



**DESIGN
VENTURA**
2009–2019

Bringing the business of design
to life with Deutsche Bank

**Design
Ventura**
student brief:

Design a product that improves everyday life, to be sold in the Design Museum Shop for around £10.

Design criteria

Improving everyday life

Your product idea can improve everyday life by meeting the needs of a specific audience group or by addressing a social, educational or environmental issue.

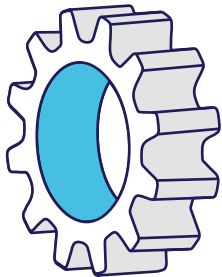
Accessible and sustainable design

Consider the environmental and ethical implications of your idea. Who will it be used by and how? What is the life cycle of your product? How will it be made and where will it end up? Look at the **UN's Sustainable Development Goals** for reference.

Target audience

Your product idea can appeal to a wide audience but should directly target the needs of a specific group, such as:

- ▶ Adult design enthusiasts
- ▶ Young people and students
- ▶ Families



The Design Museum Shop

The business setting for your product is **the Design Museum Shop**. Therefore, your product must complement the other items on sale here, such as books, homeware, toys, games and classic designs.

Costing and budget

Your final design should sell for around £10 per item. It should cost around £5 per product to make, so that you make £5 profit on each product sold.

Your budget must demonstrate simple and evidenced costings for materials, packaging and manufacturing, to show how you can create your product for £5 and how you will make a profit. A budget template and guidance are available to help with this.

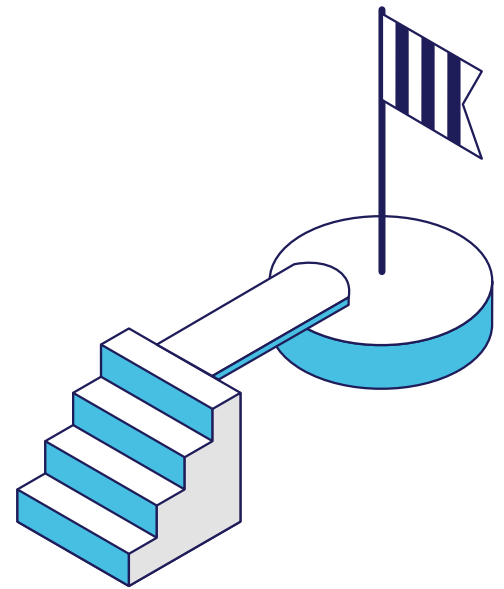
Manufacturing

Show evidence of how your idea could be manufactured in a batch of 200 using materials and technology that are easily accessible to you in your school or in the local area. Bear in mind the environmental impact of the materials and processes you choose to use.

Competition criteria

- ▶ You must work in a team of 4–6 students
- ▶ One entry must be selected per school to submit for judging. You submit this entry online. This includes a submission form and three A3 design sheets detailing your design process – research and initial idea, testing and product development and the final idea.
- ▶ **Competition deadline – 5pm, 13 November 2019**





Guidance

Ideas

Try to generate as many ideas as you can. Remember no idea is a bad idea, and the more ideas you have, the better chance you have of spotting a winner!

Learn from past winners

Avoid high cost manufacturing techniques such as injection moulding: past winning designs have used just one or two simple processes, such as die-cutting, laser cutting or printing, and have been made from one or two flat materials such as cardboard, wood or acrylic (see previous winners on the Design Ventura website).

What we look for in a winning idea:

- ▶ An idea that makes us smile – something that is original and effective in its simplicity, something we want to take home!
- ▶ A well-designed idea – easy to understand and use, works well and is visually appealing
- ▶ An idea that is useful – addresses a specific need or solves a problem and has been tested with its target audience
- ▶ A real product for a real person – it is clear who will use it, how they will use it and it has been tested with this user group
- ▶ A product that is viable – uses simple and readily available materials and manufacturing processes
- ▶ A product that is ethical and sustainable – uses sustainable materials and processes and/or addresses a social, educational or environmental issue
- ▶ Appeals specifically to Design Museum Shop customers rather than general retailers

Next steps

Students: Research your target audience and the Design Museum Shop. Remember, if you are excited by your ideas, we will be too. We can't wait to see what you come up with.

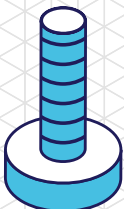
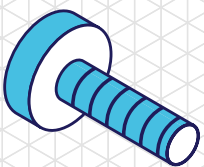
Teachers: Read through your teacher notes pack and book free events such as teacher CPD and student workshops.

Good luck!

Resources

Make use of the great range of films, print outs and resources available on the Design Ventura website to help you in your design process.

Find them at ventura.designmuseum.org



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DESIGN
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