



AANJELO
video • photo • design

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

Hotline: 070 400 5222 | Phone: 031 227 7730
Next to Jewing Blue - Pouszta Road, Ngazamba



ZOUK

Hotline: 070 400 5222 | Phone: 031 227 7730
Next to Jewing Blue - Pouszta Road, Ngazamba



ZOUK

Hotline: 070 400 5222 | Phone: 031 227 7730
Next to Jewing Blue - Pouszta Road, Ngazamba

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 Maldive fish sambol, 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."



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.

PenaTechMana

With circles, straight lines, 45° lines, and detached pieces to complete the design, PenaTechMana 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 'PenaTechMana' 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.

පෙනෙක්මානා!

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 POSSIBILITIES OF THE 2 SCRIPTS

By SALLEENARDE WICKRAMA ARITHYELA

FOCUS is often drawn to the beauty of spoken language, which, in Sri Lanka, is usually a combination of Sinhala, Tamil and English. However, there is beauty in the written word too, with unexpected similarities as well as stark differences between different languages.

Various techniques are used when arranging type, making written language legible and appealing. This is known as typography. In Sri Lanka, those interested in typography are likely to be part of Akuru Collective, which is a collective of Sri Lankans interested in everything connected to typography. This includes type designers, graphic designers, design educators and students.

And for public organisations, Akuru Collective is led by an elected committee that steers the work they do, manages lower level strategic decisions, and delegates tasks to other members. It provides a platform for Sri Lankan typography enthusiasts to meet and act together towards the common goal of inspiring interest and improving 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, languages and literature of South Asia and Southeast Asian regions," AkuruCon 2021 Event Director Akila Lakmal said.

He added that Akuru Collective also organises training sessions, courses, workshops, conferences and other educational programs that cover and relate to the interest areas of the Collective and foster research and practice of research in typography and writing systems.

Akuru Collective also provides facilities and opportunities for members to engage with national, regional and international communities, conferences and knowledge exchange programs that align with the Collective's objectives and interest areas.

They also liaise with national, regional and global initiatives and standardisation organisations to develop and further technology, type and typography technical standards including, but not limited to, Unicode, OpenType and similar on the similar.

While Akuru Collective contributes to the art and technique of typography in several ways, one of their most looked forward to events is AkuruCon.

AKURUCON

"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 introduction of movable type to Sri Lanka," AkuruCon 2021 Event Manager Malindi Jayathunga said.

"The conference focused on the shared history of typography between Sri Lanka and the Netherlands, featuring presentations of research done on the history of printing in Sri Lanka and the contribution of the Dutch in developing the first Sinhala movable type," she went on to say, adding that renowned Dutch type designer and educator Martin Majoor joined the conference as a guest speaker.

This year, AkuruCon was a month-long celebration of Sinhala and Tamil letterforms. "The idea was to recognise Sri Lanka's rich typographic landscape by building a discussion about its present, past and the future," Jayathunga said.

Given the COVID-19 pandemic, AkuruCon 2021 differed slightly from previous events. According to Akila Lakmal, Sri Lanka's cultural scene was hit hard by the pandemic and the subsequent lockdown. This did not stop Akuru Collective, however.

"Adapting to the new normal, Akuru Collective was able to create an interactive virtual space, bringing together all types of individuals to dive into the treasure trove of typographic knowledge. AkuruCon held a series of events online," Akila Lakmal said.

A MULTILINGUAL SRI LANKA

The theme of AkuruCon 2021 was a multilingual Sri Lanka and Akuru Collective says this was mainly due to their aim of celebrating the design community on the similarities and co-evolution of Sinhala and Tamil type while promoting the use of both scripts in the visual design process.

"Through this initiative, we will be able to keep the conversation flowing ensuring that the very essence of human communication is not disregarded in design," Jayathunga said.

She explained that AkuruCon is known to draw in a wide audience from a variety of backgrounds from scholars and academics to typography enthusiasts, font developers, graphic designers, advertising industry professionals and students.

"This year, we hosted virtual workshops and discussions on subjects such as multilingual branding and the history in Sinhala and Tamil typography, giving participants the opportunity to connect better with the languages that are closer to their heart," Jayathunga added.

The month-long event covered various aspects of Sinhala and Tamil typography, with discussions and workshops held each week.

A discussion by Dr. Samarathilaka Samarawickrama and Pichan Ekanayake as well as Prof. Udaya Kumar and Aadresh Rajan from India looked at the history of 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 Leyyani Mirando, Nisayuru Raneyyaka and Chamika Wijesinghe over the past two weeks.

The future of typography was discussed during week three, focusing on Unicode. The discussion was carried out by Dr. S.T. Nandhoo, Dhanika Perera, Pichan Ekanayake, Kevala Senewiratna, and Anuka Athapaya.

Three workshops were held during the final week. One was a practice workshop in English on Responsive Lini calligraphy by Sanjita Dangal and Anusha Mahipalan from Nepal.

Tharindu Anura led AkuruCon 2021 participants draw letterforms with confidence during the Tamil and Tamil Letterforms workshop and

Tamil type while promoting the use of both scripts in the visual design process.

"The engagement was overwhelming. We had students, academic professionals, researchers, creative and industry professionals taking part in #30DaysOfAkuru with their creative entries. We are grateful 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 in collaboration with the Institute of Typography and W.A. Silva Museum which we can share with the audience in the future," Jayathunga said, adding that they will also be introducing an Akuru Collective membership for typography enthusiasts.

"For further updates, stay tuned with the audience in the future," she added.

also carried out the Sinhala Tamil English logo design workshop along with Samudra Ginige and Indika Jayathilaka.

30 DAYS OF AKURU

One of the highlights of AkuruCon is 30 Days of Akuru, which is a month-long celebration of lettering embraced by both students and professionals alike. #30DaysOfAkuru aims to stir global interest in Sinhala and Tamil typography and highlight the endless typographic and graphical possibilities of the two scripts," he said.

"The engagement was overwhelming. We had students, academic professionals, researchers, creative and industry professionals taking part in #30DaysOfAkuru with their creative entries. We are grateful 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 in collaboration with the Institute of Typography and W.A. Silva Museum which we can share with the audience in the future," Jayathunga said, adding that they will also be introducing an Akuru Collective membership for typography enthusiasts.

"For further updates, stay tuned with the audience in the future," 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.



ආදර මාතෘ





betterhealth
Sri Lanka



What is Postpartum Depression?

Postpartum Depression (PPD) is a complex mix of physical, emotional, and behavioural changes that happen in some women after giving birth.

1 in 7
women suffers from
Postpartum Depression

The diagnosis is based on the length of time between delivery and the severity of the depression



8,692 Likes

Betterhealth Did you know that 1 out of 7 n...

[View all 328 comments](#)

5 DAYS AGO



Alt. (Concept)

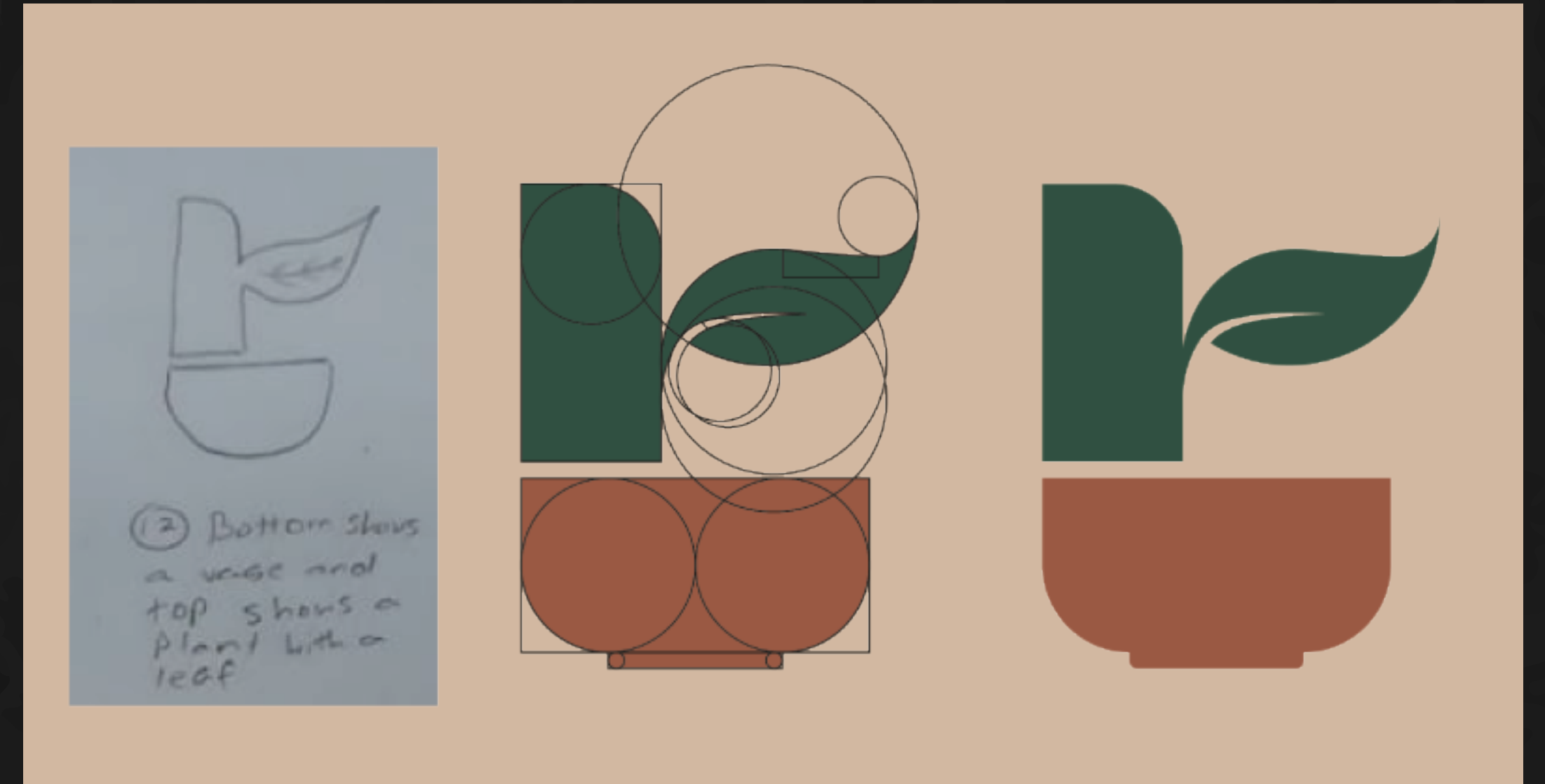
The 'alt.' magazine is for the hidden gems in Sri Lanka - The alternative music/art/theatre scene. I developed the brand logo, cover design, social media post designs, launch and teaser campaign and more as a part of the Advanced Graphic Design assignment. The collage-style and monochromatic + gold themes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

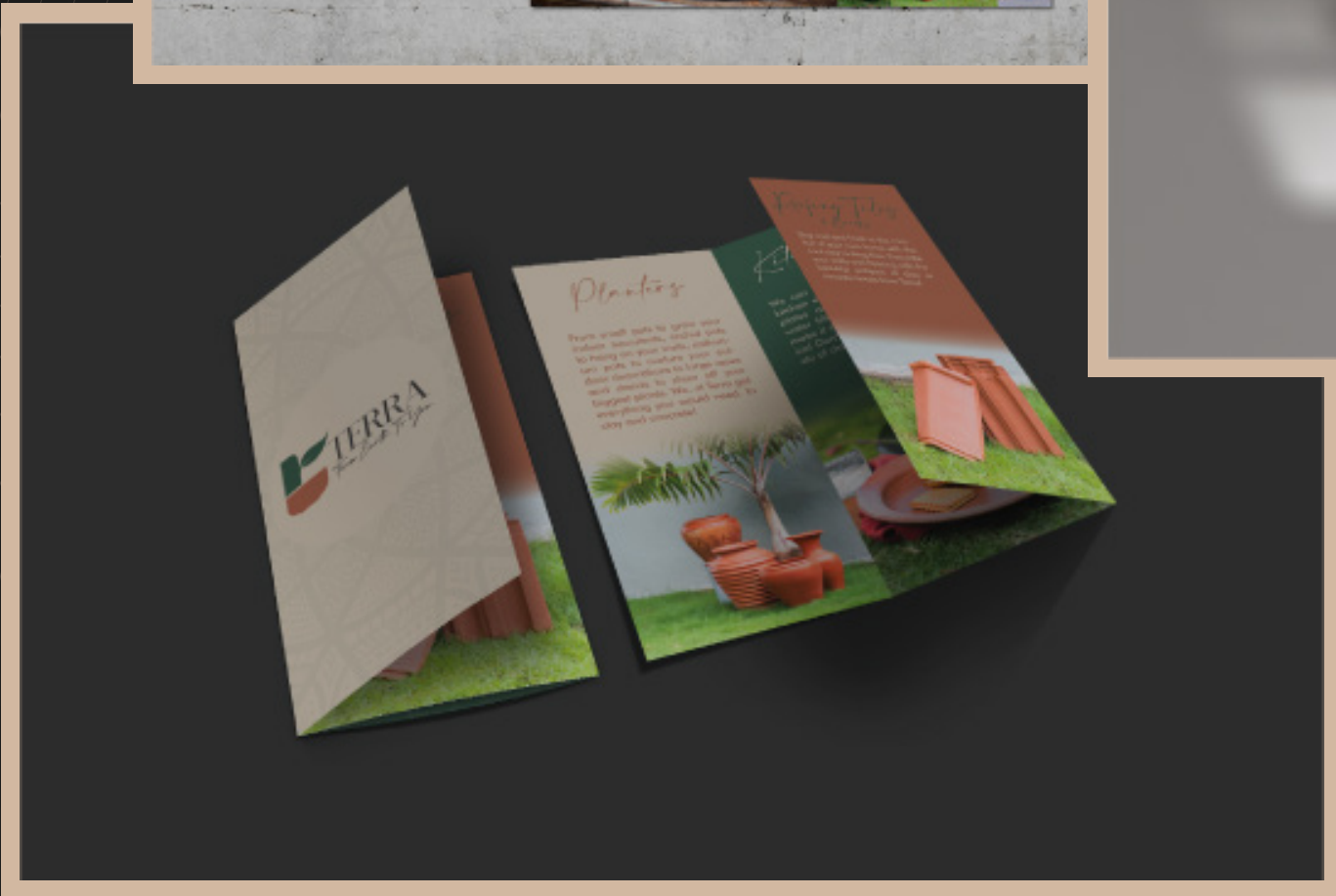




Terra (Concept)

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.





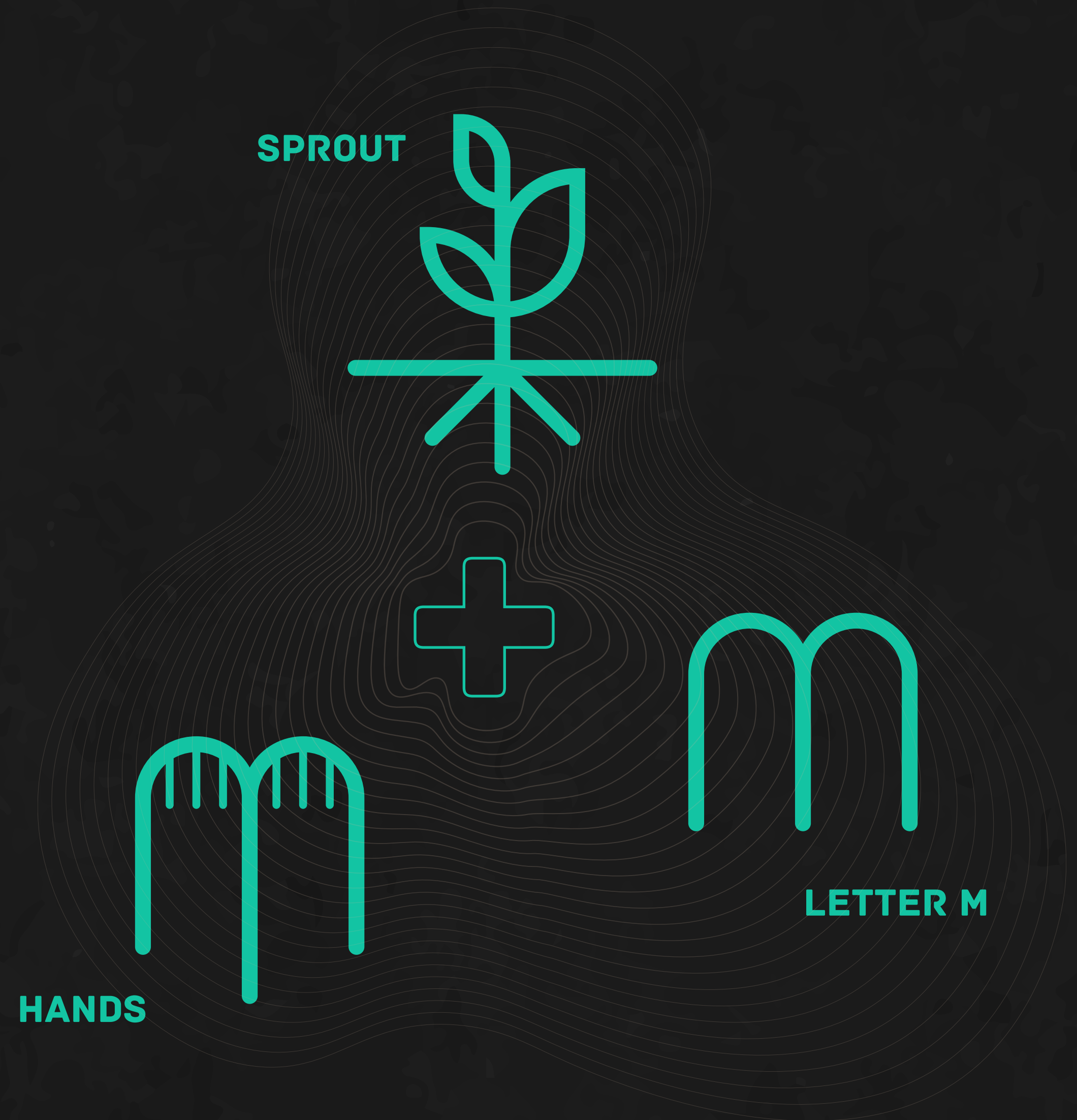
Sirens (Concept)

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.



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.



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

To drop me an email about work or life, send it to 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!

