Our Service

We offer *organically* responsive web design for desktop, tablets and mobile phones. This gives you a meaningful alternative to *mechanically* responsive web design. A web page design is organically responsive if the visual parts of the page are meaningfully connected to the visual whole. A web page design is mechanically responsive if the visual parts of the page are disconnected from the visual whole.

For Example …

In the organic process the placement and proportions of the visual parts are deliberately related to the visual whole in a very specific way, for the purpose of visually communicating a very specific idea and/or feeling to another person. To illustrate this, open up the web page that we designed for R.D. Chin, Feng Shui Architect and see how the visual relationships of the web page are unaffected by changes that you make in the width of your browser window. Changing the window will only hide a section of the entire composition, and you'll be aware that the visual message is partially hidden.

In the mechanical process the placement and proportions of the visual parts automatically assume the most efficient packing-structure for the width of a particular viewing device. To illustrate this, click on the green "Preview" button of the WordPress web page, to see how changing the width of your browser window alters the visual relationships. On a visual level, a specific idea and/or feeling cannot be communicated to another person because the relationships of the visual parts to the visual whole are unstable.

The Details

The practice of creating holistic visual communications for the web is based on the idea that each web page is an organic whole, where content (words/photos) and page behavior (interactive elements) are closely connected to the way that the color-areas, textures, lines and points on that page are arranged.

While there's a great deal of research and work to be found in relation to putting together a web page's content and interactive features, there is very little information about how visual communication (also known as visual composition) enters into the general task of web page design.

The Sevenfold Studio is especially skilled in developing visual compositions that communicate your ideas and feelings.

Our basic premise is that a well-crafted visual composition will both support your content, and provide cues to your visitors as to how your web page behaves. This premise, in it's turn, is based on the notion that we're interacting with our visual environment all the time. If we adopt this notion we no longer need to limit the use of the word interaction to events that take place through button clicks.

Our compositions are the results of careful observations of the ways that we visually interact with color-areas, textures, lines and points. When these compositions closely represent your content, and clearly indicate how your web page works, then your web page becomes a stronger communications tool.

Who We Can Help

The Sevenfold Studio is ideal for current or prospective website owners who are aware of the way that abstract visual compositions communicate ideas and feelings. If you're interested in getting beyond the look of a ready-made website template, We can develop a set of custom web pages for you. If you find it somewhat disconcerting when your carefully composed web page gets automatically shuffled around when you resize your desktop's browser window, then give us a call. The Sevenfold Studio creates truly responsive designs that are tailored to fit your desktop, tablet, and mobile phone.

What Sets Our Service Apart

Many of today's website projects begin with choosing a particular design from a vast array of prefabricated templates, known as themes. Part of what these themes provide are ready-made visual layouts. However, while the layout of some theme is bound to come close to the look and feel that matches your message it will – visually speaking – always only be an approximation of what you're trying to say.

Realizing this, many web designers provide services for customizing the layout of these themes. Unfortunately, they do their work on the basis of what are called fluid web page grids. The primary purpose of these fluid grids is to allow the different visual parts that make up a web page to automatically expand and contract (like an accordion) when the person that's viewing the web page either changes the size of the browser window, or views the web page on devices of different sizes. This approach can hardly be called design in the visual (compositional) sense, and would more appropriately be described as an extension of content management.

An alternative to this fluid layout approach to web page design is the fixed layout approach. The Sevenfold Studio creates layouts using fixed grids. Our belief is that only with fixed grids can the carefully interrelated elements of a visual composition effectively communicate your message ■