Information Architecture

How the structure of content is presented

- Clarifies the mission and vision
- Determines the content and functionality
- Defines the organization, navigation, labeling, and searching systems
- Develops strategies for accommodating change and growth
  - Rosenfeld & Morville, p. 11
Information Architecture

LAX Airport Signage

Less is Sometimes More

Withhold information
Obscure information
De-emphasize information

The “Best” Solution

No single universal “best” solution
Solves the user’s needs & also satisfies the site’s goals

But what if there is no single “user need”? 
Then use multiple solutions for each of multiple users and their respective needs

Adobe Site Map (Old)
• Uses tags e.g., `<some tag>word</some tag>`
• and attributes e.g., class="content"
• Specifies what each tag and attribute means but not what the content is
XML

- Extensible markup language
- Is extensible (unlike HTML)
- Is an application of SGML
- Complements, does not replace HTML
- Provides information about the data, not about how the data is presented

XML (cont’d)

- A set of rules for text formats that produces files that are easy to generate and read by a computer
- Avoids common pitfalls of HTML such as lack of extensibility, lack of support for internationalization, and platform-dependency

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