

## Exercise 4: Evaluating Visual Character

Module 2: VISUAL CHARACTER – Pattern Elements and Pattern Character

### DESCRIBING EXISTING AND PROPOSED VISUAL CHARACTER

Describe the *pattern elements* (line, forms, colors, and textures) and the *pattern character* (dominance, scale, diversity, and continuity) that contribute to the *visual character* of the road and corridor shown in the *BEFORE* image:

Describe the *visual character* of the proposed road and corridor as seen in the *AFTER (Alternative A)* image:

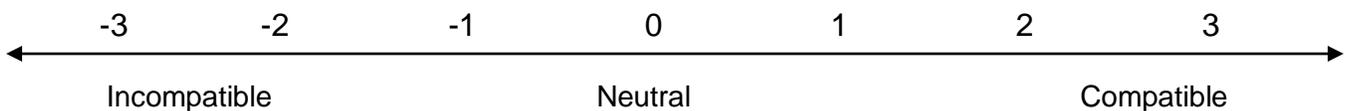
Describe the *visual character* of the proposed road and corridor as seen in the *AFTER (Alternative B)* image:

## DESCRIBING AND RATING COMPATIBILITY

*Describe* the compatibility (and incompatibility) of the visual character of *Alternative A* with the visual character of the existing scene:

*Describe* the compatibility (and incompatibility) of the visual character of *Alternative B* with the visual character of the existing scene:

*Rate* the compatibility of the visual character of *Alternative A* with the visual character of the existing scene on a seven point scale (from  $-3.5$  to  $+3.5$ ):



*Rate* the compatibility of the visual character of *Alternative B* with the visual character of the existing scene on a seven point scale (from  $-3.5$  to  $+3.5$ ):

