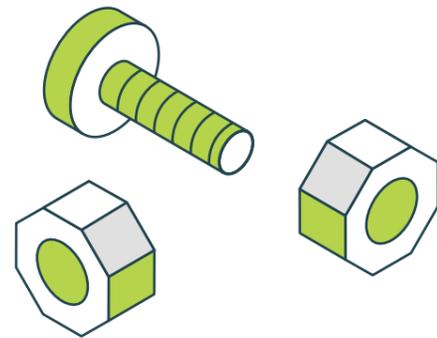


# Design Ventura student brief



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

### Design criteria

Design is all around us. Just as the objects and products we use in our everyday life have been through a design process, so too have the places and environments we inhabit. From the buildings we live in, to the parks we walk in. This year, Design Ventura invites students to create a product for the Design Museum shop that responds to a sense of 'Place.'

#### 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.

#### Accessibility, Inclusivity, Sustainability

Consider the environmental and ethical implications of your idea. Who will it be used by and how? Is it accessible? Is it inclusive? How will it be made and what will it be made of? Where will it end up when it is no longer in use? Look at the **UN's Sustainable Development Goals** for reference.

#### 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](http://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 make so that you can make a profit on each product sold.

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

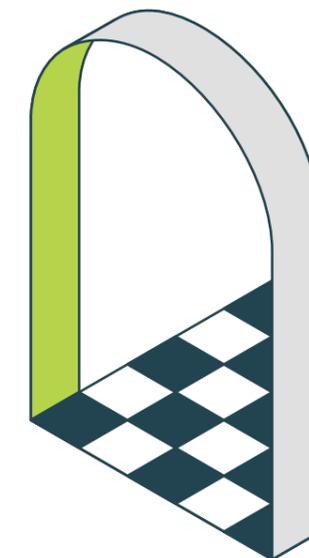
Show evidence of how your idea could be manufactured in a batch of 200 using materials and technology that are easily accessible to you in your school or in the local area. Bear in mind the environmental impact of the materials and processes you choose to use.

#### 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 –
  1. research and initial ideas,
  2. testing and product development
  3. the final idea.
- ▶ **Competition deadline – 23 February 2023**
- ▶ **Design a product for the Design Museum shop that responds to a sense of 'Place.'** To be sold in the Design Museum Shop for around £15.



^ Design Ventura Pitching Day 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 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](http://ventura.designmuseum.org)



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

