

# Responsive Web Redesign

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## Definition

'Responsive web design' means the content responds to the device upon which it is viewed (i.e., adjusting layout and design to best display on desktops, tablets and smart phones)

### **A Visual Change Only**

While the display is undergoing a significant change(see below), the process of creating, editing and managing content remains unchanged.

## Purpose

The USM website redesign is a collaboration between Marketing, leadership, area-specific stakeholders and IT. Our goals for this new site were to provide:

- Relevance of home page content for prospective and current students
- Ease of navigability for all users
- A web experience that is mobile-friendly (the content size and formatting adjusts automatically to a device's screen size)
- Enhanced visual appeal of web pages, in line with direction of contemporary Higher Ed web sites

## Resources

- [Responsive Redesign Changes](#)
- [Important Content Development Resources](#)

## Phases

- Phase 1 (Fall 2015) included the home page and several mission-critical associated sites focused on recruitment and retention
  - [Responsive Redesign - Phase 1](#)
- Phase 2 (Summer-Fall 2016) includes all academic, administrative, project and center sites
  - [Responsive Redesign - Phase 2](#)
- Phase 3 (TBD) includes portals and other specialized sites
  - [Responsive Redesign - Phase 3](#)