

# Information & Information Architecture

Interactive Media 1 – Semester 1 2022

# Information vs Data

**“Information is data that has been organized, contextualized, and interpreted.”**

Murray, J 2012, *Inventing the Medium: Principles of Interaction Design as a Cultural Practice*, MIT Press, Cambridge

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<title>Boiler-Plate HTML/CSS/JS</title>

</head>

<body>


## here's some cool sunglasses



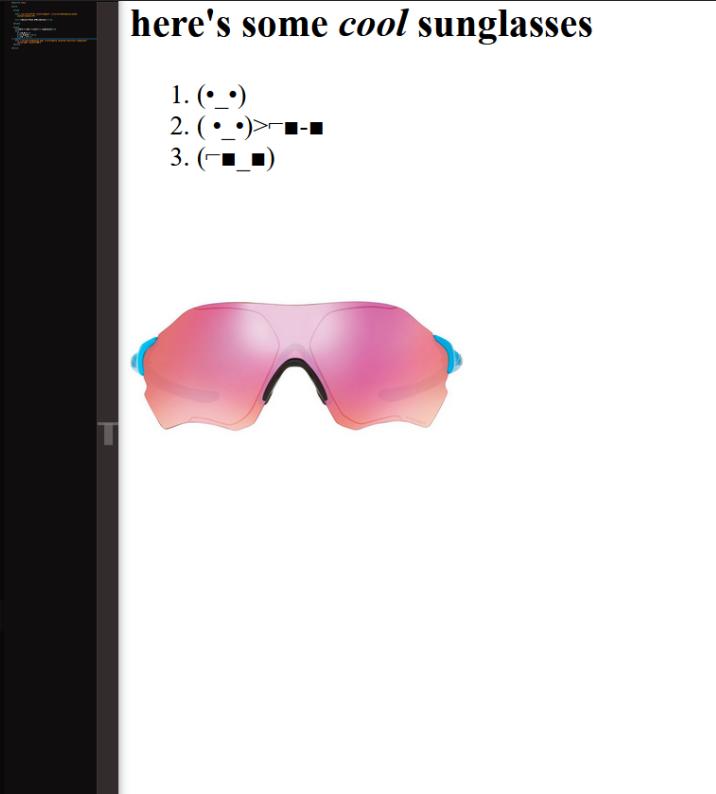
<ol>
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</ol>



</body>

</html>
```





# Information Architecture & Design



**“Information Designers and Information Architects create organizational structures to store, retrieve, and present information as clearly as possible, mastering complexity through the use of appropriate conventions of format and representation.”**

Murray, J 2012, *Inventing the Medium: Principles of Interaction Design as a Cultural Practice*, MIT Press, Cambridge



# Visual Hierarchy

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**Australia news**

Morrison decries 'arc of autocracy' reshaping world as he pledges to build nuclear submarine base

● Live / Australia news updates live: crash closes Sydney Harbour Bridge; PM flags 'enormous' flood recovery effort; Turnbull criticises submarine base plan

A decent and fair Australia? The solution may lie in the old fashioned notion of community

Grace Tame and Brittany Higgins are supremely admirable, and the acceptable white faces of Australian feminism

Beyond dire: how the Queensland and NSW floods are worsening the rental crisis

Rebuild or relocate? Australians face painful dilemma as floods become the new normal

Prime minister to say Australia faces its 'most difficult and dangerous security environment in 80 years'

Climate Council says too many leaders are silent on global heating's role in 'megafoods'

Elizabeth Hurley mourns 'Lionheart' Shane Warne after shock death

AGL rejects higher bid from Mike Cannon-Brookes and Brookfield, potentially ending takeover push

The dangers of body shaming extend beyond the individual being shamed, particularly when the subject is an admired elite sports star.

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**Australian politics**

Dutton dials back language on Australia defending Taiwan in a potential war with China

Climate 200 independents lead Facebook ad spending ahead of election

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# Visual Hierarchy – Design Techniques

- Size
- Colour
- Contrast
- Alignment
- Repetition
- Proximity
- Whitespace
- Texture and Style

The screenshot shows the homepage of The Guardian's Australia edition. At the top, there's a dark blue header with the site's name 'The Guardian' and its 200th anniversary logo. Below the header, a navigation bar includes links for News, Opinion, Sport, Culture, Lifestyle, and More. A 'Support the Guardian' section encourages readers to contribute or subscribe. The main content area features a large image of the Sydney Harbour Bridge at night. Below it, a prominent headline reads: '● Live / Australia news updates live: crash closes Sydney Harbour Bridge; PM flags 'enormous' flood recovery effort; Turnbull criticises submarine base plan'. To the right of this main story are several smaller articles with images and brief descriptions. For example, one article about Morrison mentions 'arc of autocracy' and nuclear submarine bases. Another article discusses body shaming in sports. At the bottom of the page, there are sections for 'Australian politics' and 'Climate Council' news, along with a 'Hide' button.

Soegaard, M 2021, *Visual Hierarchy: Organizing content to follow natural eye movement patterns*, Interaction Design Foundation, accessed 21/07/2022, <https://www.interaction-design.org/literature/article/visual-hierarchy-organizing-content-to-follow-natural-eye-movement-patterns>