

**2020**  
COMPREHENSIVE  
DESIGN PROJECT

# GRADUATION 2021





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# CDP 2020 Students (MeCo)



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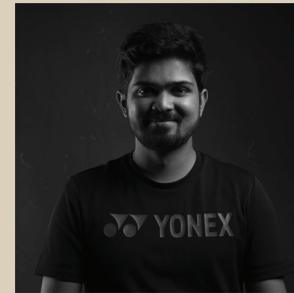
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Janani Danthanarayana



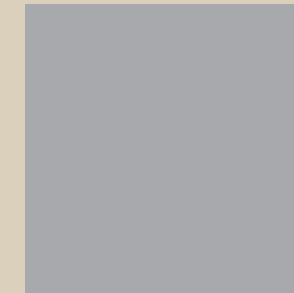
Uthpala Deepthi



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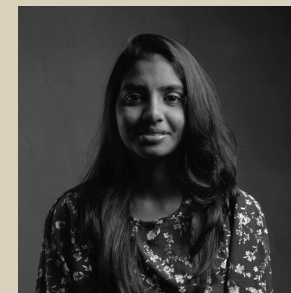
Sandun Dissanayake



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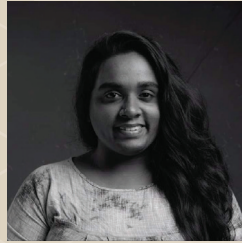


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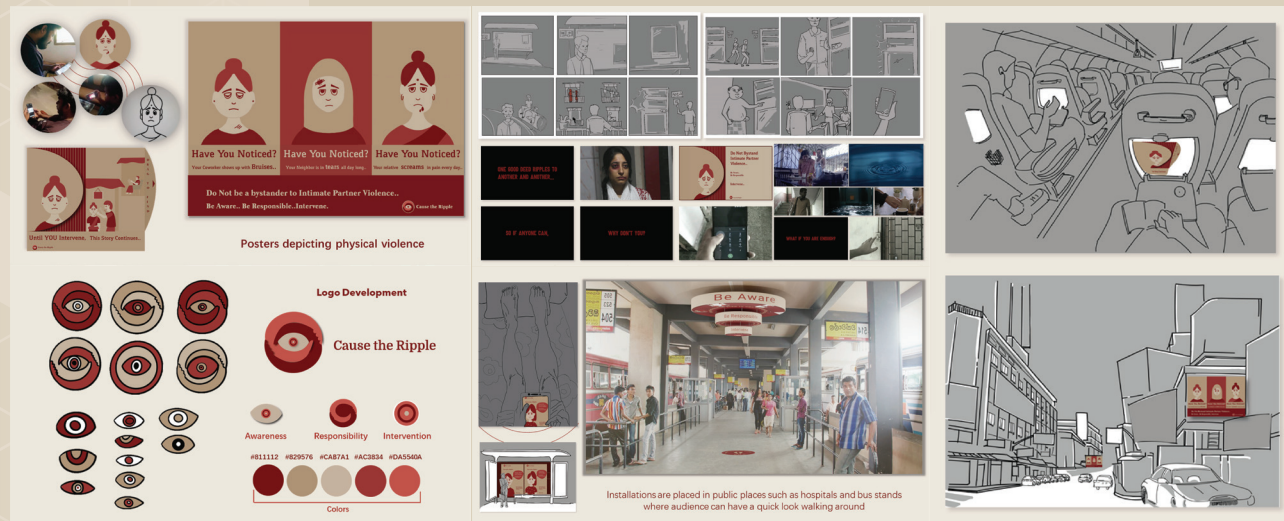
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Integrated campaign design to educate intimate partner violence in Sri Lanka via community intervention

Issues related to intimate partner violence are increasing in Sri Lanka. There are many attempts made by the public health sector via media campaigns, yet most are related only to victims and perpetrators. This project identifies the need for collective response towards intimate partner violence and adopts the bystander approach as it explains collective responsibility of a community to address such issues. The design solution suggests an integrated campaign and addresses the inactive bystander into a potential active intervener towards the prevention or help needed for a victim. This integrated solution focuses on encouraging bystanders to safely intervene in IPV incidents by reaching helplines, emergency services and to educate themselves on ways to help reduce IPV in Sri Lanka by encouraging positive bystander behaviour.



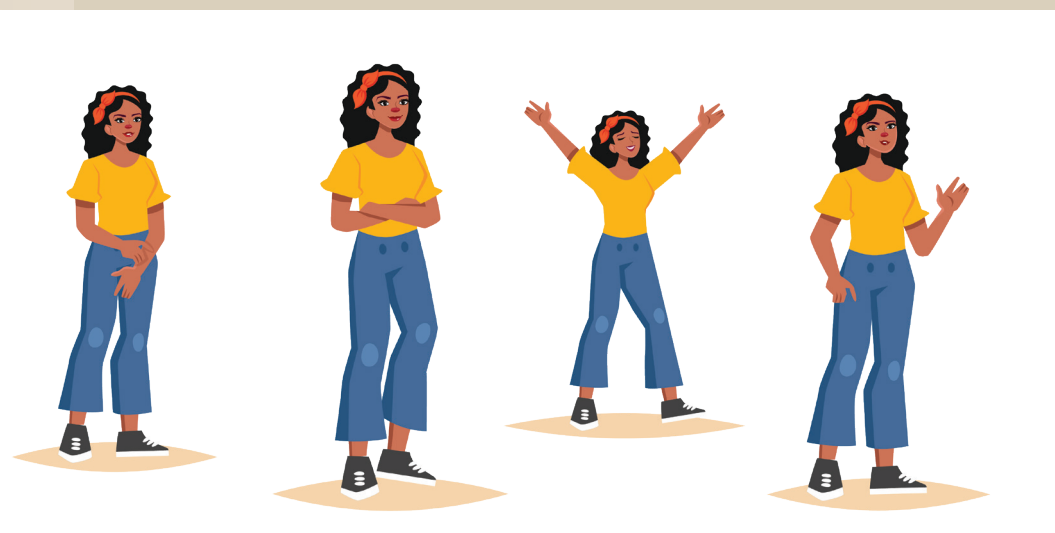
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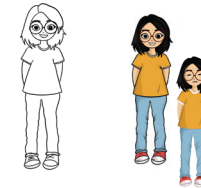
A mobile application to combat cyberbullying based on non-consensual intimate information for Sri Lankan victims

Technology is breaking boundaries by making it easily available and approachable for every part of society, and it has influenced good and bad changes in communities. Cyberbullying based on non-consensual intimate information is rapidly increasing in the last few years according to Sri Lanka statistics. The reason for the problem is because it is not properly addressed, and the threats are growing behind the screen by exerting enormous pressure on the victims. This project proposes a communication mechanism, which will be reinforced by an online mobile application designed and developed in order to combat cyberbullying. The project looks at the overall system and is focused mainly to motivate victims to speak up and take actions against cyberbullying. Thus, the design fills the communication gap between the victim and the responsible authorities. Further, mechanisms are suggested to help victims to become upstanders and take actions against cyberbullying by making a social impact.

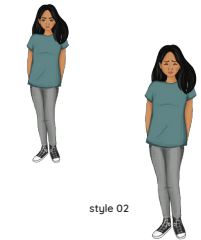


eme

Your Cyber Avenger



style 01



style 02

Promote app through SEO and ASO to reach victim at the initial state of the problem

Install the app and build the avatar

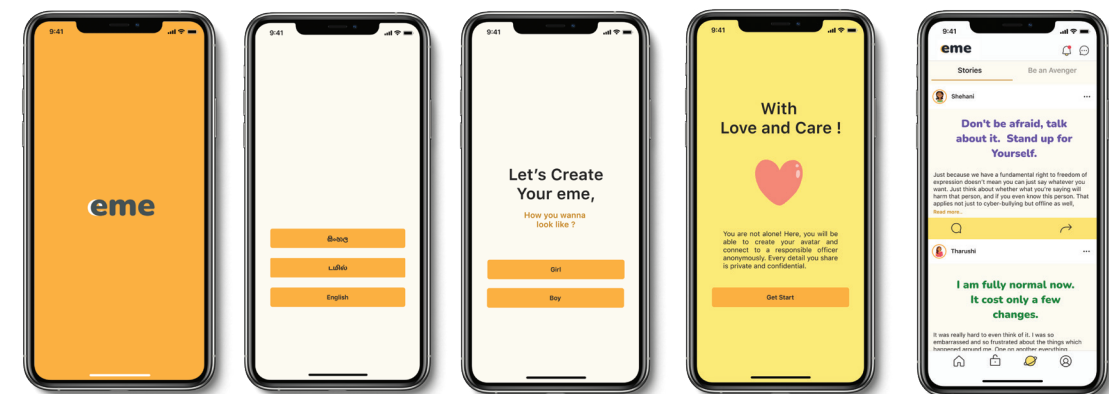
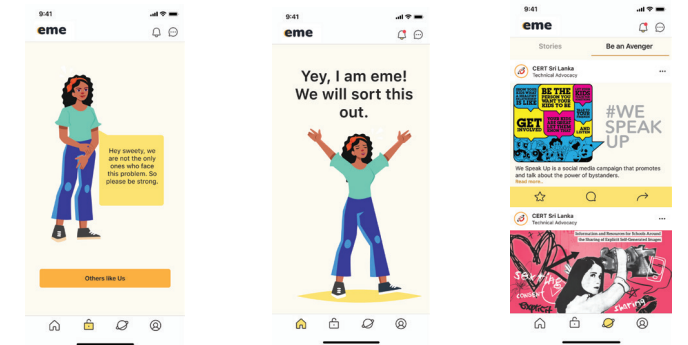
Focus - Give an assistance + supportive interaction to feel confidence to face the problem and get a solution

Exposed to community of the platform  
Focus - convince that the victim is not alone and the problem is normal

Chat with self option controlled by bot,  
Focus - initiate the discussion about the problem  
Give awareness about basic privacy settings

Be a part of the community  
Focus - Upload the story as an archive  
Be a part of campaigns and activities against cyberbullying

Chat with angel option  
Focus - Identify the situation of the problem clearly  
Direct the victim to proper solution



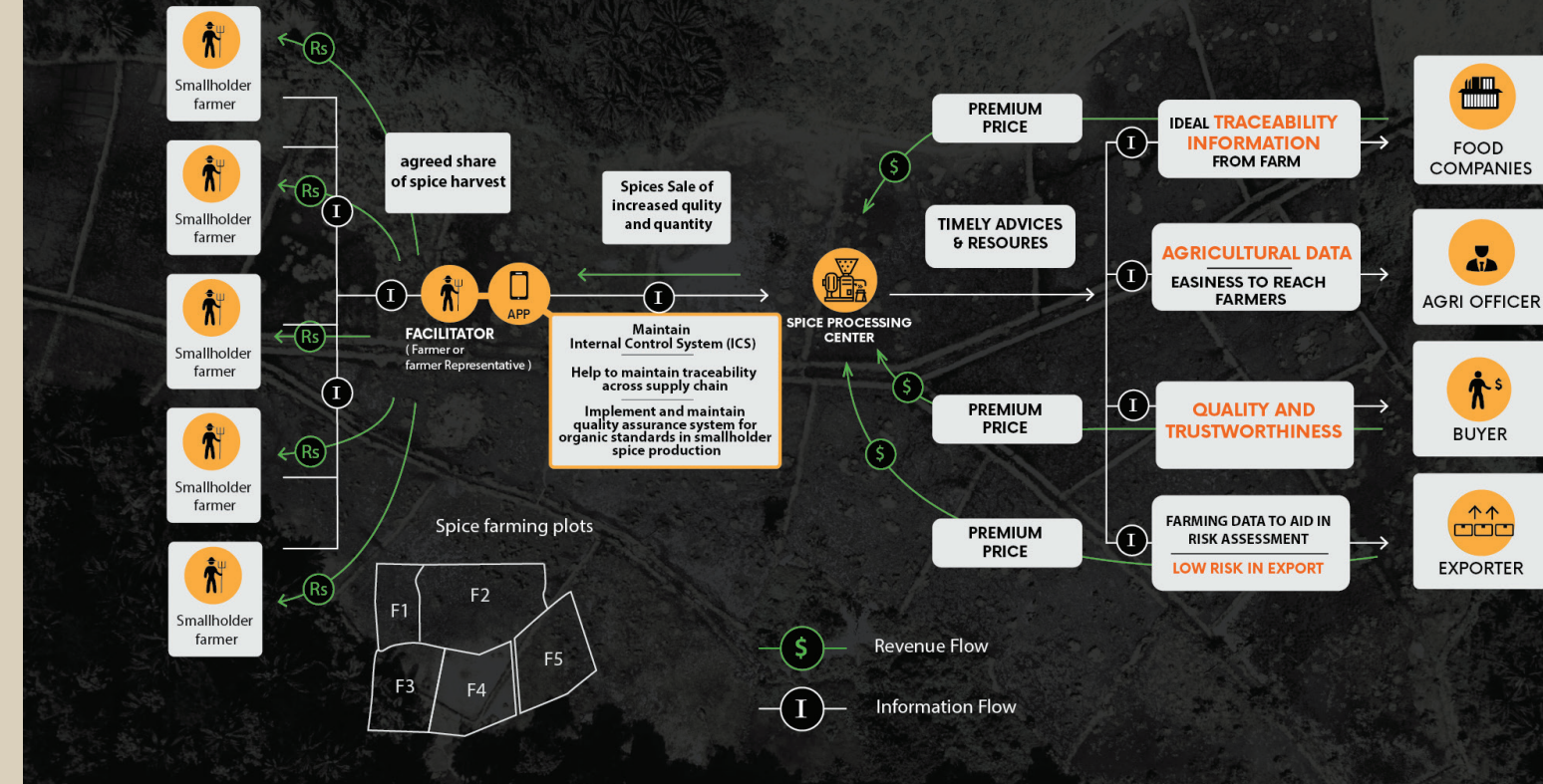
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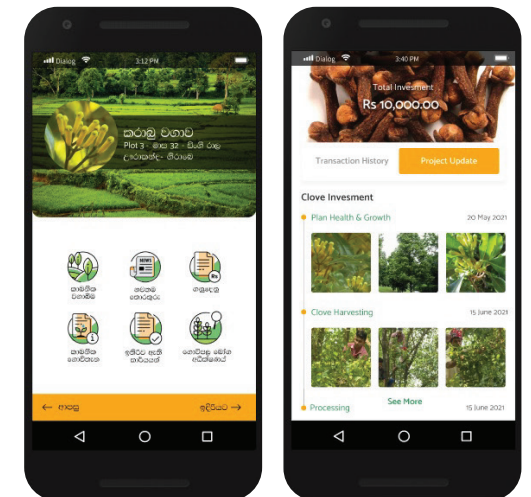
A system design solution for a transparent supply-chain among small scale rural organic spice farming community to enter international markets.

This project is a system-design solution to address communication and knowledge gaps in rural small scale organic spice farming communities in Sri Lanka. The solution proposes both offline and online design approaches but focuses on a digital application. Limited awareness of grades and standards along the value-chain and the absence of traceability for organics and Fair-Trade segments are identified among major issues in the project and addressed in accordance with the National Export Strategy (NES) of Sri Lanka 2018-2022. The design is tested and continuously iterated with the focus of simplifying the knowledge required for this community to increase the quality and trustworthiness to reach a fair price through communication and intervention.



**Experience Journey Map**

The journey map consists of two rows of three panels each. The first row shows the farmer's initial state: she has three children, needs to sell her pepper harvest, but faces financial problems and lacks internet access. The second row shows her progression: she buys a smartphone, learns to use it, and successfully sells her produce at a better price, resolving her financial issues.



Dissanayake WPADSM  
(Sandun)

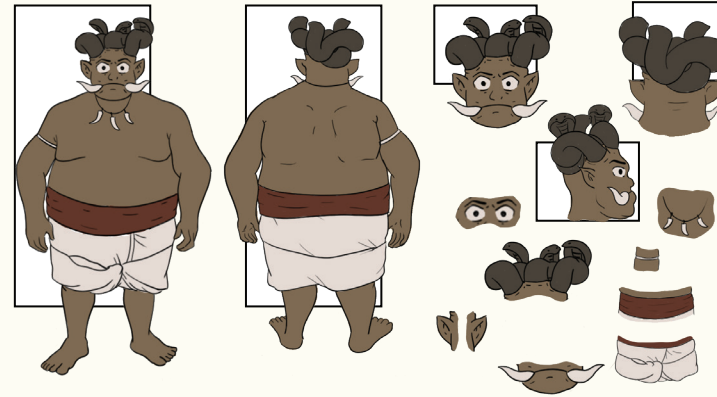


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Character design of a local (Sri Lanka) mythical character  
for a Sri Lankan manga graphic novel

'Pruve' is a Sri Lankan storytelling company working on their first manga graphic novel. To achieve a better understanding of visuals and the audience before the production they require the expertise of a character designer. In response to this brief, the design solution referred to physical attributes and characteristics utilized from the lore of the mythical character together with the plot of the manga. The design solution addresses the above mentioned focal points when developing the character design. And the learnings are compiled to formulate a character design framework that can be adopted by other designers when creating mythical characters and can be utilized for any visual medium.

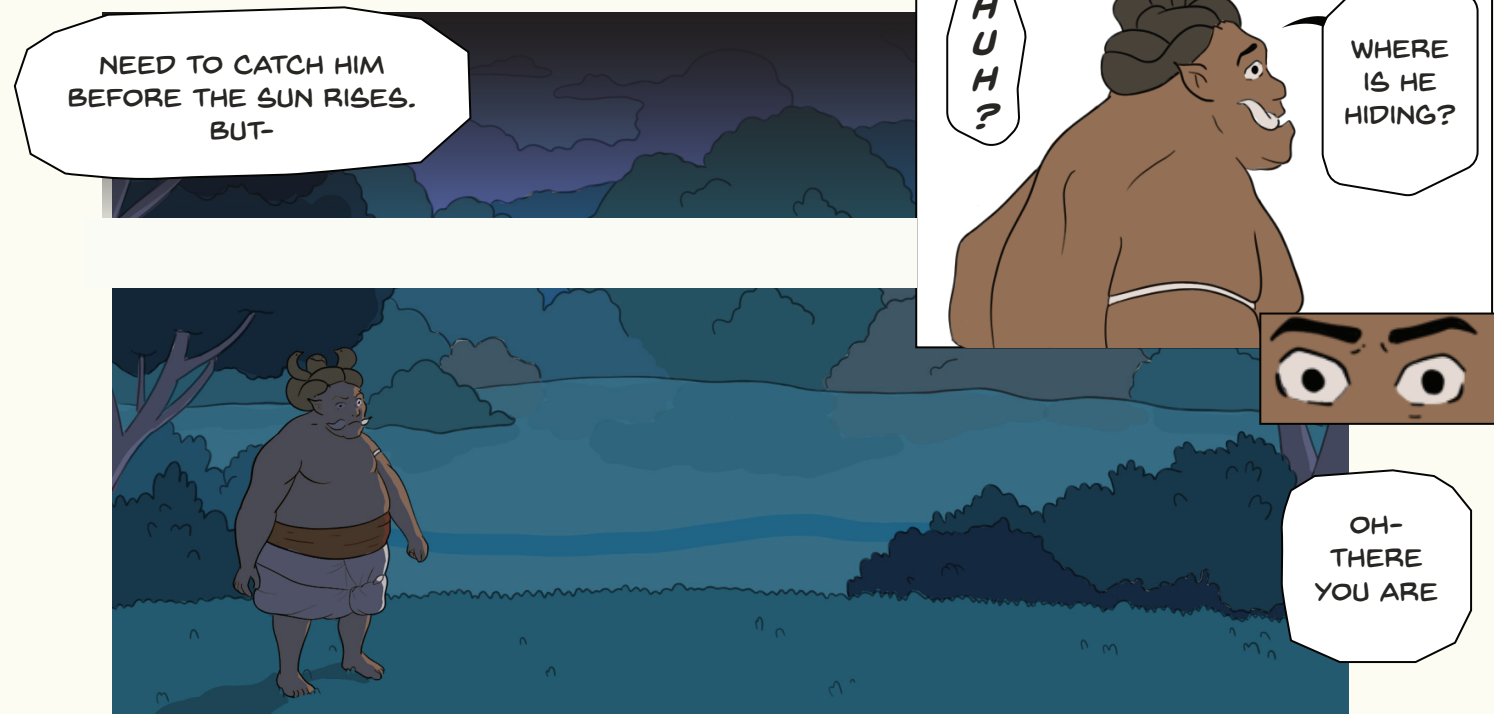
### GARAA CHARACTER DESIGN



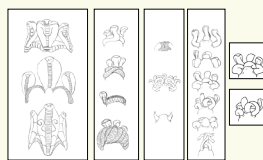
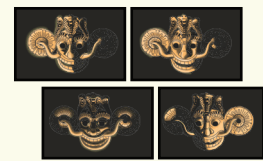
### CHARACTER EXPRESSIONS



### MANGA PANELING CONCEPT



### CHARACTER DESIGN DEVELOPMENT





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### Digital platform game design to enhance cognitive skill among Primary school children at the ICT lab

The Department of Education of Sri Lanka hopes to introduce an information and communication technology (ICT) based Pedagogy for the Sri Lankan primary school children in 2023. The objective of this new pedagogy is to enhance ICT and cognitive skills among children within the School's ICT lab. As a solution, this project is focused on one game within the proposed game-based learning tool titled 'Clever Mind'. The selected game is focused to grade five students and it is developed by studying the existing methods of student activities, advice by educational specialists, policy makers, game mechanics, strategies and concepts. The designed game was further developed with continuous user testing. As an outcome of this design, it gives provision to teachers to monitor the progress of the student's cognitive skills and a fun filled gaming experience for students (while learning).



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Board-game design towards building preferences and perception of a healthy diet among children.

According to research, most of the food items promoted in Sri Lankan television commercials are largely child targeted, while they promote unhealthy food without providing any advice or warning about consumption, resulting in unhealthy dietary habits. Children's dietary habits are fundamental for the development of their future eating habits and growth. Thus, it is important to get it right at an early age. With learnings from behavioural studies, this project focuses on game design as a solution for influencing children towards behavioural changes. Game design is further narrowed to a board-game design to fulfil the needs of the Family Health Bureau of Sri Lanka and the children of the selected user group. The game design strategy is built to convey that healthy food is rewarding in comparison to unhealthy food. The game mechanics are developed in a way where healthy food items help the child win the game, while unhealthy food hinder.



## Summary

### GOAL

Establish a good health status among the children in rural areas

### OBJECTIVE

Increase the healthy food consumption of the children while reducing the unhealthy food tendencies.

### METHOD

Use strategic visualization mechanism (game board) to override the perception of food choices



## Complete Game Set

The combination of full package

- 5 game boards
- Counters
  - Billa
  - Lunch box
- Card Deck
- Starting piece



### Game type

- Educational

### Play time

- 20 min

### No. of players

- 2-4 players

### Game Setting

- Indoor on a flat surface
- Leisurely

### Theme

- Reward for eating healthy food
- Penalty for eating unhealthy food
- Too much sweets will cause to lose the game

### Story

- Deliver lunch boxes to children in the fastest route by avoiding the obstacles before Billa/"බිලා" reach the children

### Victory conditions

- Complete the journey before monster arrive to children

### Game Components

- Game boards
- Game extending piece
- Counters
  - Billa
  - Lunch Box
- Cards deck



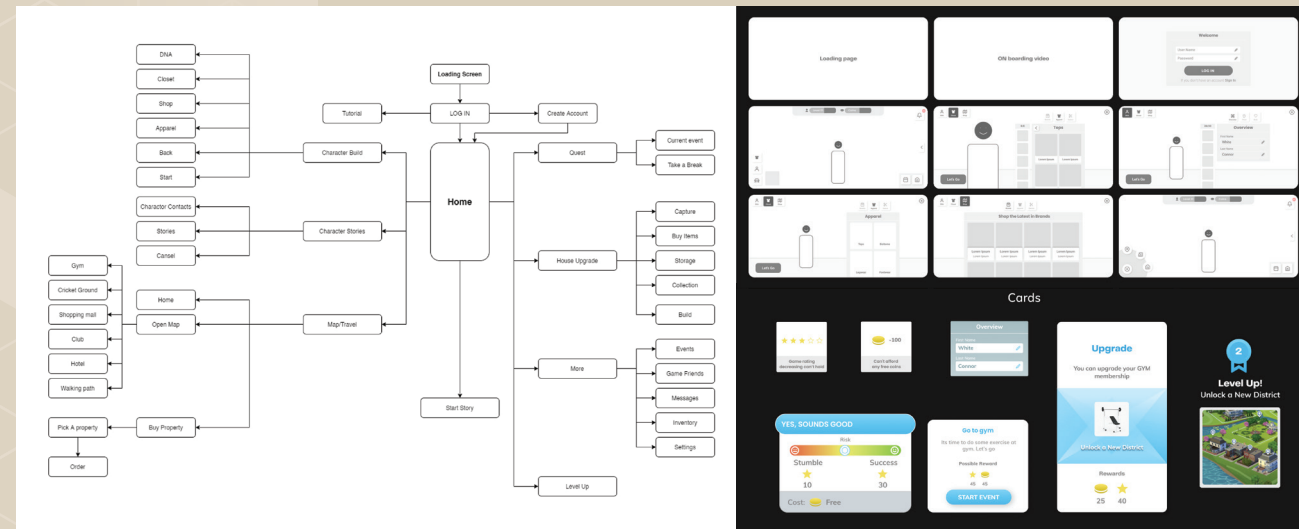
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Role-play video game design to build awareness on cricket corruption to young schoolboy cricketers.

According to research, most of the food items promoted in Sri Lankan television commercials are largely child targeted, while they promote unhealthy food without providing any advice or warning about consumption, resulting in unhealthy dietary habits. Children's dietary habits are fundamental for the development of their future eating habits and growth. Thus, it is important to get it right at an early age. With learnings from behavioural studies, this project focuses on game design as a solution for influencing children towards behavioural changes. Game design is further narrowed to a board-game design to fulfil the needs of the Family Health Bureau of Sri Lanka and the children of the selected user group. The game design strategy is built to convey that healthy food is rewarding in comparison to unhealthy food. The game mechanics are developed in a way where healthy food items help the child win the game, while unhealthy food hinder.



## UI Designs



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New packaging design solutions for Sri Lankan bakery food products as a substitute for plastic packaging

The use of plastic and polythene packaging is expected to be banned in Sri Lanka in the near future. As a solution Sri Lanka's well-known packaging and printing company 'Print Care' requires a solution that can be addressed via their existing machinery. This brief is addressed within this project by first observing their machinery (yet limited to Covid-19 restrictions) and available material that work as substitutes. The scope of the project is focused on selected Sri Lankan bakery food items packed and sealed with a long shelf-life. The project was iterated with knowledge gained by bakery product manufacturers, local grocery sellers and customers of these products. The concept of the proposed packaging solution was inspired from 'gotta'(a local packaging solution that was in-use before the introduction of plastic and polythene packaging to the markets). Its sustainable approach, forms and shape was used to complete the design solutions as a cost effective and a substitute packaging for plastics used in selected Sri Lankan bakery food items.



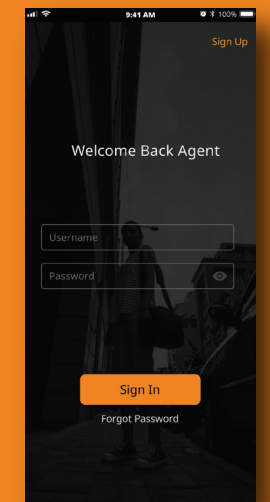
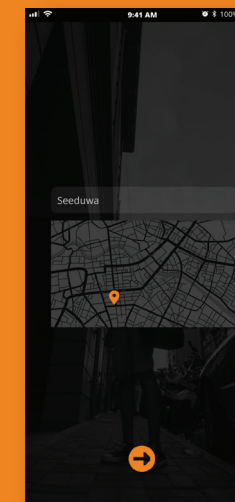
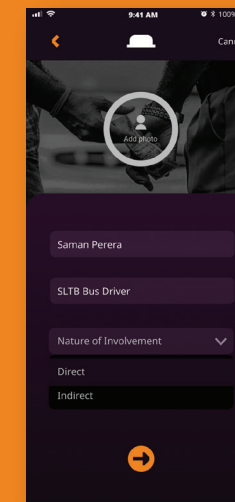
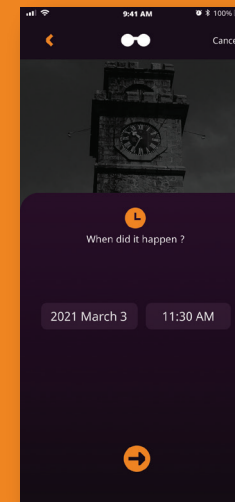
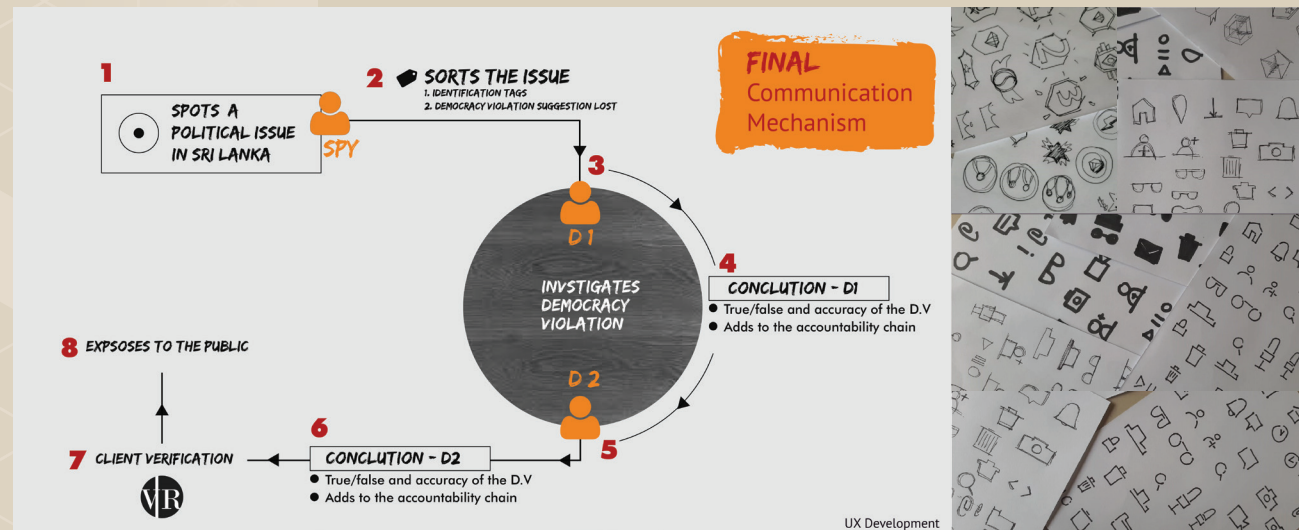
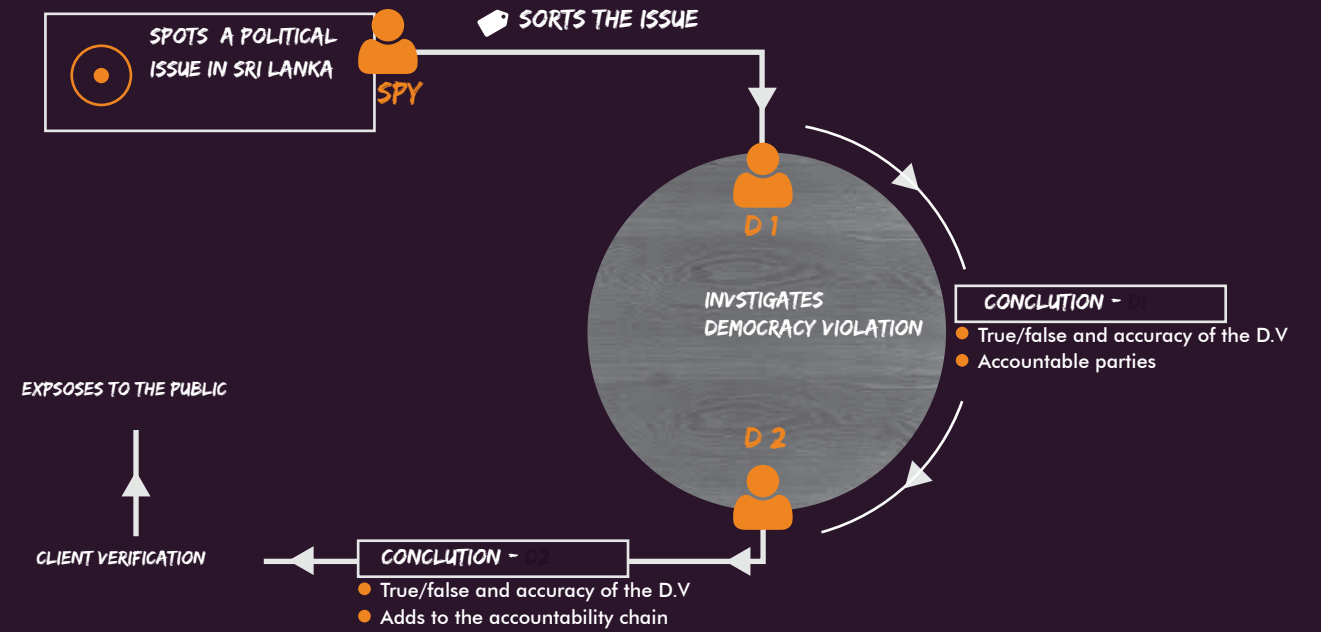
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A communication mechanism to increase the political literacy skills and political involvement of the new voters in Sri Lanka; via a mobile based interactive platform.

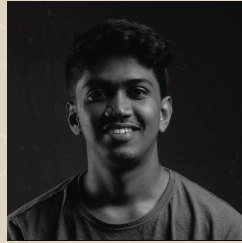
Majority of the youth in Sri Lanka in particular have a very low regard for the subject of politics. The most common dialogue these youngsters hear from the society concerning politics is that it is an utter mess. This has created an unsavoury attitude and they feel little or no necessity in pursuing knowledge about the existing political climate and its intricacies. The solution for this issue lies in making them politically literate and giving the younger generation the required voice to involve in politics by making politics more accessible, interesting, and providing them with a method to practice the required political skills. This project aims to create a mobile based interaction that enables them to practice said required political skill, specifically of spotting and analyzing democracy violations in the country and identifying the accountable parties and politicians for these violations; And expose these accountable parties to the society to raise the voice as a young responsible generation.







Senevirathne SMDM  
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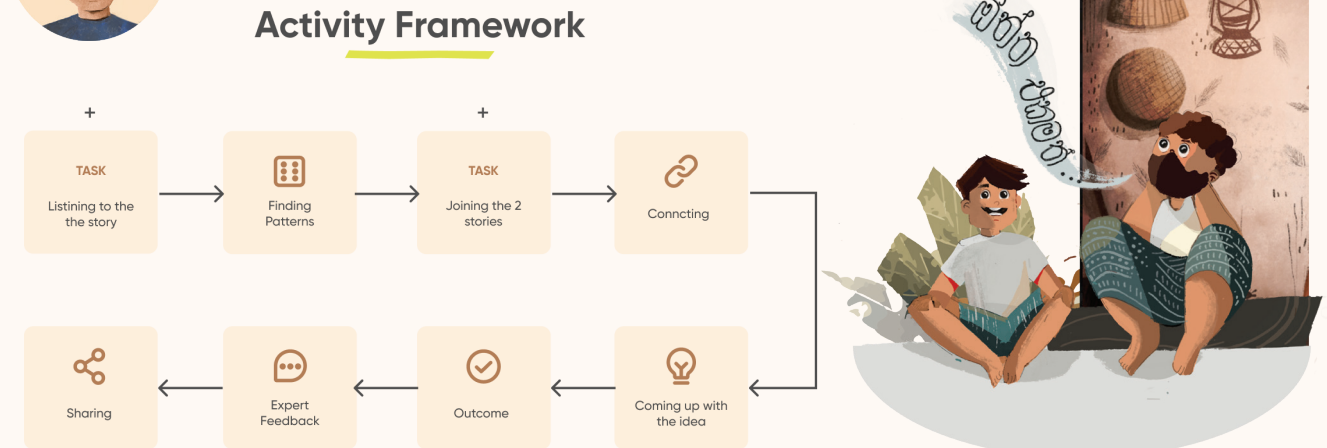
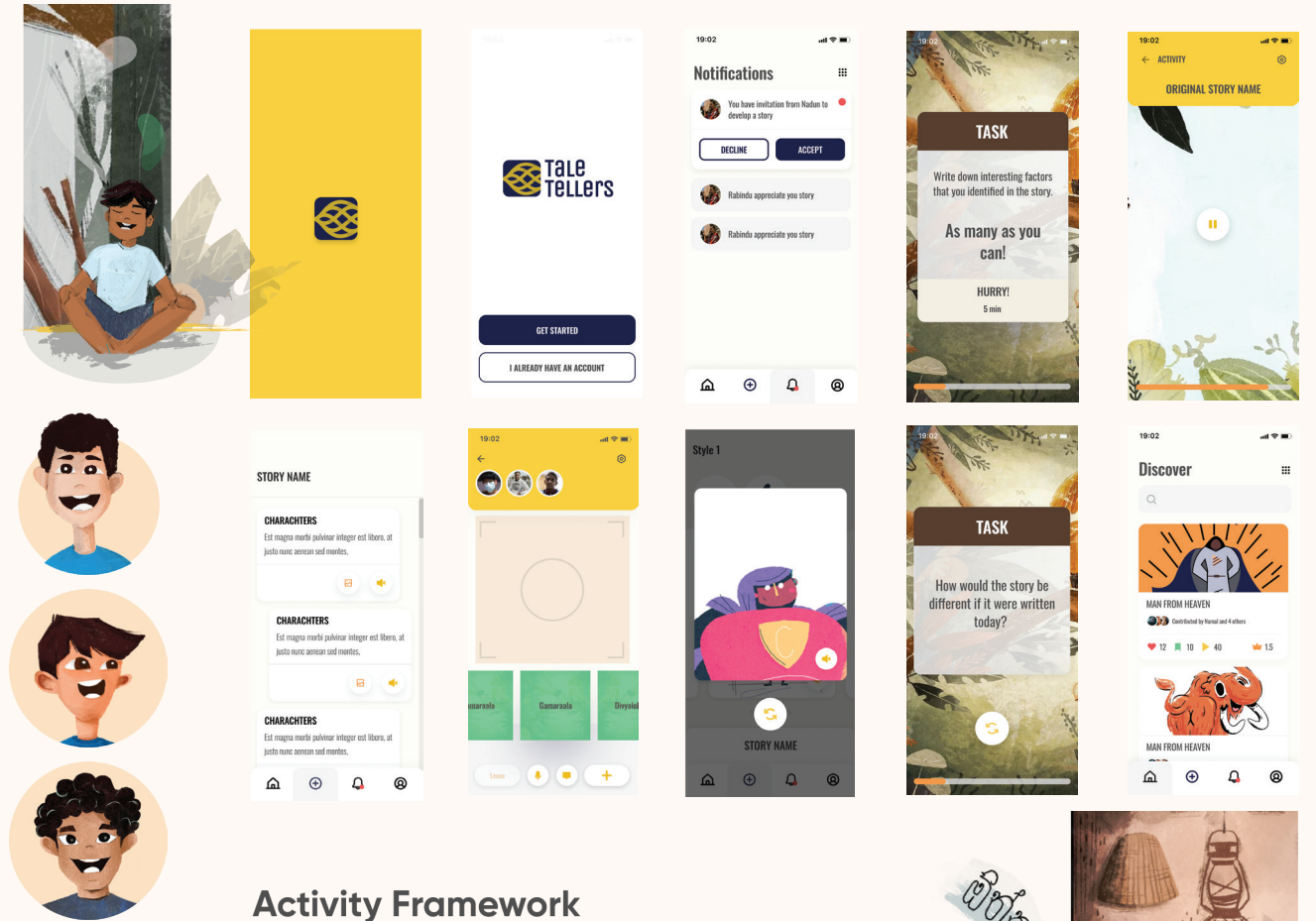
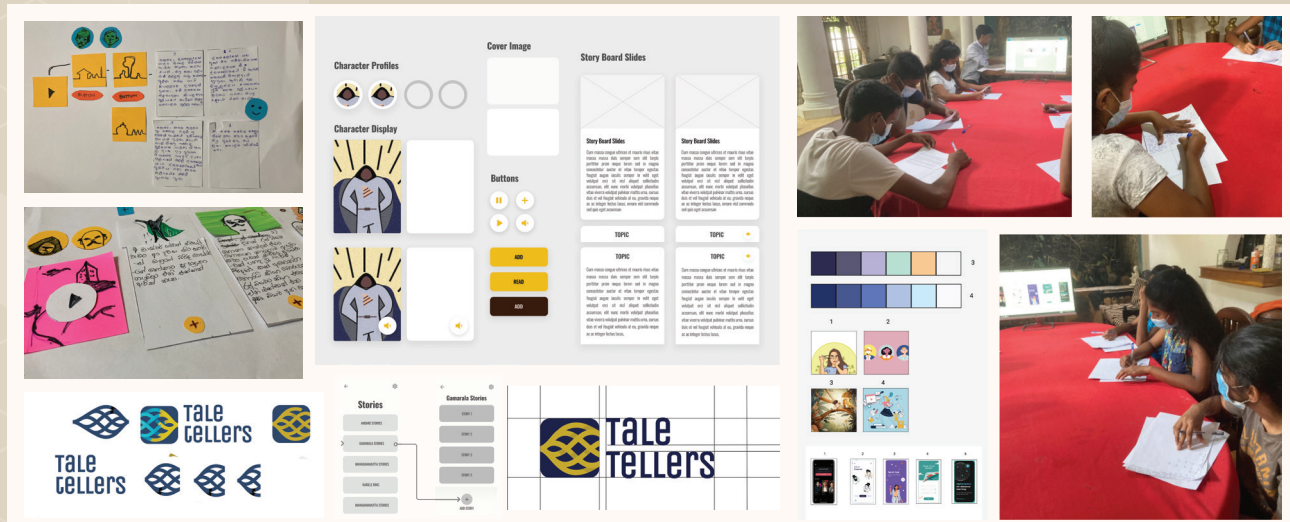


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## TALE TELLERS: Folktales as a Creative Lab: A Participatory Design-based Digital Storytelling Model to Develop Creative Potential.

Creativity is our ability to look at a problem and develop a good solution to solve it. It has nothing to do with the subject matter, job or what we study. This project's mission is to help young adolescence to unlock their creative abilities. Creativity should be accessible to all, and that everyone is creative. Creativity can help create the world we wish for, and it can activate us as creators and change the way we see ourselves and others. It is filled with optimism, hope, and the joy that comes from making things change by making things real. The nature of design affords people the opportunity and privilege to shape the world that they-and others-inhabit. This is power.

Within the context of the Sri Lankan education system we learn that creativity is not nurtured as students become 'passive recipients' due to the lack of participation. This project adopts the 'participatory design approach' as a framework to develop a digital storytelling model, which would reflect the process in which students reveal their creativity. Here, the students are encouraged to interact with their grandparents and parents to listen to folktales and to develop a digital storytelling-based activity model to create their own digital stories. With the learnings from these activities a mobile application was developed to sustain the designs, nurture collaboration via digital storytelling processes that develop the creative thinking as a practice.





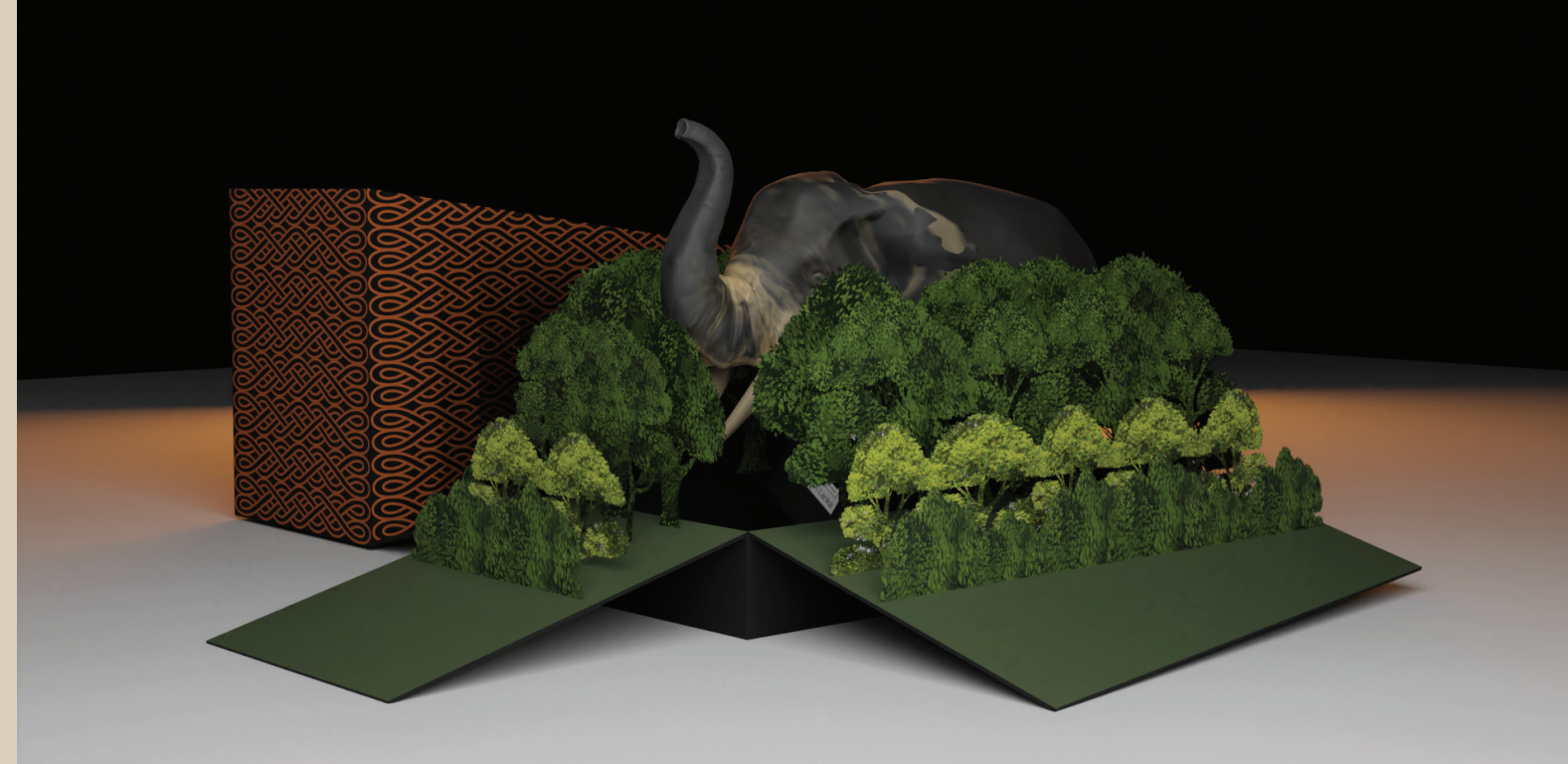
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Packaging Design Solution Towards Uplifting the Cottage Industry of Sri Lanka via the 'LAKSALA' Tusker Souvenir Crafts.

Sri Lankan craftspersons and producers are trained and taught by the National Crafts Council (NCC) of Sri Lanka and aligned to two other government institutions; Sri Lanka Handicrafts Board (SLHB) and National Design Centre (NDC) to guarantee quality crafts as well as to upliftment the craft community. Within this institutional alignment SLHB is responsible for marketing these crafts under their brand and gift and souvenir boutiques 'Laksala' yet, lacks a proper packaging solution when it is sold to the tourists. This project is a packaging design solution developed with the learnings from the network-system of how a craft reaches the boutique, the existing packaging, user (tourist-travel experience) expectation and the requirements of a well crafted packaging solution. The proposed packaging solution addresses the need and creates an opportunity for innovative and creative skilled craftspersons and even contributes towards uplifting a new cottage industry. To explain this, the project focuses on the 'Laksala' tusker souvenir crafts.



**Characteristics of a Gift Packaging**

Graphical Elements  
Structural Elements  
Informational Elements

**Enhance Cultural Elements**

Packaging Opening and Closing Method  
Tactile Elements  
Storage Layouting

**Communicate Emotional Bond**

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Promotional takeaway packaging solution for traditional sweets of Sri Lanka.

Ceylon tea truck is a Sri Lankan style mobile tea truck, located in Melbourne, Australia. The project aims at providing takeaway packaging solution, for a range of their products which are traditional Sri Lankan sweets. The packaging range evolves around the concepts of familiarity and resemblance, in order to create relatability and loyalty with the brand and the products. The structural form of the packaging were based on the functionality, considering the ease of unfolding, no glue/pasting free templates, space saving during transportation, storage and stacking. The surface graphics were based on a series of experiments on Sinhala letterform and expressive typography, in order to create familiarity while conveying the product qualities at the same time. The final packaging design is directed towards a complete takeaway packaging solution in which a Sri Lankan living in Australia, would proudly share their island delicacies, with the rest of the world.



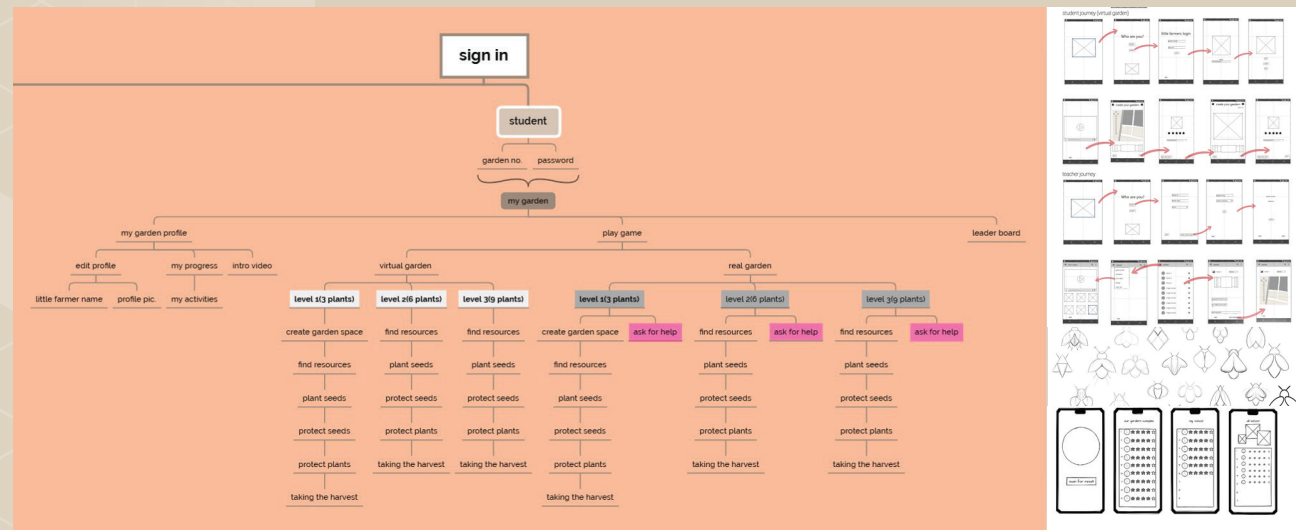
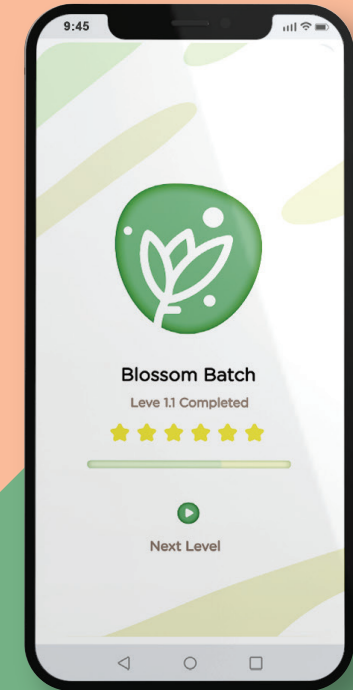
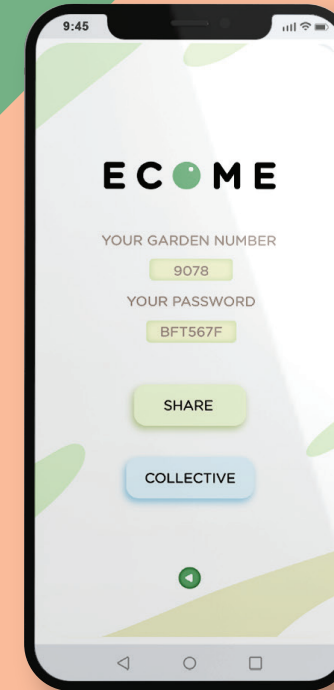
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### Mobile gamification app design to learn environment studies for grade five students

Families in Sri Lanka organize their lives around the schedules of the three national examinations. Of these, the grade five scholarship examination is the most controversial because of the pressure it puts on small children. But there are lot of practical subjects in the grade five syllabus like environment studies. it creates a basic attitudinal basement about the cultures, environment, industries and agriculture and other essential social accepts. The percentage of the interaction of students with those subject areas, directly effect on the future society. The research was identified that a proper theoretical knowledge, a proper practical knowledge and good attitudinal development is not delivering through the teaching methods that used mostly in local school context in Sri Lanka. This design project is a startup project on how can we use a digital platform to giving a proper learning experience for the practical subjects like environment studies.



# Media and Communication Staff



Dr. S.Samarawickrama



Mr. K.B.U Rodrigo



Mr. H.M.D.J Nawarathna



Mr. Dharana Semasinghe

"Vision is the art of seeing the invisible."

-Jonathon Swift-



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