



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

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



**BORN TO BE**  
The Deutsche Bank youth  
engagement programme

