LIS 2635 Information Architecture

Fall 2010, Monday 12:00-2:50 p.m.

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Course Description

Information Architecture (IA) refers to the process of forming, designing, and producing web site information. Web sites have transformed from passive displays to interactive online spaces and information architecture incorporates the diverse implementation of web technologies in online structures. The IA course emphasizes user and task-centered design, online structure (labeling, organization, navigation), diagrammatic planning, evaluation metrics, search, collaboration, and social information. The evolving technical foundation of the web that supports information structures will be reviewed (e.g. (X)HTML, XML, CSS, scripting, AJAX). Recent advances in social technologies have introduced new dimensions to information architecture principles and their application to a wide array of tools currently used in library environments. For example, mashups, wikis, blogs, media-sharing, and various social networking tools will be examined. Work with these technologies and various web applications is required.

Course Goals:

The primary course goal is to identify, analyze, and apply information architecture principles to online environments as evident in new web technologies in order to build well-designed information structures. Upon completion of this course, students will be able to:

1. Describe information architecture theory, the design principles for various web structures, and use practical applications in online information environments.
2. Develop critical evaluation skills to explicate the design and organization of web-based information in various platforms, including web pages, wikis, blogs, and additional social tools.
3. Demonstrate proficiency with primary web technologies for building digital structures.
4. Determine appropriate information architecture strategies for library web site management.

The course is comprised of labs, assigned readings, examinations, projects, and laboratory time. Additional class exercises, quizzes, readings, and academic presentations held at the University of Pittsburgh, online, or Carnegie Mellon University may be assigned throughout the term.

Required Textbook

Rosenfeld, L. and Morville, P. (2007). ***Information Architecture for the World Wide Web,*** Third Edition. Sebastopol, CA: O'Reilly Associates, Inc. ISBN 10: 0-596-52734-9 ISBN 13**:** 9780596527341 Online access is available from Safari Tech Books. This text may also be ordered directly from O'Reilly books and it is available at the Pitt bookstore.

Course Policies

This course is administered through the University of Pittsburgh's web-based course management tool, Blackboard 8. Use your university login to access Blackboard to check for course-wide announcements, to obtain lab instructions, lecture notes, to access the LIS 2635 blog, wiki, and to check your grades. Submit all your work through the **Assignment Link** on Blackboard, not the Digital Dropbox as you may be instructed in other courses.

Labs (30 points)

The course will include individual and group work that combines the on campus and online students. Put the assignment/lab number, your last name, and first name initial on all labs and assignments submitted via Blackboard (e.g. Lab1SmithL.pdf). Due to naming conventions in Blackboard, do not leave spaces or use special characters in the filename. If it is a group assignment, then clearly list the group member names on the title page of your lab/assignment. If a group number is assigned, then use it as part of the file name (e.g. Group3_Lab1SmithL.pdf). As a group member you have a responsibility to contribute to a collaborative assignment in an equitable and timely manner. Use the following guide to outline your group's responsibilities for a presentation/project/lab and include it on the title page of your submission:

1. Background Research. Name(s)_____
2. Information Organization. Name(s)_____
3. Project/Presentation Design. Name(s)_____
4. Presentation Delivery. Name(s)_____
5. Document/Report Preparation. Name(s)_____
6. Submission to Blackboard. Name(s)_____
7. Technical Work Name(s)_____

Submit all work through the **assignment link** on Blackboard. If it is a group project, then make certain that all members of your group submit the assignment. Files may be submitted in a *.docx or *.pdf format. If you are sharing files on the web, then include the instructor, your group members and/or the class in the share list. *Late Assignments*: if prior arrangements are not made, then late labs will be penalized 2 points each and additional points will be subtracted the later it is submitted. Examinations must be taken on the assigned date unless . Examinations missed will result in a 0 exam grade.

Labs will be posted on Blackboard before they are assigned. They will be assessed according to graduate level standards including: 1) content organization, 2) content quality, 3) analytical details, 4) task completion, and 5) timely submission. Points will be subtracted from your overall grade for each lab that is unsatisfactory. Issues such as one-line responses, unformatted text, and unprofessional presentation (e.g. no title page, grammatical errors, no bibliography when one is required, and incorrect answers) will result in a lower grade.

Class Participation (20 points)

This course is designed as an interactive seminar. On campus students are expected to engage in class discussions, write in the class blog, present assigned exercises in class, and participate in the allocated lab time. Online students are expected to engage electronically in class discussions, create online project presentations, and to write in the class blog to present assigned exercises on Blackboard. Class participation is allocated 20 points. For example, in a class of 30 students, you are expected to contribute to class discussions in Blackboard 15 times throughout the semester (i.e. 1 comment per week) in order to communicate with your colleagues and not necessarily to solicit explicit feedback from the instructor.

Grading Summary

Labs	30 points
Midterm	30 points
Final Portfolio Project	25 points
Class Participation	20 points
Total:	105 points

Final Grade Matrix

Percentage	Grade	Percentage	Grade	Percentage	Grade
95-100%	A	75-79%	B-	<60%	F
90-94%	A-	70-74%	C+		
85-89%	B+	65-69%	C		
80-84%	B	60-64%	C-		

Divide your total number of points by 105 to arrive at your percentage and corresponding letter grade.

Course Schedule and Topic Summary

Week	Date	Topic
1.	Aug. 30	**Introduction to Information Architecture, Nature of Information, Web 2.0, Web 3.0.** Make a list of O'Reilly's characteristics of Web 2.0 and of Strickland's Web 3.0 and post your observations to the Web Version Blog by September 10 (Participation Points). Bring your notes to class for discussion. 1) IA: Chapters 1, 2, 4. 2) O'Reilly, T. (2005). What is Web 2.0? http://www.oreillynet.com/lpt/a/6228 3) Strickland, J. How Web 3.0 Will Work. http://computer.howstuffworks.com/web-302.htm
2.	Sept 6	**Labor Day – No Class.**
3.	Sept 13	**HTML Review, CSS** √ Lab 1**:** Complete lab exercise and submit it to receive points. (10 points) Due: September. 20 This is intended to review concepts related to basic HTML. 1) http://www.w3schools.com/
4.	Sept 20	**XML, Client Side Scripting: JavaScript, Java Applets,** 1) XML http://www.w3schools.com/ 2) JavaScript Tutorial http://www.w3schools.com/js/default.asp 3) Java Applets http://www.javascriptkit.com/java/index.shtml 4) Java Applets http://java.sun.com/openstudio/index.html 5) Flash Web Templates http://www.wix.com/
5.	Sept 27	**Beyond User Motivation, Behavior and Socialization.** √ Lab 2: Analysis of Social Objects. (10 points) Due: October 12. 1) IA: Chapters 3, 10. 2) Tombros, A., Ruthven, I. and Jose, J. (2005). How users access web pages for information seeking. *Journal of the American Society for Information Science*, 56(4) 327-344. 3) Schwartz, Barry (2006). *The Paradox of Choice*. http://video.google.com/
6.	Oct 4	**Labeling and Organization Systems, Social Tagging.** 1) IA: Chapters 5, 6. 2) Educause. (2005). 7 things you should know about social bookmarking. http://net.educause.edu/ir/library/pdf/ELI7001.pdf
7.	Tuesday Oct 12	**IA Diagramming, Aesthetics, Trust for Social Design.** √ Aesthetic Design: www.wix.com Flash Web Site (Participation Points). Present on Oct 16. 1) IA: Chapters 11, 12. 2) Lindgaard, G., Fernandes, G., Dudek, C. and Brown, J. (2006). Attention

		web designers: you have 50 milliseconds to make a good first impression. *Behavior & Information Technology*, 35(2), 115-126.
8.	Saturday Oct 16 No-class Oct 18	**Navigation, Midterm Review.** *Wix Presentations.* 1) IA: Chapter 7. 2) Mitter, S. Understanding Non-Hierarchical Navigation From A Web 2.0 Point Of View - http://www.thumbshots.org/article.aspx?artid=293 3) Photoshop tutorial for Web 2.0 Navigation. http://elitebydesign.com/design-a-smooth-web-20-navigation/ 4) Vossen, G. & Hagemann, S. (2007). Unleashing Web 2.0: From Concepts to Creativity. Burlington, MA: Morgan Kaufmann Publishers/Elsevier: Chapter 1 (PDF File).
9.	Oct 25	**ASIST 2010 Conference – students are highly encouraged to attend.**
10.	Nov 1	**Online Midterm (30 points).** √ Website proposals due.
11.	Nov 8	**IA for Mobile Devices, Digital Libraries, Portals/RSS, Blogs, Wikis..** √ Lab 3: Mobile IA. Due: November 22nd. (10 points) 1) IA Chapters 17, 18. 2) Bainbridge, D. (2008). Portable Digital Libraries on an iPod. Joint Conference on Digital Libraries JCDL'08, June 16–20, 2008, Pittsburgh, PA pp. 333-336, (PDF File). 3) Mobile Web Best Practices 1.0 (2008) http://www.w3.org/TR/mobile-bp/ 4) Mobile Web Initiative http://www.w3.org/Mobile/
12.	Nov 15	**Search, Findability, Visual and Real-Time Search Tools.** √ Lab 4: Website portfolios. Due December 6th. (25 points). 1) IA: Chapters 8, 9. 2) Hearst, M. (2009). Chapter 10: Information Visualization for Search Interfaces, http://searchuserinterfaces.com/book/sui_ch10_visualization.html 3) Ezzy, Ebrahim (2006). Search 2.0 vs. Traditional Search http://www.readwriteweb.com/archives/search_20_vs_tr.php 4) Ezzy, Ebrahim (2006). Search 2.0 vs. Traditional Search, Part 2. http://www.readwriteweb.com/archives/search_20_vs_tr_1.php 5) Koshman, S., Spink, A., & Jansen, B. J. (2006). Web searching on the Vivisimo search engine. *Journal of the American Society for Information Science and Technology, 57*(14), 1875-1887.
13.	Nov 22	**Mobile IA Presentations.**
14.	Nov 29	**Evaluation, Web Analytics.** 1) Review Google Analytics. http://www.google.com/analytics/ 2) WAA Standards Committee (2007). Web Analytics Definitions. http://www.webanalyticsassociation.org/resource/resmgr/PDF_standards/WebAnalyticsDefinitionsVol1.pdf 3) Iskold, A. How social sites reveal what your audience likes. http://www.readwriteweb.com/archives/how_social_sites_reveal_audience_likes.php
15.	Dec 6	**Web Portfolio Presentations.**
16.	Dec 13	**AJAX, Web Services, Semantic Web.** (Web Presentations continued if time is needed.) 2) Garrett, J. (2005). Ajax: A New Approach to Web Applications. http://www.adaptivepath.com/ideas/essays/archives/000385.php 3) Sure, Y. and Studer, R. (2005). Semantic Web technologies for digital libraries. *Library Management, 26*(4/5), 190-195. 4) Semantic Web. World Wide Web Consortium. http://www.w3.org/2001/sw/ 5) What is Ajax? (2008). http://www.riaspot.com/articles/entry/What-is-Ajax-

University of Pittsburgh Student Policies

Students with Special Needs: Physical or Learning Impairments

Disabilities: If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and Disability Resources and Services, 216 William Pitt Union, (412) 648-7890 or (412) 383-7355 (TTY) as early as possible in the term.

Academic Integrity:

http://www.pitt.edu/~provost/ail.html and http://www.sis.pitt.edu/academics/integrity.html