



VENTURA COMPETITIONS SUBMITTING YOUR ENTRY

EXAMPLE VISUALISATION BOARDS

The following are the entry forms and visualisation boards of the winning entries from the Design Ventura and Virtual Ventura winners from our 2010-11 competitions.

They give a good idea of how to convey your ideas, but whilst also showing that this can be done in your own style. They are very differently presented, but both really good.





A winning example Haberdasher's Askes' Hatcham College's Entry Form

Please use a black pen
and write clearly!

Costing
Remember to calculate the
costings carefully - see our
finance glossary and budget
guidance downloads for
help



Design Ventura 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!

School Name, Year Group and team name:		Haberdasher's Askes' Hatcham college
Team Members Tell us who is in your team:	1.	Miranda Dmochowska
	2.	Florence Hany
	3.	Katie Beath
	4.	Sadie Valery
	5.	
	6.	
Your Idea Summarise your idea in 100 words or fewer. Remember to refer to the original brief.		Dove bunking: a new take & development on original flag bunking. Sustainable, £5, attractive and laminated. Etc
Target audience Who is your exact target audience? How will they find out about your idea (marketing)		14 - 25 Female Will be in the design museum using design-museum logo.
Manufacturing What will your final product be made of? How will you manufacture your product?		Our final product will be made of recycled materials and card. We will use one sheet of card + recycled materials for 8 doves. We will print the eye and wing onto each dove and cut them out with a laser cutter.
Sustainable design How will you avoid making a negative impact on the environment through your idea? (e.g. use recycled materials)		We will use recycled materials, our packaging is recyclable and our product is sustainable because it is laminated & won't break.

Summing Up

Notice how this team have concisely summed up their product, emphasising it's sustainability and attractive qualities

Marketing

This team have understood the importance of branding in their marketing strategy

Costing and Sustainability

By clearly explaining the quantity and types of material required this team have shown how they have thoroughly considered the issue of sustainability. Remember to be as specific and clear as possible!

Costing and budget To provide evidence about your costings, you could use our finance template available on the Ventura Website (http://ventura.designmuseum.org) and add it as an attachment below.	What is the cost price of ONE product?	£1.50
	What will the retail price of each product be?	£5.00
	How many products do you plan to make and sell?	70
	What is the total amount that you will make from sales?	£245
Attachments (please tick if you have included these documents with your entry and include a description of the contents of the document)	Which charity would you donate the profits to? Why?	Greenpeace, because they fight for the environment. Our product is aimed at people.
	Up to three A3 visualisation sheets showing your research, idea development and final response to the brief.	<input checked="" type="checkbox"/>
	Additional information on Marketing materials.	<input checked="" type="checkbox"/>
	Additional budget information	<input checked="" type="checkbox"/>
Notes	Other attachments (please specify)	

Guidance for Teachers: Each school may submit one competition entry from a single team. Entry forms and accompanying documents must be sent via email to: ventura@designmuseum.org by 5pm on 22 November 2010. Please see our terms and conditions on the Ventura website for full information about the competition, or call tel. 020 7940 8768 for further advice.



A Winning Example: Visualisation Sheets

Costing

Laying out financial plans clearly, this team have made it easy how their design could be profitable.

Drawing & Sketching

It's great to see scaled drawing or models. Why not try photographing your product next to a ruler?

Visuals

Consider the overall impact of your visualisation boards carefully,

DM Shop

This team have clearly researched the best selling products in the shop and used this knowledge to guide their process

Marketing

Creating a product that will be a reminder of the Museum is a clever enterprising move.

Target Audience

This team have successfully used a character profile to direct their design.

Research

Design Brief - to create a new product the cost £10 or less, then compete to present your ideas to a panel of expert judges. The best idea will then be produced and sold in the Design Museum Shop.

DOVE BUNTING

At the design museum shop, their best selling products are homewear. Our product is a development of the classic, and popular, bunting. Combining homewear, decoration, and a reminder of the Museum, it is perfectly suited for the 14-25 target audience. Our bunting can be used for parties, celebrations, like Christmas, as well as an attractive room decoration!

Character profile

We created a character profile of a 21 year old student, and learnt loads! People who liked it wanted: recyclable, or sustainable, attractive, and a reminder of their visit to the museum!

MANUFACTURING Process

1. A3 piece of patterned card with 8 dove outlines.
2. Laminated & cut = 8 doves; staple hole in top.
3. One bird goes in each packet.
4. Do the same for 7 other A3 patterned cards. Put 1 in each Packet = 8 completed packets! (add string)

Cost: (per packet of 8)

- Laminates (20p)
- 1 A3 patterned card (30p)
- String (30p) (1.5 metres)
- Labour (48p) (£3.82 per hour)

To make: £1.28 per product.

To sell: £5.00 per product

Profit: £3.72 per product

the perfect gift!



actual size

OUR PRODUCT

- All profits go to the Green Peace charity.
- Our packaging is 100% recyclable card
- Our product may not be recyclable; but it's sustainable so there is no need to want to recycle it!
- You can buy multiple products to make a longer bunting!



these are some pattern ideas.



Straplines and logos
Designs that could be given as gifts have great selling potential!

Samples

Fabric and material samples are brilliant for showing off the potential of your product.

Modelling & Prototyping

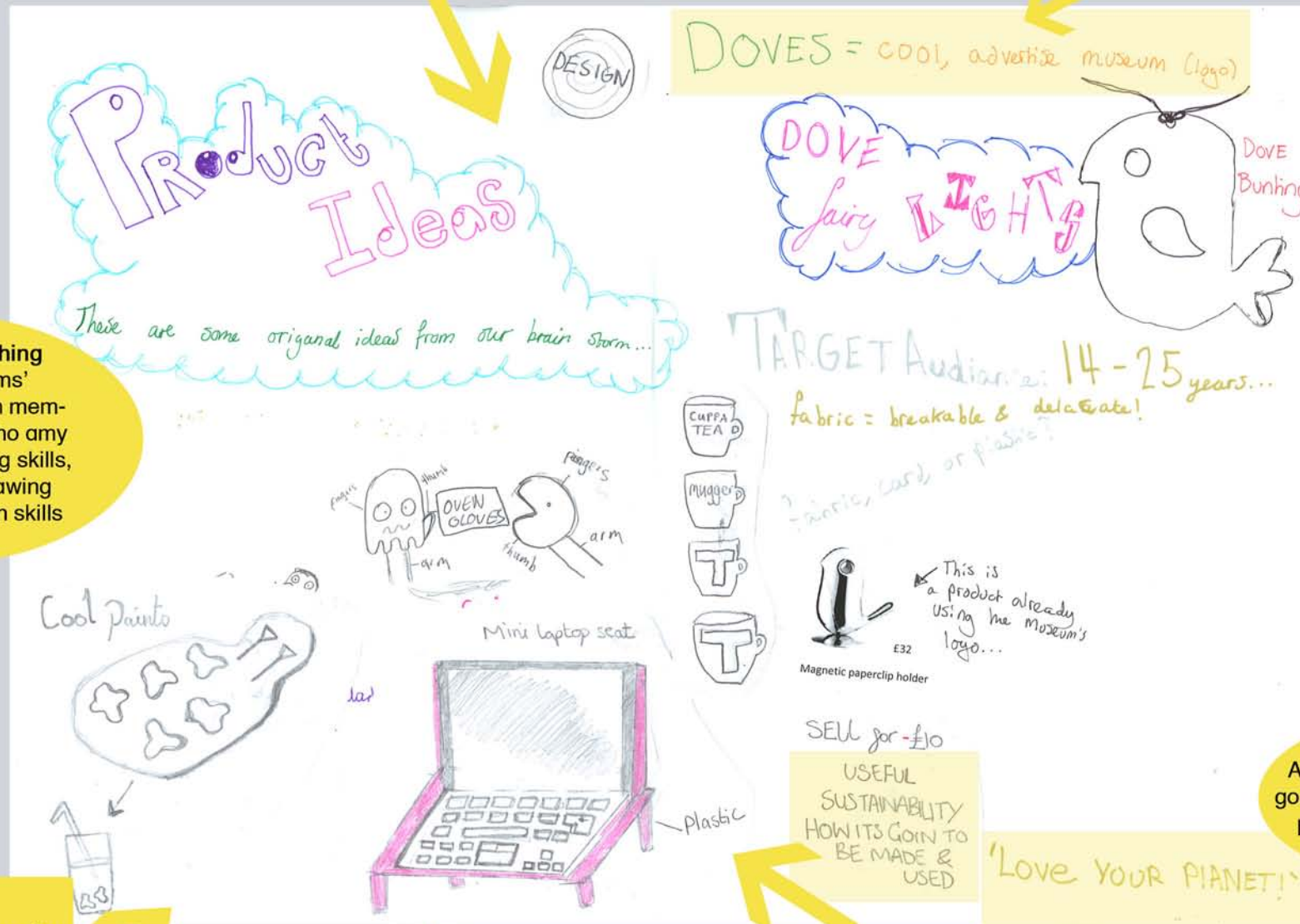
Don't forget to include the important info on your manufacturing ideas we need to see how your plan can be put into action. Have you created a model or tested it for potential flaws?

A Winning Example Visualisation Sheets

Presenting Design Ideas
Consider the visual impact of
your presentation carefully
and try to make it as striking
as possible

Presenting Design Ideas
Use Colour and Bold Type
to emphasise key points in
your visual proposal

Drawing & Sketching
Play to your teams'
strengths. Work with mem-
bers of your team who may
have creative thinking skills,
may have good drawing
skills or presentation skills



Marketing
Useful products with a novelty
or fun twist sell very well in the
Design Museum Shop. If your
product has a function why not
draw a comic strip of it is use?

Drawing & Sketching
Try drawing your product 'in situ'. Would it be
worn? Can you sit on it? How would you hold it?
All these factors can help to visualise your ideas.

Marketing
An effective strapline or
good logo will ensure your
product is memorable

A Winning Example

Visualisation Sheets for the Final Design

Presenting Design Ideas
This team have clearly outlined the materials they intend to use for their packaging.

Marketing
This team have really given thought to their choice of logo - the Dove being the traditional symbol of peace.

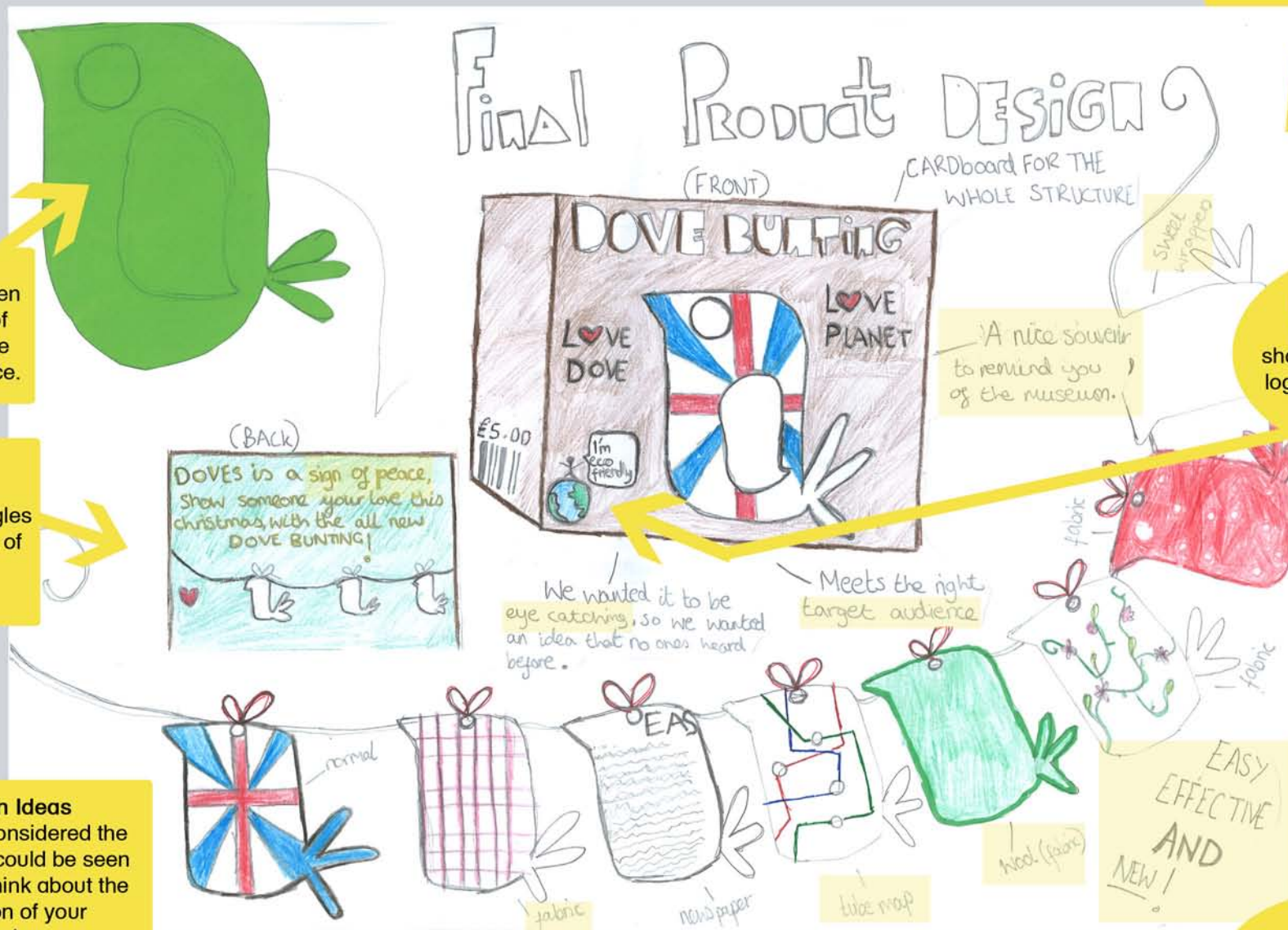
Drawing & Sketching
Showing your product and packaging and from all angles will give a great impression of how it would look in the Design Museum Shop

Presenting Design Ideas
This team have clearly considered the best angle their product could be seen from and presented it. Think about the best possible presentation of your product. You can sketch, draw, use photographs, collage, etc.

Presenting Design Ideas
Don't forget to annotate clearly - you don't want any important information to get overlooked!

Drawing & Sketching
Excellent visualisation shown here, the eco-friendly logo is clear and prominent.

Marketing
Highlight the **key strengths** of your product



A winning example

Globe Academy's Introduction Sheets

Visuals

This team have demonstrated excellent presentation skills, clearly outlining their solution to the problem of food waste

Introducing...



"Dish in then Dash out!!!"

Proble

m
8.3 million tonnes of food is thrown away by households in the UK every year. Reducing food waste is a major issue. Usually food gets cold and gets thrown away but we have a solution. We have a product which will reduce food waste. We are the future.



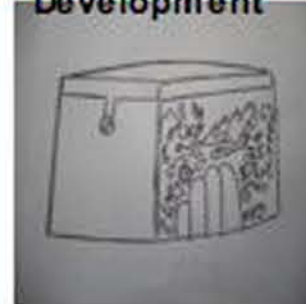
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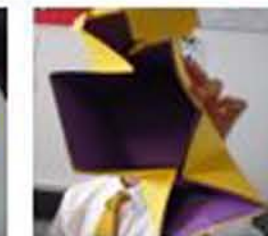
n
We are going to design a product which will turn from a plate to a container. This product will allow the user to reheat the food stored in the container. overall our container will be reducing food waste.



Product Development



The images above are step by step sketches of our container before it was made.



The images show the materials we used at the start and how we folded it.

The image above shows the net of our containers shape and the final sketch of our products. It also shows our main container.



Images of our packaging

Research



The problems of the researched containers is that some of them would not be able to hold the food properly because it has no lids etc. Also some of the bases are narrow.

Drawing & Sketching

It's great to see your drawing and sketching skills. Use them to demonstrate the merits of your product.

Modelling & Prototyping

Including material samples and photos is a great way of demonstrating your products potential

Visuals

Notice how this team have carefully photographed their product from every angle. Look up top-tips from professionals to learn how to present your product in the best possible

Straplines and Logos

Memorable straplines can be part of a very memorable marketing campaign

Research

This team demonstrate excellent research skills and have clearly outlined their reasoning behind their product plans

A Winning Example Visualisation Sheets

Visuals

This team have made it easy to see how their product functions by laying it out in easy steps.

Modelling & Prototyping

Remember to include information on your production processes and to test your plans!


DM Shop

Showing how their product could be stocked this team have proved their research into the DM Shop to be effective


Drawing & Sketching

This team have created collages that cleverly demonstrate the scale of their product.


How it's stored in the








Wow it only cost £9.50 what a bargain!




After manufacturing Dish Dash will be stacked in the design museum shelves. The user will then buy it for £9.50.

How to use Dish Dash




The user will take the packaging off then the lid to reveal the portable plate.



The user can wash ,dry and stack 'Dish Dash' as shown above...

Marketing

This team have applied their logo to every sheet showing a good understanding of the principles of branding.



Slogans and Logos

Marketing a product as sustainable or environmentally friendly is an enterprising move.

A winning entry: Product development for Dish Dash

Modelling & Prototyping

Do include as much information as possible about your trials and design process. Photograph your samples to demonstrate your progress.

Costing

This team have used a chart to explain how they can achieve a profit. Consider carefully how best to lay-out this information.

User Testing



We were concerned that the container folding would destroy the food once its folded back into a container.

We tested out our designs in the Food Technology room. We wanted to see if our design needed modifying.

The material used to test the design was laminated card. The card needed to be laminated in order for it to be waterproof or stain resistant.



When the food was dished out on the plate before transforming into the container, there were no problems.

Our design was successful!

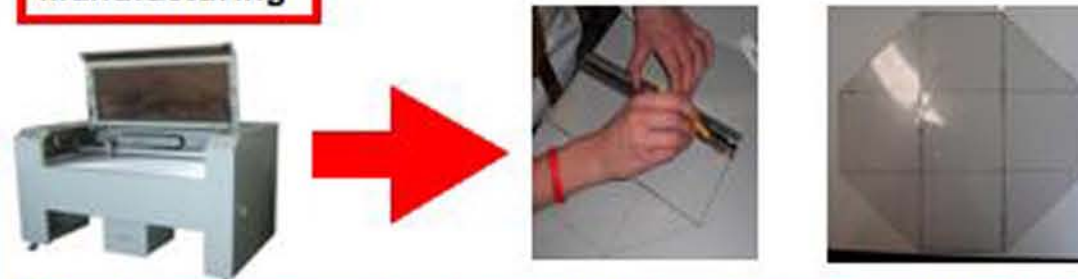
COST	
Total Cost	£3.79
Total Making Cost	£8.20
Labour	£3.84 PER HOUR
Total	£8.20
Selling Price	£9.50
Profit	£1.30

Materials

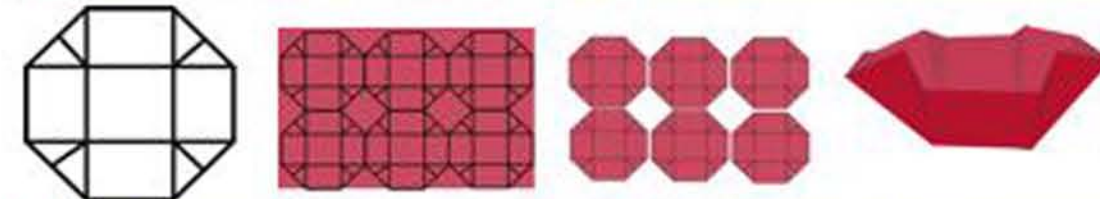


We will be using polypropylene for the plate itself and cardboard for the packaging. Polypropylene is often used for food containers, particularly those that need to be dishwasher safe. polypropylene doesn't soak up water, making it ideal for uses where it will be constantly subject to moisture. Polypropylene is commonly recycled, and has the number 5 as its resin identification code.

Manufacturing



To make our model we had to score the material in order for it to fold properly. In this case we could only produce one model. However in the 'real world' we can mass produce over six cuts in one cutting.



The CAD program we used is 2D Design in order for our design to be laser cut. the actual shape allowed us to tessellate the 6 patterns to fit on to the material.

Drawing & Sketching

Here you can see excellent drawings in a geometric style. These demonstrate the technical process behind using a laser cutter.



Research

This team have shown excellent research skills into the area of sustainable design. Remember to include top tips and facts that were influential in your designing process.

