

An IA Practitioner's Creed

Based on the article, "Call Yourself a Practitioner? Prove It." - by Nathaniel Davis



Probe

IA practitioners are curious and explore new opportunities.

Discover

IA practitioners observe and measure the effectiveness of their work.

Document

IA practitioners record their insights to build a sound body of knowledge.

Refine

IA practitioners analyze their insights to seek ways to refine their work and promote consensus.

Share

IA practitioners share their knowledge in the best interest of their organization and their field.

Validate

IA practitioners put their assumptions to the test on every project.

Are you an IA practitioner? Prove it.

To practice is to create a culture of individual and collective behavior that positions professionals to excel at the highest level of quantifiable expertise: discipline.

Organizations that are made up of practitioners not only adopt existing disciplines, they thrive on innovating new ones. The domain of information technology needs practitioners of information architecture to build and maintain a discernable discipline that contributes to the broad challenges created by human to computer interactions and information abundance.

To build your competencies in the practice vertical of information architecture, focus on the primary interests of IA practice as outlined by DSIA Research Initiative. Prove your worth as a practitioner. The future of the IA discipline depends on it.

Primary Interests of Information Architecture

Information Navigation

Master the creation of primary navigation pathways throughout information domains.

Information Organization

Master efficient approaches for classifying and grouping information.

Information Relationship

Master how information is related in ways that enable flexibility in its use.

Information Architecture Management

Master the operational aspects for maintaining information architectures.

Information Architecture Strategy

Discover and master theory and its application for creating sustainable information architectures in practice.

Information Architecture Research

Acquire insight about information behavior and information architecture.