



INFORMATION ARCHITECTURE

ONTOLOGY, TAXONOMY, CHOREOGRAPHY

by sorting out things like this:



CLASSIFICATION
and HIERARCHY



LABELS and
TAGGING



NAVIGATION and
WAYFINDING



SEARCH

INFORMATION ARCHITECTURE

(IA for short)

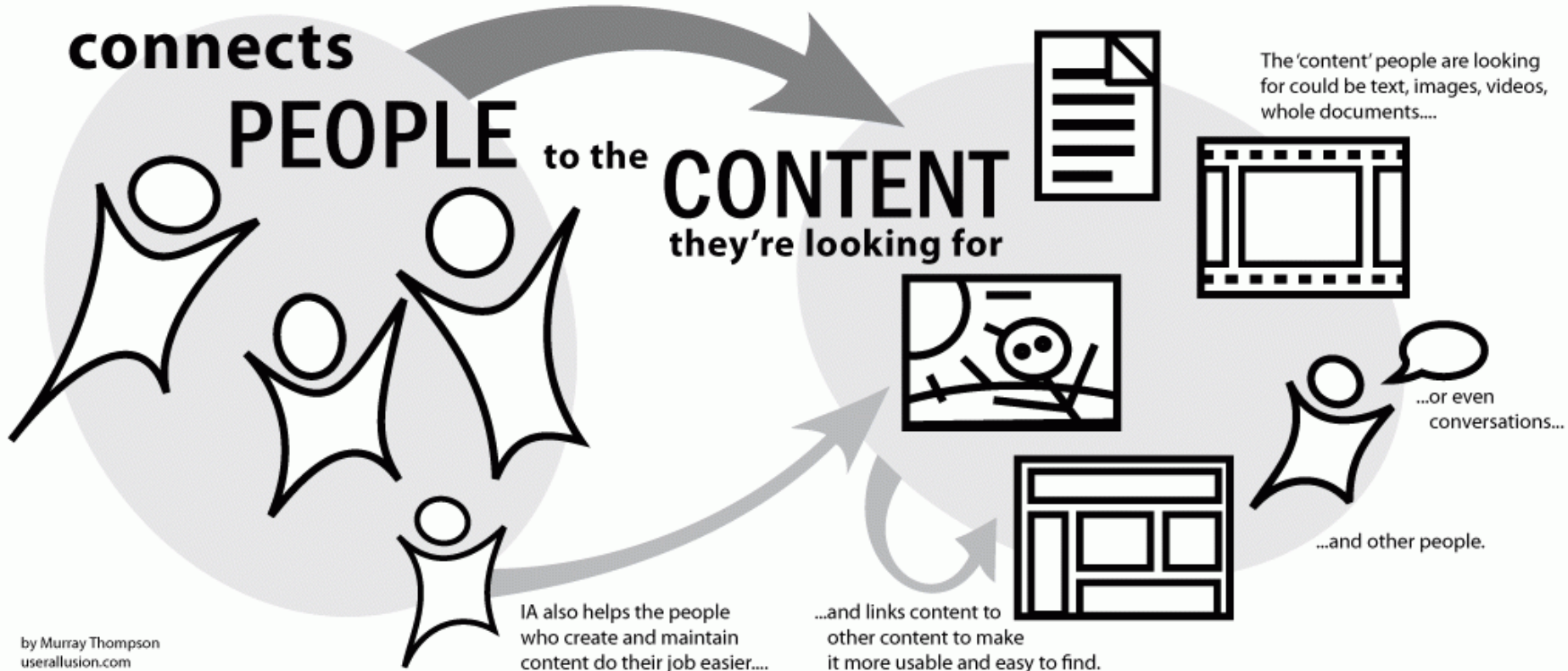
connects

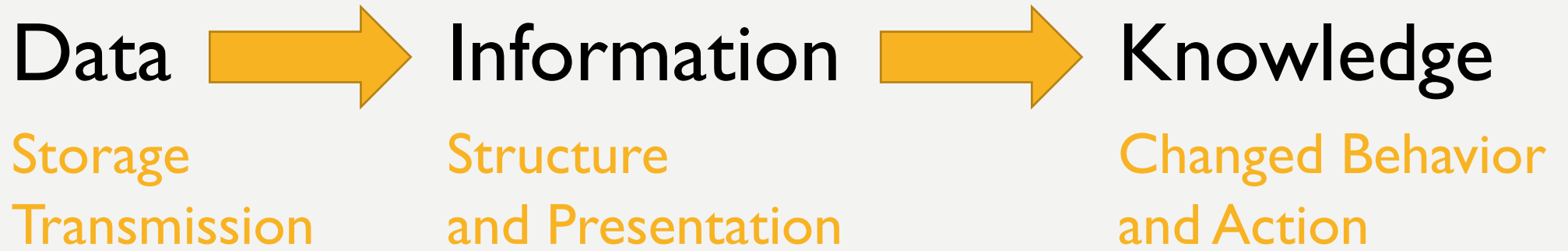
PEOPLE

to the

CONTENT

they're looking for





Data 0001 0001 0010 0000 0001 1001 0110 0001
 1 1 2 0 1 9 6 1

Information 11/20/1961
 (mm/dd/yyyy)

Knowledge My birthday is: November 20, 1961

INFORMATION ARCHITECTURE 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?

ONTOLOGY

- Domain
- Frameworks

LATCH

Richard Saul Wurman

L

location

A

alphabet

T

time

C

category

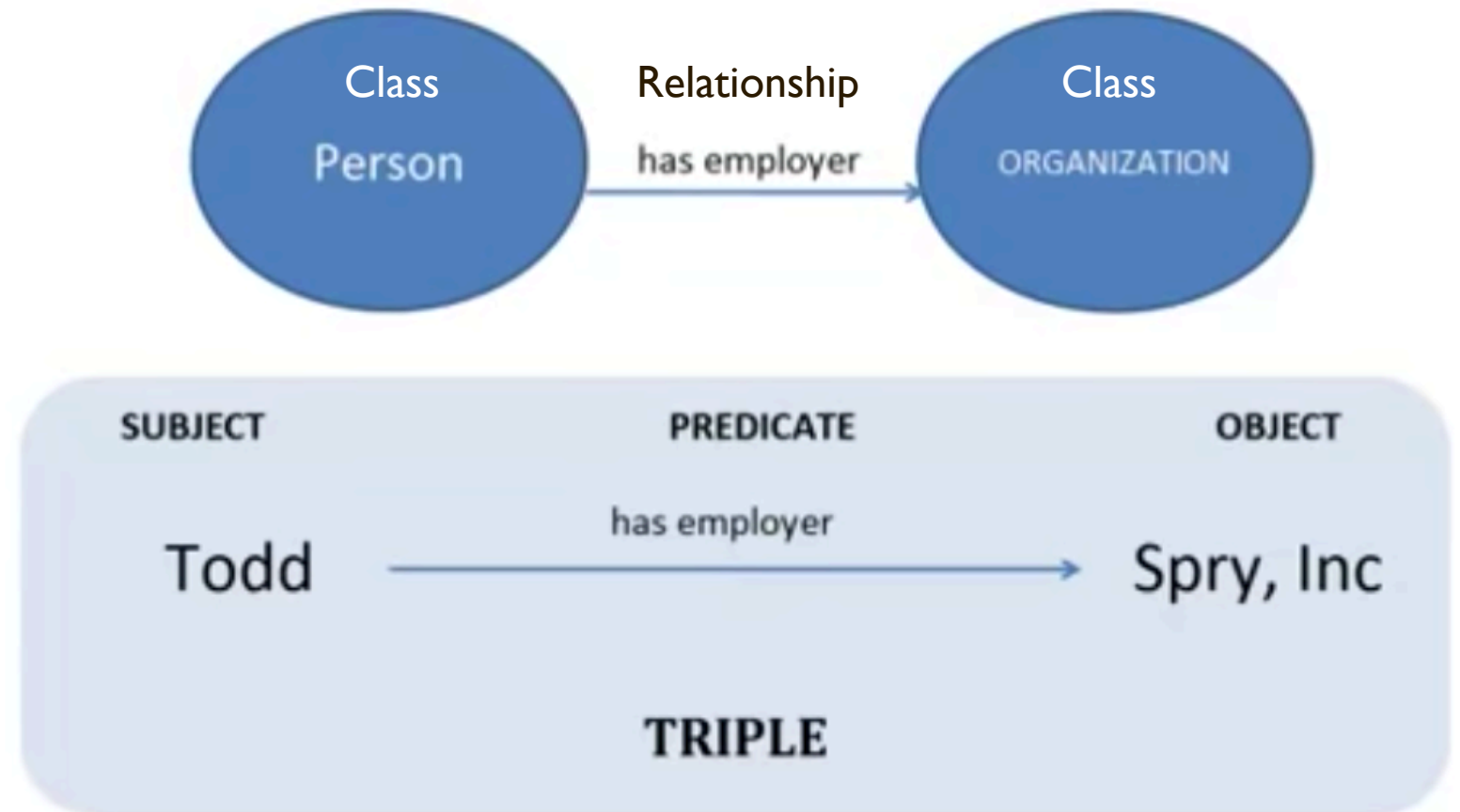
H

hierarchy

ONTOLOGY

- Domain
- Frameworks
- Relationships

Relationships within a Domain



TAXONOMY

Arranging the parts into labeled sections

Labels, i.e.
HTML tags!

Document
structure

Document
outline



Content descriptors

E.g. "students" --> "Experience" ...or is it "jobs"
or "work experience"

