

DESIGN VENTURA

STUDENT

BRIEF



Create a well-designed product that improves everyday life, to be sold in the Design Museum Shop for around £10.

Design requirements

Target audience

Your product idea can appeal to a wide audience, but must directly target one customer group from this list:

- Adult design enthusiasts
- Young people and students
- Families

Design Museum Shop

The Design Museum Shop is the business context for your idea and your product must complement the other items on sale here. This includes exhibition materials, books, homeware, toys and classic designs.

Sustainable design

You must consider the environmental and ethical implications of your idea. What is the life-cycle of your product? How will it be made? How will it be used? Where will it end up?

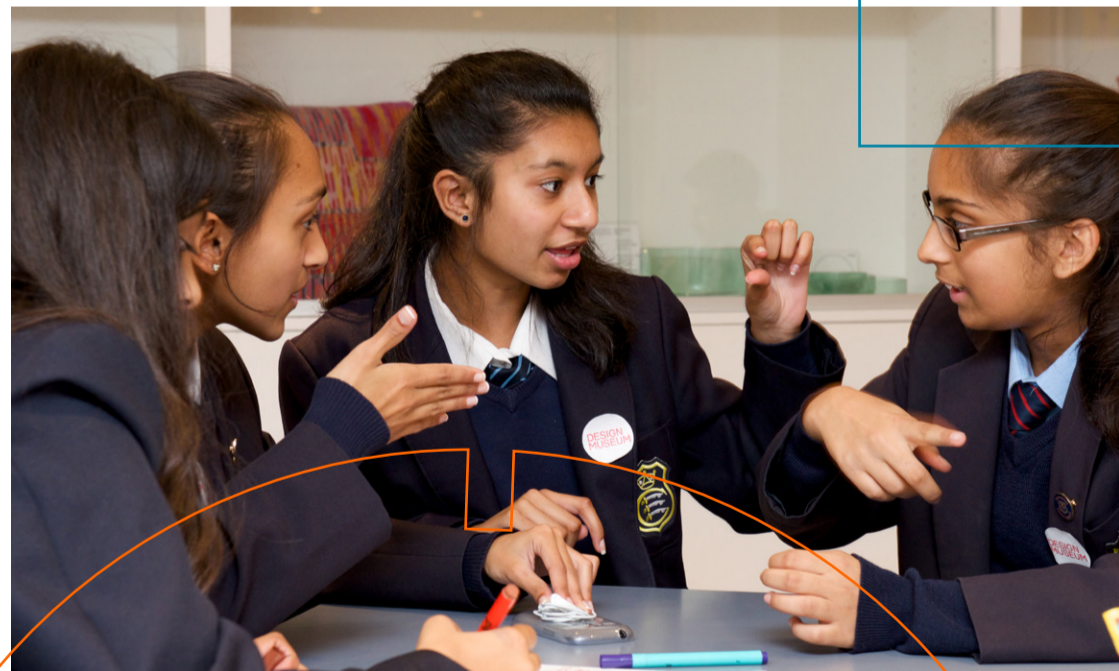
Costing and budget

Your final design should **sell** for around £10 per item. It should cost about £5 per product to make so that you make £5 per profit on each product.

Your budget must show simple, evidenced costs about how you will achieve the £5 per product materials/manufacturing cost and how you 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.



Competition Criteria

- You must work in a team of 4-6 people to tackle this brief.
- One entry must be selected per school to submit for judging and you need to submit this entry online. This includes a submission form and three A3 design sheets detailing your design process – research and initial ideas, testing and product development and final idea.



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 card or acrylic.

What we look for in a winning idea:

- An idea that makes us smile, see things in a new way, we want to take home or is original and effective in its simplicity
- An idea that is useful - addresses a specific need or solves a problem and has been tested with its target audience

- Well designed - an idea that is easy to understand and use, works well and is visually appealing
- A product that is viable - uses simple and readily available materials and manufacturing processes
- Appeals specifically to Design Museum customers rather than general retailers

Next steps

Students: Your starting point for research should be 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. Go to target audience film ([link](#))

Teachers: read through your teacher notes pack and book free events (teacher CPD and student workshops).

Good luck!

Resources

Make use of the great range of films, industry experts' advice and resources on the Design Ventura website to help you in your design process. Find them at ventura.designmuseum.org

