



**FOCUSED
DESIGN**



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IDR
Integrated
Design Research

SECTION

02

CULTIVATION OF NEW IDEAS
BOOK OF ABSTRACTS



Integrated Design Research Conference 2022

Integrated Design Research (IDR) is part of the Department of Integrated Design, Faculty of Architecture, University of Moratuwa, Sri Lanka. It works as an interdisciplinary platform that encourages collaboration between design research, design education, and design practice towards advancing theories, methods, concepts, and practices of design, locally and globally.

IDR focuses itself as a key contributor towards uplifting design within the region to discuss design in Asia, vernacular practices and contribution of design-subcultures to the field of design, creative economy through research and practice.

*Integrated Design Research is where Global South meets
the world of Design !*

IDR
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Design Research

IDR has two publications : IDR Conference and IDR Journal. For more details log in to www.idresearch.uom.lk.

Programme- International Research Conference

24th - 25th November 2022



24th November 2022

Inauguration	12.00-2.15pm
12.00-12.30 pm	Registration
1.00-1.15 pm	Participants to be seated
1.15-1.30 pm	Opening Ceremony Lighting of the oil lamp National anthem Welcome address Introduction to Keynote speaker
1.30- 2.15 pm	IDR Inaugural Keynote Dr. Rathna Ramanathan Pro-Vice Chancellor, Head of Central Saint Martins, University of the Arts London.

IDR Integrated
Design Research

24th November 2022

Undergraduate Sessions

Session 01 A

2.30 - 3.45 pm

Session Chair : Dr. Kamal Wasala

Role of Artificial Intelligent Text-to-Image
Tools in Design Education

Hrishikesh Rajendra Shinde

Causative Factors for the Acceptance of
Denim as a Clothing Fashion by Sri Lankan
Consumers.

Kaweeshu Munasinghe, Ruwandika Senanayake

Variable Sinhala typeface towards responsive
design: An exploration.

Sathira Perera, Sumanthri Samarawickrama

Communicative factors in visual abstraction
of a Kithul tree in an 18th Century Mural
Painting of Sri Lanka.

Praneeth Perera, Melanie Dissanayake

A study on the Impact of logo color on
consumer perception of brand personality in
Sri Lanka.

Nirasha Herath, Sithumini Rathnamalala

Session 01 B

4.00 - 5.15 pm

Session Chair : Ms. Ruwandika Senanayake

Art Against Spectacle: Art & Design as a
Response to Culture as a Perceptible
Communication.

Kumkum Nadig, Niret Alva

A comparison between Laksala Packaging
and Gift and Souvenir Packaging.

Tharindi Thilakarathna, Sumanthri Samarawickrama

Identification on Beverage Perception and
Consumptions: Special Reference to Clay
Utensils Used in Sri Lanka.

Bhagya Nakandala, Dilshani Panasinghe

The logical hierarchy of the front page
layouts of the earliest Sinhala newspapers
published in Sri Lanka.

Hansika Erandathi, Sumanthri Samarawickrama

Artefacts of Culture: Christmas postage
stamps of Sri Lanka.

Samudra de Silva

25th November 2022

Conference Keynote

9.30- 10.15 am

8.30- 9.00 am

Registration & Participants
to be seated

9.30- 10.15 am

Conference Keynote

Prof. Gloria Kondrup

ArtCenter College of Design,
California, United States,
Executive Director, Hoffmitz
Milken Center for Typography

25th November 2022

Undergraduate Sessions

Session 02 A

10.00 - 11.00 am

Session Chair : Ms. Dilshani Ranasighe

Card Sorting Method As A Participatory Approach To The Research Stage of City Branding Process: Understanding The City Experience From The Perspective Of Stakeholders.

Amaya Rodrigo

A Modular unit to enhance the soil quality and sustenance the vegetation produced material manipulation from Tetra pack waste in Sri Lanka.

Nipuni Dhananjana

Visual Dilusion; Adapting Linear Illusions with Tucks to Visually Diminish Women's Fuller Busts.

Thamashi Dias

An interactive Sinhala storybook designed to identify early signs of Dyslexia among children.

Sanduni Attanayake

Typographical Exploration to Preserve the Passionate Memory of Grandparents' Storytelling.

Anjalee Wegodapola

A Textile Development Using Off-Cut Fabric Waste to Create Wearables.

Randika Abesekara

Session 02 B

11.15 - 12.15 pm

Session Chair : Ms. Ruwandika Senanayake

A wearable device for clove pluckers to protect their health while ensuring them to make their job easy and quick in a secure manner.

Hasanya Pathirana

The digital experience of clothes swapping: vitalizing physical world interactions

Thisal De Mel

World Building and Base Character Design for Kittumverse.

Sudeep Sansika

ULearn: Digital platform to elevate learning while playing.

Sampath Widushan

A New Experience of Collecting Postage Stamps as a Hobby Among Schoolchildren.

Chethiya Bowatte

An Exploration of Innovative Textile Construction with an Integration of Traditional Dumbara Weaving and Contemporary Fashion.

Ishani Rajapakshe

25th November 2022

Postgraduate & Industry Sessions

Postgraduate Discussion

1.30 - 2.30 pm

Session led by: Dr. Sumanthri Samarawickrama

Kasun Jayamanne

Postgraduate - MSc (Research) Candidate
*on Craft knowledge Management- Aluvihare
Heritage Center at Aluvihare*

Shermila Fernando

Postgraduate - by MPhil Candidate
on film production and documentation

Sulakshana Mendis

Postgraduate - PhD Candidate
on Authentic Crafts Souvenir packaging

Supun Dulanga

Postgraduate - MSc (Research) Candidate
on Type classification in Display Typography

Session 03

2.30 - 4.30 pm

Session Chair : Ms. Ruwandika Senanayake

Priyantha Subasinghe

Representing Kalaro (Pvt) Ltd

Tilan Wijerupa and Supun Pathirage

Representing JF&I Packaging Pvt Ltd

Anura Warnakulasooriya

Representing Midaya Ceramic Company Pvt. Ltd

Ransley Burrows & Dushan Pieris

Representing DIGICANDY

Followed by the Design Code 2022 Exhibition opening at 5.00pm



Design Code 2022 Agenda

26th/27th November 9.00am onwards

Workshops

26th November 9.30am onwards

UiUx Challenge with Dialog

26th November 2.30pm onwards

Packaging Design Forum with ESB and PrintCare

27th November 9.30am onwards

Creative Thinker Workshop

Integrated Design Research and Design Code 2022

Theme - Focused Design

Every design is focused towards many aspects, and we encourage a platform to discuss, debate and demonstrate how design focuses on Society and Culture, Vernacular Knowledge and Practice, Economy and Industries. How Design is focused on Education and Thinking, Technology and Innovation, on Circularity and Sustainability.

The above is encouraged across different domains of application: Architectural design, Audio Visual Design, Ceramic Design, Communication design, Design education, Engineering design, Fashion design, Film Studies, Graphic design, Industrial design, Interaction design, Interior design, Jewellery design, Landscape design, Lifestyle design, Packaging design, Product design, System design, Urban Design, User Experience design and any Design related areas.





Design Code 2022 - Inaugural Keynote Speaker

Dr. Rathna Ramanathan

Pro-Vice Chancellor, University of the Arts London
Head, Central Saint Martin's

Rathna Ramanathan is a practice design researcher and academic known for her expertise in intercultural communication and alternative publishing practices. She is Head of Central Saint Martin's, Pro-Vice Chancellor, University of the Arts London, and a Reader in Intercultural Communication. Previously, Rathna was the Head of the School of Communication at the Royal College of Art, London. For the past thirty years, Rathna has led research-driven, intercultural, multi-platform graphic communication design projects primarily in the Global South, all fuelled by a love for, and life-long interest in typography and languages, and a belief in communication as a fundamental human right. Key highlights include the design for the Harry Classical Library of India (Harvard University Press) and books for the internationally renowned alternative publisher, Tava Books.

Originally from Chennai, India, Ramanathan is now based in London. Her research and practice are predominantly focused in the Global South, specifically South Asia. This 'critical position' of situating between two cultural contexts is crucial to Ramanathan's role as an academic. Intercultural practice is a core characteristic of her approach to learning, teaching and research.





IDR Conference

Keynote Speaker

Prof. Gloria Kondrup

Professor, ArtCenter College of Design, California, United States
Executive Director, Hoffmitz Milken Center for Typography
Director, Archetype Press

Gloria Kondrup's professional career spans the fields of art, design, and education. As a design consultant, she has helped evolve extensive branding, identity, and packaging systems. As a full-time professor at ArtCenter College of Design, Gloria has been a dedicated design educator for over two decades, shaping and inspiring future generations of designers. She instills in her students the importance of ethical design practices, fairness and equality, and respect for our natural environment. Her fine art printworks and books are in private and public collections including AIGA, The Getty, and the Sackner Archive of Concrete and Visual Poetry. She was awarded the AIGA Greening of Design in 1997. As the Director of Archetype Press, ArtCenter's unique and vibrant letterpress studio, she redefined the value of typography and analog technology in the digital landscape. In 2015, Gloria was instrumental in the fundraising for, and creation of, the Hoffmitz Milken Center for Typography [HMCT] and currently serves as its Executive Director. She has a bachelor's degree in Fine Art and a master's degree in Design and is a board member of Association Typographique Internationale [ATypI].