



Bringing the business of design to life with Deutsche Bank.

# DESIGN VENTURA TEACHER NOTES 2017

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2016 Winning Team Harrogate Grammar School ©Miles Willis

DESIGN  
MUSEUM



BORN TO BE

The Deutsche Bank youth engagement programme



# THE PROJECT IN A NUTSHELL

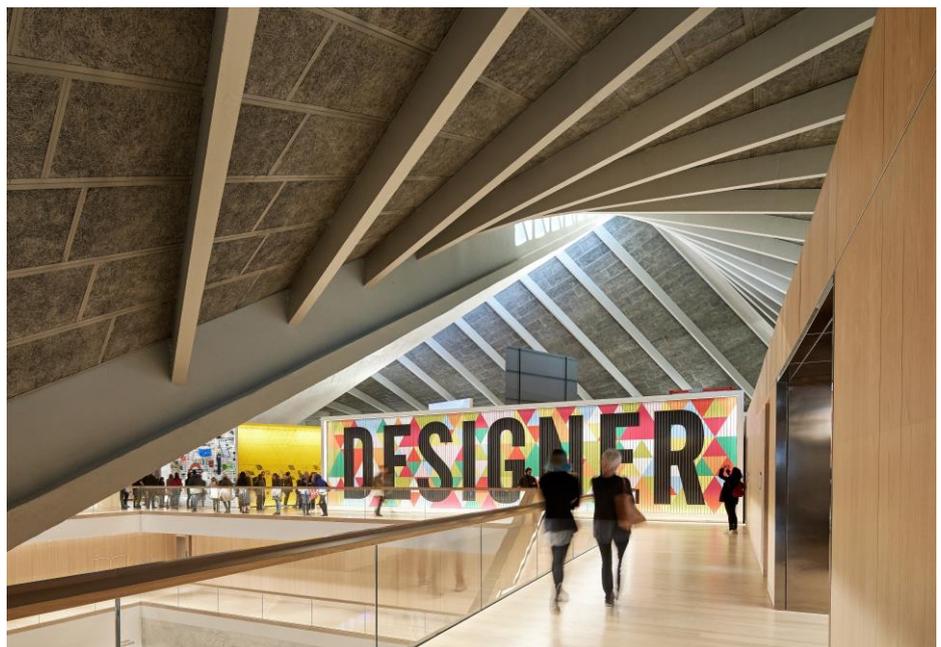
Design Ventura is an award-winning national competition open to UK state secondary schools. State schools compete to design a product that will eventually be manufactured and sold in the museum shop. Other schools are welcome to participate and compete for a separate prize.

This exciting enterprise challenge places design skills in a real world context, developing student creativity and enterprise capabilities. Now in its eighth year, Design Ventura is generously supported by Deutsche Bank as part of it's youth engagement programme **Born to Be**.

2017 is an exciting year for Design Ventura as it is the first year that the project will be delivered in the museum's new, larger building in Kensington, London. Museum visits and workshops will resume in the brand new Swarovski Foundation Centre for Learning and schools will be able to make use of the new facilities including a dedicated gallery displaying our permanent collection.

The project is led by teachers who deliver the project in their own schools by accessing resources and information available online at [ventura.designmuseum.org](http://ventura.designmuseum.org)

There are a variety of opportunities to gain support from the museum, designers and business experts, virtually through weekly newsletters, and live, online workshops, and in person in free, student workshops and museum visits, Teacher CPD events and direct contact with the Design Museum team who are on hand to support by telephone or email throughout.



The Design Museum

## WHAT'S INVOLVED?

The Ventura brief in 2017 challenges young people to create a well-designed, enterprising product suitable to sell in the Design Museum Shop for £10.

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

The project runs during autumn term 2017 and students work in teams of 4 – 6, to develop a product that reflects the enterprise and design needs of the brief.

The top ten shortlisted teams will be invited to a pitching day in December to present their idea to a panel of industry expert judges. The project ends with a large-scale celebration and awards event at the Design Museum, with trophies and certificates presented to students by top designers, in February 2018.

A public exhibition of the top ten ideas will be displayed at the Design Museum in February 2018 and the winning team will go on to work with design professional to develop and manufacture their product for sale in the Design Museum shop.

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

- Research the Design Museum Shop and target audience
- Generate product ideas
- Develop a chosen idea
- Investigate how their product would be manufactured
- Identify suitable materials
- Produce a reasonable costing and create a budget
- Develop a visual presentation summarising their research, development and final idea (3x A3 design sheets)
- Pitch their idea in school
- From the pitches one idea only is chosen and submitted to compete in the national competition

**All competition entries must be submitted by Wednesday 15 November 2017.**

# DESIGN VENTURA IN DETAIL

Since 2010, over 47,000 students in 700 schools have entered Design Ventura. Last year around 250 schools participated from across the UK.

Secondary schools of all types are welcomed and each school is encouraged to personalise the project to individual need and time availability, but should broadly follow this process:

## Launch in September 2017

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

### Key resources on website [ventura.designmuseum.org](http://ventura.designmuseum.org):

- The Ventura brief as a PDF, PowerPoint and short film
- An outline for a Launch Workshop
- Team Role Descriptions as a PDF

## Research phase

Support your students to research and develop their first responses to the Ventura brief. Encourage your students to gather information and inspiration. This could include a visit to the museum website, booking a free Design Museum visit and/or 90 minute hothouse workshop, a visit to a local shop selling design products, curating a handling collection (e.g. collecting products that cost £10 as examples) or looking at the Design Museum Shop website.

### Key resources on website [ventura.designmuseum.org](http://ventura.designmuseum.org):

- Design Museum Shop film
- Design Museum Shop website ([designmuseumshop.com](http://designmuseumshop.com))
- Research a Location Student Worksheet
- Design Museum Shop Factsheet
- Information and online booking for museum visits and Design Ventura workshops (you must be logged in)

## Idea generation

Encourage your students to apply their research as they develop design ideas in response to the Ventura brief. Activities could include mind-mapping or drawing and modelling with simple materials such as paper and card. A visit to the Design Museum at this stage would be ideal for inspiration.

### Key resources available on [ventura.designmuseum.org](http://ventura.designmuseum.org):

- Outline for a Design Workshop
- Top tips from designers on video and on industry expert profiles
- Prototyping film and activity
- Information and online booking for museum visits and Design Ventura workshops (you must be logged in)

## Refining your design

Help your students ask questions of their idea to develop, improve and reflect on the Ventura brief.

### Key resources available on [ventura.designmuseum.org](http://ventura.designmuseum.org):

- Refining your idea activity
- Sustainability film
- Judging Criteria

## Enterprise Workshop

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

### Key resources available on [ventura.designmuseum.org](http://ventura.designmuseum.org):

- Outline for an Enterprise Workshop
- Evaluating branding worksheet
- Simple budget template

## 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 available on [ventura.designmuseum.org](http://ventura.designmuseum.org):

- Pitching guidelines, template and top tips
- Judging criteria
- Pitching films

## Submit Your Entry

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:

- initial design ideas and research
- design development
- final idea (including images of prototypes or models)

This is also the time when you and your students need to complete project evaluations – a critical contribution that every teacher and student makes to informing research, planning and understanding of Design Ventura.

### Key resources available on [ventura.designmuseum.org](http://ventura.designmuseum.org):

- Practice entry form
- Examples of past competition entries
- Link to online evaluation form

## Finishing up

The competition entry should not be the end of the project. It is hoped that ALL participating students will gain something from their experience and that you will provide time for them to reflect on their learning.

Once we have received a competition entry and evaluations 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 available on [ventura.designmuseum.org](http://ventura.designmuseum.org):

- Plenary workshop plan
- Information on what happens next in the project
- Ideas for taking students' interest further

# DESIGN VENTURA STUDENT BRIEF



The Design Museum Shop ©Design Museum

**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.

## **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

### **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.

## **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!

# PROJECT RESOURCES

## ACCESSING RESOURCES AND MANAGING YOUR PROJECT ONLINE:

The Project Resources section on [ventura.designmuseum.org](http://ventura.designmuseum.org) signposts learning resources in 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 and resources.

## FREE SUPPORTING ACTIVITIES

**CPD sessions for teachers at the Design Museum and live, online** – preparation for running the project, 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 students to the museum for free, this offers the chance for primary research in the Shop and in the Design Maker User exhibition.

Resources are available to support your visit and research process. Groups are booked in in groups of up to 30 students at a time, in time slots on the hour (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 Gallery

## **Hothouse sessions – workshops at the Design Museum**

This 90 minute session is designed to inspire and motivate students taking part in the project and is led by a museum educator and is supported by a design professional and a business professional from Deutsche Bank where possible. This hothouse session will take students through the whole design process and develop skills that support GCSE D&T as well as their work on the competition. When you book your workshop you will also have access to the common room and a booked slot for visiting Designer Maker User.

These sessions are for up to 30 students per session and run Monday – Friday, two sessions a day (10.45am and 12.45pm) and run for 90 minutes. 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).

If you wish to participate in these activities you will need to book in advance, contact [ventura@designmuseum.org](mailto:ventura@designmuseum.org) for more information

## **JUDGING PROCESS**

### **SUBMITTING A COMPETITION ENTRY**

One entry from your school is submitted by 15 November via [ventura.designmuseum.org](http://ventura.designmuseum.org) as:

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

### **JUDGING THE SHORTLIST**

The competition entries will be assessed by a panel who will select a shortlist of the 10 best ideas from Design Ventura participants from UK state school teams and 3 from the independent/overseas category.

The top 10 Design Ventura teams will be invited to attend a pitching event, to be held at the Design Museum on 8 December 2017.

Independent/international schools will be asked to submit a three minute video pitch. At this event the teams will pitch their idea to a panel of high profile judges, eminent designers, including Sebastian Conran, the Director of the Design Museum and a senior business person from Deutsche Bank.

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. Winners will be announced at the Ventura Celebration Event in February 2018.

## JUDGING CRITERIA

### Entries will be judged on:

- **Quality of idea** – a feasible, considered and clearly communicated idea that relates to the brief and user need.
- **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 look and style of the Design Museum Shop
- **Marketing strategy** – persuasive ideas to attract the target audience
- **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 Ventura website here: [ventura.designmuseum.org](http://ventura.designmuseum.org)



Pitching Event December 2015 © Miles Willis

## PRIZES

All participating students will be awarded a Ventura 2017 certificate. The top ten shortlisted state school Design Ventura teams will be invited to an evening Awards and Celebration event at the museum in February 2018 where they will receive Design Museum goodie-bags and certificates.

The top teams will have the chance to publically exhibit their work at the Design Museum in February 2018.

One over all winning Design Ventura 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 also award commendations to recognise particularly innovative, sustainable or enterprising teams.

The second prize winners and winners of the Independent School category will win an experience day supported by professional designers, tailored to their product idea.



2014 Second Prize winners, Bishop Douglass School on a tour of Paul Smith Studios

# WINNING IDEAS

## 2010 DOVE BUNTING BY HABERDASHERS' ASKE'S HATCHAM COLLEGE



Student prototype  
Theme: Young People  
Materials: Card, paper and ribbon



Final product

## 2011 BADOIING BY WALWORTH ACADEMY



Student prototype  
Theme: Play  
Materials: Polypropylene sheet, travel card wallet and card



Final product

## 2012 PICS PINS BY TRINITY



Student prototype  
Theme: Journeys  
Materials: Pin badges and card



Final product

**2013 SQUEEZEYS BY WEALD OF KENT GRAMMAR SCHOOL**



Student prototype

Final product

Theme: Handy

Materials: Acrylic, card and magnet

**2014 CARD COGS BY BURNAGE ACADEMY FOR BOYS**



Student prototype

Final product

Theme: Connect

Materials: Acrylic, playing cards and card

**2015 WHEELYS BY FINCHLEY CATHOLIC HIGH SCHOOL**



Student prototype

Final product

Theme: Move

Materials: Wood, card tube, dowel and rubber band

**2016 HOOK,0 BY HARROGATE GRAMMAR SCHOOL**



Student prototype, final product in development

Theme: Change

Materials: Polypropylene sheet

## TIPS FOR WINNING IDEAS

The winning ideas since 2010 have been simple original ideas.

### **Simple means:**

- One main manufacturing process such as die-cutting, laser cutting or printing
- One or two key materials such as card, paper, acrylic or polypropylene (see materials used above)
- An idea that is easy to understand and use

### **Original means:**

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

### **We do not want to see:**

- desk tidies, pencil cases, earphone wraps, mobile phone cases and oyster card wallets
- Injection moulding or other expensive materials or processes

### **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 readily simple and readily available materials and manufacturing processes that are achievable for the budget
  - Shows an understanding and consideration for sustainable design
  - Appeals specifically to Design Museum customers rather than general retailers

## 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.

# CURRICULUM CONTEXT FOR DESIGN VENTURA

Design Ventura's primary focus is on the development of design, creativity and enterprise skills which directly supports the current National Curriculum for D&T and 2017 GCSE requirements.

## **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 to identify user needs and market opportunity
- Working to a 'live brief', responding creatively to the design process
- Learning from industry professionals - designers and business people to inform creative and practical responses to the live brief.
- Develop and communicate design ideas using annotated sketches, detailed plans, oral and digital presentations and other tools.
- Analyse the work of contemporary designers to inform students' own designs
- Experiencing meaningful team working and collaborative decision-making opportunities
- Testing, evaluating and refining designs to meet the needs of specific users.
- Responding to issues of ethical and sustainable business and design.

The project has been developed to support the aims of the 2014 National Curriculum and by providing creative, experiential 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 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.

It can support Year 9s, helping 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 the Classroom D&T opportunity
- 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 in the qualification.

The principles of sustainable design, innovation, creativity, and design skills are core to the project and underpin the requirements of D&T at KS4 in the 2017 GCSE. In addition, the GCSE D&T specifications support active the engagement of students with the subject and encourages work related learning – all of which can be supported by Design Ventura.

### **5. Other subjects**

Design Ventura has been successfully adapted to suit many subjects for Years 9, 10 and 11 including BTEC 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 Design Technology Department and the Business Studies Department would bring together the two key aspects of the projects.

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 at Year 9.

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

### **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)

## TIMELINE TICK-LIST

Designing is not a linear process, and the Design Ventura project can be tackled in lots of different ways. This tick list gives an idea of when visits, live events online and activities could be timed, but is by means prescriptive.

<p>Early Sept</p> <p><b>Tick list</b></p>	<p><b>Design Ventura 2017 Goes Live!</b></p> <p><b>Launch Your Project</b></p> <p><input type="checkbox"/> Visit the Ventura website at <a href="http://ventura.designmuseum.org">ventura.designmuseum.org</a> to check out essential project info and resources</p> <p><input type="checkbox"/> <b>From Wed 6 Sept:</b> Watch the 2017 Ventura Brief video</p> <p><input type="checkbox"/> Students are organised in teams of 4-6</p> <p><input type="checkbox"/> Team members take on design and enterprise roles and responsibilities.</p> <p><input type="checkbox"/> Research the Design Museum online for initial inspiration</p> <p><input type="checkbox"/> Identify products for sale online that relate to the 2017 brief (designmuseumshop.com)</p> <p><input type="checkbox"/> OPTIONAL: Plan a visit to the Design Museum. You can book in to visit the shop and DMU exhibition and a 90 minute workshop. What key information can you want to find out when you visit?</p> <p><input type="checkbox"/> OPTIONAL: Book in free 90 minute Design Ventura workshop for your students. These are limited in number and allocated on a first come first served basis.</p> <p><b>Launch' support materials are available are available in 'Project Guide' on the Ventura website</b></p>
<p>Mid-Sept</p>	<p><b>Research and development</b></p> <p><input type="checkbox"/> Research key info about the Design Museum and its shop.</p> <p><input type="checkbox"/> Research relevant products and consider your target audience</p> <p><input type="checkbox"/> Create a profile for your target audience or user</p> <p><input type="checkbox"/> Generate initial ideas in response to the brief. How do these relate to the products already on sale at the museum?</p>
<p>Sept-Oct</p>	<p><b>Design Development</b></p> <p><input type="checkbox"/> Run a design workshop using our template session</p> <p><input type="checkbox"/> Develop design ideas through sketches and/or 3D modelling</p> <p><input type="checkbox"/> Identify key design features of your ideas to make your product appeal to the target user of customer.</p> <p><input type="checkbox"/> Explore materials and think about how this will affect manufacturing and cost.</p> <p><input type="checkbox"/> Consider sustainability throughout the development of your ideas</p> <p>Each team selects their best idea and creates further design sketches and a simple model or prototype</p> <p><input type="checkbox"/> <b>Design' support materials are available are available in 'Resources Index' on the Ventura website</b></p>

<p>October - November</p>	<p><b>Be Enterprising!</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Consider the available budget and choice of materials, simple manufacturing processes etc.</li> <li><input type="checkbox"/> Think through costings - use the costings template on the website as a guide to completing this activity</li> <li><input type="checkbox"/> Create a marketing plan and identify your product's USP</li> <li><input type="checkbox"/> Test your product idea on your target market e.g. students in the playground, teachers, family or carers etc. and modify it as necessary</li> <li><input type="checkbox"/> Prepare a pitch to 'sell' the product idea to the rest of the class</li> <li><input type="checkbox"/> Progress your marketing idea and practice your 'pitch' and presentation skills with support from the Design Museum specialist at the Enterprise Hothouse session at your school</li> </ul>
<p>November</p>	<p><b>Class Pitch</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Download the Design Ventura Judging Criteria (available in 'Resources Index') to support you with this activity</li> <li><input type="checkbox"/> Hold a pitching session in which each team presents their final design idea to the rest of the group</li> <li><input type="checkbox"/> Choose the best idea for entry into the Design Ventura competition</li> <li><input type="checkbox"/> Top team refines their design idea, creates a simple 3D model – or 2D presentation if it's a graphic product - and finishes their competition sheets, completes an entry form and relevant evaluation forms for submission</li> <li><input type="checkbox"/> Check out the entries made by last year's winning teams for ideas and support with your entry.</li> </ul> <p><b>'Submit Your Entry' support materials are available in 'Project guide' on the Ventura website</b></p>
<p><b>Wed 15 November</b></p> <p>November</p>	<p><b>Submit Your Entry</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Submit a completed single competition entry form and evaluation forms by 5pm on Wednesday 15 November to represent your school in our Design Ventura competition</li> <li><input type="checkbox"/> Enter via online form on: <a href="mailto:ventura@designmuseum.org">ventura@designmuseum.org</a></li> </ul> <p>Shortlisted entries are announced and schools informed, check blog section on website for announcement.</p> <p><b>'Submit Your Entry' forms and information are available in 'Project guide' on the Ventura website</b></p>
<p>8 December</p>	<p><b>Pitch Perfect</b></p> <p>Top ten shortlisted Design Ventura teams compete in a pitching day at the Design Museum, in which they 'sell' their idea to a panel of leading designers, entrepreneurs and the Museum's Head of Retail</p>
<p>February 2018</p>	<p><b>Celebrate!</b></p> <p>Finalist Design Ventura and Virtual Ventura teams attend a large-scale celebration and awards 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</p> <p>All participating students receive Ventura certificates</p>

# FREQUENTLY ASKED QUESTIONS ABOUT THE VENTURA PROJECT

**Who is the project for?** The 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. Participating students will be studying subjects such as Design and Technology, BTEC Art and Design or another creative subject. This project enables the Design Museum to work with teachers to support young people as they learn about the business and design within the creative industries. 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 in Years 9, 10 and 11.

UK state schools will be shortlisted to pitch to the judging panel for the chance of working with professional designers to manufacture and sell their product in the Design Museum Shop. The top ten schools will be invited to the Celebration Event at the museum and see their ideas in a public display.

Independent schools submit their entry and the top three ideas will be selected by the shortlisting panel and asked to submit a video pitch. The team with best idea will be invited to the Celebration Event and will win a visit to the Design Museum in Kensington and a session with a professional designer.

**Can I bring my students to the Design Museum?** Yes, you can bring your students for visit the Design Museum for free, which gives you access to the Design Maker User exhibition.

Groups of ten or over must be booked in via [bookings@designmuseum.org](mailto: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 on the account landing page once you are logged in.

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

**What is the Ventura 2017 brief?** To create a well-designed 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 2017 brief will be available on the Ventura website from 6 September. The full specification is online now under the '**Launch**' stage of the project guide (see [ventura.designmuseum.org](http://ventura.designmuseum.org))

**Is there a competition?** Yes! This year there is a single competition which is open to students aged 13-16. Each school may enter one team of students each.

**Are there prizes?** Yes! All participating students will receive a Ventura certificate that will acknowledge 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 Ventura Awards and Trophies will be presented at a special event in February 2018. The second prize winners and winners of the Independent School category will win an experience day supported by professional designers, tailored to their product idea.

**Who will judge the competition?** A combination of design and business experts including product designer Sebastian Conran, a senior Deutsche Bank representative and the Director of the Design Museum

**Is the Design Ventura website for teachers or students?** The website has been relaunched for 2017 and has been designed to meet the needs to teachers primarily but we encourage student to make use of the resources. There is a wealth of material that students can access directly, and any user can comment in the Ventura news section, or ask a question of our industry experts, however, 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 Design Department at Goldsmith's College in the University of London to evaluate the impact of the Ventura project. The evaluation project has run over the past seven years and will continue in 2017. So far our evidence suggests that over 70% of young participants have had their first opportunity to work directly with designer as a result of the project and that a similar number of students now have a better understanding of how to respond creatively to a brief.

**Is there an online presence for Design Ventura?** Yes – [ventura.designmuseum.org](http://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.

**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 the delivery of the project. You will find inspirational design products, videos of designers, workshop outlines, forms and student worksheets online. The Ventura website also features a lively blog that shares activities and events taking place throughout the Ventura year. Contributions from students and teachers are welcomed on the Ventura blog – email [ventura@designmuseum.org](mailto:ventura@designmuseum.org) to find out more.

# CONTACTS AND SUPPORT

Help and support is available from the 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.

## VENTURA TEAM

### **Project Administrator**

For booking, administration queries and general project information

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