Universiti Teknologi MARA

A Semiotic Inquisition on Traffic Signs and its Impact on Drivers in Malaysia: Warning Danger Signs (MEX Expressway)

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Design Report Submitted in partial fulfillment
of the requirement for the Master Degree of
Visual Communication & New Media (AD773)
Faculty of Art & Design

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DECLARATION OF WORK

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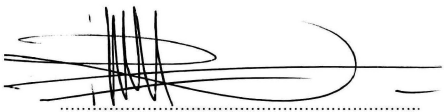

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ABSTRACT

Accident statistics increases annually and much has been done by the government to overcome this problem. There are many factors that contribute to this problem amongst which encompasses the driver, traffic and road conditions which is why drivers need to be informed repeatedly so that they are alert with their surroundings while driving. This research is about a study on drivers' behaviour towards road signs, how they react and actions taken once they see warning given. Thanks to the latest technology, drivers now can get the latest and updated traffic info with Variable Message Signs (VMS). Compared to static and printed signs, VMS is more compatible as it is not only display signs but it also can capture drivers' attention with bright lights (LED or wig wag lamps) which can deliver more visual impact and alert drivers.

Instead of using long text which takes four to six seconds for drivers to read, this study attempts to discover a new method to deliver messages by using animated signs. A qualitative approach is adopted in trying to improve the Malaysian VMS display by using an experimental methodology in developing a recommended prototype (animated signs). The purpose of this study is to simplify all long text and static signs into animated versions to make it simple, faster and easier to understand. As signs are one of the important medium to convey any message to drivers, it is important to ensure that drivers are able to understand and capture the messages display fast so that they can act accordingly in order to avoid accidents.

Key words: Animated signs, signage, road signs, Variable Message Signs (VMS), Message Sign Mark 4 (MS4), traffic signs, electronic signage, pictogram, warning danger signs, semiotics theory, Pierce's Theory of Signs, Saussure's Theory of Signs.