

CHAPTERS TWO AND THREE

What are the ideological differences between the Sierra Club and Wilderness Society and Environmental Defense, Natural Resources Defence Council, and World Wildlife Fund?

Why was the book “Silent Spring” so influential?

What is Eco-Efficiency? How does it go beyond the mantra to “Reduce, Reuse, Recycle”?

List some of the problems with Eco-Efficiency:

Describe the difference between Traditional Design, Eco Design and the Unknown Choice of the Future

What can be said about public taste in relation to design?

Describe the difference between “Growth of Nature” and “growth of Industry”

BRAINSTORM SOME IDEAS FOR THIS “NEW DESIGN ASSIGNMENT”:

“ product(s) that, when their useful life is over, do not become useless waste but can be tossed onto the ground to decompose and become food for plants and animals and nutrient for soil; or alternately, they can return to industrial cycles to supply high-quality raw materials for new products.”