

A study on the regression of the logo design industry of Sri Lanka

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Since the advent of the computer technology in the graphic design industry in Sri Lanka, there is a considerable decrease in the visual and aesthetic quality of the logos designed by commercial logo designers, which implies the application of the low level of skills in both conceptualization and execution. These logos are mostly derivative work, if not complete rip offs of logos that can be found on the internet. Lack of originality, the use of over-used shapes or motifs, lack of pragmatic concerns are the most apparent drawbacks of the currently prevailing logo designs. The particular trend reflects the discontinuance of the fluid way and creative thinking of the Sri Lankan visual artists and the designers (of the pre-digital era) who have created unique and memorable logo concepts for both state and commercial entities which evoke the desired feelings in the target audience. The significance of this conceptualization is the attention and the enthusiasm paid by the artist by means of maintaining a well-established Sri Lankan identity in the design industry. The aim of the present study is therefore to examine the problems which affect the visual and aesthetic quality of the logo design industry within the context of Sri Lanka. The study will focus to conduct an empirical inquiry which relies on personal experience as a graphic designer and on the online presence of commercial logo designers based in Sri Lanka. Three main factors affecting the visual and aesthetic quality of the logo designs in question, namely the client's perception of his own requirement, the restrictive nature of the digital tools in the design process, and the fact that the logo design is treated as a subordinate element equally by the clients and many commercial logo designers in Sri Lanka, can be identified.

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