



DESIGN VENTURA 2023–24

Bringing the business of design
to life with Deutsche Bank

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Refining an Idea Activity

To learn how to question and redesign a product

Purpose of activity:

- To turn the brief on its head to inform and question
- To provide students with different perspective to build on their ideas
- For students to identify gaps/opportunities for development for their own designs

The goal:

Students redesign and change an existing product.

How:

Students can do this activity in their teams.

Timing: 30 mins

You need:

Products from the Design Museum Shop (and/or everyday items such as playing cards, clothes pegs, keyrings, jigsaw puzzles, postcards...)

This can also be undertaken straight after watching the Design Ventura brief (available as a film on the Design Ventura Website)

Hygiene, Health & Safety:

Hygiene standards should be considered for activities, including regular hand washing, the use of gloves for object handling and cleaning any shared materials with antibacterial wipes/spray between handlings.

The activity:

- Allocate one product per team
- Ask every student to sketch their team's product
- Undertake a quick SWOT analysis (Strengths, Weaknesses, Opportunities, Threats facing the product)
- Challenge teams to adapt the product, making it work in a new way (using the 3 Ps: people, product, pieces)
- Undertake another quick SWOT analysis, reflecting on what has changed

Pin up sketches and discuss as a whole class. Can students identify gaps or problems in their design ideas from this activity?

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