

Site Map

Objective: To develop an information structure, which organizes the content of the site into a systematic and logical pathway. To identify the hierarchy of content and distribute the information accordingly. To establish clear and logical labeling devices for each unit of information. To author and direct the method in which the users obtains information (ie linear vs. non linear pathways).

Process: The process in which to organize information for a site is similar to an inverted hourglass. It starts out with a specific concept, then broadens obtaining various types of information to include: stories, anecdotes, facts, visuals, charts, data, demonstrations and tutorials. The collected information is then edited, compartmentalized and paired down in order to communicate an efficient and effective message.

- 1> Define your message
- 2> Brainstorm ideas, associations and pathways
- 3> Collect content
- 4> Organize and outline
- 5> Create a site map (a structural system that presents a pathway for the user to navigate throughout the site)
- 6> Label each unit of the site map
- 7> Identify the content that will be place in each unit

Wednesday, 4/28—Post PDF of site map to your student page

