

# Design Ventura HOW TO SUBMIT YOUR ENTRY



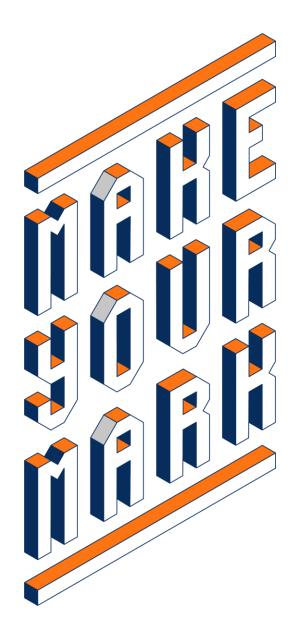
A step-by-step guide to entering Design Ventura 2021-22
Open for submissions from January 2022

Final Deadline: 23 February 2021

## **Overview**

# To enter the Ventura competition you should:

- 1. Select **ONE** team to represent your school
- 2. Log in and complete online competition entry form
- 3. Attach 3 x A3 'visualisation sheets' to the online form
- Look out for the shortlist announcement on 5 Mach
   2022



### Reasons to enter

Design Ventura 2021-22

- Certificates for all students that complete the project
- A chance to see your students' work exhibited at the Design Museum
- An experience day at the Design Museum with goody bags and prizes for all shortlisted teams
- A chance to win the teacher of the year award
- Winning student team will work with designers to develop and manufacture their product for sale in the Design Museum Shop
- We are really looking forward to seeing your idea!



### **SELECT A TEAM**

#### Select <u>one</u> team's idea to represent your school



- Hold an in school pitching event where every team presents their idea to a panel of judges.
- Invite your head teacher, local businesspeople, guest designers or other colleagues to help judge.
- Refer to the <u>Judging Criteria</u> to choose the winning idea
- Take photos or film the pitches and share them on the Ventura website or via <u>Twitter</u> or <u>Instagram</u>

## **EVALUATIONS**

To complete your submission, you must fill in the following:

- The <u>Teacher Evaluation Survey</u>
- All students that participated in the project need to complete the <u>Student Evaluation Survey</u> (not just selected team)



#### COMPLETE THE ONLINE FORM



- Log in to the Ventura website here: <a href="https://ventura.designmuseum.org/">https://ventura.designmuseum.org/</a>
- Work with the team to complete the <u>online competition entry form</u> (Submissions open from January, final deadline 23 February 2022).
   You can save your entry as a draft or submit it.
- You will find it helpful to complete <u>a practice form</u> on paper before starting the online form.
- Ventura Tip: See past entries on the previous years page: <a href="https://ventura.designmuseum.org/about/previous-years/">https://ventura.designmuseum.org/about/previous-years/</a>
- See the Pitching your Idea section of the Project Guide for practice forms: <a href="https://ventura.designmuseum.org/project-guide/pitching-your-idea/">https://ventura.designmuseum.org/project-guide/pitching-your-idea/</a>

#### **ONLINE FORM**

Tips



Please note: You need to be **logged in** to complete the form. You can find the online form here:

https://ventura.designmuseum.org/account/submit-entry/

Forgotten Password? you can reset it here:

https://ventura.designmuseum.org/login/reset-password/

The next slides show screen grabs of the online form...



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SUBMIT YOUR ENTRY

### Submit your entry

Congratulations for reaching this point in the Design Ventura competition. Now it's time to send your School's entry for us to review. Once we have confirmed receipt of your entry it will be reviewed by the shortlisting panel and the top ten ideas will be announced. Use the judging criteria to select ONE team from your school to compete in the Design Ventura Competition.

For a complete entry we need to receive:

- · completed online form
- 3 A3 design sheets as a pdf (see guidance for what to include)
- · optional budget template
- · completed teacher evaluation
- completed student evaluation for all participating students (not just the winning team)

Please note, once you have submitted your entry you are not able to change it so please check it carefully.

#### About you

Name of your sohool*					
Submitting teacher name*	Year group*	More than one	e ontion can be	selerted	
	` .		•	Year 11	
Team members* Please check the spelling of each team member's name. A mini	mum of 4 names o	ınd a maximum c	of 6 names can	be entered.	•





#### About your idea

Product name*
'our idea*
Summarise in 100 words or fewer. What does it do? Remember to answer the original brief.
Target Audience*
Who is your exact target audience? How will they find out about your product?
Sustainable design*
How will you avoid making a negative impact on the environment?
Manufacturing*
What will your product be made of? How will you manufacture it?



#### Costing and budget

the DESIGN MUSEUM

BORN TO BE

What is the cost price of one product?*	How many products do you plan to make and sell?*
What will the retail price of one product be?*	What is the total profit that you will make from sales?*
£	£
Which charity would you donate the proceeds to? Why?*	
Upload your files*	
We are looking for:	Drop files here or
> 2v A2 abouts (prof as a single DDE)	Select files
> Optional additional info on marketing materials	
Additional links	
•	
SAVE DRAFT OF YOUR ENTRY	SUBMIT YOUR ENTRY
We are looking for:  > 3x A3 sheets (pref as a single PDF)  > Optional budget template  > Optional additional info on marketing materials  Additional links	Select files

Sign up to our newsletter\*



### **FILES**



#### **Ideal file formats:**

jpeg or PDF

#### Max file size:

3MB

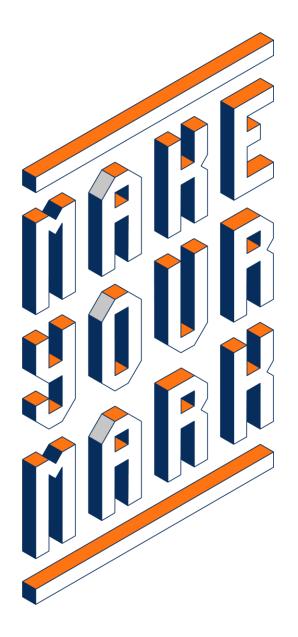
Please include your school name in each file name e.g:

Ventura Academy design sheets.pdf

# **Examples**

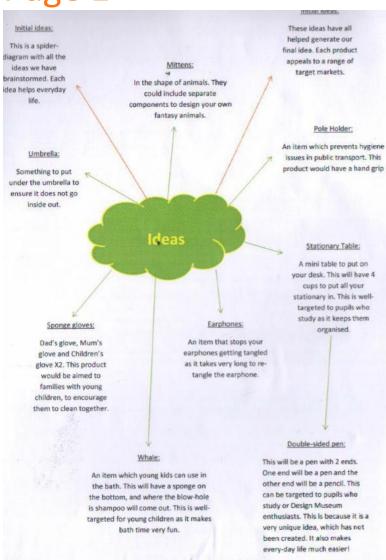
## A3 Sheets

- The following pages show a selection of A3 sheets received in previous years that made it into the top ten shortlist.
- They show a variety of approaches from hand drawn, to computer generated, including photography, source material, links to websites etc.
- There is no right or wrong way to do it, but make sure the idea is clearly communicated and visually striking.



## 2017: Beechen Cliff School

## Page 1





Of mimittens:

"Sour pair of helping hands." Animitiens is a great way of involving war kids to help you clean up "If you clear't war children to end up as wach potatoes, then Ammittens is the first product for ever This pack exclusively includes one adult and one child Ammitten. "Your pair of helping hand.

This is our chosen packaging. It relates very well to our product; animals. Since our product is targeted to tamilies, this packaging relates well as it is very fun and colourful. It also contains our logo on the front-section so people remember us. The back of our packaging contains a barade to scan, and a paragraph about "animittens" to persuade the target market to buy our product. The paragraph contains personal pernouns "You" to test like the buyer is being parsonally advessed. This persuades the buyer to purchase our product.



## 2017: Beechen Cliff School

# Page 2



This is our chosen logo. This is an ideal logo because it only uses two bold colours; green and write. This choice of colours minimizes the printing cost. The slogan is short and conclse so people will remember our product

This was another idea for a logo. This is not very good as the colours aren't bold. Horefore the write blends into the background. Also, the

tiges is very small and not visible.

The name of our product, "Animittens", is written in a searcy font and therefore is difficult

#### Sustainability

The main material in our product is felt which comes from an environmentally friendly, sustainable source, wool. In addition to this, we tessellate the designs so a limited amount of material is wasted. We also use limited packaging in order to create fewer waste products.

#### Manufacturing method

In order to achieve greater accuracy and a faster manufacturing rate, we will use a die cutter to cut the fabric in a tessellating pattern. We will also use a sewing machine in order to over lock the mitten, which makes it stronger and quicker than hand sewing. The sewing machine will ensure that we save valuable manufacturing time.

#### Packagin

As a team, we decided to use limited packaging in order to make the product more environmentally friendly. We introduced the idea of the ungle and animals through the small piece of cardboard, with the logo clearly situated in the middle. We decided to use a clear plastic to hold the product as it is cheap but also the consumer can see the product which they are buying.





## 2017: Beechen Cliff School





# **2018: Greig City Academy**

# Page 1

#### Research and Initial Ideas



Design Brief: Create a well-designed product that will improves everyday life, our product will be sold in the Design Museum Shop for around £10.

At the Design Museum Shop, we've realised that most products were very expensive. For that reason, we decided to design a product which will be simple and therefore it will be cheap.

Our product's USP (Unique Selling Point): The product will be possible to fold and become compact.

The problem we are aiming to solve is to avoid carrying regular, stainless steel cutlery. Our product will solve the problem as it will be smaller and light, which mean it could be more portable.

#### Target audience:

- to London
- Design exhibition regulars
- Design professionals & high spenders
- Children & families
- Younger audiences & design students
- Locals & regulars

#### **Environment:**

- · All excess packaging and wastes is recycled or repurposed
- Shopping bags are made from 100% recycled materials
- All products they themselves are from sustainable resources and manufactured in UK (less



An example of the Initial idea

#### Idea summary:

Including target audience, functions, material's USP

#### Products:

- Most products are not based on objects surrounding food
- 'Bamspork' will add a new theme to the Design Museum Shop which is cutlery
- Most products are unique or upgraded into something better
- The packaging is colourful and recyclable

products

100% recyclable

What wouldn't work:

Heavy objects

Dull products

Poundland use plastic bags

· Design Museum Shop is Eco-Friendly

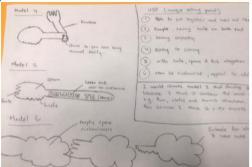
· Poundland uses many plastic for all its

· Shopping bags in Design Museum Shop is

· The products in the Design Museum Shop

are organised on shelfs and tables





Team Members: Al Eyeo, Arthur Eyeo, Yanen Chinapiel, Jason Chen, Toni Minkov,

#### Describes the shop:

- Organised on shelfs
- Packaging is eye appealing
- Products are colourful

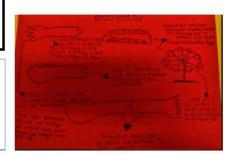






#### SCENARIO:

One day I was camping with my family and friends. I decided to bring lots and lots of food to the journey. I suddenly realized I needed set of necessary cutleries were going to weigh a lot. With this useful combination of cutleries you will not have to worry about your bag being too heavy!



- Tourists and visitors

Describe the difference (Poundland):

School: Greig City Academy

- Displayed in small areas

# 2018: Greig City Academy

# Page 2

# **DESIGN VENTURA**2021–22

#### **Ideas Development**

#### Our initial ideas:

- Combination of cutleries e.g. fork, spoon, knife
- Easy to carry around
- Called 'Spork'
- Made of wood

#### Our developed ideas:

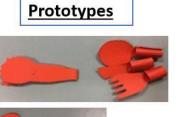
- Combination of cutleries e.g. fork, spoon, knife
- Easy to carry around
- Save capacity
- Called 'Bamspork'
- Made of bamboo
- Able to fold

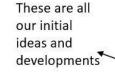
#### Manufacturing process(CAD):

- Bamboo sheets
- Laser cut the bamboo sheet into 8cm x 25cm
- Laser cut the shape of cutleries (not fully)
- Laser name/image/logo on bamboo (London eye and London bus)



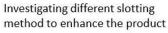








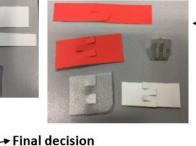




group has

decided to

develop





These are all

the prototypes

that we made



## 2018: Greig City Academy

# Page 3

#### **Final product**

#### **Budgeting:**

#### Bamboo sheets:

For our finished product we would like it to be waterproof or have a edible coating on the bamboo.

Cost	Plastic rivets	Plastic (biodegradable)	Bamboo wood	Total	Retail price	Profits
Per product	£0.14	£0.084	£1.69	£1.914	£3.99	£2.076
Per 216 products	£30.24	£18.15	£365.04	£413.43	£861.84	£448.42



the trussell trust This is a charity which runs a network of over 420 foodbanks. In the last year the network gave 1,332,952 three day emergency food supplies to people in crisis. We chose this charity because our product is a cutlery. Therefore, we found a foodbank charity so that whenever you eat with Bamspork you will remember that you've helped this charity. Their aim is to combat poverty.

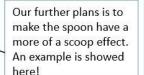
This will be a part of our packaging (the other part will be a plastic sleeve). It will be made of recyclable cardboard and there will be information about the product and about London



#### Packaging:

We are going to use biodegradable plastic so it is less harmful to the environment. Before that, we had also thought about using a hanging method which the product acts like the packaging itself. However, since it will be displayed the Design Museum Shop and people are going to use it in order to eat, we thought that would be unhygienic.







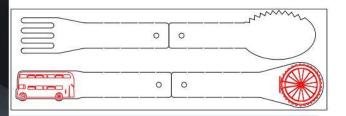




**DESIGN VENTURA**2021–22



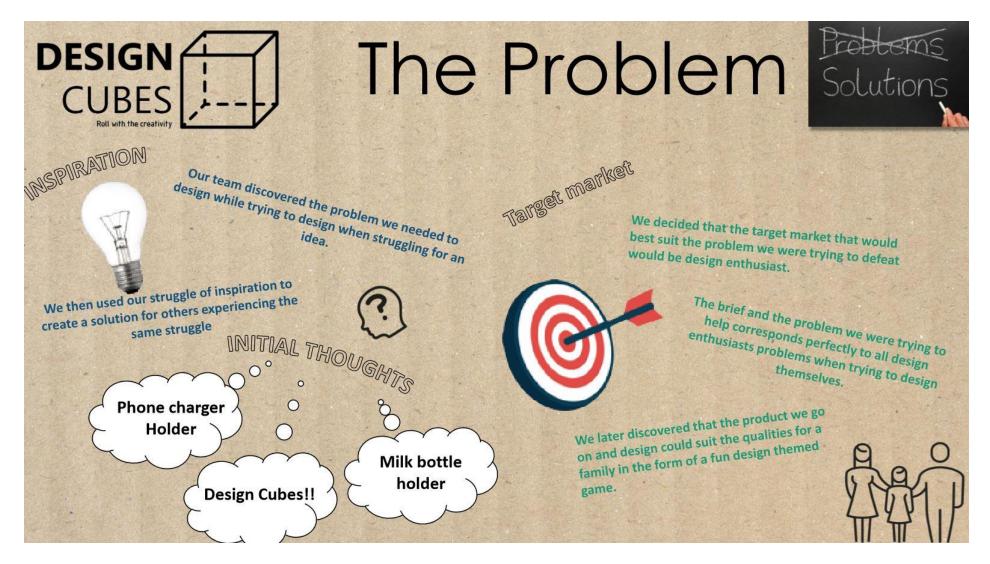
#### 2D design (CAD)



#### **Modifications - Evaluation**

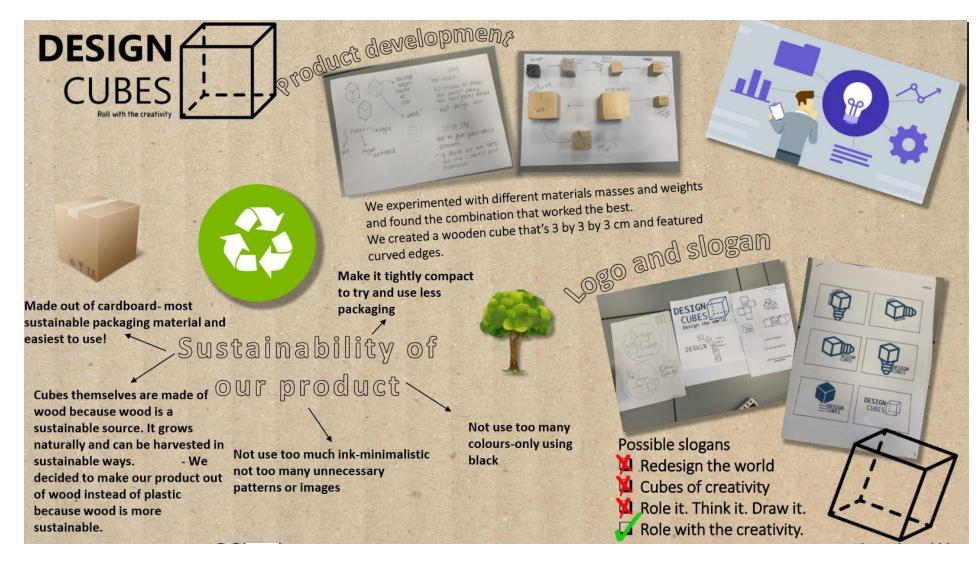
We have observed that the Bamspork is too long so we have decided to reduce the length. Furthermore, we have realised that we have to make the spoon able to scoop. However, we cannot achieve this process in school. We will have the rivets either bamboo or plastic. In this case our rivets currently, are metal.

# 2019: Twynham School



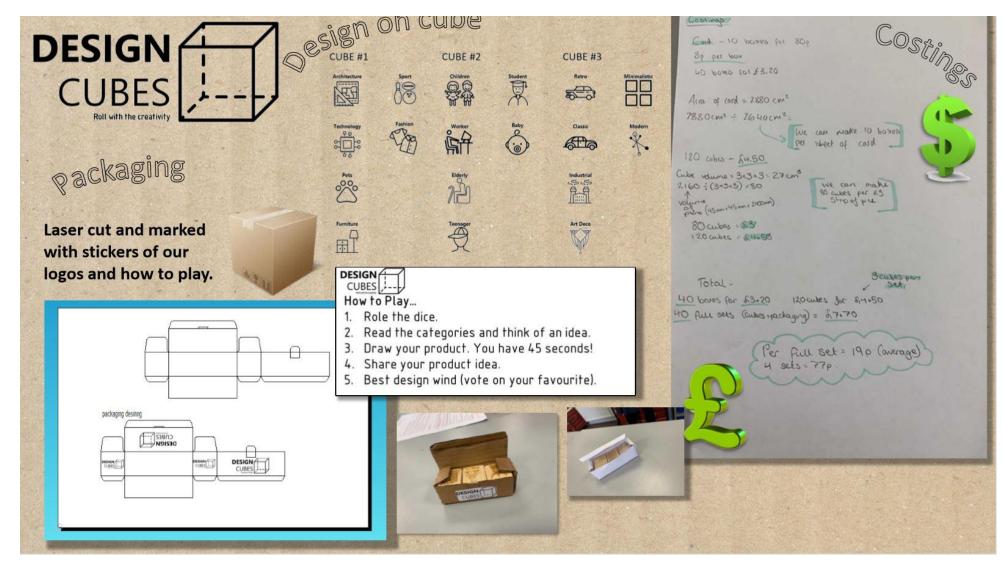


# 2019: Twynham School



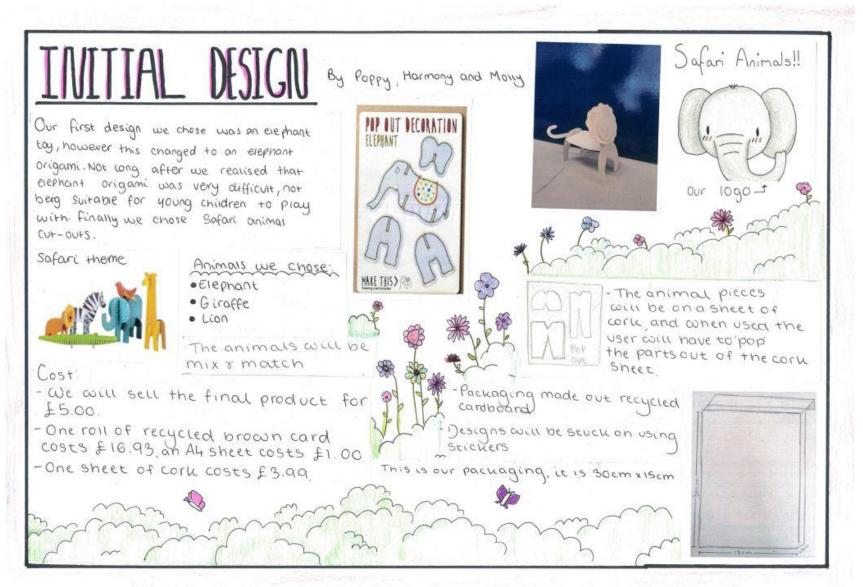


# 2019: Twynham School



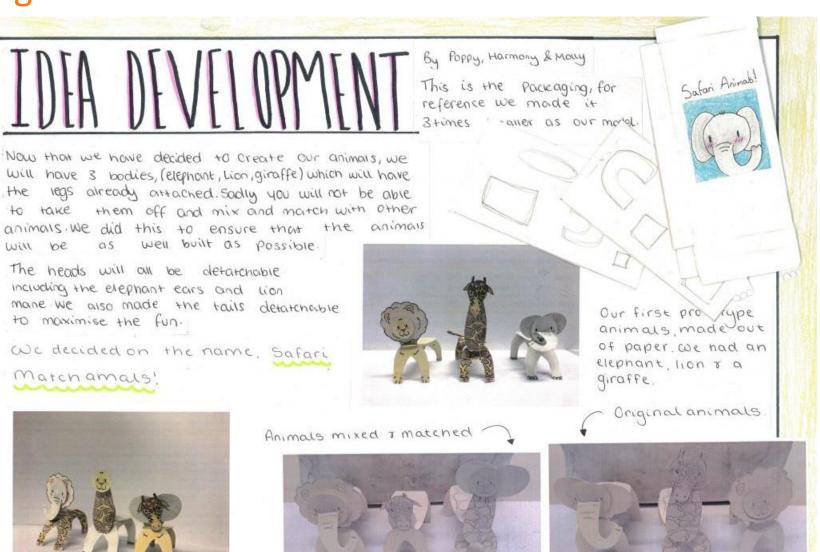


# **2020: County Upper School**



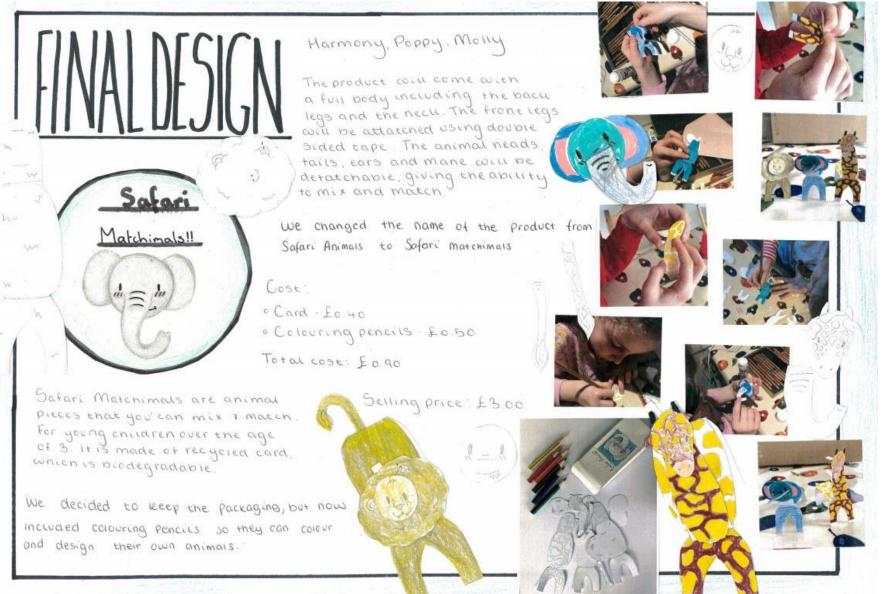


# **2020: County Upper School**





# **2020: County Upper School**





# **2020: Trinity School**

# Page 1

#### Our research

#### Problem we looked at

We found that lots of people forget to water plants and plants will die if not given water they need. People sometimes forget to do this because they are busy or they do not realize when their plants need watering. We found that this is a common problem for lots of people usually for indoor plants mainly and we wanted to look at ways we could remind people to water plants as they are important and we must look after them.

We took a picture below to show the problem that we found, This was one plant that didn't have enough water but we also found lots of other plants that had died or very dry as well and in our homes. We wanted to create a design that helps people to remember to water plants for people who are busy and might forget to.

We had to research and think about materials to use for the product that were good for soaking up water as the paint had to change colour. We also wanted to use a material that is good for the environment as plastics can be very damaging. We thought about cork and we found out that this material soaks up water well and is made from trees and can be regrown if used. Cork is also a long lasting material and is also easy to cut and use to make our product.

We bought some cork from Tilgear and this comes in a large roll that has enough to make lots of the leaf, you could probably make hundreds. It comes the size of a piece that is  $600 \text{mm} \times 900 \text{ mm}$ . This was more material that we needed, but we could make lots from it. This costed £ 7. 50 to buy. This would mean that the product could be made for a very cheap price and could make lots from the material bought for £ 7. 50. The cork we bought is also good for laser cutting and could use the laser cutter to make it quicker to cut each of the leaf shapes. We did it by hand that you can see on our next page but if we were making more laser cutter would be a good way to make more of the leaves more quickly.

We also bought some Hydrochromic paint which we had not used before so had to find out how this works and what it does. We found out it is a smart material so it can change colour. We thought that this would work well for our product. We bought a small tub of the paint from Mindsets for £ 9 .95 and this had 50ml of paint. We could make lots of the leaves from this small paint pot as we only used a little bit for the few we made. This means that the product could be made for a low cost if we were to make lots of them to sell in the Design Museum Shop. We think the product could sell for around £ 5.00 and this would mean there could be some profit.









# **2020: Trinity School**

# Page 2

#### Designing



#### Our first idea

We first had an idea to make a plant pot that could light up to show you when your plant needed water. The pot and dish underneath would tell you when it needs water and would light up and flash so you know when you should give it some more water. This idea was difficult to do and we didn't know how we would do the electronics in it to make it work and we didn't know if it would be safe with water and might be dangerous to the plant owner. So we then looked at a paint called hydrochromic which changes colour. We also thought that the pot idea would also cost a lot of money to make and it would be more than £ 10. 00 to sell in the Design Museum's shop.

#### Testing out an improved idea

To make it smaller and cost less we tried the idea out with a cork shape leaf with Hydrochromic paint on it. We tested the design by putting it under water or watering a plant and seeing if it changed and see if it works well or not by testing it we know how well it works. We used a leaf made from cork. We were going to use plastic but its not very good for the environment. It can also not soak up the water to make it change colour to green and show you when it needs water. Because the water is brown and dirty from the plant it can sometimes make the paint that is white go a brown colour and we ould need to make this better. But it still works well and shows you when it needs water.









The leaf is made out of a cork material so it can soak up the water easily and so it can absorb in the leaf as it has a white paint on it to change colour when in contact with water. The size of the leaf is a little more than a pinkie long and not thick and is wide as a adults thumb.

This paint works when water touches the leaf it turns green we chose this paint so we can tell when it needs water or not and it is perfect for our design idea the paint is white but when in contact with water turns green so using this paint we could tell how much water a plant needs or not. We tested this out with a plant at home and it worked well





The cork was sprayed with some spray paint to make it green and look like a leaf colour. The cork was easy to cut and spray green.



Next then we drew out each of the leaf shapes onto the cork material. We put these on to fit as many as we could on the material to save money and not waste any.







We left one side of the leaf plain cork and one side was sprayed green and we added a layer of Hydrochromic paint to the green side of the leaf by painting it on. This was quick and was easy to do.



# **2020: Trinity School**

# Page 3

#### Final idea

Who it's for

The target market is for anyone who struggles to keep their plant alive or help it survive and measures the amount of water it needs or not so it helps the plant owner of the plant by telling the amount of water in the plant or consumed. The leaf could be for kids adults the elderly and more. We decided to focus it mainly on families and adult design enthusiasts who might want to buy this product in the Design Museum Shop. We think that the product is different and not like what already exists because it is environmentally friendly with the cork material and is a useful product that solves a problem we found lots of people have. It also looks good and is very simple to use. Why this product

This product helps with people who struggle to keep their plant plants alive and can tell when it needs water or not if it's white it needs water. If its green then its moist and if its white then it needs to be watered and you can see this clearly so you know when to water it. It's made out of cork to absorb water and will slowly turn the Hydrochromic paint white to green. It can sometimes take a while to absorb water in the cork depending on how much water you give the plant but it will eventually turn green. When the water then starts to dry up in the plant then the leaf will turn white again and show you that you need to give the plant more water and this will help to remind you to water your plants and not forget. The leaf would fit in lots of different sized indoor plants easily and cork is long lasting to make the product be used over and over again in different plants.





The images here show our final design with the magic leaf in the packaging and also being tested with a plant. You can see how the product would be displayed in the packaging which tells the customer information and is not very wasteful. The images also show it white with a dry plant and then green after it has changed when the plant has enough water.







Our packaging design is simple and tells you how the Magic Leaf works and this makes it easy for the customer. It has instructions on the back of how to use it and it has images which help to show you. We added some leaves along the bottom to show with pictures how the leaf works and changes colour when the hydrochormic paint gets wet and turns the leaf green. The packaging is made from card and this can be recycled and is also natural material from wood so can also biodegrade.



## 2020: Heckmondwike Grammar School





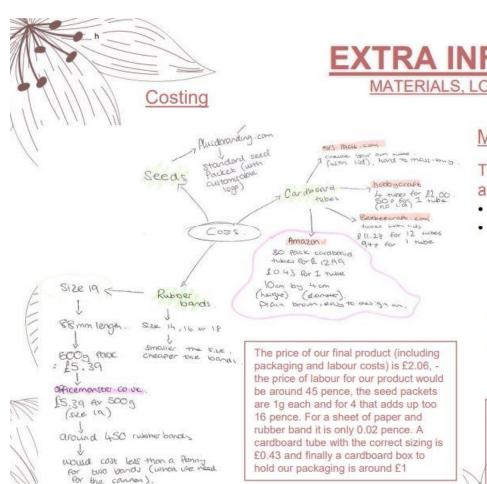
## 2020: Heckmondwike Grammar School





## 2020: Heckmondwike Grammar School

# Page 3





## **EXTRA INFORMATION**

MATERIALS, LOGO AND COSTING

#### Materials Used

The materials we are going to use are:

- · Cardboard · Seeds
- Paper

Logo

Rubber bands

# Sow Beautiful

We wanted the theme of our product to have earthy colours as our product is recyclable, so it is good for the planet and it is also about planting seeds which helps produce oxygen making the planet a better place.

We decide our logo should be beige and cream and then the box should be brown. These are all very natural colours. We also added a black outline of a flower as our product is about planting sees which will eventually turn into flowers.





# **Top Tips**

What makes a winner?

# **Top Tips**

What are the Judges looking for?

- Judges look for original, well-designed, aesthetically appealing ideas which meets the brief criteria
- Manufacturing should be feasible for small batch production (around 200 products – this usually rules out commercial injection molding and electronic products)
- The product should appeal specifically to Design Museum Shop customers.
- The product and its materials should show an awareness sustainability.





Past Winners 2021-2019

2010-2020







#### 2010

Dove bunting
Haberdashers' Aske's Hatcham College
Carboard bunting you can personalise
Materials: Card, paper and ribbon

2011

Badoiiing
Walworth Academy
A travel version of the game tiddlywinks
Materials: Polypropylene sheet, travel card

wallet and card

2010-2020





2012Pics PinsTrinityMix and match London landmark badges

Materials: Pin badges and card

2013

Squeezeys Weald of Kent Grammar School London themed tube squeezers

Materials: Acrylic, card and magnet

2010-2020





#### 2014

Card Cogs
Burnage Academy for Boys
Acrylic discs that allow you to
construct structures out of playing cards
Materials: acrylic and card

#### 2015

Dazzle Racer
Finchley Catholic High School
Wind up racers that you personalise with
stickers

Materials: Wood, elastic band and stickers

2010-2020







#### 2016

Hook20

Harrogate Grammar School A hook for holding a water bottle outside of your bag to avoid spillages

Materials: Polypropylene sheet

#### 2017

Petal Pot A plant pot that grows with the plant Weatherhead High School

Materials: Gumtec (recycled chewing gum)

2010-2020





#### <u>2018</u>

**Active Snap** Simon Balle All-Through School A version of the game snap that gets players active

Materials: Card Read their story

#### 2019

Creative [Un]blocks Twynham School Dice that help combat creative block Materials: Wooden blocks and cardboard

packaging

Read their story

2010-2020







#### 2020

Sow Beautiful
Heckmondwike Grammar School
A seed cannon to create a source of pollen for bees and help combat bee decline.

Materials: Card, biodegradable balloon, wildflower seeds
Read their story

2021-22 Could it be you?



Get in touch Email ventura@designmuseum.org

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