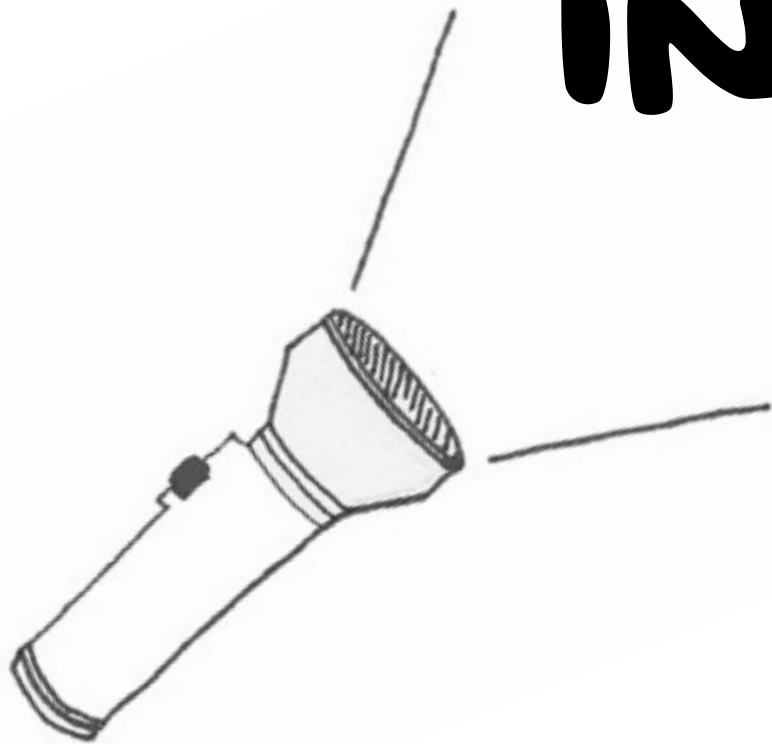
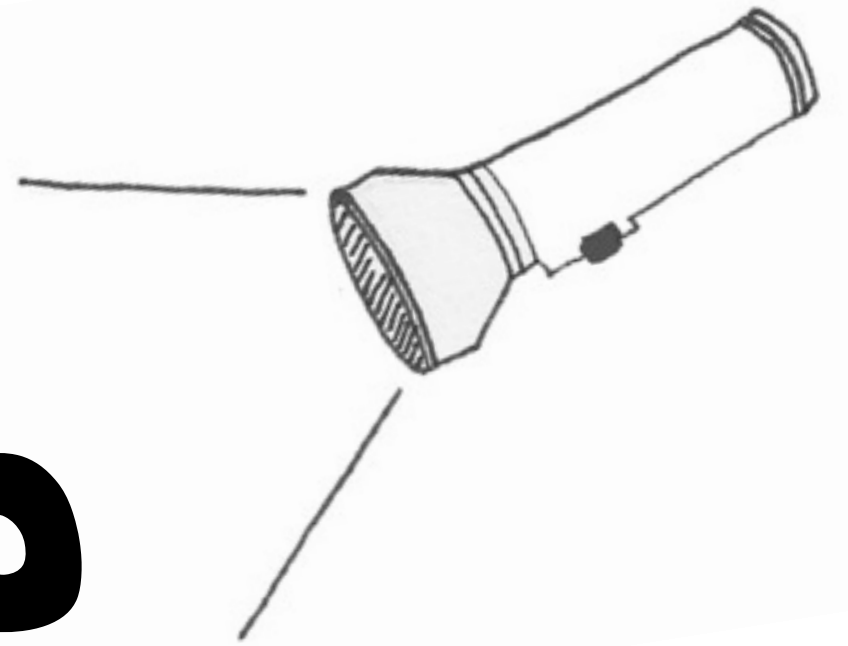


HOW TO PROJECT INTO A VOID



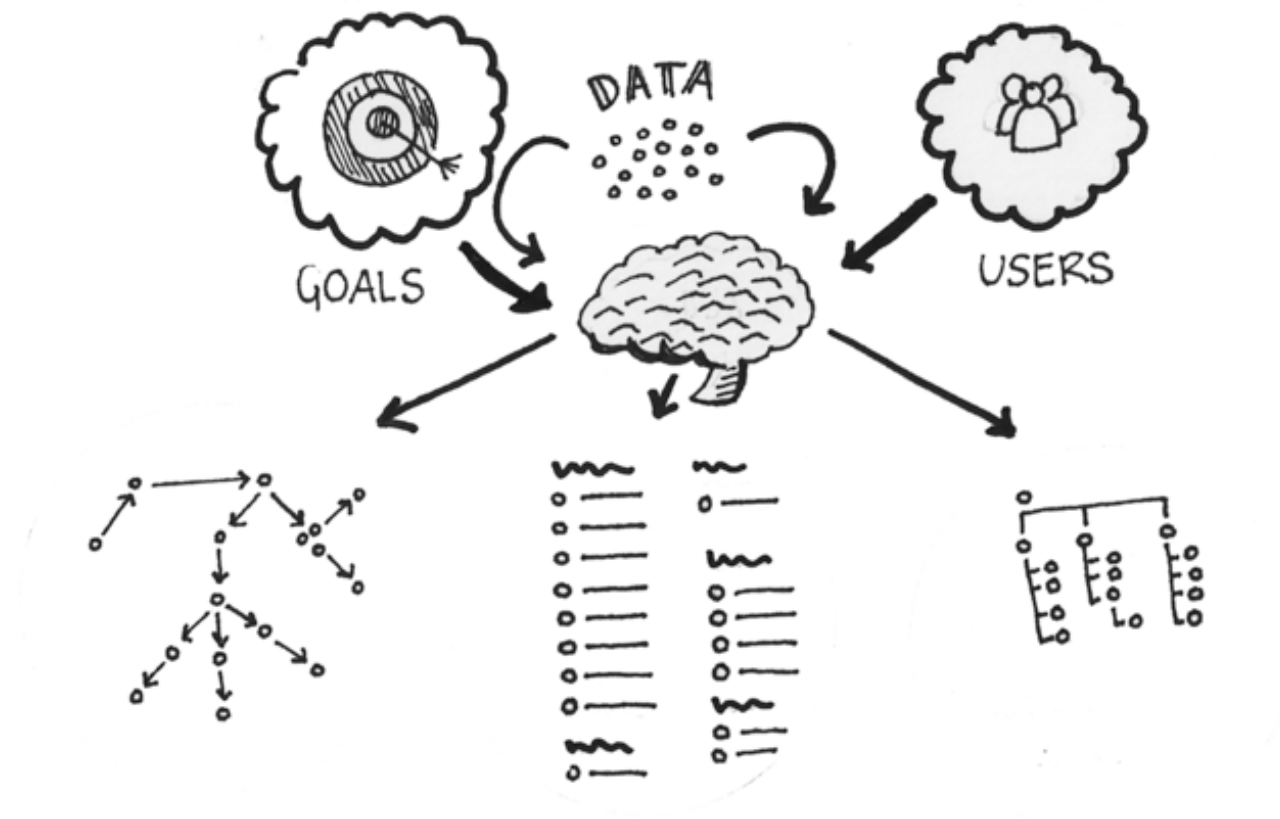
CLASS AGENDA

- Why information architecture matters?
- How do you project into a void?
- Partner Exercise
- What is the structure of this class?
- Homework



HI! IM ABBY-THE-1A

INFORMATION ARCHITECTURE (IA) IS A PRACTICE OF MAKING SENSE





**OBJECTS AID
US IN DISCOURSE**

CRITICAL COMPONENTS OF IA*

Ontology:

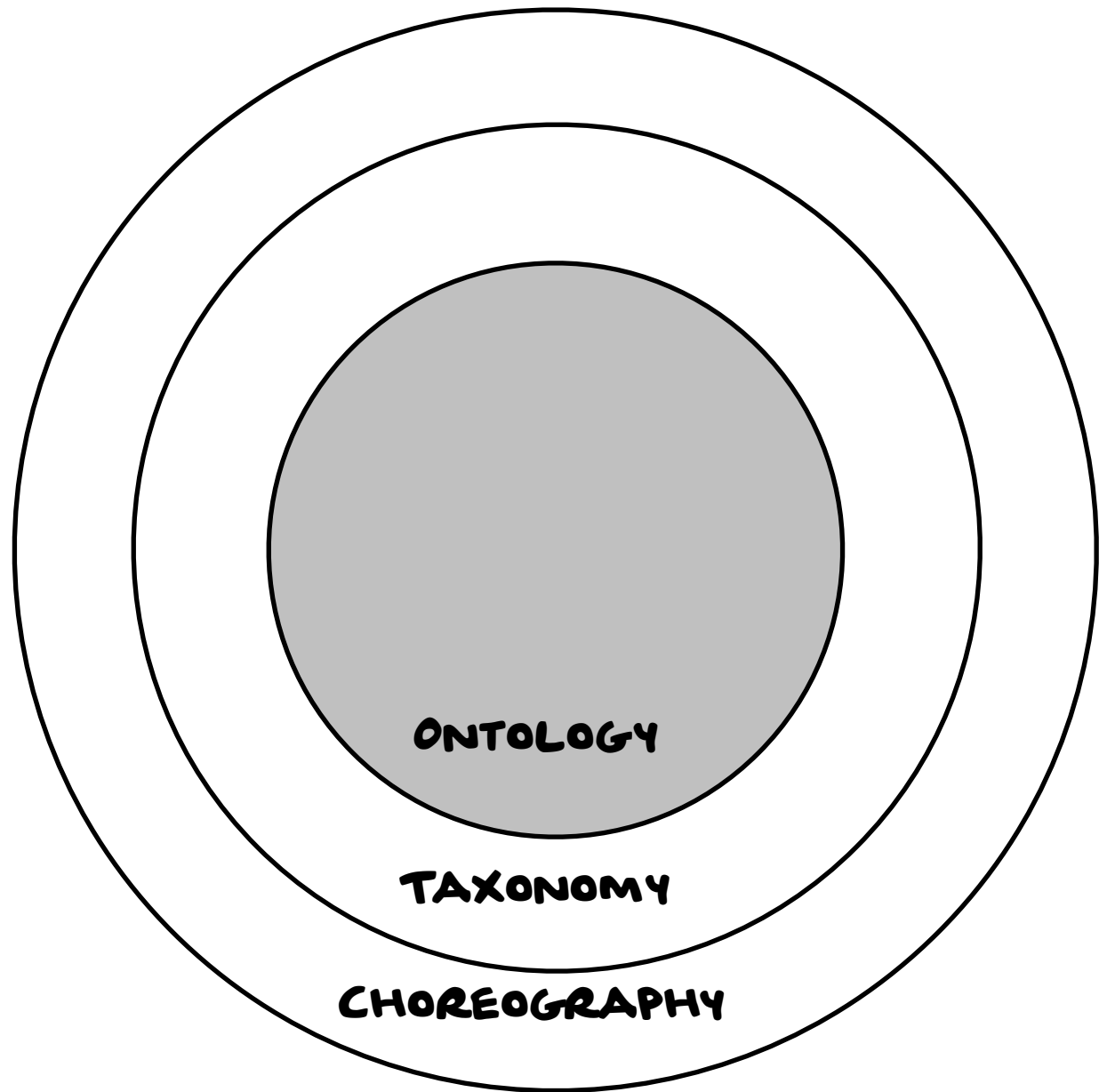
Do you know what you
mean when you say
what you say?

Taxonomy:

Have you provided logical
structures that bring meaning
to what you present?

Choreography:

How is meaning affected across
various channels, over time and
through usage?



UNPACKING IA

- An “information architecture” is any structure that enables a user to make sense of something.
- Information Architecture is not just a digital practice, although it has been mistaken as that since the early nineties
- Information architectures are inherent in all forms of communication and design.
- The quality of an information architecture can only be measured against the intent of the creator

TYPICAL IA PROBLEMS



- **Too much information:**
Overwhelming use of messages and notifications
- **Not the right information:**
Confusions of meaning, intent and/or action
- **No information at all:** Limited signals for people to understand what is happening, has happened or is about to happen next

TOOLS OF IA

- Ontological Clarifiers
- Taxonomic Structures
- Diagrammatic Techniques
- User Research
- Market Research
- Organizational Research
- Heuristic Evaluations

ABOUT MY WORK

ABBY THE IA:
 CAREER TIMELINE

EXECUTIVE PRODUCER FOR:

IA
 Summit
 2010

IDEA
 2010

IA
 Summit
 2012

World
 IA Day NYC
 2013

Boston

New Hampshire

Chicago

New York City

Bachelors
 in Graphic
 Design @
 NEU

First job as an
 Information
 Architect @ EMC
 Microsoft Practice.

Design Lead
 Information Architect
 on innovation team
 @ Fidelity
 Investments

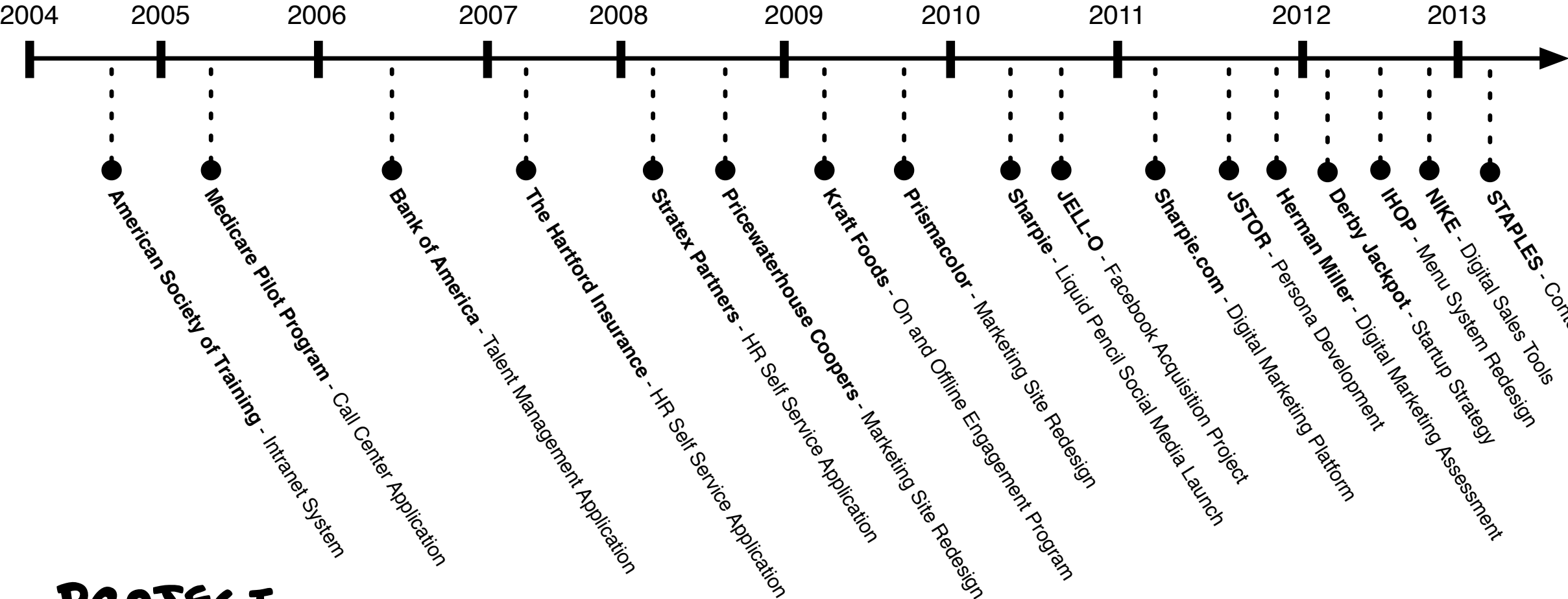
Started information
 architecture practice
 in strategic healthcare
 agency.

Senior UX
 Planner
 @
 DraftFCB

Director of
 Strategic
 Planning +
 UX @
 Draftfcb

Managing
 Partner
 @ TUG

Consultant &
 Teacher @
 Parsons &
 General Assembly



PROJECT
 HIGHLIGHTS



THE NEW SCHOOL
A UNIVERSITY

Fidelity Investments

PRICEWATERHOUSECOOPERS



Herman Miller



Bank of America



Health Dialog

PRISMACOLOR

kraft foods

JELL-O

Sharpie
Uncap what's inside.

EXPO

availity
Patients. Not paperwork.

got milk?



Peterbilt

SC Johnson
A FAMILY COMPANY

ANN ARBOR.COM

Rozerem

DRAFTFCB



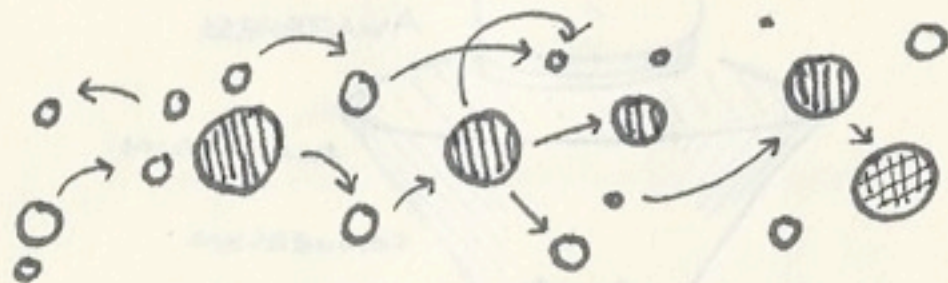
SAFETY
MASTERY

DISCOVER

SITUATION: NIKE GLOBAL SALES MANAGERES...

22,000 PRODUCTS
X 4 SEASONS
50,000 RETAILERS

PER YEAR



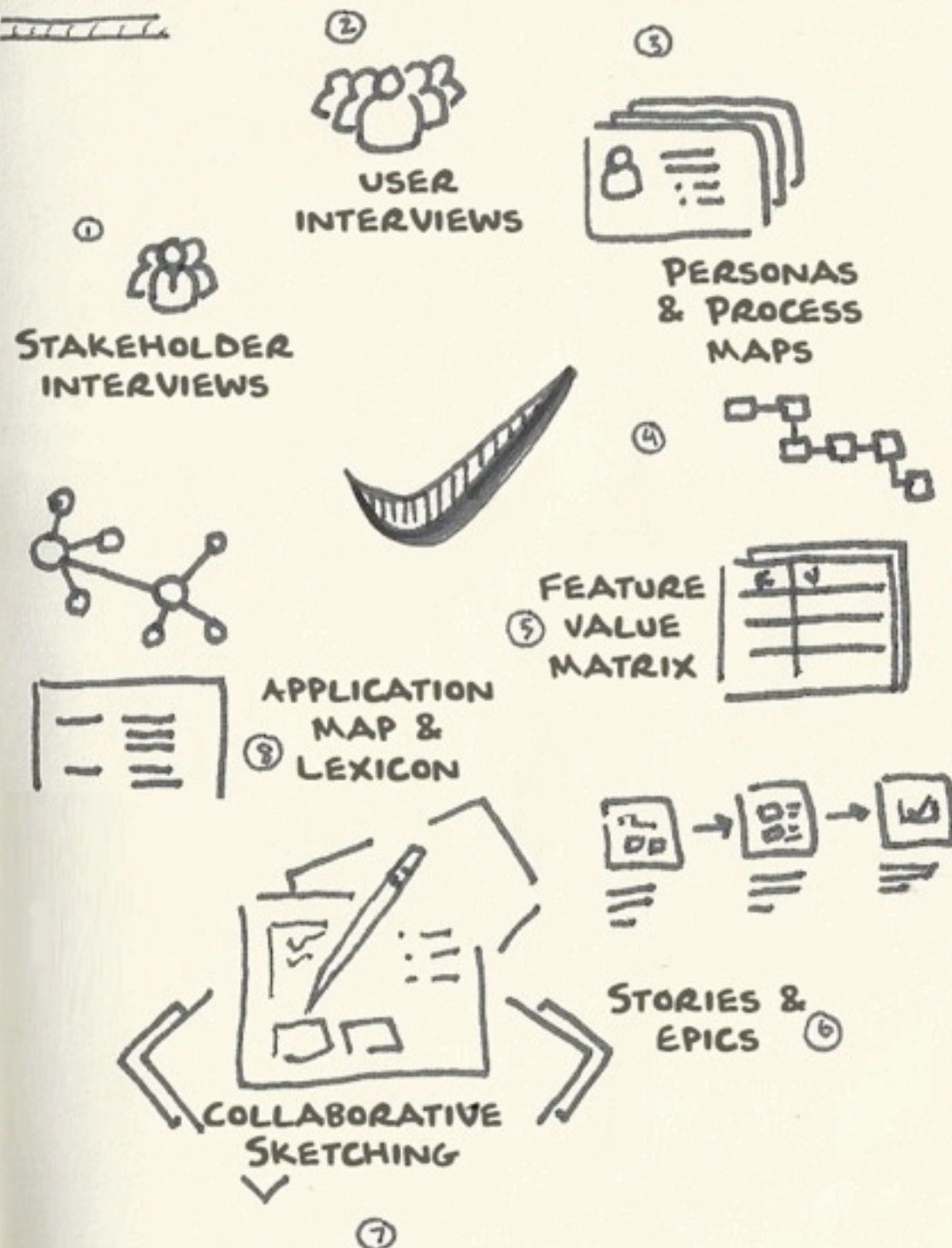
20+ DISPARATE SYSTEMS
6 geographies
9 LANGUAGES

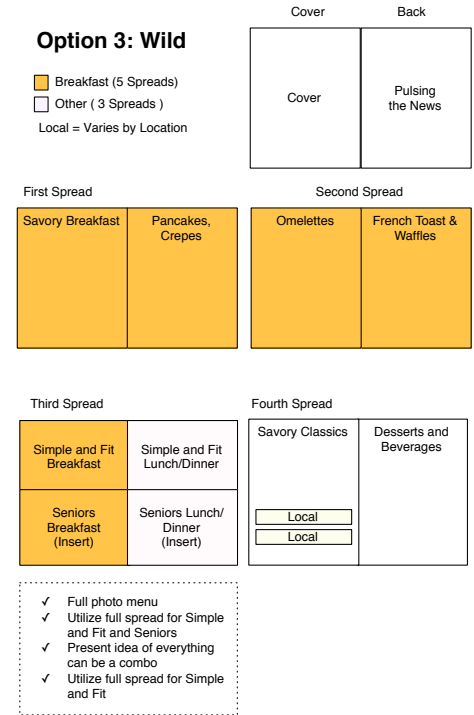
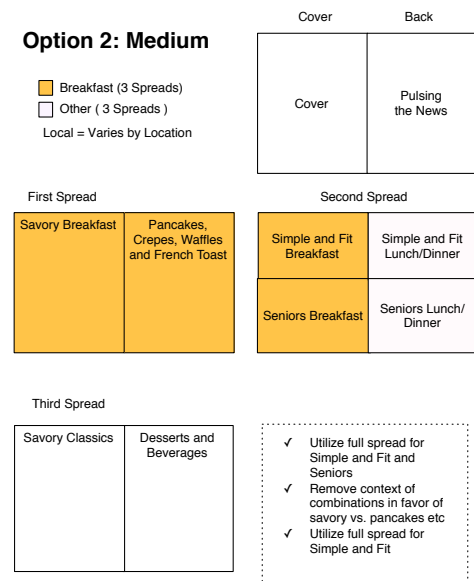
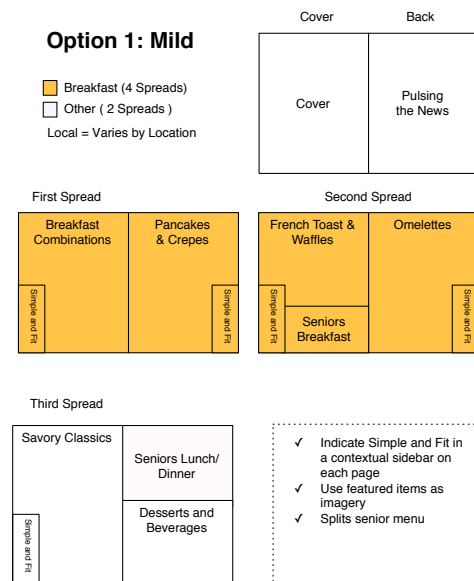
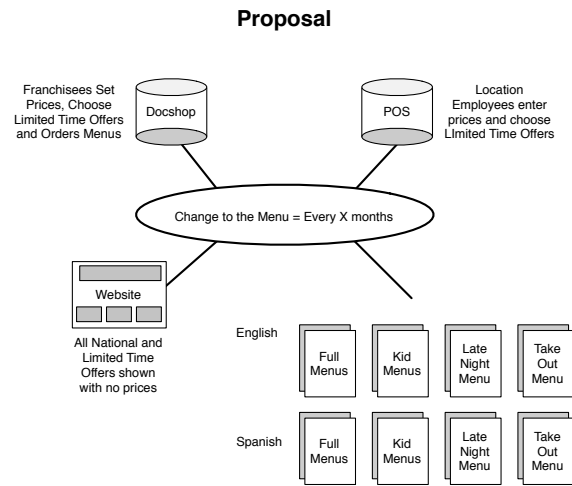
8888888
120,000
8888888
USERS

- ↑ CROSS-FUNCTIONAL COLLABORATION
- ↑ AVAILABILITY OF DATA ANALYSIS TOOLS
- ↑ ALIGNMENT OF TOOLS TO PROCESS

GOALS

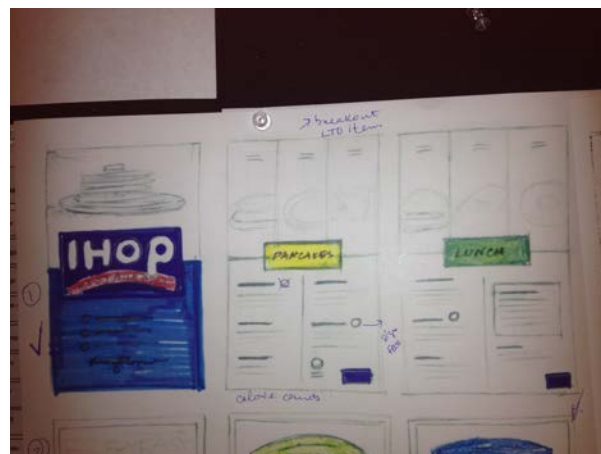
PROCESS: HOW INFORMATION ARCHITECTURE HELPED



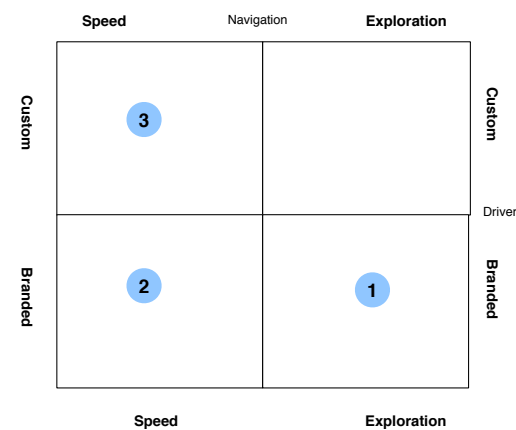


Recommendations

- Explore ways to treat *Simple and Fit* as a menu section instead of a notation throughout
- Remove the kids menu from the main menu
- Have a spanish version of the menu with spanish descriptions
- Standardize the takeout menu to 2 color only
- Change print timeline of menus to match LTO releases and eliminate extra handouts
- Split the seniors menu between breakfast and not breakfast
- Utilize the back cover for pulsing news
- Stay ahead of legislation and promote healthy transparency about IHOP food by providing calorie information nationwide. This also removes a variable from the design and ordering of menus



Comparing the Concepts



Navigation

Speed Exploration

Driver

Branded Custom

Audience

Integrated Separated

Communication

Visual Verbal

Navigation

Speed Exploration

Driver

Branded Custom

Audience

Integrated Separated

Communication

Visual Verbal

Navigation

Speed Exploration

Driver

Branded Custom

Audience

Integrated Separated

Communication

Visual Verbal

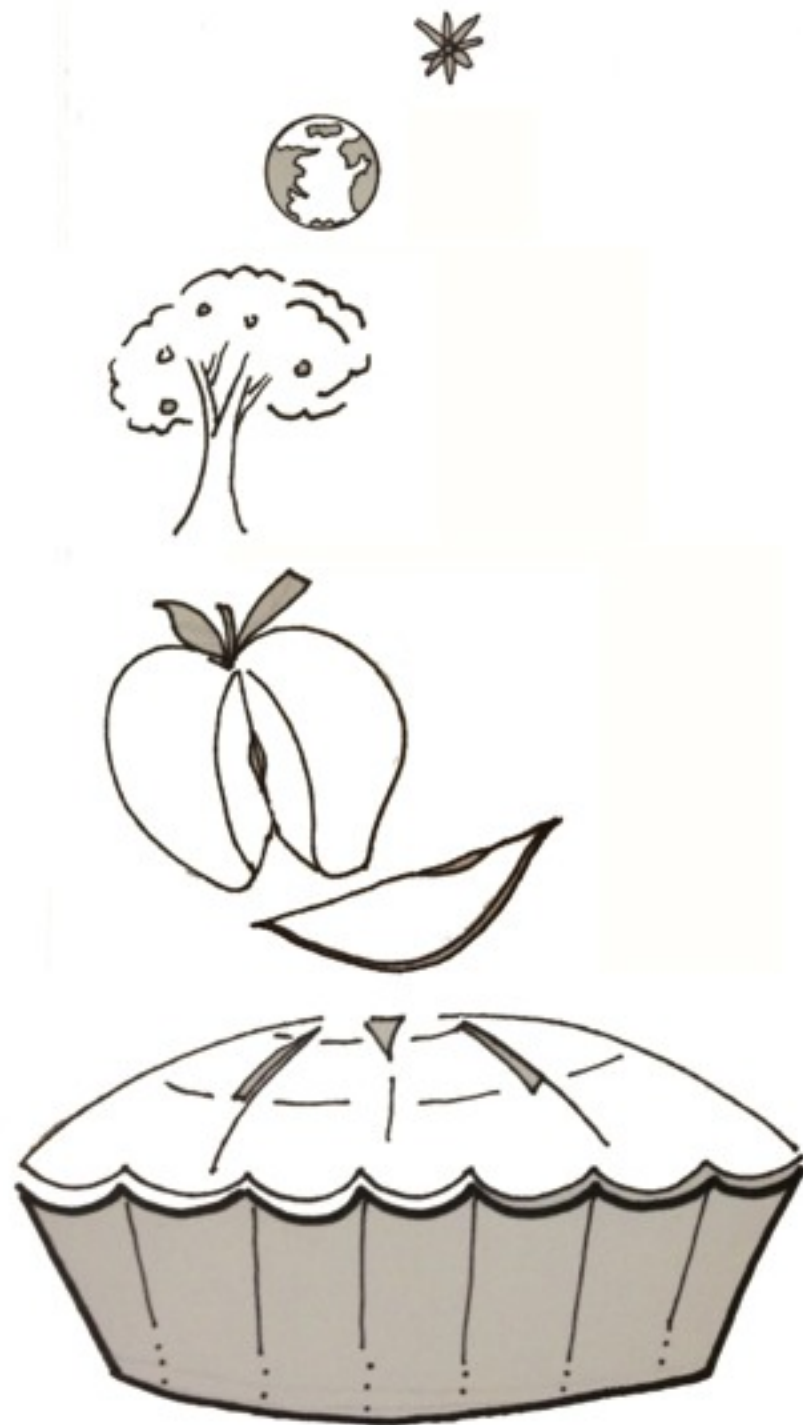


IN OTHER WORDS -

I AM USED TO

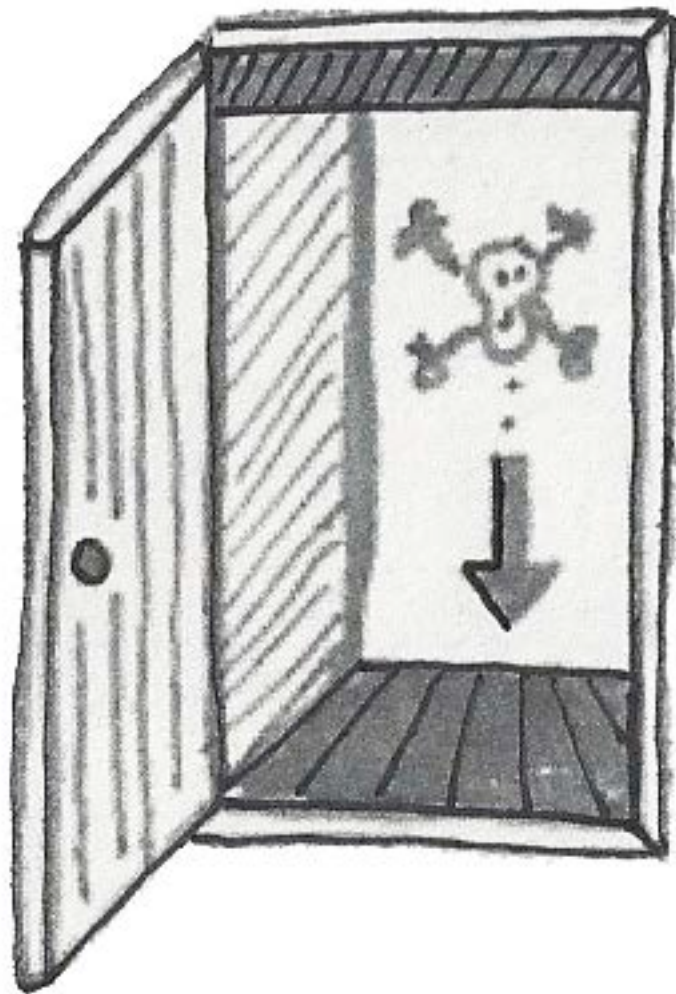
A BIG MESS

~~THESIS~~ WORK IS HARD



- You are unraveling reality in an attempt to put something new into the world
- The world is complex, and can be quite complicated
- The world's appetite for "new" is refreshed in a constant cycle of "now"

PROJECTING INTO VOIDS



- New, and currently dark or dimly lit places are scary
- Being the one to turn on the light first is risky because you don't really know what will happen next
- Knowing is not doing;
Doing is knowing
- Moving from not knowing to knowing is fraught with battles of low self-esteem, confusion and tantrums

HOW TO SHED LIGHT

- **Step 1:** Admit your fears
- **Step 2:** Admit your hopes
- **Step 3:** Address the risks you are taking against the returns that could be
- **Step 4:** Decide what you could do to lower the risks involved

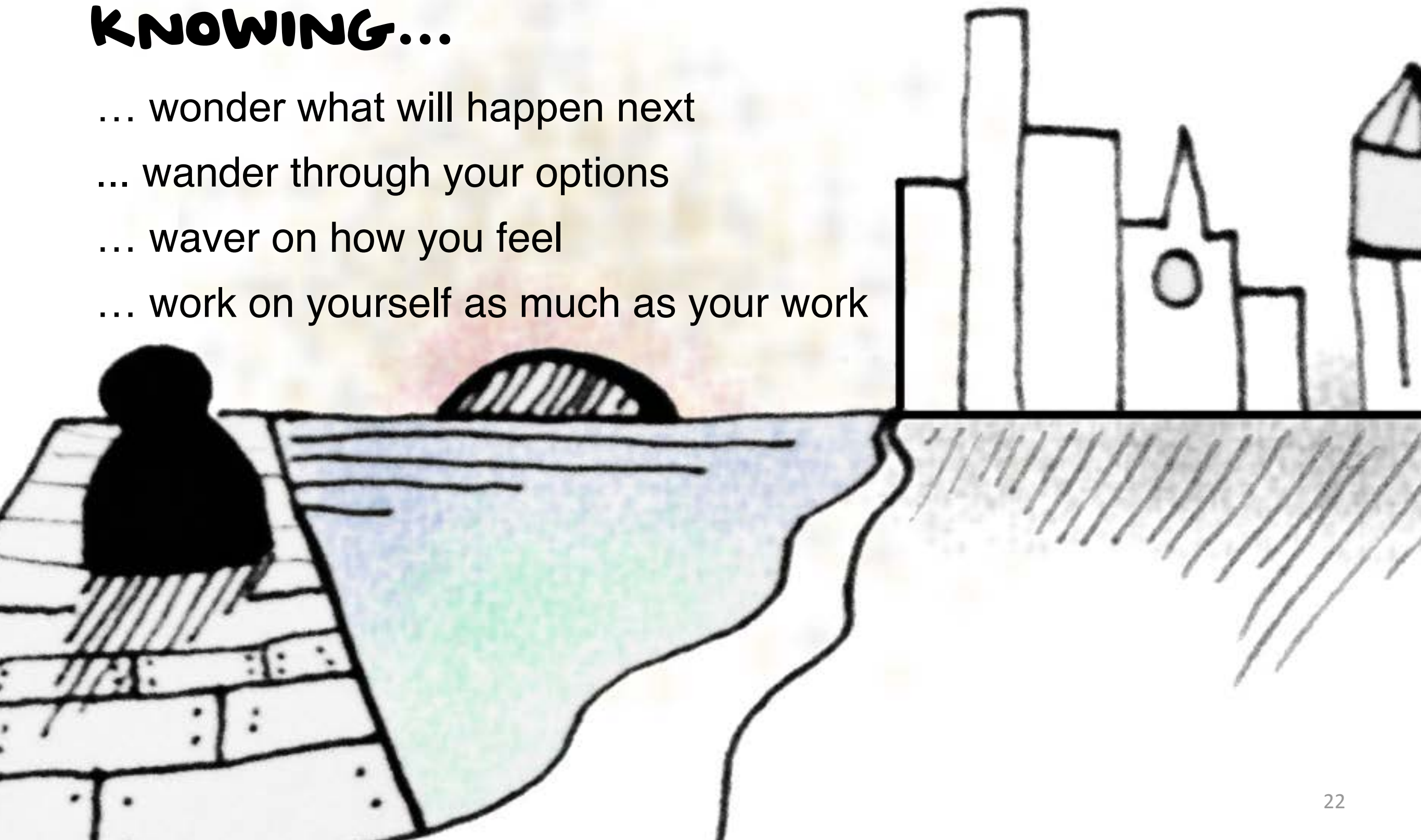


ABBY'S HOPES & FEARS

- SVA is a potential new community for bringing awareness about IA
- SVA PoD is a creative program that wants out of the box faculty to challenge their students
- IA will be a useful lens for the students completing their thesis work
- My teaching style will jive with how students best learn
- Everyone is proud of their thesis
- SVA is a community that will continue to believe that IA does not exist
- SVA PoD is a program that wants teachers to teach patterns and tools only
- IA will not be seen as useful but instead like a nagging spouse to design
- My teaching style wont jive with how students best learn
- No one cares

ON YOUR JOURNEY FROM NOT KNOWING TO KNOWING...

- ... wonder what will happen next
- ... wander through your options
- ... waver on how you feel
- ... work on yourself as much as your work



**WHAT WILL
MATTER MOST IS
WHERE YOU GO
WITH WHAT YOU
KNOW**

WORKSHOP

PROJECT YOUR JOURNEY

- **5 min:** Pick a partner to work with in today's class
- **15 min:** Take turns interviewing each other about the hopes and fears involved in undertaking this thesis project
 - What obstacles will you deal with?
 - What are the risks you will have to take?
 - Which parts do you fear most? Why?
 - Which parts are you most excited about? Why?
 - What do you hope to find along the way and at the end?
- **30 min:** Make a map of the territory you will be crossing in your upcoming 15 week journey
- **30 min:** Get ready to walk the whole class through your map

**HOW WILL THIS
CLASS WORK?**

WELCOME TO THESIS 2

TAUGHT BY ABBY COVERT

TO PASS, YOU MUST MAKE:

- A COMPLETE AND PROFESSIONALLY EDITED PROSPECTUS BOOK
- TWO NEW DOSSIERS* OF WORK DONE THIS SEMESTER
- A SHORT VIDEO PITCH
- AN ONLINE RECORD OF YOUR THESIS WORK SHOWING WEEKLY PROGRESS

THESIS CLASS CHOREOGRAPHY

- ✓ EACH DAY YOU WILL WRITE 500 WORDS (NO ONE NEEDS TO READ THEM, BUT DO IT)
- ✓ EACH WEEK YOU WILL HAVE A MAKING ASSIGNMENT AND A MORE FORMAL WRITING ASSIGNMENT, AS SHOWN ON THE MAP BELOW
- ✓ WE WILL MEET TUESDAYS AT 1 PM TO SHARE OUR ASSIGNMENT WORK, OVERALL PROGRESS AND DISCUSS A NEW TOPIC
- ✓ OUR MEETINGS WILL START WITH EACH PERSON SHARING "ONE THING LEARNED" FROM THE WEEK PRIOR, COME PREPARED
- ✓ EACH WEDNESDAY YOU WILL SHARE PROGRESS ONLINE USING A TOOL OF YOUR CHOICE

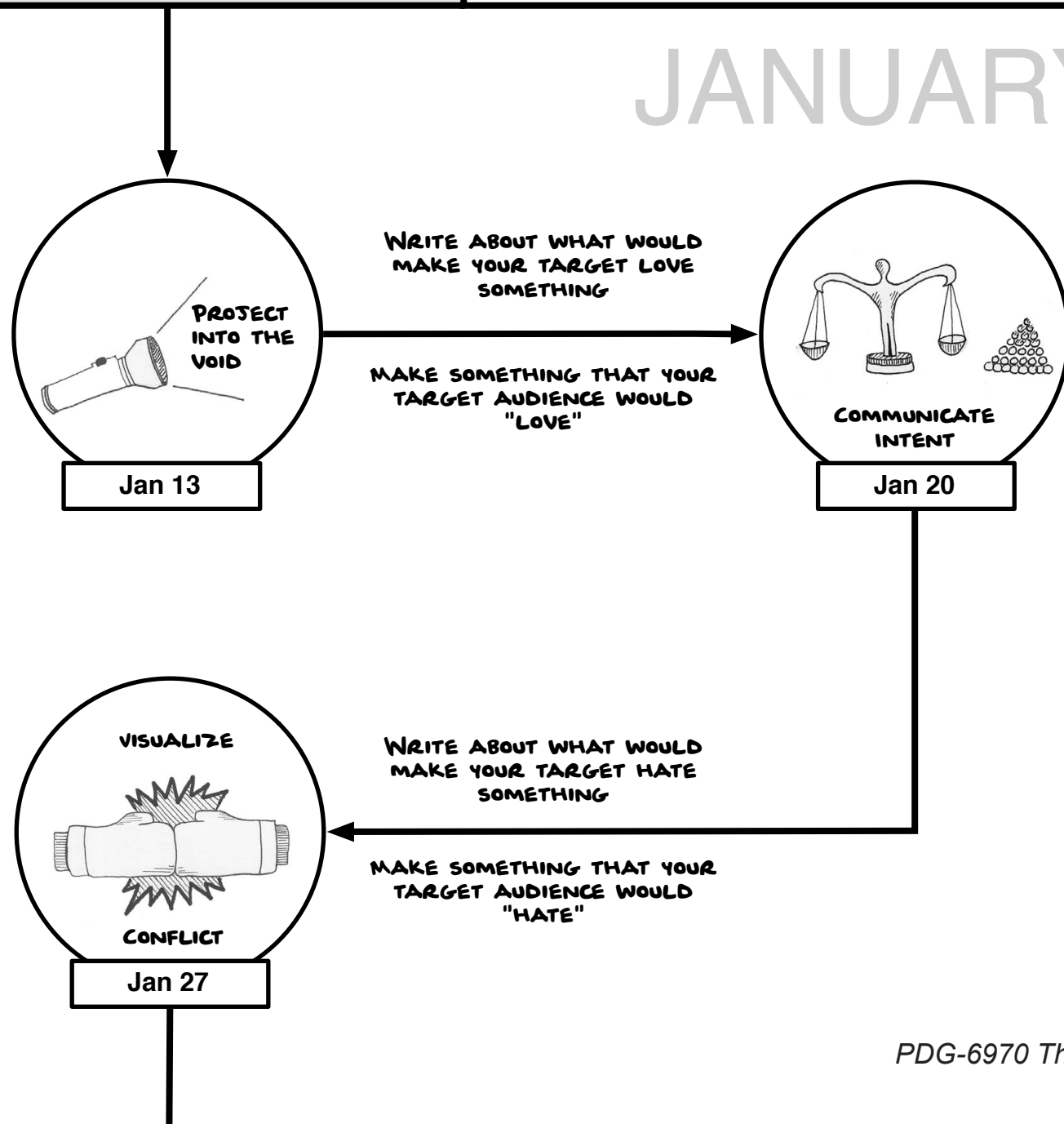
JANUARY

WRITE ABOUT WHAT WOULD
MAKE YOUR TARGET LOVE
SOMETHING

PROJECT

<h2>WELCOME TO THESIS 2</h2> <p>TAUGHT BY ABBY COVERT</p>	<h3>THESIS CLASS CHOREOGRAPHY</h3> <ul style="list-style-type: none"> ✓ EACH DAY YOU WILL WRITE SDD WORDS (NO ONE NEEDS TO READ THEM, BUT DO IT) ✓ EACH WEEK YOU WILL HAVE A MAKING ASSIGNMENT AND A MORE FORMAL WRITING ASSIGNMENT, AS SHOWN ON THE MAP BELOW ✓ WE WILL MEET TUESDAYS AT 1 PM TO SHARE OUR ASSIGNMENT WORK, OVERALL PROGRESS AND DISCUSS A NEW TOPIC ✓ OUR MEETINGS WILL START WITH EACH PERSON SHARING "ONE THING LEARNED" FROM THE WEEK PRIOR, COME PREPARED ✓ EACH WEDNESDAY YOU WILL SHARE PROGRESS ONLINE USING A TOOL OF YOUR CHOICE
<p>TO PASS, YOU MUST MAKE:</p> <ul style="list-style-type: none"> ▪ A COMPLETE AND PROFESSIONALLY EDITED PROSPECTUS BOOK ▪ TWO NEW DOSSIERS* OF WORK DONE THIS SEMESTER ▪ A SHORT VIDEO PITCH ▪ AN ONLINE RECORD OF YOUR THESIS WORK SHOWING WEEKLY PROGRESS 	

JANUARY



FEBRUARY

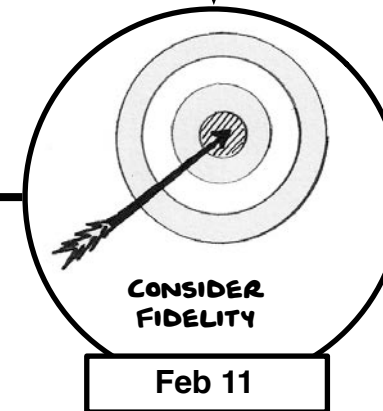
WRITE ABOUT
UNDERSTANDING
YOUR MARKET
AND TARGET
AUDIENCE

MAKE
SOMETHING TO
EXPLAIN YOUR
WORK IN AN
ELEVATOR



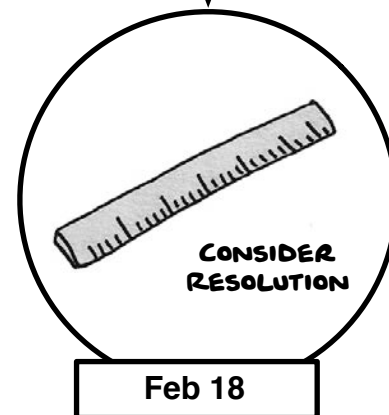
DRAFT AUDIENCE & MARKET
SECTION OF BOOK FOR EDITING

MAKE SOMETHING THAT
ENABLES TWO STRANGERS TO
CONVERSE ABOUT YOUR WORK



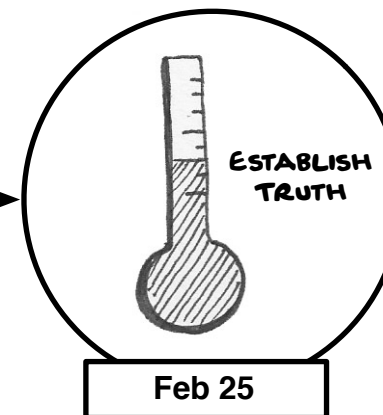
WRITE ABOUT YOUR INTEREST,
PROCESS AND INTENT

MAKE SOMETHING HIGH
FIDELITY & LOW RESOLUTION



WRITE ABOUT YOUR FINAL
SCOPE FOR THIS THESIS WORK

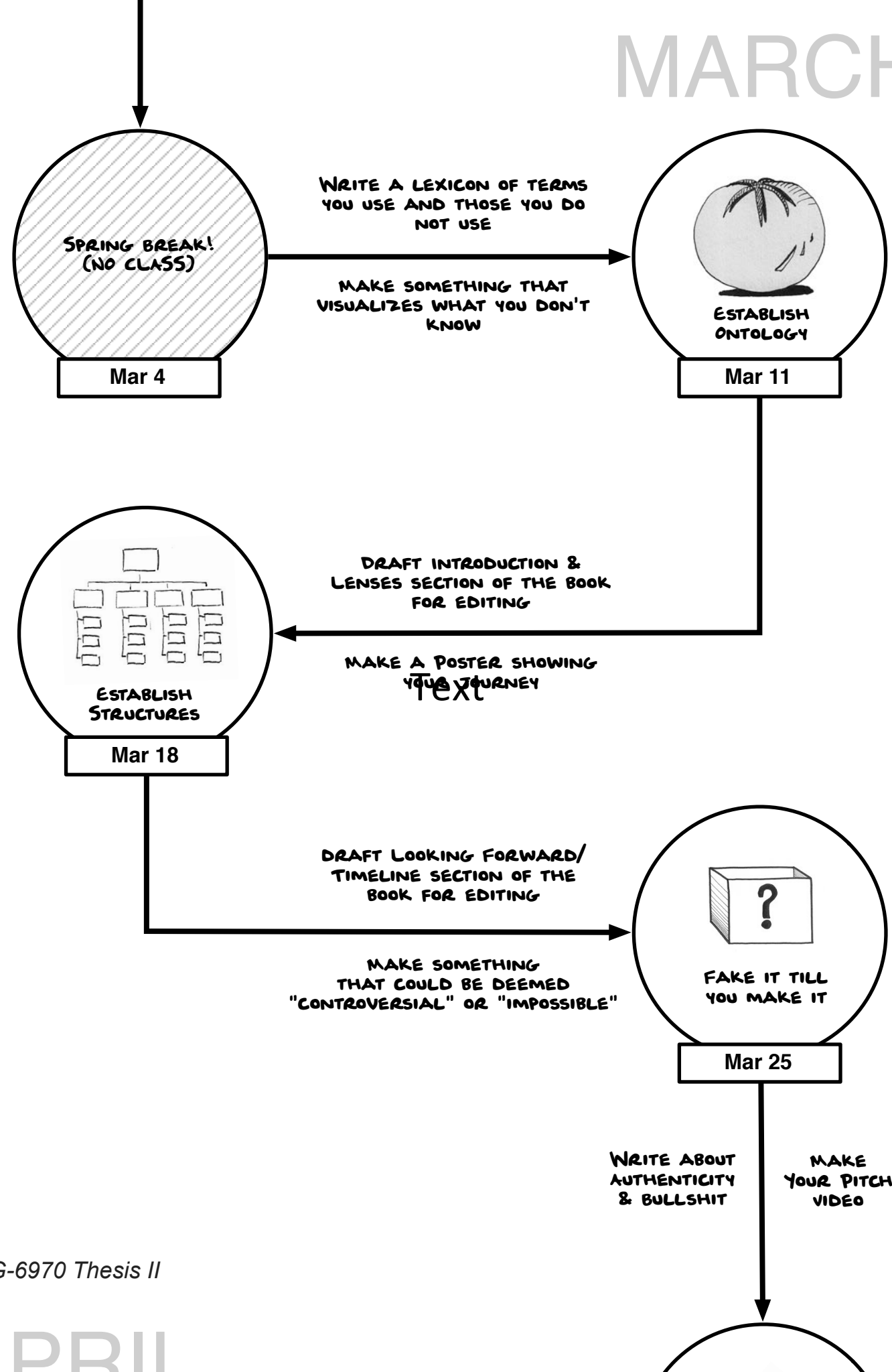
MAKE SOMETHING LOW
FIDELITY & HIGH RESOLUTION



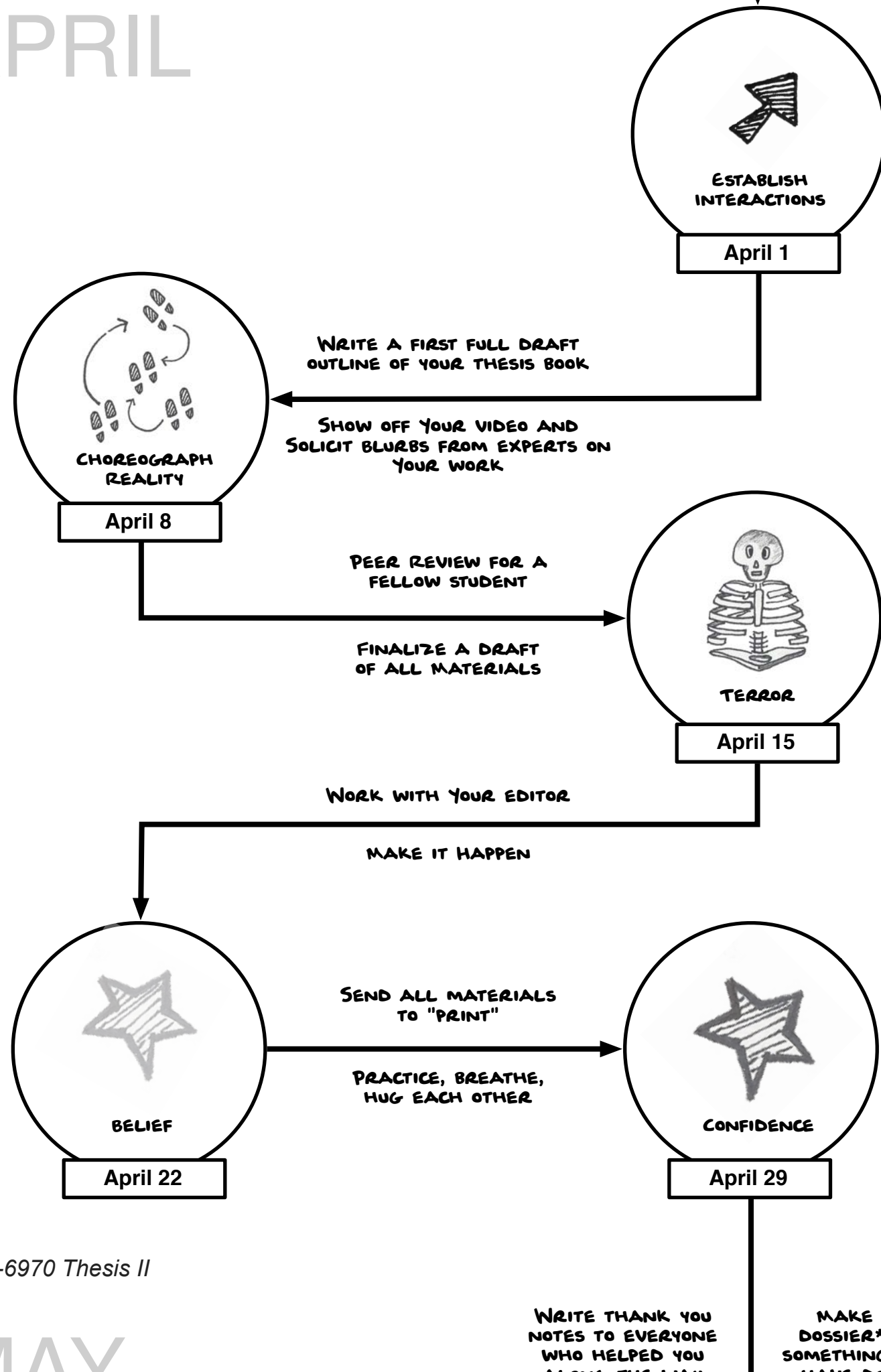
DRAFT GOALS, RESEARCH
AND METHODOLOGY SECTIONS
OF BOOK FOR EDITING

MAKE A DOSSIER* OF SOMETHING
YOU HAVE DONE THIS SEMESTER

MARCH



APRIL



PDG-6970 Thesis II

MAY

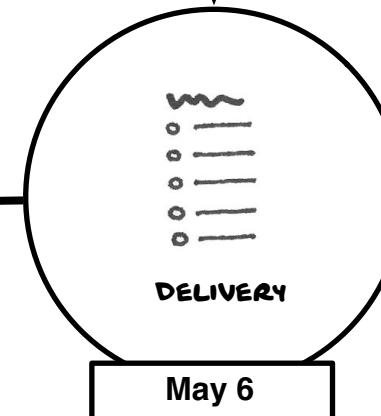
MAY

WRITE THANK YOU
NOTES TO EVERYONE
WHO HELPED YOU
ALONG THE WAY

MAKE A
DOSSIER* OF
SOMETHING YOU
HAVE DONE
THIS SEMESTER

YOU ARE "DONE" WHEN YOU CAN SAY:

- ✓ I DID MY BEST TO RESEARCH WHAT I COULD AND CONTEMPLATE WHAT I COULD NOT
- ✓ I HAVE CITED ALL OF MY RESOURCES PROPERLY AND WITH GRATITUDE
- ✓ I HAVE LEFT THE WORLD A BETTER PLACE BECAUSE OF MY CONTRIBUTION TO IT HERE
- ✓ I HAVE MADE ALL OF THE THINGS THAT MY HEART ASKED AND MY HANDS COULD
- ✓ I HAVE A PAPER BOUND RECORD OF THIS WORK WORTHY OF THE NAME "THESIS" TO LEAVE BEHIND
- ✓ I HAVE AN ONLINE RECORD OF THIS WORK THAT I WILL BE PROUD TO SHOW TO OTHERS OUTSIDE OF THIS PLACE
- ✓ I HAVE A SHORT VIDEO FOR THE ATTENTION DEPRIVED AMONGST US
- ✓ I AM READY TO TALK HONESTLY AND CLEARLY ABOUT MY EXPERIENCE IN FRONT OF MY PEERS



*SVA POD Official Dossier Requirements:

- Project Description: 350 word minimum, written in the third person
- Five process images (1024px x 768px) in jpg and RAW format.
- Five final images (1024px x 768px) in jpg and RAW format.
- A video embed URL (YouTube or Vimeo) where applicable
- Any other applicable assets such as pdfs, slideshares, etc.
- Proper citation of all sources

Two dossiers must be emailed to Abby, Allan and Gabrielle. The first by Feb 25th and the last by May 6th.

HOMEWORK

ASSIGNMENTS

Blogging Assignment (due by noon tomorrow)

Write about our discussion today on hopes and fears, risks and rewards.

Formal Writing Assignment (due next class)

What would make your target audience* love something?

Making Assignment (due next class)

Make something that your target audience would "love"

Housekeeping Assignment (due Feb 25)

Hire an editor and an off campus thesis advisor

** Hint: Step 1 is more specifically defining your target audience.*