

Web Design Trend: Split Screen

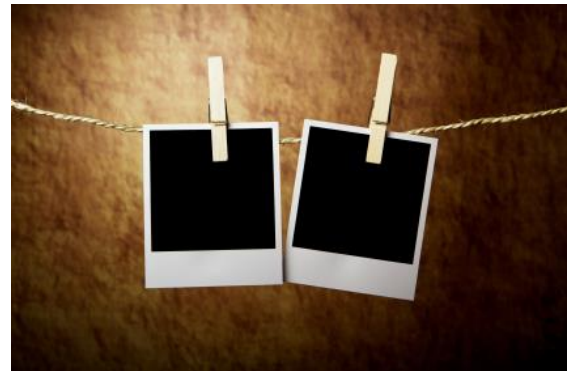
25 July 2013 by Annette Jaromin

When you see two instead of one website

'What just happened there?', is a legitimate question that a user will probably have to ask himself several times while surfing the internet. The reason: they probably landed on a website which consists of two halves and thereby pays tribute to the most recent web design trend of 2013.

Lack of space?

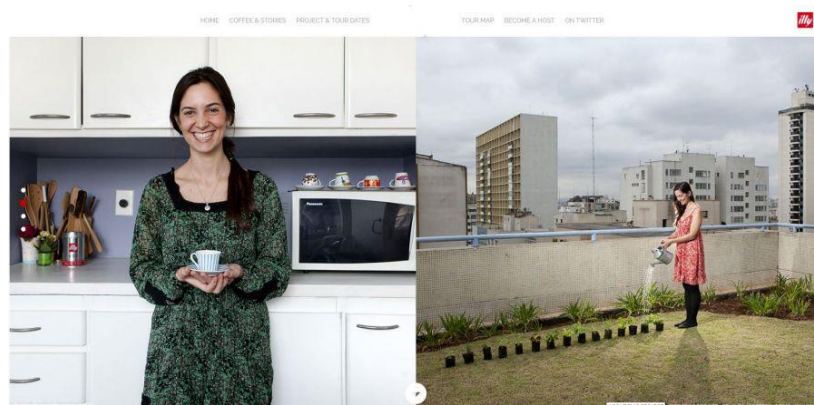
Have we reached a point where we have to divide websites into halves only to be able to put more information onto one site? Are we imitating the customs of contractors who continue to build even higher buildings due to the lack of available space? Are the resources of the internet drying out? Quite the contrary! The split screen design is not a measure due to shortage of space, but an aesthetic element of style which, if applied properly, can lend more structure to a website.

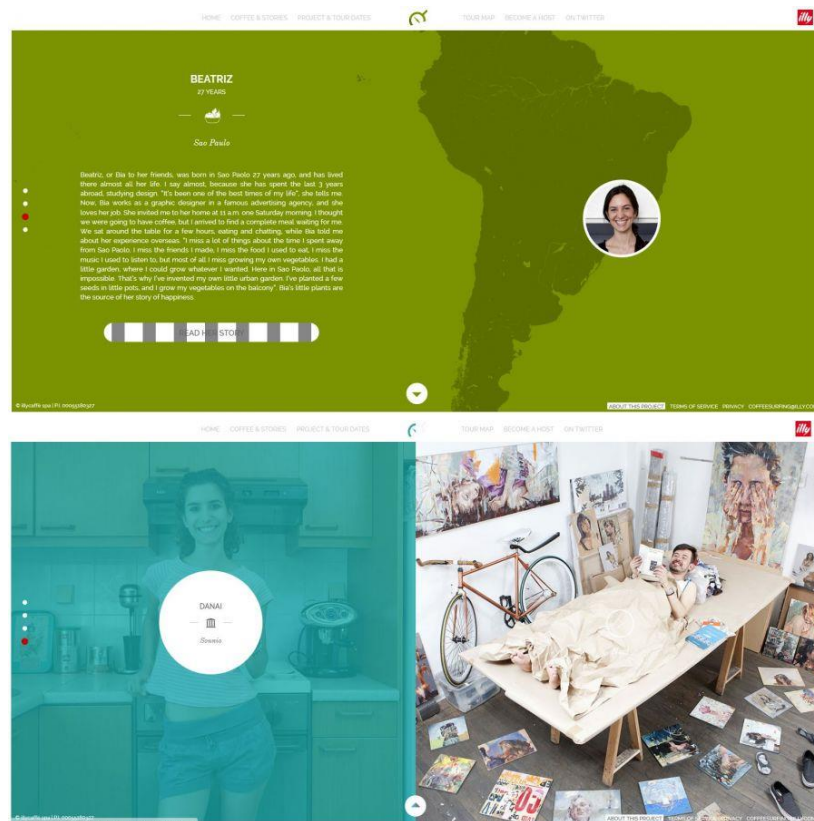


Keyword: proper application

You should immediately abandon the thought of housing a lot of information via split screens. This design element is most suitable for businesses or projects that are aimed at arousing attention, stimulating ideas or purely for advertising purposes and therefore only work with few small messages. As both website parts can be scrolled independently - which can create rotation effects - statements can be easily combined with significant images.

An especially successful example of this trend is the project '[Coffeesurfing](#)'. It is dominated by meaningful images and short texts. Through scrolling the story it is brought to life. We went on a journey of rotation ourselves, as the screen shots show.





Furthermore this style element is ideal for projects that work with maps, such as travel blogs, for instance. In the split screen interested users can get information and at the same time interact with a permanently displayed map.

Conclusion

The split screen design is definitely a good tool for the adventuresome and creative with a tendency for visual messages and minimalism. You can find an example we have implemented [here](#).

Are you looking for somebody to implement this or similar techniques or do you simply need additional creative input? If so, our Bergx2 GmbH Team is the perfect choice for you! We offer even more web design trends. Find more information [here](#).

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