

THE PLACE OF TRADITIONAL SIGNAGE IN AN ERA OF COMPUTER GRAPHICS: A STUDY OF SELECTED SIGNWRITERS IN BENIN METROPOLIS

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ABSTRACT

In early human societies, mark making served as a precursor to written words, functioning as symbolic representations that conveyed messages and shared information among community members. These markings played a crucial role in facilitating communication and coordination within early cohabitative environments. These marks, whether originating from the hands of authors or respondents, erected bridges of understanding among habitats. However, visual practitioners in the early signage industries these contemporary eras were bedeviled with challenges accruing from limited scholarships, rudimentary technology, insufficient materials, and disproportionate energy and time investments relative to productivity. Nonetheless, the individuals' manual dexterity, dynamism, excellence, originality, and creative concepts enabled navigations through tough terrains. On the other hand, the

Introduction

In early periods of widespread illiteracy, imagery served as the primary means for identifying establishments. Over time, from these origins to the technologically advanced city of Tokyo, signage and symbols have evolved significantly. These visual elements have become essential for conveying emotions, capturing moments, and advertising goods and services. Graphic design now plays a pivotal role in this communication process, utilising typography, photography, and illustration to create visual representations that navigate

advent of computers has revolutionised information communication, offering faster, higher quality, more reliable, and cost-effective services. This raises question on the 'role of traditional sign writers in the current era of digital signage'. To address this, the research conducted interviews with veteran artisans in Benin City, consultations with art media dealer and a computer graphics operator. Findings revealed a sustainable orthodox sign practices amongst fore-bearers amidst revolutionised signage industries inspired by computer technologies, and a synergy ensued between older, established methods (traditional) and modern, innovative approaches (computerised) in the context of visual signage.

Keywords: Traditional Signage, Computer Graphics, Signwriters, Benin Metropolis, Place.

Complex information landscapes.. Seemingly, these designs conveyed, exchanged, information through various mediums of expression, such as speaking, writing and other forms of communication codes. Thus, communication formed the basis of human interaction and learning, with intentions conveyed through signs or symbols.

Historically, conventional signs conveyed and exchanged information through various mediums such as speech, writing, and other communication codes. Communication has been formidable to human interaction and learning, with intentions often expressed through signs or symbols.

This assignment explored traditional sign writing techniques in relation to modern computer graphic technologies, highlighting the impact of digital technology on the communication design system. As Cezzar (2015) notes in "What is Graphic Design?" graphic design involves "the art and practice of planning and projecting ideas and experiences with visual and textual content," which can be physical or virtual and include images, words, or graphic forms. The industry has advanced to a more sophisticated visual landscape, with methods ranging from gesture-controlled signage to interactions via smartphones and tablets, and interactive design now featuring complex, manipulative interfaces guiding users through intricate digital experiences.

The objectives of the Study were to:

1. Examine the historical role of traditional sign writing as tools for communication,
2. assess the challenges faced by early sign writers,
3. evaluate the impact of computer graphics on signage,
4. investigate the current role of traditional sign writers and
5. explore the synergy between traditional and modern signage practices

Methodology

The research employed qualitative design to conduct the inquiry. It relied principally on oral interviews with key figures in the traditional signage industry, as well as modern computer-designed producers and an art media dealer in Benin City. This approach aimed to gain a deeper understanding of various contributions by discussing firsthand experiences. Qualitative research methods are often preferred for primary investigations because they allow for in-depth exploration of complex subjects, enriching the understanding of participants' experiences, particularly with improvisational tools used during periods of limited art media availability. The design is flexible and adaptive, utilizing data collection methods such as interviews, focus groups, case studies, and observations. This makes it particularly suitable for capturing real-life situations from different perspectives, especially in visual art manufacturing.

Terminology

Some principal words used in this study are:

- Sign: A vehicle representing a symbol for identification and visual communications,
- Signage: A collection of graphic signs that are conveyances for effecting communication especially in graphic,
- Traditional sign production: These are rudimentary techniques of sign production before the advent of computer produced designs,
- Computer manipulated production: It is a fast moving technology that generates images on the computer screen; graphic design is the core of this currency,
- Visual communication: This is the application of visual tools in conveying ideas and information. It engages graphic sign, digital displays, animations, illustrations, and industrial designs.

What is Sign on Signage

It is simply amazing to note that the term signage has taken long for acknowledgement in graphic design. Why has it not appeared alongside the word signs? In certain context, the terms signage and signs are interchangeably used but they are separate words and have their own distinctive meaning. The Merriam-Webster defines signs as derivative of Latin “signum”, meaning, “mark”, or “indication.” He describes it as a paper, wood, canvas, board etc., with words or pictures on it for authentic information. A sign can best be described as a narrative summarised in few words. The above expressed in Weiterbildung (2000), “A sign is a visual expression of information of an idea, of an occasion or of a form that has been reduced to the essential”. Whereas the word signage is a kind, of advocacy, that uses signs and symbols to communicate a message to specific group, usually for marketing. According to Pomel 2022, “A signage is a visual graphic that displays information to nearby people. It can be in words, numbers images, or a combination of all three” Vampduc (2015) made clarification of both terms “sign” and “signage” thus, ‘A sign is a “thing or display itself” while signage refers to the “conveyance of the message – icons, words, arrows” of the information’. The discrete feature between both terms is that billboards are signs while the use of the sign in the accomplishment of messages presented in form of text, images and illustrations is signage. Furthermore, signage also means signs collectively or being considered as a group. A good signage is a system of signs spread along a route or intersection at each turn, as opposed to junky distortion of the landscape common in some cities.



Plate: (1) Title: Humanity Medium: mire.

Photograph: Researcher Year: 2016



Plate: (2) Title: Nightfall Eko.

Design: Researcher Year: 2016

Typical of signs is the fact that it is a part of a business owner's strategy for optimum sales. It may also undergo modifications to reflect new brands, trends in culture, architecture, technology, and environment circumstances. It speaks a lot about a place hence, a five-star hotel for instance will not display on her premise-sign; "FOOD IS READY" as communicated to local eateries down town. Moreover, business undergo change in ownership and so also are signs. Very few products have been in general usage longer than signs. Signs have been a fundamental element in trade, commerce and industry for centuries and will continue to be relevant factor in our economy as long as there is a need to identify a business and a reason to express for its existence.

Elements and Guidelines for Graphic Designing

Graphic elements are tools designers use in sign writing and execution. They visually show relationships, hierarchy and emphases. Graphic elements include the following: background, pictures, texts, illustrations, shadows, sign, signage, handles and separators. Designs are more effective when they display simple ideas. Graphic elements are usually not interactive except for handles and separators. Harris (2010) gave four basic guidelines to aid graphic design rules in the following summary: -

- **Simplicity.** Designers should use clear, meaningful language. Support message with images. Choose colours that complement the message.
- **Stricture.** Organize the design with clarity of purpose in meaningful, useful ways and consistency that are recognized by users.
- **Focus.** Keep information visible without distracting users with extraneous or redundant details. Draw attention to important elements. Limit your information.
- **Consistency.** Composition should contain behaviours that are familiar to users. Maintain consistency with purpose rather than arbitrary consistency.

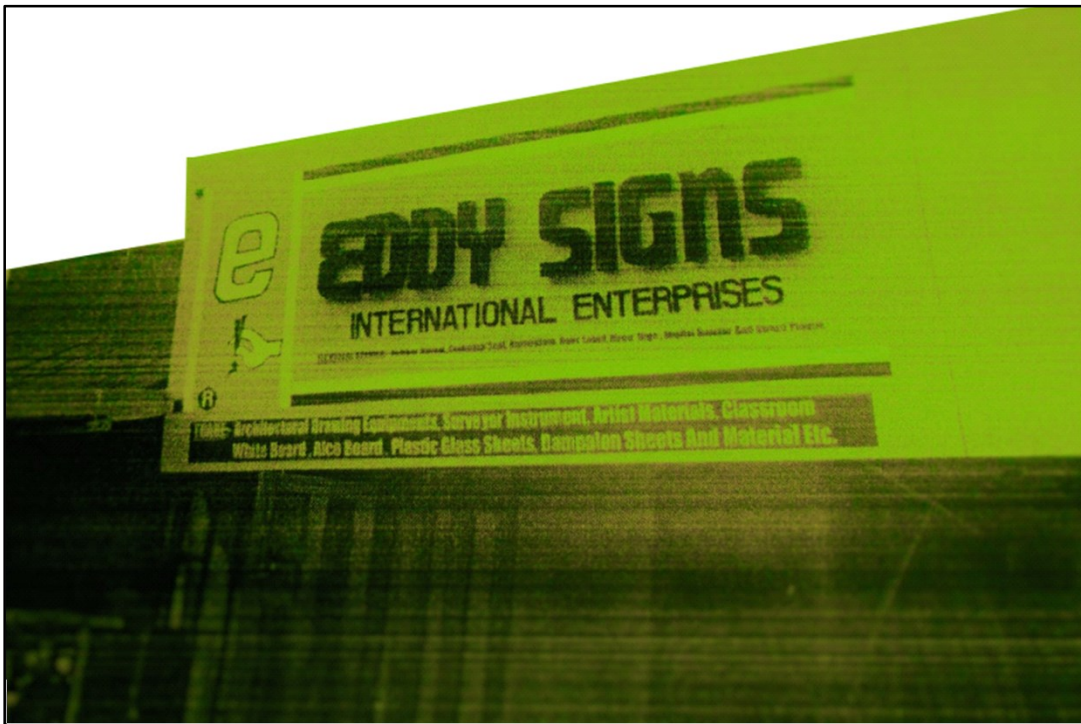


Plate: (3) Title: Shopfront Signage. Medium: 3D Blocks on Arco Board.
Photograph: Researcher Year: 2016.

Purpose of Sign Writing

The main purpose of sign writing is as stated blow:

- **Information** sign disseminate information about services and facilities such as directories, maps or instructional elements.
- **Direction** signs show the location of services, facilities, functional spaces or key areas, such as signposts, or directional areas.

- **Identification** signs indicate services and facilities such as room, names and numbers, restroom or floor designation.
- **Safety and Regulation** Signs give safety instructions such as warning signs, traffic signs, exit or signs conveying rules and regulations.



Plate: (4) Title: Safety sign.

Photograph: Researcher Year: 2016.



Plate: (5) Title: Traffic regulation. Photograph: Researcher Year: 2016.

Traditional Signwriting

In the context of traditional sign writing, which involves conventional or orthodox techniques as highlighted in this work are the statements of a veteran:

“We improved on our productive capacity without computers. We have our own creative knowledge and ability. We perfect in manual skills. We use our hands and brain to construct and cut out letters. We thoroughly treat metal background before painting out letters. Our handmade signs can last for 20 years. The sun and rain will fade off computer prints and the colours will reduce within a short period. My sons work with computers and do heat transfers but I do not. I did not study computer graphics”.

~ Clifford Ologboshere.

Before the arrival of the computer machines, all forms of graphic designs were handmade creation of sign writers. Worthy of mention is the fact that these categories of graphic designers were grounded studio artists with overwhelming passion for expressing the complexities and intricacies of the art as embedded on their fingertips to resolves. There were no specific academic requirements for attaining this profession though a Primary School Leaving Certificate may be necessary. Of added advantages are WAEC/GCE, OND/HND or a university degrees. However, the following attitudinal requirements were necessary; a flair for creativity, drawing skills, spelling ability, lettering styles, focus, humility, punctuality, good hand-eye co-ordination, sense of commitment, focus, and the ability to work under pressure. Training was normally on job apprenticeship on year duration while very young learners stayed on for many years as they grew in size building up skills and knowledge.



Plate: (6) Title: Construction on metal plate.

Photograph: Researcher Year: 2016.

Moreover, artist from the tertiary institutions and post-graduates gained fulfilment training or perfecting skills in the studios of these veterans during internship or after academic life. Also, vocational or skills acquisition training and induction courses was impacted on interested individuals. Most sign writers are self-employed and their earnings vary depending on demands and success in marketing their services. Studio practitioners resumed office as early as 8 am while close up time depended on projects on ground or personal disposition.

The traditional sign writer in Benin City created 2D & 3D signage on paper, wood, cement and metal grounds. In those early days; logos, personalize signs, portraits, hospitality objects, restored antique (ghost) signs, worked on vehicles and boats were hand painted. Added to these were customised letters from stencils, copper or brass etching, rubber stamp, serigraphy prints and colour separation. Lines were drawn with pencil/chalk writing by eye gauge and freehand thus relying on personal lettering technique. These writers established precautionary measures by treating surfaces with special enamel paints for the purpose of durability. Many traditional sign writers point to the fact that a painted sign by contrast grows more beautiful ageing and eventually becomes “ghost sign” as it fades revealing grounds, surfaces, brushes strokes and undercoats. Traditional sign writing can be time consuming and expensive with a greater risk of error which are amended at minimal or no cost. While it may not suit all jobs, the following are some valid advantages for choosing traditional signage:

- Durability. Painted surface last longer than printed panel,
- Some bigger projects are best executed by conventional sign writers,
- They display existing finish that prevents adhesive from sticking to the surface,
- Works are resuscitated by re-editing in form of painting the entire work and,
- They are clients’ choice for custom-made designs.

The Role of Computer Graphics in Sign Technology

Encapsulated in a broad-spectrum multimedia sign technology are computer art; digital display; and computer graphics. This brief concerns terms that evolved in the graphic diary since the mid-20th century. According to Wikipedia (nd), the phrase computer graphics coined in 1960 by Fetter a graphic designer for Boeing multinational organization. The American Heritage Dictionary AHD defines computer graphics as ‘a set of technologies used to create art with the computers’.

Every passing day signs in a new technology into this world. The innovations have attained such industrial magnitude that it delivers highly defined images in the apical degree of precision and in full colour prints thereby making the action functional and aesthetically pleasing. Computer device meant for graphic designs requires CPU and a large memory. Applications that support computer graphics are CAD/CAM, Visualization/Simulation, imaging, animation etc. Finally, data entered into the computer are output through monitors, printers such as inkjets, laser, DI digital Offset presses.

Digital art is an artistic work or practice which outlines the use of digital technology as an essential part of the creative process. This art has transformed painting, drawing, sculpture, and music/sound system.



Plate:(7) Title: Kewan Culture.
Design: Researcher Year: 2016.



Plate: (8) Title: Computer Pizzazz
Design: Researcher Year: 2016

The computer turns out to be most powerful tool used extensively by the mainstream media for advertising to produce spectacular visuals. It provides a clean work space with the freedom to make mistakes and corrections. It is so powerful that some traditional artists look at it as an unfair extension. "Can the computer draw a seated Oba"? Ologboshere (2016) had quarried. The computer used in sign production today is at the forefront of technology and enables the

sign manufacturer to benefit greatly in terms of speed, quality presentation and accuracy.

Innovations Leveraging Tradition Sign Industry

Traditional sign industry presently enjoys a myriad of technologically updated tools and equipment for production and installation thereby allowing sign manufacturers to push new boundaries. The advancement of the last few decades has lunched signs into a new era providing many opportunities to branding elements with modern state of the art facilities such that fabricated equipment substitute most natural sign materials and tools. For instance, pre-coated aluminum, fibre frames and a wide range of plastic media may likely dominate plywood fascia boards. In addition, the vinyl sensor cutting plotter machine – a digital control technology device has brought all the relief desired by traditional sign writers. Moreover, portable fibre frames have become replacements for wooden frames. According to Western (2016 personal communication), “the traditional sign writer is not thrown out and cannot afford to leave the trade because there is wealth in it. The computer and all modern production tools used to greater advantage are but added support to my solid graphic background”.

A Survey of Some Traditional Signwriters in an Era of Computer Graphics

This review understudied the activities of the exponents of the signage industry in Benin City. The researcher investigated four notable personalities to ascertain the effect of the twist of change with the computer technology cutting out ‘real’ traditional sign writing practices. Vakay Creative Consorts; Eddy Signs; Western Arts and Cliff Signs are brand studios that have been active for over four decades in Benin City. The Crown Computers studios are vast in digital prints while Zinco Retail chains are renowned for sales of art media. Below is the summary of research investigations.

- (i) **Ejitimehin Kayode**, graduated from the University of Benin with a BA degree in Graphic Arts (1992). Nicknamed Vakay in the art business arena, Ejitimehin is a prolific sign writer who expressed creative skills in all repertoires of art designs and production. He has a unique understanding of the elements of effective communication display as a well-read graphic artist and vast in traditional sign technology. He moved along current trend thus benefited from easy production tools. In his words, “events occur because of time and one must be updated

with the events of time. Moreover, the hands of the clock are fashioned to move clockwise and it cannot go otherwise for your sake.” Vakay Creative Consort is equipped with state of the art facilities including; vinyl digital sensor, computer ware, heat transfer machine, screen and polymer machines, routing and engraving equipment, spray paint and airbrush tools used for creating two and three-dimensional sign constructions. In other to remain above board, he advised traditional sign writers to update in the new technologies. The veteran admonished computer sign designers to count themselves privileged enjoining them to ardent practices because “there are too many sub-standard sign writers today”.



Plate: (9) Artist: Ejitimehin Kayode Photograph: Researcher Year: 2016

- (ii) **Western John** is a professionally trained graphic artist with very high technical skills in sign printing techniques. He has been on the profession for over 30 years. He tutored aspirants in sign writing skills and production but expeditiously dismissed candidates seeking emergency training. Western’s special area of production is in assemblages of typography and images to create signage. When there was no computer, he made designs from typesetting and from graphic

book (letter setting book), he did manual colour separation, cut and pasted letters for the lithographer's registration before moving them to the press. Western adopted improvised materials when confronted with issues requiring special approach. Western asserted, "The first sets of computer software were close to manual designing. However, the present ones are wonderful". Western's shop is equipped with a good darkroom, heat transfer equipment, face cap printer and computers.



Plate: (10) Title: Western John. Source: Researcher Year: 2016

In conclusion, he stated, "the sign writer should have a sound knowledge of basic graphics to stand out in the field" and further reaffirmed, "our culture is zealous for advancements – more technology means more errors. It is easier to correct manually created errors than digital printed mishaps. Computer operators must always consult with experts on troubled spots."

- (iii) **Clifford Ologboshere** completed his elementary education at a Muslim primary school in Benin City before beginning apprenticeship training at Obi's Art Studio. Mr. Obi, who passed away two years ago, operated an art shop on Ugbague Street, off Mission Road, Benin City. After completing his training, Clifford began his career in 1967, initially using pencil and chalk for design work, which he meticulously cut out using specialized tools. Clifford was reticent, so details about his past emerged through discussions with Ebidike. He emerged as the foremost traditional sign writer of his era, specializing in 2D and 3D graphics, sculptures, and monumental signage. His repertoire included wooden doors, bronze casting, and painted portraits. Clifford developed a unique font style, applied with precision through traditional print techniques. He preferred traditional methods to digital technologies, arguing that computers could not replicate the artisanship required for metalwork. He asserted; "we are improving on the job without the computer...the computer cannot treat your metal sheet before signing on them. You need your head and hands to do most things."

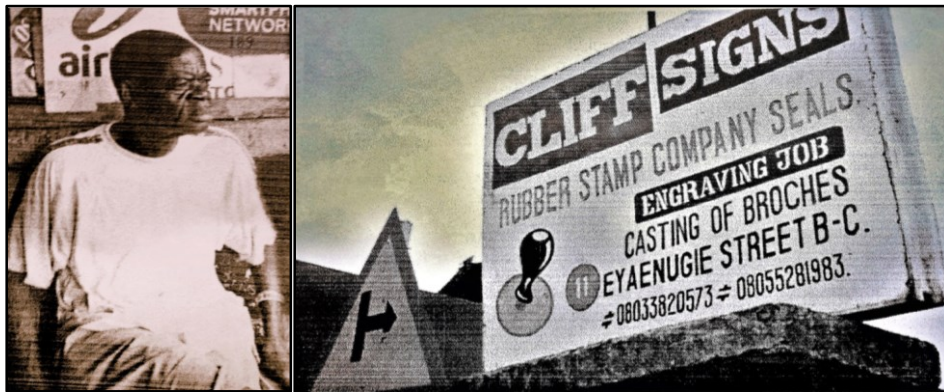


Plate (11) Artist: Ologboshere Clifford
Photograph: Researcher. Year: 2016.

Plate (12) Title: Metal Plate Rooftop Display
Source: Researcher Year: 2016

He affirmed that painted signs endure and gain beauty over time, unlike digital prints, which deteriorate rapidly as he further posited, "A painted sign last longer and grow more beautiful as they age whereas digital prints do deteriorate and lose pigmentation and surface polish after a short while". Equipped with a complete set of foundry tools, Clifford no longer needed external welders, thanks to

his own electric cutting and welding machine. He remains dedicated to traditional sign making and currently chairs the Commercial Sign Writers and Printers Association, Edo State branch.

- (iv) **Ebidike Edwin** He became an apprentice sign writer under the tutelage of his uncle Obi at the age of six. He later joined the army at the age of eighteen. He had a voluntary retirement and came back to join colleagues in the sign industry in Benin. This time around, he did three years intensive training at Cliff Signs. Aside sign writing, Edwin carved wooden doors; bronze casting; produced three-dimensional modeling (though poorly executed due to limited knowledge in armature usage), and painted portraits in enamel paints. According to him, "In those days, Lagos was the only place you could purchase oil paints and it was difficult to find someone who would sponsor your transportation; money was very scarce then". Like Cliff and other forbearers, Eddy made remarkable impacts on many people through contacts and internship training in traditional sign crafts. It remarkable to inform that Prof Ogene the current Head of Department, Fine and Applied Arts of the University of Benin was one of his trainees. Eddy further stated, "it was tough but very interesting working with sign metamorphose through the various production phases till the current trend in multimedia production." He emphasized that, "if you must move forward as an artist, you cannot remain a traditional type who succeeded in the past because it was the only way out for people to get their jobs done. The present generation would rather not wait for the old school technique; they would join a moving vehicle".



Plate: (13) Artist: Ebidike Edwin

Source: Researcher Year: 2016

While Eddy and most traditional sign writers are already moving in the vehicle of trend, many sign shops don't have the technological skill set to run an effective campaign. These digital equipment need experts to install them, regulate, adjust and maintain other online connectivity. In view of the fact that artist needed media to facilitate productivity, Edwin took a giant stride into the sales of art tools and materials thus becoming pioneer art media dealer in Edo State and a major distributor of art materials in Benin City. According to him, in those days the Ekehuwan Campus of the University of Benin benefited immeasurably from his regular supplies of these materials. With young artist and paid apprentices working under his instructions, the researcher's guide; Eugene Akhimien and the researcher herself saw the fusion of the traditional and the non-traditional options in one completely expanded signage production workshop in Igbesamwan Street, Benin city. Eddy concluded the discursion in these words;

The reason why people may not use the computer device for sign writing is mainly finance. Before you one gets access to bank loan or keep a savings that is large enough to purchase such printing equipment, you are already old! The government should assist small-scale entrepreneurs, artisans, self-employed creative job owners with easy access to bank loans so that studios, workshops are equipped with modern signage facilities and other relevant infrastructures ~ **Ebidike Edwin.**

- (v) **Odigie Ernest** graduated as a Political Science; He had vocational training in computer graphics during his undergraduate days. He has been working with Crown Computer Graffix for three years. In an interview with the computer graphic expert on; (i) the role of the computer in the signage industry; Ernest opined;

People run to the computer for sign designing because the technology has allowed brands to push forward into new realms of advertising that were previously not possible. The advancements have

allowed for cheaper, more efficient, and designs that are more intricate created at the shortest possible time. Businesses look to the signage industry to create brands that would push them to new boundaries and extend their coastlines. We only design the graphics and add the necessary customized editing filters and customers are awed.



Plate: (14) Title: Odigie E. (Computer operator)

Source: Researcher Year: 2016

The computer works with high quality images and typography. Crown Graffix is not engaged in any form of constructional graphics like the ones produced by sign writers. Ernest further explained that the computer offset presses produce 2D large format prints productions on rollups, branding, sticker, and banner. On life expectancy of computer prints, he commented that banners can stay out door for months after which the colours start wearing out. However, clients easily replace these because they are cheap in terms of cost. He evaluated the durability of printing materials thus: Vinyl letters have a

life expectancy of 10 years; digital prints without laminate will last up to three years, with ultra violet laminate (UV-Curable) five years. However, he was on the affirmative that hand painted signs last longer than DI prints.

- (vi) **Art Media Retail Dealer Okolie, E. (Zinco)** The art retail chains are outlets for the purchase of art materials by sign writers. Okolie pseudonym Zinco has been into the sales of art materials for over twenty-five years. He operated several art materials shops here in the City. He stocked and supplied a wide variety of quality materials for a wide range of art projects in the prints media at affordable rate. He has some knowledge of art but cannot add artisanship to sales, so he provides friendly expert advice to customers. Speaking on the issue of sales of art materials, he revealed,

There has been drastic drop in sales of art media sales. My boom days were the period sign writers worked before the arrival and popularity of computer wares. Flex has taken over the whole business and these computer artists do not buy our materials” When asked if he would go into sales of computer wares and accessories, he replied in a parable, “This horse is not meant for such ventures”.



Plate: (15) Title: Okolie E. (Art Media Retailer)

Photograph: Researcher. Year: 2016.

Zinco has however added a milestone in technologically updated materials commonly demanded by the new era traditional sign writers to his shelf. They include luminous and colourfull Perspex/flexi glass sheets (replacement to wooden boards), fibre frames, electric jigsaw in place of handsaw, and a wide range of quality opaque and transparent ink including safety and regulatory materials for sign construction and installations.

Traditional Versus Computerised Sign Manufacturing

Drawing inferences from information gathered during the course of investigations, is a clear indication that; even with technology racing ahead, traditional sign writing remains an integral part of graphic requirements needed in information technology. The traditional sign writers created navigations through complex terrain with minor technological tools and improvisations. They designed 2D and 3D signs on wood, cement structure, wall etc. Moreover, creating customised visuals with high aesthetics representations and proven durability was an area they captured. In order to sustain the industry and accelerate production, most forerunners lurch into various new technologies which they have added to their kits. These are the DI presser, vinyl shaper/cutter, heat pressure machine, spray paints, polymer designer etc. On the other hand, the computerised sign making and digital printing has become the industrial standard which has allowed sign writers to deliver signs in the highest degree of precision and in full colour prints. Environmentally friendly digital offset DI printer makes the final product to be fully functional and aesthetically pleasing. Digital equipment is programmed in high productive capacity to offset large number prints at limited time. Every passing day signed in a new technology into the world of computerised signage in 2D flex, decals, SAV, papers and other surfaces.

Findings

The following findings was realised on the investigation: that the place of traditional sign writers in an era of computer graphics was on board; these artisans confronted challenges by equipping their studios with modern gadgets suitable for such forms of creative repertoires. Seemly, are attestations that computer technology is characterised by effective and meaningful manipulation of text and image, dynamic competitive market demands, faster turnaround and

cost effective quality production. However, both technologies created points of convergence and vehemently separated at points of necessity.

Contributions to Knowledge:

The study contributed to knowledge in the following ways:

1. An understanding of traditional signage methods, deeply rooted in ancient mark making and symbolism, were fundamental in early human communication and cultural expression.
2. The research-explored difficulties early sign writers encountered, such as: educational constraints, material limitations affected style and legibility, and technological deficiency limited expansion and evolution.
3. It analysed the revolutionary drive of computer graphics on the signage industry; focusing on advancements in speed, quality, reliability, and cost effectiveness.
4. The study unraveled reasons for sustainable artisanship in traditional sign writing culture in Benin City survey area, and it integrated valued cultural heritage with digital practices.
5. It identify ways traditional sign writing and computer graphics can coexist, complement each other, or influence each other in hybridised approach in today's signage industry. Thus, revealing a dynamic interplay between heritage and technology.

Conclusion

More people are making the switch to computer designed and manufactured signage for information presentation. The digital industry has added to the overall sign and display market yet these have not made the traditional methods go out the window as anticipated. Digital screens are most effective where they provided information that change as in the supermarkets, shopping mall, airport and sports venues. The non-traditional areas facilitated by the computer (large format printing) are growing rapidly due to changes in business strategies and innovations in technology. However, many characteristics about the vinyl captivate end users. This include the range of colours, weather friendliness and abrasion resistance. A lot of signage is still simple lettering and cutting is faster with the vinyl digital sensor shaper/cutter machines while mounting is as easy as sticking cutouts to surface. According to Ejitimehin, et al 2016 (personal communication), "digital display applications and computer generated options

are a case of supplemental technologies and not a replacement to traditional sign making". Many companies, marketers, agencies have used the combination for better overall communication outreach. As the sign industry has adapted to developmental stride over centuries, so it will continue to respond to the needs of our future environment in essential signature.

Photo Gallery

Images are vital part of graphic design because they have the ability to convey, idea and information that would enforce clarity to story line. This further reaffirms the saying that, a picture paints more than a thousand words. Hence, this paragraph featured a couple of signature for comprehensions.



Plate: (16) Title: Wrap (fleet) signage Medium: SAV. Photograph: Researcher. Year: 2016.



Plate: (17) Title: Monumental signage.

Media: Perspex/Arco board.

Photograph: Researcher. Year: 2016.



Plate: (18) Title: Award Plaque.

Medium: Crystal.

Photograph: Researcher Year: 2016.

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Plate: (19) **Title:** City Entrance display.

Style: Large Format Vinyl.

Photograph: Researcher. **Year:** 2016.

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Interviews

The research had personal communications with the following Studio personalities on; "The survival of traditional signwriting in the emergence of computer graphics" See **Plates** for reviews.

Plate: (1) Ejitimehin, V. K. (02/05/2016). Studio: Vakay Creative Consort. Local:70,Akenzua B/C

Plate: (10) Western, J.(02/05/2016). Studio: Western Prints. Location: No 8, Plymont road, B/C.

Plate (11) Ologboshere, C. (04/05/2016). 11 Eyanugie Street B/C.

Plate: (13) Ebidike, E. (05/05/2016). Studio: Eddy Signs. Location:15 A, Igbesamwan Str. B/C.

Plate: (14) Title: Odigie, E. (05/05/2016) (Computer Operator) Crown Computer Graffix Location: 68, 1ST East Circular Rd. B/C.

Plate: (15) Title: Okolie, E. U.(05/05/2018) Art Media Retailer. Zinco Art Best Shop. Location: 75, 1ST East Circular Rd B/C.

Glossary

B/C Benin City is a Nigerian capital City. It is the centre of enquiry in the research project.

SAV Self-Adhesive Vinyl is a flexible attractive material used to create signs for both commercial and non-commercial displays.