

Title: Author

Date Created: 8/9/2016

Description: This class includes any individual who produces and uploads content to the IAKM digital repository. The chart below also includes a suggested vocabulary identifier mapped to schema.org.

Element Name	schema.org	Label	Definition	Comment	Example
identifier	productID	ID	A machine-readable reference code that identifies the entity.	The system auto-generates an alpha-numeric code which connects the entity to the repository database.	2016PJS1210
personName	Person	Full Name	The full name of a faculty member, instructor or emeritus.	Use the full name of the individual, formatted by last name, first name and middle initial (optional).	Sherman, Paul J.
primaryEmail	email	Email Address	An electronic post office box used by a faculty member, instructor or emeritus to send and receive communications.	Use a university-issued email address (@kent.edu) when available.	psherma4@kent.edu
position	jobTitle	Position	A person's academic position held at KSU.	Positions include faculty, instructor or emeritus.	Faculty
courseTitle	name	Courses Taught	The academic course title that an individual teaches or has taught at KSU.	Include the course title only. Do not include the course number.	Researching the User Experience I
publicationName └─ publicationType	CreativeWork genre	Publications and Supplemental Resources Publication Type	The name and type of any professional and academic-published work.	Include the title of the published work. After entering the title, select a publication type.	"Testing Your Own Designs: Bad Idea?" Blog
educatedAt └─ degreeType	AlumniOf Specialty	Education Degree Type	Undergraduate and postgraduate academic degree received by an institution.	Write out the institution's full name. After entering the institution, select the degree type.	University of Texas at Austin Ph.D
personalWebsite	url	Website URL	A link to an individual's personal and/or professional website.	Include the full URL (http://www.domain.edu)	http://www.shermanux.com

Example Record for **Author**

- **Identifier:** 2016DBR0901
- **Full Name (Person):** Robins, David B.
- **Email Address:** drobins@kent.edu
- **Position:** Faculty (Associate Professor & User Experience Design Concentration Coordinator)
- **Courses Taught:** Information Architecture I; Usability I; Information Technology; Knowledge Management Systems
- **Publications and Supplemental Resources:** *Aesthetics and Credibility in Web Site Design* (Journal)
- **Education:** University of North Texas (Ph.D); University of North Texas (M.S.); Colorado State University (B.F.A)
- **Website URL:** <http://www.faculty-l-slis.kent.edu/~drobins/>

Title: Course

Date Created: 8/9/2016

Description: This class provides a foundational overview of a typical IAKM course description. The chart below also includes a suggested vocabulary identifier mapped to schema.org.

Element Name	schema.org	Label	Definition	Comment	Example
courseTitle	name	Course Title	The name of a course or academic subject offered by KSU.	Include the full course name. Do not include the course number.	Information and Visual Design
courseNumber	ProductID	Course Number	The five-digit number used to identify each course.	While each course is given a unique number, some courses are cross-listed and may have multiple numbers.	60102
creditHours	number	Credit Hours	A unit or term used to measure how many credits are allocated for an estimated number of course hours.	Courses can range in credit hours from 1.00 to 3.00 to pass/fail.	3.00
scheduleType	Event	Schedule Type	A classification used to describe how a course is delivered.	Schedule types include lecture, workshop, seminar and investigation.	Lecture
courseLevel	audienceType	Level	The educational level at which a course is offered and is required for enrollment.	Enrollment exceptions can be made with permission by the instructor.	Graduate
department	department	Department	The academic department within a particular school at KSU.	Note that a school is housed <u>within</u> a college. Make sure to select the school, not the college.	Library and Information Science
description	description	Course Description	An overview of a course, which includes learning outcomes, objectives and prerequisites.	Because course descriptions evolve over time, ensure that the description remains up-to-date.	This course provides a cultural and technological context for understanding the information design process. Topics include: basic design and typographic principles, aesthetics and information design, functional integration of visual and verbal elements, creation and use of information graphics, visualization of quantitative information, and visual navigation systems. Prerequisite: doctoral standing.

Example Record for **Course**

- **Course Title:** Usability II
- **Course Number:** 60114
- **Credit Hours:** 3.00
- **Schedule Type:** Lecture
- **Level:** Graduate
- **Department:** Library and Information Science
- **Course Description:** Provides students with an understanding of qualitative and quantitative research methods appropriate for conducting advanced studies of human interaction with computers. In addition, students learn how to evaluate, purchase, implement and operate equipment for usability labs in a manner consistent with research methods. Prerequisites: IAKM 60104 or 80104; and IAKM 60120 and IAKM.