



DESIGN  
VENTURA  
2020

# DESIGN VENTURA HOW TO SUBMIT YOUR ENTRY

the  
DESIGN  
MUSEUM

+

BORN TO BE  
The Deutsche Bank youth  
engagement programme





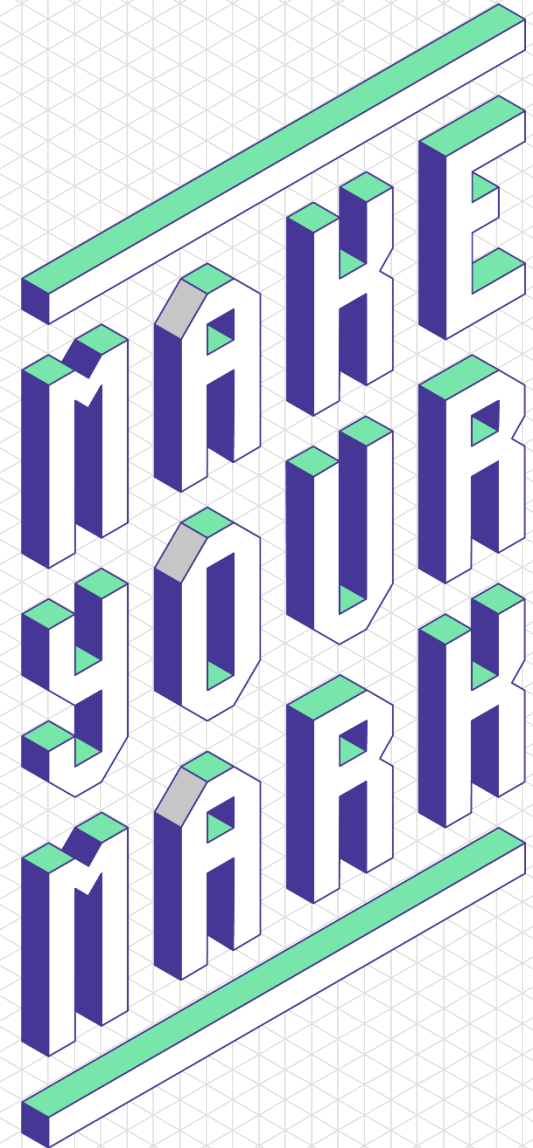
A step-by-step guide to entering  
Design Ventura  
Open for submissions from  
January 2021

Final Deadline: 24 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 'visualisation sheets' to the online form
4. Look out for the shortlist announcement on 5 March 2021



# Reasons to enter Design Ventura

- A chance to see your students work exhibited at the Design Museum
- Certificates for **all** students that complete the project
- 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 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 businesspeople, guest designers or other colleagues to help judge.
- Refer to the 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 the pitches and share them on the Ventura website or via [Twitter](#) or [Instagram](#)

# 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](#) (Submissions open from January, final deadline 24 February 2021). 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

# FILES



## Ideal file formats:

jpeg or PDF

## Max file size:

3MB

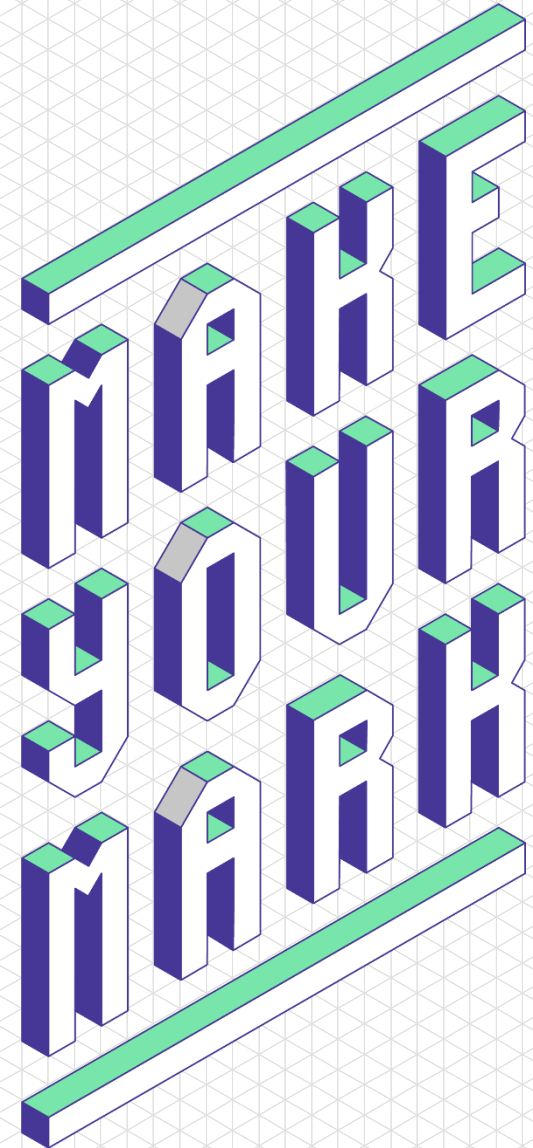
**Please include your school name in each file name e.g:**

Ventura Academy design sheets.pdf

# EXAMPLES

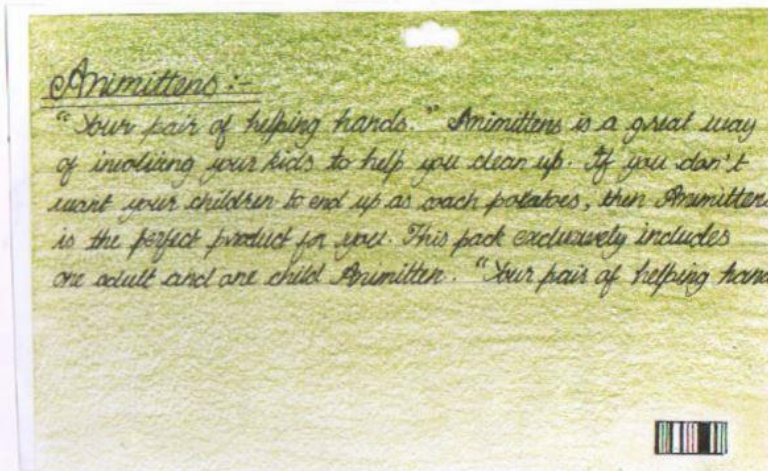
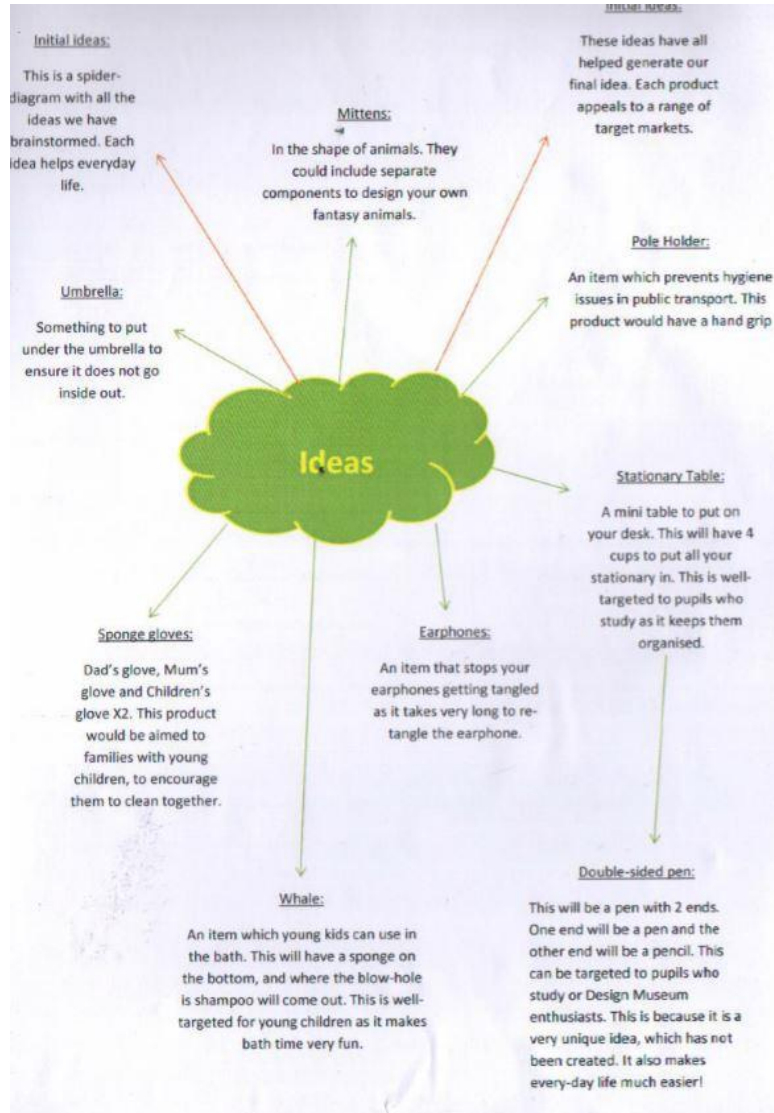
## A3 Sheets

- 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



This is our chosen packaging. It relates very well to our product; animals. Since our product is targeted to families, 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 barcode to scan, and a paragraph about "animittens" to persuade the target market to buy our product. The paragraph contains personal pronouns "you" to feel like the buyer is being personally addressed. 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 white. This choice of colours minimizes the printing cost. The slogan is short and concise so people will remember our product.



This was another idea for a logo. This is not very good as the colours aren't bold, therefore the white blends into the background. Also, the tiger is very small and not visible.



The name of our product, 'Animittens', is written in a fancy font and therefore is difficult to read.



### Sustainability

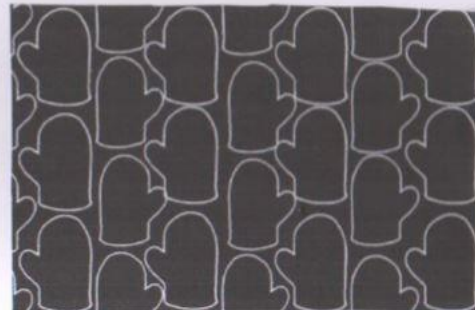
The main material in our product is felt which comes from an environmentally friendly, sustainable source, wool. In addition to this, we tessellate the designs so a limited amount of material is wasted. We also use limited packaging in order to create fewer waste products.

### Manufacturing methods

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.

### Packaging

As a team, we decided to use limited packaging in order to make the product more environmentally friendly. We introduced the idea of the jungle 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

## Page 3



# 2018: Greig City Academy

## Page 1

### Research and Initial Ideas



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

#### Describe the difference (Poundland):

- Design Museum Shop is Eco-Friendly
- Poundland uses many plastic for all its products
- Shopping bags in Design Museum Shop is 100% recyclable
- Poundland use plastic bags
- The products in the Design Museum Shop are organised on shelves and tables

#### What wouldn't work:

- Heavy objects
- Dull products

**Design Brief:** Create a well-designed product that will improve 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.

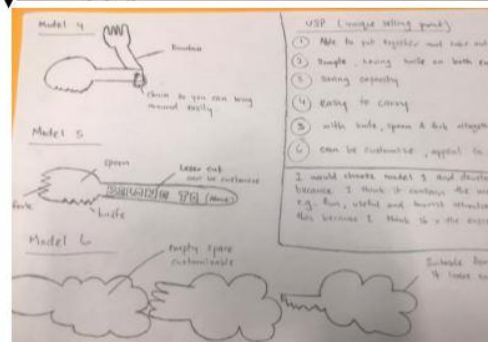
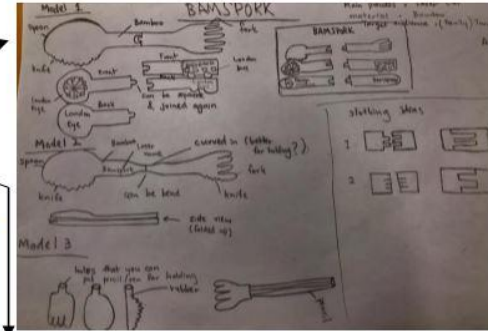
The problem we are aiming to solve is to avoid carrying regular, stainless steel cutlery. Our product will solve the problem as it will be smaller and light, which means it could be more portable.

#### Target audience:

- Tourists and visitors 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



Two examples of **SPORKS**, a product that already exists



#### SCENARIO:

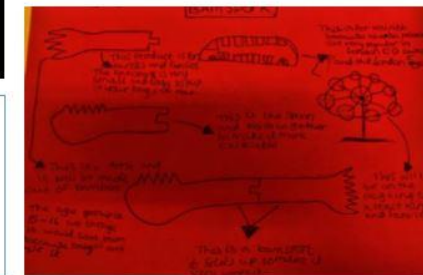
One day I was camping with my family and friends. I decided to bring lots and lots of food to the journey. I suddenly realized I needed set of necessary cutleries were going to weigh a lot. With this useful combination of cutleries you will not have to worry about your bag being too heavy!

**School:** Greig City Academy

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

#### Describes the shop:

- Organised on shelves
- Packaging is eye appealing
- Products are colourful
- Displayed in small areas



# 2018: Greig City Academy

## Page 2

### Ideas Development

#### Our initial ideas:

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

#### Our developed ideas:

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

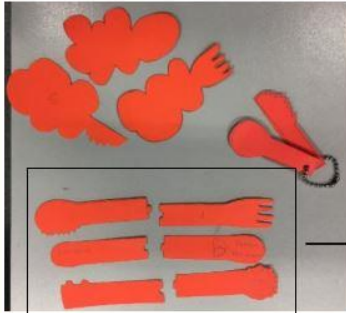
#### Manufacturing process(CAD):

1. Bamboo sheets
2. Laser cut the bamboo sheet into 8cm x 25cm
3. Laser cut the shape of cutlery (not fully)
4. Laser name/image/logo on bamboo (London eye and London bus)



Final decision

### Prototypes



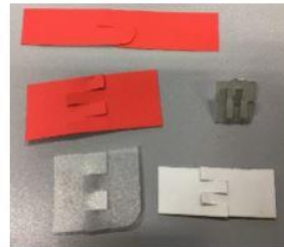
The idea our group has decided to develop further as our final design



These are all our initial ideas and developments



Investigating different slotting method to enhance the product



These are all the prototypes that we made



# 2018: Greig City Academy

## Page 3

### Final product

#### Budgeting:

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

#### Bamboo sheets:

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

#### Charity – The Trussell Trust

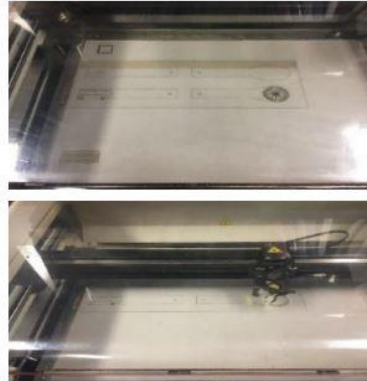
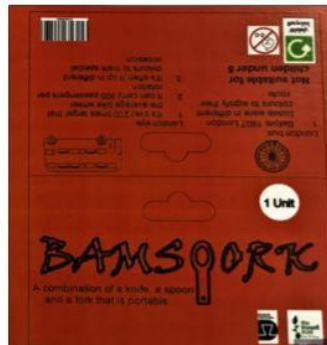
This is a charity which runs a network of over 420 foodbanks. In the last year the network gave 1,332,952 three day emergency food supplies to people in crisis. We chose this charity because our product is a cutlery. Therefore, we found a foodbank charity so that whenever you eat with Bamsfork you will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



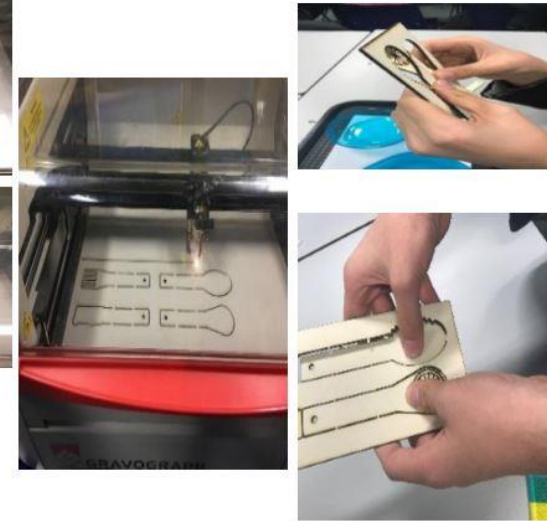
#### Packaging:

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.

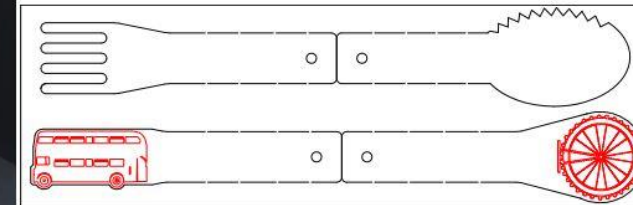
This will be a part of our packaging (the other part will be a plastic sleeve). It will be made of recyclable cardboard and there will be information about the product and about London



Our further plans is to make the spoon have a more of a scoop effect. An example is showed here!

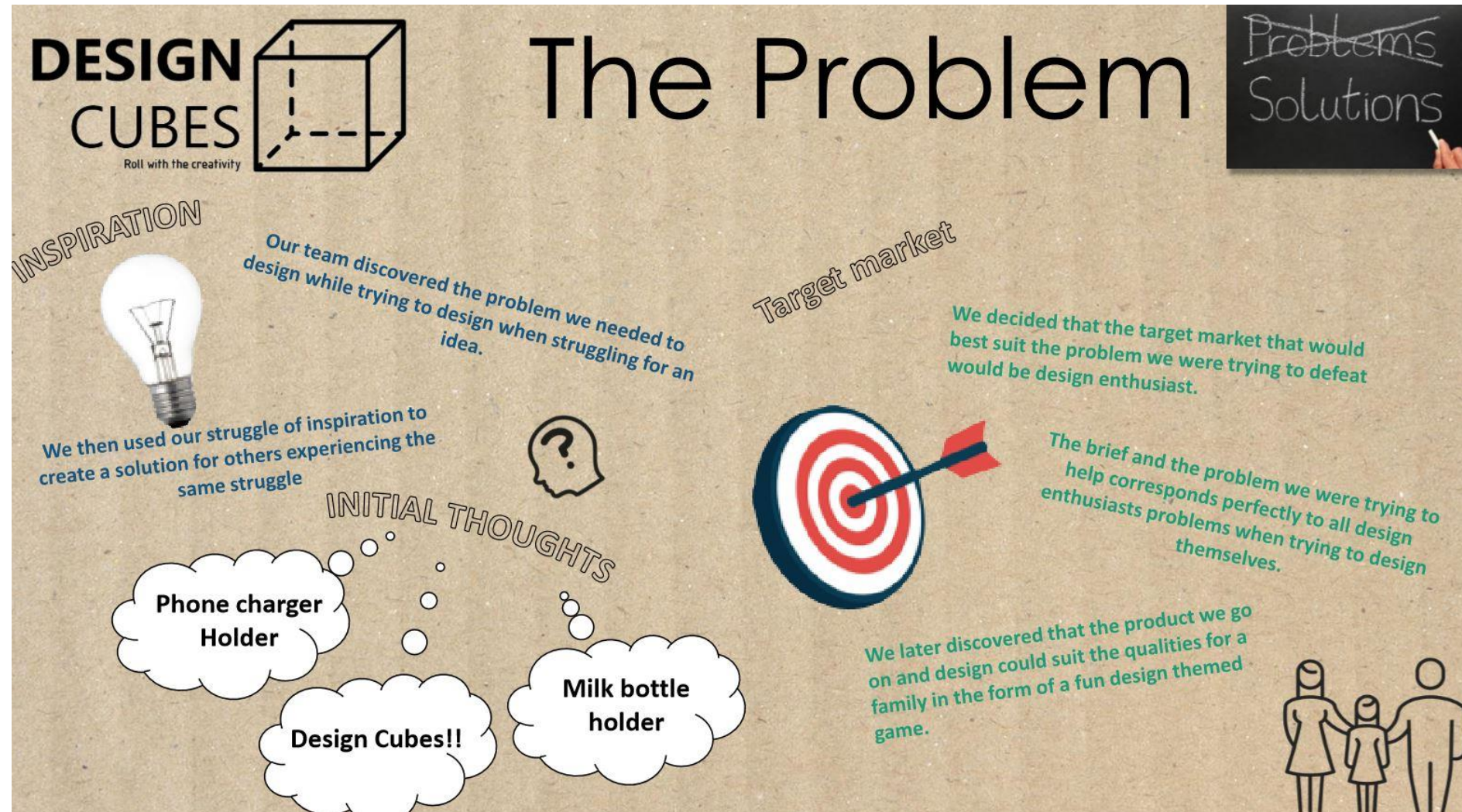


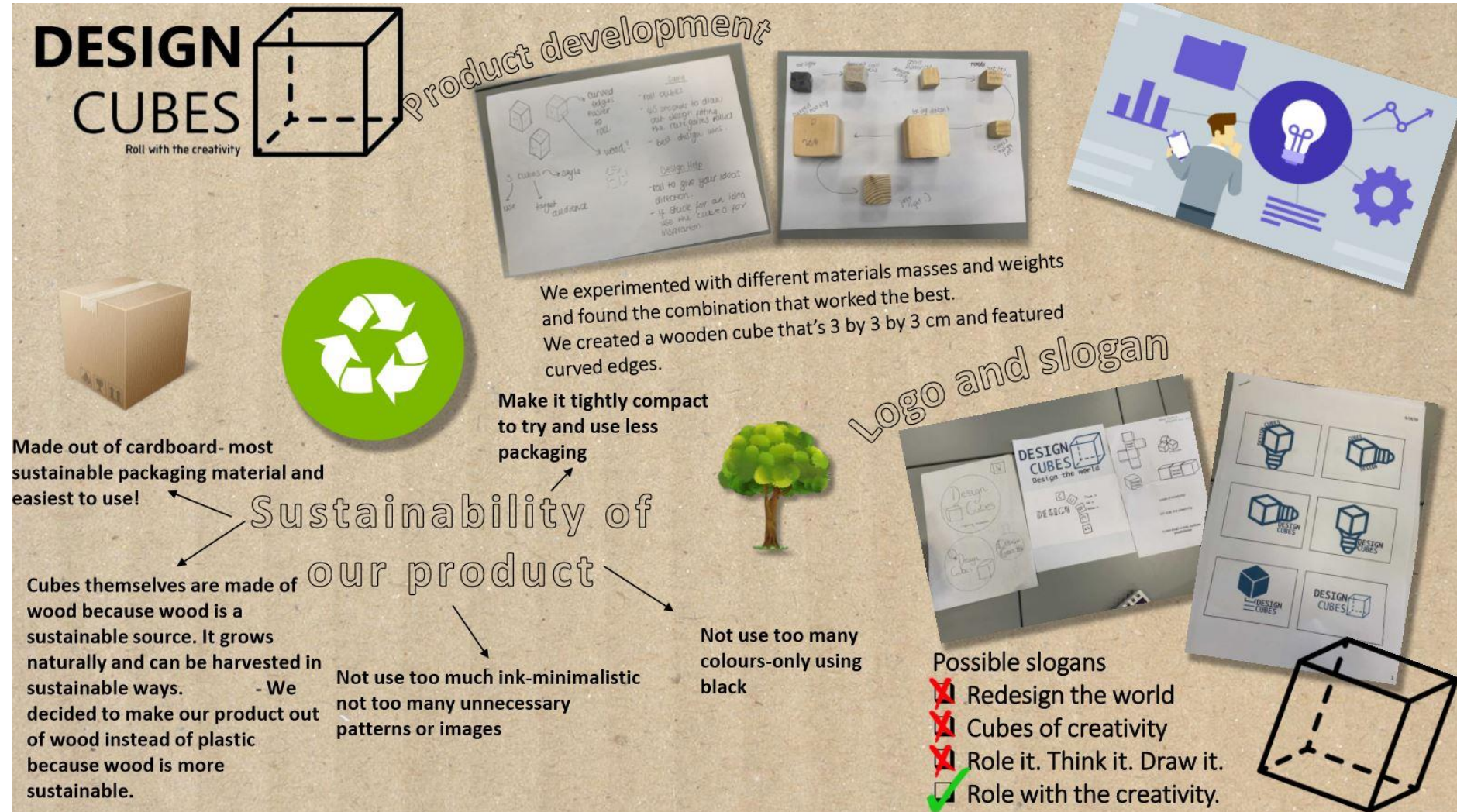
#### 2D design (CAD)



#### Modifications - Evaluation

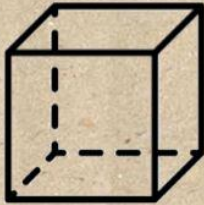
We have observed that the Bamsfork is too long so we have decided to reduce the length. Furthermore, we have realised that we have to make the spoon able to scoop. However, we cannot achieve this process in school. We will have the rivets either bamboo or plastic. In this case our rivets currently, are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





### DESIGN CUBES

Roll with the creativity



Design on cube

CUBE #1



CUBE #2



CUBE #3



packaging

Laser cut and marked  
with stickers of our  
logos and how to play.

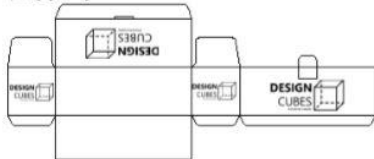


DESIGN  
CUBES

How to Play...

1. Role the dice.
2. Read the categories and think of an idea.
3. Draw your product. You have 45 seconds!
4. Share your product idea.
5. Best design win (vote on your favourite).

packaging design



### Costings

Card - 10 boxes for 80p  
8p per box  
40 boxes for £3.20

Area of card = 2880 cm<sup>2</sup>  
2880 cm<sup>2</sup> ÷ 2640 cm<sup>2</sup> = 10.9  
We can make 10 boxes per sheet of card

120 cubes = £4.50  
Cube volume = 3x3x3 = 27 cm<sup>3</sup>  
2160 ÷ (3x3x3) = 80  
Volume of cube (45mm x 45mm x 200mm)  
80 cubes = £3.20  
120 cubes = £4.50

Total -  
40 boxes for £3.20 120 cubes for £4.50  
40 full sets (cubes + packaging) = £7.70

Per full set = 19p (average)  
4 sets = 77p

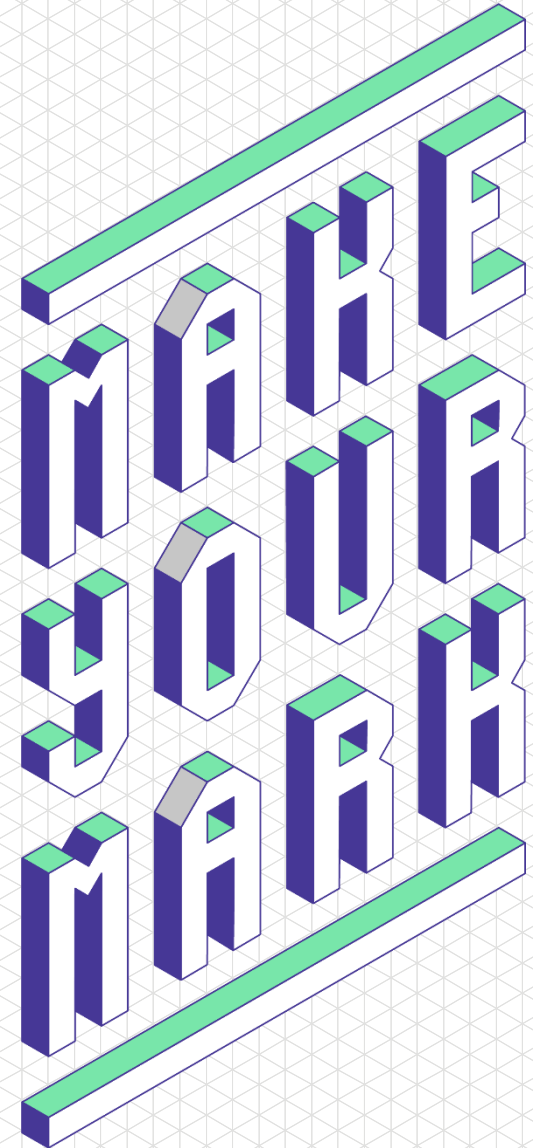
# Top Tips

## 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 2010 - 2019

# Design Ventura Past Winners

2010 - 2019



2010

Dove bunting

Haberdashers' Aske's Hatcham College

Carboard bunting you can personalise

Materials: Card, paper and ribbon



2011

Badoiing

Walworth Academy

A travel version of the game tiddlywinks

Materials: Polypropylene sheet, travel card wallet and card

# Design Ventura Past Winners

2010 - 2019



2012

Pics Pins

Trinity

Mix and match London landmark badges

Materials: Pin badges and card



2013

Squeezys

Weald of Kent Grammar School

London themed tube squeezers

Materials: Acrylic, card and magnet

# Design Ventura Past Winners

2010 - 2019



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

# Design Ventura Past Winners

2010 - 2019



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)

# Design Ventura Past Winners

2010 - 2019



2018

Active Snap

Simon Balle All-Through School

A version of the game snap that gets players active

Materials: Card



2019

Design Cubes

Twynham School

Dice that help combat creative block

Final product under development

Materials: Card



Get in touch

Email  
[ventura@designmuseum.org](mailto:ventura@designmuseum.org)

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