



**DESIGN
VENTURA
2024–25**

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Design Ventura 2023-24 Mini Challenge

The Design Ventura Mini Challenge is open to students in Years 7-11, working individually or in teams. The Mini Challenge offers a taster of the Design Ventura programme for students which can be run in a single lesson, set over rotation or given as homework. It is also a good option for students who are unable to complete the main competition but would still like to participate.

All existing project resources are suitable to deliver the Mini Challenge and support students learning. Selected resources and guidance can be found in the Mini Challenge Section of the website.

The theme for this year's mini challenge is **story**, inspired by the Design Museum's recent engagement with the work of Enzo Mari, our upcoming [The World of Tim Burton](#) exhibition, and our new tri-wall display, [Fables for our Time](#).

The Mini Challenge prizes student creativity, and the ideas that win do not need to be fully realised or fully realisable, although we would like to see some consideration of practical concerns e.g. materials. It emulates the main competition in asking students to:

- Generate ideas
- Think about materials and sustainability.
- Respond to a brief
- Pitching ideas

We encourage teachers to run a short pitching event with students, to decide which idea(s) they will submit per class. The pitching event is for students to present and talk through their ideas, and need not last more than a minute per student based on class-time and student confidence.

To enter, teachers need to submit an image/scan of the student's product idea and complete a short form afterwards.

You can see a shortlist of last year's winning ideas [here](#).

Students can submit from September, and winners will be announced **fortnightly** on social media from September 2024 to February 2025 (at least 10 rounds, up to 12 if demand allows so send in those submissions!). Prizes will be sent in the post, and participation certificates can be downloaded from the website and printed for participating students.

*(Please note that this is **not** the main Design Ventura competition and we do not make the winning ideas for this challenge.)*

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