

ABSTRACT

In today's era of technology people are forced to adapt to evolving technologies. Almost all human activities very practical and efficient in doing something. The process of adjustment between the traditions and customs eventually eroded because people focus on the use of advanced technologies to meet their needs. In use, it turns out there are negative impacts on the environment in which humans live so that over time the effect is large and gradually became known as Global Warming. This process is the result of being removed from the technologies used by human beings are continuously like motor vehicles, air conditioners, computers, lighting the room, and many other things. To remind and reduce global warming process, the necessary key information as a form of knowledge about environmental maintenance in order to maintain the balance of the effects of global warming. The author sees this as an opportunity to create innovation in the form of information about the environment surrounding the introduction and maintenance. Starting from the writer of the campus environment, it was decided to apply the information into a medium that can be seen and understood by the community college as the main target of the message. Signage was chosen as a medium to inform the message to the community college because it has good function to alert the public. By applying this, the campus community are expected to apply good habits based on the message that is displayed through a signage.

Keyword : Signage, Green Campus, Neon Box