



DESIGN VENTURA 2021-22

Bringing the business of design to life with Deutsche Bank

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Judging Criteria 2021-22

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	<ul style="list-style-type: none">addressed one of the specified target groupsimproves everyday lifeproduced an original or novel conceptcreated an appropriate idea for the Design Museum Shop	/10
Design	<ul style="list-style-type: none">an aesthetically pleasing productcreated a product that works well and meets a needproduced a thoughtful design, supported by research with evidence of testing and development	/10
Target audience	<ul style="list-style-type: none">developed an idea that will appeal to a specified target audience of shoppers at the Design Museumpersuasive marketing ideas that will attract the target audience	/10
Manufacturing	<ul style="list-style-type: none">identified appropriate and obtainable materials for the production of the ideaidentified specific and feasible manufacturing processes for the batch production of the idea	/10
Sustainability	<ul style="list-style-type: none">considered the ethical and environmental implications of their ideaincluded steps to minimise the negative environmental impact of the idea	/10
Costing and budget	<ul style="list-style-type: none">produced sensible and evidenced costing for the production of their ideaindicated how the finances might be managed to make a profit from the sale of the product	/10
Presentation	<ul style="list-style-type: none">presented idea visually on up to 3 x A3 presentation sheets and a competition entry formused 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

the DESIGN MUSEUM



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Total

/70

Judge's
Comments:

the
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+

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