ABSTRACT

Numerous studies have been conducted to evaluate imageability of cities in many parts of the world and its implication through various approaches such as cognitive mapping and verbal recall, (see, for example, Lynch, 1960 and Nassar, 1998). The theory acknowledges the relationship between the physical environment and human behavior. An imageable and legible landscape contains physical elements that are capable of evoking strong image in any observer. This image can help individuals interpret information and guide action, give them an important sense of emotional security and heighten the potential depth and intensity of human experience. In other words, imageability affects our sense of orientation, mobility and emotions. So far, no such studies have been conducted on university campus.

As the importance of imageability and its impact on mobility gains recognition, it would be interesting to conduct such a study on National University of Singapore (NUS). NUS was chosen because only approximately 5% of its students drive to campus. The study seeks to examine the imageability of the campus, identify, and evaluate those elements that affect walkability.

The findings of the study revealed that NUS is imageable and likeable from the perception of the students with landmarks being the most important element. Students also found NUS to be a walkable campus.