ADV3550
Instructor: Genevieve Hitchings

Information Architecture
When a site is being planned, you need to figure out:

1. What the site needs to do,
2. How the pages must be organized,
3. How the user finds what he/she needs

The site architecture is developed to represent what this the information will be and how it will be accessed from the site. We will be drawing simple site map charts for our purposes.

Flow Charts/ Site Maps
These are outlines that give a birds eye view of your site (No images, no copy). The idea is to map out every page of your site and show how the navigation will link them to each other. This gives you a chance to figure out the what the main navigation and what the subsections will be.

Wireframes are sketches. Literally they mean to draw "frames of wire" for page elements i.e. labeled boxes. These are blue-print pages that describe the detailed layout of your site, with no visual presentation (No images, no copy). They can be drawn by hand or in Illustrator. Professional information architects usually use programs including Giffy, Visio (for PCs) and ConceptDraw (for Macs) for developing complex information architecture.

Wireframes can be simple diagrams with boxes signifying all of the navigation or content areas, or they can be rough sketches of the actual page design. What this does is give you a skeleton to begin your work as designer.

Assignment 4:
Start to sketch your site out, making sure to specify where your navigation will be, and what information (and images) you will need to style and place. You should probably aim to create a wireframe for the homepage and another major section of your site. This will help you think though what all the crucial parts of your site are and where they will need to go before you begin to design the individual pages.

Once you have completed this see the handout given last week (week 3) titled: 'ADV3550-Week3-Assignment.pdf'