

Responsive Design Trends: Research Summer 2012

by Katarina Countiss

Sycamore School

<http://www.sycamoreschool.org/>

This screenshot shows the desktop version of the Sycamore School website. It features a dark blue header with a 'Menu' button and the Sycamore School logo. The main content area is divided into two columns. The left column contains a paragraph about catering to highly intelligent children, a Facebook follow button, and a 'Gifted Students' section with a small image of a child. The right column contains a larger image of a child holding a leaf, a 'Fulfilling Promise' headline, and another paragraph about the school's mission. A 'Read More' button is located at the bottom of the page.

This screenshot shows a variation of the desktop website layout. The header is dark blue with the Sycamore School logo and a 'Sycamore Insider' button. A navigation bar below the header lists 'About Sycamore', 'Admissions', 'Why Sycamore?', 'Events & News', 'Sycamore Athletics', and 'Blog'. The main content area features a large image of a child holding a leaf, a 'Fulfilling Promise' headline, and a paragraph about the school's mission. A Facebook follow button is also present.

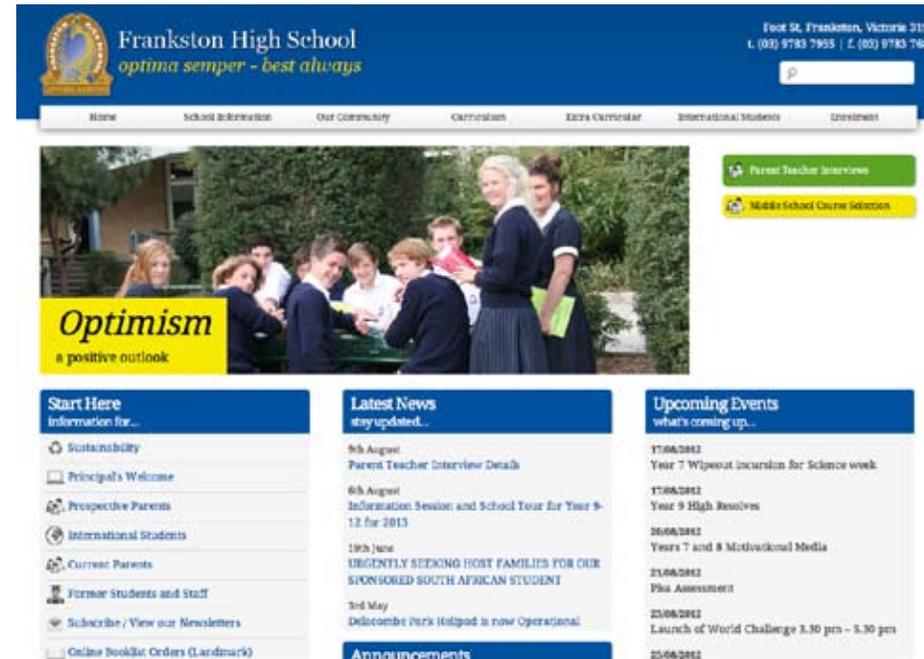
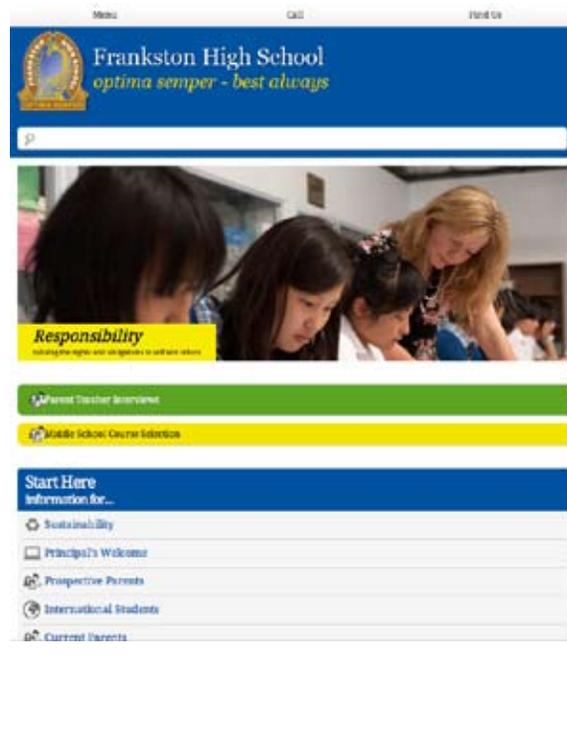
This screenshot shows the tablet version of the Sycamore School website. The layout is a single column. The header is dark blue with the Sycamore School logo and a 'Sycamore Insider' button. A navigation menu on the left lists 'About Sycamore', 'Admissions', 'Why Sycamore?', 'Events & News', 'Sycamore Athletics', 'Blog', and 'Contact Us/Map'. The main content area features a large image of two children holding leaves, a 'Fulfilling Promise' headline, and a paragraph about the school's mission. A Facebook follow button is also present. Below the main content, there is a 'Quick Links' section with 'Employment Opportunities', 'Sycamore Grad named Indiana's best HS math student', and 'Sycamore's Chad Qian'. A 'Gifted Students' section with a small image of a child is also visible.

COMMENTS:

Layout transformation: 2-column becomes 1-column
Nav bar becomes a drop down menu
tablet has a cropped-from-desktop display header
perceived call to action: follow on facebook

Frankston High School

http://www.fhs.vic.edu.au/



COMMENTS:

Layout transformation: 3-column becomes 1-column

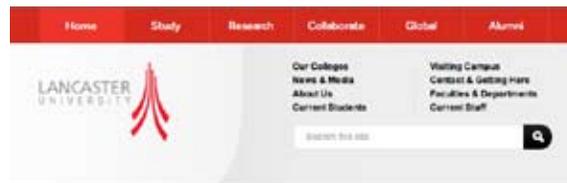
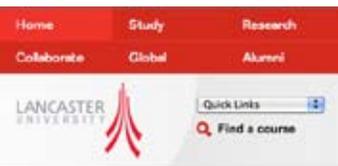
Nav bar floats to top of screen

responsive slideshow display subheader

perceived call to action: get information about school

Lancaster University

http://www.lancs.ac.uk/



COMMENTS:

Layout transformation: 6-column becomes 3-column becomes 2-column

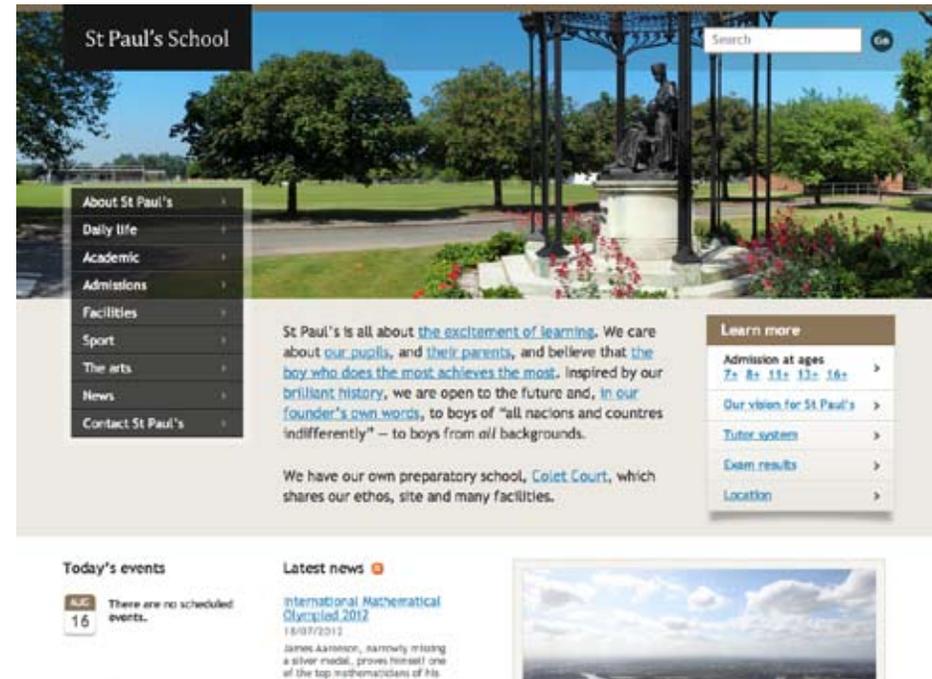
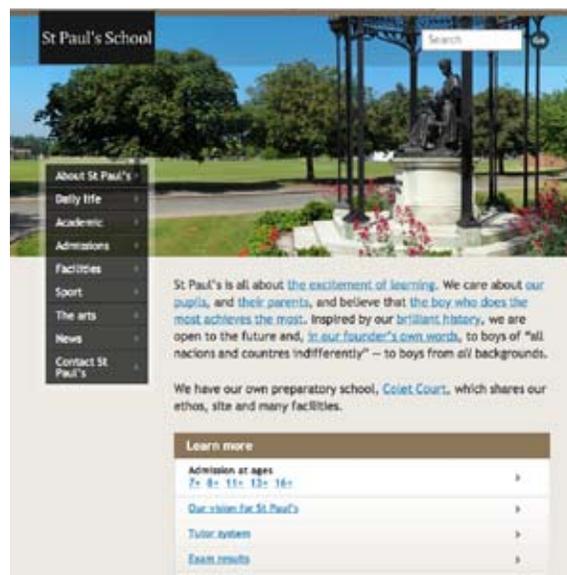
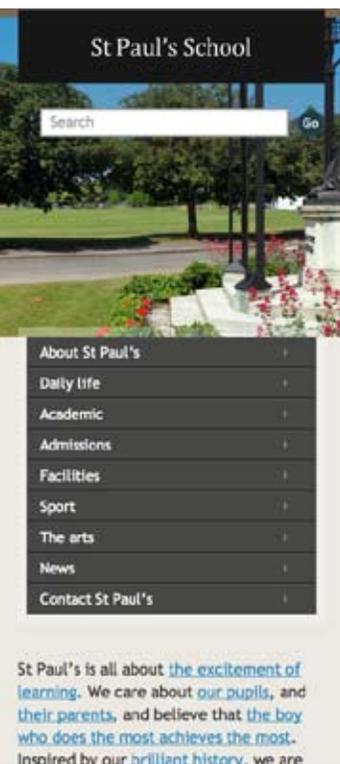
Nav bar becomes a drop down menu

responsive slideshow display subheader

perceived call to action: find a course

St. Paul's School

http://www.stpaulsschool.org.uk/



COMMENTS:

Layout transformation: 3-column becomes 2-column becomes 1-column

Nav bar becomes a drop down menu

display header crops down to size

perceived call to action: search bar

George Mason University School of Law

http://www.law.gmu.edu/



COMMENTS:

Layout transformation: 3-column becomes 2-column
becomes 1-column
Nav bar becomes a drop down menu
responsive slideshow display subheader
perceived call to action: information about faculty

DATE SITE ACCESSED: AUGUST 16, 2012

University of California, San Diego

http://ucsd.edu/



COMMENTS:

Layout transformation: 4-column becomes 3-column

becomes 1-column

Nav bar becomes nav block

responsive slideshow display subheader

perceived call to action: explore information

University of Notre Dame

http://nd.edu/



COMMENTS:

Layout transformation: 3-column becomes 2-column

Nav bar becomes nav block

responsive slideshow display subheader

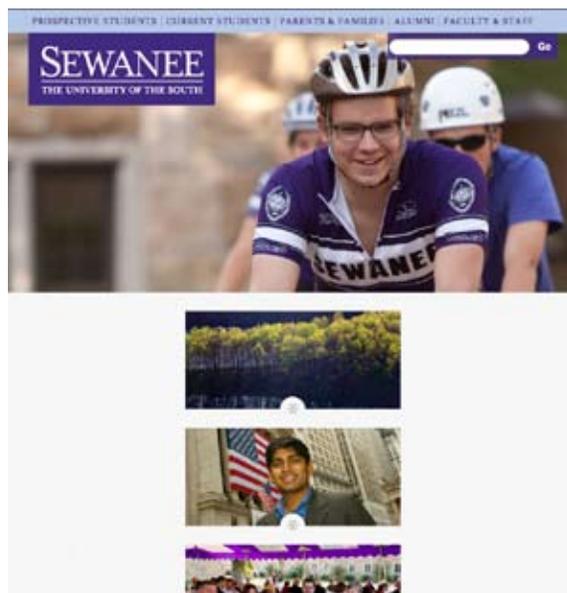
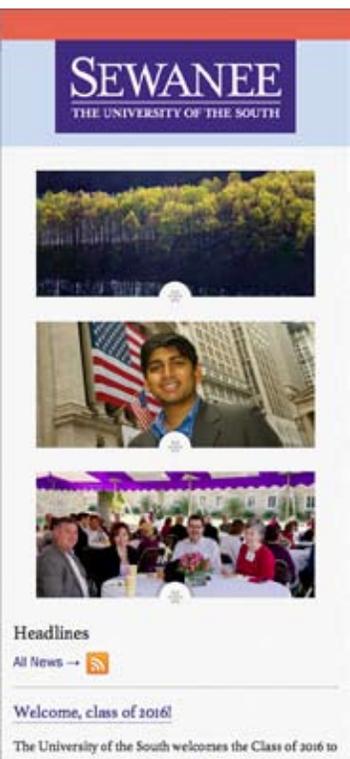
perceived call to action: information about faculty

background photo disappears in mobile

DATE SITE ACCESSED: AUGUST 16, 2012

Sewanee: The University of the South

<http://www.sewanee.edu/>



COMMENTS:

Layout transformation: 3-column becomes 1-column

Nav bar becomes extension of footer

tablet has a cropped-from-desktop display header

perceived call to action: RSS

University Writing Center | Texas A&M University

http://writingcenter.tamu.edu/



COMMENTS:

Layout transformation: 3-column becomes 2-column becomes 1-column

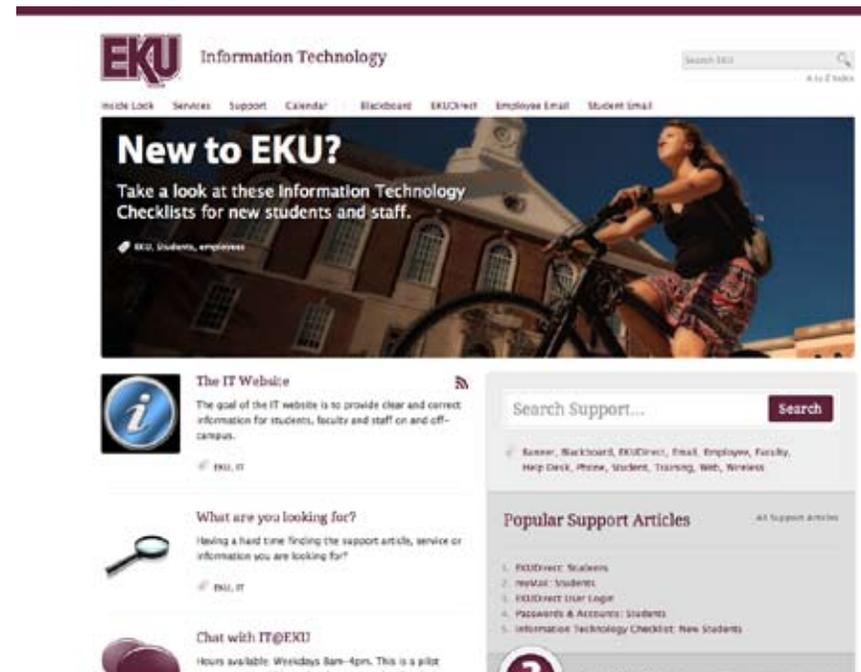
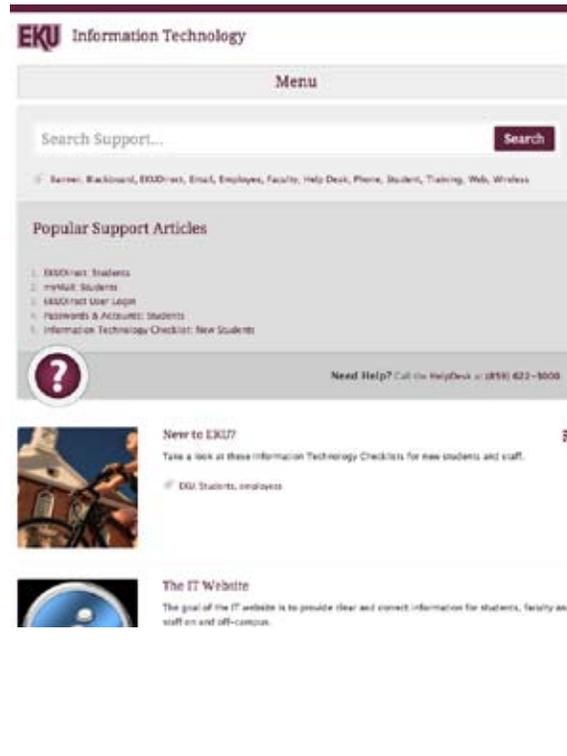
Nav bar becomes list

tablet has a cropped-from-desktop display header

perceived call to action: Social Media

EKU | Information Technology

http://www.it.eku.edu/



COMMENTS:

Layout transformation: 2-column becomes 1-column

Nav bar becomes drop down menu

no separate tablet layout

perceived call to action: Social Media