



**DESIGN
VENTURA**

Bringing the business of design
to life with Deutsche Bank

BRIEF CRITERIA CHECK SHEET

Team name + date of review	
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...addressed one of the specified target groups ...produced a useful, original or novel concept ...created an appropriate idea for the Design Museum Shop	
... an aesthetically pleasing product ...created product that is desirable or meets a need ...produced a thoughtful design, supported by research with evidence of testing and development	
... identified a USP for your product ... created a name for your product ...persuasive marketing ideas that will attract the target audience	
...identified appropriate and obtainable materials for the production of the idea ...identified specific and feasible manufacturing processes for the batch production of the idea	
...considered the ethical and environmental implications of their idea ...included steps to minimise the negative environmental impact of the idea	
...produced sensible and evidenced costing for the production of their idea ...indicated how the finances might be managed to make a profit from the sale of the product	

Reflections: Ideas for improving your design / what needs to be worked on	
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**the
DESIGN
MUSEUM**

+

BORN TO BE
The Deutsche Bank youth
engagement programme

