

## **ВІДЕОЕКОЛОГІЯ. ЕКОЛОГІЧНА БЕЗПЕКА ВІЗУАЛЬНОГО СПРИЙНЯТТЯ ПРИРОДНОГО ТА ШТУЧНОГО СЕРЕДОВИЩА**

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When speaking about ecological problems it usually relates only to sufficiency of polluted air and water, extremely high noise and radiation level but the constant visual environment and its condition are never mentioned as an ecological factor. But the quality of the visible environment is directly related to the major ecological problems and it is one of the major factors of environmental security and the safety state of the area.

All visible environment can be divided into natural and artificial. The natural environment is fully consistent with the apparent physiological norms of view, as the nature “adapted” our eyes “to itself”. The artificial environment is different and in many cases even contrary to the laws of human visual perception. This new scientific trend developing visual perception of environment was named videoecology.

Because of total urbanization we have a lot of cities with drastically changed visual environment, where is prevailing dark-gray color, straight lines and right angles, a great number of vast surfaces, etc. And all those monotonous standards elements create “aggressive” zones which are especially disturbing for a man.

To understand why it's so dangerous there is a concept of saccade automaticity, which explains how our artificial visual environment affects on our emotional and psychological health. A saccade is a fast movement of an eye carried out spontaneously, in a definite rhythm under a wake condition, absence of visual objects and during paradoxical stage of sleep. After every saccade our eyes focused at some object so we can have an information about what surrounds us at the moment. But when there is nothing to focus at for our eyes, because visual environment is aggressively homogeneous, due to movements of the eyes to the brain comes all the same type of signals, which is resulting in a state of complete confusion for our brain, because of that appears depression, aggression and different types of neurosis.

Fortunately there are good examples of environmentally and visually friendly design of buildings – “green design” – it is ecological architecture.

During the research we analyzed and made map of “pollution” of visual environment of the town Vinnytsia, on which the evaluation of visual perception of the urban territory we marked within the range 0,1-0,9 (i.e. the worst – the best).

So, to create a comfortable visual environment, it is necessary to prevent the occurrence of homogeneous visual fields in the urban environment, and where they are – get rid of them through landscape design, gardening, coloring; to diversify the silhouettes of houses; to organize a comprehensive green zone of the city, etc.