

**PLANNING
SUSTAINABLE CITIES
IN MALAYSIA**

Issues and Challenges



MARIANA MOHAMED OSMAN
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INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

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CHAPTER 3

A STUDY ON THE EFFECTIVENESS OF NEW STATIC INFORMATION SIGNAGE IN INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA, GOMBAK CAMPUS

Syahriah Bachok and Syazwani Sahrir

INTRODUCTION

This chapter examines the effectiveness of new traffic signs provision in International Islamic University Malaysia (IIUM), Gombak campus. Matson, Smith, and Hurd (1955) pointed out that the effectiveness of a sign depends upon its attention, meaning, time, and respect value. The attention defined as the characteristics of a sign, which make it stand out from its background and surrounding objects. The meaning is conveyed by design features of shapes, colours, and messages. Meanwhile, response time and respect value are determined by design, position, and maintenance. Clear and efficient signing is an essential part of traffic engineering. Roads with poor or badly maintained signage may pose hazards and may be dangerous to users.

The advent of the automobile has witnessed traffic signs playing an increasingly important part in daily traffic. Nowadays, roadsides are filled with signs informing the drivers of minimum speed limits and so forth. The same situation has been applied in IIUM. Accordingly, this research is to assess the effectiveness of traffic signs provision in IIUM. A research on traffic sign is important in order to facilitate movement of the vehicles and provide information to road users. However, this research is only focuses on the new informatory signs in IIUM Gombak campus. Therefore, it is believed that the study of the informatory traffic signs provision in IIUM will assist future planning for effective signage applications.

One safety improvement that is often neglected in traffic signing is the provision of adequate junction name and guides along with the appropriate confirmatory signing (Cunard, 1999). All signs should conform as much as possible to good ergonomic design principle that maximizes spatial compatibility, conceptual compatibility, physical representation, and familiarity (Hobbs & Richardson, 1967). Superlatively, standardization should be across cities, regions and countries (Dewar, 1998).

INFORMATORY SIGN IN MALAYSIA

The informatory signs are more concentrated in giving road users information about features and factors which may be of assistance to them in making their journey. An information sign must be legibly printed and very noticeable that informs people of the purpose of an object, or gives them instruction on the use of something. These tend to be rectangular blue signs with a white edge (Slinn, Matthews & Guest, 2005).