

Title : **The world web is no longer wide**

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Abstract

This dissertation looks at the historical link between paper and computers. Graphic designers have transferred the same design techniques used in the production of paper documents as they have to documents for the web.

The size, resolution and pixel densities of monitors have changed from the once ubiquitous 1024 x 768. Monitors now come in a variety of sizes and resolutions. Web sites must now be designed with this in mind.

I explain what pixel density is. The pixel, as a unit of measurement is no longer relevant as a unit of measure for the web. Consequently all web designs which use a pixel width in their framework have a fundamental flaw. While this imposed structure remains, the web is limited from what it is capable of becoming.

I describe a new approach to web design which is suggested by Ethan Marcotte called Responsive design. Responsive design is a technique which allows a static web page adapt to different size screens.

It is the graphic designers and the personal computer's historical relationship with paper which causes a problem for designers in realising the true potential of the web. I highlight some remedies for graphic designers to assist them in becoming more informed about the potential of the web.