

WORKING AGENDA

2008 STC Alberta New Heights Seminar Information Design

Friday, April 11, 2008
8:30 a.m. – 4:00 p.m.

8:30 a.m. – 9:00 a.m. **Registration and refreshments**

9:00 a.m. – Noon **Morning Session**

- What Is Information Design?
- The Information Design Process
 - About the Process
 - Preparing Requirements
 - Analyzing the Needs (business need, use cases, character sketches of users, task analysis, constraints)
 - Preparing the Objectives
 - Preparing the Initial Evaluation Plan (for user satisfaction, user performance, and business performance)

Noon – 1:00 p.m. **Lunch**
Lunch will be provided

1:00 p.m. – 4:00 p.m. **Afternoon Session**

- Preparing the Blueprint
 - Choosing a Type of Communication Product (types available, users' expectations)
 - Choosing a Communications Medium
 - Structuring the Content
 - Preparing a Prototype Section
 - Preparing Storyboards of Other Sections
 - Setting Editorial Guidelines Setting Technical Guidelines
 - Preparing for Marketing and Maintenance of the Communication Product
 - Presenting the Blueprint to Sponsors
- Exercise: Designing an Information Product
- Wrap-up