

COLOUR PERCEPTION BETWEEN DESIGNERS AND LAYPUBLIC ON
CONSTRUCTED LANDMARKS IN MALAYSIAN CITIES

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To my loved ones – beloved mother and my late father, wife and my precious children nina, iqa, akief, asyraf and amina.

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ABSTRACT

For more than a century, the psychology of colour in relation to emotion and behaviour has been studied and throughout history colour has always fascinated humankind. It facilitates us with an aesthetic and postulates with colour experience. Despite such understanding, little is known about the relationship of colour shades with colour experience in urban environment. This study explores the various schemes of colour perception or interpretation of the urban environment and aims to discover their potential part in interactions in terms of familiarity between designers and the laypublic as users. It is also of equal importance to identify the differences and similarities in perception between the two respondent groups, associated with colour perception on constructed landmark. Theoretical framework of the study was grounded by the perceptual theories linked to colour experience or perception, familiarity, surfacial and emotional descriptor of the designers and laypublic. Data were gathered in a mixed-method approach involving three strategies: explorative survey questionnaire, pilot survey and final survey with surrogate method and structured interview. Quantitative and qualitative techniques were used to analyse the data that were triangulated to examine the relationships. The findings suggest that there are similarities and differences in colour perception, familiarity, surfacial evaluations and emotional values between designers and laypublic. The surfacial attributes suggest that different types of landmarks indicate different level of familiarities and noticeable factors. Hence, the respondents' background and experience with the attributes suggest the different types of perceptual evaluations and meanings.

ABSTRAK

Setelah lebih dari satu abad, kajian dalam bidang psikologi warna yang berkaitan dengan emosi dan perlakuan telah dibuat dan warna telah menakjubkan manusia sejagat. Warna memainkan peranan yang amat penting dalam kehidupan kita. Ianya memudahkan kita memahaminya dengan sifat estetikanya dan membenarkan pengalaman warna. Walaupun dengan kefahaman demikian, begitu sedikit yang diketahui mengenai hubungkait warna dan pengalaman warna dalam persekitaran perbandaran. Kajian ini mengkaji pelbagai persepsi skema warna atau tafsiran warna di dalam lingkungan perbandaran dan bertujuan untuk menemui potensi berinteraksi di antara pereka dan orang awam atau pengguna. Ianya juga sama penting untuk mengenal pasti perbezaan atau persamaan dalam persepsi di antara dua kumpulan responden, berkaitan persepsi warna pada mercu tanda. Rangka teori kajian ini berasaskan teori persepsi yang dihubungkan dengan persepsi atau pengalaman warna, kebiasaan, sifat luaran dan emosi pereka dan orang awam. Data-data yang dikumpulkan melalui pendekatan camtuman tiga strategi: kajian soal selidik, kajian rintis dan kajian akhir menggunakan temubual berstruktur dan kaedah tumpang. Teknik kuantitatif dan kualitatif digunakan untuk menganalisa data dengan kaedah triangulasi bagi menilai hubungkaitnya. Hasil kajian menyatakan terdapat persamaan dan perbezaan di dalam persepsi warna, kebiasaan, nilai luaran dan emosi. Ianya juga menyatakan berlainan mercu tanda menunjukkan perbezaan aras kebiasaan dan faktor ketaraan. Dengan ini, latar belakang dan pengalaman responden menyatakan perbezaan dalam penilaian persepsi dan makna.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

For more than a century, the psychology of colour in relation to emotion and behaviour has been studied and throughout history colour has always fascinated humankind, for both aesthetic and social reasons. Colour plays a vitally important role in the world in which we live. What we see and interact with is in colour, includes both natural and built environments. From previous readings and reviews it has been identified that about 80% of the information which we assimilate through the sense is visual, Seliger, H. H. (2002). However, colour does more than just give us objective information about our world-it affects how we feel. The presence of colour become more important in our environment, since most people spend more time awake and looking at all things in colour. Colour can have a strong influence on our moods and emotions, Tye, M. (2000). Colour can sway thinking, change actions, and cause reactions. It can irritate or soothe your eyes, raise your blood pressure or suppress your appetite. As a powerful form of communication, colour is irreplaceable. Red means "stop" and green means "go." Traffic lights send this

universal message. Likewise, the colour used for a product, web site, business card, or logo can cause powerful reactions.

There are many facets of colour usage in the built environment that have been studied by a number of researchers. For example, aspects such as surface colour, manipulation of space and form, urban and regional palettes, cultural meanings, psychological and physiological responses, orientation and way finding, and colour appearance provide a wealth of theoretical knowledge available to designers (Hasanuddin 2003). However they appear to give little consideration in the selection of colour to integrate the design concept or to colour theory.

Colour perception on landmarks is fundamental to human experience of the environment but many researches, academics, designers and related professionals have dismissed the issues as purely subjective. Perhaps this lack of consideration for colour issues is hardly surprising due to the fact that little is known with any certainty about how perception of colour is interpreted and whilst understanding how people look at, make sense of and generally feel and experience about landmarks. It is believe that resolving these uncertainties would appear to be a key requisite in the development of theories of good design especially in the field of landmarks perception where the knowledge is not well developed. The term “landmark” originated from the pioneering work of Lynch (1960) and, was initially used to define dominant landscape features that would readily impress people’s perception of the environment. Constructed landmarks can be defined as subject of recognition or familiarity and this refers to the notion that constructed landmarks apply generally to monumental structures as suggested by Lynch (1960) was expanded by Moughtin et al (1995). The landmarks would have a high probability of being retained as an organising element of a cognitive map (Lynch, 1960). Some commentators consider that landmarks are one of the most significant urban components and possibly more important than other components that require examination and appraisal, Evans, Marrero and Butler, 1981; and Heft, (1979). One reason given for their importance is because of their imageability and their contribution to making a city legible (Moughtin *et al*, 1999).

1.2 General Background of The Study

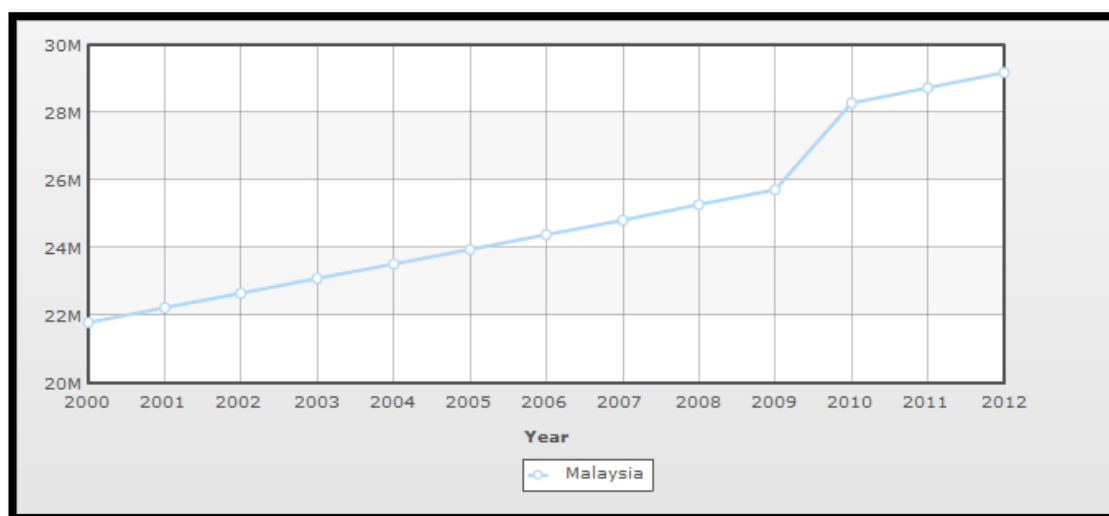


Figure 1.1: Population of Malaysia

Source: Department of Statistics Malaysia, 2012.

Malaysia is a multi-racial country with the total population of 28.3 million of which 91.8 per cent are Malaysian citizens and 8.2 per cent are non-citizens. Malaysian citizens consist of the ethnic groups Bumiputera (67.4%), Chinese (24.6%), Indians (7.3%) and Others (0.7%) (Department of Statistics Malaysia, 2012). Bahasa Melayu (Malay Language) is the national language but English is widely spoken. Islam is the official religion but Buddhism, Hinduism, Christianity and other religions are practised freely.

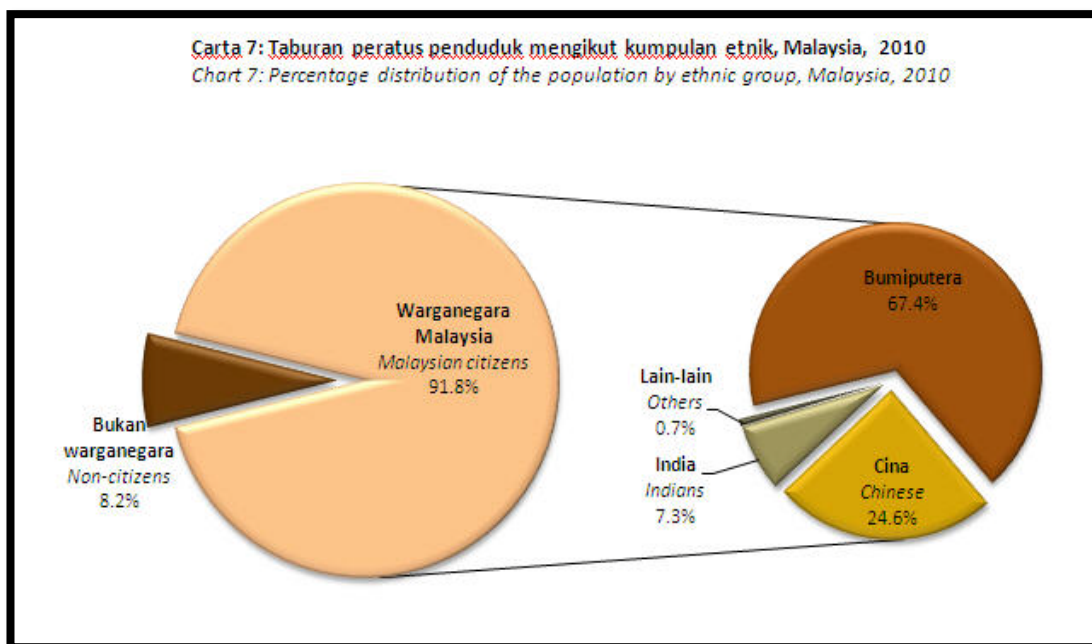


Figure 1.2: Percentage Distribution of Population by Ethnic Group in Malaysia, 2010

Source: Department of Statistics Malaysia, (2012).

Kuala Lumpur is Malaysia's largest city, has an area of 96 square miles and a population of over two million. In the last 10 years Malaysia has undergone phenomenal growth, both with respect to population growth and physical development. Unlike other mature and long established Asian cities, Kuala Lumpur could only reached world-class status at the turn of the beginning of 21st century after most of its large-scale developments were completed, Ngiam, (1997). Symbols of successful materialism, political domination and economic competitiveness now dominate most Malaysian major cities skyline. Kuala Lumpur, Johor Bahru and Penang are no exception to the notion that the construction of any particular landmark is the supreme icon of cities and have always been symbols proclaiming power, glory and freedom through traditional and classic idiom of architecture, Summerson, (1964). Yeang, (1987) has described Kuala Lumpur's urban character as ambiguous, complex and full of aesthetic contradictions.

Malaysia is a federal constitutional monarchy in Southeast Asia. It consists of thirteen states and three federal territories and has a total landmass of 329,847 square

kilometers (127,350 sq miles) separated by the South China Sea into two similarly sized regions, Peninsular Malaysia, Sabah and Sarawak. Land borders are shared with Thailand, Indonesia, and Brunei, and maritime borders exist with Singapore, Vietnam, and the Philippines.

The architectural style's evolution in Malaysia from pre-colonial years through colonial time and later to independence has become one of the great triumph stories for its development in the post-colonial period. Without any doubt, the conquerors in the past had apparently exerted their influences on the architectural development. Consequently, the architectural development of Malaysia is also influenced by the various cultures due to migration of the Chinese and Indian during colonial era. Besides their determination in seeking for political status and economic roles, the immigrant's culture and customs had given an impact to the local architecture. Many foreign cultural heritages and legacies that existed in colonial time had left significant influences on the country's cultural development and visibly in the heritage buildings, which remained until today.

Even before the Second World War, European style had influenced the architecture of Malaysia, especially to the buildings style in Malacca, Penang, Kuala Lumpur as well as Perak and Johor. The styles were modified according to the tropical climate and combined with architecture influence of Malay, Classical Portuguese, Dutch, English and Chinese.

In these modern days of Malaysia, the country's development has been growing rapidly. Since then, there are conflict between urban change and heritage and this situation is physically obvious in all the towns and cities in Malaysia today. Not forgetting the identity of Malaysia, there are many buildings that become country's iconic landmarks. The force of rapid urbanisation brings in newly built intensities onto some places that demolished almost all the heritage buildings which were there before. This will affect Malaysia's urban not just architecturally and environmentally but also socially and culturally.



Figure 1.3: Map of Malaysia
Source: Tourism Malaysia (2012)

1.3 Research Problem and Issues

The discussion in this section will be dealt in from two aspects. First, research problems and issues that relate to the city itself such as colour and colour perception, architecture and aesthetics of landmarks. The second aspect constitutes relevant issues and variables that will be considered significant to this study such as definition of landmarks, respondents and familiarity and non-organismic variables.

According to Smith (2003) environmental colour is multifaceted, playing a variety of roles in our everyday lives. However, is colour considered important in the design of our built environment by those who practice design, such as architects, interior designers, or urban planners. Smith, (2003) has hypothesized that, in general, designers tend to use colour in an ad hoc fashion, with little theoretical knowledge. This sentiment is supported by Hubbard, (1996) which also revealed that the designers are mostly guessing or making judgements on unsubstantiated theories or appear to be unaware of the differences between their aesthetic taste and those of the laypublic. In this regard, Sulaiman, (2000) from his research undertaken about urban design also revealed that the amount of information design professionals in Malaysia have about the user or layman is very limited. Any knowledge was collected

informally and generally synthesized by using the intuition of the designers themselves. One of the problems of existing urban design lies in lack of trust by the professionals of the layman and users to contribute towards the design process, Hubbard, (1996). This observation was supported by others who have observed that rarely is colour used to shape space, enhance and diminish volume, or assign position to an object in the visual field.

Although the colour associations with particular emotions have been clearly stated, we still know very little about how colour preferences change in relation to various buildings, Kaya, N. and Crosby, M., (2006). There is repeated evidence of architect's failures to appreciate laypublics' perceptions, Blake, (1974); Gans, (1982) and notable differences between what designers prefer and what the laypublic like, Nasar, (1994), Groat, (1994); Devlin & Nasar, (1987); Nasar, (1988); Groat, (1982); Hersherberger, (1969). Gifford et al, (2000) were also quoted as suggesting that designers do not seem to understand what the laypublic likes. One of the major components considered as the most physical and tangible and yet pivotal to the process of improving and preserving the identity and quality of cities are 'landmarks' Hasanuddin, (2003) and surfacial qualities such as colour among others relates to evaluating a 'building' as 'beautiful' Fitch, (1970).

There is also a growing awareness that progress in understanding and managing the built environment can be aided by the integration of expertise and knowledge from different disciplines and from different cultures, Whitehead and Larkhan, (1992). According to the report on 'Towards an Urban Renaissance, by the Urban Task Force (1999) there are a segmentation of various skilled professionals with the need for widespread recognition of the value of integrated links and working solutions. But as expert decision makers who should be serving the public, it is significant that similarities and differences between the two groups (experts and public) be established so that their importance and implications can be determined.

This thesis will deal with the colour and its association with constructed landmarks and it is postulated that colour experience and the landmarks are mediated by the process of perception on the part of the individual. It will also study the aspect

of familiarity and its influences on the judgement of constructed landmarks in Malaysian cities.

1.3.1 The City

It has been claimed that the rapid urbanisation process of many cities and towns in Malaysia including Kuala Lumpur has resulted in them lacking identity Zainuddin, (1996). Efforts by the government of Malaysia to create identity were observed in 1991 when all the capital cities of the various states were instructed, by the government, to adopt certain flowers as the identity for their cities (Zainuddin, (1996).

Hence, efforts to increase the identity of the towns (such as conservation), in Malaysia will be pursued nationwide. However, several aspects such as aesthetics, conservation, design policies, designers' and laypublic's reactions which are pertinent in the context of this study are pivotal to the successful fulfilment of the aforementioned policy.

1.3.2 The Landmark

Paths, nodes, districts, landmarks and edges as classified by Lynch, (1960) have been strongly debated since in 1960's and the typical issue of contentment would be about the overlapping definitions between some categories and their order of importance. One reason given for their importance is because of their imageability and their contribution to making a city legible Moughtin *et al*, (1999). A detailed discussion of these issues will be undertaken in chapter two.

1.3.3 Language

One of the most phenomenal concepts that the research need to adopt is the concept of language used to explain perceptual aesthetics. Since words and meanings are one of the pivotal issues related to the study, exploring various concepts of communication is crucial. Language as one of the main tools of communication will be discussed in chapter five. If the intentions of those who use the built environment were to be effectively communicated, meanings attributed to several aspects of the environment such as colour, form, space, etc should be learned Hershberger, (1980). In one of their works, Harrison and Howard (1980) supported the notion that meaning is one of the various tools that can be used to study one's relationship with the urban environment. Language can also provide different types and levels of information about a built environment where a description can include locative or non-locative details with varying levels of specificity Taylor, (2000). It is hoped that language and communication may help to explain the research and methodology as well as the finding survey.

1.3.4 Familiarity

A variable that is inherent in many studies before this is familiarity which is the resemblance of the current setting to the environments the observer knows well. It has also been known under the name 'identifiability', Herzog, Kaplan, and Kaplan, (1982); Herzog, (1984), (1987) and 'typicality', Purcell, (1986). Familiarity has been found to influence cognitive and evaluative response and it is preferable for specific on-site response, Craik, (1983); Zube, Vining, Law, and Bechtel, (1985); Kent, (1993). The influence of familiarity on observer preference can be measured in terms of degree of their preference for a scene which is as a result of acquaintance gained through three means of familiarity, Dearden, (1985). Variables in this study

are those factors, which might interact and affect a person's judgement of what is seen including familiarity with the existing colours.

- A: on-site experiences
- B: viewing of site related photographs prior to on site experiences and,
- C: number of previous visits.

However, the relationship between familiarity and preference is not necessarily a simple one. Williams, (1985) has discovered a paradox where familiarity may both help and hinder preference. One may naturally feel comfortable with a familiar landmark and therefore prefer it highly. But these preferences may change over time.

Apart from familiarity, the probability of different environments can resist or facilitate the process of image-making can be stated further and with greater precision when the observers are grouped in more homogenous groups of culture, age, gender and occupation, Hasanudin, (2003).

The coherence of an image does not necessarily depend on the ordered or distinct attributes of the setting but may be derived through the process of long familiarity. Alternatively, a scene seen for the very first time may be identified and related because it conforms to a stereotype already constructed by the observer and not for reasons of its' individual familiarity, Lynch, (1960).

It seems that studies on familiarity and preference relationship are increasing in numbers and that familiarity has the potential to be one of the most influential of variables effecting judgement, Dearden, (1989).

Among the core concepts of interpersonal attraction is the principle of familiarity. According to Berscheid and Regan, (2005), for example, "the familiarity principle of attraction is perhaps the most basic of the general principles of attraction. Similarly, Ebbesen, Kjos, and Konecni, (1976) concluded that "most positive

interpersonal relationships result from frequent face-to-face contacts". These conclusions follow from the many studies, both correlational and experimental, that have supported a link between familiarities which defined as the degree of exposure that one person has to the constructed landmark. Consistent with this definition, the familiarity effect is typically explained in terms of the mere exposure effect, Zajonc, (1968, 2001) that repeated exposure to a stimulus increases liking for that stimulus although, we believe that familiarity effects in social interaction involve more interpersonal processes. An article by Norton, Frost, and Ariely, (2007) challenged this conclusion. These authors proposed that familiarity tends to breed dislike, because familiarity, which they defined as acquiring more information about another person or object (landmark) and typically operationalize in terms of acquiring random bits of information about that person or object, is likely to disconfirm assumptions about another person or object similarity to oneself or itself. Ambiguity, on the other hand, which they defined as the absence of information, was said to breed liking, because it facilitates the assumption that the other is similar to oneself or itself, which makes it easier to imagine liking the other. Their article reported a series of clever experiments that supported their reasoning.

These articles are based on the belief that although Norton Frost, and Ariely (2007) findings may be internally valid, there are misinterpretation on the typical operation of familiarity in acquaintanceship based on live interaction. That is, their model and research defines and operationalise familiarity in terms of the amount of information that one has about another person or object. Although the acquisition and assessment of information is surely part of developing acquaintanceships, that propose increasing familiarity in interactive relationships is a considerably more complex process, involving responsive interaction and affective experience, as well as other forms of interpersonal influence, Kelley Berscheid, E., Christensen, A., Harvey, J. H., Huston, T. L., Levinger, G. Peterson, D. R., (1983). Finally, the author propose that level of familiarity and knowledge gained about another person or object is assimilated and interpreted differently when it is acquired in the flow of interaction than when it is acquired contextually.

1.3.5 Surficial/Physical and Perceptual Measures

Variables in this study are those factors, which might interact and affect a person's judgment of what is seen. The respondents' response to the aesthetic qualities of the environment is affected by the capacity of the individual to make judgments, including quality of mind and vision as well as temperament, Laurie, (1979).

Within the framework of urban environmental research, two most prominent aspects refer primarily to the features of the physical surroundings. These are the physical and perceptual measures. Aspects of the physical surroundings can be measured directly through physical measures such as numbers of colours in a setting or measurement of size, Nasar, (1989).

1.4 Research Aims

The aim of this research is to determine the visual and symbolic features likely to elicit affective or surficial and emotional responses during the process of evaluating colours of constructed landmarks and to analyse their differences between the designers such as architects, landscape architects, planners, urban planners/ urban designers and the laypublic, as well as the varying degree of familiarity has on the evaluation. Knowledge is a factor that can affect preference for an environment. It can be defined as a belief, or set of beliefs, about a particular segment of reality, which is socially and politically constructed, Denzin, (1991). Therefore, there is a need to understand the differences between the expert and non-expert knowledge about the formal language and aesthetics of design, Markus and Cameron, (2002).

1.5 Research Objectives

1. To identify the differences and similarities in meanings between designers and laypublic associated with colours perception on constructed landmarks.
2. To examine the emotional descriptions between designers and laypublic in relation to colours perception on constructed landmarks.
3. To examine the surfacial descriptions in the context of colours between designers and laypublic.

1.6 Research Questions

The key research question is what are the differences and similarities between the designers and the laypublic in their colour perception of constructed landmarks in selected Malaysian cities. Such findings will facilitate a dialogue between decision makers and the users and enlarge possibilities for what was mentioned by, Habermas (1979) as a common understanding and communicative action.

Secondary questions in this study are as follows:

- i: How do groups of people from design and non-design profession perceived colour on constructed landmarks?
- ii: What are the differences and similarities in perception of constructed landmarks in terms of their colour between the designer and the laypublic.
- iii: Can different degrees of familiarity affect colour perception of constructed landmarks?
- iv: What are the differences and similarities in words used to describe the constructed landmarks between the designer and laypublic.

1.7 Brief Research Design And Methodology

The relative advantages of quantitative and qualitative methods have been debated throughout the history of environmental evaluation, Hasanuddin, (2003). In the field of colour perception and environmental aesthetics, some researchers have pursued rigorous quantitative measurement of human response to the environment while others have followed a qualitative experiential interaction with the surrounding approach, Hasanuddin, (2003).

This study will adopt a combination of quantitative, qualitative and “surrogate” research methods to examine the preferences and meanings of landmarks for groups of designers and laypublic. A surrogate method is a method used when an outcome of interest cannot be easily measured, therefore a model or photograph of the subject or object is used instead. Surrogates method can be powerful tools in their own right, but the key to unlocking their power lies in the clarity of the conceptualization that underlies the research question driving their application Victor, T. W., Engström, J., and Harbluk, J. L. (2008). As for this research it is almost impossible to get all respondents to each and every constructed landmark in six cities to measure or to gather the data. For many real world research problems, however, a single data collection or survey can become almost impossible to conduct since they require the respondents to be on six sites in six cities. Therefore this mixed method could also be termed as “multiple research strategies”, Burgess, (1991) or “triangulation”, Brannen, (1992) which is the use of more than one method of investigation and more than one source of data. Triangulation research method is a method whereby data from at least three different perspectives (for example designer, laypublic and researcher) are collected on the same issues or event or object so that they can be cross validated. Alternatively, three or more different kinds of data (for example photograph, interview and questionnaire) are collected on the same issue or event or object and used to shed light on each other, Somekh & Lenin, (2006).

The rationale for adopting a mixed approach is also illustrated by Bryman, (1988) who argued that no research method is without bias and that qualitative work should be seen as “a facilitator of quantitative work” and quantitative work as a “facilitator of qualitative work”.

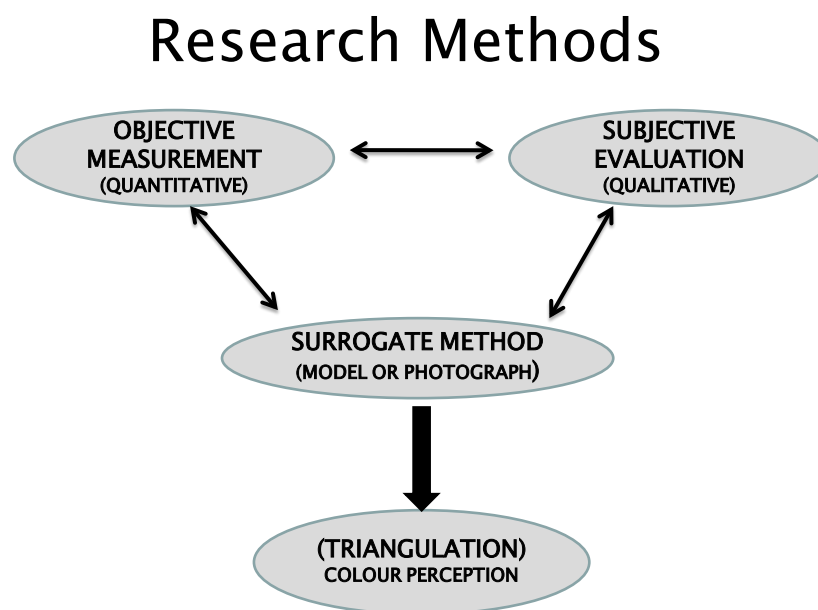


Figure: 1.4 Research Methods
Source: Author

Preferences expressed in numerical ratings can exist within a larger context of feelings, beliefs, values and memories, many of which are easily verbally manifested Schroeder, (1991). On the other hand, qualitative context is important for understanding how the environment is experienced and the significance it has in people’s lives because the evaluation is based on interpretation solely through human construct of what is perceived through imaginations, associations, memories and any symbolisms that evokes perception, Lothian, (1999). Therefore, a combination of

quantitative and qualitative approaches can provide a more comprehensive understanding of human response to perception of colour than can either approach used alone. This fits in with Nasar's, (1989) suggestion that concrete physical measures may lack the relevance to the perceived aesthetic quality of the environment, unless they are undertaken in tandem with qualitative measures.

i: A literature review of the works by various scholars on colour and the perception of urban aesthetics in general and particularly on landmarks will provided the theoretical framework for this research. Two aspects of the theory will be reviewed which include:

- a: the concepts and theory of urban aesthetics and colour perception.
- b: the approach and methods used by different previous researches that are relevant to this research.
- c: the role and significance of landmarks in the context of colour perception and urban design.

These theories were developed by western scholars based on western society's perception of their environment and the physical characteristics of cities in the western world. This review formed an important part of the study as it provides an avenue and a platform by which an investigation into a similar or related field can be conducted in the context of Malaysian cities.

ii: An exploratory survey were conducted on the six selected cities and former residents are meant to be representative of a larger sampling group for the actual survey. The respondents are the designers and the laypublic. The aim is to obtain the constructed landmarks for each city. The questionnaire was an open ended and this will allow the respondents to express and answer the questions freely. The findings was used to help in the design of the questionnaire for the pilot survey especially in identifying the range of responses derived from perception, colour perception and evaluation of the landmarks in selected Malaysian cities. The exercise were also help to identify possible suitable candidates for the later part of the survey exercise.

iii: A pilot survey were conducted to evaluate the practicality, feasibility of the actual method. Compared to the exploratory survey, the questionnaire for the pilot surveys are more structured. It is a combination of fixed-response and free-response questionnaire which become a basis for designing and refining the questionnaire for the final survey. Problems that arose from the exercise are noted and various basic process of analysis of results were conducted. This exercise was to assist the final survey.

iv. A final survey was conducted with a survey questionnaire that was designed and refined based on the findings of the pilot survey. The final survey takes into account age, gender, educational background, profession, and ethnicity of the respondents. Detailed discussion of the final survey will be undertaken in chapter five.

1.8 Study Area

The study area was selected by referring to its high concentration of various professionals and social mix as well as high density of old and new physical development such as buildings, towers and other special urban features. The selected state was Wilayah Persekutuan Kuala Lumpur, Selangor, Johor, Pulau Pinang, Perak and Melaka. Exploratory survey was conducted to select which preferred constructed landmarks for each given state, and the following cities were chosen by the respondents namely Kuala Lumpur, Shah Alam, Johor Bahru, Pulau Pinang, Melaka, and Ipoh to represent their preferred constructed landmarks.

The study provides an introduction and the historical background to each of the six cities as well as its potential, issues and physical and aesthetic characteristics. It also investigate the contribution and roles of various parties and organisations that have direct or indirect influence over the policies and decisions related to structural

planning and design of the city in general. One of the obvious criteria to have is that the study area should have mixed variety of good examples of urban landmarks. The city preferably have a high concentration of various professionals and social mix, (since a large range of sampling is needed), and the respondents/subjects should also be willing and interested to participate.

1.9 Sample Design

To facilitate this requirement, the study was mainly focus on selected sampling of design and the laypublic randomly chosen from several sampling frames such as professional directories which are lists of qualified professionals currently registered with various professional bodies such as architects, landscape architects, planners, as suggested by Hubbard, (1996). Only respondent with high levels of familiarities with the city was selected.

1.10 Scope Of Research

This research limited to the study of only constructed landmarks and the qualities that designers and laypublic associate with the colour perception of the city's landmarks. This study adopted categories of constructed landmarks that include towers, buildings, open spaces and special urban features as suggested by Hasanuddin, (2003). This study are also limited to identifying landmarks, investigating the significance of association with meanings and interpretation of colour, emotional response and physical evaluation based on surfacial values or visual appearance, familiarity and educational background which will also formed the main variables.

Colour can be a factor in the expression of individuality. The colour of buildings affects our visibility. This study has identified the qualities and characteristics of colour and colour interpretation that create a visual impact and cause buildings to be visually dominant with a significant level of familiarity.

1.11 Significance of Study

The main purpose of the study is to explore the various schemes of colour perception or colour interpretation of the urban environment and to discover their potential part in interactions between the designers and the laypublic. It could be of equal importance to discover differences and similarities in perspectives between the two respondent groups. Such findings will facilitate a dialogue between decision-makers and users of the urban scene and enlarge possibilities for what was called by Habermas (1979) a common understanding and communicative action.

1.12 Structure of Study

The study was divided into seven main chapters. Each chapter will address the following matters:

Chapter One:	Introduction and Establishment of Research Framework.
Chapter Two:	Literature Review on Landmarks
Chapter Three:	Literature Review on Colour and Perception
Chapter Four:	Study Area: The Six Cities.
Chapter Five:	Research Design and Methodology

Chapter Six:	Finding and Discussions
Chapter Seven:	Conclusion and Recommendation
	Appendices.

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