



# VISUAL COMMUNICATION: PROVIDING NEW PARAMETERS TO REPRESENT ARCHITECTURE

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**Abstract:** This researcher aims to examine the role of visual communication in conveying the complex interplay of spatial qualities, aesthetic design, and functional aspects to architecture. This research explored how Architects and designers used visual elements such as color, shape, texture, and form to create visually compelling and functional spaces. The author also discussed the importance of considering the user experience when designing spaces, and how visual communication can help to communicate a sense of space and place. The effective visual communication is essential for creating architecture that is both functional and aesthetically pleasing, and that communicates a sense of purpose and meaning to its users.

**Index Terms - Visual communication, spatial qualities, aesthetic design, functional aspects.**

## I. INTRODUCTION

Visual communication plays a crucial role in representing architecture. It provides new parameters that allow architects and designers to communicate their ideas effectively to clients, stakeholders, and the public.

One important parameter that visual communication offers is the ability to convey the spatial qualities of architecture. Through drawings, renderings, and models, architects can depict how a building will look and feel in three dimensions, allowing clients and stakeholders to visualize the final product before construction even begins.

Visual communication also allows architects to showcase the aesthetic qualities of their designs. Through carefully crafted images, architects can highlight the quality of material, texture, and colour of a building facade, creating a strong visual identity that sets it apart from its surroundings.

Another important parameter that visual communication provides is the ability to convey the functional aspects of architecture. Through diagrams and infographics, architects can illustrate how a building is organized, how people move through it, and how it interacts with the environment around it. This type of information is critical for ensuring that a building meets the needs of its users and operates efficiently.

Finally, visual communication allows architects to engage with the public and create a dialogue around their designs. By sharing their work through social media, exhibitions, and other public platforms, architects can gather feedback, build excitement, and generate support for their projects.

## II. ART IN ARCHITECTURE:

Architecture another form of art share the same parameters of visual communication or applied arts.

Architecture is often considered a form of art because it involves the creation of aesthetically pleasing and visually engaging structures. Like other forms of art, architecture also shares many parameters of visual communication and applied arts.

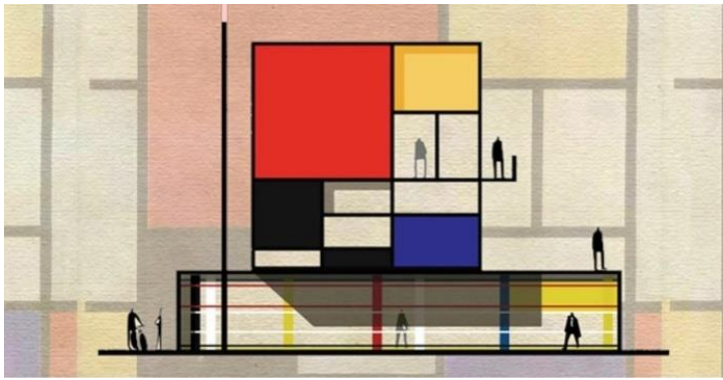


Image source: re-thinkingthefuture.com



Image source: Photo courtesy: Tschuggen Grand Hotel (Arosa, Switzerland)

Some of these parameters include:

**Form and Function:**

Just like in other forms of art, in architecture, form and function are closely related. The aesthetic appeal of a building must also be balanced with its practical use and functionality.

**Composition and Balance:**

Composition and balance are also important in architecture. A well-designed building must have a balanced composition of elements and be visually appealing.

**Colour and Texture:**

Colour and texture play an important role in architecture, Just as they do in other art forms. The use of colour and texture can be used to create visual interest and add depth to a building's design.

**Scale and Proportion:**

Scale and proportion are critical in architecture, just as they are in other art forms. The size and proportion of a building and its elements must be carefully considered to ensure that they are visually pleasing.

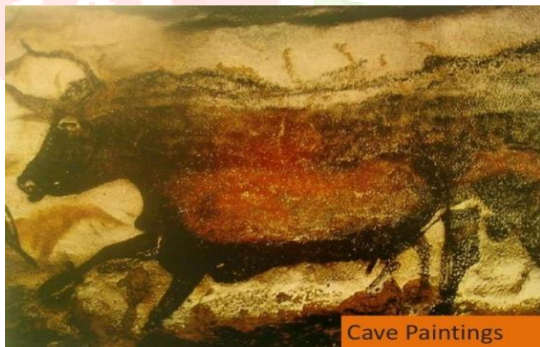
**Harmony and Contrast:**

Like in other art forms, architecture also involves creating a balance between harmony and contrast. Harmony is achieved by creating a cohesive and unified design, while contrast is used to create visual interest and emphasize certain elements.

To summarize, architecture shares many parameters of visual communication and applied arts with other forms of art. A well-designed building must consider form and function, composition and balance, colour and texture, scale and proportion, and harmony and contrast to create a visually engaging and aesthetically pleasing structure.

**Origin of visual communication**

Visual communication has been a part of human culture since prehistoric times. Our earliest ancestors used images and symbols to convey information and ideas, often in the form of cave paintings and rock art.



Cave Paintings

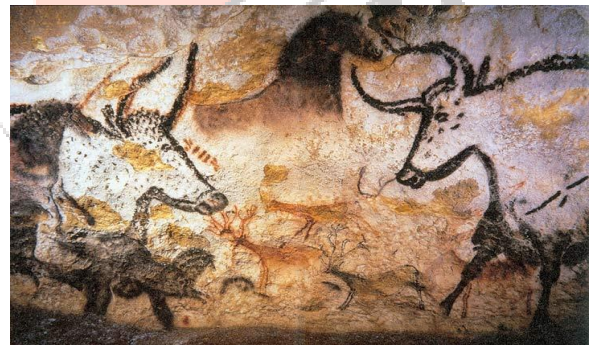


Image source: Lascaux cave painting @ historyofvisualcommunication.com

As humans cities developed and became more complex, so did the methods of visual communication. In ancient civilisations such as Egypt, Mesopotamia, and China, writing systems were developed that used symbols and pictograms to represent words and ideas.

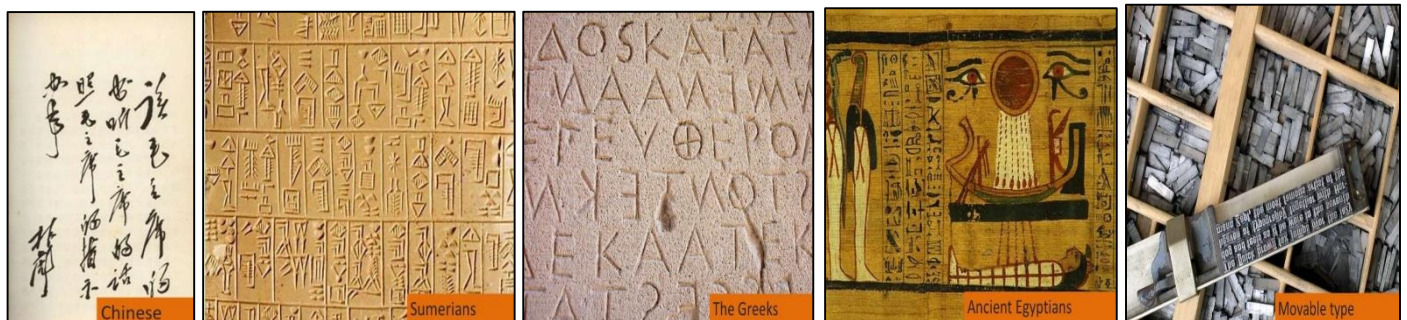


Image source: Wikipedia

The development of printing technology in the 15th century revolutionized visual communication, making it possible to produce multiple copies of texts and images quickly and efficiently. The invention of movable type by Johannes Gutenberg in 1450 paved the way for the printing of books, newspapers, and other printed materials that have played a significant role in shaping human history.

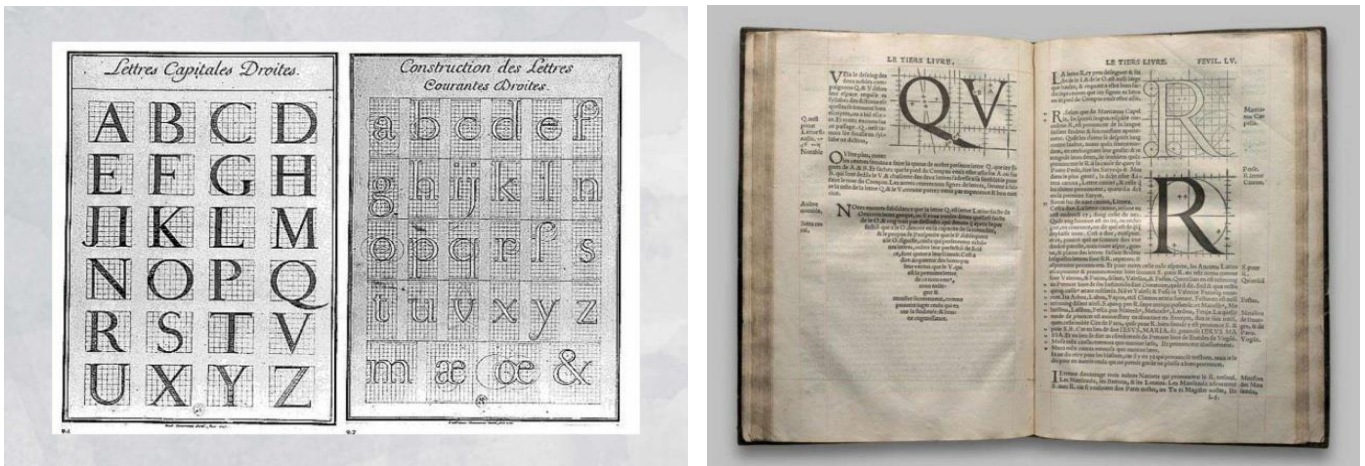


Image source: Lois Simonneau, master alphabets from the Romain du Roi, 1695. Graphic\_Design History, Pinterest

In the modern era, visual communication has continued to Evolved with the introduction of new technologies such as photography, film, and digital media. These technologies have made it possible for images and information to be disseminated rapidly and on a global scale, transforming the way this paper communicate and share ideas. Today, visual communication plays a vital role in fields such as advertising, graphic design, and journalism, as well as in more specialized areas such as scientific visualization and data analysis. Its importance in human culture is undeniable, and it will likely continue to evolve and adapt to new technologies and modes of communication in the future.

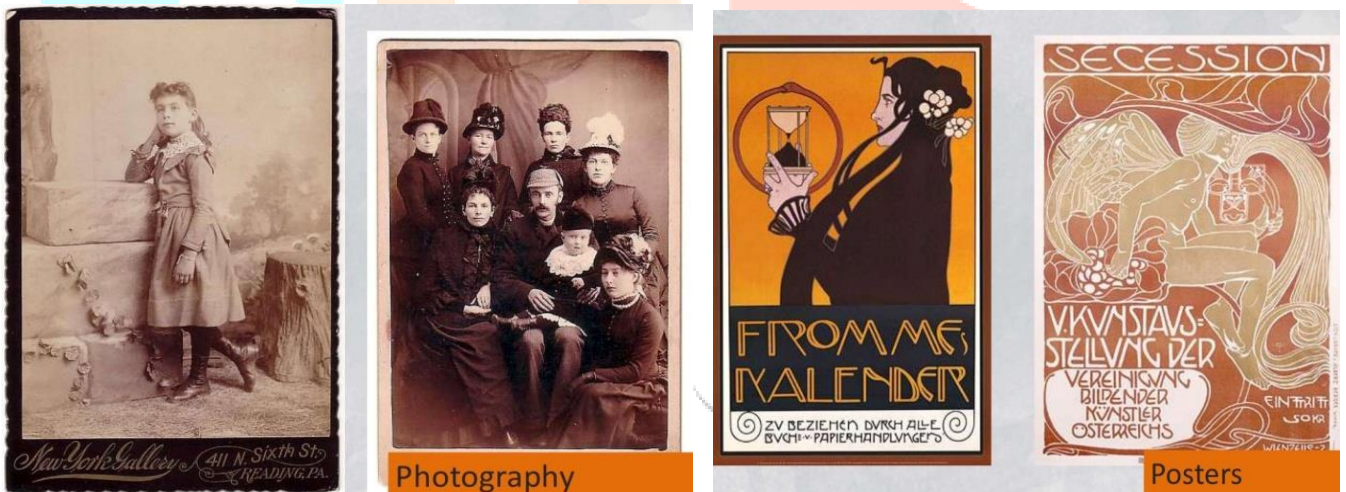


Image source: Victorian family portraits@ Pinterest

### III. ORIGIN OF VISUAL COMMUNICATION IN ARCHITECTURE

Visual communication has been a part of architecture since ancient times. Architects and builders have used drawings, sketches, and models to communicate their designs to clients and craftsmen for centuries. One of the earliest examples of visual communication in architecture can be found in ancient Egypt. Builders used detailed drawings and plan to guide the construction of monumental structures such as the pyramids and temples. These plans were often accompanied by hieroglyphic inscriptions that provided additional information about the building's purpose and significance.

In ancient Greece, Architects used scale models to represent their designs and demonstrate how the building would look in three dimensions. These models were often made of Wood or Clay and were used to gain approval from clients and guide construction.

During the Renaissance, Architects such as Leonardo da Vinci and Andrea Palladio developed sophisticated techniques for representing architecture through drawings and sketches. These drawings were not only used for practical purposes such as construction but also as works of art in their own right.

In the modern era, visual communication in architecture has continued to evolve with the introduction of new technologies such as computer-aided design (CAD) and 3D modelling software. These tools have made it possible for Architects to create highly detailed and accurate representations of their designs, allowing clients and stakeholders to visualize the final Product with a High degree of precision.

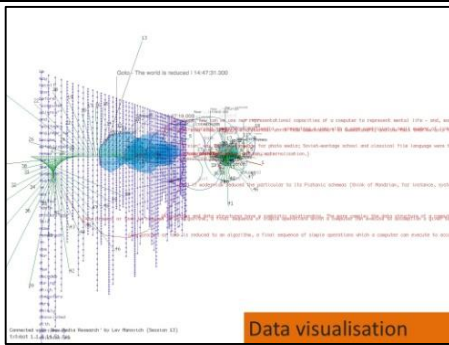


Image Source: History of Visual Communication by 'ADMED' Multimedia Institute. Slideshare.net

To summarize, visual communication has been an integral part of architecture since ancient times and has continued to evolve and advance with the introduction of new technologies and techniques.

#### IV. VISUAL COMMUNICATION A RELATIONSHIP WITH ART VISUALIZATION:

Visual communication has a strong Relationship with art visualisation, as both Fields are concerned with the creation and interpretation of images and Visual information.

Artists have long used Visual communication to express their ideas and emotions through Visual media such as painting, sculpture, and photography. In many cases, their Works have been used to communicate social, cultural, and political messages, as well as to explore the boundaries of Visual representation and expression.

In recent years, artistes have also begun to incorporate elements of Visual communication in to their work, using techniques such as graphic design, typography, and multimedia to create visually compelling and through-provoking pieces.

Similarly, Visual communication practitioners use artistic principles and techniques to create effective and impactful Visual messages. They employ a range of Visual media such as typography, colour, lay-out, and imagery to communicate complex ideas and information in a way that is accessible and engaging to their Target audience.

In both Fields, the ability to create compelling and visually appealing images Is critical to success. While the goals and contexts of art visualization and visual communication may differ, they share a common emphases on the power of Visual imagery to convey meaning and evoke emotions.

Overall, the Relationship between art visualization and Visual communication is complex and multifaceted, with each field drawing on the other for inspiration, techniques, and ideas.

#### V. ART AS VISUAL COMMUNICATION:

What incident made art visualization into visual communication?

The use of art as a form of visual communication can be traced back to prehistoric times when early humans used cave paintings and rock art to convey messages and tell stories. However, the specific incident that made art visualization into visual communication as people understand it today is a matter of interpretation and perspective.

One pivotal moment in the history of art and visual communication was the invention of the printing press by Johannes Gutenberg in the mid-15th century. This invention revolutionized the way information was disseminated, making it possible to produce multiple copies of printed materials quickly and efficiently. This led to the development of various forms of printed communication, including posters, flyers, and newspapers, which relied heavily on visual elements to convey information.

The emergence of graphic design as a profession in the late 19th and early 20th centuries was a significant milestone in the history of visual communication. Graphic designers applied key principles of visual communication, such as composition, colour theory, and typography, to produce compelling designs for diverse purposes, including advertising, marketing, and political propaganda.

With the advent of digital technology in the 21st century, visual communication has undergone further transformation. The digital era has enabled artists, designers, and communicators to create and distribute a vast range of visual content across multiple platforms, such as social media, websites, and mobile apps. This has opened up new and exciting opportunities for creating and sharing visually engaging and impactful messages with audiences on a global scale.

#### VI. VISUAL COMMUNICATION IN ARCHITECTURE:

What are the key factors which make visual communication an integral part of Architecture?

Effective visual communication is an indispensable aspect of architecture, as it serves a crucial purpose in communicating design concepts and ideas to various stakeholders such as clients, engineers, builders, and regulatory agencies. Several important factors contribute to the significance of visual communication in architecture.

Clarity of Design Intent:

Visual communication allows architects to present their design concepts clearly and concisely. This helps to ensure that all stakeholders have a clear understanding of the design intent, which is essential for ensuring that the final product meets the client's requirements and expectations.

**Aesthetics:** Architecture is an art form, and as such, visual communication is critical in conveying the aesthetics of a design. Drawings, renderings, and 3D models help to illustrate the visual impact of a building, helping clients and other stakeholders visualize the finished product and make informed decisions about design choices.

**Collaboration:** Architects often work with a wide range of professionals, including builders, engineers, and other designers. Visual communication is critical in facilitating collaboration between these different parties, as it allows everyone to understand and contribute to the design process.

**Regulatory Compliance:** Architect must comply with a range of regulations and building codes, and visual communication is often used to illustrate compliance with these requirements. Accurate drawings and models can help to ensure that a building meets all necessary safety and accessibility standards.

**Marketing:** Visual communication is also essential in marketing architectural designs. Drawings and renderings can be used in promotional materials and presentations to showcase a building's features and benefits, attracting potential clients and investors.

In summary, visual communication is an essential component of architecture, helping architects to communicate their design intent, convey aesthetics, facilitates collaboration, comply with regulations, and market their designs effectively.

## VII. ARCHITECTURE AS A VISUAL COMMUNICATION TOOL:

Architecture can be considered a powerful visual communication tool, as it can convey a message or idea through its form, shape, materials, and spatial qualities.

Architectural design communicates a visual message to the viewers, such as the purpose, functionality, and significance of the building. It can also convey a sense of cultural or historical significance. For example, the Taj Mahal in India is not just a beautiful building, but it also communicates a message of love and devotion through its architectural features.

Architecture also can evoke emotions and create a mood. Buildings designed with large windows, open spaces, and natural light can communicate a sense of freedom, transparency, and modernity. Similarly, buildings with intricate details, dark spaces, and heavy materials can communicate a sense of history, mystery, and tradition.

Moreover, architectural design can be used to influence behaviour and improve well-being. Buildings designed with accessibility and ease of use in mind can communicate a message of inclusivity and equality. Green buildings, designed with sustainable materials and energy-efficient systems, communicate a message of environmental responsibility and care.

In summary, architecture is a visual communication tool that can convey messages and evoke emotions through its design elements. It can communicate a sense of purpose, history, and cultural significance, and also influence behaviour and improve well-being.

## VIII. CONCLUSIONS:

In conclusion, visual communication is a critical aspect of architectural design, playing a vital role in conveying the complex interplay of spatial qualities, aesthetic design, and functional aspects of architecture.

1. By leveraging visual elements such as colour, shape, texture, and form, architects and designers can create spaces that not only serve their intended function but also communicate a sense of place and purpose to their users.
2. The user experience is a key consideration in architectural design, and effective visual communication can help to ensure that spaces are not only functional but also aesthetically pleasing and meaningful to those who use them.
3. Ultimately, visual communication is an essential tool for architects and designers seeking to create architecture that is both beautiful and functional, and that enhances the lives of those who inhabit it.

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