



# Responsive Web Design Systems

(what we can learn from design and content on the web)

# Hi, I'm Sam Kapila!

- @samkap on the interwebz
- In Austin, TX
- Former university instructor
- Taught RWD to ~200 university students
- Former Design instructor
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# Lessons from a Responsive Classroom

- Be Flexible and Adapt
- Plan Better, Plan First
- Expand your Audience
- Get Feedback
- Learn and Unlearn

# Be Flexible and Adapt

- “It depends” is an acceptable answer
- “RWD is a process, not a solution” – Ethan M, probably
- Things change : devices, processes, code, and content
- Smaller screens does not at all ever mean less content

# Plan First, Plan Better

- Strategizing can be hard for this when we introduce the elements: devices, network speeds, performance, polyfills, etc.
- Planning helps with the design process; involve all stakeholders—not just designers and devs?
- Be aware that getting content can take time, so invest in educating stakeholders on the why's of content strategy

# Expand your audience

- Almost always, you're not designing for designers or developers on Google Fiber speed networks
- Test on those other devices and not at the office
- Wear another Edward DeBono thinking cap when you're working on something (six hats in total: factual, exploration, judgement, intuition, creativity, and management)

# Get Feedback

- Testing with designers and developers is not sufficient
- Have stakeholders and user groups test, too!
- Feedback is (usually) FREE!

# Learn and unlearn

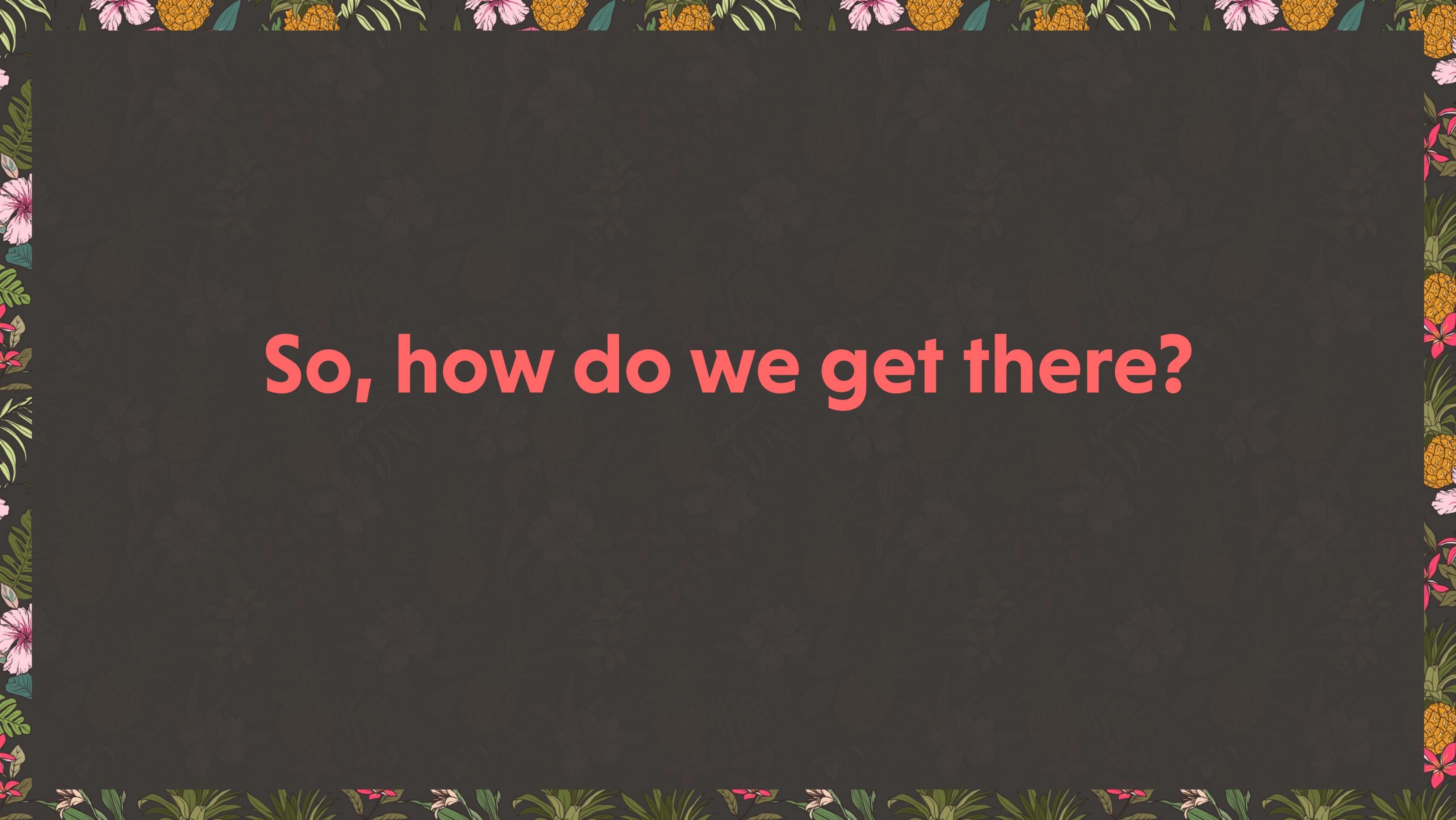
- Responsive web design has evolved, and will continue to do so.
- The thing that I always quote that Trent Walton once said:

*"Every 3 years or so, I've had to get in the habit of forcing myself to unlearn and rethink."*

–Trent Walton, on Twitter one time.

# Take-aways from the classroom

- Content matters so much
- Teach the clients, the stakeholders, and anyone else on a project what RWD and Content is about, so they can learn just like students
- This requires putting a system in place
- And, oh yeah, we're forever students, too. Don't stop learning.

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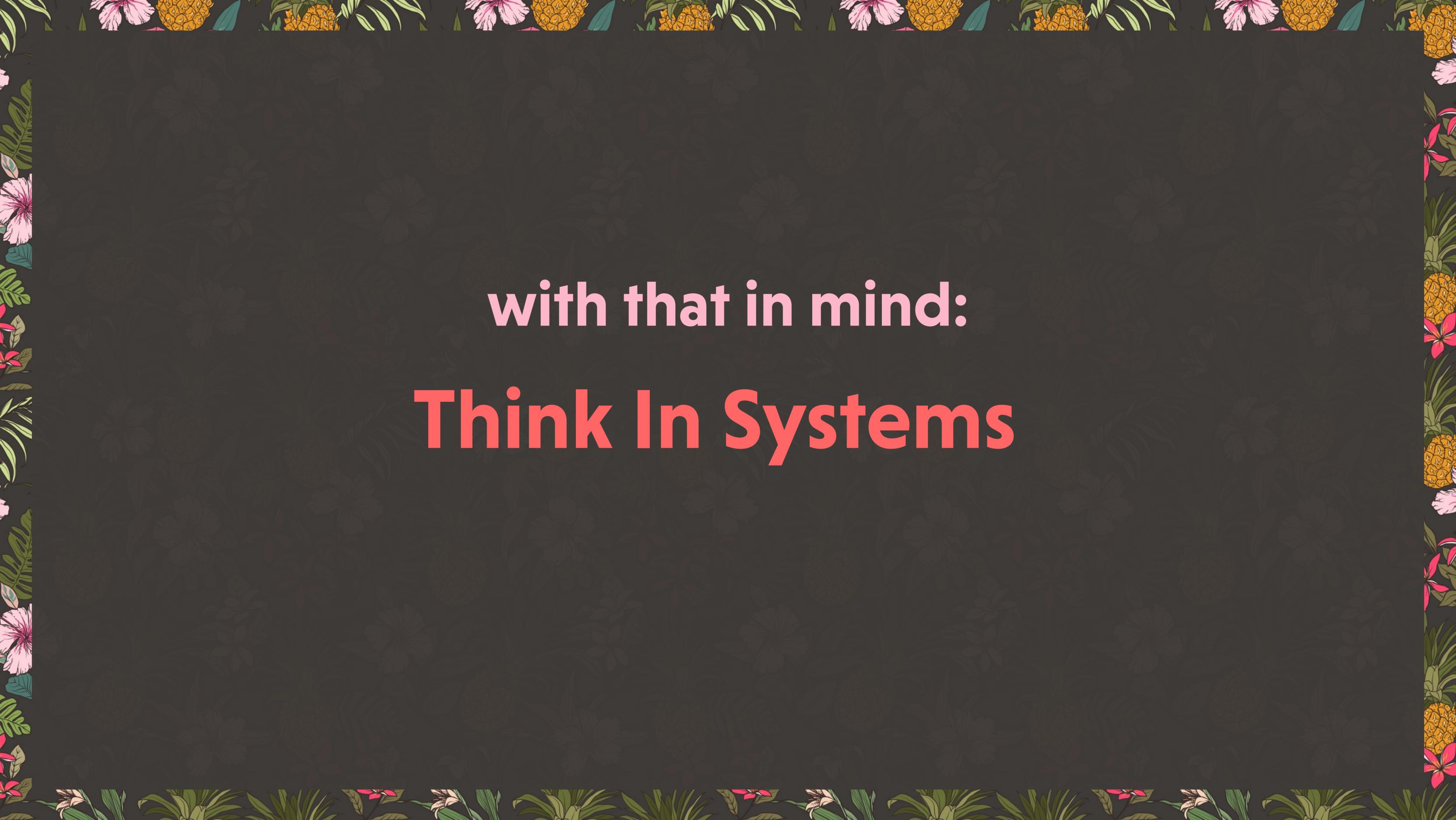
**So, how do we get there?**

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**So, how do we get there?**  
**Let's start by being responsible!**

# Steph Hay's Ways We Access the Web

- Touch
- Click
- Hover
- Speak
- Sense
- Grab
- Stretch
- Listen
- Pull
- Push
- Type
- Swipe

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with that in mind:  
**Think In Systems**

# Thinking in Systems

- Get inspired by Style Guides
- Look into other ways of thinking about Systems, like these for example:
  - Atomic Design
  - Element Collages
  - Delivering Modules

# Thinking in Systems

- Three goals of Systems:
  - Consistency
  - Authenticity
  - Longevity

# Consistency

- Users know what to expect
- Design and Content becomes something they can trust
- Design and Content become intuitive
- And almost most important, this is a part of accessibility:

**Design is non-verbal content**

# Authenticity

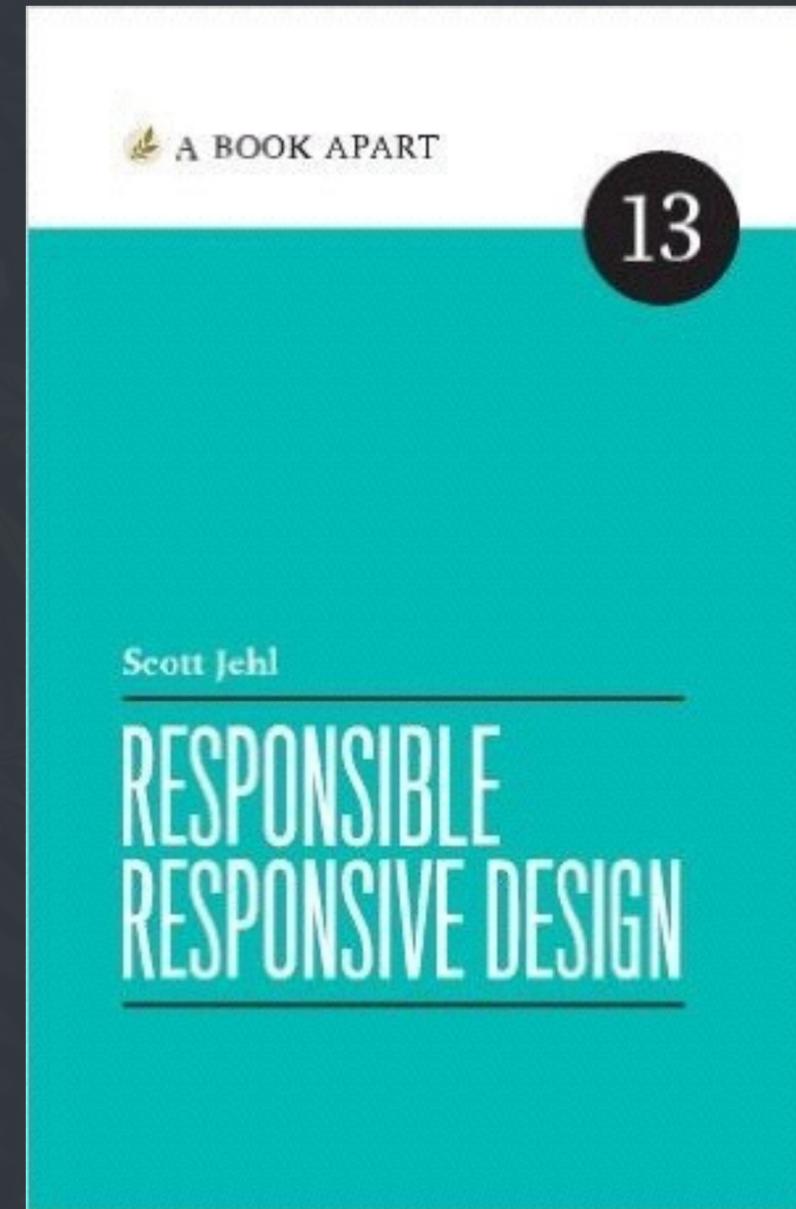
- A good way to refuse to follow trends that don't solve problems or represent the goals of stakeholders
- define the goal of design and then build a design system that is based on a solving a problem or reaching that goal.
- When the design system stays authentic to that goal, authenticity towards users is maintained for the long run.

# Longevity

- Build a strategy for how the content and design change and don't change in the long run—not just what's needed right away.
- Document everything (again—style guides!)
- Plan for the long-term, not just “what needs to be done to get the project done”

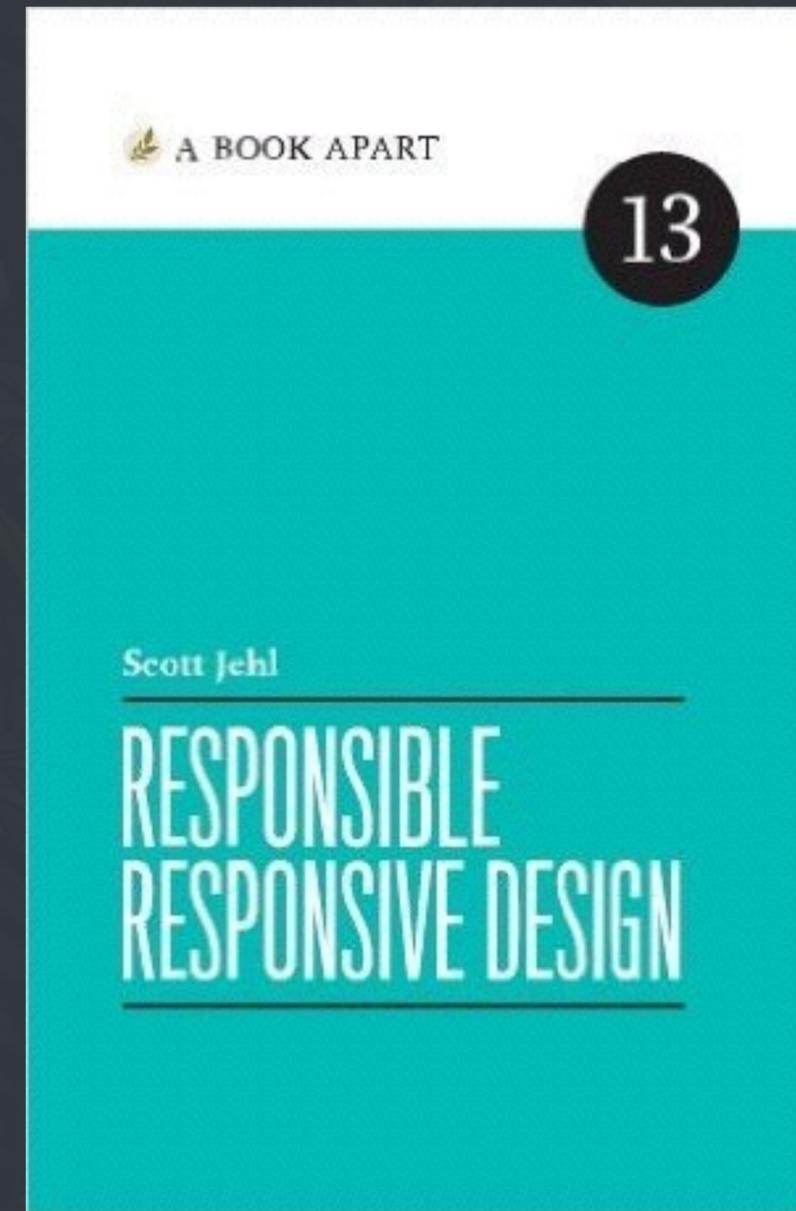
# Responsible Responsive (Scott Jehl)

- Usability
- Access
- Sustainability
- Performance



# Responsible Responsive (Scott Jehl)

- Testing early with media queries.
- Break for design, not for devices (Stephen Hay says this way better than I do)
- Assign elements based on what makes it work for everyone!



# Recap

- Plan early, and with everyone
- Testing isn't a step in the process, it happens throughout the process
- Design is not-verbal content
- Strive for consistency, authenticity, and longevity with design systems

A decorative border with a repeating pattern of tropical elements including pink hibiscus flowers, yellow pineapples, and green foliage, framing the central text.

**Thank you DCC!**

**@samkap**