



Timeline tick list

Designing is not a linear process, and the Design Ventura project can be tackled in lots of different ways. This year we have extended the competition to run over the Autumn and Spring terms. This tick list gives an idea of steps to cover but is by no means prescriptive.

Design Ventura 2020 goes live from September!

Launch your project

- Visit the Design Ventura website at ventura.designmuseum.org to check out essential project info and resources
- Watch the 2020 Design Ventura Brief video
- Organise students into 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 brief (designmuseumshop.com)
- OPTIONAL: Plan a visit to the Design Museum. You can book in to visit the shop and DMU exhibition.
- OPTIONAL: Book a free 90-minute Design Ventura workshop for your students. These run from November – February and are limited in number and allocated on a first come first served basis.

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

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?

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 the target user of customer
- 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 the 'Resources Index' on the Design Ventura website

Be enterprising!

- Consider the available budget and choice of materials, simple manufacturing processes etc.
- Think through costings – use the budget 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, teachers, family or carers etc. and modify it as necessary

- Prepare a pitch to 'sell' the product idea to the rest of the class
- Sign up to a free 90-minute workshop at the Design Museum or organise a school visit. These are free and bookable via the Design Ventura website

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
- This top team refines their design idea, creates a simple 3D model or 2D presentation 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

'Submit Your Entry' support materials are available in 'Project guide' on the Design Ventura website

Submit your entry

- Submit a completed single competition entry form and evaluation forms by 5pm on Wednesday 24 February 2021 to represent your school in our Design Ventura competition
- Enter via online form on: ventura@designmuseum.org
- Enter online at: ventura.designmuseum.org

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

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

March 2021

Pitch perfect

Top ten shortlisted Design Ventura teams compete in a pitching day in which they pitch their idea to a panel of leading designers, entrepreneurs, and the Museum's Head of Retail

April 2021

Celebrate!

Finalists attend a celebration 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 Design Ventura certificates