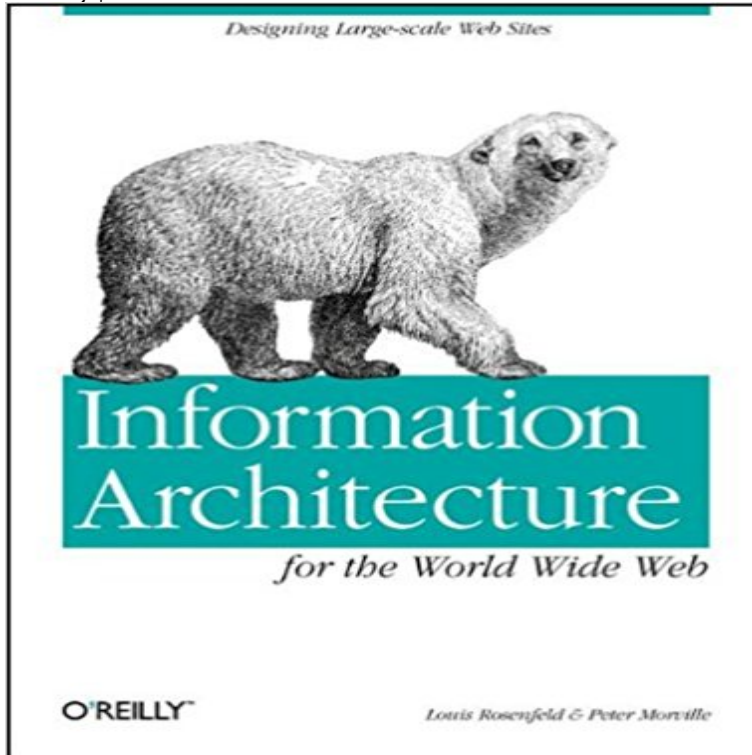


Information Architecture for the World Wide Web: Designing Large-scale Web Sites



Some web sites work and some don't. Good web site consultants know that you can't just jump in and start writing HTML, the same way you can't build a house by just pouring a foundation and putting up some walls. You need to know who will be using the site, and what they'll be using it for. You need some idea of what you'd like to draw their attention to during their visit. Overall, you need a strong, cohesive vision for the site that makes it both distinctive and usable. Information Architecture for the World Wide Web is about applying the principles of architecture and library science to web site design. Each web site is like a public building, available for tourists and regulars alike to breeze through at their leisure. The job of the architect is to set up the framework for the site to make it comfortable and inviting for people to visit, relax in, and perhaps even return to someday. Most books on web development concentrate either on the aesthetics or the mechanics of the site. This book is about the framework that holds the two together. With this book, you learn how to design web sites and intranets that support growth, management, and ease of use. Special attention is given to: The process behind architecting a large, complex site Web site hierarchy design and organization Information Architecture for the World Wide Web is for webmasters, designers, and anyone else involved in building a web site. It's for novice web designers who, from the start, want to avoid the traps that result in poorly designed sites. It's for experienced web designers who have already created sites but realize that something is missing from their sites and want to improve them. It's for programmers and administrators who are comfortable with HTML, CGI, and Java but want to understand how to organize their web pages into a cohesive site. The authors are two of the principals of

Argus Associates, a web consulting firm. At Argus, they have created information architectures for web sites and intranets of some of the largest companies in the United States, including Chrysler Corporation, Barrons, and Dow Chemical.

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