

AD-102

1-Day
COURSE

INFORMATION ARCHITECTURE

Create a well-mapped pathway to optimized user experiences with the principles of information architecture

COURSE OUTCOMES

- > Be introduced to information architecture principles
- > Learn how user behaviour influences the design of an information architecture
- > Understand information architecture research and testing methods
- > Practice developing and refining an information architecture through interactive exercises
- > Gain guidance on building information architecture principles into your design process

WHO SHOULD ATTEND?

This course requires limited prior UX knowledge. Recommended for UI/UX designers, interaction designers, product designers, QA specialists, business analysts, market researchers, graphic designers, and anyone looking to expand or update their skills.



COURSE OUTLINE

(This course is 60% theory, 40% practical)

INTRODUCTION

- > What an information architecture (IA) is
- > Importance of an information architecture
- > Necessary skills for developing an IA

IA PRINCIPLES

- > Information structures
- > Best practices in IA
- > IA components
- > Organizational principles
- > IA frameworks

IA RESEARCH & TOOLS

- > Top down versus bottom up IA's
- > Card sorting and reverse card sorting
- > Faceted IA
- > Validating an IA

IA ELEMENTS

- > Controlled vocabularies
- > Meta data
- > Information design and structures
- > Strategic IA

CERTIFICATION

Information Architecture is a course within the following certification stream if finished within two years of the initial course:



This 1-day course covers the structure and organization of information on websites, apps and software. Learn a scientific approach to the design of information sharing environments.

COURSE DETAILS

DURATION

1-day, 9:00am – 4:30pm

A full-day session with a one-hour lunch break.

COURSE MATERIALS

Participants receive a printed course booklet including a visualization of Akendi's process.

A laptop is recommended for this course.

REGISTRATION COST

1-day courses: \$675 CAD

CXD or CXR Certification: \$3095CAD

Light breakfast, coffee and tea are provided.

Course cost is per person as stated plus tax.

Akendi reserves the right to cancel a scheduled training session up to 5 business days prior to the training if a minimum class size of 4 participants has not been attained.

LOCATIONS

Our training courses are delivered in Toronto, Ottawa, and Montreal, Canada, and in London, UK. Check our website for an up-to-date schedule: www.akendi.com/ux-training.

Custom Training Available!

Akendi offers customised training courses designed to fit your organization's specific needs. Contact us at training@akendi.com for more information.

REGISTER TODAY!

www.akendi.com/ux-training

