A Study of Form Images of Local Visual Iconography in the Genius Loci

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ABSTRACT

By bringing in the concept of visual recognition system, features of local places can be spread effectively, advantage of local places can be developed, and public recognition can be strengthened. And through the intrinsic spirit (or essence), the total images of each place are promoted. This research aims at clarify the visual iconographies of local governments in various parts of Taiwan. The three hundred and sixty eight villages, towns, and city areas are investigated and three hundred and twenty five local visual iconographies are acquired. Besides integrating literature and data of related recognition systems, seven main dimension are chosen for analysis and research. Then, this will help further understanding the trends of local visual iconography image design. This research acquires the statistics through the values of options of colors in local iconography, material chosen in the content and dominant usage rate. It is hoped that the publication of this research can provide reference for related institutions in after designing of local visual iconography. With more flawless operating procedure and focus of theme to create truly distinctive visual iconography. Also with integration designs of iconography, in the inner aspect the local sense of identification is brought together and in the outer aspect the uniqueness and competitiveness are enhanced.

Keywords : Visual Iconography, country (town) emblem, Genius Loci