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ABSTRACT

of the dissertation for the degree of Doctor of Philosophy

THE ROLE OF VISUAL ELEMENTS IN AN URBAN ENVIRONMENT (IN THE EXAMPLE OF BAKU CITY)

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GENERAL CHARACTERISTIC OF THE RESEARCH

Relevance of the topic: One of the issues that are an integral part of the architectural environment and have an important function in the modern time frame is the study of the sphere of influence of visual information in a large city. This kind of visual information was conditionally applied as an information transmission. For the first time, information means consisting of simple signs have been analyzed and applied about the history of civilization in different spatial types.

The principles and methods used in the traditional architectural environment of Azerbaijan, visual information, documents and sources played an important role in revealing and artistic design, visual aids of XXI century have become a necessary and required field. For this reason, the relevance of the problem is that the artistic design of streets, squares, quarters, gardens, pedestrian road junctions, etc. which are structural elements of Baku city, has been brought to the fore with the help of visual communication tools.

Question setting: Today, as a functional system information means are important and attractive tools in the organization of modern architectural environment (in the composition of streets, squares, transport hubs, as well as in production, recreation areas) and other areas of the city in spatial composition nodes, mainly in artistic aesthetic design of urban environment.

From a theoretical-methodical point of view, in perception of information informativeness of architectural objects with the rise of culture is important. On the other hand, visual information tools are also relevant as sources of information. Therefore, special attention should be paid to aesthetic issues of design arrangement and project.

At the present, the means of communication to the development of society are ineffective. Visual information prioritizes ownership, convenience, comfort, movement and other criteria from the time it was created. The new volumetric spatial forms developed for the environment gave push to architecture, transport hubs (water, land, air, underground, etc.) as well as the development of visual communication types.

Purpose and objectives of the research: Our goal is to keep up

to date on the issues related to the subject and ensure that the visual features of historical periods are communicated to the population in detail by adapting them to the environment. As well as it aims to highlight methods of formation of visual information by properly directing it to the development of architectural spaces and ensuring the comfort of the population.

An example of this is the clear possession of information about "Qobustan" rock carvings of ancient times and animal husbandry, hunting, craft, agriculture, which was an ancient man's employment. Experience confirms that samples of architecture and art of different eras were combined with each other for receiving and delivering visual information. This circumstance was set as a goal to eliminate existing problems in the form of volume space creative processes of the architectural environment.

Unfortunately, the issue of artistic design of the Baku city environment is not complex. It is organized in retail form by taking individual and fragmented territorial position and becomes weak appearance. Given the current international status of Baku city, we can see that it is important to correctly place visual communication tools, introduce them in a new structure and be impressive in the urban environment.

The level of research of the problem: The problem raised in the research was the focus of Azerbaijan and foreign scientists as it played an important role in the visual perception of the large urban environment. However, the issues related to this problem have been investigated from differents aspects (philosophy, psychology, literature, painting, art, architecture, art studies, design) and led to the actualization of existing visual thinking in the international area.

It can be called outstanding scientists dealing with this problem: A.Burlaenko, C.Shannon, E.Pesotskiy, K.Mozer, R.Arnxeymin, N.Bogacheva, H. Zamperini, V.Volkov, I.Itten, M.Pretti, A.Ursul, K.Qrevink, K.Konti, C.Straytmanis, Emel Enis, as well as outstanding scientists architects of Azerbaijan: Q.M.Aslanov, E.M.Muradova, F.L.Osmanov, Sh.Alasgarov, S.G. Dadashov, G.Aliyev, I.M.Jafarzade, M.M.Mansurov, O.H.Habibullayev, N.Museyibli, A.K.Alekperov, I.H.Narimanov, A.O.Jafarov, M.S.Neymatova, R.Afandiev, Z.Mammadova, A.Hasanova, F.V.Qadirov, C.N.Rustamov, R. Seyfullayev, E. Avalov, V.Aliyev, E.Aliyev, P.Aliyev, E.A.Salamzade, R.Abdullayeva, H.Atakishiyev, T.Bakirova etc. In addition, foreign scientists who explain the characteristics of visual information: C.B.Elbryu, K.Frisel, B.Qardnert, E.Carten, etc. In reviewing his scientific work, we see that in the embodiment of the modern way of life, they have extensively analyzed visual information by contrasting movement with silence. Research shows that as a person changes his attitude to the type of city the information should be directed to certain (public, residential, rest, transport).

The purpose of the research: It is to investigate the ways of applying the formation of visual information in the example of Baku city. Understanding the essence of architectural planning in urban flagments of visual communication is to identify ways to improve visual images in accordance with the requirements of modern society.

The following issues are considered important in the research:

Formation of information visual communication news tools and investigation of samples of Azerbaijan's cultural traditions in different ages;

Placement of signs in an urban environment and at the same time finding its place in the areas of architectural planning;

Definition of means of organization and design of applied visual information as a system in architecture;

Artistic design in terms of visual media information in Baku city environment;

To identify ways of improvement by studying typological features of visual communication existing in urban environment;

The object of the problem was taken into consideration and descriptive visual signs were based on historical facts and literature and internet resources were used.

Scientific novelty of the research is that for the first time the importance and role of visual information tools in terms of environmental design in Baku city is analyzed and the ways of updating and improvement are proposed. The degree of their artistic expression as information means has been deeply studied. The role of color advertising graphics and communication tools as a graphical application tool are illustrated in various urban environment structures.

Several model proposals have been put forward to suit them.

The object of research. The creation development informativeness and design solutions of natural aesthetic design of visual information in Baku city environment are investigated and classified.

The methodology of research is referred to as an analytical analysis of existing scientific, practical publications related to the research is carried out.

The influence of visual information means on plan-spatial and artistic aesthetic appearance in urban environment is analyzed.

Comparative analysis with international practice is carried out.

The social survey was conducted verbally among the population and applied to the method of photofixation.

The experimental significance of the work is that to some extent architects and designers can use these scientific sources as an auxiliary tool in designing structural units of the urban environment. In addition, the obtained result can be used as a teaching aid in the higher and secondary education institutions.

The structure of dissertation. The dissertation work consists of an introduction, three chapters, a conclusion and a list of literature. The text part covers 146 pages and illustrative tables 70 pages.

Approbation and application. The main results of the dissertation were published by the author in the scientific works of AUAC and other organizations.

The structure and volume of the dissertation work. Dissertation work consists of an introduction (8867 characters), 3 chapters (1 chapter - 66514 characters, 2 chapter - 92224 characters, 3 chapter - 65603 characters), results (10589 characters) and list of bibliography. The total volume of the dissertation is 146 pages and consist of 243797 characters (excluding figures, graphs, and bibliography).

THE MAIN CONTENT OF THE DISSERTATION

In the introductory part the relevance of the topic is substantiated. The degree of elaboration of the problem, the purpose

and position of the research, the scientific and theoretical methodological foundations of the work are interpreted, the chronological sequence is determined. This section of the research provides information on the scientific novelty, practical significance, approbation, structure and volume of the dissertation, its theoretical and experimental significance is disclosed.

Chapter I, called the Evolution of news tools used in the architectural environment consists of three paragraphs.

1.1 The first section titled "The emergence of news and communication types in human settlements deals with the transition from drawings, ways of their wide use and application.

Historical analysis proves that people tried to create an alphabet with signs in caves turning lines into a certain type of graphic news and additions. Some of them painted the human face or the image of the head of the tribe with paints, hunting that it was stronger. So, the graphical code of the news and contact type, in fact, means a nonlinguistic expressive sign. For example: writing as a means of information has passed a long and complex path, turned into symbols, manifested in the most important links and elements of society.

The historian Sdu Abela notes that the various figures found in the "plane of miracles" belong to the category of "dumb signs". The types of contact, rock paintings and stigmas discovered in the 1650's were explained by the Italian scientist Carllo Conti in the XIX century.

1500 years ago from BC many images can also be called an allegorical image of a male figure with a rock spear found at a height of 2.5 meters in Tamun cave in Sweden.

Thus, the signs that formed the basis for writing were the sounds "totemastic" signs, which from ancient times were used by "ascets" for communication. According to some sources one of the types of ancient sacred news and contacts was considered a tree. It had a power of man, that is not capable, and had a recovery force again.

As moral comfort increased in society, the need for the penalization of moments that formed the basis of social cultural life increased. The formation of the "architectural environment the presence of local economic potential influenced the choice of the planned places of the built cities, squares, streets and residential quarters. Thus, a large part of graphic features with material and moral value can be attributed to human figures, objects, animal images found in "Qobustan" written rock.

So, graphic lines with a connection type are non-linguistic, but graphic expressive signs.

The scientist Claude Shenon, who in the past discovered the news media as the limitless of mathematical methods and information fields, described the picture of the world theoretically: "News and communication tools can be both specific and non-trivial, which have both similar and different characteristics".

Thus, the signs, which are the means of communication in the reality of time, have never lost the fixing feature (fire, smoke, sound, act of confession, gesture, etc.).

Historical news and contact types were transmitted by systematization of the described images. For example, the codes of the "asteks" or the historical stories of the Indians built on the belt can be attributed to the movement of hands in the games of Indian women and men, the gestures of actors, the movement and facial expressions in the Japanese Kabuki theaters.

Living spaces marked with the most ancient pictographic signs of the III century before our era have been found in many countries of the world. Greece, Egypt, Mesopotamia, Rome can be cited as an example. Each country created its own culture and in a wide form used geometric elements.

In the VI century before our era news and communication means were reflected in the organization of environment along with objects and forms of volume. The regular structure of the lines and points found in the Fortable valley, the reflection of the ancestors of the topographic mac was found in the pictographic form of the news tool. The East and North American Indies used such systematic communication signs more.

In the bronze age (the second half of the IV millennium-the end of the III millennium) finds Kur-Aras culture was typical in Qarabagh, Nakhchivan, Qobustan, Khachmaz, Qazakh cities of Azerbaijan. Permanent dormitories built in favourable areas the houses built in circular form were half-boring, stone-based, road-built walls were plastered and built of raw and burnt brick. The rapid development of the standart of living and civilization created the basis for the construction of temples. The material evidence obtained is the means by which beliefs, religious beliefs, traditions are important (geometricshaped patterns, various drawings, rock drawings).

The formation of the cultural environment gradually stimulated the development of national cultural processes. As moral comfort increased in the formed space, the need arose for writing down the moments that formed the basis of social cultural life. The signs drew attention to the elements expressing the shape and style of the buildings, the visual presentation of the details of the artistic decor (pattern, figure, statue, letter, etc.) and the means ensuring the fullness of the objects.

"Time led to the emergence of means of communication between visual elements in the change of phenomenal (news, sign, writing, contents). The expansion of social processes in society led to the development of industry, the rapid growth of its population. This increased the role of visual signs in the development of society, in obtaining the information necessary for the sociability of the population.

Later, the type of news writing began to be used in the architectural environment. For example: The Greeks called ancient signs cinival, adapting the artistic feature of their buildings to the environment, and considered the object to be hypocritical.

The sound of the prototypes of the signs strengthened their meaning (surprised, scream, crying and movement of the body).

Thus, visual signs are pictographic signs, which are an international type of information. Pictographic signs are the kind of connection that was initially invented by a monk in the XIX century (means without tongue, silent). Figurative signs gradually turned into pictographic symbols, turning the emblems, religious symbols of different countries into conditional signs in the change of time in their stamps.

The expansion of the circle of use of pictographic signs has become necessary in the development of society. Though small as a signal from pictographic signs it carried more important figurative information.

This was manifested in the formation of the architectural environment established on the initial stage of civilization and the choice of the planned space of the cities laid out.

Historical buildings in the capital of Azerbaijan Baku have been the place of people's residence since ancient times and led to the formation of the city.

Information carriers reflected buildings, streets, plunders and some of them as purely decorative elements in historical monuments located in Icherisheher.

From a historical point of view, architectural symbols expressing information means have repeatedly confirmed their manifestation in the organization of urban planning environments. For example: Manna, which created in IX-VII centuries before our era, then Atropatena state and historical cultural traces of these states can be seen in buildings defending cities. The rich art samples of Ziviya Manna tower belonging to VIII-VII centuries are obvious evidence of this. Various legendary creatures (Griffon, a winged Ram bent like a horn-like bow, a bull with a human face, a winged Sphinx) occupied an important place in the temples built for worship.

It should be noted that if visual thinkings strong, the information and sign means that form the visual culture in the urban environment will be more effective memorable. Therefore, it is necessary to get acquainted with the principles of the organization of visual means and to improve the methods of application of design in modern design. The rich experience of history is always needed to find and investigate these methods.

The visual signs inherited from our ancestors to us are our duty to adapt to the modern way of life. So, in modern times, the word and sign express a common, but conditionally accepted whole idea.

Thus, the majectic fortresses, defensive structures, castles, mosques, khanagahs and tombs of the ancient history of Azerbaijan have become a memory and are protected by our state.

1.2 Features of the development of visual news media in the middle ages.

In the news and communication system information is able to

participate in the role of transmitter, receiver and buyer. The information was provided in a reduced information block. The visual aids were scattered in volume, allowing for the creation of a perfect shape. If the clarity of informative information in medieval architectural monuments was able to give results in a few hundred years, then architecture found itself in a completely different manifestation in its creativity. In this case, the advantage was reflected in graphic images in news and information tools in architectural works. Visual tools contributed to the creation of a completed work and form. It should be noted that although hidden the elements have socialcultural content. Regardless of which nation the construction belongs to it reflects the regularities of social and spiritual culture.

In addition, it should be noted that the principle of location in the environment of visual information means first of all takes place in the image presentation of buildings that shape and revive the visual perception of the spatial fragment of the environment.

From this point of view, the Icherisheher can be called a treasure of information.

Information means should be seen in its planning functional orientation of the structure (Maiden Tower), artistic design of the elements of buildings (Shirvanshahs palace complex). For example: in the form engraved on the building, it is reflected in the junction of the street and the formation of the form. Some of them act as a purely decorative element. For example: the pattern of Kufi writing. In the other case, it was displayed as a letter written on the stone.

Thus, religion, literature, art and architecture embody in forms that reflect the artistry of architecture a unique structure that has not lost its value for centuries.

1.3 The formation of visual communication tools in the late XIX and early XX centuries. Changes in architecture were felt more widely in the population's desire for enlightenment. The individuality figurativeness of the composition features revealed the local characteristic feature of historical architectural buildings in comparison with other countries in terms of architecture. The volume and style of the neighborhoods were determined not by their individual character but by their completeness. This led to the development expansion of calligraphy, as well as publication¹.

The development of Azerbaijani architecture was observed with a great turn in society. The growth of cultural domestic trade business and other new types of buildings made it necessary to present in a wide range of information and news media in a specific form.

Although architectural constructions which are considered material and cultural carriers of the society have polished their artistic expressiveness for millenary. Analytical results of scientific research conducted by world scientists show that the symbols are renewed and take an interesting form and reveal various semiotic signs among the society. Semiotic signs are associated with a system of visual signs leaving the limits of human intelligence with a person's life experience, psychological state, occupation, talent, ability to predict what is happening.

Thus, to reveal the linguistic significance of terms in semiotics in the disclosure of their event and subject, requires their application. In the first half of the XX century information transmitters carry such an important function as the formation of an artistic form, the transfer of a laconic and clear information syllable. As the demand for visual information increases in society more attention should be paid to visual signs placed in roads, parks, buildings, facades and street crossings for visual enrichment of cities.

Experience proves that the promotion of the historical truth of our national culture social, economic, intellectual, cultural, creative and cultural ideas is carried out over the years in the forms of visual application and brought to society. For example: the use of architectural elements, masonry type, sculpture, carvings on striking stones, architectural style in a word stylistic features of all aspects of the main executive building of Baku, expressing the artistic language, stands out.

In semiotics, the sign is the key to visual images providing a visual appearance.

¹ Fətullayev-Fiqarov, Ş.S. Bakı memarları XIX əsrin sonu – XX əsrin əvvəlində / Ş.S.Fətullayev-Fiqarov. – Bakı: Şərq-Qərb, - 2013. - 356 s.

Compositions applied artistic form in Baku architecture improved communicative feature and improved ability to convey information quickly and in a short time. It should be noted that the buildings built in Baku forshtad, striking sculpture compositions demonstrate the compositional features of their time with visual beauty.

Chapter II. The chapter, called the principle of the location of the visual element and means consists of three paragraphs.

2.1 Features of the location of visual communication tools in the urban environment of Baku. Visualization tools are used as very durable signs. Now the signs remain as a descriptive substitute for the human mind. For example: the order is given to stop the transport by placing the visual means in the appropriate place (when the red light of the traffic light is on. Sometimes the badge used where necessary is used by passing it through simple visual communication with its color. We can split the sings into two parts:

a) reporting the use

b) character reporting

But scientist Charles Sandres Piss divited the signs into three parts:

a) marked signs (icon-style)

b) indexed signs. There is a need to explore the signs of this character.

c) signs and symbols.

Sometimes urban culture in understood as the sum of material and spiritual value, which gives news in the form of symbolic signs, describing events. Today, along with elements of informative value created in the major cities of the world's leading countries at the same time structures focused on the laws of beautiful express the socialcultural and artistic idea content of the century.

In the ideas of the great architects Saar, Nervi, Le Korbuzye, Kenzo Tanre various means of communication that meet the artistic language are used in the system of architectural elements of modern buildings. In some cases the elements represent only visual signs. In other situations it delivers information signals. Visual signs that make up varions codes are read mainly as information carries. One of the factors ensuring modern urban infrastructure are visual communication marks.

Signs provide virtual connectedness in industrial design, printing, advertising. It can be said that the images of forms and communications reflect the concepts of contingency, ambiguity and informity. This allows is to consider the city center as a great informative environment with full functional content. Architectural elements reflect material and cultural traditions forming the city forms the image of the city becoming carriers of visual information. "We believe that culture in the urban environment should be viewed through the prism of information and communication tools.

In other words, visual communication presents the conditions of perceptation of urban culture as a spatial form"²

The main streets are interconnected with the architectural communication system of the city and one of the most important places in the city structure. The flow of movements in the magistracy is revived by communication. Communications are perceived on foot, as well as during transport. Visual communications come to the fore on the facades of residential and administrative buildings, depending on the space structure (transport junctions, railway stations, etc). The public center transport and residential complexes should be placed and operated at common collision points, referring to the unbreakable connection patterns of the city's environment fragments. The visual aids placed of Baku city transport junctions play a special role in the revival of the city's railway stations. Visual communication in contact with city squares, highways has a high impact taking a dominant position in the access zones.

One of the most interesting fragmental places of Baku today is the "Icherisheher" reserve. Understanding Icherisheher as a cultural heritage by the society should be regarded as an effective urban planning and information center. It is this place that has aesthetic potential and is as attractive as the nature-culture system.

As a historical fortress city, Icherisheher characterizes medieval

 $^{^2}$ Salamzadə, Ə.Ə. Dizayn və informasiya / Ə.Ə.Salamzadə. - Bakı: Səda, - 2006. - 133 s.

architectural culture as a carrier of numerous information. The spatial structure of the Baku city is designed and implemented in its territory production an social welfare processes.

Icherisheher is distinguished by its ancient traditions, neighborhood system with rich architectural heritage and its extraordinary aesthetic content. Unique natural conditions of Baku city, harmonious location of Shirvanshahs and shopping street, which is considered a historical cultural heritage, raise moral values even more. The historical architectural monument, which combines modernity and historicism requires adaptation to the emerging forms of visual communication that meet the requirements of time. Unfortunately, today visual presentation of informative and communication materials is waiting for a higher level of resolution in a unique environment.

The location of visual communication tools in other spatial parts of Baku must first of all be graphically figurative. With the half of those mentioned it is possible to influence the consumer. We must bear in mind that "visual communication cannot equally affect people. Visual communication should be extented by the presence, quantity and quality of special visual signs in shopping centers, railway stations, squares, overhead crossings. At the same time, it should be presented in a flat application, eleminating single and unrelated placement in residential areas.

For this reason the formation of a special complex of visual communication means new natural aesthetic apperance means should be found and attention should be paid to the creation of new feature visual images.

Today, it is important that visual communication carriers reflect the consequences, poles, special devices, the home of the street and the number of the building. At the same time, it is necessary to carry out reconstruction work in some streets and residential quarters.

For example, "near the settlements should be established, which is special in the areas where production, industrial, household, tranport, engineering, facilities are located. This state finds itself in the process of transport by determining the number, shape and color of the elements of the environment surrounding the specific function of public transport systems of Baku and the regions".

The artistic form of presentation of architecture in the organization of the urban environment is not a fine art, but means of artistic construction visual communication. Graphic and visual information means transmit information to people in an intellectual emotional form. To reassure people, it sometimes creates an interpeative situation.

Visual communication can be presented in the form of highly artistic aesthetic design tools in facade architecture, exterior and interior design of showcases, urban environment special marking of posters and in front of concert halls. For example: dome and ministering form of mosque construction, the form of opera theater, the shape of Maiden Tower, the shape of the cafe "Coral" on the seashore, etc.

Thus, it should be noted that the structure of Baku can be visual communication means architectural forms of buildings interior-exterior elements types of artistic design, which value the work of architecture and take it attractive memorable for visual perception. The informativeness of architectural elements is that they are visual information carriers, transmitters, receivers.

2.2 Design of information tools used in various public functional areas of the city. In modern times the design of information design, which has a functional meaning occupies a wide place among communications. This area is the compilation part of scientific knowledge "semiotics", which is involved in the functional solution of aesthetic problems. The world's ability to emotionally ideological appropriation by man is rich complex and comprehensive. "Artistry figurativeness of the aesthetic perception inherent in man, determines the head for harmonization in the process of improving the visual information level of the environment. This means that virtual and visual elements are constantly evolving updated and enriched as an integral part of our lives.

Communications the intensification of urban integral relations. They characterize the city and transport infrastructure as a system that forms the main structure of the city. It determines its importance in urban planning research. Favourable conditions based on the requirements for the city serve for the exchange of information tools an in-depth study of the structural and morphological content of the city. The requirements set are to increase the material means and quality of the possibilities of interaction. The increase in functionality due to various processes increases the importance of communication.

2.2.1 Visual information in public transport. Visual informative signs placed on different types of transport by airways, ferries, trains and subways, buses and small cars are intended for this environment. Along with this rules of use of parks and recreation areas, road crossings, stops, entrance and exit in the park and etc. all these signs have become an integral part of our life as they are a part of the visual image of information as a whole.

The areas where communication is used always in the sportlight ensure a comfortable connection arising with the living and other functional elements of the city. The features that exist among the visual elements affect the functional organization of the whole city.

Various types of highways, highspeed roads, roads with intercity systems and special visual information for roads of local importance are planned in the city. This type of roads serves to regulate traffic.

In modern cities there is a differentiation of the territory depending on the ability to provide the level of demand for transport visual information and the intensity of movement.

The first road signs appeared in Paris at the beginning of XX century in 1903. This consisted of "dangerous loop", "curved road", "descent". Already in 1909 year there signs were approved and began to be used.

Prior to the Great Patriotic War, signs and geometric figures of different colors were found in European countries, that formed the basis of inscriptions. Unlike Europe, in America quadranqular black contoured, white background, red or black written icons were actual. The prohibitions were shown in red. Warning signs were displayed on a yellow contoured black written rhombus.

In modern times there are quite a lot of inconveniences on the roads marked an installed public transport. As an example it is a twoway road near the "Inshaatchilar" underground, as well as a passage. But it is intended for healthy people and it is forbidden to go through the marked road again!

But how can people with children or with limited mobility pass on the other side of the road? In our opinion this case should be taken into account not only in this road crossing, but also in other crossings in the same situation. It is important to take into account the correct regulation of traffic in the urban environment people with limited movement on some roads and crossings the elderly.

2.2.2 Information tools used in park garden spaces. Equal parks and gardens with aesthetic impact roads occupy an important place in the urban environment. Parks are often built on forested areas that is on the existing base. Parks laid out in existing forested areas are now finding application on the basis of now composition.

Since 1946 year the reconstruction of parks and central streets, which passed a long development path, began to be carried out in accordance with the adopted decision on renovation and reconstruction. The reconstruction of the central streets parks and squares in accordance with the plan has started. Already in 1946-1954 the central streets of Baku were decorated with green stripes. The parks and streets laid out here demonstrated a synthesis of history and modernity. There are many parks in the territory of Azerbaijan, which include historical monuments, busts, bas-reliefs, etc. located in the vicinity.

"In the 1970's the reconstruction of the park was carried out by a team of creative architects on the initiative of Baku city building.

It is important to visually perceive the parks and gardens laid out in the city by the society. Parks and gardens which differ from other areas are rich in visual information that conveys its inherent characteristics.

Elements of visual communication in parks and gardens differ from others. The facts mentioned above make the use of parks more functional. From this point of view the processes taking place in time and space increase the artistic quality of the environment and take it easier to perceive it. For example: visual signs should not complete with greenery buildings and structures and create contrasts.

It should be noted that the boulevards occupy a special place among the parks and gardens laid out. The boulevard stretching along the coast and various transit roads are an area intended for short-term rest. Despite the fact that a small number of facilities are used in the boulevards, visual communication signs include children's games, adult leisure, entertainment center, small squares, etc. signs indicating catering facilities, commercial kiosks, cafes, parks are used. In parks and gardens signs indicating the direction and forbidden area prevail. By facilitating visual communication movement the population transmits the rules of using the park. The electronic map at the entrance to the parks indicates the recreation walking and shopping centers. Environment-friendly visual communication signs are used as well as parks and gardens that carry specific features of their territory. Each park is given great attention to functionality. Seaside boulevard, Funicular, Green theater, around area of Maiden Tower, Fountain Garden, Sabir Garden, Samad Vurgun Garden, etc. an examle can be shown. And it helps those who care more about it than it is for those who care for it.

2.2.3 Information tools used in living spaces. Sign and visual elements intended in European countries, countries of the Far and Near East including Azerbaijan are widely used. According to the general plan the creation of new settlements cities and towns leads to the rapid development of the city. The city's master plan structure transport links service centers and even the location of engineering facilities are considered informative art. Urban planning combines functionality development and other features. Cities in defferent aspects (resort, tourism, industry, transport, adminstrative centers, multifunctionality, etc.) the plan is done. Large cities are suitable for their solution from elements of space large and small parks, gardens, high-rise buildings, historical buildings, etc. is organized. Many times typological compliance is violated in the territory due to the non-compliance of large cities with their purpose and the planning of living spaces reveals functional features and natural conditions, etc. it reflects factors.

The close proximity of residential buildings on some streets in Baku reduces the visual inpact. As Baku is a developed and quite modern city it is possible to apply the methods projects of various forms obtained by foreign countries with technological achievements.

The visual media placed on the roads leading to the volume

spatial complexes stimulates the revival of the living environment.

2.3 Principles of organization of graphic elements in the urban environment. Graphic charts are one of the most important means of visual communication in the urban environment. The graphic depiction that forms the basis of communication is an integral part of life. "The graphic description is enlightening and directing in the society. Theoretically, visual communication is formed on the basis of semiotics and transforms graphic design into visual information. For example: advertising devices, shop windows, name hangers, boards, street names, house numbering, public transport, road signs, etc"3 Signs, pictograms, boards, advertisements and various information carriers media in residential buildings more specially used office supplies, various printing, works etc. attention is paid to the color and other aspects of the products by directing them to the technical means. The application of professional graphics by the designer, which combines these aspects revealed the corporate style. Demonstration of large-scale folk art was a key factor in the organization of international festivals, conferences and olympics.

One of the important points for graphic designers is that the environment accepts what they think as it is Norwegian designer and musician Kim Hiorthey used to say: I don't think about the audience, when I work. Because each of us is individual and will find its reflection in individuality.

Thus, the city of Baku should be distinguished by the diversity of visual images placed here as it combines three historical structures. It should be taken into account that historical and residential buildings differ in terms of territorial capacity in accordance with the architectural nature. Both the organization of the environment as well as in the creation of a voluminous architectural form in the design of constructive decorative elements in the placement of visual information means and in mobile form (poster, stand, etc.) should be directed in the right direction.

Changes to each visual communication placed on architectural

³ Bədəlova, F.T. Şəhər mühitində vizual elementlərin təşkili // Bakı: Filologiya məsələləri-jurnal, – 2015. №6. - s. 301-306.

samples in different periods of history must be made in agreement with the General Directorate of Urban Development and Architecture. The mentioned cultural and historical monuments include Icherisheher in the center of Baku surrounded by fortress walls and our existing monuments within it. In addition, there are many buildings that can be included in this list because they are important examples of architecture. The territory of the presidential building (the area around the building up to the middle waistline), examples include the Alley of Martyrs, the area where the Government House is located, the facade of the Flame Tower, the Hilton and Absheron hotels, the Cabinet of Ministers building and Freedom Square.

According to resolution \mathbb{N} 145 of April 25, 1988, visual aids placed on architectural monuments must not obstruct the view of monumental buildings or statues, parks, forests, mosques and place of worship erected in honor of prominent people. In addition, the application of additional structures on the walls of buildings under construction must be agreed upon. The media used in the territory of the city must be placed in certain designated places in coordination with the organization of the "Public Union of the Union of Advertisers" in Baku.

2.4 Compositional features of visual means of communication. The aesthetic impact characteristics of the environment the tonal effect can be expressed in natural characteristics such as emotional color shades. The nature of the composition is reflected in all areas of space light and color. These include relief plasticity and stylistic features from spatial geometry, silhouette, drawing of individual elements light and color solutions. The artistic unity of the perception of the environment is also related to the subordination and complexity of the compositional methods of visual and imdependent interconnection of elements.

The compositional features of visual information can include the dynamics of the environment the roads that play an important role in urban life and even land water transport, which reflects the interaction in border countries. These tools are our greatest helper in expressing relations between countries. The visual information in question has evolved throughout history. It regulates the free movement of visual communication. Significantly increases the role of advertising by transmitting information about tours and festivals in the city through electronic posters. Along with commercials, it is possible to convey a wide range of information in a short period of time in visual communication.

Various types of information boards, road signs, communication signs (rules of use, etc.) installed in open spaces are national elements. Not every country can design in its own way. These elements serve to regulate the smooth movement in the country and abroad. In this regard we must achieve the implementation of broad-based signals, the gradual transmission of information is the defferent development of culture in defferent periods along with the aesthetics of the city and at the last moment in the comfortable design of the urban environment.

If we carefully examine the capital, as well as the liberated territories of Azerbaijan (November 2020) we will see that the visual image has been completely destroyed in some regions and erased from history. These include religious historical buildings, memorials, baths, bridges and settlements.

We believe that our regions will be presented in the form of a new city and at the same time we will pass on to future generations the preserved walls of historic buildings in the form of a modern city.

Modified and development cities will reflect more comfort and functionality in their faces. The population is witnessing the changes is the cities as well as in Baku and the restoration and use of old semidestroyed empty or ruined areas more comfortable parks, hospitals, schools, kindergartens and highrise buildings, hotels, roads, bridges and overpasses will be pleased to be.

Thus, in the imrovement of artistic design as well as design the issues of color light and composition emerge sharply and concretely. It is known that the artistic expression of color affects a person both psychologically and physiologically. The presentation of light from a highly artistic-aesthetic as well as from a psychological point of view has a strong impact on culture.

Charter III. Improving visual information carriers in the urban environment.

3.1 Means of expression of visual information carriers.

Today, graphic design is a science in all areas of life, life fragments, science, art, as well as the solution of complex problems, visual information, sports, etc. is a tool for explaining the form of description.

On the other hand, the goal is to convey information clearly and effectively. It is a presentation of a form of activity that encourages people to enlighten, bring them closer to culture and develop social progress. Research shows that visual means of communication should take a prominent form in the organization of indoor and outdoor space depending on the nature of the graphic design. This helps to facilitate the perception of the resulting form. In the open spaces of Baku posters in the form of posters are fastened in form of buildings (cinemas, stadiums, entertainment centers, etc.) or an the facades of the facades so that they can be quickly perceived.

World experience confirms that images in posters, newspapers and magazines are more effective. Refers to the following principles in terms of the organization of graphic elements in urban space.

1) The principle of having a strong aesthetic effect

2) Graphic design is an integral part of society as a type of communication language.

3) Graphic elements are presented in the most effective way on the principle of educating people.

Thus, due to the location of several important fundamental public buildings on H.Javid street in Baku, it would be expedient to provide them with plaques and stands in accordance with their functions.

A more effective constructive solution of several road signs near the Heydar Aliyev Center should be considered.

-as means of carrying information about the objects environment that is clearly visible, readable and accurate at close range.

-there is a place for minors during walks and recreation on the boulevard. The attention should be paid to the entertainment facilities for children in different parts of the recreation center "Venice" on the boulevard.

-graphic elements an architectural structures can be presented as more effective as well as information boards that identify the monuments. As a commendable example, we would like to mention the following examples of modern buildings that create a strong visual impression, but also refer to the motifs of the national architectural heritage: the Carpet museum, Mugham center, the center of Heydar Aliyev, Flame Tower, Crystal hall, "Winter Garden" built on Fizuli Street.

3.2 The role of advertising in the informative and artistic aesthetic design of the ctty. Small changes in society, including in a market economy, have given impetus to the development of visual aids. Today, the development of technology creates conditions for the implementation of technological capabilities and ideas. The application of the design in accordance with the environment is observed.

The colloquial language used by designers is reflected in signs in modern society. The main purpose is to provide communication in the community with visual cues to convey the necessary information.

The architectural environment surrounds us on all sides. In this regard let us consider the communication models to be presented on the example of European countries. By abandoning the old urban model, it is possible to use the new visual information and determine the importance of focusing on economic considerations.

Manifacturing firms create their corporate styles by taking an individual approach to graphics. Color graphics in corporate style is a unique visual information dictionary of the language. It manifests itself in symbols, fonts and as means of shaping color styles.

Despite the abundance of information and the lack of new topics it allows you to take unique innovations in the historical environment visual information. In large cities lighting based on the principles of sustainability of highways, underpasses and overpasses helps to shape the visual boards placed in densely populated areas as needed. Lighting can be different. Changes in the world do not go unnoticed in the form of lighting. New forms are emerging by evoluting Solar energy. The goal is to place effective means of communication in designated areas in accordance with existing needs. Such elements created by designers have led to the instruction of society the delivery of different types of information and the transfer of all graphic images from trademarks to the same character in the world. In one way or another, graphic design is part of the lifestyle. Thus, it should be noted that the tools that complement the corporate design may seem like a simple meaningful, or very complex set of elements. It depends on the status of the firm. The main means of promoting it is a voluminous solution of inscriptions, icons, advertising images included in graphic design.

"When you combine design with art there is an interaction. The designer exhibits his work on cultural and artistic materials, where utility and aesthetic evolution can be considered the basis".

Corporate design is of great importance in the formation of a modern urban envronment. One of the most important tasks for a designer is to create a new idea. The revival of a common idea by concentrating thoughts and ideas by the designer also plays an important role in the emergence of theoretical concepts. The information carriers that surround us in open spaces must serve to eliminate environmental problems. Thus, the solution of new ideas that surround us means the correct information solution of the urban environment.

3.3 Light, color suggestions in the modern urban environment of visual elements. I would like to note that the most important part of the artistic components of communication is color light material and composition. The surviving examples of various architectural structures confirm that they have not lost their functional and aesthetic values as carriers of historical news and events.

The issues raised in the research are one of the most pressing issues not only for Azerbaijan but all over the world. National values, historical past, geographical position, etc. in the compositional features of visual communication means, stands in the foreground. Visual aids used for various purposes are activated by the description of volumetric space objects in the open environment.

The effect of the color that nature has given us was irreplaceable. Feeling the beauties of color we bring comfort to the harmony of our souls.Color is a sign that creates emotions loves transmits energy calms down increases the desire to work. It tells of a person's way of life and cultural traditions. Color is a complex process in society and affects people physiologically and psychologically. Color reflects the active and passive presentation of architectural forms. It is important to be aware of the environment to master the color to feel the color. One of the main means by which society influences color and perceives regularities. It should be used in accordance with the principle of color perception. The development of artistic constructionality and design raises color issues.

It should be noted that the environment has created a combination of natural and artificial shades of color. Thus, the dissertation examines in depth the traditional methods used in architecture and design, the mastery of visual communication in the modern city and the use of design in detail. For the first time in the dissertation the elements of visual communication used in the architectural environment became the object of research their formal and informative features became the main criterion of description and analysis.

Modern design is formed on the basis of decisions that we expect to respond to in the background of the new environment. The interrelationship of these decisions helps to analyze the solution to the problem. Many areas of the city, streets, squares, roads, gardens and alleys surrounding areas should be re-examined and visual aids should be considered. Thus, along with the city center, which is the cradle of science, culture and trade, suburban areas should also be taken into account.

We are waiting for the formation of the new and old city in a point harmonious environment, visual enrichment, protection, as well as the solution of the existing deformations. Such deformations make it impossible to preserve the traditional urban environment. The placement of visual aids used in the historical environment should be approached more sensitively. The environment must be adapted to the laws governing visual means. Care should be taken to ensure that the environment affected by natural or artificial factors does not lose the language of expression. In general, the urban environment at the same time visual communication should be considered in a complex way and constantly developed in accordance with modern requirements.

The compositional features of the architectural environment including the historic city are formed due to the interior elements of the modern city. So, it is important that the internal elements of the formed and reconstructed open spaces resonate with environment.

By creating an environment within the law it is possible to solve the problems of communication road crossings, congestion of commercial park- garden and pedestrian roads. If you systematize the spaces based on the above then the areas with high human flow will result in a change of space around the dominant building. Thus, the classification of open spaces leads to the formation of the city and the creation of a new environment. In addition, to recognizing modern architectural structures as visual objects in addition to the form, color and lighting, the model propose is the absence of paintings identifying the author. The application of this form, its reflection in the abovementioned aspects will affect the development of society enlightenment and the further formation of culture.

Main results of the research

In the history of architecture many visual aids have been created and used by humans. Historical research and analysis show that visual aids have not lost their relevance and are always in the spotlight. The accuracy of statements about ancient historical practices complements the study of news communication an the media. Based on the research the following results were obtained:

1. After the first defense in an emerging society, the criteria of comfort are important. Collective life gave impetus to the proper use of underground and surface resources, the formation of news and communication, the development of national cultural processes. When we look at historical periods we see that visual symbols have found their place in the context and a new type of presentation. The spread of rock paintings in many regions, as well as the diversity of topics make it an object of discussion and research. Rock paintings depict historical periods in stages. The visual signs found in the later stages acted as a bridge to the types of art such as signs, stamps, ornaments, etc. created a visual image in the form. Historical analysis proves that people tried to create an alphabet by turning the lines into a certain type of graphical news and communication. According to research it can be concluded that the signs of rock art in the caves explain the depiction

of humans and animals with a single visual sign, a secret language system.

2. The period when the visual image of Azerbaijani architecture began to take shape can be called the "golden age" of architecture. In the Middle ages the abundance of architectural and constructive details in cities visually indicates high craftmanship monuments located in Nakhchivan, Barda, Ganja, Shaki, Gabala, Shamakhi, Baku, etc. cities are the stone memory of the work completed with visual aids. Thus, the media manifests itself in the architectural solution of the volume the structure, of the form and the artistic design. There is a cultural ideology in the creation of every line, form, symbol, code, sign, and in its transformation into a more perfect structural carrier. Medieval architectural samples play a keyrole in the creation information of and combining an attractive cultural national system of views in the organization of form. The special features of the works created by Azerbaijani architects and artists are not real image in the visual images, but the product of human thinking and art-shaped monuments decorated with delicate ornaments.

3. The rapid renewal of capitalist society in the late XIX and early XX centuries gave impetus to the development of architecture. Economic reforms were accompainied by hide financial flows increasing public demand, and the development of architecture and information techonology from a technical point of view. Expression of the environment allows is to choose the approach proposed in the forms of visual composition. Thus, the development of visual thinking in the XIX-XX centuries provided the architecture of Azerbaijan in two directions in the planning of settlements on the basis of buildings and European architectural traditions. The propaganda of the historical truths of our national culture, social, economic, intellectual, cultural, creative and cultural ideas has been exaggerated in the form of visual design over the years. The influence of buildings on the development of the architectural environment led to the mass enlightenment of society, the transmission of information.

4. In the new architectural model of Baku, the balance must be restored by improving the visual fields. The information, which is the key to the visual culture of large cities, is a tool that provides the process of development, receiving and transmitting information that benefits from culture. Today, visual information must be understood as a fundamental information theory on the agenda of the modern city. Spatial representation of the message, which manifests itself in the visual laws, is still one of the most important and urgent issues. As the demand for the visual information increased in the XX century, the enrichment of urban images is regulated by signs placed on roads, parks, buildings, facades and street crossings, which are considered visual representatives.

5. Regulates the comfortable movement of visual means of communication in an urban environment to a certain extent. With its help, it becomes easier to assimilate and clearly understand the events we encounter in society. Communication is the basis for the formation of the cultural and historical development of Baku. Baku is a carrier of information culture in Europe, the Middle East. Human life activity is nourished by certain functional processes taking place in the city and psyghological and physiological comfort.

6. When looking of the visual information structure of a city the construction of roads and settlements is reminiscent of a network. As a signs system urban transport forms the city's transport infrastructure ensuring the movement of people and goods. the development and widespread use of underground transport is in part due to the appearance of the fundamental city, the more comfortable use of busy roads, in short, the fact that the majority of the population is focused on the use of underground transport. Environment elements (shopping malls, railway stations, squares, crossings) covering the specific functions of public transport systems of Baku and the regions should be expanded, the quantity and quality of specialized visual signs should be expanded, single and unconnected placement of visual communication in different environments should be eliminated. It is in the residential areas of the city (central, western and eastern massifs) that more attention should be paid to giving more space to graphic design in essence and design.

7. It should be noted that the experience qained in landscape architecture, which developed from ancient times to antiquity, remains effective in modern times. It is known that freely planted trees predominate in the parks and gardens. It is a means of communication and artistic design that enlivens and attracts gardens, parks and alleys. The composition and location of visual communication facilities in the plan-spatial structure of Baku have developed against the background of the experience of historical parks and squares. Visual communication signs used in parks and gardens provide a comfortable rest and provide information about the area.

8. The location of the media is often associated with a functional study of the situation. As the situation changes, people's reactions change. The transmission of information to the brain is manifested in the means of speaking, acting, warning of danger, and reminding of prohibitions. The warning signs that enter our lives surround us in such a way that it is difficult to imagine ourselves without them. Thus, the activity and main purpose of modern architecture is the formation of a new language that expresses the functional constructive and artistic essence of architectural forms.

9. Icherisheher is valued as an effective urban planning and information center. It is this space that has aesthetic potential and is attractive as a "nature-culture" system. Icherisheher is distinguished by its neighborhood system with ancient traditions, rich architectural heritage and its unusual aesthetic content. The unique natural conditions of Baku, the harmonious location of the Shirvanshahs' Palace and the shopping street, which are considered historical and cultural heritage, increase the moral value of the aesthetic design. The historical architectural monument, which combines modernity with history, requires adaptation to the newly formed forms of visual communication that meet the requirements of the time.

10. The media has a direct impact on the appearance of cities. High- rise buildings, functional roads, underground and overground passages, large and small parks, etc. are built. It is important to equip areas with visual communication and graphic elements. Most of these tools are visual signs, billboards, name hangers, posters, lideboxes, etc. used in exteriors. It is necessary to place it. I can cause misconceptions about space due to incorrect placement and invisibility of visual signs, lack of attention, incorrect choice of visual signs suitable for urban spaces. 11. As Baku is a developed and quite modern city, the methods and various forms of projects achieved by foreign countries in technological achievements can be applied. Thus, the variety of visual signs used in the newly built housing estates, green areas, entertaiment, trade, service and special purpose recreation centers should arouse interest and attract attention. The visual media placed on the roads leading to the volume and spatial complexes stimulates the revival of the living environment.

12. The application of the ideas in a new environment is accepted in society and makes people think. When you carefully examine this aspect of design, visual communication is a guide, as well as gain, rise, and so on makes it easy to get. This system serves to transmit, assimilate and direct information to people. Of course, the basis of communication is a graphic description. Graphics are enlightening and directing in the society. In the urban environment, graphic drawings are important among the means of visual communication, so it is expedient to provide a more detailed analysis of them.

13. Minor changes in society, including the market economy, have led to the development of advertising and information media. In the following stages, the primitive method was abandoned and specialists working with certain technical devices were consulted. This was reflected in the activities of more large service enterprises. Today, the technology creates conditions for the implementation of new technological opportunities and ideas. The application of design in accordance with the environment is observed.

14. The placement of advertising media in the modern urban environment, taking into account the national architectural traditions, is reflected in the infrastructure and fragmentary appearance of the city. It is easier and faster to attract enlighten and direct the interests of the XXI century society. This is due to the rapid development of information technology in modern society. Free use of modern technologies leads to the expansion of means of communication. Graphic design can be achieved as a product purchased at the expense of a wide range of design principles, clear figurative color shades and various advertisements. 15. The study of the issues raised in the dissertation is relevant not only in Azerbaijan but throughout the world. In the compositional features of visual means of communication, national values, historical past, geographical position come to the fore. Visual aids used for various purposes are activated in the open environment by the description of volume and space objects. Thus, the compositional features of visual communication are adapted to the urban environment in areas where pedestrian traffic is active.

The compositional features of the architectural environment, including the historic city, are formed due to the interior elements of the modern city. At the same time it is important that the internal elements of the formed and reconstructed open spaces resonote in the environment.

16. Although the artistic design activities carried out in the city in recent years have become widespread, they are not as visually impressive.

From a methodological point of view, the suppliers of the culture of visual communication (text, expression, description, number-sign forms) in these analyzes are generalized and presented in an artspecific form. According to visual communications, attention should be paid to roads, residential and public spaces, parks and squares, and their form of location.

17. The most important part of the artistic components of communication is colour, light,material and composition. The surviving examples of various architectural structures confirm once again that they have not lost their functional and aesthetic values as carriers of historical news and events. Many advertising tools today provide information about the finctional environment in which they are located, such as symbols. Electronic posters, commercials and rood signs are used to increase the attractiveness of visual communications and advertising.

Thus, in the dissertation the traditional methods used in architecture and design are studied in depth, along with the mastery of visual communication in the modern city, it is reflected in detail in its use in design. For the first time in the dissertation the elements of visual communication used in the architectural environment became the object of research their formal and informative features became the main criterion of description and analysis.

The compositional features of visual information can include the dynamics of the environment, the roads that play an important role in urban life, and even land and water transport, which provide interaction with border countries.

These tools are our greatest helper in strengthening relations and ties between countries. My research is relevant for the architectural and design sciences. For this reason, the image and artistic architecture of Baku can be compared with many large cities that meet modern standards.

The following articles covering the main content of the dissertation have been published:

- Poliqrafiya dizaynı fənnindən bakalavr pilləsi üçün fənn proqramı. Fənn proqramı. "Memar Nəşriyyat Poliqrafiya" MMC. Bakı-2012. 30 s.
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- 4. "Fotoqrafika" fənnindən bakalavr pilləsi üçün fənn proqramı. Fənn proqramı. Bakı-2014. 46 s.
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- 6. Şəhər mühitində vizual kommunikasiyanın tarixi inkişaf yoluna nəzər. AzMIU-nun Elmi əsərlər jurnalı. Bakı-2015. s.9-12
- 7. Şəhər mühitində vizual elementlərin təşkili. Filologiya məsələləri jurnalı N6. Bakı-2015. s.301-306
- Mikayil Useynov yaradıcılığında Azərbaycan memarlıq irsinə bağlılıq. XX əsr Azərbaycan memarlığında Mikayıl Useynov zirvəsi adlı elmi-praktik konfrans. Bakı-2015.s.12-15
- 9. Şəhər mühitində vizual informasiya vasitələrinin insanlara təsiri və cəmiyyətdə üzə çıxardığı faktlar. "Memarlıq, İnşaat və Nəqliyyat sahələrində proqressiv texnologiyalar" mövzusunda elmi-praktik konfrans. Bakı-2016. s.34-36
- 10. Abşeronun sahil boyu ərazisində yerləşən kurort zonaları tikintilərinin vizual həlli. "Kurortların, istirahət zonalarının və turizm yerlərinin memarlığı və şəhərsalma inkişafı" adlı beynəlxalq elmi-praktiki konfrans. Bakı-2016. s.215-219
- 11. Условия распределения визуальных коммуникаций в экстерьере. Материалы международной конференции. Вологда-2016. s.295-297
- 12. Qədim memarlıq mədəniyyətinin formalaşmasına təsir edən amillər. AzMIU Elmi əsərlər jurnalı N1. Bakı-2016. s.33-

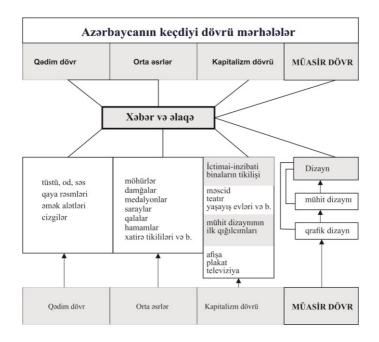
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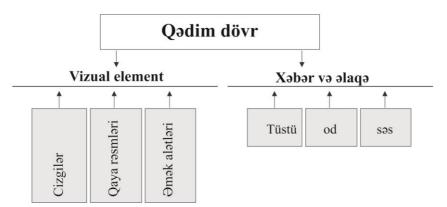
- 13. Şirvan-Abşeron memarlıq inciləri. "Dizaynın müasir problemləri" elmi-praktik konfrans. Bakı-2016. s.278-284
- 14. Bakı şəhər mühitində park və bağların formalaşmasına təsir edən amillər. Doktorantların və Gənc tədqiqatçıların XX Respublika Elmi Konfransı. Bakı-2016. s.450-452
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- 19. Rəngin yaratdığı harmoniya. AzMIU-nun Elmi əsərlər jurnalı N1. Bakı-2018. s.7-11
- 20. Историческое развитие визуальных коммуникаций в городе Баку. Дизайн и архитектура: синтез теории и практики. Сборник научных трудов. Краснодар-2018. s.29-13
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I FƏSİL. MEMARLIQ MÜHİTİNDƏ İSTİFADƏ EDİLƏN XƏBƏR VASİTƏLƏRİNIN TƏKAMÜLÜ

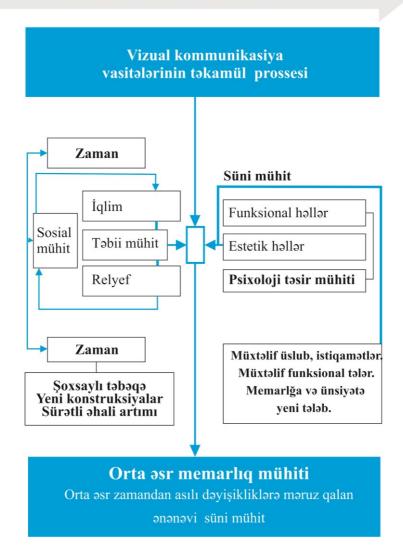
İnsan məskənlərində xəbər və əlaqə növlərinin yaranması





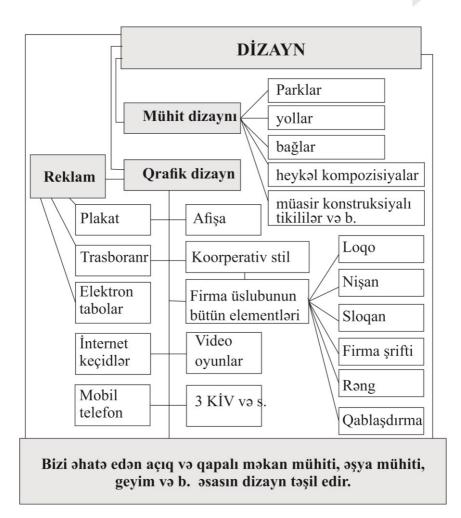
I FƏSİL. MEMARLIQ MÜHİTİNDƏ İSTİFADƏ EDİLƏN XƏBƏR VASİTƏLƏRİNIN TƏKAMÜLÜ

Orta əsrlərdə vizual xəbər vasitələrinin inkişaf xüsusiyyətləri



II FƏSIL. ŞƏHƏR MÜHİTİNDƏ VİZUAL ELEMENT VƏ KOMMUNİKASİYA VASİTƏLƏRİNİN YERLƏŞMƏ PRİNSİPİ

Bakının şəhər mühitində vizual kommunikasiya vasitələrinin yerləşmə xüsusiyyətləri



II FƏSİL. ŞƏHƏR MÜHİTİNDƏ VİZUAL ELEMENT VƏ KOMMUNİKASİYA VASİTƏLƏRİNİN YERLƏŞMƏ PRİNSİPİ

İctimai nəqliyyat məkanında vizual informasiya vasitələri



Məcburi hərəkət istiqamət nişanları.

III FƏSİL ŞƏHƏR MÜHİTİNDƏ VİZUAL İNFORMASİYA DAŞIYICILARININ İFADƏ VASİTƏLƏRİ

Vizual informasiya daşıyıcılarının ifadə vasitələri





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WELCOME TO BAKU





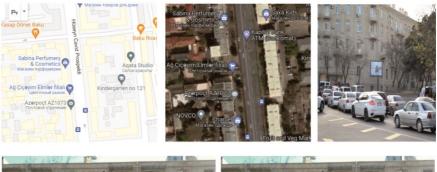




Buklet, kataloq, albom və s. üzərində informasiya vasitələrinin təqdimatı. Müəllif işləri.

III FƏSİL ŞƏHƏR MÜHİTİNDƏ VİZUAL İNFORMASİYA DAŞIYICILARININ İFADƏ VASİTƏLƏRİ

Vizual elementlərin müasir şəhər mühitində işıq rəng həlli







Göstərilən ərazidə yaşayış binalarının birinci mərtəsini ticarət obyekti kimi fəaliyyəyi onun estetik, vizual görüntüsündə rəng və işıq həllində daha dinamil əraziyə çevirəcək.

The defense will be held on " $\underline{12}$ " <u>september</u> 2023 at " $\underline{11}$ " at the meeting of the Dissertation Council FD 2.29 at Azerbaijan University of Architecture and Construction.

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