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I N F O R M A T I O N   A R C H I T E C T U R E: About BAIA / BFA Programs

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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Sr. User/Design Researcher / Information Architect Specialist
User Experience Designer

BAIA / BFA

About the BAIA (Information Architecture & Design)
(Graphic Design) Programs

The BAIA is an interdisciplinary design program in—user/design research, visual communication, product design and development, industrial technology—which provide the designer with an opportunity to develop an individualized course of study in the areas of general design studies for:

- User/design research, visual communication design, user-centered design, information architecture, user experience design, project/product management, and technology.

In fact, I decidedly took advantage of these interdisciplinary programs and developed my own unique major in user/design research, information architecture and design, interaction design, interface design, conceptual-user-centered design, including user experience design, user-centered design, usability testing, Website design, and project/product management.

Both the BAIA and BFA programs are excellent undergraduate programs that promote, doing quality graphic design and design projects—other projects in user experience design that encompass fully the end users' needs—doing user-centered design in a manner that helps everyone online or in to navigate better in physical spaces.

These programs emphasized problem-solving competencies and using critical thinking skills to problem solve for complex design problems. And writing skills that would enable one to successfully detail in written and oral communication professional language communication skills—emphasized design and typographical elements to better enhance design communication—technical communications and information architecture and user experience design. For the right look and feel and user-centered design components, it provides structural elements on interface design and product design; navigation design helps us all get around and wayfind better, using digital design products. This means a greater ability to successful sense making online—as they say at MIT or Harvard University—we also emphasize the same sort of good things at San Francisco State University in the undergraduate design program.

INFORMATION ARCHITECTURE: About BAIA / BFA Programs

Information Architect & Design Experience

**Interdisciplinary Electives Required—
Information Architecture & Design, Product Management**
The design major prepares designers (user/design research practitioners) and/or information architects and/or user experience designers for a program of graphic design or design-architecture-related study (digital media), or other specialized areas in technology, learning (learning by doing and various multiple projects and internships), research, development, practice, as well as flexible collaboration with other disciplines involving technology, user experience, and creative design-problem solving. Senior-level thesis report, project, and presentation: *HTML Editors—Their Practical Use in Web Design*.

- Primary Major/Emphasis: User/Design Research, Information Architecture, User Experience Design, Navigation Design, Interaction Design, Interface Design, Drafting and Sketching, Project/Product Management, Usability Testing

- Secondary Major/Emphasis: Graphic Design, Graphic Design History, Typography, Color Theory, Animation, Multimedia, Product Design, Adobe Creative Suite

Foundational Skills
The BFA program—California College of the Arts—includes the design of complex visuals such as maps, charts, diagrams, and navigational systems. This requires a tight focus on verbal content, typographic details, aesthetic consistency, how the communication will be used, and who its audience will be.

- Major/Emphasis: Graphic Design, Typography

- Completed 4 courses: Graphic design, 3D visual dynamics, art history, drawing—reviewed first—received highest A

Details
Interdisciplinary curricula significantly contributed to the university programs for being an information architect and designer, user experience designer, manager (combined programs).