Design Ventura / Hit Snap – Concept Development

X

04.04.19



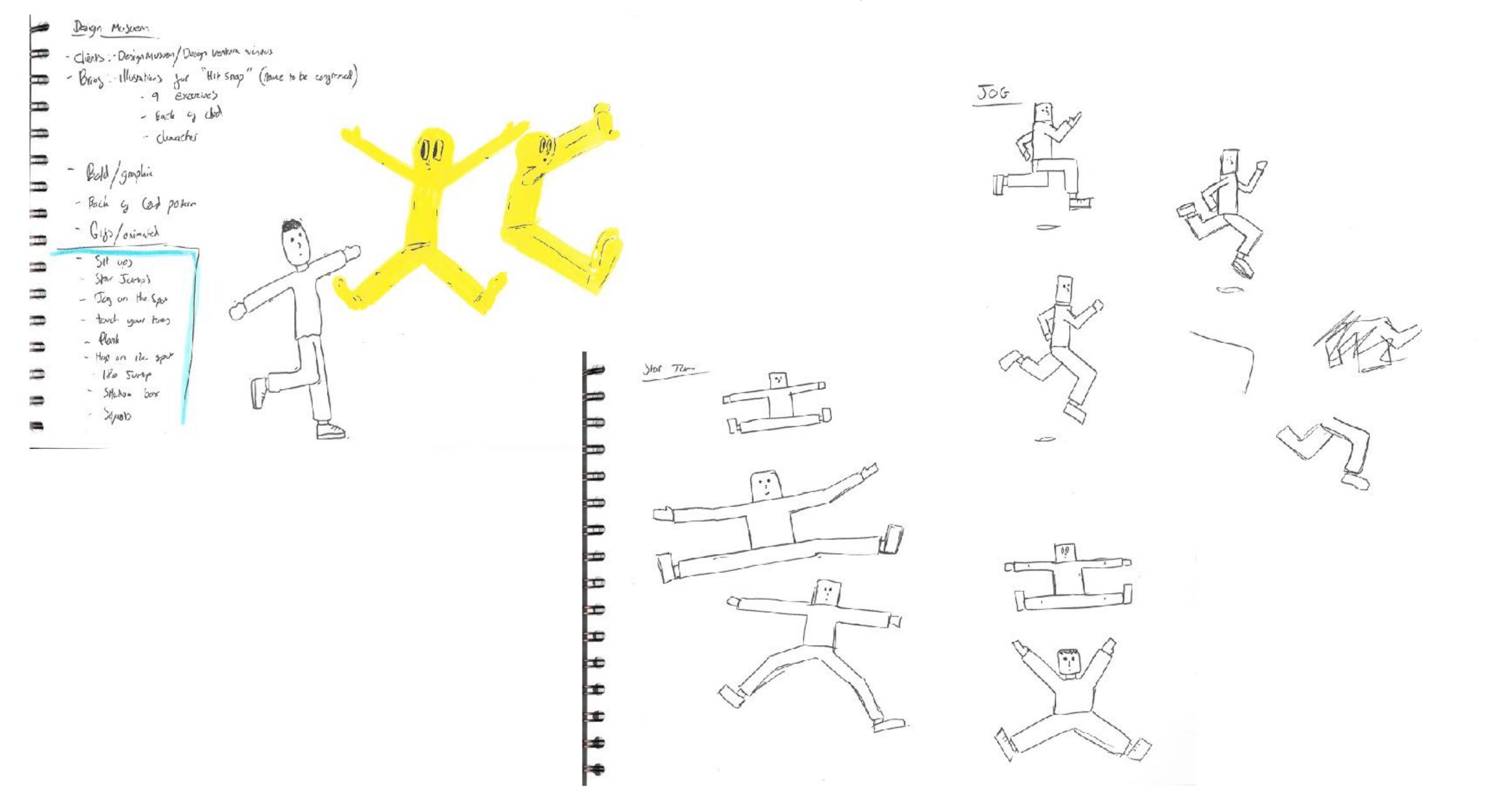
Route 1

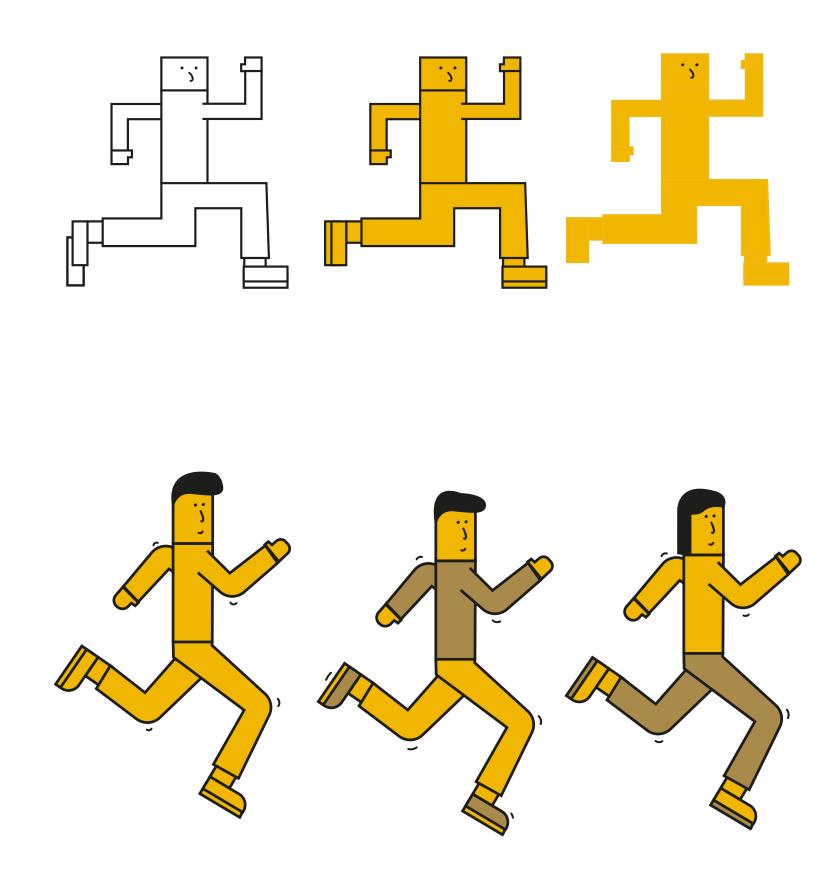


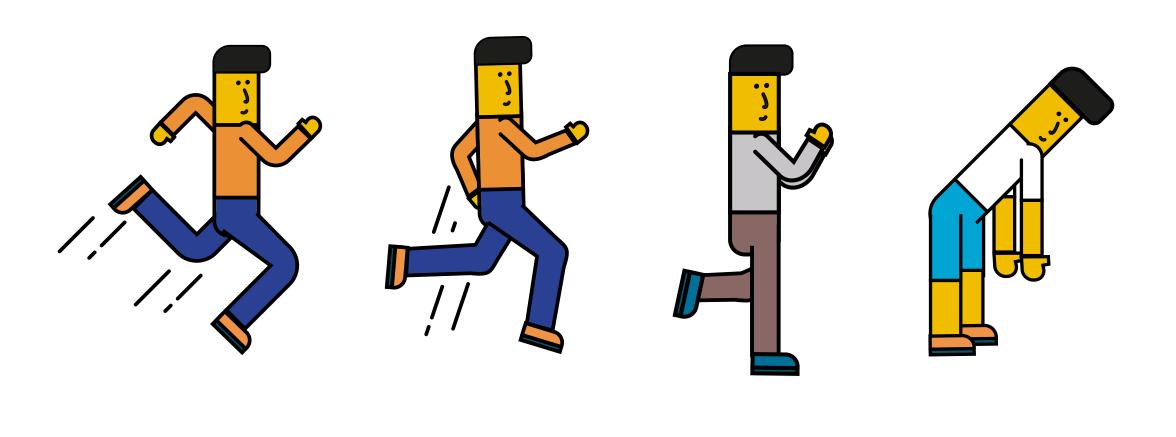


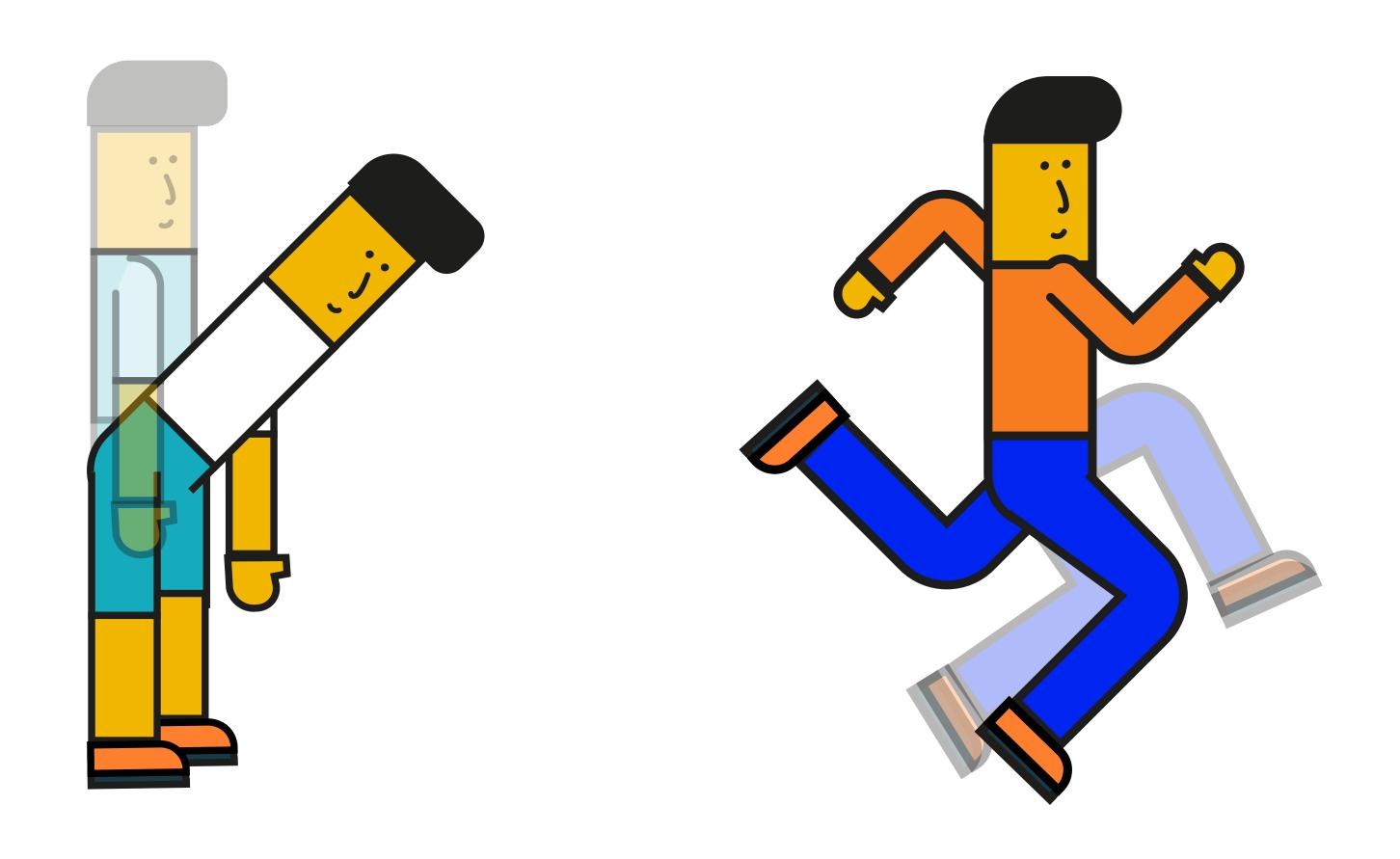


Character development

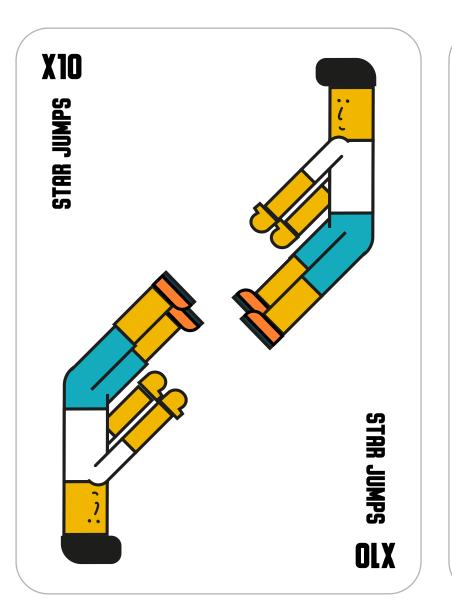


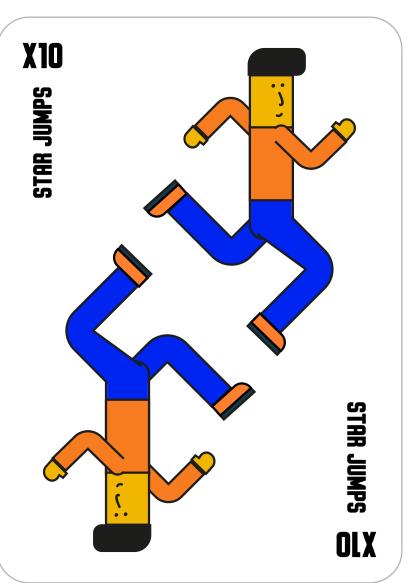


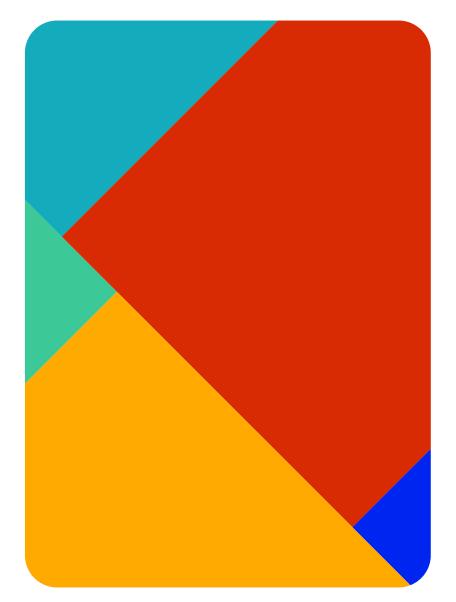




Front Back options Rule card









HIT SNAP – Design Ventura 2018 Winning Product

This idea was created by students at Simon Balle All-through School and is the winning product from the ninth 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

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Vinning judges, including product
designer Sebastian
Conran.

Winning product HIT 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 agency Triple Double Studio.

Thank you for buying this product and supporting the team's chosen charity, MOVE.

We hope you have lots of fun playing HIT SNAP.

Packaging

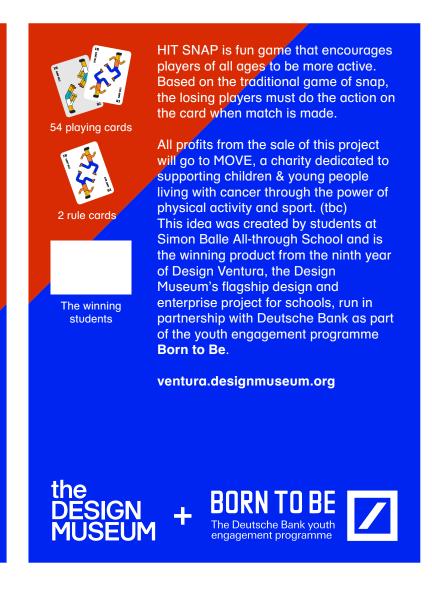


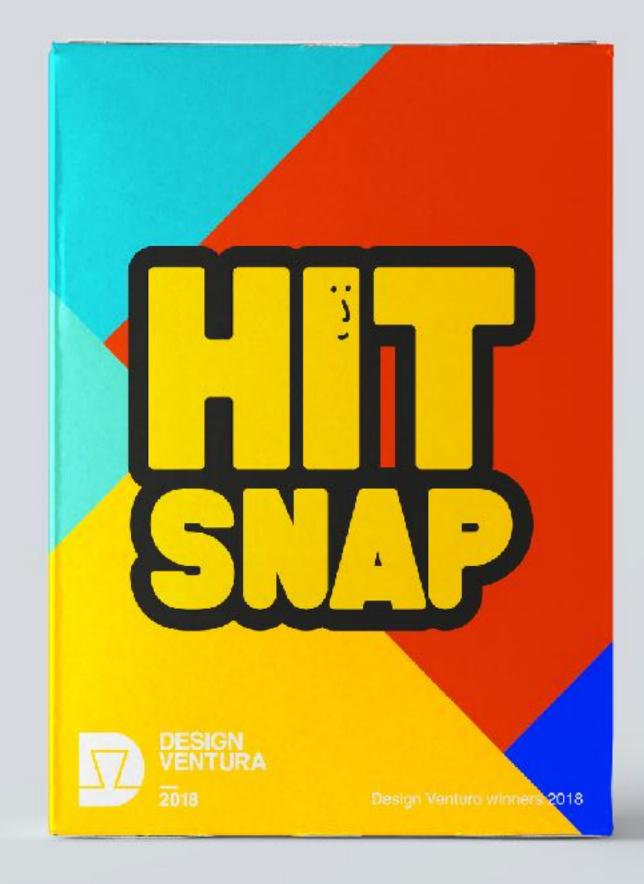


Design and development.

Design Museum – www.tripledoublestudio.com

Design Museum Shop – www.designmuseumshop.con





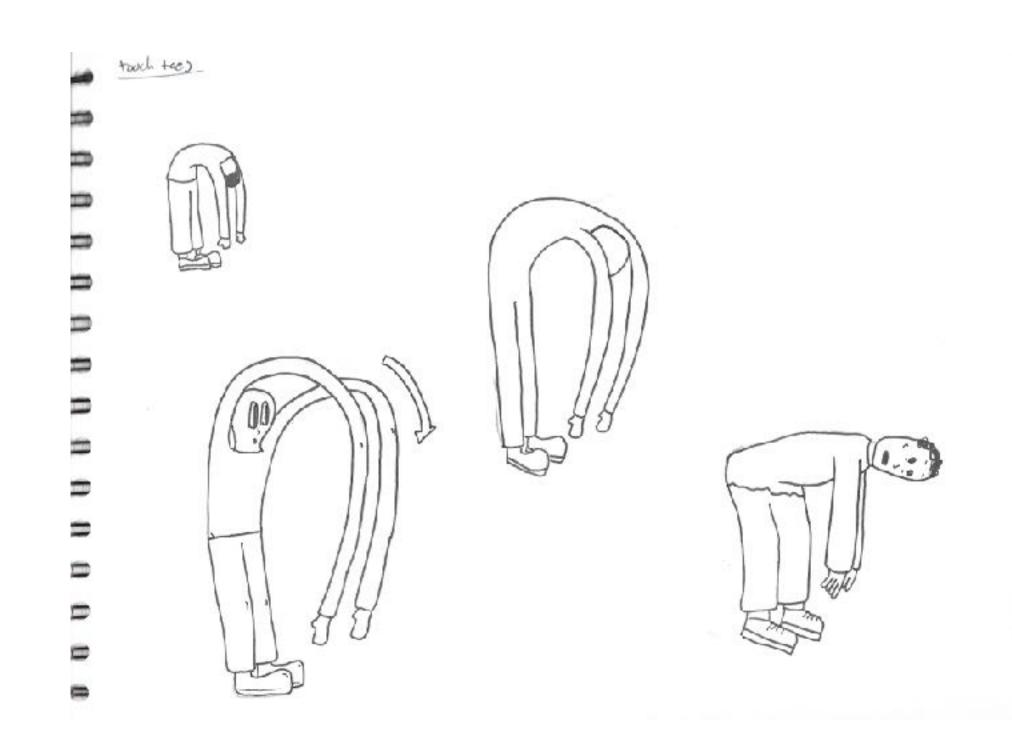
Route 2

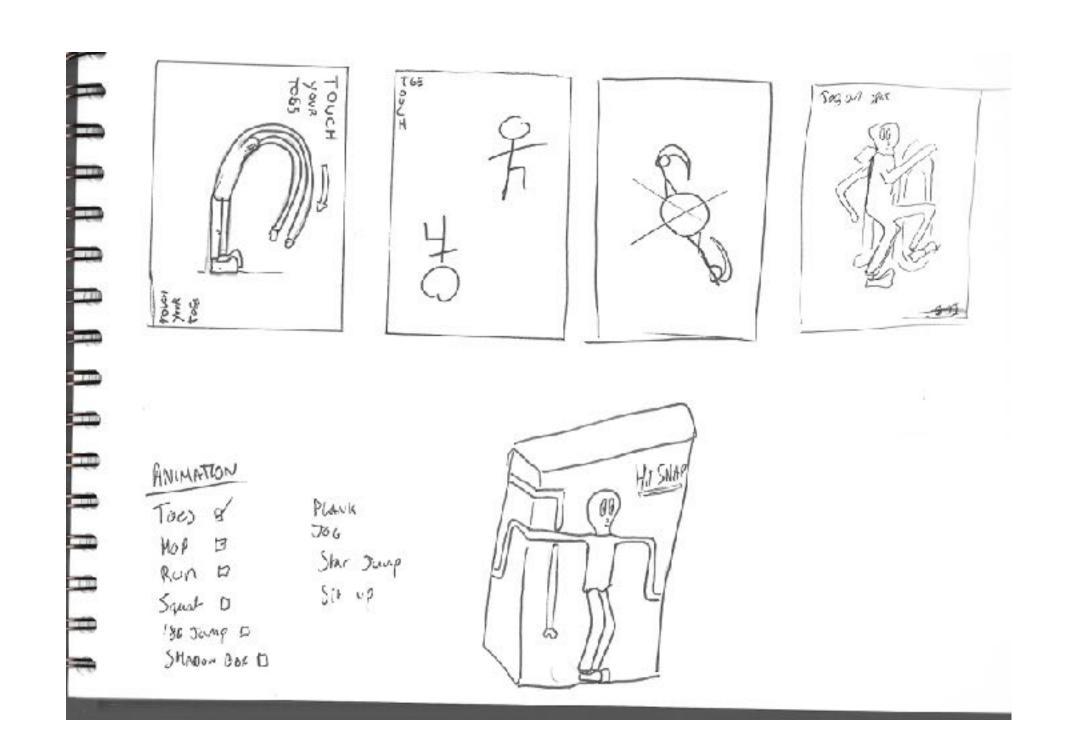


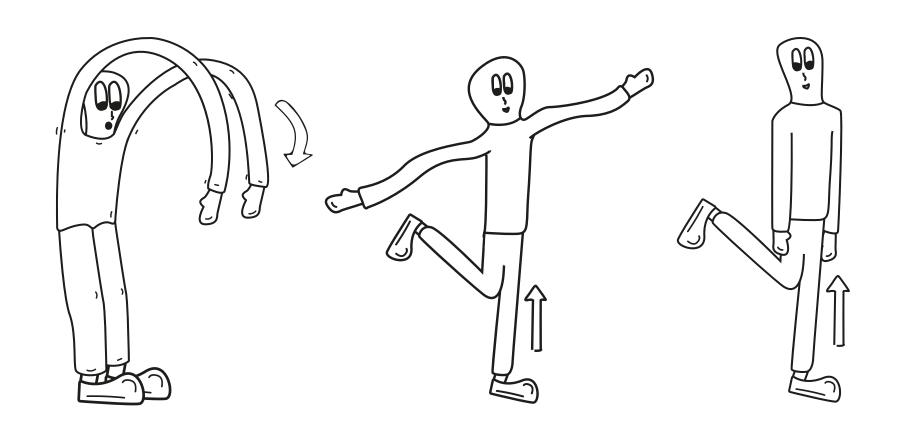
Brand identity

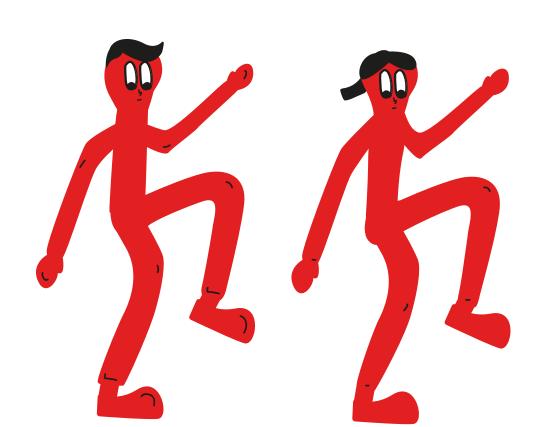
HIT SNAP

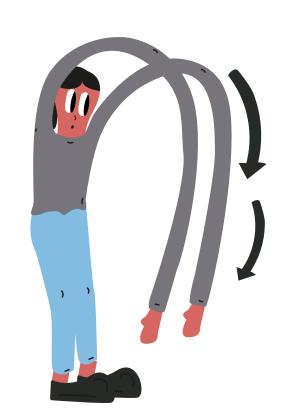
Character development

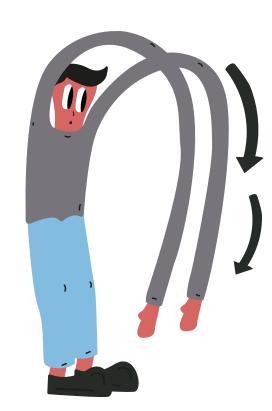


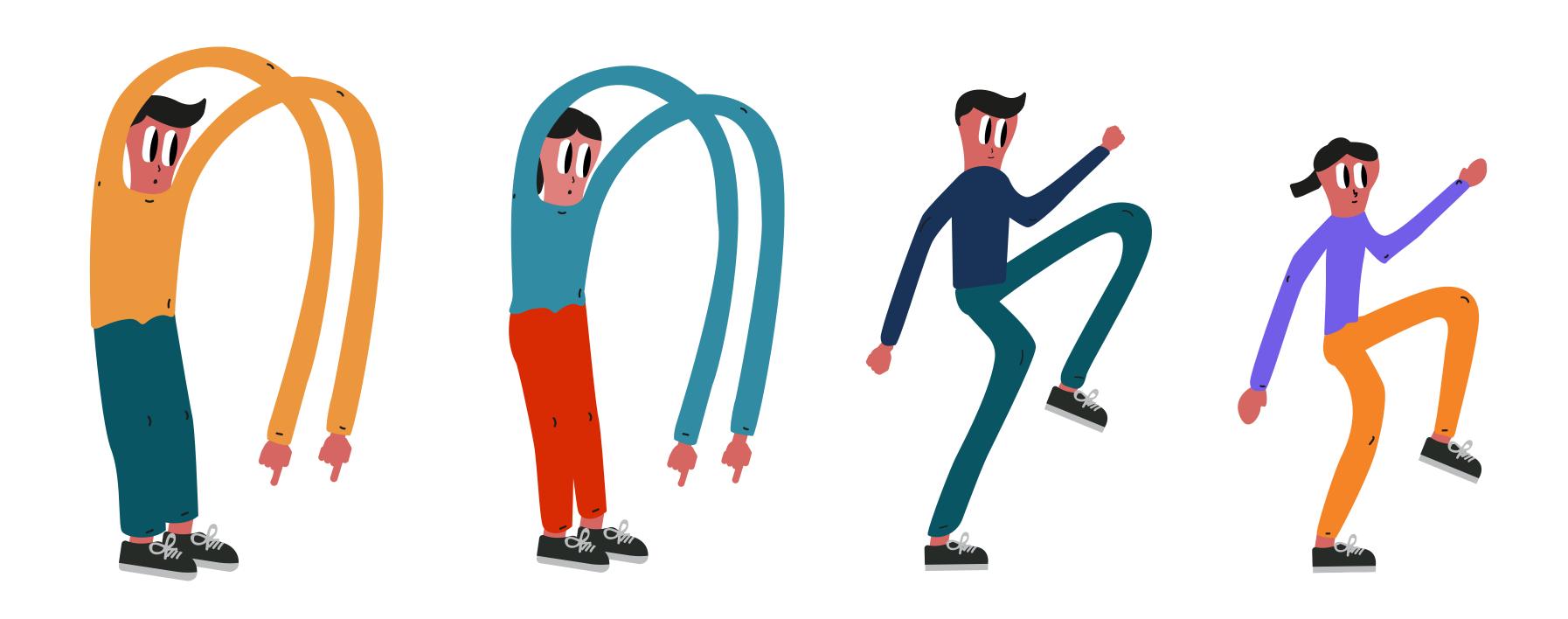




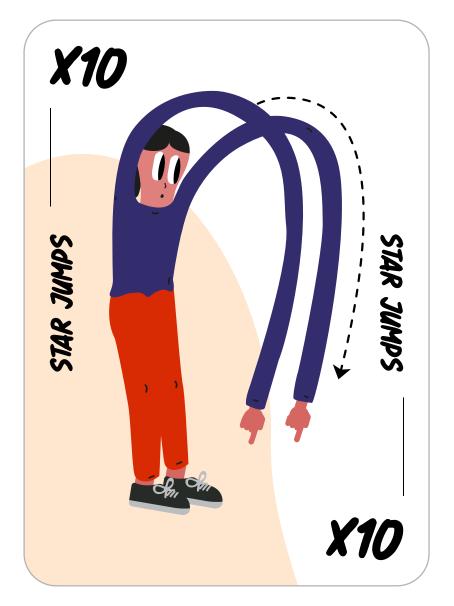








Front Special Back Rule card









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Packaging – Colour 1



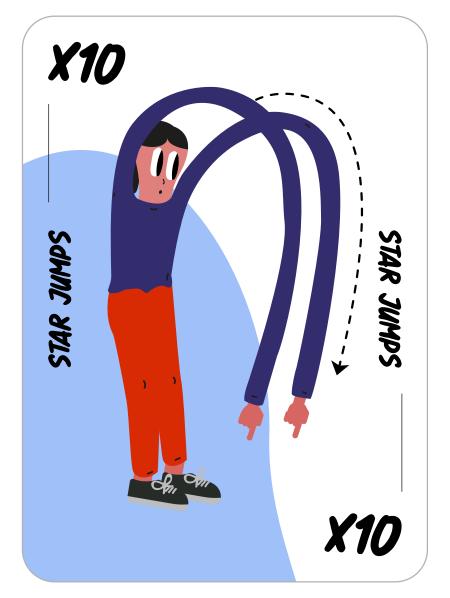








Front Back Rule card Special









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Packaging – Colour 2











Thanks

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