What could possibly be WRONG with

Responsive Web Design?

It takes too long to build

It takes too long to load

EXCUSE No.03

Image resizing is bad

Too Many Breakpoints

Different Devices, Different Uses

ok, so…

What's RIGHT with

Responsive Web Design?

One solution to rule them all

"Design is the process of gradually applying constraints until an elegant solution remains"

- Luke Wroblewski , *Mobile Design*

Progressive Enhancement
vs
Graceful Degradation

Graceful degradation is...

that amusement park ride you couldn't ride because you were too short.

Progressive Enhancement

puts your content first...

This is IE6

This is IE7

SAME SITE

The 10 Commandments

well, more like suggestions

of making your WordPress theme Adaptive.

1. Keep Content King

That means you want it accessible by all. Right?

2. Think Mobile First

3. Be Progressive

4. Be Semantic

5. Labeling isn't just a nice suggestion

- Identify landmark elements
- Classify groups of elements serving the same function
- Use Micro-formats to fill in the gaps
- Cover your bases with ARIA

6. 'C' is for Cascade

...and don't forget it lest it be your bane

7. Hide advanced CSS from old browsers

8. All Javascript must be unobtrusive

The 'c' in JavasCript does **not** stand for 'cascade'

9. Update your scripts

10. Optimize your site

Thank you