

**DESIGN E
SUSTENTABILIDADE
DIGITAL**

*PRODUÇÃO EM NOVOS MEDIA
INTER<ACTION>
FASE #3*

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FASE #3

_INFORMATION ARCHITECTURE:

_SITE MAPPING

_WIREFRAMES

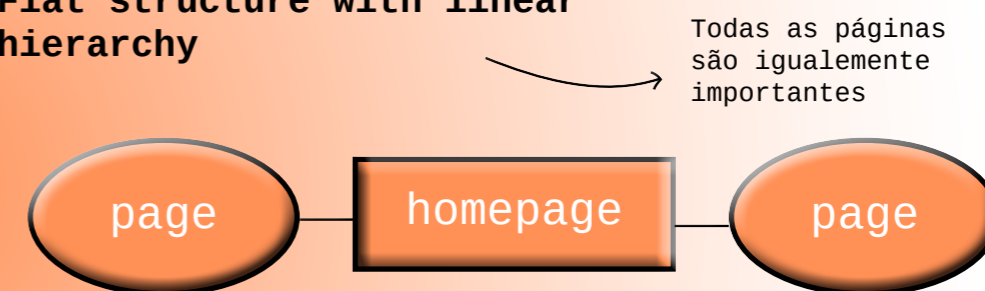
IA or information architecture refers to organizing and labeling content to make the product usable and understandable, while enhancing user experience. So, in a way, IA design is a foundation of UX.

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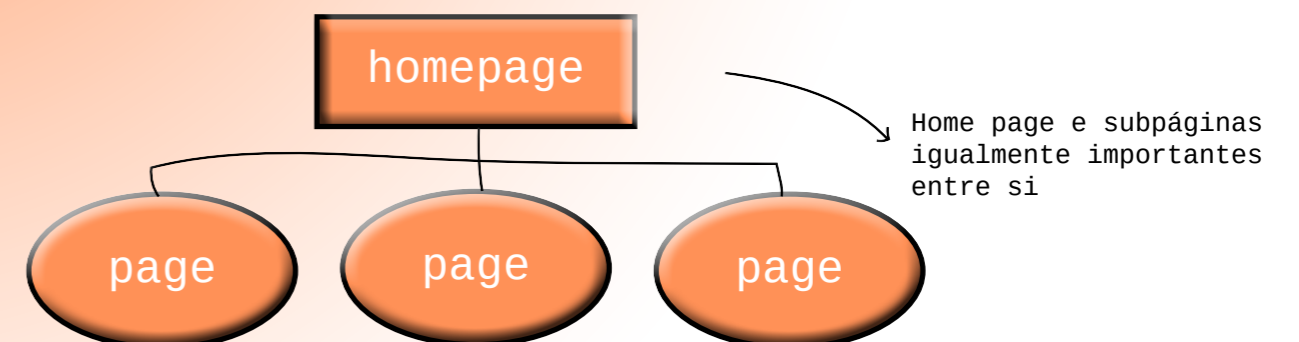
Hierarquias

Um *design pattern* é uma forma de estruturar o conteúdo. Permite que se escolha a direção logo no início da construção da IA. Existem vários *design pattern* de IA, dependendo do tipo, quantidade e inter-relação do conteúdo do seu site.

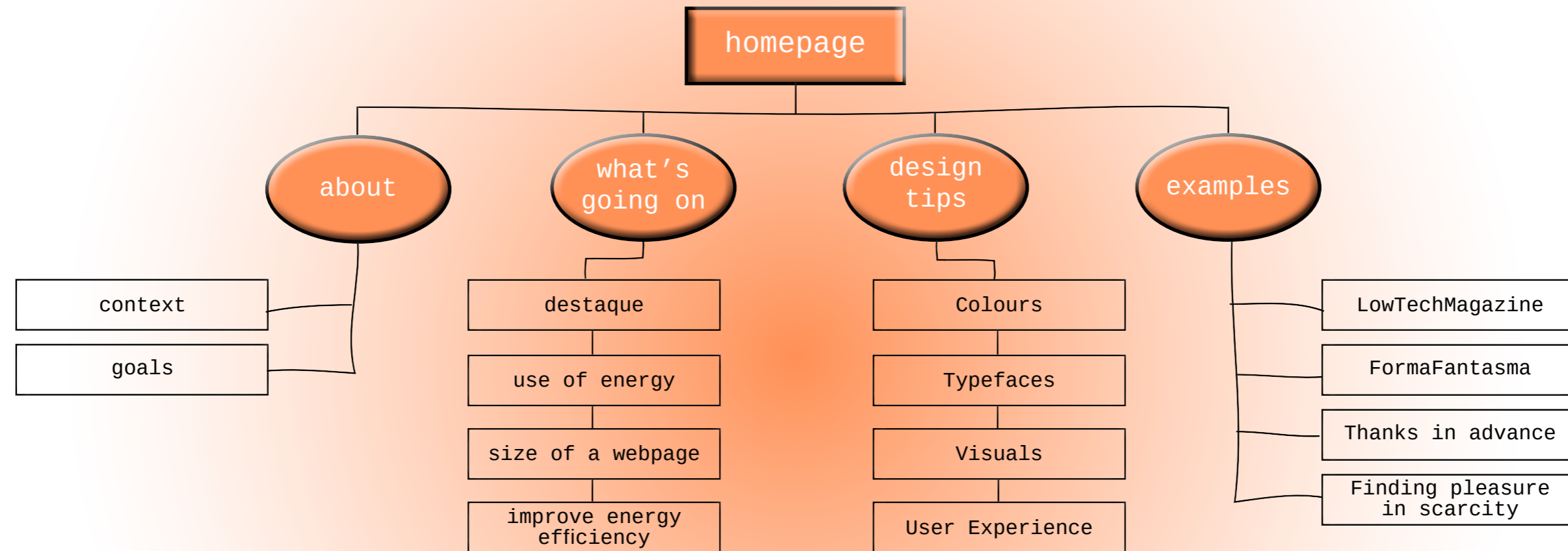
Flat structure with linear hierarchy



Index pages pattern



SITE MAPPING



A sitemap is a way to illustrate the hierarchy of content and display navigation. The word sitemap is self-explanatory. It's a map of the content and categories of a website.

WIREFRAMING

While a sitemap is a scheme of content hierarchy, a wireframe embodies the final look. A wireframe is a schematic representation of a website or an app that displays the navigation and interface of a website. An IA wireframe shows all the pages and screens of a product, with headlines, tags, labels, and grey boxes where the content will be placed. It's also the first draft of a digital product's UI.

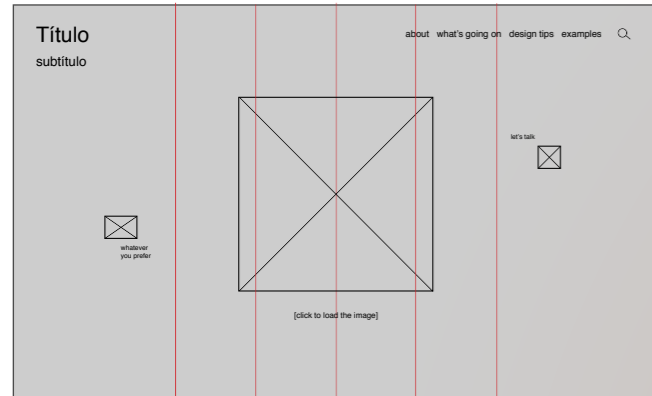
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scroll website

WIREFRAMING

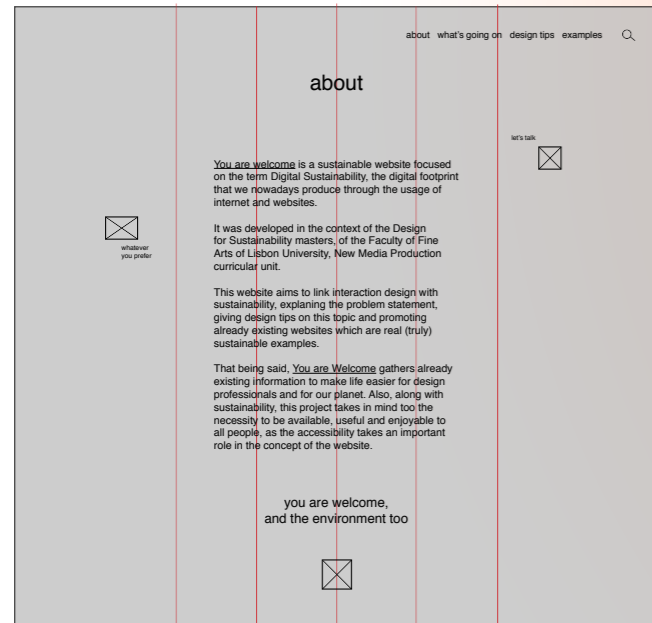
home page



what's going on



about



design tips



examples

