



DESIGN VENTURA 2009–2019

Bringing the business of design to life with Deutsche Bank

Brief Criteria Check Sheet

Team Name:

Date of Review:

You have:

Tick

- Addressed one of the specified target groups
- Produced a useful, original or novel concept
- An appropriate idea for the Design Museum Shop
- An aesthetically pleasing product
- Created product that is desirable or meets a need
- Produced a thoughtful design, supported by research with evidence of testing and development
- Identified a USP for your product
- Created a name for your product
- Persuasive marketing ideas that will attract the target audience
- Identified appropriate and obtainable materials for the production of the idea
- Identified specific and feasible manufacturing processes for the batch production of the idea
- Considered ethical and environmental implications
- Included steps to minimise the negative environmental impact of the idea
- Produced sensible and evidenced costing for the production of their idea
- Indicated how the finances might be managed to make a profit from the sale of the product

Reflections and Ideas for improving your product idea:

the DESIGN MUSEUM



BORN TO BE
The Deutsche Bank youth engagement programme

