

# ENVIRONMENTAL DESIGN

## **ENVIRONMENTAL AESTHETICS (1580)**

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### **Supplementary Material**

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**ALLAMA IQBAL OPEN UNIVERSITY  
Department of Home and Health Sciences  
Autumn: 2012**

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
**(Department of Home and Health Sciences)**

**Course: Environmental Aesthetics (1580)**  
**Level: Post Graduate**

**Semester: Autumn, 2012**

**CONTENT LIST**

This study pack includes following items:

1. Course Books
  - J. Douglas Porteous: Environmental Aesthetics.
  - Richard Hill: Design and their Consequences.
2. Allied Material for Unit 9 Visual Pollution on CD
3. Tutor Guide
4. Student Guide
5. Assignments 1& 2
6. Marking Guide
7. Assignment Forms
8. Schedule for submitting the assignment and tutorial meetings

If any of the above mentioned material is missing from your pack, please contact at the following address:

**Mailing Officer**  
**Services and Operations Block**  
**Allama Iqbal Open University,**  
**H-8 Islamabad**

Or

**Dr. Nomana Anjum**  
**Chairperson/Programme Coordinator**  
**Environmental Design Programme**  
**Allama Iqbal Open University,**  
**Block 6, H-8 Islamabad**

## **Tutor Guide**

Dear Tutor,

On behalf of AIOU and course team of “Environmental Design Programme” I welcome you as tutor to “Environmental Aesthetics” course. You might be aware, that the students enrolled in this programme have varied professional background and work experience. This course might be easier for some students than others. You should guide them on course contents according to the difficulty level of different students.

Environmental aesthetics has recently emerged as new field of study. It has evolved as interdisciplinary field for conceptualizing, conservation and design of environmental beauty in cities, rural settings and countrysides. The concept, theories, methods and practices of environmental aesthetics are derived from the disciplines of architecture, art history, literature, philosophy, psychology, environmental studies, landscape design, law and urban planning.

## **Objectives**

The specific objectives of the course are:

- Trace the history to examine the theory and practice of aesthetics with reference to environment.
- Introduce environmental aesthetics as field of study
- Review the theoretical framework of Environmental aesthetics (Humanist, Experimentalists, Activists, Planners)
- Investigate the aesthetic identity of buildings along with user/tourist/visitor perspective
- Raise awareness on visual pollution

## **Course Structure**

This is 03 credit hours course and comprises nine units (The course outline and chapter wise distribution is explained below for your reference).

Units 1-5 are based on your textbook “Environmental Aesthetics”.

Units 6-8 are from your book “Design and their Consequences”.

Unit 9 on Visual Pollution will be sent to you separately on a CD.

As you might be aware these students have very limited contact with their course mates and the part time tutors. It is therefore important to keep in mind that some of the distance-learning students have had no links with education during the past few years after completing their formal education, therefore they might lack confidence. Secondly, distance-learning students are involved in studying during their spare time, probably after office hours. You are therefore requested to guide and help the students while keeping

these issues in mind. Some students may need help in developing professional attitudes as well as understanding the facts about design and environmental aesthetics.

### **Study Center:**

The main purpose of establishing the study center for distance learning students is to provide help and guidance for the difficulties faced by the students while studying at home. The study centers have been established in local institutions (Main campus of AIOU in Islamabad, Regional Campus of AIOU in Karachi and Lahore). During the tutorials it is required to provide guidance to the students to sort out their problems.

### **Assignments:**

In the distance learning system, studying the course units has its own importance but assignments and workshops are the major source of link between tutor and the student. Therefore, it is important to offer your comments through these assignments. Express your views in such a way that the student is not discouraged, hurt or feels depressed after going through your comments.

You are also expected to guide on issues like methods of solving assignments, effective methods of studying and methods to improve study habits and working hard.

It is anticipated that the student will submit their assignment in time according to the prescribed schedule. You are therefore requested to mark the assignments within 15 days and return these with detailed comments.

Marking Guides are provided to you. You are expected to follow the instructions and make full use of these guides while marking the assignments. The students are expected to avoid giving unnecessary details and try to be brief and comprehensive. While marking the assignments the tutor has to assess whether the students have followed the instructions provided to them or not.

## Student Guide

Dear student,

Assalam-o-Alaikum

We welcome you to the M.Sc Environmental Design Course entitled “Environmental Aesthetics”. This course is part of the second semester of your M. Sc. program.

### Course Objectives:

The purpose of incorporating the environmental aesthetics course in the environmental design program is to remind students/professionals to conserve natural beauty in planning and design of built environment. The course will also focus on the role of aesthetics in architecture in historic and contemporary perspective. The concept of “aesthetic experience is also covered from user’s point of view in range of building types.

### Details of the Course:

**Unit No. 1** is the introductory unit that introduces the background and history of Environmental Aesthetics as field of study.

**Unit No. 2** outlines the theoretical framework for “Environmental Aesthetics” and covers the Humanist Approach to the subject.

**Unit No. 3** emphasizes the role of psychologists, who have interest in Environmental Aesthetics and have conducted research experiments in this field.

**Unit No. 4** looks into Activists Approach to Environmental Aesthetics including the contribution of literary, design and citizen activists.

**Unit No. 5** includes Planners Approach to Environmental Aesthetics covering the landscape planning and urban planning. This unit also emphasizes on Environmental Sensitivity training.

**Unit No. 6** is specific to buildings and covers the Aesthetic identity of Building Design and Aesthetic effect of architectural work.

**Unit No. 7** consists of the details of architectural experience and encounter with the buildings.

The architects and planners can play a vital role to enhance the visual experience of built environment. Unit No. 8 includes the emotional effect of design and highlights the user experience in buildings and tourist experience in the public and commercial buildings.

**Unit no. 9** deals with the public awareness and participation regarding visual pollution in the environment.

This course would therefore serve to raise awareness on important aspects of environmental aesthetics to acquire visually pleasing built environment and to conserve natural beauty.

## Part Time Tutors

You are allocated a part time tutor. The name and address of your tutor will be provided to you. The tutor will help and guide you in studying the books and conducting activities related to study units. You are expected to take full advantage of the tutor knowledge and experience. These tutors are also responsible for marking your assignments.

Make all efforts to complete your written assignment according to the prescribed schedule and try your best to attend all the study sessions according to the timetable provided to you.

Schedule for tutorial meetings are arranged on fortnightly bases. The specific dates in the form of tutorial schedule are being provided separately. Try to attend these meetings regularly to get proper guidance from your tutor.

## Assignments

The course includes two assignments, which are compulsory for successful completion of the whole course. Each assignment is of 100 marks and out of these students obtaining 40 marks will be declared pass.

**Assignment No. 1** is theory based and must reach your assigned tutor before the due date. The schedule of submitting the assignment is provided separately. The tutor will send the marked assignment back to you within 15 days, if you do not receive the marked assignment after 15 days please contact your tutor or regional office of the Allama Iqbal Open University.

The **assignment No. 2** is research based and do not need submission to the tutor before the workshop is held. For detailed instructions related to your research based assignment please go through the detailed instructions enclosed with the assignment

*Note: Do not forget to dispatch the prescribed forms along with the complete assignments.*

## Methods of Study:

Study period of 16 weeks has been allocated for studying this course through distance learning where as 17<sup>th</sup> and 18<sup>th</sup> weeks are kept for general assessment and for final examination.

Units	Assignments	Study period
1-2		4 weeks
3-6		4 weeks
7	Assignment 1	2 weeks
8-9		2 weeks

Revision	Assignment 2	4 weeks
Preparation for examination		2 weeks

You are expected to spend four weeks on studying first two units, this will help to improve your reading speed and get familiar with the contents of the units. The next four units 3 to 6 will become easier for you and you will be able to study them in comparatively less time. You can spend four weeks on studying these four units, during the ninth week you can study unit no. 7 and during the tenth week you are expected to complete your first assignment and dispatch to your tutor.

Unit 8 and 9 can be studied during 11<sup>th</sup> and 12<sup>th</sup> week respectively and you can complete your second assignment along with the revision of your book during the weeks 13<sup>th</sup> - 16<sup>th</sup>. The last two weeks can be kept for examination and its preparation.

## **Practical Workshop**

Practical workshop will be arranged for three days. Schedule of the workshop and venue will be sent to the students during the study period. Workshop will cover some of the lectures of the specialist on important topics. The tutor will provide guidance for the workshop. Attendance in workshop is **compulsory** for the students.

## **Final Examination**

At the end of the course there will be a final examination, all the students will be expected to take this examination in the examination halls especially established for this purpose.

For any queries you can write to the course coordinator. Suggestions for improvement will also be welcomed. We wish you all the best.

Good Luck,

**Dr. Nomana Anjum**  
**Course Coordinator/**  
**Programme Coordinator**  
**Faculty of Sciences**  
**Allama Iqbal Open University**  
**H/8 Islamabad**  
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## Course Outline of Environmental Aesthetics

### Reference Books:

- J. Douglas Porteous: Environmental Aesthetics.
- Richard Hill: Design and their Consequences.

### Unit 1: Introduction to Environmental Aesthetics

- 1.1 Background of Environmental Aesthetics as field of study
- 1.2 Short history
- 1.3 Origin of the Aesthetics impulse
- 1.4 Value of senses in the interpretation of environment

### Unit 2: Theoretical framework for Environmental Aesthetics. (Humanist, Experimentalist, Activists, Planners)

- 2.1 Humanist Approach to Environmental Aesthetics
- 2.2 History of Landscape taste.
- 2.3 Types of Landscapes  
(Mountains, Wilderness, Middle Landscape, Land gardening, Townscape)
- 2.4 Continental/Regional Landscape contrasts.

### Unit 3: Experimentalists Approach to Environmental Aesthetics

- 3.1 Psychologists and Environment  
(Berlyne-Wahlwill Approach, The Kaplan approach)
- 3.2 Urban versus Rural Environment
- 3.3 The value of experimentation

### Unit 4: Activists Approach to Environmental Aesthetics

- 4.1 Literary Activists
- 4.2 Design Activists
- 4.3 Citizen Activists
- 4.4 Legal Issues
- 4.5 Continental Differences

### Unit 5: Planners Approach to Environmental Aesthetics

- 5.1 Aesthetic Landscape Planning
- 5.2 Aesthetic Urban Planning
- 5.3 Environmental Education  
(Environmental sensitivity Training)
- 5.4 Aesthetic Critique (learning to see)

### Unit 6: Aesthetics and Buildings

- 6.1 Design and Buildings  
(Concept to Execution).
- 6.2 Aesthetic Identity of Building Design
- 6.3 Aesthetic Effect of Architectural Work



**Unit 7: Architectural experience/encounter with Buildings**

- 7.1 Modernist view of architectural experience (spatial experience, fragmentary experience, movement experience)
- 7.2 Sensory Experience with Buildings

**Unit 8: Experience of Human feelings through Buildings**

- 8.1 Visual Perception (realistic and non realistic seeing).
- 8.2 The two stages of expression
  - a. Outlining the brief
  - b. Imaging the design).
- 8.3 Emotional effect of Design (power, peace, playfulness, relaxation).
- 8.4 The user experience in buildings
- 8.5 The tourist experience in public and commercial buildings.

**Unit 9: Visual Pollution**

- 9.1 Source of Visual Pollution
- 9.2 Raising Awareness on Visual Pollution
- 9.3 Control of Visual Pollution

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
(Department of Home and Health Sciences)

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Course: Environmental Aesthetics (1580)**  
**Level: Postgraduate**

**Semester: Autumn, 2012**  
**Total Marks: 100**  
**Pass Marks: 40**

**ASSIGNMENT No. 1**  
(Units: 1-7)

*Note: Answer the following questions. All questions carry equal marks.*

- Q.1 Discuss the theoretical framework of Environmental Aesthetics? Explain its significance in the context of Urban Design in Pakistan. (20)
- Q.2 Discuss the value of vision, sound and tactility in the interpretation of built environment. (15)
- Q.3 When the concept of landscape emerged on the world scene? Describe types and value of landscapes in the south of Pakistan. (15)
- Q.4 a. Why Humanist approach is considered to be the most contemplative among the four approaches to environmental aesthetics?  
b. What is the impact of Romantic Movement in the eighteenth century in the context of aesthetics? (15)
- Q.5 Discuss the phenomenon "Environmental Sensitivity Training". How can people be trained for Aesthetic Critique? (10)
- Q.6 How do we have sensory experience with the buildings? Discuss with reference to movement and fragmentary experience. (10)
- Q.7 How principles and elements of design are applied to judge the aesthetics of built Environment. (15)

Or

Give your opinion on the basis of your experience for the statement "Design in itself is inadequate as a mean of accounting for the aesthetic effect of an architectural work".

## **ASSIGNMENT No. 2**

**Total Marks: 100**

### **TOPICS FOR REPORT WRITING**

1. This assignment is of practical nature, you have to prepare a research report and present it in the workshop prior to the final examination (you do not need to send this to your tutor before the workshop).
2. The workshop component is mandatory for all the students. You cannot sit in the final examination without compiling this report and presenting it in the workshop.
3. This assignment requires thorough review of literature to develop the conceptual framework before conducting the field research, which also needs to be incorporated in the report systematically.
4. You can select any of the given topics for field research; the field visits should preferably be based closed to your home address.
5. Your research report should be at least 20-25 typed pages covering both theoretical and practical components.
6. Include the following sections in your report:
  - a) Introduction and objectives of the study
  - b) Methodology for field research
  - c) Review of literature
  - d) Data Analysis with statistics and graphical representations
  - e) Conclusions / suggestions
  - f) Appendices and bibliography
7. Prepare three copies of this assignment, one for yourself, one for the tutor and the third one for the Department of Home and Health Sciences (AIOU) for record. Attach three assignment forms with this assignment as for assignment one.
8. As you are suppose to do a presentation in the workshop to the resource person and course mates, you should prepare transparencies or other illustrative material for effective presentation.
9. You are advised to consult source material frequently, if you need any guidance you may contact your tutor or write to the Programme Coordinator, Environmental Design Programme, Department of Home and Health Sciences (AIOU).

## **Research Topics**

### **1. Aesthetic Experience in Buildings**

- 1) Select two sets of school buildings:
  - a) At least two buildings which you consider are aesthetically designed.
  - b) At least two buildings which you consider are not aesthetically designed.
- 2) Compare the setting of buildings in relation to surroundings (natural & man made, highlight the good features and comments on negative features).
- 3) Compare the playgrounds and open areas of both sets of buildings.
  - a) What interesting features are provided for school children in the school setting particularly considering the spatial experience of school children? Does the building facades relate to the nature of buildings?
- 4) Study the building layout of both sets of buildings. Write a detailed account on aesthetic experience of all the buildings selected.

### **2. Conservation of Environmental Beauty**

- 1) Conduct a comparative study of two locations:
  - a) Places where the built environment is supplemented by the natural setting. (Deliberate steps are taken to conserve the natural setting)
  - b) Places where man made environment has taken over the natural setting.
- 2) Highlight the good features in the good example and comment on the inadequacy of the built environment where buildings are not supplemented by the natural setting.
- 3) Interview at least 10 people in each case whom work/live in this surrounding to get their views. (Analyze their comments and assess the possible constraints/negligence factors.)
- 4) Suggest possible measures for future projects of similar nature.

### **3. Aesthetic Landscape Planning.**

1. Collect data on Pakistan's legislation for urban landscape planning.
2. Review in detail the legislations related to your own region over the period of last ten years.
3. Analyze the strengths & weaknesses of the legislation with reference to visual attractiveness and visual pollution.
4. Select one particular area in your region to highlight the good features of landscape planning and to comment on negative features (support your discussion with sketches & photographs).
5. Suggest improvements in legislation and implementation.

**4. Visual Pollution**

Conduct an observational study of commercial area to study the impact of visual pollution.

- a) At least fifty people in that area to get their views on these features.
- b) List out all the features that add to the visual pollutions (bill boards, posters, encroachments, use of callers etc).
- c) Find out if there is any legislation to control visual pollution features.
- d) Suggest measures to control visual pollution in commercial area.

**Marking Guide**

It is anticipated that the tutors mark the assignments carefully and follow the similar marking standard for all the students.

For the theory based assignments you are requested to follow the marks division as indicated on the assignment that is eight questions, making a total of hundred. The questions that are further divided into parts a, b etc. accompany a further division of marks as well.

For the research based assignment the allocation of marks is indicated as under:

Research activity.....	50 marks
Report writing.....	25 marks
Presentation in the workshop.....	25 marks

You are expected to stick to the guidelines provided to maintain the standardization and uniformity.