# VISUAL POLLUTION

### VISUAL POLLUTION

# Concepts, Practices and Management Framework

BY

#### RAHEEL NAWAZ

Staffordshire University, UK

And

#### KHYDIJA WAKIL

National University of Sciences and Technology, Pakistan



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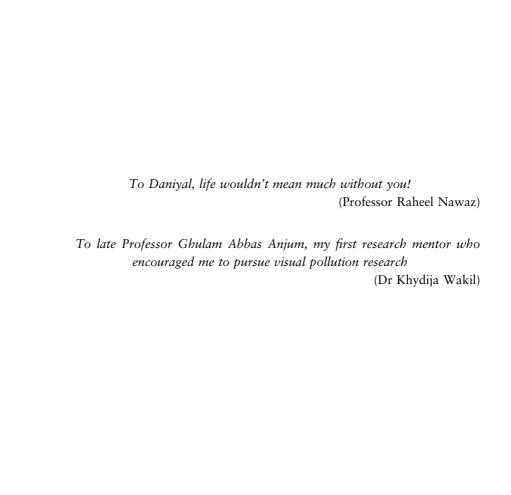
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#### QUOTATION

We have eyes, and we're looking at stuff all the time, all day long, and I just think that whatever our eyes touch should be beautiful, tasteful, appealing, and important. We need to emphasise the responsibility that designers and illustrators have towards the people they create things for; Whether it's a coffee cup, or a poster, or a book illustration, or a typeface, it has to be designed in such a way that it is not trashy, and doesn't pollute your eyes. We have so much pollution out in the air. Our eyes are being polluted. We have visual pollution out there, and I have a very strong sense about that.

Eric Carl (2014)

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#### LIST OF ACRONYMS

AHP Analytical Hierarchy Process

Al Artificial Intelligence
CDG City District Government
DHA Defence Housing Authority
GDP Gross Domestic Product

GIS Geographic Information System
HDI Human Development Index
IT Information Technology
KML Keyhole Markup Language

ODK Open Data Kit
OSM Open Street Maps

QSPM Quantitative Strategic Planning Matrix RDA Rawalpindi Development Authority

SWOT Strengths, Weaknesses, Opportunities, Threats

TMA Tehsil Municipal Administration

UK United Kingdom

USA United States of America
VIA Visual Impact Assessment

VP Visual Pollution

VPA Visual Pollution Assessment
VPI Visual Pollution Index
VPO Visual Pollution Object

#### ABOUT THE AUTHORS

Professor Raheel Nawaz PFHEA, is currently serving as the Pro Vice-Chancellor (Digital Transformation) at Staffordshire University, where he provides strategic leadership and management of the University's continuing digital transformation agenda and leads transformative action across the University to deliver enhanced academic experience. Prior to that he held two substantive roles at Manchester Metropolitan University. As the Director of Business Transformations Research Centre, he led nearly 200 researchers specialising in digital transformation, analytics, industry 4.0, transforming markets and transforming places. As the Director of Digital Technology Solutions, he led Met's award-winning cross-faculty Digital Degree Apprenticeships portfolio delivering UG/PG programmes to nearly 900 apprentices from 70-plus leading technology employers. He was also the founding Head of the Apprenticeships Research Unit and the Text & Data Mining Lab at Manchester Met. Professor Nawaz is a renowned expert in industry-academia co-creation, especially for high-impact work integrated programmes like Degree Apprenticeships. He has advised on the establishment and launch of such programmes in Spain, New Zealand, Canada and Pakistan. He has addressed the Westminster Education Policy Forum twice and has recently been commissioned by the QAA to systematically analyse the Degree Apprenticeships pedagogies across English universities and advise the sector on best academic practices. Professor Nawaz is also a leading researcher in Artificial Intelligence and Digital Education. He holds several adjunct professorships and scientific directorships across Asia and North America. He sits on the boards of research and charitable organisations like the National Centre for Artificial Intelligence (Pakistan), TechSkills (UK) and NTF (UK), and has advised national policy organisations including the Prime Minister's Task Force on Science and Technology (Pakistan). He has authored over 150 peer-reviewed research articles and his career grant capture stands at over £14 million. He has graduated 19 PhD students so far. According to Google Scholar, he is among the top-10 most cited scholars in the world in the fields of Digital Transformations, Applied Artificial Intelligence and Educational Data

xx About the Authors

Science. In the past, he has held senior leadership positions in the private further and higher education sector and was an army officer before that.

Dr Khydija Wakil is a professional Urban Planner and a Researcher in the fields of built environment, urban design and visual quality of the urban neighbourhoods and areas. She has a PhD in Urban Visual Pollution from the National University of Sciences and Technology, Pakistan. She is currently working as the Chief Executive Officer at City Pulse Pvt. Ltd, an urban planning consulting firm in Pakistan. She is an emerging international expert on visual pollution, and her research on conceptualisation of visual pollution and related assessment mechanisms has been published in leading journals and conferences. She has written several public engagement pieces on the topic as well and is a leading activist and ambassador for managing visual pollution.

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