

**VALDOSTA STATE UNIVERSITY**  
**MASTER OF LIBRARY & INFORMATION SCIENCE**  
**MLIS 7370 Information Architecture**  
**Syllabus--Spring Semester 2011**  
Three Credit Hours

**Instructor:**

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E-mail [cyang@valdosta.edu](mailto:cyang@valdosta.edu)**Course Description:****Prerequisite or corequisite: MLIS 7000 or consent of the instructor.**

Theory and techniques of designing Web sites for effective information delivery. Study of organization, labeling, navigation, and indexing systems is included.

**Learning Outcomes:**

Students will:

- Articulate basic principles of information architecture
- Assess the usability of an online information service
- Identify appropriate changes to organization, labeling, navigation, and search systems in a website that enhance design and usability
- Effectively manage website development process from a user-centered view
- Analyze users' information needs and information seeking behaviors

**Class Activities:**

Class activities include a set of readings, assignments, weekly exercises, online discussions, and a term project. Details for each week are posted in the appropriate folder on the course website. *It is the student's responsibility to check the course calendar for DUE DATES for all class work and the weekly folders and assignment folders for all required and supplemental readings and other materials.* Full descriptions of all required course work are provided in the assignments section of the course website.

**Textbooks and Required Readings:**

There is one required text for the course,

- Morville, P., & Rosenfeld, L. (2006). *Information Architecture for the World Wide Web* (3rd ed). Cambridge: O'Reilly. ISBN: 0-596-52734-9 (Available online through VSU Library)

**Suggested Reading:**

- Sklar, J. (2008). *Principles of Web Design* (4<sup>th</sup> ed). Course Technology ISBN: 978-1423901945
- Morville, P. (2005). *Ambient Findability*. Sebastopol: O'Reilly. ISBN: 0-596-00765-5 (Available online through VSU Library)
- Koyani, S. J., Bailey, R. W., & Nall, J. R. (2004). *Research-Based Web Design & Usability Guidelines*. Computer Psychology. ISBN: 978-0974996905. Available online at [http://www.usability.gov/guidelines/guidelines\\_book.pdf](http://www.usability.gov/guidelines/guidelines_book.pdf)

This is not a course in HTML scripting per se, nor is it expected that the student will have any prior knowledge of web development activities but it is the responsibility of the student to have a basic understanding of the Internet and general computing literacy. This course will enable the student to obtain the web development skills from a user-centered view. **Students will have the option of selecting their tool of choice when completing their assignments. Notify the instructor about your choice of HTML editor.** There are also required, supplemental readings for each of the course's topical units. These readings are made available to students through the web, as citations, URLs, or PDF files. It is expected that each student will have the ability to download and open up both PDF files and MS Word files.

**Grading:**

A set of readings, assignments, online discussions, and a term project will be assigned.

Grades will be calculated as follows:

- Participation (weekly reading discussion board) = 4
- Discussion postings ( 5 @ 2pts each) =10
- Weekly exercises (10 @ 3pts each) = 30
- Two tutorial quizzes (2 @ 2pts each) = 4
- Developing Websites (4 @ 8pts each) = 32
  - Part1: Site Specifications proposal
  - Part2: First Website Upload
  - Part 3: Second Website Upload
  - Part 4: Final Web site upload
- Web site organization & structures =5
- Web site evaluation = 15

Final grades will be assigned as follows:

- A 90 - 100
- B 80 - 89
- C 70 - 79
- D 60 - 69
- F 0 - 59

Assignment Submission:

- Deadlines for each graded activity are clearly stated on the MLIS 7370 Course Calendar posted on the course home page on BlazeView.
- There is a one (1) day grace period for each graded activity after its original due date.
- Missing a deadline for any graded activity may result in a reduction in grade (i.e., 5% deduction from the original mark for each day after 1-day grace period) unless a mutually acceptable alternative is arranged with the instructor.
- All assignments must be submitted via assignment drop box on BlazeView.

**Course Requirements:**

**Participation** (4 pts)

- The course is designed for online delivery.
- Students should participate in weekly asynchronous discussions on BlazeView to share their opinions of the week's topics, reading assignments.

**Discussion postings** (10 pts)

- Student should respond to questions posted by the instructor.

**Weekly Exercise** (30 pts)

- Students will complete weekly assignments that provide an opportunity to demonstrate familiarity with the course content.
- Students must use VSU server to host their Web pages and submit URLs to these pages must be submitted through assignment drop box as assignment deliverable.
- Collaboration on homework assignments is encouraged (keep in mind that collaborative work on assignments doesn't mean that one can plagiarize another person's work).

**Tutorial Quizzes** (4 pts)

- The two quizzes are worth 2 pts and are graded pass/fail. Pass=2 W3schools score of 18-20; Fail=0 W3schools score of less than 18. You may take the quizzes as many times as you wish prior to submitting your score.

**Developing Websites (32 pts)**

- The purpose of this assignment is to allow students to demonstrate their understanding of basic information architecture principles covered in class by designing and implementing a simple static website from scratch or by using web-based services.
- Students will develop a site specification proposal
- Students will be develop web sites for a variety of clients. The minimum requirements for each site are 10 pages and one CSS external stylesheet.

**Web site organization & structures (5 pts)**

- Student will draw a web structure diagram to practice creating and understanding relationship between pages.

**Website Evaluation Assignment (15 pts)**

- Students will conduct and document a heuristic evaluation of a website.

**Technological Requirements:**

As this is an online course that also focuses its attention on online information services, students must have almost daily access to the Internet. That access will use email and the web (through the student's browser) for class-related communication. It is expected that each student will be capable of dealing with PDF files and MS Words documents.

To meet all class requirements, you should also be prepared to: (1) check the BlazeVIEW course homepage several times a week, sometimes daily, if a course discussion is in progress; (2) locate additional course readings using the GALILEO databases and download or print these out (this may require a PDF reader application on your computer); and (3) keep electronic backup copies of each assignment and project you submit.

**Communication**

Faculty Office discussion board: The faculty office discussion board will be available for the duration of the semester. Please post course-related questions that may be relevant to your classmates on the discussion board. Please read the faculty office discussion board regularly.

If you have a personal question please send it to me via BlazeView course e-mail. Instructor checks his e-mail and telephone messages at least twice daily throughout normal business hours (M-F, 9-5). If you would like to speak with the instructor by telephone please send e-mail to set up an appointment.

By institutional policy, instructors are asked to communicate with students online through VSU accounts (BlazeView and VSU Email). Opening and finding the BlazeView account is, therefore, required. For instructions on using a student BlazeView account, go to IT Helpdesk at <http://www.valdosta.edu/helpdesk/>.

### **Distance Learning Support:**

To help address concerns of off-campus and online students, the library maintains the Library Services and Resources for Distance Education Student webpage at <http://www.valdosta.edu/library/services/distancestudents.shtml>. If at any time you have general questions about the library or specific questions about library resources, please call the Odum Library Reference Desk at (229) 333-7149 or email at [library@valdosta.edu](mailto:library@valdosta.edu) or <http://www.valdosta.edu/library/forms/disted.php>. Chat reference is available at <http://www.valdosta.edu/library/ask.shtml>.

## **UNIVERSITY POLICIES**

### **Academic Honesty**

Valdosta State University expects that graduate students will pursue their academic endeavors and conduct themselves in a professional and ethical manner. All work that a student presents to satisfy course requirements should represent his or her own efforts, including appropriate use and acknowledgment of external sources. Specific regulations related to student conduct and behaviors are contained in the *Student Handbook*, *Student Code of Ethics*. See <http://www.valdosta.edu/academic/AcademicHonestyatVSU.shtml>. It is your responsibility to make sure you understand how to avoid breeches of academic integrity. If you are unsure about the parameters of an assignment, ask for clarification. If you need help with citations and research resources and techniques, the university provides extensive resources for students. For help please start at the Odum Library's "how to" page: <http://www.valdosta.edu/library/learn/howto.shtml>

### **Using SafeAssign**

By taking this course, you agree that all required course work may be subject to submission for textual similarity review to SafeAssign, a tool within BlazeVIEW. For more information on the use of SafeAssign at VSU see SafeAssign for Students (<http://www.valdosta.edu/academic/SafeAssignforStudents.shtml>).

### **Equal Opportunity Statement**

Valdosta State University is an equal opportunity educational institution. It is not the intent of the institution to discriminate against any applicant for admission or any student or employee of the institution based on the sex, race, religion, color, national origin, disability, or sexual orientation of the individual. It is the intent of the institution to comply with the Civil Rights Act of 1964 and subsequent Executive Orders as well as Title IX, Equal Pay Act of 1963, Vietnam Era Veterans Readjustment Act of 1974, Age Discrimination of employment Act of 1967, and the Rehabilitation Act of 1973.

**Accommodations Statement**

Valdosta State University complies fully with the requirements of the Americans with Disabilities Act (ADA). The Access Office for Students with Disabilities (Access Office) serves students who have documented disabilities, have met the Valdosta State University (VSU) admission criteria, and are otherwise qualified. Students requesting accommodations or modifications due to a documented disability must contact the Access Office for Students with Disabilities located in the Farber Hall. The phone numbers are 229-245-2498 (V/VP) and 229-219-1348 (TTY). The website is <http://www.valdosta.edu/access/>

**Student Agreement**

Enrollment in this class signifies that the student has agreed to abide by and adhere to the policies and regulations specified above. It is understood that the instructor may adapt or change this syllabus and the assignments contained within it according to circumstances that may arise during the course of the semester.