



Bringing the business of design
to life with Deutsche Bank

REFINING AN IDEA ACTIVITY

PURPOSE: To learn how to question and redesign a product

Purpose of activity:

- To turn brief on its head to inform and question the theme
- To provide students with a different perspective to build on ideas

The goal:

Students redesign and change an existing product.

How:

Students can do this activity in teams

Timing: 30 mins

You need:

Handling collection of products from the Design Museum shop (and/or everyday items such as playing cards, clothes pegs, keyrings, jigsaw puzzles, postcards...)

This can also be undertaken straight after watching the Design Ventura brief (available as a film on the Design Ventura Website)

The activity:

1. Allocate one product per team
2. Ask every student to sketch their team's product
3. Undertake a quick SWOT analysis (Strengths, Weaknesses, Opportunities, Threats facing the product)
4. Challenge teams to adapt the product, making it work in a new way (using the 3 Ps: people, product, pieces)
5. Undertake another quick SWOT analysis, reflecting on what has changed

Pin up sketches and discuss as a whole class. Can students identify gaps or problems in their design ideas from this activity?

Possible outcomes/ next steps:

For students to use this activity to identify gaps/opportunities for their own designs.

the
DESIGN
MUSEUM

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BORN TO BE

The Deutsche Bank youth
engagement programme

