



**DESIGN  
VENTURA  
2020**

Bringing the business of design  
to life with Deutsche Bank

**FREE PROJECT FOR SCHOOLS**

**MAKE  
YOUR  
MARK**

**HAVE YOUR PRODUCT SOLD IN  
THE DESIGN MUSEUM SHOP!**

the  
**DESIGN  
MUSEUM**



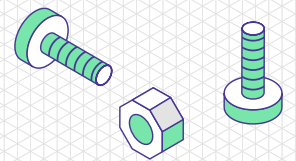
**BORN TO BE**  
The Deutsche Bank youth  
engagement programme



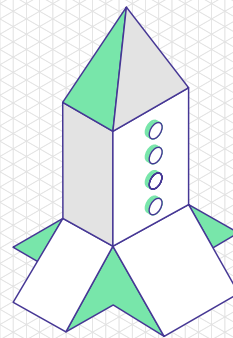
Welcome to  
Design Ventura



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# The project in a nutshell

**Design Ventura is an award-winning design and enterprise competition open to UK state secondary schools across the country. State school students in Years 9, 10 and 11 compete to design a product that will be manufactured and sold in the Design Museum Shop. International and Independent schools are welcome to participate and compete for a separate prize.**

Design Ventura places design skills in a real-world context, developing student creativity and enterprise capabilities. This is the eleventh year of this exciting challenge, which is generously supported by Deutsche Bank as part of its youth engagement programme **Born to Be**.

Design Ventura is simple and flexible. The project is led by teachers who deliver the programme in their schools by accessing resources and information available online at [ventura.designmuseum.org](http://ventura.designmuseum.org) It can be run in lesson time, as an extra-curricular club or off timetable day and can be delivered in the classroom or via remote learning. This year the programme has been extended to run across the Autumn and Spring terms.

There are a variety of opportunities to gain support from the Design Museum, designers and business experts. This can be done virtually through newsletters and via the Design Ventura website and social media platforms, and in person through free student workshops, museum visits and teacher CPD events. The Design Ventura team are on hand throughout the project to offer support by telephone or via email.



^ Free Design Ventura workshop held at the Design Museum 2018



^ Twynham School Design Ventura 2019 winning team

the DESIGN MUSEUM

+

**BORN TO BE**  
The Deutsche Bank youth engagement programme



# What's involved?

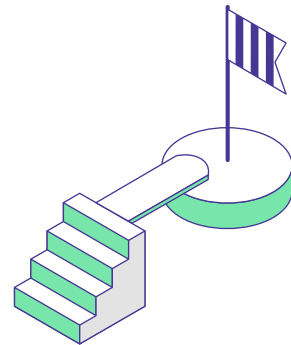
The Design Ventura brief challenges young people to design a product for sale in the Design Museum Shop for around £10.

The full written student brief is detailed on page 6 and a short film of the brief is available on the Design Ventura website from September.

This year, the project will run for longer. You can choose to run it during the Autumn and/or Spring terms. Students work in teams of 4 – 6 to develop a product idea that responds to the enterprise and design criteria of the brief.

The top ten shortlisted teams will be invited to a pitching day in March 2021 to present their idea to a judging panel of industry experts. The project ends with a large-scale celebration event at the Design Museum in April 2021, with trophies and certificates presented to students by top designers.

Following this, a public exhibition of the top ten ideas will be displayed at the Design Museum and the winning team will go on to work with a professional design agency to develop and manufacture their product for sale in the Design Museum Shop.



**The Design Ventura 2020 brief challenges young people to create a sustainable and enterprising product suitable to sell in the Design Museum Shop for £10.**

**By the end of the project the students should have worked in teams to:**

- ▶ Research the Design Museum Shop and target audiences
- ▶ Generate, prototype and analyse product ideas
- ▶ Develop a chosen idea
- ▶ Investigate how their product would be manufactured
- ▶ Identify suitable materials, thinking about sustainability
- ▶ Produce a costing and budget
- ▶ Develop 3 x A3 design sheets summarising their research, development and final idea
- ▶ Pitch their idea in school
- ▶ From the pitching, one idea is chosen by the school and submitted to compete in the competition

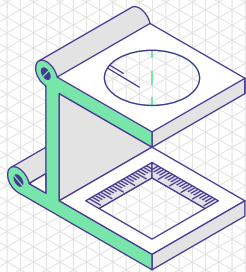
Competition entries can be submitted from December 2020 and the final deadline for entries is 24 February 2021.



^ Design Ventura Pitching Day 2019

# Design Ventura in detail

Since 2010, over 92,500 students from more than 2,000 schools have taken part in Design Ventura. Last year alone, 300 schools participated from across the UK.



All the materials and resources that you need to take part in this year's project are available at [ventura.designmuseum.org](http://ventura.designmuseum.org), but there are also a range of optional additional activities that you can join:

- ▶ Free CPD sessions for teachers
- ▶ Free webinars with leading designers
- ▶ Design Museum visits for schools
- ▶ Free 90 minute Design Ventura Workshops

All of these are free and bookable via [ventura.designmuseum.org](http://ventura.designmuseum.org) from September

▼ Free Design Ventura workshop at the Design Museum 2018



Website resources are available to support you in delivering each of the 7 stages of the project:

### 1. Launch, September 2020

Kick start the project by introducing your students to the Design Museum, the competition and this year's brief and brief seller. Organise your students into teams and allocate team roles to individual students.

- Key resources on [ventura.designmuseum.org](http://ventura.designmuseum.org):**
- ▶ The Design Ventura brief as a PDF, PowerPoint and short film
  - ▶ An outline for a launch workshop
  - ▶ Team role descriptions as a PDF

### 2. Research

Encourage your students to gather information and inspiration to develop their first responses to the brief. This could include looking at the Design Museum website, booking a free Design Museum visit and/or a 90-minute workshop. You could curate your own handling collection (e.g. collecting products that cost £10 as examples) or look at the Design Museum Shop website for inspiration.

- Key resources on [ventura.designmuseum.org](http://ventura.designmuseum.org):**
- ▶ Design Museum Shop film
  - ▶ Design Museum Shop website ([designmuseumshop.com](http://designmuseumshop.com))
  - ▶ Location research student worksheet
  - ▶ Target audience student worksheet
  - ▶ Design Museum Shop factsheet and presentation



▲ Free Design Ventura workshop 2019

### 3. Idea generation

Encourage your students to apply their research as they develop their ideas. Activities could include mind-mapping or drawing and modelling with simple materials such as paper and card. Encourage them to come up with as many ideas as possible. A visit to the Design Museum at this stage would be helpful for inspiration.

- Key resources on website [ventura.designmuseum.org](http://ventura.designmuseum.org):**
- ▶ Outline for a generating an idea workshop
  - ▶ Top tips from designers on video and on their website profiles
  - ▶ Prototyping activity
  - ▶ Information and online booking for museum visits and Design Ventura workshops (you must be logged in)

### 4. Refining your design

Help your students ask questions of their idea to develop, improve and reflect upon their design.

- Key resources on [ventura.designmuseum.org](http://ventura.designmuseum.org):**
- ▶ Outline for a design development workshop
  - ▶ Prototyping film and activity
  - ▶ Sustainability film
  - ▶ Judging criteria

### 5. Enterprise

By this stage your students should have chosen one idea to pursue in response to the brief. This session should focus on the business and enterprise aspects of the competition exploring marketing, budget and pitching/presenting ideas.

- Key resources on [ventura.designmuseum.org](http://ventura.designmuseum.org):**
- ▶ Outline for an enterprise workshop
  - ▶ Evaluating branding worksheet
  - ▶ Budget template

### 6. Pitching your idea

Hold an in-school pitching event where all teams present their final ideas to a panel of judges. You could invite colleagues from other departments, senior management or guests from local businesses to join the judging panel. Award prizes to the top teams. Choose one overall winning team to represent your school in the Design Ventura competition.

- Key resources on [ventura.designmuseum.org](http://ventura.designmuseum.org):**
- ▶ Outline for a design communication workshop
  - ▶ Pitching guidelines, template and top tips
  - ▶ Judging criteria
  - ▶ Pitching Day films

### 7. Finishing up: submit your entry from December 2020

**Final Deadline: 24 February 2021**

Enter one team to represent your school in the Design Ventura competition. The team will need to work with you to complete a competition entry including the following: Competition entry form describing the idea and its business case. Three A3 visualisation sheets outlining:

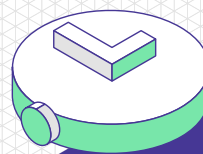
1. initial design ideas and research
  2. design development
  3. final idea (including images of prototypes or models)
- This is also the time when you and your students need to complete project evaluation surveys.
- Key resources on [ventura.designmuseum.org](http://ventura.designmuseum.org):**
- ▶ Outline for a finishing up workshop
  - ▶ Practice entry form
  - ▶ How to submit
  - ▶ Examples of past competition entries
  - ▶ Link to online evaluation form

### Afterlife:

The competition entry should not be the end of the project.

Once we have received a competition entry and evaluation surveys from your school, every student will be sent a hard copy certificate to acknowledge the skills they have developed through participation in Design Ventura.

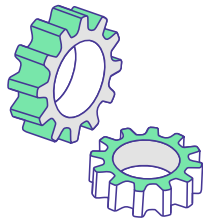
- Key resources on website [ventura.designmuseum.org](http://ventura.designmuseum.org):**
- ▶ Careers resources
  - ▶ Information on what happens next
  - ▶ Ideas for taking students' interest further



## Time commitment

You can spend as little or as much time on the project as you like, but we recommend students have a minimum of 8 hours to cover preparation, research, and the Design Ventura Workshops. You will also need to set aside time to allow your teams to prepare and present a 'pitch' to sell their idea to the wider group, and time to complete a competition submission and feedback surveys.

# Design Ventura student brief



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

### Design criteria

**Improving everyday life**  
Your product idea can improve everyday life by meeting the needs of a specific audience group or by addressing a social, educational or environmental issue.

**Accessible and sustainable design**  
Consider the environmental and ethical implications of your idea. Who will it be used by and how? Does it work for everyone? What is the life cycle of your product? 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 the needs of a specific group, such as:

- ▶ Adult design enthusiasts
- ▶ Young people and students
- ▶ Families

▼ the Design Museum Shop

**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 should sell for around £10 per item. It should cost around £5 per product to make, so that you make £5 profit on each product sold.

Your budget must demonstrate simple and evidenced costings for materials, packaging and manufacturing, to show how you can create your product for £5 and how you will make a profit. A budget template and guidance are available to help with this.

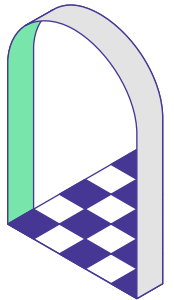
**Manufacturing**  
Show evidence of how your idea could be manufactured in a batch of 200 using materials and technology that are easily accessible to you in your school or in the local area. Bear in mind the environmental impact of the materials and processes you choose to use.

**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 – 24 February 2021**



▲ Design Ventura Pitching Day 2019



### 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. Watch the target audience film in the Research section of the Design Ventura website.

**Teachers:** Read through your teacher notes pack and book free events (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

### 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 acrylic (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

1  
Research & initial ideas

2  
Testing & product development

3  
The final idea



## Free supporting activities

### Free CPD sessions for teachers

Design Ventura offers free teacher CPD sessions for teachers. These prepare teachers to run the project, offer professional practice development and networking opportunities. Book your place through [ventura.designmuseum.org](http://ventura.designmuseum.org) (you must be logged in).

### Free group visits to the Design Museum

As a Design Ventura registered school you are welcome to bring your students to the museum for free. This offers the chance for primary research in the Design Museum Shop and in the Designer Maker User exhibition.

Resources are available to support your visit and research process. Groups are booked in hourly slots (e.g. 2.00pm, 11.00am etc.)

More info and book online: <https://designmuseum.org/schools-colleges-and-universities/self-guided-visits-for-learning-groups>



^ Designer Maker User exhibition at the Design Museum

## Project resources

### Accessing resources and managing your project online:

The Project Resources section on [ventura.designmuseum.org](http://ventura.designmuseum.org) signposts learning resources for the different stages of the project to make relevant materials easy to find. This is for guidance only, you may want to use all sections or only some. All resources can also be reviewed on the website resources index.

All registered teachers will have their own account on the website. This allows you to see the full range of resources and guidance. You need to be logged in to access the teacher prep section.



^ Designer Maker User exhibition at the Design Museum



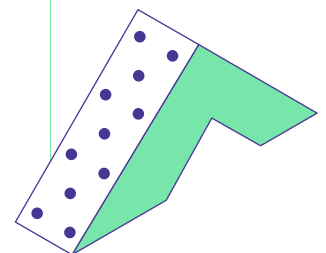
^ Design Ventura Pitching Day 2019

If you wish to participate in these activities you will need to book in advance, you can do this through [ventura.designmuseum.org](http://ventura.designmuseum.org) (when logged in).

### Free workshops at the Design Museum

Get your students inspired and motivated in a free 90-minute workshop led by a museum educator and supported by a design professional and a business professional from Deutsche Bank. This session will take students through the whole design process and develop skills that support GCSE D&T as well as their work for the competition.

These sessions run Monday – Friday from November – February.



# Judging process

**Submitting a competition entry**  
One entry from your school is submitted by 24 February 2021 via [ventura.designmuseum.org](http://ventura.designmuseum.org) as:

- ▶ Completed submission form (online)
- ▶ 3 x A3 design sheets showing:
  1. research and initial ideas
  2. idea development and
  3. final design
- ▶ Completed teacher surveys and student surveys
- ▶ Optional, but recommended, completed budget template

## Judging the shortlist

The competition entries will be assessed by a panel of industry experts. They will select a shortlist of the top 10 ideas from Design Ventura participants from UK state schools and 3 from the International and Independent School Category, who compete for a separate prize.

The top 10 state school teams will be invited to attend a pitching event held in London in March 2021. At this event the teams will pitch their idea to a panel of high-profile judges, eminent designers and business professionals.

Financial assistance will be available to schools travelling from outside London and the South East and we ask that teams attend the pitching event in person.

## Choosing an overall winner

The judges will use the competition entry forms and the pitches to select one overall Design Ventura winner — a team whose idea will be developed, made and sold in the Design Museum Shop. This team will also be presented with the prestigious Design Ventura trophy. The judges will award further commendations to recognise other innovative, sustainable or enterprising teams. These winners will be announced at the Design Ventura Celebration Event in April 2021.

## Prizes

All participating students from all schools will be awarded a Design Ventura certificate. The top ten shortlisted state school teams will be invited to a celebration event at the Design Museum in April 2021, where they will receive Design Museum goodie-bags and award certificates.

The top 10 teams will also have their work publicly exhibited at the Design Museum.

One over all winning team will work with professional designers to develop their idea into a product that will be manufactured and sold in the Design Museum Shop. The judges will award further commendations to recognise other innovative, sustainable or enterprising teams.

The second prize winners will win an experience day supported by professional designers, tailored to their product idea.

## International and Independent Schools Category

The top 3 international and independent schools will be asked to submit a three-minute video pitch. Judges will review this to decide on a winner for this category.

## Prizes

The top 3 teams for this category will be invited to the Design Museum for an award day, where they will receive Design Museum goodie-bags and award certificates.



## Judging criteria

Entries will be judged on:

- ▶ **Quality of idea** — a feasible, considered and clearly communicated idea that responds to the brief.
- ▶ **Innovation** — a genuinely creative idea that could compete in the real marketplace of the Design Museum Shop.
- ▶ **Sustainable and ethical considerations** — evidence of thinking about the wider impact of the whole life of the product.
- ▶ **Branding style** — considering the context of the Design Museum Shop.
- ▶ **Marketing strategy** — persuasive ideas to attract buyers.
- ▶ **Cost management** — sensible and evidenced costings and a basic understanding of how the product sales could make a profit.

The Judging Criteria can be downloaded from the Design Ventura website here: [ventura.designmuseum.org](http://ventura.designmuseum.org)

▲ Design Ventura 2018 expert judges

## 2010–11



▲ 2010 Dove Bunting by Haberdashers' Aske's Hatcham College

**Theme:** Young People  
**Materials:** Card, paper and ribbon



Continued overleaf ▶

▼ 2011 Badoiling by Waiworth Academy

**Theme:** Play  
**Materials:** Polypropylene sheet, travel card wallet and card

## 2011–12



# Winning Ideas



## Tips for winning ideas

The winning ideas since 2010 have been simple, original ideas.

**We do not want to see:**

- ▶ Desk tidies, pencil cases, earphone wraps, mobile phone cases and stands
- ▶ Injection moulding or other expensive materials or processes

**What we look for in a winning idea:**

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

## Simple means:

- ▶ One main manufacturing process such as die-cutting, laser cutting or printing
- ▶ One or two key materials such as wood, card, paper, or acrylic
- ▶ An idea that is easy to understand and use

## Original means:

- ▶ It stands out from the most common competition entries (phone holders, desk tidies and earphone accessories)
- ▶ A clear concept that relates directly to the brief and target user
- ▶ An idea that appeals specifically to Design Museum customers rather than general retailers



2012-13



▲ 2012 PICS Pins by Trinity School

Theme: Journeys  
Materials: Pin badges and card

2014-15



2014 Card Cogs by Burnage Academy for Boys

Theme: Connect  
Materials: Acrylic, playing cards and card



2013-14

2013 Squeezers by Weald of Kent Grammar School

Theme: Hilarity  
Materials: Acrylic, card and magnet



2015-16

▼ 2015 Dazzle Racer by Finchley Catholic High School

Theme: Move  
Materials: Wood, card tube, dowel and rubber band



2016-17

◀ 2016 Hook20 by Harrogate Grammar School

Theme: Change  
Materials: Polypropylene sheet



2017 Petal Pot by Weatherhead High School

Materials: Gumtec

2017-18



2018-19



◀ 2018 Active Snap by Simon Balle All-Through School

Materials: Card



2019-20

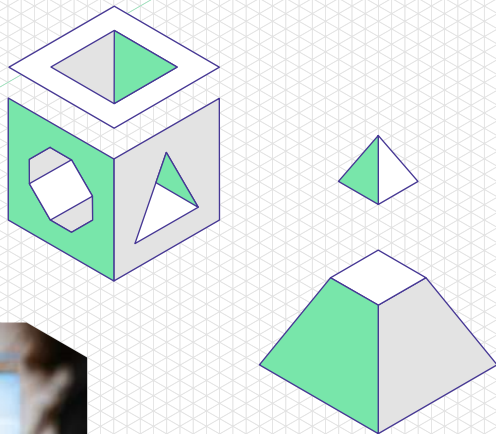
2019 Design Cubes by Twynham School

Final product under development  
Materials: Wood and cardboard





# Curriculum context for Design Ventura



Free Design Ventura workshop 2018

**Design Ventura's primary focus is on the development of design, creativity and enterprise skills which directly supports the current National Curriculum and GCSE requirements for D&T and other subjects.**

**The project includes the following opportunities for all students:**

- ▶ Experience of the real-world context of design, developing knowledge and understanding of the design industry and its economic significance
- ▶ Experience of the iterative process of designing and making
- ▶ Opportunity to practice user-centred design with a real target audience
- ▶ Using Design Museum exhibitions and the wider museum environment for research and exploration
- ▶ Working to a 'live brief', responding creatively to the design process
- ▶ Learning from industry professionals – designers and businesspeople
- ▶ Develop and communicate design ideas using annotated sketches, detailed plans, oral and digital presentations and other tools
- ▶ Analyse the work of contemporary designers including the brief setter to inform students' own designs
- ▶ Experience meaningful teamwork and collaborative decision-making
- ▶ Testing, evaluating and refining designs to meet the needs of specific users
- ▶ Responding to issues of ethical and sustainable business and design

The project is broad and balanced has been developed to support the aims of the National Curriculum. By providing creative, work-related learning opportunities, it supports students to develop the skills and attributes they need to succeed at school, at work and in life. These include resilience, perseverance, confidence, ambition, tolerance and respect, conscientiousness and curiosity.

**"Design Ventura gives a brilliant insight into the complexity of designing from a live brief (great preparation for the NEA contextual challenges) and a wonderful opportunity for working as a group."**

Design Ventura 2019 participating teacher



Design Ventura speed networking event at the Celebration Event 2019

**Design and technology**

**Key Stage 3:** Design Ventura fits closely with the Programme of Study at KS3, offering a highly relevant and rich learning opportunity for students:

**Year 7 and 8**

This year we are running an online mini challenge for Year 7 and 8. Students can work as individuals or in teams to answer an abridged version of the brief and win prizes, sent in the post. This can be run in a single lesson or over a rotation/carousel, offering a short introduction to design skills and the Design Ventura programme.

**Year 9**

Design Ventura can support year 9s helping them to consider GCSE D&T options in a hands-on and engaging way. Other opportunities for Year 9 within the project include:

- ▶ Enrichment opportunities for enthusiastic or more able students
- ▶ A learning outside of the D&T classroom
- ▶ Preparation for GCSE D&T, to inform option choices at Year 9.

**Key Stage 4:** Design Ventura provides the ideal introduction to GCSE D&T, exposing students to ways of thinking and doing that model ideal behaviours for the qualification.

The principles of sustainable design, innovation and creativity are core to the project and underpin the requirements of D&T at KS4 in the 2020 GCSE. In addition, the GCSE D&T specifications support the engagement of students with the subject and encourages work related learning – all of which can be supported by Design Ventura.

**Other subjects**

Design Ventura has been successfully adapted to suit many subjects for Years 9, 10 and 11 including BTEC and GCSE Art and Design, Business Studies, and beyond. The Design Ventura team would be delighted to support and advise any teacher wishing to use the project in a new subject area.

Design Ventura can be run as a STEM/STEAM club or CREST Award project.

**Cross curriculum approaches**

Design Ventura is well-placed to support learning through subjects which unite creativity, technical skills and critical thinking. Design draws on skills and knowledge learned through a number of subjects and can bring learning to life for young people through its practical applications. You may wish to work in partnership with another department to reinforce this point – for example collaboration between the D&T or Art & Design Departments and a Business Studies Department would bring together the two key aspects of the project.

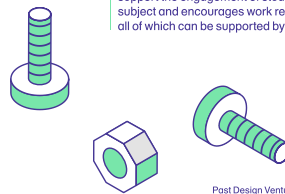
The project has been run successfully across whole year groups, using an integrated curriculum to support the development of a range of skills and attitudes.

**Further curriculum information**

Full curriculum maps are available for KS3 D&T, and for GCSE D&T mapped to specific exam boards by emailing: [ventura@designmuseum.org](mailto:ventura@designmuseum.org)

For exemplars, case studies and advice, please speak to a member of the team (contact details at the back).

**New to 2020**



Past Design Ventura winning products >

[ventura.designmuseum.org](http://ventura.designmuseum.org) / @DesignVentura / #DesignVentura



# MAKE YOUR MARK



## Timeline tick list

Designing is not a linear process, and the Design Ventura project can be tackled in lots of different ways. This year we have extended the competition to run over the Autumn and Spring terms. This tick list gives an idea of steps to cover but is by no means prescriptive.

### Design Ventura 2020 goes live from September!

#### Launch your project

- Visit the Design Ventura website at [ventura.designmuseum.org](http://ventura.designmuseum.org) to check out essential project info and resources
- Watch the 2020 Design Ventura Brief video
- Organise students into teams of 4–6
- Team members take on design and enterprise roles and responsibilities.
- Research the Design Museum online for initial inspiration
- Identify products for sale online that relate to the brief ([designmuseumshop.com](http://designmuseumshop.com))
- OPTIONAL: Plan a visit to the Design Museum. You can book in to visit the shop and DMU exhibition.
- OPTIONAL: Book a free 90-minute Design Ventura workshop for your students. These run from November–February and are limited in number and allocated on a first come first served basis.

'Launch' support materials are available are available in the 'Project Guide' on the Design Ventura website.

#### Research and development

- Research key info about the Design Museum and its shop
- Research relevant products and consider your target audience
- Create a profile for your target audience or user
- Generate initial ideas in response to the brief. How do these relate to the products already on sale at the museum?

#### Design development

- Run a design workshop using our template session
- Develop design ideas through sketches and/or 3D modelling
- Identify key design features of your ideas to make your product appeal to the target user of customer
- Explore materials and think about how this will affect manufacturing and cost
- Consider sustainability throughout the development of your ideas
- Each team selects their best idea and creates further design sketches and a simple model or prototype

'Design' support materials are available are available in the 'Resources Index' on the Design Ventura website

#### Be enterprising!

- Consider the available budget and choice of materials, simple manufacturing processes etc.
- Think through costings – use the budget template on the website as a guide to completing this activity
- Create a marketing plan and identify your product's USP
- Test your product idea on your target market e.g. students in the playground, teachers, family or carers etc. and modify it as necessary

- Prepare a pitch to 'sell' the product idea to the rest of the class
- Sign up to a free 90-minute workshop at the Design Museum or organise a school visit. These are free and bookable via the Design Ventura website

#### Class pitch

- Download the Design Ventura Judging Criteria (available in 'Resources Index') to support you with this activity
- Hold a pitching session in which each team presents their final design idea to the rest of the group
- Choose the best idea for entry into the Design Ventura competition
- This top team refines their design idea, creates a simple 3D model or 2D presentation and finishes their competition sheets, completes an entry form and relevant evaluation forms for submission
- Check out the entries made by last year's winning teams for ideas and support with your entry

'Submit Your Entry' support materials are available in 'Project guide' on the Design Ventura website

#### Submit your entry

- Submit a completed single competition entry form and evaluation forms by 5pm on Wednesday 24 February 2021 to represent your school in our Design Ventura competition
- Enter via online form on: [ventura@designmuseum.org](mailto:ventura@designmuseum.org)
- Enter online at: [ventura.designmuseum.org](http://ventura.designmuseum.org)

Shortlisted entries are announced and schools informed, check blog section on website for announcement.

'Submit Your Entry' forms and information are available in the 'Project guide' on the Design Ventura website

#### March 2021

##### Pitch perfect

Top ten shortlisted Design Ventura teams compete in a pitching day in which they pitch their idea to a panel of leading designers, entrepreneurs, and the Museum's Head of Retail

#### April 2021

##### Celebrate!

Finalists attend a celebration event hosted at the Design Museum in which the winning teams are announced. Top ten entries from the competition are exhibited at the Design Museum in a special public exhibition. All participating students receive Design Ventura certificates

# Frequently asked questions about Design Ventura

## Who is the project for?

The Design Ventura project aims to support students in Years 9, 10 and 11 (or their equivalent in other countries) with design-related aspects of the English National Curriculum. A short online mini challenge is open to students in Year 7 and 8. Participating students will be studying subjects such as Design and Technology, GCSE and BTEC Art and Design or other creative subjects. This project enables the Design Museum to work with teachers to support young people. It also provides a critical opportunity to understand the professional and economic context of design in a hands-on way.

## Is the project only for state schools?

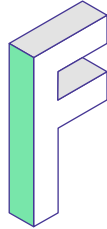
All schools can register to take part in Design Ventura with students aged 13–16.

## State Schools

Ten UK state schools will be shortlisted to pitch to the judging panel for the chance of having their product made and sold in the Design Museum Shop. The top ten schools will be invited to the Celebration Event at the museum and see their work on display in the Design Museum.

## International and Independent Schools

International and independent schools can run the programme but compete for a separate prize. The top 3 schools in the International and Independent Category are asked to submit a 3-minute video pitch. These top three teams are invited to the Design Museum for an awards presentation.



## Can I bring my students to the Design Museum?

Yes, you can bring your students visit the Design Museum for free, which gives you access to the Designer Maker User exhibition.

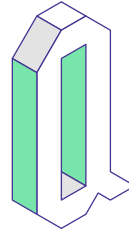
Groups of ten or over must be booked in via bookings@designmuseum.org, please let them know that you are a Design Ventura group. Groups of ten or more are also eligible for a reduced entry rate into the ticketed temporary exhibitions.

You can also bring your students for a free 90-minute Design Ventura workshop to support their work on the project. There are a limited number of workshops available and these are allocated on a first come first served basis and are booked through the Design Ventura website.

The sessions aim to provide inspiration to students, to encourage innovation and to support them in an iterative, user centred design process.



A Free Design Ventura workshop 2018



## What is the Design Ventura 2020 brief?

To design a product to sell in the Design Museum Shop to be sold for £10. Students will be challenged to create a product that embraces the Design Museum's ethical and environmental values and appeals to Design Museum Shop visitors.

A film of the 2020 brief will be available on the Design Ventura website from early September. The full specification is online now under the 'Launch' stage of the project guide (see ventura.designmuseum.org)

## Is there a competition?

Yes! This competition is open to students aged 13–16. Each school may enter one team of 4–6 students.

## Are there prizes?

Yes! All participating students will receive a Design Ventura certificate that acknowledges the skills they have used as part of the project. This will be a valuable asset for achievement portfolios and college applications. Other prizes, including Design Ventura awards and trophies, will be presented at the Celebration Event in April 2021. The second prize winners will win an experience day at the Design Museum with a professional designer. Similarly, the top three shortlisted school teams in the International and Independent Category will be invited to their own prize giving event at the Design Museum.

## Who will judge the competition?

A combination of design and business experts including a senior Deutsche Bank representative and the Director of Retail at the Design Museum.

## Is the Design Ventura website for teachers or students?

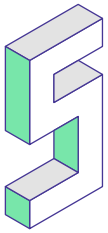
The website has been designed to meet the needs of teachers primarily, but we encourage students to make use of the films and online resources. There is a wealth of material that students can access directly, and any user can comment in the Design Ventura news section or ask a question of our industry experts. Registered teachers can access all areas of the site, obtaining a range of learning materials to support classroom-based lessons and enrichment activities relating to the project.

## How will you know if this project makes a difference to young people?

The Design Museum is working with the Design Department at Goldsmith's College in the University of London to evaluate the impact of the Design Ventura project. The evaluation project has run over the past ten years and will continue in 2020. Evidence from 2019 suggests that 98% of participating students reported an increase in self-confidence and resilience and that a similar number of students reported that they are better at working as part of a team as a result of taking part in the project. Each year, a copy of the evaluation report is made available on the Design Ventura website: ventura.designmuseum.org

## Is there an online presence for Design Ventura?

Yes – ventura.designmuseum.org is the hub of the project. Most participants never come to the Design Museum, but participate remotely by accessing materials including PDF worksheets, PowerPoint presentations, videos, and live online sessions.



Design Ventura Pitching Day 2018



## Project website

[ventura.designmuseum.org](http://ventura.designmuseum.org)

This site is a 'one-stop shop' for the project. The website provides a personalised dashboard for each registered teacher, which helps to shape their delivery of the project. You will find inspirational design products, videos of designers, workshop outlines, forms, and student worksheets online. The Design Ventura website also features a lively blog that shares activities and events taking place throughout the year. Contributions from students and teachers are welcomed on the Design Ventura blog – email [ventura@designmuseum.org](mailto:ventura@designmuseum.org) to find out more.

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For further information

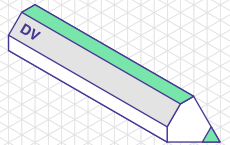
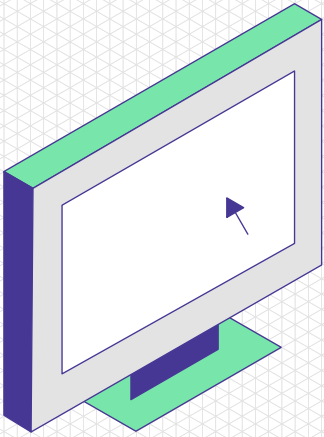
☎ 020 3862 5876

✉ [ventura@designmuseum.org](mailto:ventura@designmuseum.org)

🐦 @DesignVentura

📷 @design\_ventura

## Notes



## Contacts and support

Help and support is available from the Design Ventura team throughout the project. CPD and resources aim to provide all the tools and preparation to run the project, but we also understand that there are varying circumstances that schools are working under. Please do contact the team at any time if you have questions, need help or additional support.

## Design Ventura team

### **Project Coordinator**

For booking, administration queries  
and general project information

**E [ventura@designmuseum.org](mailto:ventura@designmuseum.org)**

### **Poppy Parry – Project Manager**

For general project information,  
press and communications

**E [poppy.parry@designmuseum.org](mailto:poppy.parry@designmuseum.org)**

### **Sophie Cunningham – Assistant Project Manager**

For information about project aims  
and outcomes, curriculum content,  
research and evaluation

**E [sophie.cunningham@designmuseum.org](mailto:sophie.cunningham@designmuseum.org)**