

Research location

Project stage:
FYgYUfVW

It is important to understand the context of the Ventura brief. Do this by visiting the museum, or using the website to research. The questions below will help you, but also take photos, and sketch things that you think are interesting in the museum.



Early ideas:

Jot down ideas to follow up later.

Audience:

Who visits this place?

What's missing:

What could improve the visitor experience?

Sketch:

Location purpose:

What activities take place here?

What do people say:

Get some feedback?

Evaluating branding

Project stage:
9bYfdflgY

This activity can be completed when visiting the Design Museum and the Design Museum Shop, or using a selection of branded goods. Begin by sketching and annotating one branded item – it could be a bag, t-shirt, or a poster. Then analyse the branding using the questions below.



Sketch:

Choose a logo or symbol that stands out.

Imagery:

What images, pictures or symbols have been used? Why?

Key messages:

Are there any messages or slogans linked to this brand?

Colour:

Which colours have been used and why?

Typography:

Describe the font or lettering used on the product:

Target audience:

Who does this brand appeal to?

Your brand:

Note down some ideas to brand the product you are designing:

Budget template

Project stage:
Enterprise

The Ventura Brief asks you to work within a budget of £1000. We recommend that a proportion of this is set aside for prototyping and development and the rest is used for your 'production budget' (to manufacture, package and promote your product). Use the blank template on this page to show your costs.



Product:	Item:	Supplier:	Description:	Unit cost:	Quantity:	Total cost:
Materials:						
Tools and production cost:						
Labour: (hours to manufacture and assemble each product)						
Other costs: (e.g. packaging transport or marketing – suggested fixed cost of £200)						

Number of products you propose to sell:	Cost price of each product:	Retail price of each product:	Total money expected from sales:	Total profit expected from sales:	Total production cost:

Who is it for?
(your target audience)

Theme of Change?
(people, products or pieces)



What does it do?
(what is the function of your product?)

Your idea
(in one sentence)

What's already out there?
(are there similar products already?)

It's a great idea because...
(your unique selling point)

We still haven't figured out...
(what do you need to do next?)

How could it be made?
(materials, manufacturing,
cost, sustainability)

Role descriptions

Project stage:
Launch

In this project you will work in a team of 4-6 people. Specific roles are outlined below. Designers and entrepreneurs often work as teams because individuals rarely have all the skills needed to make an idea work. As a team, think about your talents and interests to work out who would suit each role best.



Role:	Description:	Do:	Don't:
Team Leader	<p>A good all-rounder who can plan, manage their time and help others work together.</p> <ul style="list-style-type: none"> – Has an overview of the whole project – Use student tick list to keep team on task – Delegate tasks so that every team member makes a contribution – Complete the competition entry form with your team in November 	<ul style="list-style-type: none"> – Make decisions – Prioritise tasks – Be a good listener – Inspire and motivate the team 	<ul style="list-style-type: none"> – Be bossy – Expect everyone else to do all the work
Designer	<p>Creative people who are skilled at problem-solving and exploring creative ideas.</p> <ul style="list-style-type: none"> – Lead the development of creative ideas – Draw designs – from initial sketches to final designs – Make models and prototypes – Create the 3 visualisation sheets 	<ul style="list-style-type: none"> – Help other team members to contribute ideas – Identify potential design problems and investigate solutions 	<ul style="list-style-type: none"> – Ignore the financial and communication aspects of the idea – Forget to get feedback on your ideas and to listen to others
Communications Manager	<p>Confident and good at summarising ideas, understanding other peoples' points of view and presenting.</p> <ul style="list-style-type: none"> – Help the team to understand all aspects of the brief – Carry out research into target market – Develop marketing ideas to sell your product to potential buyers – Lead pitch that you will use to present your team's final idea to the judges 	<ul style="list-style-type: none"> – Make sure you understand the finance and design aspects of the project – Think about your product's Unique Selling Point (USP) 	<ul style="list-style-type: none"> – Do all the talking and no listening
Finance Manager	<p>Someone who is good with facts and figures, and with excellent research skills.</p> <ul style="list-style-type: none"> – Develop ideas and plans that could make your team's idea profitable – Research the costs of materials to get the best value – Complete finance template showing the budget for your team's competition entry 	<ul style="list-style-type: none"> – Keep your financial plan simple and realistic – Contribute to the creative ideas and communications aspects of project 	<ul style="list-style-type: none"> – Choose low cost over good value – Forget the final price of your product will be around £10, so the total cost to manufacture should be no more than £5 in order to make a profit

All team members should...	<ul style="list-style-type: none"> – Help come up with initial ideas – Agree on a name for your team and your product – Give positive feedback to other team members – Consider the environmental aspects the final idea 	<ul style="list-style-type: none"> – Decide which charity to donate profits from the sale of your product to – Contribute to the final pitch
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Target audience

Project stage: Research

Imagine the person who will buy your product.
Create a character profile for them. This will help
you understand their needs and interests better.



Name / age / gender:

Entertainment:

Music / TV / films / games they like?

Clothing:

Latest styles or fashion hater?

Education and ambitions:

What are they studying? Where?

Ethics and values:

Eco warrior or charity giver?

Mobile phone:

Make / model / apps?

Favourite brands:

What other brands do they like?