**Module 11- Individual Homework Assignment**

**View the video** [Sports: Helmet Design](https://www.youtube.com/watch?v=FAfbtzUZ-bU)" by Nikhil Gupta (11:29)

**View the video** Polymers (11:31)

**Watch this** [Smart Saver Tupperware advertisement](https://youtu.be/xc5OqXLNw6U) that shows a contemporary sales pitch in India (Festival Theme)

As you watch the video, consider answers to the following questions:

1. From the IMOS Helmet Design video (#1), what are the main objectives in designing cycling helmets? (think about the functionality of the helmet, but also the societal needs to improve sports safety)
2. From the IMOS Helmet Design video (#1), what properties of polymers make them a good material for helmet applications?
3. From the IMOS Plastics video (#2) what might be an advantage of using biopolymers in Helmets?
4. From the Tupperware ad (#3), think about what properties of polymers make them attractive to potential customers. What are the specific selling points in this Tupperware ad?
5. Finally, think about how you might design selling points to pitch a bio polymer-based bicycle helmet to different demographic audiences. How can you draw on strategies from the Tupperware product advertisements to sell your product?

**Turn-in Written Assignment for Grade before the start of class on Day 3.**

Please answer your questions in either bullet points or full sentences. Your full response will probably take 1 ½ to 2 pages. Assignment will be graded out of 2 points on effort, use of the lecture, video, and reading materials, and thoughtful reflection. Be sure your name is on the paper. A cover page is not necessary. We’ll build on your responses with the in-class group activity on Day 3.

**Your grade will be determined from the following criteria.**

Grading Rubric.

2= Responses are appropriate, thoughtful, and indicate engagement with the video and any other required viewing/reading materials.  Grammar, sentence structure and punctuation are correct.

1= Responses and arguments are incomplete and/or inconsistent with the required viewing/reading material. Some issues with grammar, punctuation and or sentence structure.

0= Responses are not appropriate to the assignment or missing entirely. Major issues with grammar, punctuation and or sentence structure

Top of Form

Points = 2