



**PORTFOLIO**

# ZOUKK

ZOUKK is a restaurant and bar located on Negombo's coastal beach road, specializing in a diverse variety of cocktails, mocktails, and exquisite meals. And our goal was to photograph and film all of its appeal for use as social media content. We also handled social media management and marketing, bringing thousands of potential customers to the resto-bar.



Cocktail or mocktails or straight from the bottle. ZOUKK's enormous selection of drinks are works of art. A beauty worth witnessing, enjoying, and capturing.



ZOUKK dinner is a must-have, as it uses the finest ingredients and the freshest seafood from Negombo. Capturing the details and the quality of work was the goal.



The location and atmosphere were important elements that needed to be captured. A place where you'll undoubtedly groove!

# DINE-IN, TAKE AWAY

OR GET IT DELIVERED



ZOUK<sup>®</sup>

Hotline: 070 400 5222 | Phone: 011 227 7730  
Next to Teling Blue, Pettah Road, Negombo



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# Terra

Terra is located in Thambarawila, Waikkal, and is managed by Shavindi Building Material Suppliers. Their goal is to enrich the collection of artisanal craftspersons throughout the country by showcasing their products and giving them the deserving spotlight. Pots, vases, floor tiles, roof tiles, plates, mugs, religious items, lamps, and much more are among their products, built with both terracotta or cement. Our objective was to photograph a broad array of their products for use on social media and other marketing materials.





# Chilli Magic

Chilli Magic products are a fine addition to almost any meal. It's excellent in every way since it's 100% homemade with no preservatives or artificial ingredients, and it's neither too oily nor too dry. Our goal with the products, chilli paste and Maldives fish sambal, was to capture all aspects of the product and branding for usage on social media and other marketing materials.





# Collage

Following are a few digital collages I have designed as a personal project to experiment with the design aesthetic. Despite the chaotic nature of the design, all works have a meaning. The collage below is titled "Doorway to Infinity."



AANJELO  
video | photo | design



AANJELO  
video | photo | design

## Grow from within

Physical growth isn't enough. Grow from within and flourish. That's when the beauties of the world will come to you.



### Open up your mind, let it blossom!

The empty face with all of your thoughts running through it symbolizes this 'opening up'. The good, the evil, and everything in between is represented in black and white. The birds depict releasing them into the world and setting them free. The flora symbolizes the virtuous thoughts that are blooming, and the coloured strokes are to represent the other ways you contribute to the world in addition to thoughts.



### Imbalanced

The collage shows the mixture of a statue and a live person holding the scale. With it being imbalanced with one side weighing higher than the other, represents bribery and exploitation of law by the rich people leaving the middle and lower class helpless and vulnerable. The double-edged sword is replaced by a dagger with blood dripping from it. Though the act is unfair, this biased imbalance happens formally. Hence, it's designed with a print on paper texture.

# PenaTechManा

With circles, straight lines, 45° lines, and detached pieces to complete the design, PenaTechManा is a trilingual bespoke font concept based on the "futuristic" font theme for a university assignment. A wide range of display applications, such as logos, labels, posters, movie and game titles, and much more, are well suited for this font. The Sinhala term penathekmana, which means "As far as I can see," has been styled with the word "tech" in the center to give it a futuristic vibe.

Sinhala and Tamil letters of 'PenaTechManा' were later used for the #30DaysOfAkuru challenge hosted by Akuru Collective and organized by the Letters Lanka volunteer team. One of the letters was featured among a few other designs in a newspaper article as well.



SATURDAY  
SEPTEMBER 18, 2021

# Lite

## AkuruCon '21

A celebration of Sinhala and Tamil letterforms

#30DaysOfAKURU, A MONTH LONG CELEBRATION OF LETTERING EMBRACED BY STUDENTS AND PROFESSIONALS.

AIMS TO STIR GLOBAL INTEREST IN SINHALA AND TAMIL TYPOGRAPHY, HIGHLIGHT ENDLESS TYPOGRAPHIC AND GRAPHICAL POSSIBILITIES OF THE 2 SCRIPTS.

BY SHILANDEERA WICKRAMA JAYATHunga

FOCUS is often drawn to the beauty of spoken language, which, in Sri Lanka, is mainly a combination of Sinhala, Tamil and English. However, this is because its written form, while superficially similar, is as starkly different between different languages.

Various techniques are used when writing the two main spoken language logics and spelling. This is known as typography in Sri Lanka, which is likely to be popularised by Akuru Collective, which is a collective of Sri Lankans interested in everything connected to typography. This includes type design, typeface design, graphic design, design education and students.

A not-for-profit organisation, Akuru Collective is led by an elected council consisting of the best typographers and design leaders from both local and international backgrounds. It provides a platform for Sri Lankans to come together and work together towards the common goal of inspiring interest and improved standards of typography in the country.

"Our objective is to nurture talent and build an efficient and meaningful service to people interested in typography, writing systems and language studies. We have started our journey lower level strategic decisions and delegates tasks to other members. It provides a platform for Sri Lankans to come together and work together towards the common goal of inspiring interest and improved standards of typography in the country," says Jayathunga.

The first-ever AkuruCon was held in 2018 in collaboration with the Embassy of Netherlands in Sri Lanka to celebrate the 20th anniversary of the establishment of the Embassy. AkuruCon 2021 Event Director Akila Lakmal said, "The conference focused on the shared history of typography between Sri Lanka and the Netherlands, featuring presentations on the history of typography, the art of printing in Sri Lanka and the contribution of the first Sri Lankan movable type." She added, "The conference also included workshops and discussions on subjects such as multilingual branding and design, and the future of typography, giving participants the opportunity to connect better with the languages that are closer to their heart."

"This year, we had virtual workshops and discussions on subjects such as multilingual branding and design, and the future of typography, giving participants the opportunity to connect better with the languages that are closer to their heart," says Jayathunga.

The one-month-long event covered various aspects of Sinhala and Tamil typography, with discussions and workshops on the history of typography in Sri Lanka and the future.

A discussion by Dr. Sumanthri Somasavikrama and Prof. Udyan Karmali and others, titled "Revisiting the History of Typography in Sri Lanka", was held at the closing of the month-long event.

"Adapting to the new normal, Akuru Collective was able to create a virtual space where people from all over the world could come together and share their knowledge and passion for typography during the first week. It was titled 'Paving the way for Sinhala and Tamil Typography'.

The second week looked at the present, with a panel on multilingual branding and communications in Sri Lanka, moderated by Leymuri Narendran and Nishan Ranasinghe. Chanchana Wijesinghe were the panelists.

The future of typography was discussed during week three, focusing on Unicodes. The discussion was carried out by Dr. S. N. Nandarosa, Dhaniaka Perera, Pathum Samarakoon, Seneviratne, and Jayathunga.

Three workshops were held during the final week. One was a practical workshop on the history of Lati calligraphy by Sunita Da Silva and Aloma Maheshan from Nepal.

Therige Asura helped AkuruCon members participate in the annual exhibition of the Sri Lanka Institute of Typographers and organized a session on the similarities and co-existence of Sinhala and Tamil Letterforms workshop and Openings and closing ceremony.

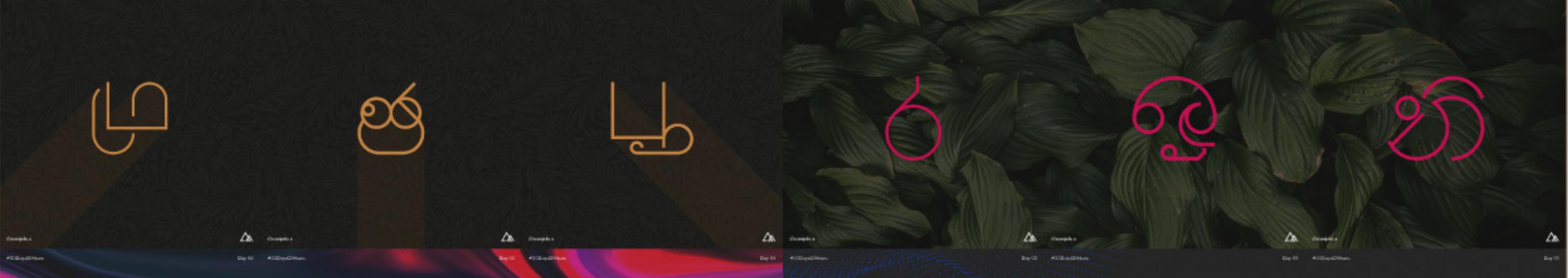
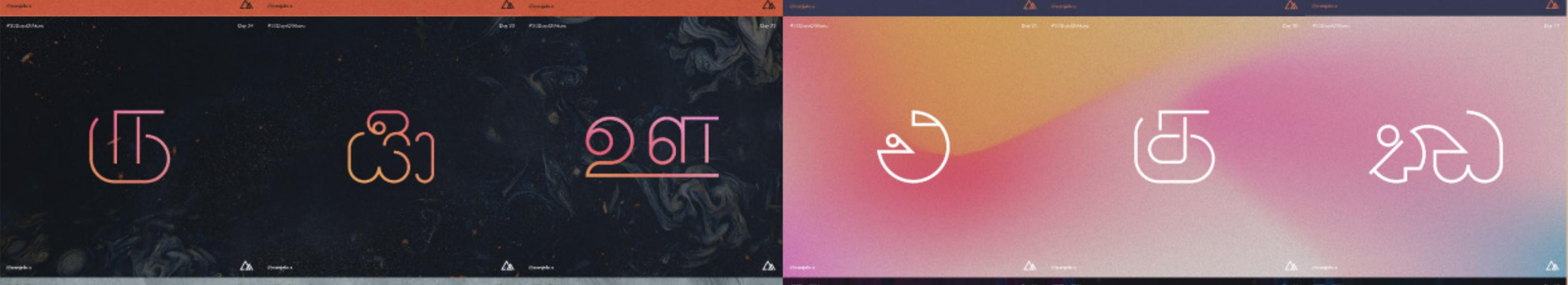
The theme of AkuruCon 2021 was A Multilingual Sri Lanka and Akuru Collective says this was mainly due to the fact that they wanted to bring together people from different backgrounds and cultures to work together and learn from each other.

"The engagement was overwhelming. We had students, academic professionals, researchers, creative and industry professionals taking part in #30DaysOfAkuru with their own projects. This was a great achievement for their interest in taking the type to a wider community and beyond," Akila Lakmal added.

WHAT COMES NEXT

The organisers say that the next AkuruCon will be in two years' time, but they have many exciting things lined up. "We are currently working on a few projects including a book on the history of Typography and W.A. Silva Museum which we can share with the audience in the future," says Jayathunga. "We will also be introducing an Akuru Collective membership for typographic enthusiasts."

"For other updates, stay tuned with Colombo Type on social media," she added.



# Aadara Maatha

(Concept)

As part of the university's "Art Direction" project, the concept initiative "Aadara Maatha" was developed. The assignment was to create a project and the design components for the project aimed at community development. In my scenario, I decided to spread awareness of postpartum depression in Sri Lanka. The brand identity, social media posts, posters, and postcards were designed with a coherent art style.



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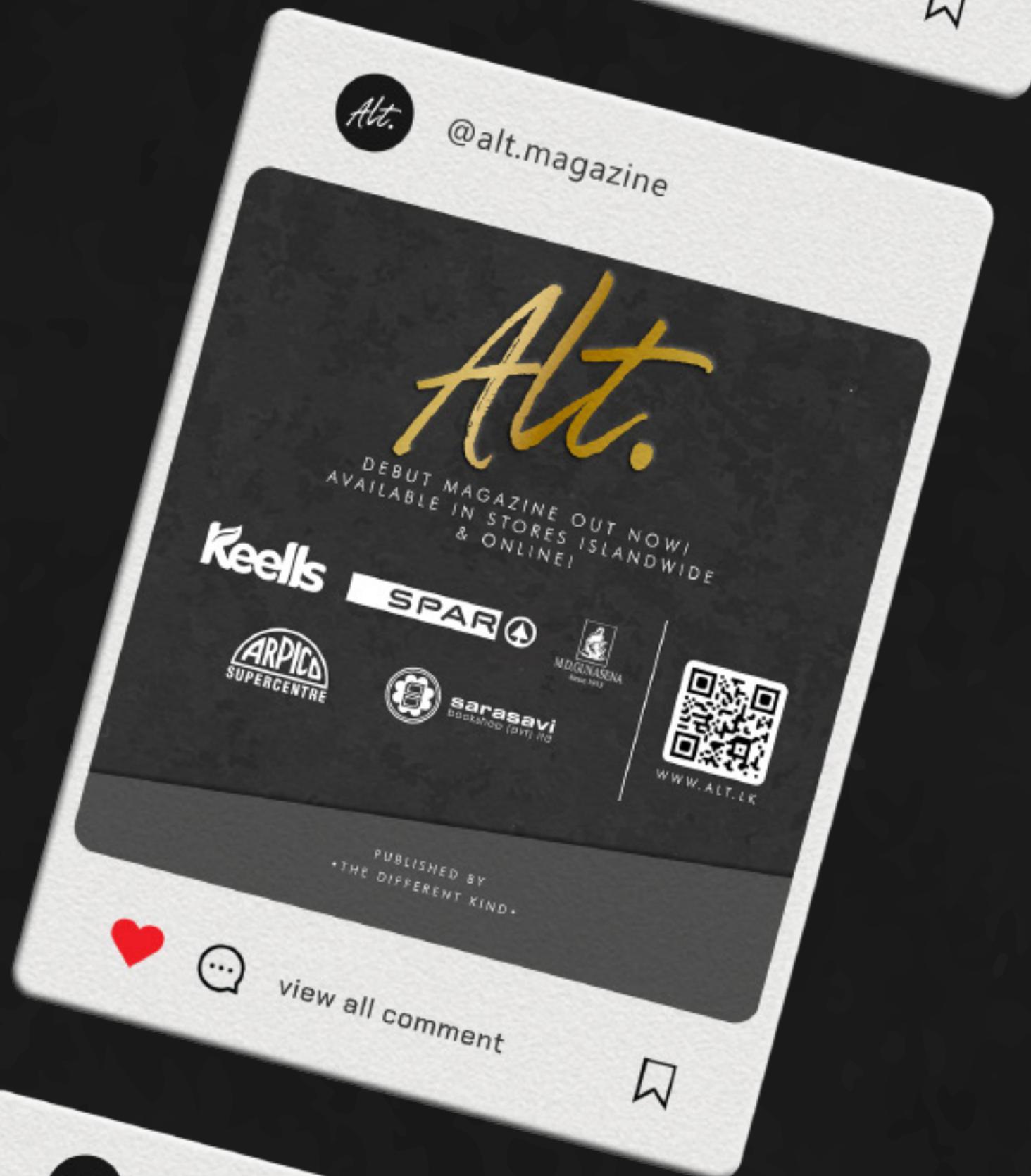


# Alt.

(Concept)

The 'alt.' magazine is for the hidden gems in Sri Lanka - The alternative music/art/theatre scene. I developed the brand logo, cover design, social media post designs, launch and teaser campaign and more as a part of the Advanced Graphic Design assignment. The collage-style and monochromatic + gold themes are the main focus of the designs, with the intention of merging alternative design approaches with alternative music.

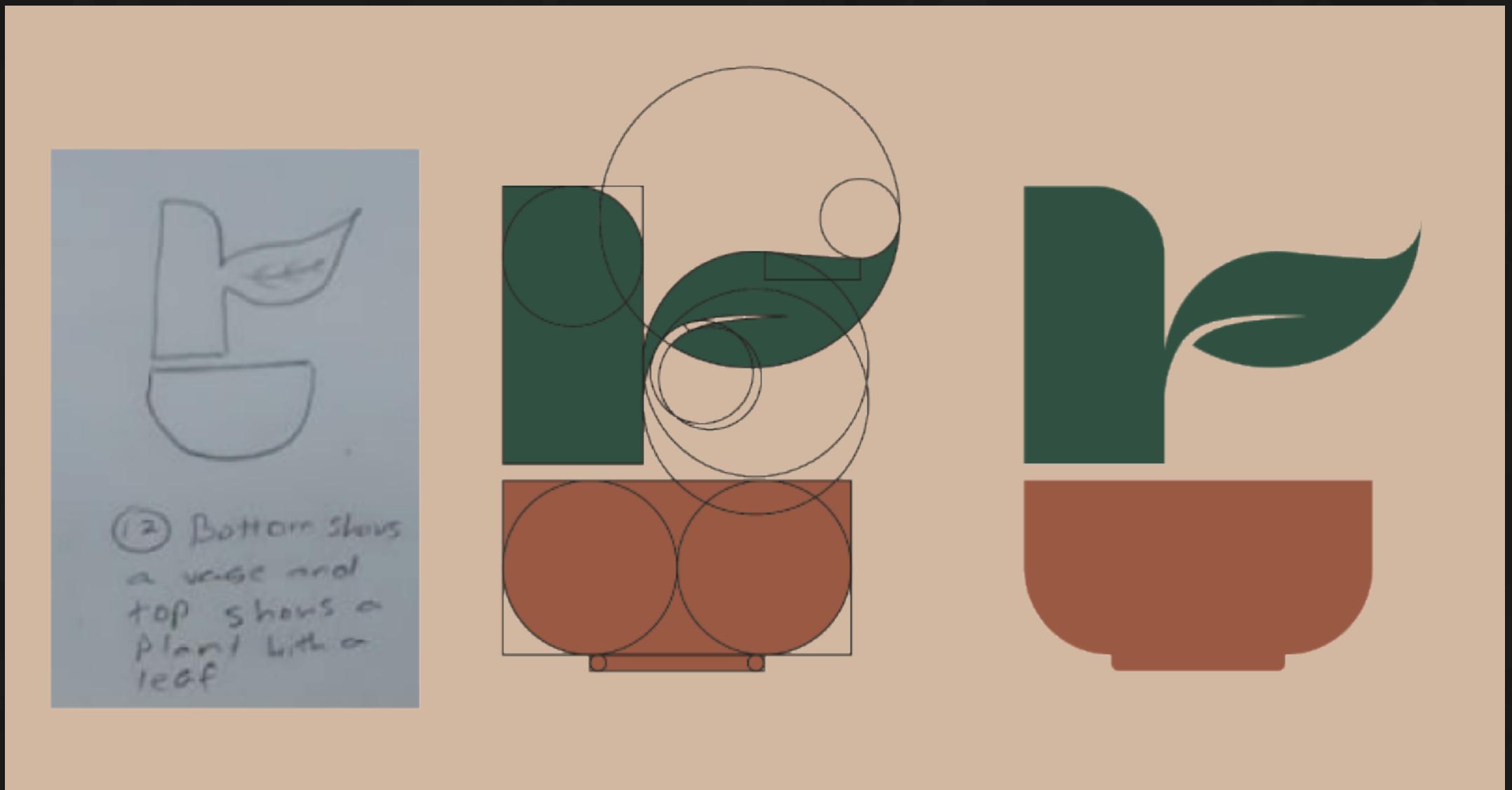


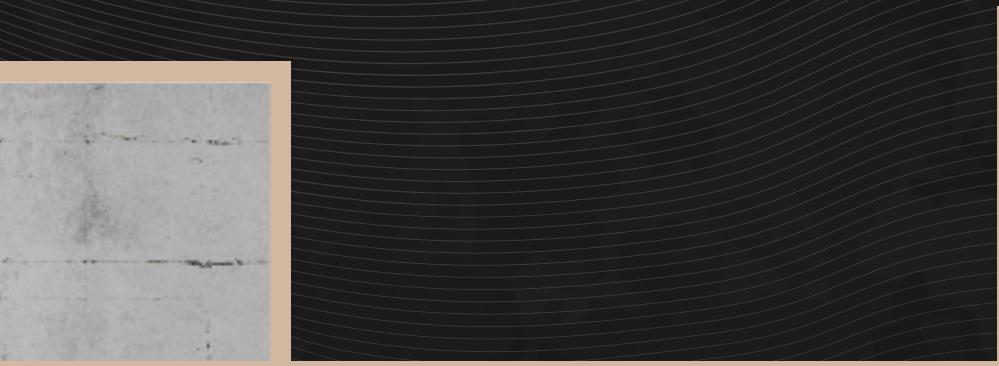
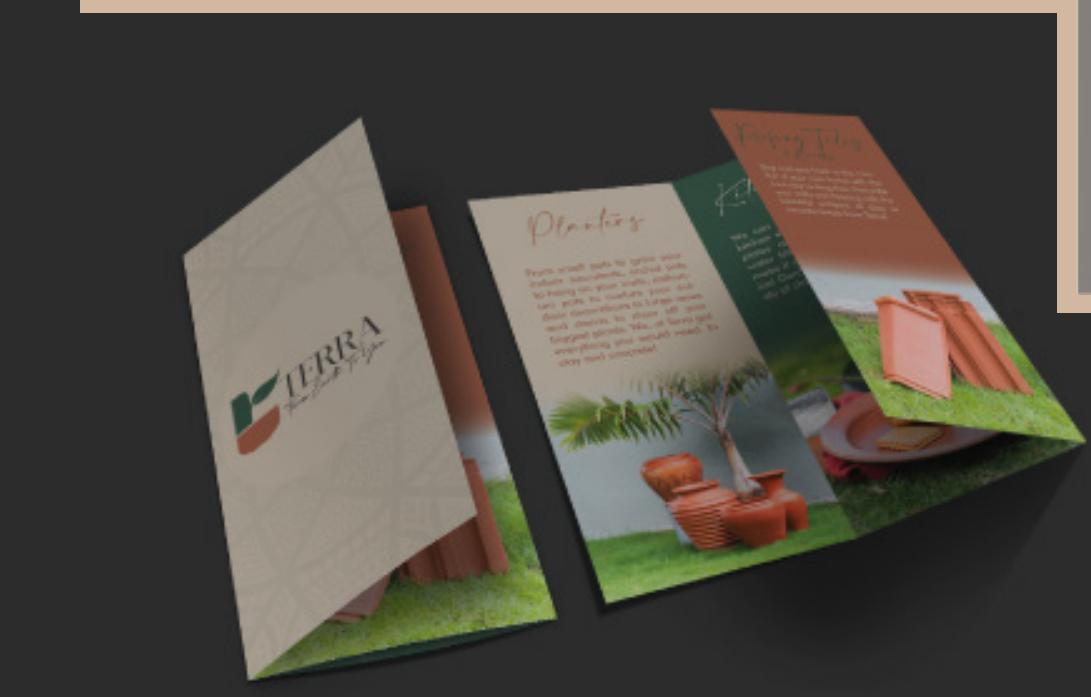


# Terra

(Concept)

Inspired by a business of a close friend (actual brand's photography shown separately), I've decided to design a concept brand identity and related design works as a part of the Digital Design university assignment.

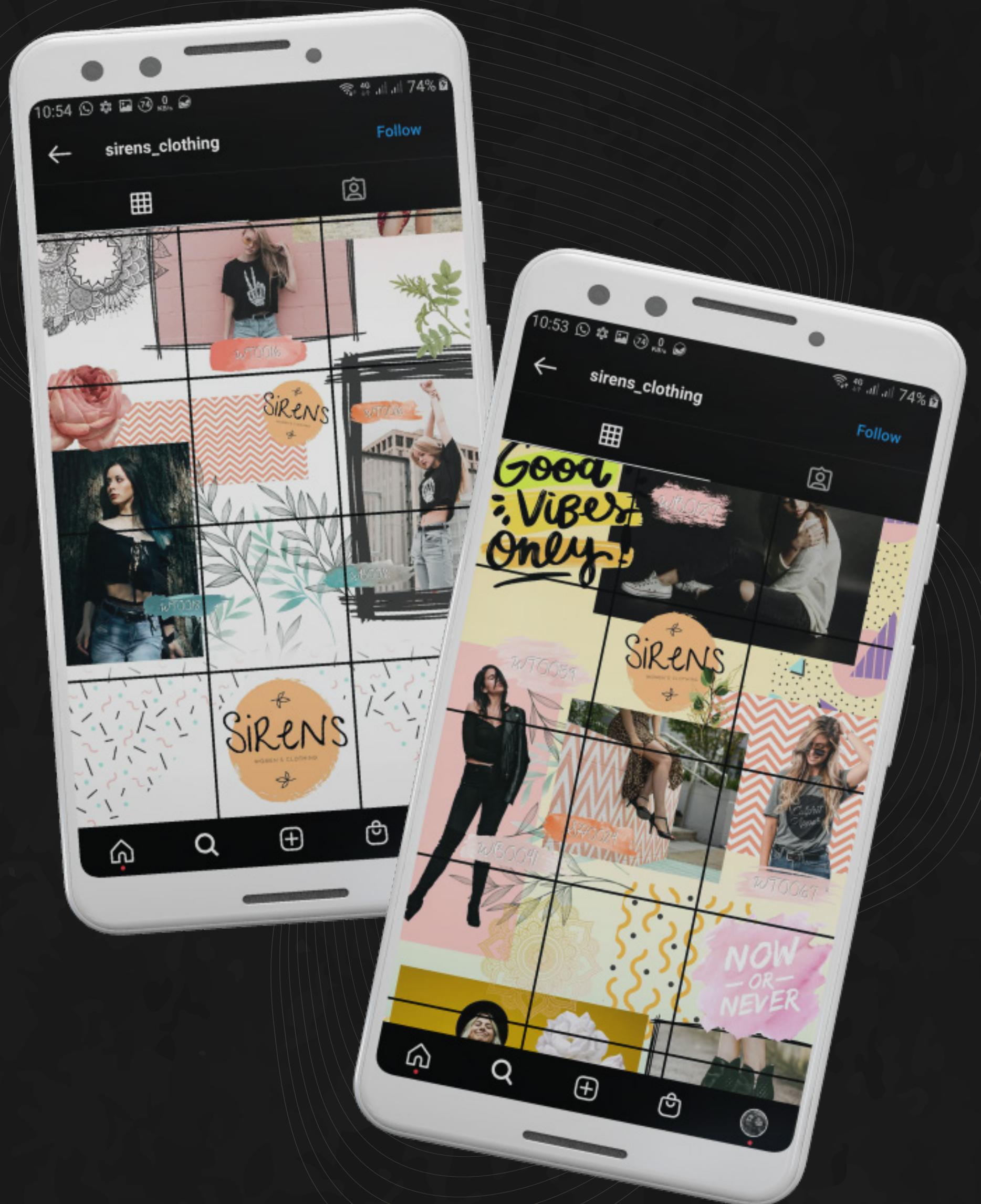




# Sirens

(Concept)

Sirens Clothing was created as a personal project in 2019 to test out a continuous Instagram feed that would look seamless on the profile and be as meaningful in each post. With the current knowledge gained three years later, the designs and layout can be improved even more.

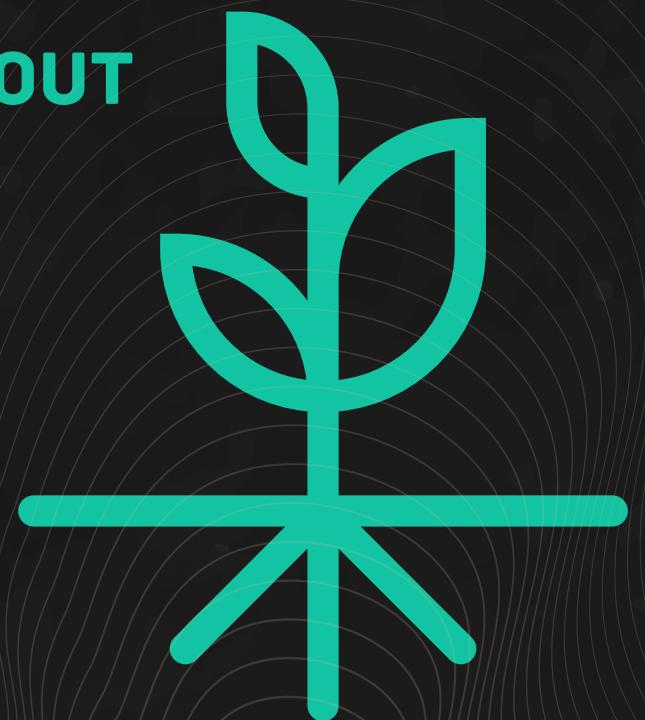


# Memoseeds

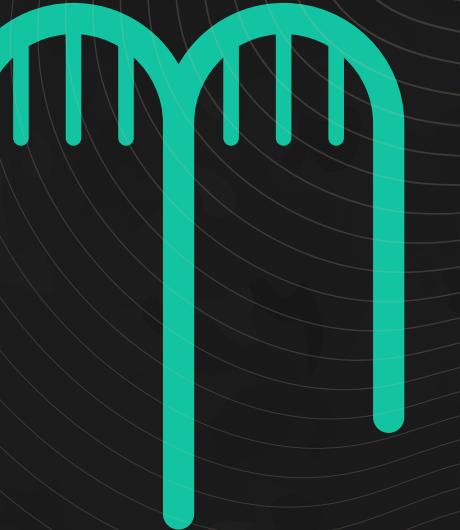
Memoseeds is a brand currently in development producing plantable seed papers, with the aims of reducing paper wastage and planting something memorable instead of throwing away birthday cards and invitations. It also focuses on mental wellbeing with a separate product range. Memoseeds is done as a part of the final university group project and is currently in progress, with more packaging and social media posts to be designed. The following is the logo, and shown next to it is the meaning and the process of building the logo.



SPROUT



HANDS



LETTER M



# Ping

(Concept)

Ping Networks, a competitor to Sri Lanka Telecom and an Internet service provider that specializes in time-based gaming packages, was created for a Techniques & Processes University assignment. A pre-launch teaser and a launch poster with the finalized logo are shown here.



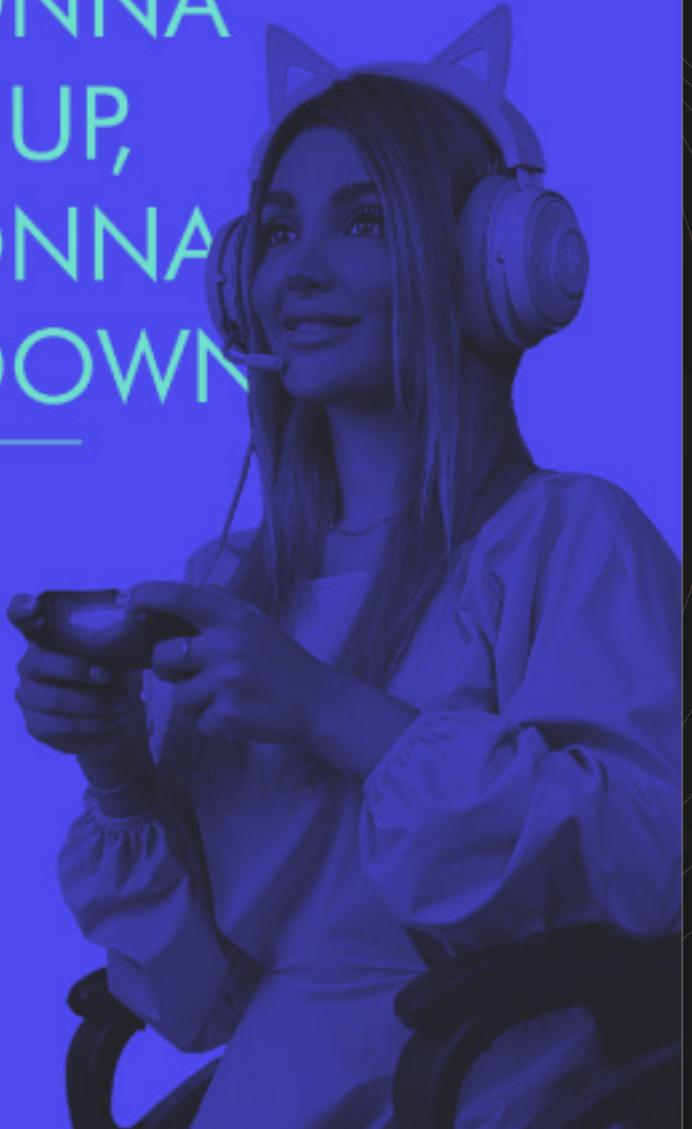
PAY FOR RELIABILITY,  
NOT THE GBs

SRI LANKA'S MOST RELIABLE  
NETWORK IS HERE!  
VISIT WWW.PING.NET FOR INFO



NEVER GONNA  
GIVE YOU UP,  
NEVER GONNA  
LET YOU DOWN

SRI LANKA'S MOST RELIABLE  
NETWORK IS COMING SOON



# Dayaz

According to the client's preferences for colour and style, a new food brand's logo was designed. Additionally, I developed the packaging for their upcoming Hot & Spicy Cassava Chips product. More flavours are being developed, as are different packaging options for those flavours.

# DAYAZ



# Zesta (Concept)

I introduced a new concept design for Zesta teas for the university's packaging assignment that is more environmentally friendly, sustainable, reusable, and recyclable. Additionally, the makeover will look more premium, drawing shoppers' attention away from competitor offerings into the Zesta brand.



# The end?

No! It's just the beginning.  
Looking forward to working with you!

To check out my videography sizzle reel, video works, and to download my CV, visit [aanjelos.github.io](https://aanjelos.github.io)

To drop me an email about work or life, send it to [aanjelo99@gmail.com](mailto:aanjelo99@gmail.com)

To call or WhatsApp, the number to save is +94 70 106 2626

Or scan the QR code to save it all!

