



# JUDGING CRITERIA 2017

These criteria will be used to select the best entries to the Ventura competition at the shortlisting stage and during the final pitching event.

Team name + school	
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ACTIVITY	CRITERIA The team has ...	SCORE
Quality of idea	...addressed one of the specified target groups ...improves everyday life ...produced an original or novel concept ...created an appropriate idea for the Design Museum Shop	<b>/10</b>
Design	... an aesthetically pleasing product ...created product that is desirable or meets a need ...produced a thoughtful design, supported by research with evidence of testing and development	<b>/10</b>
Target audience	... developed an idea that will appeal to a specified target audience of shoppers at the Design Museum ...persuasive marketing ideas that will attract the target audience	<b>/10</b>
Manufacturing	...identified appropriate and obtainable materials for the production of the idea ...identified specific and feasible manufacturing processes for the batch production of the idea	<b>/10</b>
Sustainability	...considered the ethical and environmental implications of their idea ...included steps to minimise the negative environmental impact of the idea	<b>/10</b>
Costing and budget	...produced sensible and evidenced costing for the production of their idea ...indicated how the finances might be managed to make a profit from the sale of the product	<b>/10</b>
Presentation  (including optional 3 min pitch)	...presented idea visually on up to 3 A3 presentation sheets and a competition entry form ...used 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 (only applicable to teams pitching to a panel of judges)	<b>/10</b>

**TOTAL** **/70**

Judge's Comments:	
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