MOZCON

2014

WELCOME!

Developing Your Own Great Interactive Content

What You'll Need to Know

Richard Baxter • Builtvisible

@richardbaxter • richard@builtvisible.com

#MozCon

The New York Times

Snow Fall

The Avalanche at Tunnel Creek

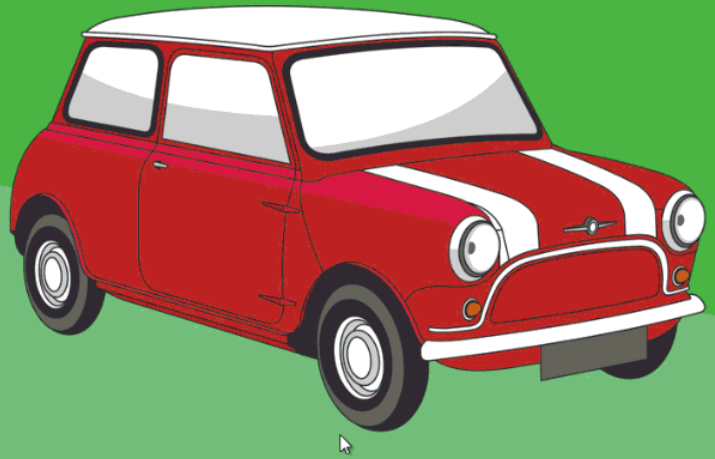
By JOHN BRANCH

The snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph's piercing cry: "Avalanche! Elyse!"

PIXEL PERFECT: THE STORY OF EBOY

THE 8-BIT REVOLUTION STARTED HERE

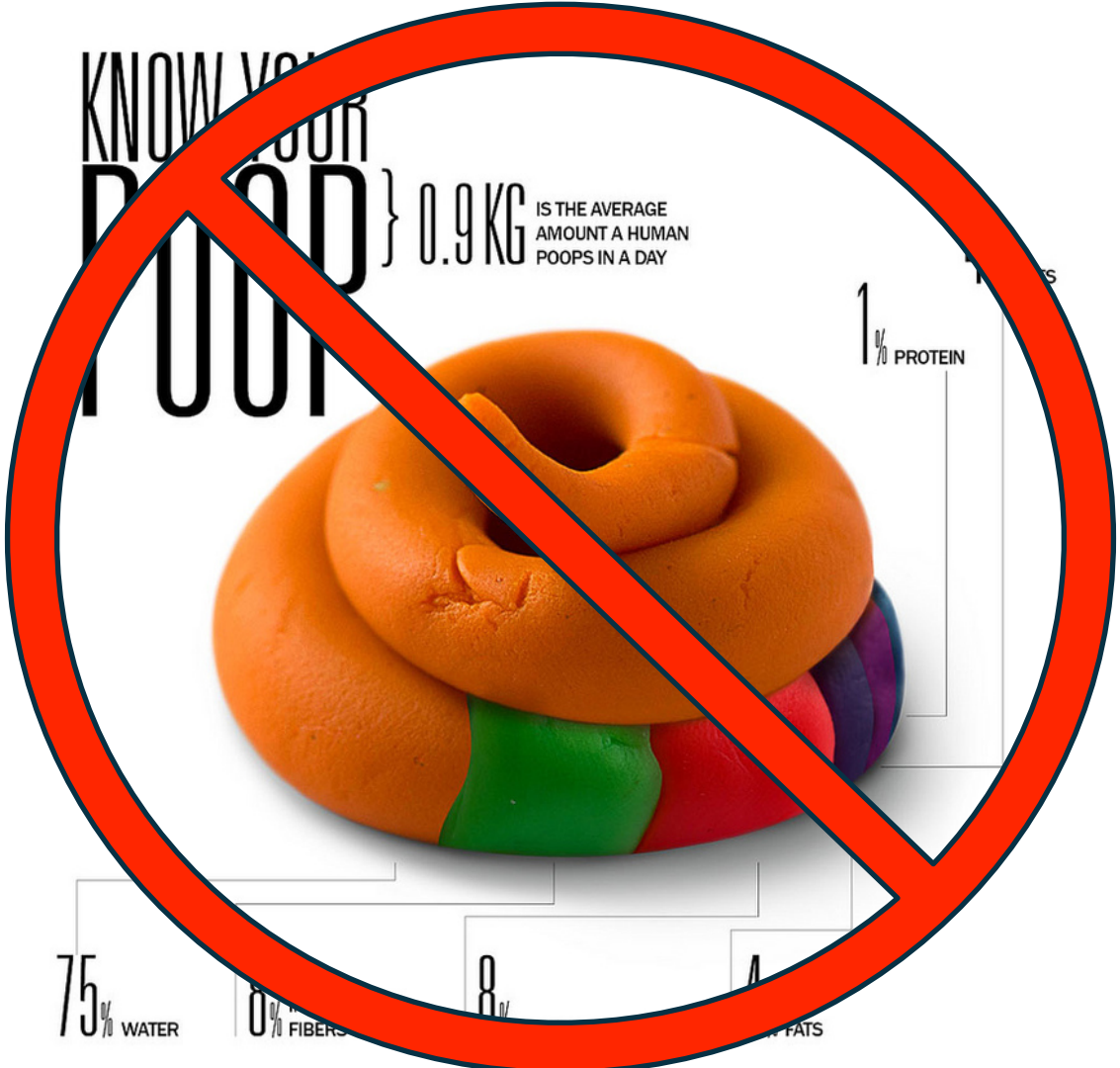
AMAR TOOR



Iconic vehicle common faults

We asked a range of experts what common faults to look out for when buying their favourite classic cars.

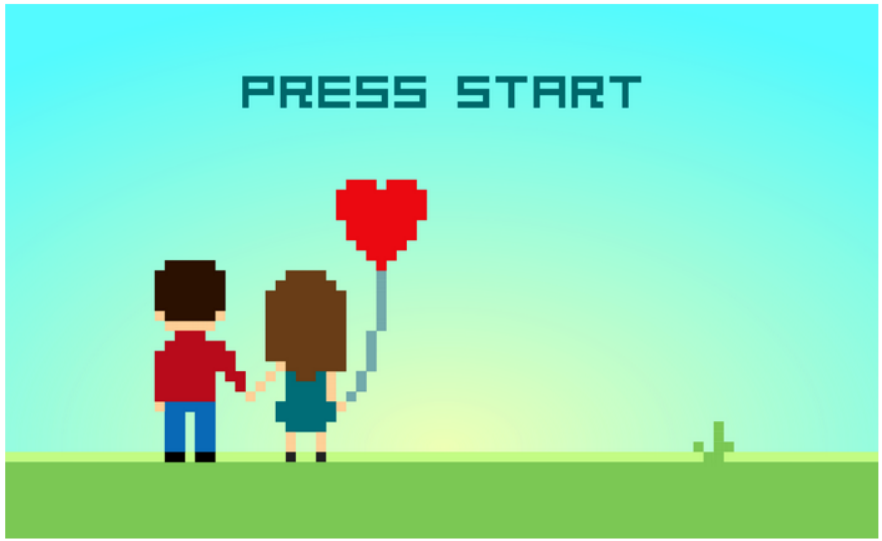
Get Started!


KNOW YOUR
POOP
} 0.9 KG IS THE AVERAGE AMOUNT A HUMAN POOPS IN A DAY
1% PROTEIN
75% WATER
8% FIBERS
8%
FATS

Stop with the pooping on the Internet!

Life is a game. This is your strategy guide

520k shares Share on Facebook Share on Twitter



oliveremberton.com

This stuff is hard to do.

[content]

COOL!

Know how it’s built.

SVG

jQuery

OF THE OFFICE?

HOW TECHNOLOGY IS SHAPING THE WORKPLACE OF THE FUTURE

Today, the cloud has become impossible to ignore. While we're always hearing about how technology is going to change everything, it now seems that innovative approaches to how we live, work and play are having a drastic impact on everyday life. What does the workplace look like in a world where physical location has become unimportant, and where people are able to connect seamlessly from almost anywhere on the planet?

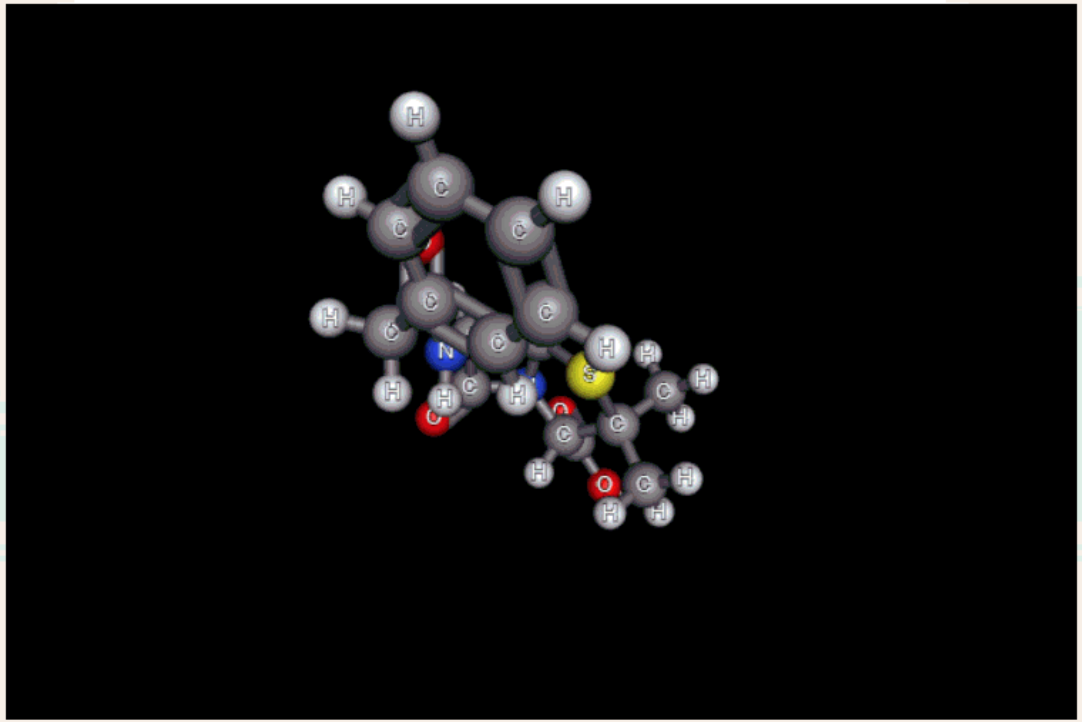
WebGL

MolGrabber 3D | ChemDo

web.chemdoodle.com/demos/molgrabber-3d

Rad Zorg Canva Heroku Squirt SEOg Host Inbox Ahrefs UberSuggest Reddit InMotion Quix Tsohost Other bookmarks

Search Below or Choose a Common Drug



rotate: click+drag

zoom: scroll

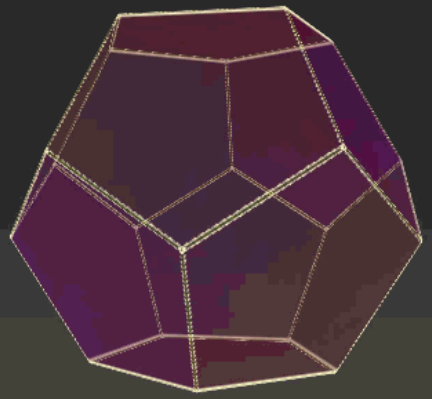
translate: alt+click+drag

toggle rot.: double-click

- (•) Ball and Stick
- ( ) van der Waals Spheres
- ( ) Stick
- ( ) Wireframe
- ( ) Line
- [x] Labels

penicillin

CSS



HTML5 Video

The Best of Fluent: JS + HTML5 Video + Canvas

oreilly.com/pub/e/2599

Join us for an exclusive presentation by Wes Bos from Fluent Conference 2012.

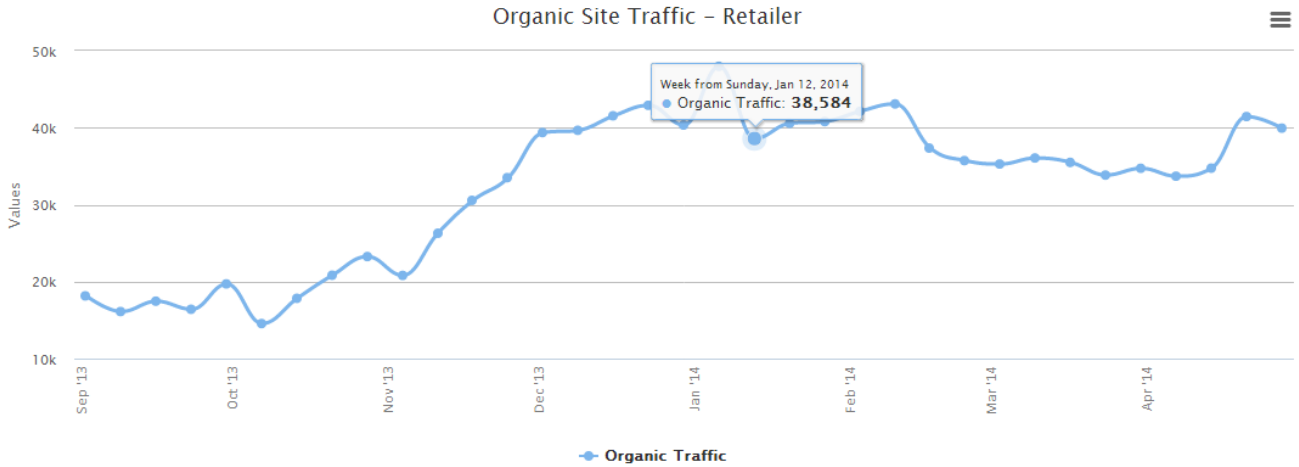
Embedded JS Charts

Marketing Made to Create Customers

We're a team of people who love SEO, search, strategy and creating content that communicates ideas and builds brands.

Take a look at what we do below, review our approach, or take a look at the work we've been doing for our amazing clients.

We help companies grow their brands through innovative, inventive, effective online marketing and SEO campaigns.



Your Vocabulary List

- HTML5
- Responsive CSS (& libraries)
- CSS3 (& frameworks)
- JS (& frameworks: jQuery, MooTools, Jade, Handlebars)
- JSON (api post and response data)
- WEBGL
- HTML5 audio & video
- SVG
- HTML5 History API manipulation w/ PushState

That’s the “what”.

“

I’d rather have a Snow Fall builder than a Snow Fall.

Kevin Delaney

This is the story of our “how”.

1989

Choose Year ▶ ▮▮

Countries

Search countries

Owners

All

Total Cables Built

3

Total Cables Length

195 km

Select Year Cables Built

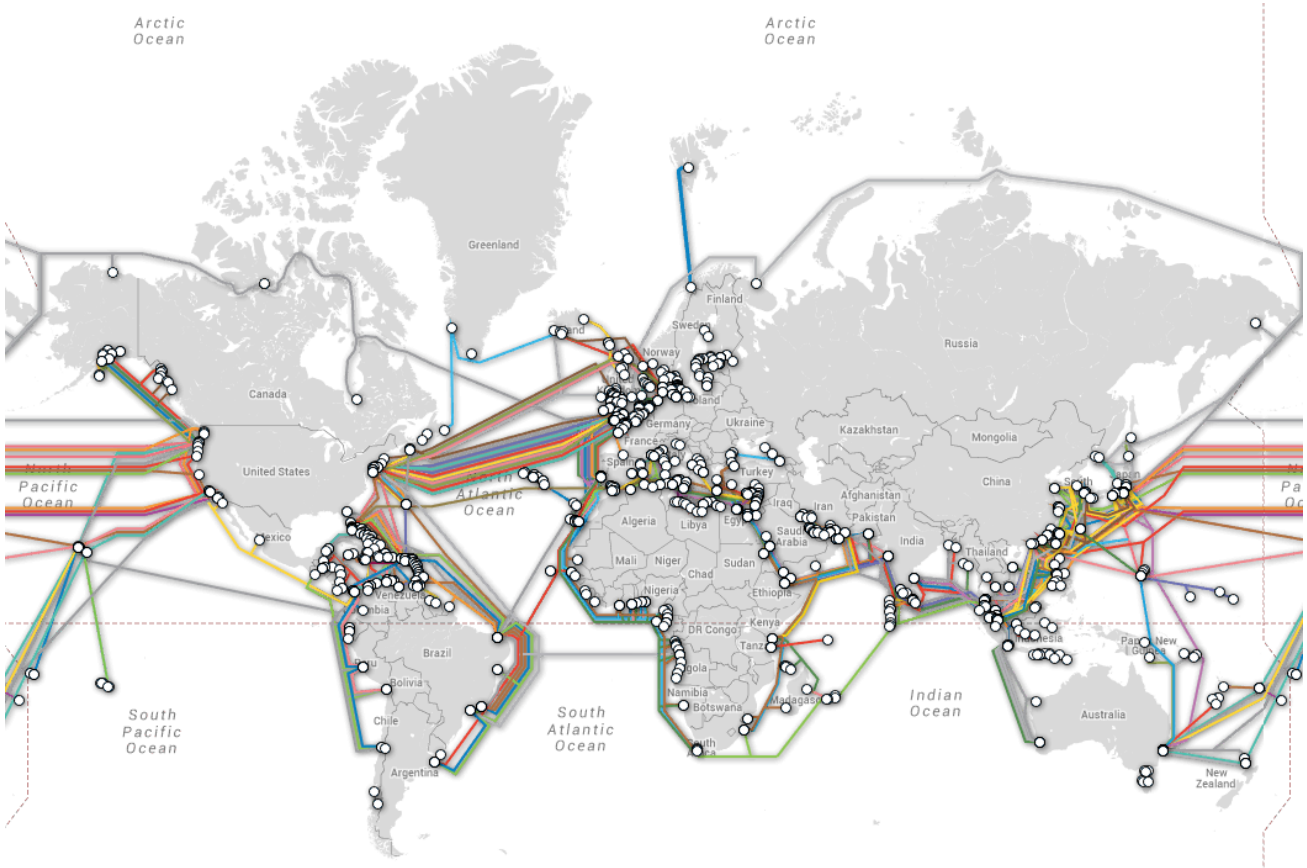
3

Select Year Cables Length

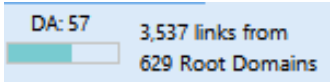
195 km

Liam
(the creative guy)
had a bunch of
ideas.

@liamhgfisher



submarinecablemap.com



Google | Data Centers

+1 4.2k

Search this site

Data centers › Inside look › Street View

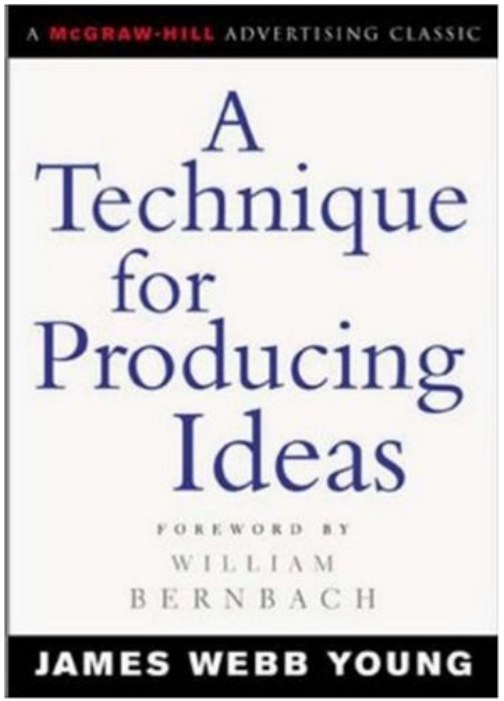
Take a walk through a Google data center

google.com/about/datacenters/inside/streetview/

PA: 81

1,010 links from
365 Root Domains

Read this book & this post:



There is no 'Creative Method'

Written by: Liam Fisher

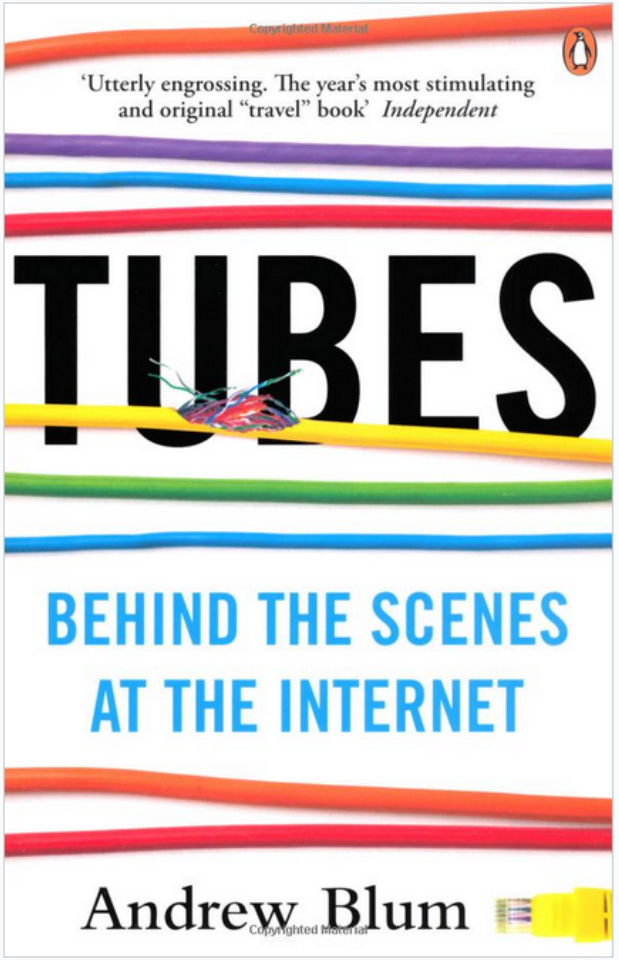
Recently, I moved into a full-time creative role here at Builtvisible, so now much of my time is spent grasping for inspiration. Somehow, seemingly against all odds and much to my own surprise, I usually manage to find it. Often, people will ask what the process is, what method I use.

Honestly, though, my own grasp on how I come by ideas is tenuous at best. It's an odd brain event, some fleeting connection between thoughts that comes in unbidden flashes. There's a tale from the history of science that I'm fond of recounting, because I think it illustrates the point nicely. The tale may well be apocryphal, but I think the point still stands. There are plenty of other such stories from the history books, so substitute one of those if you prefer.

The 'Eureka!' moment is just the tip of the iceberg

http://builtvisible.com/creative-method/

http://andrewblum.net/



Which idea did your marketing team find most exciting?

We have our story

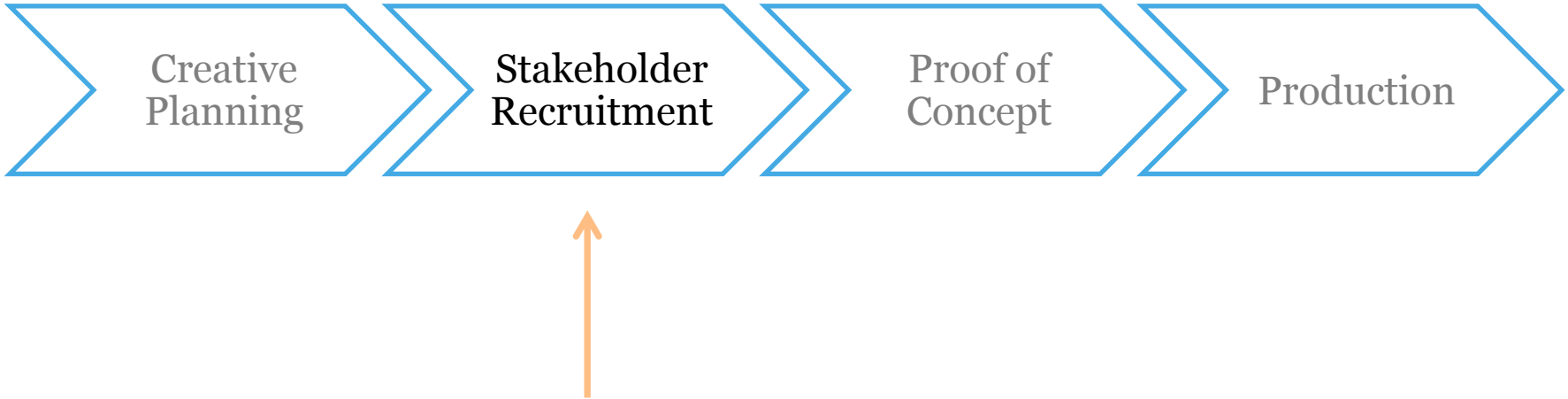
How to tell it...

NOT YET

1. Technical Set Up & Feasibility

2. Initial Stakeholder Outreach

Stakeholder Recruitment:



3. Asset Collection + Research

Book Discussion on [A Thread Across the Ocean]

Mr. Gordon discusses this book [A Thread Across the Ocean: The Heroic Story of the Transatlantic Cable], published by Walker and Company. The book chronicles the successful laying of a submarine...

C-span

1. Timeline
http://atlantic-cable.com/ - really good website

Potential contributor:
John Steele Gordon - Author of A Thread Across the Ocean
- historical information/data
- may be able to offer different stages of cable laying for the time
- may have information about the ever phone call

Atlantic Line.jpg

History of the Atlantic Cable & Submarine Telegraphy - Cable Timeline - Atlantic Cables

This page shows Atlantic cables and their connecting systems, extracted from the main Cable Timeline.

Atlantic-cable

The Creepy, Long-Standing Practice of Undersea Cable Tapping

In the early 1970's, the U.S. government learned that an undersea cable ran parallel to the Kuril Islands off the eastern coast of Russia, providing a vital communications link between two major Soviet naval bases.

Theatlantic

3Tenniel | BRANCH

Branch collective

2. Maintaining Connections

History of the Atlantic Cable & Submarine Telegraphy - Cable Recovery

Cable recovery techniques were developed soon after cable laying began in the early 1850s. Accidents during laying meant that cable ends were occasionally lost to the sea bed, and existing cables needed to be retrieved and repaired when damage occurred through man-made or natural causes.

Atlantic-cable

3. Data Is Power

Political issues, implications of being connected to a network

John M. Picker, "Threads across the Ocean: The Transatlantic Telegraph Cable, July 1858, August 1866"

This essay considers the significance of one of the signal technological developments of the nineteenth century—an event so signal that it happened twice.

Branch collective

History of the Atlantic Cable & Submarine Telegraphy - Cyrus Field

of Cyrus

Atlantic-cable

History of the Atlantic Cable & Submarine Telegraphy - Eighth Wonder

History and development of the atlantic telegraph cable; sources for books and information - first proposal of the Eighth Wonder of the World

Atlantic-cable

Maker's sample case for the 1858, 1865, and 1866 Atlantic Cables (Science Museum London) - ask permission from atlantic-cable.com

History of the Atlantic Cable & Submarine Telegraphy - Cableships

Google

Cable ships from 1850

Atlantic-cable

The first Atlantic submarine telegraph cable

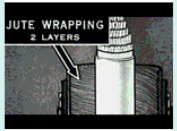
Inside the Vault @ the Powerhouse Museum - Matthew Connell, Curator of Computing and Mathematics talks about the 1st Atlantic submarine telegraph cable from the Powerhouse Museum Collection.

Youtube

Search - Powerhouse Museum

e-house-museum

Underwater Cable circa 1939 American Telephone & Telegraph - Bell System



more at http://phones.qui.id/found.net/ A submarine telephone cable is laid in San Francisco Bay. The layered insulation of the underwater cable is described and shown in animated graphics.

Youtube

www.iscpc.org/publications/ICPC_Report.pdf

ICPC Film

How the world's internet would look if it was a TUBE map

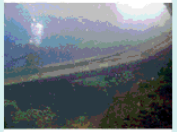
Subsea cables as a London Tube Map

Dailymail

Ship damage story

Jydskvyk

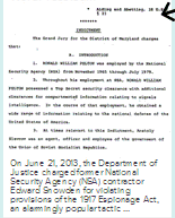
Our First Marine Salvage Job | Madang - Ples Bilong Mi



May be able to use images here of repairing a cable due to supporting structural damage

Name

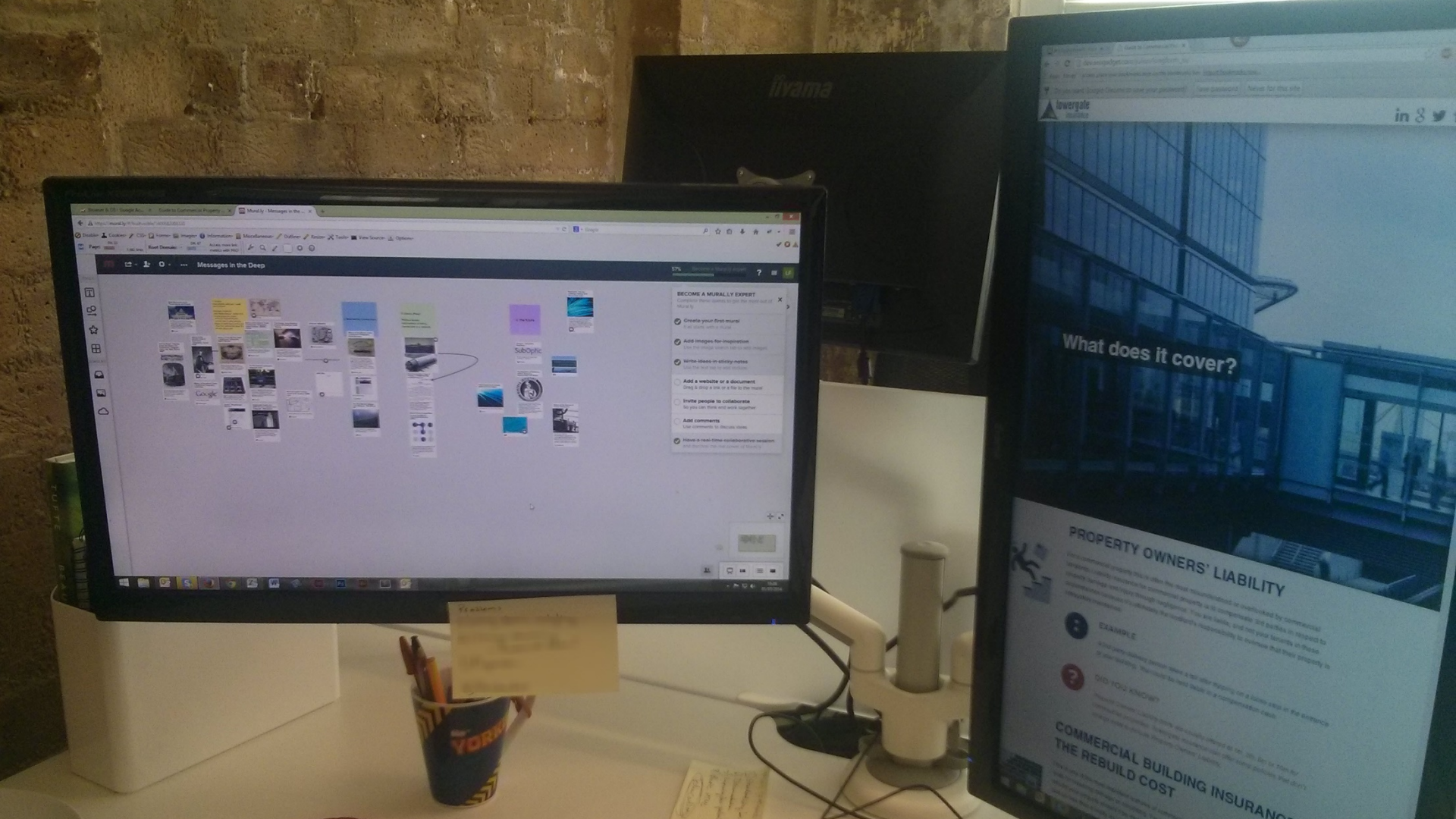
Not Quite Another "Year of the Spy." | UNREDACTED on WordPress.com



On June 21, 2013, the Department of Justice charged former National Security Agency (NSA) contractor Edward Snowden for violating provisions of the 1917 Espionage Act, an alarmingly popular tactic ...

French Telco Orange Plans To Sue The NSA For Tapping Its Undersea Cables

It's not entirely clear what form this will take, but the French telco Orange is claiming that it is planning to file a lawsuit over the news that the NSA has been tapping its undersea fiber-optic cables.


Messages in the Deep
BECOME A MURALLY EXPERT
Create your first mural
Add images for inspiration
Write ideas in sticky notes
Add a website or a document
Invite people to collaborate
Add comments
Have a real-time collaborative session
iiyama
lowergate
What does it cover?
PROPERTY OWNERS' LIABILITY
EXAMPLE
DID YOU KNOW?
COMMERCIAL BUILDING INSURANC
THE REBUILD COST

4. Storyboard Creation

data

flow

assets

Data: raw materials for the story

Flow: how the content is organised

Assets: features, copy and images

Experience

What about the design?

Not yet:

Messages in the Deep – Structure and Storyboard (V3)

The focus in this piece will be on showing the work that goes in behind-the-scenes to keep today's information infrastructure up and running. It is a system that facilitates so much of modern life, from global commerce to our daily online activities, but relatively few of us are even aware that it's there.

Text coloured blue denotes interactive elements.

0. Introduction

This is where we'll set the tone for the piece with a basic introductory screen, likely just containing some copy and a striking header image. The aim of the text will to convey that we're showing users inside the nuts-and-bolts of how the internet works, casting an everyday thing on which we all rely in a new light, and showcasing a modern marvel of engineering of which many people just aren't aware.

1. Part 1 – A Timeline

This section will consist of a single interactive element condensing the history of submarine cabling into a timeline format.

It'll need to contain the following features.:

- The interactive element will consist of a world map, which we'd like to be embeddable, responsive and sharable via the usual social media channels.
- Both an 'autoplay' feature that will show the progression of subsea communications networks over time without any further input from the user, and an option for the user to click 'next' to advance the timeline to the next milestone.
- At each stage in the timeline, the map will display new cables being installed at that time, so that users can see how the network grew over time.
- There will be a panel showing key metrics over time, such as total bandwidth capacity, total data rate and usage, costs involved in installing various cables, etc.
- There will also be a panel showing context-sensitive information based on what is happening at that point in the timeline. E.g. when the timeline reaches 1956, the panel would contain the audio of the first ever phone call over the TAT-1 line, the world's first transatlantic cable.
- Location specific information will also be displayed on the map. For example, Samuel Morse's early telegraph experiments could be indicated geographically.

2. Part 2 – Maintaining Connections

This section will focus on the threats that face the world's undersea networks, and the work that goes into keeping them up and running. For the most part, this section will be presented in a relatively simple article format, with the exception of a single interactive element.

- As with the other interactive element, this one will need to be embeddable, responsive and sharable via the usual social media channels.
- That interactive element will be a piece based around Traceroute, which will show the pathways used to connect geographically distant locations.
- It will be pre-loaded with location pairs, and will show the route taken to connect between each.
- The piece will also show the amount of time packets take to travel each leg of the route, to emphasise just how rapidly this information moves.

The remainder of the section will consist of:

- A section looking at the most common (and most uncommon) causes of damage to submarine communications networks.
  - Also to include a section on accidental human damage to cables. Such as a Georgian woman who accidentally cut off all internet access to Armenia.
  - Also to include a section about natural disasters, such as damage to Asian cable networks in the wake of the March 2011's Asian tsunami.
  - Also to include a section about damage from animals, such as whales becoming tangled in cables.
- A section on how a fault is identified, located and repaired.
  - In particular, we'd like to talk to people involved and look at the equipment and techniques used.
- Possible case-study about the cables connecting Maine with the Fox Islands, described as one of the worst performing submarine cables.
- Case study covering Taiwan in 2006, when an earthquake severed 9 out of 11 subsea cables.

3. Part 3 – Data is Power

This section will look at political issues surrounding subsea cabling, and the political and sociological implications of being connected to such a network, such as:

National Security

- Instances of networks being manipulated for political and military purposes.
  - Operation Ivy Bells
  - British efforts to cut German cables in WWI
  - NSA tapping revelations
- Dependency – Egypt-Italy cable severed 2008 [Sechrist]
  - UAV's require 500Mbps bandwidth each – "Milliseconds matter when you are in the UAV business and undersea cables shave off hundreds of them compared to satellites"

Economic (/financial)

- Case study of the impacts of new cabling on Africa's east coast. [and here] and here: http://www.zdnet.com/bandwidth-the-real-challenge-holding-back-africas-tech-hubs-7000018595/

4. Rapid Prototyping

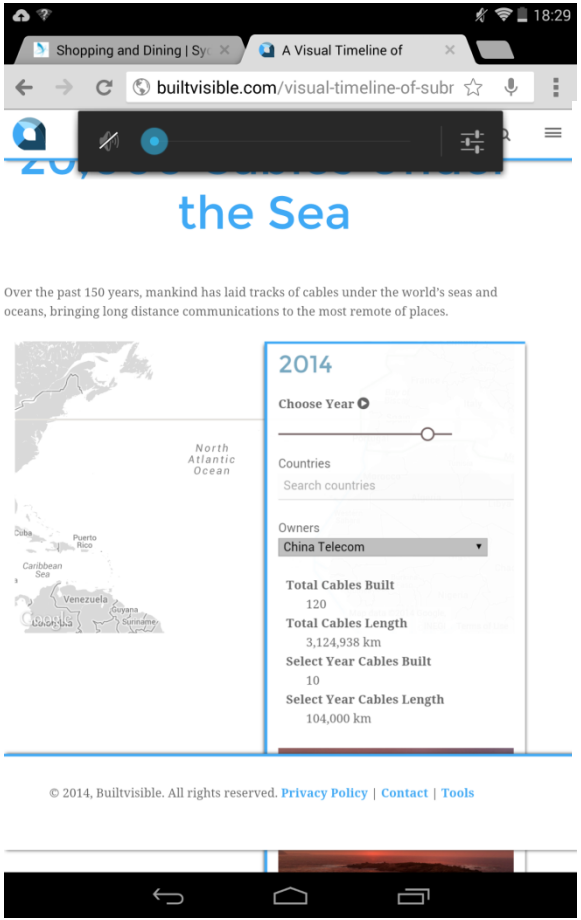
Mediums vs Features

Article
Infographic
Video
Presentation
Microsite

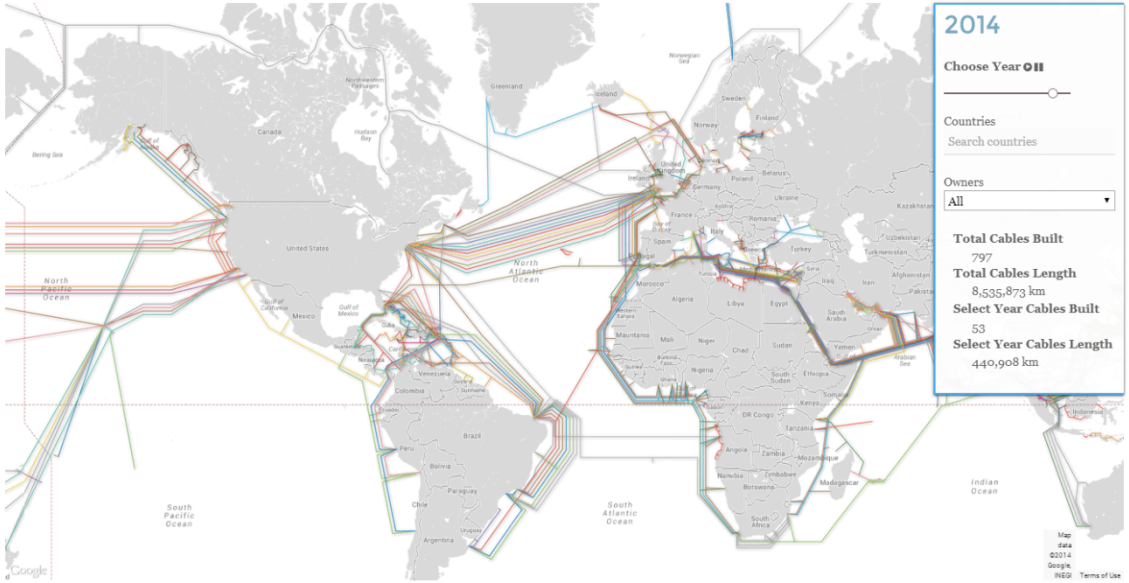
Copy
Embedded charts
Video embeds
Images
SVG Animation

> Content precedes design.
>
> Design in the absence of content is not design, it's decoration.

Jeffrey Zeldman



Title for Map

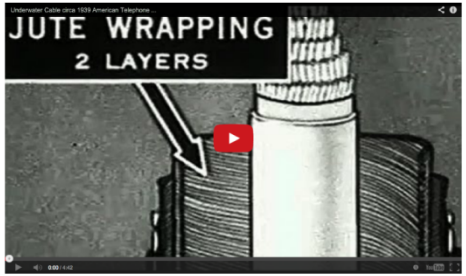


Thanks to Telegeography for the data


Messages in the Deep
A snazzy subtitle

Maintaining Connections

Undersea cabling has been in use since the 1840s. In the early days, cables were engineered to enable transatlantic telegraphs, and later telephone calls and faxes. Today, in the region of 200 fibre optic cables make up an undersea network that transports internet data around the world, carrying more than 95% of transoceanic voice and data traffic.



This is a potential quote/caption about the image above. Could be used as template for captions.

As more and more nations 'log on' and the world's dependency on high speed internet increases, these expansive cable systems and the industry responsible have never been more important. The subsea cabling industry is, however, one that the majority of service users are only vaguely, if at all, aware of, despite the significance of its role in keeping us all connected.

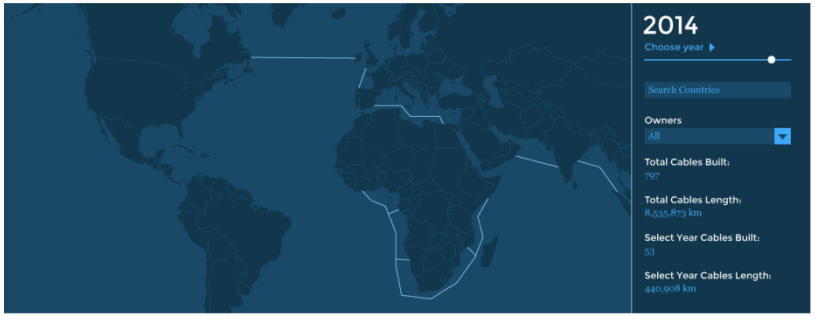
This is a potential quote/caption about the image above. Could be used as template for captions.

Dave Howard, Director of Howard Communications Ltd., is an industry veteran with 30 years' experience of subsea cabling. He's undertaken a variety of engineering, planning and operational roles across the field throughout a career that has seen significant development in the technology and engineering that make ups and maintains the expansive and somewhat miraculous network. Through his extensive experience, Dave offers unique and detailed insight to the reality of submarine cabling, and what it takes to keep the systems going.

Much of the industry day-to-day focuses on planning and maintaining cable systems. The condition of a system is continuously monitored by the equipment installed in cable landing stations, usually located close to the seafront where the cable comes ashore. Fibre optic cables are about the same diameter as a garden hose and are buried only a few feet below the seabed, leaving them susceptible to a variety of risks. The equipment in landing stations detects the slightest fault in a cable – from a minor degradation in performance to a complete break – triggering an alarm to alert the technicians who are responsible for taking action.

According to Dave, submarine cable systems are designed not to need maintenance during their working life. The traffic capacity of modern systems can be greatly increased by upgrading the equipment in the landing stations, without touching the subsea technology. Nevertheless, a big section of the industry is involves in conducting repairs to systems which have become damaged by either environmental or human factors.

Before it became common practice to tauten and bury cables below the seabed, notable incidents of damage involved aquatic wildlife. Between 1877 and 1960 there were 16 recorded whale entanglements. In the entire history of submarine cabling, a total of about 40 faults have been attributed to "fish bites", although these were mainly to telegraph cables prior to 1964. One exception was between 1985 and 1987 when a domestic fibre-optic cable in the Canary Islands was damaged by sharks. Improvement to the design and installation of the cables has since strengthened the systems to the point where no further wildlife-related damages have been reported.



An Interview With Dave Howard

How are breaks located?

When technicians are alerted to a fault or failure in the system, tests are conducted from cable landing stations or cable management centres to identify the location of the break. There are three main methods of testing:

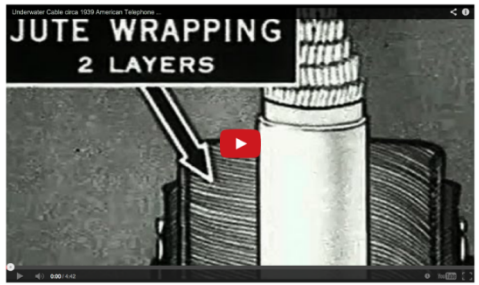
- Most cable breaks expose the cable's metallic centre conductor to the sea water, causing a short circuit to earth. A cable's electrical resistance per kilometre is documented during its production, enabling technicians to easily calculate the distance to a fault by measuring the resistance between the break and the landing station. This method has not changed all that much from methods used in the 19th Century. Simple, but effective.

- Long cables, say over 300 km, will have subsea amplifiers, known as repeaters. These are typically spaced 80km apart. Each repeater has a circuit that will respond to a special signal sent from the cable landing station. If one repeater 'answers' and the next does not then we can deduce that the fault lies between them. Some repeaters have more sophisticated test circuits that provide information about its health or the level of the incoming signal, which can further help to pinpoint the fault.

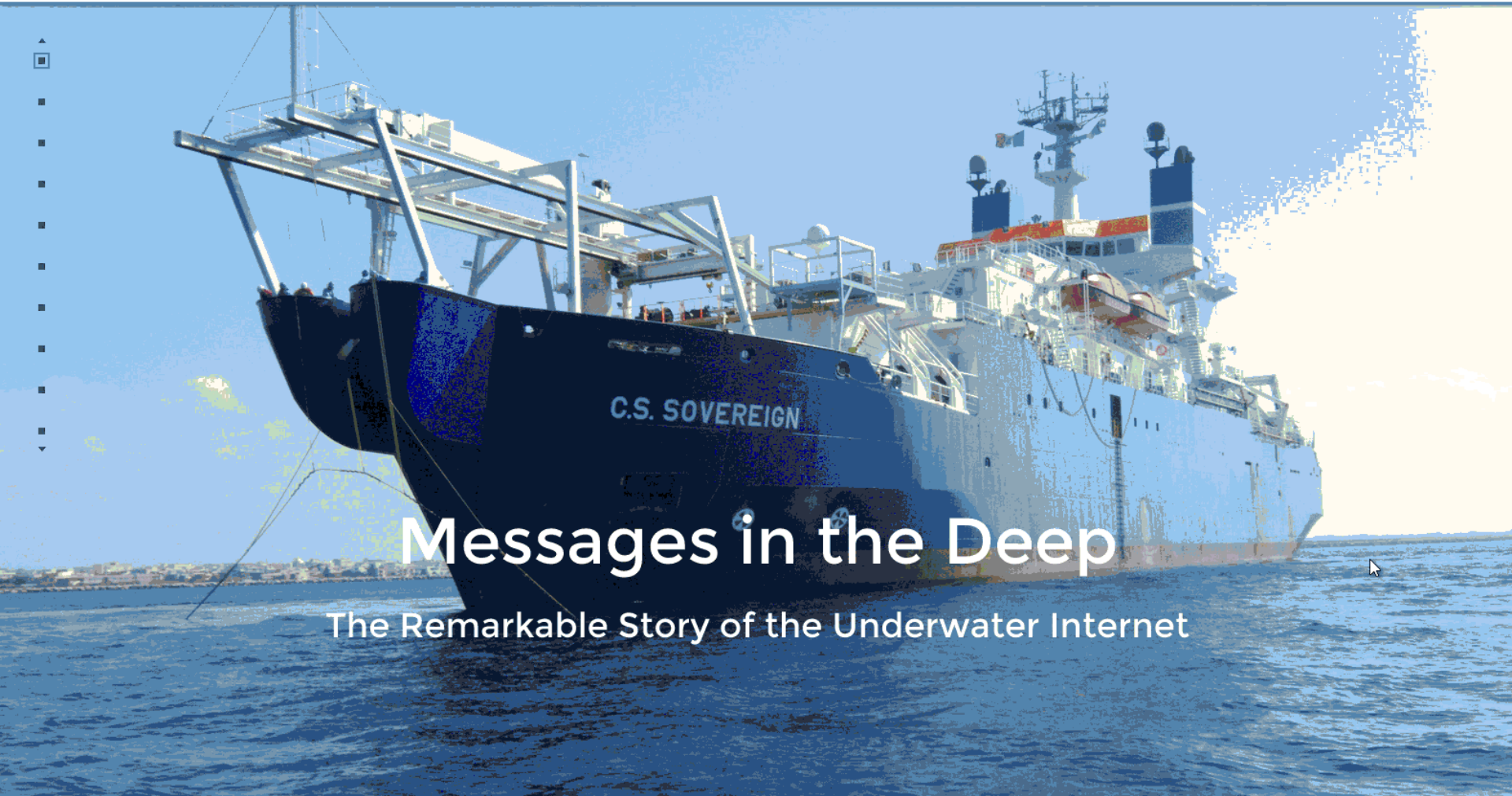
- When a pulse of light is launched into the fibre, some of its power is reflected back when it hits the break. As technicians know the speed of light within the fibre, they can calculate the distance to the fault by measuring the time it takes for a pulse of light to hit the fault and return.

None of these methods are exact and there is always some doubt about where the fault is located before the ship arrives on site.

How do you go about repairing a cable?



When repairing a cable in deep water it needs to be brought to the surface for the faulty section to be removed and replaced. The cable will have been laid too tightly on the seabed to be lifted to the surface; it must be cut on



Messages in the Deep

The Remarkable Story of the Underwater Internet

1989

Choose Year ▶ ▮▮

Countries

Search countries

Owners

All

Total Cables Built

3

Total Cables Length

195 km

Select Year Cables Built

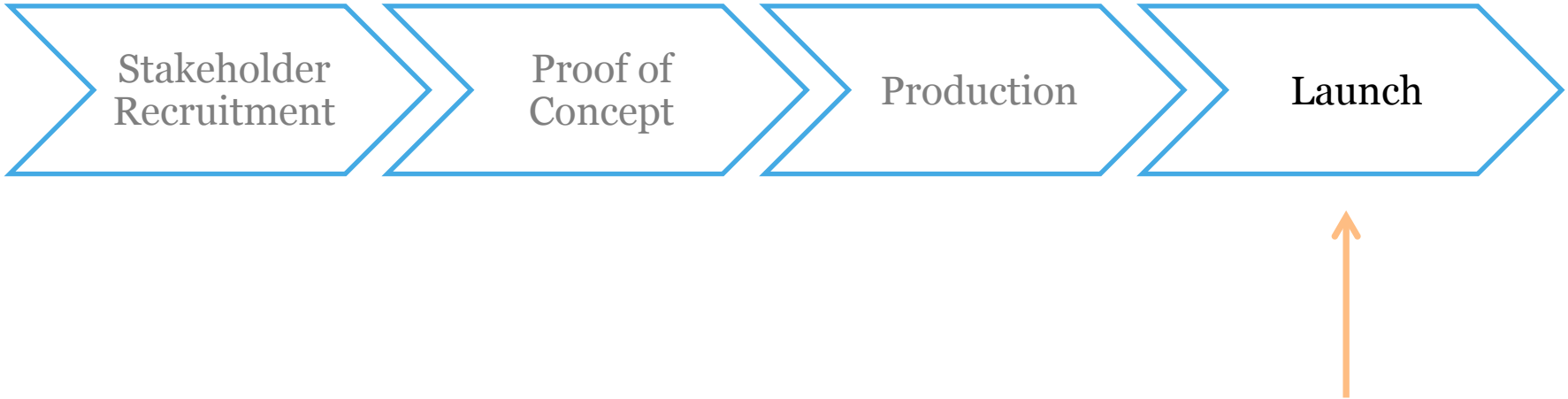
3

Select Year Cables Length

195 km

5. Launch

Launch:


Stakeholder Recruitment
Proof of Concept
Production
Launch

'Messages in the Deep' - Builtvisible latest marketing piece Inbox ×

Darren Kingman <darrenkingman@builtvisible.com> 3:09 PM (1 hour ago)
to josh

Hi Josh,

I wanted to get in touch with you because I'm aware you've written about our company before (previously SEOgadget) and I wanted to share something with you that we've just this morning made live.

Our CEO, Richard Baxter, is presenting at MozCon next week, and the whole presentation is about our new piece of content called 'Messages in the Deep'. Here's the URL for you to have a look through:

http://builtvisible.com/messages-in-the-deep/

I know you write about digital marketing for Forbes quite actively, and I'm hoping the piece we've created could be part of that as a way of showing the direction our industry is going in. We're all massively proud of the piece, and truly believe this is what content creation should be more about.

I'm really hoping you find it interesting and would be happy to create a p presentation.

If you have any questions at all, please do give me a shout.

Many thanks,
Darren.

--

Darren Kingman
Creative Marketing Associate
Builtvisible

e: darrenkingman@builtvisible.com
Mobile: +44(0)7977 456 912

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Join our mailing list, follow our team on Twitter, connect with us o

Builtvisible.com is the trading name of SEOgadget Limited, a company 5933993)

Steimle, Joshua <jsteimle@mwi.com>
to me

Hi Darren, thanks for reaching out, and I'm glad to see Hong Kong got a curiosity these days is why I live in Hong Kong, the city with the highes

I'd love to do something with this for Forbes. What was your purpose in

Thanks!

More

Steimle, Joshua
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Darren Kingman <darrenkingman@googlemail.com> 4:15 PM (17 hours ago)
to Brian

Hi Brian,

I hope you're well.

I mentioned in a previous email that we had a piece on submarine cabling upcoming and we're about a week away from having it live. I think it's a piece you'll find really interesting as it's certainly a subject wrought in policy, dictating the growth of economies with some of the biggest businesses in the world pumping billions into its growth.

It's a long form piece we've created but we have interactives in there that I'm hoping you'll be able to make use of. I've created a GIF image to show you how the worldwide map interactive displays the growth of the fibre-optic cabling network since 1989. This interactive can also be narrowed down just to show cables connected a particular country or owned by a particular company.

Here's the GIF:

We've also involved specialists who have been working in the industry for decades wh

Do you think it's something you'll be interested in featuring once it's live?

Many thanks,
Darren.

Fung, Brian D
to me

This is great. Let me know once you're closer to launch and I'd be happy to do a pos

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Darren Kingman <kingman.darren@gmail.com> 10:50 (5 hours ago)
to jennifer

Hi Jen,

I hope you're well.

Just to let you know - I got in touch with Suzanne Labarre at Co.Design who was interested in the 'interactive house/timeline' I previously mentioned, which looks like it'll be going up on there once live.

Separately, I have another interactive project we're releasing in about a week or so, which we've done in-house for our own website. The subject we've focused on is submarine cabling - the cables many people don't know about which nearly entirely transmits the worlds internet connection and data across seas. We've created various high level interactives to go within the piece, such as pinging various parts of the world through cables and returning the results to the user to show them how their information just traveled around the globe and how quickly. We've also conducted interviews with specialists who have been involved in the maintenance of these cables for decades, giving us access to their personal photos and knowledge.

Would this be of interest for you?

Many thanks,
Darren.

jennifer miller
to me

Hey Darren,

Can you send me some of the interactiv

Thanks!
Jen

Darren Kingman
Hey Jen, Yep - no problem. Please find

Darren Kingman <darrenkingman@googlemail.com> 4:54 PM (15 hours ago)
to Brian

Hi Brian,

I hope you're well.

We've been manically working away on the piece today to get it live and we're now at a stage where I can give you exclusive access before we remove the password.

Here's the link: http://builtvisible.com/messages-in-the-deep/

You'll also need the password, which is: mozcon2014

Our CEO will be doing a presentation at MozCon in Seattle next week Wednesday and will be including examples of articles that go live about the piece in his presentation. I've got multiple fingers crossed that you'll be able and happy to create a post about it before then so he can then talk about your article in his presentation?

We'll be removing the password tomorrow (or sooner if need be) so hopefully if you do write about it, users will be able to access it without the password protection preventing them. I've also attached an up-to-date GIF which you could certainly use if need be.

Any questions, please do let me know.

Many thanks,
Darren.

Fung, Brian D 8:16 PM (12 hours ago)
to me

Great! I'll have something on this tomorrow. Thanks for passing along.

Brian Fung
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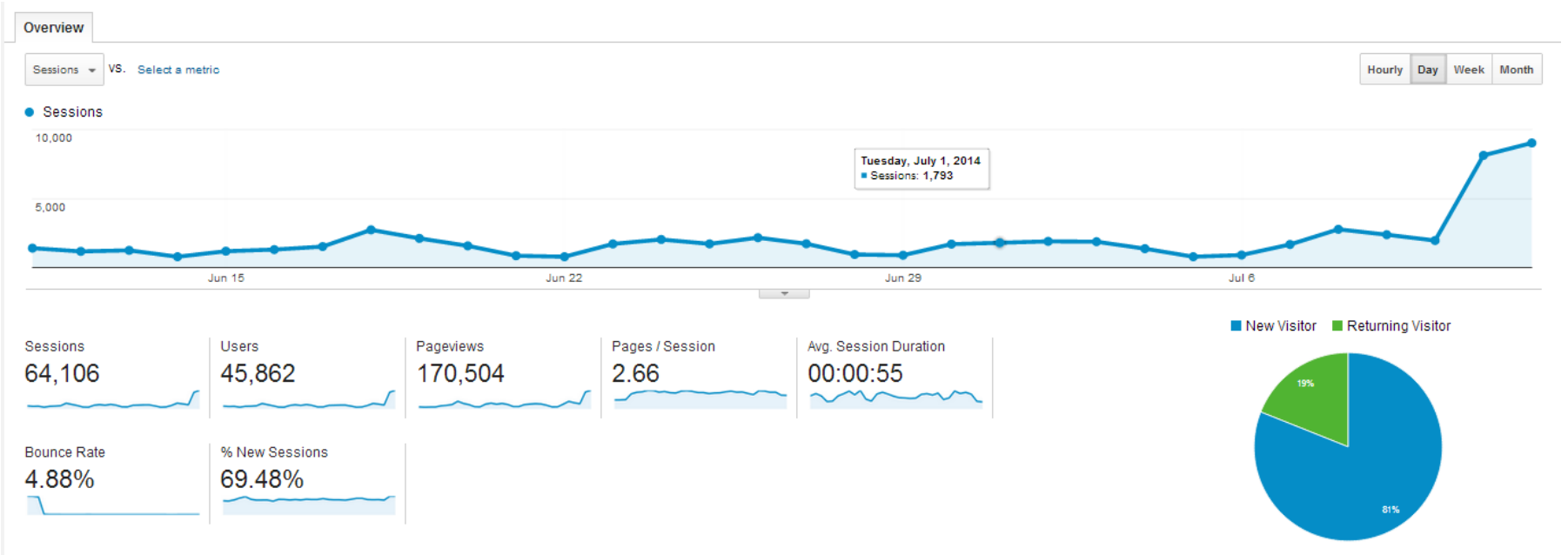
The traffic


Overview
Sessions
VS.
Select a metric
Hourly
Day
Week
Month
Sessions
10,000
5,000
Tuesday, July 1, 2014
Sessions: 1,793
Jun 15
Jun 22
Jun 29
Jul 6
Sessions
64,106
Users
45,862
Pageviews
170,504
Pages / Session
2.66
Avg. Session Duration
00:00:55
Bounce Rate
4.88%
% New Sessions
69.48%
New Visitor
Returning Visitor
19%
81%

Things we learned along the way…

On bandwidth:

☆ Pete Wailes

Online

00:07 United Kingdom

Apparently there's a 25k limit per day on requests. I didn't think we'd hit it. I'll do some digging, work out a patch and update tomorrow

Okay, quick thoughts - there's no simple fix leaving it on fusion tables, so I'm going to set up a db and api tomorrow, rewrite the JS to query that new database, and migrate off fusion tables. I'll update tomorrow with progress.

On shareable assets:

The Washington Post

Search

The Switch

What a quarter-century of Internet growth looks like, underwater

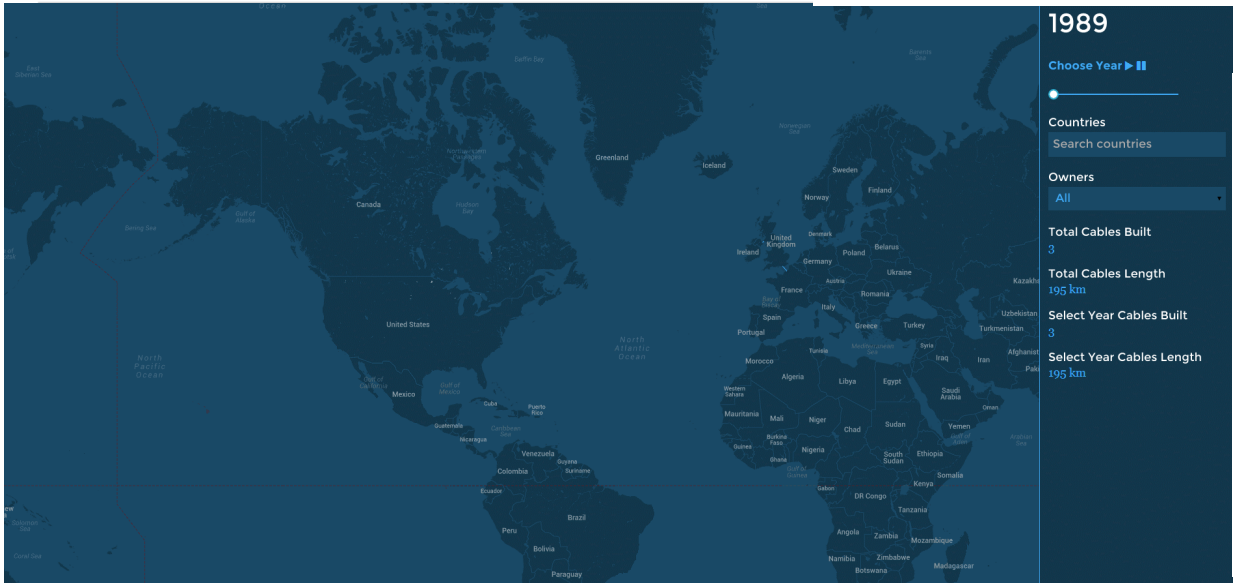


IMAGEN DEL DÍA

Así lucen 25 años de cableado submarino de fibra óptica en el mundo

11 DE JULIO DE 2014, 23:45

On Pagespeed

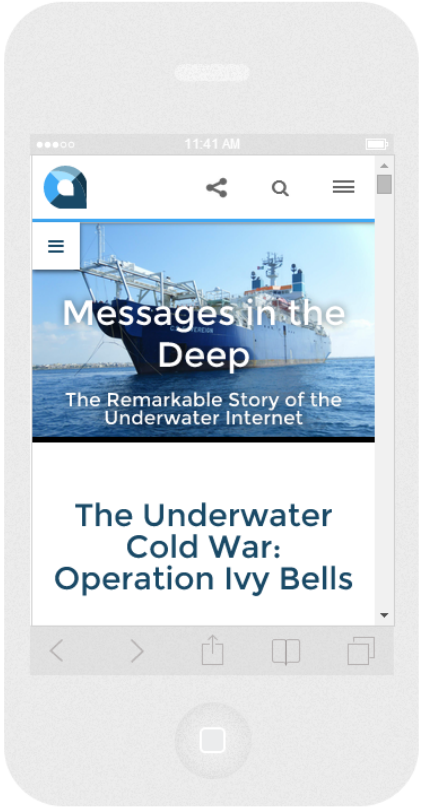
front.jpg builtvisible.com/media/interactives/m…	3.8 MB
800px-USS_Halibut_SSGN-587.jpg builtvisible.com/media/interactives/m…	38.9 kB

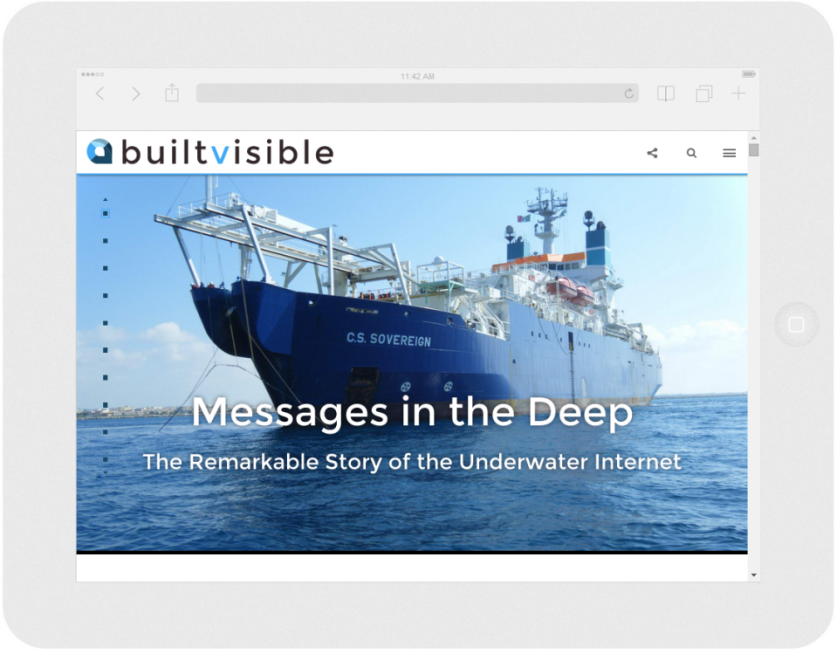
On SEO

builtvisible

Non JS version creates a 404

On responsive testing:





responsinator.com

On process:

Every time we encountered a problem, it was because of process:

1. A missing step
2. Skipping a step

If you don’t love it, you can’t ship it.

Editorial & Project Management

Liam Fisher
Dani Mansfield
Darren Kingman

Research

Robyn Lodge

Design

Paul Venn

Coding + Genius

Pete Wailes

Testing

The whole wonderful team at Builtvisible

Very special thanks:

Dave Howard, Daniel Butler & Geoff Griffiths

MOZCON

2014

THANK YOU!

SESSION Q&A

Richard Baxter • Builtvisible

@richardbaxter • richard@builtvisible.com

#MozCon

Useful Resources

Understand Responsive with Ethan Marcotte:

http://www.besquare.me/session/a-dao-of-flexibility/

How to start: Build your own website

http://builtvisible.com/hand-coding-personal-website/

Ben Nadel Presents jQuery

http://www.bennadel.com/resources/presentations/jquery/video/index.htm

Useful Resources 2

Fluent Online Conference: Beyond JavaScript and HTML5

http://www.oreilly.com/pub/e/2969

The Best of Fluent: JS + HTML5 Video + Canvas

http://www.oreilly.com/pub/e/2599

Using CSS3 – CSS Tricks

http://css-tricks.com/video-screencasts/57-using-css3/

Useful Resources 3

Visualising Data with Google Fusion Tables

http://builtvisible.com/visualising-data-google-fusion-tables/

CSS Media Queries & Using Available Space

http://css-tricks.com/css-media-queries/