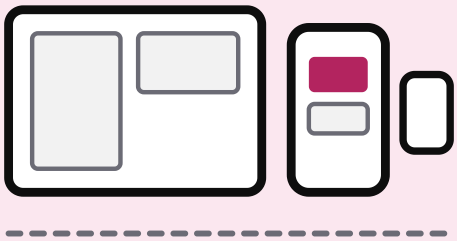
Concept

Responsive design

A way of designing websites so that a single page adapts to any screen size, instead of making a version for each device.



In Spanish
Diseño responsive

Origin
Marcotte (2010)

What problem it addresses

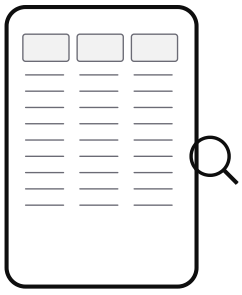
There are too many screen sizes to design a version for each one.

An example

The same article, opened on a phone.

The desktop version, shrunk

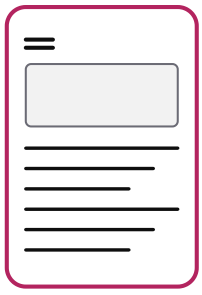
Tiny text
you have to zoom in



Three tiny columns. To read, you have to zoom in and scroll from side to side. **You have to fight the page.**

The version that adapts

One column
readable text



A single column, readable text and the menu tucked into a button. **You can read it without zooming.**

It is the same content. What changes is that the page rearranges itself to fit the space it has.

Why it happens

1 

The grid uses proportions, not fixed measurements, and stretches or shrinks.

2 

Images adjust to the available width.

3 

Media queries change the layout when the screen is narrower.

Applications in design

Use it like this

Design the narrowest version first and add as space allows.

Avoid

Hiding content on the phone because “it doesn’t fit”: people using a phone need it too.

Don’t fall for it

Test on real phones, not just by narrowing the browser window.

3 ingredients

What the research says

Marcotte (2010) proposed them to define responsive design: fluid grids, flexible images and CSS media queries.

●●● **Solid evidence.** Wroblewski (2011) also proposed starting with the phone: designing first for the smallest screen forces you to decide what is essential.

Connections

Used in

- Mobile app design
- Web design
- Digital publishing
- Design system

Related to

- Grid system

Authors and works

2010	**Ethan Marcotte**	Named responsive design and described its three ingredients.
2011	**Luke Wroblewski**	Proposed designing for the phone first.

Sources

Original sources

- Marcotte, E. (2010, May 25). Responsive web design. A List Apart. View source (https://alistapart.com/article/responsive-web-design/)
- Wroblewski, L. (2011). Mobile first. A Book Apart.

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