

DESIGN

Product Ideas

These are some original ideas from our brain storm...

DOVES = COOL, advertise museum (logo)

DOVE
fairy
TIGHT

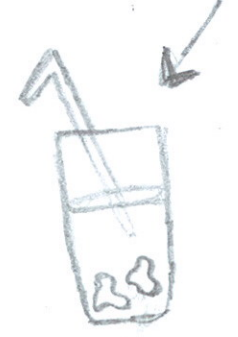


TARGET Audience: 14-25 years...

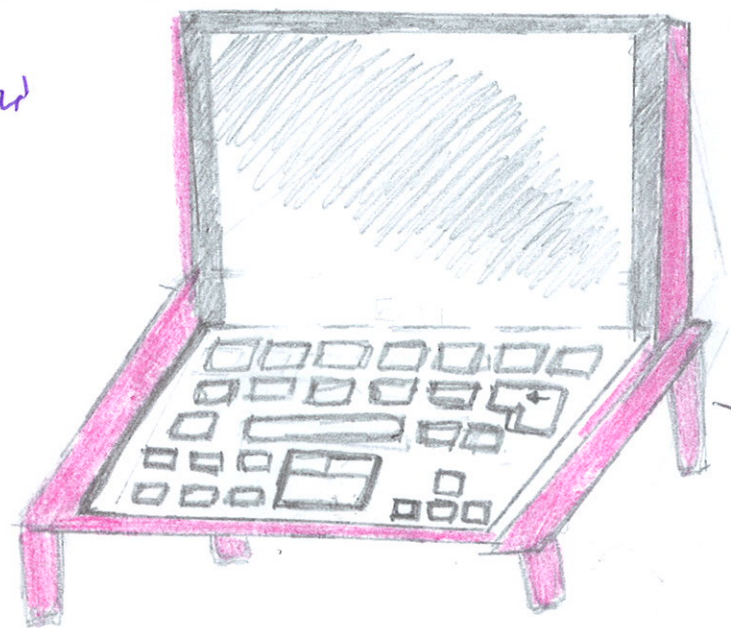
fabric = breakable & delicate!

fabric, card, or plastic?

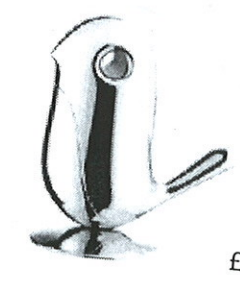
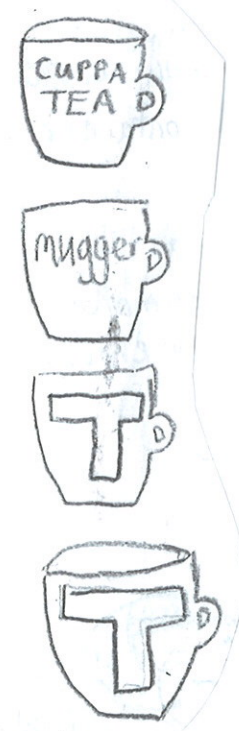
Cool Paints



Mini laptop seat



Plastic



£32

Magnetic paperclip holder

This is a product already using the museum's logo...

SELL for £10

USEFUL
SUSTAINABILITY
HOW ITS GOIN TO
BE MADE &
USED

'Love YOUR PLANET!'

Love your planet, love your dove!

Research

Design Brief - to create a new product the cost £10 or less, then compete to present your ideas to a panel of expert judges. The best idea will then be produced and sold in the Design Museum Shop.

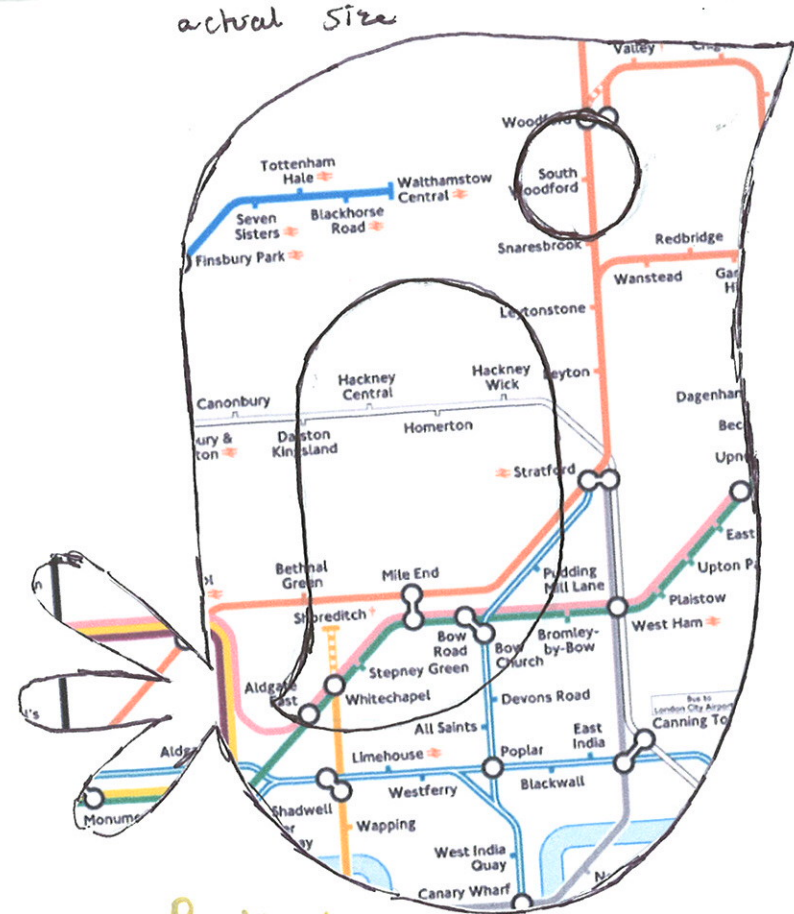
Cost: (per pack of 8)

- Laminate (20p)
- 1 A3 patterned card (30p)
- String (30p) (1.5 metres)
- Labour (48p) (£3.82 per hour)

To make: £1.28 per product.

To sell: £5.00 per product

Profit: £3.72 per product



actual size
Pack of eight doves + string

DOVE BUNTING, the perfect gift!

At the design museum shop, their best selling products are homewear. Our product is a development of the classic, and popular, bunting. Combining homewear, decoration, and a reminder of the museum, it is perfectly suited for the 14-25 target audience. Our bunting can be used for parties, celebrations, like Christmas, as well as an attractive room decoration!

Character profile

We created a character profile of a 21 year old student, and learn't loads! People who liked it wanted; recyclable, or sustainable, attractive, and a reminder of their visit to the museum!

MANUFACTURING Process

1. A3 piece of patterned card with 8 dove outlines. → 2. Laminated & cut = 8 doves; staple hole in top.

3. One bird goes in each packet.

4. Do the same for 7 other A3 patterned cards. Put 1 in each Packet = 8 completed packets! (add string)

so you have 8 doves in each pack!

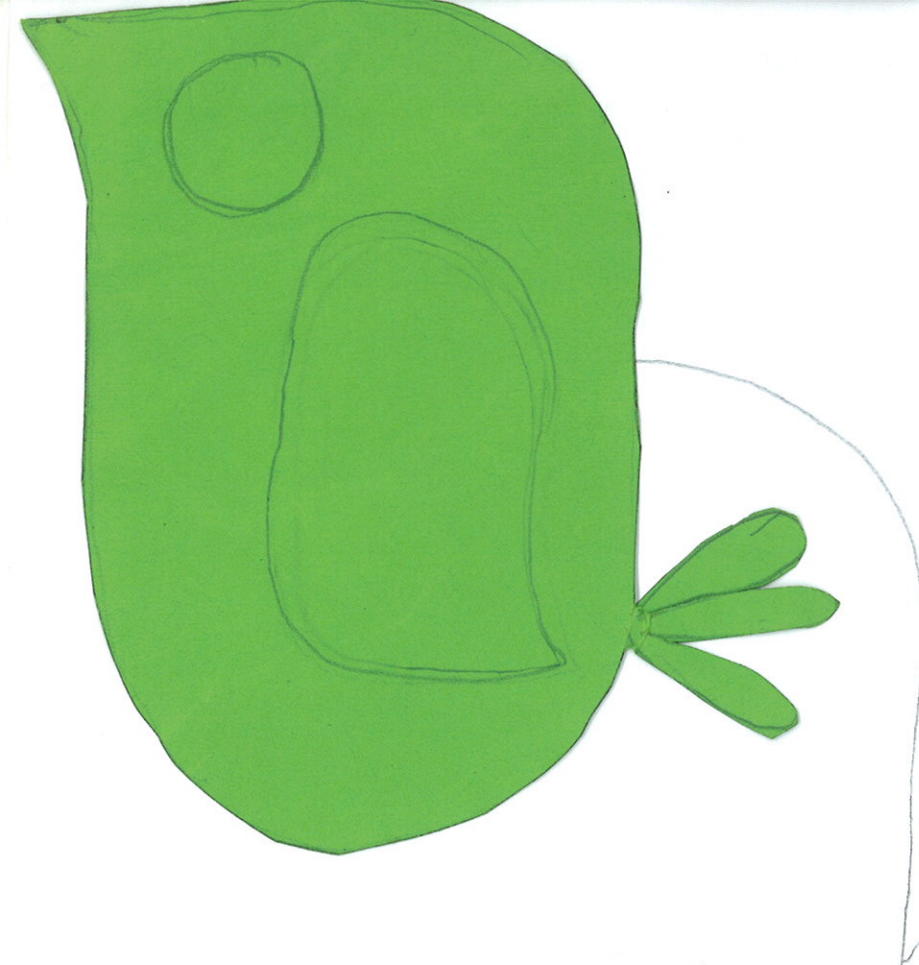
OUR PRODUCT

- All profits go to the Green Peace Charity.
- Our packaging is 100% recyclable card
- Our product may not be recyclable; but its sustainable so there is no need to want to recycle it!
- You can buy multiple products to make a longer bunting!



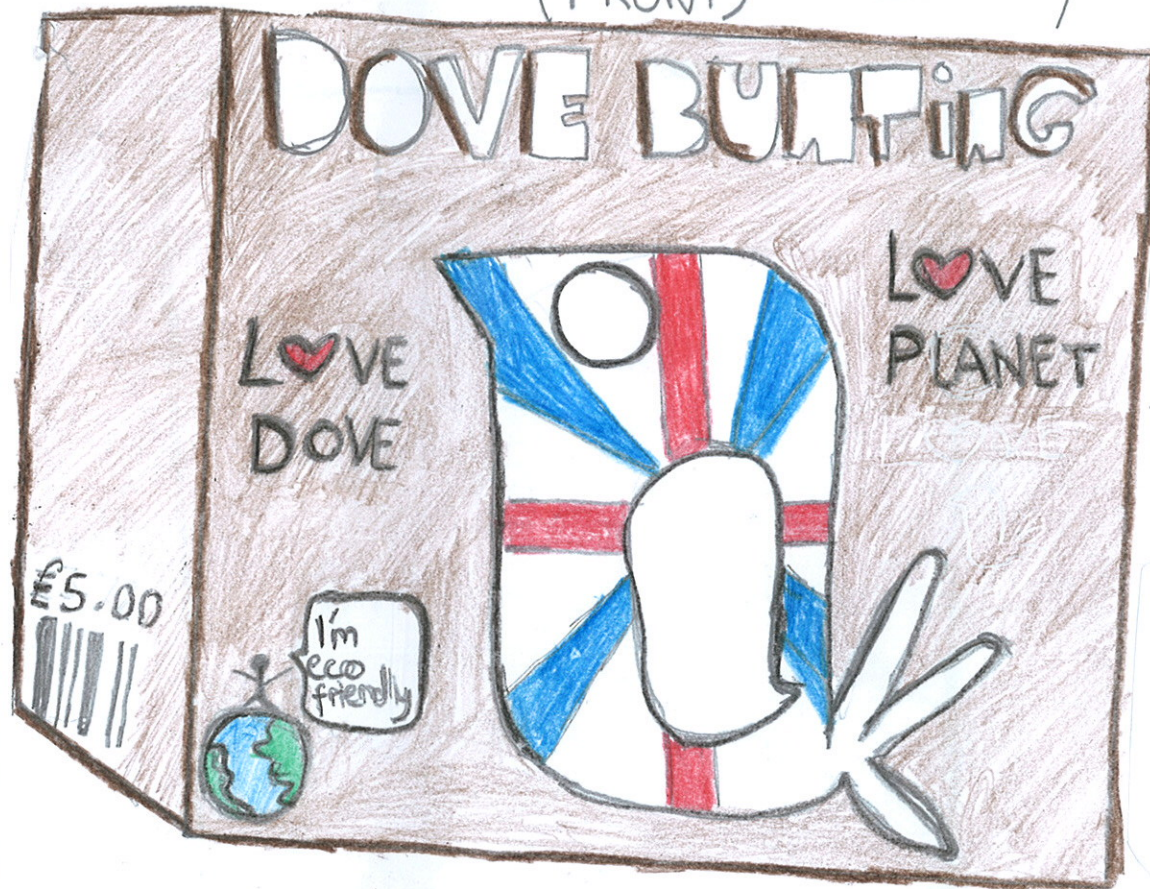
these are some pattern ideas...

Final Product DESIGN



(FRONT)

CARDboard FOR THE WHOLE STRUCTURE



Sweet wrappers

A nice souvenir to remind you of the museum.

(BACK)



We wanted it to be eye catching, so we wanted an idea that no ones heard before.

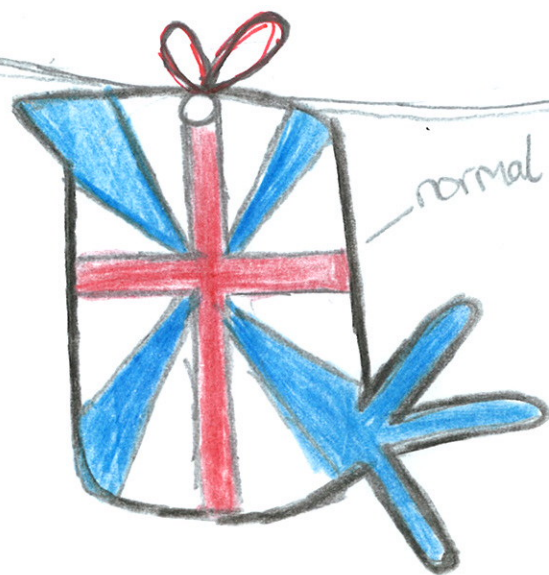
Meets the right target audience



fabric



fabric



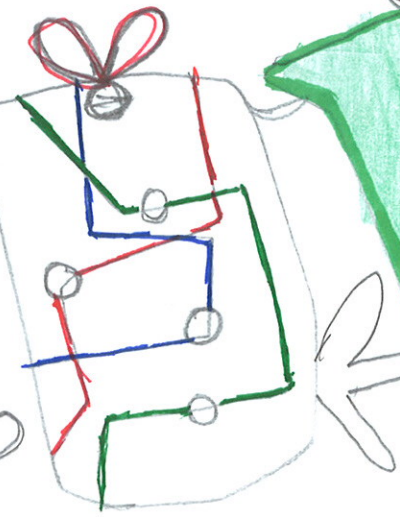
normal



fabric



news paper



tube map



Wool (fabric)

EASY EFFECTIVE AND NEW!



Design Ventura Student Competition Entry Form

To enter the Design Ventura Competition, you need to complete this form and submit a summary of your idea on up to three A3 Visualisation Sheets.

Good luck!

| | | |
|---|----|--|
| School Name, Year Group and team name: | | Haber da Gher's ASKES' Hatching college |
| Team Members Tell us who is in your team: | 1. | Miranda ██████████ |
| | 2. | Florence ██████████ |
| | 3. | Katie ██████████ |
| | 4. | Jodie ██████████ |
| | 5. | |
| | 6. | |
| Your Idea Summarise your idea in 100 words or fewer. Remember to refer to the original brief. | | Dove bunking; a new take & development on original flag bunking. Sustainable, £5, attractive and laminated. Ex |
| Target audience Who is your exact target audience? How will they find out about your idea (marketing) | | 14 - 25 Female Will be in the design museum using design museum logo. |
| Manufacturing What will your final product be made of? How will you manufacture your product? | | Our final final product will be made of recycled materials and card. We will use one sheet of card + recycled materials for 8 doves. We will print the eye and wing onto each dove and cut them out with a laser cutter. |
| Sustainable design How will you avoid making a negative impact on the environment through your idea? (e.g. use recycled materials) | | We will use recycled materials, our packaging is recyclable and our product is sustainable because it is laminated & won't break. |

| | |
|---|--|
| Costing and budget To provide evidence about your costings, you could use our finance template available on the Ventura Website (http://ventura.designmuseum.org) and add it as an attachment below. | What is the cost price of ONE product? £1.50 |
| | What will the retail price of each product be? £5.00 |
| | How many products do you plan to make and sell? 70 |
| | What is the total amount that you will make from sales? £245 |
| | Which charity would you donate the profits to? Why? Greenpeace, because they fight for the environment. Our product is aimed at people. |
| Attachments (please tick if you have included these documents with your entry and include a description of the contents of the document) | <input checked="" type="checkbox"/> Up to three A3 visualisation sheets showing your research, idea development and final response to the brief. |
| | <input checked="" type="checkbox"/> Additional information on Marketing materials. |
| | <input checked="" type="checkbox"/> Additional budget information |
| | <input type="checkbox"/> Other attachments (please specify) |
| | <input type="checkbox"/> |
| Notes | |

Guidance for Teachers: Each school may submit one competition entry from a single team. Entry forms and accompanying documents must be sent via email to: ventura@designmuseum.org by 5pm on 22 November 2010. Please see our terms and conditions on the Ventura website for full information about the competition, or call tel. 020 7940 8768 for further advice.