
**THE EFFECT OF VISUAL POLLUTION ON
DOUBLE MEANING OF THE FACAD**

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Abstract

Visual pollution phenomenon has spread in our society and tampered with all the aesthetics, both at the levels of urbanization or architecture even building facades have not been spared an outbreak of this phenomenon, it is disgusting that the overlapping Esbges with Visual formation elements for facade and post them in the formulation of the meaning is different from the target of the facade design.

The research aims to develop methods to get to the product Architecture visually clean after occupancy, and research domain within visual study by using the Semiotic Approach for To study the meaning of the facades. the research depends on Study the effect of visual pollution, and the study of the methods of expression meaning depending on the Semiotic Approach for To study the meaning of the facades. But this is not limited research on the knowledge of the theoretical studies of pollution and meaning But also to the analytical studies and from there to the practical application where the selected study samples of buildings and viewers where samples viewers split into 158 person from genral sample and 42 person specialists in architecture from the total sample size which contain 200 person, to explain the similarities and differences between the two views, while selected samples from residential facade that interfere with other activities (administrative-Commercial ... etc) and the study applied on the facades of buildings in front of the Bahr Youssef in Governorate of Fayoum and facades of other buildings in front of Fayoum University, and methods are used to gather information through questionnaires that measure the pollution effect of the facades through three axes are meaning of a (Physical feature - Moral feature - relationship with the recipient), and the researcher design models for monitoring and documenting aspects that are measured and The study questionnaires were distributed and collected and then dump her answer coded and entered the computer to get the results charts of percentages, which describes the relationship between the study of variables.

The research prove the existence of the effect of the relationship between the visual pollutants and meaning of the facades and the effect of pollution on the surface ,the shape and the openings, and effect of pollutants on the Physical feature - Moral feature - relationship with the recipient .

Recommendations of the study related to both architects and legislators of the laws of urpan coordination and users to illustrate how to avoid and eliminate the phenomenon and what should be taken into account to produce a clean visual environment .

