

Nicosia and Palmanova: Images of the city in the digital environment

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Abstract

As it is known, the existence of star-shaped cities went back to 16th century. Although these cities include different life forms because of the reason why they were established, at the same time, they share structural similarities. There are nine star-shaped cities in the world and can be found in Italy, Cyprus, Japan, Holland, Canada, Vietnam, Finland and Russia. Because the same architect designed Nicosia and Palmanova in Italy, the study will begin with a broader view on star-shaped cities and compare both. Although the walls were designed for defensive purposes, today, they are protected as a cultural heritage and this is significant for tourism. In this context, this study will analyse the web interface and how both Palmanova and Nicosia use the web, in terms of content, visual aspects, and how these are being used. As the number of users for web pages and blogs are increasing day by day, The reflection of social differences has been researched by examining the Lefkosa-Palmanova examples.

Keywords: star-shaped, city cultural heritage, web page, blog

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1. Introduction

Nicosia-Cyprus and Palmanova-Italy, which both have common aspects in terms of urban architecture, was reviewed within the scope of this study and compared through the websites particularly within the today's city perception. Nicosia, as one of the cities among the category of "star shaped cities" throughout the world, was analysed comparatively with Palmanova in the whole study since they both are designed by the same architect (Giulio Savorgnan) and have traces of Venetians in their historical background. This study will elaborate the reasons of creation and processes for the star shaped cities considering the "utopic city-ideal city" concepts and discuss the image differences perceived between the two cities for this architectural system established back in 15th century as a necessity.

2. Star Shaped Cities

The concept of star-shaped was first introduced by Francesco di Giorgio Martini, born in Sienna, 1439. The early times of star-shaped concept was comprised of the works of Francesco, an architect, sculptor and military engineer. "Ideal city", stuck in the polygon geometries reminding a star, is a novelty introduced by Francesco in the sense of architecture. He also ensured that this novelty becomes a part of architectural terminology.

Star Shaped are generally residential areas placed on high hills. They are castle cities designed to protect the city against enemies in case of any possible attack.

Many triangular bastions designed in the way to cover each other constituted steep walls composing a star castle in Middle Age. The walls were constructed much thicker so that they could defend against cannon attacks. Star shaped castle forms were then extended to outside of Italy (www.wikipedia.org).

There are 9 cities in the world that are in the category of "star shaped cities". As follows:

- 1- Hamina (Finland)
- 2- Hellevoetsluis (Netherlands)
- 3- Hue (Vietnam)
- 4- Nicosia (Cyprus)
- 5- Palmanova (Italy)
- 6- St. Petersburg (Russia)
- 7- Halifax (Canada)
- 8- Hakodate (Japan)
- 9- Usuda (Japan)

(Luciano Di Sorpa, 2014)

This study discusses the similarities and differences of Nicosia and Palmanova, star-shaped cities in the world. Since both cities were designed by the same architecture, this study underlines the architectural similarities and notes their historical development process and socio-cultural structures.

3. Concepts of Ideal-Utopic City

While utopia means the designed ideal community that does not exist, now utopias might be defined as community designs that are impossible to realize. The word utopia was derived from the Greek ou, which means “not/non-existent”, eu “perfect” and topos “place / territory / country” (www.wikipedia.com).

Since the early ages, due to the fact that many philosophers did not believe the improvement of the social structure, they generated ideas regarding an ideal and even imaginary social order that would not come true, as well as the ideal city, society and state that would govern it. “Utopia” means “non-existent country” and “ideal country” when assessed from a different perspective (www.turkcebilgi.com).

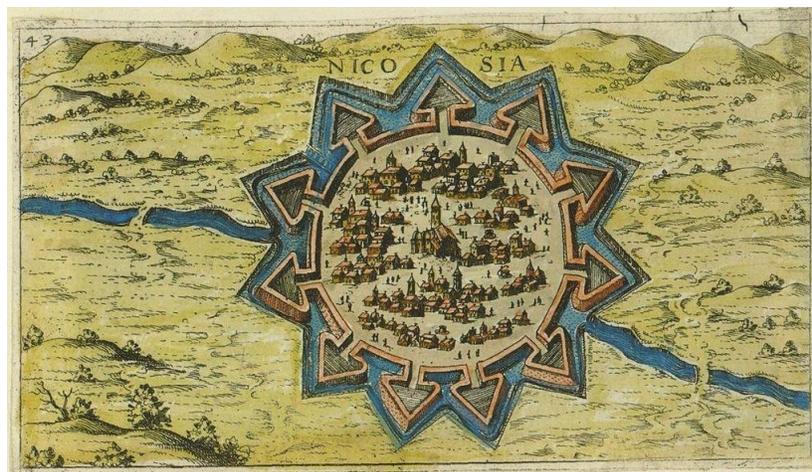
“Utopia is the name given to the setting of period living on the existing characteristics of the period that it was produced” (Kahya, 2007).

“Thomas Moore is the first person that is thought of when it comes to utopia. He explained the ideal state with all of its institutions, social relations, laws and architecture in its work called “Utopia”. He imagined an island located in south hemisphere that is established on the basis of social justice and equality. In order to ensure the justice and equality that he imagined, he put everything in strict order from the operation of state to the daily lives of people. There is no private property. The 54 cities, streets, even the inside of houses found in island are exactly the same” (Kahya, 2007).

4. Nicosia-Palmanova

4.1. The City Of Nicosia (Architectural Aspect)

“Nicosia, due to the strategic location of the island, was the attraction for many civilisations throughout the history and witnessed to dramatic changes. For instance, the city that expanded and developed until the Lusignan period; however, spatial expansion space of city was narrowed in Venetian period, two-thirds of city was demolished and walls that people of Nicosia would live for three centuries were built. With the British Colonial Administration, the areal expansion of city was concluded with the division of city at the end of colony administration due to the political conflict between local communities that had different ethnic origins. The out-of-wall expansion of Nicosia, which is now the only capital with two states, still continues” (Oznergiz, 2011).



The Walls of Nicosia (1567-www.wikipedia.org)

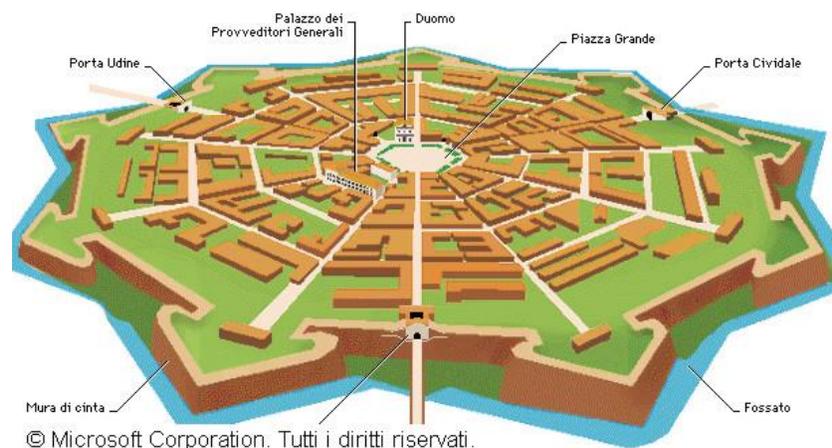
Giulio Savorgnan, a Venetian military engineer from a noble family, gave the form to the walls of today. Savorgnan restored the walls from the seaside, which was much possible to have an attack to castle. Following the collapse of old walls during the Crusades between 1567 and 1568, twelve bastions were fitted on the new wall. The bastions, creating a shape of star on the old city, have largely protected. There are three gates to walls as Kyrenia Gate in the north, Paphos Gate on the west and Famagusta Gate on the east (www.wikipedia.org).

“Venetians considered the island as their base and therefore they did not put any effort to improve the internal administrations, which then caused social disorganization. At the same time, the island encountered with natural disasters like drought, grasshopper invasion and earthquake one after another, and consequently the island lost its former glamorous life conditions. The imposed heavy taxes increased the non-satisfaction of society towards administration” (Arslangazi, 2007:8).

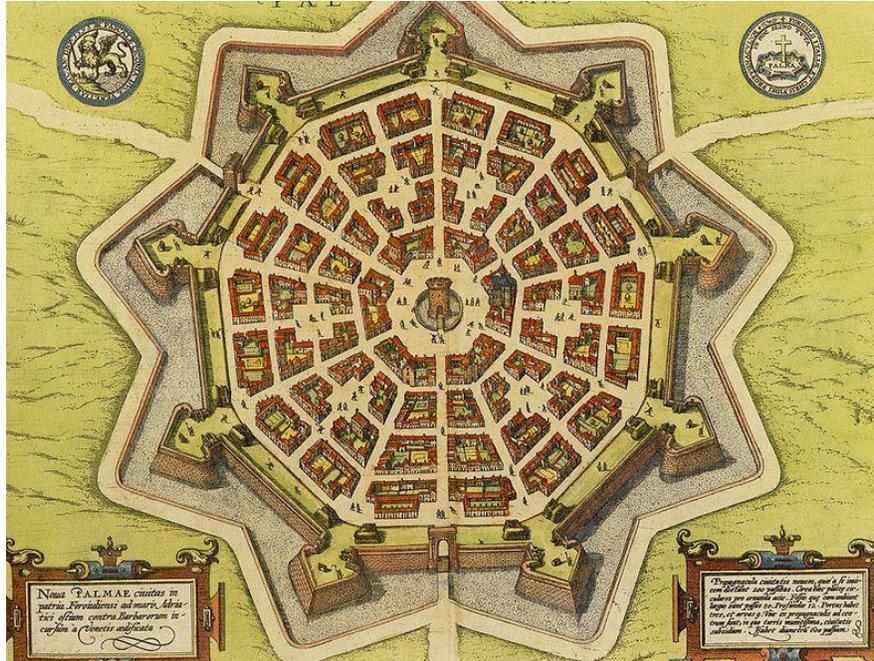
As a result, the Ottoman Empire, which was in the rising period, had invaded the island in 1571. The Ottoman Empire, which was in power for 3 centuries, temporarily leased the island to British Administration, which was in power for 82 years (Oznergiz, 2011).

5. The City of Palmanova (ARCHITECTURAL ASPECT)

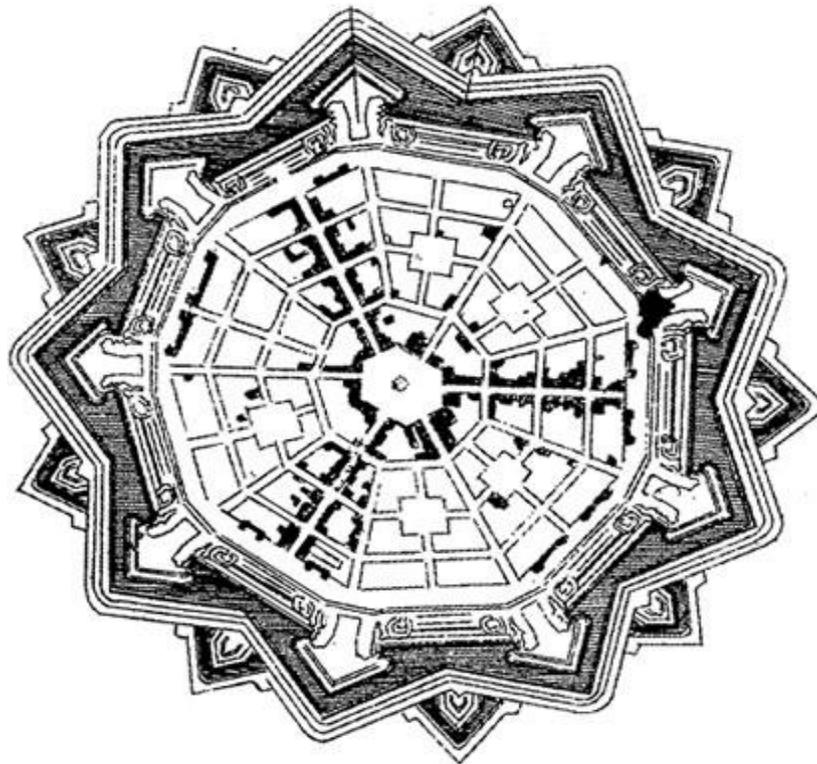
This city surrounded by the walls no doubt is cultural evidence developed in the “Old World” in the beginning of 16th century. Giulio Savorgnan, a Venetian military engineer, designed the city of Palmanova in 1593, Vincenzo Scamozzi drew the plans, built as a castle city. Many major cities that are urbanized with cultural and economic identities were exposed to the states going through military competition. They were in need of developing new defence systems to protect themselves. Therefore, fixed military expenditures, expensive arms/ammunition and new city planning were required for the fortification of city (Luciano Di Sorpa, 2014). The city of Palmanova was built to protect Venice from the Ottoman Empire. The city, which was first designed a castle with ten bastions, then built with nine bastions due to financial difficulties. The city, in the shape of star with nine corners, has three gates. The walls between the bastions forming the star ensured the opposite defence of bastions. The total circumference of city walls surrounded by ditch is 7 kilometres (4 miles). The construction of first sphere was completed between 1593-1613, second phase between 1655-1683 and outer line of fortifications between 1805-1809 under the Napoleonic domination. Palmanova is the best example for the definition of “Utopic City” introduced during Renaissance period (Luciano Di Sorpa, 2014)



1st construction of Palmanova



2nd construction of Palmanova



3rd construction of Palmanova

The first common feature between Nicosia and Palmanova is General Giulio Savorgnan. Thus; Nicosia, a Venetian city is an example to defence system. Walls by Lusignans surrounded this city since Middle Ages. In 1560s, Venetian Republic was deprived of technology and had the risk of exposed to Turkish incursions. Therefore, it was decided to strengthen the city and the design of General Savorgnan, who had a major role in the design of Nicosia, was taken as a basis for the realization of Palmanova.

“For the construction of new walls, the existing city was halved in terms of surface, all buildings within 150-ha were demolished and the remaining space of 150-ha consolidated with this material. The walls of Nicosia and Palmanova are the oldest walls designed by General Giulio Savorgnan from Friuli. Nicosia resisted to Turkish envelopment in 1570 and forced to surrender. Nicosia, which could not resist to the crossfire of Turks that invaded one of the eleven bastions, was defenceless and invaded after short time. Considering this weakness, took the required measured for his second design Palmanova” (Luciano Di Sorpa, 2014:11).

6. Visual Image of Nicosia- Palmanova

6.1. Corporate Identity

The corporate identity is the manner that a corporation uses to express itself. According to another definition;

“It covers the complete communication efforts of a firm using their products, service and environmental sensitivity. Corporate identity works, as a narrative of corporation, is an indicator showing the identity, activities and its way of performing activities. It also establishes a structure including products and services, internal and external target groups and behaviours and communication. The corporate identity is the visual and physical representation of corporation with its logo, typography, colour adjustments and sign. The use of these elements peculiar to an organisation comprises the identity of that corporation” (Alan-Sungur:7).

Many people believe that corporate identity only include the logo and selection of a specific corporate colour. However, in addition to such visual factors- which are only one aspect of corporate design as one of the corporate identity- it includes corporate behaviours, corporate communication and corporate philosophy. The conversion of corporate philosophy to a visual language is the main problem of corporate identity. The corporations differentiate from their competitors in the competition environment and try to be remembered by the target groups (Okay, 1999). The five main elements establishing the visual identity of a corporation are as follows:

“The name of corporation: it comprised of word or group of words that makes a corporation distinguishable. The slogan of corporation: corporate slogan that reflecting the philosophies and arguments of corporations may be comprised of one or more sentences. Corporate logo: pictures representing name, vision or profiles. Corporate colour: it has an impact on the target group in terms of a remainder. Corporate font: corporate font is a distinctive feature for all the printed materials of corporation” (Tuna and Tuna, 2007:52)

The visual elements such as buildings, on-vehicle advertisements, printed and documented materials, website, staff uniforms, ceremonies, promotions, mascot, -if any- visual arrangement of shops or vendors, name, slogan, advertisements etc. of the corporation may also be added among corporate identity products.

7. Image

Image is a norm, a complement of meanings that we frequently use in society ensuring the positive and negative description of people, communities, cities, countries (Kara, 2014).

There are various definitions of image. Turkish Language Association (TDK) defines image as “outlook, impression, image” (www.tdk.org.tr).

“Image is a fact occurring as the interaction of belief, emotion and observations of one person concerning an object. While image is defined as a presentation that leads and majorly affects the behaviours of individual; the concept is generally explained with qualifications with good, bad, positive or negative meaning. Image is also defined as an effective jargon of advertisement and public relations for corporations. The presentation might be physical or imaginary. This might be ensured through pictures, music or literature. Additionally, it is also expressed as an “*image*” reached following a series of information process” (Kara, 2014:23)

8. Corporate Image

Corporate image and corporate identity are the two concepts that are most confused but are different from and interaction with each other. One is related with the physical recognition of corporation while the other is how it is perceived as a corporation (Peltekoglu, 2001:374). Corporate image, which has many definitions, may be defined as the all products of an organisation, quality of products, communication of staff with customers, structure of buildings that belong to the organisation etc.

“The creation of a good corporate image is possible through the best understanding of target groups on that organisation and have the appropriate impressions; therefore it allows to exist for long years. The corporations that are well-planned, well-managed, contribute to its society, are benevolent and charitable as well as sensitive to environment, culture and art generate a good corporate image in time.” (Kara, 2014:25).

9. The Image Of City

“ ‘City’ as a way of settlement and type of community is the product of recent periods and a certain phase. City has the tendency of being a dominant settlement and community type with the cumulative growth that it showed in short time. There are various ideas about what a city is and how it is defined. We might have some idea concerning the city through including some definitions for city” (www.sehirplanciligi.com).

According to Lois Wirt, the city “is a relatively wide, densely-populated settlement with spatial sustainability comprised of individuals that do not show social similarities”. City, on the basis of population increase, is bigger and more complicated structure than the units like town, village.

Today the competition is not only between products or firms but also countries and cities. Brand is concept covering companies and products as well as much bigger area. Apart from products and companies, countries, cities and people are also a brand.

Since benchmarking values such as capital, trade, population, consumption goods, cultural products increasingly become faster and more in the world, the cities are now the part of competition in order to be a part of world market and attract the national and international media. Thus, many cities in the world are in the effort of rebranding or creating a new brand. Brand makes a product valuable. In the most brief sense, once a city become a brand, this adds measurable economic, social and cultural values into the city (Peker, 2006)

According to Simon Anholt, city branding means:

“Nowadays it is important for the cities to be in consistent communication. Because in the global world that we live in, each city must compete with another city in terms of mind, revenue, skills, sharing ideas. If one city does not mean and represent anything, there is a slight possibility for it to attract even a part of attention. Many of us only think a couple of seconds about a country or city on the other end of world. Therefore; unless a country or city looks like completely itself, the possibility of this valuable short attention to create a tendency to prefer the products of a country or city, willingness to visit a country or city and know the culture or change a prejudice if we have any towards that country is very low” (Anholt, 2005:18–31)

For a strong city branding, that city should have the values and qualification that become a brand. Having a distinctive feature separating a city from others is a significant factor for good branding. The city branding covers the outlook of city, beliefs and behaviours of society.

“Cities have identities with their unique character. Although urban identity has a complex structure, the distinctive, leading features of cities are determinant for the identities of cities. The image of city is the most important factor for the recognition of city identity. The image of city, which is based on the visual-oriented perception depends on how a person defines the environment” (Erenoglu, 1998:25-78).

The city brand gain value from 3 main ways:

1. Organising the city messages in accordance with the strong and distinctive vision of city,
2. Developing economic value to the city by conceiving the potentials of people living in the city and promoting the investments towards the city,
3. Creating effective ways to increase the international recognition of a city through presenting the city in a more effective and catchy way (Peker, 2006:23).

City branding process should be perceived as “city development program”. A city branding process allows seeing how a city wants to express itself and perceptions of various socio-economic groups within the city concerning city and city administration. The perception of city as a brand requires the perception of a comprehensive group from settled locals, visiting tourists, students continuing their education in the city, operating organisation and institutions, industrial and commercial institutions, business men, investors to housewives as stakeholders (Gulcubuk and Teker, 2005).

“With the most simple definition, city branding is the application of product branding strategies on the city. It is a new discipline implementing the things learnt from brand strategy and brand communication on the development of city in order to add measurable economic, social and cultural values.it is an integrated and comprehensive process aiming to create powerful tools expanding the strong and positive aspects and characteristics of city to the desired masses. The city branding at professional expertise level required the consolidated expertise from the ‘planning’ and ‘marketing’ disciplines. During the building of a city brand, the distinctive characteristics of urban area, management and marketing techniques as well as urban development strategies covering socio-economic and spatial planning should be considered on the basis of perspective” (Peker, 2006:20).

On the other hand, one of the effective factors in city branding is environmental identity as;

- Natural environment and characteristics,
- Artificial environment and characteristics,
- Topographical characteristics, geographical formations
- Climate and vegetation characteristics (Goncu, 2007: 83).

10. Digital Media

10.1. Web Page

Internet is considered as one of the biggest inventions of 20th century and has a significant importance in our daily lives. Internet is an information system comprised of inter-related hypertext documents that are published on. Each of these documents is called web page and computer programs called web browser operating on the computers of Internet users provide the access to websites (www.wikipedia.org).

According to another definition, web is one of the services on Internet. Internet transfers the documents comprised of text, graphics, pictures, sound and motion images to remote computers (Gungur, 2014).

Web pages as the most common tools used for the access to information on the Internet are generated through gathering of elements like graphics, text, sound, and images with the advantages of multimedia (www.ohioschool.net).

Web serves as a mediator to expand the increasing information and convey a number of people. The web pages may be categorised into two;

1. Static webpages,
2. Dynamic webpages.

10.2. Static webpages:

“The websites that do not include the programming languages as asp, php, net are called ‘static websites’. They are the structures that may host HTML or XHTML as well as CSS and Flash in terms of code structure. Small and medium sizes firms generally prefer to use such websites” (www.3cbilisim.com).

10.3. Dynamic websites:

“Such websites not only have an interactive communication with the site visitors but also have also various facilities to recycle to target source and send extra information” (Yucel, 2007:20). They are the websites written with the programming languages such as asp, php. It allows the owner of website to create his own content. The information on such websites is stored in a database and modifications can be done easily (Yucel, 2007:21).

11. Visual Design On Website

“The animated, three-dimensional product examples with unlimited colour options can be seen on the websites developed with the daily developing web technologies. All these advantages that cannot be provided via the traditional media have allowed the internet to become a big market. New design methods have developed through observing the preferences of users on interactive web environment” (Sadik, 2009:13).

Although writing-dominated texts are widely used for the transmission of a general message, visibility is the main requirement in communication that attract the attention of an individual. Moreover, visibility is also required to keep the attention on the message during the message transmission process. Notably, the visual aspects of a new design should be rich so that its message can reach; it first needs to appeal to the eye.

The main tools and principles used in visual design are also applicable for the website designs. “Point, line, spot, style, value, texture, colour”, “repetition, motion, compliance, space, opposition, balance, integrity, rate-proportion and emphasis” as principles are the main elements that have an impact on the visual integrity of graphics (Atalayer, 1994).

“How a website should be:

- 1-Access should be easy and functional,
- 2-Consistency in design should be considered. The colours used, font sizes of titles and paragraphs, pictures, logos etc. should be in harmony within the site.
- 3-Easy-to-read, preferable serif-fonts should be used,
- 4-Designs line should be considered throughout the site; consistency and integrity should be ensured,
- 5-Designs should be different than the others and be memorable” (www.ankos.gen.tr).

12. Corporate Identity And Image On The Website

One of the most significant domains of corporate communication is websites. Internet is an effective media ensuring easy communication between all target groups and corporation, and it is crucial for the perspective of corporate communication (Alan, Sungur, 2003).

Website is an environment that enable the companies to provide the information about their company, history, vision, objectives and aims, products-services and characteristics, contact address and phone numbers of their company, online product-service sales and even post-sale services. Websites can be defined as the windows of corporations opening to the outside world. The appropriate reflection of any corporation through their websites is vital. Therefore, the use of emblem and logotype as the most basic elements of corporate identity is significant.

How the use of emblem and logotype constituting the corporate identity in a website should be:

1. Using small emblem and logotypes may reduce the impact of page so it should not be small,
2. The use of emblem and logotype not only on the main page but also in all pages would be more memorable,
3. The background colour of page should not diminish the impact of emblem or logotype,
4. The emblem or logotype used in the page should not be different than the ones used in printed products. Different emblem and logotype uses may impact the image of company.
5. 5-Emblem and logotype should be used in the website of company in a harmony with visual elements, in the way to be memorable, without straining the eyes (Bulut, 2011).

In the scope of aforementioned information, “Municipality of Palmanova Website” (www.comune.palmanova.ud.it/) as the official website for the city of Palmanova and “Municipality of Nicosia” as the official website of Nicosia (www.lefkosabelediyesi.org/tr/) analysed in this study from the visual design (colour, style, texture, typography) and image (corporate identity) aspects.

13. Social Media

Now it is so easy to reach wide masses in a short time via Internet. Within the new media and new structure created by communication technologies, organizations have begun to integrate particularly the arrangements and changes required by the new system. The social media concept that may be defined as a whole for many social networks such as Facebook, Twitter, Friendfeed, Flickr, blogs, has become one of the important domains for the companies. (Bulunmaz, 2010)

Social media has various internet-based channels like Facebook and Twitter. Blogs, video and photo sharing sites, social networks, micro-blogs, wiki and e-mails are the main social media channels. These spaces have become advantageous for all organisations, since it is possible to make cost-free sharing, connect with the target group and reach to their wishes and complaints easily (Koksal, 2012).

“Social media is the complete dialogs and sharing of people on the Internet. Social networks allow people to reach any content that people look for and interest in due to the websites and application ensuring content and information sharing of people” (www.wikipedia.org).

Social media is a social tool on the basis of common use facilitating individuals to establish communities or actively participate to current communities. This domain has increasingly got attention since individuals share their ideas, introduce new ideas, and discuss their emotions, feelings and ideas with other users and share photos and videos. According to another definitions, it is the democratization of information in the way to transform individuals from content readers to content publishers. (Dagitmac, 2015)

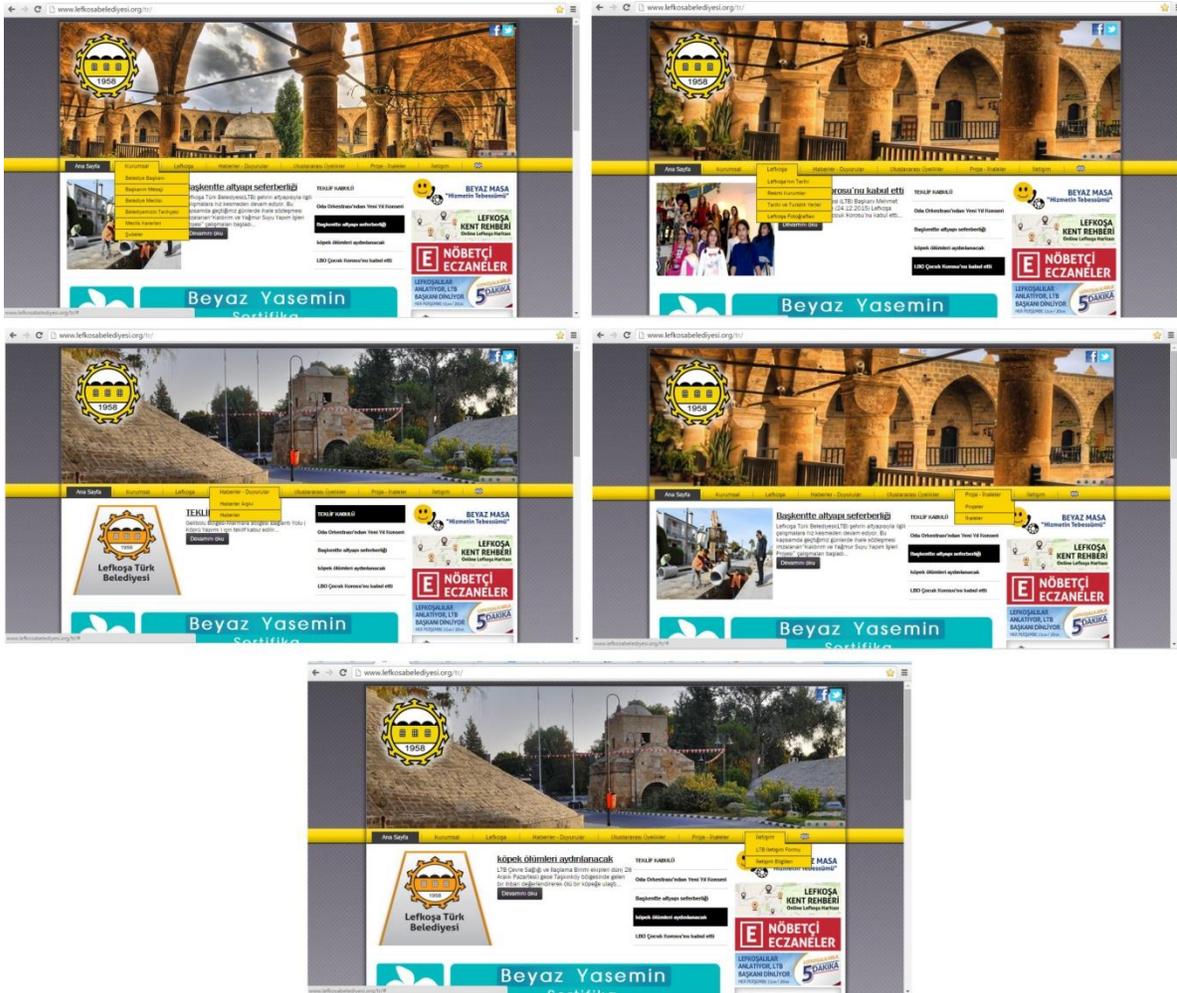
While seven-eight years ago, social media was a place where people only spend their time, now it has become one of the main communication methods of people and a vital element of corporate culture (Scott & Jacka, 2013).

Analysis Of Nicosia And Palmanova Websites

Analysis Of Nicosia Turkish Municipality Website



Main Page Overview of Nicosia Turkish Municipality



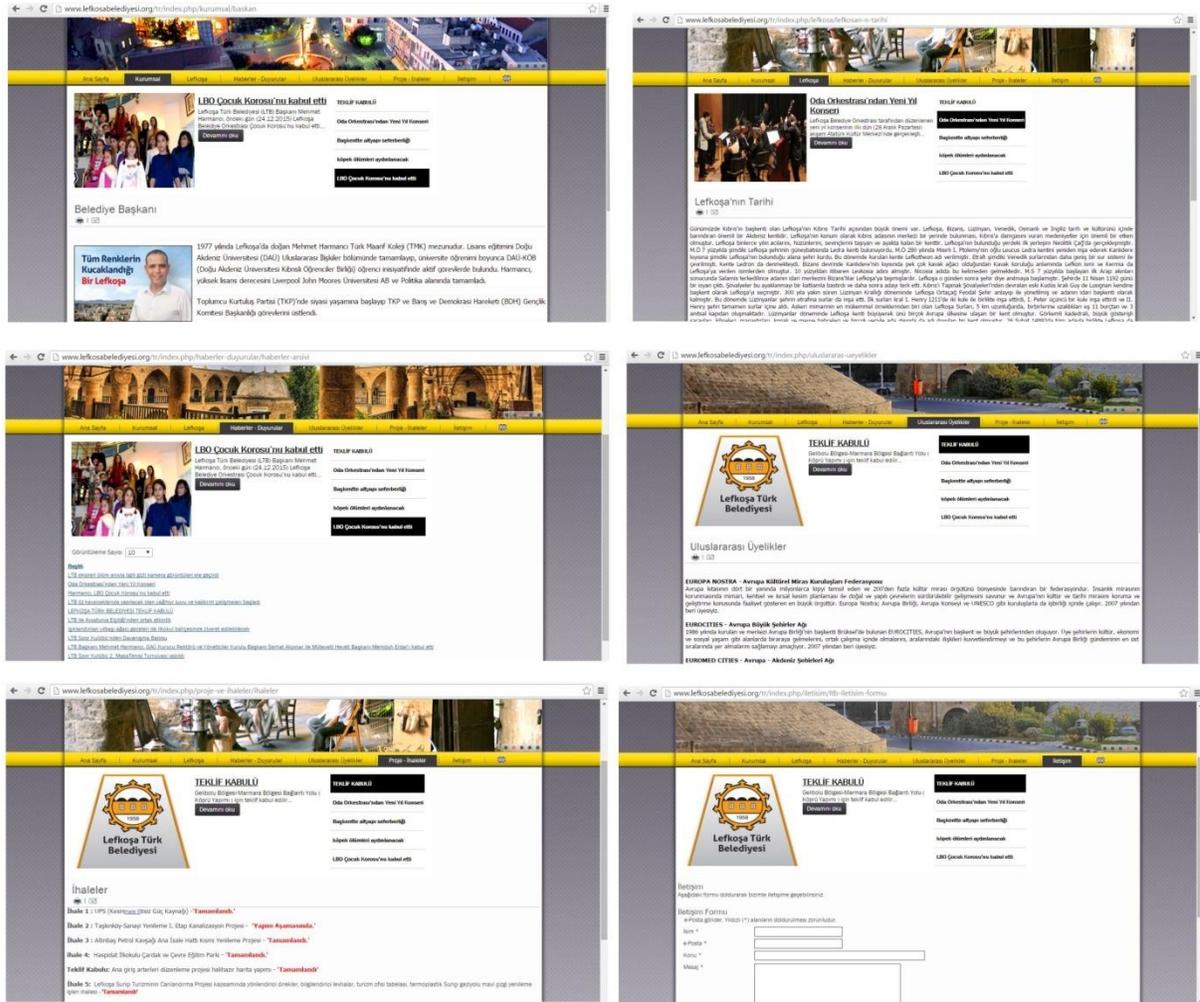
Main Page Overview of Nicosia Turkish Municipality

14. Visual Design Features

The page is divided horizontally into three. At the top of the page, there are five photos of Nicosia reaching to the audience one by one. Logo is placed on the right side of page. Just under the photo, there are separate buttons as “Main Page”, “Corporate”, “Nicosia”, “News-Announcements”, “International Memberships”, “Projects-Tenders” and “Communication” tabs designed on a yellow background without serif-fonts. The titles on the tabs are small in font size as well as all titles are written with lower cases. White is generally used on the background.

On the top left of medium section, there is a part for news that changes constantly. Also the projects of Nicosia Turkish Municipality are included in this section. On the right hand side of this part, there are tabs that are under the responsibility of Public Relations Unit of Municipality as “White Table”, “City Guide”, pharmacies and services, “5 Minutes with the people of Nicosia”, “Burial Services”, “European Service to Elderly”, “Nicosia Municipal Theatre”. The visuals for almost every event, services, and project are in different size and colour causing confusion. On the top right, there are icons for social media. The use of such icons on a photo minimized their impact and perception.

On the bottom part, the titles given in the yellow background are repeated on the white background as well. The contents of titles are also clearly indicated. On the right side of this part, there is a section for “Emergency Numbers for Nicosia”



Main Page Overview of Nicosia Turkish Municipality

15. Sub-page designs

Among the sub-page designs, there is a section for news that updated continuously on the top left, on the white background same as with the main page. Although the same font is used for each page, the line spacing and font sizes of long sentences covering the text contents vary between pages. This distorts the complete design integrity. Also the long sentences used from left to right, minimize the readability since it is difficult to follow for the audience.

Design aspect; the page is horizontal since the photo of Nicosia used on the top section has the biggest mass in the whole page as a spot and buttons are placed alongside.

Visual balance and integrity; as mentioned before, the complete page is divided into three. From the spot aspect, the big photo used on the top part maximized the visual balance through the use of smaller and complicated photos in the middle part, and just text on the bottom part. Therefore, the balance has not completely been achieved. Although the use of same colour for the background of tabs and logo as yellow contributed on the whole, the imbalanced visual and colour complexity used in general have minimized the whole impact.

Image aspect; audience wants to know which site he is visiting. Otherwise, that website would not give any trust to the audience. Thus, since the eye first sees the left side, the location for logo on each page of Nicosia Turkish Municipality website was chosen correctly. Therefore, this conveys the message to the audience for where he is while ensuring the memorability. However, the use of logo on photo diminished the impact of logo.

ANALYSIS OF PALMANOVA MUNICIPALITY WEBSITE

The screenshot shows the website for the Comune di Palmanova. The header includes the municipality logo and name, a search bar, and a navigation menu with categories like AMMINISTRAZIONE, UFFICI, SERVIZI, TERRITORIO, ALBO PRETORIO ONLINE, TURISMO, ATTI E DOCUMENTI, and INFORMAZIONI. The main content area features a large blue and white banner for 'PALMANOVA... LA STELLA DI NATALE' with event dates from December 4, 2015, to January 6, 2016. Below the banner is a list of 'Avvisi' (announcements) with dates and brief descriptions, such as 'Avviso ai cittadini' and 'Avviso pubblico lavori socialmente utili'. The right sidebar contains several utility boxes: 'AMMINISTRAZIONE TRASPARENTE', 'TURISMO FVG' with a booking form, 'Eventi' search, 'ISCRIVITI ALLA NEWSLETTER', 'SOCIAL NETWORK' with Facebook and Twitter icons, and 'GEO SEGNALAZIONI'. The left sidebar lists various municipal services and offices.

16. Visual Design Features

The page is horizontally divided into three sections. The logo is placed at the top of page on a grey flat background. Under the logo, there are tabs on a navy blue band for the following; "AMMINISTRAZIONE/Administration", "UFFICI/Office", "SERVIZI/Services", "TERRITORIO/Territory", "ALBO PROTERIO/Announcement Bulletin", "TURISMO/Tourism" "ATTI E DOCUMENTI/Actions and Documents" and "INFORMAZIONI/Information". The titles on the tabs are written with capital letters in white and with normal font size. Navy blue, grey and white are generally used in the site with "no serif" font.

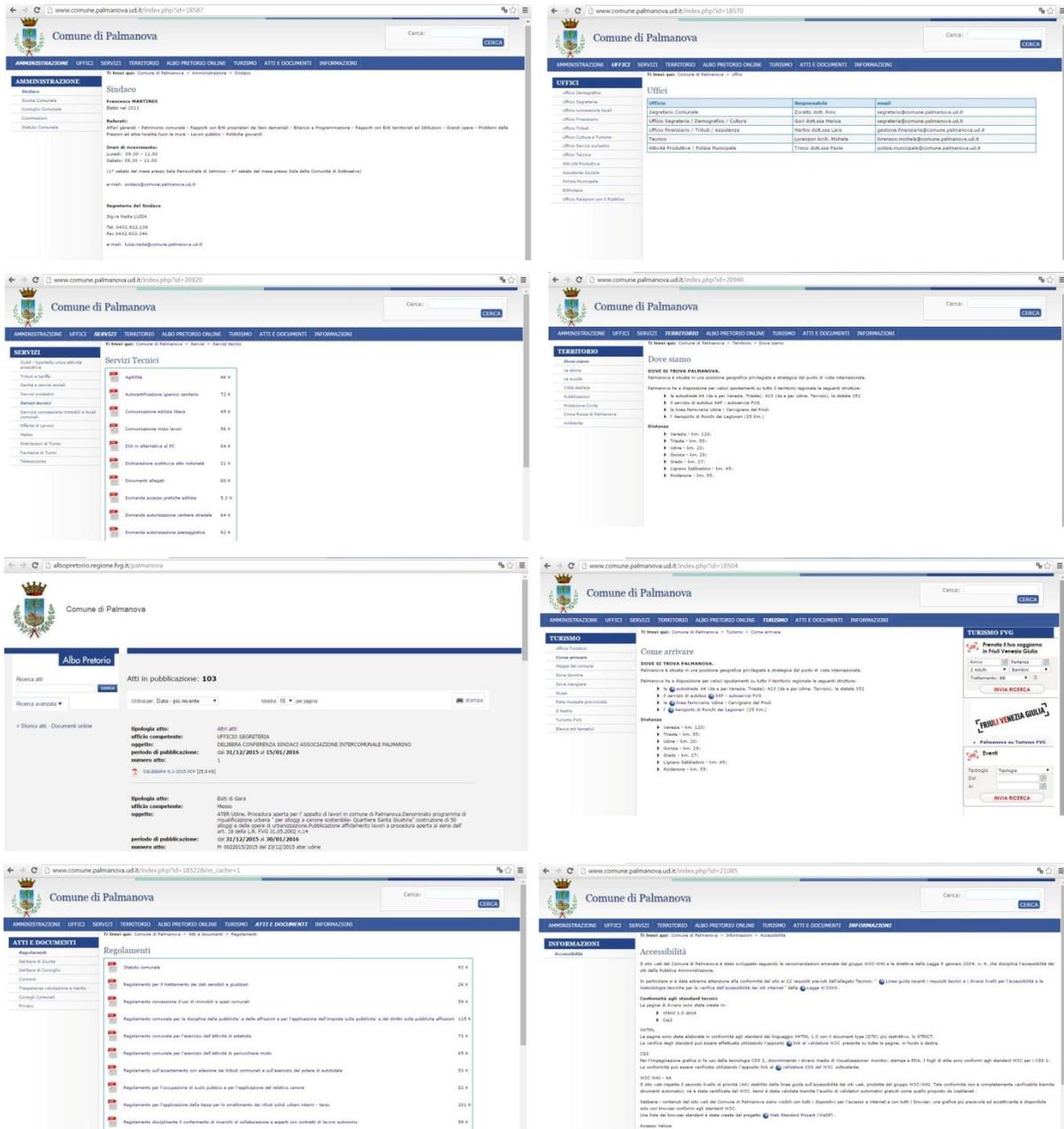
On the left side, there are tabs on a grey background for the tenders of municipality, competitions, events, and confidential and personal data, thematic site lists. Under this part, the names of relevant offices are given under "UFFICI". Again on a navy blue background, there are tabs as "TELESOCORSO/Help line", "MAPPA DEI TESORI DI PALMANOVA/Palmanova Treasury Map" and "PROGETTO TURISTICO TRANSFRONTALIERO/Cross-border Projects in Tourism".

On the middle section, there is a visual for the events organized between 4th December-6th January called "PALMANOVA... La Stella Di Natale / PALMANOVA... Noel Star".



Under this visual, there is a part called "Aviso/Warning" is separated from the visual with its grey background. On the right band, there are online reservation information tabs for tourism as "transparent administration". Under these tabs, there are buttons as "ISCRIVITI ALLA NEWSLETTER/Bulletin", "SOCIAL NETWORK/Social Media". The "cerca/search" button on the top right stands out.

Ghannadpour, S., S. & Hezarkhani, A. (2015). Introducing a software to calculate the grade and ore deposit probability related problems. *Global Journal of Computer Sciences*. 5(1), 01-06.



Inter-page Overview of Palmanova Municipality

17. Sub-page designs

In the sub-page designs, the colour integrity is available in general and texts are placed on white background. The same font is used in every page and space lining for the sentences forming the text content, as well as font sizes are fixed.

Design aspect; the design is divided to 3 vertical sections from left to the right due to the use of buttons placed on the left on grey background, volume of visual in the middle and its white background, putting the titles on the right in grey, small boxes.

Visual balance and integrity; the colours used in every page provided the design integrity. Although there is no other visual is used on the main page, the big picture in the middle is

balanced with the lines on navy background emphasizing the sections. Red texts in the “reservations” section on the right, integrated with the red logo and emphasized the subject.

Image; the use of logo on the top left in a simple background increased the impact and remark. Additionally, its repetition on the same place in every page increased the memorability possibility of institution. The “reservation” tabs on the right are significant since they enhance the perception that it is easy to access and make contact with the city, and emphasize its relation with tourism.

18. Conclusion

This study analyses how two similar cities (Nicosia-Palmanova), which both have important place in history and are significant for their historical structures and cultures, reach to individual/society/cultures through their websites, and emphasizes the importance of digital environment on the image of cities. Today for the city advertisements, digital communication methods on the Internet replaced the visual elements such as books, journals, brochures, and billboards. Websites, that have become wider and become an inevitable imperative, have become an important communication tool not only for individuals, institutions or organizations but also for the image perception of cities. Therefore, the websites of Nicosia and Palmanova municipalities were analysed as the focal point of this study and the analyses reached to the outcome as follows: The historical texture, which has a significant place in European tourism, has not been sufficiently used in both websites. The modern formation in designing Palmanova website and the process of professional production-selection for the city photos show the current culture level gap. This gap is observed in terms of content, links and innovation on the websites.

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