



Steven Heitman
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INFORMATION ARCHITECTURE: Annotations

Information Architect & Design Coursework

Information Architect & Design Coursework

Color

Process:

- Investigating the interaction between color and form as well as color and material.
- Studying the effect of colors in their relationship with other colors, through changes in proportions and use of different techniques practical manual work with paint and brush as well as with the help of the computer.

Objectives:

- The refinement and enrichment of a personal color vocabulary.
- To gain experience and develop criteria for judging the quality of color in different types of applications.

Image

Process:

- Creating an image, developing a composition and finding formal solutions within the possibilities of a specific technique.
- Working with different media such as drawing, painting and photography.

Objective:

- To gain knowledge and experience in creating pictorial messages and to apply the formal elements of size, contrast, color, etc., in order to create visual hierarchies.

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Drawing

Process:

- Analytical drawing based on the observation of objects with geometrical and non-geometrical structure.
- Deepening and intensifying the experience by successively increasing the complexity of the objects working with pencil and paper at an easel.

Objective:

- Developing the skill of spatial drawing and sharpening the sense of visual perception.

Spatial Design

Process:

- Introduction to basic aspects of spatial design by investigating the relationships between object and space, proportion and dimension, as well as spatial perception and atmosphere.

Objectives:

- To analyze and create spatial situations.
- To develop strategies to generate and transform shape and space.
- To investigate the design process through three-dimensional projects.
- To describe and communicate spatial topics through text and two- and three-dimensional media.

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Form and Concept

Process:

- Investigations concerning the form and content of visual messages in single images as well as in series of images.
- Studies are based on a method using extensive research in order to develop and discover new insights.
- Assignments are of increasing complexity; in the beginning they are clearly structured, later allowing for more personal freedom in interpretation working with different media, photography, drawing, painting, etc.

Objective:

- To gain knowledge and experience in structuring a design process.

Art and Design

Process:

- Discussing concrete examples of art and design.

Objective:

- Positioning your own work in today's world of art and design.

Letterform and Typography

Process:

- Introduction to the basics of letterform design and typography, through a sequence of practical exercises and the analysis of historical and applied examples.

Objectives:

- To refine awareness of the relationship between form and counterform.
- To explore design possibilities for letterforms, signs, and symbols.
- To investigate characteristics and proportions of letterforms.
- To develop series of interrelated letterforms.
- To examine contemporary examples and environmental lettering.

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Elective IA & Design Coursework:

- Video,
- Photography,
- Color,
- Two-dimensional design,
- Three-dimensional design,
- Foundation drawing: architecture,
- Foundation drawing: figure,
- Printmaking: silkscreen,
- Printmaking: etching,
- Spatial representation: digital,
- Typography and layout,
- Experimental design and typography, and
- Other relevant electives.

IA & Design Work Experience:

- Culminating Experience for IA BAIA: Information Architecture & Design project with Youth Law Center. It included working extensively with stakeholders, mapping and diagramming, deliverables, project management, usability testing, and final project.
- Previously, completed approximately 1-year, in-house, internship in graphic design and communications, as well as other graphic design internships. This also includes completing vocational training programs, doing Information Architecture and Design. Every program included vocational training as a component with hands-on training in relevant subjects (information architecture, navigational systems, design and communications, project management, Website design and management, usability testing, computing technology skills, technical writing, instructional design, and corporate training), including two-graduate level degrees, with a specialization in Information Architecture and Design; The IA Model and The ADDIE Model; understanding a systematic approach for doing projects and getting projects done right.
- Professional and transferrable skills from working for many years in corporate environments.

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- Culminating Experience for IA BAIA: Senior Thesis Report and project about Information Architecture & Design; *HTML Editors—Their Practical Use in Web Design*. It included working with Professors at The University, research and development, mapping and diagramming, usability testing, and final project; received honorary awards for academic and information technology achievements.
- BFA Graphic Design: Completed selected coursework, drawing, art history, graphic design and typography, 2D, at the California College of the Arts.

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