

From the Cradle to the Grave

"From the Cradle to the Grave" refers to the lifespan of any object, from its creation to it being disposed of, and what happens after the disposal. This encompasses the materials used to make it, the environmental effects, how to dispose of it correctly, and much more.

A two-part project, this was very challenging because of the amount of material as well as the time frame we had to complete it, but I am happy with the result. I chose air fresheners, and focused on how completely terrible for the environment and your health they are. I went for a light, cheery, and bright feel to reflect the incredibly cheesy air freshener commercials. The accompanying animation to the book can be watched on Vimeo, at the following address!:

<http://vimeo.com/39590772>