BREMEN MASTERCLASSES ON MULTIMODALITY

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Multimodal Information Architecture: A proposal

Information Architecture, basically, is the art and science of planning, organizing and shaping the context of the informational space. Can General System Theory, Multimodality, and Relevance Theory help Information Architects to develop informational spaces in the XXI century? If the answer is yes, how can they help? The new information scenario is very different from the old one, and today's users are very different from past users. How can we deal with it?

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Cláudio Gottschalg-Duque is currently an Associate Professor in the Information Sciences Faculty of the University of Brasília, Brazil. He also coordinates the research group "Research Expert Group for Intelligent Information in Multimodal Environment using Natural language Technologies and Ontologies (R.E.G.I.I.M.E.N.T.O.)" in Brazil. His current research project aims at diagnosing the state of the art of Information Architecture and Multimodality, identifying the advantages and disadvantages in applying theories, and proposing the joint use of the knowledge in the development/adaptation of academic/ teaching material specifically, but not limited to, such as virtual Interactive products and educational/teaching, such as digital books and virtual education

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