Everyday Recycling

TABLE OF CONTENTS

Everyday Recycling

Intro: Welcome to recycling in every day life. Before we begin, let us first define recycling. Recycling involves processing used materials into new products to prevent waste of potentially useful materials. Recycling is a key component of modern waste reduction and is the third component of the "Reduce, Reuse, Recycle" waste hierarchy. That being said, lets take a deeper look into what we recycle and the large process thereof.

Purpose: The purpose of this website is to animate, educate, and accurately portray the process of recycling everyday household items.

Audience: Target audience for this site is the younger teen demographic. More specifically, 13-20 year olds.

Tone: Casual and lively.

INTERFACES

intro: Beginning animation along with a brief summary about recycling.

Animation: Different recycled objects tween in, along with names below them. Recycling symblol also tweens in and a green character comes in from left and waves. End animation.

text: Recycling involves processing used materials into new products to prevent waste of potentially useful materials.

Everyday Recycling

STEEL

Animation: 3 steel objects tween in. Descriptions tween beneath, and afterwards objects move into an incinerator.

Text: Steel is one of the most recycled materials in the world, and, as of 2008, more than 83% of steel was recycled in the US.

CARDBOARD

Animation: Cardboard box goes from a house to recycling and finally to a vat of water where it is re used. Vat moves to center of screen and reused items tween from inside of it.

Text: Over 85% of all products in the US are packaged in cardboard.

Everyday Recycling

CARDBOARD

Animation: Consumers objects tween out of house, then move into recycling dumpster. Then items are re distrubuted back to the store.

text: All cardboard boxes collected in this program are hauled to a processing facility. The cardboard is then baled and sent to mills in the US, Mexico, and China where it is pulped and made into new paper for a variety of uses. One of the major mills where most of our cardboard goes is located near downtown Los Angeles. This mill manufactures liner board used to make new cardboard boxes.

GLASS

Animation: Consumers objects tween out of house, then move into recycling dumpster. Then items are re distrubuted back to the store.

text: Glass cullet can be used in the production of new glass bottles. The rise in recycling means that in 2003 the average jar or bottle made in the UK contained 38 per cent recycled glass, four per cent up on 2002. Recycling glass into new containers has four main environmental benefits - energy saving, lower emissions, reduced landfill and a reduction in quarrying.

Everyday Recycling

ALUMINUM

Animation: Three aluminum cans tween out from behind a house then move into a recycling bin.

text: Recycling aluminum cans saves precious natural resources, energy, time and money - all for a good cause - helping out the earth, as well as the economy and local communities.

PAPER

Animation: Three pieces of paper animate into a recycling bin.

text: Today, 90% of paper pulp is made of wood. Paper production accounts for about 35% of felled trees, and represents 1.2% of the worlds total economic output.

animations

EVERYDAY RECYCLING

Animation: Different recycled objects tween in, along with names below them. Recycling symblol also tweens in and a green character comes in from left and waves. End animation.

text/content

PREVIOUS

NEXT

HOME

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animations

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text/content

PREVIOUS

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NEXT

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text/content

PREVIOUS

NEXT

GLASS

Glass makes up a large component of household and industrial waste due to its light weight and density.

animations

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text/content

PREVIOUS

NEXT

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Site designed and developed by Alec Dionisio
alecdionisio@yahoo.com