



## Judging Criteria 2023-24

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:

# DESIGN VENTURA 2023-24

Bringing the business of design  
to life with Deutsche Bank

Activity	Criteria The team has ...	Score
Quality of idea	<ul style="list-style-type: none"><li>addressed one of the specified target groups</li><li>improves everyday life</li><li>produced an original or novel concept</li><li>created an appropriate idea for the Design Museum Shop</li></ul>	/10
Design	<ul style="list-style-type: none"><li>an aesthetically pleasing product</li><li>created a product that works well and meets a need</li><li>produced a thoughtful design, supported by research with evidence of testing and development</li></ul>	/10
Target audience	<ul style="list-style-type: none"><li>developed an idea that will appeal to a specified target audience of shoppers at the Design Museum</li><li>persuasive marketing ideas that will attract the target audience</li></ul>	/10
Manufacturing	<ul style="list-style-type: none"><li>identified appropriate and obtainable materials for the production of the idea</li><li>identified specific and feasible manufacturing processes for the batch production of the idea</li></ul>	/10
Sustainability	<ul style="list-style-type: none"><li>considered the ethical and environmental implications of their idea</li><li>included steps to minimise the negative environmental impact of the idea</li></ul>	/10
Costing and budget	<ul style="list-style-type: none"><li>produced sensible and evidenced costing for the production of their idea</li><li>indicated how the finances might be managed to make a profit from the sale of the product</li></ul>	/10
Presentation	<ul style="list-style-type: none"><li>presented idea visually on up to 3 x A3 presentation sheets and a competition entry form</li><li>used a range of methods to communicate design ideas (e.g. words, images, technical drawings, models)</li><li>verbally presented their pitch in a convincing way involving all members of the team</li></ul>	/10

the  
DESIGN  
MUSEUM

+

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**Total**

**/70**

Judge's  
Comments:

the  
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MUSEUM

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