1. Learning Objectives
   1. Really only a few kinds of information structures
   2. Nomenclature matters immensely
   3. The organizing principle is very important
2. History of Information Architecture
   1. Once upon a time, this was very hip
   2. I probably called myself an Information Architect at some point
   3. When, generally, websites were static content presentations, the information architecture was the fundamental thing
   4. Particularly because there was no search, so browse was all there was
   5. Key difference between then and now is thinking of organization of the objects within the application versus the pages within a site
3. Kinds of static structures
   1. Modular
   2. Tabular
   3. Hierarchical
      1. parent-child
   4. Thematic
   5. Random
   6. Networks
4. Dynamic Structures are static structures plus time
5. The related concepts
   1. structure
   2. models
   3. organizing principles
   4. metadata
   5. taxonomy
6. Show that tabular organization
   1. consists of records on the rows
   2. and variables on the columns
   3. with values in the cells
   4. a vector and a record are the same thing in this case
7. In object-oriented vocabulary the object has properties
   1. properties are values for particular variables
   2. and this is the same as a vector
8. The models
   1. Data Model
   2. Object Model
   3. Conceptual Model
9. Defining the organizing principle
   1. Start with a communication objective and create a structure for it
   2. Start with a structure and create a means to communicate it
   3. Possibilities
      1. Time
      2. Geography
      3. Value
      4. etc
10. The fundamental question: what information must be passed back and forth?
    1. Think first about events
    2. then think about the transactions that result from the events
    3. cases = events + data
11. Conversation
    1. a series of transactions
    2. each end of the transaction produces a state
    3. you have to design all of those states