Formation of Design Code and its Benefits for Humanity

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Abstract: *This article deals with the Design Code and its purpose, tasks, formation processes, role in society, prevention of various rude waterfall actions of entrepreneurs by increasing economic efficiency and demand for quality customer service. It was noted that the set of requirements will have a significant impact on the current world ranking of developing Uzbekistan, as well as the culture of urban planning. It was noted that the implementation of such a set of projects by local authorities as a set of normative laws and regulations will have a positive impact on public life and increase the flow of tourists.*

Keywords: *Design code, architecture, facade, information interaction, construction, "Design-code" standards, and architectural element.*

Introduction. A design code is a set of rules, templates, and requirements that define what a particular city looks like - outdoor advertising, building facades, signposts, street benches, street lights, the trash can is a typical set of colors, from information windows. The design code regulates the placement of the signs, their size, colors, and design so that they do not overwhelm the building, but become part of the city and further enhance its architecture. It is also a set of design requirements that provide clear and detailed parameters for a particular area. Whether it is a district or an area, the graphic and written components of the code should be the basis for the external development of the area, and for the area, design considerations such as the basics of design and development should be the basis.

It also imposes restrictions on the protection of home or street architecture, such as banning the installation of air conditioners on the facades or plastic windows of historic buildings. It can also regulate the style of the whole city design.

The main goal of the design codes is to create a harmonious space that is pleasing to the eye for city residents and visitors, minimizing information noise on city streets.

Why do cities need a design code? - City streets are often flooded with advertising banners, bright colors and misplaced elements. The design code is actually needed to simplify this color parade and make it more pleasing to the naked eye. This is exactly what the streets of cities without a design code look like. In order to attract customers, businesses can install any type of media of any size on the facades of the building, in short, everyone wants. The entrepreneur only tries to inform the client that we are here and does not follow any legal rules. For example, there is no design code here:

Unreadable, bright, absolutely unattractive to the eye.

And now you can see the design code that the design code contributed to and was applied to the facade of the building in the following photo:

Advertising structures fit the architecture and do not create new ones.

At the same time, there is no harmony in the colors; the windows are not covered with media. The information elements are easy to read and the size is reasonable. These criterias serve to improve the design code and the quality of service of the entrepreneur under the brand. Only here the appearance and design of the trash can does not fit into the overall situation, of course, such neglected elements will affect the reputation of the developing streets as a black spot.

At the same time, the design code has a direct impact on the emotional state of the urban population. The design code offers solutions that have practical implications for stakeholders and are proven by successful examples. Realization of the rights of citizens to a comfortable environment through the formation of an architectural and artistic image, the orderly placement and design of information signs in the form of information on the city streets and their buildings, preserving the historical heritage of the city, outdoor advertising, facades and provides a set of rules and recommendations for the protection of architectural ensembles, the installation of other elements of the urban environment, and styles.

Research in the field of urban "Design-code" began in the United States and Europe in the twentieth century. The introduction of "design-code" rules in the major cities of these countries (Washington, New York, London, Paris, etc.) has led to the formation of the most favorable environment for the population in these cities. At the beginning of the XXI century, the development and application of "design code" rules began in the developed countries of Asia (Japan, South Korea, Malaysia, Singapore). In the CIS countries (Russia, Belarus, Ukraine, Kazakhstan, Georgia) in the last 10 years, research in the field of "design code" has been carried out intensively and achieved significant results.

Examples of the level of study of design codes in foreign countries, the achievements in the field of world science are the following. Washington's "design-code" rules regulated the visual appearance of the neighborhoods, while resolving disputes between entrepreneurs and preserving cultural heritage sites. The rules of the "design code" do not turn the city into a "bazar" and allow you to plan and implement in advance the stylistic style of various elements of the urban environment, the dimensions of appearance.

When a design code is introduced, entrepreneurs who believe that floor advantage and brightness are better at selling products and services forget that they are no different in an infinite stream of characters. Therefore, we need general rules that govern the balance between trade and the space of the city, its thoughts, views and the general atmosphere.

The introduction of a design code by the city government is a natural process, and as a result, entrepreneurs begin to compete not with the size and brightness of their brands, but with the quality of their products. It only benefits the business.

Design codes have been around for a long time in many cities, and city planners and designers have worked together to achieve effective results. However, design codes are sometimes referred to as "standards" and "rules" in some countries. In Russia, for example, "Design-codes" have been developed and incorporated into urban regulations for the disabled and visually impaired, and have been successful in practice. In recent years, the design of signs has become more relevant, as the demand for public spaces is growing. With the introduction of design code standards and rules, entrepreneurs are less prone to bureaucratic procedures, which make it easier to regulate their own logos and brands. Well-designed streets based on "design codes" attract people willing to walk and spend money. And this, in turn, will develop small and medium-sized businesses, increase the demand for additional services and revitalize the region.

The introduction of a design code is an attempt to correct the design of information structures and monitor compliance with the rules. In particular, they should be consistent with the architectural appearance of the building, create a composition consistent with its elements and not interfere with the visual perception of the architecture. Also, such structures should be in proportion to the elements of the facade. However, the design code does not affect the advertising style.

Thus, the design code assesses the current state of environmental parameters, puts forward requirements to the aesthetic characteristics of buildings and urban space, and provides examples of solutions for building details.
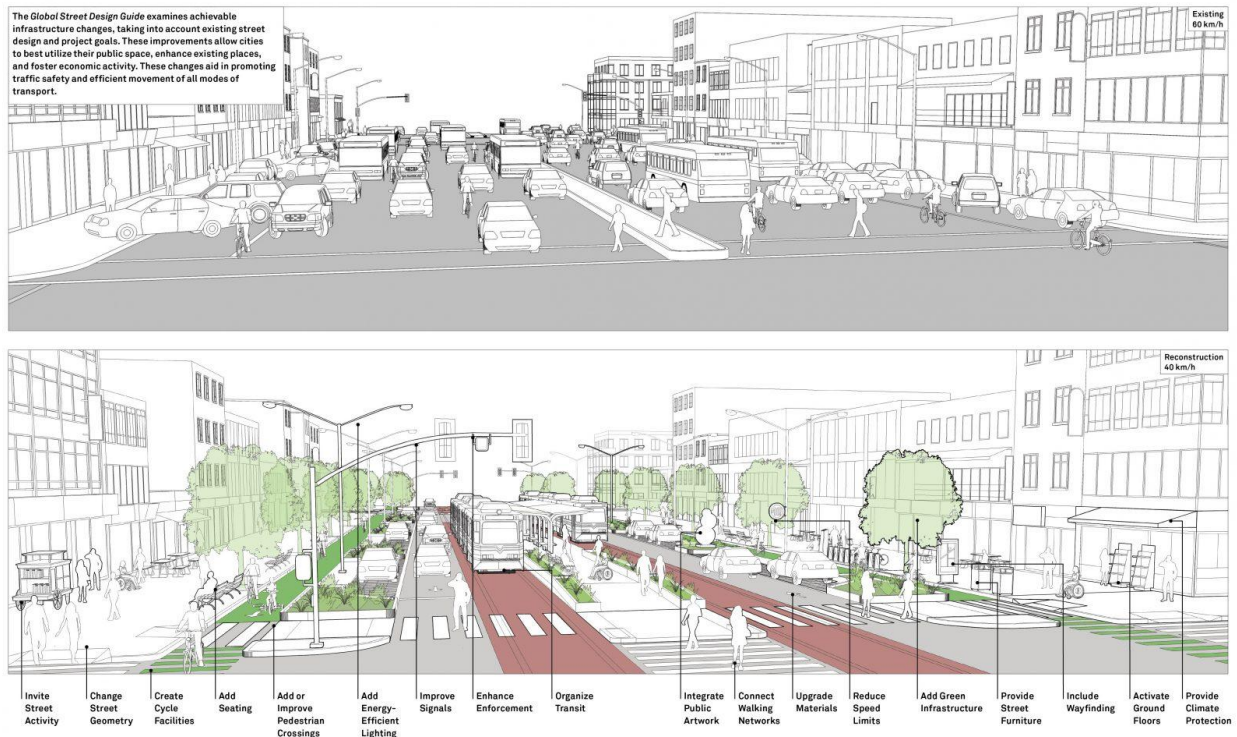
As you can see in the picture above, the design code suggestions are not enough to just place the advertising elements correctly. It argues that every element of the street should serve the interests of pedestrians. If small architectural elements are nationally associated with the architectural style of the street, a single territorial design leads to the formation of a code. The proposed results will be easier to achieve if the main focus on the streets is on the comfort and safety of people from cars.

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