

## Design Ventura 2020 goes live from September!

### Launch your project

- Visit the Design Ventura website at [ventura.designmuseum.org](http://ventura.designmuseum.org) to check out essential project info and resources
- Watch the 2020 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](http://designmuseumshop.com))
- OPTIONAL: Plan a visit to the Design Museum. You can book in to visit the shop and DMU exhibition.
- OPTIONAL: Book a free 90-minute Design Ventura workshop for your students. These run from November – February and are limited in number and allocated on a first come first served basis.

**‘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. How do these relate to the products already on sale at the museum?

### 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 of 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 to completing this activity
- 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
- Sign up to a free 90-minute workshop at the Design Museum or organise a school visit. These are free and bookable via the Design Ventura website

### 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 ‘Project guide’ on the Design Ventura website**

### Submit your entry

- Submit a completed single competition entry form and evaluation forms by 5pm on Wednesday 24 February 2021 to represent your school in our Design Ventura competition
- Enter via online form on: [ventura@designmuseum.org](mailto:ventura@designmuseum.org)
- Enter online at: [ventura.designmuseum.org](http://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 2021

#### Pitch perfect

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

### April 2021

#### Celebrate!

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