

Foreword

Graphic design has been around since mankind discovered that images are an essential complement to words. Urban design may seem a more recent activity, but the essential components have been practised ever since we started to build and plant.

Modern pressures for both increased development and environmental stewardship strengthen the importance of communication between the designer and the client, the manager and the managed, public agencies and the general public, and the many professions involved in achieving sustainable development.

Good communication skills can establish early mutual understanding between participants in any project. This understanding can stimulate the generation of ideas that might otherwise be missed. Accurate representation of ideas can highlight their strengths and weaknesses, and help refine the preferred solution. Honest representation of the solution can help secure the agreement, commitment and enthusiasm of all involved, and establish realistic expectations of what a project can achieve.

Graphic images can communicate what may be impossible, or at least extremely long-winded, in words. Graphic design is therefore an essential component of the urban design process.

The collaboration between graphic designers and the rest of the urban design team, has not, until now, been given the scrutiny it deserves. This book gathers together a host of examples of projects that have succeeded because the teams recognised that this collaboration is essential. It has been written by practitioners with a wealth of experience. It will I'm sure be a prompt for those already engaged in graphics for urban design, and an invaluable source book for those, students or practitioners, who are coming to it for the first time.



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