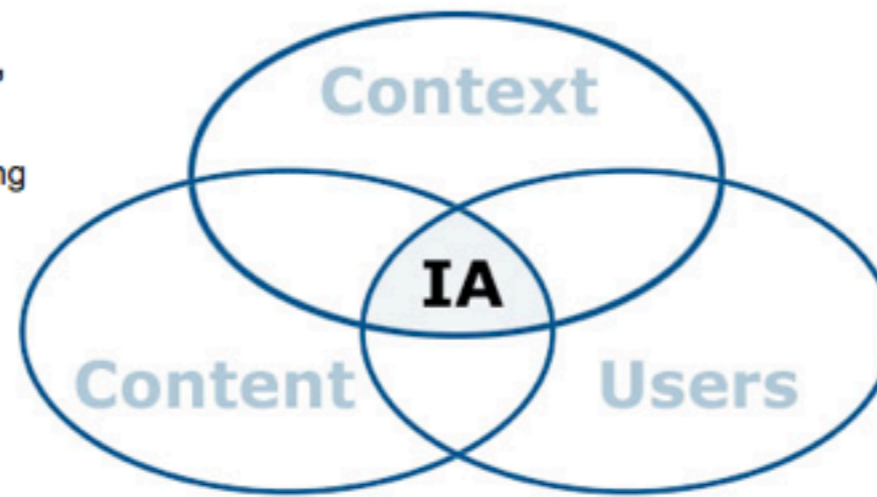


Information Architecture: Changing Perceptions with Changing Technologies

Coined by Richard Saul Wurman in 1976, defined / refined in 1996:

- The organization of the patterns inherent in data, making the complex clear
- Creation of the structure or map of information which allows others to find their personal paths to knowledge
- An emerging 21st century professional occupation addressing the needs of the age focused upon clarity, human understanding, and the science of the organization of information



Information Architecture Institute defined as:

- The structural design of shared information
- The art and science of organizing and labeling websites, intranets, online communities and software to support usability and findability
- An emerging community of practice focused on bringing principles of design and architecture to the digital landscape

Early IA
1960s-1970s
IBM, Xerox PARC

- Loose association of terms
- Focus on computer systems
- Early Human Computer Interaction

Mainly Government and Tech Business Computer Use

Information Systems Approach
"2nd Stage"
1980s-early-1990s

- Information management for better use by organizations
- Focus on infrastructure and organization of processes
- "Enterprise IA" akin to Information Technology

More Businesses and Early Home Computer Use

Pervasive IA
"4th Stage"
2000s-?

Resmini & Rosati

- Beyond confines of web, overload everywhere
- Focus on organizing & retrieving information from multiple devices and on the move
- Design of spaces as a process
- Dynamic/fluid approach, draws from earlier stages for greater precision in more complex situation

Internet Arrives, More Extensive Home Computer Use

Web2.0, Growth of Laptop, Smartphone, Tablet Use

Information Design Approach
"1st Stage"
mid-1970s-1980s

Wurman

- Creation of organized space for understanding
- Focus on visual design of large sets of information
- Building structure to simplify, increase comprehensibility
- Static approach

Information Science Approach
"3rd Stage"
mid-1990s-early-2000s

"Classic IA" Rosenfeld & Morville

- Organization, labeling, navigation, and search key points
- Focus on building websites, synonymous with IA
- Design of "what was between the pages...not the pages themselves"
- Dynamic/practical approach, touched on usability and user-experience

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