Color Harmony and Visual Image Color Dynamics Concept Plan of the Town of Pécs

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***Abstract*:** Design sheets expediently selected from the 190 design sheets of the concept plan present us the visual elements having a significant role in the formation of the visual image of the town. All elements of the built environment of the town, the squares, the mesh of streets, the architecture, structure, material and height and width of buildings, all works of arts of the town, the color of facades, the microarchtectural elements, the street furniture, the elements of the information system, the advertisement signs, and the artistic copositions constitute an interrelationship in their dimensions, forms and colors. They constitute collectively a characteristic visual system. The design sheets allow us to follow the factors influencing the the color selection of facades and other elements. Influencing factors are among others the historic background, the dimensions, the architectonic articulation, orientation, function of the building and the color preferences of the contemporary people, their relation to the environment.

Keywords: *color, pattern, harmony*

1 Constituents of the Visual Image

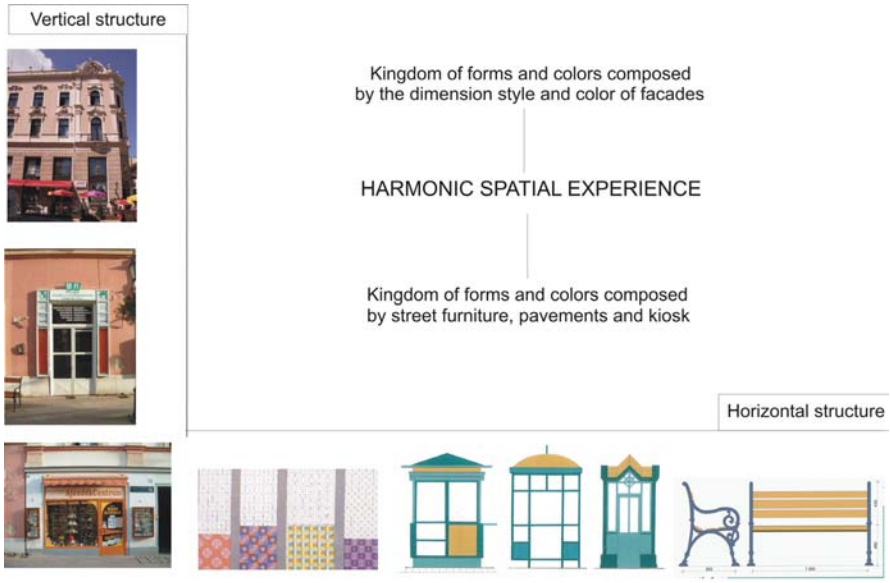

Fig. 1. Vertical and horizontal structure shaping the visul image.

2 Color Selection According to the Style of Building

Fig. 2. Color usage of the secessionist style of architecture.

3 Color Selection According to the Architecture of the Building

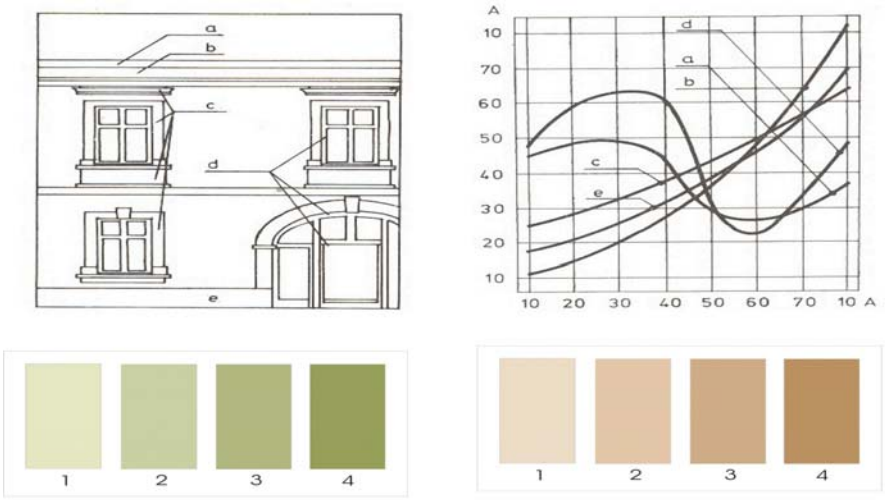

Fig. 3. It is beneficial if the colors of window and door frames, pillars,lesenes, shoulders, footings have a relative hue of the wall color but have a different leightness and saturation.

4 Color Selection According to the Facade Orientation

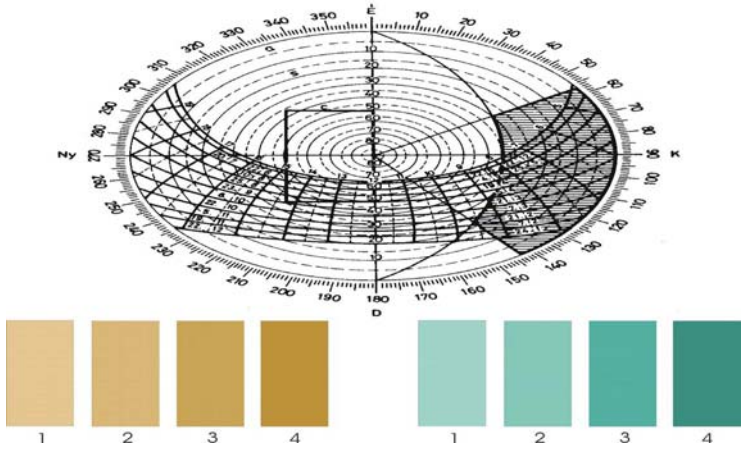

Fig. 4. Left side scale is used more beneficially for south oriented facades, the left side one for the north oriented facades.

5 Color Selection According to the Facade Dimensions

Fig. 5. The colors of the left side scale diminish the importance of the facade while the right hand ones boost it

6 Color Selection According to the Function of the Building

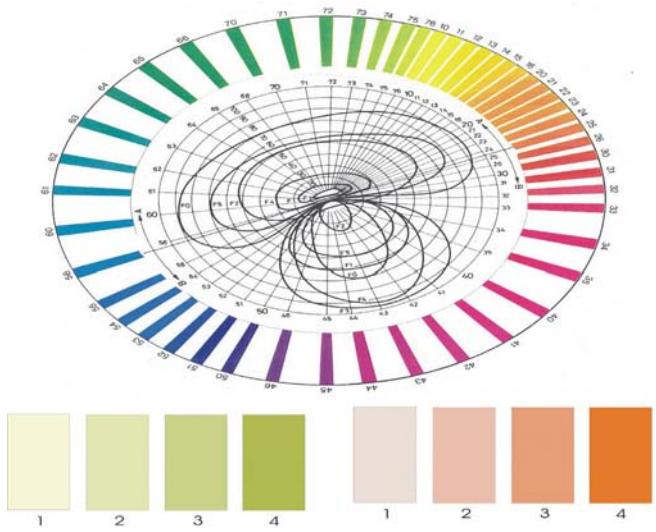

Fig. 6. The colors of the left side scale are suitable for the expression of a museum function while the right side ones for a restaurant function.

7 Color Selection According to the Illumination

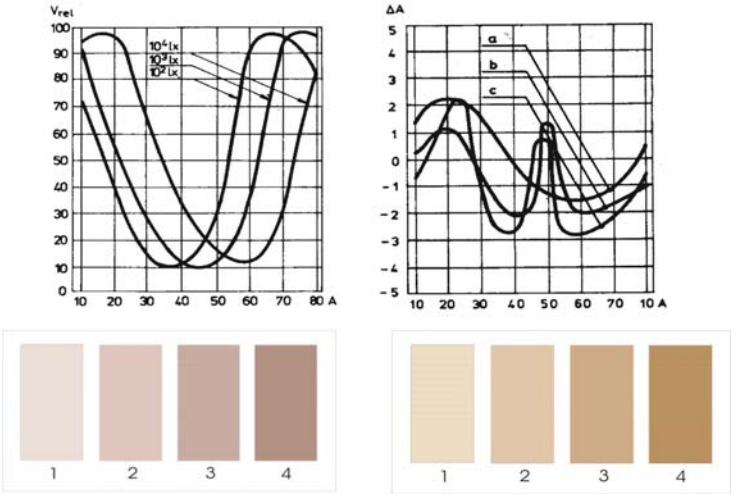

Fig. 7. Visual appearance of the same color scale illuminated by mercury vapor lamp (left side) or by traditional incandescent lamp (right side).

8 Factors Influencing the Visual Image

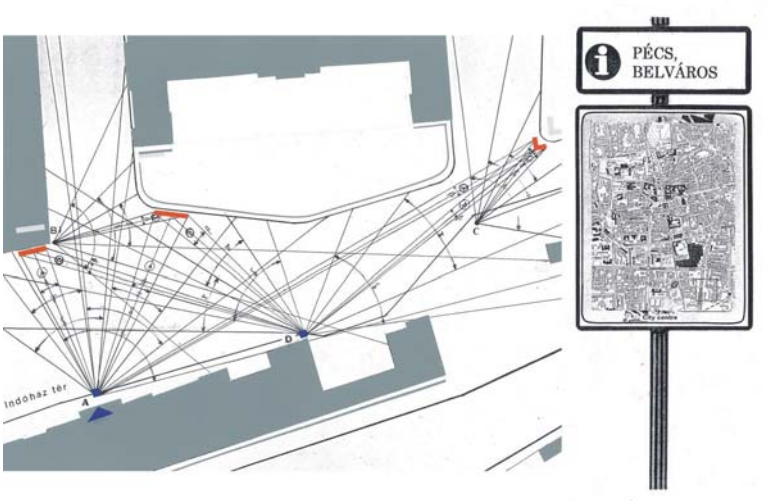

Fig. 8. The allocation of the installation place of information boards is a significant step not only for traffic safety reasons but for the creation of a beneficial visual image as well.

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