Graphic Design Showcase

2026

CONTINUUM by bold

NOR SABRINA NADIAH BINTI BAHARIM

Solving Recycle Bin Misuse in Malaysia through Interactive Design





This project focuses on the misuse of recycling bins in Malaysia. It aims to understand the lack of public awareness, why people still use the three color-coded bins incorrectly, and the daily challenges they face when trying to recycle. Even though these bins are widely available, a general lack of awareness and confusion often stop users from sorting their waste properly.

To solve this issue, the project develops visual communication materials and digital prototype elements that help people easily understand and remember the color-coded system. By helping users easily keep this system in mind, this design strategy aims to build long-term recycling behavior specifically among Generation Z, turning correct waste sorting into an effortless, everyday routine.