April's STC TC Meeting

Information Architecture Bottom Up, with Mark Baker

Traditional information architecture has always been done top down. It assumes a single entry point and a hierarchical organization of content. This model does not work for the modern reader whose first recourse—on the Web or off—is to search. Search lands the reader at an individual page of a content set, not at the top but at the bottom. To make content work for the modern reader, we need an information architecture that works bottom up.

Originally presented at the STC Summit in Phoenix, this session defines bottom up architecture and demonstrates why search-supported architecture is essential for reaching the modern reader and exploring how our thinking and our tools need to change to create an effective bottom-up architecture.

Tuesday, April 12, 2016
Meal and networking 5:30 - 6:30 PM
Speaker’s Presentation 6:30 - 7:30 PM
Lunds & Byerlys’ Community Room
Uptown Lunds & Byerlys
1450 W Lake Street
Minneapolis, MN 55408

Directions
Register Here

Mark Baker is the author of Every Page Is Page One: Topic-based Writing for Technical Communication and the Web, and the forthcoming Structured Writing: Principles and Practices, both from XML Press. He helps organizations adopt the Every Page is Page One approach to information design through training, coaching, editing, and writing services at Analecta Communications Inc. ([http://analecta.com](http://analecta.com)).

He blogs at [http://everypagespageone.com](http://everypagespageone.com) and tweets as @mbakeranalecta.

More information can be found at the [STC TC Website](http://www.stc-tc.org).