

The background is a solid red color with a pattern of white circles arranged in a grid. The circles are slightly larger than the spaces between them, creating a textured effect.

# symmetry

dimensions of particle physics

# Symmetry redesign: Before

The screenshot shows the Symmetry website homepage. At the top, there is a blue header with the word "symmetry" in white lowercase letters, followed by "dimensions of particle physics" in smaller text. To the right of the header are links for "subscribe", "masthead", and "contact", along with social media icons for Facebook, Twitter, RSS, and a mail icon. Below the header is a navigation bar with links for "home", "departments", "science topics", "image bank", and "archives". A search bar is located on the right side of the navigation bar. The main content area features a large illustration of two men speaking into microphones, with a red and white background and swirling lines. Below the illustration is a headline: "signal to background True tales of science" and a sub-headline: "When two theoretical physicists crossed paths at the Upright Citizens Brigade Theatre in New York, the Story Collider was born." To the right of the main content is a "most popular" section with three articles, each with a date, a headline, and a short description.

subscribe masthead contact | f t r e

symmetry dimensions of particle physics

A joint Fermilab/SLAC publication

home departments science topics image bank archives

most popular

August 26, 2014  
**Holographic universe experiment begins**  
The Holometer experiment will test whether our universe is coded into 2-D packets many trillion times smaller than an atom.

August 28, 2014  
**Particle physics to aid nuclear cleanup**  
Cosmic rays can help scientists do something no one else can: safely image the interior of the nuclear reactors at the Fukushima Daiichi plant.

September 3, 2014  
**Watching 'the clock' at the LHC**  
As time ticks down to the restart of the Large Hadron Collider, scientists are making sure their detectors run like clockwork.

signal to background  
**True tales of science**  
When two theoretical physicists crossed paths at the Upright Citizens Brigade Theatre in New York, the Story Collider was born.

# *Symmetry* redesign: After

- Catering to your online audience
  - Use the language of the web
  - Introduce yourself
  - Make every page a good first landing page
  - Make it easy to discover other content
  - Improve search
  - Improve mobile
- Expanding your online audience
  - Redefine “subscribers”
  - Make it easy to share content