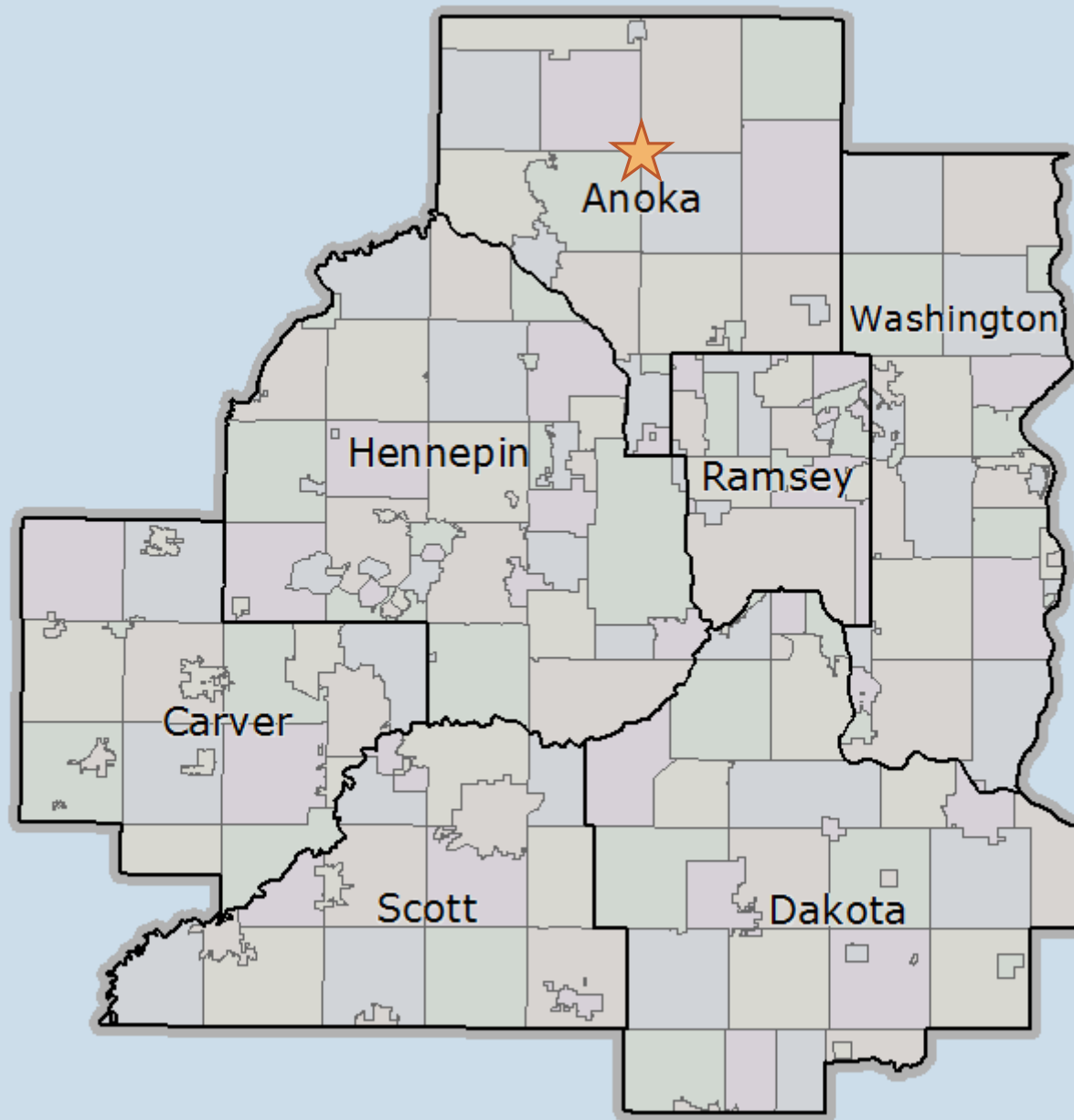


“Our Groundwater Connection”

Using Animation to Make the Invisible Visible

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Mental Model

Septic Systems

Visual

Drinking Water

Long-lasting

Shareable

Accurate Science

Protection

Recharge

Simple

Connection

Ground and Surface Water Interaction

Treatment

Diverse Audiences

Pollution Sources

Withdrawal

Action

Impermeable Surfaces

Accessible

Aquifer

Valuable

Healthy

Contamination

Conservation

"Shallow" vs. "Deep"

Precious

Efficient

Pore Spaces

Timeless

Quality

Quantity

Geology

Overuse

Dependence

Behavior Change

Cost-effective

Stylish

Water Testing

Safe

Natural vs. Built Environment

Vulnerable

Welcoming

Future Generations

Wells

Private vs. Municipal Wells

Benefits of Animation

1. Create a stylized mental model of a whole system.
2. Efficiently convey complex information.
3. Accessible to a wide range of audiences.
4. Timeless.
5. Shareable.

“Our Groundwater Connection”
<https://youtu.be/gxENTkMmyEE>

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