



**DESIGN  
VENTURA**  
2023–24

# HOW TO SUBMIT YOUR ENTRY 2023-24

the  
DESIGN  
MUSEUM

+

**BORN TO BE**  
The Deutsche Bank youth  
engagement programme





DESIGN  
VENTURA  
2023–24

# A step-by-step guide to entering Design Ventura 2021-22

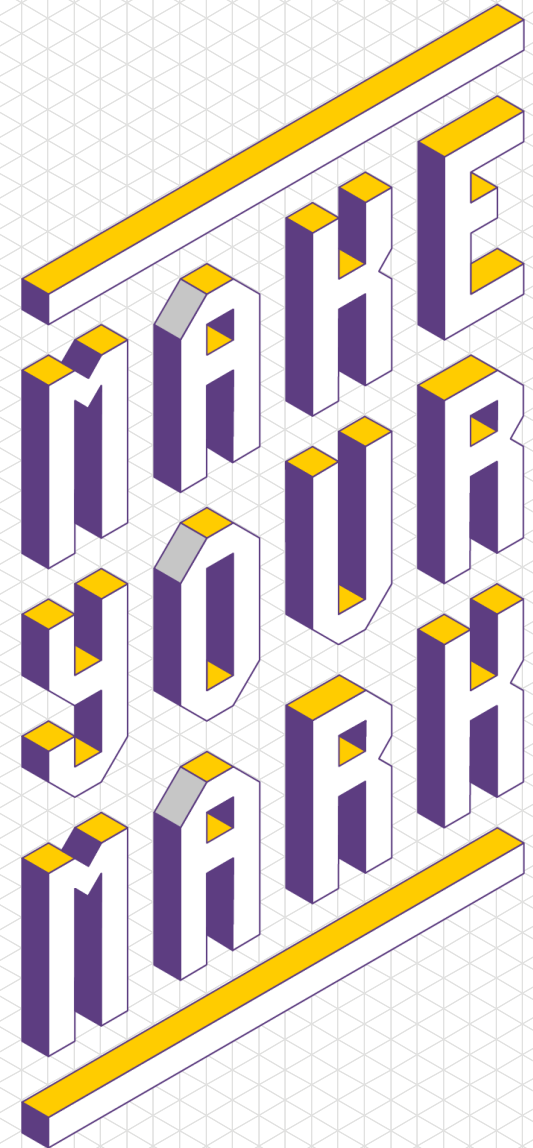
Open for submissions from  
January 2024

Final Deadline: 21 February 2024

# Overview

## To enter the Ventura competition you should:

1. Select **ONE** team to represent your school
2. Log in and complete online competition entry form
3. Attach 3 x A3 'visualisation sheets' to the online form
4. Look out for the shortlist announcement on 5 March 2023



# Reasons to enter

## Design Ventura 2023-24

- Certificates for **all** students that complete the project
- A chance to see your students' work exhibited at the Design Museum
- An experience day at the Design Museum with goody bags and prizes for all shortlisted teams
- All submissions receive feedback from expert designers (whether they are complete or not)
- Winning student team will work with designers to develop and manufacture their product for sale in the Design Museum Shop



# SELECT A TEAM

Select one team's idea to represent your school



- Hold an in school pitching event where every team presents their idea to a panel of judges.
- Invite your head teacher, local businesspeople, guest designers or other colleagues to help judge.
- Refer to the [Judging Criteria](#) to choose the winning idea
- Take photos or film the pitches and share them on the Ventura website or via [Twitter](#) or [Instagram](#)

# EVALUATIONS

To complete your submission, you must fill in the following:

- The [Teacher Evaluation Survey](#)
- **All students** that participated in the project need to complete the [Student Evaluation Survey](#) (not just selected team)



# COMPLETE THE ONLINE FORM



- Log in to the Ventura website here: <https://ventura.designmuseum.org/>
- Work with the team to complete the [online competition entry form](#) (Submissions open from January, final deadline 21 February 2023).  
You can save your entry as a draft or submit it.
- You will find it helpful to complete [a practice form](#) on paper before starting the online form.
- Ventura Tip: See past entries on the previous years page: <https://ventura.designmuseum.org/about/previous-years/>
- See the Pitching your Idea section of the Project Guide for practice forms: <https://ventura.designmuseum.org/project-guide/pitching-your-idea/>

# ONLINE FORM

## Tips



Please note: You need to be **logged in** to complete the form. You can find the online form here:

<https://ventura.designmuseum.org/account/submit-entry/>

**Forgotten Password?** you can reset it here:

<https://ventura.designmuseum.org/login/reset-password/>

**The next slides show screen grabs of the online form...**





## Submit your entry

Congratulations for reaching this point in the Design Ventura competition. Now it's time to send your School's entry for us to review. Once we have confirmed receipt of your entry it will be reviewed by the shortlisting panel and the top ten ideas will be announced. Use the judging criteria to select ONE team from your school to compete in the Design Ventura Competition.

For a complete entry we need to receive:

- completed online form
- 3 A3 design sheets as a pdf (see guidance for what to include)
- optional budget template
- completed [teacher evaluation](#)
- completed [student evaluation](#) for all participating students (not just the winning team)

Please note, once you have submitted your entry you are not able to change it so please check it carefully.

### About you

Name of your school\*

Submitting teacher name\*

Year group\*

More than one option can be selected

Year 9

Year 10

Year 11

Team members\* Please check the spelling of each team member's name. A minimum of 4 names and a maximum of 6 names can be entered.

### About your idea

## About your idea

Product name\*

Your idea\*

Summarise in 100 words or fewer. What does it do? Remember to answer the original brief.

Target Audience\*

Who is your exact target audience? How will they find out about your product?

Sustainable design\*

How will you avoid making a negative impact on the environment?

Manufacturing\*

What will your product be made of? How will you manufacture it?



## Costing and budget

What is the cost price of one product?\*

How many products do you plan to make and sell?\*

What will the retail price of one product be?\*

What is the total profit that you will make from sales?\*

Which charity would you donate the proceeds to? Why?\*

Upload your files\*

We are looking for:

> 3x A3 sheets (pref as a single PDF)

> Optional budget template

> Optional additional info on marketing materials

Drop files here or

Select files

Additional links

SAVE DRAFT OF YOUR ENTRY

SUBMIT YOUR ENTRY



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# FILES



## Ideal file formats:

jpeg or PDF

## Max file size:

3MB

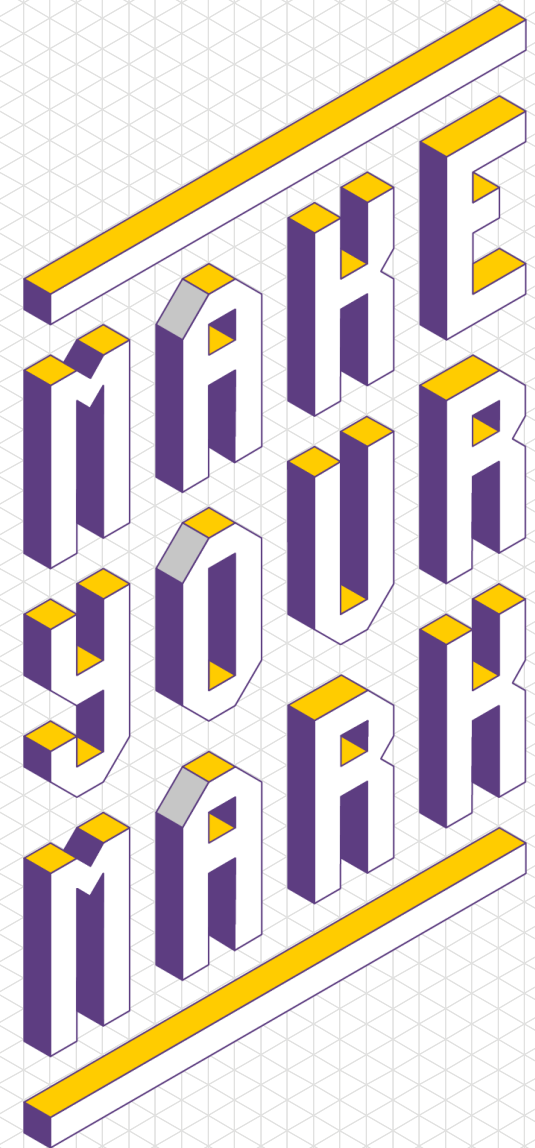
## Please include your school name in each file name e.g:

Ventura Academy design sheets.pdf

# Examples

## A3 Sheets

- The following pages show a selection of A3 sheets received in previous years that made it into the top ten shortlist.
- They show a variety of approaches from hand drawn, to computer generated, including photography, source material, links to websites etc.
- There is no right or wrong way to do it, but make sure the idea is clearly communicated and visually striking.



## INITIAL DESIGN

By Poppy, Harmony and Molly

Our first design we chose was an elephant toy, however this changed to an elephant origami. Not long after we realised that elephant origami was very difficult, not being suitable for young children to play with. Finally we chose Safari animal cut-outs.

Safari theme



Animals we chose:

- Elephant
- Giraffe
- Lion

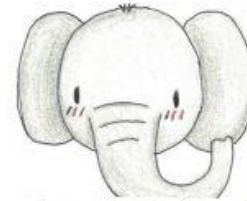
The animals will be mix & match

Cost:

- We will sell the final product for £5.00.
- One roll of recycled brown card costs £16.93, an A4 sheet costs £1.00
- One sheet of cork costs £3.99.



Safari Animals!!



Our logo →

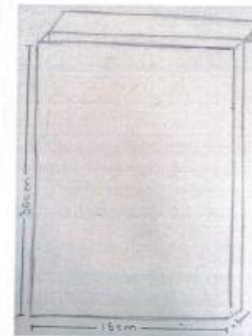


- The animal pieces will be on a sheet of cork, and when used the user will have to 'pop' the parts out of the cork sheet.

- Packaging made out recycled cardboard

- Designs will be stuck on using stickers

This is our packaging, it is 30cm x 15cm



# IDEA DEVELOPMENT

By Poppy, Harmony & Molly

This is the packaging, for reference we made it 3 times - after as our model.

Safari Animals!



Now that we have decided to create our animals, we will have 3 bodies, (elephant, lion, giraffe) which will have the legs already attached. Sadly you will not be able to take them off and mix and match with other animals. We did this to ensure that the animals will be as well built as possible.

The heads will all be detachable including the elephant ears and lion mane. We also made the tails detachable to maximise the fun.

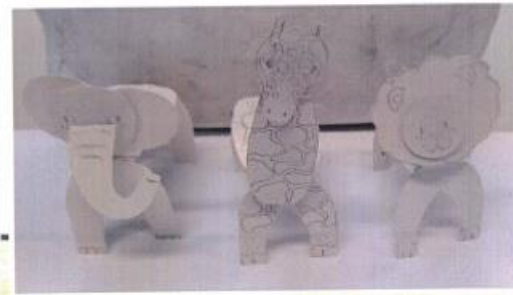
We decided on the name, Safari Matchamals!



Our first prototype animals, made out of paper. We had an elephant, lion & a giraffe.

Original animals.

Animals mixed & matched



# FINAL DESIGN

Harmony, Poppy, Molly

The product will come with a full body including the back legs and the neck. The front legs will be attached using double sided tape. The animal heads, tails, ears and mane will be detachable, giving the ability to mix and match.



We changed the name of the product from Safari Animals to Safari matchimals

- Cost:
- Card - £0.40
  - Colouring pencils - £0.50
- Total cost: £0.90

Selling price: £3.00

Safari Matchimals are animal pieces that you can mix & match. For young children over the age of 3. It is made of recycled card, which is biodegradable.

We decided to keep the packaging, but now included colouring pencils so they can colour and design their own animals.





## Our research

### Problem we looked at

We found that lots of people forget to water plants and plants will die if not given water they need. People sometimes forget to do this because they are busy or they do not realize when their plants need watering. We found that this is a common problem for lots of people usually for indoor plants mainly and we wanted to look at ways we could remind people to water plants as they are important and we must look after them.

We took a picture below to show the problem that we found, This was one plant that didn't have enough water but we also found lots of other plants that had died or very dry as well and in our homes. We wanted to create a design that helps people to remember to water plants for people who are busy and might forget to.



We had to research and think about materials to use for the product that were good for soaking up water as the paint had to change colour. We also wanted to use a material that is good for the environment as plastics can be very damaging. We thought about cork and we found out that this material soaks up water well and is made from trees and can be regrown if used. Cork is also a long lasting material and is also easy to cut and use to make our product.

We bought some cork from Tilgear and this comes in a large roll that has enough to make lots of the leaf, you could probably make hundreds. It comes the size of a piece that is 600mm x 900 mm. This was more material that we needed, but we could make lots from it. This costed £ 7. 50 to buy. This would mean that the product could be made for a very cheap price and could make lots from the material bought for £ 7. 50. The cork we bought is also good for laser cutting and could use the laser cutter to make it quicker to cut each of the leaf shapes. We did it by hand that you can see on our next page but if we were making more laser cutter would be a good way to make more of the leaves more quickly.



We also bought some Hydrochromic paint which we had not used before so had to find out how this works and what it does. We found out it is a smart material so it can change colour. We thought that this would work well for our product. We bought a small tub of the paint from Mindsets for £ 9 .95 and this had 50ml of paint. We could make lots of the leaves from this small paint pot as we only used a little bit for the few we made. This means that the product could be made for a low cost if we were to make lots of them to sell in the Design Museum Shop. We think the product could sell for around £ 5.00 and this would mean there could be some profit.



### Designing



#### Our first idea

We first had an idea to make a plant pot that could light up to show you when your plant needed water. The pot and dish underneath would tell you when it needs water and would light up and flash so you know when you should give it some more water. This idea was difficult to do and we didn't know how we would do the electronics in it to make it work and we didn't know if it would be safe with water and might be dangerous to the plant owner. So we then looked at a paint called hydrochromic which changes colour. We also thought that the pot idea would also cost a lot of money to make and it would be more than £ 10. 00 to sell in the Design Museum's shop.

#### Testing out an improved idea

To make it smaller and cost less we tried the idea out with a cork shape leaf with Hydrochromic paint on it. We tested the design by putting it under water or watering a plant and seeing if it changed and see if it works well or not by testing it we know how well it works. We used a leaf made from cork. We were going to use plastic but its not very good for the environment. It can also not soak up the water to make it change colour to green and show you when it needs water. Because the water is brown and dirty from the plant it can sometimes make the paint that is white go a brown colour and we could need to make this better. But it still works well and shows you when it needs water.



The leaf is made out of a cork material so it can soak up the water easily and so it can absorb in the leaf as it has a white paint on it to change colour when in contact with water. The size of the leaf is a little more than a pinkie long and not thick and is wide as a adults thumb. This paint works when water touches the leaf it turns green we chose this paint so we can tell when it needs water or not and it is perfect for our design idea the paint is white but when in contact with water turns green so using this paint we could tell how much water a plant needs or not. We tested this out with a plant at home and it worked well



The cork was sprayed with some spray paint to make it green and look like a leaf colour. The cork was easy to cut and spray green.



Next then we drew out each of the leaf shapes onto the cork material. We put these on to fit as many as we could on the material to save money and not waste any.



We left one side of the leaf plain cork and one side was sprayed green and we added a layer of Hydrochromic paint to the green side of the leaf by painting it on. This was quick and was easy to do.

## Final idea

### Who it's for

The target market is for anyone who struggles to keep their plant alive or help it survive and measures the amount of water it needs or not so it helps the plant owner of the plant by telling the amount of water in the plant or consumed. The leaf could be for kids adults the elderly and more. We decided to focus it mainly on families and adult design enthusiasts who might want to buy this product in the Design Museum Shop. We think that the product is different and not like what already exists because it is environmentally friendly with the cork material and is a useful product that solves a problem we found lots of people have. It also looks good and is very simple to use.

### Why this product

This product helps with people who struggle to keep their plant plants alive and can tell when it needs water or not if it's white it needs water. If its green then its moist and if its white then it needs to be watered and you can see this clearly so you know when to water it. It's made out of cork to absorb water and will slowly turn the Hydrochromic paint white to green. It can sometimes take a while to absorb water in the cork depending on how much water you give the plant but it will eventually turn green. When the water then starts to dry up in the plant then the leaf will turn white again and show you that you need to give the plant more water and this will help to remind you to water your plants and not forget. The leaf would fit in lots of different sized indoor plants easily and cork is long lasting to make the product be used over and over again in different plants.



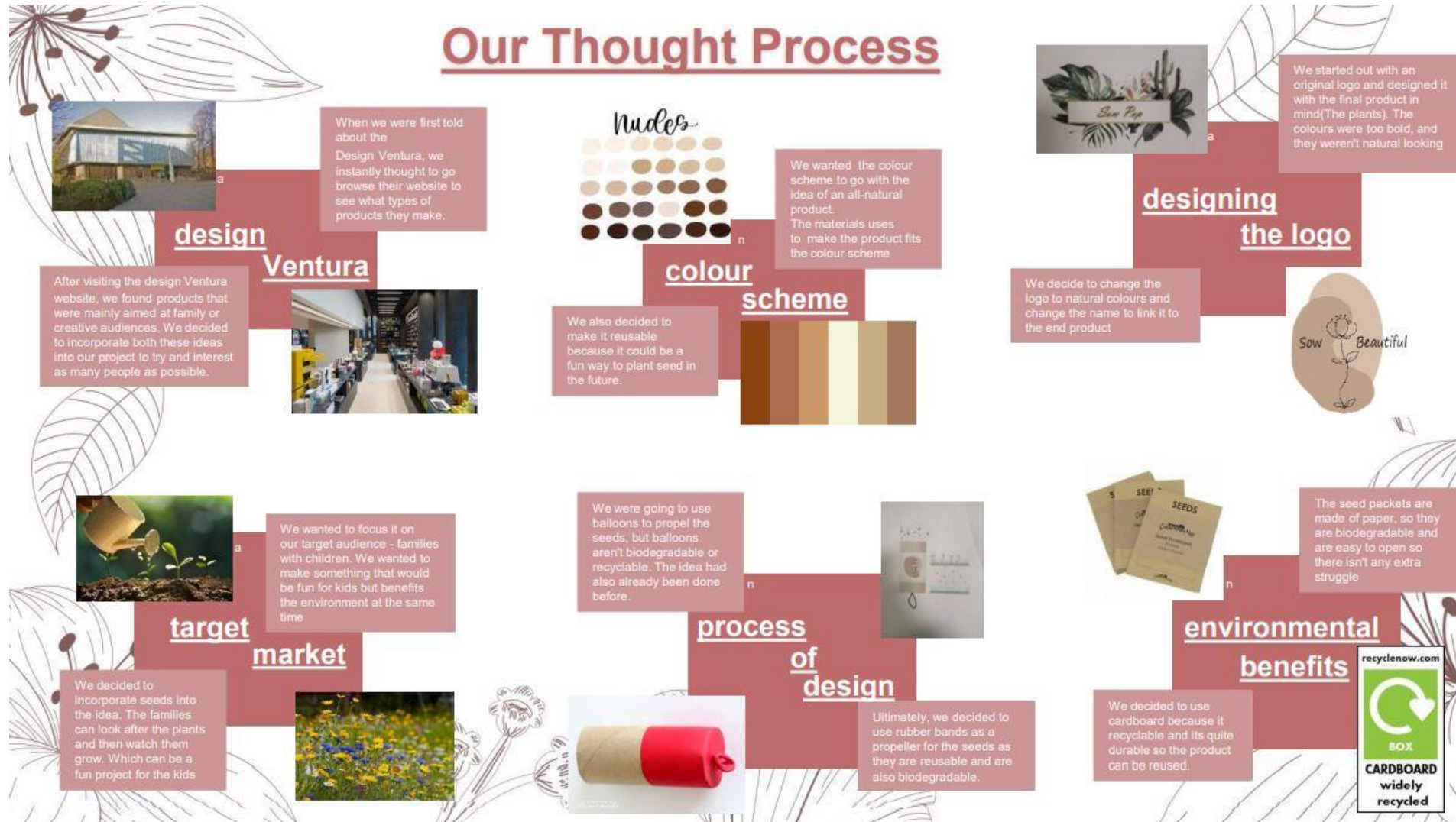
The images here show our final design with the magic leaf in the packaging and also being tested with a plant. You can see how the product would be displayed in the packaging which tells the customer information and is not very wasteful. The images also show it white with a dry plant and then green after it has changed when the plant has enough water.

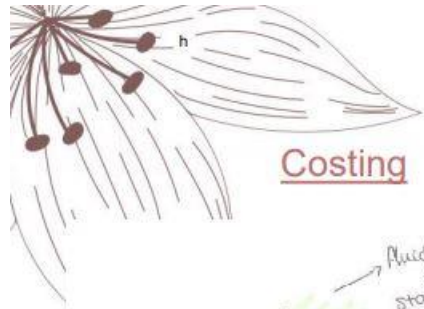


Our packaging design is simple and tells you how the Magic Leaf works and this makes it easy for the customer. It has instructions on the back of how to use it and it has images which help to show you. We added some leaves along the bottom to show with pictures how the leaf works and changes colour when the hydrochromic paint gets wet and turns the leaf green. The packaging is made from card and this can be recycled and is also natural material from wood so can also be biodegrade.



## Our Thought Process

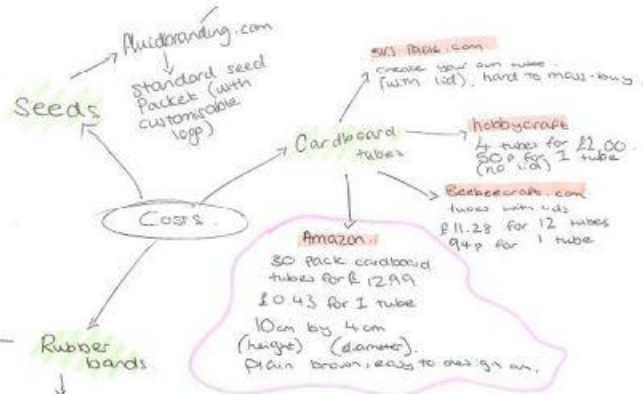




### Costing

## EXTRA INFORMATION

### MATERIALS, LOGO AND COSTING



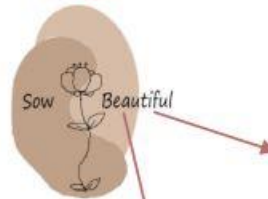
The price of our final product (including packaging and labour costs) is £2.06, - the price of labour for our product would be around 45 pence, the seed packets are 1g each and for 4 that adds up to 16 pence. For a sheet of paper and rubber band it is only 0.02 pence. A cardboard tube with the correct sizing is £0.43 and finally a cardboard box to hold our packaging is around £1

### Materials Used

The materials we are going to use are:

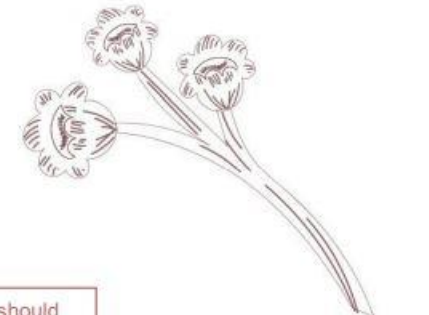
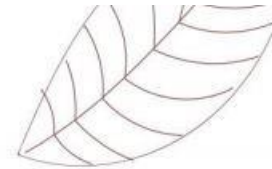
- Cardboard
- Seeds
- Paper
- Rubber bands

### Logo



We decide our logo should be beige and cream and then the box should be brown. These are all very natural colours. We also added a black outline of a flower as our product is about planting sees which will eventually turn into flowers.

We wanted the theme of our product to have earthy colours as our product is recyclable, so it is good for the planet and it is also about planting seeds which helps produce oxygen making the planet a better place.





You throw these and they glide to the floor smoothly.

# Previous Ideas!

We didn't go with these ideas because they don't fit the brief as well as our design idea with the key being the "sense".

Cube

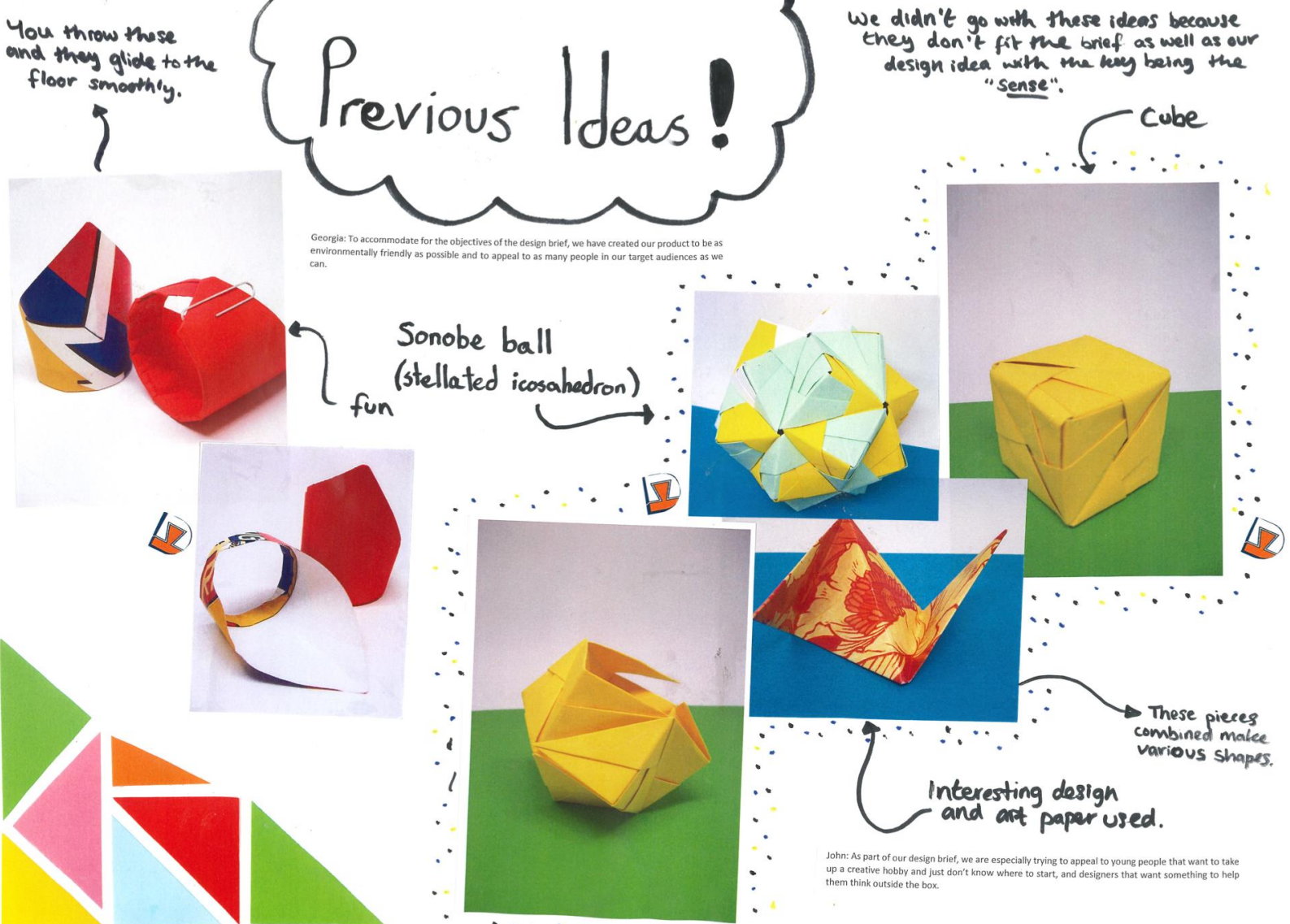
Georgia: To accommodate for the objectives of the design brief, we have created our product to be as environmentally friendly as possible and to appeal to as many people in our target audiences as we can.

Sonobe ball (stellated icosahedron)  
fun

These pieces combined make various shapes.

Interesting design and art paper used.

John: As part of our design brief, we are especially trying to appeal to young people that want to take up a creative hobby and just don't know where to start, and designers that want something to help them think outside the box.





# OUR DESIGN IDEA!

Our idea is called the FlippyBook\* you can use it to mix and match iconic designs to help with your own creative process!



Pages to Combinations

number of combinations

number of pages

\* After an in-school pitch, the team changed the name of their product!

Josh: Not being able to think of an idea is annoying – so why not use a mixture of other ideas? FlipCAM allows you and your students to create new ideas, adapt old ones and modify your own – the physical representation of the SCAMPER teaching technique.

Jake: There are many sources that support the idea that learning visually can help to retain key concepts more effectively – from 29% up to 42% more effectively.

Emily: With 20,475 different possible combinations with only 7 designers work, whatever you choose almost certainly hasn't been seen before! [PROCEEDS TO SHOW HOW FLIPCAM WORKS]

Our 1st prototype!





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## Top Tips

What Makes A Winner?

# Top Tips

## What are the Judges looking for?

- Judges look for **original, well-designed, aesthetically appealing** ideas which meets the brief criteria
- Manufacturing should be feasible for small batch production (around 200 products – this usually rules out commercial injection molding and electronic products)
- The product should appeal specifically to Design Museum Shop customers.
- The product and its materials should show an awareness sustainability.





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# Past Winners

2010-2021

# Design Ventura Past Winners

2010-2021



## 2010

Dove bunting

Haberdashers' Aske's Hatcham College

Carboard bunting you can personalise

Materials: Card, paper and ribbon



## 2011

Badoiing

Walworth Academy

A travel version of the game tiddlywinks

Materials: Polypropylene sheet, travel card wallet and card

# Design Ventura Past Winners

2010-2021



## 2012

Pics Pins

Trinity

Mix and match London landmark badges

Materials: Pin badges and card



## 2013

Squeezys

Weald of Kent Grammar School

London themed tube squeezers

Materials: Acrylic, card and magnet

# Design Ventura Past Winners

2010-2021



## 2014

Card Cogs

Burnage Academy for Boys

Acrylic discs that allow you to

construct structures out of playing cards

Materials: acrylic and card

## 2015

Dazzle Racer

Finchley Catholic High School

Wind up racers that you personalise with stickers

Materials: Wood, elastic band and stickers

# Design Ventura Past Winners

2010-2021



## 2016

Hook20

Harrogate Grammar School A hook for holding a water bottle outside of your bag to avoid spillages

Materials: Polypropylene sheet



## 2017

Petal Pot A plant pot that grows with the plant  
Weatherhead High School

Materials: Gumtec (recycled chewing gum)

[Read their story](#)



# Design Ventura Past Winners

2010-2021



## 2018

Active Snap

Simon Balle All-Through School

A version of the game snap that gets players active

Materials: Card

[Read their story](#)

## 2019

Creative [Un]blocks

Twynham School

Dice that help combat creative block

Materials: Wooden blocks and cardboard packaging

[Read their story](#)

# Design Ventura Past Winners

2010-2021



## 2020

Sow Beautiful

Heckmondwike Grammar School

A seed cannon to create a source of pollen for bees and help combat bee decline.

**Materials:** Card, biodegradable balloon, wildflower seeds

[Read their story](#)

## 2021-22

Eco Seed

Cambourne Village College

A doughnut shaped grid which floats on water keeping seeds moist and provoking them to germinate

**Materials:** PLA and Card

[Read their story](#)



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## Getting in touch

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