



Middle East Institute

October 10, 2011

Request for Proposal

MEI Website Design

I. Summary

The Middle East Institute seeks a creative, qualified and experienced web design consultant to create the look and feel for the new website, currently under construction. This RFP is for visual design work only; site development and application of the design will be completed by MEI.

Founded in 1946, the Middle East Institute is the oldest Washington-based institution dedicated solely to the study of the Middle East. The institute has earned a reputation as an unbiased source of information and analysis on this critical region of the world and remains a respected, non-partisan voice in the field of Middle East studies. MEI maintains an active forum for scholarship and domain expertise, made accessible to the public through lectures, conferences, classes and publication of the Middle East Journal, in fulfillment of its stated mandate “to increase knowledge of the Middle East among the citizens of the United States and to promote a better understanding between the people of these two areas.”

The designer will work with the Director of Web Development to create a design which can be applied as a Drupal 7 Omega subtheme based on the 960 grid system.

II. Constraints

The **budget** for this project is **\$1500 to \$3500**.

The maximum time for contract completion is six (6) weeks, but the preferred window for completion is within **four (4) weeks**.

Subject to timeline and cost negotiation, deliverables will either be PSD files for the final design or PSD files and static HTML files derived from the PSDs.

III. Proposal Requirements

Submit all proposal materials via email to developer@mei.edu, no later than close of business Friday, October 28, 2011.

Please provide:

- Estimated timeline and cost associated with final deliverables being both 1) only PSD files and 2) PSD and html cut-ups.
- Link to online portfolio and/or list of design projects available online.
- Any project questions you have.

Submitters are responsible for any and all expenses associated with preparing the proposal.

IV. Scope

This project will generate the look and feel for a website that is fully interactive, easy to explore, visually appealing and appropriate to the

mission of the organization. This design will appear throughout the site, providing a seamless presence.

MEI will work with the designer to modify existing wireframes for each of the following structural components of the site, which the designer will then be responsible for translating into a complete design.

The final deliverable will include designs for:

1. Front Page
2. Section Front
3. Article Content Page
4. Alternate Content Page (e.g. Events)
5. Contribution portal page

V. Design Considerations

The Middle East Institute maintains a style guide for the website and publications which stipulates usage of **Gill Sans** for headings and **Minion** for normal text as well as the specific Pantone color **PMS 173U**.

As a grant and donation-funded organization, highlighting membership, corporate sponsorship, and the ability to donate is a significant concern.

Examples of the types of content which MEI produces:

- Events (including a Google Map display for directions)
- Embedded YouTube Videos
- Podcasts
- Articles / Blog Posts
- Scholar profiles
- Marketing callouts and promotions for projects, grants or events

Examples of organizational sites with similar content

<http://www.aspeninstitute.org/>

- Creative front page rotator

<http://www.wri.org/>

- Great section icons.

<http://csis.org/>

- Has multimedia, specifically podcasts

<http://www.usip.org/>

- Good section fronts (e.g. /experts or /countries-continents)

The intended audience for the site ranges from policy-makers to academics and spans a broad age range. The new design will take into consideration the potential technological limitations of visitors and be ADA accessible, yet make the most of innovative technology.