



Steven Heitman
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INFORMATION ARCHITECTURE:

IA Credentials

Graduate Programs Equivalent to 60 Units

IA BAIA, BFA, AS & Achievement Award / Vocational Training

Information Architecture, User Experience Design, Project Management & Graphic Design

The concentration provides a formal structure from the visual media studies program, 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 (programs included relevant internships and vocational training).

- **Awards:** *Epsilon Pi Tau*, *The International Honorary for Professions in Technology*; *Golden Key National Honor Society* at The University—San Francisco State University.
- Took additional graphic design and typography courses at the **California College of the Arts**, **BFA** Graphic Design.

IA MAIA & IA ID&T / IA Certifications / Vocational Training

IA Internet Design & Technology

The **IA MAIA** and **IA ID&T** programs, with a strong emphasis in **Information Architecture** (IA), Navigational Systems (NS; **The NS Model**), **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, including: IA processes and procedures, *IA vocational training and industry skills*, writing IA design plan reports (Website audits), 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, technical writing, interactive script writing, use case scenarios, basic computer programming, information technology, usability testing, and project management (programs included relevant internships and vocational training).

IA MAEd & IA TPW / IA Certifications / Vocational Training

Information Architecture, User Experience Design, Project Management & Corporate Training

The **IA MAEd** and **IA TPW** programs cover 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, The IA Model), visual and Web-based design (User Experience Design), e-learning, **Information Architecture** (IA; **The IA Model**), **User Experience Design**, visual communications, graphic design, multimedia production, video production, Adobe Creative Suite, usability testing and assessments, and project management. Practical work experiences were gained from several internships and completion of various projects. **IA Credentials** and **IA Certifications** in binder, including: annotated synopses of IA, PM portfolios, and letters of recommendations (programs included relevant internships and vocational training).

Technical, Professional Writing & Information Architecture / Vocational Training

The **IA TPW** program covers technical and professional writing (supplemental and completed in conjunction with the **IA MAEd** graduate-level program)—with a strong emphasis in **Information Architecture & Design**, and **Usability Testing** (programs included relevant internships and vocational training).