Course Programme

IFI7046	Individual Subject in the Area of Specialization: **Information Architecture**		
Study load: 3 (EAP/ECTS)	*Load of contact hours:* 21	*Study semester:* spring 2015	Assessment: Pass/fail
Objectives:	The goal of this course is to familiarize the student with the principles of organizing and labelling information heavy environments and shared information environments, to support usability and findability. This course addresses: - Principles of information navigation and representation and content accessibility guidelines - Generative and evaluative information architecture methods such as card sorting (open, closed, reversed), journey maps, navigation maps, wireframes, tree testing, content value analysis - Fundamentals of search engine optimization.		
Learning Outcomes:	Upon successful completion of this course, the student: - Can create and evaluate information navigation structures using information architecture principles and methods such as Website Accessibility for Information Architects - Is able to create and evaluate information navigation interfaces using information architecture principles and methods - Is able to create and evaluate information representations using information architecture principles and methods - Knows how to apply search engine optimization techniques when creating and evaluating websites - Is knowledgeable about contemporary information architecture tools		
Assessment Methods:	Pass / Fail Assessment. Each student will receive bi-weekly tasks based on each lesson and will be required to submit the assignments digitally.		
Teacher(s):	Fernando Loizides, PhD & Hanna-Liisa Pender		
Subject name in Estonian:	Eriala individuaalaine (Infoarhitektuur)		
Prerequisite subject(s):	None		
Compulsory Literature:	Slides will be distributed by the lecturer in digital form.		

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	O'Reilly - Information Architecture for the World Wide Web, 3rd Ed Dec 2006
Replacement Literature:	The Art of Enterprise Information Architecture (2011) BBS
Participation and Exam requirements:	Attendance in classes is mandatory. Any student who does not attend a class will have to make up for it by doing individual substitute assignments.
Independent work:	Practical homework assignments. Setup activity: Collecting resources required for the course (such as installing software and identifying likely sources (industry based contacts) that one can use for further assignments). Assignment 1: Evaluation of an existing web page. Conducting an eye-tracking evaluation to determine the effectiveness of the information structures and navigation routes. Writing a report based on the theoretical principles and methods demonstrated in class. Assignment 2: Creating a prototype (wireframe) of a mobile phone application using the principles learned about small screen information architecture. The assessment is based on the effectiveness of the information architecture and not on the use of the prototyping tool (one such tool will be introduced in class). Writing a report that justifies the prototype elements using the principles you have learned. Assignment 3: Creating an interactive design of an infographic to represent a dataset based on established guidelines. Writing a report that justifies the design and reflects on the principles learned. Assignment 4: Evaluating a web page in terms of its efficiency and adherence to Search Engine optimization guidelines. Writing a report about the evaluation results that will also contain suggestions for changes that can be made in order to improve the SEO for crawlers.
Grading criteria scale or the minimal level necessary for passing the subject:	Pass/fail assessment. 50% attendance in classes and participation in practical work during the classes. 50% individual home assignments, 12.5% each assignment. Pass criteria - 60%.

Information about the course:	Date and time	Form of study and course content by topic
	15/03/2015 [10.00-11.00]	Principles of information navigation and representation: Main theories, proposed guidelines, heuristics and examples.
	29/03/2015 [10.00-13.00] [13.30-16:30]	Information architecture for the Web
	12/04/2015 [10.00-13.00]	Information architecture for mobile applications

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	[13.30-16:30]	
	26/04/2015 [10.00-11.30]	Information representation with an emphasis on big data
	10/05/2015 [10.00-11.30]	Search engine optimization