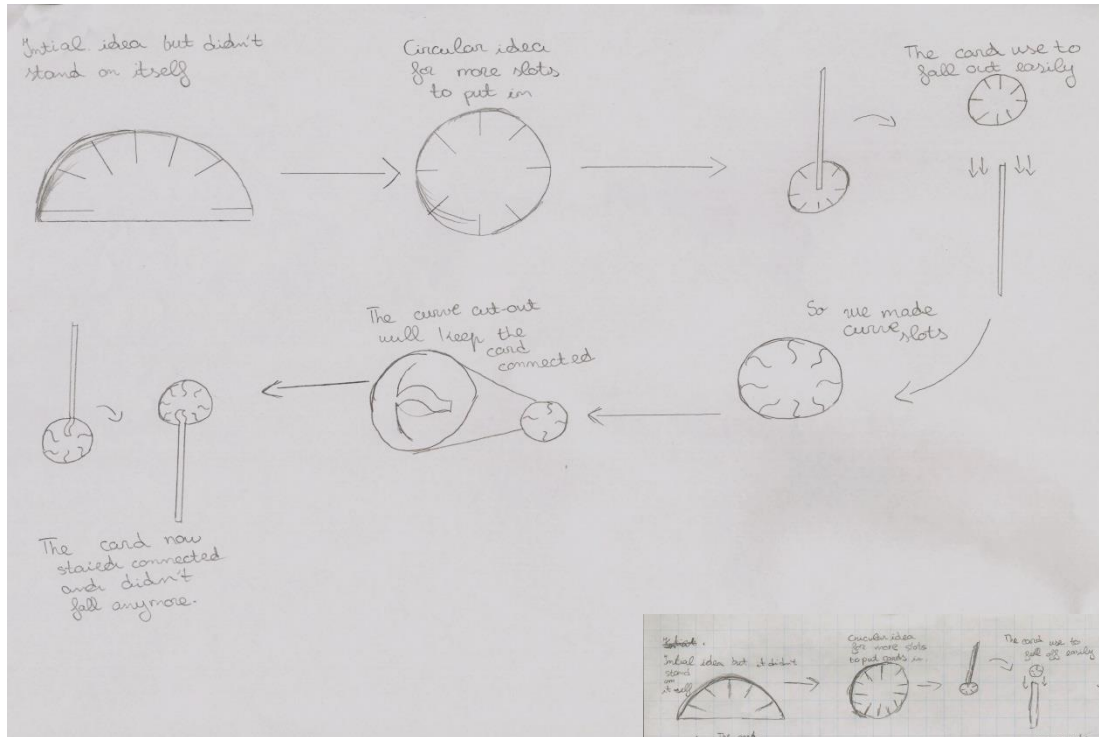


Design Brief

'CREATE A WELL-DESIGNED PRODUCT TO SELL IN THE DESIGN MUSEUM SHOP, RELATING TO THE THEME **'CONNECT'**.
THE PRODUCT SHOULD REFLECT THE DESIGN MUSEUM'S DISTINCTIVE BRAND AND MUST COMPARE FAVOURABLY TO THE RANGE AND QUALITY OF OTHER ITEMS IN THE DESIGN MUSEUM SHOP.'

We decided to focus on one of the **3Ps, Pieces (such as small construction elements that connect together to make something new)** and create a product that could be used to improve an existing product (a pack of playing cards). We are going to re-invent a use for a game that has been around for centuries and give it a new lease of life as a 'building block' for construction.



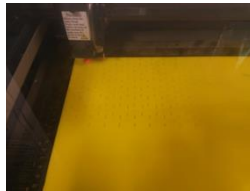
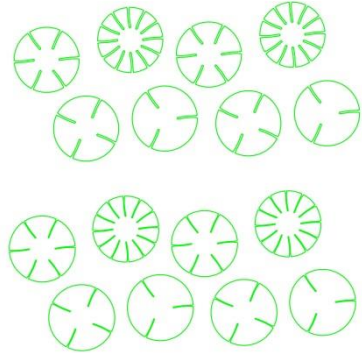
Initial Ideas

Branding Development

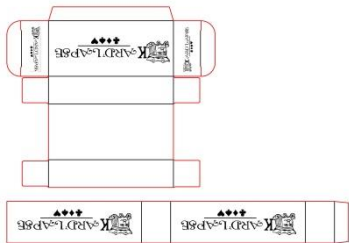
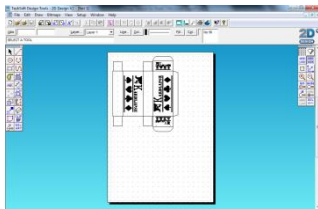


Development

From development of initial piece design to different 'slots' we then laser cut the pieces to complete the final Kard'lapse product.



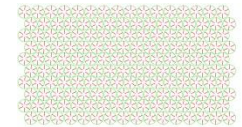
- One sheet of acrylic costs £9.66.
- From one page of acrylic we can get 1250 kard'lapse pieces.
- 1 kard'lapse piece cost £0.008.
- Each pack contains 60 kard'lapse pieces which cost £0.48 in total.
- We intend to supply with 'Bicycle Eco' cards at £4.16 a pack.
- The packaging will approximately cost £0.50 with our logo on the centre of the pack
- Initially the whole price will be approximately £5.14 for a complete pack.



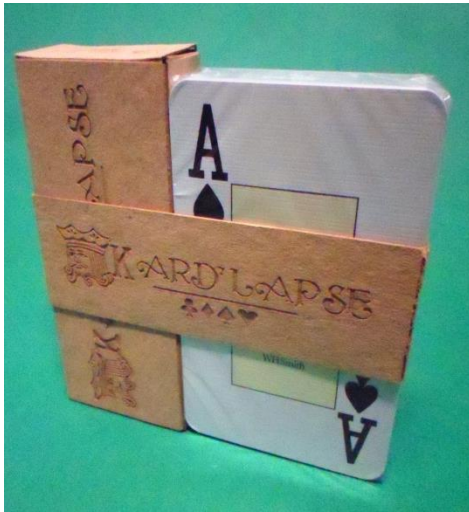
We drew out the net design on our 2D Design CAD package and then laser cut the design for our box packaging. The logo has been etched but for larger production we would print it on

Sustainability

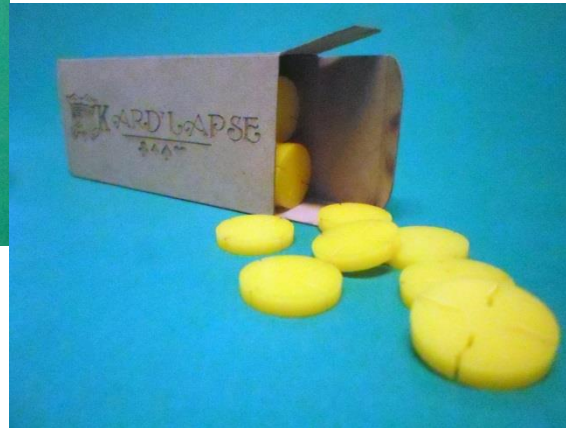
We only intend to use ethically produced cards such 'Bicycle Eco' cards for our Kard'lapse packs. We have also produced packaging from recycled card and although our main material is acrylic we have reduced waste by maximising space on the CAD drawing.



Completed Product



Available as a complete pack with 'Eco Cards' or as connectors only. Kard'Lapse – build the cards before they collapse.



Testing

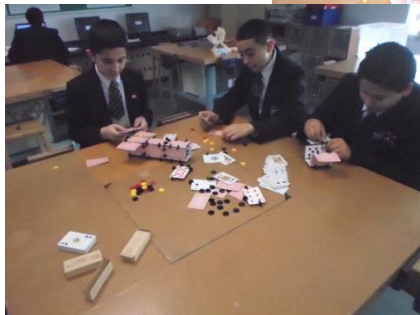


A group of Year 8s tested Kard'lapse and enjoyed it.

"I love it" Mubarak

"I built a rocket, it was cool" Djamal

"I think Kard'lapse is good because you have to make something before it collapses" Moussab





London Edition

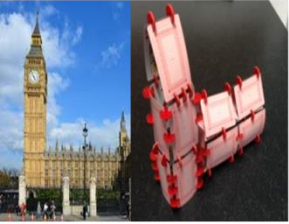
build the cards before they collapse



London Bus



London Eye



Big Ben



The 'Gherkin'



Tower Bridge

Try and complete all these London attractions and see if you could make any more and email them in to our website.

www.kardlapse.co.uk

London edition where players try and build the sights of London...future editions would include New York, Manchester and Dinosaurs!

PRACTICE COMPETITION ENTRY FORM

This 'practice' version of the Design Ventura competition entry form can help students to prepare for their pitch. It can also be used to draft your school's final competition entry. It contains the same questions that are asked on the official online competition entry form. Final entries must be submitted online at:

ventura.designmuseum.org/competition-entry

SCHOOL NAME	Burnage Academy for Boys												
PRODUCT NAME	Kard'Lapse												
YEAR GROUP	Y10												
TEAM MEMBERS Tell us who is in your team	<table border="1"> <tr><td>1.</td><td>Mushahid Ali - Team Leader</td></tr> <tr><td>2.</td><td>Adil Ali - Designer</td></tr> <tr><td>3.</td><td>Saaqib Shehzaad - Designer</td></tr> <tr><td>4.</td><td>Healal Uddin - Finance</td></tr> <tr><td>5.</td><td>Muaz Wasti - Communications</td></tr> <tr><td>6.</td><td>Ahmad Nurruedin - Communications</td></tr> </table>	1.	Mushahid Ali - Team Leader	2.	Adil Ali - Designer	3.	Saaqib Shehzaad - Designer	4.	Healal Uddin - Finance	5.	Muaz Wasti - Communications	6.	Ahmad Nurruedin - Communications
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6.	Ahmad Nurruedin - Communications												
YOUR IDEA Summarise your idea in 100 words or fewer. What does it do? Remember to answer the original brief. Say why you think your idea will work in the Design Museum Shop	We decided to focus on one of the 3Ps, Pieces (such as small construction elements that connect together to make something new) and create a product that could be used to improve an existing product (a pack of playing cards). We are going to re-invent a use for a game that has been around for centuries and give it a new lease of life as a 'building block' for construction. We have created Kard'Lapse which is a new way of using cards. We hope that people will use Kard'Lapse in the same way that people use Lego. It is new and exciting and the possibilities of what you can make with Kard'Lapse and endless. Kard'Lapse will work in the Design Museum because visitors will be looking for unique well designed and packaged products and that's what Kard'Lapse is. The London edition pack will also appeal to tourists.												
TARGET AUDIENCE Who is your exact target audience? How will they find out about your idea (marketing)?	Our target audience is mainly children but Kard'Lapse will also appeal to older users who can buy extra packs and test themselves to see how complicated they can make their buildings. Kard'Lapse is for all ages. We will market Kard'Lapse as both a completed pack (with playing cards) and just a connector pack. We would advertise in toy stores as an extra item to improve that forgotten game in the cupboard. Hopefully we would be able to use a current playing card manufacturer to work with who would advertise Kard'Lapse as well. We will also launch a website and twitter account where players can upload their completed buildings and projects for others to view and compete with.												
MANUFACTURING What will your final	At the moment Kard'Lapse has been created in school using 3mm acrylic and a laser cutter but if												



product be made of? How will you manufacture your product?	we were to win and increase orders we would probably look to use some type of rubber that could be stamped out.	
SUSTAINABLE DESIGN How will you avoid making a negative impact on the environment through your idea? (e.g. use recycled materials)	We only intend to use ethically produced cards such 'Bicycle Eco' cards for our Kard'lapse packs. We have also produced packaging from recycled card and although our main material is acrylic we have reduced waste by maximising space on the CAD drawing.	
COSTING AND BUDGET Include evidence to show where your figures have come from. You could use our finance template available on the Ventura Website (http://ventura.designmuseum.org) to work out your costs and attach it with this form to show your evidence.	What is the cost price of ONE product? £5.16 with 'Bicycle Eco' cards and £0.98 without.	
	What will the retail price of each product be? £10 complete pack with cards and £5 connectors only.	
	How many products do you plan to make and sell? 250 (100 complete packs and 150 connector only)	
	What is the total amount that you will make from sales? £1089 (100 x £4.86 profit on complete packs plus 150 x £0.98 connector only packs)	
ATTACHMENTS (please tick if you have included these documents with your entry)	X	Up to 3 A3 visualisation sheets showing your research, idea development and final response to the brief.
		Additional information on Marketing materials.
		Additional budget information
		Other attachments or links (please specify)
Notes		

GUIDANCE FOR TEACHERS: Each school may submit **one** competition entry from **one** team.

Entry forms and accompanying documents must be submitted via the Design Ventura website by **5pm on Wednesday 12 November 2014**:

[Ventura.designmuseum.org/competition-entry](http://ventura.designmuseum.org/competition-entry)

Please see our **terms and conditions** for full information about the competition, or call **020 7940 8769** for further advice.