



The Role of Environmental Graphic in the Identification of Urban Public Spaces

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Received 09 April 2018; Accepted 11 August 2018

Abstract

Today one of the important spaces in cities is the public spaces that, according to their classification and specifications, there is no limit to the use of different groups of people, and due to the presence of all type of people in these spaces, attention to identifying is of paramount importance. Environmental graphic is one of the useful tools to design the spaces and create identity. Of course we know that urban identity is based on the relationship and coordination of various branches of art and science such as psychology, sociology, economics, traffic, landscaping, urbanization, architecture, graphic design and so on. Although, as an interdisciplinary topic, it can be said that this branch of graphic can affect urban identity reformation, given its potentials. In this paper we attempt to study about this topic through applied descriptive-analytic method and to consider the position and importance of environmental graphic in create identity for urban public spaces, using required parameters analyze and definition by library method. Considering the space constructed in city without notice to identity, we analyze this important that if there is public space made with environmental graphic, how it creates an identity.

Keywords: Identifying; Public Spaces; Environmental Graphic.

1. Introduction

Identity is one of the important components of urban design, which should be considered by architects, urban designers, and so on. To recognize urban identity, both objective and subjective sides of city -- respectively, such as urban structure and figure, economic performance, public spaces, and so on, and such as resident social groups, social perception and consciousness level, their expectations and demands, citizenship status, homogeneous groups, and like these should be studied and considered.

If these cases are not considered and the nonidentity and loss of sense of belonging to the city appear, then what should be done?

In most cases, reconstruction based on identification and identifying fundamentals is an impossible work and it should be thought to its modification that environmental graphic is one of modification strategies. Environmental graphic plays an effective role on different urban spaces and has a notable in different aspects. But, regarding to the public spaces role in cities because of the use of freely by different groups of people, the recognize identity and identifying of public spaces is more important than privacy spaces.

Using of environmental graphic tools and adding a component in made spaces to establish identity and its modification in public spaces can be a proper way, but it must be noted that the relationship between them is preserved. Depending

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 <http://dx.doi.org/10.28991/cej-03091129>

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