The Atlantic

Site Design

DESIGNERS

Adrian Ballesteros, Maggie Chan, Desiree Nasim

Overview

ABOUT THE SITE

The Atlantic is an American magazine, founded in 1857. The magazine has since been reformatted as a general editorial magazine, focusing on "foreign affairs, politics, and the economy [as well as] cultural trends."

MISSION

The Atlantic is America's leading destination for bravethinking and bold ideas that matter. The Atlantic engages its print, online, and live audiences with breakthrough insights into the worlds of politics, business, the arts, and culture.

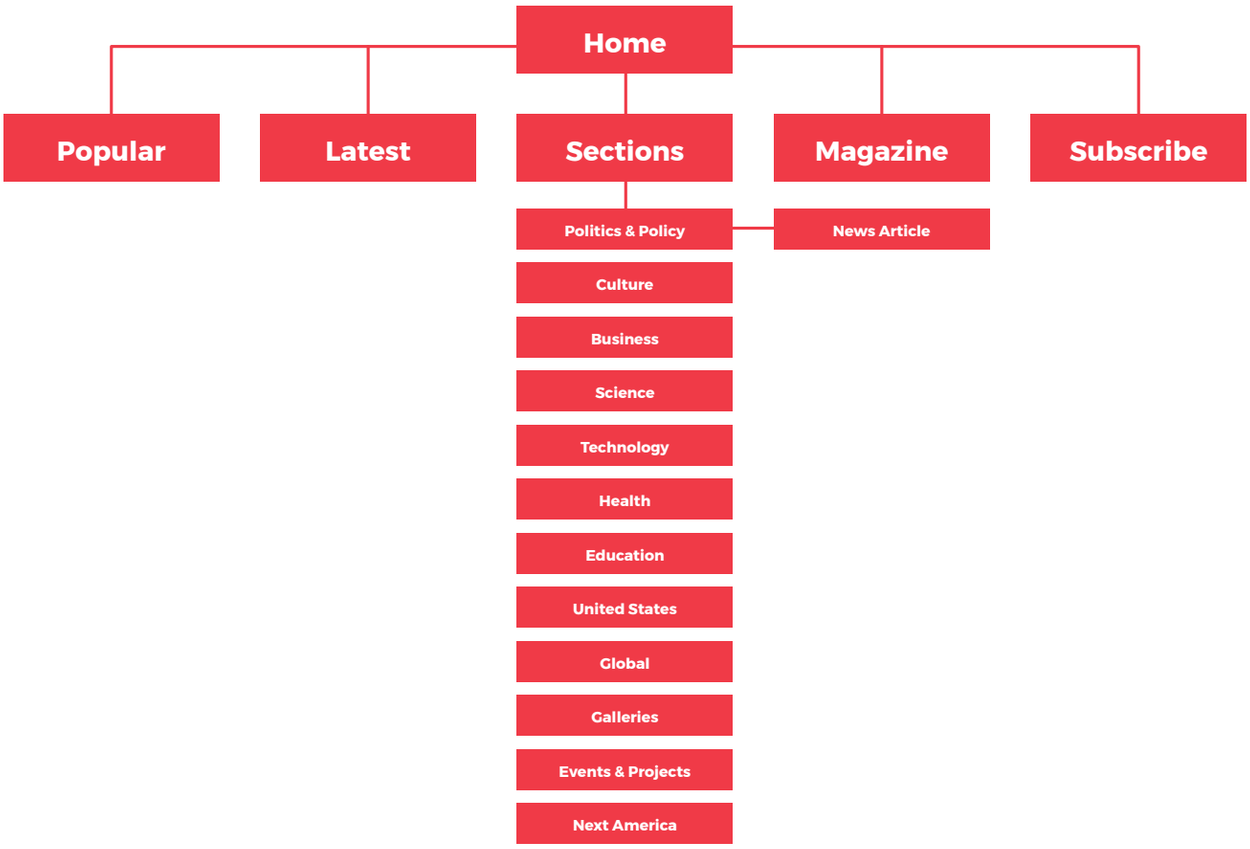
Goals

NEW & IMPROVED

Though the current site has some structure and organization in place, we want to improve it and provide better user interface, through a more consistent style and layout. The Atlantic deserves to be a stronger competitor among other sources.

CONSISTENT **EXCITING** **ACCOMMODATING** **UNIQUE**

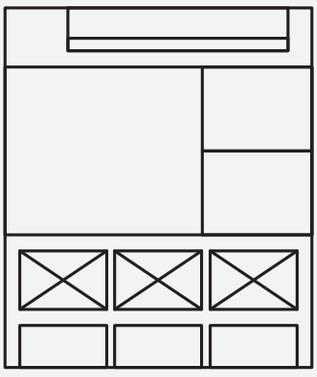
Site Map

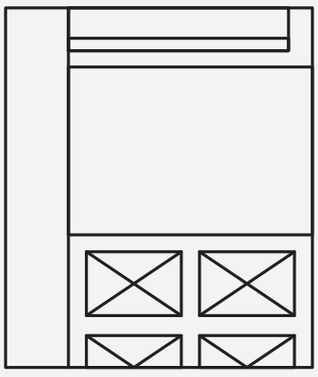


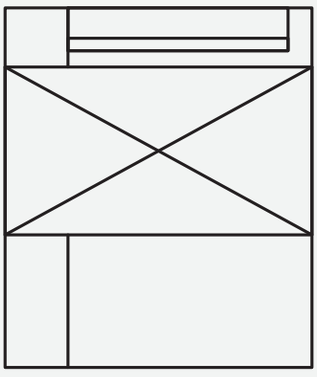
Process

UTILIZING SPACE

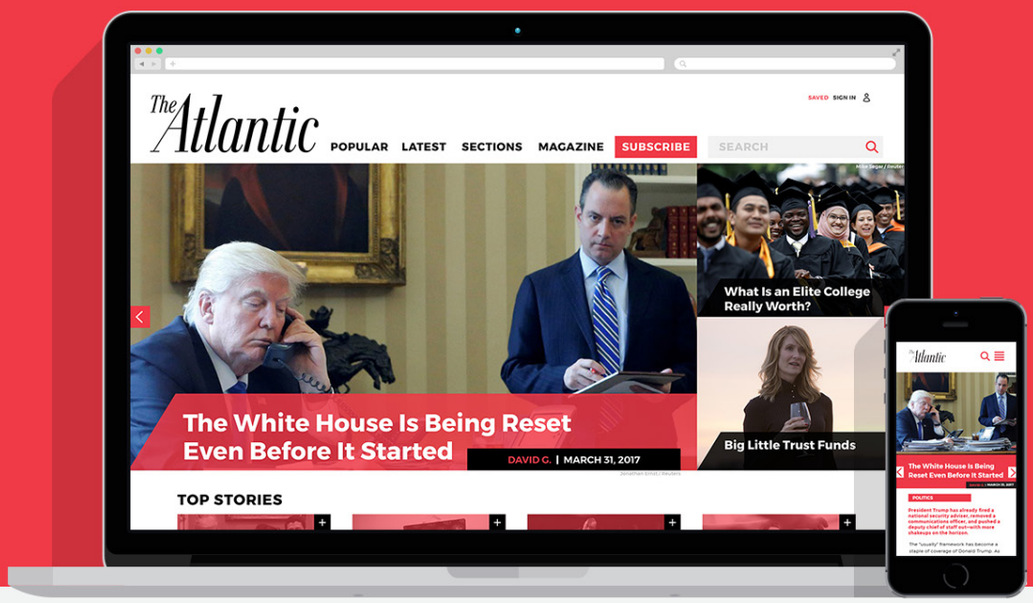
Upon looking at The Atlantic's current site, we explored making the header full-width, giving the homepage a strong introductory presence. We kept the layout clean and productive, but more interesting.





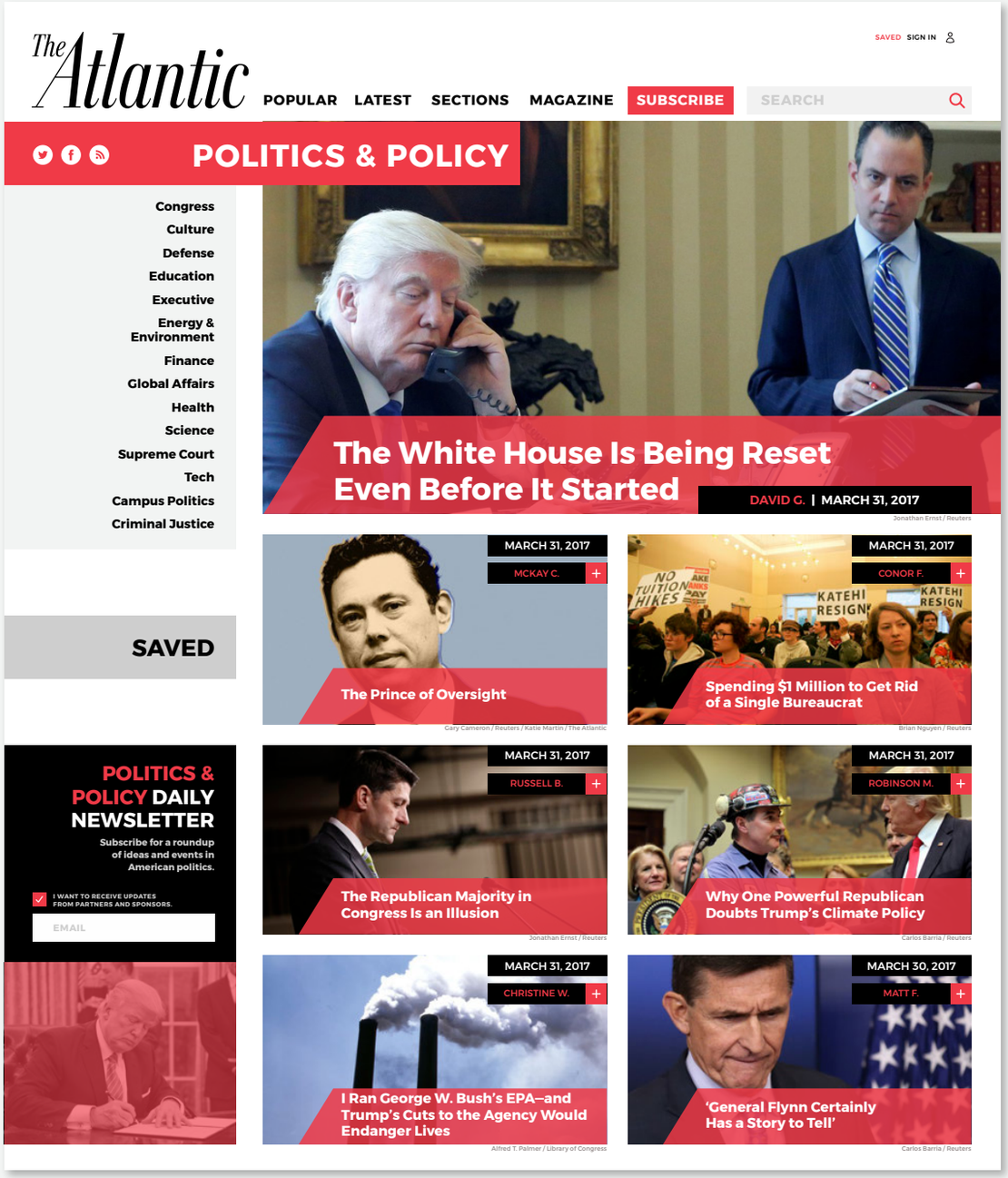


Site Design



HOMEPAGE

As a way of making the site less overwhelming and cluttered, we condensed the content featured on the homepage, providing a slide-show of Latest News, and a limited number of other news articles.

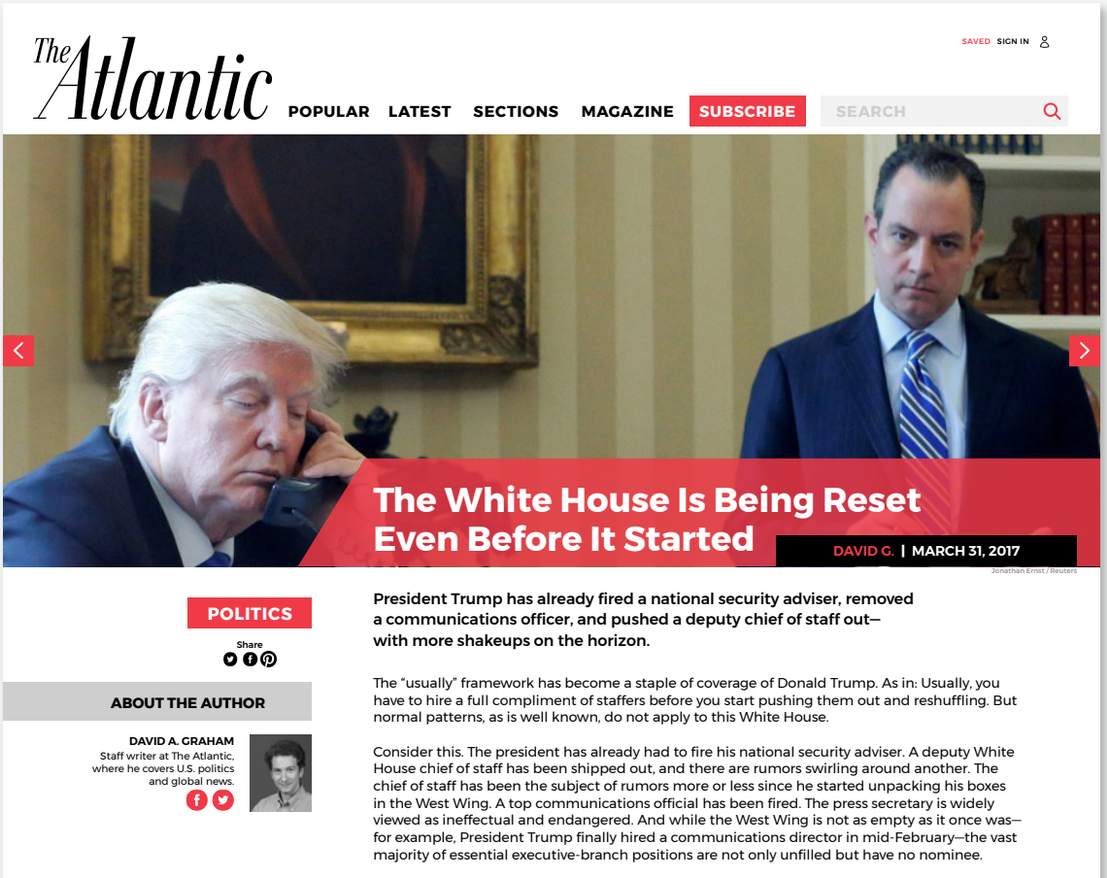


SECTION

Politics & Policy is the most elaborate section of the site, as there are subcategories, and specific newsletter.

ARTICLE

We extend some homepage elements to the article pages, the full-width header slide-show arrows now changing from article to article, providing quicker and more beneficial user interface.



Let's survey the damage in a little more detail. The first casualty was National Security Adviser Michael Flynn, who was forced to resign on February 13, after it became clear that he had lied to Vice President Mike Pence about his conversations with the Russian ambassador. Flynn has since revealed he lobbied for Turkey before taking the job, and has opened discussions about seeking immunity with several investigations.

"You should expect regular, sometimes violent, upheavals in this Trump White House."
MIKE ALLEN, AXIOS

On March 25, reports indicated that Boris Epshteyn, who was a frequent surrogate for the Trump campaign and was in charge of coordinating TV surrogates for the Trump White House, was leaving that job. The circumstances of the departure are a little unclear—he had reportedly clashed with TV bookers, but The New York Times reports his departure was mutually sought. For whatever reasons, Epshteyn was not cut out for the job.

This week, the White House announced that Deputy Chief of Staff Katie Walsh is leaving her job. She'll head to America First Policies, an outside group that's supposed to help drum up support for Trump's agenda, but was universally regarded as ineffective during the health-care fight. Administration officials sought on the one hand to portray this as a perfect meeting of a need and skills, but in practice no one wants to be sent packing from a prime White House job. There were also rumors that another deputy chief, Rick Dearborn, was headed for the exits, though the White House says that's not true.

Walsh's departure stirs speculation about the fate of her boss, Reince Priebus. Walsh came with

Typography

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Regular
Montserrat Medium
Montserrat Semibold
Montserrat Bold

Type Hierarchy

HEADER

The White House Is Being Reset Even Before It Started

SUBHEADER

President Trump has already fired a national security adviser, removed a communications officer, and pushed a deputy chief of staff out—with more shakeups on the horizon.

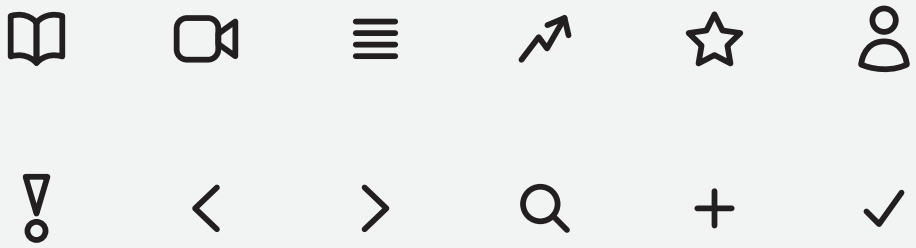
PARAGRAPH

The "usually" framework has become a staple of coverage of Donald Trump. As in: Usually, you have to hire a full compliment of staffers before you start pushing them out and reshuffling. But normal patterns, as is well known, do not apply to this White House.

Colors

#000000 **#F03A47** **#CECECE** **#CECECE** **#FFFFFF**

Symbols



Features

MEMORABLE ELEMENTS

Through our improved color pallette, modern typeface, and consistent symbols, the site is now easier to follow, and more branded.

IN ALL SERIOUSNESS

Throughout this process, we reminded ourselves of the serious and reputable content The Atlantic provides. Although we wanted to strengthen the excitement of the brand, we had a limit and obligation to fit the content's tone.

Details

CONCEPTUAL BACKGROUND

Not only did we want the site to have a new and improved look, we wanted those decisions to have a conceptual background. Our design elements not only reflect those goals, but they provide new features for the typical avid newsreader, the majority of The Atlantic's demographic.

THE ITALIC EFFECT

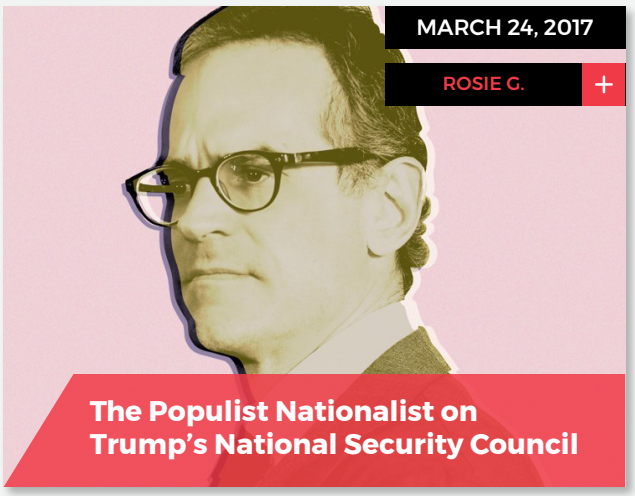
Inspired by the italicized font in logo, article titles now reflect that unique shape.

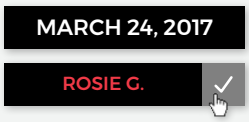
SLIDE-SHOW

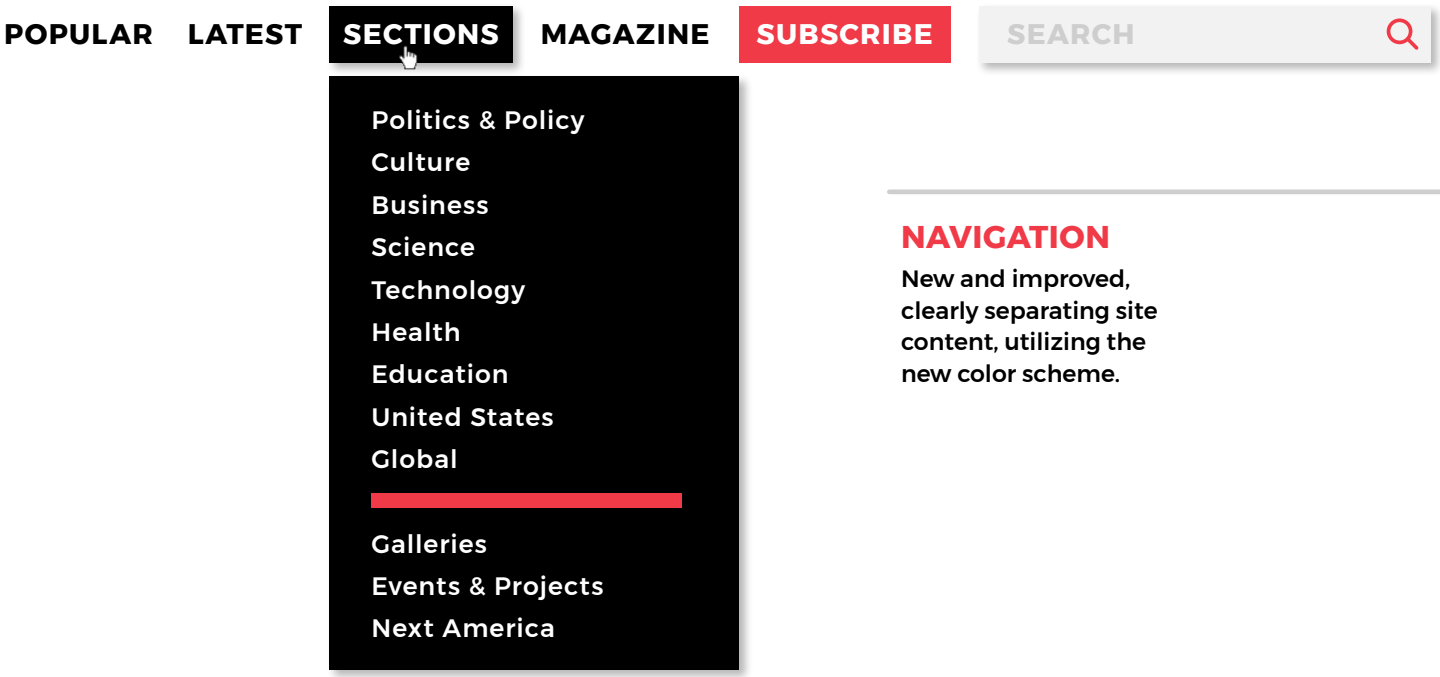
Providing the same number of articles, but in a more organized manner with less to scroll through.

SAVED

Introducing a new feature where users can save articles to read later with a click-of-a button. This will especially appeal to readers on-the-go.

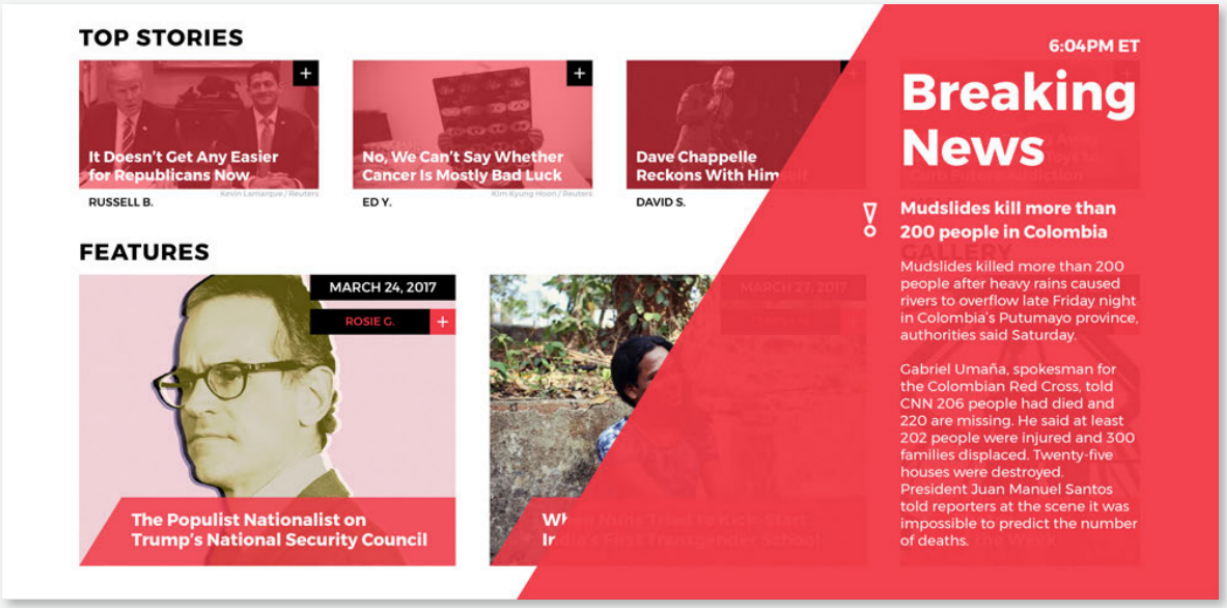






NAVIGATION

New and improved, clearly separating site content, utilizing the new color scheme.



BREAKING NEWS

Strengthening its web presence, the site now provides news as soon as it happens, popping up through the consistent italic slant.

SOCIAL MEDIA

Branded icons carefully scattered throughout the site for the best engagement.

Mobile App

CONSISTENT, BUT QUICK

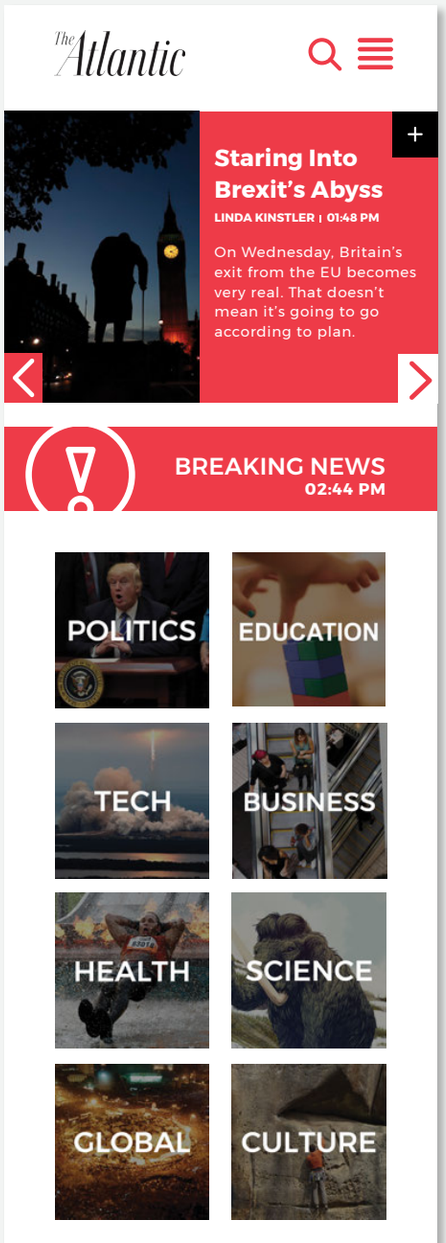
With a new, branded app icon available across all platforms, The Atlantic provides a clean and organzied mobile layout.

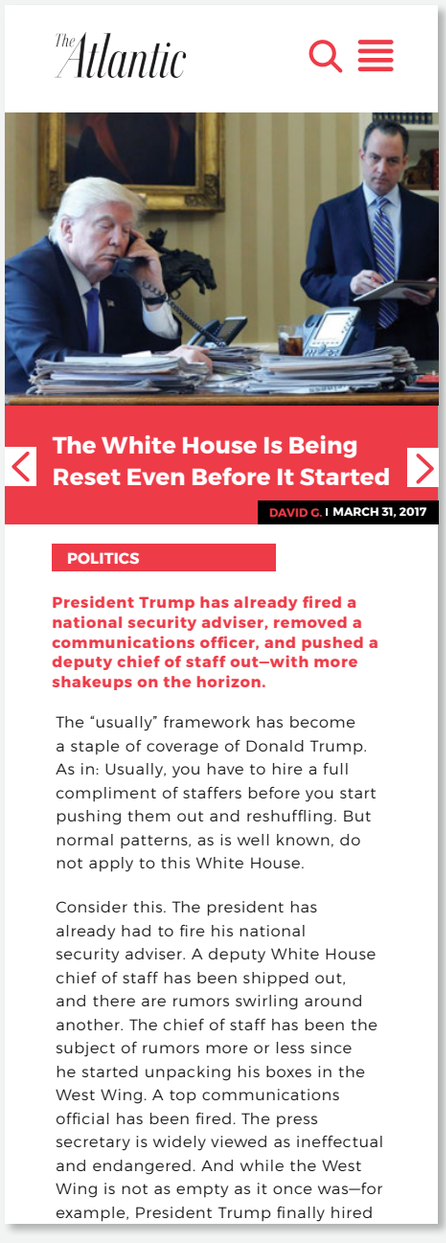
App Icon

App Design

LESS IS MORE

The Atlantic's mobile layout simplifies the desktop design, all while staying on brand and utilizing a number of design elements.





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Details

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ABOUT THE AUTHOR

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Staff writer at The Atlantic, where he covers U.S. politics and global news.

ABOUT THE AUTHOR

As a way of condensing content for the on-the-go reader, a separate block is provided to learn about the author, engaged with a click of a button.

Thank You