

# Key Design Requirements

- Grid / column widths should be chosen to accommodate as many standard ad sizes ([http://www.iab.net/iab\\_products\\_and\\_industry\\_services/1421/1443/1452](http://www.iab.net/iab_products_and_industry_services/1421/1443/1452)) as possible (even though we may not use them yet). **Different product areas (shops, blog, magazine, books) are equally important, and need to be equally represented, and presented not only in “their” product section, but also contextually integrated into the other sections when reasonable/possible.** Internal (product) vs. external ads (paid): External ads should have the key “above the fold” positions, and internal ads should be more subtle (though still in standard sizes, smaller) but closer to the actual content. External ads should be subtly identified as—advertisements— **1000px wide (or whatever is the most common “wider” width these days - less than 4% of our visitors have <1000px width resolutions)** Classier/better use of typography throughout **A snazzy set of reusable icons that blend well with the design would be ideal (shopping cart, print, email, etc.)** Would be greatly helpful if the HTML / CSS was built on BlueprintCSS (<http://www.blueprintcss.org/>). That’s what the subscription sites and micro sites have been built on to date (and the blog) and using a framework has made it much easier and faster to roll out new site variations

## Global items

- NI branding
- Products and general navigation: o Front page (necessary?) o Magazine o Books o Blog o Shops o About o Search + Browse by theme + A-Z index
- Task-based navigation o Subscribe o Shop o Donate o Advertise o Share o Contact
- Breadcrumb navigation (not on front page)
- Utility / footer navigation o Sitemap + Help + Feedback + Report a problem + Copyright & reprints + Privacy policy + Mobile / iPhone + Twitter + Facebook + Video + Photos + RSS / Syndicate o Global advertising zones: + 728×90 IMU - (Leaderboard) + 300×250 IMU - (Medium Rectangle) + Or ... 160×600 IMU - (Wide Skyscraper) plus up to three 180×150 IMU - (Rectangle) + See <http://blog.newint.org/editors/2009/04/03/g20-climate-camp/> for examples

- Main NI front page
  - o A way—possibly a slideshow—to feature recent and timely editorial content (could be magazine or blog) + Could be a slideshow, **plus** some other recent content callouts that include the title, teaser, and an image (if available).
  - o Subscribe callout
  - o Magazine cover / Current issue callout with ability to jump into issue, etc. (as it is now)
  - o Promo for Shops / latest products / latest shops info + This is quite important; should think about showing several products on the front page in some way. Several ways into the shops (but country-specific ‘geoip’)
  - o Promo for Books / latest books & publications information
  - o Promo for Blogs / latest blog posts
  - o Archival content callout / promo / link list
  - o Newsletter callout / promo / sign up
  - o No cartoon
  - o Most popular content list (tabbed with the two below?)
  - o Most forwarded content list
  - o Most discussed content list
  - o Announcement box / callout / etc.
- Shop front page
  - o NOTE: All shops pages should **not** have external ads; standard external zones can be internal shops ads in the shops sections
  - o Title should indicate which shop the customer is in (UK, CAD, US, etc.)
  - o Shop branding (within the global layout / branding), e.g.: check out how each of the sub-blogs have a “banner / graphic” here: <http://www.nytimes.com/ref/topnews/blog-index.html>
  - o Shops category navigation
  - o Catalogue box (cover of catalogue)
  - o Best sellers (with images)
  - o Have a look at <http://www.etsy.com/> and go from there
  - o Footer: + You are currently browsing the UK shop. [flags for other shops (uk, canada, us, australia, new zealand,) or pulldown menu, etc.]
- Shop product detail page
  - o Have a look at <http://www.etsy.com/> and go from there
- Shop product listing / category page
  - o Have a look at <http://www.etsy.com/> and go from there
- Magazine front page (front page for the magazine product)
  - o Current issue highlight (link to current issue Table of Content)
  - o Subscription call out(s)
  - o From this month’s editor: video or text + editor illustration!
  - o Featured content from the issue: title, teaser, text, and image (if avail.)
  - o Recent magazines “cover flow” or callout or something... last year’s worth of covers
- Magazine story page
  - o Title, deck, author, etc. usual info...
  - o Article tools: assume same as currently used
  - o Get rid of / fix language tools
  - o Content area could / should be the same
  - o In article internal / contextual ad 2-3 paragraphs in
  - o Classier/better use of typography throughout, but specifically here.
  - o End of content / article e-mail subscription box /

callout / etc. o End of content / article sharing tools o Related content:  
Other articles from this issue o Related content: Recently in this column o  
Comments

- Magazine table of contents page o Don't see much changing here; just better. o Better way of showing what's online now vs. not o Image for cover more pronounced o CSS / Flash / better typography for the issue focus, e.g.: Put people first—so it's not stuck in a graphic o No requirement to keep content in the “magazine sections,” feel free to mix it up.
- Magazine category page / theme page (or “Browse”) o (This is the page that visitors will arrive at on clicking “Browse by Theme” o See these treatments: + <http://www.bbc.co.uk/> (at bottom of page “Explore...”) + <http://bitchmagazine.org/browse> o Also link to A-Z index from this page
- Blog front page o Same vis-a-vis content: bring into NI brand
- Blog category page o Same vis-a-vis content: bring into NI brand
- Blog post page o Same vis-a-vis content: bring into NI brand o Comments
- “Guide to” page
- Book front page o Featured book slideshow type thing / product highlight o Possibly author blog posts o Publications team blog posts o Reader reviews / latest reviews
- Book product page o Same, but with Publication group's requested changes (see Trac) o More “Look inside” and maybe Scribd or similar viewer on page.
- Book category page o Basically the same, but better, bigger images, etc.
- Search page
- A-Z Index (was Mega Index)
- Subscribe page(s) o Just more flexible / flashy. o No ads.
- Donate page(s)
- Plain old static pages (probably like a story page)
- Error / 404 pages o Branded but **really obvious** that it's an error
- About page(s) o Social media page o Advertise o Co-op o Etc.