the **first step** is important, but **push farther**

Navigation

The screenshot shows a website with a dark navigation bar. On the left, a 'w' logo is followed by 'Categories', 'Freebies', and 'Deals'. A dropdown menu is open, listing various categories such as Branding, Business, Comics, Contests, CSS, Deals, Design, Freebies, Funny, How To, HTML, Inspiration, JavaScript, Marketing, Mobile, News, Resources, Social Media, Typography, Usability, Web Design, Web Development, and WordPress. The main content area features a large article titled 'Common misconceptions about responsive design' by Daniel Kling, dated May 28, 2013. To the right, there is a 'New Relic' advertisement, a 'Newsletter' sign-up form with 389,478 subscribers, and two promotional banners for 'CUSTOM LOGO DESIGN' and 'PHOTOSHOP PREMIUM COURSE'.

Navigation



Navigation

The image illustrates navigation design through three overlapping screenshots:

- Top-Left (Desktop Website):** Shows a website with a logo 'w' and a top navigation bar with 'Categories', 'Freebies', and 'Deals'. A large sidebar menu lists categories: Branding, Business, Comics, Contests, CSS, Deals, Design, Freebies, Funny, How To, HTML, Inspiration, JavaScript, Marketing, Mobile, News, Resources, Social Media, Typography, Usability, Web Design, Web Development, WordPress, and All categories.
- Top-Right (Mobile App):** Shows a mobile app interface with a hamburger menu icon and a search icon.
- Bottom-Right (Mobile Social Media):** Shows a mobile social media feed with three posts:
 - Saul Kaplan: Thursday at 6:31 PM via HootSuite. "I am one grateful and fortunate innovation junkie. #BIF8 was magic. #blessed". 22 likes, 6 comments.
 - Richard Fries: Yesterday at 1:06 PM. "Marianne Vos is the greatest cyclist alive.". 34 likes, 23 comments.
 - Elizabeth Kinsman: Friday at 7:23 PM. "added 6 new photos to the album Untitled Album."

Navigation



Images



Responsive Images Community Group – <http://responsiveimages.org>

Performance

“...sites may be visually arresting [...], a good many visitors will never stick around to see them. 74% of mobile web **users will leave a site if it takes longer than 5 seconds to load.** That means you have 5 seconds of someone’s time to get them what they want, or they’re gone.”

~ Brad Frost, w/stats from digitalmall.us

Designing for Mobile First: Speed & Clarity

- + LukeW: Design for **Mobile First** (2009)
- + It relates to **semantics, code structure** and **content**
- + But perhaps most critically: **clarity & focus**
- + If you don't need it **here**, why do we include it **there**?
(hint: it's ok, as long as you actually have a reason)

'Responsive' is Not a Line Item. It's Design.

- + Take off your blinders
- + Let go of your opinions
- + Don't just **look** at your sites on different devices
- + **See** how they work, how people **use** them and **where**
- + *Embrace the **chaos** & nurture the **order***
- + ***Think responsively. Be responsible.***

Thank You!

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