

***Signage and Wayfinding Design to Support a Conducive Learning
Environment at SMPN 1 Warureja***

Ismiyati Hanum

Megister Desain Fakultas Industri Kreatif – Universitas Telkom

ismiyatihanum@student.telkomuniversity.ac.id

Abstract

Visual information systems play an important role in supporting navigation and spatial organization within school environments. SMPN 1 Warureja does not yet have a standardized signage and wayfinding system, making it difficult for students to navigate and reducing time efficiency. This study aims to design an efficient and effective school signage system that reinforces local visual identity and supports the development of student behavior through a visual communication design approach. The method used is a qualitative design approach based on the Double Diamond model, with problem exploration carried out in the first diamond and solution development in the second, aimed at producing a signage design that is efficient and effective according to user needs. Data were collected through observation, questionnaires, and interviews with school stakeholders. The results show that signage design using Calibri Bold typography, intuitive symbols, and local colors (ocean blue, sogan brown, and natural green) can improve navigation, enhance time efficiency, and reinforce student discipline. This research contributes to the development of participatory and contextual visual communication design in educational environments, particularly in school visual information systems.

Keywords: Double Diamond, Secondary School, Signage, Visual Communication Design, Wayfinding