

The Evolution of the University of Al-Anbar Urban Planning Based on the Mental Picture's Diversity and the Contemporary Planning Spaces Filling

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تطور التخطيط الحضري لجامعة الأنبار على أساس تنوع الصورة
الذهنية ومليء مساحات التخطيط المعاصرة

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Abstract

This research concentrated on the role of environmental graphic design (EGD) and the place-making idea in the interior environment of Al-Anbar University. To develop an identity being visual for the University of Al-Anbar internal environment (IE) is this goal of project. The search sought to create and enhance the shape of the internal University of Al-Anbar vacuum by reviving the idea of place building. In order to build and filling the internal emptiness of the campus, the identity being visual must also be strengthened. The descriptive analytical approach was chosen since it was best suited to achieve the goal of the investigation. About 259 pupils who were randomly selected from the study population made up the study sample. The subsequent numerical techniques were employed in this study: Person coefficient of correlation for the study variables, Cornbrash's α coefficient, Tables Replication and %, Regression as Linear, Mean as Arithmetic, T-test, and 1-Way ANOVA to detect differences of significance. The most noteworthy of the study's findings was how well the identity being visual of the space as architectural connected the utilizer to his location experience and enhanced the perception. Identity being visual is utilized to clarify a body or place's activities, describe its traits, and establish its personality. The study provided a number of suggestions, the most crucial of which are: It is crucial to use EGD elements to provide the interior area a suitable identity being visual identity. Additionally, it is necessary to employ colours, writings, and tokens in all University of Al-Anbar departments and on University of Al-Anbar property, as well as to provide each college its own unique identity being visual identity.

Key words: Internal environment: Elements; Mental pictures and Al-Anbar university

المستخلص

ركز هذا البحث على دور التصميم الجرافيكي البيئي (EGD) وفكرة صنع المكان في البيئة الداخلية لجامعة الأنبار، إن تطوير هوية بصرية للبيئة الداخلية لجامعة الأنبار هو هدف البحث، وسعى البحث إلى خلق وتعزيز شكل الفراغ الداخلي لجامعة الأنبار من خلال إحياء فكرة بناء المكان، ومن أجل بناء وملتء الفراغ الداخلي للحرم الجامعي، فضلاً عن ذلك يجب أيضاً تعزيز الهوية المرئية، اختيار المنهج الوصفي التحليلي لأنه الأنسب لتحقيق هدف البحث، حيث تكونت عينة البحث من حوالي (259 طالبا) تم اختيارهم عشوائياً من مجتمع الدراسة، تم استخدام التقنيات العددية اللاحقة في هذه الدراسة: معامل الارتباط الشخصي لمتغيرات الدراسة، معامل ألفا كورنبراش، تكرار الجداول والنسبة المئوية، الانحدار الخطي، المتوسط الحسابي، اختبار T، واختبار ANOVA أحادي الاتجاه للكشف عن الاختلافات ذات الأهمية، وكانت أبرز النتائج التي توصل إليها البحث هي مدى جودة الهوية المرئية للمساحة المعمارية في ربط المستخدم بتجربة موقعه وتعزيز الإدراك.

تستخدم الهوية البصرية لتوضيح أنشطة الجسم أو المكان، ووصف سماته، وإثبات شخصيته. وقدم البحث عدداً من المقترحات أهمها: ضرورة استخدام عناصر (EGD) لإعطاء المنطقة الداخلية هوية مناسبة كونها الهوية البصرية، بالإضافة إلى ذلك ضرورة توظيف الألوان والكتابات والرموز في جميع أقسام جامعة الأنبار وعلى ممتلكات جامعة الأنبار، وكذلك إعطاء كل كلية هويتها الفريدة وهي الهوية البصرية.

الكلمات المفتاحية :- البيئة الداخلية ؛ العناصر ؛ شخصية الفضاء و جامعة

الانبار



1 - Introduction

In order to improve spatial attachment and embed the identity being visual in the interior architectural environment, this work aims to enhance the understanding of the function of graphic design (GD) in these processes by investigating the development of the architectural style the University of Al-Anbar. This project will concentrate on creating an identity being visual identity for University of Al-Anbar buildings' interior spaces. The components of identity being visual and its methods have changed over time in response to the diverse human communication mediums. The various forms of communication individuals have utilized in the past seem to indicate this. One of the most crucial ways that people interact with one another is through identity being visual means (identity being visual). This technique was employed in the past by carving and sketching figures on cave walls.

With the time passage and progress through history, these tokens and shapes evolved to become the main catalyst for the invention of writing. Consequently, we able to say that Sumerians were the 1st people to use both writing and pictures in their artwork, since every picture represented a token in order to identify it and comprehend its meaning. The human life development over time and the creation of a free-standing world led to the printing press invention by Johan Gutenberg in the 15th century. Newspapers and periodicals were able to spread more widely as a result. The development of GD as a new kind of identity being visual communication was required as man advanced.

GD was initially introduced in 1922 by William Addison. Since communication as visual, whether visual or printed, is generated between the receiver and sender, GD has come to be defined as the application of design components to the transmission of ideas or the resolution of problems.



The design concept is significant in emphasizing the qualities of the identity being visual of the concerned institution with developing a balanced, tight identity being visual able to communicating the thought in a straightforward and innovative manner. Institutions basically need to find a means to stand out and firmly establish their uniqueness in the thoughts of its recipients. The sector of identity being visual often starts with design of logo, colour, and font kind in an effort to highlight the institution's individuality [1].

Where the words and ideas chosen to serve as the foundation for the design and tokens, identity being visual identity is the term utilized to describe this. According to what was stated above, "visual identity" refers to identity being visual system which consists of a graphics, logo, typography, colour, and design being creative.

Virtual identity is utilized to describe and set one institution apart from others in terms of its character and objectives. However, it is the incorporation of these components throughout the institution's varied activities that sets it apart from other suppliers of comparable goods and services. Most of the time, consumers just choose a product because of its identity being visual appeal. Therefore, it represents all of the concrete aspects of the organization or organization. Therefore, the goal of this study is to learn why creating a identity being visual identity for inside spaces is important.

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2. The main problem to EGD

In the current study, knowledge gap architecture was discovered, and the primary search issue was established through analysing earlier research on the topic of EGD lucidity. By pinpointing the placements of the key landmarks in the institution, the structural features adjustment (at the local and holistic levels) has a diverse effect on the ability of recipient to form a clear mental picture, which called for highlighting and researching the issue.

The association magnitude between altering the local control spatial space character and recognizing role positions as one of the features of the mental recipient picture lucidity is illustrated by a cognitive deficiency. Additionally, there is a cognitive shortage that highlights the relationship extent between changing the holistic spatial spaces integration level. As a result, these University of Al-Anbar departments or facilities lack a distinctive identity being visual identity, which lessens the likelihood of developing a singular experience that ties the utilizer to the location.

3. Objectives and aims

The major objective of the study is to find useful markers for the search of sustainability as visual in academic settings. The following are the sub-aims:

1. Showing the contribution of GD components to the development of the interior space's identity being visual.
2. Acknowledging the uniformity and lack of distinction between the internal structures at the University of Al-Anbar, as well as the failure to capitalize on each location's distinctive identity being visual.
3. Producing the identity being visual of Al-Anbar University interior space.



4. Developing the interior space form through enhancing and boosting the life place and producing environment as vitality to augment the space as interior.
5. Setting up a method for defining identity being visual sustainability in universities.
6. Working on aspects to represent the qualities of identity being visual sustainability in academic buildings within a framework for measurement those academics able to utilize to investigate identity being visual sustainability in academic buildings.

4. The significance of the research

It has been determined by numerous human and environmental-interest studies that there is a reciprocal interaction between human and the atmosphere. It illustrates how one has an effect on the other [2]. People are affected by the environment in a variety of ways, from direct and noticeable to indirect and concealed. For instance, the influence of environment on a person's behaviour and actions can be overt or latent, depending on how it affects his or her values, principles, and opinions [3].

Human manner toward the environment shows that there is either a relationship of coordination and agreement between man and the environment, or a relationship of repulsion and contradiction. Both natural and man-made environments are possible. Mankind advanced to simple colonies and habitations, and such expertise in this area increased till he attained the stunning now day architecture [4].

Visual analyses of straightforward mud and stone houses have evolved in complexity. Human urbanization has expanded beyond houtilizing and has



developed into a unique ideology and set of ideas that are based on the human urbanization industry nature [5].

Whether in the material aspect represented by perception and senses or in the side as intellectual signified through culture and higher demands, humans is the utmost significant component in the environment and the identity being visual studies [6].

The concord between sensory environment characteristics which are conveyed to his consciousness via perception being sensory is the result of civilized behaviour in the interaction between the environment and perceptions of human.

Consequently, the environment pursuit that is appropriate for human being and has qualities that render it obvious to those who are surrounded by it tokenizes the apex of civilized progress. It became necessary to create secure environments for architectural structures as well as a perfect neighborhood where people may easily communicate with one another utilizing environmental technology. The investigation of identity being visual perception is one of the core components of this discipline.

5. The research questions

This research seeks to provide some information to the following questions:

1. What percentage of Al-Anbar University interior architectural space has an identity being visual created by colours, graphics, and writings?
2. What is the degree of efficiency of the identity being visual of the internal space architectural in connecting the utilizer to the place experience and improving his utmost appropriate awareness and best place utilize?



6. The research hypotheses

The hypotheses of this work are as follow:

1. The efficacy of identity being visual is positively correlated with the efficiency of colours, pictures, and texts.
2. The search sample participant's opinions regarding the creation of an identity being visual for the indoor Al-Anbar University environment buildings vary by gender.
3. The study sample opinions participants regarding the creation of an identity being visual for the IE of the Al-Anbar University buildings vary, based on the college.

7. Literature review

The most significant definitions of identity being visual, EGD, place-making, and the function of colour, picture, and writing in the IE of the University of Al-Anbar buildings will be covered in this chapter.

7.1. Identities being visual attribute.

The collection of qualities that set one organization apart from another, and the tangible (visible) element that leaves an impression on the audience and shapes their perceptions. A group of requirements that function in conformity with rules set [7].

These guidelines control the identity application and mental picture maintenance process within the parameters of these specifications. Consequently, any consumer or recipient able to discover the institution's identity being visual and recognize it as a brand or logo which carries particular specifications that affects the reputation of institution and the logo value [8].



An identity of a thing is what sets it apart from similar objects and renders it unique. Through expressing their values, activities, and philosophies at work over numerous components like the publications and brand, it also serves as an identity being visual method of separating and defining businesses and institutions from each another. This encompasses to employee attire and the interior workplace design [9].

Since the 1960s, the identity idea has become more widely accepted. In the age of globalization, the identity issue has arisen with the international conflict rise and rivalry. The organization of the economy and industry is subject to some sort of unification as a result of this issue [10].

In order to create a unique entity for every institution by which it may identify its persona from others, there was an upsurge in interest in exploring the identity concept across numerous sectors. The brand, which is at the core of identity being visual, has a history that is connected to the history of identity being visual [1].

People have utilized distinguishing marks to convey their personalities, properties, businesses, convictions, and allegiance with particular groups for thousands of years, either individually or in groups. These indications were first perceived as having a subjective quality since their communication and influencing capabilities were not sufficiently understood [11].

In order to express individuals, many signals emerged in battles and markets, different sports, and among diverse social groups. To humanize the institution and evoke a response that would satisfy the target audience, we learn that the identity of institution is how it expresses its personality [12].

This persona might represent strength, wisdom, or the upholding of traditions. Since the development of a unique identity is a gradual course



that needs continuity as it tokenizes the strategic thinking of institution, creating a particular institution necessitates picture years of such identity careful management [13].

Some of the identities being visual functions are as follow:

1. The institution's identity being visual identity serves as a means of clarification and identification that is condensed via shapes, tokens, or lines, reminding individuals of the institution's name and nature while also letting them know it exists [1].
2. For other societies, the institution's identity being visual identity communicates the ideals of the society from which it emerged.
3. The surrounding community and the institution's clients must be connected in order for the identity being visual of the institution to be effective. This is necessary not just for the general purposes of utilizing the identity being visual i.e., its function in enhancing and clearly recognizing the organization, but also for the organizational factors that support the identity being visual of institutions and businesses [14].

7.1.1 Identities as exclusive

The organization's overall logo does not allude to the institution of a mother in any way for any of its products or services. Because every good or service has its own logo, it must be a whole logo. It is not immediately clear whose organization or firm is the parent. This style is exemplified by P&G, whose products each have their own unique logos that do not identify the brand's parent firm [15].



Undoubtedly, the target audience benefits when an organization successfully designs its identity being visual brand. The identity being visual of institution has evolved to cover identity being visual components as the mind of human strives recording pictures more quickly and with no the requisite for intensive attention [16].

Identity being visual is important because it is thought to be the most significant and effective means of influencing human behaviour and impressions. The mind of humans creates such mental picture in the mind as subconscious via the same picture repetition, causing the person to act in accordance with it later [17].

7.1.2. Various identities

These identities have unique or independent logos for each of the company's goods or services, but they also all make reference to the main company. Each of these businesses has a unique logo, with "Google Company" serving as an example [18].

7.1.3. Identities as solid

Regarding whole services and goods organization, a single logo assists as its identity. The merchandise from each subsidiary company is represented by this logo. One example is the "Marriott Hotel Chain," where the "Marriott" corporation offers a variety of goods and services under the same trademark [16].

7.2. GD

An identity being visual communicative artwork is the result of the designer's imaginative application of concepts set and working on an elements



collection. Such is according to a static picture and is exhibited to the intended audience in order to deliver a particular message or set of messages.

EGD works within places, with the external and internal environments, and is a new approach of approaching the GD science and the identity being visual picture industry that helps in goal accomplishment.

The capability of the environmental designer to appropriately adjust the audience to the surroundings is another important skill. They consequently affect utilizer comfort by influencing the surroundings and outside and interior building designs.

In which the environment is separated into exterior and internal types, permitting the designer to handle it and offer tools that improve the impression of public. If a vision which incorporated the management, city, methods, and architecture of the environment initially surfaced in 1988, the term "EGD" didn't exist until the 1990s. A particular product, a manufacturing process, or a whole industry.

On second thoughts, at where such specialization came from, it did so in the 1950s as a logical answer to more complicated issues of environment. Such is performed with the intention of creating overall extensive and policies, varied, and radical programmes which pay to the environment improvement and preservation, if in existing towns or upcoming new ones, and thereby significantly enhancing the sense of fitting to the environment among urban residents.

7.2.1. EGD elements

The following are the sections that make up the collection of EGD elements which affect both the external and internal environments:



1. **Wayfinding system:** It is a system for solving practical problems that Kevin Lynch describes as the constant utilization and control of particular sensory information from the outside environment. It is a phrase utilized in science to refer to the study of both the environment and behaviour. It is described as the method or approach that humans employ strategically to move about strange environments [19].
Their ability to perceive, think, behave, and form habits all play a role in this. It denotes to the determining process of location and its pathways in space, and it is a method for addressing spatial mobility issues that occur from the perceptual process [20].
2. **Diagrams:** In the same way as certain static maps give the audience concepts that aid in search, a diagram is a straightforward representation that concentrates on the associations between items like features or areas. In order to establish a unity sense in the system deciding the site to take path, the EGD or architect maps out the outer space or site and presents them to the audience as target by them. There are different type of maps like Route and Area Maps [21].
3. **Creating a place with identity:** When a site or location is distinguished from other sites utilizing identity being visual elements like colour, writing, pattern, video, movement, and models, a powerful sense as I am here in the place is created [22]. For highlighting a location and the identity, the design of sites and identity often combines physical aspects, sometimes both natural and other features of man-made, function, culture, history, and aptitudes that



render the area exclusive. For instance, the researcher thinks that the Gravity Burger restaurant has done a great job of utilizing its identity being visual and the idea of making the location [23].

As it is shown in Fig. 1. For highlighting a location and the identity, the design of sites and identity often combines physical aspects, sometimes both natural and other features of man-made, function, culture, history, and aptitudes that render the area exclusive. For instance, the researcher thinks that the Gravity Burger restaurant has done a great job of utilizing its identity being visual and the idea of making the location [24].



Fig. (1) Gravity Burger restaurant.



7.3. Expression as architectural

To build structures which satisfy the requirements for beauty, quality, utilization, and economy besides the material of people needs, spiritual and psychological requires on group and individual levels, it is the art of practical which should accessible for studying the best architectural expression means. It is also an art as fine [25].

Architects may innovate and are conscious of their surrounds and the diverse working situations nearby them because they are connected to reality and life [26].

7.3.1. Structural space

It is the physical area set aside for particular human activities, it is what gives existence and life to the world, and it is arranged according to how the ceiling, walls, and floor relate to each other. And through fusing such components with the proportions and hues study, shade and light, as well as sporadically adding lovely accents and graceful ornaments, a composition whose aesthetic and functional form is tied to the requirements of the person utilizing it is produced. Last but not least, this area will convey the utilizers identify [27].

According to the study, every space of architecture has a distinct emotional, aesthetic, and delight being intellectual, making it one of the utmost essential goods which the designer should take care of when she or he designs and operates its specifications and proportions [28].

The successful designer lines and contains the emotions and memories of people. It is also his obligation to express and convey the sound civilizations picture. He should comprehend the place, environment, and time in order to give the community with environment as sound and appropriate [29].



7.3.2. Kinds of industrial place

There are 4 place-making distinct sorts which may be distinguished. Everyone is utilized to accomplish a particular aim and is situated at a different level with a different amount of impact. To choose the suitable form of place industry, one must be aware of the different facets of each type, including: place-making as standard, strategic, creative and tactical.

8. The effects of picture, colour, and writing (University of Al-Anbar)

The following context shows the importance of pictures, colour, and writings are discussed.

8.1. Colour

Theory of colour is a thorough explanation of colours and the design associations despite man's technical use of colour. Although many business and industrial sectors value colour studies. The mostly significant studies in the GD field are one of the central studies in the subject of identity being visual arts.

Whereas color is an issue that needs to be resolved because it is crucial to the success of identity being visual communication. Before feeling at ease working in the specialization, in which colour selections in GD are one of the mostly challenging and important phases, a GDer should have a strong theoretical and applied scientific background. Typically, errors made at this stage might result in several issues with GD and even total failure [30].



8.2 How colour effects psychologically

Just as there are variances in how a colour's implications are interpreted from one era to another, various variances are there in how the psychological colours semantics are laid out. Three key characteristics of colour are brightness, appearance, and saturation [41].

8.2.1 Different shade of color with different effect

The name of the color—green, yellow, orange, red, blue, and violet—comes from this characteristic. It is significant to remember that the striking colour variations perceived in the spectrum are created via incredibly minute variations in wavelengths of light. For instance, the wavelength which seems as orange is just somehow shorter compared to wavelength that shows as yellow. Orange and yellow, nevertheless, differ significantly identity being visually, and this distinction is apparent [32].

8.2.2 Brightness

It is a way to gauge how much light a coloured object reflects. The scale of brightness is a scale their degrees are ranging from black to white, going via the grey shades, is utilized to calculate the colour reflected illumination level from such object [33].

8.2.3 Saturation

It serves as a gauge for the intensity of a colour. For instance, mixing paint powder as red acrylic of a teaspoon with a teaspoon of H₂O produces paint as dark red with a high saturated red concentration, while paint diluting with a glass of H₂O produces a low saturation mixture.



8.2 Methods utilized in the study

This research utilized analytical account that defines the features of the phenomenon, explaining its nature, and the connection between its variable quantity, affects, and developments, by a research opinions of sample analysis and the utilize of different means to gain data with enough information about the phenomenon.

The study population was made up of both male and female University of Al-Anbar students from several academic years and colleges. A total of 259 electronic questionnaires were distributed, and all of them have been entirely retrieved, representing a 100% retrieval rate. Following the selection of the 259 individuals who made up the final study sample, a demographic features group for the respondents was elected. The factors as demographic include (college, gender, and year). In the following table some information about the gender distribution is provided.

Table (1). Division of gender in the sample of study

Gender	Repetition	Percentage
Female	134	53 %
Male	125	47 %
Overall	259	100 %

The sample has been set based on the year study. There was 19.8%, 16.8%, 21.6%, 19.4% for the 1st, 2nd, 3rd, and 4th year, correspondingly. The number of graduated student stood at 22.4%.

The study survey was set up electronically based on the research's aims and objectives. The main sections of the survey are as follow:



8.2.1. First section

It comprised of three questions associated with the demographic variables of the research sample participants, that is gender, school, and school year. It comprises (16) questions associated to measure the efficiency degree of pictures, colors, and writings in creating an identity being visual for the internal architectural space at Al-Anbar University.

8.2.2. Second section

It had two sections that were utilized to gauge how far the identity being visual of the University of Al-Anbar of Al-buildings Anbar's had evolved internally. It comprises of fifteen questions that assess how well the space as internal identity as architectural being visual connects the utilizer to his experience of the location and enhances his impression of it. The study utilized two information sources which are as follows:

8.2.3. Primary sources

Represented in the data collected from the field utilizing the electronic questionnaire study which was done based on the axes of study, and was designed utilizing the literature associated with the study, where the questions of study were answered and its hypotheses were confirmed.

8.2.4. Sources as secondary

To establish the theoretical framework for the study, the data were derived from the literature by consulting books, papers, prior studies, and published research connected to the identity being visual extent development in the IE of the University of Al-Anbar buildings.



8.3. The study processes

The Likert Scale-5 has been utilized to rate the research tool's responses, with each paragraph receiving one point out of a possible 5 (strongly disagree, disagree, neutral, agree, strongly agree), which are numerically represented (5, 4, 3, 2, and 1). To analyze the sample of study estimations for every item and the field, the following scale was utilized.

- Minimum grade 3.33 - 1
- Average grade 3.32 - 4.56
- Maximum grade 4.56-5

The scale was deliberated via utilizing the equation as follow:

1. The maximum (5)
2. The minimum (1)
3. The number of groups (3)
4. Thus, $3/(1-5) = 1.33$
5. Then, (1.33) has been added to each group.

To explain more, when the calculation value is (3.32 or <), the perceptions among people is at a low level. When the number is between 3.32-4.57, the perception level is average, and when the mean value as arithmetic is (4.57) or extra, the perceptions is at a high level.

8.3.1. Validation of the study analysis tool

To check for apparent validity, a number of knowledgeable and specialized arbitrators were shown the study tool (the questionnaire). Making the necessary adjustments and rephrasing a few sentences to enhance the questionnaire's usefulness for measuring the study's variables, as suggested by the arbitrators.



8.3.2. The stability of study tool

The consistency as internal was calculated utilizing Cronbach's α calculation to guarantee instrument stability. These ratios were deemed suitable for this study's objectives. Coefficient of Cronbach was 0.877 for the efficiency of colours, pictures, and writing for approximately 16 items. For the measurements for the entire group, it was 0.877 for the identity being visual efficiency degree for fifteen items.

By examining the internal consistency coefficient of Cronbach's alpha, it is evident to us that whole axes associated with the identity being visual creation in the IE of the University of Al-Anbar buildings are significantly greater than the least requisite for such kind of exam. The Cronbach α value and internal coefficient of consistency were pull out for every of the axes of resolution (the efficiency of colours, pictures, and writings, as well as the efficiency of identity being visual), and it was discovered that the values are greater than 60%, with the α value ranging between 0 and 1. The consistency and stability are higher the closer the value is to 1. This suggests that the survey's questions have a high level of reliability. This also suggests that there is a significant interaction between the study's variables, as seen by the high stability ratio of the entire tool (87.7%).

After creating the study instrument (the questionnaire) and confirming the reliability and validity of it. Students at Al-Anbar University of Al-Anbar were given the survey. Clarifying the study's goals before prescribing it was done before the procedure of sending the questionnaire to persons who were involved in the study. It was emphasized that the material would be treated in strict confidence and that it would only be utilized for legitimate scientific study. The electronic questionnaires were collected as soon as they



were completed, and the statistical software was utilized to enter the data that was appropriate for statistical processing in order to obtain the results pertinent to the study's questions.

With the intention of statistically processing data, some statistical techniques have been employed in SPSS systems. The following techniques of statistics were utilized:

1. Mean as arithmetic
2. α coefficient of Cronbach
3. Regression as linear
4. Duplication charts and %
5. Typical Divergence
6. coefficient of correlation of Person for the variables of study
7. 1-Way ANOVA and T-test to detect numerical variations.

8.1. Numerical analysis

The current work aims to provide answers to the queries posed by the underlying hypotheses. The questions' arithmetic means and standard deviations for each of their associated variables were retrieved. The study participants of sample answers for questions pertaining to every axes of study are shown in the accompanying tables, and they are as follows:

The most important question which we aim answering is: (To what extent do pictures, colours, and writings pay to create an identity being visual for the interior design in the University of Al-Anbar?)

The averages of arithmetic and SD of the Colour efficiency axis questions, pictures, and essays were retrieved in order to respond to this question as shown in the accompanying table:



Table (2). The standard deviations and arithmetic averages are listed in decreasing order.

Level	Number	The issue	Mean	Difference	Extent
1	1	Selecting the proper colour is a means of non-verbal communication	5.37	0.828	High
2	12	Colours, pictures and literature are crucial to create the identity being visual identity for a place	5.19	0.798	High
3	2	Pictures and colors can create strong feelings and desires in people	5.22	0.853	High
4	8	Colours and writing create a strong first impression	5.13	0.898	High
5	13	Colour can highly contribute to enhancing a place's identity being visual identity	5.16	0.882	High
6	15	Knowledge of all University of Al-Anbar departments and faculties is improved through the use of colour, pictures, and text	5.21	0.876	High
7	12	giving a particular colour to every department can create a unique character to each place	5.18	0.895	High
8	5	Colours, structures, icons, names and figures contributing to create an identity being visual for the architectural as internal area	5.21	0.919	High
9	4	Subconsciously, we react to colours which create specific feelings and make a connection between us and a place	5.23	0.889	High
10	9	The writings homogeneity with the unique identity colours and backgrounds adds to create an identity being visual for the architectural as internal space inside the Al-Anbar University	5.29	0.903	High



Level	Number	The issue	Mean	Difference	Extent
11	6	Colour is an essential factor to build the identity being visual identity	4.99	0.901	High
12	16	The colours use lack, writings, and pictures renders all the departments of faculties of Al-Anbar University alike	5.01	0.977	High
13	11	The use of connotations and pictures in the interior spaces of architecture aids in creating the suitable identity for the space of architecture	5.15	0.859	High
14	7	By attracting customers' attention and increasing their knowledge of the location, the colours of the identity being visual of the business enable transmitting a distinct message and picture to them	5.18	0.861	High
15	14	Graffiti's help form the identity being visual identity of a place	5.06	0.899	High
16	10	The University of Al-Anbar hallways' hues are quite alike to one another	4.63	0.987	High
Total Mathematics and standard deviation			5.14	0.853	High

According to the aforementioned table, the study sample members' responses regarding the efficiency degree of colours, pictures, and writings to create an identity being visual for the internal space of architecture at Al-Anbar University had great arithmetic averages and standard deviations, with 5.14 as mean of arithmetic.

In the table, it is stated that selecting the proper colour is a method to convey nonverbal messages to the audience as intended. With a 5.37 as mean score, this query came in #1.



With 5.13 as mean, pictures and colours come in 2nd place as having a natural influence on people and groups. They can arouse their wants and compel them to act in a certain way. With 5.19 as mean, it was followed in 3rd place via the fact that the area's identity being visual is primarily shaped by its colours, pictures, and texts.

The average score for the question in fourth place was 5.13, and the question in last place, which claimed that whole colours of the University of Al-Anbar hallways are alike to one another, had a score of 4.63. It was discovered that colours and writings produce an effect when first seen. Given that the values of SD for whole questions did not surpass one, it shows that the sample members' responses were homogeneous (1).

How well does the internal space as architectural of identity being visual connect the utilizer to his experience there and enhance his impression of it, in relation to the second question? The means as mathematical and SD of the identity being visual efficiency axis questions were taken in order to respond to this query. This is explained in the following table.

Table (3). Averages of arithmetic and SD are arranged in order as descending.

Level	Number	The issue	Mean	Difference	Extent
1	1	The identity being visual identity characterizes a place with specific features and activities	5.16	0.866	High
2	7	creating a proper environment can enhance a person's performance	5.02	0.823	High
3	6	Creating a proper environment provides mental comfort for a utilizer	5.07	0.873	High
4	15	Each utilizer perceive the environment differently based on their type	5.04	0.833	High



Level	Number	The issue	Mean	Difference	Extent
5	3	Create a specific identity being visual for every department makes an amazing distinction to students	5.03	0.798	High
6	11	How easy you can find a path effects the perception of a place	4.99	0.801	High
7	5	Exceptional interior design considers the utilizer's requirements for the blank architecture	4.98	0.811	High
8	4	GD plays an important role in interior design	4.97	0.802	High
9	2	Specific identity for each department creates a sense of belonging	4.99	0.806	High
10	10	The University of Al-Anbar's architectural spaces are given a lot of architectural and artistic value by creating a identity being visual identity for them	4.89	0.804	High
11	04	The recipient's impression is impacted by the spatial composition and its components, which results in their identity being visual identity	4.91	0.805	High
12	13	A place's identity being visual identity is impacted by perception	4.90	0.816	High
13	8	The University of Al-Anbar's interior architectural areas were given a distinctive identity being visual character, setting it apart from other universities in Jordan	4.91	0.813	High
14	12	The recipient's mental picture's clarity has an impact on perception	4.92	0.815	High
15	9	Making a identity being visual identity improves how a utilizer perceives a location	4.85	0.802	High
The sum mean total and SD			4.98	0.817	High



Averages of arithmetic and SD of the members of the study sample replies are shown in the above table in terms of how well the internal architectural space's identity being visual identity links the utilizer to his experience of the location and enhances his impression of it. According to the table, the values were high with 4.98 as mean, showing that the identity being visual contributes for defining the location or body personality. The question about creating a comfortable environment for the utilizer to feel psychologically at ease came in 1st, with 5.16 as mean, and came in 2nd with a mean of 5.02. With an average score of 5.07, it came in third place in terms of giving the utilizer the right environment to encourage better productivity.

According to the fourth rank, the utilizer's quality and perception of space vary, and the average score for this question was 5.04. The question which claimed that the identity being visual industry aids the utilizer's perception of location came in last with a 4.85 as arithmetic average. SD values for all of the questions were less than or equal to 4.98, showing homogeneity in the sample members replies under examination.

Utilizing the following formula, one can determine the coefficients of correlation for the axis of identity being visual development inside the Al-Anbar University buildings:

Table (4). Division of gender in the sample of study

Axes	The impact of pictures, colours, and writings	The impact of identity being visual
The impact of colours, pictures, and writings	1	0.0875**
The impact of identity being visual identity	0.0875**	1



According to the statistical information in Table 3, there is a positive association between the efficiency degree of pictures, colours, and writings and the efficiency degree of identity being visual. The coefficient of correlation between the variables of study was 0.0875, which is "significant" at the significance level of (0.001).

8.2. Assessment of the hypothesis

Here is the first hypothesis:

The degree of identity being visual identity efficiency and the efficacy of colours, illustrations, and writing are positively correlated. In the following table there is the result of the assessment:

Table (5). Results of simple regression analysis

Variable as independent	Coefficient of correlation	F-test	R2	T-test
Efficiency of identity being visual identity	0.816**	402.231**	0.631	19.532**

The graph suggested a significant association at 0.01 level existed. Such suggests that the efficiency of pictures, colours, and texts and the efficiency of identity being visual are correlated. The degree of efficiency of the identity being visual increased with the degree of efficiency of colours, pictures, and writings. It decreases with the degree of efficiency of the identity being visual, as indicated by the coefficient of correlation of 0.816, which is significant to the existence of a direct correlation association.

Determining such, there is a positive association between the efficiency of pictures, colours, and writings and the success of identity being visual, we accept the hypothesis.



The determination coefficient R2 shows that the degree of efficiency of identity being visual explains the change in the degree of efficiency of colours, pictures, and writings by 0.63, and the % of 36.9% continues, that is clarified by other factors. The F = 402.23 value was significant at the significance level of 0.01 and the determination value of coefficient R2 mentions that. It might be the result of random mistakes brought on by accurate sample selection, accurate measurement units, and other factors. According to the value of the "T" test, the effect of identity being visual identity's efficacy on the efficiency of pictures, colours, and writings cannot be 0. Such suggests that there is a relationship between the study's axes.

The next hypothesis goes as:

The study sample's perspectives on the creation of a identity being visual for the inside environment of the University of Al-Anbar buildings vary depending on the gender of the participants.

The following table shows the results:

Table (6). Means as arithmetic and SD based on gender

	Men		Women		F Value	Sig.
	Mean	Deviation	Mean	Deviation		
The efficiency of colours, illustrations, and writings	5.22	0.548	5.01	0.512	0.326	0.78
The efficiency of identity being visual Identity	5.13	0.536	5.12	0.521	1.854	0.213

As it can be seen from the table, that no variances are there in the women and men opinions regarding the development of identity being visual in the IE of the buildings at Al-Anbar University according to gender. The



F value and its significance at the 0.05 level specify that no difference is there in opinions, and for the reason that the significance is bigger than the 0.05 level, this is true.

The third hypothesis is as follows:

The study sample participants' perspectives on the creation of an identity being visual for the inside environment of the Al-Anbar University buildings differ, based on the institution.

The following table shows the result of the test:

Table (7). Means as arithmetic and SD based on the University

	Men		Women		F Value	Sig.
	Mean	Deviation	Mean	Deviation		
The efficiency of colours, illustrations, and writings	5.26	0.563	5.31	0.30	0.102	0.921
The efficiency of identity being visual Identity	5.31	0.531	5.16	0.12	1.312	0.701

Anbar's based on the college. The test results indicate that there are no disparities in opinions of people; the F value and its significance at the 0.05 level support this conclusion.

9. Conclusion

Through the aforementioned, we discovered that how well the architectural space's identity being visual links the utilizer to his location experience and enhances his perception of it. The identity being visual also clarifies the location or body activity, defines its qualities, and defines its personality. Additionally, it was discovered that each utilizer's sense of emptiness is unique and depends on their characteristics.



The construction of an identity being visual for the architectural space is also influenced by the efficiency of colours, pictures, and writings. The process of selecting a suitable hue is a non-verbal means of communicating with the intended audience. Pictures and colours have an innate impact on people and groups; they arouse their needs and feelings and influence them to behave in a particular way. Last but not least, when first seen, colours and pictures leave an impression and stay in the viewer's memory.

10. Suggestions

1. GD is an important element to create a suitable identity being visual Identity in public and private buildings.
2. Creating an appealing mental picture can increase the awareness of an area.
3. There should be a unique design based on the identity being visual Identity of a place to create unique experience in individual.
4. There is a need to increase and expand the research about the issue of identity being visual and place-making in the universities of Iraq.
5. It is very important to use colours, writings and tokens in the hallways and different University parts.
6. It is better to use distinctive colours for each faculty when it comes to identity being visual Identity creation.
7. The GD standards should be considered when the University of Al-Anbar's IE is being designed.



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