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INFORMATION ARCHITECTURE: Annotations

Information Architect & Design Coursework

Veritas (Truth)—Excellence in Education!

University Degrees

Information Architecture & Design

Information Architect Vocational Certification
Information Architect Certifications—IA MAIA & IA MAEd

IA TPW & IA MAEd
IA MAIA & IA ID&T
IA BAIA, BFA¹
AS & Award of Achievement
Diploma²

Information Architect
User Experience Design
Project Management

University Accreditation
Western Association of Schools & Colleges (WASC-ACSCU)

¹ BFA Graphic Design, Graphic Design Department, California College of the Arts (Selected Classes).

² Diploma Heald Business College.

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INFORMATION ARCHITECTURE: Annotations
Information Architect & Design Coursework

Information Architect Degrees & Specializations

Information Architecture
Navigational Systems
User Experience Design
Graphic Design
Technical Writing
Corporate Training
Usability Testing
Project Management

Information Architect Education That Counts!



Professional Qualifications—Hands-On Experiences Doing
Information Architecture
User Experience Design
Navigational Systems
Project Management

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Professional Qualifications

My extensive IA Credentials are in Information Architecture, User Experience Design, Interaction Design, Graphic Design, Project Management, Usability Testing.

My expertise and knowledge base are in Information Architecture—coupled with experiences in Technical Writing, Corporate Training.

Excellent Information Architect & Design Reviews

In order to graduate and pass, every program requires reviews.

The reviews below are most current from industry professionals:

- Director of Technology, Sr Information Architect, Christian Crumlish from The Information Architecture Institute;
- Director of User Experience, Sr Information Architect, Natalie Buda from Navigation Arts and The Information Architecture Institute;
- Technical Writer from Sun Microsystems;
- Chief Executive Officer from Widgetry;
- Dr. Brian Beatty, Ph.D.;
- Dr. Gene Michaels, Ph.D.;
- Dr. David Hemphill, Ed.D.;
- Dr. Lucy Ann Geiselman, Ph.D.;
- Dr. Wan-Lee Cheng, Ph.D.;
- Dr. Kristen Gates, Ed.D.;
- Dr. John Dierke, Ed.D.;
- Dr. Isabel Quita, Ph.D.; and
- Letters of recommendations from previous employers.

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INFORMATION ARCHITECTURE: Annotations

Information Architect & Design Coursework

IA MAEd & TPW Certifications—Credentials

Information Architecture, PM & Corporate Training

The IA MAEd and TPW curriculum covers technical and professional writing, design plan report writing, cognitive and learning theories (adult learning theories), needs assessment, instructional design models and strategies.

The ADDIE or other ISD Models (instructional design theories), The IA Model (Information Architecture theory), visual and Web-based design, e-learning, Information Architecture (IA), user experience design, visual communications, graphic design, multimedia production, video production, usability testing and assessments, and project management (PM).

Accomplishing a complicated and lengthy (more than a few years were spent alone on research and development) Thesis Report on Information Architecture.

The IA Model is about the complete Information Architecture process and usability testing. It provides a solid framework and excellent model which to work professionally leaves nothing left to guesswork.

Practical work experience was gained from several internships and completion of various projects.

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INFORMATION ARCHITECTURE: Annotations

Information Architect & Design Coursework

Importance of Information Architecture

The significance and great importance of Information Architecture is that it provides needed structure for digital design products and Websites, without structure it might be difficult to wayfind and sense-make on Websites.

By providing Websites with structure, then information is put in order—no longer chaotic. That means doing research, card sorting, wire frame mockups (annotated as necessary and required), flow charts, and other required documentation for projects.

Both graduate-level programs and IA Certifications provided highly specialized training in Information Architecture, Project Management, including: a comprehensive understanding on how to gather and collect data, performing needs assessments, and administering specialized usability testing sessions to end users.

It is important to understand business requirements, including taking end users into consideration prior to implementation of Websites.

One component to doing Information Architecture research is to interview end users, to figure out how they would use Websites specifically designed for their needs.

To make sure digital design products work right prior to implementation, including: interface designs, navigational systems, and accessibility. If other specialists are required for other portions of projects, then they are included on teams.

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INFORMATION ARCHITECTURE: Annotations

Information Architect & Design Coursework

Systematic Approach—The IA Model

The IA Model is much more than just a theoretical knowledge base about Information Architecture. It is the framework and entire IA process—from inception to implementation of user-centered design principles, including usability testing, and best practices in the industry.

I sincerely believe that Information Architecture alone is a highly specialized industry. Others who specialize in computer programming should do their specialized work, while I continue to work in my specialized field of Information Architecture. In addition, The NS Model provides a comprehensive framework for understanding navigational systems specifically designed for Websites.

End users can then access information online with ease and quickly. That means user-centered design principles were thus incorporated into Websites prior to implementation.

Primary Subject Matter Focus

Information Architecture (The IA Model), User Experience Design, Heuristic Evaluations, Usability Testing, 21 Different Aspects of Information Architecture, Human-Computer Interaction, Design, Project Management, Technical Writing, Research, and Corporate Training.

Using The IA Model

1. Design Research,
2. Concept Generation,
3. User Scenarios,
4. Wire Frame Mockups,
5. Prototyping,
6. Usability Testing,
7. Implementation, and
8. System Testing. (1)

(1) Original research and development [Thesis Report on The IA Model](#), including [Online IA Tutorial](#).

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21 Different Aspects of Information Architecture (IA)

1. Current Trends Using The IA Model,
2. Relevancy of Navigational Systems to IA,
3. Different Types of Navigational Systems for Websites,
4. Sense-Making and Wayfinding on Websites,
5. IA and User-Centered Design,
6. User Experience Architecture,
7. Website Design Architecture,
8. Web Indexing, Internet Indexing,
9. Enterprise Architecture for E-Commerce,
10. Human-Computer Interaction and Human Factors,
11. Graphic Design, Interface Design and Typography,
12. Information Design,
13. Information Systems,
14. Information Graphics,
15. Process Architecture,
16. Taxonomy and IA,
17. AJAX and CSS,
18. Web 2.0 Technologies,
19. What Does an IA Do for Corporations?
20. Unique Design Products Require IA, IxD, NS, and
21. Infinite Possibilities for IA.

Information Architecture (IA)— Heuristic Evaluations

Information Architecture is a highly specialized field that requires specific training and education relevant to every IA project or employment situation. Without degrees in IA, it might be difficult to grasp why IA is both important and required for Websites or digital design products, including understanding user-centered design principles.

Understanding why usability testing is necessary and how to do it. In terms of doing heuristic evaluations and how to design usability tests for effective data collection, this includes doing: heuristic evaluations, heuristic estimations, cognitive walkthroughs, pluralistic walkthroughs, feature inspections, consistency inspections, standards inspections, and formal usability inspections.

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INFORMATION ARCHITECTURE: Annotations

Information Architect & Design Coursework

Secondary Subject Matter Focus

Corporate Training, Instructional Design, E-Learning, Formative Evaluations, Needs Assessment, Multimedia Production, Adult and Cognitive Learning Theories, and Information Architecture, including:

- Radical Behaviorism,
- Principles of Behavior Management,
- Cognitive Information Processing,
- Sensory Memory,
- Working Memory,
- Long-Term Memory,
- Implications of CIP Instruction,
- Ausubel's Meaningful Reception Learning,
- Assimilation to Schema,
- Nature of Situated Cognition,
- Cognitive Apprenticeships,
- Anchored Instruction,
- Learning Communities,
- Assessment In-Situ,
- Jean Piaget's Genetic Epistemology,
- Bruner: Going Beyond the Information Given,
- Vygotsky: The Social Formation of Mind,
- Biological Bases of Learning and Memory,
- Proximate Causes: Neurophysiology of Learning,
- Motivation and Self-Regulation in Learning,
- Gagné's Theory of Instruction,
- Gagné's—The Nine Events of Instruction, and
- Constructivism: A Contrasting Theory.

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INFORMATION ARCHITECTURE: Annotations

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The Systematic Design of Instruction (Dick & Carey)

- Using the Systems Approach Model,
- The ADDIE Model and Other ISD Models,
- Conducting Front-End Analysis for Goals,
- Conducting a Goal Analysis,
- Identifying Subordinate Skills and Entry Behaviors,
- Analyzing Learners and Contexts,
- Writing Performance Objectives,
- Developing an Instructional Strategy,
- Developing Instructional Materials,
- Designing and Conducting Formative Evaluations,
- Usability Testing Specific to Business Needs,
- Writing Design Plan Reports for Websites,
- Writing Project Management Design Plan Reports,
- Project Management Strategies,
- Revising Instructional Materials, and
- Designing and Conducting Summative Evaluations.

Information Architecture & Interaction Design

The IA Model.

Original research and authored by Steven Heitman.

Navigational Systems & Heuristic Evaluations

The NS Model.

Original research and authored by Steven Heitman.

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INFORMATION ARCHITECTURE: Annotations

Information Architect & Design Coursework

Components to IA MAEd & TPW Certifications—Credentials

Instructional Design and Training, Needs Assessment, The ADDIE Model, Other ISD Models, Formalized Design Plan Reports (IA, IXD, ADDIE Models), Rapid Prototyping, Video Production, Desktop Publishing (Adobe Creative Suite), Multimedia Production, Flashform, Flash, Visio, OmniGraffle, Inspiration, OmniPlan, MS Project.

Dreamweaver, CSS, Website Design, Usability Testing, Information Architecture, User Experience Design, Project Management, E-Learning, Distance Education, Curriculum Development, Moodle Development, Online Training, Web 2.0 for Social Networking—Video-Sharing Websites, Wikis, Blogs, and Folksonomies.

Using The ADDIE Model

1. Analysis,
2. Development,
3. Design,
4. Implementation, and
5. Evaluation.

Steven Heitman's

Information Architect Required Reviews

- http://www.stevenheitman-ia.com/html/The_IA_Model_Reviews.html

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INFORMATION ARCHITECTURE: Annotations

Information Architect & Design Coursework

IA MAEd & TPW Certifications—Credentials

Technical Writing & Information Architecture

The IA TPW curriculum covers technical and professional writing, work-place writing forms, methods, and issues—combined with interdisciplinary electives that further develop related communications skills in technical, professional writing and attitudes (supplemental and completed in conjunction with the IA MAEd graduate-level program). Of course, another component for me in this program included Information Architecture and usability testing.

Technical & Professional Writing Skills

Core skills, in technical writing, provide solid foundational skills in technical and professional writing.

Other skills include:

Fundamentals of technical and professional writing, professional editing, desktop publishing for professional writers (Adobe Creative Suite), individual and team writing, document design, graphic design, Information Architecture, usability testing, FrameMaker, hands-on vocational training (in technical writing, Information Architecture, usability testing), and work experience in technical, professional writing.

Practical work experience was gained from several internships and completion of various projects. Unlike many other extension programs, the degree in technical, professional writing is a professional program that prepares writers for employment at corporations. TPW Certification is equivalent to BATPW. Other skills are taught via the skills electives as well as subject matter focus.

Primary Subject Matter Focus

Technical Writing, Information Architecture, Usability Testing, Graphic Design, Visual Communications, Project Management, Research, and Corporate Training.

The University—San Francisco State University
Technical & Professional Writing Department

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INFORMATION ARCHITECTURE: Annotations

Information Architect & Design Coursework

IA MAIA & IA ID&T Certifications—Credentials

IA Internet Design & Technology

The IA ID&T curriculum, with a strong emphasis in Information Architecture (IA), User Experience Design, Project Management, Computer programming—supplemental and completed in conjunction with the IA MAIA graduate-level program.

A most comprehensive IA vocational training program that covers practical courses, hands-on vocational training in Information Architecture, Project Management.

IA processes and procedures, IA vocational training and industry skills, writing IA design plan reports, interaction design, Website design, card sorting, rapid prototyping, writing user personas and user scenarios, drawing wire frame mockups, producing flow charts, schematics, end user flows, site maps, doing usability testing, technical writing, interactive script writing, use case scenarios, basic computer programming and information technology, and project management.

Practical work experience was gained from several internships and completion of various projects.

Information Architect Industry Professionals

The Instructors at The Multimedia Studies Program (MSP) are specialized in their field, working in the same industry (IA, IxD, Design, PM) that they teach in. This provides real-world and hands-on experience relevant to learners in the IA industry, doing Information Architecture, and Project Management.

When I did the program, an extremely robust Information Architecture, Interaction Design, Information Design program was available to learners.

The program is also interdisciplinary, since it allows one to design their own program pertinent to an individual's need and career goal.

For my purpose, the program provided essential, supplemental Information Architecture, Interaction Design, Information Design courses, including various conceptual components to The IA Model.

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INFORMATION ARCHITECTURE: Annotations

Information Architect & Design Coursework

Information Architect Work Experience

All courses included doing real-world-based projects that provided solid opportunities for gaining hands-on experience, doing Information Architecture, Interaction Design, and Project Management. I also took many additional courses to supplement my skills.

Though it supplemented my IA MAIA degree with additional vocational training, it did not replace obtainment of the graduate-level degree IA MAIA. Without completion of my previous graduate-level degree, I could not have gained so much from MSP.

Since 1992, MSP has been the training leader in digital media trends and current technologies in Information Architecture and Internet Design.

Their community of creative and technical professionals provides expert training at their state-of-the-art facilities in the San Francisco downtown financial district. The MSP is proud to be designated by Adobe Systems Incorporated as a Partners by Design School.

- <https://partners.adobe.com/partnersbydesign/main.html>

Primary Subject Matter Focus

Information Architecture, Interaction Design, Information Design, User Experience Design, Technical Writing, Usability Testing, and Project Management.

Secondary Subject Matter Focus

Computer Programming (Dreamweaver, BBEdit, Visio, HTML, DHTML, CSS, JavaScript, Java, UNIX, Apache; QuarkXPress, InDesign, Photoshop, ImageReady, Illustrator), and Information Technology.

The University—San Francisco State University
The Multimedia Studies Program

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Information Architect & Design Coursework

IA MAIA & IA ID&T Certifications—Credentials

IA BAIA, BFA, AS & Achievement Award—Credentials

Information Architecture, PM & Graphic Design

The concentration provides formal structure from the visual media studies program (user experience design), incorporating graphic design, typography, and digital media in the AS and Award of Achievement (because of articulation agreements; certified by the State of California as a vocational training program in graphic design), IA BAIA (double major in Information Architecture, Graphic Design), IA MAIA and IA ID&T programs.

Credentials in Information Architecture, PM & Design

While many Universities do not offer degree programs in Information Architecture, this unique program was interdisciplinary and allowed for other design-related learning materials and courses relevant to the industry of Information Architecture (IA), User Experience Design (UXD), Project Management (PM).

A component to the IA BAIA Information Architecture and design programs By extension to the IA MAIA graduate-level program, one may specialize in many different design-related fields. That is why I majored in Information Architecture and Project Management.

Practical work experience were gained from several internships, supervised work experience via the IA BAIA, IA MAIA and IA ID&T graduate-level programs, contractual work, and completion of various projects.

Information Architecture & Navigational Systems

Because having accomplished degrees in Graphic Design, this specialized type of design education can only enhance and strengthen skills in Web design, Information Architecture, User Experience Design, and Project Management.

Doing a specific Thesis Report on Information Architecture and Navigational Systems (The NS Model), including: Heuristic Evaluations—that a solid framework and excellent model was developed during the IA MAIA program.

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Information Architect & Design Coursework

The concentration was interdisciplinary, incorporating the study of graphic design, typography (within the design of complex visuals such as maps, charts, diagrams, and navigational systems—requires a tight focus on verbal content, typographic details, aesthetic consistency, how the communication will be used, and who its audience will be), history, aesthetics, process, technology, project management, Information Architecture, usability testing, materials, and marketing.

Graphic Design & Typography

The BFA program was in Graphic Design; California College of the Arts. The CCA is proud to be designated by Adobe Systems Incorporated as a Partners by Design School.

Emphasis: **Geschichte der Schule für Gestaltung Basel.**

- <https://partners.adobe.com/partnersbydesign/main.html>

Primary Subject Matter Focus

Information Architecture, Navigational Systems (The NS Model), User Experience Design, Heuristic Evaluations, Usability Testing, Information Design, Website Design and Management, Research, and Project Management.

Using The NS Model

1. Hierarchical Navigational Systems,
2. Global Navigational Systems,
3. Local Navigational Systems,
4. Integrated Navigational Systems,
5. Remote Navigational Systems,
6. Ad Hoc Navigational Systems, and
7. Search Engines in Websites. (2)

(2) Original research and development Thesis Report on The NS Model, Information Architecture, Navigational Systems, including Online NS Tutorial.

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Secondary Subject Matter Focus

Graphic Design, Typography, Visual Communications (User Experience Design), Graphic Design History, Art History, Drawing, Illustration, Branding and Logo Design, Exhibition Design, Signage Design, Collage Design, Product Design, Fine Arts, Drafting and Sketching, Color Theory, Photography, Multimedia Development and Production, Animation, Prepress Production.

Desktop Publishing (InDesign, QuarkXPress, Photoshop, ImageReady, Illustrator, FreeHand, Flash, Dreamweaver, BBEdit, FTP, HTML, MS Word, MS Project), Website Design & Management.

Technical Writing and Communications, Document Design, Printing, Finishing and Bindery, Creative Writing, Business and Marketing, English, Business English, Mathematics, Statistics, Sciences, History, Film, Psychology, and Other Relevant Electives.

The University—San Francisco State University
Design & Industry Department

The College—California College of the Arts
Geschichte der Schule für Gestaltung Basel
Graphic Design Department