

## عنوان مقاله:

The effect of environmental Graphic of civil atmosphere on the culture & identity of the people

## محل انتشار:

اولین کنفرانس بین المللی تحقیقات پیشرفته در مهندسی عمران، معماری و شهرسازی (سال: 1402)

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## خلاصه مقاله:

Culture is one of the signs of spiritual growth & sublimation of any society. Environmental Graphic is formed in public areas, as a subdivision of Art Graphic, and has various applications, of which the most important one is that through creation of figurative relation in public areas, it assists in the growth of people's attitude, and has the most effect on cultural, identical, national and social protocols of any society. Environmental Graphic can lead the cultural and identical dimensions of a city towards a country goals and ideals, via 3 areas: providing information, propaganda and decorating together with other sciences. The changes made via Environmental Graphic throughout the society, either consciously or unconsciously, affect the public on creating desirable & pleasant atmosphere or the other way round. The research here, which is done on library base, addresses the level of effect of Environmental Graphic in assisting the society culture and identity enhancement. One of the achieved results is that the signs, boards, urban furniture, building views, billboards, ..., as means of communication, can infuse parts of cultural & identical values of a society to its interlocutor.

## کلمات کلیدی:

Environmental Graphic, Culture, Identity, Urban Environment

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1733416>

