

Information Architecture

Information Architecture is important in creating websites. Before, I used to think that simply the design will make a website good but I was wrong because no matter how beautiful your website is, if the contents are organized or simply confusing, people will stay away from your website. By applying information architecture, your website will not only be appealing, it will make your visitors incline to read in more in your website. Personally, when I look into a site if I see a site with just full text, it really turns me off because I feel overwhelmed with the text that's taking over the whole website. So, I think it's always a must to divide the content of your website so visitors wouldn't feel overwhelmed and be bored of your website. It's also good to always put menu so it's easy to navigate through the website so you know where you at the site. Color Schemes is also important especially for the text because some colors are really bad to look at and simply not pleasing to the eyes. The font size also matters because if you make it too small, people will have a hard time to read, making it too big will overwhelm them. It is also important to highlight text when needed to emphasize its importance because it will take their attention to that particular text because it's different from the others.