



**DESIGN
VENTURA**
2024-25

Bringing the business of design
to life with Deutsche Bank

FREE PROJECT FOR SCHOOLS

**MAKE
YOUR
MARK**

**HAVE YOUR PRODUCT SOLD IN
THE DESIGN MUSEUM SHOP!**

the
**DESIGN
MUSEUM**

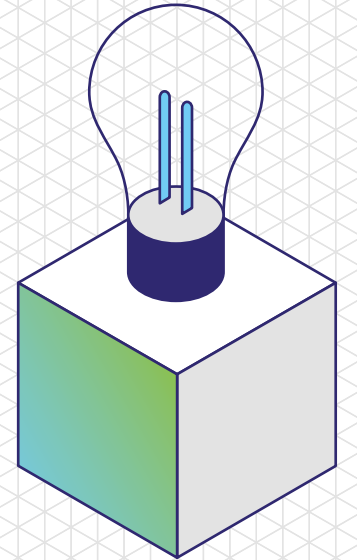


Deutsche Bank

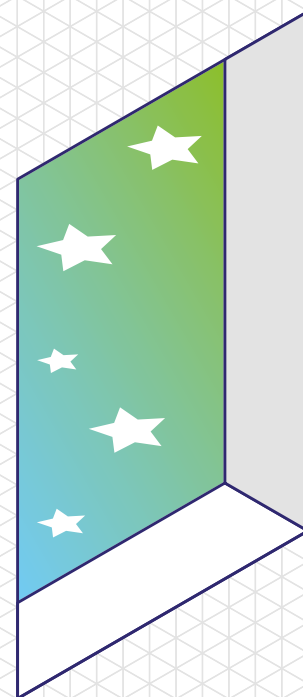
Welcome to
Design Ventura

Calling
Makers
Inventors
Thinkers
Creators
Innovators

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Project summary

Design Ventura is an award-winning design and enterprise competition open to UK state secondary schools across the country. State school students in years 9, 10 and 11 compete to design a product that will be manufactured and sold in the Design Museum shop. International and Independent schools are welcome to participate and compete for a separate prize.

Design Ventura puts design skills in a real-world context, developing student creativity and enterprise capabilities. This is the fifteenth year of this exciting challenge, which is generously supported by Deutsche Bank as part of their youth engagement programme which aims to unlock the potential of the next generation.

The project is simple and flexible. It is led by teachers who deliver the programme in their schools using resources and information available online at ventura.designmuseum.org

Design Ventura can be run in lesson time, as an extra-curricular club, or as an off timetable day, and can be delivered in the classroom or via remote learning. This year the programme will run across the Autumn and Spring terms.

There are a variety of opportunities to gain support from the Design Museum, designers and business experts. This can be done virtually through newsletters and via the Design Ventura website and social media platforms, and in person through free student workshops, museum visits and teacher CPD events. The Design Ventura team are on hand throughout the project to offer support by telephone or via email.



^ Free Design Ventura workshop at the Design Museum

Online Mini Challenge

This year we are again running an online mini-challenge for years 7 and 8, taking place over the Autumn term. The theme for the mini challenge is Story, inspired by the Design Museum's The World of Tim Burton Exhibition. Students can work individually or in teams to answer an abridged version of the brief and win prizes sent in the post. All project resources can be used to support the delivery of the mini-challenge, which can be run in a single lesson or over a rotation/carousel.



^ 2023–24 Winning Team, The Piggott School

the
DESIGN
MUSEUM



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What's involved?

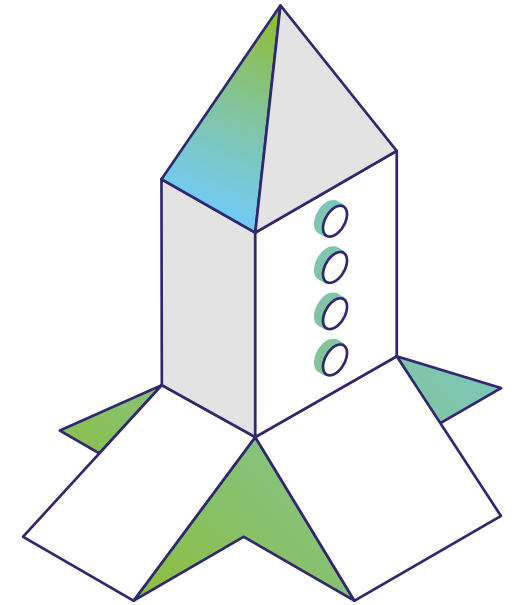
The Design Ventura brief challenges young people to design a product for sale in the Design Museum Shop for around £15.

The full written student brief is detailed on page 6 and a short film of the brief is available on the Design Ventura website from September.

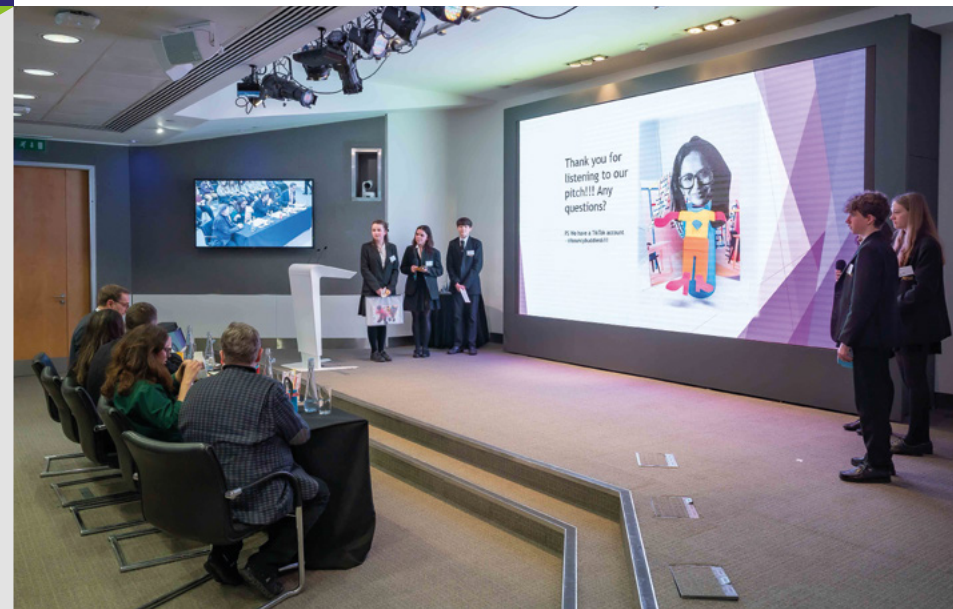
You can choose to run Design Ventura in the Autumn and/or Spring terms. Students work in teams of 4–6 to develop a product idea that responds to the enterprise and design criteria of the brief.

The top ten state school shortlisted teams will be invited to a pitching day in March 2025 to present their idea to a judging panel of industry experts and Deutsche Bank's London head office. The project ends with a large-scale celebration event at the Design Museum in April 2025, with trophies and certificates presented to students by top designers.

Following this, a public exhibition of the top ten ideas will be displayed at the Design Museum and the winning team will go on to work with professional designers to develop and manufacture their product for sale in the Design Museum Shop.



The Design Ventura 2024–25 brief challenges students to create a sustainable and enterprising product suitable to sell in the Design Museum shop for £15.



^ Pitching Day, Design Ventura 2023–24

By the end of the project the students should have worked in teams to:

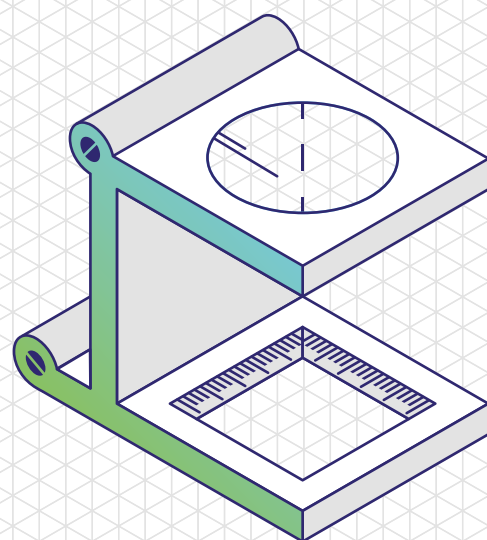
- ▶ Research the Design Museum shop and target audiences
- ▶ Generate, prototype and analyse product ideas
- ▶ Develop a chosen idea
- ▶ Investigate how their product would be manufactured
- ▶ Identify suitable materials, thinking about sustainability
- ▶ Produce a costing and budget
- ▶ Develop 3 x A3 design sheets summarising their research, development and final idea
- ▶ Pitch their idea in school
- ▶ From the pitching, choose one group's idea to submit in the inter-school competition

Competition entries can be submitted from January 2025 and the final deadline for entries is 26 February 2025.

Design Ventura in detail

Since 2010, over 160,056 students from more than 3,340 schools have taken part in Design Ventura.

Last year, 310 schools and 16,408 students took part in the Design Ventura competition.



All the materials and resources that you need to take part in this year's project are available at ventura.designmuseum.org, but there are also a range of optional additional activities that you can choose to join:

- ▶ Free CPD sessions for teachers
- ▶ Free webinars with leading designers
- ▶ Design Museum visits for schools
- ▶ Free Design Ventura workshops supported by design and business professionals including Deutsche Bank employees (held at the Design Museum or online)

All of these are free and bookable via ventura.designmuseum.org from July.

Website resources are available to support you in delivering each stage of the project:

1. Launch, September 2024

Kick start the project by introducing your students to the Design Museum, the competition and this year's brief and brief setter. Organise your students into teams and allocate team roles to individual students.

Key resources on

ventura.designmuseum.org:

- ▶ The Design Ventura brief as a PDF, PowerPoint and short film
- ▶ An outline for a launch workshop
- ▶ Team role descriptions as a PDF

2. Research

Encourage your students to gather information and inspiration to develop their first responses to the brief. This could include looking at the Design Museum website, or booking a free Design Museum visit including a 90-minute workshop. You could curate your own handling collection (e.g. collecting products that cost around £15 as examples) or look at the Design Museum shop website for inspiration.

Key resources on

ventura.designmuseum.org:

- ▶ Design Museum Shop film
- ▶ Design Museum Shop website (designmuseumshop.com)
- ▶ Location research student worksheet
- ▶ Target audience student worksheet
- ▶ Design Museum Shop factsheet and presentation



▲ School Workshop at the Design Museum

3. Idea generation

Encourage your students to apply their research as they develop their ideas. Activities could include mind-mapping or drawing and modelling with simple materials such as paper and card. Encourage them to come up with as many ideas as possible. A visit to the Design Museum at this stage would be helpful for inspiration.

Key resources on

ventura.designmuseum.org:

- ▶ The online idea generator, theideamachine.org
- ▶ An hour long Paper Forms workshop video with designer Haidée Drew
- ▶ Information and online booking for museum visits and Design Ventura workshops (you must be logged in)

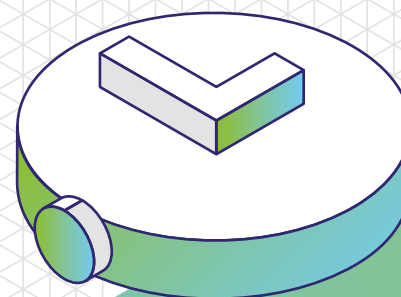
4. Refining your design

Help your students question their idea to develop, improve and reflect upon their design.

Key resources on

ventura.designmuseum.org:

- ▶ Outline for a design development workshop
- ▶ Prototyping film and activity
- ▶ Sustainability film
- ▶ Judging criteria



Time commitment

You can spend as little or as much time on the project as you like, but we recommend students have a minimum of 9 hours to cover preparation, research, and the Design Ventura workshops. You will also need to set aside time to allow your teams to prepare and present a 'pitch' to sell their idea to the wider group, and time to complete a competition submission and feedback surveys.

5. Enterprise

By this stage your students should have chosen one idea to pursue in response to the brief. This session should focus on the business and enterprise aspects of the competition: explore marketing, budget, and pitching/presenting ideas.

Key resources on

ventura.designmuseum.org:

- ▶ Outline for an enterprise workshop
- ▶ Evaluating branding worksheet
- ▶ Budget template

6. Pitching your idea

Hold an in school pitching event where all teams present their final ideas to a panel of school judges/the rest of the class. You could invite colleagues from other departments, senior management or guests from local businesses to join the judging panel. Award prizes to the top teams. Choose one overall winning team to represent your school in the Design Ventura competition.

Key resources on

ventura.designmuseum.org:

- ▶ Outline for a design communication workshop
- ▶ Pitching guidelines, template and top tips
- ▶ Judging criteria
- ▶ Pitching Day films

7. Finishing up: submit your entry from January 2025

Final Deadline: 26 February 2025

Enter one team to represent your school in the final Design Ventura competition. This team will work with you to complete a competition entry form describing their idea and its business case, and 3 x A3 sheets outlining:

1. initial design ideas and research
2. design development
3. final idea (including images of prototypes or models)

This is also the time when you and your students need to complete project evaluation surveys.

Key resources on

ventura.designmuseum.org:

- ▶ Outline for a finishing up workshop
- ▶ Practice entry form
- ▶ How to submit
- ▶ Examples of past competition entries
- ▶ Link to online evaluation form

Afterlife:

The competition entry should not be the end of the project.

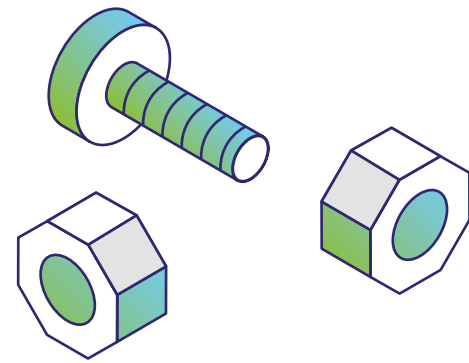
Once we have received a competition entry and evaluation surveys from your school, every student will be sent a hard copy certificate to acknowledge the skills they have developed through participation in Design Ventura.

Key resources on

ventura.designmuseum.org:

- ▶ Information on what happens next
- ▶ Ideas for taking students' interest further





Create a sustainable and enterprising product suitable to sell in the Design Museum shop for around £15.

Design criteria

This year, Design Ventura invites students to create a product for the Design Museum shop inspired by the theme Change.

We encourage students to be creative and imaginative in their product designs. A great place to start your research is by looking at existing designs and designers who are inspired by change.

Accessible and sustainable design

Consider the environmental and ethical implications of your idea. Who will it be used by and how? Is it accessible? Can it be used by everyone? How will it be made and where will it end up? Look at the **UN's Sustainable Development Goals** for reference.

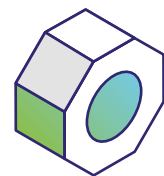
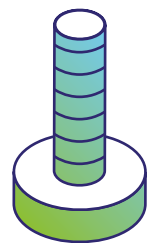
Target audience

Your product idea can appeal to a wide audience but should directly target a specific group relevant to the Design Museum Shop, such as:

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

User research

By researching your target audience, you can understand their needs. Consider how your product benefits your audience, and let your research inform your design.



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, see designmuseumshop.com for more information.

Costing and budget

Your final design can cost around £15 per item. It should cost around £7 per product to manufacture for you to make a profit.

Your budget must demonstrate simple and evidenced costings for materials, packaging and manufacturing, to show how you will create your product and how it 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.

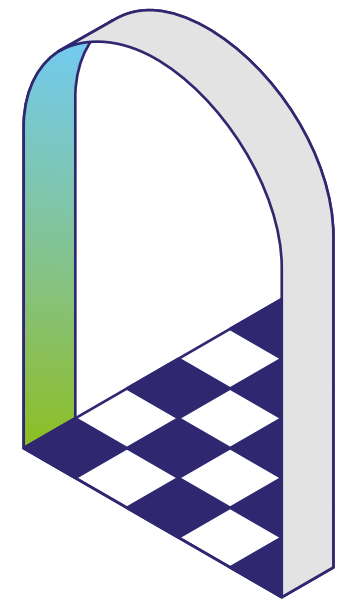
Submitting

- ▶ 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 –
 1. research and initial ideas,
 2. testing and product development,
 3. the final idea.
- ▶ **Competition deadline – 26 February 2025**

We encourage all schools to submit to the competition despite of what stage your students' design has reached. All submissions will receive feedback from our judges and all students in the group will receive participation certificates.



^ Industry Speed Networking at the Design Museum Celebration Event 2023–24



Guidance

Ideas

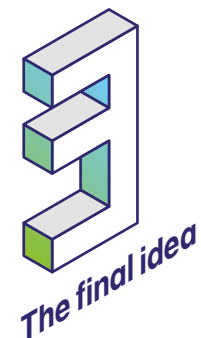
Try to generate as many ideas as you can. Remember no idea is a bad idea, and the more ideas you have, the better chance you have of spotting a winner!

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 bamboo (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 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: Book free events to support your teaching (online teacher CPD, webinars 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



^ Target audiences for the Design Museum shop includes adult design enthusiasts

Free supporting activities

CPD sessions for teachers

Design Ventura offers free CPD sessions to prepare teachers to run the project. These offer professional practice development and industry insight. Book your place through ventura.designmuseum.org (you must be logged in).

Free group visits to the Design Museum

As a Design Ventura registered school you are welcome to bring your students to the museum for free. This offers the chance for primary research in the Design Museum and its shop.

Resources are available to support your visit and research process. For more information email ventura@designmuseum.org



^ Shortlisted student team, Design Ventura 2023–24

Project resources

Accessing resources and managing your project online:

The Project Resources section on ventura.designmuseum.org signposts learning resources for the different stages of the project to make relevant materials easy to find. This is for guidance only; you may want to use all sections or only some. All resources can also be reviewed on the website resources index.

All registered teachers will have their own account on the website. This allows you to see the full range of resources and guidance. You need to be logged in to access the teacher prep section.



^ Shortlisted student team at Pitching Day, Design Ventura 2023–24



^ Panel of judges at Pitching Day, Design Ventura 2023–24

Live events

A range of live events will provide students and teachers with extra inspiration and guidance.

Weekly Webinars

Gain insight into different stages of the project from real-world designers and how they approach their work.

Industry Insights

This event showcases a range of experts from the design industry sector to provide students with perspectives on design careers.

Teacher CPDs

In-person and online teacher CPDs will take place throughout the competition to provide teachers with the skills and confidence to support students' learning in relation to the programme stages.

Free workshops at the Design Museum

Bring your students to the Design Museum for a free 90-minute workshop led by one of our museum educators. These sessions run Monday to Friday from September – December 2024, and are for UK state schools only.

The content of the workshops gives students an insight into every step of the competition, from idea generation to prototyping. Workshops are supported by design and business professionals, including Deutsche Bank employees.

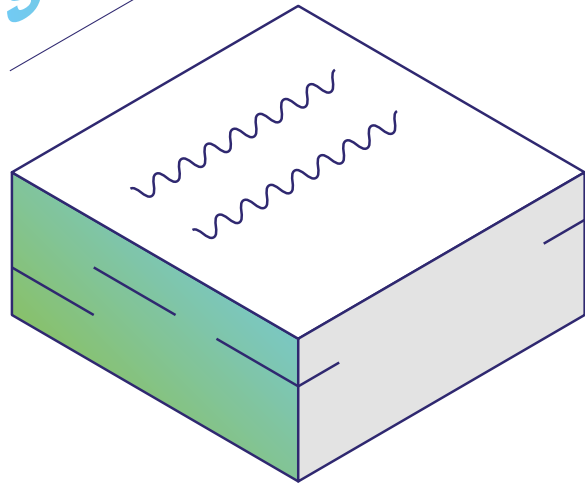
We encourage you to book a workshop at any time during the competition, as these can be adapted to suit any stage students are at in the classroom.

Free online workshops

State schools outside of London who cannot travel to the Design Museum can book a 60 minute online workshop, run by a museum educator. These are delivered via Zoom.

Email ventura@designmuseum.org to book free in-school, online or museum workshops.

Preparing for submission



Choosing your entry for submission:

Only one entry per school can be submitted to the Design Ventura competition. You can select this team by running your own pitching event at school, where students will present their ideas so you can choose the team that will represent your school.

In school pitching events can be run and judged in a number of ways:

- ▶ Presenting to classmates in a class vote during lunchtime or lesson
- ▶ Assembly to year group
- ▶ Presenting to a panel of teachers, the student council, local business people, senior management

This a great opportunity for all students to get the experience of communicating ideas in a persuasive way both on paper and through pitching. In school pitching helps students:

- ▶ Gain confidence
- ▶ Review their ideas and how they relate to the brief
- ▶ Share their ideas
- ▶ Improve their communication skills

Tips for submission:

- ▶ There is no right or wrong way to do it, we encourage every school to submit an entry to the competition whether this is completed or not.
- ▶ A variety of approaches from hand-drawn to computer generated, including photography, links to websites, etc. can be included in submissions.
- ▶ We've seen enough designs for: desk tidies, pencil cases, fidget toys and mobile phone cases. We want to see something new, try and think outside the box.
- ▶ Students can present their ideas however they'd like, just make sure to communicate ideas clearly for the judges to understand.

Reasons to submit:

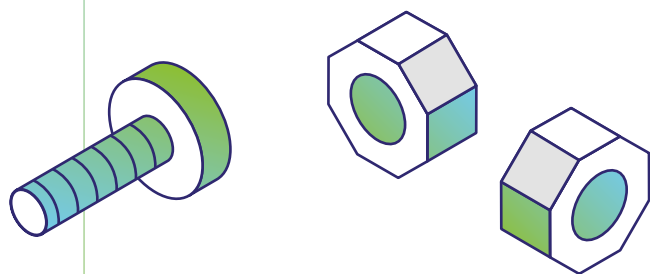
- ▶ Participation certificates for all students that have taken part in the programme in school (not just submitted entry)
- ▶ We encourage submissions to be submitted for each school including incomplete or unfinished submissions as expert feedback will be provided by judges
- ▶ A chance to work with designers to develop and manufacture their product for sale in the Design Museum Shop
- ▶ Receive feedback on design idea from panel of design professionals.

Submitting a competition entry

One entry from your school is submitted by 26 February 2025 via ventura.designmuseum.org as:

- ▶ Completed submission form (online) 3 x A3 design sheets showing:
 1. research and initial ideas
 2. idea development and
 3. final design
- ▶ Completed teacher surveys and student surveys
- ▶ Optional, but recommended, completed budget template

We encourage all schools to submit to the competition regardless of what stage your students' design has reached. All submissions will receive feedback from our judges and all students will receive participation certificates.



∨ Industry Speed Networking at Celebration Event, Design Ventura 2022–23



Judging process

Prizes

All participating students from submitting schools will be awarded a Design Ventura certificate. The top ten shortlisted state school teams will be invited to a celebration event at the Design Museum in April 2025, where they will receive Design Museum goody-bags and award certificates.

The 10 top teams will also have their work publicly exhibited at the Design Museum.

One overall winning team will work with professional designers to develop their idea into a product that will be manufactured and sold in the Design Museum Shop. The judges will award further commendations to recognise other innovative, sustainable or enterprising teams.

The second prize winners will win an experience day supported by professional designers, tailored to their product idea.

International and Independent Schools Category

The top 3 international and independent schools will be asked to submit a three-minute video pitch. Judges will review this to decide on a winner for this category.

Prizes

The top 3 teams for this category will be invited to the Design Museum for an award day, where they will receive Design Museum goodie-bags and award certificates.



∧ Winning team at Celebration Event, Design Ventura 2023–24

Judging the shortlist

Competition entries will be assessed by a panel of industry experts. They will shortlist the top 10 ideas from UK state schools and 3 from the International and Independent School category, who compete for a separate prize.

The top 10 state school teams will be invited to attend a pitching event held at Deutsche Bank's London head office in March 2025. At this event teams will pitch their idea to a high-profile panel of judges, including eminent designers and business professionals.

We ask that all teams attend the pitching event in person. Financial assistance will be available to schools travelling from outside London and the South East.

Choosing an overall winner

Our judges will review your competition entry forms and pitches to select one overall Design Ventura winner. This team's idea will be developed, manufactured, and sold in the Design Museum Shop, and they will be presented with the prestigious Design Ventura trophy. Judges will award further commendations to recognise other innovative, sustainable or enterprising teams. These winners will be announced at the Design Ventura Celebration Event in April 2025.

Judging criteria

Entries will be judged on:

- ▶ **Quality of idea** – a feasible, considered and clearly communicated idea that responds to the brief.
- ▶ **Innovation** – a genuinely creative idea that could compete in the real marketplace of the Design Museum shop.
- ▶ **Sustainable and ethical considerations** – evidence of thinking about the wider impact of the whole life of the product.
- ▶ **Branding style** – considering the context of the Design Museum shop.
- ▶ **Marketing strategy** – persuasive ideas to attract buyers.
- ▶ **Cost management** – sensible and evidenced costings and a basic understanding of how the product sales could make a profit.

The Judging Criteria can be downloaded from the Design Ventura website here: ventura.designmuseum.org

2010–11

► Dove Bunting by Haberdashers' Aske's Hatcham College
Materials: Card, paper and ribbon



▼ Badoiing by Walworth Academy
Materials: Polypropylene sheet, travel card wallet and card

2011–12



2015–16

► Dazzle Racer by Finchley Catholic High School
Materials: Wood, card tube, dowel and rubber band



2016–17

► Hook20 by Harrogate Grammar School
Materials: Polypropylene sheet and cardboard



2012–13

◀ Pics Pins by Trinity School
Materials: Pin badges and card



2013–14

◀ Squeezeys by Weald of Kent Grammar School
Materials: Acrylic, card and magnet



2017–18

◀ Petal Pot by Weatherhead High School
Materials: Gum-tec (recycled chewing gum)



2018–19

▲ Active Snap by Simon Balle All-Through School
Materials: Card



2014–15

► Card Cogs by Burnage Academy for Boys
Materials: Acrylic, playing cards and cardboard



2019–20

▲ Creative [Un]blocks by Twynham School
Materials: Wood and cardboard



2020–21

► Grow Wild by Heckmondwike Grammar School
Materials: Card, biodegradable balloon and wild flower seeds



2021–22

◀ Eco Seed by Cambourne Village College
Materials: Recycled PLA and cardboard



2022–23

▲ Stack It! by The Piggott School
Materials: Smile Plastics and recycled card



2023–24

► Colour Countdown by The Piggott School
Materials: Card and Acetate



Winning Ideas

Tips for winning ideas
The winning ideas since 2010 have been simple, original ideas.

We do not want to see:

- Desk tidies, pencil cases, earphone wraps, mobile phone cases/stands
- Injection moulding or other expensive materials or processes

What we look for in a winning idea:

- An idea that is easy to understand and use and works well
- A product that uses simple and readily available materials and manufacturing processes
- A product that uses sustainable materials and processes
- A product that appeals specifically to Design Museum customers rather than general retailers

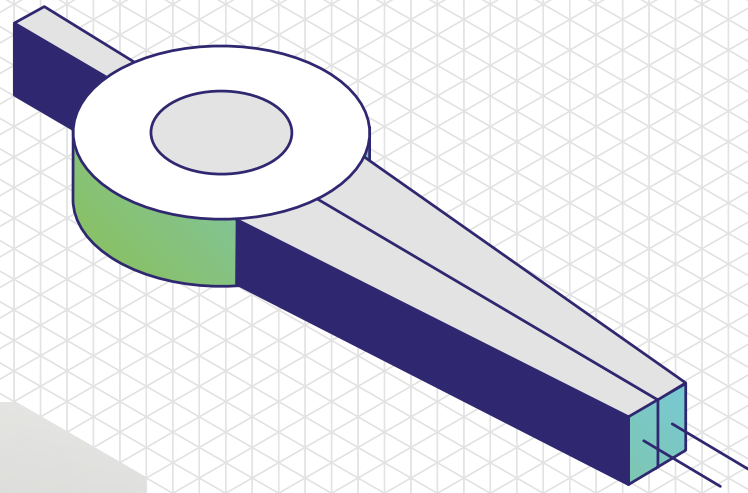
Simple means:

- One main manufacturing process such as die-cutting, laser cutting or printing
- One or two key materials such as wood, card, paper, or bamboo
- An idea that is easy to understand and use

Original means:

- It stands out from the most common competition entries (phone holders, desk tidies and earphone accessories)
- A clear concept that relates directly to the brief and target user

Curriculum context for Design Ventura



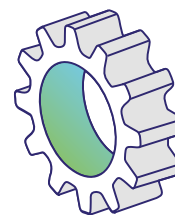
^ Free Design Ventura workshop at the Design Museum

Design Ventura develops students' creativity and enterprise skills, supporting the current National Curriculum and GCSE requirements for Design Technology and other subjects.

The project includes the following opportunities for all students:

- ▶ Experience the real-world context of design, developing knowledge and understanding of the design industry
- ▶ Practice the iterative process of designing and making
- ▶ Implement user-centred design with a real target audience
- ▶ Explore the Design Museum exhibitions and wider museum environment for research and exploration
- ▶ Respond creatively to a 'live' brief set by a leading designer
- ▶ Learn from industry professionals including designers and businesspeople
- ▶ Develop and communicate design ideas using annotated sketches, detailed plans, and oral and visual presentations, and other tools
- ▶ Practice meaningful teamwork and collaborative decision-making
- ▶ Test, evaluate and refine designs to meet the needs of specific users
- ▶ Respond to issues of ethical and sustainable business and design

The project is broad and balanced, and has been developed to support the aims of the National Curriculum. By providing creative, industry-context learning opportunities, it supports students to develop the skills and attributes they need to succeed at school, at work and in life.



^ Industry Speed Networking at the Design Ventura Celebration Event 2023-4

Design and Technology Key Stage 3

Design Ventura fits closely with the Programme of Study at KS3, offering a highly relevant and rich learning opportunity for students:

Online Mini Challenge

This year we are again running an online mini-challenge for years 7 and 8 over the Autumn term. The theme for the mini challenge is Community, inspired by the Design Museum's Rebel: 30 Years of London Fashion exhibition. Students can work as individuals or in teams to answer an abridged version of the brief and win prizes sent in the post. All project resources can be used to support the delivery of the mini-challenge and be run in a single lesson or over a rotation/carousel.

Year 9

Design Ventura can support year 9s, particularly those who are considering GCSE D&T options, in a hands-on and engaging way. Opportunities within the project include:

- ▶ Enrichment opportunities for enthusiastic or more able students
- ▶ Learning outside of the classroom
- ▶ Preparation for GCSE D&T, to inform option choices at year 9.

Key Stage 4

Design Ventura provides the ideal introduction to GCSE D&T, exposing students to ways of thinking and doing that model ideal behaviours for the qualification.

The principles of sustainable design, innovation and creativity are core to the project and underpin the requirements of D&T at KS4 for GCSE. In addition, GCSE D&T specifications advocate for the engagement of students with the subject and encourage work related learning – all of which can be supported by Design Ventura.

Other subjects and extra-curricular activity

Design Ventura has been successfully adapted to suit many subjects for years 9, 10 and 11 including BTEC and GCSE Art and Design, Business Studies, and beyond. The Design Ventura team would be delighted to support and advise any teacher wishing to use the project in a new subject area.

Design Ventura can be run as a STEM/STEAM club or CREST Award project.

Cross curriculum approaches

Design draws on skills and knowledge relevant to a number of subjects, uniting creativity, teamwork, technical skills, and critical thinking. Design Ventura is well-placed to support learning throughout the curriculum and can bring learning to life for young people through its practical applications. You may wish to work in partnership with another department to reinforce this point – for example collaboration between the D&T or Art & Design Departments and a Business Studies Department would bring together key aspects of the project.

The project has been run successfully across whole year groups, using an integrated curriculum to support the development of a range of skills and attitudes.

Further curriculum information

Full curriculum maps are available for KS3 D&T, and for GCSE D&T mapped to specific exam boards by emailing: ventura@designmuseum.org



Student workshop, Design Ventura 2020 >

“Design Ventura gives a brilliant insight into the complexity of designing from a brief (good preparation for the NEA contextual challenges) and a wonderful opportunity for working as a group.”

Design Ventura 2020 participating teacher



Timeline tick list

Designing is not a linear process, and the Design Ventura project can be tackled in lots of different ways. This year the programme will run over the Autumn and Spring terms. The following list gives an idea of steps to cover but is by no means prescriptive.

Design Ventura 2024–25 goes live from September!

Launch your project

- Visit the Design Ventura website at ventura.designmuseum.org to check out essential project info and resources
- Watch the Design Ventura Brief video
- Organise students into teams of 4–6
- Team members take on design and enterprise roles and responsibilities
- Research the Design Museum online for initial inspiration
- Identify products for sale online that relate to the brief (designmuseumshop.com)
- OPTIONAL: Book a free 90-minute workshop at the Design Museum or a free 60-minute online workshop for your students

‘Launch’ support materials are available in the ‘Project Guide’ on the Design Ventura website.

Research and development

- Research key info about the Design Museum and its shop
- Research relevant products and consider your target audience
- Create a profile for your target audience or user
- Generate initial ideas in response to the brief

Design development

- Run a design workshop using our template session
- Develop design ideas through sketches and/or 3D modelling
- Identify key design features of your ideas to make your product appeal to the target user or customer
- Explore materials and think about how this will affect manufacturing and cost
- Consider sustainability throughout the development of your ideas
- Each team selects their best idea and creates further design sketches and a simple model or prototype

‘Design’ support materials are available in the ‘Resources Index’ on the Design Ventura website.

Be enterprising!

- Consider the available budget and choice of materials, simple manufacturing processes etc
- Think through costings – use the budget template on the website as a guide
- Create a marketing plan and identify your product’s USP
- Test your product idea on your target market e.g. students in the playground, teachers, family or carers etc, and modify it as necessary
- Prepare a pitch to ‘sell’ the product idea to the rest of the class

Class pitch

- Download the Design Ventura Judging Criteria (available in ‘Resources Index’) to support you with this activity
- Hold a pitching session in which each team presents their final design idea to the rest of the group
- Choose the best idea for entry into the Design Ventura competition
- This top team refines their design idea, creates a simple 3D model or 2D presentation and finishes their competition sheets, completes an entry form and relevant evaluation forms for submission
- Check out the entries made by last year’s winning teams for ideas and support with your entry

‘Submit Your Entry’ support materials are available in the ‘Project guide’ on the Design Ventura website.

Submit your entry

- Submit a completed single competition entry form and evaluation forms by 5pm on 26 February 2025 to represent your school in our Design Ventura competition
- Enter online at: ventura.designmuseum.org

Shortlisted entries are announced and schools informed, check blog section on website for announcement.

‘Submit Your Entry’ forms and information are available in the ‘Project guide’ on the Design Ventura website.

March 2025

Pitch perfect

Top ten shortlisted Design Ventura teams compete in a Pitching Day at Deutsche Bank’s London head office in which they pitch their idea to a panel of leading designers, entrepreneurs, and the Design Museum’s Head of Retail.

April 2025

Celebrate!

Finalists attend a celebration event hosted at the Design Museum in which the winning teams are announced. The top ten entries from UK state schools are exhibited at the Design Museum in a special public exhibition. All participating students receive Design Ventura certificates.

International and Independent Schools Category

The top three shortlisted schools in this category are invited to submit a 3-minute pitch video. They are then invited to a prize day at the Design Museum where awards are announced.

Frequently asked questions about Design Ventura

Who is the project for?

The Design Ventura project aims to support students in years 9, 10 and 11 (or their equivalent outside the English curriculum) with design-related aspects of the English National Curriculum. A short online mini challenge is open to students in year 7 and 8 over the Autumn term. Participating students will be studying subjects such as Design and Technology, GCSE and BTEC Art and Design or other creative subjects. This project enables the Design Museum to work with teachers to support young people. It also provides a critical opportunity to understand the professional and economic context of design in a hands-on way.

Is the project only for state schools?

All schools can register to take part in Design Ventura with students aged 13–16.

State Schools

Ten UK state schools will be shortlisted to pitch to the judging panel for the chance of having their product made and sold in the Design Museum Shop. The top ten schools will be invited to the Celebration Event at the museum and see their work on display in the Design Museum.

International and Independent Schools

International and independent schools can run the programme but compete for a separate prize. The top 3 schools in the International and Independent Category are asked to submit a 3-minute video pitch. These top three teams are invited to the Design Museum for an awards presentation.



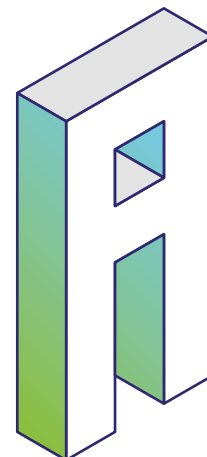
Can I bring my students to the Design Museum?

Yes, you can bring your students to visit the Design Museum for free.

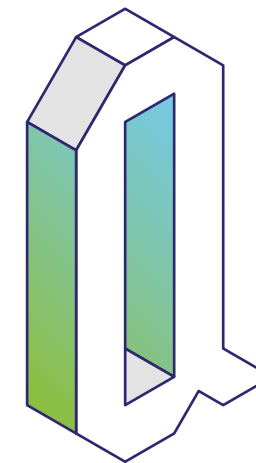
Groups of ten or over must be booked in via bookings@designmuseum.org, please let them know that you are a Design Ventura group. Groups of ten or more are also eligible for a reduced entry rate into the ticketed temporary exhibitions.

State schools can also bring students for a free 90-minute Design Ventura workshop to support their work on the project. There are a limited number of workshops available. These can be booked through the Design Ventura website and are allocated on a first come first served basis. State schools based outside of London can book free 60-minute online workshops, which are delivered via Zoom.

Workshops aim to inspire students, encouraging innovation and supporting them in an iterative, user-centred design process.



^ In Person Teacher CPD, the Design Museum 2019



What is the Design Ventura brief?

To design a product to sell for up to £15 in the Design Museum Shop. Students will be challenged to create a product that embraces the Design Museum's ethical and environmental values and appeals to Design Museum Shop visitors.

A film of the 2024–25 brief will be available on the Design Ventura website from early September. The full specification is online now under the 'Launch' section of the project guide (see ventura.designmuseum.org)

Is there a competition?

Yes! This competition is open to students aged 13–16. Each school may enter one team of 4–6 students. This year, there will also be an online mini challenge for years 7 and 8, where students can enter as individuals to win prizes sent in the post.

Are there prizes?

Yes! All participating students will receive a Design Ventura certificate that acknowledges the skills they have used as part of the project. This will be a valuable asset for achievement portfolios and college applications. Other prizes, including Design Ventura awards and trophies, will be presented at the Celebration Event in April 2025. Second prize winners will win an experience day at the Design Museum with a professional designer. The top three shortlisted school teams in the International and Independent Category will be invited to their own prize giving event at the Design Museum.

Who will judge the competition?

A combination of design and business experts including a senior Deutsche Bank representative and the Director of Retail at the Design Museum.

Is the Design Ventura website for teachers or students?

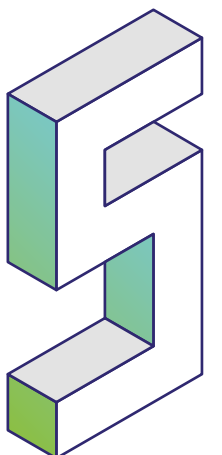
The website has been designed to meet the needs of teachers primarily, but we encourage students to make use of the films and online resources. Registered teachers can access all areas of the site, obtaining a range of learning materials to support classroom-based lessons and enrichment activities relating to the project.

How will you know if this project makes a difference to young people?

The Design Museum is working with the Design Department at Goldsmith's College in the University of London to evaluate the impact of the Design Ventura project. The evaluation project has run over the past ten years and will continue in 2024–25. Evidence from previous years suggests that 98% of participating students reported an increase in self-confidence and resilience, and a similar number of students reported that they are better at working as part of a team as a result of taking part in the project. Each year, a copy of the evaluation report is made available on the Design Ventura website: ventura.designmuseum.org

Is there an online presence for Design Ventura?

Yes – ventura.designmuseum.org is the project hub. Many participants never come to the Design Museum, but participate remotely by accessing materials including PDF worksheets, PowerPoint presentations, videos, and live online sessions.



Project website

ventura.designmuseum.org

This site is a 'one-stop shop' for the project. It provides a personalised dashboard for each registered teacher to help shape their delivery of the project. You will find inspirational design products, videos of designers, workshop outlines, forms, and student worksheets online.

The Design Ventura website also features a lively blog that shares activities and events taking place throughout the year. Contributions from students and teachers are welcomed on the Design Ventura blog – email ventura@designmuseum.org to find out more.

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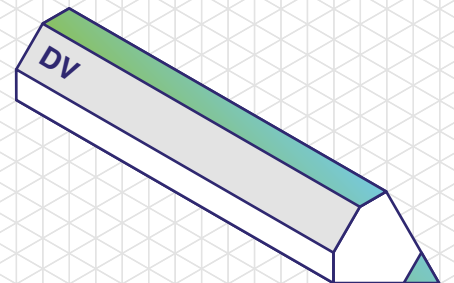
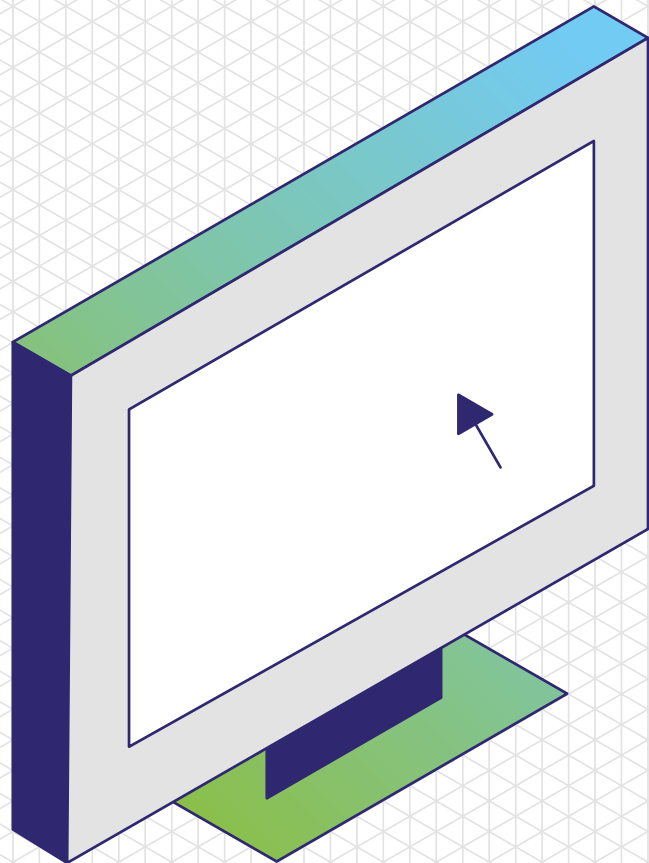
For further information

✉ ventura@designmuseum.org

🐦 [@DesignVentura](https://twitter.com/DesignVentura)

📷 [@design_ventura](https://www.instagram.com/design_ventura)

Notes



Contacts and support

Help and support is available from the Design Ventura team throughout the project. CPD and resources aim to provide all the tools and preparation to run the project, but we also understand that there are varying circumstances that schools are working under. Please do contact the team at any time if you have questions, need help or additional support.

Design Ventura team

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