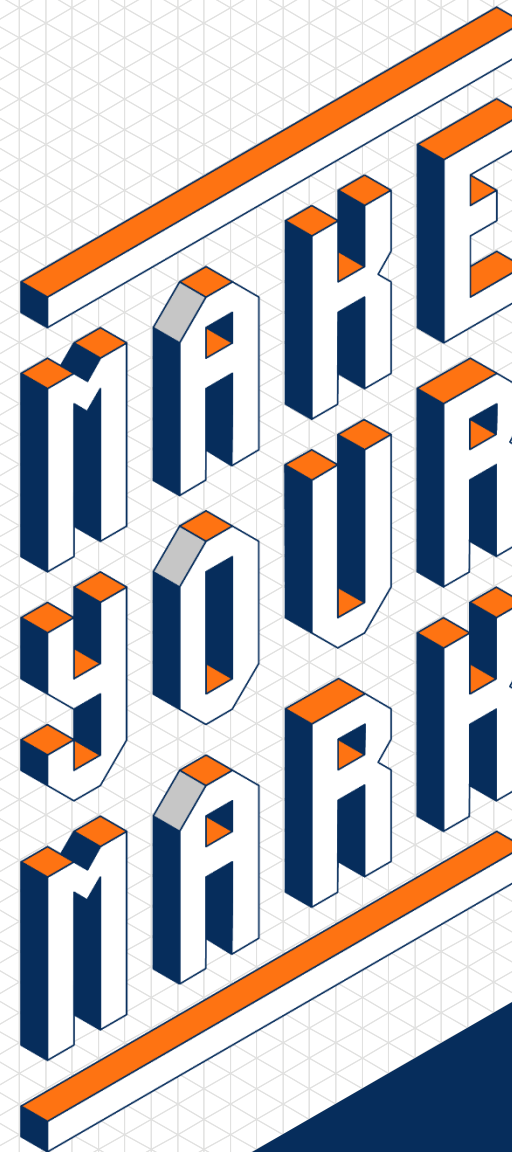




DESIGN
VENTURA
2021–22

Design Ventura 2021-22

Evaluating Packaging and Branding



the
DESIGN
MUSEUM



BORN TO BE
The Deutsche Bank youth
engagement programme



Original student made prototype

HIT SNAP

- Original prototype entered into the Design Ventura 2018 competition
- Made in school by students from Simon Balle All-through School



Final Design Ventura Product

ACTIVE SNAP

- Final Design Ventura 2018 product
- Design support from [Triple Double Studio](#)
- Sold in the [Design Museum Shop](#)
- Proceeds given to [MOVE](#) charity



Tomy Toys UK Iteration

ACTIVE SNAP

- A version of Active Snap made for nationwide sale by [Tomy UK](https://www.tomy.co.uk)
- Sold online and in toy shops across the UK



Compare and Contrast Packing and Branding

ACTIVE SNAP

- Compare the packaging and branding for these two versions of the same product.
- What are the differences?
- How has the different retail contexts changed the look and feel of the product?



ACTIVE SNAP

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- The image displays a variety of fitness cards and two boxes of the 'ACTIVE SNAP!' card game, laid out on a rustic wooden background. The cards are organized into four rows of six. Each card features a vibrant illustration of a person performing a specific exercise, accompanied by the exercise name and a repetition count (e.g., 'x5', 'x10', 'x15', 'x20', '10x'). The exercises include: Touch Your Toes, Squats, Star Jump, Sit Ups, Hop On The Spot, Shadow Box, Plank, Jump 100s, Jog On The Spot, Everybody Dance!, Toe Touch, Squats, Star Jumps, Sit Ups, Hop On Spot, Shadow Box, Hold Plank, Frog Jump, Jog On Spot, and Everyone Crazy Dance. The two boxes are red and blue, both featuring the 'ACTIVE SNAP!' logo and the tagline 'THE KEEP FIT CARD GAME FOR ALL THE FAMILY'.



Get in touch

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