

## Proposal on the layout design of the USAI website

### 1. Background

The US-Asia Institute is currently considering launching a new official website to better serve the mission of the organization. In terms of three criteria of principles of design: Content, Hierarchy and White Space, I found there're several improvements that we could work on in the future website layout design. Besides, I will compare with other representative institutes design merit where we could learn from. Finally, I will prioritize three issues that we could focus on.

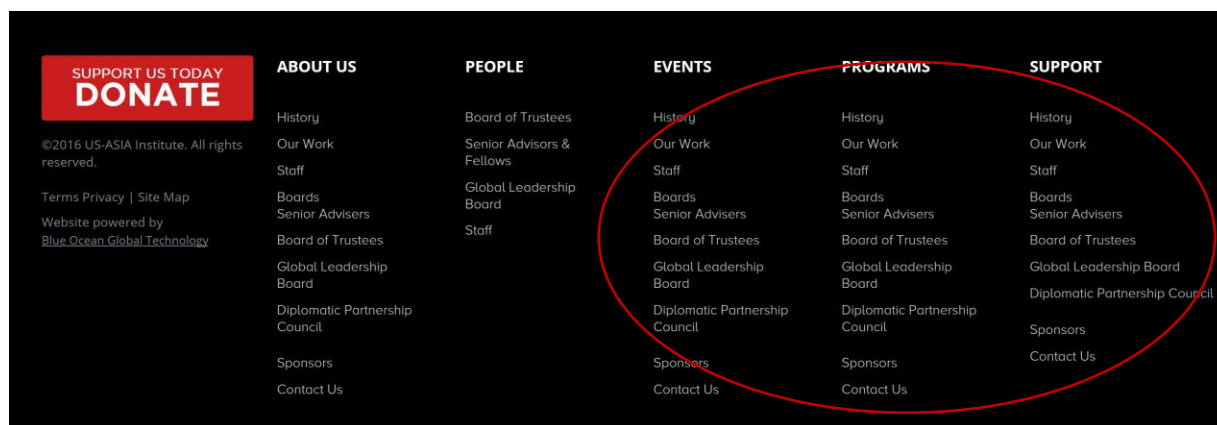
### 2. Contents

- Imagery: Some pictures from the major events suffer from low resolution or reflective lights which appear not to be professional enough.
- Topography: Our logo is not readable enough for the public, there are too many curves linked with each letter and the font type of mission is not consistent with the logo as well.



### 3. Hierarchy

- Redundancy: In our navigation bar, there are some overlapped categories such as "Support USAI" and "Donate Now", I suggest merging into one category called "Support USAI". Besides I would recommend to delete the subcategories in the bottom of the homepage, since there are overlapped with (Events, Programs, Support) with "About Us", which make reader confuse what exactly those functions include.



- Reorganize the column of briefings  
In our achieves, we have four articles about "101 Briefings" and 99 articles about "Briefings". Readers may wonder what's the major difference. Besides, there are two subcategories related to China, one is "China 101" and "China". The

organizing order is a bit messy and we should either organize in country or briefings hierarchy order.

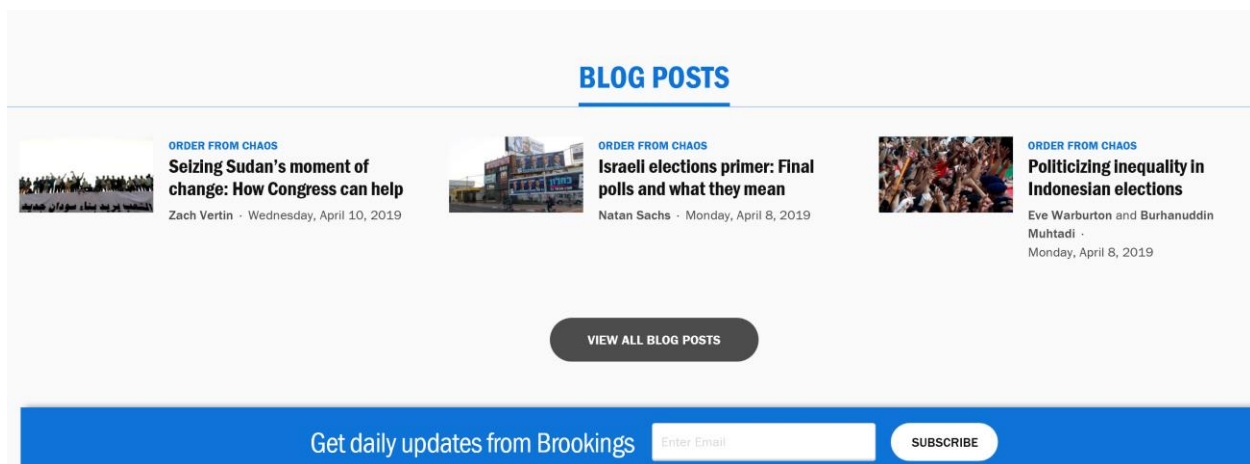
Category	Archive
101 Briefings	(4)
Asean	(15)
Blog	(24)
Briefings	(99)
China	(80)
China 101	(23)
Conferences	(7)

#### 4. White Space

- There are many redundant messages such as subscriptions show up both in the bottom and the left-hand side of the publications, which is congested and overlapped. We should leave readers a clean layout and add more white space to it when formatting the page.

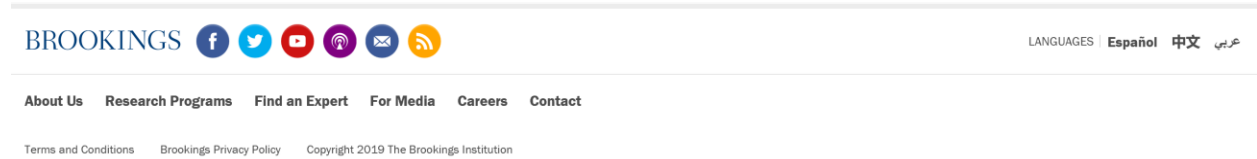
#### 5. Comparison with other institutes

- Brookings Institute:
  - The content is with hierarchy and free from subscriptions  
Brookings Institute use bold blue as blog post categories, bold black as message title with clear date, author's name. When you click one article, the subscription message only pops up at the very bottom of the website, and you only need to enter your email address. Those simple steps maker readers enjoy a peaceful and quiet reading environment.



- The media channel is diversified and international friendly: They added the YouTube channel, podcast, mails and multiple versions of languages.

As an institute to communicate with outside worlds, we should consider enlarging our social media platforms later on and highlighted several Asian versions of the websites.



b. Foreign Policy Research Institute

- i. I focus on the logo design and color of the website. The logo shape is like an eagle with acumen and consisting of letter "F" and "P" which is innovative and easy to remember. Besides, they put their slogan on the very top of their website, a very contrast layout and lead people to think. I would recommend US-Asia Institute to change the imagery logo with "U" and "A" and put our slogan "Improve Asia and US understanding" on the top in red background color as well.



6. Summary

I only picked out two representative and influential research institute to share their layout insights that we can learn from. But in terms of feasibility, it really depends on the organization size and our time. For the short term, I recommend prioritizing the hierarchy, white space issue which is easy to handle. In the long run, we can think about professional logo design and broadening our social media platform to increase the outside exposure.