

Legibility dan Visibility Signage dalam Proses Navigasi = Signage's Legibility and Visibility in The Navigation Process

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Abstrak

Skripsi ini membahas mengenai peran keterbacaan signage secara legibile dan visibile dalam proses navigasi terutama di ruang publik. Legibility berkaitan dengan signage sebagai objek yang memiliki karakter grafis, sedangkan visibility diukur berdasarkan kondisi spasial. Skripsi ini menggunakan sebuah mal di Jakarta Selatan sebagai subjek pengamatan dalam menganalisis legibility dan visibility signage. Legibility dianalisis melalui efisiensi informasi, penggunaan bahasa, pemilihan warna, dan posisi yang strategis mampu menghadirkannya sebagai sebuah brand image atas Environmental Graphic Design. Visibility dianalisis berdasarkan teori wayfinding behaviour, akses visual yang hadir baik vertikal dan horizontal serta pemanfaatan landmark pada instalasi signage. Melalui hasil observasi dan studi literatur, keterbukaan floor plan merupakan dasar agar signage terbaca dari jauh dan terikat satu sama lain untuk menciptakan boundaries non-fisik. Inkonsistensi gaya pada grafis akan mengurangi familiaritas terhadap signage. Didapatkan bahwa legibility dan visibility pada signage berperan untuk meningkatkan keterbacaan dan familiaritas informasi grafis dengan memberikan keleluasaan ruang dan posisi bagi pelaku wayfinding tanpa adanya unnecessary distraction dari elemen arsitektur terbangun saat melakukan proses navigasi.

.....This undergraduate thesis discusses the role of signage's legibility and visibility in the navigation process, particularly in public spaces. Legibility refers to the signage as an object with graphic characteristics, while visibility is measured on the associated spatial conditions. This thesis uses a mall in South Jakarta as the subject of observation in analysing the legibility and visibility of signage. Legibility is analysed based on information efficiency, multilanguage, colour selection, and strategic position can present as a brand image in Environmental Graphic Design. Visibility is analysed based on the theory of wayfinding behaviour, the presence of visual access both vertically and horizontally, and the utilization of landmarks in signage installations. Through this observation and literature review, it is found that the openness of floor plan serves as a basis for signage to be seen from distance and interconnected to one and another to create non-physical boundaries. It is concluded that legibility and visibility in signage play a role in enhancing the readability and familiarity of graphic information by providing spatial freedom and positioning for wayfinding actors without unnecessary distraction from the built architectural elements during the navigation process.