

1.2 Honesty and integrity

Illustration and graphics are a powerful means of communication. This raises the issue of responsibility for those who commission and those who produce urban design images.

Graphic presentations are used not only to communicate, but also to persuade and convince. In trying to present the potential of a project, however, it is possible to produce seductive images that could be misleading or may be misinterpreted. 'Artistic licence' may go beyond the need to present a positive message and promote the project. Attractive illustrations of proposed places can prove less than honest in projecting the eventual outcome.

Watchpoints

- Ensure all involved understand the purpose of the illustration.
- Clearly communicate the level of precision or impression to the audience.
- Use the appropriate technique to convey information – analytical, conceptual, perceptual or measurable.
- Understand the strengths and limitations of hand-drawn and computer-generated techniques before deciding which to use.
- Avoid using graphics to mislead the audience.

1.3 House style

Graphical representation allows the expression of a distinct personality and house style in the graphics associated with a particular organisation or project. This may be expressed through the designer's choice of typeface, colour palette, layout templates and treatment of graphic figures, possibly reinforced by a project or corporate logo. These in turn promote:

- consistency
- brand
- visual identity
- quality
- authority.

Visual consistency is particularly valuable when presenting diverse urban design projects to varied audiences, over time and at different stages of project development. A strong graphic identity conveys energy and consistency.

House-styles and templates can make production more efficient, avoiding the need to start from scratch with each image or document.

Watchpoints

- Make corporate or house style guidelines available.
- Pre-install necessary templates before starting project.
- One-off or bespoke projects may not necessarily follow a corporate style.

1.4 Clarity

The most effective illustrations for urban design projects are those that have been subjected to critical editing of the source material and careful design of the figure. The example opposite has been carefully edited from the original sketch and base map to show only the relevant information keeping it clear and legible.

Origination should take into account the possibility of a drawing being copied or reproduced. The processes involved can diminish or degrade the quality of the original line work.

Watchpoints

- Convey the key information directly without background distraction.
- Use colour, tone and line logically to express relative intensity or importance.
- Make a limited number of points effectively.
- Consistent bases allow easy cross-reference within sets of illustrations.
- Suppress irrelevant detail.
- Bear in mind future use or adaptation of images.



Scunthorpe Urban Renaissance