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An Exploratory Study on Visual Communication Marketing for Architectural Heritage, Less Visible in India

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Abstract

The research intends to examine conservation and preservation strategies utilised in various locations of the world. Jordan has established a distinct image on the global stage with its cultural monuments and is regarded as a landmark. Thimi is another great example from neighbouring country Nepal, Thimi is well known for its old pottery culture and how government has helped in preserving the same. Delhi, Jodhpur, Ahmedabad are some of the Indian cities, which hold great historical, Architectural, and cultural heritage value. But governments in India are enacting statutes and laws to protect and safeguard architectural and cultural heritage, but not for community services or other public welfare purposes. Some sites in these cities are being used for tourism purposes, but these sites are giving limited access to the people.

Keywords: Cultural Heritage, Architectural Heritage, Visual Communication, Marketing

Introduction

The study aims to compare the conservation and preservation techniques being used in different parts of the world. Jordan has created its distinct image on the world platform for its heritage monuments and is considered as a landmark. Though everyone sees things differently and infer different meaning out of the given context. Many government bodies and civic authorities in various nations has worked in the direction of preserving their heritage, some converted their old architectural heritage into community centre or for other purposes. Some converted it as a major tourist sit, where people can actually experience the old life without living it. In India, governments are making bills and laws to preserve and conserve the architectural and cultural heritage, but not using it for community services or other public welfare works. Some sites are used for tourism purposes but even these sites do not have complete access or the true essence of our glorious legacy. Case studies for Indian cities Delhi, Jodhpur, and Ahmedabad city were taken in consideration of the study. We need more ways to preserve our cultural heritage and educating our next generation about our culture and heritage could be one step in that direction.

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Literature Review

This study investigates the visual communication used to promote architectural heritage in the Indian state of Rajasthan. It focuses on the numerous visual tools used for promotional campaigns on various social media platforms, examining their reach and influence on people, and how they aid in promoting the state's architectural legacy. The researchers recognise the significance of cultural heritage preservation, and their focus is on the visual communication mediums used to promote Rajasthan's legacy. The study emphasises the significance of using visual media to promote cultural heritage and its function in establishing long-term relationships with people. (Kumar & Mishra, 2023)

Today, Jordan is home to several culturally significant sites that draw large crowds of visitors. As a result of the prominence of Jordan's heritage monuments, keeping monuments in good condition is becoming an important part of the tourism industry, as well as a role in establishing a favourable perception of the country on a global scale. The tools of visual identification play a significant part in this process. It has been concluded that info systems, as characterized by visual design instruments, are extremely important for the layout and marketing of architectural historic sites. It has been demonstrated that one of the most crucial components in this procedure is the logo. The establishment of heritage locations' corporate identities. It also entails the application with standard layout rules for each type of advertising items, exploration, and exhibition assistance. The existence of a graphic component is a distinguishing aspect of architectural heritage item visual identification. (Linda & Rawashdekh, 2021) Jordan has created a distinctive image of itself by promoting its Architectural and cultural heritage at global platform. Visual mediums have played a very crucial part in achieving that image.

In the past, the Jordan Tourism Board (JTB) has used a variety of methods to promote its extensive number of historical sites. These strategies are designed to bring focus on Jordan's tourism sites' cultural significance.

Major details used by the Jordan tourism board on the official website are again from the places that has rich historical value and has been existent for centuries. Be it the city of Petra or the dead sea, be it Jordan museums or Jordan pass, each place reflect the history of Jordan. The Royal family of Jordan has encashed the historical places and promoted tourism. (*Visit Jordan: The Official Tourism Website*, n.d.)

Cultural heritage places play an essential role in defining the cultural landscape. Keeping monuments in excellent shape is becoming a significant aspect of the tourist business, as well as a role in projecting a positive image of the country throughout the world. Living circumstances at cultural heritage sites must fulfil the standards for safety, physical and psychological comfort, information, and comprehensibility. Visual identification tools play a significant part in this process. (Linda & Rawashdekh, 2021) Certain places create their own identity by the visual shared among the people on social media.

Architecture is one of many professions that benefits from the capacity to generate and visualise spatial intelligence. In this article, we will look at how visual representation in architecture has changed through time, from expressing the most brilliant ideas to portraying the wildest aspirations. What used to be accomplished with ink and paper is now accomplished with computers and virtual reality. The basic idea behind this method was to make a picture montage from of cut-out pieces from various sources. (Santiago Baraya, 2020) It was clear with the study that Architecture follows its own language and a visual representation of a monument help in sharing that information with different people across the globe.

The research provide an updated perspective on theoretical advancements in contemporary city space, with an emphasis upon the production of new energetic surroundings, specifically the development of a new entity of a modern-day city's architectural space - a pictorial transfer atmosphere. The study of the investigation on the subject matter enabled the researchers to establish intangible concerns of research topic in relation to present global trends and scientific language. The description of a contemporary city's visual-communication environment has been proposed to further emphasise the primary issue of the research. (Dubinskiy & Nesen, 2020)

Culture encompasses the notion of "conservation" within the subject. Safeguarding culture and education are dual fundamental methods for enriching heritage transmission. Education is at the lead of initiatives that will help to shape environmental consciousness. People who are cognizant of conservation culture and cultural heritage will be able to conserve both the present and the past. In today's world, when the effect of globalisation is quickly influencing our cities, it is critical to address cultural heritage and conservation culture thoughtfully. It is critical for freshly trained "Architectural students" to comprehend conservation culture. The need of incorporating conservation culture into architecture education is emphasised. Simultaneously, the appropriateness of conservation and cultural heritage courses in the curriculum has been assessed. (Özlem, 2018)

Every city has a distinct and significant character, which is shown via its physical and aesthetic structure, as well as through the eyes of its citizens and clients. After some time, the city develops, and its identity evolves. Architecture and Arts are the exemplification of the city's social, chronicled, and economic features, reflecting the city's swift and constant changes. This event was dedicated to investigating the various new techniques developed in Architecture and Contemporary expressions. It has focused on urban life and characters. The Indian architect, who turns 90 this year, stated that many of the country's architects are overly concerned with replicating the style and methods of other countries, rather than benefiting from the legacies of their forefathers. The most significant architectural undertakings and explorations are taking place in India's rapidly expanding metropolitan areas. It is also here that the topic of identity becomes the most acute and challenging. Ongoing urban zone modifications reveal a variety of different environments in which identity declarations are conveyed. Contemporary architecture is becoming a more defined type of building across the country, from larger, metropolitan cities to smaller, rural areas. The paper gives a defence

for the critical commitment with the larger cultural landscapes to recognise a notion of identity via a study of ordinary points of view on the link between architecture and identity, which are based on the discussions of 'symbol' and 'local'. The primary goal of this essay is to analyse the architectural identities of Indian cities as they have evolved over time. (Niazi & Kumar, 2018)

Historical sites are increasingly in risk of disappearing due to greater exposure to tourists. to create an architectural database of a historical property, then digitally recreate, maintain, and engage with it through an immersive environment that uses BIM to explore old buildings. The investigated restored historic site was built in the early 15th century. (Albourae et al., 2017)

In architecture design processes, visual representations are the primary means of communication between stakeholders. Landscape architects have conducted little critical study on how visual communication forms operate or their socio-political ramifications. It was suggested in this theoretical study that such research is critical. And researchers demonstrate how graphical and analytical societal philosophy concepts such as visual semiotics, substance and simulation, and power/knowledge might be used to architectural representations. As concluded in this research that these methodologies have the ability to explain difficulties such as dominating power structures, participant misunderstanding, and visual path-dependencies during landscape design processes. (Raaphorst et al., 2017)

The application of semiotic philosophy to the study of image representations in connection to landscape layout practices. Representations are a sort of visual communication made up of a collection of visual indicators. Every symbol goes through a semiotic process of meaning creation. They attempt to form and trace meaning within the physical and sensuous experience of the environment, or to analyse how meaning and identity are mirrored in visual design representations. (Raaphorst et al., 2017)

The book contends that debates of urban development frequently overlook the fact that architects and planners create much of the urban environment, and that the specific worldview of architects and planners is critical for how suggestions are taken up, changed, and carried out. The author investigates architects' and planners' worldviews, focusing on their approach to design and the elements that impact it — work patterns, career pathways, and the businesses in which they work. The author also investigates their position in the political decision-making process as it relates to urban issues, and then investigates how architects and planners' responsibilities are evolving. (Knox, 2016) Architects and planners have worked for majority of the urban architectures, It may vary in terms of design, appearance, utility and practicality but a visual approach is considered while planning either a modern marvel or an Historical masterpiece.

Deep visual representations trained with convolutional neural networks have been demonstrated to perform very well. In this paper, researchers examine deep visual representation learning strategies using three well-known network designs. Furthermore, researchers look at the many different databases that may be used to find relevant photographs, revealing that photographs from

online services perform just as well, if not better, than images from properly constructed sites like ImageNet. In addition, they investigate the optimal number of pictures as well as the multi-lingual applicability of multi-modal semantics. (Kiela et al., 2016) While collecting data for the study, different keywords resulted in different data and same keywords resulted in different data at different platforms. One person's vision may not match the criteria and approach of the viewer of the image. In semantics, representation quality is often assessed using natural datasets of human resemblance and relatedness assessments. Researchers evaluated the performance of visual representations to text-based representations, as well as the performance of a multi-modal representation that integrates the two. Deep visual representation's ability to capture semantics as tested by correlation with human similarity and relatedness analyses. The number of photos has an impact on performance, although it settles down at roughly 10-20 images, indicating that retrieving more than 10 images per word is typically superfluous.

Most multi-modal semantic models rely on raw pictures for perceptual input. Many data sources, ranging from picture search engines to photo sharing websites to custom generated resources, have been tested. Images for a particular target word are retrieved if they are highly rated, tagged, or otherwise related with the target word(s) in the data source. By choosing the mean or the elementwise maximum of the necessary image representations, image representations are converted into an overall word-level visual representation. It should be noted that the multi-modal results only relate to the mid-level fusion approach of concatenating normalised vectors: while these findings are predictive of performance for other fusion methods, alternative designs or data sources may be better suited to various fusion methods. (Kiela et al., 2016)

The architectural design process must include the planning and prediction of building experiences. Understanding the perceptual, associative, and interactive processes that occur as a result of human interactions with buildings helps one to grasp their depiction via visual means. The importance of representation arises from its ability to transfer experiences prior to the construction of a structure.

There are two layers to every representation: what (the architectural component) and the method (the representational medium). The purpose of this article is to suggest an alternative to visual realism to create representations that capture the unique effects that an architectural work may generate. This article focuses on representations that are more than just a mirror of an item but as well a reflection of how we experience it. (Fuente Suárez, 2016)

This research focuses on experiences that blend regional, metropolitan, and architectural measurement evaluations with computational interpretation methodologies. This research (conducted between 2006 and 2008) focused on the utility and advancement of data to assess their effectiveness. The goal of this article is to focus on experiences that mix territorial, urban, and architectural scale analyses with digital representation approaches. (Cigola, 2015)

This research critically maps and analyses historical and contemporary dialogues, discussions, and public practices that occur and are related towards the situations generated by residing in- or

observing the city of Angra, Portugal. The goal of this study, which was based on ethnographic fieldwork and qualitative interviews with municipal stakeholders, was to investigate in what way, and by what results then repercussions, disputed ethics, benefits, bombast, and controls are mobilised then transformed into self-motivated forces for these backers.

The primary goal is to consider the ramifications of living in a world heritage city, considering the preservations that come with such a designation. The study demonstrates how the political arena has a significant influence in various circumstances. World heritage and tourism are inextricably interwoven, and this study investigates how stakeholders in Angra see the opportunities and challenges that tourism presents. The research analysed the residents of Angra's sense of pride, local affiliation, and identity. These feelings are linked to the historical cityscape, which also shapes personal experiences and processes. World heritage designation can elicit two sets of emotions: one of pride and acknowledgment, and the other of impediments to living in and growing the city in accordance with current demands. (Johansson, 2015)

This research advances the subject of our experience together with buildings from a multidisciplinary perspective, taking into consideration what all human beings have in common: sensory organs, the body, and a brain inclined to responding to structures in a somewhat similar manner. We will discuss the many processes that occur in us as a result of our experience with a piece of architecture. This article is separated into the discrete but interacting processes that constitute all human cognition: from the early stages of information acquisition from the environment to the most complex ideas and sentiments concerning design. From the perspectives of physiology, perceptual psychology, and semiotics, it seeks to understand how the human constitution shapes our perception of objects and to apply that information creatively in architecture, creating structures centred on how we experience them. (Suárez, 2013)

The purpose of this study is to intervene in digital discussions, specifically framings that see the digital as epochal transformations or as reinventing existence. We advocate for research into how digital devices are physically enmeshed in the formation and execution of modern social organization, instead of what large-scale transformations may be revealed and comprehended through the digital. Digital gadgets are impacted by the cultural environment at the same time and may become players in that world. The purpose of this research is to look at the significance of digital gadgets and information for reconstructing social science approaches. To that end, we present nine propositions about the implications of digital data and devices, arguing that they necessitate reconsidering the theoretical assumptions of social science methods to account for the following: transactional actors; heterogeneity; visualisation; continuous time; whole populations; granularity; expertise; mobile and mobilising; and non-coherence. (Ruppert et al., 2013)

Architecture communication is a multi-dimensional phenomenon, with message elements translated only by a select handful of experts and the overall message perceived by a wide audience. Within the research, these two categories are compared to semantic and semiotic message systems

generated from logical interpretation of meaning as a function of knowledge and consciousness. Further investigation of verbal and nonverbal communication reveals similarities with the architectural field. The ability of meaning transmission via space is next examined in the perspective of human perception and comprehension constraints. Formal discursive communicative techniques of architecture are defined as semantic, but non-formal communication, as well as grammar and genius loci events, are described as semiotic. This leads to a description of both spatial communication capabilities and constraints. (Gawlikowska, 2013)

The interrelationship of geography to architecture, and the built environment are rife with challenges with the corporeal sense of location/place/territory, with a fundamentally visual bias evident. Similarly, previous phenomenological based on geography readings, such as holistic landscape, are now considered backward, unable to address the particularities of experiences in life when trying to express architectural confronts. The re-examination of the experience of built spaces from a more-than-visual perspective, one that attends to a range of sensory-somatic and affective experiences that include, but are not limited to, the visual, is thus a worthwhile task within a more comprehensive critical geography of architecture. (Paterson, 2011)

Every idea, technique, substance, and feature crucial to inventors is portrayed in Ching's own manner, from Arch to Wood. Each phrase is given a bare minimum in two-page divide on big design cut, combining text and drawing, so that the term may be thoroughly studied, visually displaying links between ideas and sub-terms. A thorough index makes it possible to discover any significant term in the text. This long-awaited redesign incorporates the most recent principles and technologies in architecture, design, and building from the twenty-first century. It is certain to be alongside and used by any serious architect or designer, architectural students, interior designers, and those in construction. (Ching, 2011)

By evoking a certain style of visual attention, architectural drawings may act as works of art. Such attention is essentially a visual portrayal or description in the extent that it comprises continual perceptual division of the picture in terms of entities or figures that do not exist physically but respond to propositional thought. It is argued that throughout history, such a capacity of depictive depiction has been exploited in the construction of presentational drawings and the visual structure design. Thus, the objective of representation is not so much to utilise an artefact — say, a building — to communicate a notion as it is to assist in giving it a perceptual structure that can maintain imaginative engagement. (Bafna, 2008)

In Ghanaian, Anlo-Ewe means "feel-feel-at-flesh-inside," because balancing (physically, mentally, literally, and symbolically) is a key component of what it is to be human. Geurts describes how Anlo society values and elaborates on what we would term kinesthesia, which is what most Americans just wouldn't recognise as a sense. The concept of "intuition" in Western culture stems from body feeling and the internal environment. The mind-body dualism that characterises Continental European American traditions is missing. After this nuanced exploration of an Anlo-

Ewe theory of inner states and their way of delineating external experience, readers will never again take for granted the "naturalness" of sight, touch, taste, hearing, and smell. (Geurts, 2003)

In this article, researchers outline, implement, and justify a natural representation theory. The main implications of this theory are: (i) representational status is determined by how physical entities are used, rather than by causation, nomic relations with the intentional object, or information; (ii) genuine (brain) internal representations exist; (iii) such representations are truly representations, rather than farcical pseudorepresentations such as attractors, principal components, statespace partitions, or whatever; and (iv) genuine (brain) internal representations exist. (Grush, 1997)

What exactly does it entail for an object to represent a concept in the mind? Robert Cummins explores well-known topics in interpretation from an unconventional perspective. Cummins starts with a concept of representational mistake rather than a type of "indicator" semantics. The teleological idea of a "goal" underpins Cummins' error theory. Using this idea, he presents a schematic theory of representation as well as an account of propositional attitudes that differs from certain common perspectives, such as conceptual role semantics, Fodor's representational theory of the mind, and Putnam's twin-earth instances. (Cummins, 1996)

Deconstruction and the Visual Arts collects new works from aesthetics, art history and criticism, film, television, and architectural academics. The pieces use the concepts of French philosopher Jacques Derrida to examine the whole spectrum of his analyses. They are modelled after the various critical methods he has supported, ranging from criticisms of the foundations of our thinking and disciplinary boundaries to creative and experimental readings of visual 'texts'. These contributions, which represent some of the most creative thinking in the major artistic fields, pose significant challenges to prevailing academic orthodoxies. This collection also includes a lengthy interview with Derrida, which is being published for the first time. (Brunette & Wills, 1993)

In the cited studies, it was identified that various nations are working towards conserving and preserving their architectural and cultural heritage by different means. In India majority of architects are following western patterns in their design, and on the other hand India's own heritage is left as it is. (Niazi & Kumar, 2018). For the historic value there are many cities worldwide, where UNESCO has given a recognition to the specific city is preserving their architectural heritage and living with certain guidelines. (Johansson, 2015). Visual communication tools have been one of the majorly used tool to capture, record and promote details from specific places. In Sydney – Australia, the authorities converted and 170 years old brewery to a community centre, so it can be used and the heritage can be preserved and utilized at the same time. (Santiago Baraya, 2020) Visual communication as a tool of marketing was used in majority of the studies.

Objective

Efforts to find reasons for visual communication marketing is not a successful affair in promoting architectural heritage in India. Assessing how well they preserve cultural and architectural history

while taking accessibility into account.

Research Methodology: Case Study Method

A case study is an investigative approach that is used to gain an in-depth, comprehensive knowledge of a challenging subject through its real-world context. It is a well-known study design that is frequently used in many domains, particularly the social sciences. Research papers can be employed to describe, explain, or explore natural events or phenomena. Case studies can be addressed in many ways depending on the researcher's epistemological position, that is, whether they take a critical (questioning one's own and others' assumptions) or interpretivist approach (trying to understand individual and shared social meanings). (Crowe et al., 2011)

The case study method of academic research looks on a specific real-life event within distinct settings. Case study research is a methodological decision regarding the unit of analysis. The researcher must establish the parameters of the case to be researched. The method of study used to construct the case might vary, and researchers may use qualitative, quantitative, or a combination of both methodologies. Organizational communication is a frequent example of case study research in communication. (Allen, 2017)

Case study method provide a detailed update on the existing situations and can be compared in different world settings. A situation may be a given scenario, already studied and proven details and valid statements.

Case Study 1

While adapting to development, heritage environments must be conserved and revitalised. The aesthetic integrity of many World Heritage Sites is jeopardised by new building. The purpose of this study is to investigate People's visual concentrate focuses on legacy integrity in order to ensure that old culture is just not jeopardised by the construction and expansion of contemporary life, as well as to safeguard Outstanding Universal Values. Using an eye tracker, visual heatmaps are created in this study to evaluate people's photographic reliability in the Ancient City centre of Prague. We discovered that humans' viewpoints are unimpeded or focused, and that a buffer zone typically maintains the view of important attractions. However, freshly erected high-rise structures might cause significant visual issues. As a result, new structures with high ceilings and sharp balancing colours must be limited to World Heritage Sites. Furthermore, sophisticated creative effects would most probably draw people's interest. The focus is not on flora, rooftops, or decks. As a result, foliage might evolve into a versatile place that can be used as a backdrop used for constructions and environment connections. According to University of Bristol experts, artificial structures inside the boundaries of historic sites might lead to their destruction or delisting. Visitor managers should optimise for qualities such as minimising current traffic density and distributing parking sites since people and automobiles might cause aesthetic concerns. The researchers were primarily interested in the aesthetic characteristics of city landmark buildings in the context of

heritage conservation planning methods. Worries about street sceneries in locations with significant visual connectedness, as well as concerns about traditional architecture and sculptures.

The study's goals are to investigate the peculiarities of people's visual concerns by using an imaging method in Prague's central district. Collect primary data using a field study and spatial terminology to illustrate the probability model of street connections and integration. Then, to use an eye-tracking experiment, demonstrate obvious focus regions where people inspect buildings that are either concentrated or scattered.

An examination of Prague's Historical Center proved the city's conservation efforts from the macro-view of planning and design, as well as the evident care paid to things like streets and buildings from the perspective of tourists. Towering structures, street ends, and buildings façades tend to attract focused perception, and human eyes may be viewed of as biosensors connected to the human brain. The human brain has a proclivity to interpret observed detail as well as the orientation of the object of visual attention. The eyes play an important part in perceiving the environment by processing visual information.

Visual attention is drawn to tall structures, street ends, and structure façade centre lines. Understanding visual difficulties may aid in heritage management and long-term planning. The preservation of the true state of the landscapes and architecture is an essential factor for urban heritage protection and planning. For long-term design preservation, the visual focus from the perspective of visitors should be addressed. This study revealed the features of visual attention distribution for the normal urban environment, comprising streets, buildings, sculptures, and river scenery, in terms of design for the Historic Centre of Prague. (Liu et al., 2022)

Case Study 2

Ancient building complexes, also known as measurable historic resources, have been widely publicised on social media, attracting the focus of researchers, government agencies, and investors. Increased tourism and interest in cultural places can result in the loss of historical artefacts and significant shifts in local society. The discovery also opens up new job opportunities and the possibilities of artistic inventiveness. The researchers used a qualitative approach in the domain of architecture, which included observation, field information gathering, interviewing, and documentation. The data collection technique takes three months to complete to obtain the essential data.

Reconstruction is limited: The original owner's and the local government's viewpoint impacts the rebuilding and rehabilitation of tangible cultural assets. The financial aspects and the position of a tangible historical monument define policy direction, which will govern and promote the structured modification and function of the area. According to publicly accessible data, the reconstruction of tangible historical assets is generally complicated by a lack of direction such that the amount of change and general performance are typically inversely proportional to the sense of place.

Private area soft barrier: A communication space that allows for education and the safeguarding of private boundaries should be created. It is possible to control the existence and size of transitional zone among the public and private territory. Labels of tangible historical objects (old building complexes) and tourism attractions frequently infiltrate private properties that are bundled for various reasons. Personal connection, such as body language, eye contact, and brotherhood bonds, is crucial in aiding observation. These requirements, however, cannot be applied to all owners in general. This allows people to perceive the original atmosphere of the room without really experiencing it. This maintains the condition of tangible historical assets while also preserving and respecting the owner's privacy.

Natural life camouflage: Indigenous people have a confined and normative way of life, therefore when the pattern switches to contemporary living, all elements are affected. The approach and presence of particular informants. It is necessary to recognise the life of indigenous society/people who face a variety of challenges. Tourism activities usually contaminate the constrained and controlled pattern of life, prompting residents of the villages to grumble about being fatigued but not having enough leisure. Since people are visitors who could also be conditioned to seize every chance, this must be handled through the development of heritage status, which has multiple stages and aims.

Reconstruction attempts are primarily focused on preservation in order to regulate and limit the marketing potential of the piece. Restoring natural living area that has been polluted by tourism activities so that indigenous peoples can live freely. (MT, 2019)

Case Study 3

This research explores the visual identity of street façades in mediaeval Indian cities as perceived by users. The primary aims of the project are to undertake a consumer assessment of the design of a historical town's main façade and to define the old Indian city's visual identity.

The study began with a survey of existing information in this topic that resulted in the identification of a research gap and a method to filling it. The technique adopted must be substantiated by case studies of previously tried and tested approaches. In this example, studies were chosen based on their application in the research paper, i.e. used for data collecting techniques and data use to get the intended outcome. Following this stage, data collecting techniques arose, and the data was synthesised utilising semiotic tools. The main findings from this study were utilised to generate a visual preference list, which led to the creation of the city's visual identity designs.

Priority List Visual: It has been developed a visual significance directory of characteristics that constitute the architectural uniqueness of the area. The elements were selected using a user preference survey, and their priority was determined using semiotic analysis. The list includes colours, eaves, motifs, signage design, gates, surface materials, arches, jharokha, roofscape, chhatri and jaali design.

Colour Scheme: The recognised components of people were further split down to find the critical meta-elements which provided them their identity. The meta-elements of choice were dissolved, and a coating of texture and color was put to them. The cornice and overhang are designed initially. The gates are the last factor that, according to this research, contribute to Jaipur's identity.

The visual character of Indian cities with architectural significance. According to a study performed by the Jaipur Chamber of Commerce and Industry, local inhabitants believe Jaipur has a distinct visual identity (JCCI). Residents specified a certain type of arches, roofscape, and traditional components, among other things. The survey also discovered that the background of the location is important in the establishment of this identity. Priority validated elements list: Following study using semiotic tools, the list of features, grouped according to priority in identification, demonstrates the significance of articulation and decoration of street facades. People distinguish Jaipur by aspects such as wall paintings, cornice design, door window frames, and so on.

The list of components derived from the survey may be utilised by architects and developers to create more contextually aware urbanscapes. These components are essential identity creators of the area's architecture, and the people who live in these heritage areas have the greatest visible interaction with them. (Mishra & Kolay, 2019)

Case Study 4

Ahmedabad's Walled City is made up of centuries-old vernacular dwellings that were originally built to survive warfare. The city's dwellings were built in tight communities with a series of dead-end streets connected by a single entryway. For security, the gateway into the neighbourhood could be locked, and each residence could store its own water and grains. These areas are known as pols, and the residences in them are known as pol houses. These houses are still in use today and bear the weight of six centuries of history with them.

The city's roots are found in Pols. The pols are significant not just for their architecture, but also for the culture, tradition, and way of life they symbolise. Even now, life in pols remains as prosperous as it has done for millennia. As a result, it is critical to protect these structures and neighbourhoods. The research seeks to comprehend the city's urban history, prior preservation initiatives aimed at preserving the pol homes, the social history, and the architectural of the pol houses. seeks to understand the circumstance that is causing the lack of preservation and upkeep of these houses by studying the roles of stakeholders via interviews and site inspections.

Determining the importance of the values: The importance of heritage may be measured by assessing the values that various stakeholders assign to it. These values might be historical, artistic, cultural, social, financial, age, usage, and a variety of others. The sort of value that could be given to heritage is determined by the individual doing so. Each stakeholder can evaluate his or her own range of values that are important to them. The incorporation of these assessments might result in the prioritising of the values that must be safeguarded. In the context of both the Old City and the several stakeholders' valuations given to the pol homes.

Unique designs: The aesthetic brilliance of such Pol Houses as well as the surrounding surroundings contribute to the pols' aesthetic worth. The scientific worth of the pol homes is found in the building technology. The frame design of the pol homes' beam and post structure was sturdy enough to withstand the huge earthquake that devastated the city in 2001.

Wood: Because the effect of such an earthquake is directly related to the mass of the structure, using wood proved advantageous.

Flat bricks: Because they are solid against overturning, the flat bricks used in the building of pol homes are resistant to earthquakes. Stones were utilised to build the bases of the columns and doorframes. Through the preservation of pol houses, this method addressed the question of public engagement and integration. Other methods based on the policies can be developed to address concerns such as planning and decision making, infrastructure and services, and social development. The materials recovered from the old pol house ruins can be placed to greater use. (Mistry, 2018)

Case Study 5

Creating an educational strategy for children is a critical problem that will aid in the preservation of historical issues. The provision of opportunities for youngsters to become acquainted with their cultural assets would enhance the society's cultural sustaining and preserving approaches. Various visual communication processes have been developed for educating Persian students about this world heritage, with the potential and limits mentioned in certain situations.

Cultural heritages are the origin of the majority of traditions that are kept and disseminated within a culture. They are the reflecting methods for cultural preservation, display, and delivery, as well as the most influential treasures, known to be vital for transmitting culture to future generations. Learning has emerged as an essential instrument for preserving cultural heritage, with children and teenagers being seen as the most crucial age groups to teach.

The Impact of Environmental Graphics: Youngsters are introduced to cultural heritages through the ability to see, encounter, and experience contextual visuals and art works in their surroundings. Recent developments in the production of environmental illustrations method that comply to cultural inheritance terms have influenced children via the process of seeing and receiving a nonverbal creative vision of them. When it comes to monuments, children are frequently passive spectators, thus encouraging them to actively connect with the legacy is beneficial.

Encouraging Creativity and Imagination Through Visual Communication: Scientific studies and certain creative endeavours have attempted to pinpoint the origins of creativity and imaginative thinking. Imagination is seen in your own way from one nation to the next and on or after one culture to the next. A comfortable experience in some creative process enables the growth of imagination, which may subsequently be fostered and realised in some other area of instruction and action.

Graphics Communication in Cultural Heritage Teaching: Many of the fundamental principles of culture and heritage preservation need the student to explain the issue visually in order to study, grasp, and accept them. Artistic expression is another kind of spontaneous communication among youngsters. The core of art communication is founded on study and learning, as well as creative interpretation flexibility. It is feasible to foster aesthetic experience with cultural knowledge by educating people about cultural identities and negotiating with them. Throughout the inspection and critique of student creation by other students and instructors, the discourse with cultural legacy or imparted historical sight continues.

Critical Thinking Skills Making the Objects Appear: Cultural heritage sites are ideal locations for connecting information to current concerns. It is beneficial to employ visually created artworks, such as posters, pictures, or infographics, to educate society as a motivating incentive or motif.

The most common causes of the collapse of our historical past as part of our national image it included a failure to protect cultural assets, fast urbanisation processes, and architectural performance failure. Persepolis was chosen for investigation due to its global renown, yet there are no pedagogical initiatives in place to familiarise pupils with it. It was determined that art communicating with history through visual techniques and graphic arts would excite children's artistic imagination and creativity. However, traditional empirical studies combined with statistical analyses are required to have a deeper understanding of the impact of these arts-based educational approaches. (Goodarzarparvari & Bueno Camejo, 2018)

Case Study 6

To address academic and portrayal issues through a case study analysis of a five-year (2013-2017) Initiative based on survey techniques of both tangible and intangible cultural heritage of Jodhpur (Rajasthan, India) implemented as a collaborative effort between the University of Ferrara, Department of Architecture (Italy), CEPT University of Ahmedabad (India), and the Mehrangarh Museum Trust (India), with support from the Municipal Corporation of Jodhpur. The impact of the initiative, as measured by mixed research techniques, sheds light on the feasibility of applying pedagogical ecology strategies for cultural and historical assessment and conservation in India.

The integration of culture as one of the four sustainable development pillars has highlighted the need of promoting both physical and intangible cultural resources. Studies on the most successful strategies for preserving cultural assets should take into account not only the technical elements of conservation, but also the socioeconomic components. Different approaches to national heritage survey, representation, and preservation should be investigated.

More transversal abilities, such as fast representation and survey methodologies, participatory approaches (to encourage community engagement), and dissemination initiatives, are now needed in the cultural heritage sector. The case study demonstrates how the inclusion of varied stakeholders prompted a more thorough review of urban survey approaches to be used on Indian Culture And heritage. The adoption of new technology, know-how, and successful approaches can

considerably improve the capacity building efforts and awareness campaigns outlined on these pages. (Borin et al., 2018)

Case Study 7

Historic Indian city-centers are reduced to 'heritage zones' under City and Master Plans. Conservation and regeneration initiatives are hampered by blanket bylaws and rules. The purpose of this research is to recognise the characteristics of real-world contemporary urbanisation in such settings. Green development's key aims are to reduce the depletion of critical resources such as energy, water while simultaneously reducing environmental damage. In addition to adding sustainable design principles into new construction, supporters of sustainable design may recommend altering old infrastructure instead of building new. Aside from historical significance, the motivation for preserving and utilising ancient buildings is that they represent important resources.

Ancient Indian metropolis-centres are reduced to 'heritage zones' under Urban Expansion project Master Plans. The obvious degradation is mostly in the actual environment as a result of fast economic expansion, which strains the insufficient infrastructure. The proliferation of institutions/agencies, new construction technologies/industrial services, along with a breakdown in planning consistency contributed significantly to the real and apparent economic collapse of traditional developed environments.

Cochin House, Daryaganj and Lutyens Delhi are two case studies that show the importance of non-monumental built heritage in creating sustainable urban environments. But The metro is at the centre of the urbanisation phenomenon, displaying all current planning challenges in their most complicated and dynamic form. Historic constructed settings must be investigated more realistically utilising current techniques that are contextually relevant. The evolution of design and urbanisation in such surroundings is much less rigid and more dynamic.

Having included or omitted is a paper piece writing. The determination of the society to retain its relationship with the untold story of their surroundings is what will conserve our constructed legacy for posterity. It is not the responsibility of any authority to own constructed heritage; rather, it is the responsibility of communities to own their past. Our country is full of places where societies have a deep connection to their past and through external surroundings but lack the capacity to convert that connection into a narrative that brings people together just to manage resources. The obligation is on the administrative and professional communities to bridge this gap and integrate constructed heritage, whether monumental or mundane, into the main development agenda. (Bari, 2017)

The application for Delhi's nomination as a World Heritage Site by the Permanent Delegation of India to UNESCO emphasizes its historical and cultural significance. The city's development inside a triangle landscape, layers of architecture from many eras, and position on trade routes all serve to highlight its significance. Due to its historical, architectural, and cultural variety, the four separate

zones of Mehrauli, Nizamuddin, Shahjahanabad, and New Delhi all demonstrate outstanding global significance. Delhi stands out above other comparable cities in terms of authenticity and cultural richness due to its singular blend of Islamic, European, and Indian influences in its architecture, language, and Sufi traditions. (Centre, 2012)

Case Study 8

Urban conservation is concerned with the preservation of cultural resources inside urban regions and historic urban centres. It is more than just the preservation of physical fabric; it is also about maintaining the continuation of the socio-cultural system and contributing to sustainable development. Heritage conservation, public involvement, efficient institutions, and heritage-led eco – tourism identified as criteria for promoting sustainable community development in this article.

In 1996, the old town Thimi and two surrounding smaller ancient towns, Bode and Nagadesa, merged to form the Madhyapur Thimi Municipality (MTM). Thimi is well-known as a mediaeval settlement and a sub-town of Bhaktapur; however, some writings trace its origins to the Lichchhavi era. One of the recently discovered markings on a shivalinga, dating 484AD, mentions the location Themring gramme, now assumed to be Thimi. A Comprehensive Conservation Plan is required: The emphasis of conservation should shift from sites and individual structures to thriving historic cities. To save and rejuvenate the ancient town of Thimi, a thorough conservation strategy should be adopted. The plan should include a full inventory of heritage, comprehensive goals for preserving cultural values, and a strong management strategy to meet the goals.

Thimi is well-known for its exceptional cultural heritage riches and distinct historical character. However, over the last few decades, the relentless erosion and loss of cultural heritages has threatened to terminate its distinct character. The once well-maintained neighbourhood is now deteriorating and on the verge of collapse. Both the local and national governments should take an active role in Thimi protection. (Bhatta, 2009). Government took up following steps to promote cultural heritage of Thimi, it was not just a step to safeguard the village but also to provide them with source of daily earning, give training to the people who had less knowledge about the Artisan works, planning exhibitions and fairs, financial support etc.

Table 1

Thimi, Madhyapur, Nepal		
Sr. No.	Document Name	Description
1	Heritage Site Designation	Explaining the historical importance and distinctive pottery culture of Thimi, categorized it as a cultural heritage site. With 6 annual events and 8+ possible tourist attractions. (<i>Thimi, Madhyapur (Bhaktapur) Nepal - Festivals, Temples and More</i> , n.d.)

2	Artisan Training Programs	Government-sponsored projects that provide community artisans with training sessions, training, and opportunities to improve their skills in order to maintain traditional pottery techniques.
3	Tourism Promotion Strategy	Official plans addressing the planning of craft fairs and exhibits that highlight Thimi's pottery products and promote the local economy are accessible. As part of it, MTM launched 'Night Heritage Walk' to promote tourism. (Sammohan, 2021)
4	Craft Fair and Exhibition Plans	Documentation of government loans, subsidies, and grants given to Thimi's potters to help them maintain their companies and practice the ancient skill. Thimi emphasizes heritage conservation, public participation, and sustainable tourism for cultural and economic vitality. (Bhatta, 2009)
5	Financial Support Initiatives	Documentation of government grants, subsidies, and loans provided to Thimi's artisans to sustain their businesses and continue traditional pottery craft.
6	Cultural Festival Framework	Plan for cultural festivals and activities that promote community pride and attract tourists by exhibiting Thimi's pottery culture.
7	Documentation and Research	Governmental initiatives promote the continued existence of traditional pottery techniques, stories, and traditions for the generations to come.
8	Public Awareness Campaigns	Government-sponsored efforts teaching the populace about the historical significance and cultural worth of Thimi's ceramic tradition.

For this first joint initiative, the UNESCO worked closely with the Ministry of Federal Affairs, Constituent Assembly, Parliamentary Affairs, and Culture. It relied approximately forty participants from government departments, communities, and groups that create and pass on intangible cultural heritages. The next two workshops will focus on developing nominations for the Convention's Lists and community-based inventorying of intangible cultural heritage. These projects are carried out in accordance with a worldwide capacity building plan that UNESCO has been implementing since 2011. (*UNESCO - Safeguarding Nepal's Intangible Cultural Heritage*, 2012)

Conclusion

Governments in India are enacting statutes and laws to protect and safeguard architectural and cultural heritage, but not for community services or other public welfare purposes. The study considered case studies from Delhi, Jodhpur, and Ahmedabad. Visual communication has played a significant part in expressing the image of various cities on various platforms, but in the Indian

context, visual communication has built an image for India as a tourism destination.

Visual communication has played a major role in portraying the image of different cities on different platforms, but as it comes to Indian context, visual communication as tool for sharing details over social media platform with data from different users have created an image for India as a tourism place, but government is more focused about preserving the architectural and cultural heritage and skipping the marketing and promotion of the same.

Although cities like Delhi, Ahmedabad, and Jodhpur have a rich cultural legacy, the Indian government seems to insufficient use visual communication promotional strategies for advertising. Despite efforts to encourage crafts, historical places continue to be relatively cut off from local involvement, which hinders both the possibility of generating income and the preservation of history. The government might promote income creation, historical exploration, and a closer connection to the past by incorporating historical sites into local communities and using visual marketing.

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