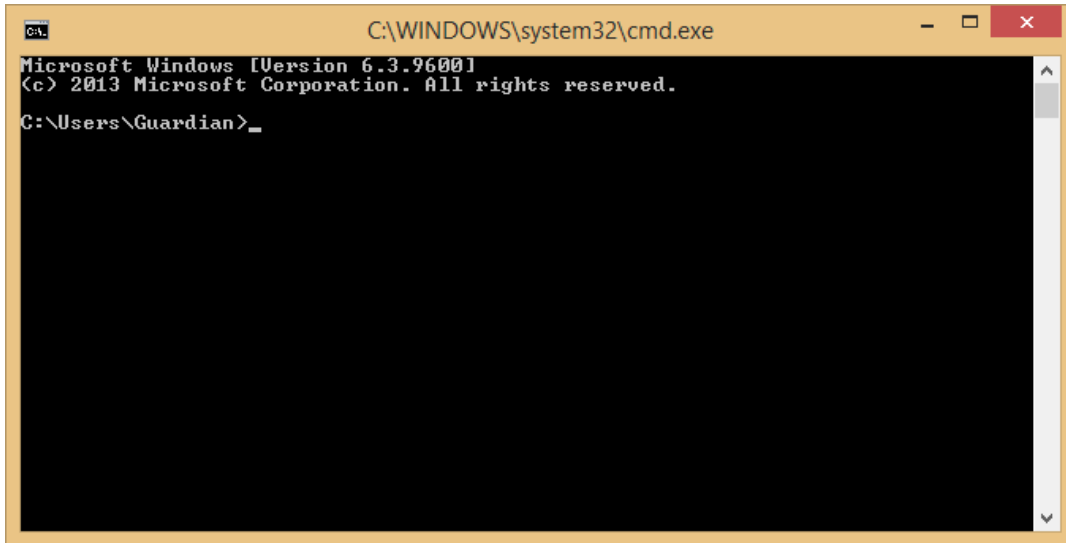
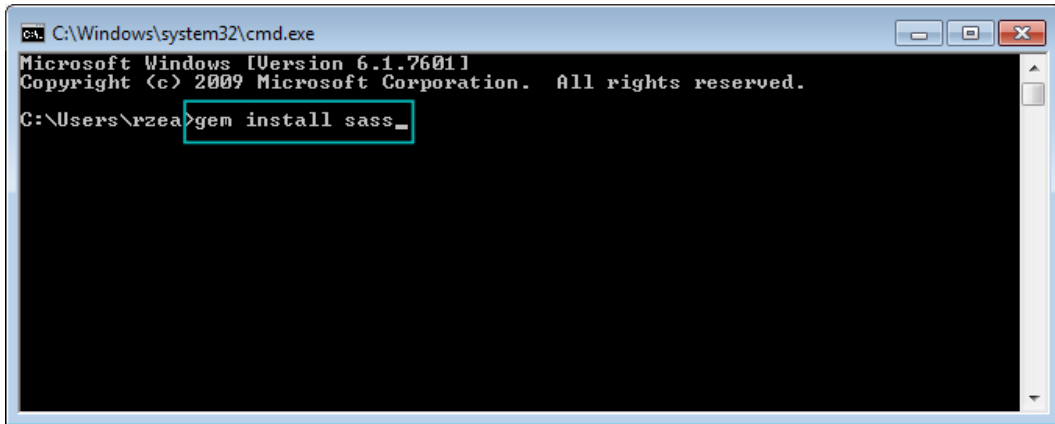


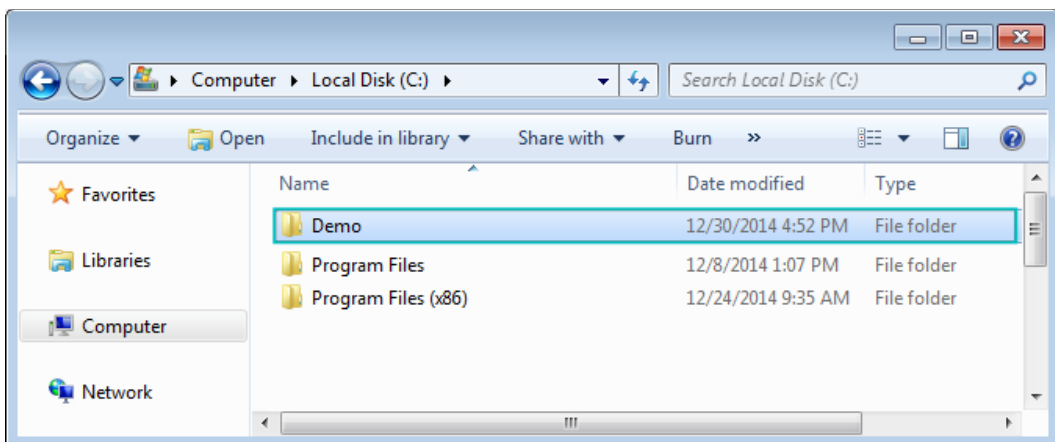
## Chapter 1, Harness the Power of Sass for Responsive Web Design

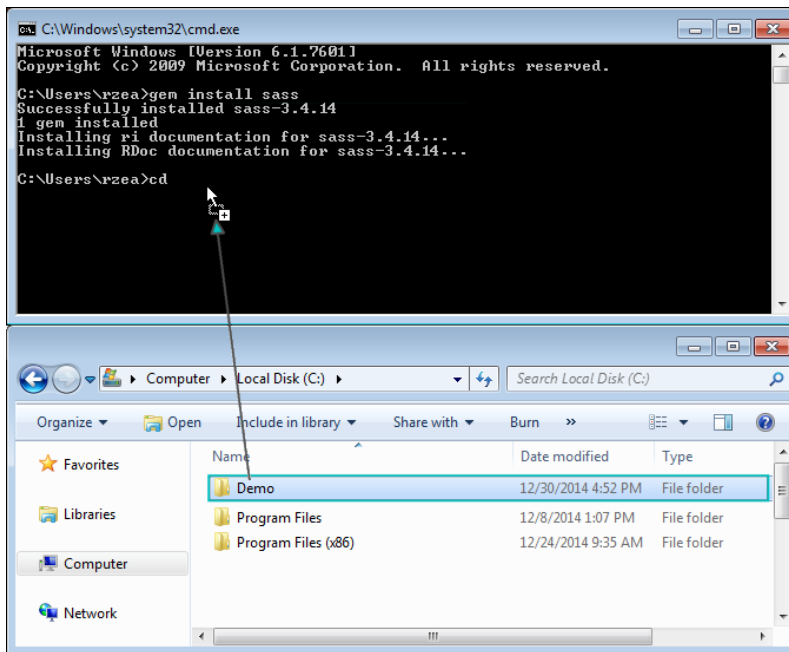
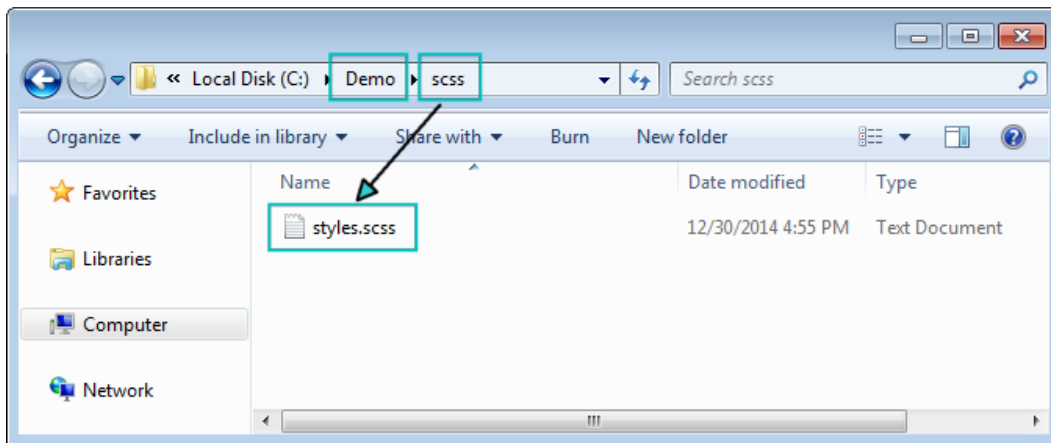
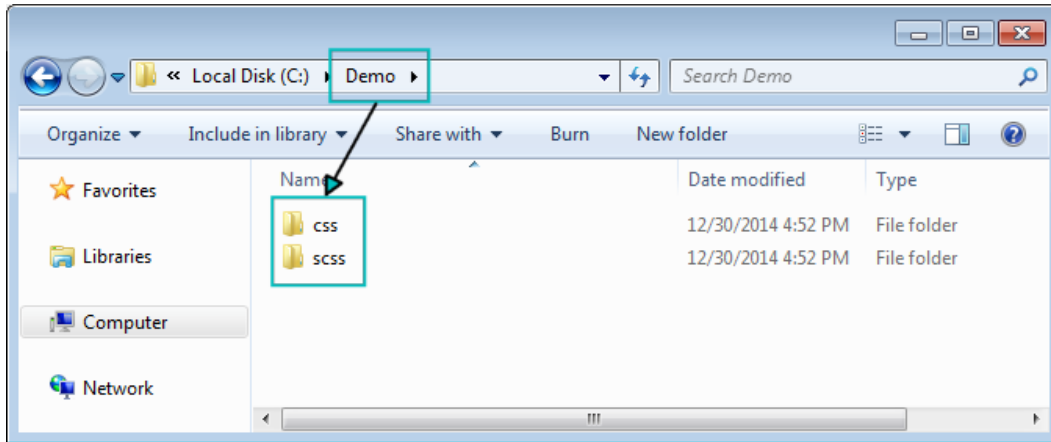


```
C:\WINDOWS\system32\cmd.exe
Microsoft Windows [Version 6.3.9600]
(c) 2013 Microsoft Corporation. All rights reserved.
C:\Users\Guardian>_
```



```
C:\Windows\system32\cmd.exe
Microsoft Windows [Version 6.1.7601]
Copyright (c) 2009 Microsoft Corporation. All rights reserved.
C:\Users\rzea>gem install sass_
```





```
ca. C:\Windows\system32\cmd.exe
Microsoft Windows [Version 6.1.7601]
Copyright (c) 2009 Microsoft Corporation. All rights reserved.

C:\Users\rzea>gem install sass
Successfully installed sass-3.4.9
1 gem installed
Installing ri documentation for sass-3.4.9...
Installing RDoc documentation for sass-3.4.9...

C:\Users\rzea>cd C:\Demo_
```

```
ca. C:\Windows\system32\cmd.exe - sass --watch scss:css
Microsoft Windows [Version 6.1.7601]
Copyright (c) 2009 Microsoft Corporation. All rights reserved.

C:\Users\rzea>gem install sass
Successfully installed sass-3.4.9
1 gem installed
Installing ri documentation for sass-3.4.9...
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C:\Users\rzea>cd C:\Demo

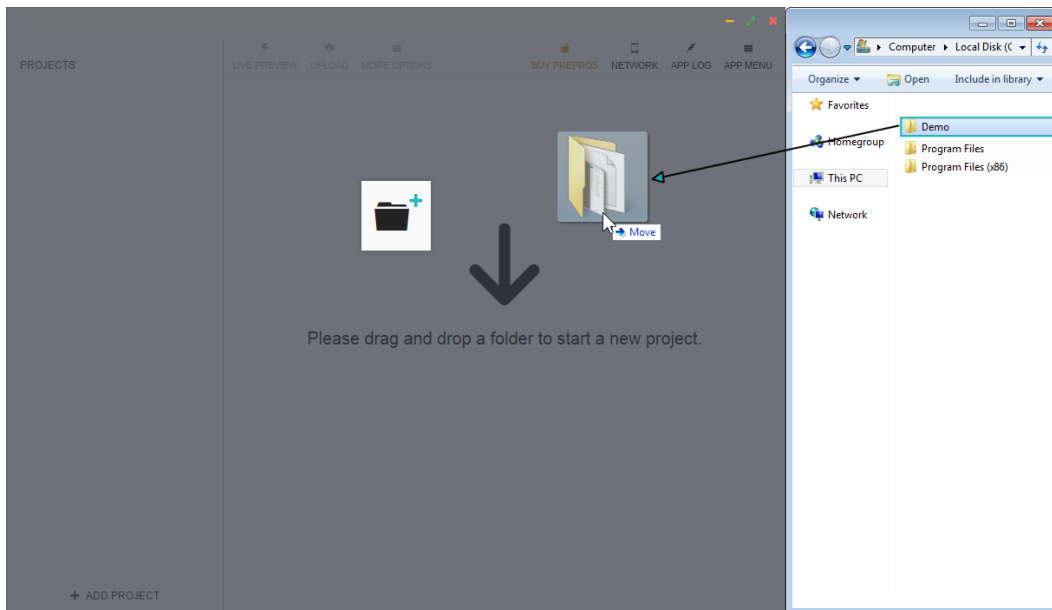
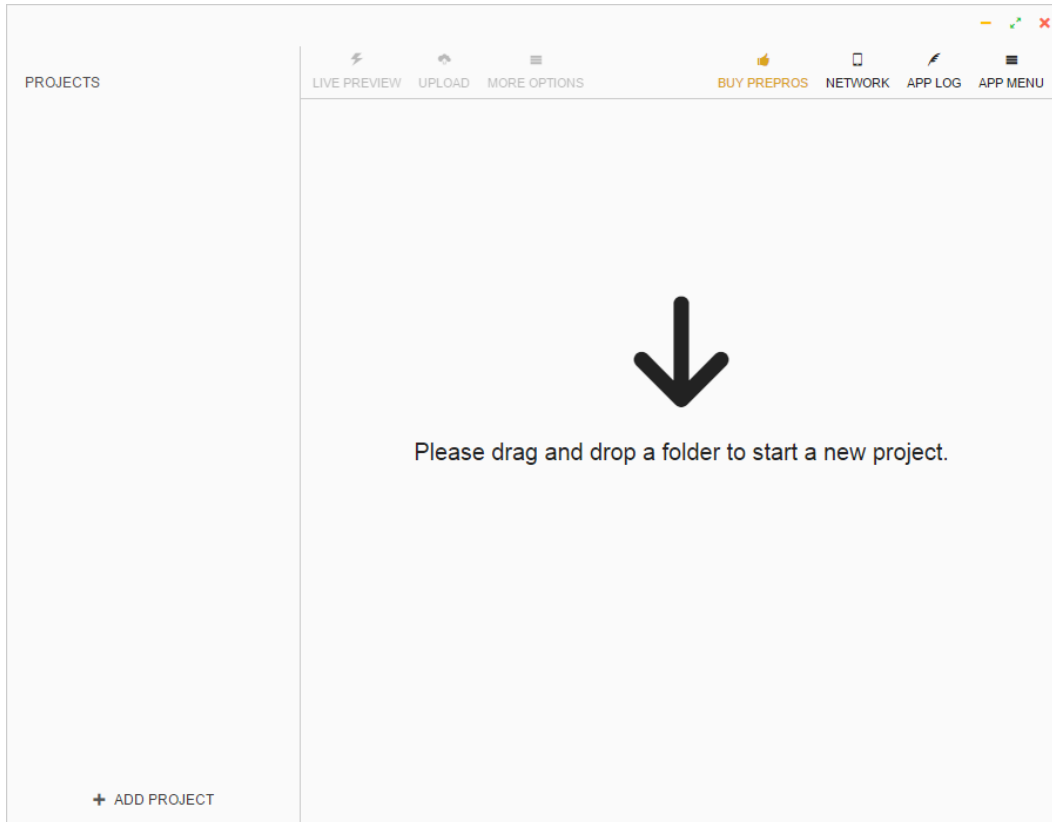
C:\Demo>sass --watch scss:css
>>> Sass is watching for changes. Press Ctrl-C to stop.
```

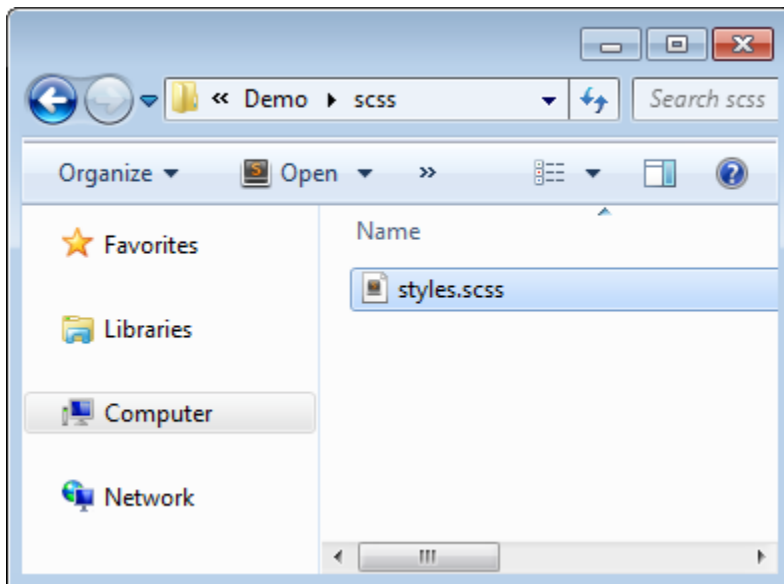
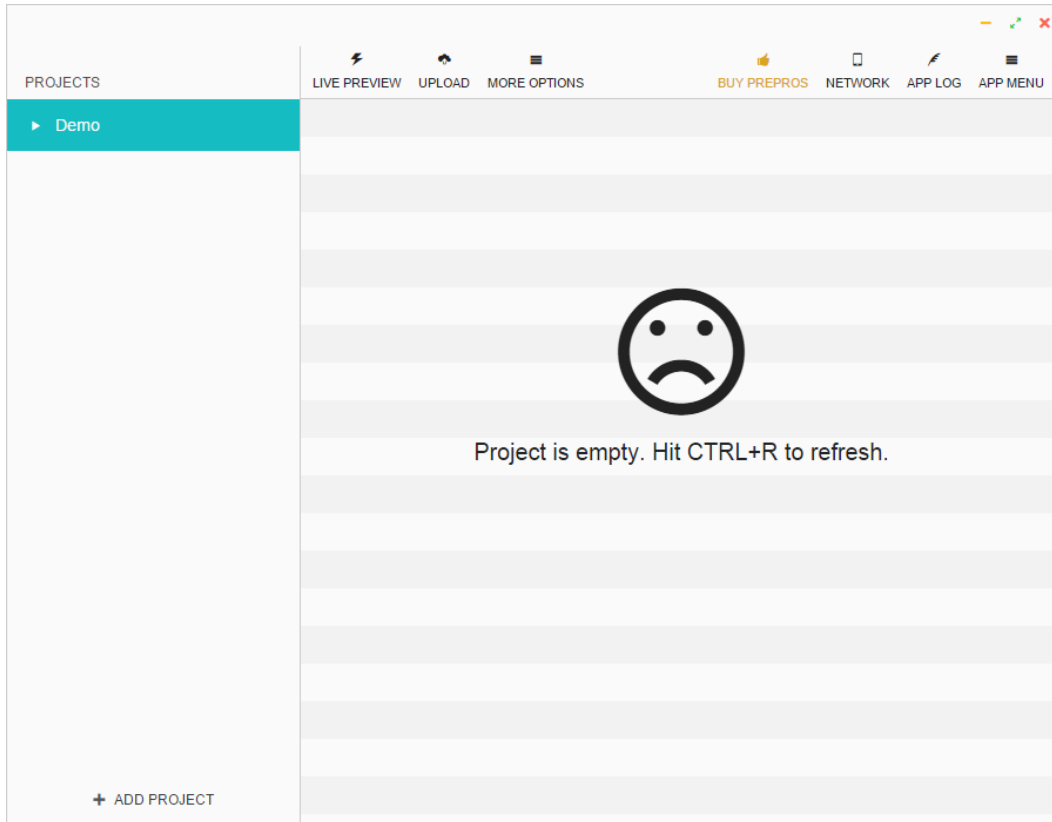
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Copyright (c) 2009 Microsoft Corporation. All rights reserved.

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Installing RDoc documentation for sass-3.4.9...

C:\Users\rzea>cd C:\Demo

C:\Demo>sass --watch scss:css
>>> Sass is watching for changes. Press Ctrl-C to stop.
>>> Change detected to: scss/styles.scss
    write css/styles.css
    write css/styles.css.map
```





PROJECTS

LIVE PREVIEW UPLOAD MORE OPTIONS BUY PREPROS NETWORK APP LOG APP MENU

▶ Demo

- ▼ CSS
  - styles.css
- ▼ scss
  - styles.scss

+ ADD PROJECT

PROJECTS

LIVE PREVIEW UPLOAD MORE OPTIONS BUY PREPROS NETWORK APP LOG APP MENU

▶ Demo

- ▼ CSS
  - styles.css
- ▼ scss
  - styles.scss

+ ADD PROJECT

### Sass

styles.scss

OUTPUT PATH

→ /css/styles.css

FILE OPTIONS

- Auto Compile
- AutoPrefix CSS
- Use LibSass ( Fast )
- SourceMaps
- Compress CSS
- Compass ( Slow, No LibSass )

Process File

The screenshot shows a web development IDE interface. On the left, a 'PROJECTS' sidebar shows a 'Demo' project. The main workspace is divided into three sections: a file explorer on the left showing a tree structure with 'css' and 'scss' folders, and 'styles.css' and 'styles.scss' files; a central panel with tabs for 'LIVE PREVIEW', 'UPLOAD', and 'MORE OPTIONS'; and a right-hand configuration panel for 'Sass'. The 'Sass' panel is titled 'Sass styles.scss' and contains several sections: 'OUTPUT PATH' with a path of '/css/styles.css'; 'FILE OPTIONS' with checkboxes for 'Auto Compile' (checked), 'AutoPrefix CSS' (checked), 'Use LibSass ( Fast )' (unchecked), and 'SourceMaps' (checked); and 'OUTPUT STYLE' with a dropdown menu currently set to 'Expanded'. Below the dropdown is a 'Process File' button. At the bottom left of the IDE, there is a '+ ADD PROJECT' button.

A green notification toast with a smiley face icon. The text reads: "Styles.Scss Compiled Successfully" and "styles.scss Compiled Successfully".

A red notification toast with a sad face icon. The text reads: "Unable To Compile : Styles.Scss" and "Failed to autoprefix cssCannot read property 'toString' of undefined".

The screenshot shows a Sublime Text editor window titled "C:\Demo\scss\styles.scss - Sublime Text". The editor has a menu bar with "File", "Edit", "Selection", "Find", "View", "Goto", "Tools", "Project", "Preferences", and "Help". The "OPEN FILES" sidebar shows two files: "styles.scss" and "styles.css". The main editor area shows the following SCSS code:

```
1 header {  
2   background-image: linear-gradient(red, blue);  
3 }  
4
```

The status bar at the bottom indicates "Line 4, Column 1", "Tab Size: 4", and "SCSS".

```
C:\Demo\css\styles.css - Sublime Text
File Edit Selection Find View Goto Tools Project Preferences Help
OPEN FILES
styles.scss
styles.css
1 header {
2   background-image: -webkit-gradient(linear, left top, left bottom, from(red), to(blue));
3   background-image: -webkit-linear-gradient(red, blue);
4   background-image: -moz-linear-gradient(red, blue);
5   background-image: -o-linear-gradient(red, blue);
6   background-image: linear-gradient(red, blue);
7 }
8
9 /*# sourceMappingURL=styles.css.map */
Line 8, Column 1 Tab Size: 4 CSS
```

PROJECTS

LIVE PREVIEW UPLOAD MORE OPTIONS BUY PREPROS NETWORK APP LOG APP MENU

Demo

- CSS
  - styles.cs
  - scss
    - styles.sc

Refresh Project

Project Options

Copy Preview URL

Process All Files

Build / Export Project

Remove Project

### Sass

styles.scss

OUTPUT PATH

→ /css/styles.css

FILE OPTIONS

- Auto Compile
- AutoPrefix CSS
- Use LibSass ( Fast )
- SourceMaps
- Compass ( Slow, No LibSass )

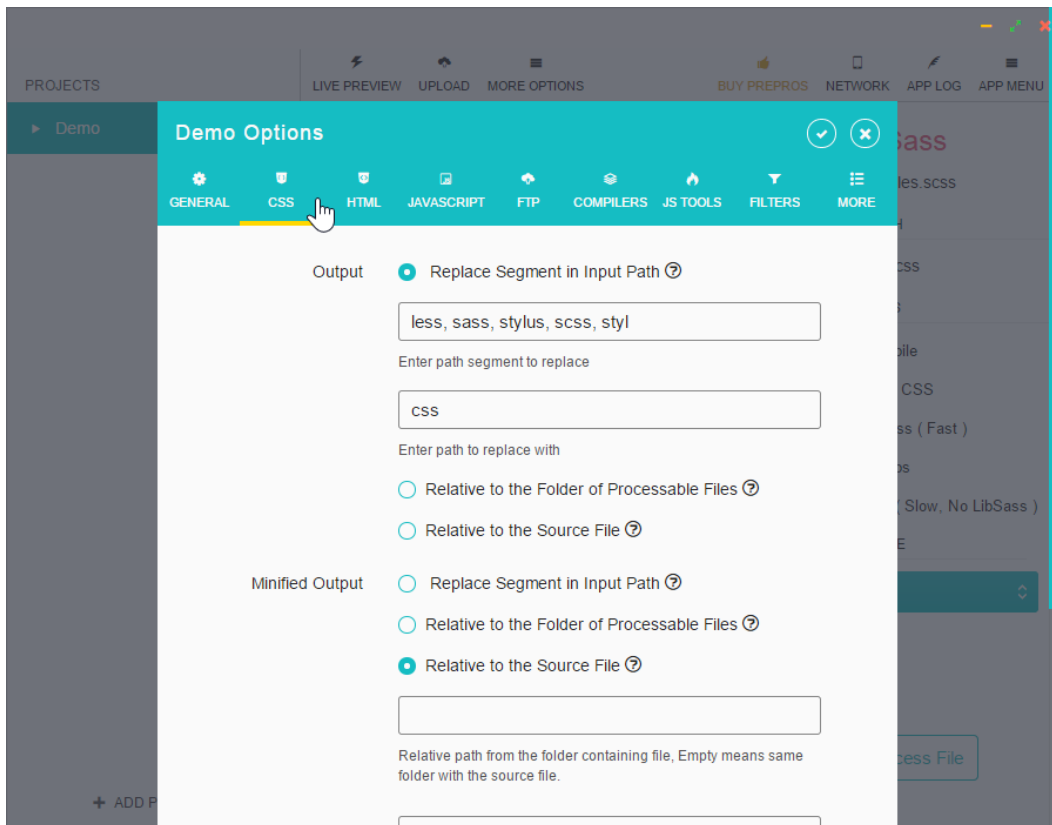
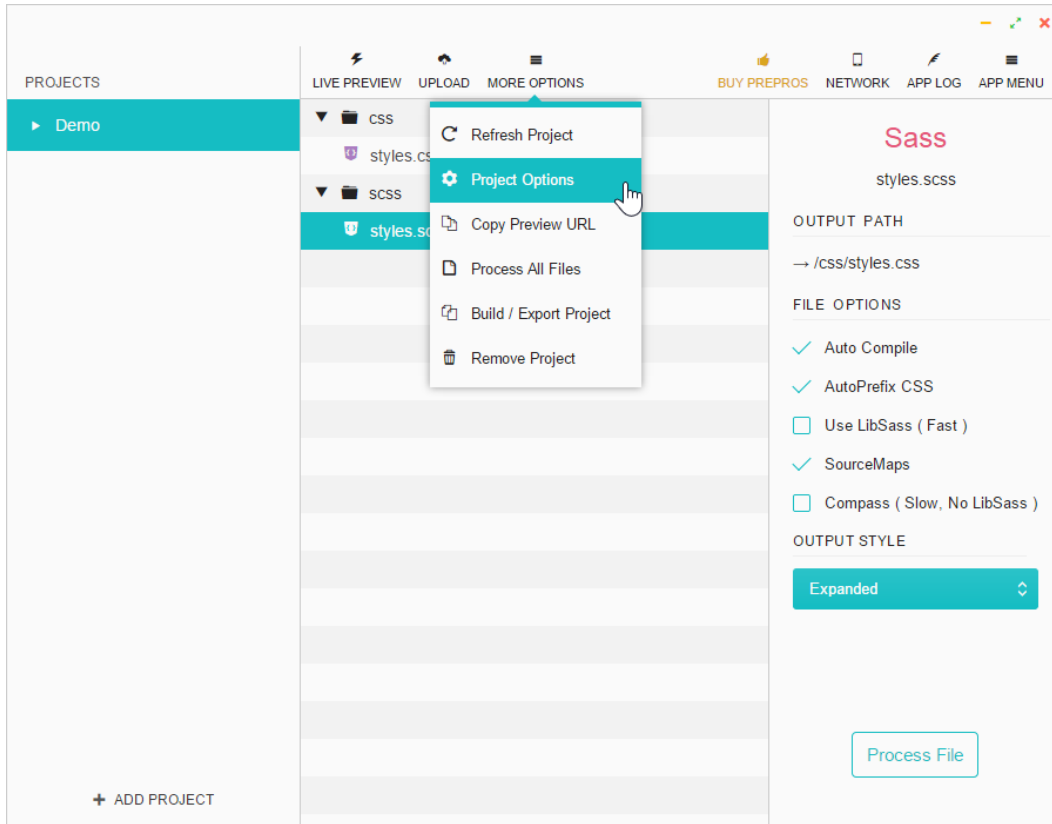
OUTPUT STYLE

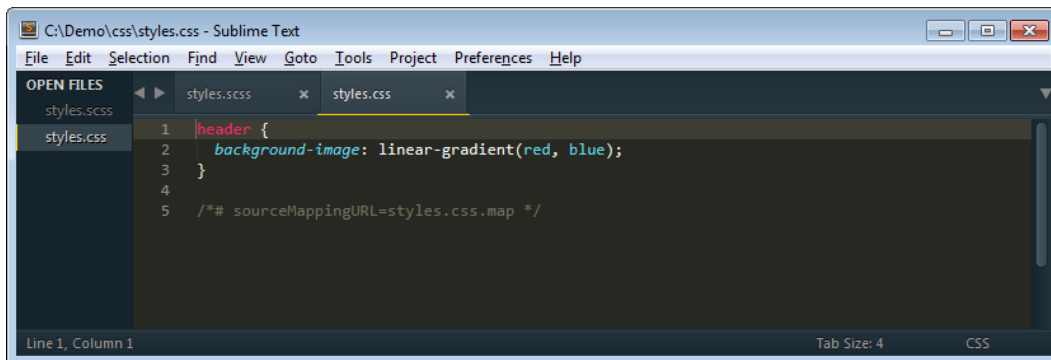
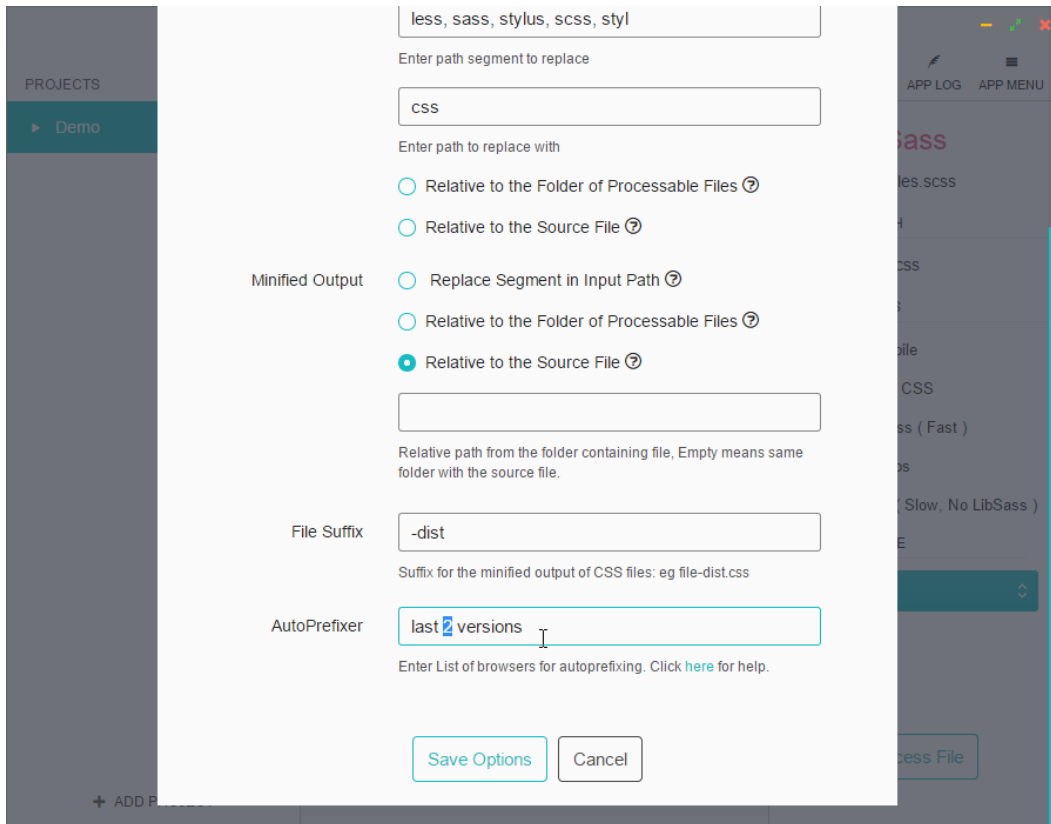
Expanded

Process File

+ ADD PROJECT







## Chapter 2, Marking Our Content with HTML5

[Link 1](#)

[Link 2](#)

[Link 3](#)

[Link 4](#)

## Chapter 2: Marking Our Content with HTML5

Many consider that HTML is "code". Well, it's not. HTML, any version of it, is a "markup" language.

### The `<main>` element

As per the MDN definition:

*The HTML Main Element (`<main>`) represents...*

### What Does "Semantic HTML" Mean?

Semantic markup basically means that we use HTML tags to describe what a specific piece of content is.

### Have Questions About HTML5?

Name:

Email:

Comments:

Link 1

Link 2

Link 3

Link 4

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Name:

Email:

Comments:

Send Question!

Copyright ©

Footer Link 1

Footer Link 2

Footer Link 3

Footer Link 4

Footer Link 5

Search:

Search Now!

Link 1

Link 2

Link 3

Link 4

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Name:

Email:

Comments:

Send Question!

Copyright ©

Footer Link 1

Footer Link 2

Footer Link 3

Footer Link 4

Footer Link 5

Mastering RWD with HTML5 & CSS3

Search:

Search Now!

Link 1      Link 2

Link 3      Link 4

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---

### Have Questions About HTML5?

Name:

Email:

Comments:

Send Question!

---

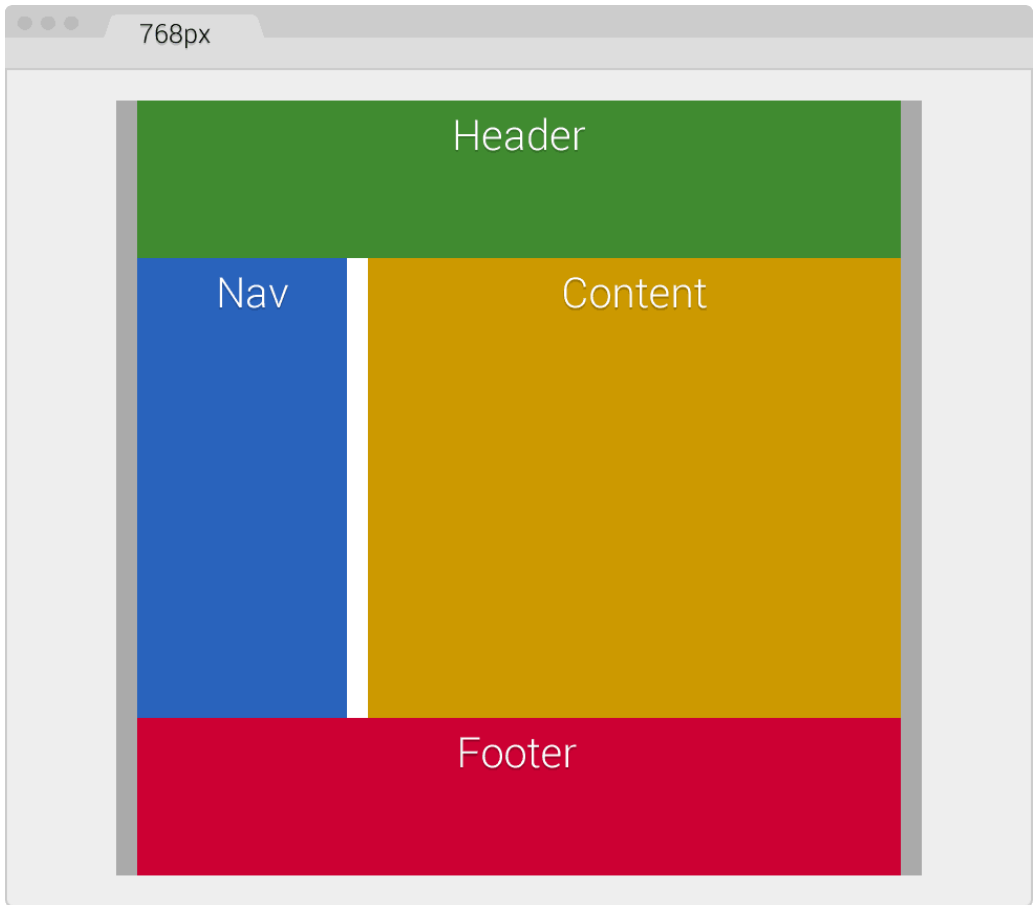
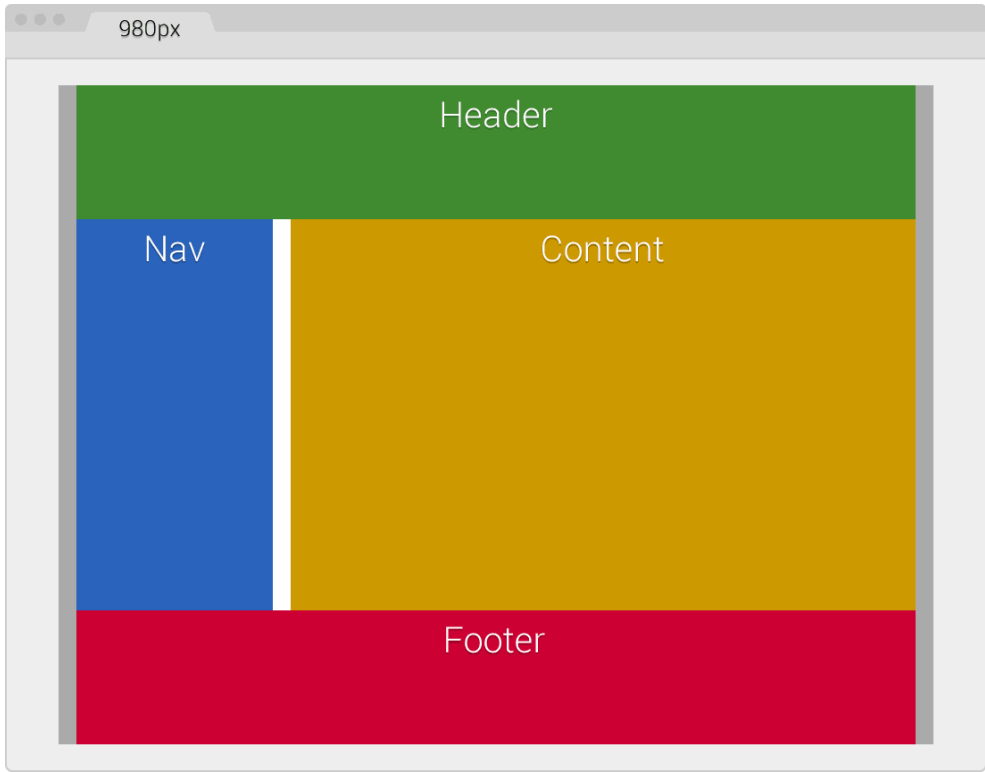
Copyright ©

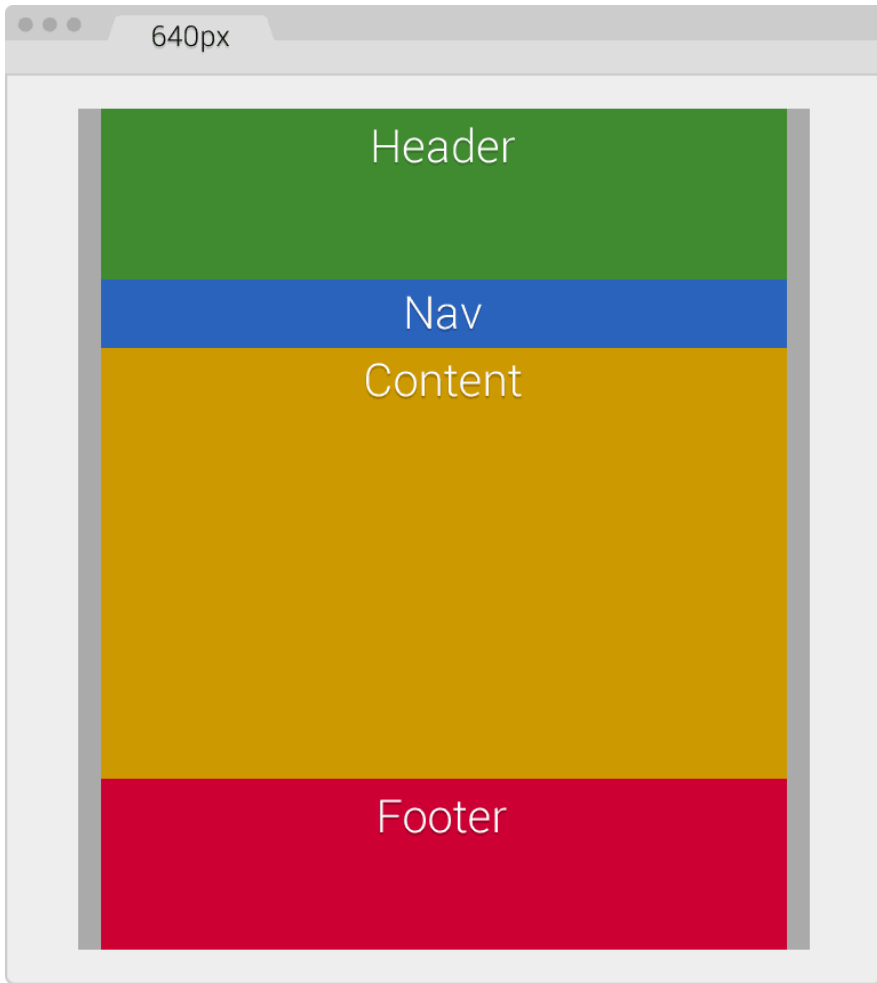
Footer Link 1      Footer Link 2

Footer Link 3      Footer Link 4

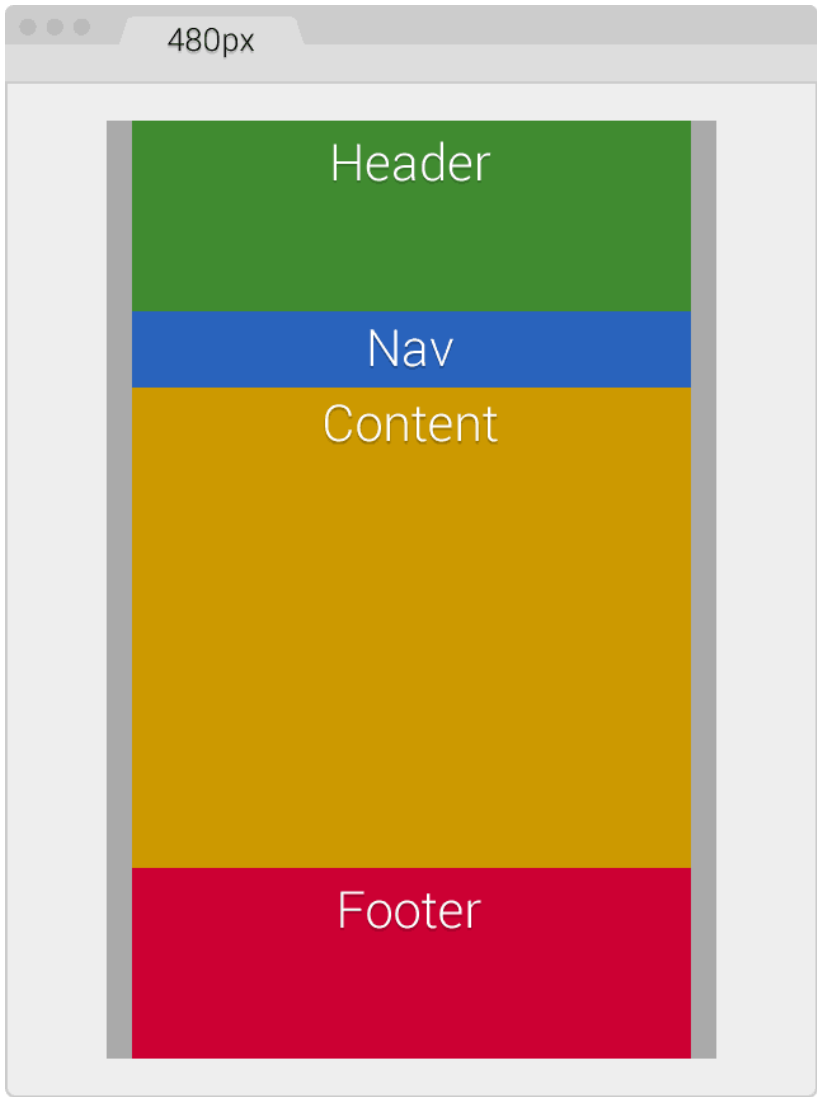
Footer Link 5

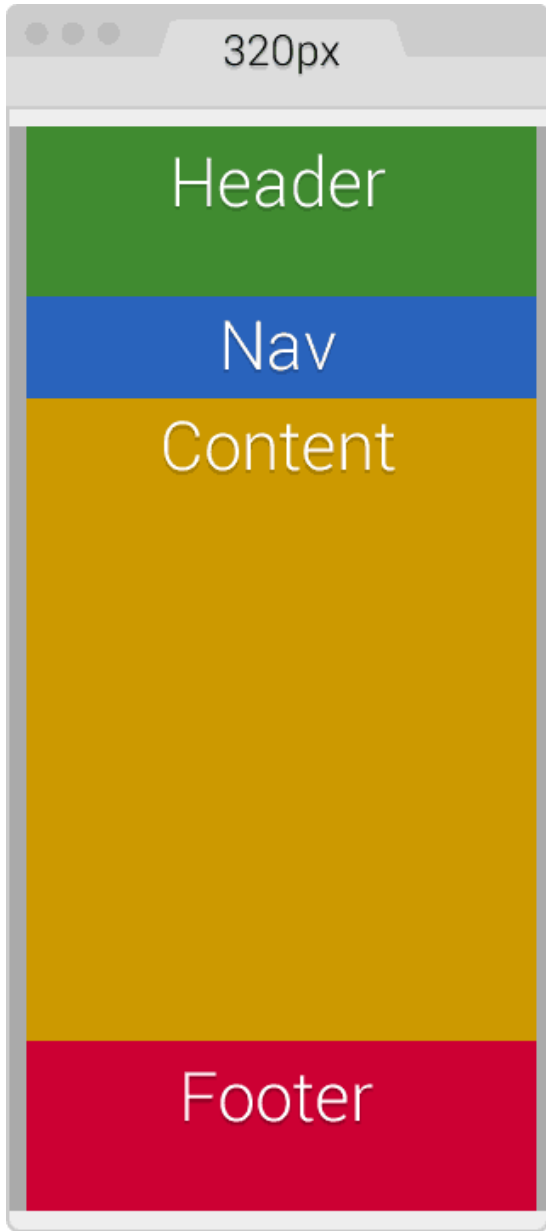
## Chapter 3, Mobile-first or Desktop-first?

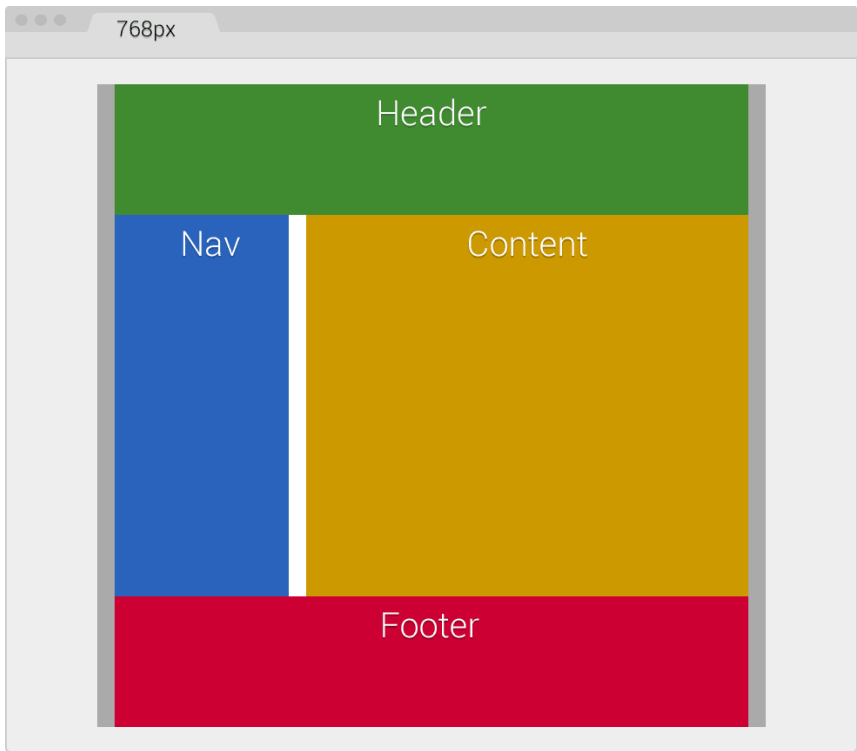
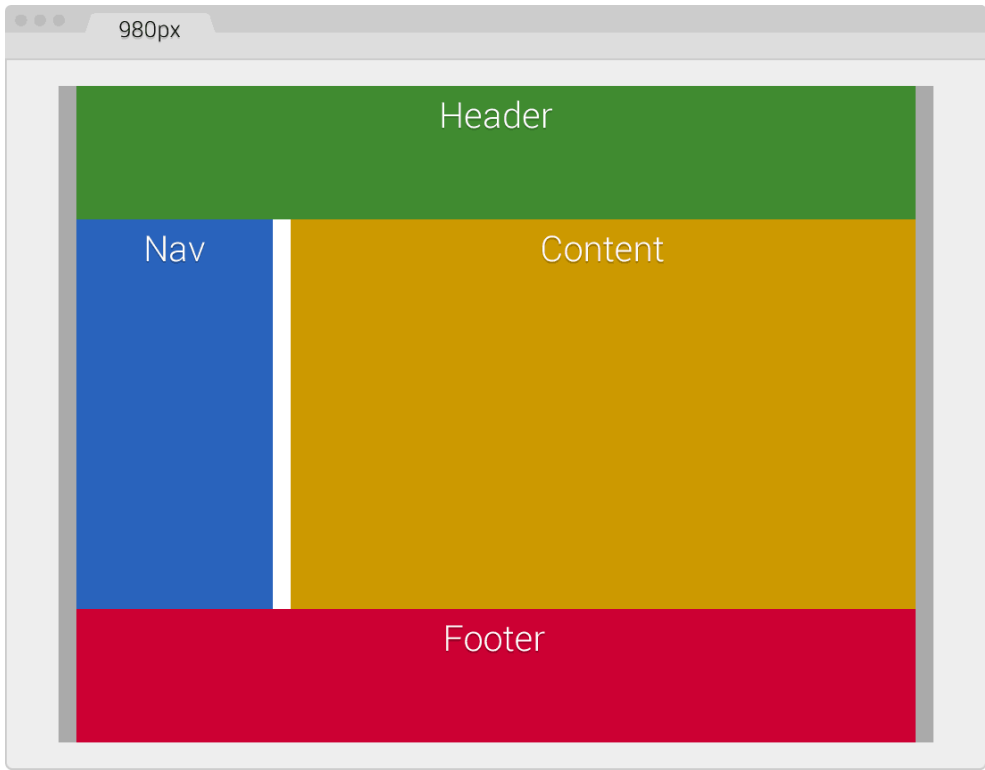


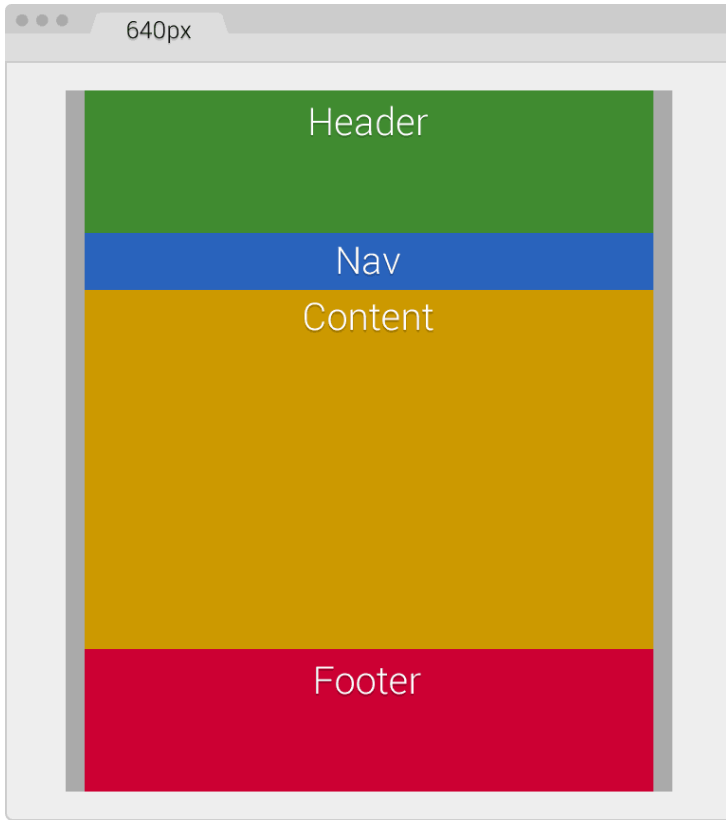


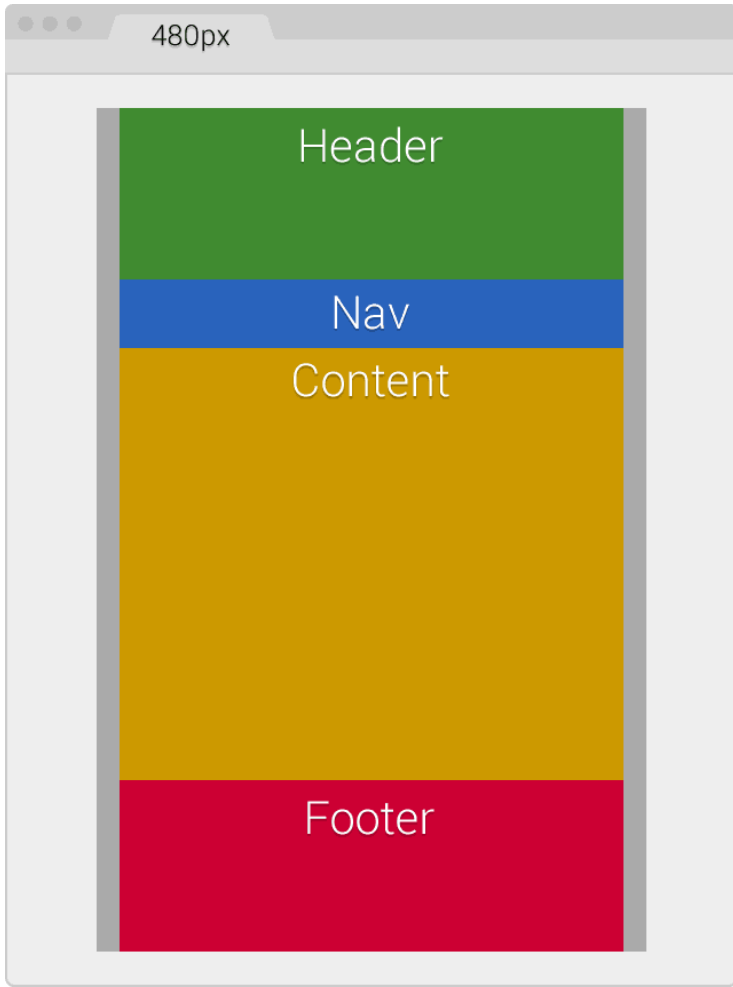


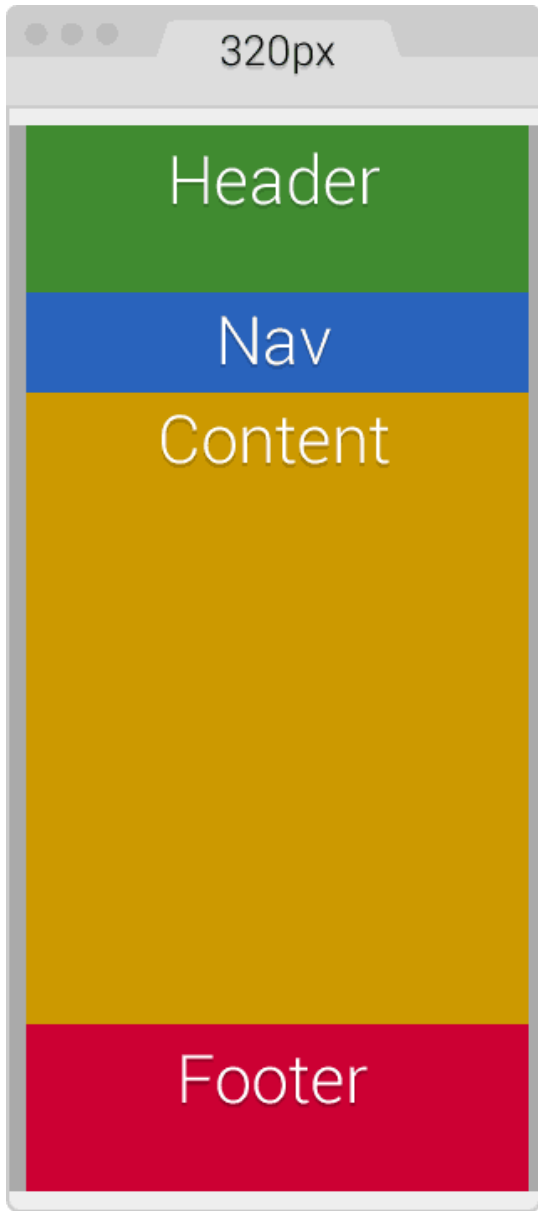




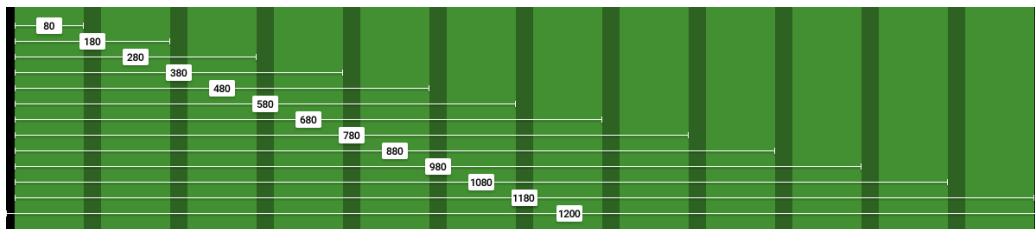


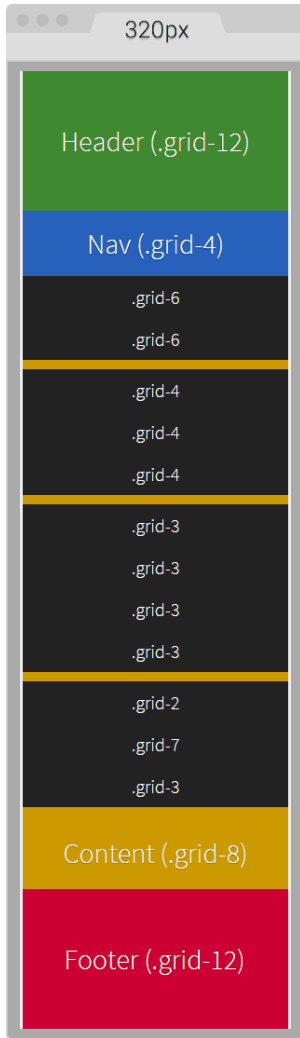






**Chapter 4, CSS Grids, CSS Frameworks, UI Kits, and Flexbox for RWD**





640px

Header (.grid-12)

Nav (.grid-4)

.grid-6

.grid-6

.grid-4

.grid-4

.grid-4

.grid-3

.grid-3

.grid-3

.grid-3

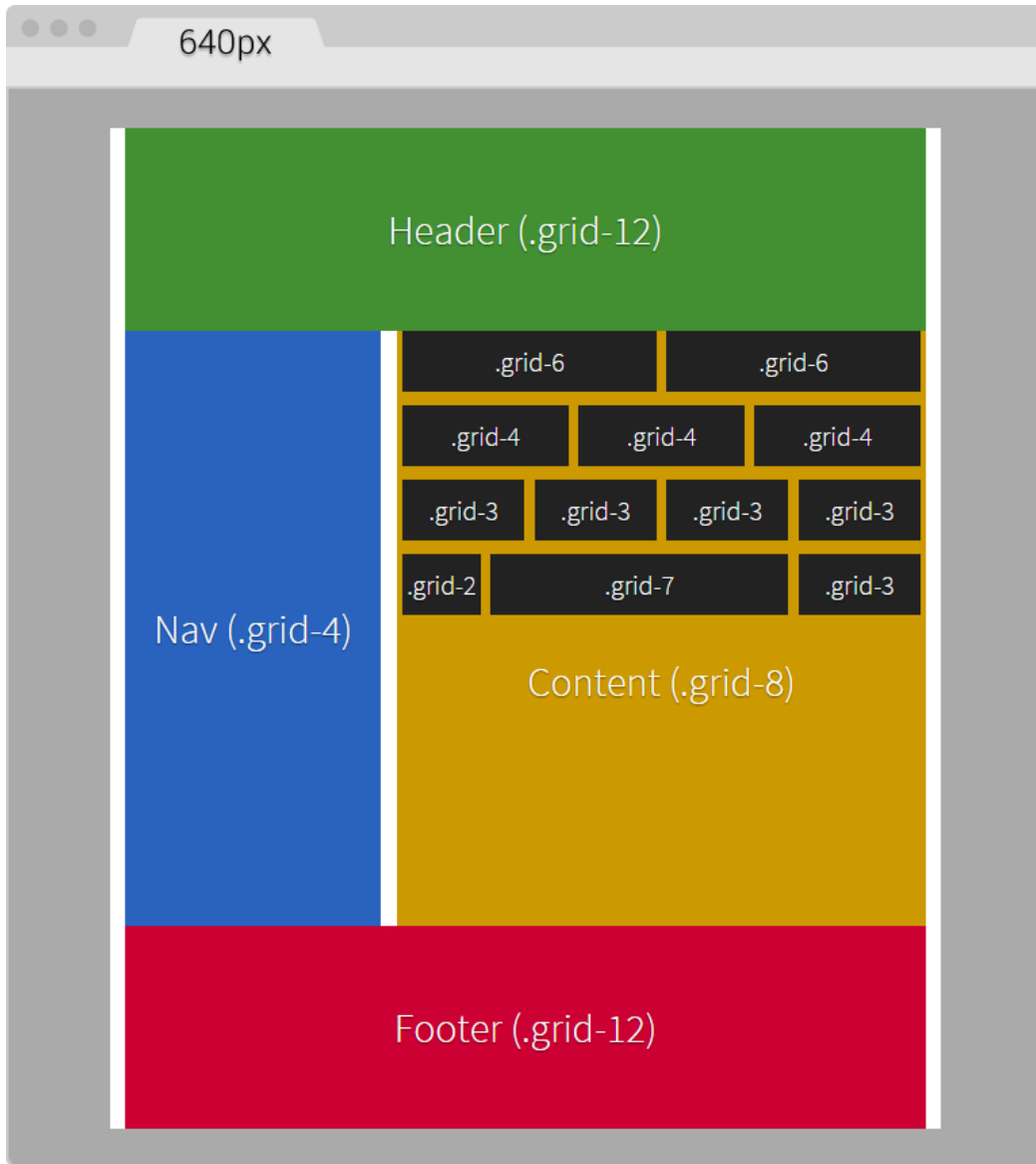
.grid-2

.grid-7

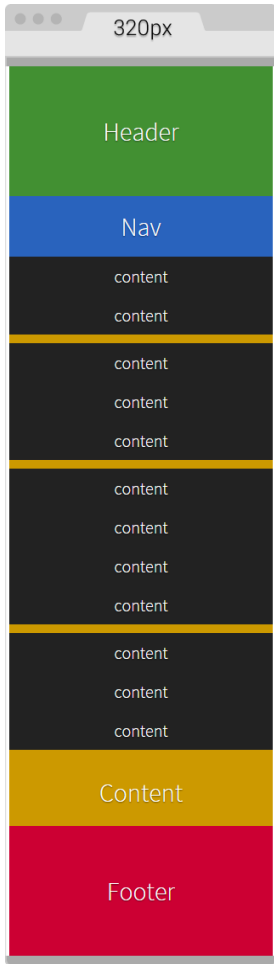
.grid-3

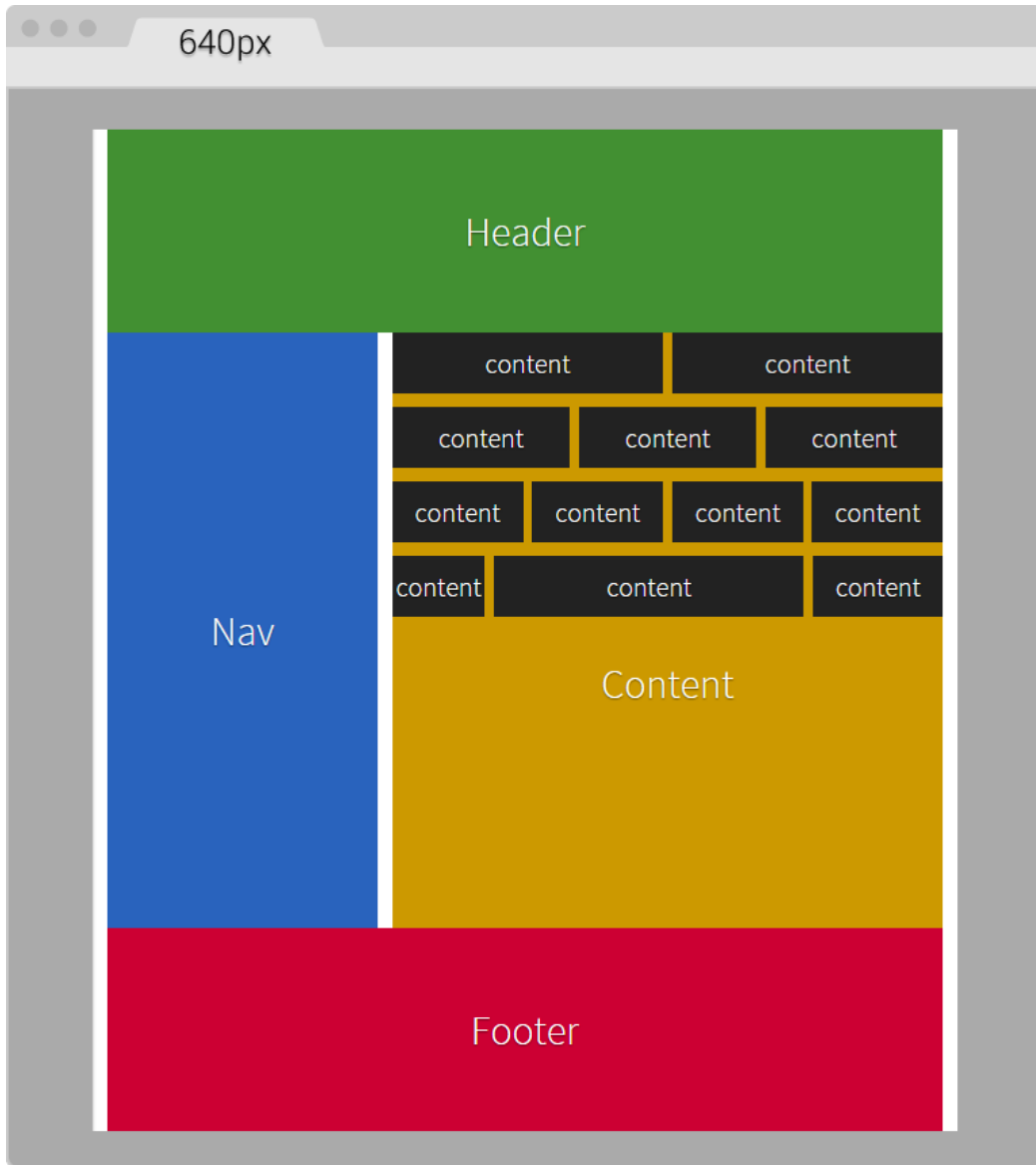
Content (.grid-8)

Footer (.grid-12)





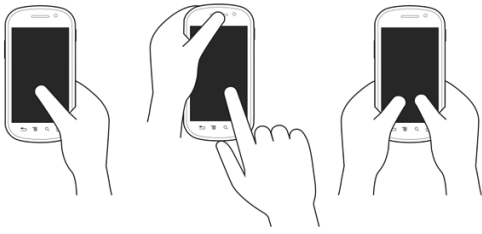




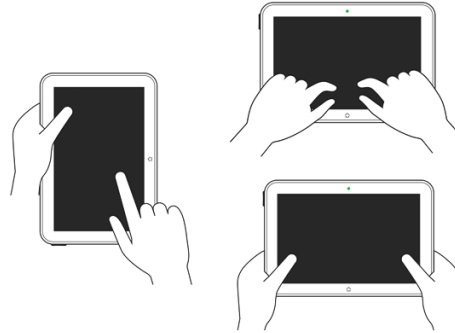
**Chapter 5, Designing Small UIs Driven by Large Finger**

## Posture Patterns

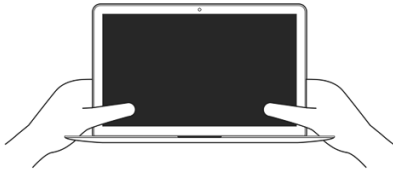
Smartphones



Tablets



Touch-enabled Laptops

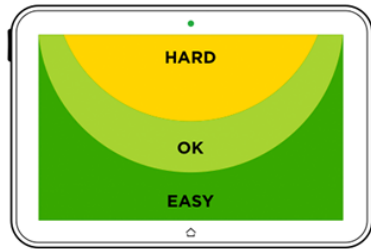


## Touch Zones

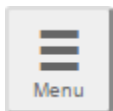
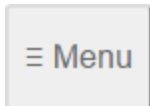
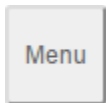
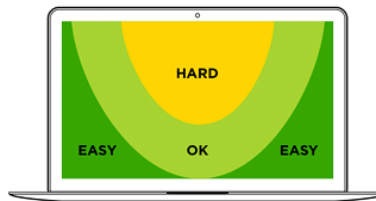
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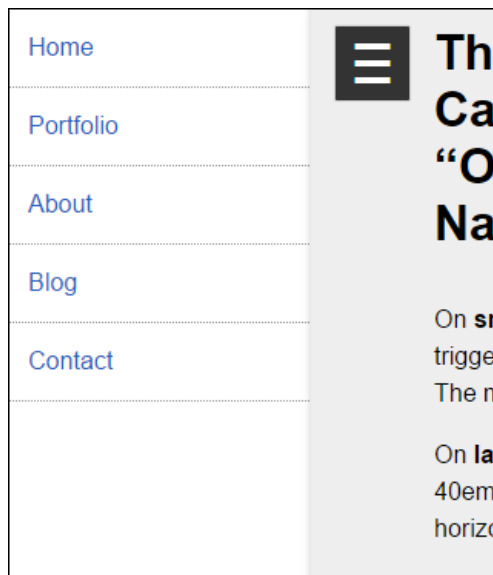




## The “Off-Canvas” or “Off-Screen” Navigation

On **small screens**, the menu is triggered with a hamburger icon. The menu slides left/right.

On **large screens** starting at 40em (640px), the menu is a horizontal nav.



[Link 1](#) [Link 2](#) [Link 3](#) [Link 4](#) [Link 5](#)

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On **small screens**, the menu is triggered with a hamburger icon. The menu slides down/up.

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[Link 1](#)

[Link 2](#)

[Link 3](#)

[Link 4](#)

[Link 5](#)

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Link 1 Link 2 Link 3 Link 4 Link 5

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Link 1

Link 2

Link 3

Link 4

Link 5

## The Flexbox-based Navigation

On both **small and large screens** the menu and its items are always visible.

However, on **small screens** the links are more clearly defined and occupy all the available space.



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### Chapter 6, Working with Images and Video in RWD









2496 x 1664 @ 556KB



1024 x 683 @ 52KB

Original

Art Directed



Original



Resized

Art Directed



Resized

# Headphones

Chapter 7, Meaningful Typography for RWD

# Modular Scale

Not sure how this calculator works? [Here are some tips.](#)

This calculator makes a set of numbers called a modular scale, which you use like a ruler. [More →](#)

## Bases

a

b + ×

*Bases* are a scale's root numbers. For example, the size at which your body text typeface looks best. [More →](#)

## Ratios

a

*Ratios* are multiplied by the base to produce a scale of numbers that is proportionally related. [More →](#)

**Web** Sass JS

Get your scale as a plugin, or reference calculated results right here on the web. [More →](#)

Table	Text	
751.533px	46.971em	46.971em @ 16
704.574px	44.036em	44.036em @ 16
464.483px	29.03em	29.03em @ 16
435.46px	27.216em	27.216em @ 16
287.072px	17.942em	17.942em @ 16
269.134px	16.821em	16.821em @ 16
177.424px	11.089em	11.089em @ 16
166.338px	10.396em	10.396em @ 16
109.656px	6.854em	6.854em @ 16
102.805px	6.425em	6.425em @ 16
67.773px	4.236em	4.236em @ 16
63.538px	3.971em	3.971em @ 16
41.887px	2.618em	2.618em @ 16
39.269px	2.454em	2.454em @ 16
25.888px	1.618em	1.618em @ 16
24.27px	1.517em	1.517em @ 16
16px	1em	1em @ 16
9.889px	0.618em	0.618em @ 16
6.112px	0.382em	0.382em @ 16
3.777px	0.236em	0.236em @ 16
2.335px	0.146em	0.146em @ 16
1.443px	0.09em	0.09em @ 16
0.892px	0.056em	0.056em @ 16

# Meaningful Typography for RWD

*"With a solid typographic scale you might even get away with not using a single image on your website."*

— Ricardo Zea

## Creating a Modular Scale for a Harmonious Typography

A Modular Scale is a combination of a ratio of two or more numbers, and a base number.

### The Golden Ratio

The most well-known ratio is the Golden Ratio also known as the Golden Section, Divine Proportion, etc. It's value is 1.618.

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600px b

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1.618 a

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Web Sass JS

Get your scale as a plugin, or reference calculated results right here on the web. [More →](#)

This site is built & maintained by Scott Kellum and Tim Brown. Copyright © 2010–2015 Tim Brown.

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751.533px	46.971em	46.971em @ 16
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464.483px	29.03em	29.03em @ 16
370.828px	23.177em	23.177em @ 16
287.072px	17.942em	17.942em @ 16
229.189px	14.324em	14.324em @ 16
177.424px	11.089em	11.089em @ 16
141.65px	8.853em	8.853em @ 16
109.656px	6.854em	6.854em @ 16
87.546px	5.472em	5.472em @ 16
67.773px	4.236em	4.236em @ 16
54.108px	3.382em	3.382em @ 16
41.887px	2.618em	2.618em @ 16
33.441px	2.09em	2.09em @ 16
25.888px	1.618em	1.618em @ 16
20.668px	1.292em	1.292em @ 16
16px	1em	1em @ 16
9.889px	0.618em	0.618em @ 16
6.112px	0.382em	0.382em @ 16
3.777px	0.236em	0.236em @ 16
2.335px	0.146em	0.146em @ 16
1.443px	0.09em	0.09em @ 16
0.892px	0.056em	0.056em @ 16

600px



## Mastering RWD with HTML5 and CSS3

### Responsive Emails

And here we are after traveling back in time: think of late 90's and designing with tables, oh yes you read right, designing with tables.

And today things are not any different when it comes to creating emails: we have to use tables for layout.

Why? Simple. There aren't any wars. Email client wars that is...  
(continued).

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**Book:** Mastering RWD with HTML5 and CSS3  
**Autor:** Ricardo Zea  
**Publisher:** Packt Publishing

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320px



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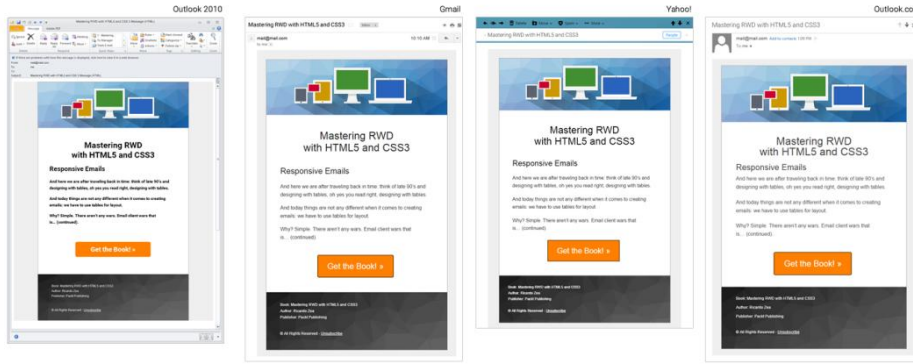
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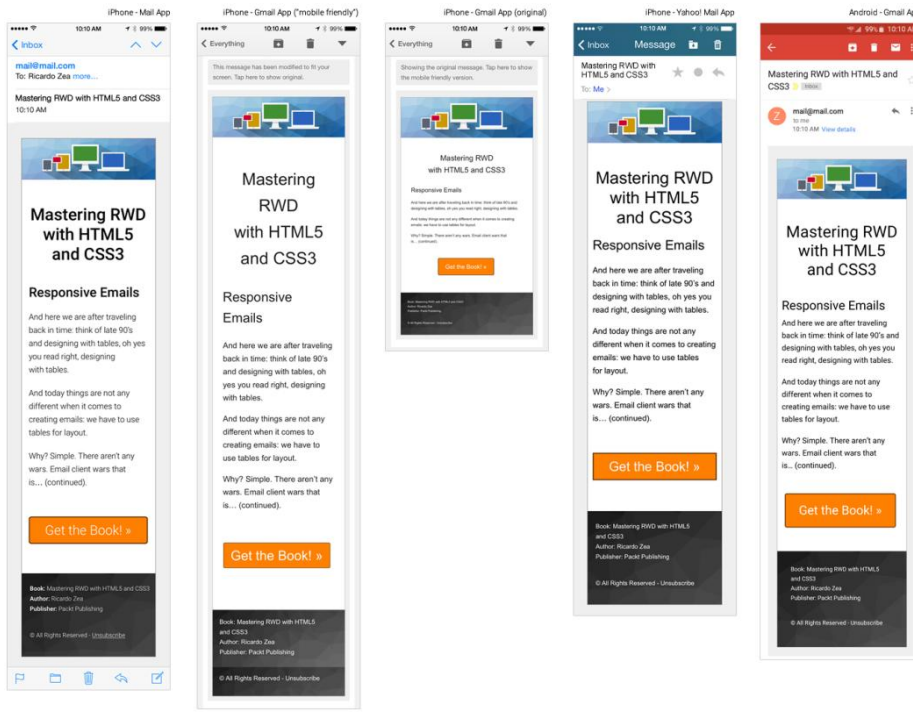
# Mastering RWD with HTML5 and CSS3. Responsive Emails

## Email Clients Rendering of Example Build

### Desktop



### Mobile



```

1 <html lang="en" style="height: 100%;>
2 <head>
3 <title>Mastering RWD with HTML5 and CSS3</title>
4 <meta charset="utf-8">
5 <meta name="viewport" content="width=device-width, initial-scale=1">
6 <meta http-equiv="X-UA-Compatible" content="IE=edge">
7 <meta name="format-detection" content="telephone=no">
8 <link href="http://fonts.googleapis.com/css?family=Roboto:300,500" rel="stylesheet">
9 <style>
10 @font-face {
11 font-family: 'Roboto';
12 src: url('http://fonts.googleapis.com/css?family=Roboto:300,500' rel='stylesheet');
13 }
14 @media (max-width: 480px) {
15 body {
16 width: 300px;
17 margin: 0;
18 padding: 0;
19 }
20 }
21 @media (min-width: 480px) {
22 body {
23 width: 100%;
24 margin: 0;
25 padding: 0;
26 }
27 }
28 }
29 </style>
30 </head>
31 <body>
32 <div style="text-align: center; background-color: #f0f0f0; padding: 10px;>
33 <img alt="Book cover image" style="max-width: 100px; height: auto; margin: 0 auto 10px auto;"/>
34 <h2 style="margin: 0;">Mastering RWD with HTML5 and CSS3
35 <p style="margin: 0;">Responsive Emails
36 <p style="margin: 0;">And here we are after traveling back in time: think of late 90's and designing with tables, oh yes you read right, designing with tables.
37 <p style="margin: 0;">And today things are not any different when it comes to creating emails: we have to use tables for layout.
38 <p style="margin: 0;">Why? Simple. There aren't any wars. Email client wars that is... (continued).
39 <a href="#" style="background-color: #e67e22; color: white; padding: 5px 15px; text-decoration: none; margin-top: 10px; display: inline-block; font-weight: bold;">Get the Book! >>
41 Book: Mastering RWD with HTML5 and CSS3
42 Author: Ricardo Zae
43 Publisher: Packt Publishing
44 © All Rights Reserved - Unsubcribe
45 </div>
46 </body>
47 </html>

```

