

Design Cubes concept development

22.04.20



Creative (un)Blocks

- Dice combinations as the identity
- A design tool
- Typographic
- Black and white
- Universal and accessible
- Audience: Designers, young and older people

UN CREATIVE
BLOCKS

**CREATIVE
UNBLOCKS**

CREATIVE UNBLOCKS

**CREATIVE
UNBLOCKS**

CREATIVE UNBLOCKS

Route 1 – TYPography + Dice

BABY
BABY
BABY
BABY

TEENAGER
TEENAGER
TEENAGER

FITNESS
FITNESS
FITNESS

TASTE
TASTE
TASTE

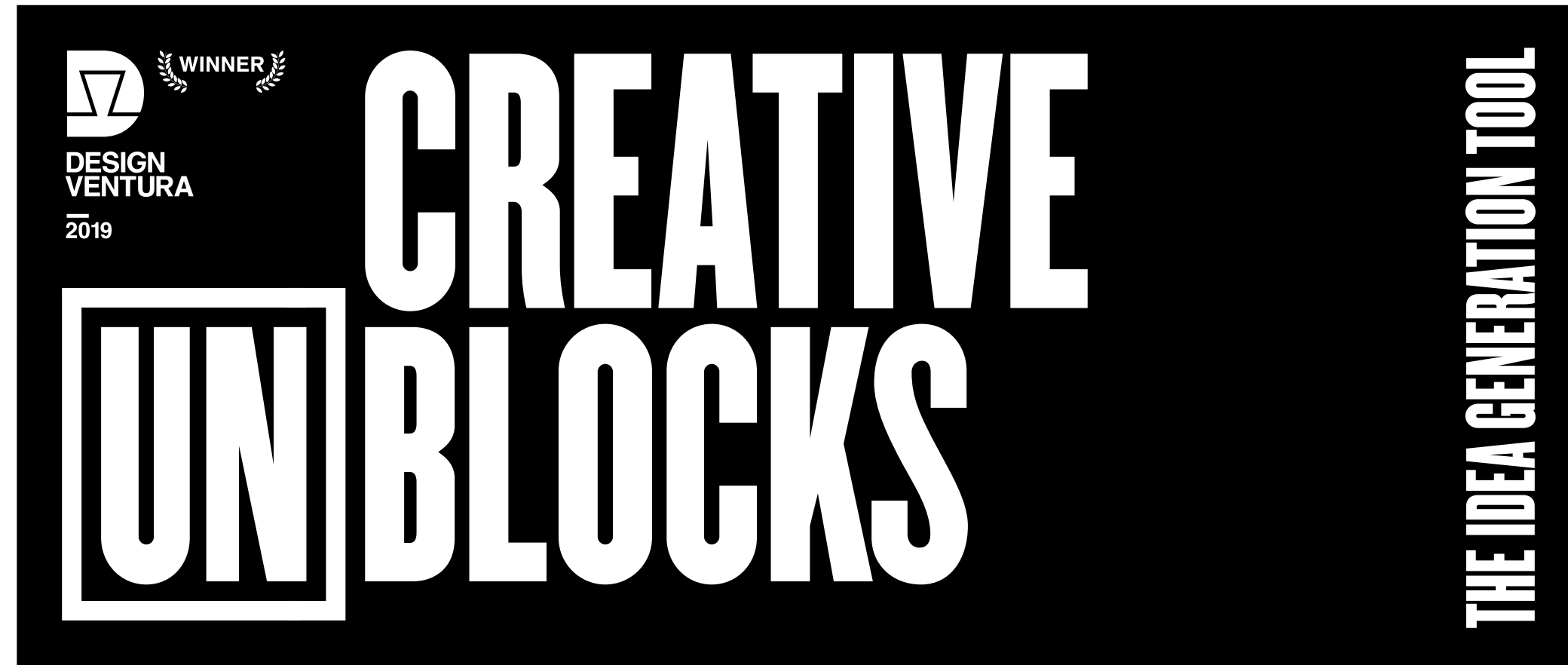
SEE
SEE
SEE

WELLBEING
WELLBEING
WELLBEING



Route 1 – Packaging

Top 1



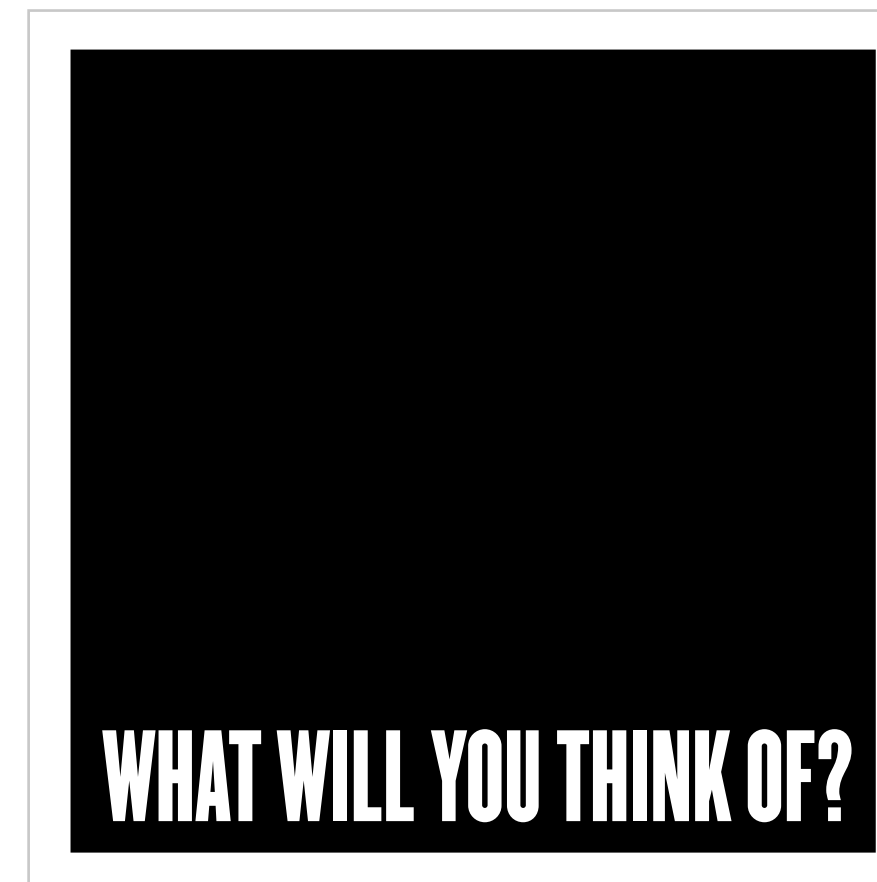
Top 2



Side



End



Route 1 – Packaging



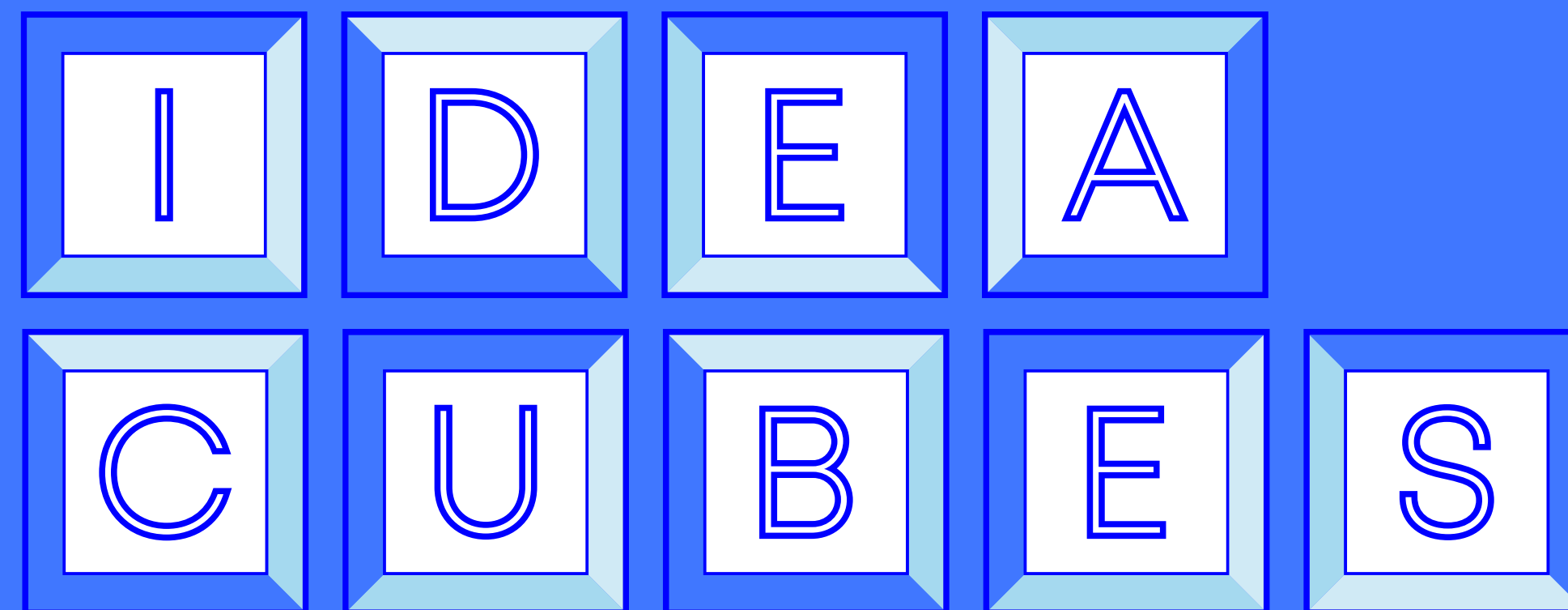
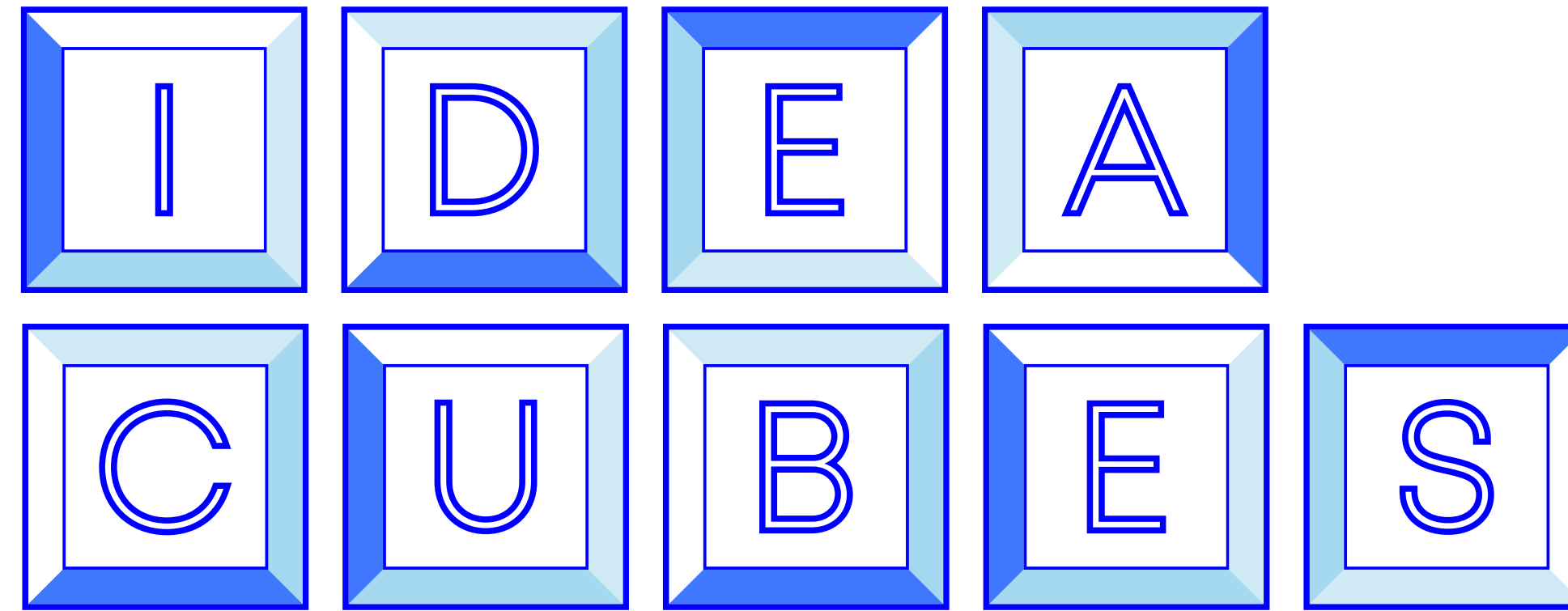
Idea Cubes

- ‘Does what it says on the tin’ identity
- A design-orientated game
- Typographic
- Blueprints
- Accessible
- Audience: Younger people and families

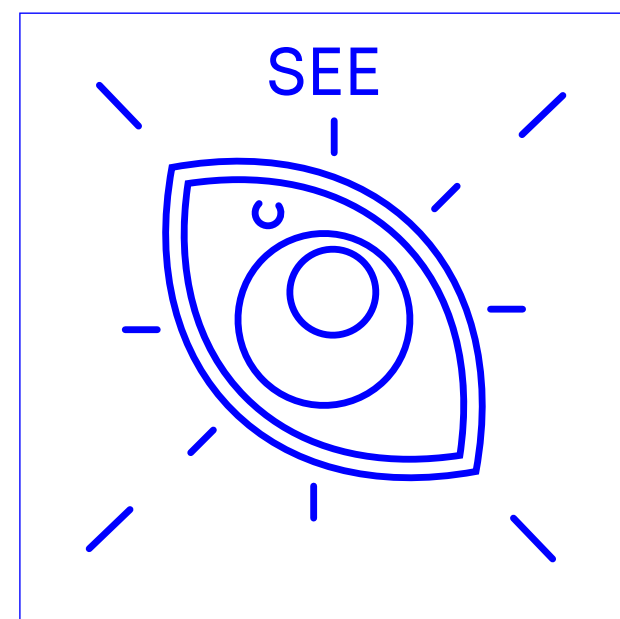
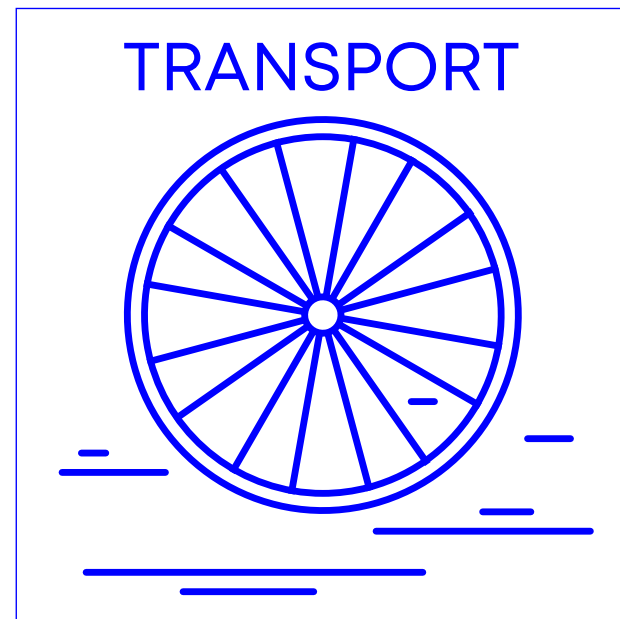
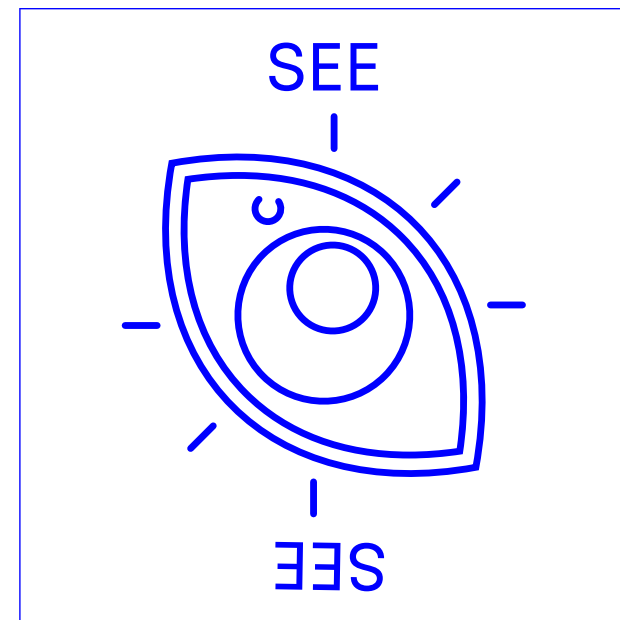
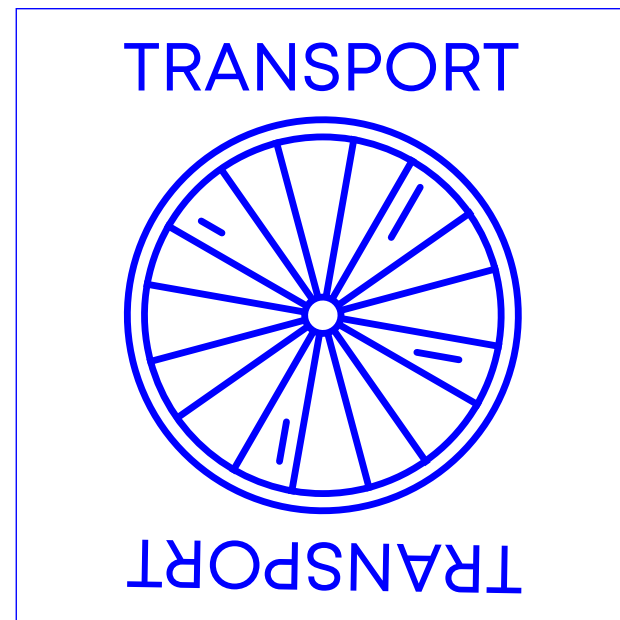
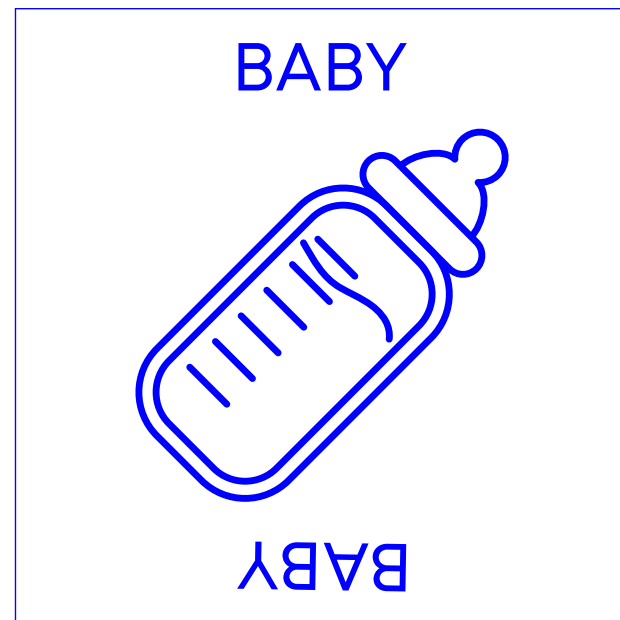
Route 2 – Brand identity

I D E A
C U B E S

Route 2 – Brand identity

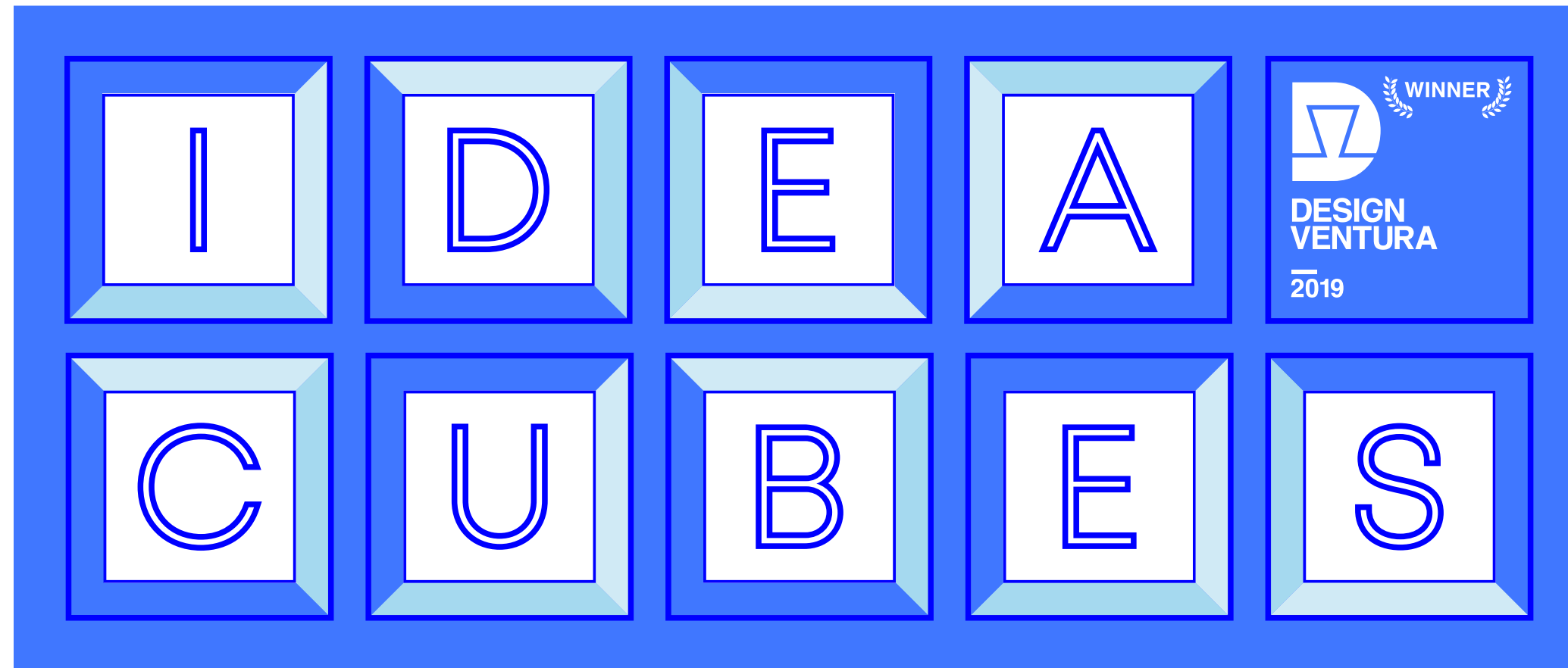


Route 2 – Iconography + Dice



Route 2 – Packaging

Top



Bottom

IDEAS CUBES
Design Ventura 2019 Winning Product

This idea was created by students at Simon Balle All-through School and is the winning product from the tenth year of Design Ventura, the Design Museum's flagship design and enterprise project for schools, run in partnership with Deutsche Bank as part of the youth engagement programme **Born to Be**.

The project challenges students aged 13-16 years to create a new product to be manufactured and sold in the Design Museum Shop. In 2018 over 14,300 students from 271 schools nationally worked in teams to compete in the project.

Ten shortlisted student design teams were selected and invited to the Design Museum to 'pitch' their designs to a panel of design and business expert judges, including product designer Sebastian Conran.

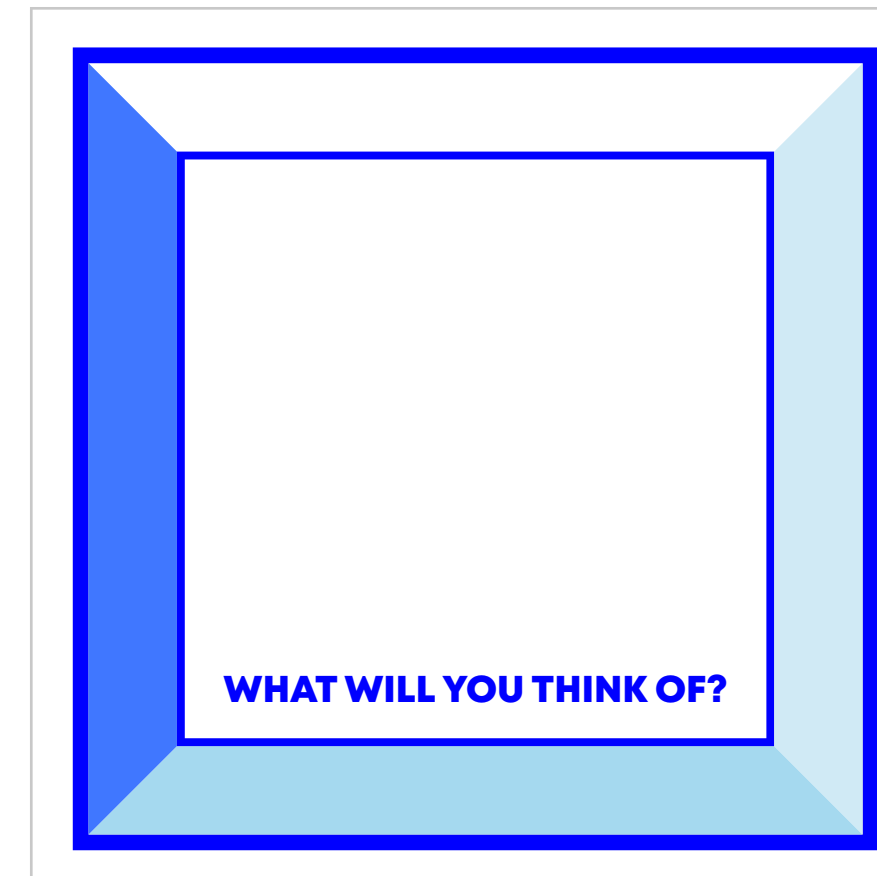
Winning product ACTIVE SNAP was designed by Simon Balle All-Through School students: Bailey, Billy, Dan, Fynn, Loui and Ross with support from their Design & Technology teacher Mr Jack Andrews.

The winning team was mentored through the process of refining their design for retail by the Design Museum retail team and London-based design studio Triple Double.

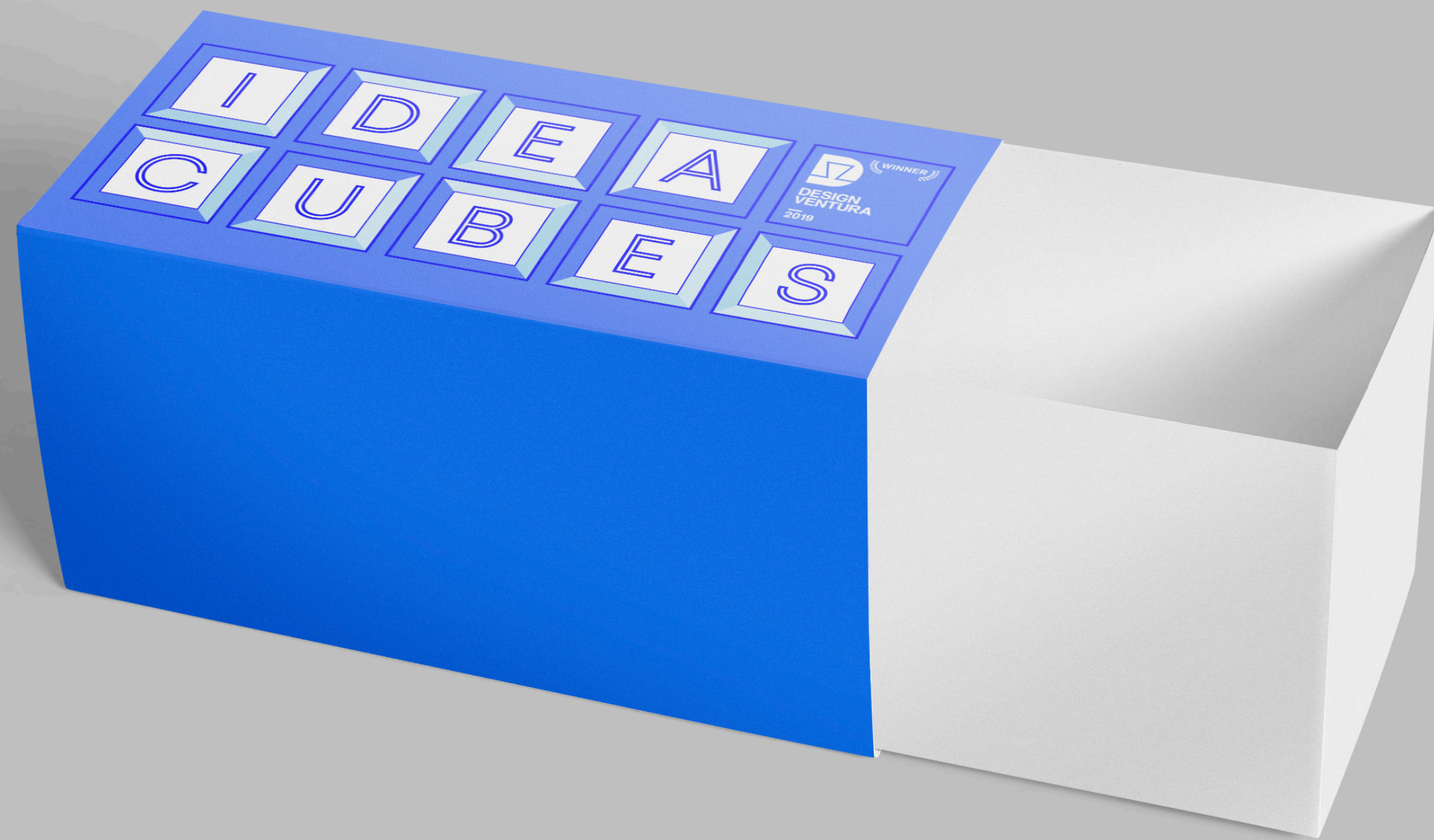
BORN TO BE
The Deutsche Bank youth engagement programme

the DESIGN MUSEUM

End



Route 2 – Packaging



Thanks

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