

**ChE 344**  
Week 15  
Problem Set 23  
Due Tuesday April 16, 2013 (Lecture 24)

**Individual Assignment**

1. Business as Usual Group. PLQ 24 - What is a Lineweaver-Burk plot? A Michaels-Menton plot? A Hanes-Woolf plot? When or why would you use each of these plots?
2. OEP Group. Turn in the title of your video along with the names of your group members. Turn in a one page description of the various techniques on creative thinking (e.g, DeBono, Lateral Thinking, Futuring, Cross-fertilization, Osborn) you used to develop your video, how you used them and which techniques have or will be found there why into the final product. Next Tuesday, you will need to have a 2 minute (maximum time) introduction of the name of the team members, the name of your video, the CRE principle you chose to highlight and a description of the creativity techniques you used to develop your video. Your video needs to be turned in to [Arthur Shih \(ajyshih@umich.edu\)](mailto:ajyshih@umich.edu) by 8 PM Monday evening 4/xx/13.

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**Both Groups**

1. P10-3<sub>A</sub> Email your performance number to [morabitm@umich.edu](mailto:morabitm@umich.edu).
2. P10-8<sub>B</sub>
3. P10-10<sub>B</sub> (omit part (e) and (f))
4. P10-12<sub>B</sub> (omit part (b) and (c))
5. P10-15<sub>B</sub>

**Study Problems**

1. P10-5<sub>A</sub>
2. P10-6<sub>B</sub>