

Deferred damage

2026

Website
plastic-ocean.com

Project type
Interactive storytelling



Plastic doesn't
begin in the ocean.
It begins with us.

Deferred Damage

An interactive website experience about ocean plastic pollution, built around the life cycle of a single PET bottle.

[Goal]	[Objectives]	[Creative approach]
To turn plastic pollution from distant environmental information into a scroll-based experience that feels personal, physical, and memorable.	01 Build the journey of one bottle as an interactive vertical flow 02 Combine visual metaphors, data, and motion into one experience 03 Make the consequences of disposal clear through interface and interaction	01 Interactive Storytelling 02 Scroll-Based Scenario 03 Visual Metaphors 04 Statistical Data 05 Provocative Imagery 06 Contrasting Typography

Ocean plastic pollution
doesn't start in the ocean.

It begins with everyday consumption, packaging,
bottles, and the habit of throwing things away.



460 mln tonnes of
plastic are produced
every year

The invisible gap



[Problem]

People see the moment of disposal, but not the full life of plastic after that action.

[Website response]

The website does not begin with the act of disposal itself. It begins with its first consequence, a plastic bottle already drifting in the water.

[Why it works]

The opening scene places the bottle outside everyday human context. The object is still familiar, but it is already drifting in the water and continuing to exist in another environment.

Visual System

[Typography]

Host Grotesk gives the project a clean digital voice. Large scale, bold weight, and blur effects turn typography into part of the visual experience.

[Colors]

The palette is built on dark backgrounds, teal tones, and sharp white contrast. It keeps the interface readable while supporting the underwater atmosphere.

Typography

Regular
SemiBold
Bold

Host
Grotesk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
% & * @ # ! ? / \ () [] { } + - =

Colors



#FFFFFF



#1D1D1D



#082328



#022428



#0A6769



#45AFA7



#3C959D



22 mln

tonnes enter rivers, lakes,
and oceans annually

[Data approach]

The website uses data from open sources, but does not present it as a separate report or infographic

[Website response]

Statistics are placed directly inside visual scenes, connected to each stage of the bottle's journey

[Why it works]

Numbers support the image, the image supports the emotion, and both become part of the same interactive experience

5.25 trn

pieces of plastic are estimated
to be in the ocean

Why facts are not enough

0–5 years



525 ^{bn}
plastic bottles produced
per year

The website is built as a vertical scroll
experience, where each movement
reveals a new visual state.

5–20 years



>90%
of all plastic ever made
is still in the environment

Scroll-based experience

20–100 years



~4%
has ever been recycled
— the rest stays in the
environment

The bottle's degradation becomes one
example of this logic, turning scroll into
a way to move through time, depth, and
consequence.

100–450 years



≤5 ^{mm}
plastic breaks into
microscopic fragments

Interaction flow

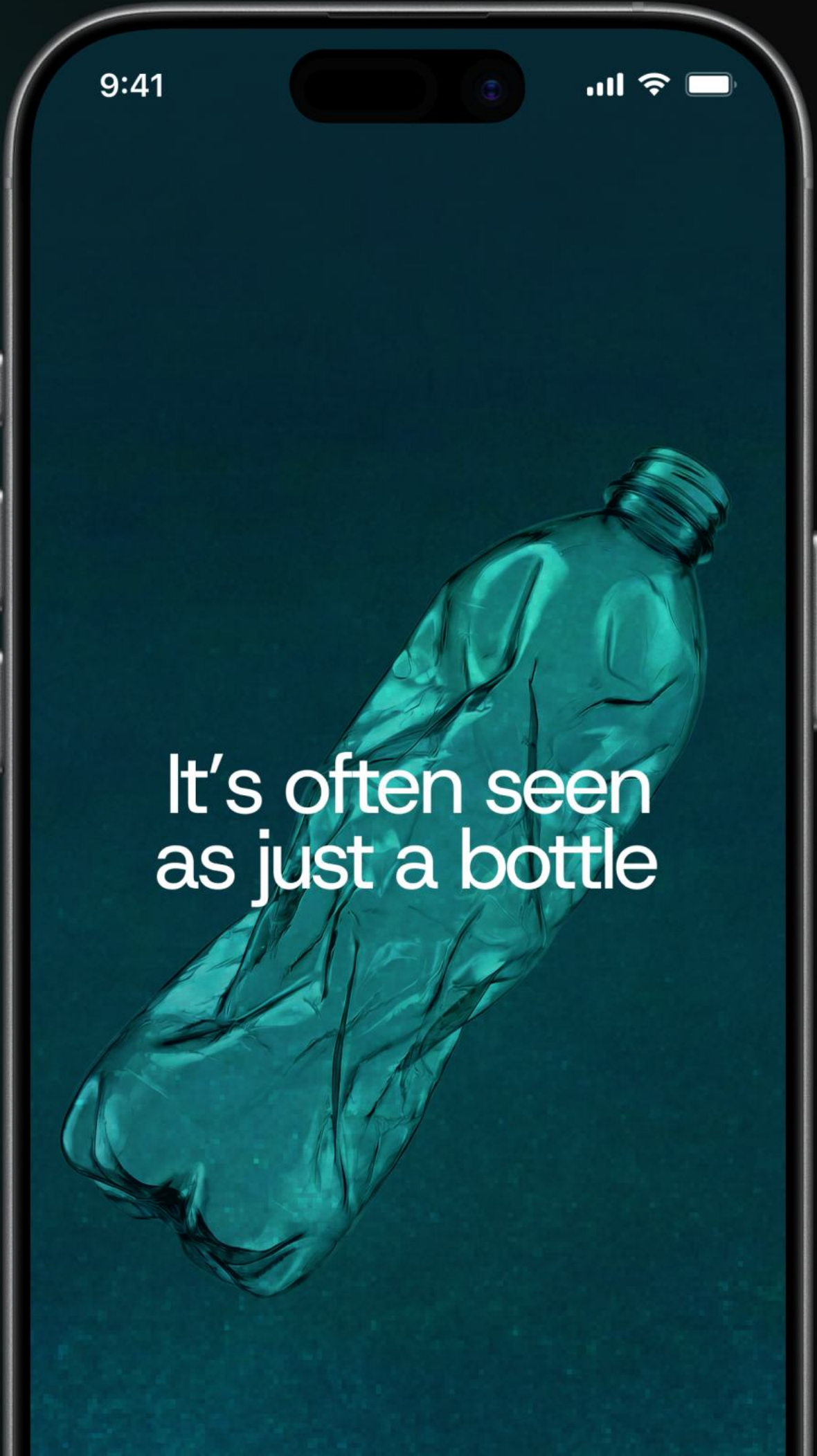
The interactive website turns the journey of plastic into an experience controlled by the user

The focus is not on retelling the story, but on showing how the experience is built

- / Scroll-based interaction
- / Sticky scenes
- / Opacity transitions
- / Rotation & scale
- / Mask animation
- / Blur & depth effects
- / Integrated statistics



**25% of
sampled fish
contain
microplastics.**



It's often seen
as just a bottle

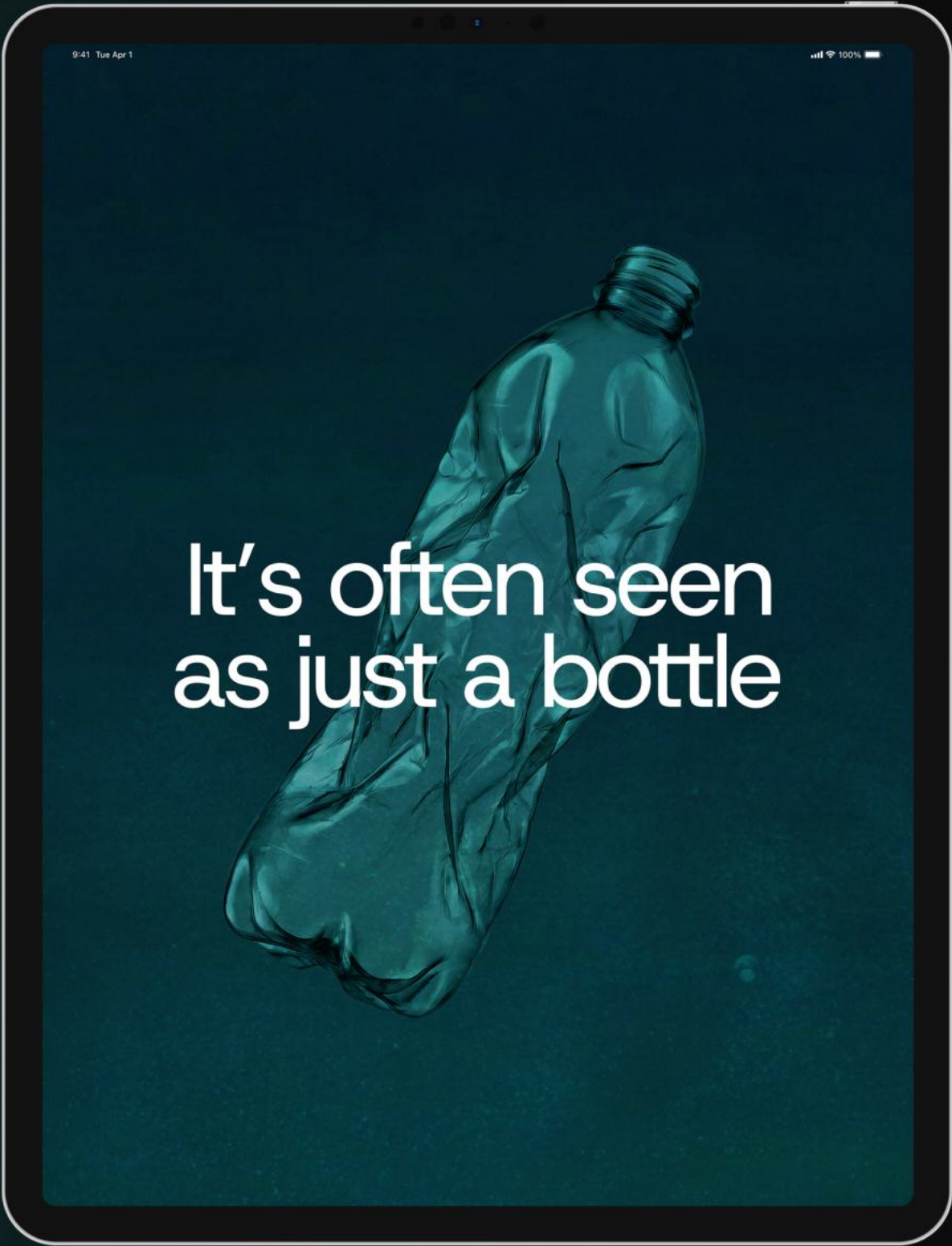
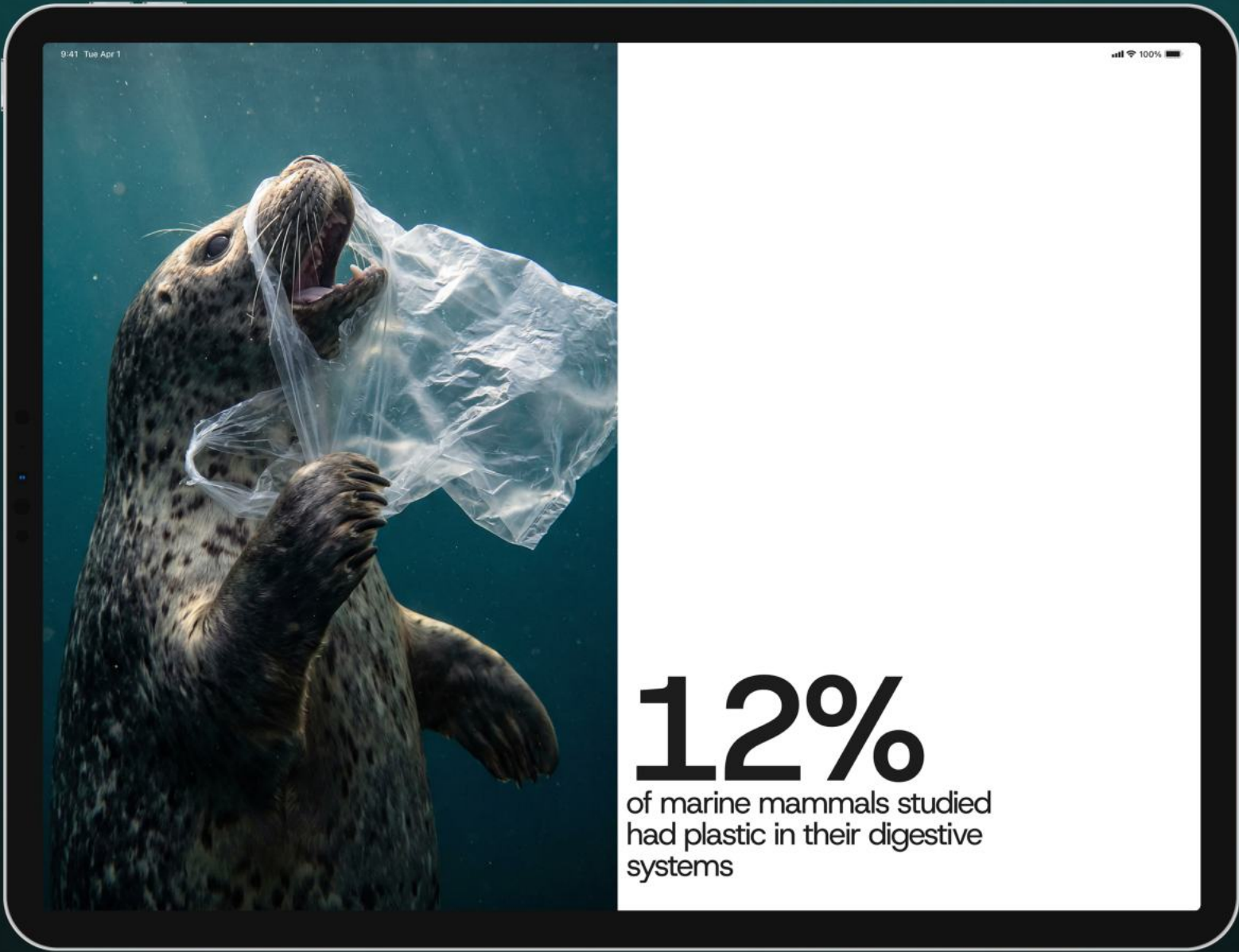


9:41



Responsive adaptation

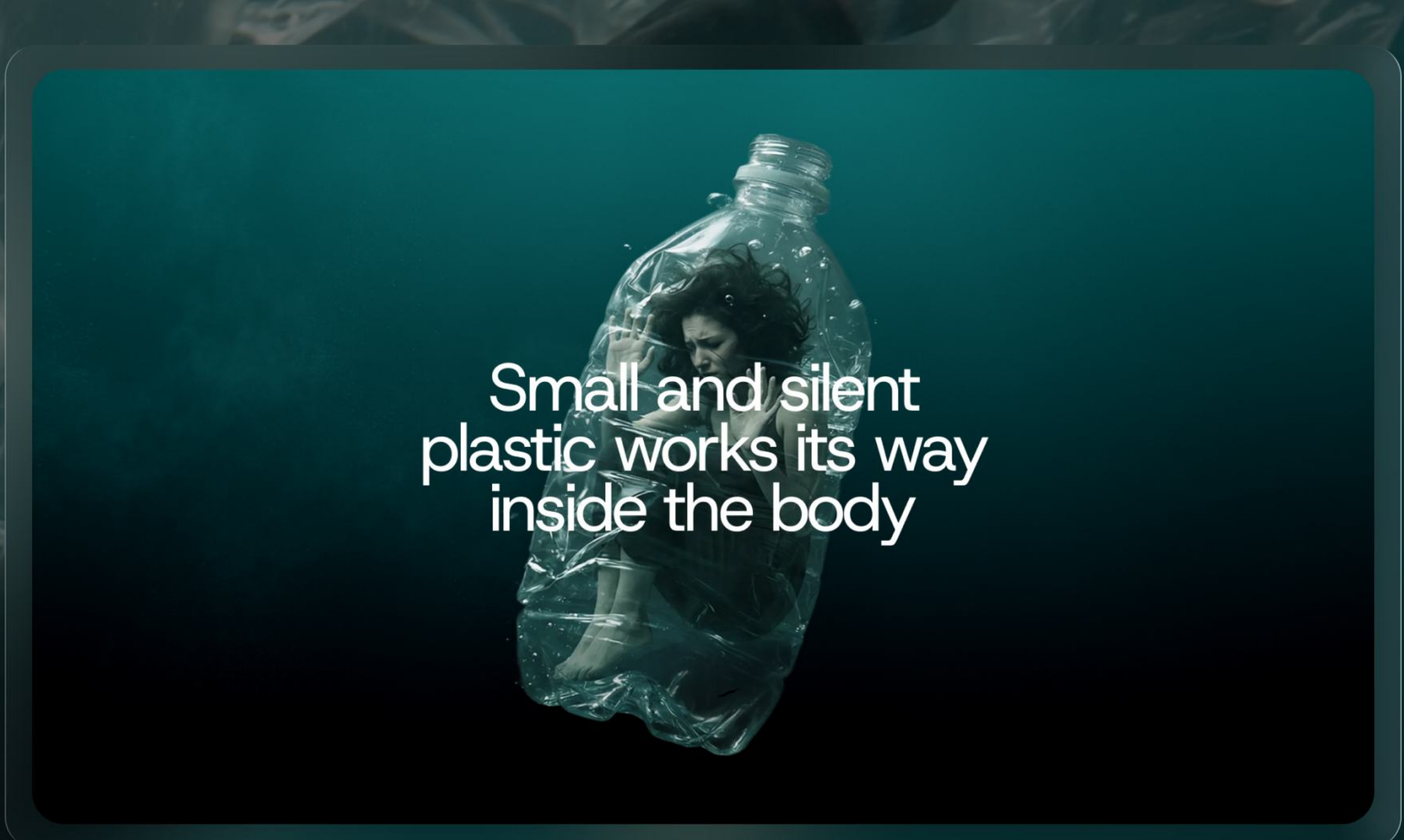
Compared to desktop, the adaptation is simplified. Some sections keep animation, while others use static frames to preserve clarity and performance on smaller screens.





From ecosystem to human body

The website uses scale and visual metaphor to move the issue from the ocean environment to the human body. This keeps the interaction focused on consequence, not only on observation



Small and silent
plastic works its way
inside the body



It does not leave.
It accumulates

[From waste to plate]

The website brings the bottle's journey to its final point through interaction. What was thrown away returns to the most personal everyday context, the plate.

The return to the plate



[Personal consequence]

The plastic salmon closes the scroll experience with one clear visual outcome. The consequence is not only shown, but reached by the user.

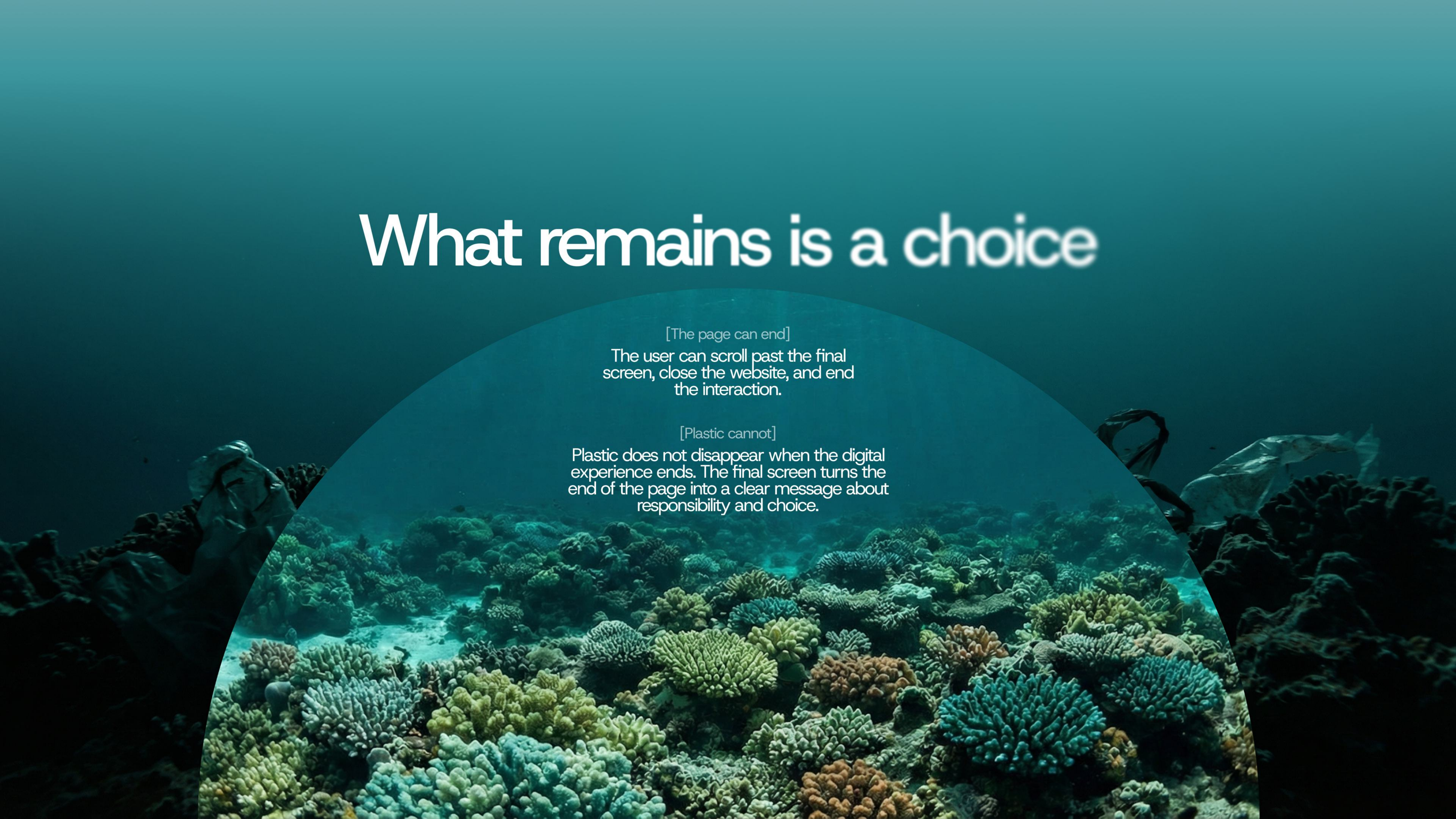
What remains is a choice

[The page can end]

The user can scroll past the final screen, close the website, and end the interaction.

[Plastic cannot]

Plastic does not disappear when the digital experience ends. The final screen turns the end of the page into a clear message about responsibility and choice.





Project Impact

plastic-ocean.com

The website can work as an awareness tool for ecological campaigns, education, exhibitions, museums, festivals and sustainability communication

[scroll to dive]

Its effectiveness comes from making the plastic life cycle easy to follow, emotionally engaging and directly connected to everyday human behavior

Data sources

This project is non-commercial and is not intended for educational or scientific use. All statistics and factual information presented in the project are based on publicly available research, reports and open data sources.

01. Global Plastics Outlook OECD Link	02. Plastic Pollution in the World's Oceans PLOS ONE Link	03. Marine Debris: Decomposition Times NOAA Link	04. Human Footprint in the Abyss Marine Policy Link
05. Plastic Ingestion by Marine Fish Is Widespread and In... Global Change Biology Link	06. Discovery and Quantification of Plastic Pa... Environment International Link	07. The New Plastics Economy Ellen MacArthur Foundation Link	08. A Quantitative Risk Assessment Framework fo... Science of the Total Environment Link