

DM 166 - Introduction to Information Architecture

Rm 518, 7:40–9:50 pm Wednesdays — www.orarian.com/DM166F01/

An introduction to information architecture, its history, procedures, methodologies, and production process. Students will gain a practical understanding of how an information architect creates and designs information organization schemes and overall Web site structure; including: form, function, metaphor, navigation, interface, interaction, and visual design.

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Office hours are 1/2 hour before class & 1/2 hour after class

Grading Policy

20% In-class participation
40% Homework
20% Mid-term
20% Final

I do not grade on a curve. Homework assignments must be provided in a portable format (i.e., if you are delivering electronic files you created in Inspiration or PowerPoint or any other visual application, the file(s) must be delivered to me in PICT, BMP or PDF format). If they are textual, they must be delivered in MS Office (Mac readable), Text or PDF format. Deliver your files via email and copy them into the class folder on the Cabrillo Intranet. Remember: presentation is important for all your assignments.

Late Work: 25% automatic drop in grade if late less than one week. I won't accept assignments later than 1 week.

Required Texts

Designing Web Usability: The Practice of Simplicity: Jakob Nielsen New Riders Publishing; ISBN: 0789723107

Don't Make Me Think!: Steve Krug New Riders Publishing; ISBN: 156205810X

Schedule (subject to change - see online for most up to date)

Week 1 (Sept 5):	Introduction & Overview; online resources; online reading
Week 2 (Sept 12):	What is IA; Mock project intro
Week 3 (Sept 19):	Development team roles; timeline of a typical project
Week 4 (Sept 26):	Target Audience Development
Week 5 (Oct 3):	Tools, HTML concepts, Inspiration demo
Week 6 (Oct 10):	Heuristics & Usability standards
Week 7 (Oct 17):	Dynamic Content (personalization); wireframing
Week 8 (Oct 24):	Mid-term
Week 9 (Oct 31):	User testing, discount usability assessments
Week 10 (Nov 7):	In-class user testing
Week 11 (Nov 14):	User testing report
Week 12 (Nov 21):	LIS theory; Fitts law, information seeking
Week 13 (Nov 28):	LIS theory continued
Week 14 (Dec 5):	Intranet Design
Week 15 (Dec 12):	Advancing your learning
Week 16 (Dec 19):	Final Exam