



**Steven Heitman**  
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## **INFORMATION ARCHITECTURE: Curricula**

### **Information Architect & Design Experience**

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**Sr. User/Design Researcher / Information Architect Specialist**  
**User Experience Designer**

**AS & AA, BAIA, MAIA, ID&T Cert., TPW Cert., MAEd**

### **Curricula**

#### **MAEd PROGRAM—SAN FRANCISCO STATE UNIVERSITY**

“ The curriculum covers cognitive and learning theories, needs assessment, instructional design models and strategies, visual and web-based designs, information architecture, usability testing, knowledge and performance assessment, and project management. ”

#### **Recommendation**

“Approval.”

Dr. Beatty, Ph.D.

Dr. Michaels, Ph.D.

Dr. Hemphill, Ed.D.

- “Approved by COE—College of Education—Graduate Committee”

Dr. Cheng, Ph.D.

Dr. Gates, Ed.D.

Dr. Dierke, Ed.D.



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#### **INFORMATION ARCHITECT, USER EXPERIENCE DESIGNER, USER/DESIGN RESEARCH SPECIALIZATION**

- Information Architecture (IA) specialization, Usability Testing specialization; Theses Reports—Information Architecture (IA)—Certifications of Approval and Abstracts. This did Certify being an Information Architect, User Experience Designer, et al., (MAIA, MAEd theses reports) subject matter expert (SME).
- The MAEd (IA) thesis report—in addition to the regular approval process—required two (2) additional reviews by professionals that work in the specific industry (information architecture, user experience design, usability, project/product management) to review and agree with the contents of the thesis report.
- After this approval is granted, then it has to meet with the Graduate Committee's approval, including a rigorous review by the supervising professor and department chair.
- For my MAEd (IA) thesis report, I had five (5) additional reviewers to certify that the contents of the thesis report were found to be valid and congruent.
- In other words, the MAEd (IA) thesis report is specialized and about information architecture, user experience design, user-centered design, prototyping, navigation systems design, systematic approach, information architect/user experience design deliverables, and usability testing.



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#### **MAIA—**

#### **BAIA PROGRAMS—SAN FRANCISCO STATE UNIVERSITY**

“ The program is designed for students who want to pursue professional work in design firms, teaching, project management, strategic planning for design firms, or management roles in technology. We emphasize problem-solving competencies, both conceptual and practical. Students in the program study visual communication design and product design with an interdisciplinary perspective. Students with a wide range of backgrounds work with a graduate advisor to design an MA program that meets their career goals. Based upon focused research into a chosen design problem, students develop a specialized area of study in graphic design/visual communication design [information architecture/user experience design/interaction design], product design/manufacturing, industrial technology, project management, [product management], or digital media. Many students prepare for doctoral work at other institutions. ”

#### **BFA PROGRAM—CALIFORNIA COLLEGE OF THE ARTS**

“ It is one of the premier fine arts and design institutions in the United States and a member of the Association of Independent Colleges of Art and Design (AICAD), a consortium of thirty-six leading art schools in the United States and Canada. CCA is also widely regarded as one of the leading art and design institutions in the world. ”



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#### **TPW CERT.—TECHNICAL & PROFESSIONAL WRITING PROGRAM— SAN FRANCISCO STATE UNIVERSITY**

Vocational Training in Technical & Professional Writing

- The TPW curriculum covers technical and professional writing, editing, work-place writing and forms, methods, issues, and desktop publishing (Adobe Creative Suite).
- The TPW program includes interdisciplinary electives that further develop related communications skills in technical and professional writing, nurturing professional attitudes.
- FrameMaker and document design.
- Information Architecture and design, graphic design electives.
- Equivalent to the BATPW program—completed during the graduate-level program at the university—MAEd.
- Individual and team projects successfully completed.
- Portfolio and reviews required, including internships.

#### **ID&T CERT.—INTERNET DESIGN & TECHNOLOGY PROGRAM— SAN FRANCISCO STATE UNIVERSITY**

Vocational Training in Information Architecture, Interaction Design, User Experience Design, User/Design Research, Project/Product Management

- Foundational courses in computer/Web programming and information technology skills relevant to the Internet industry and user experience design.
- Received IA vocational training from instructors, which extended into design research, information architecture, interaction design, user experience design, usability testing, and project management.
- Rapid prototyping on a variety of multiple projects, including required IA/UXD documentation—mapping and diagramming on a variety of projects.
- All of my instructors taught courses from very deep real-world experiences.
- Instructors worked as Information Architects, Interaction Designers, User Experience Designers, Designers, Computer Web/Programmers, Technical Writers, Usability Testers, and Project Managers—in their chosen specializations and with infamous companies in the Bay Area and San Francisco.
- Vocational training specific to Information Architecture and user experience design—extensive supervised internships successfully completed.
- Hands-on learning: Adobe Creative Suite (Dreamweaver, InDesign, Photoshop, Illustrator, Fireworks, Flash); did HTML coding on a variety of projects.
- Fieldtrips and exploration at various high-tech and design companies.
- Final portfolio Website required for graduation and multiple research projects.
- Individual and team projects successfully completed.
- Portfolio and reviews required, including internships.



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#### **AS & AA PROGRAM—CITY COLLEGE OF SAN FRANCISCO**

Vocational Training in Graphic Communications, Graphic Design, Typography, Drawing, Conceptual Design, Desktop Publishing, Research, Project Management

We are living in an information society—surrounded by an ever-increasing barrage of words, images and sounds. The role of the graphic designer is to shape this information in a meaningful way, visualizing and communicating ideas in the most engaging manner possible. The [Graphic Communications] Graphic Design major was created to provide designers with a strong foundation in the fundamental aspects of the designer's art.

Designers develop creativity and ideation skills, learn the theories of communication design and apply this to a wide range of design situations. Communication in all forms—visual, verbal and written—is stressed. Designers successfully completing and graduating from the program will be able to:

- Employ a structured iterative creative process (research, ideation, development, analysis and prototyping) to solve a variety of design problems.
- Combine appropriate aesthetic form and content to create evocative and engaging work.
- Create appropriate typographic solutions for a variety of design situations.
- Demonstrate proficiency with computers, softwares, and production processes.
- Learn hands-on training and vocational skills for doing: Adobe Creative Suite (Design Premium), PageMaker, QuarkXPress, and FreeHand; multiple softwares (semester-long courses required for learning multiple softwares).
- Select appropriate tools, materials and processes for a range of media products.
- Work collaboratively within a creative design team (multiple graphic design projects, internships, and in-house printing projects).
- Critically evaluate and discuss the merits of various creative ideas.
- Develop and maintain a professional portfolio of work.
- Do graphic design, project management internship—successfully completed (worked with clients in team environment; 2 semesters).
- Do prepress production and printing of projects (in team environment).
- Do project management on all design projects, including team leadership.
- Do individual and team projects (successfully completed).
- Do final project required for graduation.
- Complete portfolio and reviews (required), including internships.



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**San Francisco State University**



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**California College of the Arts**