

Course Profile: Information Architecture**Course Number:** LIS 7470**Credits:** 3**Prerequisite(s):** LIS 6080

Rationale for Inclusion in Curriculum:

Information architecture (IA) involves the dissemination of information in a manner that takes into effect context, content, and user. While typically associated with website development, information architecture is also key in technical writing, presentation preparation and report generation. Librarians have been pioneering the practices and developing the core tools of information architecture (IA) for hundreds of years. While it's true that there is no one official certification process or academic programs for information architects, an ALA-accredited MLIS degree continues to be one of the key credentials for IA practitioners. The purpose of this course is to acquaint students with the history and practice of information architecture for the World Wide Web, and to help students to leverage their skills and knowledge in the field of librarianship within the broad context and practice of information architecture.

Competencies Expected: By the end of the course students will be able to:

Understand the basics of optimizing websites for search engine fundability

Content:

1. History of Information Architecture
2. Influence of traditional librarianship on the modern practice of information architecture,
3. Roles for IAs in web design / redesign teams,
4. Basics of IA practice
5. Understanding content, context, and users
6. Heuristic evaluation
7. Organization structure, labeling and taxonomies
8. Optimizing search
9. Deliverables

Course Methodology:

1. Lectures,
2. Readings,

3. Class discussions,
4. Field work
5. Role playing

Basis for Evaluation of Student performance:

1. Midterm and final exams
2. Class participation
3. Assignments applying the concepts covered in the class
4. Reports / Projects

Text: To Be Determined

Reviewed: 9/09