

Review the view of tehran Metro passengers Relative to condition of its environmental graphic

(Case Study: the Signs and Symptoms of tehran Subway)

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Abstract

Environmental Graphic Visual communication as the most important tools used in contemporary urban spaces and treats and many weaknesses in society as a hidden layer cover. Environmental Graphic standards and principles associated with the neglect of which leads to weakness and mental confusion and is intuitive. Environmental Graphic as the basis for regulation arises in urban environments. therefore, due to its success in creating urban space. However, the aim of this study is to investigate systems of signs and symptoms of tehran metro, which plays a major role in regulating the formation of Utopia plays and the visual possibilities favorable to calm the mind and the minds and communicate visually audience it helps. the question in this research is that the basic principles of effective communication with the system of signs and symptoms as the main aspect of Environmental Graphic in everyday life, which is the system of signs and symptoms of tehran subway passengers expectations as audiences who are facing every day, is fulfilled? the study population, the passengers in the subway in tehran and research in terms of purpose and methods of data collection, quantitative content analysis. the findings of the survey and questionnaires were distributed among the passengers in the subway collect and to analyze data, SPSS V¹⁹ software package is used. the results showed that the system Sinag that according to its principles of design requirements for public environments and Signs in the subway in tehran could well meet the expectations of interest to travelers and Lack of audience satisfaction negligence causing passengers to symptoms this issue as a major factor in the development and exacerbation of irregularities in noise and heavy traffic has affected the metro.

Keywords: Environmental graphics, Symptoms, Pictograme, Metro of tehran.