

## DM 166 - Introduction to Information Architecture

Rm 518, 7:40–9:50pm Thursdays — [www.orarian.com/DM166S02/](http://www.orarian.com/DM166S02/)

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 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 (Feb 7):   | Introduction & Overview; online resources; online reading |
| Week 2 (Feb 14):  | What is IA?; Mock project intro                           |
| Week 3 (Feb 21):  | Development team roles; timeline of a typical project     |
| Week 4 (Feb 28):  | <i>Guest Lecture—design perspective</i>                   |
| Week 5 (Mar 7):   | Target Audience Development                               |
| Week 6 (Mar 14):  | Site mapping tools; Inspiration demo                      |
| Week 7 (Mar 21):  | Heuristics & Usability 'standards'                        |
| Week 8 (Mar 28):  | <i>Guest lecture—intranet development</i>                 |
| Week 9 (Apr 4):   | Mid Term  |
| Week 10 (Apr 11): | Wire framing, intro to paper prototyping                  |
| Week 11 (Apr 18): | Prototyping, presentation & review of wire frames         |
| Week 12 (Apr 25): | <i>Guest lecture—dynamic content &amp; coding</i>         |
| Week 13 (May 2):  | User testing—preparation                                  |
| Week 14 (May 9):  | User testing, in-class rounds                             |
| Week 15 (May 16): | User testing report—presentation & discussion             |
| Week 16 (May 23): | Final   |