Design for the Dynamic Web

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or:

How to Stop Worrying and Love the Web
What is the Dynamic Web?
1996-2007
Designers are lulled into a false sense of control.
Team Green Adventures was established by Lightning 100 (WRLT 100.1 FM) in 1996 as a way to get our listeners involved in an active lifestyle. Since then, our audience has expanded to other cities and states, with members across the nation and events across the globe, though we remain a local company based in Nashville, TN! Through adventure we promote health, community service, and environmental awareness. Check out our calendar and pick the adventure.

Who Is Team Green?

Spotlight Events

Want More Events?
- Year Round
Check out our “Calendar” tab on the Left Column of this page for a full Interactive calendar of our upcoming events! Click on the “Want More Events” link above for instructions on how to add our events automatically to your iPhone!

Fitness Workshops
- Second Sunday of Each Month
Are you interested in getting fit and trying a new workout, but don’t know where to get started? Join us the Second Sunday of each month for our.

Check Out the E-Newsletter

Email address
first name
last name
SIGN UP>

Recent News

The Adventure Blog!

Haven't taken a minute to check out our blog yet? Well, now’s your
On 8 January 2007, life was easy for designers.
On 9 January 2007, the iPhone was announced.
2007-2010

Uh oh. Let’s still pretend we’re still in control.
Post-2007, the solution was to double our workload.

m. sites were popular

m.facebook.com
2010-2012
Seriously? I have to make three designs? This is getting ridiculous.
No thanks!
Today
Time to give up. Let’s embrace the true nature of the web.
Post-2010, designers & devs started scrambling to find a better solution.
In June 2012, the W3C standardized media queries, the cornerstone of the dynamic web.
Media queries tell a webpage details about the device on which it will be viewed.

e.g. width, height, color, orientation
Some Androids
Many S40
Most S60

iPhone
Many Androids
Many Blackberries
S60/S40 QWERTY

Many Android phones
(HTC, LG, Older Droids, Samsung)

Symbian touch

New Droid
New HTC

Kindle Fire
Some tablets

Samsung Galaxy
Newer Android tablets

S60/S40 QWERTY

Some tablets

Many Symbian touch

New Droid
New HTC

iPad
Some Android tablets

Many Android phones
(HTC, LG, Older Droids, Samsung)

iPod
Kindle Fire
Some tablets

Some desktops

Most netbooks

New Droid
New HTC

Some tablets

Some desktops

Most netbooks

Samsung Galaxy
Newer Android tablets

Device diagram by @viljamis
Media queries opened the door for new approaches

Adaptive Web Design

Responsive Web Design
Examples
ganci.co/rwd
Both AWD and RWD are better than non-dynamic design. Both allow you to tailor your design to a user’s context.
Differences

**AWD**
Predetermine optimal sizes and only send the user the optimal view.

**RWD**
Deliver a quality experience at any size. Respond in real-time to user context. Value flexibility over everything else.
Differences

**AWD**
Designer must pre-determine sizes (e.g. “I am going to design 3 layouts).

Still need multiple files, component files only loaded once device is detected.

Content customized for view.

**RWD**
Flexible grid, content refloows regardless of size.

Flexible images and dimensions.

Content can’t change at different views.
References

**AWD**
Adaptive Web Design: Crafting Rich Experiences with Progressive Enhancement by Aaron Gustafson

**RWD**
Responsive Web Design by Ethan Marcotte
What’s different about design for dynamic environments?

A designer’s job is no longer just about HOW to visually communicate but to research WHAT we need to communicate and HOW we can best communicate.
You need to know a few things before you can begin.

Who are your users?

Why and how are they accessing your site (context)?

How do their needs change in different contexts?