

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.

T I M E L I N E T I C K L I S T

Early September Design Ventura 2017 goes live!

Launch your project

- Visit the Ventura website at ventura.designmuseum.org to check out essential project info and resources
- From Wed 6 Sept: Watch the 2017 Ventura Brief video
- Students are organised in 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 2017 brief (designmuseumshop.com)
- OPTIONAL: Plan a visit to the Design Museum Shop. What key information can you want to find out when you visit?
- 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

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

Mid-September 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?

September–October 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 customers
- 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 in 'Resources Index' on the Ventura website

October–November Be enterprising!

- Consider the available budget and choice of materials, simple manufacturing processes etc.
- Think through costings—use the costings 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, siblings, teachers, parents or carers etc. and modify it as necessary
- Prepare a pitch to 'sell' the product idea to the rest of the class
- 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

November 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
- 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
- Check out the entries made by last year's winning teams for ideas and support with your entry. See 'Example Entry and Design Sheets' under 'Submitting Your Entry'

'Submitting Your Entry' support materials are available in 'Resources Index' on the Ventura website

Wed 15 November Submit your entry

- Submit a completed single competition entry form and evaluation forms by 5pm on Wednesday 16 November to represent your school in our Design Ventura competition
- Enter via online form on Ventura website: ventura.designmuseum.org

November

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

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

8 December Pitch perfect

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.

February 2018 Celebrate!

Finalist Design Ventura and Virtual Ventura teams attend a largescale 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. All participating students receive Ventura certificates.

