

AT-102

1-Day  
COURSE

# INFORMATION ARCHITECTURE

Create a well-mapped pathway to optimized user experiences by understanding how information architecture fits into experience design. Learn how to structure content in a logical and meaningful way, and integrate valuable feedback from end users.

## WHAT YOU WILL LEARN

- > Introduction to information architecture principles
- > How user behaviour influences the design of an information architecture
- > Overview of information architecture research methods
- > How to test your information architecture to ensure findability
- > Methods to integrate information architecture creation into your process
- > Hands-on experience utilizing information architecture principles

## WHO SHOULD ATTEND?

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



## COURSE OUTLINE

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

### INTRODUCTION

- > What is an information architecture (IA)
- > Importance of an IA
- > 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 vs. bottom up IAs
- > 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 course covers the organization of information on websites, apps, and software. Learn a systematic approach to structuring content to enable end users to find information efficiently.*

## 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 or tablet is recommended for this course. If you do not have a laptop or tablet, please contact us to borrow an Akendi laptop.

### REGISTRATION COST

**1-day course:** \$675 CAD

**CXD or CXR Certification:** \$3095 CAD

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 five business days prior to the training if a minimum class size of four 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](http://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](mailto:training@akendi.com) for more information.

**REGISTER TODAY!**

[www.akendi.com/ux-training](http://www.akendi.com/ux-training)

