The National Code of Practice assimilates practices, regulations and guidelines used to control outdoor advertising in countries including England, Wales, Australia, and the United States of America. The following publications were extensively used:

- United States Department of Transportation. (s.a.). *Outdoor advertising, control and acquisition*. 37p.

Local regulations and codes of practice were also analysed and integrated:

- Outdoor Advertising Association of South Africa. *Guidelines and standards for outdoor advertising*.
- Outdoor advertising bylaws and policy documents utilised by the municipalities of East London, Johannesburg, Port Elizabeth, Bloemfontein and Stellenbosch.

A comprehensive bibliography, discussed in Section Two: Information Review is included hereunder. This list includes the references to all literature sourced during the study and is not limited to literature directly referenced in the body of the dissertation.

The bibliography is subdivided into the various topics relating to outdoor advertising, as listed below:

- Perceptions
- Outdoor Advertising
- Control of Outdoor Advertising
- Tourism
- Legislation of Advertising
- Environment
- Safety aspects
- Road classification
PERCEPTIONS


HÖGE, H. 1990. Ecological perception and aesthetics: Pictures are affordance-free. In K. Landwehr (Ed), Ecological perception research, visual communication, and aesthetics, (pp. 105 - 121). Berlin: Springer-Verlag.


LANDWEHR, K. 1990(a). The "aesthetic experience" as perceiving the general affordance of explorability. In K. Landwehr (Ed), Ecological perception research, visual communication, and aesthetics, (pp. 123 - 132). Berlin: Springer-Verlag.

LANDWEHR, K. 1990(b). Ecological perception research, visual communication, and aesthetics. Berlin: Springer-Verlag.


OUTDOOR ADVERTISING


Committee of State Road Authorities (CSRA). 1993. The proposed national code of practice on outdoor advertising. 29p.

Committee of State Road Authorities (CSRA). 1993. The proposed national code of practice on outdoor advertising in rural and urban areas. 70p.
Committee of State Road Authorities (Sub-committee on advertising). (s.a). Framework for a National code of practice for outdoor advertising along public roads. CSRA/CUTA. 19p.


Department of Planning, Sydney. Outdoor advertising - an urban design based approach. 31p.


Outdoor Advertising Association of South Africa (s.a). Standards for outdoor advertising. Johannesburg. 5p.

Outdoor Advertising Association of South Africa. Guidelines and standards for outdoor advertising.


RABIE A. 1990. The control of advertisements along roads - an environmental perspective, 10p.


United States Department of Transportation. (s.a.). Outdoor advertising, control and acquisition. 37p.

Urban aesthetics (mere trimming or important living factor?) 3p. (article).


CONTROL OF OUTDOOR ADVERTISING


Voorgestelde riglyne vir die vertoning van dienste by direkte toegang rus- en diensareas op nasionale paaie. 1994. 6p.

TOURISM


Department of Transport, & SATOUR. How to apply for a tourism sign - a guide.

Ministerial Committee on destination names on guidance signs, tourism and advertisements on the road network.(s.a.). National code of practice on advertising. Department of Transport. 8p.


LEGISLATION OF ADVERTISING


Outline of a communication strategy and plan for the revised road traffic signage system. (s.a.). 17p.


ENVIRONMENT


Advertensie en die omgewing. (s.a.) Pietermaritzburg. 1p.

Aesthetics in Environmental Planning. (s.a.). 1p.


Scenic drives. 1993. Issues and principles relating to their destination, preservation and enhancement. Western Cape RSC: Revel Fox & Partners. 33p.

SAFETY ASPECTS


ROAD CLASSIFICATION


