

## INFORMATION ARCHITECTURE AND USER INTERFACE:

# Organizing Content for the Web

Tuesday, April 20, 2010  
Biltmore Hotel & Suites, Santa Clara, CA

◆ **Add a valuable skill to your skillset**

◆ **Increase your education**

◆ **Get the edge you need for the real world**

The phrase "Content is King" has never been more true. At the core of almost any web site or application, there is the goal of delivering content to the end user. Understanding and organizing this content is crucial to the success of any web project. Equally as important as content is an intuitive and accessible user interface, without which the user will not be able to easily find and retrieve the content you worked so hard on putting together.

This one-day workshop is designed to provide a thorough understanding of Information Architecture and modern web User Interfaces. We go over in depth how to gather and organize content for any web project. We then look at how to develop a highly effective User Interface based on the IA.

### BENEFITS

After completing this workshop, you will be able to:

- Understand why IA and UI are important to the success of web projects
- Be able to develop proper documentation for these phases
- Oversee the development of site Information Architecture.
- Be able to work more closely with other team players in understanding the structure of the project.

### WHO SHOULD ATTEND?

- Web development managers
- Marketing/brand managers
- Business analysts
- Web developers
- Content producers
- Application developers
- Product managers

### PRICE AND REGISTRATION

The standard workshop price is \$300.  
**STUDENTS RECEIVE A \$50 DISCOUNT!**

### WHAT THE WORKSHOP WILL COVER

Each session combines visual presentation, discussion and hands-on activities.

- **State of the Web.** Web applications, present and future.
- **Project Lifecycle.** Dissect the major phases of a successful web project.
- **Why IA.** Discuss the importance of understanding and defining content.
- **Understanding IA.** What happens during the IA phase of a project?
- **Understanding the User.** Once you have organized your content, you need to understand how your users will be interacting with it.
- **The Real World.** We will take real world examples and see how IA and UI development can be used to create a successful project.

**Space is limited.  
Register today!**  
[litmusbox.com/training](http://litmusbox.com/training)  
**408-256-2694**

  
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