

Location research

Project stage: Research

It is important to understand the context of the Design Ventura brief – the Design Museum and its shop. You can do this by visiting the museum or by using the website for research. The questions below will help you.

(This worksheet is intended to be used alongside a visit to the Design Museum but can also be used while researching the museum via its website.)



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Location purpose:

What activities take place here?
What exhibitions are on?
How is this reflected in the shop?

Audience:

Who visits this place?
Make a note of the people you see and what they are doing?

Be inspired:

What products stand out to you?
What makes them different from other products in the shop?

Ideas:

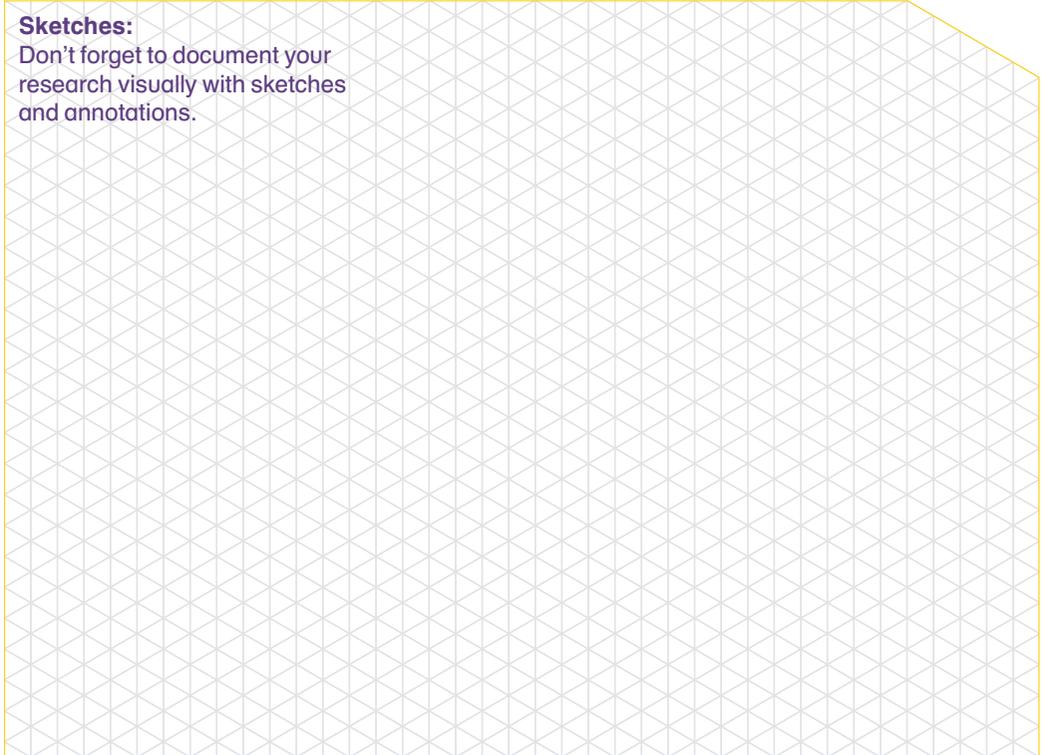
Be inspired by your research.
Jot down any ideas that come to you to follow up later.

What is missing?

How could the shop or its website be improved?

Sketches:

Don't forget to document your research visually with sketches and annotations.



Evaluating branding

Project stage:
Refining your design

This activity can be completed when visiting the Design Museum and the Design Museum Shop, or using a selection of branded goods. Begin by sketching and annotating one branded item – it could be a product, bag, t-shirt or a poster. Then analyse the branding using the questions below.



Sketch:
Choose a logo or symbol that stands out.

A large rectangular area filled with a light gray grid pattern, intended for sketching a logo or symbol.

Imagery:
What images, pictures or symbols have been used?
Why do you think that is?

A large empty rectangular box with a yellow border, intended for writing answers to the Imagery question.

Key messages:
Are there any messages or slogans linked to this brand?

A large empty rectangular box with a yellow border, intended for writing answers to the Key messages question.

Colour:
Which colours have been used?
Why do you think that is?

A large empty rectangular box with a yellow border, intended for writing answers to the Colour question.

Typography:
Choose five adjectives to describe the font or lettering used on the product. (e.g: bold, friendly, serious, sporty, fun, etc.) Does it remind you of anything else?

A large empty rectangular box with a yellow border, intended for writing answers to the Typography question.

Target audience:
Who does this brand appeal to?

A large empty rectangular box with a yellow border, intended for writing answers to the Target audience question.

Place:
How does this product relate to its external environment?
Where will it be used?

A large empty rectangular box with a yellow border, intended for writing answers to the Place question.

Budget template

Project stage:
Enterprise

The Design Ventura brief asks that you work within a budget of £1,400 to produce a batch of 200 products. We recommend that a proportion of this is set aside for prototyping and development and the rest is used for your 'production budget' (to manufacture, package and promote your product).

Use the blank template on this page to show your cost calculations.

Remember: your product can retail at around £15 per item so it should cost no more than £7 to manufacture to ensure that it makes a profit.



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Product	Item	Supplier	Description	Unit cost	Quantity	Total cost
Materials:						
Tools and production cost:						
Labour: (hours to manufacture and assemble each product)						
Other costs: (e.g packaging, transport and marketing.)						

Number of products you propose to sell:	Cost price of each product:	Retail price of each product:	Total money expected from sales:	Total profit expected from sales:	Total production cost:
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Who is it for?
(Who is the target audience for your product?)

Does it improve everyday life?
(does it solve a problem/make life easier/bring joy?)



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Idea summary

Project stage:
Refining your design

What does it do?
(What is the function of your product?)

Your idea

(Describe your idea in one sentence.)

What's already out there?
(Are there similar products already?
How will yours stand out?)

It's a great idea because...
(What is the unique selling point for your product?)

What does your target audience think?
(Ask questions and test your idea with
your target audience.)

How will it be made?
(What materials and manufacturing process
will you use? How much will it cost?)

Role descriptions

In this project you will work in a team of 4–6 people. Specific roles are outlined below. Designers and entrepreneurs often work as teams because individuals rarely have all the skills needed to make an idea work.

As a team, think about your talents and interests to work out who would suit each role best.

Project stage:
Launch



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Role	Description	Do
Project Manager	<p>A good all-rounder who can plan, manage their time and help others work together.</p> <ul style="list-style-type: none"> ▶ Has an overview of the whole project ▶ Delegate tasks so that every team member makes a contribution ▶ Complete the competition entry form with your team 	<ul style="list-style-type: none"> ▶ Make decisions ▶ Prioritise tasks ▶ Be a good listener ▶ Inspire and motivate the team
Design Manager	<p>Creative people who are skilled at problem-solving and exploring creative ideas.</p> <ul style="list-style-type: none"> ▶ Lead the development of creative ideas ▶ Draw designs – from initial sketches to final designs ▶ Make models and prototypes ▶ Oversee the creation of the A3 sheets with input from the rest of the team 	<ul style="list-style-type: none"> ▶ Help other team members to contribute ideas ▶ Identify potential design problems and investigate solutions ▶ Remember financial and communication aspects of the idea
Communications Manager	<p>Confident and good at summarising ideas, understanding other peoples' points of view and presenting.</p> <ul style="list-style-type: none"> ▶ Help the team to understand all aspects of the brief ▶ Carry out research into the target audience and existing products on the market ▶ Develop marketing ideas to sell your product to potential buyers ▶ Lead the pitch that will present your team's final idea to the judges 	<ul style="list-style-type: none"> ▶ Make sure you understand the financial and design aspects of the project ▶ Think about your product's Unique Selling Point (USP)
Finance Manager	<p>Someone who is good with facts and figures, and with excellent research skills.</p> <ul style="list-style-type: none"> ▶ Develop ideas and plans that could make your team's idea profitable ▶ Research the costs of materials and manufacturing and try to find the best value options ▶ Complete your team's budget template (optional) showing the costs for your product 	<ul style="list-style-type: none"> ▶ Keep your financial plan simple and realistic ▶ Contribute to the creative ideas and communications aspects of project

All team members should...

- ▶ Help come up with initial ideas
- ▶ Agree on a name for your team and your product
- ▶ Give positive feedback to other team members
- ▶ Consider the environmental aspects the final idea
- ▶ Decide which charity to donate profits from the sale of your product to
- ▶ Contribute to the final pitch

Target audience

Project stage: Research

Return to this sheet when you are refining your product and thinking about marketing. What would this person think about your product? What feedback might they give you?



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Your target user:

(e.g: Their name / age / gender / nationality / other defining characteristics)

Their personal preferences:

(e.g: Music / TV / films / games / hobbies they like?)

Their clothing:

(e.g: What do they like to wear? Are they into the latest styles, do they like to keep it simple or are they a fashion hater?)

Their career, education and ambitions:

(e.g: What do they do for a living? If they are a student, what are they studying? What are their plans and hopes for the future?)

Their ethics and values:

(e.g: What do they care about? Do they give to charity? What causes are important to them? Do they care about social, educational, environmental or other issues?)

Their routine:

(e.g: What do they do for travel, work and fun?
What does their average day look like?)

Their favourite brands:

(e.g: What other brands do they like?
What can you learn from this?)

Practice your competition entry

Project stage:

Submit your entry

Use this form to gather the information you need to complete the online submission form.



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School name:

Product name:

Team members:

Check spellings

Year group:

Your idea:

Summarise in 100 words or fewer. What does it do?
Remember to answer the original brief.

Who is your target audience?

Who is your exact target audience?

How will they find out about your product?

Manufacturing:

What will your product be made of?

How will you manufacture it?

Sustainable design:

How will you avoid making a negative
impact on the environment?

Other considerations:

Costing and budget – use the optional budget
template to work this out.