



Certified Knowledge Specialist – Information Architecture & ECM *Course Overview*

Ideal for Content Managers needing to grow in the field of Information Architecture (IA) and Enterprise Content Management (ECM)

*This two-day course will present an introduction and application to the principles and practices of developing **Information Architecture (IA)**. The course will present and demonstrate IA and its connection to **Knowledge Management (KM)** and **Enterprise Content Management**, with additional advance topics where IA is making an impact (**Big Data Analytics and Internet of Things – “IoT”**).*

Introduction

Have you ever experienced a situation when you just can't find that document on your content management system or a specific job aid, standard operating procedure or knowledge article in your knowledge repository?

Maybe you're using a system or website, where the navigation and labeling do not match what you do or how you perform your job. Or worse, your organization has different names for the same or similar content and you are not sure you found or are using the correct content.

Perhaps your organization is beginning a Big Data Analytics initiative and you need prepare (curate) your content so that tools such as IBM Watson™, Hadoop™, Spark™, and MongoDB™ will be effective analyzing your unstructured data.

Maybe your organization is beginning to examine IoT (Internet of Things) and need to know how to present and tap into the exchange of information between devices.

A proven cure for these issues is to implement an Information Architecture (IA) that will:

- Drive a user centric taxonomy, metadata and associated keywords to enable consistent labeling, organization, categorization and “findability” of your content.

- Enable Big Data Analytics to exploit relationships and synergies between your data and facilitate your organization's ability to make decisions utilizing the full spectrum of your big data sources.
- For IoT, IA offers a viable option in which to construct content that will be represented in a flexible object-oriented fashion.

Audience

- Content managers needing to grow in the field of Information Architecture (AI) and Enterprise Content Management (ECM)
- User Interface/Experience Designers of CM tools and Knowledge Management tools (such as eGain, Oracle KM, and SharePoint)
- Search Analysts and Information Classification Specialists
- Content Curators working with Big Data Analytics and IoT
- Anyone with a Library Science background or Records Management background wanting to understand more about Information Architecture

Objectives

Upon completion of the course, participants will be able to:

- Understand the principles of Information Architecture
- Understand how to develop and apply Content Model, Taxonomy and Metadata Schema
- Understand the use and application of metadata
- Understand the principles of card sorting and how to conduct a Card Sort
- Understand how IA plays a key role in search and the overall user experience
- Understand how to apply IA to your KM and ECM Strategy
- Understanding Content Governance and its role in Information Architecture
- Understand how to apply IA to curate your content for Big Data Analytics
- Understand how to apply IA to model your content for IoT

Topics Covered

- Information Architecture Principles: Content modeling, Building Taxonomies, Understanding Metadata development and use
- Conducting the Card Sort
- Search Engine Optimization (SEO)
- IA and the User Experience
- Content Governance Principles and Practices
- Incorporating IA in your Knowledge Management and Enterprise Content Management Strategies
- IA in Big Data Analytics and IoT

Course Outline

Day One (1)

Module 1: Introduction to Information Architecture

- What is Information Architecture (IA)
- IA Areas of Practice
- Understanding What is IA Success
- IA Benefits
- IA Roles and Responsibilities
- IA Components
- Content Model
- Metadata Schema
- Taxonomy

Module 2: Introduction to Course Case Study

(This is the Case Study that will be used to complete the exercises)

Module 3: Performing the Content Audit

- Content Audit Overview
- Content Audit Step-by-Step Process
- Content Audit Tools
- **Exercise 1 Perform a Content Audit**
- **(See Case Study)**

Module 4: The Content Model

- Content Model Overview
- Constructing the Content Model
- Steps toward Constructing the Content Model
- Content Modelling Best Practices
- Review - Content Modeling Standards, Guidelines & Best Practices (see handout)
- **Exercise 2: Construct the Content Model**
- **(See Case Study)**

Module 5: Metadata Schema

- Metadata Schema Overview
- Create Metadata Schema Step-by-Step Process
- Metadata Schema Tools
- **Exercise 3: Develop the Metadata Schema**
- **(See Case Study)**

Day Two (2)

Module 6: Taxonomy

- Taxonomy Overview
- Creating the Taxonomy Step-by-Step Process
- Taxonomy Tools
- Card Sort/Conducting a Card Sort
- **Exercise 4: Conduct the Card Sort & Develop Solution Taxonomy (See Case Study)**

Module 7: Applying the Information Architecture

- IA: Content Model
- Content Template
- IA and UI/UX Design
- IA and UI/UX Overview
- Wireframes
- IA and Search
- Search Facets

Module 8: Integrating IA into Your KM and ECM Strategies

- Incorporating IA into Your Knowledge Management Strategy
- Incorporating IA into Your ECM Strategy

Module 9: IA, Planning and Governance

- Governance Overview
- IA Role in Governance
- Governance Model
- Governance Plan
- Planning and Executing an IA Initiative

Module 10: Advance Topics in IA

- IA and Big Data Analytics
- IA and Internet of Things (IoT)
- **Exercise 5 Perform Knowledge Curation**

Case Studies in Implementing Information Architecture

Certification Exam Review

Meet Your Instructor



Dr. Anthony J. Rhem, PhD.: serves as the President and Principal Consultant of A.J. Rhem & Associates, Inc., a privately held Knowledge Management & System Integration Consulting, Training and Research firm located in Chicago, Illinois.

Dr. Rhem has over thirty (30) years of experience in information technology and twenty years (20) in Knowledge Management. A published author, educator, and researcher; Dr. Rhem has presented the application and theory of Software Engineering Methodologies, Knowledge Management, and Artificial Intelligence, Big Data and IoT at universities and conferences in the US and Europe.

Training Formats: Online or Live (Face-to-Face)

Online/Self-Paced: Take the online version of the two-day Master Class at the convenience of your own desktop. Contains instructor video, PPT slide animation and “checkpoints” (interactive quizzes).

Live/Face-to-Face Class: Join KMI for a public class or inquire about a private class, delivered onsite at your facilities. For public class options, visit www.kminstitute.org/events

Private classes: With a minimum of 10 students, the Master Class can be delivered just about anywhere worldwide. *See contact information below.*

Contact Us!

Individual Student Enrollment

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