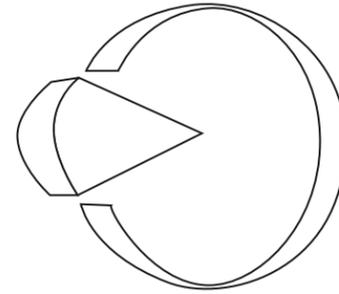
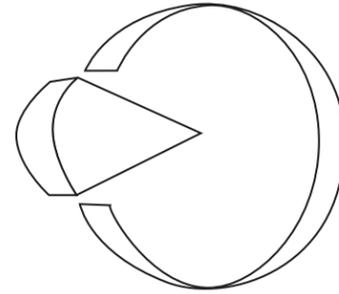
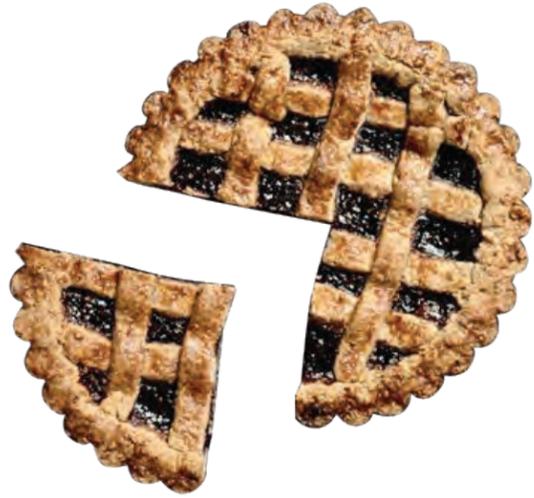


daniella birch

from **WHENCE** it came

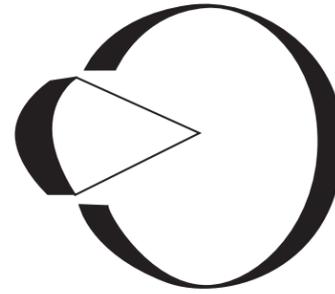
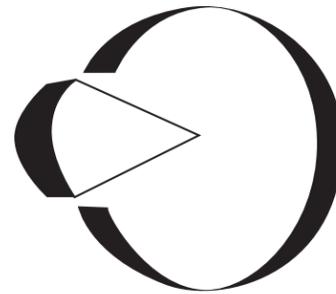
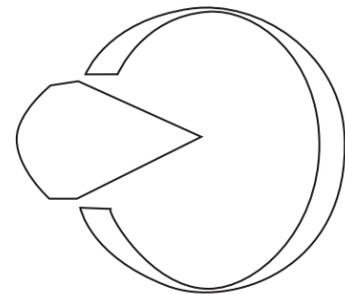
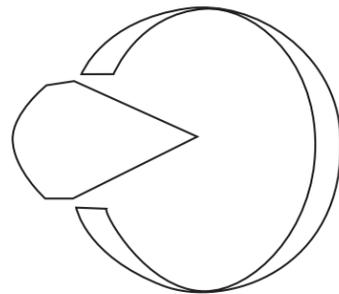
ewaste group project with Kristin Diehl and Noah Russell

WHAT IS OUR EWASTE IDENTITY OR INITIAL GOALS?  
emphasize where things come from

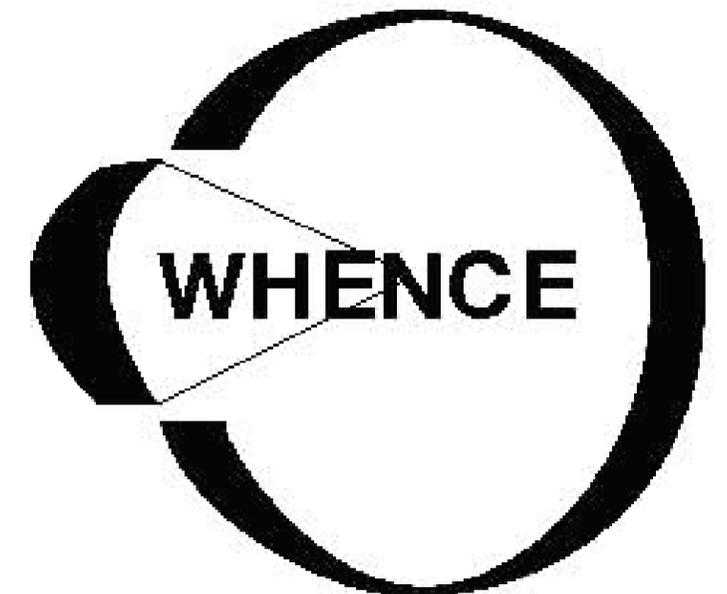
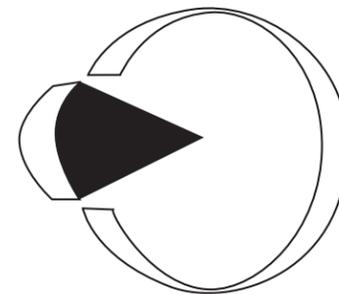
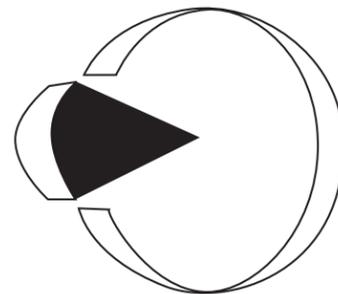
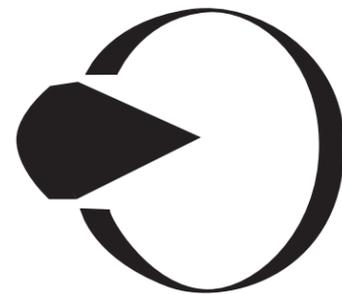
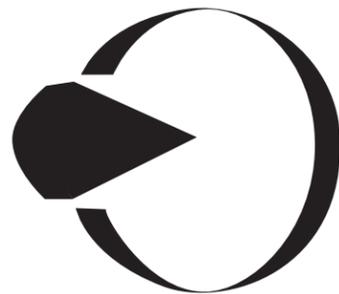


doing our part, our piece of the piece of the pie.

the pie slice represents the small part of the larger whole - answering where things come from



resembles the ON symbol and references computers



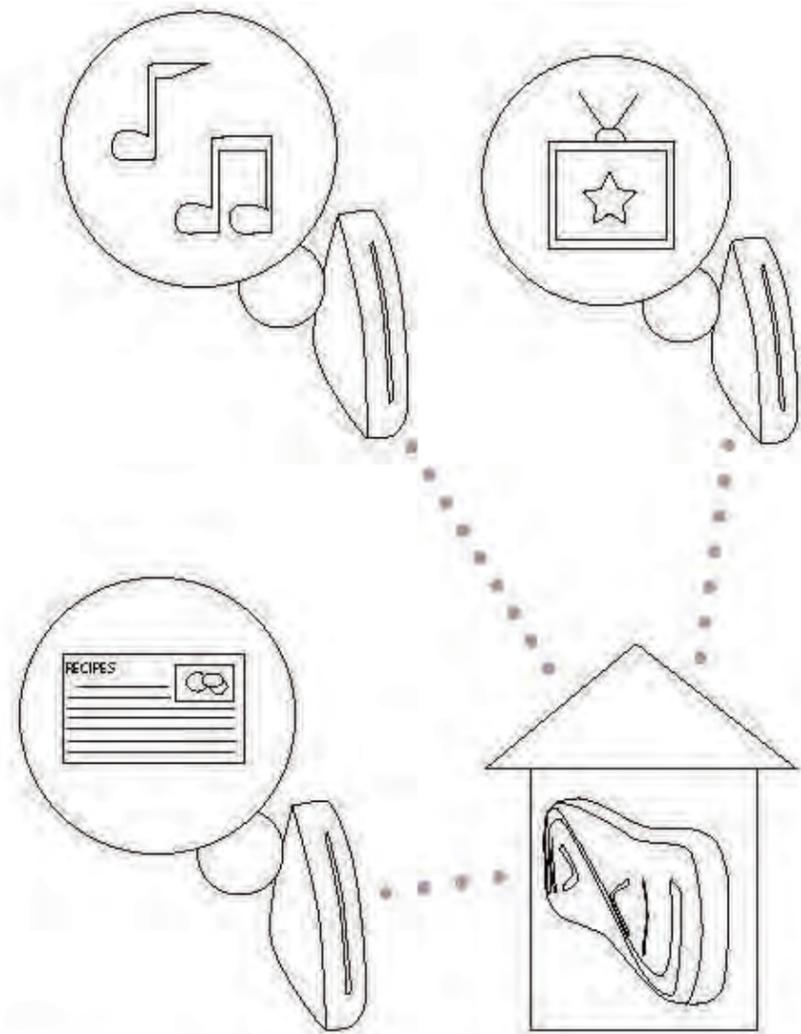


Two of the main components of ewaste are the heavy pvc shells from the computer towers and monitors and the mountains of wasted CPUs

# EWASTE GOAL:

make a product that made the most use of available ewaste

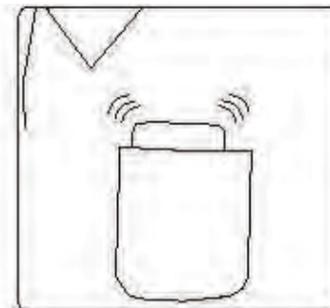
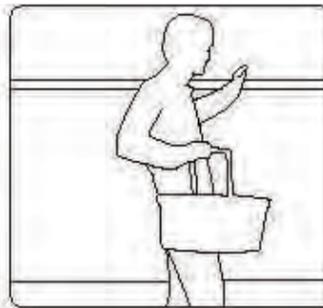
If the wasted CPU's are combined, they become more powerful than when used alone. This server concept would provide a perfect opportunity to **make a family more connected.**



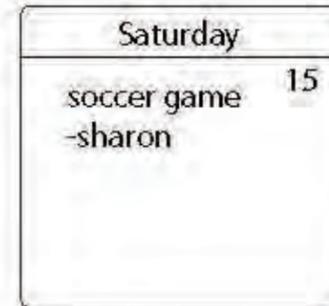
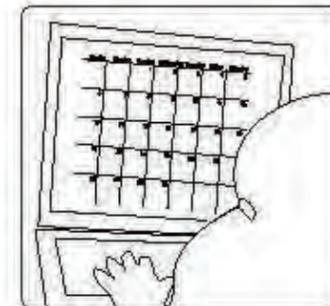
By connecting multiple portals to the main computer, technology, which typically drives families their separate ways, now brings them back together

# SHARE family

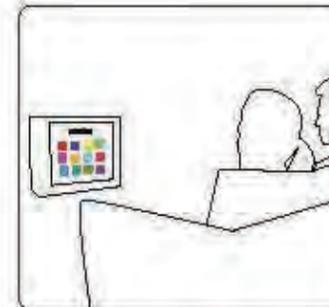
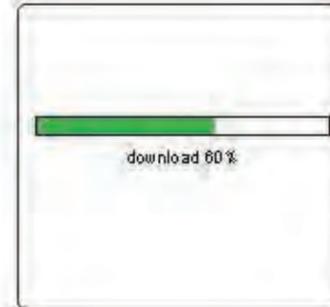
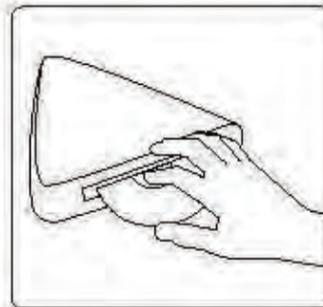
SHARE shopping



SHARE calendar

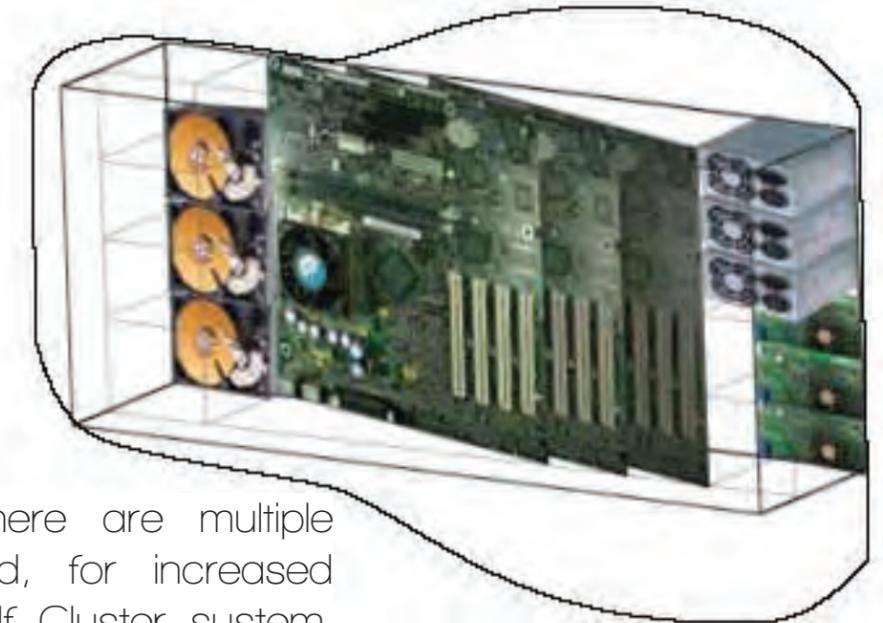
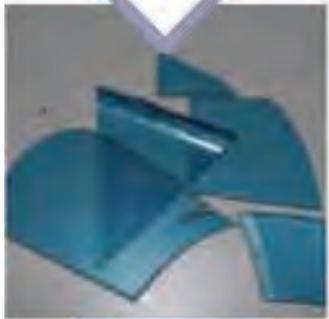


SHARE movies



SHARE music



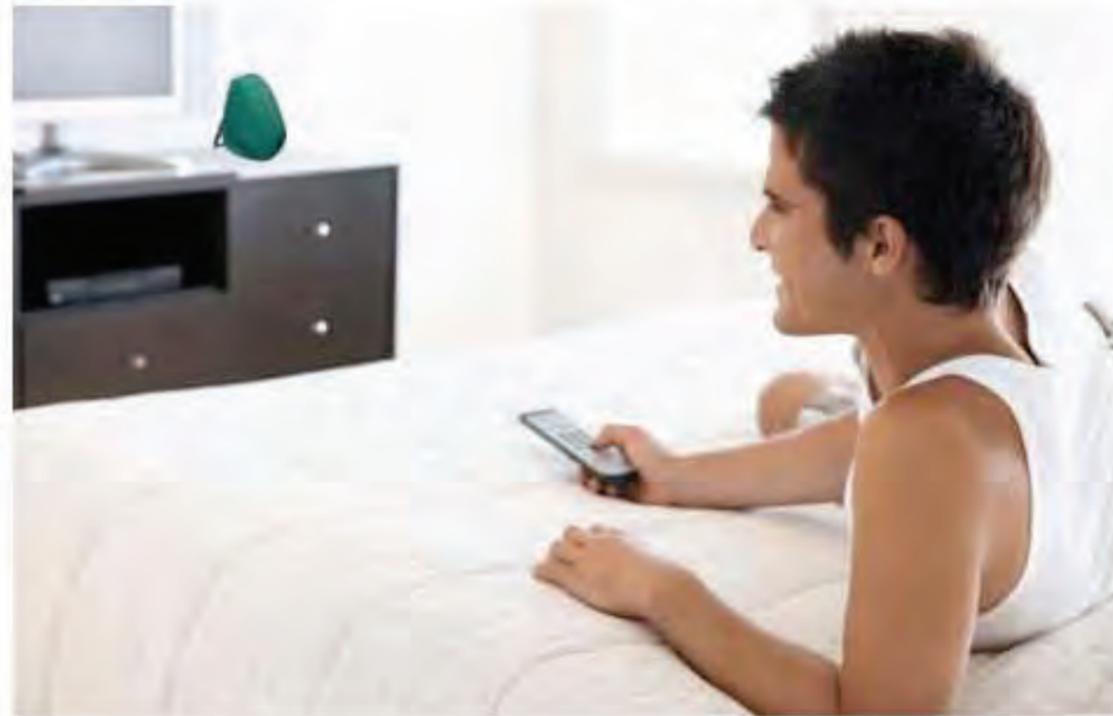
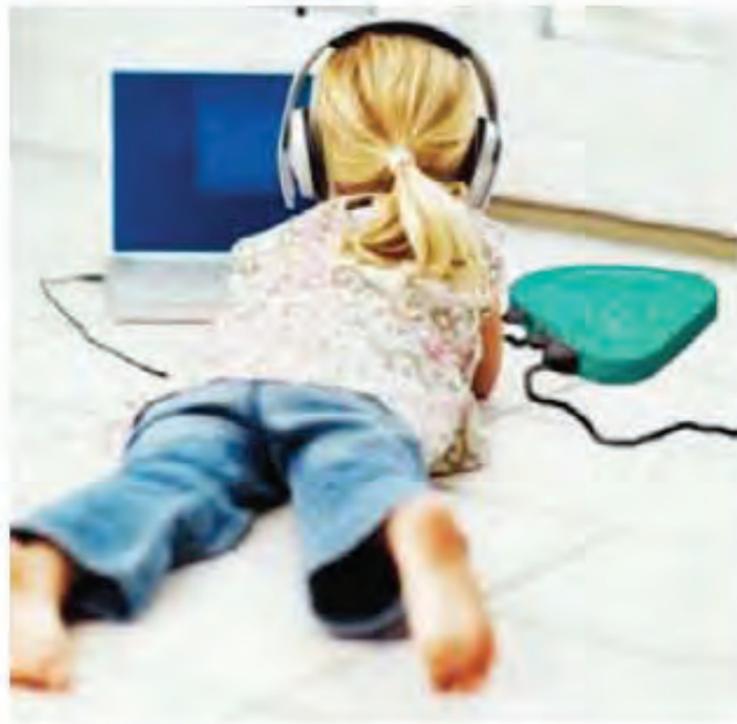


Housed within the recycled shell there are multiple Intel Pentium II processors combined, for increased processing power through the Beowulf Cluster system.

from **WHENCE** it came



University of Illinois Urbana-Champaign Sustainable E-waste Design Competition 2009 Honorable Mention  
<http://ewaste.illinois.edu/2009/whence.html>



# SquidBrush



problem



How do you get children to enjoy a task, doing the dishes, when most adults hate it?

By encouraging this behavior in a child, they will be responsible adults.

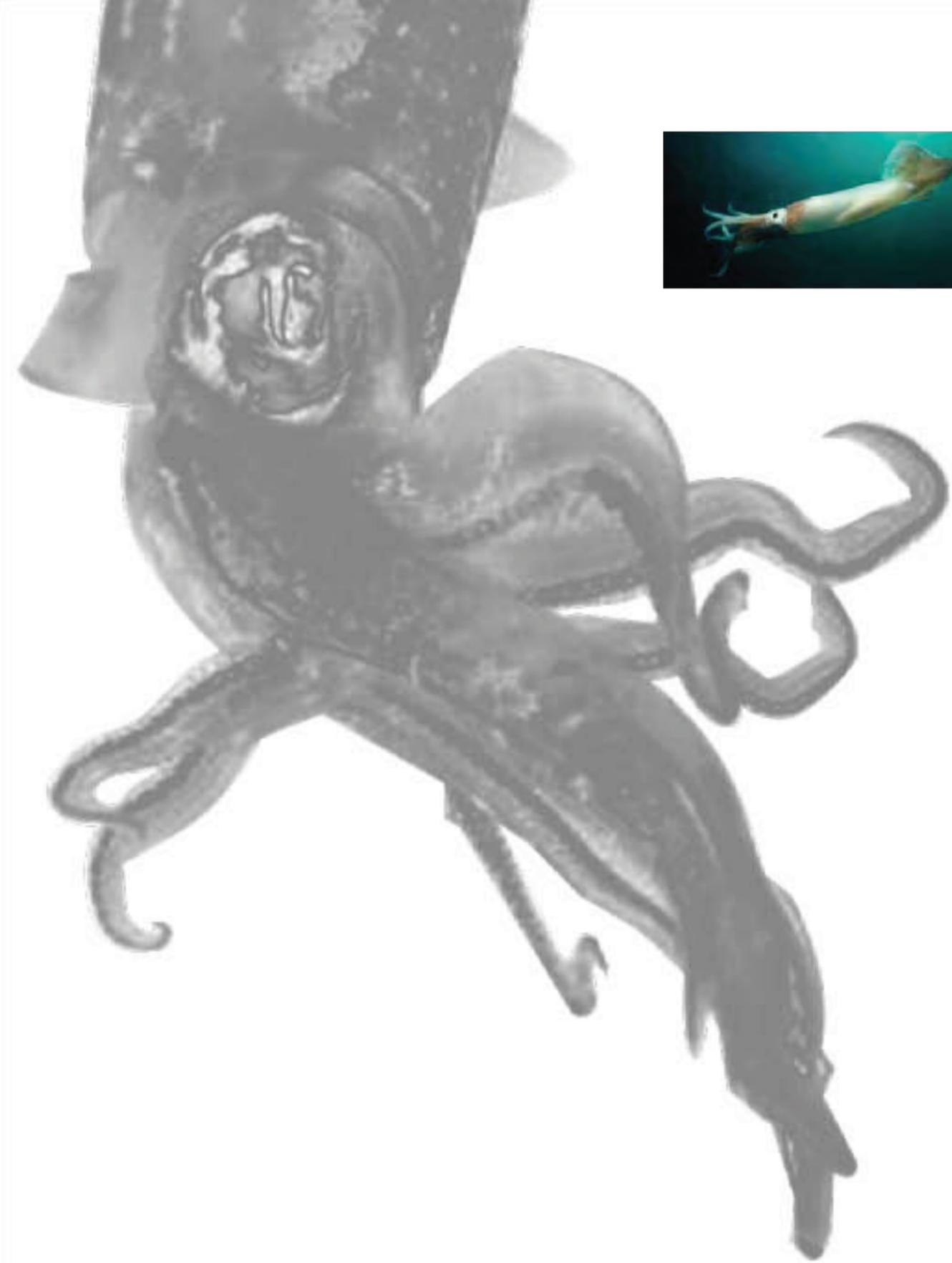


When I was a child, my favorite part of a carwash was

the "noodles"

lapping up against the windshield.





## design goal

Create an object that mimicked the lapping motion of car wash noodles and makes doing dishes fun.



# SquidBrush



# Clamshell

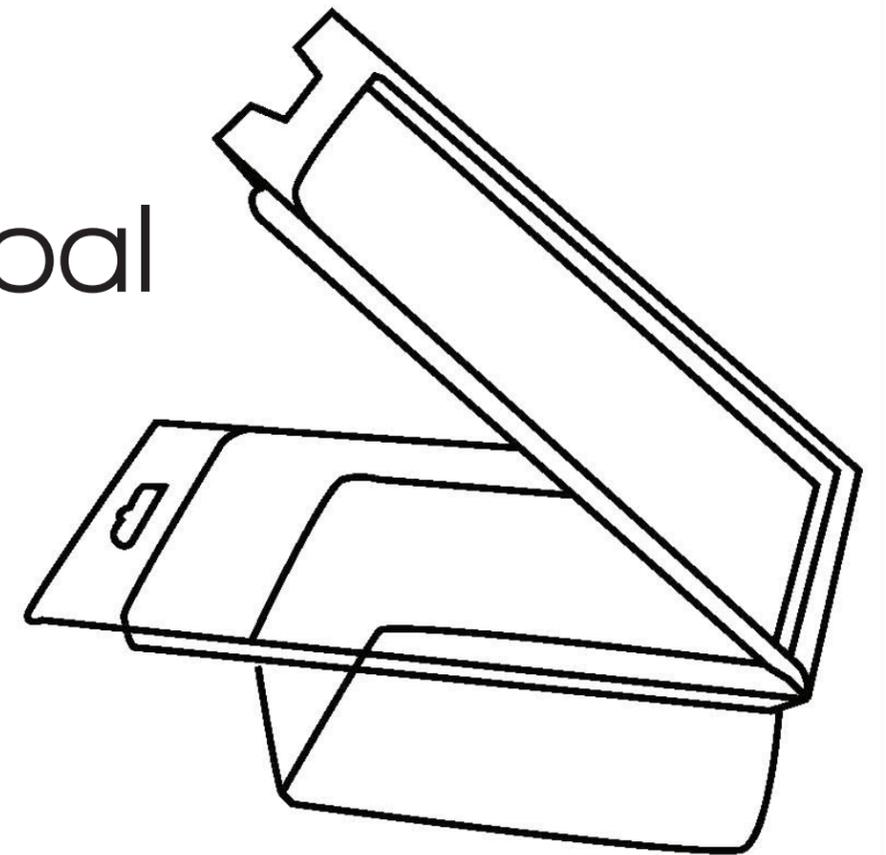
## problem



The worst of the plastics, polyvinyl chloride (PVC), is the main component of clamshells. PVC has a very toxic and expensive recycling process and for the most part is not recycled.

## design goal

re-design the PVC clamshell in a practical and sustainable way.





## CLAMSHELLS

prevent theft

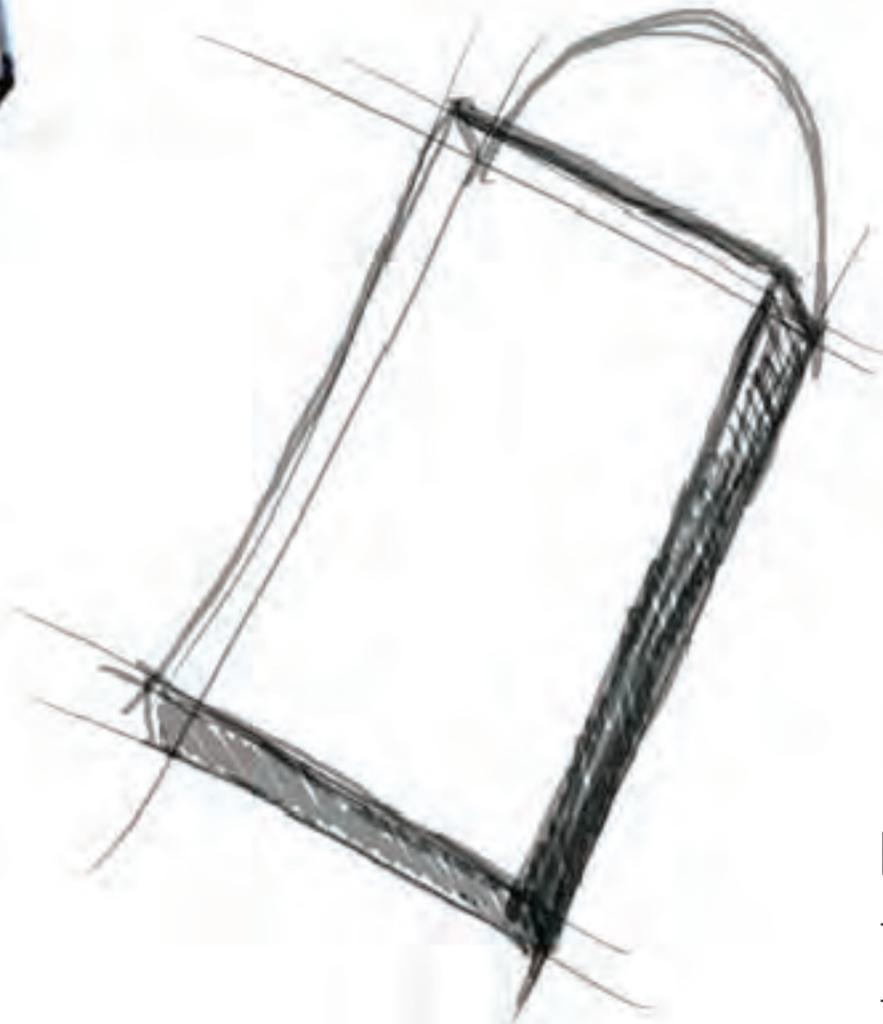
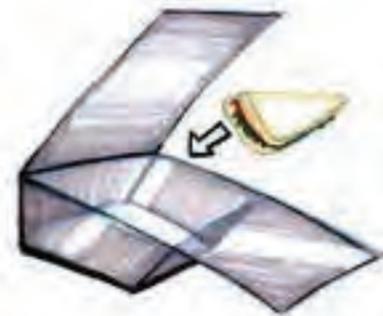
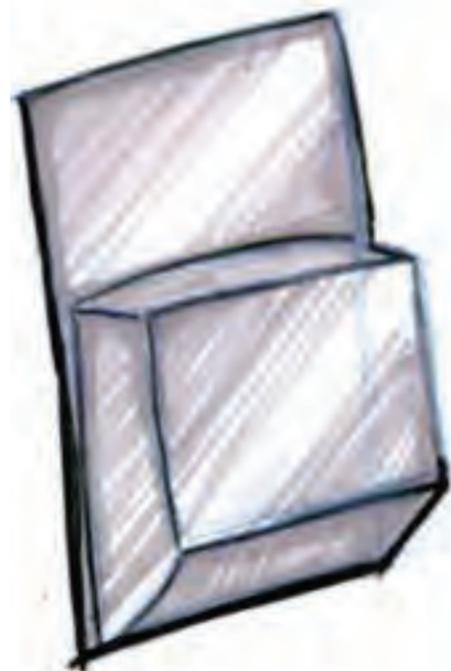
tell what the product is



## Additional Goals

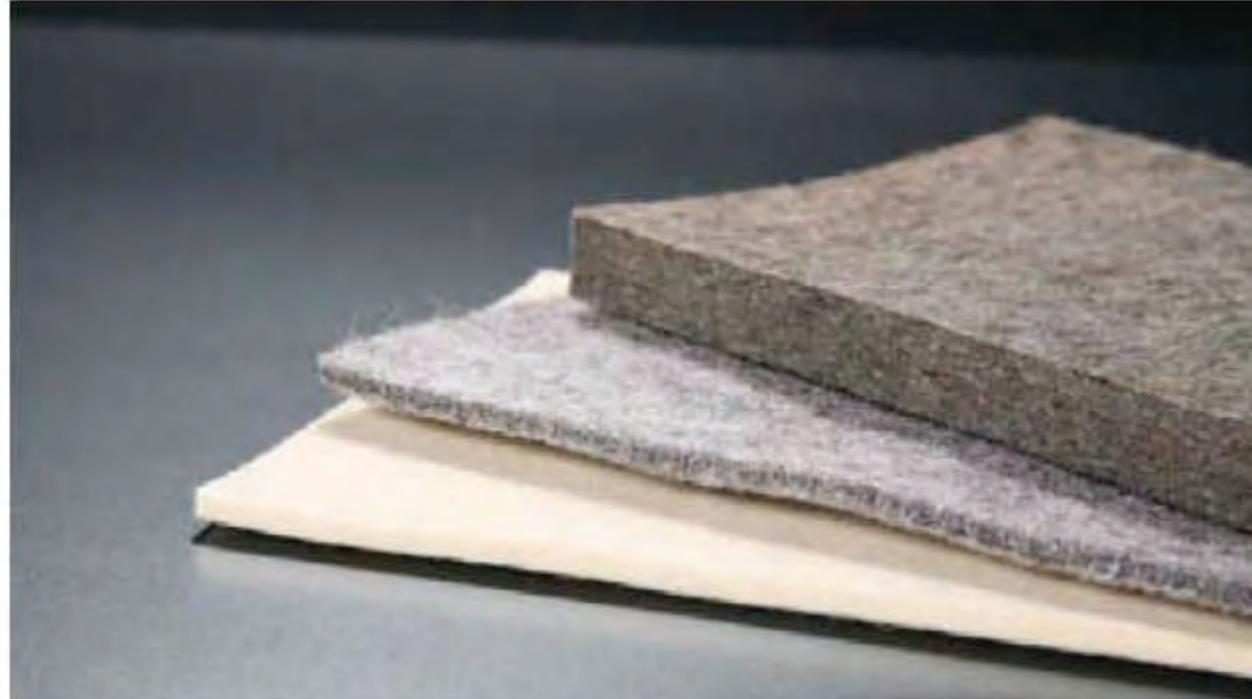
easier to open while still  
preventing theft

easily reused or recycled



## DISCOVERY

by using the back hanging flap as a latching device for the clamshell, the object easily transforms from store packaging to a personal package



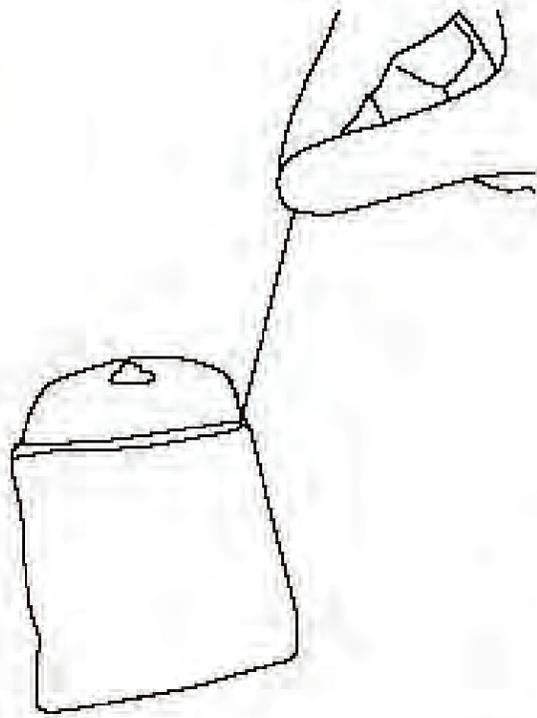
## MATERIAL CHOICES

used dryer sheets transfer touch and are transparent enough for visibility

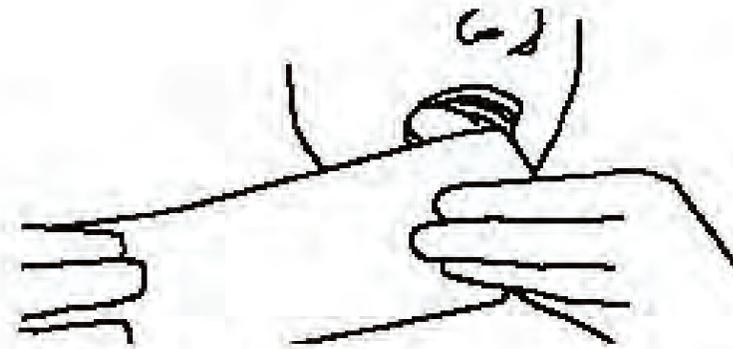
industrial felt is strong, durable, inexpensive, and easily recyclable



**B U Y**  
buy your SanDisk  
card at the store in  
your friendly clamshell



**O P E N**  
open your clamshell  
by pulling the one  
use pull thread

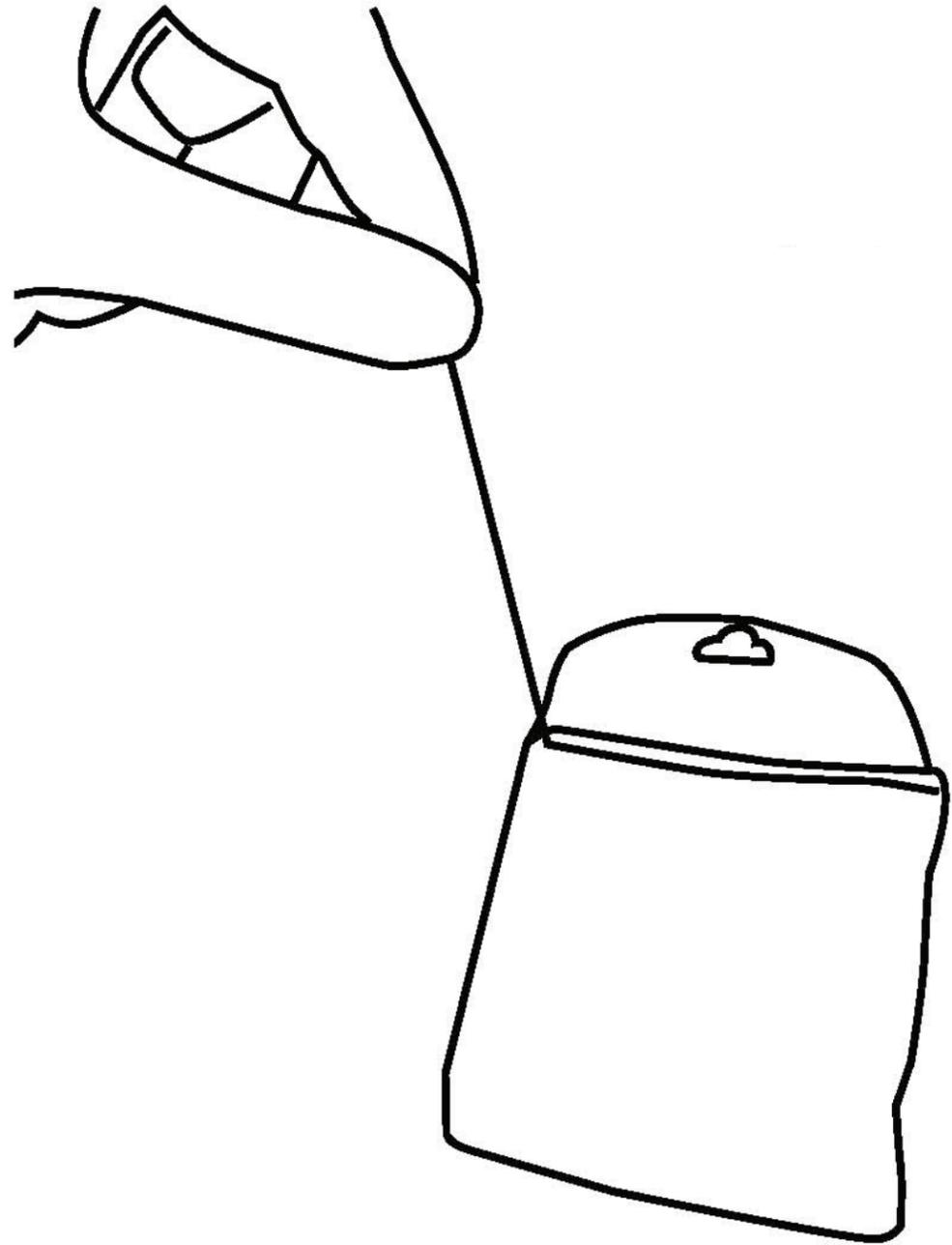


**M A I L**  
mail your clamshell(s)  
back with the included  
pre-stamped envelope  
to SanDisk and receive  
SandDisk coupons!

**OR**

**R E - U S E**  
re-use your clamshell as  
an mp3 player holder





## ONE TIME PULL STRING

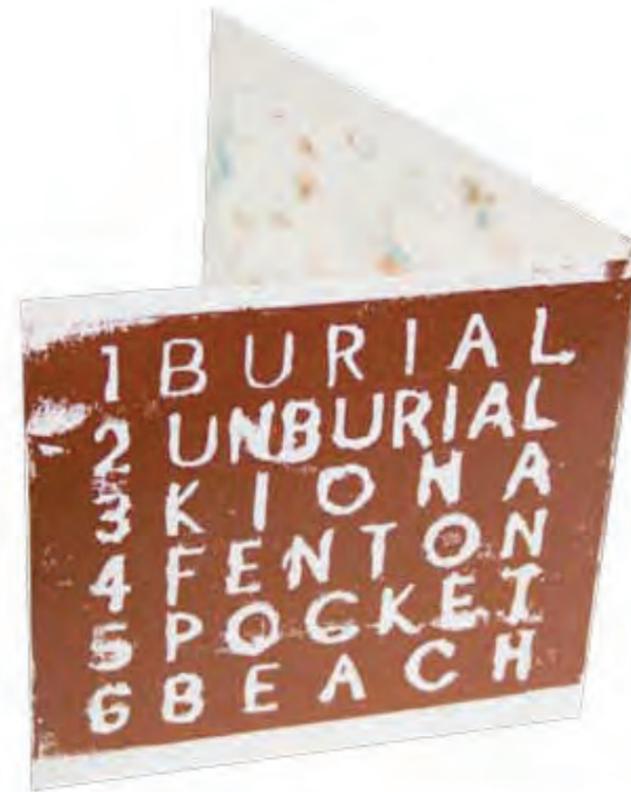
The felt clamshell is sewn shut in a way that it cannot be open and closed. It can be opened once. With this method, it's easy to open after it's bought, and theft is easily detected.

# Clam Shell



# Dr Responsible album design

collaboration with local musician Bryce Robert Hays



Linoleum Print

# lunch saver



## problem

Getting food "to go" is a necessary part of life and also a large contributor to unsustainable waste.

## design goal

Work with fast food restaurants to create an object that will reduce packaging waste and cost. Ideally the object is both easily reusable and biodegradable.





## CASE STUDY

CURRENT MATERIALS  
paper wrapper and plastic bag

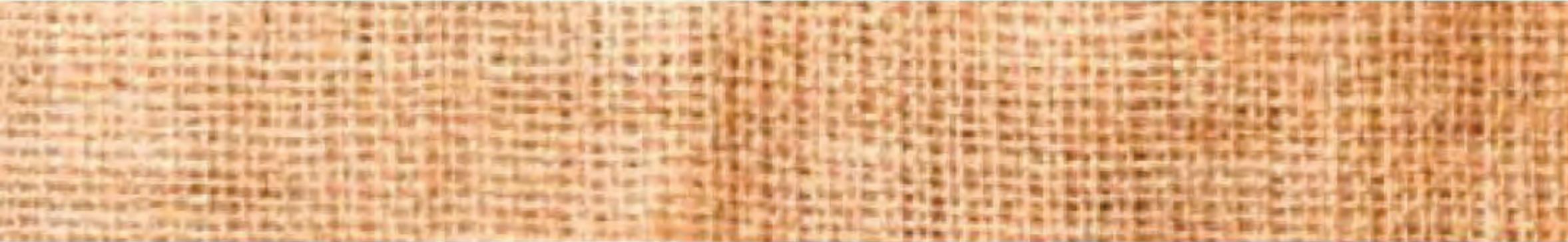


Everything at Subway is

wrapped in paper and put in a plastic bag regardless of size, or whether the order is for "here" or "to go".

## MATERIAL CHOICE

burlap is biodegradeable, cheap , and durable



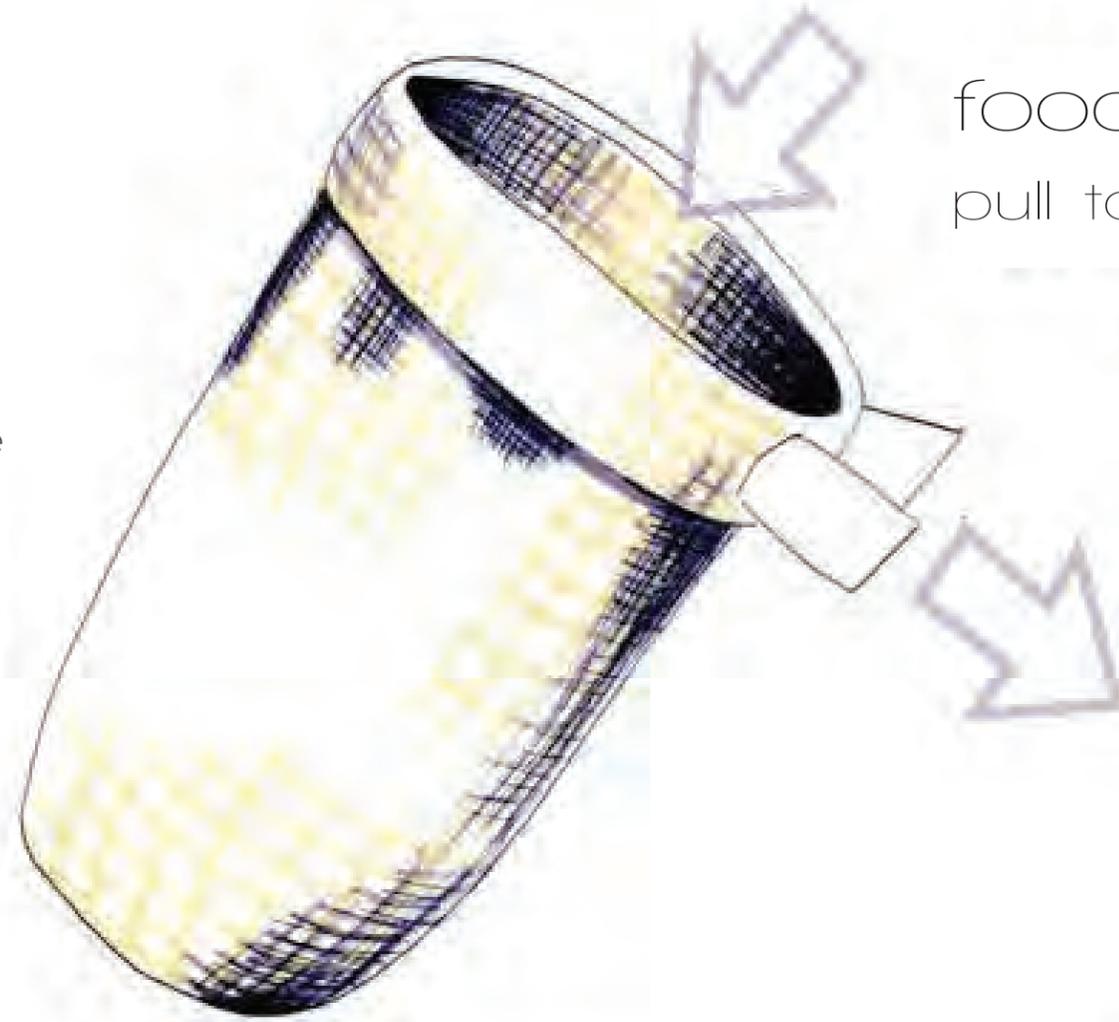
Burlap is made from **JUTE**, a grasslike plant that is easily renewable and available.



## DISCOVERY

incorporating a handle allows cups to be easily carried because centrifugal force keeps liquid inside container

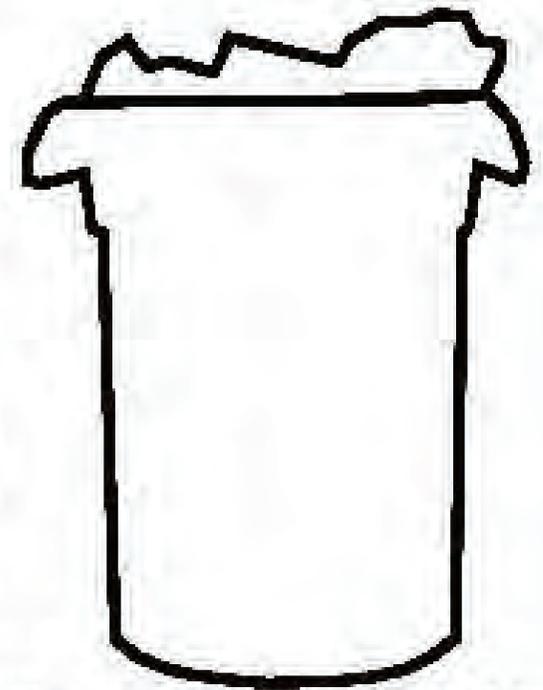
pull out optional handle  
& insert drink



food goes in,  
pull tabs to secure



OR



reuse and receive an in store discount or throw away for convenience

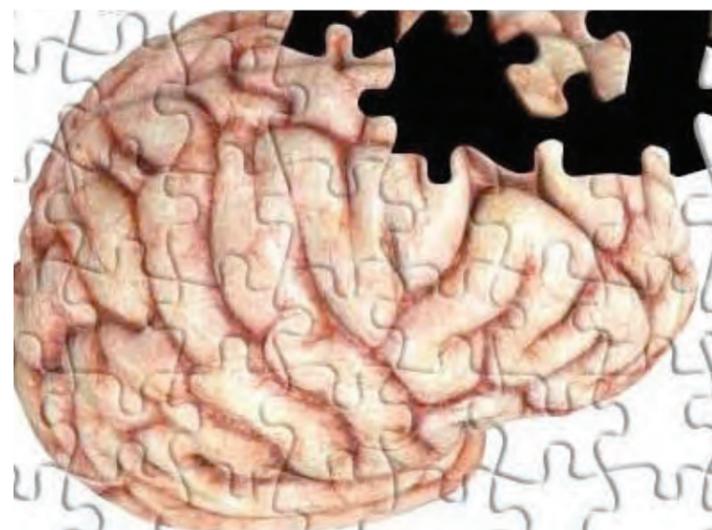
lunch saver





# make your own

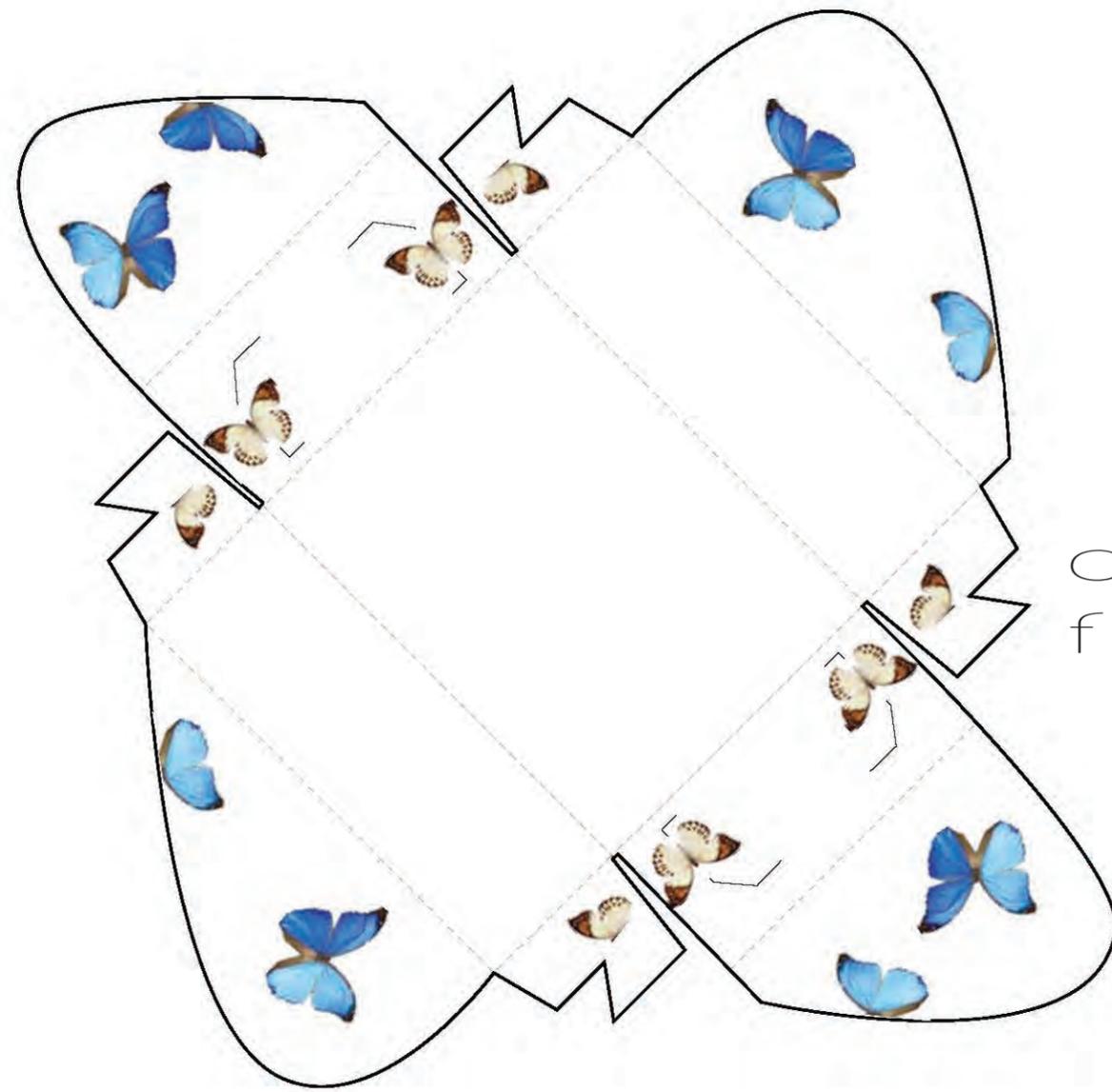
problem putting together boxes  
can be difficult and  
confusing. How can  
this experience be more  
enjoyable?



## DISCOVERY

Puzzles are fun and the game  
is easily understood without  
instruction.

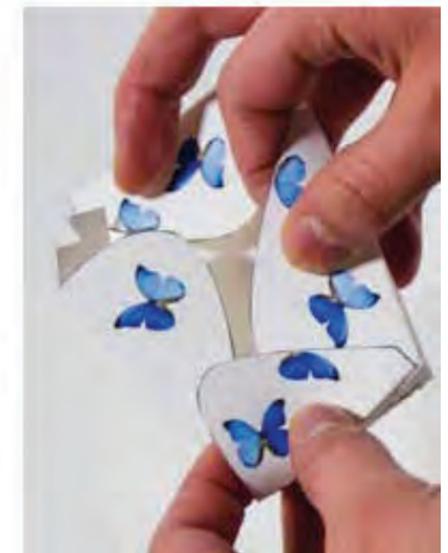
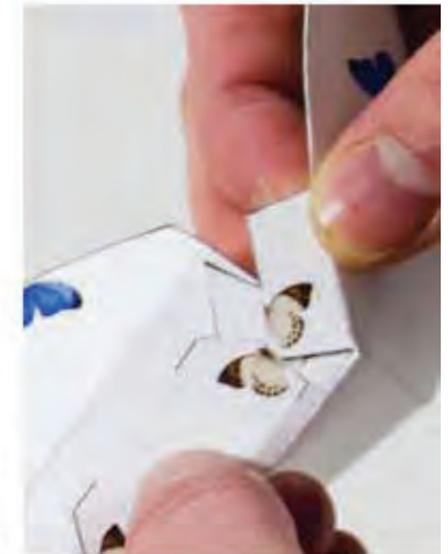
# make your own



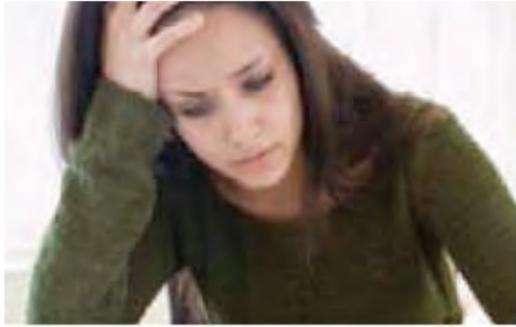
cut ———  
fold - - - -

gift box  
cake box  
take out box

Assemble the box yourself!  
just match up the images



# MoreMassage



## problem

How do you get adults who are busy to take some time to relax everyday?

After all, they're the ones who need a break from daily stress.



design goal incorporate existing massage tools with a product that can be used in an everyday shower routine.

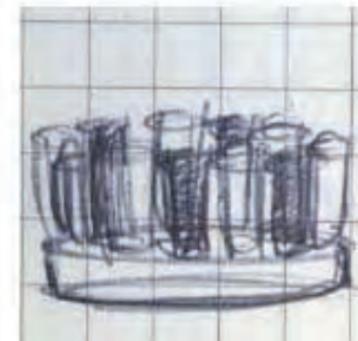
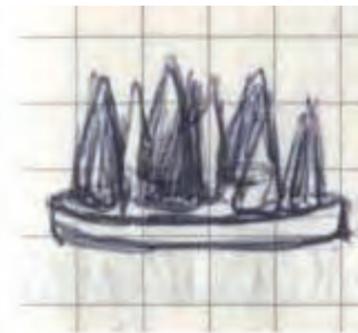


MoreMassage  
inspiration





squeeze bottle  
& cleaning liquid comes out



possible interchangeable heads

This concept is reminiscent of existing bottles. It is a familiar shape to most people



## HAIR WASHER

massage cones or tubes

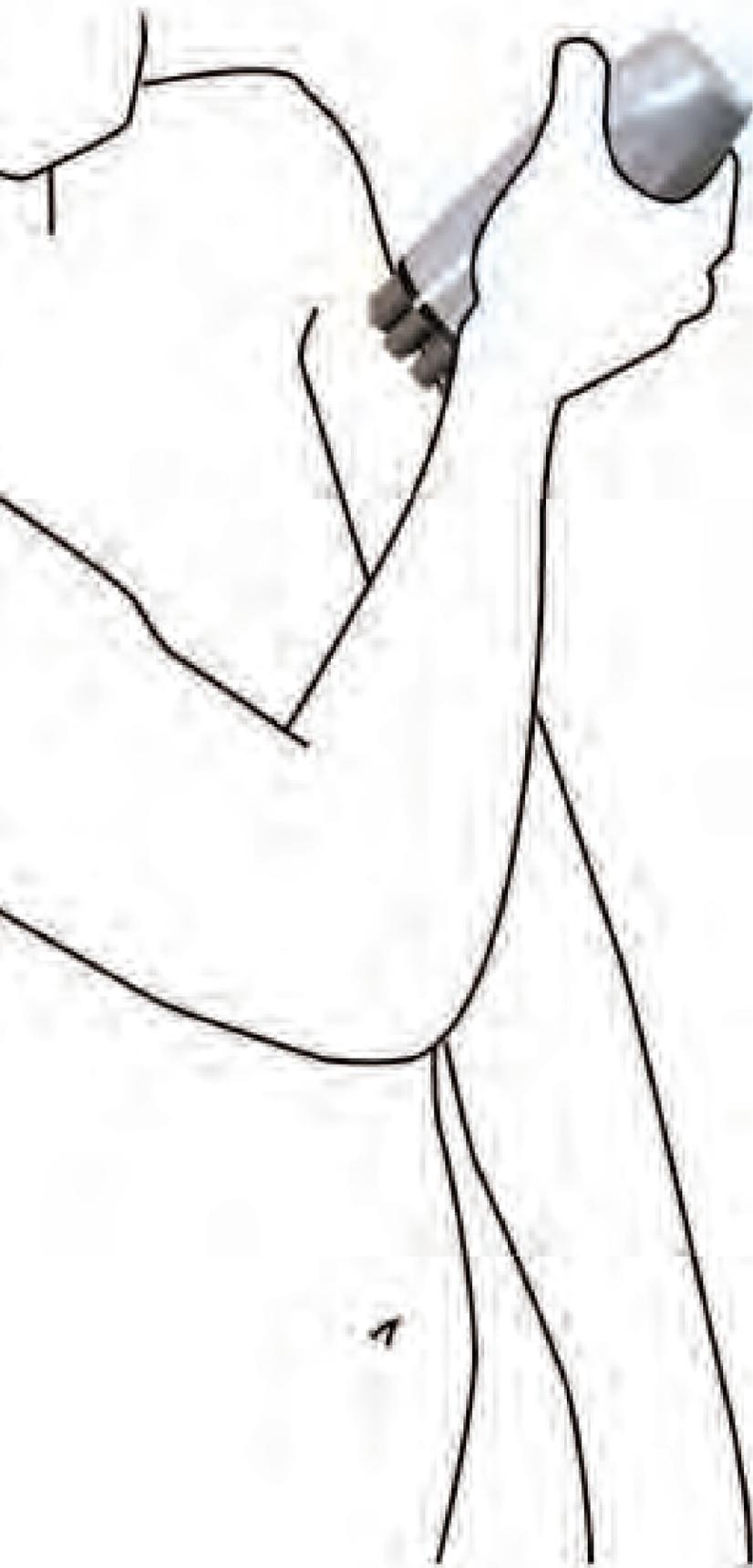
shampoo or body wash comes out when squeezed



## BODY WASHER



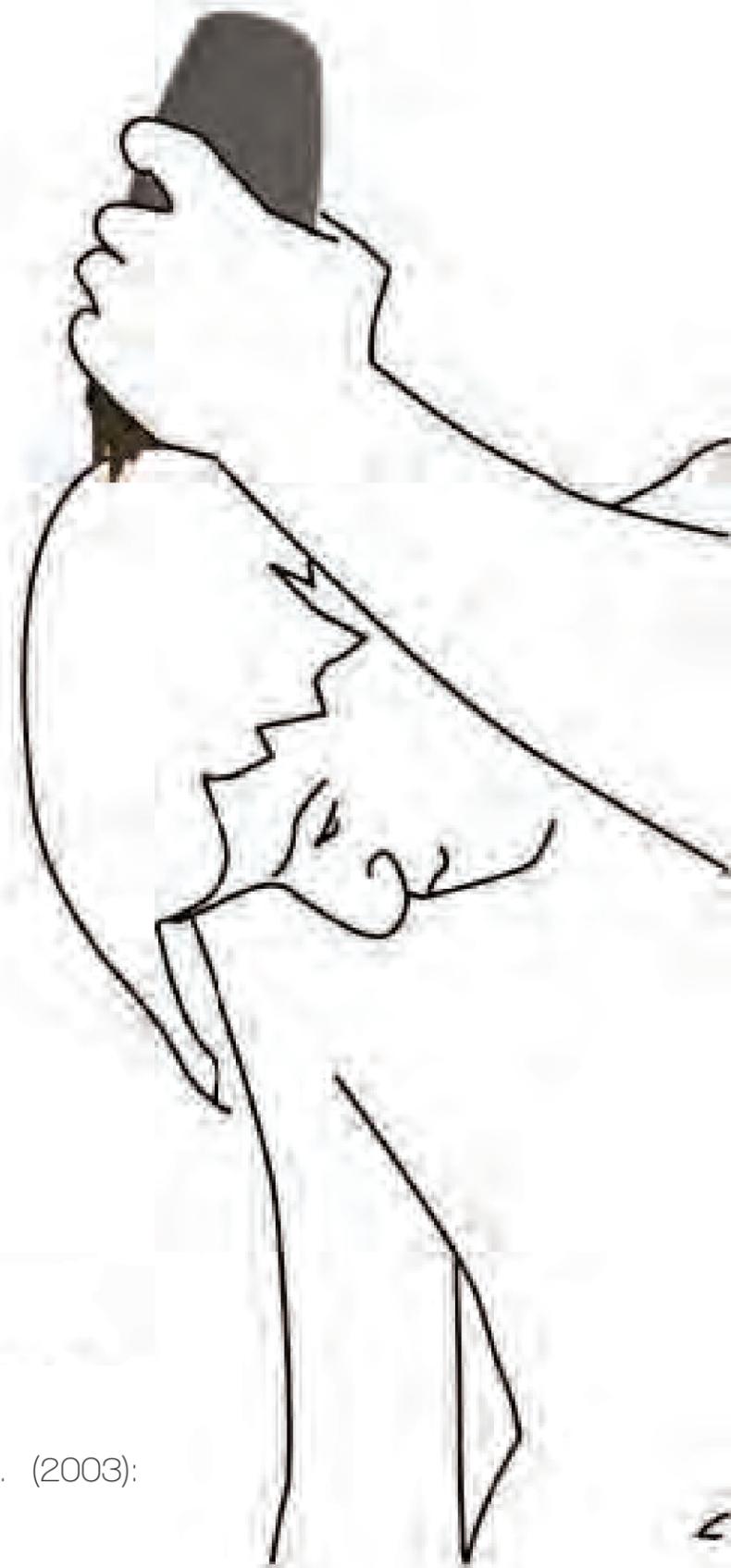
**MATERIAL CHOICE**  
post-consumer PETE is easily recycled in most cities.



" patients can be reassured that, with the use of an intervention to promote relaxation, they are likely to

## Feel Less Stressed

within a few weeks"



Hanley, Janet, Pamela Stirling, and Christina Brown.  
"Randomised controlled trial of therapeutic massage in the  
management of stress." *British Journal of General Practice.* (2003):  
20-25. Print.

# MoreMassage



# Beast Feast



problem

How do you get kids excited about sustainability?

If you teach them good habits, they will carry them on throughout adulthood.

design goal



Use different species of endangered animals to educate children about their impact to the environment.

juice straw foil

save the animals!  
- collect them  
- teaching tools

sauce

tape

plastic?

food

each one could be an animal that is endangered

SAME BASES?  
DIFFERENT HEADS?

REUSABLE CUP?

3 different heads  
bat  
gorilla  
turtle

teeth ARE IMPORTANT

12 IN

15 IN

6 IN

9 IN

$\frac{C}{\pi} = \frac{D}{\pi}$

$\frac{C}{\pi} = D$

$\frac{C}{2\pi} = R$



# Beast Feast

juice box head



sauce packet ears

collect



By collecting each animal, kids can learn about various endangered species and Beast Feast becomes a teaching tool.



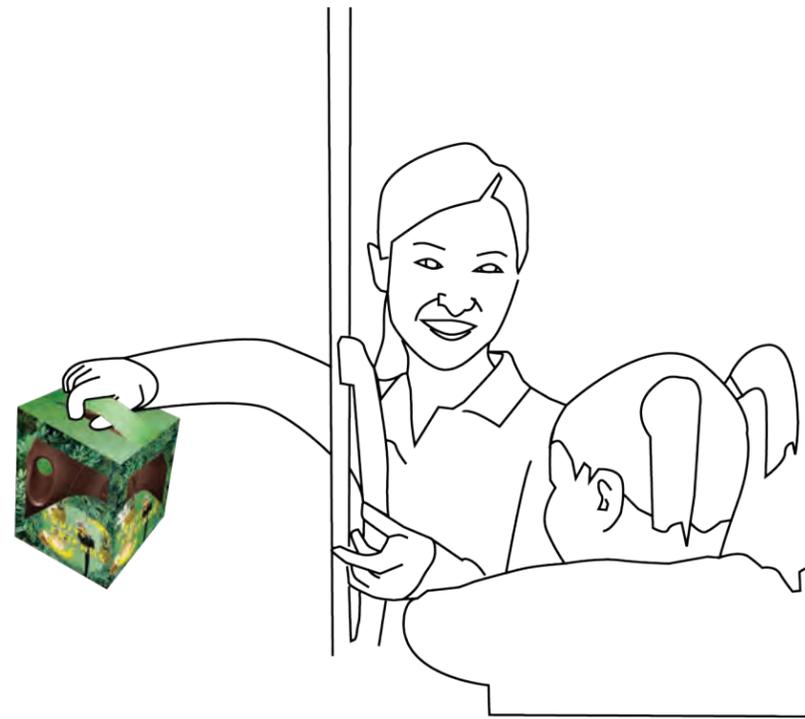
# Beast Feast revisited



# Fruit Friends



# Fruit Friends



buy



enjoy



play



collect

# Illini Union Marketing

student designer

Pygmalion Music Festival  
**Solid Gold**  
**Oceans**  
**Pet Lions**  
 Friday, September 13  
 Doors At 7 pm  
 Illini Union Courtyard Café  
**FREE**  
 with Pygmalion wristband  
 \$5 admission

Illini Union Board and Student Cultural Programming present

## more than music

the social responsibility of hip hop

**KEYNOTE ADDRESS**  
**bakar kitwana**  
 acclaimed journalist, political analyst, and author of

panel discussion  
 Q&A session  
 book signing

**FRIDAY, SEPTEMBER 11 @ 7:30PM**  
**ILLINI UNION BALLROOM, FREE!**

Be sure to register for the workshop sessions the following day! Forms located outside of rm227 Illini Union.

Illini Union Board and the Panhellenic Association present

## A WALK DOWN MEMORY ILLINITES

**FREE**  
 9pm - 1am  
 at the Illini Union  
 Friday, April 24

plus...

- 9th Trivia Show
- Four Square Tournament
- Double Dutch Showcase Contest
- Your Favorite 80s TV shows on the 8th quad
- Battle of the Bands at the Courtyard Cafe
- 5th Trivia Tournament
- Great Inflatible Games
- 80s giveaways
- Rock Socks (no pants, nachos, and Kool-aid)

**Comedian Johnny Cardinale**

Illini Union Board, Illini Union, SECS, and College of NRES present

## 2009 earth week GO GREEN

**monday april 20**

Chad Dunn and children from Next Generation School Recycled Rhythms Concert  
 Courtyard Café  
 noon-1pm  
 lambda juice samples and other giveaways!  
 Sustainable Business Practices  
 YMCA-Murphy Lounge  
 4:30pm  
 "11th Hour" documentary film  
 Fine Lounge  
 7pm

**tuesday april 21**

Taste the Difference: Water Drinking Expo  
 11am-2pm  
 Quad  
 "Thirst" a documentary film  
 Fine Lounge  
 7pm

**EARTH DAY wednesday april 22**

Go Green RSO Fair with FREE giveaways  
 Anniversary Plaza (Quad)  
 10am-4pm  
 Campus Vegetarian Society Potluck  
 YMCA  
 purchase a vegetarian meal  
 7pm  
 Movie on the Quad: "WALL-E"  
 Busk (tram location: Illini Union Ballroom-5pm)

**thursday april 23**

Illini 4000 Bike Tune-up Workshop  
 Allen Kell  
 3pm-5pm  
 Steve Etlinger "Twinkie Deconstructed" Lecture  
 YMCA-Murphy Lounge  
 7pm

the week's calendar, recycling information, and printable coupons are available at [www.union.illinois.edu](http://www.union.illinois.edu)

# Charming Shoppes

creative intern



CHARMING SHOPPES, INC.

# NutraFuncFoods

design intern



inspiration

New design of TeaAlive product- soon to be sold as a bottled tea beverage at organic stores like Whole Foods and Trader Joes.



# Dallas & Company

design

**great selection of Valentine's Day Decorations**  
**HEART CUTOUTS**  
 mini to large sizes 39¢-\$1<sup>99</sup>

monday 10am-6pm  
 thursday 10am-6pm  
 friday 10am-7pm  
 saturday 10am-6pm

**DALLAS & CO.**  
 101 E UNIVERSITY  
 CHAMPAIGN, IL 61820  
 (217)351-5974 Find us on Facebook

**HAPPY VALENTINE'S DAY**  
 VARIETY OF VALENTINE'S DAY BANNERS:  
**10ft fringe banner \$6<sup>99</sup>**

**dancing roses**  
 smile as they sing and dance for you  
**\$14<sup>99</sup>**

**HIGHEST QUALITY BALLOONS IN TOWN!**  
 call now to place your order! complete arrangements starting at \$6<sup>99</sup>

**MYLARS STARTING AT \$2<sup>99</sup>** price includes helium  
**HAPPY VALENTINE'S DAY LATEX BALLOONS**  
 60¢ each, \$6<sup>00</sup> per dozen, or \$1<sup>29</sup> each with helium

Don't get them the same old thing!  
**Get them something unique from DALLAS & CO.**

**love rats \$4<sup>99</sup> each**

**heart gelatin mold \$5<sup>99</sup>**

**love gun \$5<sup>99</sup>**  
 shoots mini cupid!

**mini cupids 59¢**

**boo boo kisses bandages \$4<sup>99</sup>**

**magnettles \$2<sup>49</sup>**  
 magnetic attraction makes them kiss!

**INEXPENSIVE TRINKETS FOR ALL YOUR FRIENDS!**

**heart spring 59¢**

**heart boppers \$1<sup>29</sup>**

**wax lips 89¢**

**lip whistles 25¢**

**beanie babies only \$3<sup>00</sup> each**

**Valentines Day Cards only \$1 each!**

**PLAIN 33 INCH BEADS**  
 20¢ each, \$2<sup>00</sup> per dozen,  
 or \$19<sup>99</sup> per 144ct bag

monday-thursday 10am-6pm  
 friday 10am-7pm  
 saturday 10am-6pm

**DALLAS & CO.**  
 101 E UNIVERSITY  
 CHAMPAIGN, IL 61820  
 (217)351-5974 Find us on Facebook

**1-20ct ASSORTED**  
**48 INCH BEADS \$19<sup>99</sup>**

**BEST SELECTION IN TOWN! MORE IN STORE! OVER 20,000 IN STOCK!**  
**MORE THAN 200 VARIETIES OF BEADS!**

**solid color plaster masks \$2<sup>99</sup> each**

**solid color plastic masks only 49¢ each!**  
 also available in black, white, yellow, lime green, hot pink, light pink, light blue, orange, red, magenta, & silver

**fabric covered plastic masks \$1<sup>99</sup> each**

**elegant venetian style masks! most unique styles in town!**  
**more in store! over 200 different styles!**

**\$14<sup>99</sup>** other color combos also available

**\$19<sup>99</sup>** also available in blue, green, and silver

**\$12<sup>00</sup>**

**\$12<sup>00</sup>**

**\$12<sup>00</sup>** also available in blue, pink, & purple

**\$19<sup>99</sup>**

**\$8<sup>99</sup>** also available in red & light blue

**\$12<sup>99</sup>**

**\$14<sup>99</sup>**

**\$7<sup>00</sup>**

**\$6<sup>00</sup>**

**\$6<sup>00</sup>**

**\$8<sup>99</sup>** also available with gold, black, or silver detailing

**add your own stick to a mask for only \$1<sup>00</sup>**

**mardi gras tiara \$9<sup>99</sup>**

**mardi gras vest \$19<sup>99</sup>**

**mardi gras crown \$3<sup>99</sup>**

**PLAIN 33 INCH BEADS**  
 20¢ each, \$2<sup>00</sup> per dozen,  
 or \$19<sup>99</sup> per 144ct bag

monday-thursday 10am-6pm  
 friday 10am-7pm  
 saturday 10am-6pm

**DALLAS & CO.**  
 101 E UNIVERSITY  
 CHAMPAIGN, IL 61820  
 (217)351-5974 Find us on Facebook

**1-20ct ASSORTED**  
**48 INCH BEADS \$19<sup>99</sup>**

**mylar mardi gras balloons starting at \$2<sup>99</sup>** prices include helium!

**JUMBO COMEDY & TRAGEDY \$6<sup>99</sup>**

**JUMBO JESTER MASK \$6<sup>99</sup>**

**mardi gras printed latex 60¢ each, \$6<sup>00</sup> per dozen, \$2<sup>99</sup> or \$1<sup>29</sup> each with helium**

**package of 5 hanging fleur de lis decorations \$4<sup>99</sup>**

**mini mask decoration \$3<sup>99</sup>**

**plastic fleur de lis \$1<sup>79</sup>**

**door hanging \$2<sup>99</sup>**

**GLITTER \$8<sup>99</sup> each**

**LAMP CUTOUT \$6<sup>09</sup>**

**mask picks \$1<sup>49</sup>**  
 also available in crowns

**giant plaster mask \$49<sup>99</sup>**

**plastic comedy & tragedy decoration \$4<sup>29</sup> each**

**CENTERPIECE \$2<sup>99</sup>**

**mardi gras festooning \$6<sup>99</sup>**

**PORTRAIT CUTOUTS \$2<sup>79</sup>**  
 perfect for president's day and black history month! also available are george washington, abraham lincoln, and martin luther king

Don't forget about **St. Patrick's Day March 17th** and **unofficial st. patrick's day** is fast approaching on **March 2nd!** Get all your green gear at **DALLAS & CO.**

# Sample Coding

<http://www.csit.parkland.edu/~dbirch1/webdesign/css/birch,cis152-500h,project3>

## HTML SAMPLE CODE

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
f0 "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="content-type" content="text/html;charset=utf-8" />
<title>Creating Websites in CIS 152</title>
</head>
<body>
<h1>CIS 152 Websites</h1>
<p>A quick Google search will find results for thousands of articles and many books written
with tips to create well-designed websites. Important guidelines include the use of valid coding,
accessibility guidelines and search engine optimization to insure that your website is effective.</p>
<h2>XHTML, CSS and Dreamweaver</h2>
<p>XHTML is currently the web coding standard named by the W3C. HTML5 is being
developed and is likely to become the next web coding standard. <abbr title="Cascading Style
Sheets">CSS</abbr> is a coding language to control the format or presentation of web pages.
CSS allows you to separate the content codes and the formatting codes in a website. This
makes it much easier to make site-wide changes.</p>
<p>It is possible to create websites by typing in all of the code manually, however, there are
many web-authoring programs available to help you create websites more efficiently by providing
a graphical interface and menu commands. Dreamweaver is currently the industry standard that
many professionals use to create websites.</p>
<h2>Accessibility Guidelines</h2>
<p>Guidelines have been created to make websites accessible to people with disabilities. The
guidelines also make Web content more available to all users. An example of an accessibility rule
is to provide a text equivalent for every non-text element. For images, you must include the alt
attribute or longdesc to provide a text alternative for the image.</p>
<h2>Search Engine Optimization</h2>
<p>Search Engine Optimization refers to creating pages that are search engine friendly. Search
engines will be more likely to include your pages high in a search results list if they are accurately
coded and are full of well written content. Google provides <a href="http://www.google.com/
support/webmasters/">tips to webmasters</a> for improving the SEO of website.</p>
<h5>&#160;</h5>
<p>Site pages:</p>
<ul><li><a href="birch,cis152-500h,project1">Web Career Infomation</a>
<li><a href="birch,cis152-500h,project2">Parkland College CSIT</a>
<li><a href="birch,cis152-500h,project3">CIS 152 Websites</a>
</ul>
<h4>Copyright &#169; 2012 Parkland College/daniella birch All Rights Reserved</h4>
</body>
</html>
```

## CSS SAMPLE CODE

```
body {
font-family: helvetica,arial,sans-serif;
text-align: justify;
margin: 1em 10% 0 10%;
}
h1 {
font-family: "times new roman",georgia,serif;
color: #000000;
background-color: #99CCCC;
padding: .5em;
text-align: center;
border-right: 7px solid #BFB7A4;
border-bottom: 9px solid #887C60;
}
h2 {
background-color: D5CEBF;
color: #000000;
margin-top: 2em;
padding: .5em;
}
h4 {
text-align: right;
}
h5 {
font-size .3em;
color: #FFFFFF;
border: 1em solid #99CCCC;
background-color: #88760;
}
p {
line-height: 1.25em;
}
li {
list-style-type: square;
}
abbr {
border-bottom: 2px dotted #000000
}
```

