

INFORMATION ARCHITECTURE

MASTER



The Master's Programme in Information Architecture at Aalborg University, Denmark, focuses on communication and interaction through websites, social networks, portals and e-learning systems.

ACADEMIC CONTENT

The Master's Programme in Information Architecture is problem and result based. You will be working with both a theoretical and practical approach, having a human-centred and technological perspective. You will be working with disciplines such as rhetoric, communication, information ecology and user-centred design, in order to understand and work with users. You will learn content management systems (CMS), search technology and system development, information processing, media strategies and project management in order to plan, develop and implement information architecture in a multimodal context.

Students will be working in groups with specific design tasks and projects, in cooperation with partners in both private companies and public organisations that will evaluate your results and provide feedback

STRUCTURE

1. semester	2. semester	3. semester	4. semester
Categorisation, Concepts and Cognition (5)	Design of Information Architecture (10)	Research Methodology (5)	Master's Thesis (30)
Information Architecture, Rhetorics and Persuasive Design	Information Architecture in Organisations (10)	Information Architecture in Practice (20)	
Web Technology and Databases	Design Tools (5)	Elective Module (5)	
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THE EDUCATION

ENTRY REQUIREMENTS

The following AAU bachelor degrees provide applicants access to The Master Programme in Information Architecture

- Communication and Digital Media (Interactive Digital Media, Human Centered Informatics and Communication)
- Danish in combination with a supplementary subject
- English – Language and International Studies
- International business Communication (English, French, Spanish or German)
- Informatics

ADMISSION RESTRICTIONS

The qualified applicants will be evaluated and prioritised on the basis of the following criteria:

- Number of acquired ECTS points in excess of the required 60 ECTS points at Bachelor Degree level within the central subject areas: Language (structure, rules and norms) and communication (language as communication, means of communication in printed and electronic media, language and cultural community, genres, target groups and communication situations).
- Average grade in the acquired ECTS points within the central subject areas in all but the last bachelor degree semesters.

CITY

Aalborg

DO YOU HAVE QUESTIONS?

Webpage:
WWW.EN.AAU.DK/EDUCATION/MASTER/INFORMATION-ARCHITECTURE

Student counsellor:
STUDVEJL-KDMAAL@HUM.AAU.DK

AAU's general student guidance:
STUDIEVEJLEDNING@AAU.DK
 9940 9440

How to apply:
WWW.EN.AAU.DK/EDUCATION/APPLY/MASTER





TRAINEESHIP

On 9th semester, students are encouraged to work as interns for either private or public companies or organisations, giving practical experiences with the design and use of information architecture.

JOB AND CARRER

Information architects are employed in both private and public companies or organisations, and most often in the communications, IT and Human Relations-department where they develop and maintain communication and/or information-systems. Many Information architects are project managers.

Examples:

- Information architect on webpages or software. A typical place of employment could be a software house.
- Information architect at internet-based companies. A typical place of employment could be a larger company, who evolves and maintains its own collaboration- and knowledge sharing systems.



TESTIMONIALS

Information Architecture proved to be an excellent addition to my Bachelor of Information and Library Sciences, especially as I wanted more education within the field of requirement/needs analysis and the organization of information systems in general. The Masters study incorporates well the objective theories of information systems and their communication. The study also has proven useful in project organization, especially on a larger scale, e.g. when working with programmers.

Today I manage corporate websites and handle project management at Icelandic Farm Holidays and the study has proved very useful in a situation where I had to develop the position in the firm as well as organize various tasks that needed a push to start. My knowledge from the studies has also proven to be valuable across departments and projects further supporting the importance of good objective and user oriented theoretical knowledge.

HILDUR FJÓLA SVANSDÓTTIR
WEB MANAGER

