



DESIGN VENTURA 2024-25

Bringing the business of design to life with Deutsche Bank

Judging Criteria 2023-24

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

the DESIGN MUSEUM

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Judge's Comments:

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