

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](https://www.instagram.com/jamental) & 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



Do this,
don't do that



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 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)

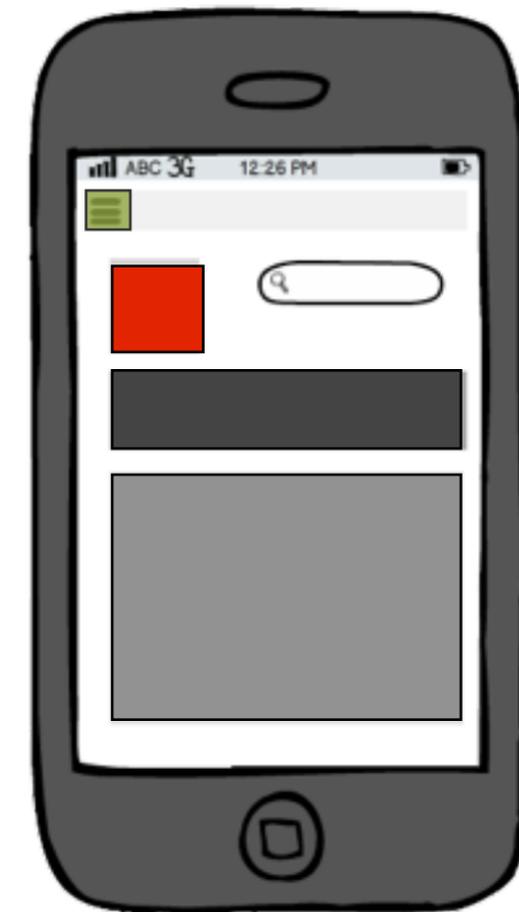
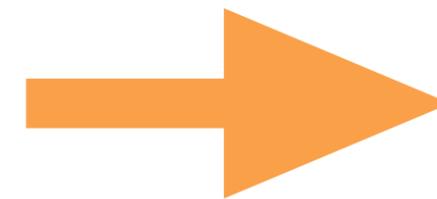
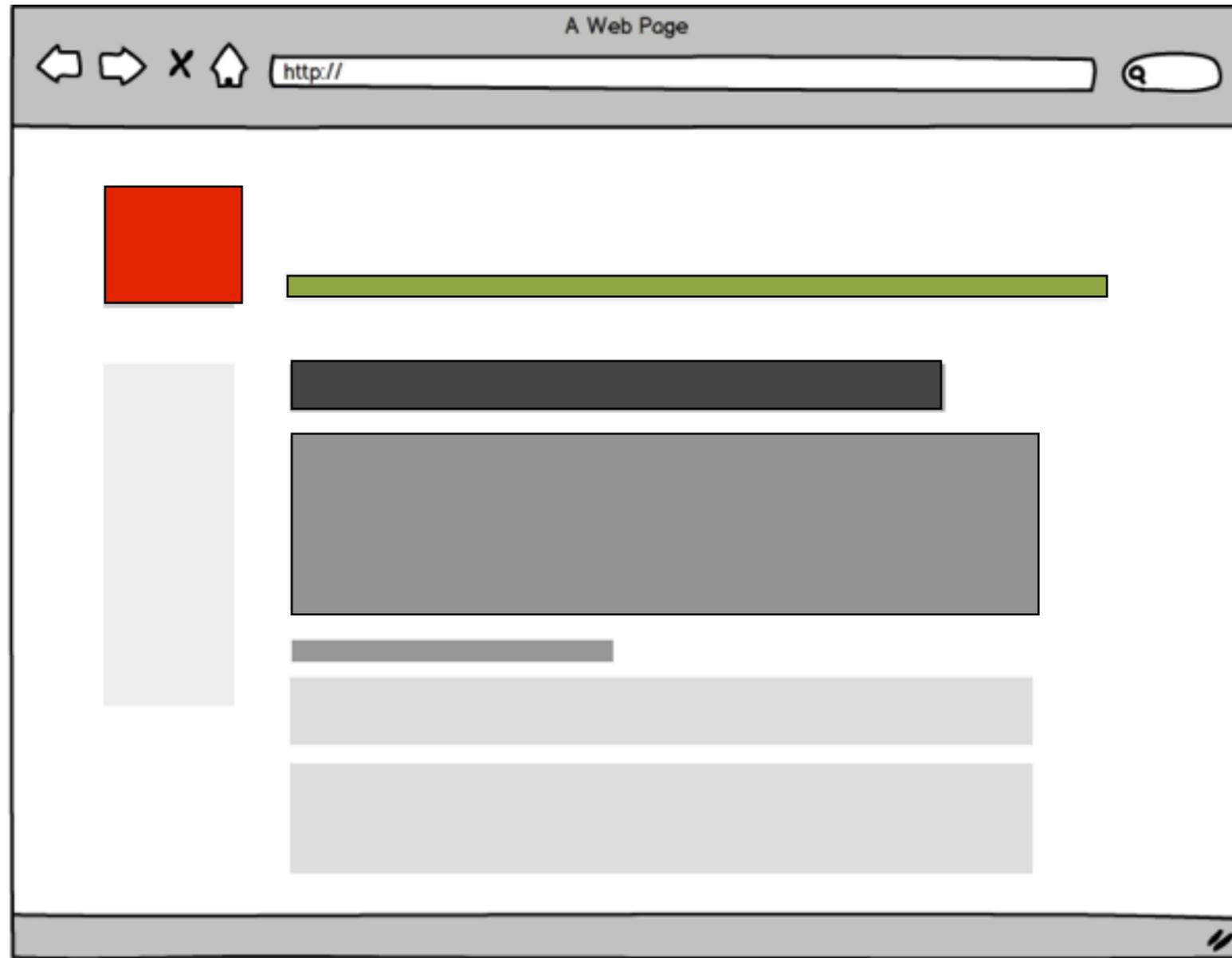
Same Principles, Different Constraints

- + 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

PANDORA John Mayer Radio register | sign in | help

New Station Type in artist, genre, or composer

0:51 2:28

Now Playing Music Feed My Profile

Shuffle

John Mayer Radio

add variety options

CONTINUUM

The Heart Of Life by John Mayer on Continuum

Lyrics

I hate to see you cry
Laying there in that position
There's things you need to hear
So turn off your tears and listen

show more

About John Mayer

After making his introduction as a sensitive, acoustic-styled songwriter on 2001's Room for Squares, John Mayer steadily widened his approach over the subsequent years, encompassing everything from blues-rock to adult

full bio

CONCERT LISTINGS find shows

FOR \$199

chromebook

Buy now

AT&T 4G 3:11 PM

Personal Hotspot: 1 Connection

Compay Segundo
El Gallo E'Jando
The Cuban Collection

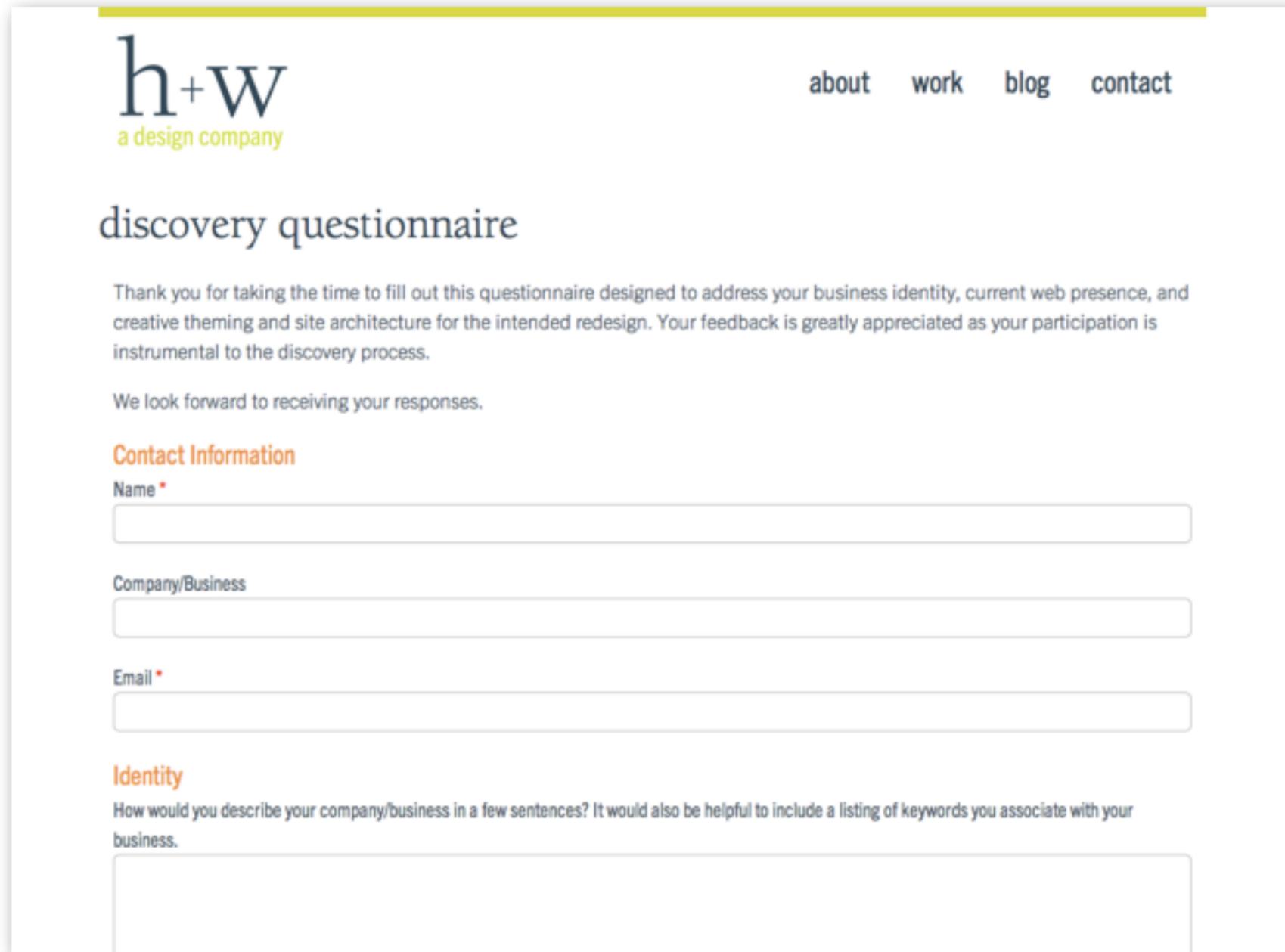
THE CUBAN COLLECTION
COMPAY SEGUNDO

Play button and navigation icons

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

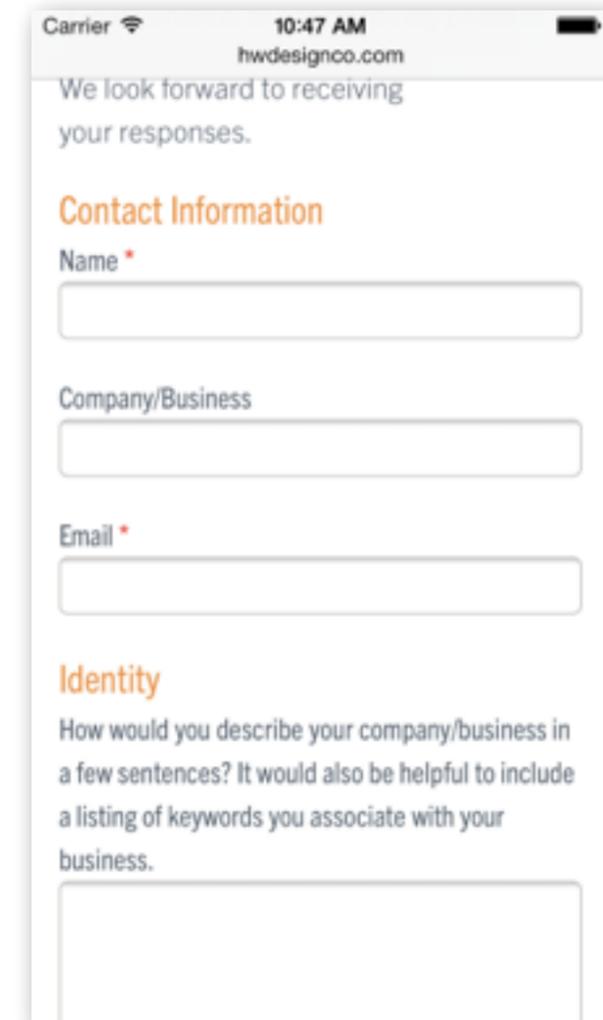
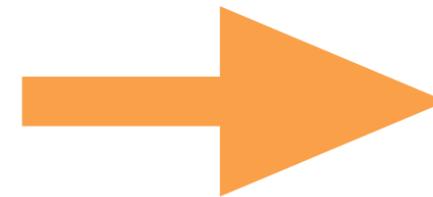
Name *

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 image shows a website navigation menu and a main content area. The navigation menu is located at the top left, featuring a 'w' logo and a list of 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, and WordPress. The main content area features a large article titled 'Common misconceptions about responsive design' by Daniel Kling, dated May 28, 2013. The article has 531 tweets, 173 likes, 74 shares, and 45 shares. Below the article are two promotional banners: 'CUSTOM LOGO DESIGN' with a 'GET STARTED' button and 'PHOTOSHOP PREMIUM COURSE' with a 'LEARN A LIFE SKILL' button and a '90% DISCOUNT!' offer.

w Categories Freebies Deals

Like 173 Tweet 531 Search...

Branding JavaScript
Business Marketing
Comics Mobile
Contests News
CSS Resources
Deals Social Media
Design Typography
Freebies Usability
Funny Web Design
How To Web Development
HTML WordPress
Inspiration All categories

Common misconceptions about responsive design
By Daniel Kling | Web Design | May 28, 2013
Tweet 531 Like 173 +1 74 Share 45

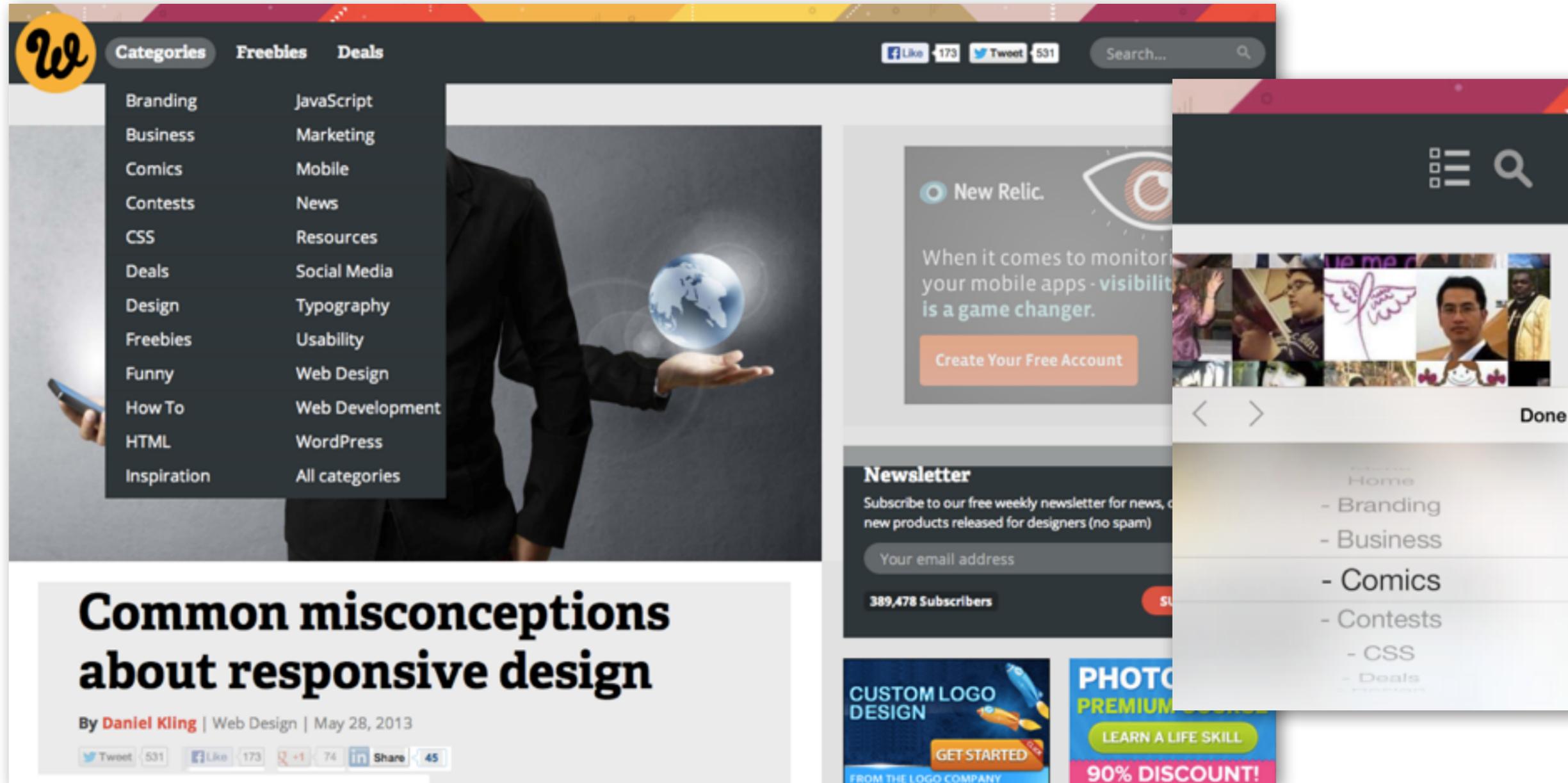
New Relic
When it comes to monitoring your mobile apps - **visibility** is a game changer.
Create Your Free Account

Newsletter
Subscribe to our free weekly newsletter for news, cool apps and new products released for designers (no spam)
Your email address
389,478 Subscribers SUBSCRIBE

CUSTOM LOGO DESIGN
GET STARTED
FROM THE LOGO COMPANY

PHOTOSHOP PREMIUM COURSE
LEARN A LIFE SKILL
90% DISCOUNT!

Navigation

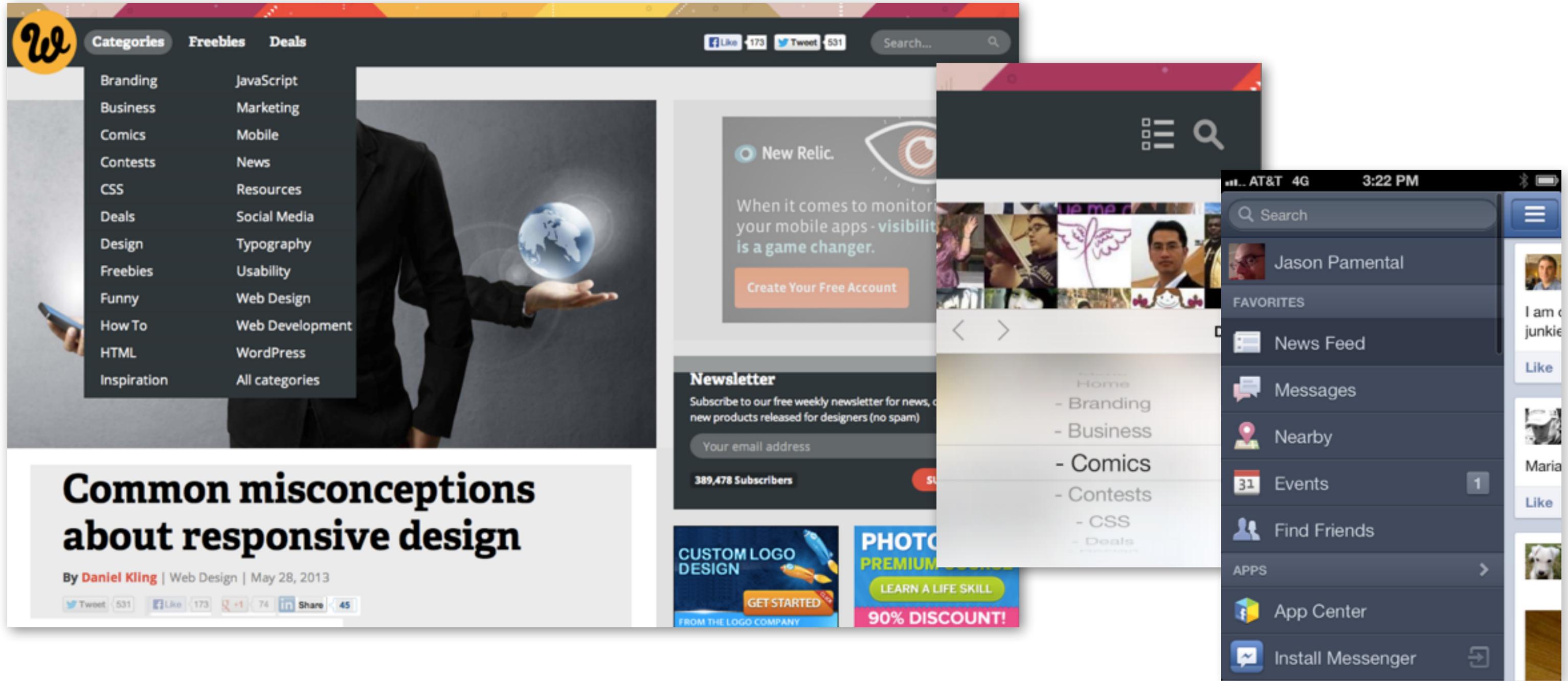


Navigation

The image illustrates navigation design across different contexts:

- Desktop Website:** Features a logo, search bar, and a comprehensive category menu. The menu lists various topics 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.
- Mobile App:** Shows a simplified navigation structure with a hamburger menu icon and a search icon.
- Social Media:** Displays a mobile social media feed with user posts and a navigation menu overlay.

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!

Jason Pamental (@jpamental)

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Slides here: <http://bit.ly/jpfowd2013>