

**Two-day masterclass  
24 - 25 March 2010  
Rydges World Square, Sydney**

**Book before  
26 February 2010**  
to receive your  
early bird discount

# Information Architecture and Collaborative Design

**“The design behind the design of successful interactive products” - Iain Barker**

**Masterclass leader:**

**Iain Barker**  
**Freelance Information Architect,  
User Researcher and  
User Experience Architect**  
[www.simplerisbetter.wordpress.com](http://www.simplerisbetter.wordpress.com)



Learn from the  
experience of an  
IA expert and  
discuss your issues  
in an interactive  
environment

Find out how to  
effectively engage users  
in the development  
of an information  
architecture

Feedback from previous Ark Group information architecture events:

‘Enjoyed workshopping the theory’ - **DAFF**

‘Great to meet people with similar roles, challenges, etc, but  
with new insights’ - **Queensland Treasury Corporation**

‘Extremely useful, I cancelled my holiday to go back and apply it!’  
- **Sydney Catchment Authority**

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[www.arkgroupaustralia.com.au](http://www.arkgroupaustralia.com.au)

Please note: Due to the interactive nature of this event numbers are strictly limited

# Information Architecture and Collaborative Design

“The design behind the design of successful interactive products” - Iain Barker

## Why is this masterclass relevant to you?

Information architecture is about structuring, organising and labelling information on websites and intranets. It is used to decide how a site should be structured, what kind of content it should include, and how to accommodate its future growth. Information architecture is the foundation of successful interactive products; it is the “design behind the design”.

Taking an outside-in approach, this two-day interactive masterclass explains how to effectively engage users in the development of an information architecture, so they are confident that their products and services will not only meet business requirements, but also satisfy the real needs of the people that use them.

This course covers topics such as:

- Card sorting and other methods of user and stakeholder engagement
- Prototyping, usability testing and iterative design
- Designing and documenting a robust and flexible information architecture

If you're in the process of developing something new or fed up with the ad-hoc organic growth of your website, intranet, application or any other kind of interactive product, this masterclass will prove invaluable!

## Who should attend?

- Information Architects
- Data and Technology Architects
- Enterprise Architects
- IT Application Managers
- Information Managers
- eGovernment Professionals
- Internet and Intranet Managers
- Managers of Online Services
- Web Designers/Architects
- Chief Information Officers
- User Centred Designers
- Records Managers
- Usability Managers
- Librarians
- User Experience Designers/Architects/Managers
- Knowledge Managers
- IT/IS Strategy Leaders
- IT & IM Strategy Managers
- IT Professionals
- Information Systems Managers
- (Online/Web) Content Managers/Developers/Writers/Authors

## About your Masterclass leader:



Iain Barker is a freelance information architect, user researcher and user experience architect. He has over 14 years of experience providing tactical and strategic user centred design services to enable organisations to create engaging and successful products and services.

Originating from the UK, Iain has conducted work for a wide variety of organisations in Europe and Australia, including BBC, News Digital Media, United Nation High Commission for Refugees, Vodafone, NSW Department of Education and Training, BT, Kimberley Clark Australia, Blake Dawson Waldron, Railcorp, Toyota, Opodo, Coles Myer and Standard Life.

Iain's experience covers sprawling content-rich intranets, eCommerce sites, web applications, interactive television services, transactional banking systems, and much more.

He is a passionate advocate of involving users iteratively throughout the design and development of products and services. He has conducted well over 1,000 user research sessions.

Iain has been published on the leading interaction design e-zine Boxes and Arrows, and was Co-author of the Intranet Review Toolkit (<http://www.steptwo.com.au/products/irtoolkit/index.html>) that was developed under sponsorship from the Information Architecture Institute. He has spoken at numerous conferences, and facilitated workshops both in Australia and internationally.

**Iain Barker**  
Freelance Information Architect,  
User Researcher and  
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## DAY ONE

Wednesday, 24 March 2010

### 8.45 Registration and refreshments

### 9.15 Introduction and welcome

Iain will introduce the masterclass objectives and discuss how the day will proceed. Attendees will have the opportunity to participate in a brief 'getting to know you' exercise, so that everyone is familiar with fellow attendees' backgrounds and what they hope to achieve from the masterclass.

### 9.30 Putting information architecture in context

This session will provide a common understanding of information architecture, and will place it within the context of related topics such as usability, user-centred design and user experience.

- What is information architecture?
- IA, usability, user-centred design and user experience

### 10.45 Morning refreshments and networking

### 11.00 Creating an information architecture: processes and approaches

During this session Iain will discuss the activities involved in creating an information architecture and different organisational structures.

Topics include:

- Conducting a content inventory
- "Top down" and "bottom up" approaches
- Balancing business and user needs

### 12.30 Networking lunch

### 1.30 Collaborative design for user and stakeholder engagement

This session will introduce a range of techniques that will enable you to get user and stakeholder engagement in the development of an information architecture. This includes design games (such as design the box and metadata games) and an overview of other user research techniques.

### 2.45 Afternoon refreshments and networking

### 3.00 Getting the structure right

In this session you will learn about different structures for an information architecture, what makes a good IA and the iterative process used to come up with one. This session covers:

- Card sorting
- Iteratively evolving a proposed information structure

### 4.30 Wrap-up and end of day one

## DAY TWO

Thursday, 25 March 2010

### 8.45 Registration and refreshments

### 9.15 Recap and introduction to day two

### 9.30 Navigation and page layouts

This session will look at the translation of a structure into a page layout, will cover different navigation models and introduces essential design principles.

- Satisficing
- Information scent
- Breadcrumbs
- Dynamic and hierarchical structures

### 10.45 Morning refreshments and networking

### 11.00 Prototyping, usability testing and iterative design

This session will explain how to create and test your prototypes with real users, how to present findings to stakeholders, and how to iteratively improve your product. Topics will include:

- Prototyping
- Usability testing
- Iterative design

### 12.30 Networking lunch

### 1.30 IA documentation

This section will discuss different approaches to documenting your information architecture, including some of the challenges to conventional approaches presented by development techniques such as 'Agile'.

- Drawing sitemaps
- Drawing wireframes
- Specifications and annotations
- Creating prototypes

### 2.45 Afternoon refreshments and networking

### 3.00 Putting it all together

During this final session Iain will critique some good and bad examples of information architecture, and will open the floor to any questions arising from the previous two days.

### 4.30 Wrap-up and end of masterclass

## RECOMMENDED READINGS

**What is information architecture?**  
<http://tinyurl.com/IAreading1>

**Measuring the success of a classification system**  
<http://tinyurl.com/IAreading2>

**Information scent. Helping people find the content they want**  
<http://tinyurl.com/IAreading3>

## Preparing for this masterclass



Attendees are invited to submit specific information architecture challenges that they would like to have discussed during the masterclass.

Please email your challenges to [aootes@arkgroupasia.com](mailto:aootes@arkgroupasia.com) at least two weeks prior to the masterclass. If you do not want your organisation identified, use a pseudonym such as BigBankCo, or SmallRetailCo to indicate the industry involved and the size of the organisation.

**PHONE:** +61 1300 550 662

**FAX:** Send the completed registration form to +61 1300 550 663

**EMAIL:** aga@arkgroupasia.com

**WEB:** www.arkgroupaustralia.com.au

**POST:** Send the completed registration form to Ark Group Australia Pty Ltd, Main level, 83 Walker Street, North Sydney, NSW 2060

## Information Architecture and Collaborative Design

24 - 25 March 2010, Rydges World Square, Sydney

### PUT YOUR DETAILS HERE:

ORGANISATION NAME

POSTAL ADDRESS

STATE

POSTCODE

FAX

PHONE

#### Masterclass

<b>Standard Pricing</b>	<input type="checkbox"/> \$2395 + 10% GST = <b>\$2634.50</b>
<b>Early Bird</b> (exp:19/02/2010) Not valid with any other offer	<input type="checkbox"/> <b>Save \$200</b> \$2195 + 10% GST = <b>\$2414.50</b>
<b>Member Discount</b> (exp:19/02/2010) I am a member of The Information Architecture Institute, AIMA, WIPA, IIM, ASTC (NSW, VIC)	<input type="checkbox"/> <b>Save \$300</b> \$2095 + 10% GST = <b>\$2304.50</b>

Delegate	Name	Job title	Email address
1st			
2nd			
3rd			
4th - <b>FREE</b>			

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

Mastercard  Visa  American Express

Card number

Expiry date

Cardholder's name

Cardholder's signature

Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

Please invoice me

#### Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
  - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
  - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
  - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

#### Event venue and accommodation

Preferential rates are available at the Rydges World Square. Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

#### Rydges World Square, Sydney

389 Pitt Street  
Sydney NSW 2000

Telephone: +61 2 8268 1888

Book online at: [www.rydges.com/cwp/arkgroup](http://www.rydges.com/cwp/arkgroup)

#### Group Discount

When you bring a team of three, you can bring a 4th delegate for free!

#### Sponsorship or Exhibition Opportunities

If you are interested in sponsoring or exhibiting at this event please contact Michael Moorcraft:

Phone: 1 300 550 662

Email: [m Moorcraft@arkgroupasia.com](mailto:m Moorcraft@arkgroupasia.com)