

# Information Architecture

by sorting out things like this:



CLASSIFICATION  
and HIERARCHY



LABELS and  
TAGGING



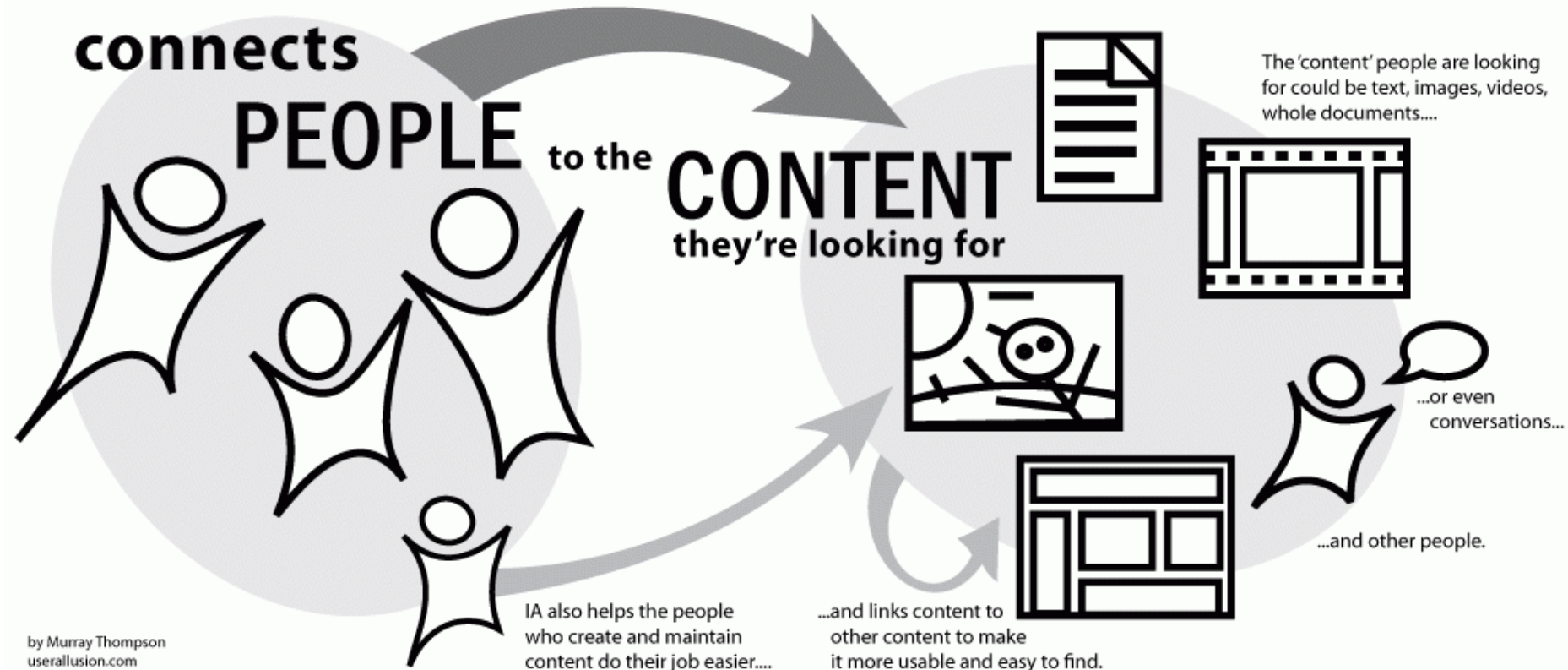
NAVIGATION and  
WAYFINDING



SEARCH

# INFORMATION ARCHITECTURE

(IA for short)



# IA on the Web

- Ontology – the domain; the structure
  - What are all the things that are important?
- Taxonomy – the words; the tags
  - Within the world of *what is important*, how are things referred to?
- Choreography – the order/steps; the navigation
  - How should the important things be presented? In what order?