

Team



from Trinity School presents 'Pics Pins'



OUR TARGET AUDIENCE IS CHILDREN OF ALL AGES! we believe that young children, teenagers and adults would like our idea and want to wear and collect these badges. The product would also be popular with tourists visiting the Design Museum who would be familiar with these famous buildings and monuments.

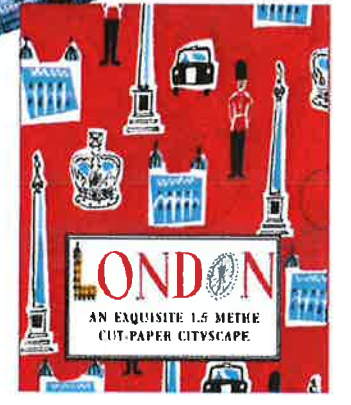
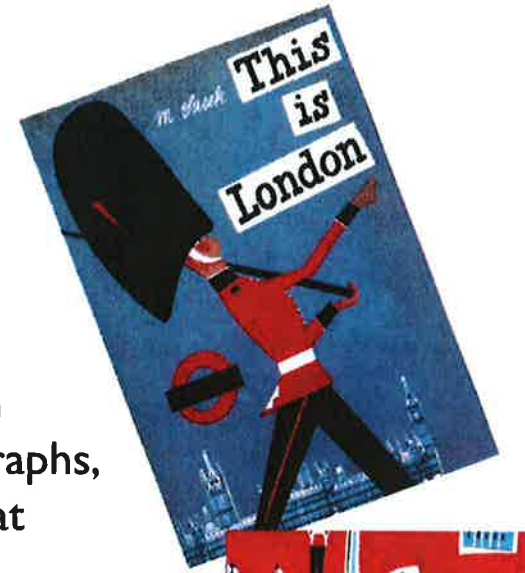
## RESEARCH & INITIAL IDEAS

Our first research, was when we went to the Design Museum, a group of us interviewed the person at the counter who told us that the shop needed a 'pocket money priced' product, we thought this was good advice as most of the students in the class could not afford the products in the store. Some students liked the badges they had in the store as it was cheap and affordable; and they were eye catching.

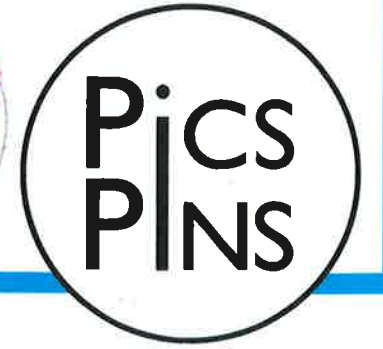
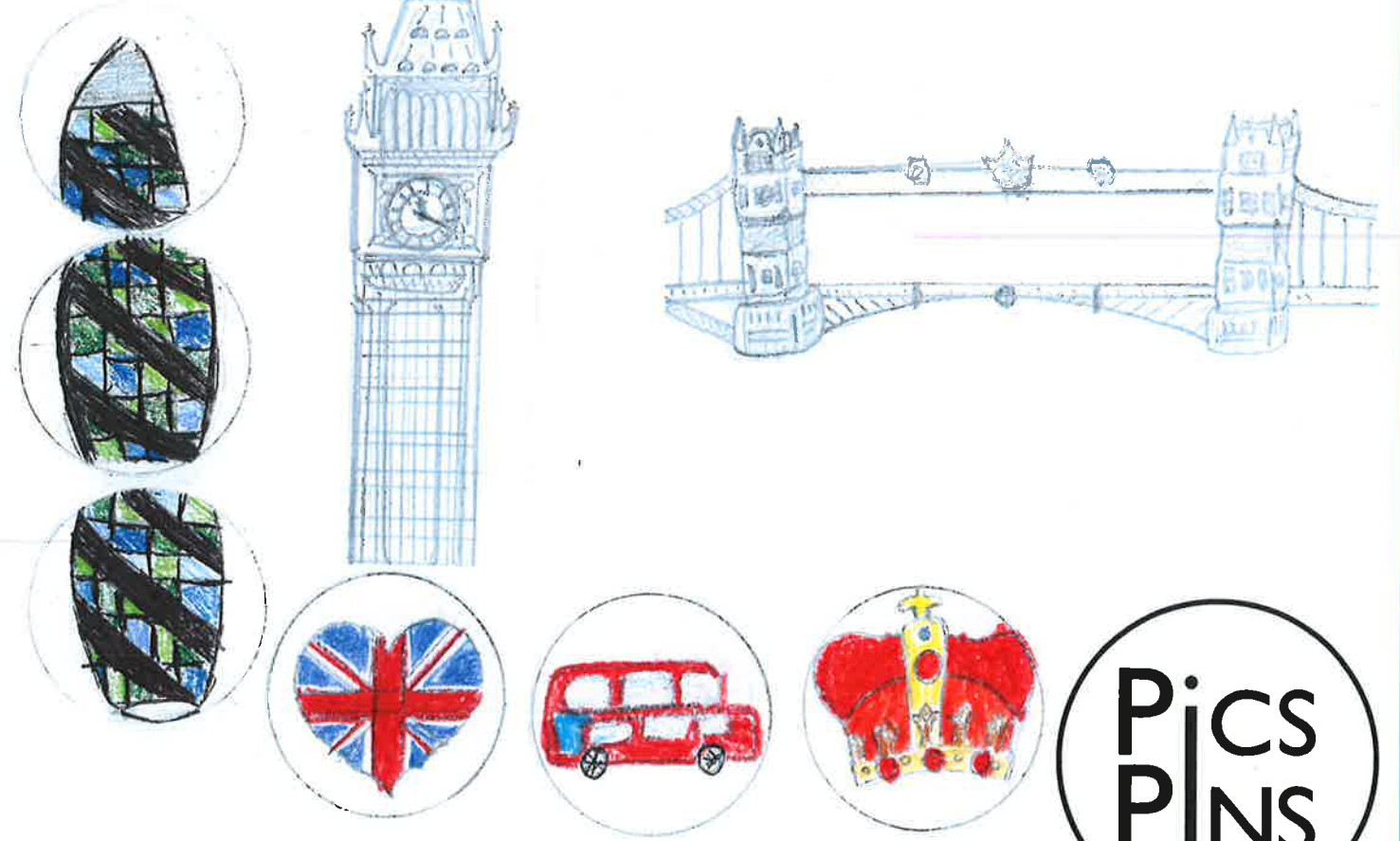
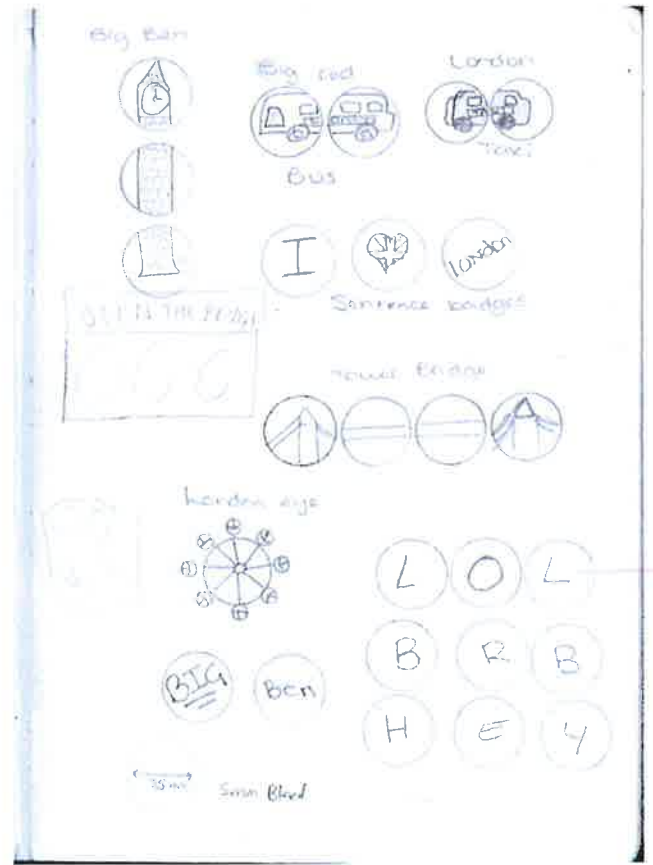
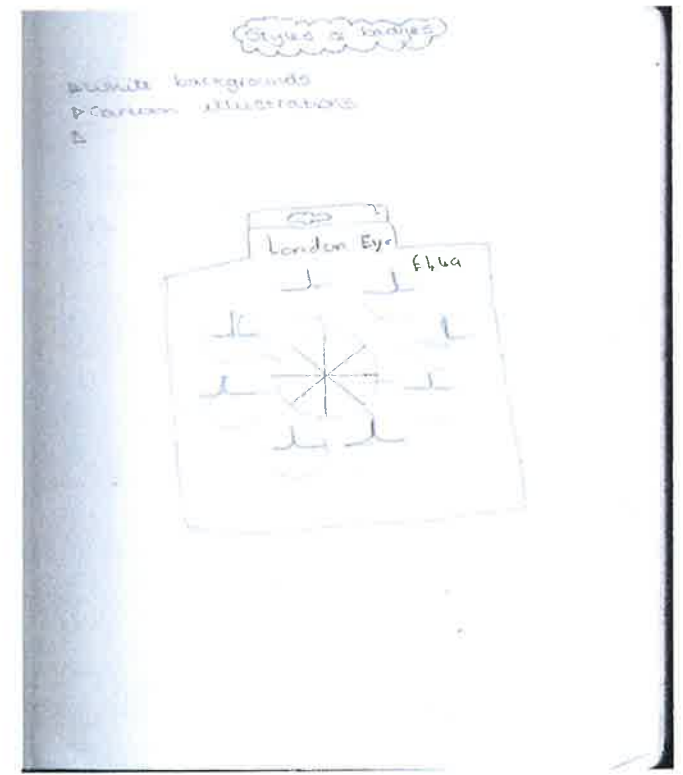
## Research

When we visited the Design Museum we saw this book, 'This is London' by M.Sasek we thought that the badges could have a similar illustration style rather than using photographs, We can draw the illustrations at school using Adobe Illustrator.

One of us also had this book at home and as a team we liked the illustration style in this book too.



Our first ideas and thumbnail sketches





Team

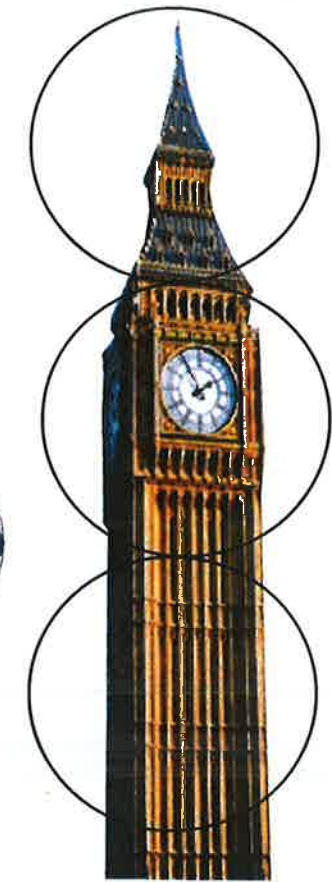
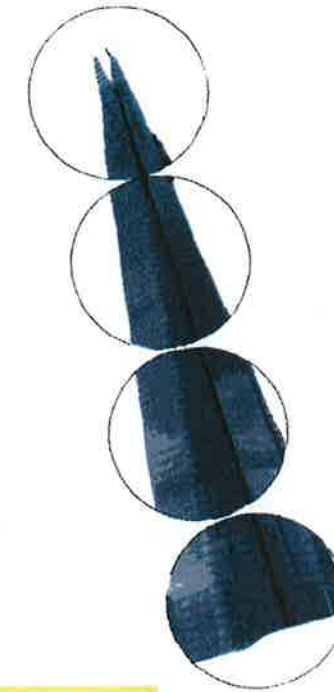


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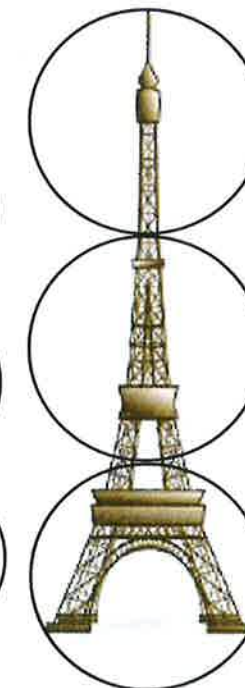
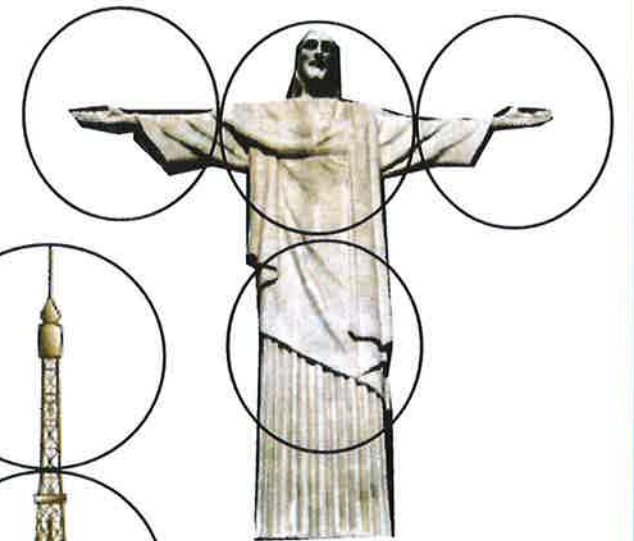
## DEVELOPMENT

From the initial badge idea we then thought that badges have been around for a long time so we had to come up with a new concept. We then thought about creating a picture from a series of badges, the badges can then be worn in a row to create the full picture.

We also thought we could do horizontal images such as Tower Bridge, then if the badges are turned it looks as though the bridge is raised.

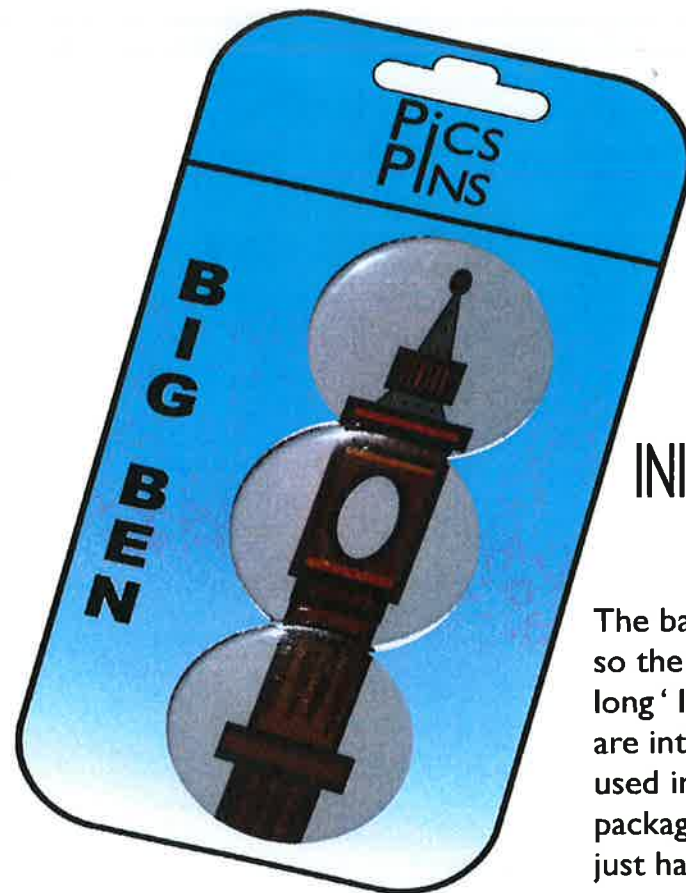
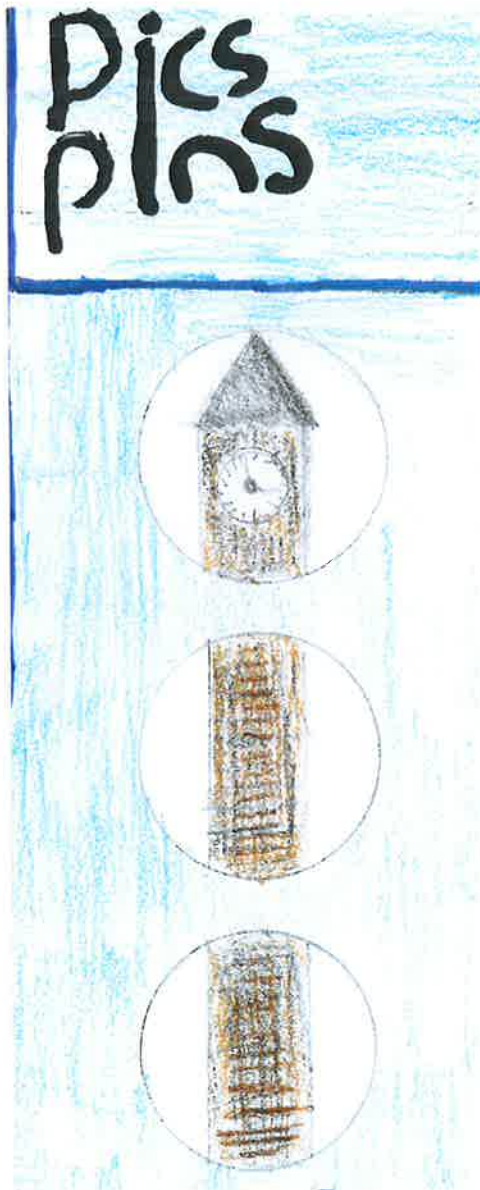


Actual size of each badge.



### OPPORTUNITIES:

Our idea has 'Global appeal' as it can be used to create badges which show different buildings and monuments around the world, such as the Eiffel Tower, the Empire State Building and The Christ Redeemer statue in Rio.



### INITIAL PROTOTYPE

The badges can be manufactured in the UK so the carbon footprint is low. The badges have a long 'life span' they are not throwaway items as they are intended to become collectables. All the materials used in the manufacture can be recycled and the packaging of the product can be kept to a minimum if we just have a backing card.

SLOGAN: 'Pics Pins' see the big picture.





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The cost price of making 500 badges will be 22p each badge, which totals £110, P & P will be £8.50.

(Big Dog badges)  
We have not received a quote yet for printing the backing card.

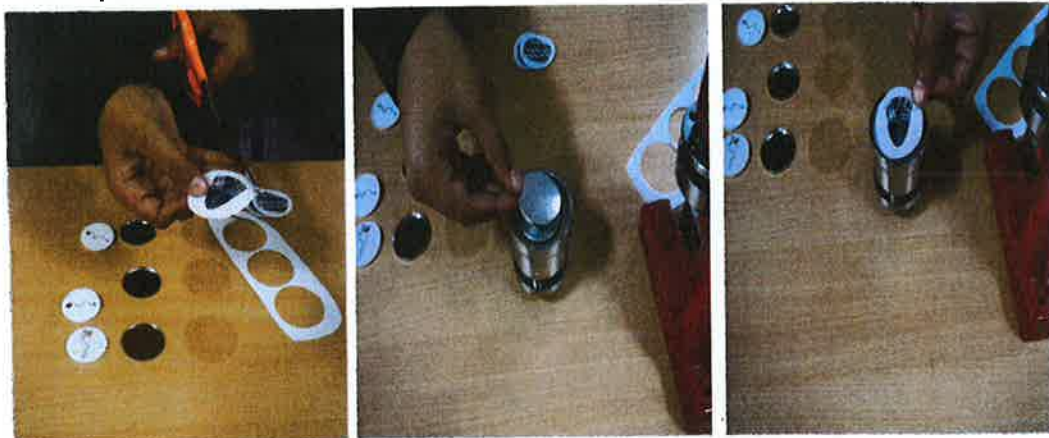
We thought that our badges could be sold either individually or as a set, if sold individually the price would be £1.00 per badge and a set of badges would cost £2.50. The sets of badges would come on a backing card which would involve two colour printing (black and pale blue) and a die cut for the badges to be inserted.  
Another idea would be for the badges to be displayed separately in clear acrylic display boxes and customers build their own picture.....some people may want to have fun and 'build their own picture' by using parts of each building/monument. This would also make the process of selecting and choosing fun for children and you could end up with some weird buildings...a bit like the game of consequences!

## PRODUCT PROTOTYPE

We have a badge maker in school so we were able to make our prototype using facilities in school. if the product were to be batch produced we could send the artwork to a badge making company to produce the badges for us and we have obtained a price for this above. (blue panel)

### Making Stages

1. Cut each artwork out carefully, place metal component into badge maker then place the artwork and cellophane disc on top of the metal disc.

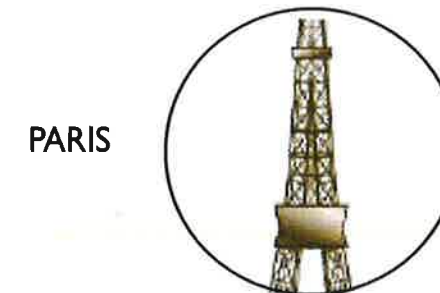


2. Place inside the badge maker and press the lever firmly.

3. Take out metal disc holder, place plastic backing and pin in second holder and press down again..... remove completed badge from machine.



Initial design using Adobe Illustrator for Big Ben & the 'gherkin'.



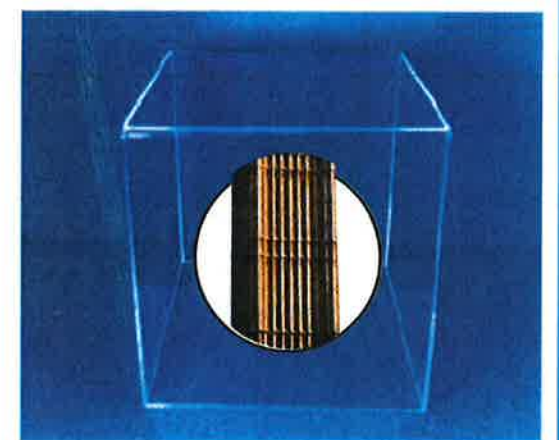
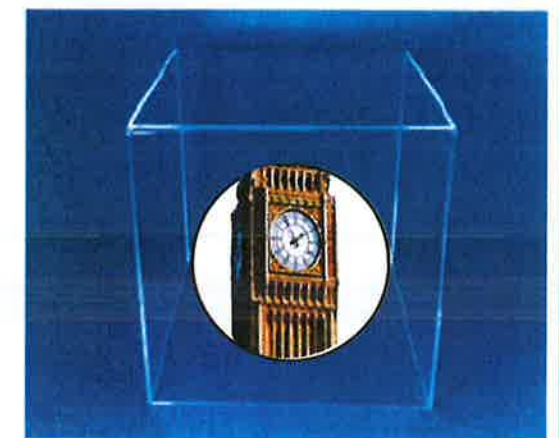
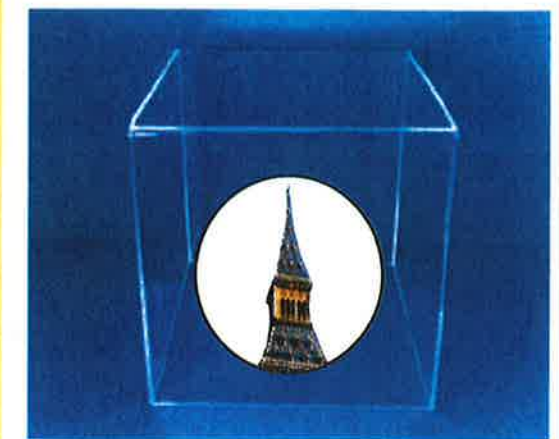
Our presentation to the judging panel- here we outlined the

Strengths: All ages will love this product.  
It's funky and attractive  
People love badges.  
There is plenty of space in the market.

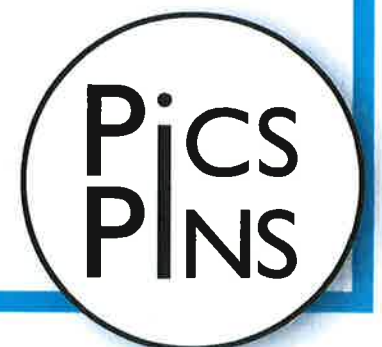
Weaknesses: The idea of a badge is not original, but the picture concept is.

Opportunities: The idea has a wide global appeal as it could be used for many monuments throughout the world.

Threats: Our idea could be copied!



Clear acrylic boxes could be used to display each badge allowing customers to select each 'Pic Pin' required.





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## DESIGN VENTURA



DESIGN VENTURA 2012 STUDENT COMPETITION ENTRY FORM  
To enter the Design Ventura Competition, you need to complete this form and submit a summary of your idea on up to three A3 Visualisation Sheets.  
**Good luck!**

<b>School Name, Year Group and Team Name:</b>	Trinity School Lewisham Years 8-9 Team Infinity	
<b>TEAM MEMBERS</b> Tell us who is in your team	1.	Tyreese Dante Hines
	2.	Etienne Phillips
	3.	Jade Maynard
	4.	Lili Sarkozy
	5.	Zachary Bedja-Johnson
	6.	Luke Alce
<b>YOUR IDEA</b> Summarise your idea in 100 words or fewer. Remember to refer to the original brief and relate your idea to the theme of Journeys:	<p>'Pics Pins' are badges; however they are not the normal 'stand-alone' badges. Our badges are different from the rest because you have to collect three or more badges in order to create the whole image, the 'Big Picture'.</p> <p>The badge images are famous buildings and monuments across the globe e.g. Big Ben, Tower Bridge, the Eiffel Tower etc., which covers the theme of journeys as they can be bought as souvenirs.</p> <p>The badges have a backing card packaging, so the impact on the environment is minimal, the card and all the materials used in the production can be recycled.</p>	
<b>Target audience</b> Who is your target audience and why?  <b>Marketing</b> How will your target market find out about your idea?	<p>Our target audience is all ages because the sizes and theme are appropriate for young and older people. Architects and people who like building design would also like our idea and they are also likely to visit the Museum.</p> <p>People would find out about our product when they visit the museum and we also thought we could promote the product on: Facebook and Twitter. We could also write to a number of design magazines such as: Creative Review and DATA magazine telling them about our product and the design process which would promote both our product and the competition.</p>	



<p><b>Materials &amp; Manufacturing</b></p> <p>What will your final product be made of?</p> <p>How will your final product be manufactured?</p>	<p>The materials used to manufacture our product are the badge components: metal badge disc, cellophane disc, metal pin, plastic backing and paper artwork. The backing card will be made from carton card.</p> <p>We could manufacture a certain amount of the products by using school facilities. However, if we were to batch produce our product, they could be made by 'Big Dog Badges'. If ordered from "Big Dog Badges" the cost would be 22p each for an order of 500 badges, which comes to a total of £110 for 500 badges. The backing card will be two colours and could probably be printed for approximately £150 for 500 by an offset lithography company; we are awaiting a quote from them.</p>
<p><b>SUSTAINABLE DESIGN</b></p> <p>How will you avoid making a negative impact on the environment through your idea? (e.g. use of recycled materials or minimal packaging):</p>	<p>Our product would avoid making a negative impact on the environment since our product has minimal packaging which can also be recycled. As previously mentioned a badge is a collectable item and is not worn or used once and then thrown away, so it has a long product life cycle. We could also investigate printing on recycled cardboard or using FSC ( Forestry Stewardship Council) material for the backing card.</p>
<p><b>COSTING AND BUDGET</b></p> <p>Please provide evidence about your costings. You can use the Finance Template in the Enterprise Resources section at <a href="http://ventura.designmuseum.org">ventura.designmuseum.org</a> and add it as an attachment below:</p>	<p>The cost price of <b>ONE</b> badge would be 22p each badge, assuming an order of 500 badges. The backing card will cost approximately £150 for 500 cards.</p> <p>The <b>retail</b> price of each individual badge would be £1.00 and £2.50 for a set of 3.</p> <p>We would make 1000 badges.</p> <p>The profit would be: 78p per individual badge sold. On a set of three badges the profit would be £1. 84. However we will need to deduct the cost of the backing card from this, these will cost approx., 3p each to print. Therefore total profit per set of 3 badges = £1.81</p> <p>We have chosen 'The Architectural Heritage Fund' as the charity we would like to donate any profits to as</p>

	<p>this relates to our product.</p>
<p><b>ATTACHMENTS</b> Please tick if you have included these documents with your entry and list any additional attachments</p>	<p><b>Up to 3 A3 visualisation sheets showing your research, idea development and final response to the brief.</b></p>
	<p>Additional information on Marketing materials.</p>
	<p>Additional budget information (e.g. Finance Template)</p>
	<p>Other attachments (please specify)</p> <hr/> <hr/>
<p><b>Notes</b> Use this space to tell us anything else you would like to about your idea:</p>	<p>We could also have an online service which would allow people to order our product this would prevent having wasted stock. We also thought that the product could be sold near the till point in clear acrylic boxes. ( see design sheets)</p>

**Guidance for Teachers:** Each school may submit **one** competition entry from a single team. Entry forms and accompanying documents must be sent by **5pm on Monday 19 November 2012** via email to [ventura@designmuseum.org](mailto:ventura@designmuseum.org).

Please tick this box to confirm that you have read and agree to the competition **terms and conditions** on the Ventura website [ventura.designmuseum.org](http://ventura.designmuseum.org)