



Responsible Design

A Pragmatic Approach to Website Design
For Multiple Devices

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Desktops and printed PDFs are still king but mobile is on the rise



Publishers should present their content optimally for each device



The screenshot shows the desktop version of the Taylor & Francis Online website. The layout is wide and organized into several columns. At the top, there are navigation links for Register, Sign in, Mobile, Librarians, Authors & Editors, and Societies. Below this is a search bar and a 'You have gone full screen' notification. The main content area features a sidebar on the left with navigation options like 'Browse journal', 'Current issue', and 'Latest articles'. The central part of the page displays the journal cover for 'New Zealand Entomologist' and a list of articles, including 'Laboratory rearing of Cotesia urabae Austin and Allen' and 'Life histories of four dragonfly species'. A 'Purchase issue' button is visible. The bottom right corner has a 'NATURAL RESOURCES 2014' logo.

Desktop



The screenshot shows the tablet version of the Taylor & Francis Online website. The layout is more compact than the desktop version. The journal cover 'New Zealand Entomologist' is prominent at the top. Below it, there are article titles and abstracts, such as 'Life histories of four dragonfly species' and 'Laboratory rearing of Cotesia urabae Austin and Allen'. A small graph is visible next to one of the articles. The bottom of the screen shows 'Currently viewing: New Zealand Entomologist Vol. 36, No 1 (2013). Showing 1-4 of 6'.

Tablet



The screenshot shows the phone version of the Taylor & Francis Online website. The layout is highly condensed and optimized for a small screen. The journal cover 'New Zealand Entomologist' is at the top. Below it, the article title 'Laboratory rearing of Cotesia urabae Austin and Allen' is clearly visible, along with the author 'L. A. Berndt et al.'. Navigation arrows are present at the top and bottom of the content area.

Phone

Two web design approaches to consider

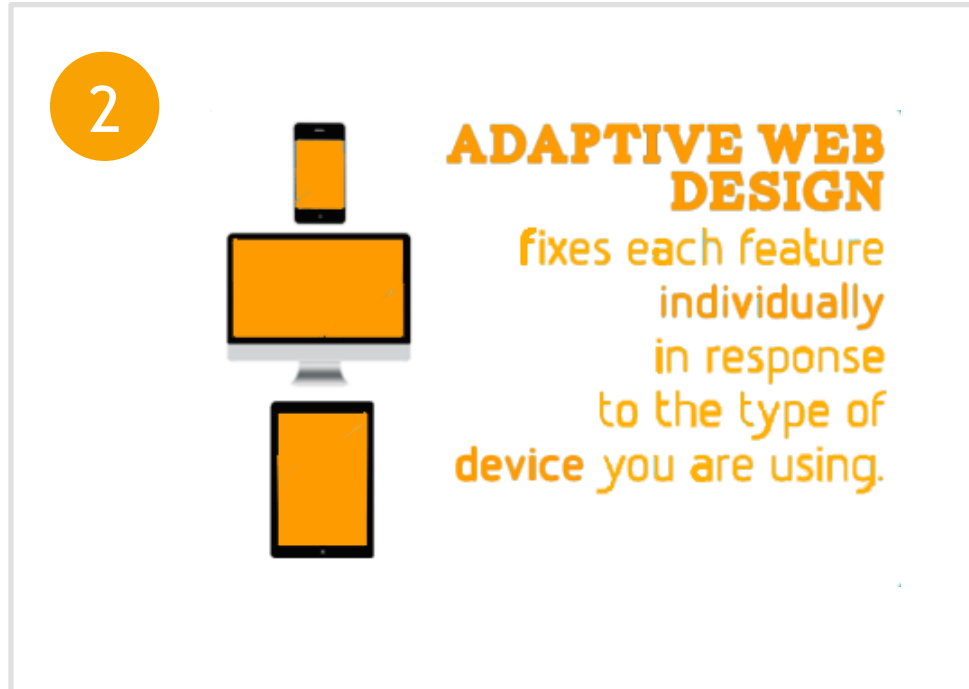
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RESPONSIVE WEB DESIGN

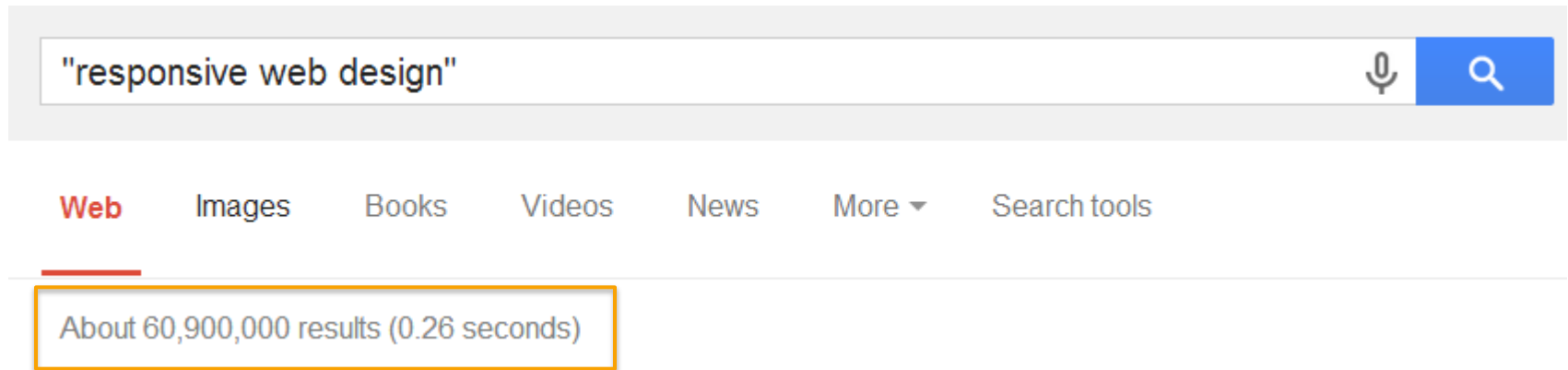
resizes and reorganizes every element in response to the **browser size**.



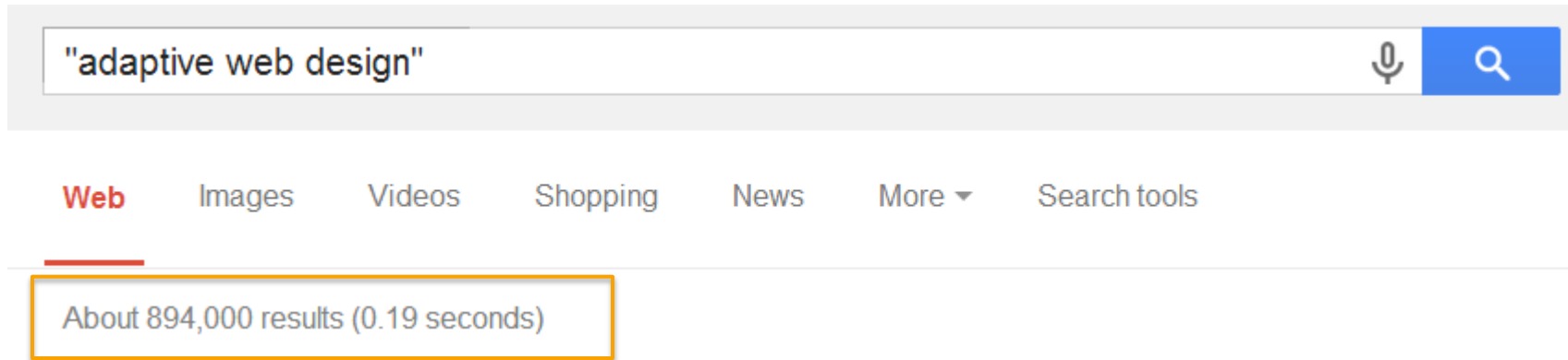
Two web design approaches to consider



There is a lot of talk about Responsive Web Design

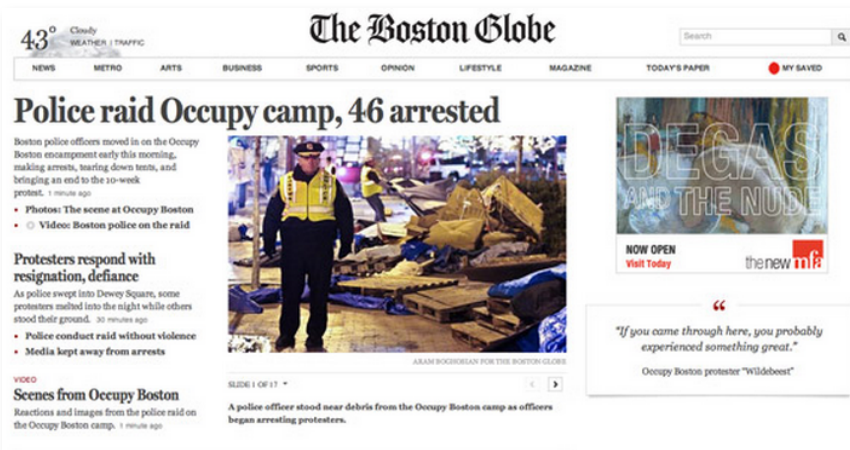


Adaptive Web Design? Not so much



But what's the difference?
And which approach is better?

Responsive Web Design



Desktop



Tablet



Phone

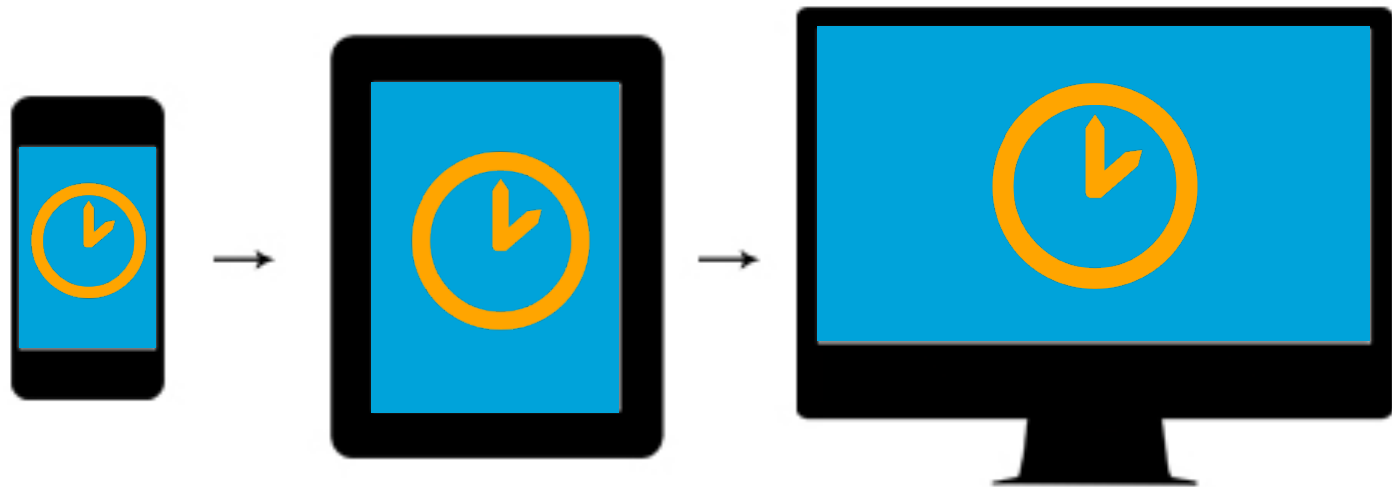
RWD can make a single site design work on multiple devices

But one layout doesn't fit all

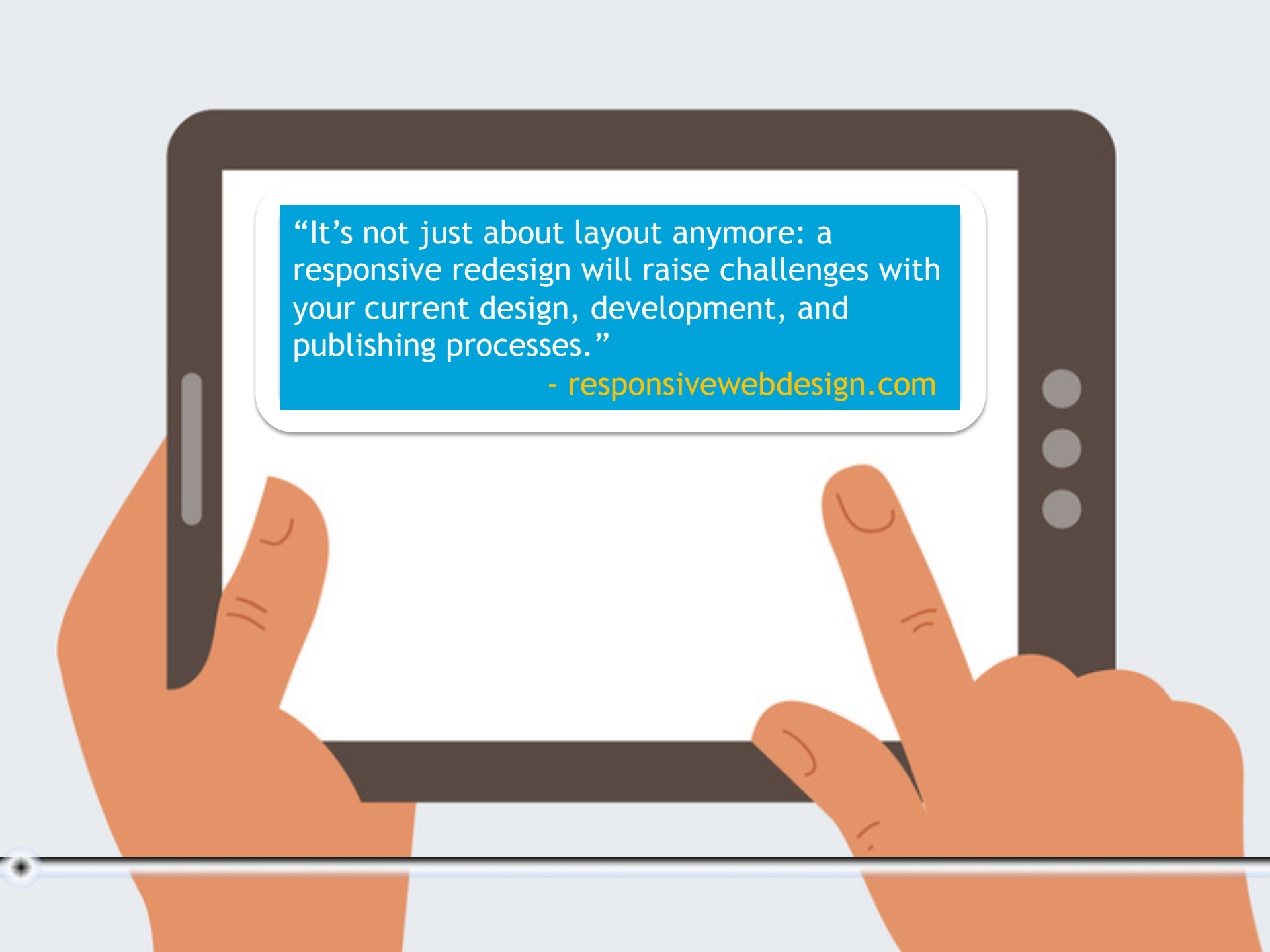


Content order may need to vary, which is harder to do with responsive CSS than with adaptive coding

Elevating Responsive Web Design with “progressive enhancement”



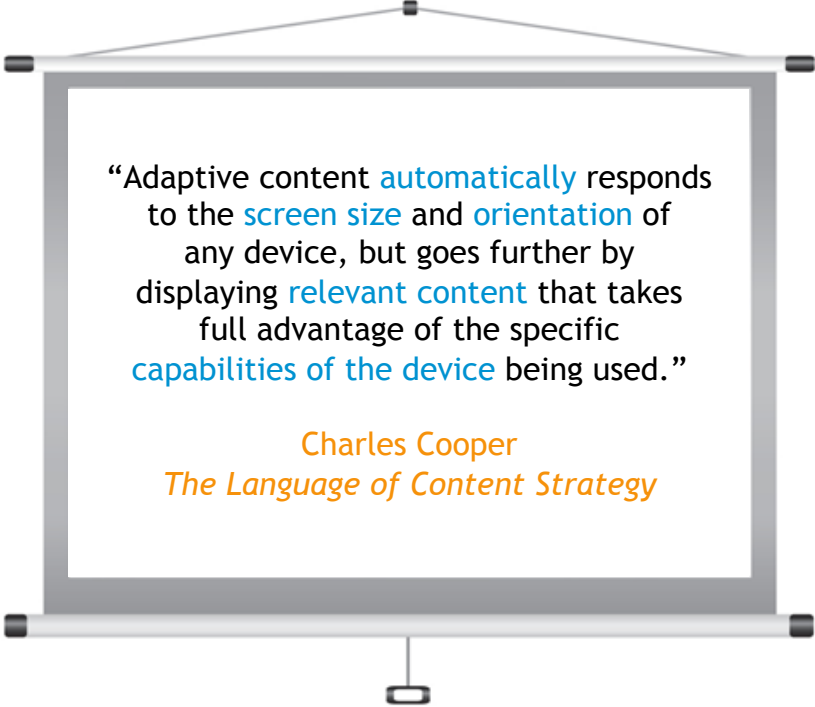
Requires lots of time and planning

An illustration of two hands holding a tablet. The hands are rendered in a simple, orange-brown style. The tablet is dark brown with a white screen. On the screen, there is a blue rectangular box containing white text. The text is a quote about responsive design. The background is a light blue gradient.

“It’s not just about layout anymore: a responsive redesign will raise challenges with your current design, development, and publishing processes.”

- responsivewebdesign.com

Atypon's Preference: Adaptive Web Design

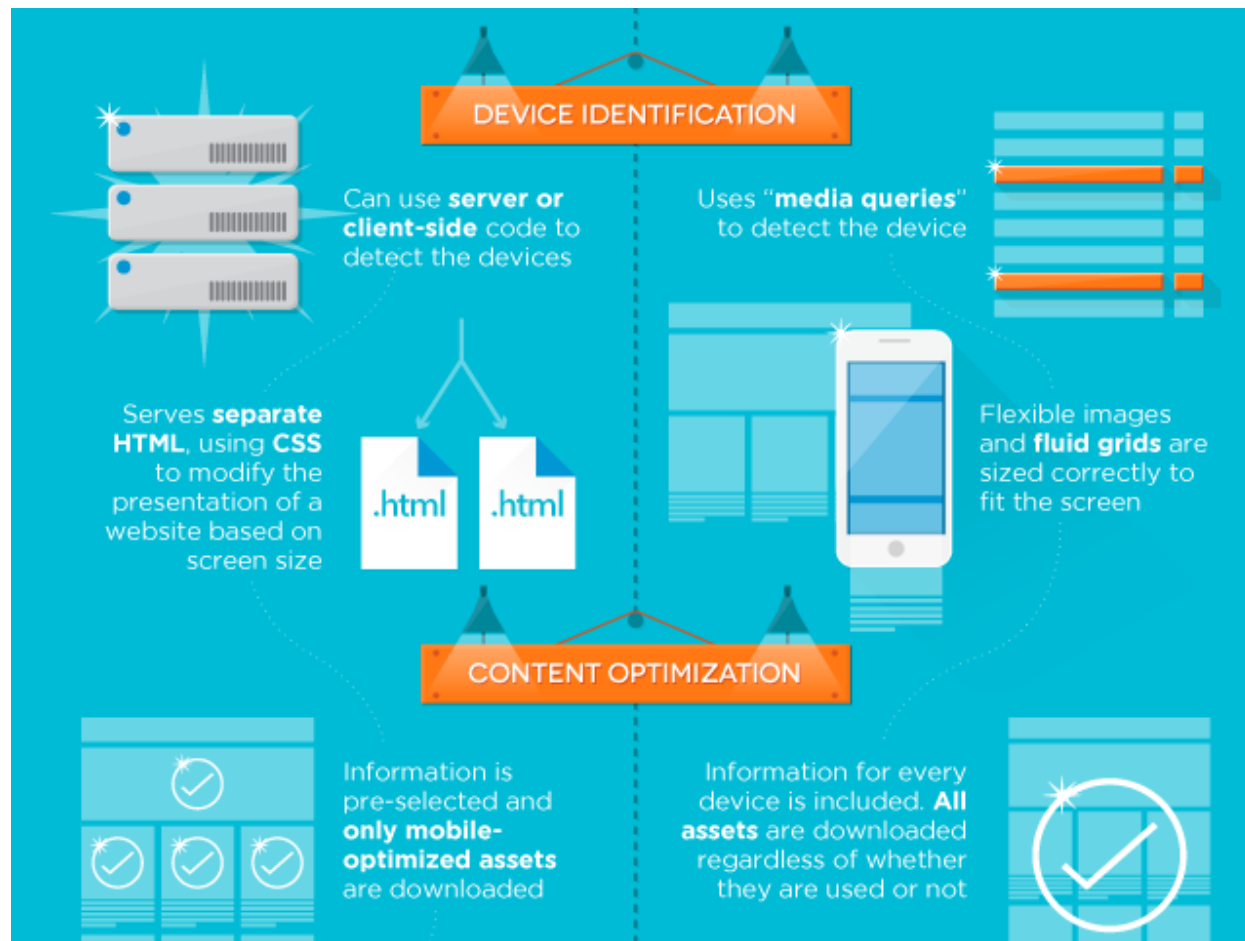


“Adaptive content automatically responds to the screen size and orientation of any device, but goes further by displaying relevant content that takes full advantage of the specific capabilities of the device being used.”

Charles Cooper
The Language of Content Strategy

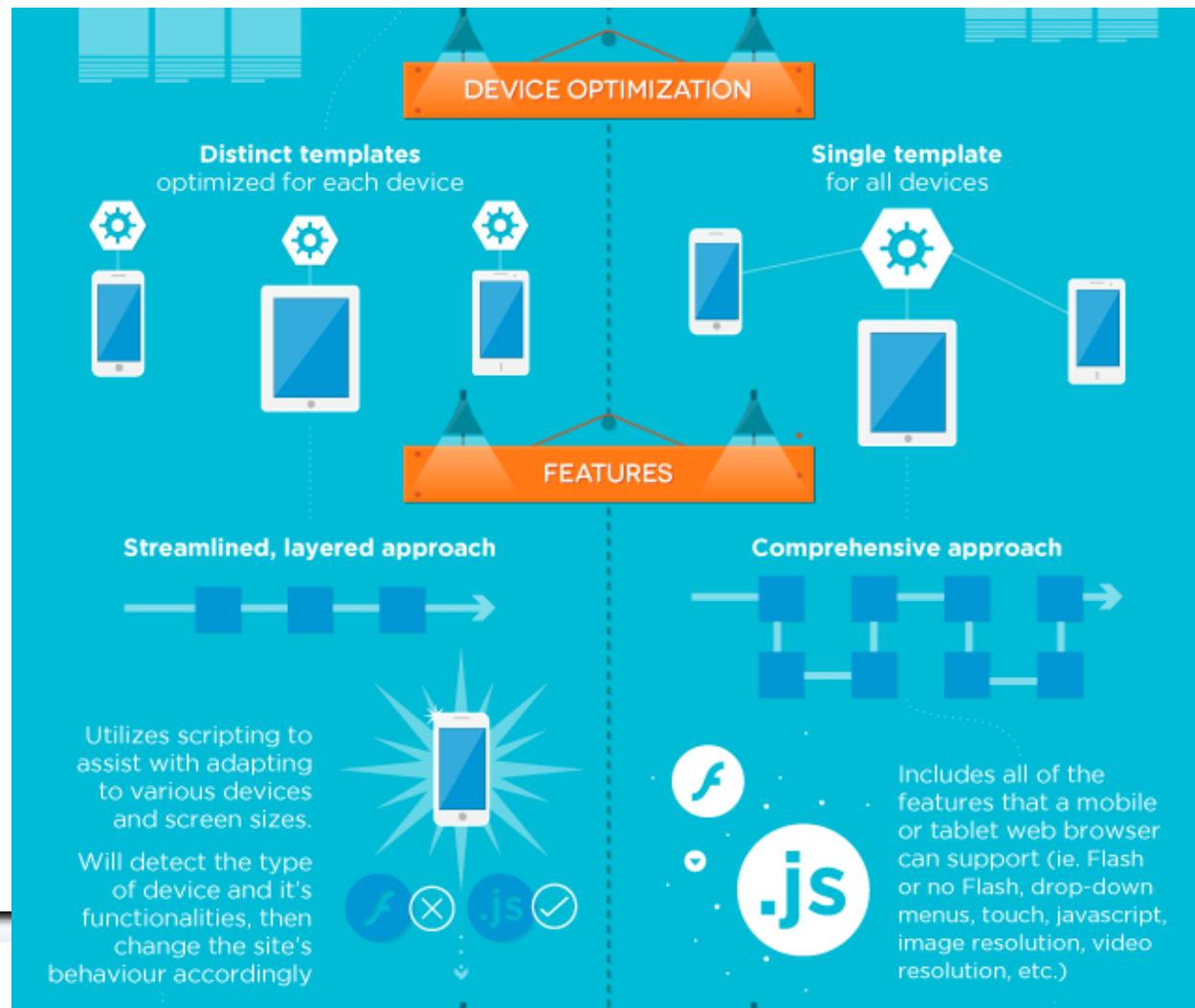
AWD vs. RWD

• ADAPTIVE WEB DESIGN VS. RESPONSIVE WEB DESIGN •



AWD vs. RWD

• ADAPTIVE WEB DESIGN VS. RESPONSIVE WEB DESIGN •



AWD vs. RWD

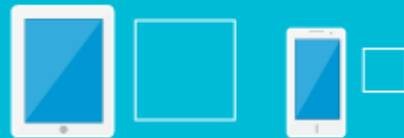
• ADAPTIVE WEB DESIGN VS. RESPONSIVE WEB DESIGN •

PERFORMANCE

Page loads faster



Only loads the required resources for the user's device.



Images are optimized for specific device screen resolutions, reducing file size and load times

Page loads slower



User is only using one device, but they have to wait for all of the page elements and resources for all devices to load



Full size images are downloaded then resized to fit the device

DEVELOPMENT



Adaptive templates are implemented on a pre-existing site

Have to undertake site rebuild



A hand with a yellow bandage on the index finger is pointing at a tablet. The tablet screen displays the logo for 'Atypion', which consists of the word 'Atypion' in a black serif font. The letter 'o' is replaced by a blue circular icon with a crosshair. The background is a solid teal color.

Atypion

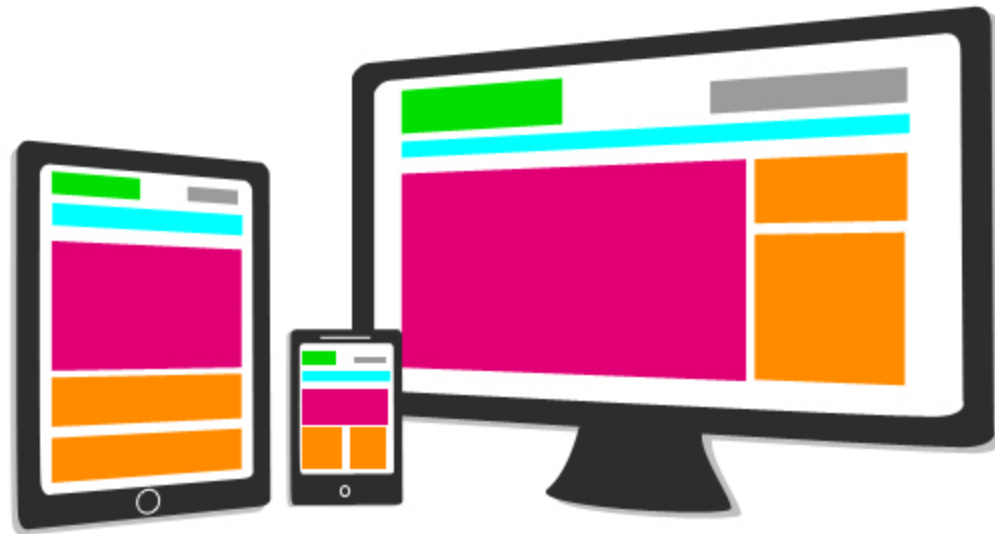
“If you need to choose
between your designer and
your user, pick the user”

Literatum for Mobile: AWD in Action

The image displays three overlapping screenshots of a mobile application interface for Taylor & Francis Online, demonstrating its use on a tablet. The top screenshot shows a 'Contents' page for 'New Zealand Entomologist', Vol. 36, No. 1 (2013). It lists several articles, including 'Life histories of four dragonfly species (Odonata: Anisoptera) in northern New Zealand' by M. J. Winterbourn et al., 'Combining molecular and morphological approaches to differentiate the pest *Costelyus zealandica* (White) (Coleoptera: Scarabaeidae: Melolonthinae) from the non-pest *Costelyus brunneus* (Broun) at the larval stage' by M.-C. Lefort et al., 'Laboratory rearing of *Cotesia urabae* Austin and Allen (Hymenoptera: Braconidae), a biological control agent of *Uraba lugens* Walker (Lepidoptera: Nolidae)' by L. A. Berndt et al., and 'Species of *Platygasterinae* (Hymenoptera: Platygasteridae) obtained by litter sifting' by P. N. Buhl. The middle screenshot shows a 'Chapter' view for 'Animal Genotype x Environment Interactions' by Samuel W. Coleman and Michael J. Kemper. It includes an abstract, an introduction, and a 'References' section. The bottom screenshot shows a 'References' list with seven entries, including 'Owen, J.B. Genotype-environment interaction. In *Farm Animals and the Environment*; Phillips, C.; Riggins, D., Eds.; CAB Intl.: Oxon, UK, 1992. 289–305.' and 'Schinckel, A.P.; Richert, B.T.; Frank, J.W.; Kendall, D.C. Genetic by environmental interactions for pig growth. August 1999, 93–104. Proc. Purdue University Swine Day.'

Mobile access to Literatum-powered websites on Android and iOS phones and tablets

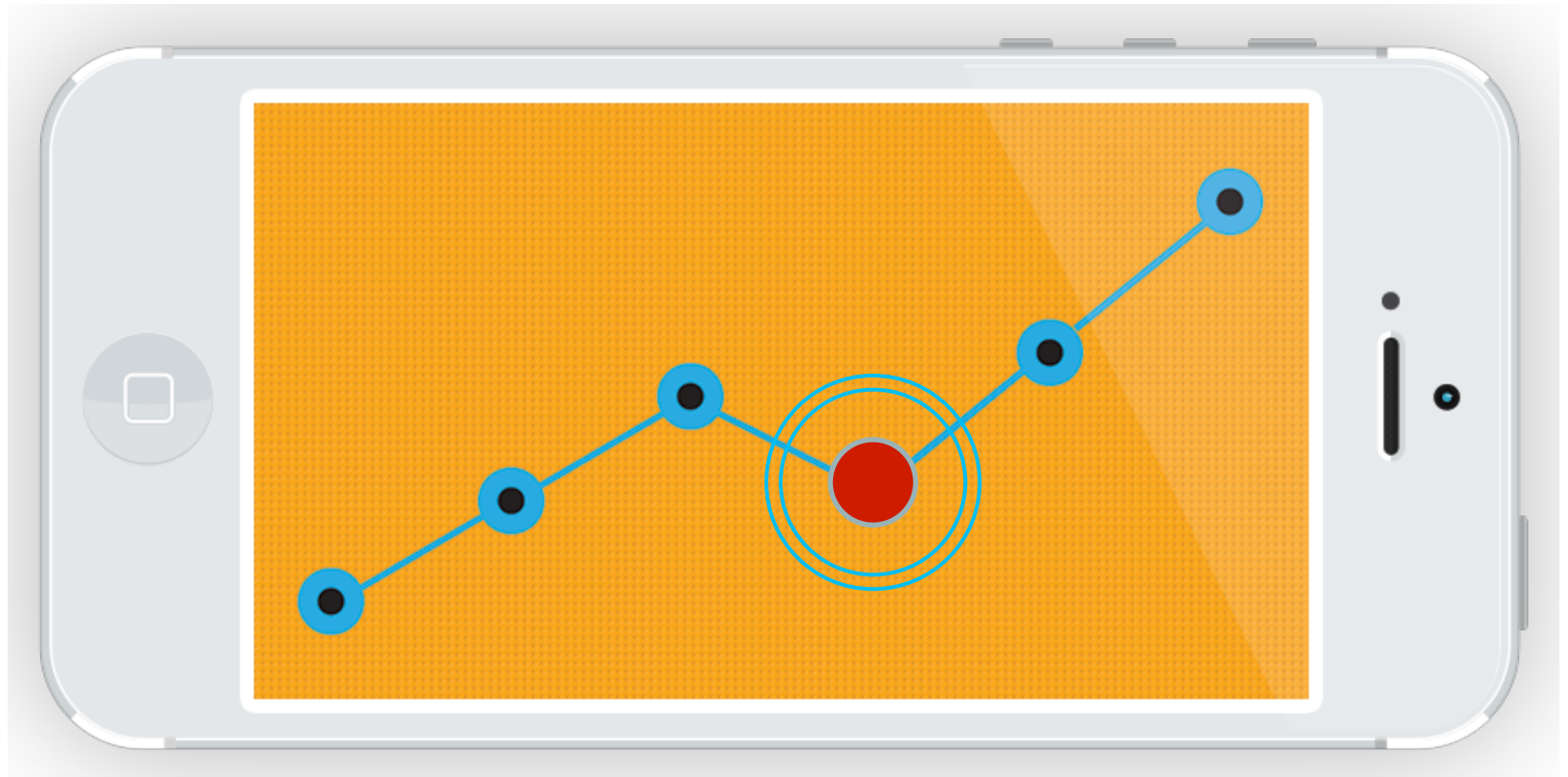
But to be clear, we're not opposed to using aspects of RWD





Think “Responsible Web Design”

Deciding when to change your strategy



Time's Up!

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