The Role of Environmental graphics in Urban spaces

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Abstract
This paper is an attempt to present the role of environmental graphics in the outdoor life and it provides general information about the environment and the graphics of that area and it also expresses the existing problems in the society. The main purpose of this paper is to lead city authorities to beautify the city with the easiest method and using fundamental forms, designs and coordinating them all together and the surrounding areas. Besides, the paper aims at analyzing certain problems associated with urban spaces. The beautification effort can elevate social culture in the form of commercial, cultural, and advertising purposes. It also identifies items in urban space like: benches, recycle bins, squares, transportation stations, and monuments and statues as part of improving urban environment and it tries to find a coordination among all possible designs. Environmental graphics is a nascent offshoot of graphics which could offer some solutions for peaceful life in an urban area besides attracting tourism.

Keywords: Environmental graphics, urban spaces

1. Introduction
1.1 Statement of the problem
Development of urbanization throughout the world and the increase of the effects of these spaces on people’s social life and its quality have stimulated up to refer to various resources in this regard and investigate the related problems for the purpose of improving the quality of urban spaces with different administrative methods including environmental graphics.

1.2 The significance of the study
This is an introductory paper for graphics and architecture students in particular and the ones whose jobs require more visual messages and also what the society in which we live needs and what items need reformation specially the time when a huge amount of news is transferred and exchanged throughout the world non-verbally and they are transferred as images especially as different graphic signs. Undoubtedly, it can be claimed that one of the criteria for cultural growth in any societies is manifesting visual language and achieving typology in that society. Recognizing images accurately and using signs precisely can speed up the cultural communication and thought integrations with other societies. Basically, signs and images are the primary and original perceptions of human being about his surroundings and considering practicing environmental graphics in urban spaces, using them in beautifying cities and preserving historical buildings can show the importance of this project.

1.3 Research Purposes
The main goal of this paper is to conduct experts in environmental graphics and urban spaces and even ordinary people in the easiest method to get familiar with beautification with practicing form principles, designs and coordinating them altogether and their surroundings. This can lead to an increase in social culture of people in the form of advertising, cultural and commercial purposes with advertisements, billboards, etc and it tries to select a design among all designs to be matched with the environment. In this research paper, it is attempted to highlight the role of environmental graphics outdoors and in people’s private life at home. It has provided general information about the environment and the graphics of that environment for the people who are interested and it has figured out the problems in the society and suggested some solutions for them in order to facilitate a peaceful life in the environment that we have made.

1.4 Review of the literature
The prominent features of environmental graphics can be divided into two groups on interior and exterior which it has made researchers consider this as sub-categories of graphics and ignore a comprehensive study on them. Therefore, there hasn’t been a complete research on environmental graphics and its relationship with urban and there have been few people like Richard Atinkhowzen and Olek Graber in some books such as Islamic art and architecture have devoted some parts to environmental graphics and its relationship with urbanization and Omar Frauque in his book called Graphic communication has touched interior and exterior decorations and designs. Ali Madani Pour in his book named “Designing Urban spaces” has followed this approach and unfortunately researchers haven’t paid much attention to this issue. However, this subject calls for more attention and research.

1.5 Research questions
- What are the effects of an environment of people?
- What role does graphics play in a city?
• How should an urban square be designed?
• Is mere beautification enough?
• How identifying can graphics be for a city?
• What role does graphics play to give comfort to city dwellers?

1.6 Methodology

The basic methodology practiced in this paper is descriptive-analytic which has used library research method and has collected data from different sources and documents. Using library and studying the documents forms the most important part of this paper. However, due to the requirement of this research to visits and new analytical discussions on urban and social subjects, some analytical conclusions have been used according to this research paper.

1.7 Research variables

The research variables include applying environmental graphics in urban spaces and their functions in today’s world and also urban furniture and unity of city and its natural spaces and some by-factors effective on urban furniture including benches, bus stops, etc. and finally urban squares and statues.

1.8 Research limitations

In order to find updated data, the translated books and sources haven’t been enough so that internet sites and the translation of some new books had to be done for the purpose of this project despite the fact that these haven’t been enough and it has been an innovative method and it has opened a new window to other researchers.

2. The Environmental Graphics

The first and foremost purpose of graphics in architecture is to communicate with the addressee. Although the applied designs in architecture might be two dimensional, if they can communicate, they suit the best (Ching, 1383, p.127). Conceptually speaking, the intervention of graphics with its different forms in human’s surrounding is known as environmental graphics and these forms happen in a variety of features with determined, but varied approaches with different styles in signs such as billboards, posters, ads on vehicles, parks environmental designs and in general interior and exterior spaces in houses, cities and countries. Since we are living in some environments which are human made, the art of architecture sounds inevitable (Madani Pour, 1379, 63). It should be mentioned that there are some instruments and means to present information and each of these is used to convey the message in a different way to communicate. For example, ads on vehicles or billboards should be placed in areas which make a fast relationship with the addressee. If these factors are made principally, they can be very effective in social communication or they can create beautiful sceneries in the area to help human mind health. Human relationships and environment don’t indicate the full dominance of natural environment and some samples can be found in new cities. In newly built cities, people establish new environments with suitable communications and they try to protect themselves from natural disasters such as flood, earthquake, etc. (Shoukoohi, 1374, 362). Therefore, the main responsibilities of environmental graphics can fall into two parts; 1-establishing a relationship for informing the addressee, 2-beautifying the environment of human being. Environmental graphics and public relations can have an integrated relationship with each other. Since the aim of public relations is to attract general contribution and their cooperation in different fields, and it, moreover, consists of making employees’ relationships with authorities and authorities with people, they need to do their responsibility with using specific and particular methods. If designing environmental graphics happens based on some clear-cut principles of arts and creativity by some experts in this field, it can have undeniable effects on environments, urban spaces and road. In the meantime, graphics can be introduced as a medium can la an important role in public relations through knowing and using communicative methods such as holding some fairs, advertisements in suitable places, making the right pavilions and its decoration, interior and exterior advertisements for information and effectiveness on addressees and visitors. In addition, creating any artistic piece is a reflection of the artist’s senses and understanding from his/her surrounding environment and interests (Halimi, 1384, p.9). The main duty of an environmental graphics is to transfer a useful social message to people so that it can provide the necessary order to see beyond visible surfaces and it can conduct to realize indispensible values for a comfortable and peaceful life (Omar, 1984, 210).

3. Urban Unity and Its Natural Environment

Patrick Geddes has viewed social communities as a biologist who looks at all life phenomena. This researcher studied the biggest cities in the world in 1915 and in his book (Gradual evolution of cities) talked about the issues, problems and the future of these cities. Geddes is a forerunner of scientific divisions and area planning which is entitled big city network. His thoughts are evolving in Darwinian Theory and biologically they are in a constant integration of their functions within themselves and they are affected by their environment (Francoise Choay, 1375, p.55). There is a famous image in this book named “An exhibition of Cities” in which Geddes has studied the natural growth of cities and has imagined them. This image can demonstrate the basics of his ideas in that we are nowadays surrounded by different urban spaces e.g. colorful goods, and modern communication systems (Halimi, 1384, p.195). In Geddes’ idea, a city is “inseparable” from the nature it has grown from and its structure can be manifest only when its natural situation and climate conditions are studied, its economic basics are known and its historical roots are cleared. He believed that city maps are not just some straight
and curved lines to show the location of that river or mountain, but it is a heliographic writing and it is in fact it is graph of a line with which human has been able to write the history of civilization. The harder the understanding of this writing, the more the benefits they mystery might have. He insisted on the once more mixture of visual and perfect human in urban planning as place and time find their unity again (Francoise Choay, 1375, p.55). Lewis Mumford- an expert in metropolitans- who knows himself as Geddes’ student and he has played an undeniable role in expanding his thoughts and he has been one of Geddes’ followers, has had an important role in having a new look at medieval urban spaces. He showed that green spaces in the form of private and public gardens in that time were more important and extensive compared to Romanticism (Francoise Choay, 1375, p.55). He has also narrated a lot of thoughts by Geddes. For example, Geddes looks at sociology as biology and he has explained city growth based on this kind of thinking. Geddes was originally from Scotland and lived in India for many years and he studied the realities of city structures. Although he was very interested in natural life, he had some materialistic views as well. His character was known after his death. We look at many environmental phenomena with their details and we can realize many of the visual elements in them and this sight is of vital to be able to interact with the environment (Donis Dandis, 1375, 103). Climatology and the relationship between the natural environment and man-made structure is manifest in this environment. Houses and buildings plus many other small visual and audio elements are all the foundations of the science and art of environmental graphics. Nature, as the world of orders, has been one of the most primary patterns of human being and it has been the place for creating social rules and beautification and it has made great movements. After Renaissance, Romanticism and Naturalisms have been the greatest inspiration of human nature.

4. Urban Furniture in Urban Spaces

We have lost our traditional look at this modern society (Robert Carrier, 1383, p.15). When we try to perceive space, the first encounter is the visual experience. We initially see the objects near us and then we start to understand the relationship between these objects (Madani Pour, 1379, p.148). Urban spaces are outdoor and indoor spaces, road networks, squares and public spaces (Soltanzadeh, 1372, p.17). When facilitating green spaces and outdoors in cities, the first step is to make people feel comfortable in parks and here the words of benches come up.

4.1 Benches

Public benches were introduced in the 19th century to equip green spaces (Pierre Morel, 1373, p.220). They should be placed in a way that accessing them is easy i.e. throughout the park and there should be plenty of them. The effects of space, geography, climate and colors in the parks can be a symbol of beautiful nature in crowded cities which can be a way to keep mental health of people so that sitting place of people is of a great importance. Moreover, it is important to place these benches near the public transportation and they should vary in their positions. These seats should be places with the view of beautiful sceneries, but not in fully commuting areas. Public benches should be for the comfort of residents placed near special locations such as stations, stands, phone booths, recycle bins, and water tabs. The most important place for benches throughout the cities is in crowded areas specially the places which are designed for entertaining people. Beautiful and suitable outdoor spaces give this opportunity to people to enjoy their surrounding and their company. When they have a suitable place to sit, their satisfaction will increase multiply. Direction and location of these benches and their varieties for different purposes, views and other specifications should be taken into account for public spaces (Bahreini, 1382, p.252). Different people prefer different seats in parks or green spaces which can determine different tastes to design park benches and it tries to change them now and then. For example, the young prefer to sit on the back (lying back part) rather than the seat itself and it should be considered when designing benches for parks and green spaces. Nowadays, single sitting places are of more interest; therefore, traditional benches have turned into series of seats (Pierre Morel, 1373, p.220). These seats should also be made stringer in their legs. For another example, the seats with back are more comfortable for the elderly while the seats without the back are better because people can sit on either side of them. Because parks and green spaces are the places for many different people, all amenities should be considered. The seats and benches in these places should be designed in a way that many people can use them. Architects and designers should select a visual space for their job fully aware which can help them for their special thoughts (Laseo, 1377, p.199). Users’ feedbacks on these benches for destroying them or preserving them are a reliable method to design these benches or other elements.

In this regard, and to prevent the destruction of public urban furniture, it should be mentioned what includes more destruction, when this happens and by whom and then some preventive programs should be made.

4.2 Bus stations

Having a suitable bus station can be of essential. The place of a bus station is always for gathering of people and it is the part of city road integration with other places which are led to and from old city and river banks (Francoise Choay, 1375, p. 213); however, the suitability of these places depends heavily on residents’ ideas. A bus station is considered one of the most important parts of cities and towns and they need to be distinguished from places clearly. This distinction has a symbolic value (direction finding, full understanding) (Pierre Morel, 13 73, p.218). As city authorities believe a suitable bus station is the one which
requires less care and civilians think that an appropriate bus station has wide look and getting off and on the bus is easy. Both of these ideas are respectable because making some bus stations which are used less is just waste of budget and problematic for the authorities. Designing and making a suitable bus station can make the bus waiting time enjoyable. Since no one of us lives alone, our thoughts have a general outlook and what we keep in our mind originates from our interactions with the people and our surrounding environment (Laseo, 1377, p.202). since the cities have a growing population and some of them are exploding due overcrowding, regarding the harmony of environmental extent and the beneficial people for that purpose, some ignored the main principles of urbanization and it has made some irrefutable damages to different city dwellers. Some places don’t have a shelter, crowded city centers, places which the elderly commute there a lot and the places where has no moderate climate need to build bus stations for the comfort of people. The best places for bus stations are nearby shops, junctions and in this case they need to be placed three meters farther in order not to make traffic jam in that area. The bus station shelter should be 10 feet farther than the sidewalk in order not to make problems for pedestrians. For the bus stop, the sidewalk should be at least 6 meters wide (Pierre Morel, 13 73, p.218). Stands and other stalls should be located in the lower part of these bust stops. The bust stop should demonstrate the symbol of the city in which it is located and it should be made out of the materials that the city is famous for. Sometimes standard bus stations are made of some materials and designs unique to that place. In addition to the listed items, some other factors such as sight, comfort and accessibility of a bus should be taken into account as well. It should be located ideally for people to see if the bus is coming. The bus stops which have a weak design require people to go to the street to see if there is a bus approaches or not. Bus stops should be place for people to sit to feel comfortable in rainy or unpleasant weather. People need some information about bus schedule (picture 2) and these boards are essential for citizens and tourists and these signs and boards can reflect direct ideas of people (Baherini, 1382, p.234).

4.3 Lightening

Our world is full of lights and colors and using these two elements in our daily life sounds important to improve physical and mental health of human being. Lamps and lightening should be used a lot in some public places such as parks, shopping centers so that people feel more secure in these places. For pedestrians, being able to see the light source is psychologically important (Bhreini, 1382, p.233). Designing such lamps throughout the city depends on the designing technique, and wideness of the street. Street are lightened by some lamps and other lightening stuff for ceremonies and celebrations in some countries and cities in order to attract more visitors; in this case some trees are decorated by such lamps and that can beautify the city and lighten up as well. In bus stops, light gives a sense of security to the people waiting for the bus. In general, the main goal of lights is to provide a sense of security in the streets, public places, passages, squares, stations and it eventually leads to a beautification of that place and all of these items are required for reviewing the designing procedure: from the form and the shape of that to the color, intensity, contrast and contradiction which is one of the most important preoccupations of environmental graphics in urban spaces.

4.4 Recycle bins

The recycle bins which are located throughout the city are used differently. These bins should be in many places and they should be easily accessible and they shouldn’t have a shelter for protection. One big mistake is that bins are always placed somewhere that they can easily be emptied not easily be accessible for people. The result is that cities are full wastes and rubbish, but the bins always are empty (Picture 4) because people don’t waste their time searching for the bins. In order to determine where to place these bins, some criteria should be taken into account. For an example, the presence of urban furniture in cities, the type and situation of first floors such as buildings, shops and restaurants and the type of the waste in these places should be recognized and accorded to those places. The best place for the location of these bins is near commercial buildings, crowded areas on the sidewalks, near delis, and near bus stops. It should be remembered that all people classes in the society don’t have the same view (with social culture) and fabricating these elements in urban furniture needs a precise look. The number, size and strength of bins depends on the crowd and the amount of wastes it collects in those areas. Additional factors should also be taken into account for designing bins, for an example, the fabrication material of the bin, and bin-type with lid or without lid all should be depends on the type of waste materials. Its strength, color, resistance to corrosion all should be a matter while choosing the bin. The choice may be an aluminum bin with holes or resistant plastics, galvanized sheets. The bins should have a surface which prevents the leak of liquid and in order to solve such a problem a plastic bag can be used. These bags are better placed with metal scaffold. In parks where is specified for grilling, a metal layer is essential, but throughout the city a plastic layer is enough (Robert Carrier, 1383, p. 105). Therefore, an urban space can be easily distinguished from a natural space (not opposite to Geddes’ idea, but the relationship between these two is important) and it should be considered that how an urban space is matched with the internal and external natural processes. Our attention should be driven to an artificial environment and urban space shapes and street patterns should be classified to their era and their styles in order to achieve better results (Madani Pour, 1379, p.89).
5. Square Designs

In an old times, squares were an integrated part of the life because they were the scenes to show the real life of people at that time and the life continues indoors nowadays (Francoise Choya, 1375, p. 257; Robert Carrier, 1383, p.16). Big cities have some squares which are not based on the talent of the architect and city innovations and interior designs, but these spaces are designed regardless of the culture of city dwellers and they just for the purpose of beautification while the architecture of squares is one of the most creative and effective indicators of the identity of those residents in that area and it absorbs the most attention in cities and their design is somehow linked to the history of that city. One of the qualitative factors for cities is to provide comfort for that place and the design of urban spaces can send this message. Of course it should be mentioned what sounded important in Iranian Eastern was the social-economical function of that area which had to be more accessible; however, these days as we are getting farther from Iranian-Islamic styles in designs, especially the design of city squares has been evading. The purpose of city squares is the squares which are located in the city area and they have urban characters. i.e. urban space activities are accomplished around them and inside them (Sultan Zadeh, 1372, p.93). The design of squares is a complicated subject which shouldn’t be ignored and paying attention to superficial subjects and this can help us in understanding the role and importance of squares. Squares should be designed to show the city identity and the history of that city throughout the time so that cities should own decent structures. The quality of a city depends on the quality of street and squares and a favorable city is a collection of favorable buildings not dull and unidentified squares which guarantee the visual beauty of a city. In order to design square public spaces, their effects on city should be considered. For the purpose of perceiving the importance of the role of designing squares in cities, squares should be taken a look from different angels to highlight their role in Iranian cities better. Educationally, squares might not have a very solid role; however, if there is no contradictory between the design of a city and the residents’ cultures and city history, or if cultural values of the city are taken into account when designing city dwellers can learn a lot. Therefore; regarding the educational issues, squares have an undeniable role and they are an essential element of an urban space which can develop and can increase street dimensions (Pierre Morel, 1373, p.19). The effectiveness of a city with the statue of a famous person in literature like Sohrevardi and a square with a palm tree or decorative stones is not the same. Therefore, devotion to the beauty of the structure of a square is not only the case, some other aspects should be considered as well. Squares also have extensive spaces which are limited or pre-determined and they are located next to roads and junctions and are used for communication, social and commercial, purposes (Sultan Zadeh, 1372, p.82). A city with long history and culture can be reflected by their squares and without such identity, education and learning from them makes the city dull and dead. A square is a temporary space and it has a social and physical identity. As Aldo Rosi believes, a square should represent the identity of that city with good urban and social structures where architecture assumes an importance.

6. City Advertisement

Any texts, figures and pictures which intend to inform people and attract their attention are called advertisement (Pierre Morel, 1373, p.71). Human gets human quality when finds culture and culture starts with human. Cultural advertisements can come into existence and carry their own message (Cliff, 1999, p.107). The term of cultural advertisements has found a new meaning nowadays and it is defined based on specific outlook of that special society. In our country, advertisements rotate around some specific axes which are related to beliefs, ideas and culture of that society and the words of art arise here again. An art which should be at the service of human being and develop humans’ thoughts, goals and ideas and they can make human eternal in that all social classes are affected by that. Therefore; the essence of art is beauty which is an internal and external part of human being (Titus Burkhart, 1386, 144). Fine arts are the manifestations of visual arts and they are the best teaching aids. The composition of different elements of fine arts is produced considering their visual quality (Halimi, 1384, p.34). If social conditions necessitate environmental graphics to justified messages in their extensive meaning, this art can make all the preparations for effective and positive results. An art that can transfer its meaning to people and can be perceived by people is the art that architects and graphics follow the requirements of their addressees (Laseo, 1377, p.199). The development depends on creative designers, but this growth is not just bound to graphics; however, it ends up to the collection of some elements such as moral, social, political and cultural structures in which they have grown. In environmental graphics, there are some different means and factors to present information and each of them is used by some specific method to make a relationship. For example, using balloons and ads on public transportsations (moving ads) are related to moving parts. Billboards should be used in some places that have wide areas like highways on which drivers pass fast so that they need to be designed in a way that they can communicate with people fast. The height of a billboard and its width and length are important and they need to be calculated precisely. The effectiveness of a billboard at night is a subject which should be designed perfectly and accordingly and they need a systematic lighting to transfer the desirable message to addressees so that advertisements should be adapted to marketing rules (Pierre Morel, 1373, p.74).
7. Urban Statues

The most important feature of sculpturing is that they are made of solid materials and they have real three dimensions and they come in different visual artistic shapes; painting, designing, graphics, and the third dimension is virtual and it is imagined by perspective techniques and verlichting (De Andis, 1375, p.205). Urban statues are three dimensional and they an artistic form and expression and they can be viewed from different angles and they are included in urban furniture which are out of outdoors and some of them are located indoors or private spaces. Urban statues not only help the visual richness of cities and social environment, but also can be used as symbols and signs of culture and communal identity so that a newer approach should be considered for them. These are in direct relationship with people and inevitably they can make communications with people’s spirit and social facts. Any space and situation has its own culture and when a statue is placed in such a space, it should be matched with the culture of the people who pass it by. The value of size is more important than other elements (Halimi, 1384, p.104). Tens of statues are installed urban spaces especially in squares by municipalities and if this movement is directed correctly, it can have important effects on promoting the quality of these spaces, specifically, such activities have been more popular in recent years and municipalities are trying to decorate squares with these statues. The product of such activities is creating some artistic pieces which are sometimes valuable, sometimes ordinary and they are sometimes without any identities so that they lessen the value of that square. Architecture and other arts in particular sculpturing are the most important elements of that (Laseo, 1377, p.253). The aim of urban is to provide a peaceful and comfortable and richness of life. Peace can be defined in providing people’s needs, but the richness of life can happen where the spirituality of art is current in urban environment and they can provide a suitable space for all individuals who wake up in the morning and sleep there at night (Bahreini, 1382, p.27). Statues can play an important role in enriching urbanization by art and it is vivid in squares which are the core of the attention of people. The main function of statues is to provide a defined sense of place and identity and to convey a special spirit in the space or to empower the spirit of space. Defining this element and distinguishing it from other urban furnitures is not that easy and any definition in this regard is relative because sculpturing is an art field and art has no limited definitions and it can’t be bound to some terms and artistic creativity goes beyond any boundaries, but the following definition sounds acceptable. Urban statue is three dimensional and it has an artistic form and shape with artistic expression which can be viewed from different aspects (therefore; it is different form embossed figures which can be seen from only one angel and they are linked to different layers) and its subject is the body of human being, animals, plants or ant objects or an abstract and composite item and it is a part of urban furniture which is located out of closed spaces. The main function of a statue is decoration, identification, or sending a message to spectators and it is made of stone, cement, metal, wood, fiberglass or any other modern materials. Statues are not the only decorative items for squares, but other artistic pieces can be used for this purpose which is close in their definition with statues, but they carry distinctive identities. Effective understanding of such works can promote urban space quality. Locating elements in squares or their installation requires more knowledge of the elements and we sometime witness that installing and placing an element has been important and there is no further consideration for the matches with other elements in that space such as buildings, trees, etc. when the words of urban furniture come up, like interior space of a house, the color of carpets, furniture, table curtains or even flowers and paintings are all considered. In the open space of a city, these elements shouldn’t be disregarded as well and using contrasts to pay attention to a statue or an appropriate element or sometimes it is necessary to make some contrasts in order to have more matches and one of the solutions in this regard is using light at night or different contexts to separate it form day time.

8. Conclusion

One essential of any urban space is the city beautification which is important for the spirit of the citizens and to attract tourists. Of course, in order to lay the foundation of city beautification, first of all people should be familiar with this term and they should be accustomed to that so that they can transfer it to their homes. Wherever possible the city beautification effort should be in harmony and coordination and distinction with the environment and culture. Finally, all the sciences have been collected together to teach us how to live and recently that are teaching us how to live better. If we forget the attempts of these sciences and experts for our better life purpose, we are had self-oppression and we have ignored Divine gifts.

9. Suggestions for Further Studies

Without any doubts, if there are any clear-cut rules for providing environmental graphic services and urban designing is assigned to experts and graduates in this field, the quality of produced works will increase much better than what there is. The criteria and indicators to make the foundations for creating environmental graphics and urban spaces for a society and the consumer should be taken into account and they need to be determined.

People need to be aware of the art and energy in these images and it can be obtained by studying and they should also be familiar with some rudimentary concepts of colors and composition. In other words, advertising can increase visual literacy of people. Publishing journals and magazines which include some artistic values, establishing visual art and architecture faculties
can help in this respect. There should also be a new movement in referring back to the valuable designs in our country, but this revision should happen with full awareness of the concepts of those arts and designs. Otherwise, it can lead to destruction.

The problems of the graphics in Iran should be known and a new union should be made to gather all experts in this field. Knowing world markets and their regulations can make our country as an exporter of graphics designs and some currency can be imported for that purpose. Accepting a new technique from industries considering their effectiveness is inevitable and the artistic designer should match his mind with this technique and should be in this direction. It is necessary to know environmental graphics rules because environmental graphic rules are used for a long time and their effectiveness should be considered because they shouldn’t look boring after a long time and the following notions should be taken into close consideration:

- Forming an assembly of experts in different fields (psychology, anthropology, sociology, communication, urban engineering, etc) to centralize and concentrate environmental graphics.
- Considering traditional, physical, social, economical, and training for environmental graphics and urban spaces.
- Preserving Islamic and national values, etc. in all aspects of environmental graphics and urban space (quality and quantity, presentation type, presentation time, and place) under the supervision of the mentioned council to prevent personal tastes.
- Valuing environmental graphics and urban space addressees and consumers’ ideas by surveys.
- Finding out some facilities to have continuous evaluation and up-to-date data on environmental graphics and urban space.

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