

JMSC – Information Architecture for Effective Outreach and Communications

June 2013

Journalism & Media Studies Centre
The University of Hong Kong



Course Details

The course will showcase strategies to incorporate good IA practices into the daily work of your organization. Course activities include lectures, seminars, and hands-on activities in information organization and delivery. Most of the activities will centre around the course material within a WordPress website. The work will focus on improving the information architecture for the site and applying the techniques that are taught.

Some of the topics we will explore:

- Developing a content strategy to ensure all information produced is in line with your business requirements
- Learning several ways to think about your information, so you can choose the right platform to support each of your media needs
- Exploring better ways to categorize, tag and label information, so that it can be found, used and reused
- Establishing a strong curation system to provide better exposure
- Developing a more informal approach to producing content to improve the efficiency and management costs of production
- Developing a social media strategy to improve how your information is shared and discovered
- Simplifying your design to aid usability
- Examining the importance of Mobile websites and the necessity of content/mobile first development
- Exploring analytics and other metrics as a way to test the success of your infrastructure

Who should attend: communication officers and managers at NGOs, government and corporations; reporters and editors; and other professionals engaged in information production and delivery.