

Message from the Editor

Greetings Dear readers of TOJDAC,

We open this issue with some good news from TOJDAC. It is a member of the Publishers International Linking Association (PILA) and has been indexed by CrossRef. I would like to invite our readers to welcome our second issue (Volume 1, Issue: 2.) which is a collection on five different topics related to design and architecture.

Ideas such as Evrim Töre's proposal on the "value systems and basic indicators in Turkish advertisement industry" can be read as the view point of an urban planner on the qualitative and quantitative characteristics of the advertisement industry. The qualitative characteristics and cultural importance of museum design is discussed by an interior architect and art critics Muna Silav. She discusses the importance of city museums on the cultural heritage via a case study on "Bursa City Museum" underlying the importance the city's cultural life. At another case study, "İstanbul's shoreline architectural features is analyzed with a holistic approach stressing the cultural values and the destructive features in the loss of urban identity by Rana Kutlu and her colleagues. In her article, Aysu Sagun looks at the "potential of virtual environments as a tool in design education" She discusses the nature of design education with a special emphasis on VE modelling languages. Finally, Esra Bostancıoğlu. has a discussion on the breakdown of energy consumption at buildings and puts forward the priority areas for energy efficiency from the view point of an architect.

The readers are invited to contribute data and ideas to TOJDAC All the papers published in TOJDAC have a Digital Online Identifier (DOI). DOI is a multi-access and numbering system which allows easy access to online publications. You can have an access to the DOI number on the analytical search engine at <http://dx.doi.org/>. For further information, please get in touch with TOJDAC Secretariat located at: URL: <http://www.tojdac.org>, or you can e-mail via info@tojdac.org

Hope to stay in touch and to meet in our next Issue, 1st of January 2012

Warm regards,

Editor

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