Campus Signage and Wayfinding Design Guidelines: Challenges of Visual Literacy in University of Port Harcourt

Authors : Kasi Jockeil-Ojike

Abstract : The study of signage and wayfinding design guidelines is to provide consistent, coherent, and comprehensive guidelines for all type of signage design that may be applied to guide persons from the freeway into campus, and to specific building. As the world becomes more complex and the population increases, people increasingly rely on signage and wayfinding systems to navigate their way in built environment such as university campus. This paper will demonstrate and discuss signage and wayfinding, and the importance of visual literacy in university campuses. It discusses the process of wayfinding and signage, how poor signage and wayfinding systems affect people when navigating, and why wayfinding is more than just signage. Hence, this paper tries to examine the design guideline that primarily addresses the signage and wayfinding system that improves visual literacy within University of Port Harcourt multi-campuses. In doing this, the paper explore the environmental graphic design senori-emotional values and communicative information theories that takes the subjectivity of the observer in account. By making these connections, the paper will also determine what University of Port Harcourt need to focus on to be counted in the global trends, using developed visual communication guidelines based on previous studies or concept from professional. In conclusion, information about why physical structures (buildings and waypaths) on University of Port Harcourt multiple campuses need to be branded in self-communicative manner using signage and wayfinding design as integral part of its physical planning policy is recommended.