VISUAL POLLUTION

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VISUAL POLLUTION

Concepts, Practices and Management Framework

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INVESTOR IN PEOPLE

To Daniyal, life wouldn't mean much without you!

(Professor Raheel Nawaz)

To late Professor Ghulam Abbas Anjum, my first research mentor who encouraged me to pursue visual pollution research

(Dr Khydija Wakil)

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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
AI	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

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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

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