Judging Criteria 2024-25

These criteria will be used to select the best entries to the Design Ventura competition at the shortlisting stage and during the final pitching event

Team Name: **School:**

Activity	Criteria **The team has …**	Score
Quality of idea	addressed one of the specified target groups improves everyday life produced an original or novel concept created an appropriate idea for the Design Museum Shop	**/10**
Design	an aesthetically pleasing product created a product that works well and meets a need produced a thoughtful design, supported by research with evidence of testing and development	**/10**
Target audience	developed an idea that will appeal to a specified target audience of shoppers at the Design Museum persuasive marketing ideas that will attract the target audience	**/10**
Manufacturing	identified appropriate and obtainable materials for the production of the idea identified specific and feasible manufacturing processes for the batch production of the idea	**/10**
Sustainability	considered the ethical and environmental implications of their idea included steps to minimise the negative environmental impact of the idea	**/10**
Costing and budget	produced sensible and evidenced costing for the production of their idea indicated how the finances might be managed to make a profit from the sale of the product	**/10**
Presentation	presented idea visually on up to 3 x A3 presentation sheets and a competition entry form used a range of methods to communicate design ideas (e.g. words, images, technical drawings, models) verbally presented their pitch in a convincing way involving all members of the team	**/10**
Total		**/70**

Judge's Comments: