Information Architecture and Flowcharting

Tasks:

1. View current CG Computer Graphic website http://sites.csn.edu/cg/
2. Start the Information Architecture process by identifying a better organizational structure for the CG website. You will need to identify logical sections and their subsections.
3. Identify a minimum of six main sections (categories). The main sections would be individual section pages.
4. Identify a minimum of three secondary section pages available from each main section page.
5. Create an IA diagram/flowchart using the reverse branching bush example mentioned in the book. The IA diagram will show the hierarchical relationship for the new website. Use Microsoft Office Powerpoint 2007 Insert>Smart Art>Hierarchy>Hierarchy
6. Identify Top Level Navigation (identify new main nav for the new site).
7. Sketch at least two different basic layout designs on paper. Must be very different than the current design. The designs should focus on functionality and not so much on the “prettiness” of the design. Keep designs simple, no color, use pencil or black pen. See book for ideas. You will need to scan these onto the computer.
8. During lab show Instructor your two layout designs and the other completed tasks mentioned above.
9. For homework pick one layout design to mockup (storyboard). Must be done in color. Can be done on the computer. Mockups/storyboards are used to visualize your design and layout ideas before actually producing the entire website. See book for ideas.
10. Recommended you create a mockup of two pages, the index or home page which must show a main nav and one of the main section pages which shows links to its individual section pages.
Background on website:
CG Computer Graphic website http://sites.csn.edu/cg/

The Computer Graphics website is the official online site for the GRC / Computer Graphics Department. Currently, the site is based on Ed Kanet’s functional but awkward and dated design. It does not have logical sections but instead has links to about three dozen pages. This overabundance of links makes it very difficult to find anything from the homepage.

In order to start the Information Architecture processes identify the main section pages and then identify their secondary content pages.

1. Identify a minimum of six main section (category) pages that we can organize the current website into. The six section pages will represent six web pages in addition to the index page. These pages will help organize the website’s content into logical section pages. For example, you might decide that you want the new website to have six main category pages in addition to the home page like Degrees, Students, Faculty, Help, etc.

2. Next, identify a minimum of three secondary content pages for each main section page. For example, you might decide that for one of the main category pages called Degrees there are three secondary pages, Graphic Design, Web Design, Multimedia Authoring, etc.

✓ Make sure to complete all the tasks listed on the first page.
For ideas view examples:
http://sites.csn.edu/cg/avalentiner/275/samples/a4samples.html
Review of terms:

**User Centered Design** - Building a website for your users (not just for you). Audience desires a certain experience or content. Design a site for your user’s strengths and weaknesses. Use every possible technique to successfully bring users to your site. Make it easy and help them find what they're looking for. Make sure they have a rewarding experience in order to keep them coming back. Remember to stay focused on meeting the needs of your users.

**Information Architecture** – Process by which your website’s content is broken into chunks and then organized hierarchically in relation to one another. The recommended two steps are to organize site’s information and build IA diagram.

**IA diagram** - Visually represents the hierarchical organization. Helps visualize the sections and subsections of information in your site.

**Writing for web** - Different than writing for print. Design web content to be scannable. Users scan content they don’t read.

**Design Process** - Helps structure project, stay on task, and complete in an efficient manner.

Understand the book’s idea regarding **Web Design Process (four main steps)**

1. Pre-production
2. Navigation
3. Layout
4. Writing