VISUAL POLLUTION

VISUAL POLLUTION

Concepts, Practices and Management Framework

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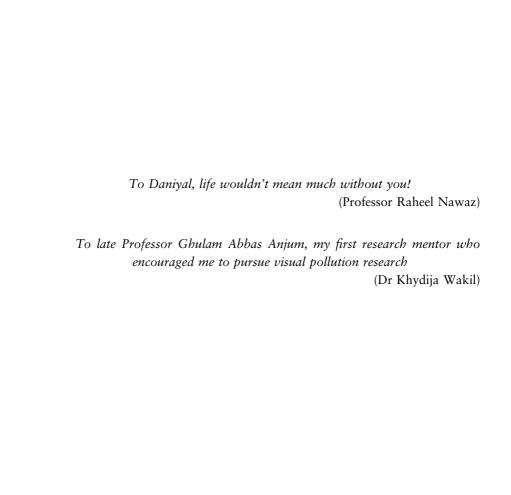
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QUOTATION

We have eyes, and we're looking at stuff all the time, all day long, and I just think that whatever our eyes touch should be beautiful, tasteful, appealing, and important. We need to emphasise the responsibility that designers and illustrators have towards the people they create things for; Whether it's a coffee cup, or a poster, or a book illustration, or a typeface, it has to be designed in such a way that it is not trashy, and doesn't pollute your eyes. We have so much pollution out in the air. Our eyes are being polluted. We have visual pollution out there, and I have a very strong sense about that.

Eric Carl (2014)

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LIST OF ACRONYMS

AHP Analytical Hierarchy Process

Al Artificial Intelligence
CDG City District Government
DHA Defence Housing Authority
GDP Gross Domestic Product

GIS Geographic Information System
HDI Human Development Index
IT Information Technology
KML Keyhole Markup Language

ODK Open Data Kit
OSM Open Street Maps

QSPM Quantitative Strategic Planning Matrix RDA Rawalpindi Development Authority

SWOT Strengths, Weaknesses, Opportunities, Threats

TMA Tehsil Municipal Administration

UK United Kingdom

USA United States of America
VIA Visual Impact Assessment

VP Visual Pollution

VPA Visual Pollution Assessment
VPI Visual Pollution Index
VPO Visual Pollution Object

ABOUT THE AUTHORS

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