



# **INFORMATION ARCHITECTURE**

**ONTOLOGY, TAXONOMY, CHOREOGRAPHY**

by sorting out things like this:



CLASSIFICATION  
and HIERARCHY



LABELS and  
TAGGING



NAVIGATION and  
WAYFINDING



SEARCH

# INFORMATION ARCHITECTURE

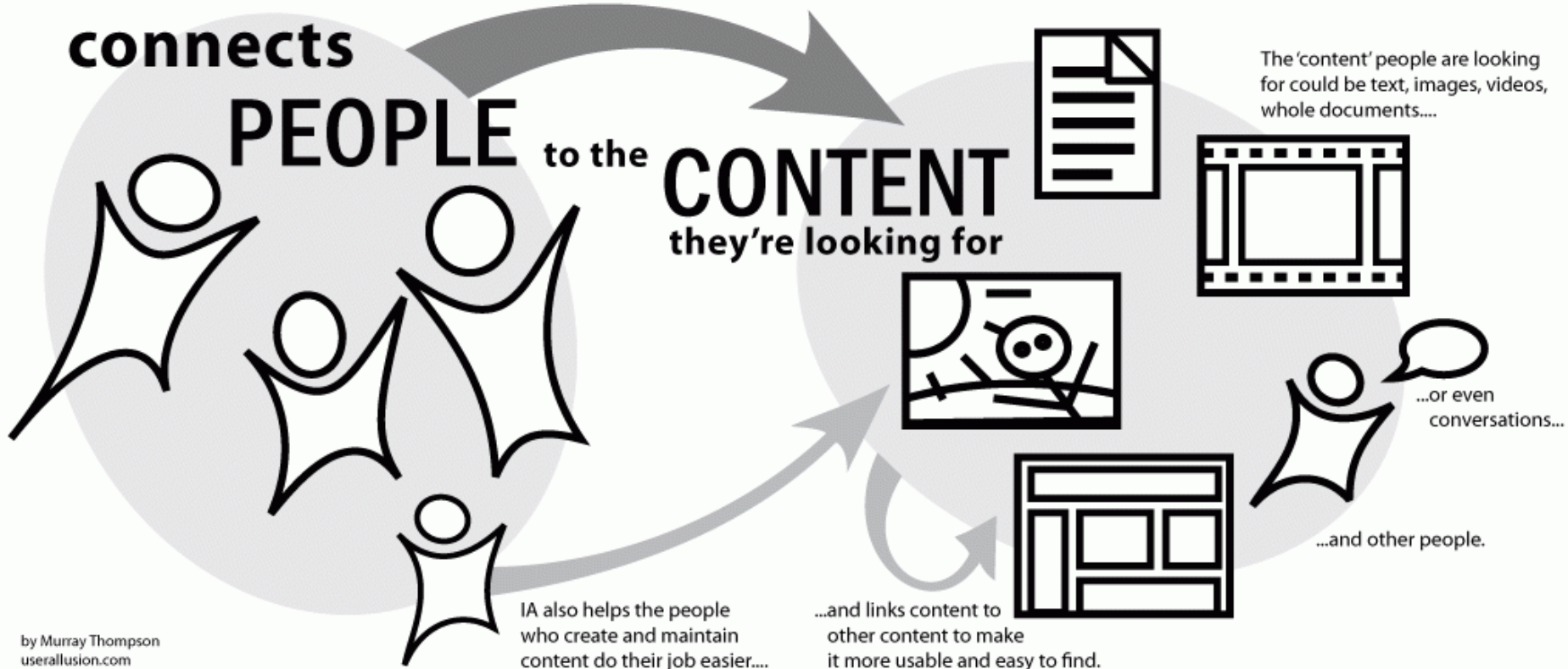
(IA for short)

connects

PEOPLE

to the

CONTENT  
they're looking for



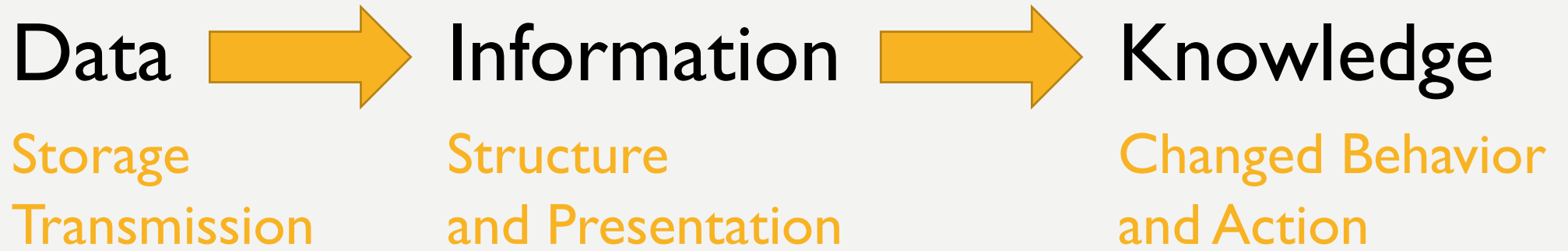
The 'content' people are looking  
for could be text, images, videos,  
whole documents....

...or even  
conversations...

...and other people.

IA also helps the people  
who create and maintain  
content do their job easier....

...and links content to  
other content to make  
it more usable and easy to find.



**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

1. Domain
2. Pick a framework

LATCH

*Richard Saul Wurman*

L

location

A

alphabet

T

time

C

category

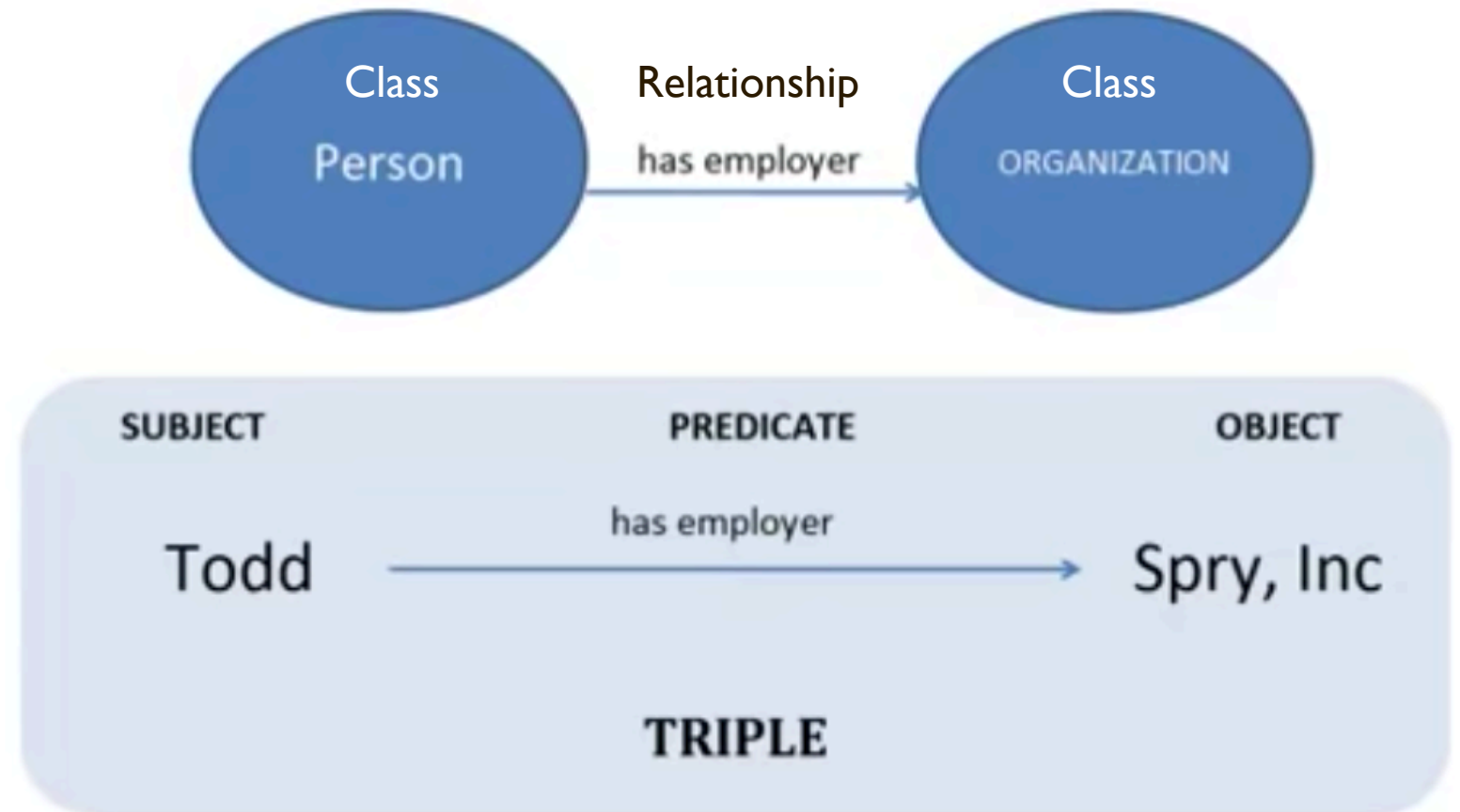
H

hierarchy

# ONTOLOGY

- Domain
- Frameworks
- Relationships

## *Relationships within a Domain*



# 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?

# 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"