



Guiding principles for graphics in urban design

chapter **1**

1.1 Choice of techniques | 1.2 Honesty and integrity | 1.3 House style |
1.4 Clarity | 1.5 Hand-drawn and computer graphics

The principles set out in this chapter should apply irrespective of the stage of the design process. They are based on convention rather than statute, but will help all those involved to make consistent and appropriate graphics choices, ensuring not only attractive visuals but also effective communication of information.