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INFORMATION ARCHITECTURE: About BAIA / BFA Information Architect & Design Experience

Information Architect Specialist User Experience Designer

BAIA / BFA

About the BAIA (Information Architecture & Design) (Graphic Design) Programs

The BAIA is an interdisciplinary **design** program in graphic design (visual communication, product design and development, industrial technology), which provide the designer with an opportunity to develop an individualized course of study in the areas of general design studies: user/design research, visual communication design, user-centered design, information architecture, user experience design, and technology.

In fact, I decidedly took advantage of these interdisciplinary programs and developed my own unique major in user/design research, information architecture and design, interaction design, interface design, conceptual-user-centered design, including user experience design, user-centered design, usability testing, Website design, and management.

Interdisciplinary Electives Required— Information Architecture & Design

The design major prepares designers and/or information architects and/or user experience designers for a program of graphic design or design-architecture-related study (digital media), or other specialized areas in technology, learning (learning by doing and various multiple projects and internships), research, development, practice, as well as flexible collaboration with other disciplines involving technology, user experience, and creative design-problem solving. Senior-level thesis report, project, and presentation: *HTML Editors—Their Practical Use in Web Design*.

Primary Major/Emphasis: User/design research, information architecture (IA), user experience design (UXD), navigation design, interaction design, interface design, drafting and sketching, project management, and usability testing.

Secondary Major/Emphasis: Graphic design, graphic design history, typography, color theory, animation, multimedia, product design, Adobe Creative Suite



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Foundational Skills

The **BFA** program—**California College of the Arts**—includes the design of complex visuals such as maps, charts, diagrams, and navigational systems. This requires a tight focus on verbal content, typographic details, aesthetic consistency, how the communication will be used, and who its audience will be.

Major/Emphasis: Graphic design, typography

Completed 4 courses: Graphic design, 3D visual dynamics, art history, drawing—reviewed first—**received highest A.**

Details

Interdisciplinary curricula significantly contributed to the university programs for being an information architect and designer, user experience designer, manager (combined programs).