

ABSTRACT
DESIGN OF TRAFFIC SIGN RECOGNITION MEDIA CAMPAIGNS
FOR CHILDREN IN BANDUNG

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The human factor is the most dominant factor influencing many traffic accidents. Almost all accidents are preceded by violation of traffic signs. There needs to be an effort to minimize the human factor in traffic violations. One of them is a precaution begun by introducing or socializing the traffic signs and rules to the young children. By teaching basic traffic safety, those children are prepared to build knowledge about traffic, and a positive attitude that will bring benefits when they become adults in the future. This is consistent with the golden age (Golden Ages) characters, which is a very significant age effecting the children in the next level. It is easier to teach good habits at the early age to get rid of the bad habits later.

This design uses interactive media in a form of pop-up coloring book that uses four the mascot image to attract the children's interest. This pop-up book contains the pictures of some traffic signs along with the meanings and can also be colored by the readers. This pop-up book is expected to help the DIKYASA (Education and traffic enineering in highway) in the process of socializing the traffic signs to the children.

Keywords: pop-up books, traffic signs.