

INFORMATION ARCHITECTURE

PLANNING AND EVALUATION

UNIT 1: BASIC CONCEPTS (8 AND 9 OF JULY) (Group 1):

READINGS:

- Morville, Peter y Rosenfeld, Louis (2006). "Part I. Introducing Information Architecture".
Morville, Peter y Rosenfeld, Louis (2006). *Information Architecture for the World Wide Web*. Sebastopol (CA): O'Reilly Media Inc, p. 3-38.
- Beecher, Fred (2009). "The iPhone is not easy to use: a new direction for UX Design". [En línea]. *Johnny Holland Magazine*. <<http://johnnyholland.org/magazine/2009/08/the-iphone-is-not-easy-to-use-a-peek-into-the-future-of-experience-design>>. [Consulta: 10 enero 2010].
- Morville, Peter (2004). "A brief history of Information Architecture". Gilchrist, Alan and Mahon, Barry (2004). *Information Architecture*. London: Facet Publishing.
- Hagedorn, Kat (2000). "Information Architecture Glossary". [En línea]. *Argus Center for Information Architecture*. <http://argus-acia.com/white_papers/ia_glossary.pdf>. [Consulta: 10 enero 2010].
- Feldman, Susan (2004). "The high cost of not finding information". [En línea]. *KMWorld*. <<http://www.kmworld.com/Articles/ReadArticle.aspx?ArticleID=9534>>. [Consulta: 10 enero 2010].
- Reiss, Eric (2007). "We Are All Information Architects". [En línea]. *Konspekt*, <<http://www.wsp.krakow.pl/konspekt/30/index.php?i=024>>. [Consulta: 10 enero 2010].
- Reiss, Eric (2008). "It's Not What You Think, but How You Think". *Bulletin of the American Society for Information Science and Technology*, vol. 34, n° 3, págs. 47-50.
- Broder, A. (2002). "A Taxonomy of Web Search". *SIGIR Forum*, vol. 36, n° 2, págs. 3-10.
- Bates, Marcia J. (1989). "The Design of Browsing and Berrypicking. Techniques for the Online Search Interface". *Online Review*, vol. 13 págs. 407-424.

ASSIGNMENTS:

a) The group has to give an articulated speech about the basic concepts of Information Architecture using the main ideas included in the readings.

CALENDAR:

The group has 2:30 hours to develop assignment a): 8 of July (16-18) and 9 of July (9:30-11).

UNIT 2: ORGANIZATION SYSTEMS (10 OF JULY) (Group 2):

READINGS:

Morville, Peter y Rosenfeld, Louis (2006). "Organization Systems". Morville, Peter y Rosenfeld, Louis (2006). *Information Architecture for the World Wide Web*. Sebastopol (CA): O'Reilly Media Inc, p. 50-75.

Shirky, Clay (2005). "Ontology is Overrated: Categories, Links, and Tags". [En línea]. *Clay Shirky's Writings About the Internet*, <http://www.shirky.com/writings/ontology_overrated.html>. [Consulta: 10 enero 2010].

Larson, K., y Czerwinski, M. (1998). "Web Page Design: Implications of Memory, Structure and Scent for Information Retrieval". [En línea]. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*. <http://research.microsoft.com/en-us/um/people/marycz/chi98_webdesign.pdf>. [Consulta: 10 enero 2010].

ASSIGNMENTS:

a) The group has to give an articulated speech about Organization Systems using the main ideas included in the readings. These ideas have to be illustrated using original websites examples (not included in the readings).

b) The group has to evaluate the organization systems of the European Union official website (http://europa.eu/index_en.htm).

CALENDAR:

The group has 2:30 hours to develop assignments a) and b): 10 of July (14-15:30 and 16-17).

UNIT 3: LABELING SYSTEMS (12 OF JULY) (Group 3):

READINGS:

Morville, Peter y Rosenfeld, Louis (2006). “Labeling Systems”. Morville, Peter y Rosenfeld, Louis (2006). *Information Architecture for the World Wide Web*. Sebastopol (CA): O’Reilly Media Inc, p. 76-105.

von Ahn, L.; Maurer, B.; McMillen, C.; Abraham, D. y Blum, B. (2008). “reCAPTCHA: Human-Based Character Recognition via Web Security Measures”. *Science*, vol. 321, nº 5895, págs. 1465 – 1468.

Spiteri, Louise (2005). “Controlled Vocabularies and Folksonomies”. [En línea]. *Canadian Metadata Forum*, <<http://www.collectionscanada.ca/obj/014005/f2/014005-05209-e-e.pdf>>. [Consulta: 10 enero 2010].

Nielsen, J. (2009). *Top 10 Information Architecture Mistakes..* [En línea]. <<http://www.useit.com/alertbox/ia-mistakes.html>>. [Consulta: 10 enero 2010].

ASSIGNMENTS:

a) The group has to give an articulated speech about Labeling Systems using the main ideas included in the readings. These ideas have to be illustrated using original websites examples (not included in the readings).

b) The group has to evaluate the labeling systems of the European Union official website (http://europa.eu/index_en.htm).

CALENDAR:

The group has 2:30 hours to develop assignments a) and b): 12 of July (9:30-11 and 11:30-12:30).

UNIT 4: NAVIGATION SYSTEMS (13 OF JULY) (Group 4):

READINGS:

Morville, Peter y Rosenfeld, Louis (2006). "Navigation Systems". Morville, Peter y Rosenfeld, Louis (2006). *Information Architecture for the World Wide Web*. Sebastopol (CA): O'Reilly Media Inc, p. 106-131.

Instone, Keith (2009). *Location, Path & Attribute Breadcrumbs*. [En línea]. <<http://instone.org/breadcrumbs>>. [Consulta: 10 enero 2010].

Gube, Jacob (2009). "Breadcrumbs in Web Design: Examples and Best Practices". [En línea]. *Smashing Magazine*. <<http://www.smashingmagazine.com/2009/03/17/breadcrumbs-in-web-design-examples-and-best-practices-2/>>. [Consulta: 10 enero 2010].

Backer, I. (2005). "Information Scent: Helping People Find the Content They Want". [En línea]. Step Two Designs. <http://www.steptwo.com.au/papers/kmc_informationscnt>. [Consulta: 10 enero 2010].

Porter, J. (2003). "Testing the Three-Click Rule". [En línea]. *User Interface Engineering*. <http://www.uie.com/articles/three_click_rule/>. [Consulta: 10 enero 2010].

Fox, Chiara (2003). "Sitemaps and Site Indexes: What They Are and Why You Should Have Them". [En línea]. *Boxes and Arrows*, <http://www.boxesandarrows.com/view/sitemaps_and_site_indexes_what_they_are_and_why_you_should_have_them>. [Consulta: 10 enero 2010].

ASSIGNMENTS:

a) The group has to give an articulated speech about Navigation Systems using the main ideas included in the readings. These ideas have to be illustrated using original websites examples (not included in the readings).

b) The group has to evaluate the navigation systems of the European Union official website (http://europa.eu/index_en.htm).

CALENDAR:

The group has 2:30 hours to develop assignments a) and b): 13 of July (14-15:30 and 16-17).

UNIT 5: SEARCH SYSTEMS (14 OF JULY) (Group 5):

READINGS:

Morville, Peter y Rosenfeld, Louis (2006). "Search Systems". Morville, Peter y Rosenfeld, Louis (2006). *Information Architecture for the World Wide Web*. Sebastopol (CA): O'Reilly Media Inc, p. 132-175.

Bring, S. and Page, L. (1998). "The anatomy of a search engine". *Proceedings of the Seventh International World Wide Web Conference*, p. 107-117.

ASSIGNMENTS:

a) The group has to give an articulated speech about Search Systems using the main ideas included in the readings. These ideas have to be illustrated using original websites examples (not included in the readings).

b) The group has to evaluate the search systems of the European Union official website (http://europa.eu/index_en.htm).

CALENDAR:

The group has 2 hours to develop assignments a) and b): 14 of July (9:30-11 and 11:30-12).

UNIT 6: CONTROLLED VOCABULARIES (14 OF JULY) (Group 6):

READINGS:

Morville, Peter y Rosenfeld, Louis (2006). "Thesauri, Controlled Vocabularies, and Metadata". Morville, Peter y Rosenfeld, Louis (2006). *Information Architecture for the World Wide Web*. Sebastopol (CA): O'Reilly Media Inc, p. 176-210.

Nudelman, G. (2010). "Faceted Finding with Super-Powered Breadcrumbs". [En línea]. *Boxes and Arrows*, <<http://www.boxesandarrows.com/view/faceted-finding-with>>. [Consulta: 10 marzo 2010].

English, J.; Hearst, M.; Sinha, R.; Swearingen, K. and Yee, P-K. (2003). *Flexible Search and Navigation using Faceted Metadata*. Technical report, University of Berkeley, School of Information Management and Systems.

ASSIGNMENTS:

- a) The group has to give an articulated speech about Controlled Vocabularies using the main ideas included in the readings. These ideas have to be illustrated using original websites examples (not included in the readings).
- b) The group has to evaluate the controlled vocabularies of the European Union official website (http://europa.eu/index_en.htm).

CALENDAR:

The group has 1 hour to develop assignments a) and b): 14 of July (12-13).