A BOOK APART

Dear Reader—

Some ideas seem inevitable once they arrive. It's impossible for me to conceive of the universe before rock and roll or to envision Christmas without Mr Dickens's *Carol*, and it's as tough for my kid to picture life before iPods. So too will the internet users and designers who come after us find it hard to believe we once served web content in boxy little hardwired layouts left over from the magical but inflexible world of print.

I remember when the change came. We were putting on An Event Apart, our design conference for people who make websites, and half the speakers at our 2010 Seattle show had tumbled to the magic of media queries. One after another, CSS wizards including Eric Meyer and Dan Cederholm presented the beginnings of an approach to designing content for a world where people were just as likely to be using smart, small-screen devices like the iPhone and Android as they were traditional desktop browsers. Toward the end of the second day, Ethan Marcotte took what the other speakers had shared and amped it to 11. Suddenly, we had moved from *maybe* to *for sure*, from *possible* to *inevitable*. Ethan even gave us a name for his new approach to web design.

That name appears on the cover of this book, and this book represents the culmination of two years of design research and application by Ethan, and by leading-edge design practitioners around the world. Armed with this brief book, you will have everything you need to re-imagine your web design universe and boldly go where none have gone before. Happy reading and designing!

Yours,
Jeffrey Zeldman

Jeffrey Zeldman
Publisher

Jason Santa Maria
Designer

Mandy Brown
Editor