



**DESIGN
VENTURA**
2009–2019

Design Ventura

How to Submit Your Entry

the
DESIGN
MUSEUM

+

BORN TO BE
The Deutsche Bank youth
engagement programme





**DESIGN
VENTURA**
2009–2019

**A step-by-step guide to
entering Design Ventura**
Submission Deadline:
Wednesday 13 November

the
**DESIGN
MUSEUM**

+

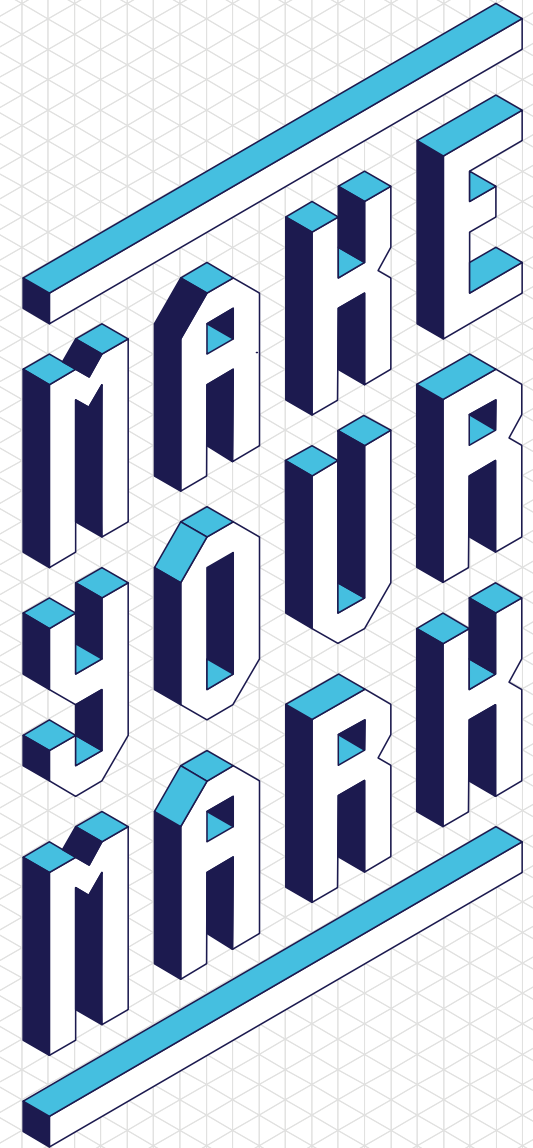
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OVERVIEW

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 'visualisation sheets' to the online form
4. Look out for the shortlist announcement on Monday 25 November



Reasons to enter Design Ventura

- A chance to see your students work exhibited at Design Museum
- Certificates for **all** students that complete the project
- Winning students 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 one team's idea to represent your school



- Hold a pitching event where every team presents their idea to a panel of judges.
- Invite your head teacher, local business people, guest designers or other colleagues to help judge.
- Refer to Judging Criteria to choose the winning idea (**Ventura Tip:** look under 'presenting your idea' in the project guide for the [judging criteria](#))
- Take photos or film of the pitches and share them on the Ventura website or via Twitter

EVALUATIONS

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

- The [Teacher Evaluation Survey](#)
- **All students** that participated in the project need to complete the [Student Evaluation Survey](#) (not just selected team)



COMPLETE THE ONLINE FORM



- Log in to the Ventura website here: <https://ventura.designmuseum.org/>
- Work with the team to complete the [online competition entry form](#). You can save your entry as a draft or submit it
- You will find it helpful to complete [a practice form](#) on paper before starting the online form.
- **Ventura Tip:** See past entries on the previous years page: <https://ventura.designmuseum.org/about/previous-years/>
- See the Pitching your Idea section of the Project Guide for practice forms: <https://ventura.designmuseum.org/project-guide/pitching-your-idea/>

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...



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 school*

Submitting teacher name*

Year group*

More than one option can be selected

Year 9

Year 10

Year 11

Team members* Please check the spelling of each team member's name. A minimum of 4 names and a maximum of 6 names can be entered.

About your idea

About your idea

Product name*

Your 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



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:

- > 3x A3 sheets (pref as a single PDF)
- > Optional budget template
- > Optional additional info on marketing materials

Additional links

Drop files here or
Select files

SAVE DRAFT OF YOUR ENTRY

SUBMIT YOUR ENTRY



WHAT TO ATTACH



3 x A3 Design Sheets (make sure you add your school name at the top of each sheet):

1. Research + initial ideas
2. Idea development
3. Final design

These can be hand drawn and scanned, or created digitally.

Please put your school name on each of design sheet

Upload your files*

We are looking for:

- > 3x A3 sheets (pref as a single PDF)
- > Optional budget template
- > Optional additional info on marketing materials

Additional links

Drop files here or

Select files

FILES

Ideal file formats:

jpeg or PDF

Max file size:

3MB

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

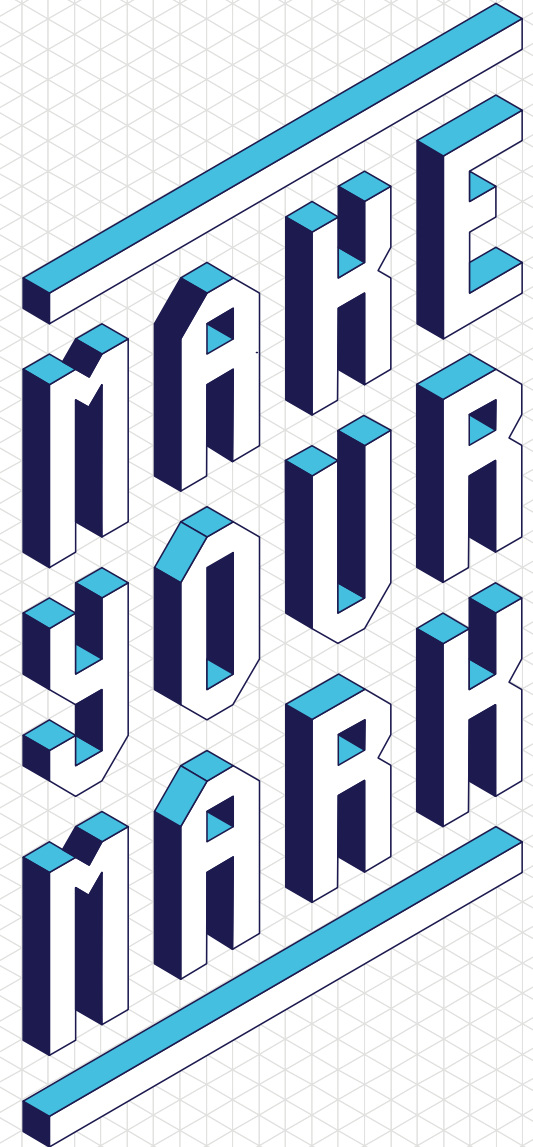
Ventura Academy design sheets.pdf



EXAMPLES

Visualisation Sheets

- The following three pages show a selection of 'visualisation sheets' received in previous years.
- 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.



3.



During this process we have really had to think about all aspects of the design brief to create a product that fits both the brief and can be made under £10. Overall as a group we're really happy and proud of our product and think suitable to be sold in the design museum shop. We are extremely thrilled and cant wait for the next round !!!

The leaflet contains screwdriver, pencils, screws, how-to easy instructions for putting up a shelf, curtain pole & picture frame. There is also a spirit level we made using a ball-bearing. All fits perfectly in the handy carry box.



DIY KIT

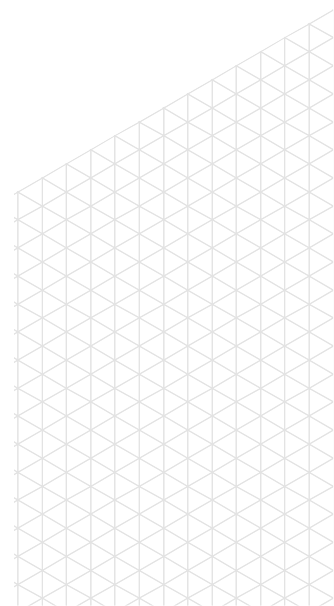
A DIY Kit with clear instructions and graphic diagrams to show people simply how to do easy DIY jobs. Includes a mini tool kit containing :
Hammer, Screws, Wall plugs , Spirit levels, Screw driver, (tape measure).

Made from stiff card (dotted line = folded) Hazard Tape Graphics for the front of the Card.

Tape measure across the top of the card.

An example of good packaging is the 'Office Orchestra' which has dividers for the object and 'how to' information on the side.

DIY KIT
This design is useful, easy and simple to use. The DIY Kit helps you complete simple 'do-it-yourself' tasks by using clear diagrams and simple explanations of how to carry out these tasks. It would be printed on folded card and open out to display the 'how to' explanation and a simple, graphic diagram of the instructions as well as a mini tool box tools such as a hammer, wall plugs, screws, spirit level ect.
This would encourage people to try and carry out the tasks and as well as fitting in with the HANDY design brief, it also fits in with the Design Museum Shop... being design and craft related.



LINEAR-FINAL IDEA



LINEAR

Branding - engraving in the margin

LINEAR



USP - LIVING HINGE:

The unique selling point of this product is the living hinge. It allows the laser cut wood of to **bend** meaning the product could be made of a single sheet of bamboo.

COST:

Very cheap to make considering bamboo is a reasonably expensive material.

790mm x 384mm bamboo = 303360mm²
 150mm x 100mm = 15000mm²
 303360 ÷ 15000 = 20 approx
 Cost to make 20 = £12.37
 Cost to make 1 = **62p**

SUSTAINABILITY:

Can be another selling point as the product uses:

- MINIMAL MATERIAL
- MINIMAL WASTE
- SUSTAINABLE MATERIAL
- MINIMAL PACKAGING



The product is 100% recyclable. This makes the product have very little impact on the environment.

TARGET MARKET:

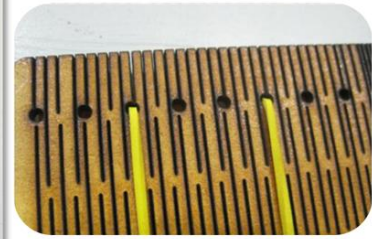
Young professionals, students, keen designers who are looking for something different, people who want a sustainable product. i.e. The people we saw in the Design Museum shop.

Product would sell for £4.99 or a pack of 3 for £9.99 - huge profit margin easily covering all other costs.

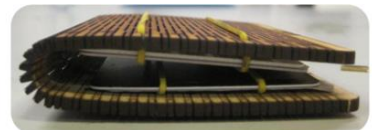
WHAT IS IT?

LINEAR is a wooden wallet made from a single sheet of bamboo.

The cards & notes etc are held in securely by 4 rubber bands which come in different colours, making it customisable.



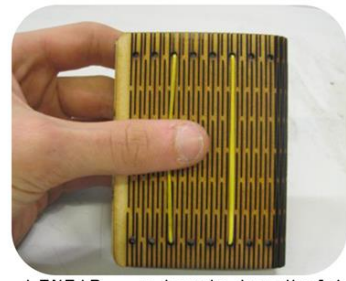
Rubber bands go into the slots with holes in them - holds them in securely without moving the wood.



Living hinge - allows the product to fold and protect your cards etc.



The rubber bands are surprisingly secure.



LINEAR - a handy handheld product.

LINK TO 'HANDY'

The product is very **useful** as nearly everyone has credit card etc or at least an oyster card. The product allows them to store these cards safely in a unique wooden design.

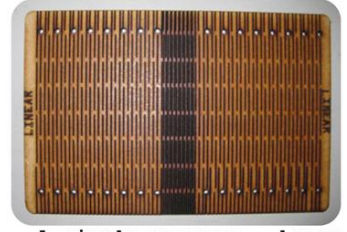
The product is also **handheld** so the product directly links to the theme.

MANUFACTURING:

Extremely quick and simple - made using the laser cutter allowing the living hinge mechanism to work.

Takes approx 20min to make one.

VERY FEASIBLE FOR THE DESIGN MUSEUM TO MANUFACTURE



A simple process - laser cutting onto a single piece of bamboo.

PACKAGING:

The packaging is very **minimalistic** and **100% recyclable** - adding to the **sustainability** of the product.

The **simple** packaging also contains a sticker on the front of the envelope which shows a coloured graphic of the living hinge design and product name - clearly showing what the product is.

The colour indicates what colour rubber bands would be inside the product.



Blue stickers = blue rubber bands



FRONT

CONCLUSION:

This product is ideal for the Design Museum shop. It is simple, interesting & unique.

Also, it is extremely feasible for the Design Museum to manufacture in batch, making it the perfect new addition to the shop.

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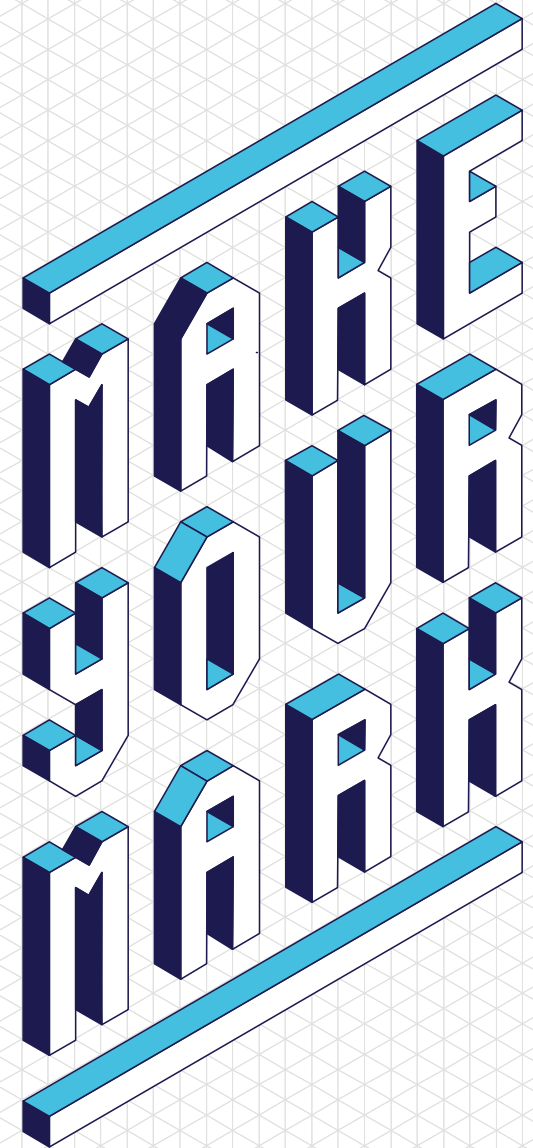
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What Makes a Winner?

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 the small batch needed by the Design Museum (around 250-300 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.





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Past Winners

2010 - 2018

Design Ventura Past Winners 2010 - 2019



2010

Dove bunting

Haberdashers' Aske's Hatcham
College

Theme: Young People

Materials: Card, paper and ribbon



2011 Badoiing

Walworth Academy

Theme: Play

Materials: Polypropylene sheet,
travel card wallet and card

Design Ventura Past Winners 2010 - 2019



2012

Pics Pins

Trinity

Theme: Journeys

Materials: Pin badges and card



2013

Squeezys

Weald of Kent Grammar School

Theme: Handy

Materials: Acrylic, card and magnet

Design Ventura Past Winners 2010 - 2019



2014
Card Cogs
Burnage Academy for Boys
Theme: Connect
Materials: Acrylic and card



2015
Dazzle Racer
Finchley Catholic High School
Theme: Move
Materials: Wood, card tube,
dowel and rubber band

Design Ventura Past Winners 2010 - 2019



2016
Hook20
Harrogate Grammar School
Theme: Change
Materials: Polypropylene sheet



2018
Active Snap
Simon Balle All-Through School
Materials: Card



2017
Petal Pot
Weatherhead High School
Materials: Gumtec



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Get in Touch

Telephone:
020 3862 5876 (Tues–Thurs)

Email:
ventura@designmuseum.org