

**comprehensive design project '19**  
department of integrated design  
university of moratuwa

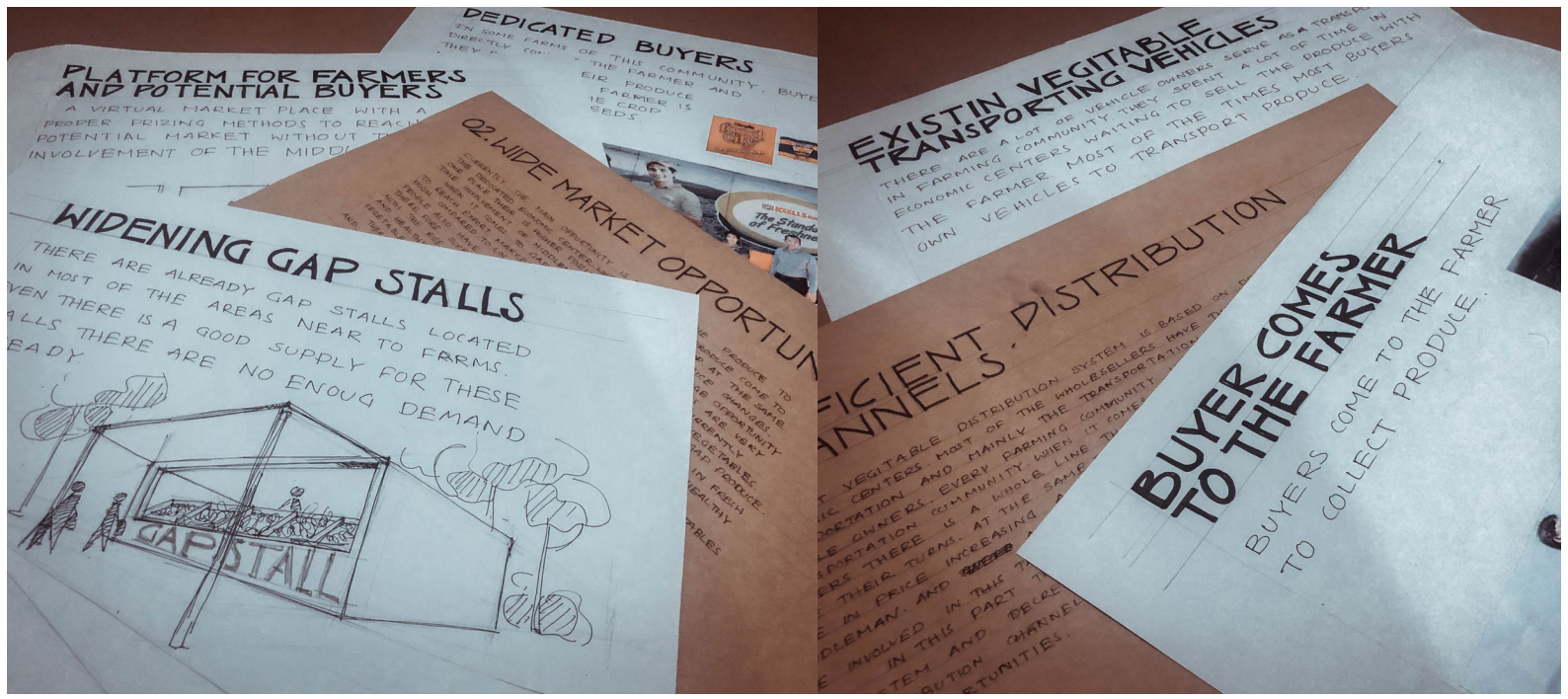
# Comprehensive Design Projects

**Media and Communication Design**



Student Designer

A service design perspective to reduce communication, knowledge and facility gap in the local agricultural community.



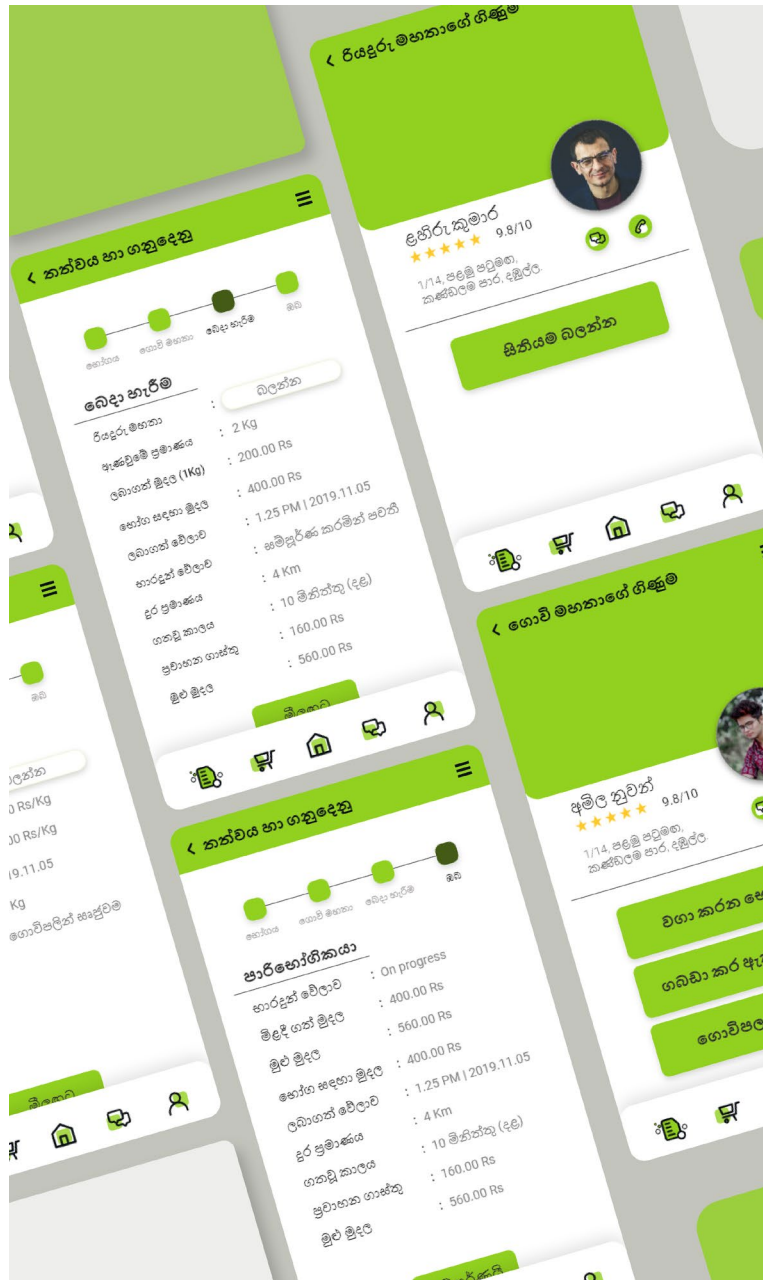
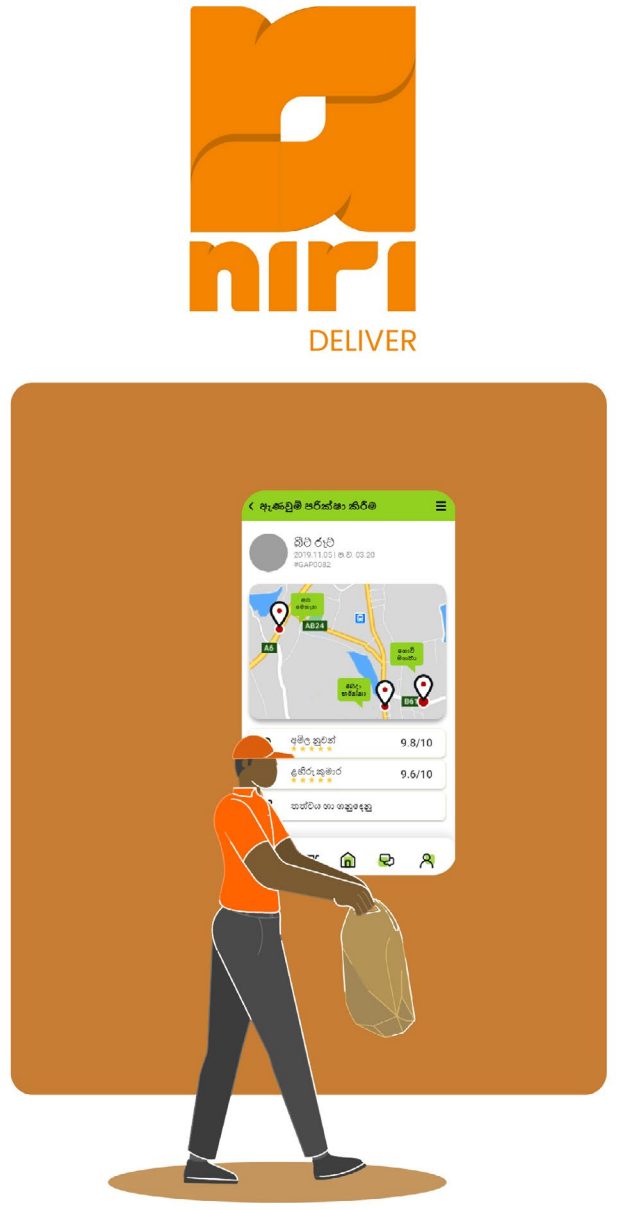
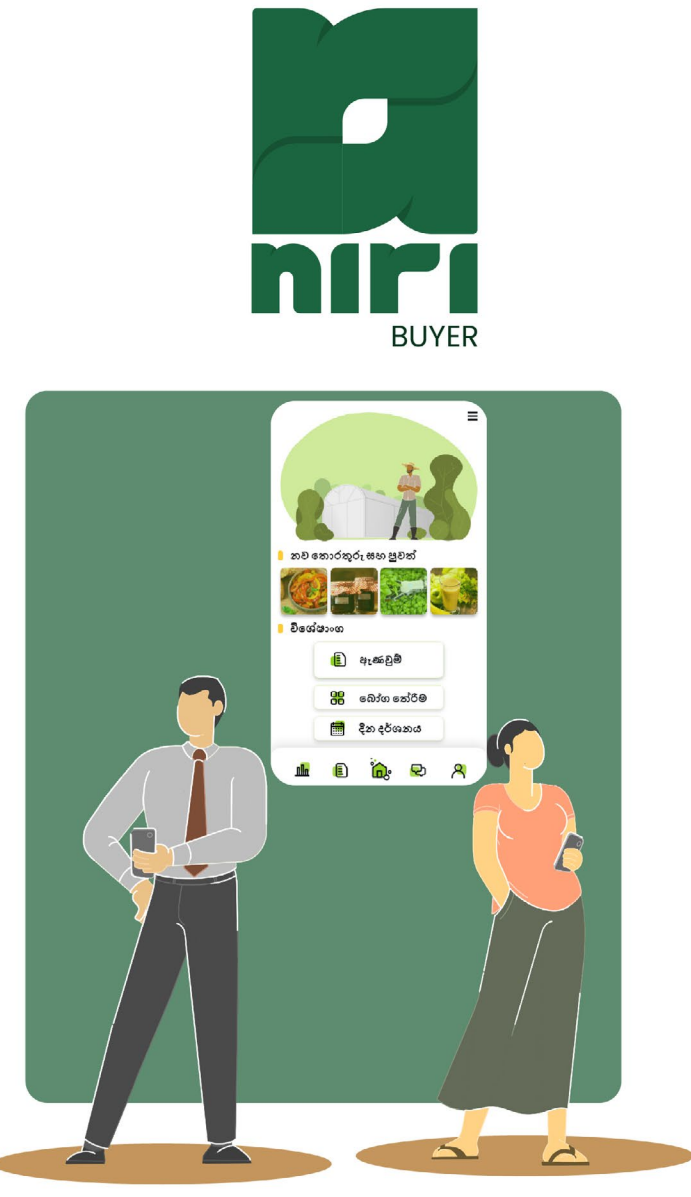
This project is an integrated communication design solution to address communication and knowledge gaps in farming communities, agricultural authorities and local vegetable distribution networks in Sri Lanka. It is consisted of both offline and Online design approaches to uplift agricultural practices. The projects primal Objective is to address knowledge gap about crop selection, harvesting and to utilize market via reducing the communication gap. The design is tested and continuously iterated with the focus of Simplifying the knowledge required for crop selection, providing them with the necessary critical thinking skills

and ultimately increase life standards by increasing their income.



Rajika Thilakarathne

rajika36@gmail.com  
+94 70 27 47 041

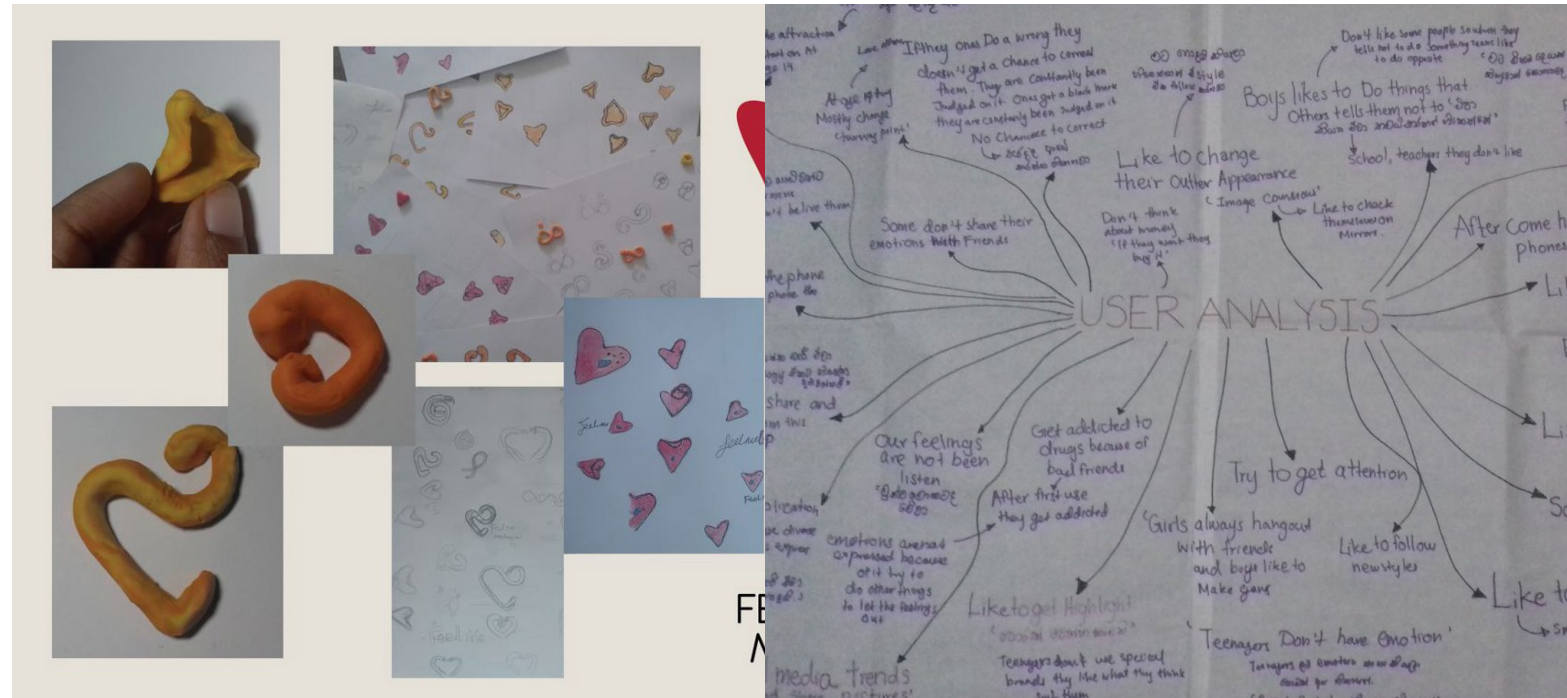


A SERVICE DESIGN PERSPECTIVE TO REDUCE COMMUNICATION, KNOWLEDGE AND FACILITY GAP IN THE LOCAL AGRICULTURAL COMMUNITY





# Student Designer



## Feel me: an integrated campaign design solution targeted on the multiplicity of teen emotional expressions.

Teen emotions are a large number of variety and during adolescent, teenagers go through a rollercoaster of emotions. While battling to figure out how to express these emotions, teenage are always being judged and considered rebellious. "Feel me" is an integrated campaign design done along with the "Atlas clay" to associate brand to a new market segment by addressing a deeprooted issue of their life. Using the concept of "claymoji" in the heart of the campaign it aims to create a habit of clay sculpting among teenagers as a therapeutic material for teenage emotional expression while bringing teenage emotions to much creative

and positive light. The campaign launch with an emotional experiment video on social media platforms giving out the message that "every teenage emotion is unique and diverse and needs to be expressed and understand. The campaign then follows to a "Feel me" me social media challenge and all the sculpted 'claymojis' from the challenge will finally featured at "Feel me library of emotions" website, where it displays the sculpted diverse emotions of teenagers under different emotion categories and the story behind each emotion.




Lakmali Perera

lakmalisubhani@gmail.com  
+94 77 93 27 460


I FEEL LIKE I DON'T FIT IN THIS WORLD  
#CONFUSE #FEELME

IN OUR WORLD  
**EVERY TEENAGE EMOTION IS UNIQUE**

FEEL ME LIBRARY OF EMOTIONS

**FEEL ME**   
emotions are unlimited


I FEEL LIKE A FLOATING LEAF WHEN I AM RELAXED  
#RELAX #FEELME

© Copyright 2019 FEELME - All Rights Reserved - Powered By 

**# ANGER**

EVERY TEENAGE EMOTION IS UNIQUE AND DIVERSE

VIST "FEEL ME LIBRARY OF EMOTION"  
www.feelme.libraryofemotions.lk


POWERED BY 

**WHEN I AM SAD IT FEELS LIKE A TORNADO**  
#ANGERY #FEELME

LET'S SHOW THE WORLD THAT EVERY TEENAGE EMOTION IS UNIQUE.

JOIN THE FEEL ME CHALLENGE

EMOTIONS ARE UNLIMITED

POWERED BY 

**#LOVE**



Student Designer



Gamification of '100 box practice: a game based learning approach to increase fundamental mathematical performances.

It was identified that there is a barge number of dropouts after Ordinary Level Examination and they lack fundamental knowledge in mathematics. Therefore, to overcome this issue, the practice of 100 box was introduced to the school system by the government. Nevertheless, there seems to be no improvement. Therefore, this project empathizes with the school dropouts and school children in grades 10-11. It identified user behavior patterns and developed the overall concept to the project- 'Gansy' (Clangs). Using this concept, the design solution gamifies the 100-box practice towards learning the fundamentals of

mathematics. The game is developed as a multiplayer online mobile game which mimics the user behavior. It discusses their newly adapted teen values they admire during and after school time-this is also the exact same reasons for low results. The game is storified and aligned with learning objectives of ELC, which encourages the students to engage with extra hours, learning mathematics.



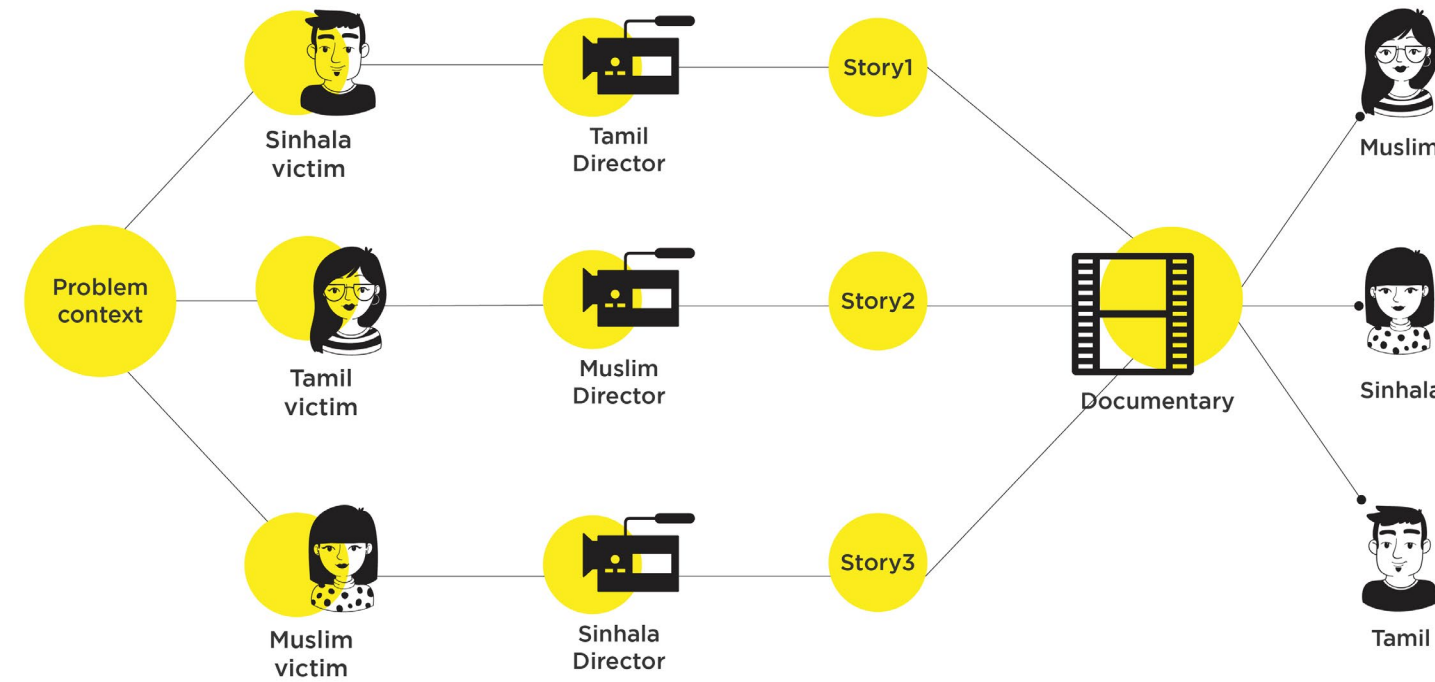
Chamalka Liyanachchi

chamalkasrimal@gmail.com  
+94 76 76 76 197





# Student Designer



## Participatory documentary as a communication design intervention to address the issues of enforced disappearance in sri lanka.

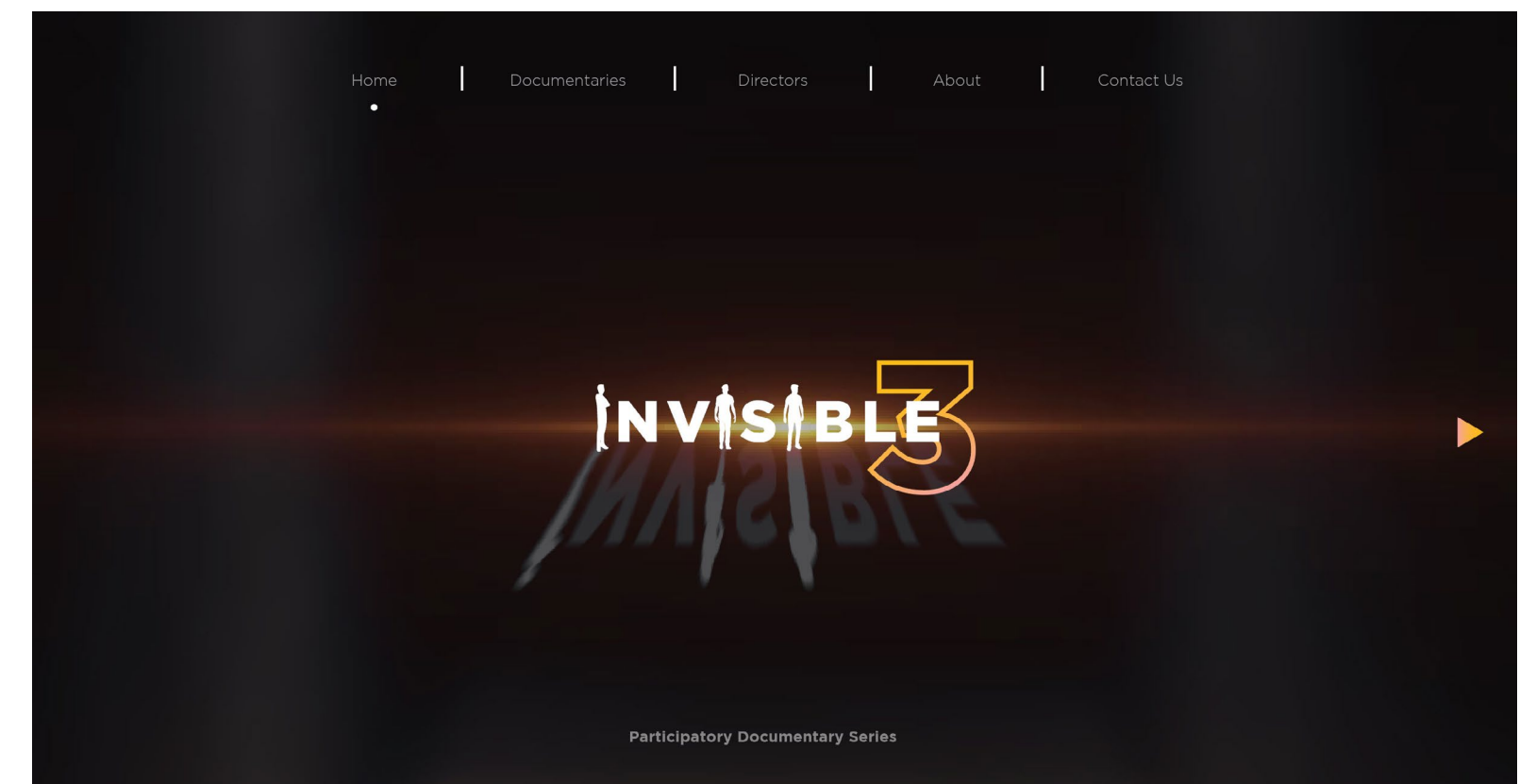
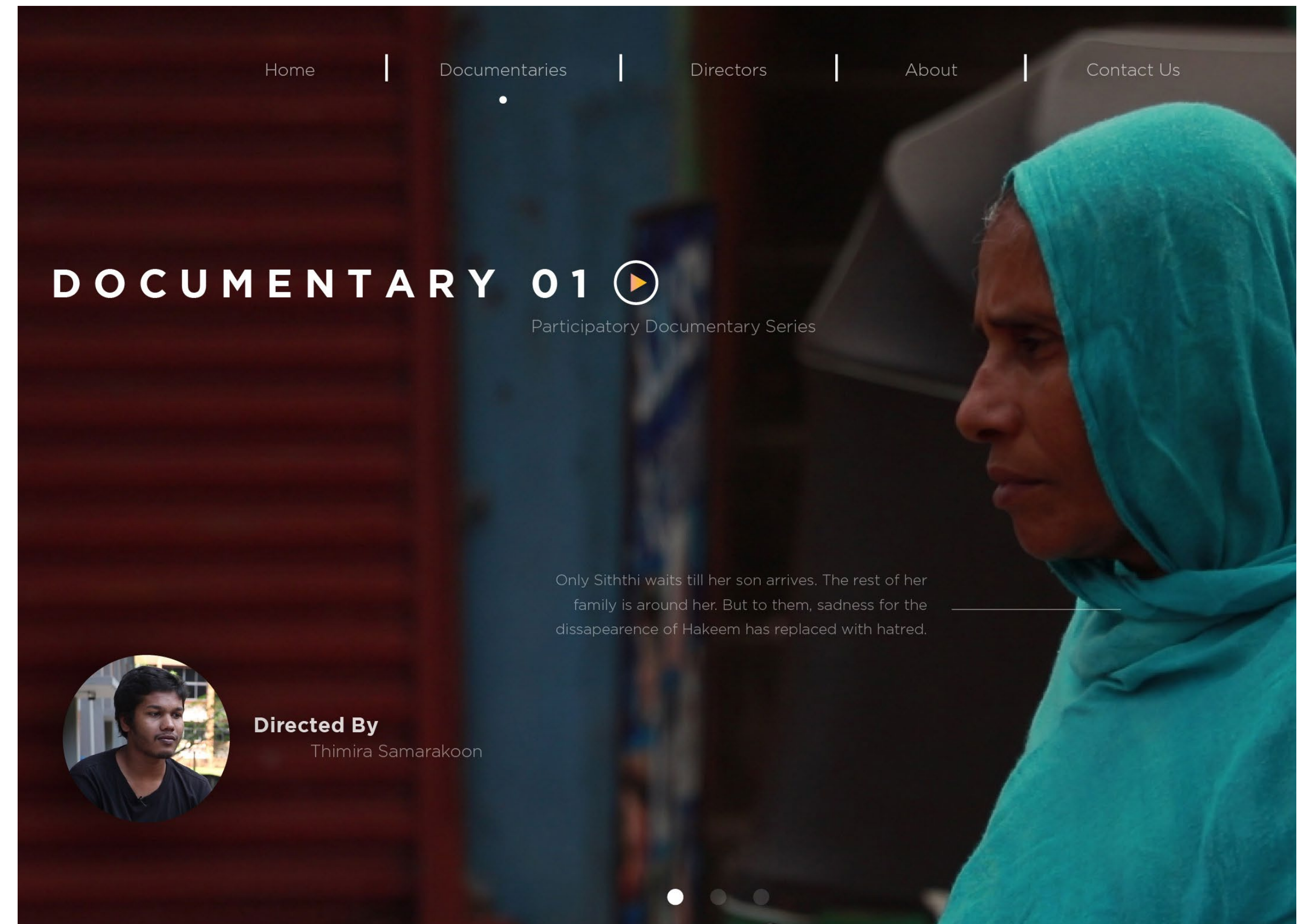
Sri Lanka has one of the world's highest number of disappearances, with between 60,000 and 100,000 people vanishing since the late 1980s (Amnesty International 2019). Different incidents in history has contributed to this number, but still citizens see this issue through their personal political and ethnic prejudices. This project takes a participatory documentary approach to address this issue through a communication design intervention. The documentary is developed with continuous story investigation, participation and reaction of three moving image directors coming from different ethnic and political backgrounds, they were

assigned to investigate a disappearance case of a hostile context. Their realizations and authentic reactions are later edited to achieve communication objectives of this project by experimenting and testing.



Gayan De Silva

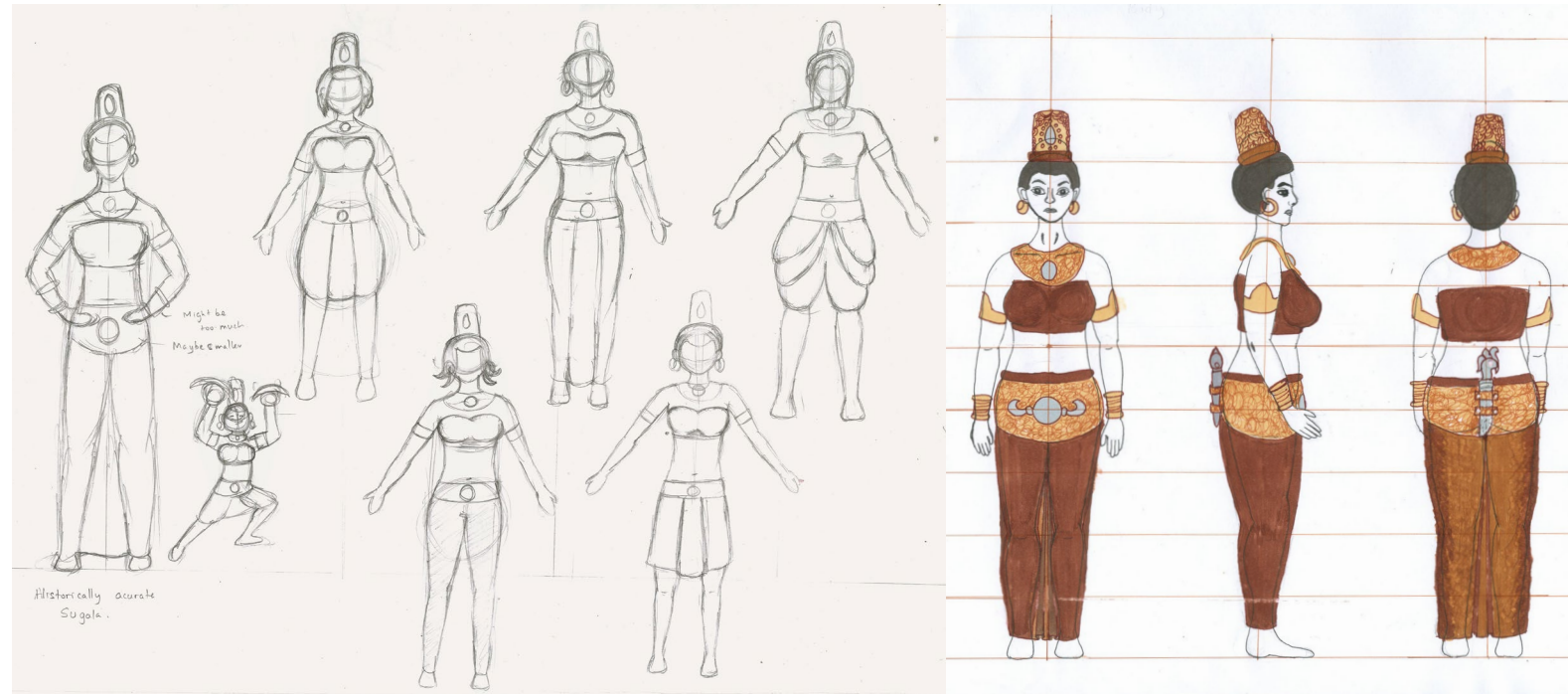
ruchiranga.gayan@gmail.com  
+94 77 20 09 841





Student  
**Designer**

### Characterizing a Female Superhero for a Local Comic.



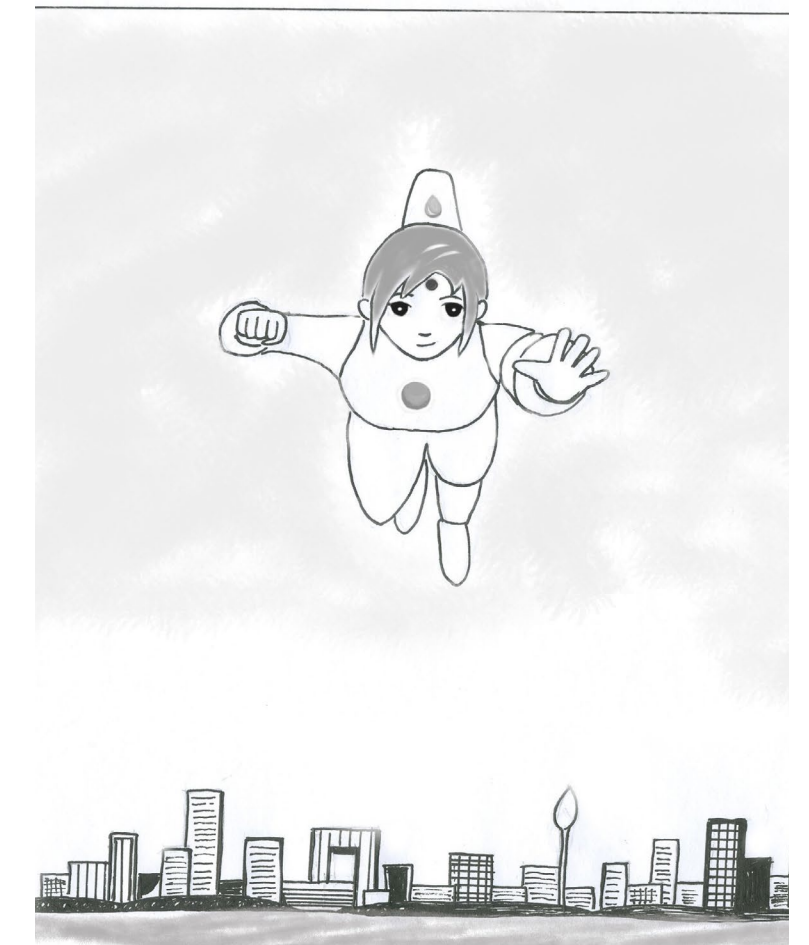
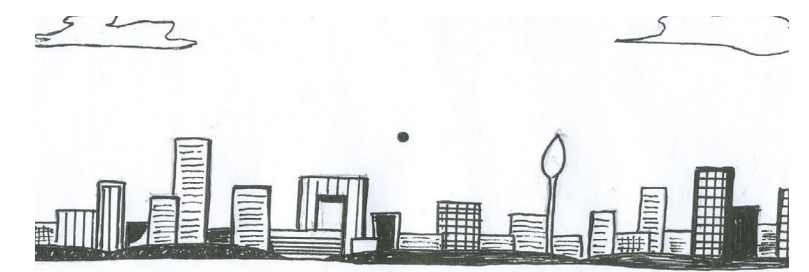
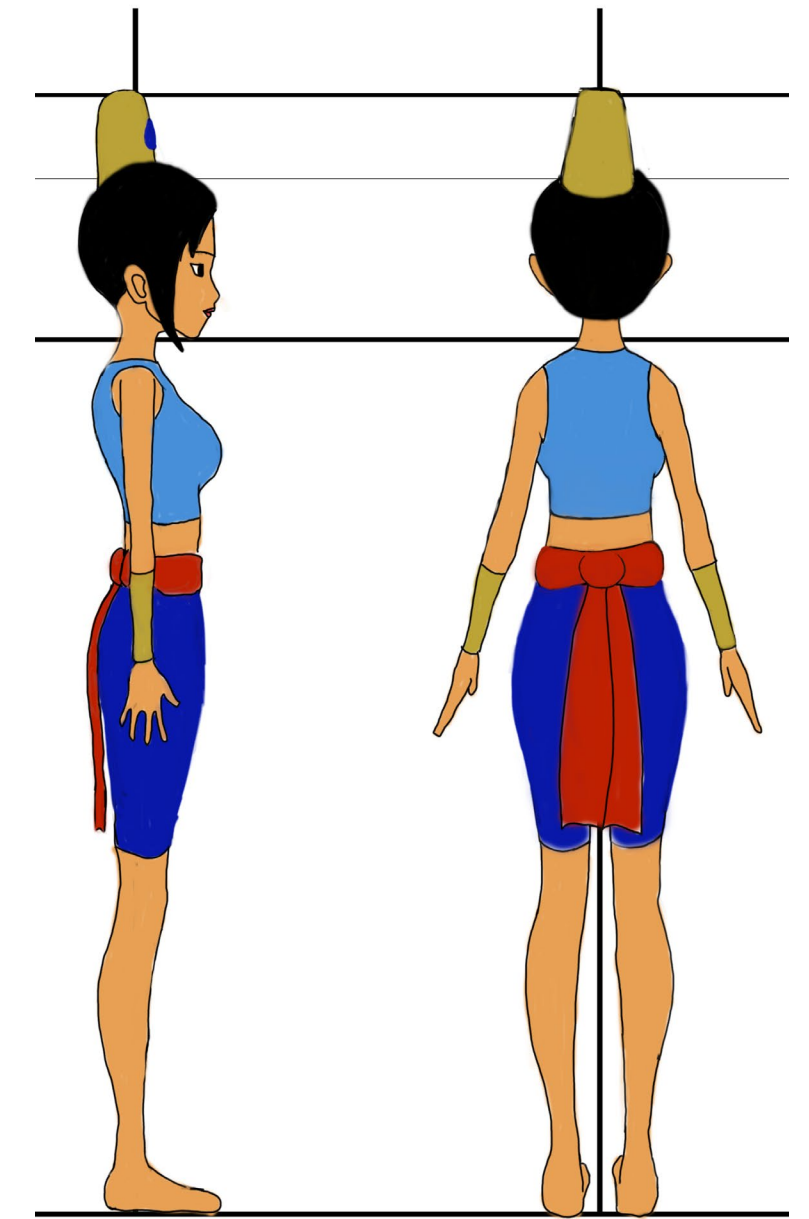
Sri Lankan comic industry lost most of its readership in late 1980's due to lack of stimulation and arrival of novel entertainment sources. With the dawn of the new millennium, a new readership was built with the arrival of digital and web comics. This readership is constantly looking for new local material, but due to the lack of artists and comics, their demand is barely fulfilled. This project introduces a novel superhero character to the Sri Lankan comic readers. The proposed client is 'Pruvi production' and the character was inspired by ancient Sri Lankan queen Sugala. This project focuses on the building up of the character. The task

of the project was on investigating on the character, its myth and actual evidence - through literature, archaeological and expert analysis. Based on research the visual forms of the character were built, including its character traits, refining of the plot and its overall visual feel. In conclusion proposed visuals for the female superhero SUGALA was created.



*minolifernando413@gmail.com*  
*+94 78 30 84 194*

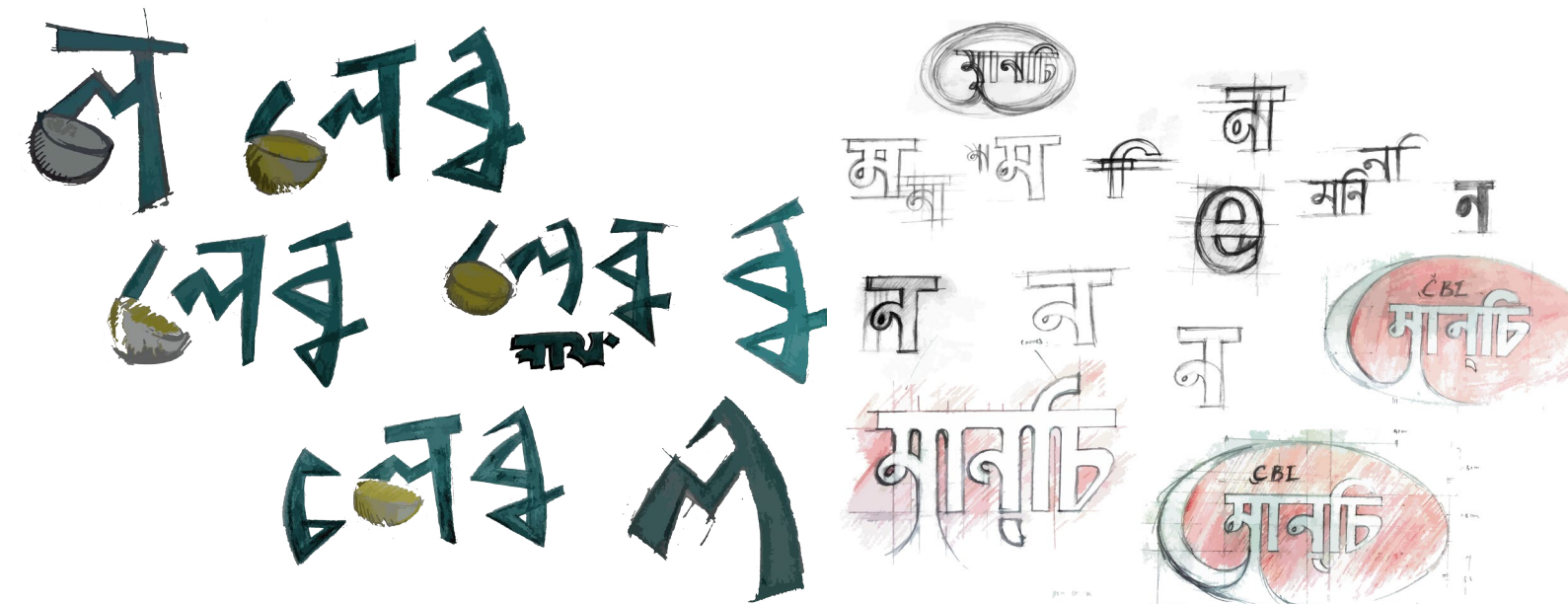
*Minoli Fernando*





Student  
Designer

### Bilingual branding for munchee: exploring bengali and latin script.



This project is focused towards bilingual branding, for the brand Munchee. It is Sri Lanka's number one brand in biscuits. They export many biscuits brands to multiple countries and the latest addition is Bangladesh. As part of their marketing strategy, they have selected a few brands that needed to be communicated in Bengali the commonly spoken language in Bangladesh. The project was focused towards understand a script, it is anatomical features that needed to be addressed when designing the brand logo. The project contains experimentation on the understanding multiple scripts, the brand,

bilingual branding, it is identity and concept behind the overall look. The discussed scripts are Latin and Bengali.



Sasheen Attanayaka

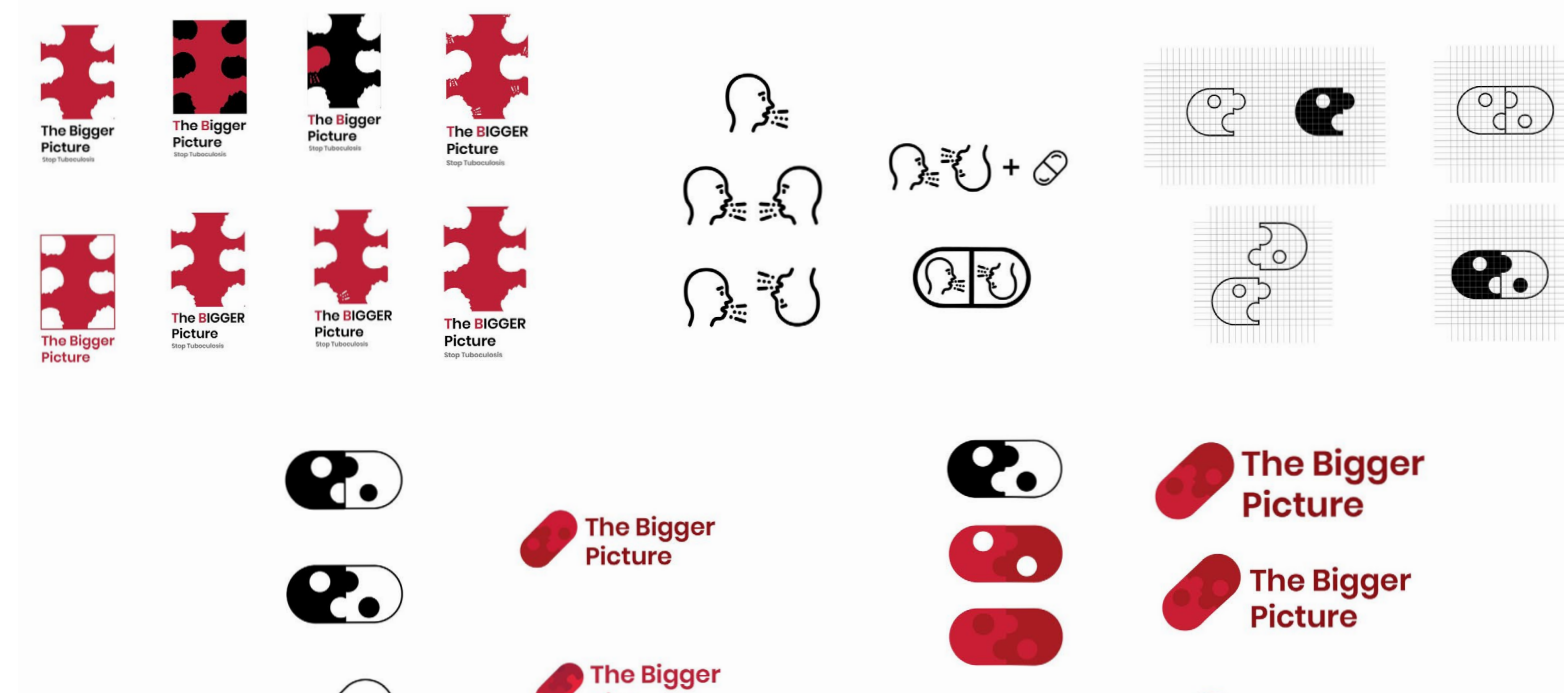
sasheen.design@gmail.com  
+94 77 69 29 559





# Student Designer

## Campaign Design intervention on Tuberculosis in Sri Lanka.



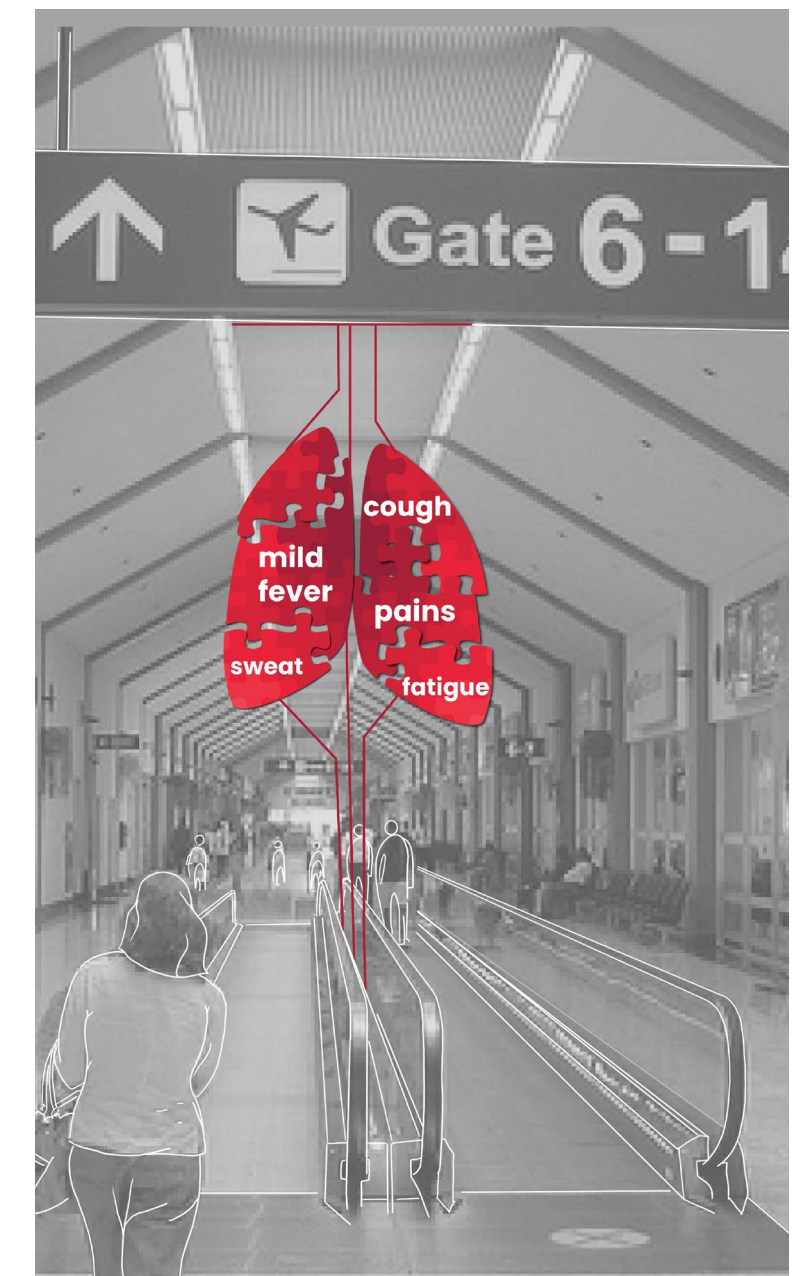
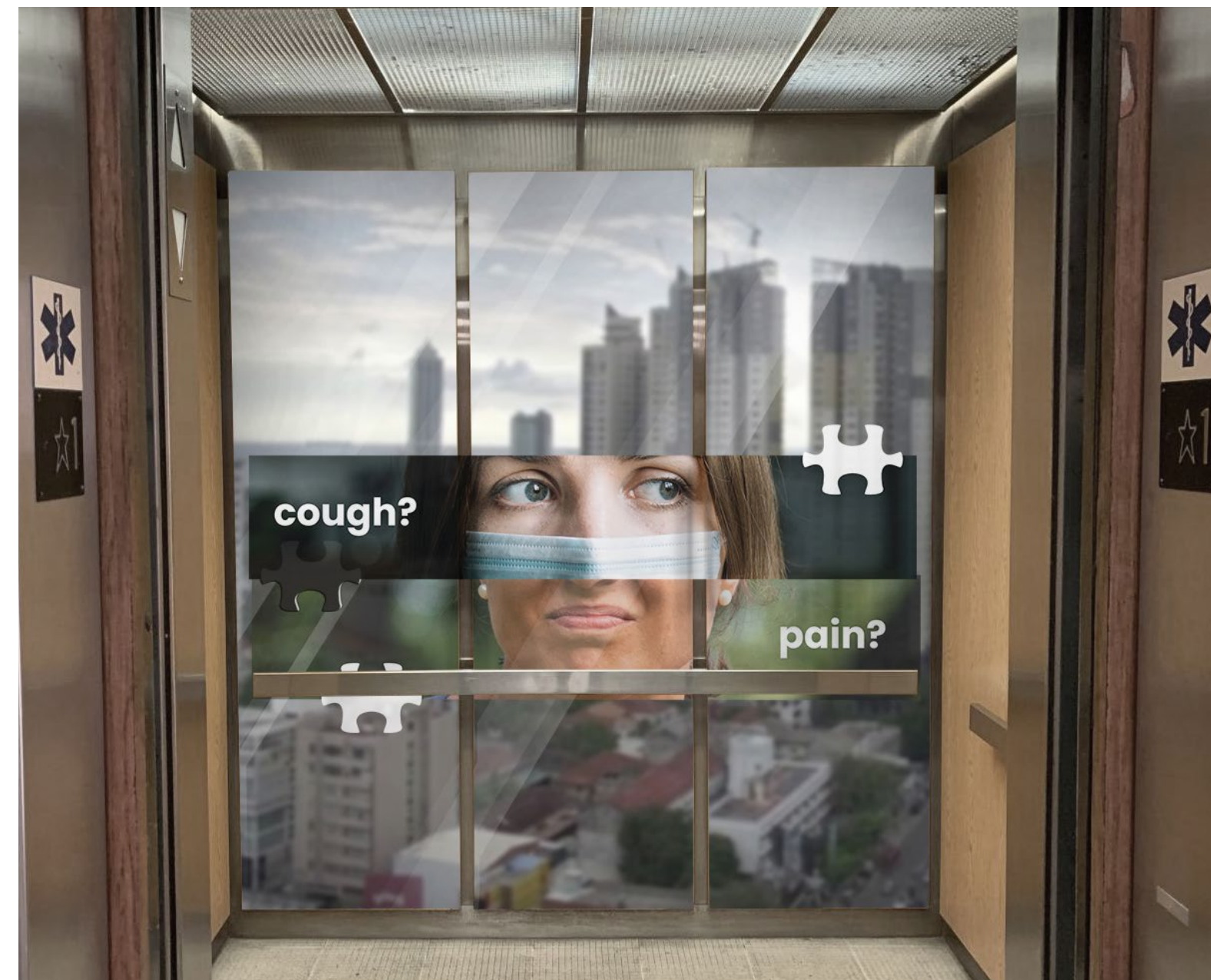
According to the UN's Sustainable Development Goals, the annual incidence rate of tuberculosis should be less than 55 cases per 100,000 by 2025. Almost 900 Sri Lankans die due to tuberculosis every year. Following a thorough research, it was made clear that the reasons for the issue are currently reading on the relevance of symptoms, low perception of risk, and poor adherence to six months treatment process. At present, only cough is perceived as a symptom for TB by the society. Due to this wrong perception, people are reluctant to get tested in early stages of the coughing and cases still go under-diagnosed,

undetected, and untreated due to lack of symptom awareness, resulting in getting the condition worsened and transmitting the disease to others. This campaign design solution takes a complete approach to the issue, on par with achieving the goals set by the UN's Sustainable Development Strategy plan.



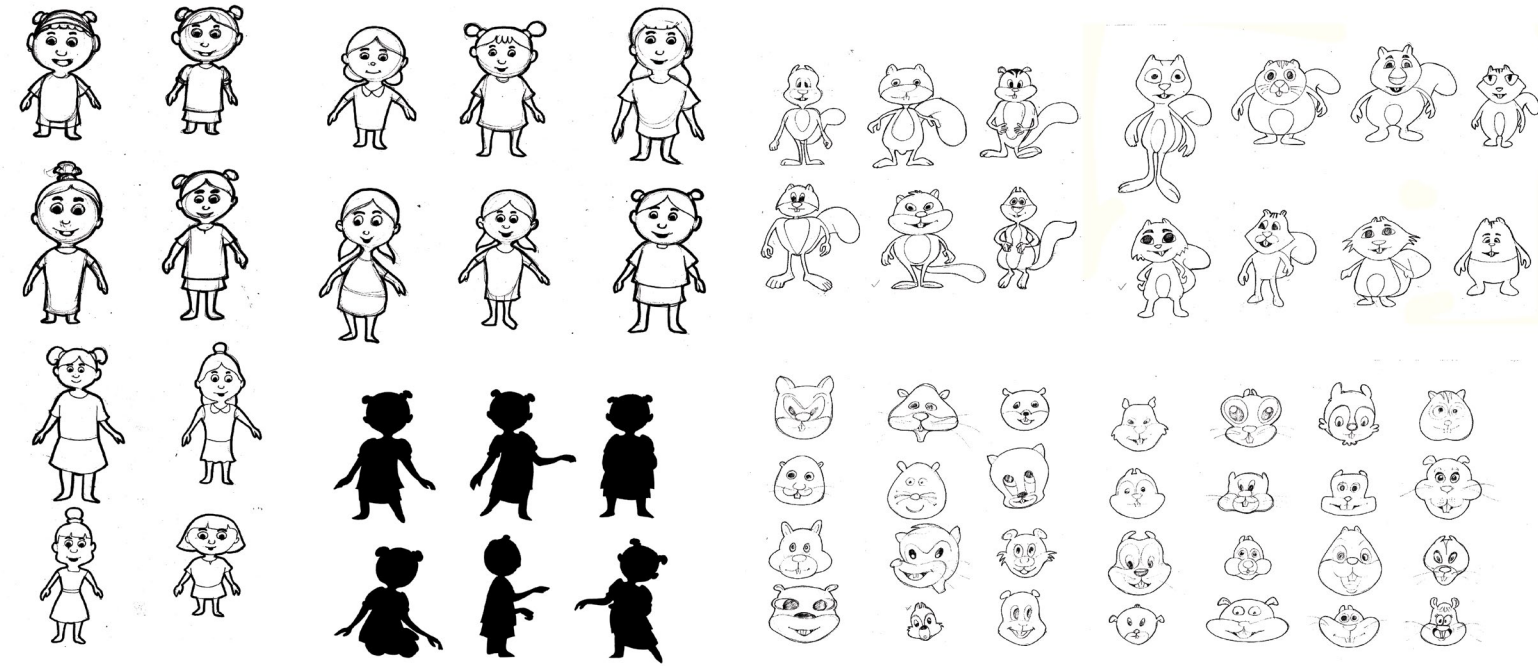
Tharindu D Meddegoda

tdmeddegoda@gmail.com  
+94 71 88 95 236





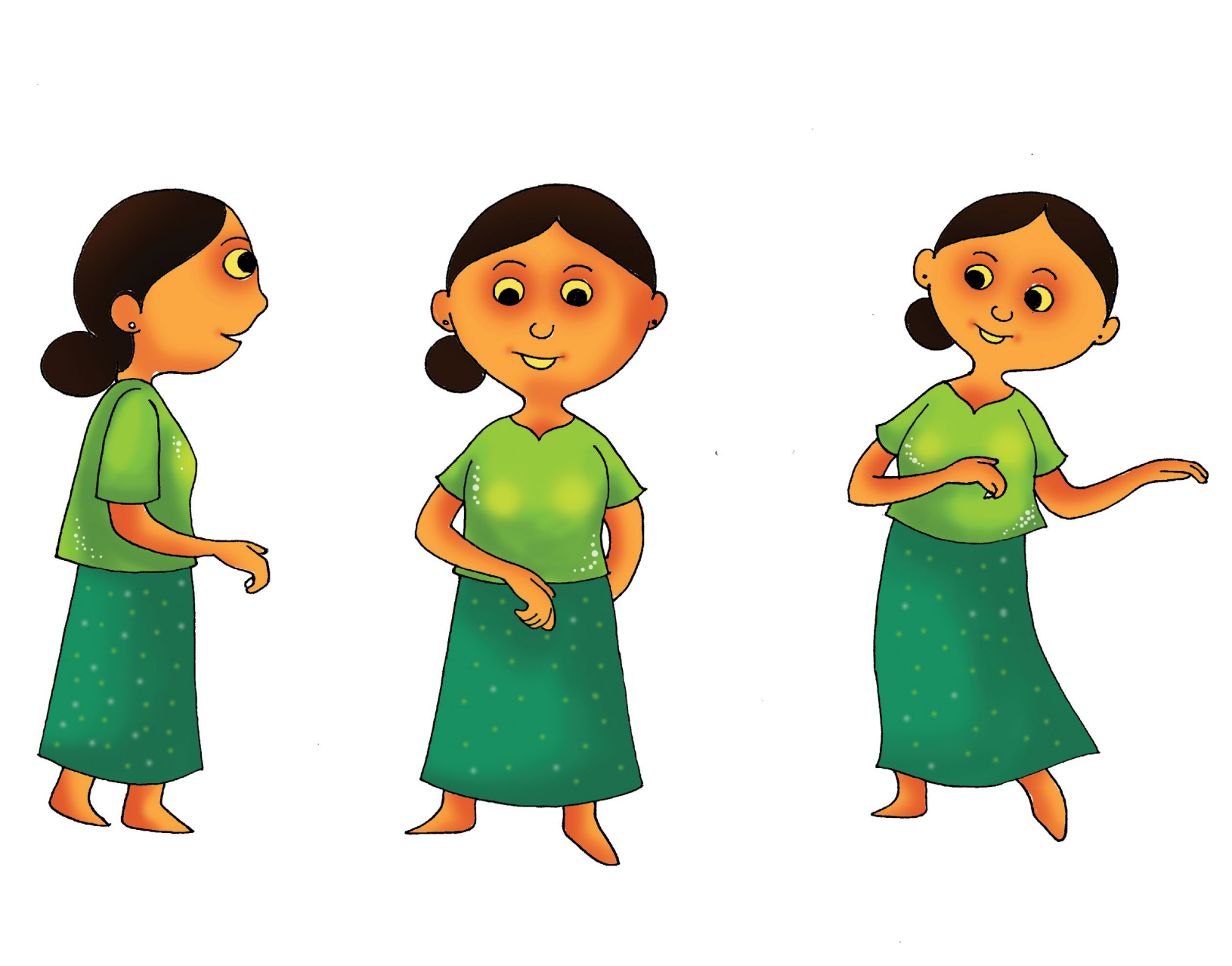
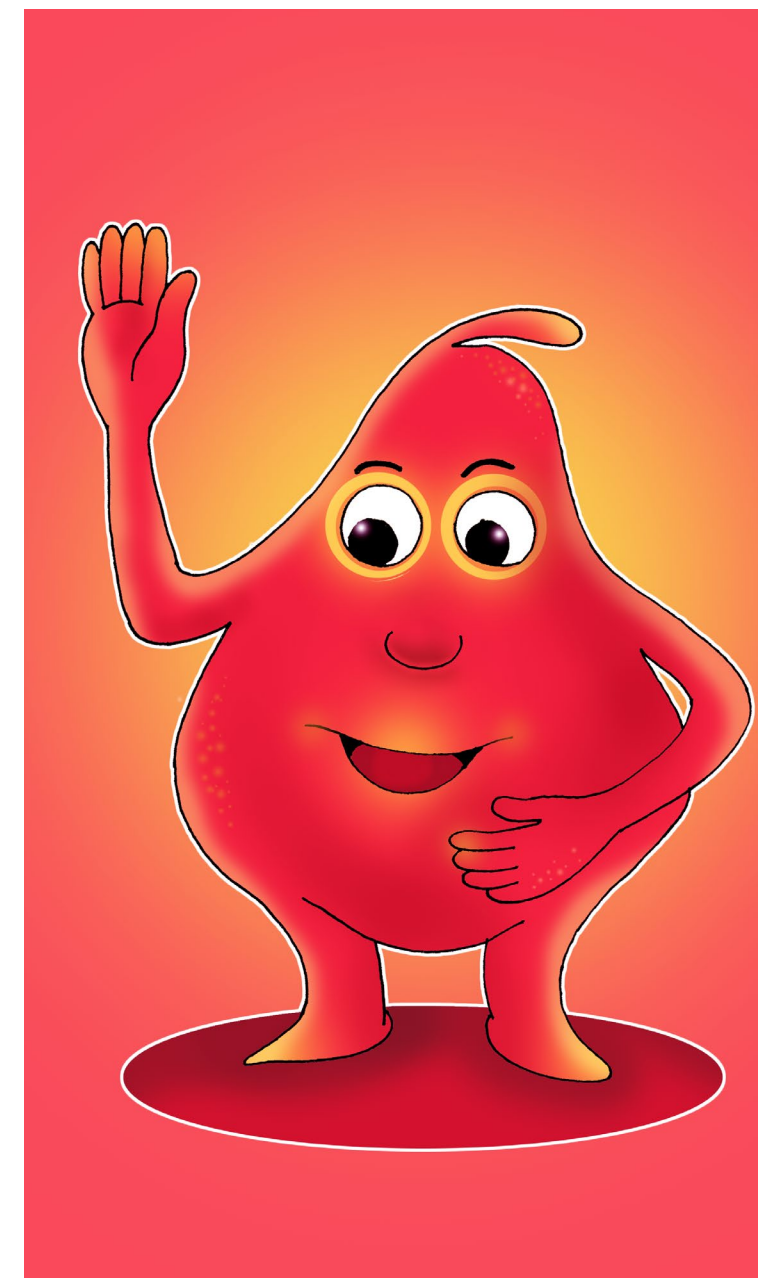
Student  
**Designer**



**Animated character design towards an engaging and effective sinhala sign language lesson experience.**

Deaf children have difficulty in reading but as have a high visual learning skill due to high visual attention. This project is about addressing this skill and attention towards uplifting their reading ability. We have around 25 deaf schools in Sri Lanka and they study the overall Sri Lankan school syllabus. In comparison to other international education systems it is clear that Sri Lanka is lacking behind contemporary approaches (CA) to teach deaf children. As a contribution to this need of CA, the project builds a framework towards creating character animations for the reading materials of grade 1 deaf and hearing-impaired children. The project

addresses knowledge in Sinhala sign language, character design and animation.



Chandika Dilshan

chandikatoon@gmail.com  
+94 71 34 88 381



# Student Designer



**A residential child's unfinished cognitive image of Katuwana town**  
Note that he has imagined the river happened in 1927. He has visualized the action of each character on the map.

**A visitor child's cognitive image of Katuwana town**  
Note that she was more considering on historical background of the Katuwana District, and her experience was influenced by light with Dutch people.

**A residential child's cognitive map of Katuwana town**  
Note that the uncertainty to child's home is shown as a blue line to indicate that is the center of the town.

**A residential child's cognitive map of Katuwana town**  
Note that the Sisonke Park is shown in this drawing. And also, he has given the main priority to the river and the nearby field because his cognitive image mainly based on nature. The street of the clock tower has shown 00:00 because it was broken.

**A visitor child's cognitive map of Katuwana town**  
Note that the subjective direction and subjective distance has given in this. She identified 'her place' line as a dominant placement and the center is clock tower. She has marked 2 landmarks on 'her map' since she came to Katuwana in the purpose of education.

**A visitor child's cognitive map of Katuwana town**  
Note that he mentions 'his and common cultivation' in this map and try to give the exact shape of the District in the sketch-map.

## Roots over routes: heritage preservation through civic engagement.

"Roots over routes" is a novel design model for heritage preservation, targeted on the development and revitalization of historical townscapes in Southern Province. It adopts a civic engagement based approach that encourages different segments of the community to engage in the preservation process actively. Here, Children are encouraged to interact with their grandparents and create a unique sketch-map based on their imagination and the stories they have heard from their grandparents to explore their village and its historical values. Then these 'cognitive maps' are gathered and developed into a

virtual space to connect external visitors with these journeys. This pluralistic design approach assures the sustainability of heritage preservation goals by continuously encouraging children, grandparents, and visitors to participate in this model by experiencing others' journeys and ultimately by creating their journeys based on their historical townscape. A prototype of the model has been tested and developed based in Katuwana town.



Sajini Lankadari

gpsajini@gmail.com  
+94 71 32 07 444

# roots over routes

EXPERIENCE • INSPIRE • CREATE

A cognitive map-based design approach for civic engagement in heritage preservation.

**Home kid:**  
Now, I am the expert in my town!

I'll be expert in other towns as well!

★ ★ ★

I love to tell stories....

★ ★ ★

**Grandpa:**  
Now, I can share my knowledge with my grandson!

I'll be expert in other towns as well!

★ ★ ★

**Away kid:**  
Now, I can experience the diversity of the other cultures

I'll be expert in other towns as well!

★ ★ ★

I have continually updating maps....

★ ★ ★

**Town:**  
Now everyone know my values!

I'll be preserved...

★ ★ ★

**Bee:**  
I'm the bee!

I have no idea, what's going on?

**home child**  
create a journey by using her own cognitive map

**away child**  
take the journey by using inside child's cognitive map

**away child**  
create a new journey by using her cognitive map





Student  
Designer



**Seeker's note:  
gamified knowledge  
management tool  
for colombo national  
museum targeted on  
late adolescent.**

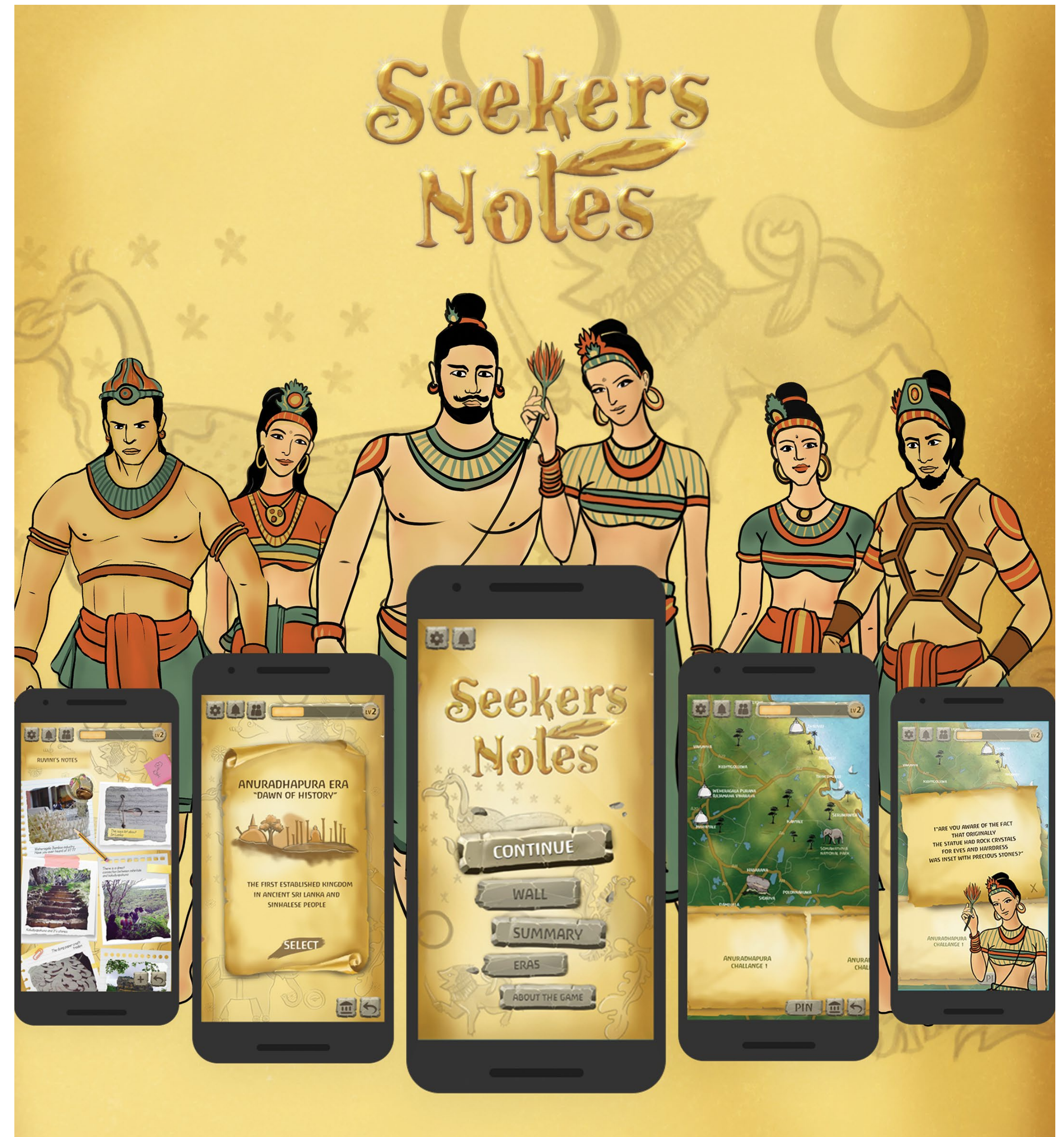
The museum as an institution tells the story of the humans around the world. Museum engages its visitors, foster deeper understanding and promote the enjoyment and sharing of authentic cultural and natural heritage. The Colombo National Museum has an abundance of valuable exhibits yet, does not have a mechanism to convey its value to the audience, most messages (essence) are entwined around these exhibits and it is also clear that it ignores the late adolescents. This project is an effort to fill the above-mentioned gap and use gamification techniques to achieve the knowledge management framework

by doing continuous testing with the late adolescents. The design project was more focus on gamification strategies to achieve the communication design goals by testing and iteration.



Umangi Bimsara

umangibimsara@gmail.com  
+94 76 30 35 606





Student  
**Designer**



**Strategic solution towards uplifting life skills of rural school children: Wellaragama Vidyalaya as a case study.**

Sri lankan education system suffers from unequal distribution of learning resources resulting in entrapping rural school children in a vicious cycle of poverty. The project presents a strategic design solution to achieve a qualitative improvement in rural education through community level understanding. The chosen community of wellaragama hosts a school with only 41 students who are victims of 'dependency' attitude, which affects their long-term education. A board game was introduced to teach financial concepts and selfreliance as a life skill, while the players go looking foe a treasure. The game consists of 8

game board pieces, 4 player pieces, trading pieces, special actions and its own currency. It can be adopted at schools as a learning aid under the subject of life skills, further expanding into a larger communication strategy that ensures uplifting communities through human resource development.



malindijayathunga@gmail.com  
+94 77 00 98 953

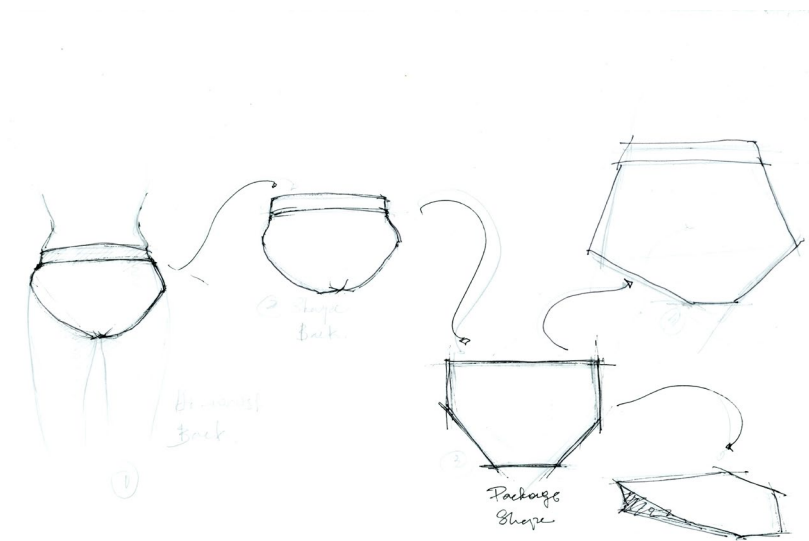
Malindi Jayathunga





Student  
Designer

**Thinx: repositioning the brand through an innovative and effective packaging design solution.**



'Thinx' is an international lingerie brand and it is famous for its period proof underwear. The concept behind the brand demonstrates the daring nature of communication and its sustainable approaches due to the product quality - 100% biodegradable. The project brief is built on the request of the client as they have identified a gap between the marketing strategy and the packaging designs currently in use. Therefore, this project investigates further on the brand, the product, advertising and their campaigns and proposes a packaging solution. The solution addresses the offline and online marketing requirements, its structural and

surface graphics presents a series of prototypes by addressing the journey of the packaging design from its material selection, transportation, storage, life cycle and the user requirement while achieving the marketing need.



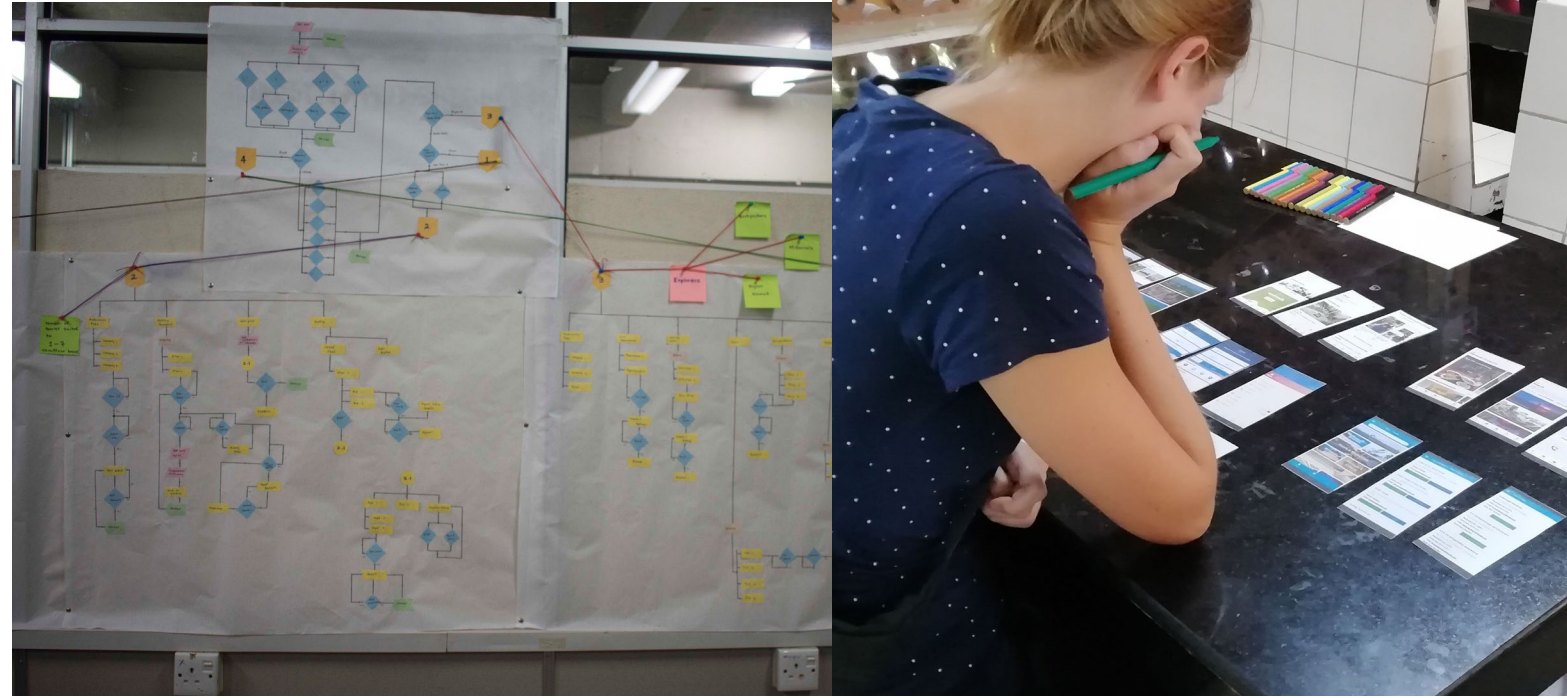
Supun Pathirage

supunsanjaya1@gmail.com  
+94 77 44 02 922





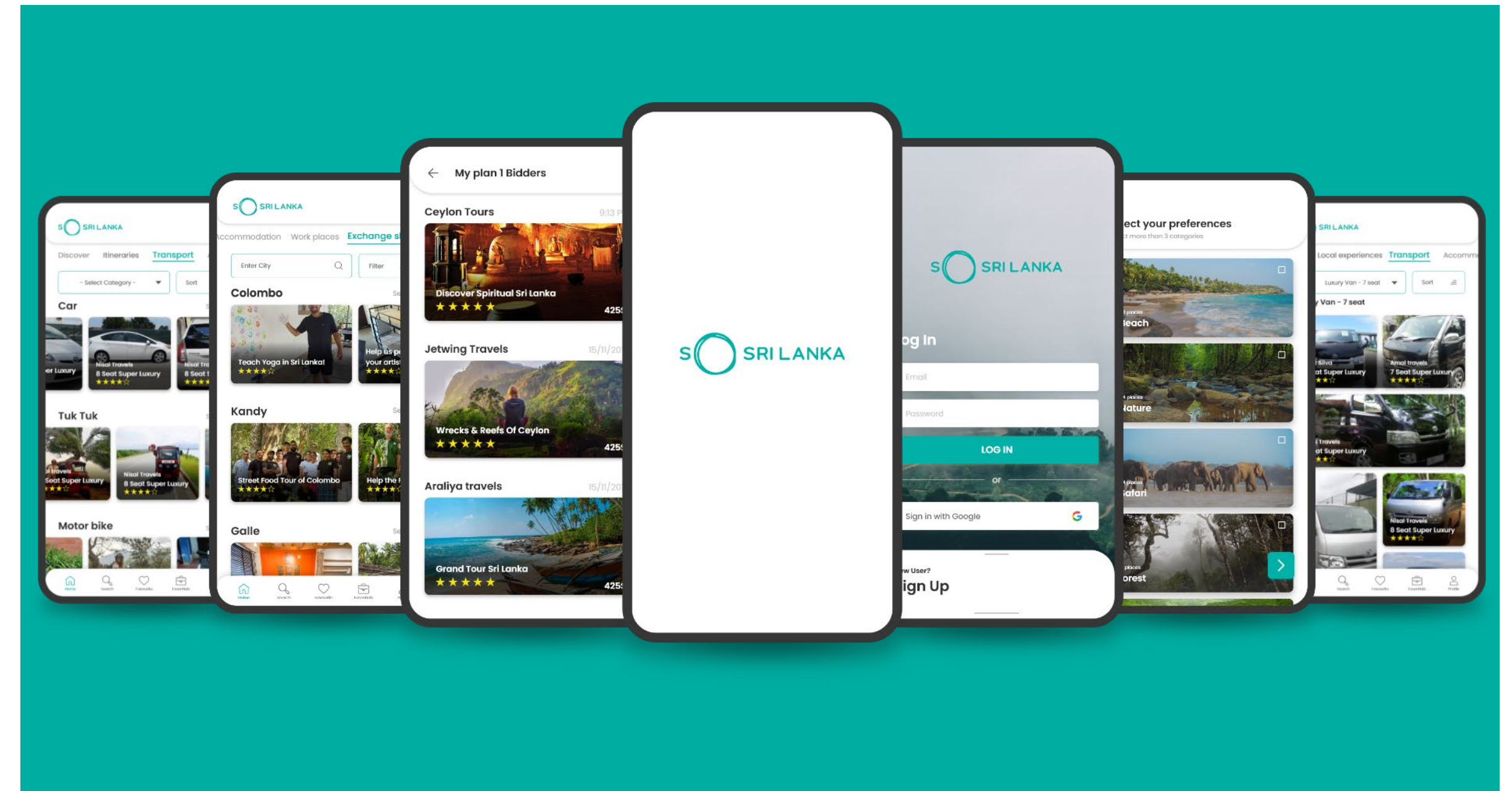
# Student Designer



## User experience design solution to reduce the gap in tourists' demand-side behavior and sri lanka travel management system.

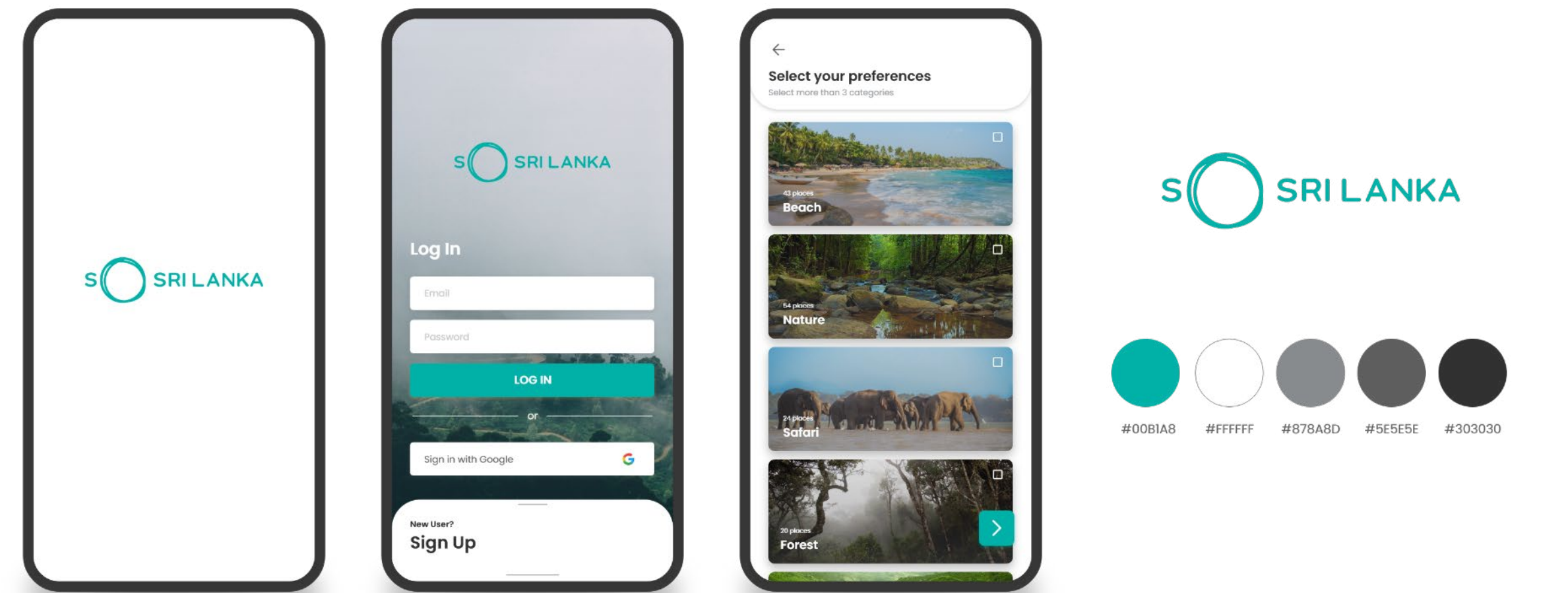
After the Easter attack in 2019, the tourism industry of Sri Lanka drastically dropped. Sri Lanka Tourism Development Authority is in the process of uplift this industry. They are in need of a mobile application towards connecting all the stakeholders in the industry – service providing sector with the potential target market towards uplifting the tourism industry under the 'So Sri Lanka' theme introduced by the Sri Lankan Tourism Development Authority. The projects fulfill this need by proposing an application by identifying the target user. The design solution segregates the user as special groups and identified services

focused on the groups. Even though this is a commercialized application as the academic entity this project examined the tourists' demand-side behavior and Sri Lankan travel management system by iterated usability testing.



Oshan Premathilaka

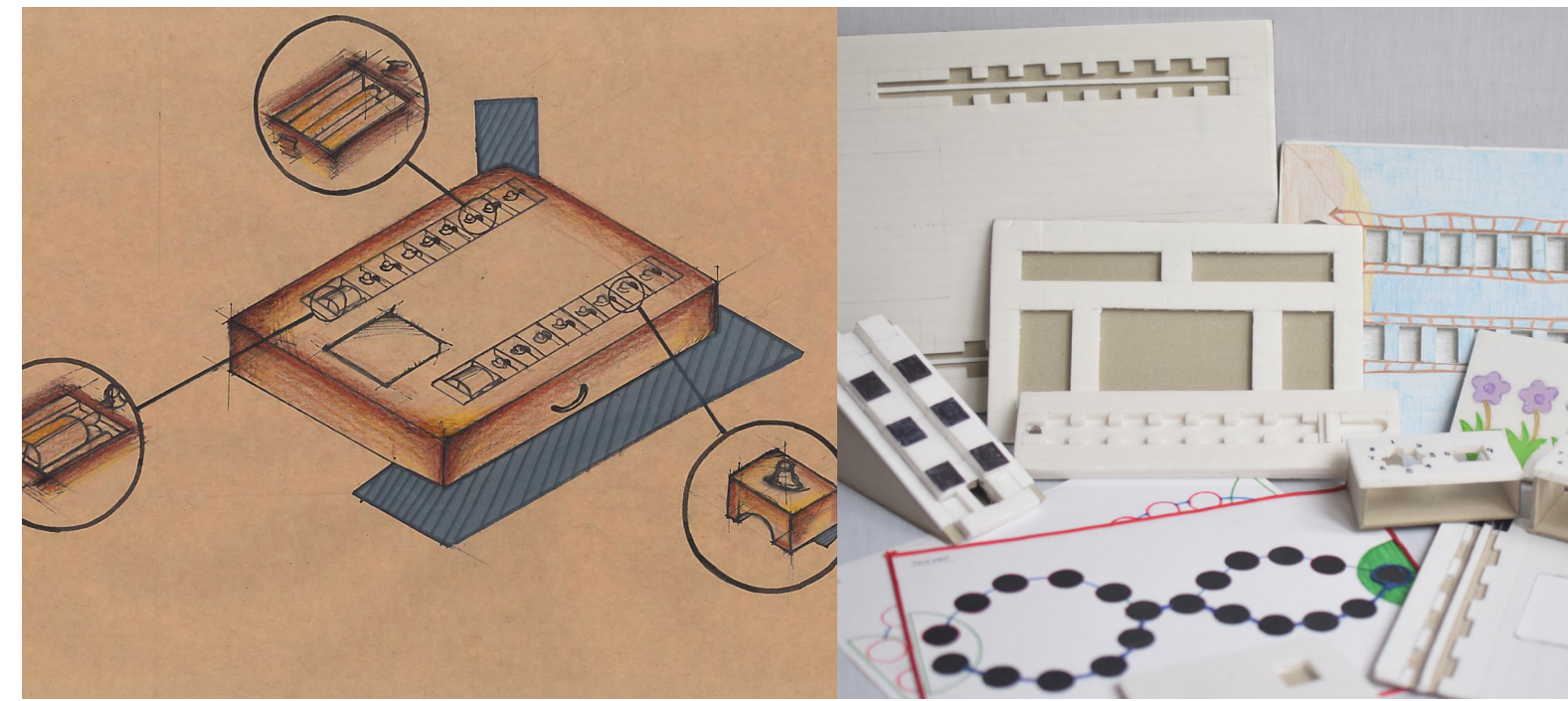
rpdanoshan@gmail.com  
+94 77 22 92 546





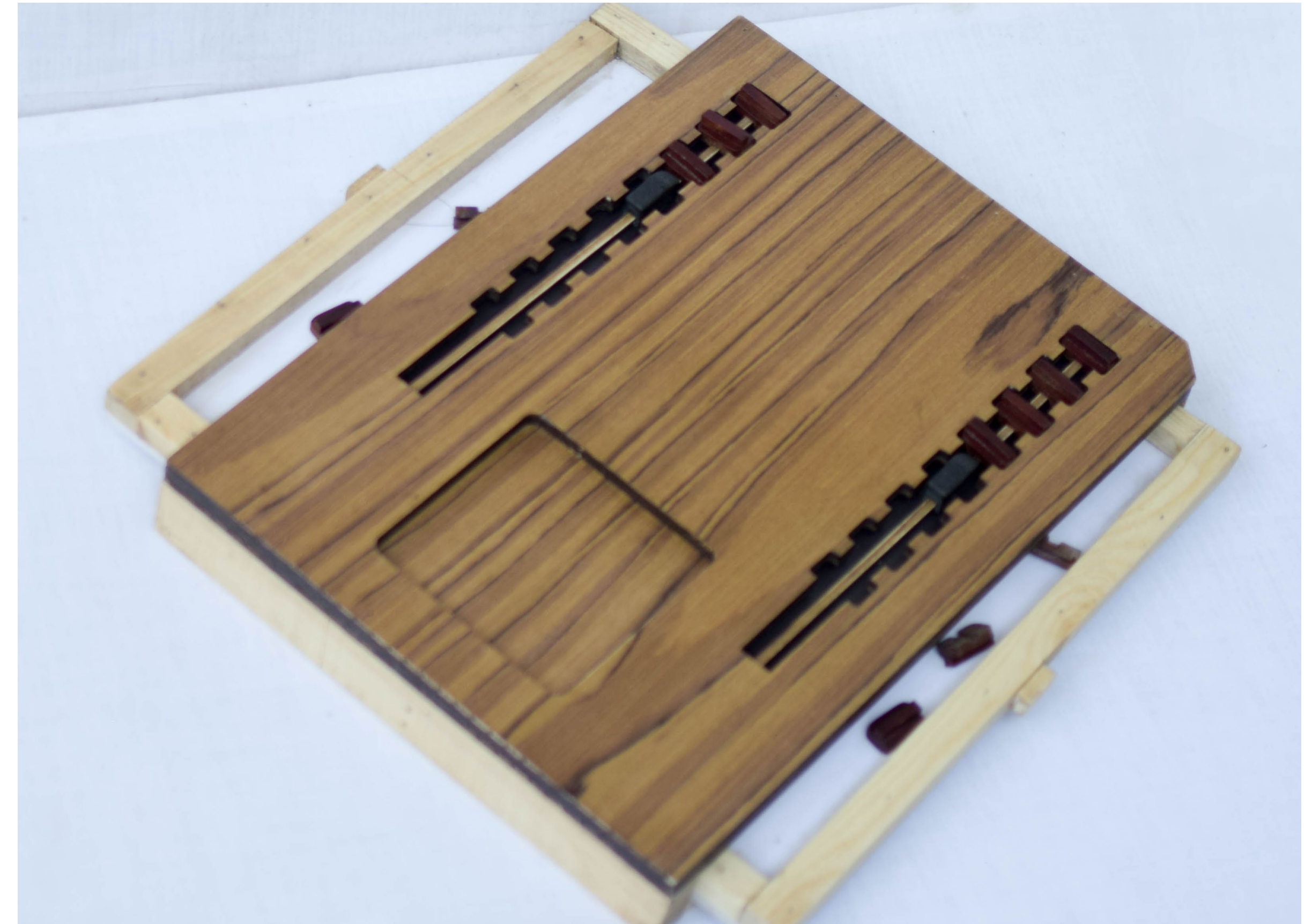
Student  
**Designer**

## Communication between sighted and blind: a solution within the new inclusive classroom.



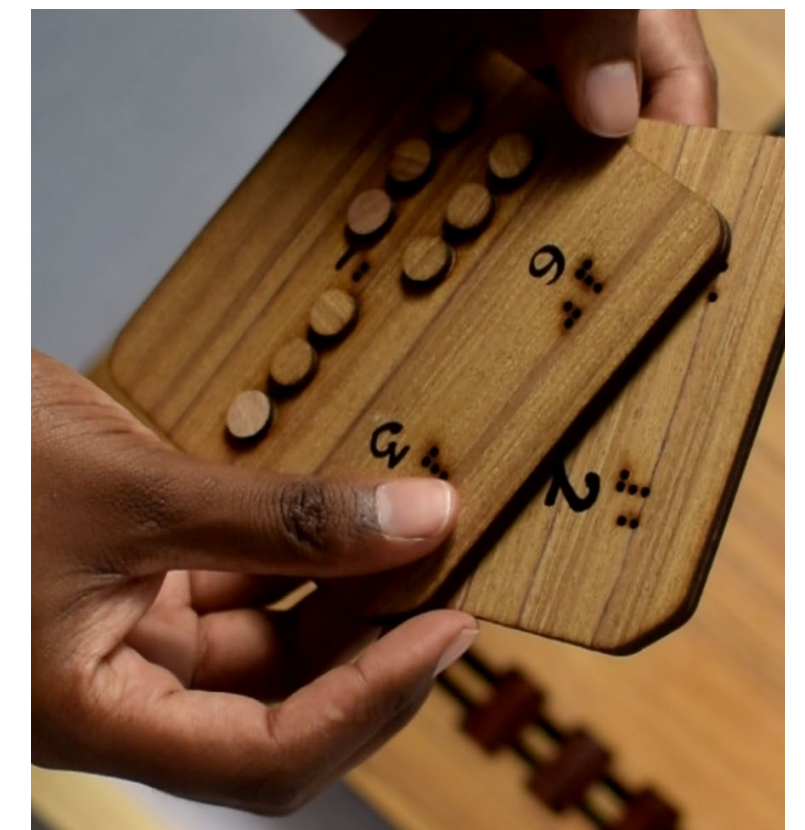
In the year 2020 the Department of Education hopes to introduce a 'new inclusive education system' for the school children in primary grades. The objective of this new introduction is to increase socialization between the blind and sighted peers in mainstream schools and to reduce disability discrimination. The downfall of this is the lack of communication among the children and the segregation. As a solution this project proposes a common learning tool for the blind and sighted children. The approaches towards the design developments was based on tactile, sound and visual components. The learning tool

was developed as a game-based solution and forced towards learning mathematics for grade 1 Primary children based on their user experience.



*ruwanthimedagoda@gmail.com*  
*+94 77 15 28 836*

*Ruwanthi Medagoda*





# Student Contacts

**Media and Communication Design**





**Rajika Thilakarathne**

*rajika36@gmail.com*  
*+94 70 27 47 041*



**Lakmali Perera**

*lakmalisubhani@gmail.com*  
*+94 77 93 27 460*



**Chamalka Liyanachchi**

*chamalkasrimal@gmail.com*  
*+94 76 76 76 197*



**Gayan De Silva**

*ruchiranga.gayan@gmail.com*  
*+94 77 20 09 841*



**Minoli Fernando**

*minolifernando413@gmail.com*  
*+94 78 30 84 194*



**Sasheen Attanayaka**

*sasheen.design@gmail.com*  
*+94 77 69 29 559*



**Tharindu D Meddegoda**

*tdmeddegoda@gmail.com*  
*+94 71 88 95 236*



**Chandika Dilshan**

*chandikatoon@gmail.com*  
*+94 71 34 88 381*





**Sajini Lankadari**

*gpsajini@gmail.com*  
*+94 71 32 07 444*



**Umangi Bimsara**

*umangibimsara@gmail.com*  
*+94 76 30 35 606*



**Malindi Jayathunga**

*malindijayathunga@gmail.com*  
*+94 77 00 98 953*



**Supun Pathirage**

*supunsanjaya1@gmail.com*  
*+94 77 44 02 922*



**Oshan Premathilaka**

*rpdanoshan@gmail.com*  
*+94 77 22 92 546*



**Ruwanthi Medagoda**

*ruwanthimedagoda@gmail.com*  
*+94 77 15 28 836*





DEPARTMENT OF  
**INTEGRATED DESIGN**  
FACULTY OF ARCHITECTURE  
UNIVERSITY OF MORATUWA