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ROLE OF INFORMATION ARCHITECT

The information architect must communicate effectively with the website development team. Besides communicating the architecture verbally, documents such as blue print diagrams must be created in ways that can be understood by the rest of the team regardless of their own disciplinary backgrounds. In the early days, websites were designed by a single individual called web master who was responsible for assembling and organising the content, designing the graphics. Then companies began to demand more of their sites. Simple home pages consequently became complex websites. Extensions, pluggings and language proliferated. Tables, WRML, frames JAVA were added to the toolworks. Increasingly, webmaster and their employers began to realize that the successful design and production of complex website requires and interdisciplinary approach. The composition of this team will vary depending upon the need of a particular project, available budget, and the availability of expertise.

Marketing

The marketing team focuses on the intended purpose and audience for the website. They must understand what to bring the right people to the website and what will bring them back again.

Information Architecture

The information architect focus on the design of organization, indexing, labelling, and navigation systems to support browsing and searching throughout the website.

Graphic Design

The designers are responsible for the graphic design and page layout that defines the graphic identity or look of the web site. They strive to create and implement a design philosophy that balances form and function.

Editorial

Editors focus on the use of language throughout the website. Their tasks may involve proofreading & editing copy, massaging content to ensure a common voice for the site & creating new copy.

Technical

The technical designers & programmers are responsible for server administration and the development of integration of site production tools and website applications. They advise the other teams regarding technology-related opportunity and limitation.

Project Management

The project managers keeps the project on schedule & within budget. He or she facilitates communication between the other teams and the clients or internal stakeholders

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Most integrated navigation items fit into 2 categories

Navigation Bars

It is a collection hyper text links grouped together in a page. It may be graphical in nature, implemented as an image map or as graphic images with in a table structure. Graphic navigation bars ten to look nicer but can significantly slow down page loading speed. Appropriate use of the <ALT> ATTRIBUTE to define replacement text for the image when ensure that your site supports navigation for these users. Graphical navigation bars may employ several techniques for conveying content and context including textual labels and icons. Textual labels are easier to create and by far most clearly indicate the contents of each option. Icons, on the other hand are difficult to create and often fail to indicate the contents of each option.

It's difficult to represent abstract concepts through images.

Frames

They present an additional factor to consider in the application. They allow you to define one or more independent scrollable panes with in a single browser window. Hyper textual links within 1 paine can control the content displayed in other panes within the same window. They can provide added content and consistency as users navigator's website.

This frame based navigation will be visible to the user in the same location in the browser window even while scrolling long documents.

Pull down Menu

They provide for many navigation options. The user can expand what appears as single line to present dozen of options. user must choose an option from the menu and then hit a go or submit button to move to the destination. You can implement a pull down menu on the web using programming language such as JAVA or Java script. As the user moves the cursor over a word or an area on the page, a menu pops up. The user can directly select a option from that menu.

Remote Navigation Elements

These are supplemental navigation systems such as table of content, index and site maps that are external to the basic hierarchy of a website and provide an alternative birds — Eye view of the side contents. While they can enhance excess to website content by providing complementary ways of navigating, they should not be used as replacement for poor organisation. they are similar to software documentation or help systems.

Table of content : They are the state of the art in print navigation. In a Book or magazine, they present the top. fuel levels up the information hierarchy. It shows the organisation structure for the printed work and supports random as well as linear access to the content through the use of chapters and page no.. It provides abroad view of the content in the site and facilitates random access to segmented portions.

The following rules of thumb :

1) Reinforce the information hierarchy so the user becomes increasingly familiar with how the content is organized.

2) Facilate fast, direct access to the contents of the site of for those users who know what they want.

3) Avoid overwhelming the user with too much information. The goal is to help, not scare, the user.

The Index : For web sites that aren't conductive to strong hierachical organization, a manually created index can be a good alternative to the more structured table of contents. Similar to an index found in print materials, a web based index presents keywords or phrases alphabetically, without representing the hierarchy. Unlike a table of contents, indexes generally are flat and present only one or two levels of depth. Therefore, indexes work very well for users who already know the name of the item they are looking for. A quick scan of the alphabetical listing will get them where they want to go.

The Site Map : Unlike tables of contents and indexes, maps have not traditionally been used to facilitate navigation through bodies of text. Maps are typically used for navigation of physical rather than intellectual space. This is significant for a few reasons. First, users are not familiar with the use of site maps. Third, most bodies of text do not lend themselves to graphical representation. If you decide to try site map, consider physical versus symbolic representation. Maps of the physical world do not present the exact geography of an area. Accuracy and scale are often sacrificed for representative contextual clues that help us find our way through the maze of highways and byways to our destination.