

DM 166 - Introduction to Information Architecture

Rm 518, 5:10–7:30pm Thursdays — <http://www.orarian.com/DM166S03/>

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.

SCOTT ROBINSON; scrobins@cabrillo.edu vmail: 831-477-5201 box #1480

Office hour is 1/2 hour before class—in CTC or by appointment.

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 electronic format (i.e., if you are delivering 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 *before class begins*. 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 without prior conversation.

Handouts & samples will usually be in PDF format, so you must have Acrobat Reader.

Required Texts

Designing Web Usability: The Practice of Simplicity: Jakob Nielsen New Riders Publishing; ISBN: 156205810X

Don't Make Me Think!: Steve Krug New Riders Publishing; ISBN: 0789723107

Schedule (subject to change - always review online schedule & notes)

| | |
|----------|---|
| Week 1: | Introduction & Overview; online resources; online reading |
| Week 2: | What is IA?; Mock project intro |
| Week 3: | Development team roles; timeline of a typical project |
| Week 4: | <i>Guest Lecture—design perspective</i> |
| Week 5: | Target Audience Development |
| Week 6: | Site mapping tools; Inspiration demo |
| Week 7: | Heuristics & Usability 'standards' |
| Week 8: | <i>Guest lecture—intranet development</i> |
| Week 9: | Mid Term |
| Week 10: | Wire framing, intro to paper prototyping |
| Week 11: | Prototyping, presentation & review of wire frames |
| Week 12: | <i>Guest lecture—dynamic content & coding</i> |
| Week 13: | User testing—preparation |
| Week 14: | User testing, in-class rounds |
| Week 15: | User testing report—presentation & discussion |
| Week 16: | Final |