COURSE DATA

DATA SUBJECT

Code: 33838
Name: Information Architecture on the Web
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1007 - Degree in Information and Documentation	Facultat de Geografia i Història	2	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1007 - Degree in Information and Documentation	Representation and retrieval of information	COMPULSORY

COORDINATION

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SUMMARY

The Information Architecture on the Web (AIW) is the discipline that is responsible for structuring, organizing and labeling the elements that make up the informational environments of websites, to facilitate the location and understanding of the information contained in them and thus improve the user experience.

This course will introduce students to AIW concepts and practical techniques for the analysis and design phases of a web project, emphasizing the tests and evaluation methods of user.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No enrollment restrictions with other subjects of the curriculum.

COMPETENCES / LEARNING OUTCOMES

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Be able to apply critical reasoning to the analysis and assessment of alternatives.

Be able to undertake improvements and propose innovations.

Be able to use and put into practice methods, techniques and computer tools (hardware or software) for the design, implementation, development and operation of information systems.

Capacity to write analytical reports and summaries with regard to management and organisation of information.

Demonstrate organisational and planning skills.

Have decision-making capacity.

Have oral and written communication skills in one's own language.

Have problem-solving skills.

Have skills for creating and applying documentary languages in information systems.

Have skills for information management.

Know, use and apply information and communication technologies applied to the storage, use, management, handling, distribution and exploitation of data, information and knowledge.

Know, use and apply the computer and telecommunications tools that support the development of the set of skills that must be acquired in the training process.

Know a foreign language.

Know the national and international legal and administrative framework for information management, and apply the legal and regulatory provisions and procedures relating to the information and documentation activity.

Understand, design and apply models for data and information representation, and mechanisms for data extraction and exploitation and for information retrieval.

DESCRIPTION OF CONTENTS

This part defines the source, evolution and historical context of the discipline, and defines basic concepts.

Lesson 1. Introduction and basic concepts.

1. Fundamentals of Web architecture

This part defines the source, evolution and historical context of the discipline, and defines basic concepts.

a)Discipline definition.
b)Role of the information architect.
c)User experience. User-oriented design.
d)Anatomy of IA: usability, navigability, accessibility, infor-mation needs, strategies.
e)Users: Needs and behaviors.

2. Fundamentals of web architecture design

This part analyzes the fundamentals of web information systems: organization, labelling, navigation and search. Moreover, criteria based on these principles will be developed to analyze systems from a critical point of view and to improve web architectures already implemented.

Lesson 2. Organization systems
a)Organization of web information systems
b)Organization schemes
c)Organization structures
d)Development of organization systems

Lesson 3. Labelling systems
a)Importance and usefulness of labelling systems
b)Types of labelling systems
c)Keys in the development of labeling systems
d)Card Sorting

Lesson 4. Navigation systems
a)Navigation systems
b)Goals
c)Types of navigation systems
d)Design of navigation systems

Lesson 5. Search systems
a)Search systems
b)Tpes of search systems
c)The internal search engine of the website
d)External search engines: Google
e)Website improvement in search results

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	37,50

Laboratory	22,50
Total hours	**60,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	2,00
Individual or group project	20,00
Independent study and work	26,00
Preparation of lessons	16,00
Preparation for assessment activities	16,00
Resolution of case studies	10,00
Total hours	**90,00**

TEACHING METHODOLOGY

FACE-TO-FACE CLASSES: Face-to-face classes are based on expository lessons in which the lecturer describes theoretical aspects.The material for each session will be available for the students 1 week before each class, so that they have time to prepare the lesson before attending. Moreover, in face-to-face classes some time will be devoted to correcting the exercises proposed. Solutions to the exercises will only be presented on the board in class and will not be distributed digitally.

PRACTICAL EXERCISES: At the end of each face-to-face class, the lecturer will propose some practical exercises to be completed individually as homework. These exercises are oriented to practicing the concepts introduced in the lectures and to contextualizing the content of the subject. These exercises will be corrected in face-to-face lessons, leaving at least 1 week to complete them. These exercises must be submitted to the lecturer throughout the course according to the deadlines and terms specified.

WORK IN GROUPS: At the beginning of the course, groups of 2-3 members will be defined. These groups will work collaboratively during the lessons and outside the classroom. Group projects must be submitted throughout the course. Given that this subject involves making critical analyses, the groups are encouraged to compare their results.

LABORATORY PRACTICE: The theory concepts explained in class will be put into practice in laboratory sessions, in which the lecturer will help the students in a personalized way. Students will have access to the practical exercise 1 week before the beginning of each session. Attendance to laboratory sessions is mandatory and the lecturer will monitor attendance. Laboratory exercises must be submitted throughout the course according to the schedule and the terms specified by the lecturer.

SUPPLEMENTARY ACTIVITIES: A supplementary seminar will be offered to cover in more detail some of the topics studied in the subject. The seminar will last 2 hours and 30 minutes with theory and practice.

EVALUATION

The assessment of the course will be carried out through:

1. Written test: only one written test will be held including theoretical and practical issues. Students must obtain at least 5 points out of 10 to pass the subject. The mark obtained in this part is worth 50% of the final mark.

2. Theory exercises: the activities proposed in the lectures account for 10% of the final mark. The mark for all the exercises is calculated as the average of all the exercises proposed. These exercises cannot be retaken in the second exam session.

3. Practical exercises: the mark obtained in this section accounts for 25% of the final mark and is calculated as the average mark of all the practical exercises, only if all the exercises have been completed and there is a minimum mark of 5 in each one. Otherwise, the final mark will be FAILED.

4. Group project: the mark for this part is based on individual and collective marks (within the samegroup). The mark obtained in this section accounts for 15% of the final mark and is calculatedconsidering the group presentation and the report submitted. If students fail to submit a group project, the final mark for the subject will be FAILED.

The final mark will be calculated individually by adding the marks obtained in each part. The weight for each part is described in the next table.

Written test	50%
Theory exercises	10%
Practical exercises	25%
Group project	15%
TOTAL	**100%**

If the written test is not made (independently of the other parts), the final mark will be NON-PRESENTED.

Sections 1, 3, and 4 may be submitted in both the first and second exam sessions. Section 2 cannot be retaken, and therefore the mark obtained in the first session will be retained. Between sessions, the marks of the assessable parts with a score above 5 will be preserved

REFERENCES

BASIC

- ROSENFELD, L.; and MORVILLE, P. Information Architecture for the World Wide Web. O'Reilly & Associates, Inc. Sebastopol, CA, USA, 2002. Suscrito en versión electrónica: http: //proquestcombo.safaribooksonline.com/0596527349 PÉREZ-
- MONTORO, GUTIÉRREZ, M.; Arquitectura de información en entornos Web. Ed. Trea, 2010 KRUG, S. Don¿t make Me Think. New Riders Publ., 2000. GARRET, J. ; The Elements of User Experience : User-Centered Design for the Web and Beyond. New Riders Publ., 2011.
- NIELSEN, J.; Designing Web Usability. Prentice Hall, 2000

SUPPLEMENTARY

- CAMUS, J.C. Tienes 5 segundos. Edición electrónica: https://ir.uv.es/0LxUNV2
- HASSAN MONTERO, Y.; Experiencia de Usuario: Principios y Métodos. Edición electrónica: https: //yusef.es/Experiencia_de_Usuario.pdf
- MORDECKI, D.; Miro y entiendo: Guía práctica de Usabilidad web. Edición electrónica: http: //www.mordecki.com/html/miroyentiendo.php