# Out there

Adam Procter - Associate Teaching Fellow - Digital Media
Winchester School of Art

Friday, 14 January 2011

# Information Architecture

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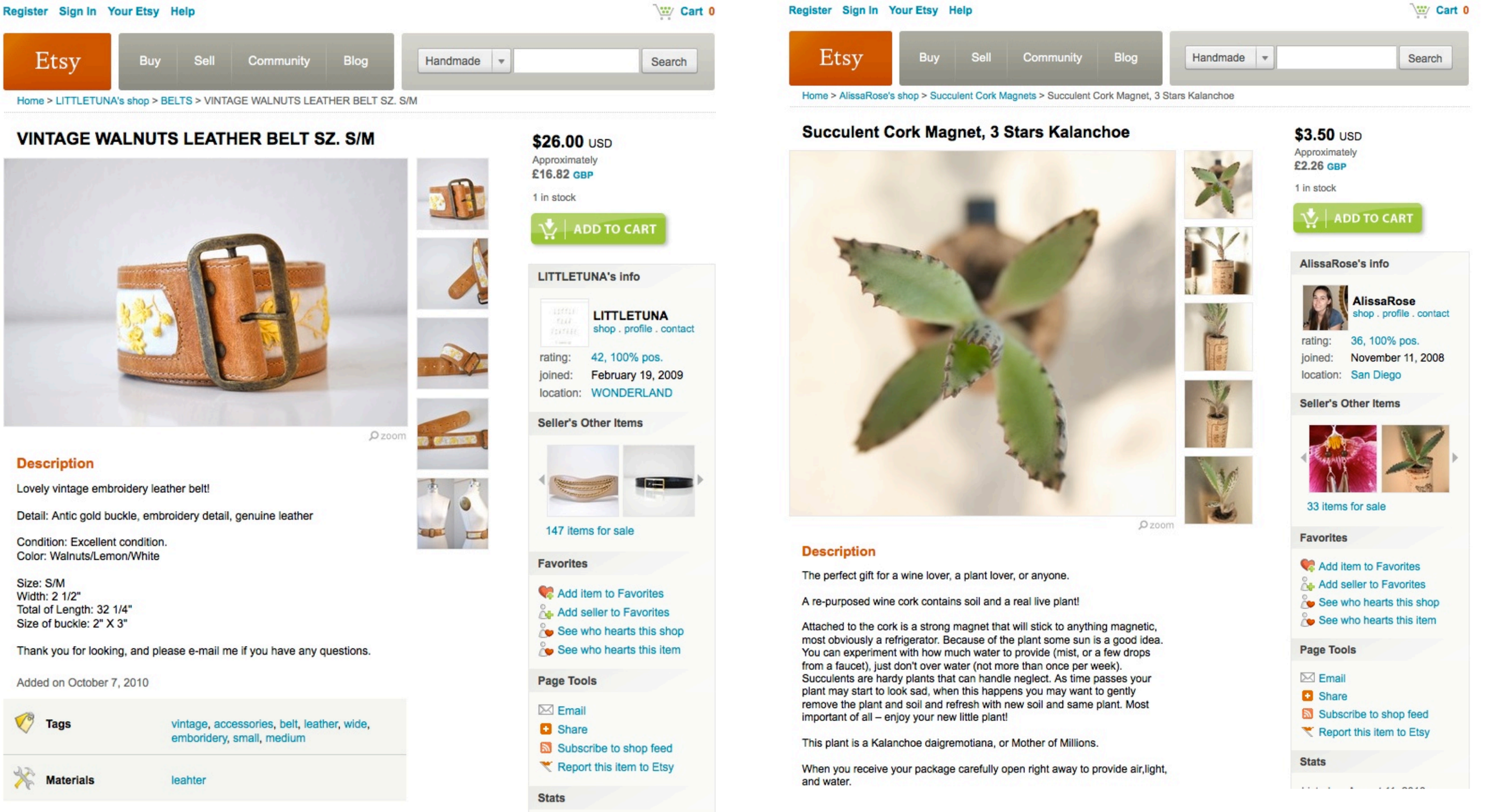
http://www.interaction-design.org/encyclopedia/information_architecture.html

## IA book in the library

Information Architecture is a discipline and a set of methods that aim to identify and organize information in a purposeful and service-oriented way. It is also a term used to describe the resulting document or documents that define the facets of a given information domain. The goal of Information Architecture is to improve information access, relevancy, and usefulness to a given audience, as well as improve the publishing entity's ability to maintain and develop the information over time. It is primarily associated with website design and it is directly related to the following professional disciplines: User interface design, content development, content management, usability engineering, interaction design, and user experience design. It is also indirectly related to database design, document design, and knowledge management.

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Different content but same same pieces that make up the listing:
title
description
tags
materials
location
payment methods
date added
photograph
category
colour

# Create ~~Pages~~
# Create Systems

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A system to house your work

I keep six honest serving-men [they taught me all I knew];
Their names are What and Why and When
And How and Where and Who

- Rudyard Kipling

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where will the site live (url)
When does it need to be available (timeline)
why is a website needed (goals)
Who is the primary audience for the site (audience)
what info/functionality needs to be available (content/tech)
How will the site be discovered and kept up to date (marketing and maintain)

# Goals

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And that's what information architecture is all about:
1. Organising content or objects
2. Describing them clearly
3. Providing ways for people to get to them.

An IA is often made up of the following parts: •
defining what the project is about and its goals •
researching people and content •
designing the IA, navigation, visual approach and content •
building and testing •
maintaining

5 whys for UX Australia
For example, thinking about the UX Australia website:
1. What is something we know people want from the website?: They want to see what presentations will be at the conference
2. Why do they need to do that?: So they can make a decision about whether to come
3. Why do they need to do that?: Because there are a lot of conferences they could attend
4.Why do they choose one over another?: I don't know

design constraints

# Audience

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/Audience

//create a persona (of YOUR audience) //

# Balanced Design

- People
Content
Context

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## Personas
## http://uxmatters.com/mt/archives/2010/10/using-personas-during-design-and-documentation.php

1. List the user attributes. Assemble all of your product's stakeholders and ask them to make a list of user attributes—for example, *Male*, *Computer literate*, or *Plays football*.

To help you easily categorize the information you've obtained about your users, you can use the following categories of attributes:

- Demographic
- Technological
- Internet Usage
- Environment
- Lifestyle
- Roles
- Goals
- Needs
- Desires
- Knowledge
- Usage Trends
- Tasks

2. Cluster the attributes. Once you've gathered your list of user attributes, cluster the attributes. To accomplish this, ask one of the stakeholders to divide his or her user attributes into several clusters. Then ask another stakeholder to place any related attributes in those clusters or, if his or her user attributes don't fit into any of the existing clusters, to create new clusters. Repeat this exercise with every stakeholder until you have clusters that everyone agrees on.
3. Create a persona for each of the clusters. Add personal details to create a realistic picture of a user, focusing on specific user needs. Note down tasks that persona is most likely to perform. Think about how the attributes in the clusters influence user behavior.
4. Prioritize personas. Prioritize the personas on the basis of business needs. The idea is to ensure that the principal persona you use during design or documentation is a clear and correct representation of your primary user population, *not* an edge case.
5. Tell stories, or create scenarios. The stories or scenarios you create for each persona describe how that person would behave or think about a particular task or situation.
6. Create persona documentation. When writing personas, include the following information:

- name of the persona
- demographic description
- goals
- needs
- abilities

# Sharing

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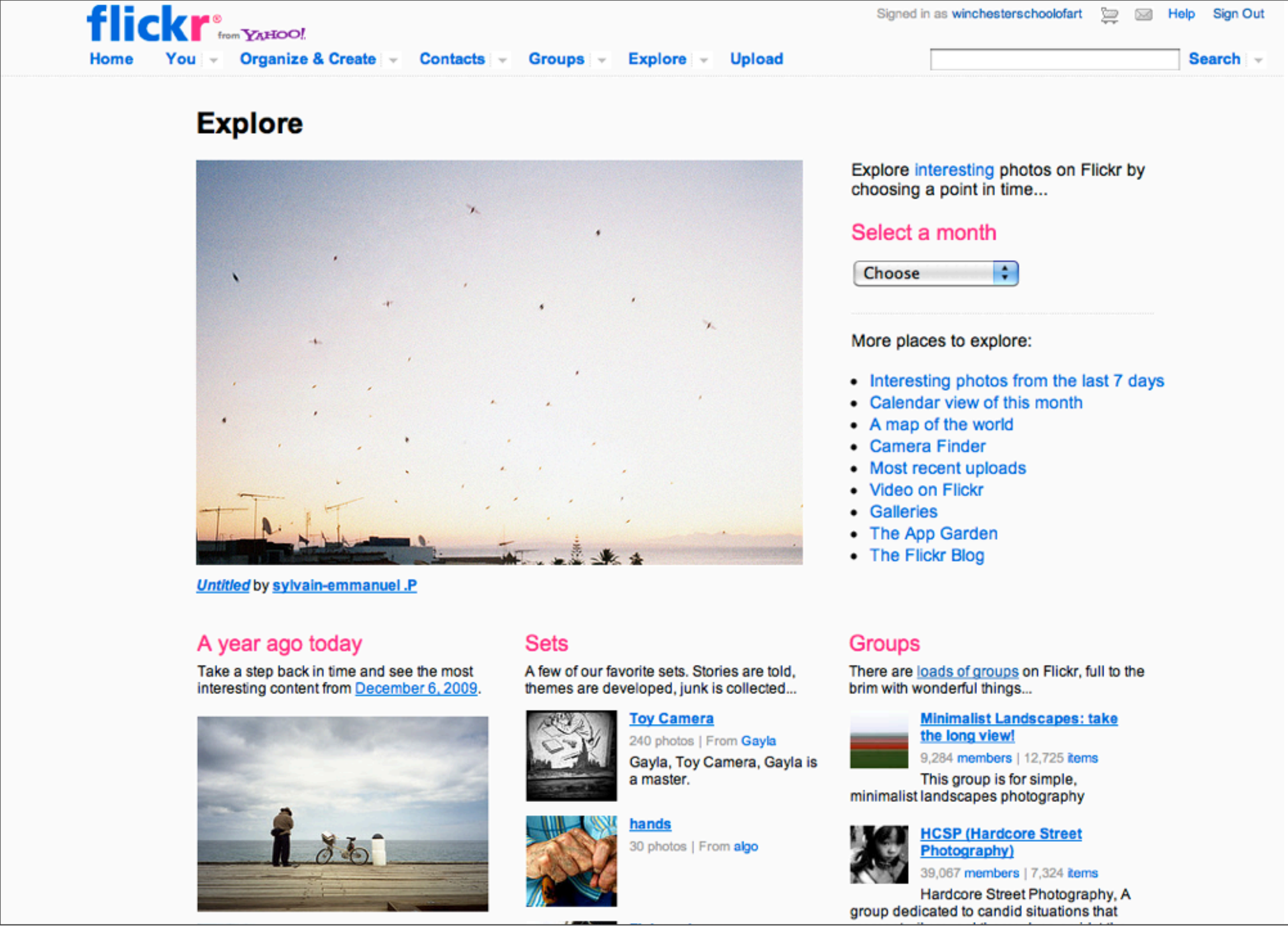
Work distribution
- take advantage of services that will promote you
- join the groups and chat with people in YOUR field of design




flickr

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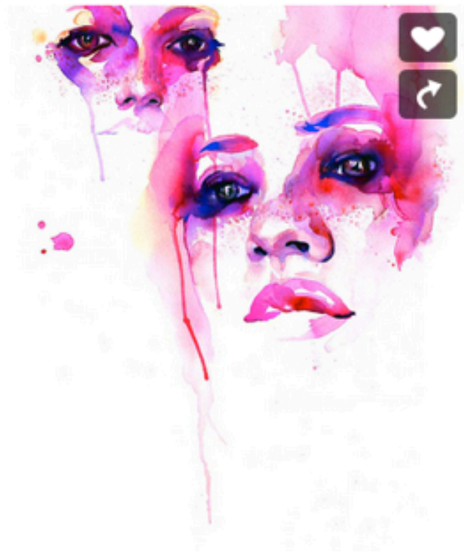
share - gain an audience - link to like minded individuals
getty images
iStock Photo

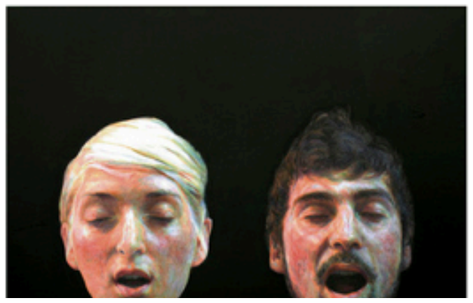
# YAY!EVERYDAY

NEW POPULAR RANDOM SEARCH INFO LOGIN/JOIN



**Getty** – Simply Watch, Respond and Enter. The more you watch, the more you receive.

ads via Carbon



yay!everyday

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you also get inspiration
Art builds on Art

# FFFFOUND!

image bookmarking

iFOUND! | iPhone application for FFFFOUND comes back to App Store!!!



*recent active users*

zoetiq (6487)
pootee (8803)
kiluka (4698)
goiano (2180)
paperhamster (840)
nelsonmouellic (3474)
myfoundpic (382)
iamgavin (3511)
davidmc (1738)
seni (1432)
roho (2153)
poultergeist (1564)
jeffhamada (9532)
poly (3174)
nemoflow (19608)
youpy (24390)
wiktorpersson (3874)
grit (173)
emirie (17)

Quoted from: pg-03.jpg (image)
2.bp.blogspot.com/_4DYs0Np0aR0/ScApuWwqYLI/AAAAAAAAAM0/9aSAO7CC8qs/s1600/pg-03.jpg
17 minutes ago saved by 13 people

FLAG THIS IMAGE

Quoted from: 14.gif 690×500 pixels
www.stylodesign.co.uk/wo_files/images/branding/comparables_direct/14.gif
2 hours 8 minutes ago saved by 15 people



ffffound

**Browse**
Deviations
Prints Shop
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Groups

**Category**
Digital Art
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Traditional Art
Film & Animation
Contests
Customization
Artisan Crafts
Designs & Interfaces
Cartoons & Comics
Manga & Anime
Fractal Art
Literature
Game Development Art
Flash
Resources & Stock Images
Fan Art
Anthro
Community Projects
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Scraps

Mature Content Filter ON

Visit Holiday HQ
for amazing daily deals!

Popular 24 hours Search Ar

**Good Service**
in Cartoons & Comics

**Supreme cookie**
in Photography

**White hair**
in Manga & Anime

**The Lost Song**
in Digital Art

**Smile**
in Photography

**Saurrrr**
in Fan Art

**Land Of Lost Wanderers**
in Photography

**Tuxessories Thanks You**
in deviantART Related

**red poppies**
in Digital Art

deviantart

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drwr.it | about | contact | get the bookmarklet | follow drwr.it on twitter.

looking for photo inspiration? check out decaflon.

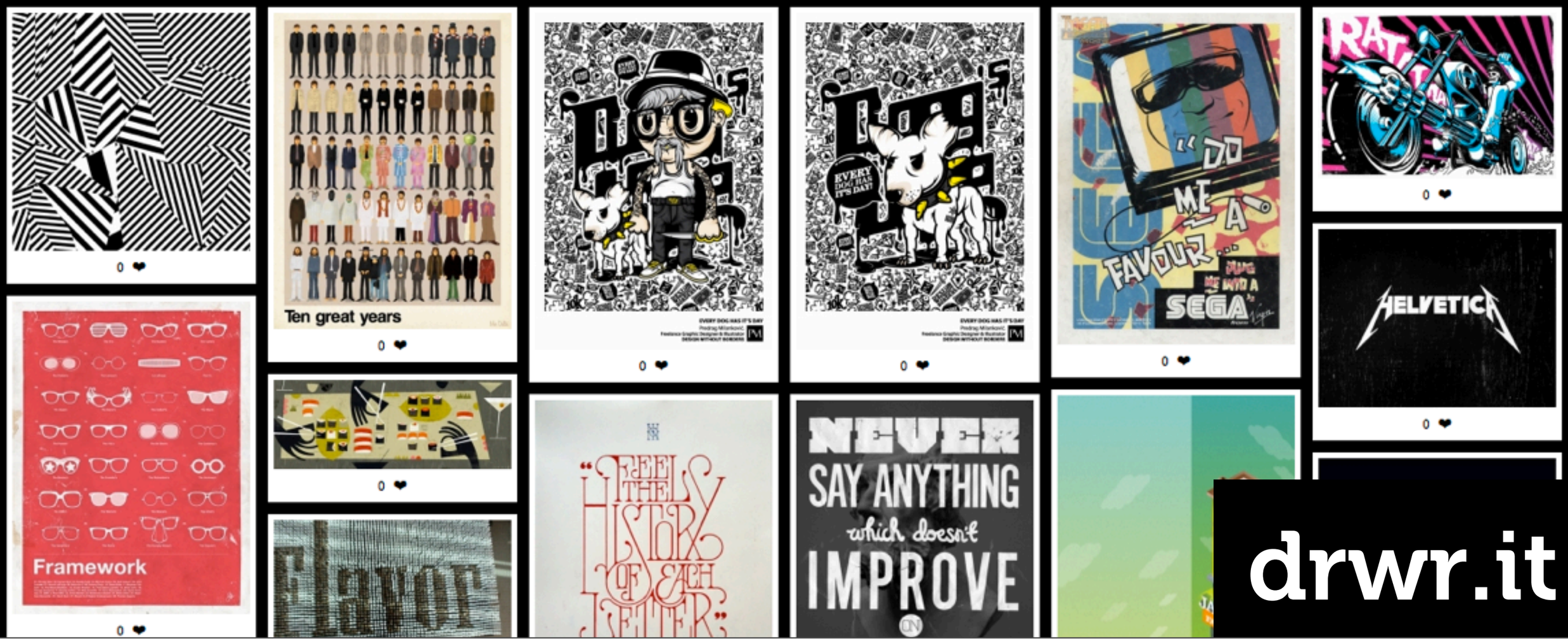
drwr.it / graphic design & illustration inspiration
by the people / build your own collection

login / register with: google / twitter / openid facebook

BuySellAds
Take Total Control of your ad space

buysellads.com
we help online advertisers and website publishers buy and sell ads better.

ads by bsa

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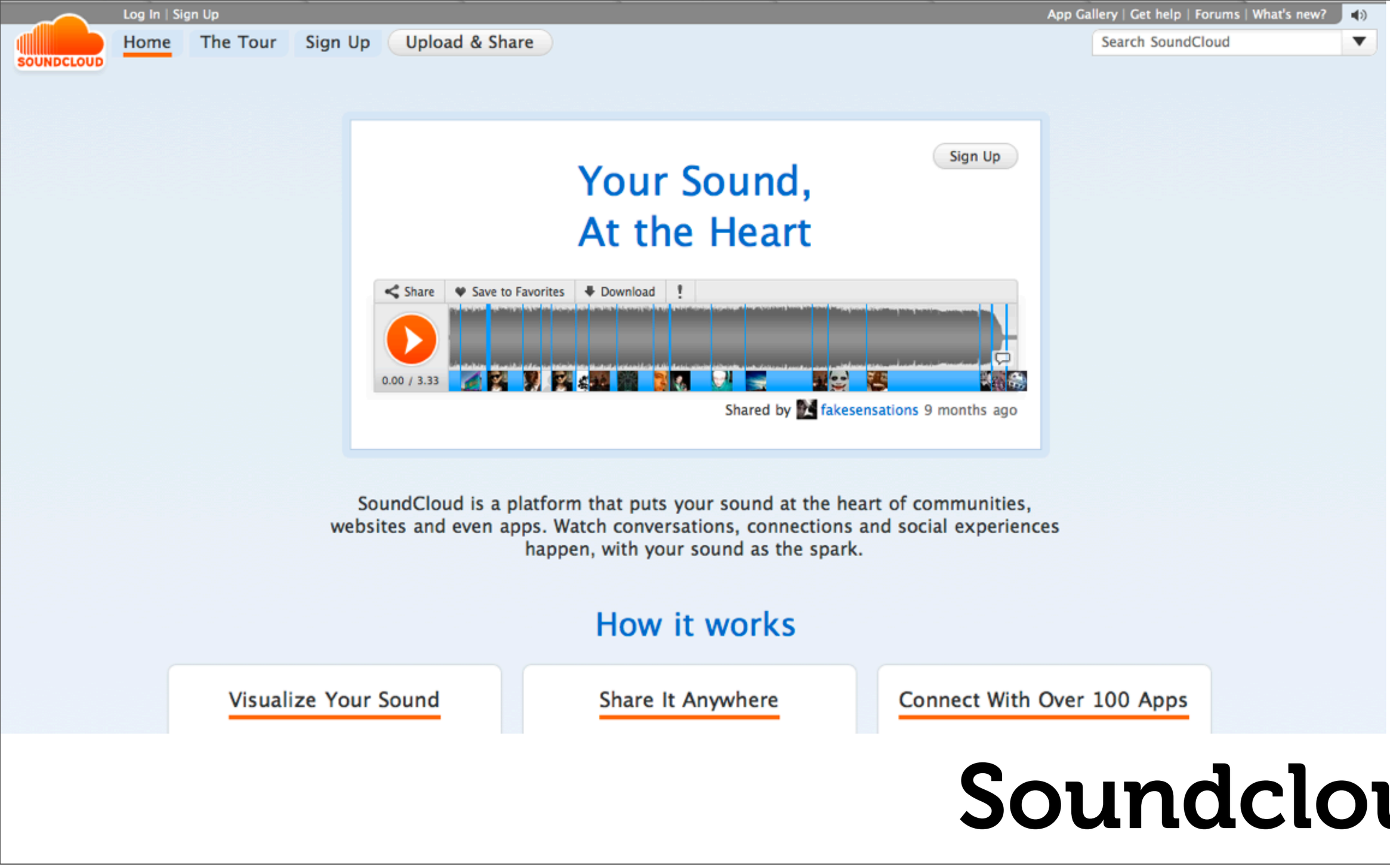
More links
http://scrapiteria.blogspot.com/
http://www.hamburgereyes.com/
http://www.gatheredinspring.blogspot.com/
http://www.postsecret.com/




# Soundcloud

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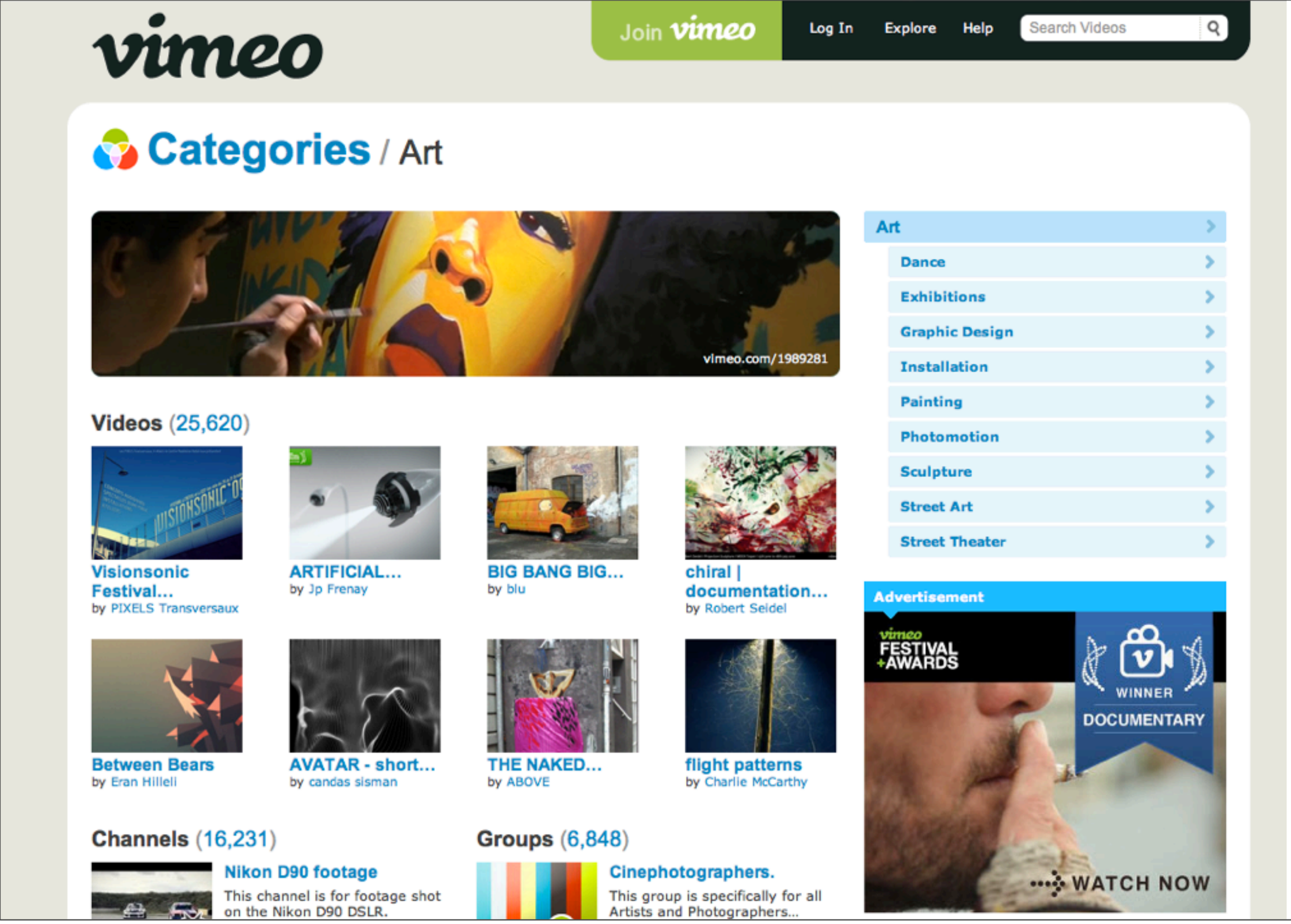
web allows for independent distributors - it is also creating the new streams...
online tools to enable distribution ...




vimeo

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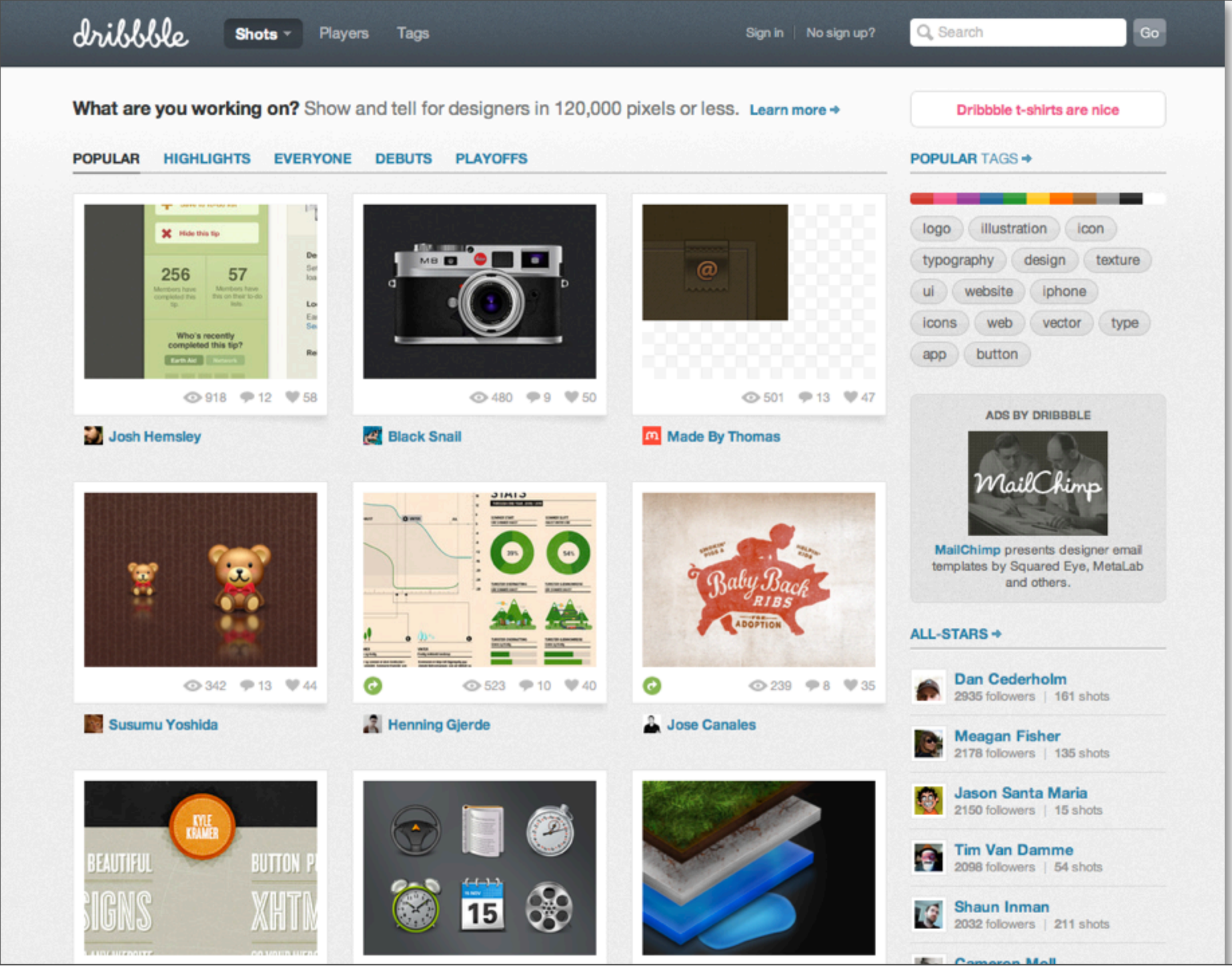
vimeo groups, channels
- ubu web
- blip

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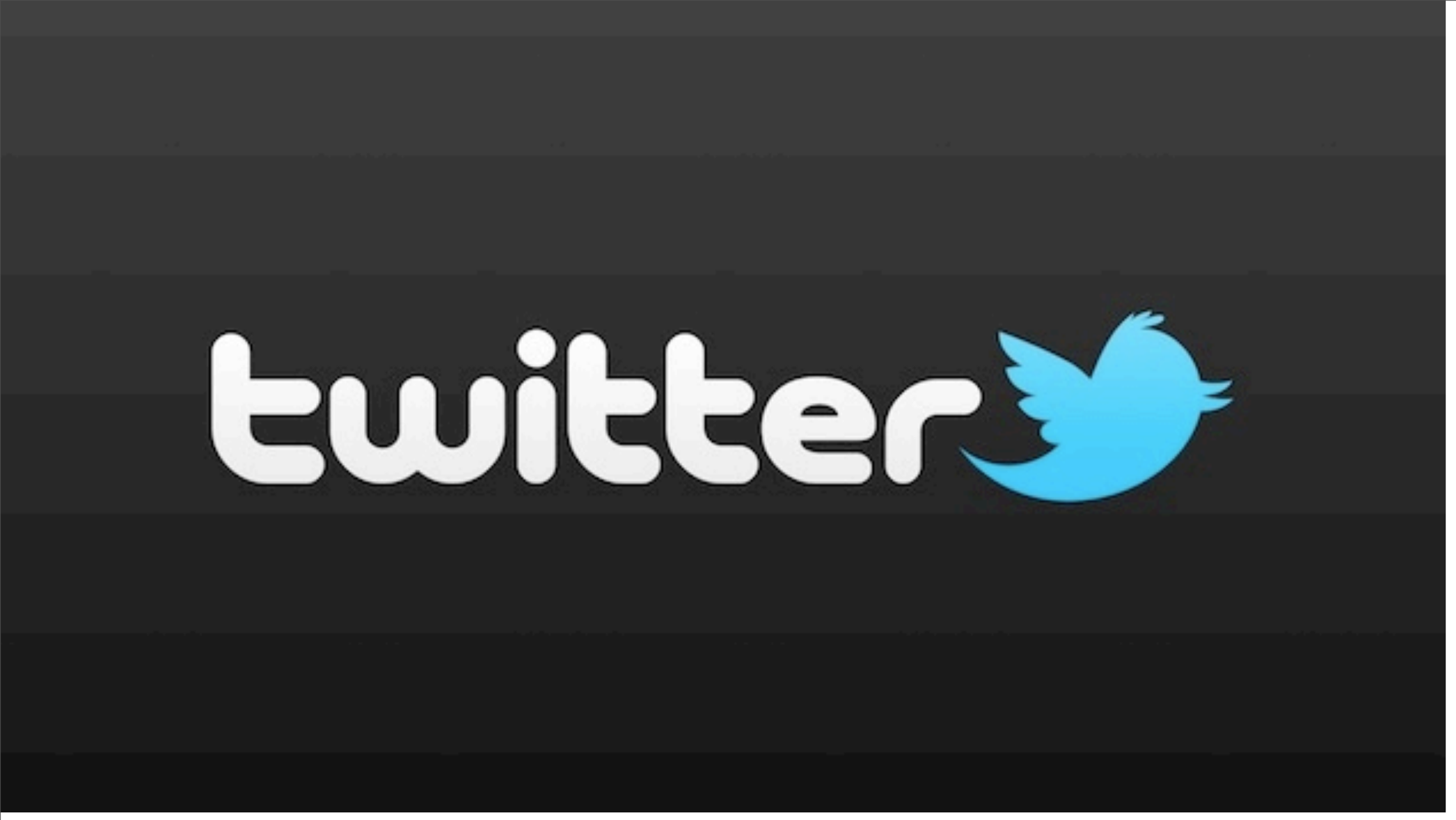
sneak peek - responses etc - web designers
http://forrst.com/

http://emberapp.com/explore/images/ ??




# twitter

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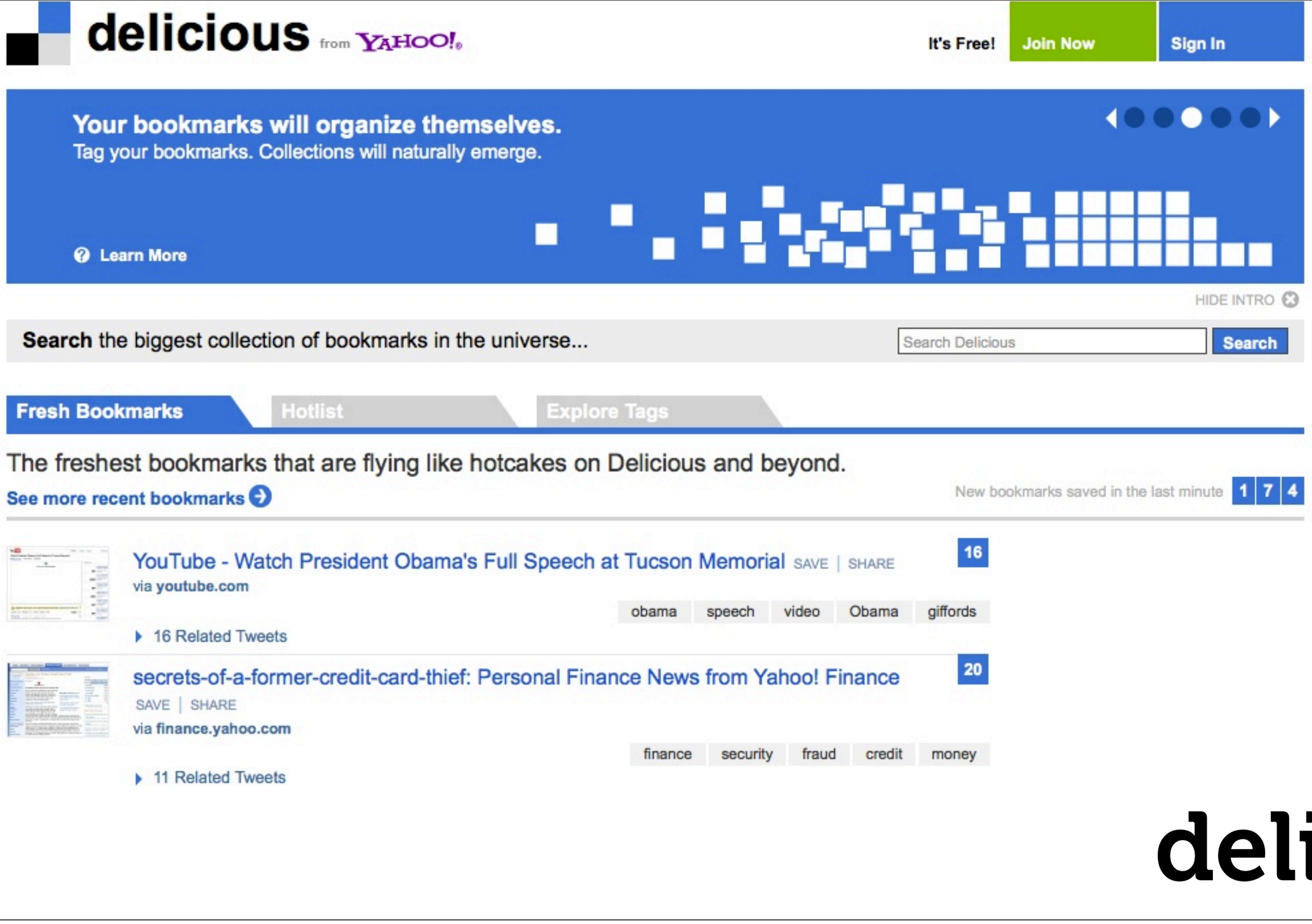
Talk about design (140 characters)
Link and follow other designers/artists

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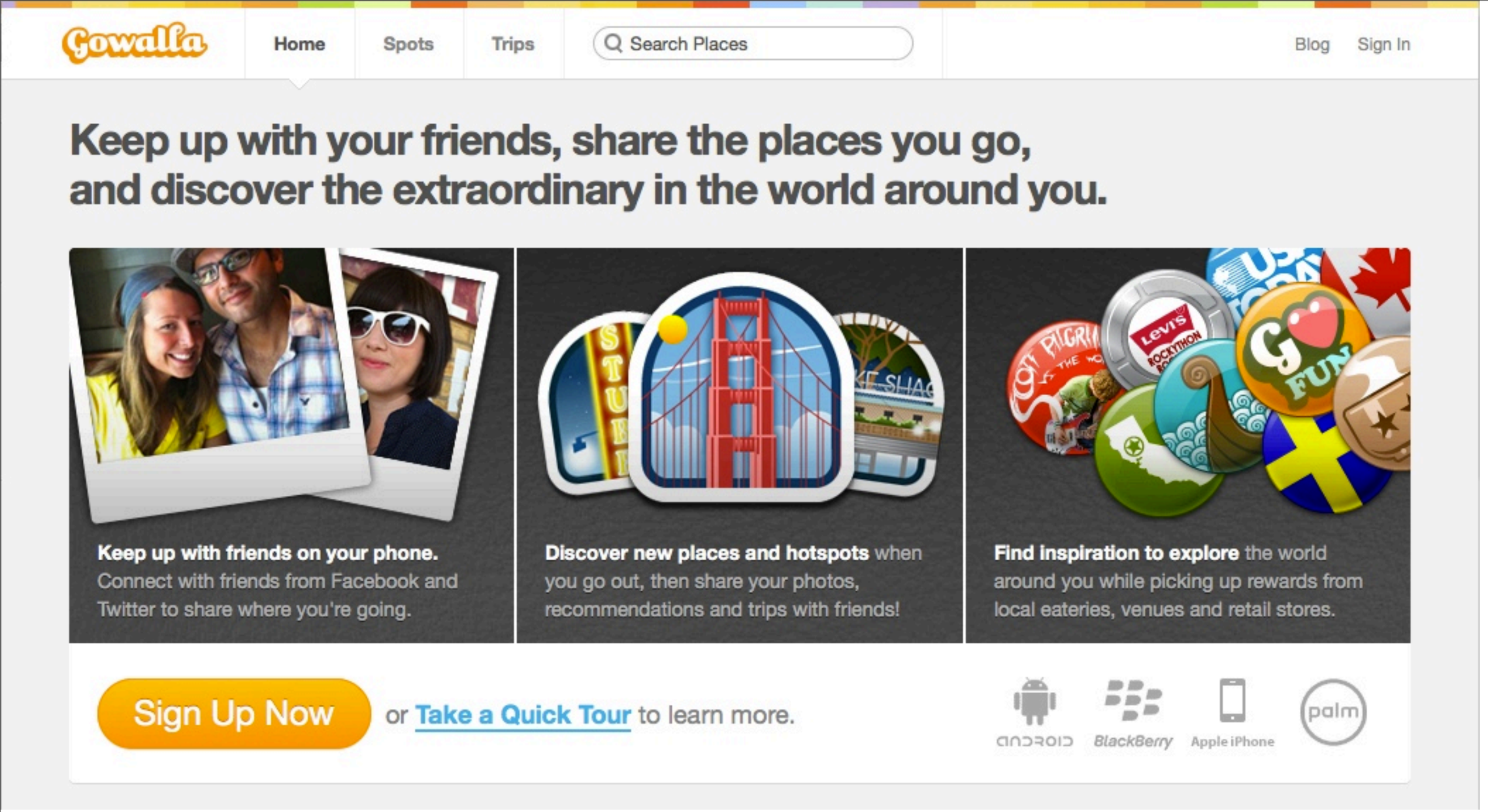
What am I in to ? Show off what you are all about




# gowalla

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Where you are - will become a bigger thing
What design studios/ galleries do you visit - create your Design Identity

foursquare.com

What conferences have you attended - what have you spoken at
http://lanyrd.com/

tumblr

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Tumblr allows you to  take all these services and present them on one page

http://virb.com/
http://www.behance.net

http://wordpress.com
http://www.squarespace.com

about.me ??

# Tumblr demo

## setup

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Create account
How to post direct to tumblr
Customise Feeds from Services
Customise - Themes and custom HTML/CSS
Custom URL options (changes adamprocter.tumblr.com into adamprocter.org)

Do not forget Tumblr cant create static Pages as well as host/blog your feeds

# domain name
# hosting
# files

## setup

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Create you own website (“traditional method”)

Domain name = URL / Address
Hosting = where you will store your files

# html
# css
# javascript

## setup

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html = content
css = style
javascript = fancy stuff !

# cms

# setup

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content management system

a ‘bucket’ to house your files and text, you input information using a simple interface which is the converted into html and css and displayed

# indexhibit demo

# setup

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indexhibit is a small simple CMS system that numerous designers/artists use

other CMS's include

http://grabaperch.com/
http://www.mojomotor.com
**http://www.expressionengine.com - is my favourite CMS**