Original Article

Environmental Graphics and Its Impact on Modern Life

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Abstract

Human due to environmental graphic speaks with its environment and communicates with others so that the colors have direct impact on things, places, and many things and will be caused attraction. Lighting traffic signs, post boxes, signs of streets name.... all these things are linked together and fans place in the public view that by coloring can show them more pleasant and beautiful. Environmental graphic makes space and living environment more beautiful, more joyful and gives the urban environment order and coherence. Attention to the environmental graphic by the parties causes to improve the quality and supply of goods to the people that included the most important part of the environment beauty that has been considered in human selection at the first appearance of human life. For example: In a shop that public go there, attention to environment and graphics is placed in the first period assuming if we use bright and cheerful coloring in a public place, the audiences will be relaxing psychologically and environmentally that in choose and buy products is effective but in contrast with this issue, the workload and daily life with colors and inappropriate designs causes to the person to be with stress in his own choice and quality of sale of the store declines over time because the buyer will not be satisfied of choosing the inappropriate goods that has been due to the location adversity and changes his place of purchase.

Key words: Environmental graphics, Modern life, Cultural advertising, Public relations

INTRODUCTION

Nowadays communication encompasses various forms, from satellites to watches, but modern sciences could not replace traditional forms of communication such as writing and signs.

Modern communications encompass various forms, from satellites to watches, but modern sciences could not replace traditional forms of communications such as writing and signs …. However, given that the society quickly becomes complex and signs progress so that exist much signs has created visual pollution and now we're trying to avoid visual confusions.

Environmental graphic design is not alone art, not science alone, but also includes both aspects, design should be a blend of creative effective effects as rational investigating and techniques, and how it should be done. The result of such a combination causes symptoms that effectively communicate with people. In environmental graphic, it is tried to relying on artistic creative experiences to be created contemporary conditions for human life. In environmental graphic, connect of people with the environment is corrected, unnecessary and wrong hints and tips to be removed and essential points to be emphasized and highlighted. In environmental graphic, communication, simplify and get new aesthetics and feasibility of human communication will be considered (Mir Moghtadaiy, 2010).

AREAS OF ENVIRONMENTAL GRAPHICS

Outdoor Graphics
A) Architecture view (Material - Color - Dimensions - layout, etc.)
B) Booths (Bus station, ticket, telephone, newspaper, police, etc.)
C) Water Views
D) Graphics volumes
E) Lighting, And) Advertising (Wall, banner, vehicles, other methods)

Indoor Environmental Graphics
In indoor environmental graphics can be separately notified that collectively it can be mentioned the following categories.

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A) Showcase
B) Stands and exhibition spaces
C) Administrative and educational environments.
D) Home environment.

Graphic is a scientific environment where the use of forms, colors, designs and different images skillfully, systematically and planned in order to improve and simplify the relations, communications, traffic and also more fully the beauty of the public environment is raised and examined (Saralynch, 2006).

ENVIRONMENT GRAPHIC AND ITS IMPACT ON SOCIETY

When a graphic structure was in direct contact with various sectors of a civil society and aimed at creating a favorable living space and pleasant and coordinate with age, culture and mood of the community, it is mentioned as environmental graphic. Obviously, if the appropriate measures are not done by the officials in different areas in good and basic design and elements of forming the environmental graphic, the living environment and life of citizens will be as an unbearable and tense place. Because by creating a fit set in terms of shape and color can be provided hope and tension of people for life and provided general enthusiasm and given a new spirit to the community. Color in environmental graphics is important because it creates the facade. For example, by see double-decker red bus, we remember London and in this city or in northern cities that have large green space, it should be used green color and its complementary color is provocative. So environmental color that should be considered climate considerations, it is natural that for people who live in tropical environment should not use warm color, but it's better to use cool colors as turquoise and blue domes in old desert tissues are very pleasant (Mir Moghtadaei, 2010).

ENVIRONMENTAL GRAPHIC GOALS

1) It guides people in the simplest form.
2) Beautification through the use of form, design and harmony with each other and the environment is carried out.
3) Increasing the level of culture of society in the form of cultural and commercial advertising purposes through the wall of ads, banners and so on.

Environmental design attempts to create harmony between plans that offers and everything that is in the environment.

Certain factors such as geography of environment, "weather", sun, "rainfall", thermal fluctuation, "vegetation and…as the natural and environmental sectors and factors such as the type of architecture and materials, traffic areas, and… as parts made due to the presence of man are factors that the designer must have known in the course of his work and to be considered (M. Beigi, 2016).

ENVIRONMENTAL GRAPHIC AND ITS ROLE IN PUBLIC RELATIONS

Considering that in big cities in addition to the permanent residents, many people are in traffic to do economic, trade, health works, environmental graphics should play its role to people in this area have fewer problems in communicating and spending their affairs. Much of the information required, in connection with the traffic rules, awareness of activities and events and variety and service places that is offered.

Notification is done by components of city in the inner environment of city, so it should be created coordination between them and the city; environmental graphic designers closely collaborate with civil engineers.

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People should know different ways and secure and quick to get the environments and choose the best. Of course, determining standards of applying control over the signals and private sector signs that could interfere the public effectiveness or their complementary is integral component of appropriate information system of environment.

MAIN SPECIFICATIONS OF ENVIRONMENTAL GRAPHIC

Environmental Graphic benefits from all signs and lights, the shape and color and line and layout and writing and if used properly, it has many benefits:

Facilitate social communication.

Accelerate economic activity.

Improve safety and traffic flow

Inform people of possibilities that city gives them.

Reduce crimes of nervous tensions of people.

Help to meet the social needs of people with communication with the surrounding environment by identifying, guide and information.

Help to mental health of people by creating visually beautiful scenery in the environment.

The Main Factors of Expression in Environmental Graphic
- Poster
- Signs
- Motorway signs
- Road signs
- Illuminated signs (neon)
- Advertising on vehicles
- Environmental design of parks
- Design superstructure and color of them
- Design of public service, bus stops, telephone booths, benches and …
- Environmental design, cultural and recreational centers
- Design of decorative volumes in squares and parks
- Boards of stores, shops, cinemas and all public and private organizations and institutions- types of advertising signs such as billboards, tetrahedral, three-dimensional, three-dimensional, digital

AREAS OF ENVIRONMENTAL GRAPHICS

Environmental Graphic both open and closed environments encompass diverse areas that in both, its major role is (notification). Indoor environments include all internal spaces, all office and commercial buildings, subways, as well as exhibitions and stores where using shapes and letters and boards, the necessary information is provided to referrals.

In open environments, like parks, streets and thoroughfares of the city and basically all open spaces in cities and human environment that the designs such as signs of warning inside the park, signs of the entrance of the store, design showcase of shops, traffic signs in the city, name signs of streets and alleys, various booths of services such as phone, mail, etc., are within the scope of environmental graphics. (Mir Moghtadaiy, 2000)

Environmental graphic also plays an important role in advertising, including in the commercial and cultural advertising, now briefly we take a quick look at the two:

Environmental Graphic and Cultural Advertising
The two legs creature gets the name of man when he has culture and on the other hand, culture begins when man is created.

What we can consider transposition for it is civilization and human with culture enters into civilization and this man is civilized that in the trap of all sorts of mental and physical tensions is struggling, for liberation and freedom needs to fly, flying from the inside to outside and perhaps for this flight, a wing better than culture and identity is not good. Then you must be familiar with it and enjoying it in different ways of life believes self and his community. This is where cultural propaganda can come into existence and fulfill his mission.

Today all over the world, the word of cultural advertising has a special meaning and it is particular based on the definition of culture and advertising from the vision of that society. In our country, this ad turns on particular axis that is related to the beliefs and culture of our society and here that again the talk is about art; an art that should be the servant of society and makes the ideas and ideals of human eternal and lasting that causes human development in such a way that all segments of society to be affected (Iran Azin, 2006).

Visual arts are transcendent manifestation of the visual language and so learning tools are so precious. Now the task of environmental graphic is that socially have a good message and attracts the eye and mind and therefore gives the required order to see beyond the surface of things visible to the mind, and guides in recognition of the required values for a full life and enjoying it.

If social conditions to be required the environmental graphic into the field of justified messages in the broadest and deepest sense of social, this art can effectively prepare the way for an affirmative and effective art, an art that can reach its message to people and be understood by them.

Among the goals that the environmental graphic is considered, the applied purposes are more important than other and are in priority but after achieving various applied goals must be cultural as well and if the environmental graphic to be done with correct and fit principles largely can be effective in the development of society.

The development of environmental graphic depends on several factors, including intellectual quality growth of managements and existence of designers with high creativities. This growth not only returns to the graphics, but it leads to a set of factors that structures of moral, social, political and cultural to be grown in it.

Traditional and cultural characteristics can have important role in better and faster communication because people who live in a community have special cultures of that

community. So it is better to send message to them to be designed in their own traditions and language that to be more tangible and telling for them than in foreign cultural and traditional formats.

Color plays an important role in a scheme that its first task is the attention of the audience and in other stage, it plays supplement role of other visual elements for success in sending message. Writing letters have an important role in communicating faster and in fact they complement or emphasize the image.

In environmental graphic, there are tools and different factors to provide information that of each one can be used for expressing a particular kind of creating communication. For example, balloons and advertising on vehicles are related to creating communication by moving subjects. The billboards must be used in places that the space around them to be wide such as highways that often audience passes more quickly than before and should be such that it can quickly establish the necessary communication. The relation of installation height of the billboard with the length and width is the important points and should be measured precisely. Performance of billboard at night is a debate that along with the other factors related to billboards should be carefully considered and designed and using appropriate optical systems, the desired message is induced to possible audiences.

With what was said about familiarity with the environmental graphic and its importance and role in urban communities, a brief description about the importance of environmental graphics can be expressed in public relations:

The aim of public relations is attracting participation and cooperation of public thoughts in various fields and a unit that makes relation of employees with officials and sub-officials; So it should be done its mission using specific techniques as well. Environmental Graphic is one of those items that by understanding and applying it in public relations can extend communications.

Advertising in public relations play an important role, advertising means to change the thoughts of what is advertised.

The best and most expressive language for this purpose is graphic of art, because art of graphics is a transparent mirror of current issues and cultural and records and reflects all emotional and intellectual moments of community. Thus, the graphic art in public relations will be found its own importance.

Environmental Graphic is a part of this art, which is where the messaging and giving required data to audience in the workplace is happened, environmental graphics will step and play its role. For example, consider an organization or ministry that daily a large number of people with cultures and different social attitudes because of the need that they have refer to there. (M. Beigy, 2016)

In the beginning, environmental graphics should be designed in a way that the person to get to the part where needs to go there not to be with trouble and by seeing signs easily reach to the desired location. Panel type, color, size and type of written lines, signs and symbols, as well as the place of their installation is very important. After that, signs inside the corridors and rooms must have the same characteristics.

The first importance that we consider for environmental graphic is the communication to guide and inform the audience and in the second role, is has the task of beautifying the environment, because human subconsciously seek beauty and balance and symmetry, and avoids the ugly and anomalies, presence in an environment where all elements are properly placed in its place and the colors in harmony and contrast, each in their duty properly operate, for every human being, it is enjoyable and the spirit tired of contention and daily issues of life invites him to calm (Mir Moghtadaiy, 2010).

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