**Module 11- Individual Homework Assignment**

**Please complete and turn in this assignment in class on the third day of this module. Assignment will be graded out of 2 points on effort, use of the lectures, video, and reading materials, and thoughtful reflection. Be sure your name is on the paper.**

1. **View the video** [Sports: Helmet Design](https://www.youtube.com/watch?v=FAfbtzUZ-bU)" by Nikhil Gupta (11:29)
2. **Watch this** [Smart Saver Tupperware advertisement](https://youtu.be/xc5OqXLNw6U) that shows a contemporary sales pitch in India (Festival Theme)

1. From the 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 Helmet Design video (#1), what properties of polymers make them a good material for helmet applications?
3. What are some advantages and disadvantages from **science and engineering perspective** to using an algae oil based polymer to make a bicycle helmet?
4. From the Tupperware ad (#2), think about what properties of polymers make them attractive to potential customers. What are the specific selling points in this Tupperware ad?
5. What are some advantages and disadvantages from a **marketing perspective** to using an algae oil based polymer to make a bicycle helmet?