

INNOVATE

Student toolkit



Introduction

Become an Innovator!

V&A Innovate is encouraging you to become the innovators the world needs. Our world is changing and design can help.

Welcome to V&A Innovate. You will work in a team of 4, 5 or 6 to come up with a new design idea to help solve a real world problem.

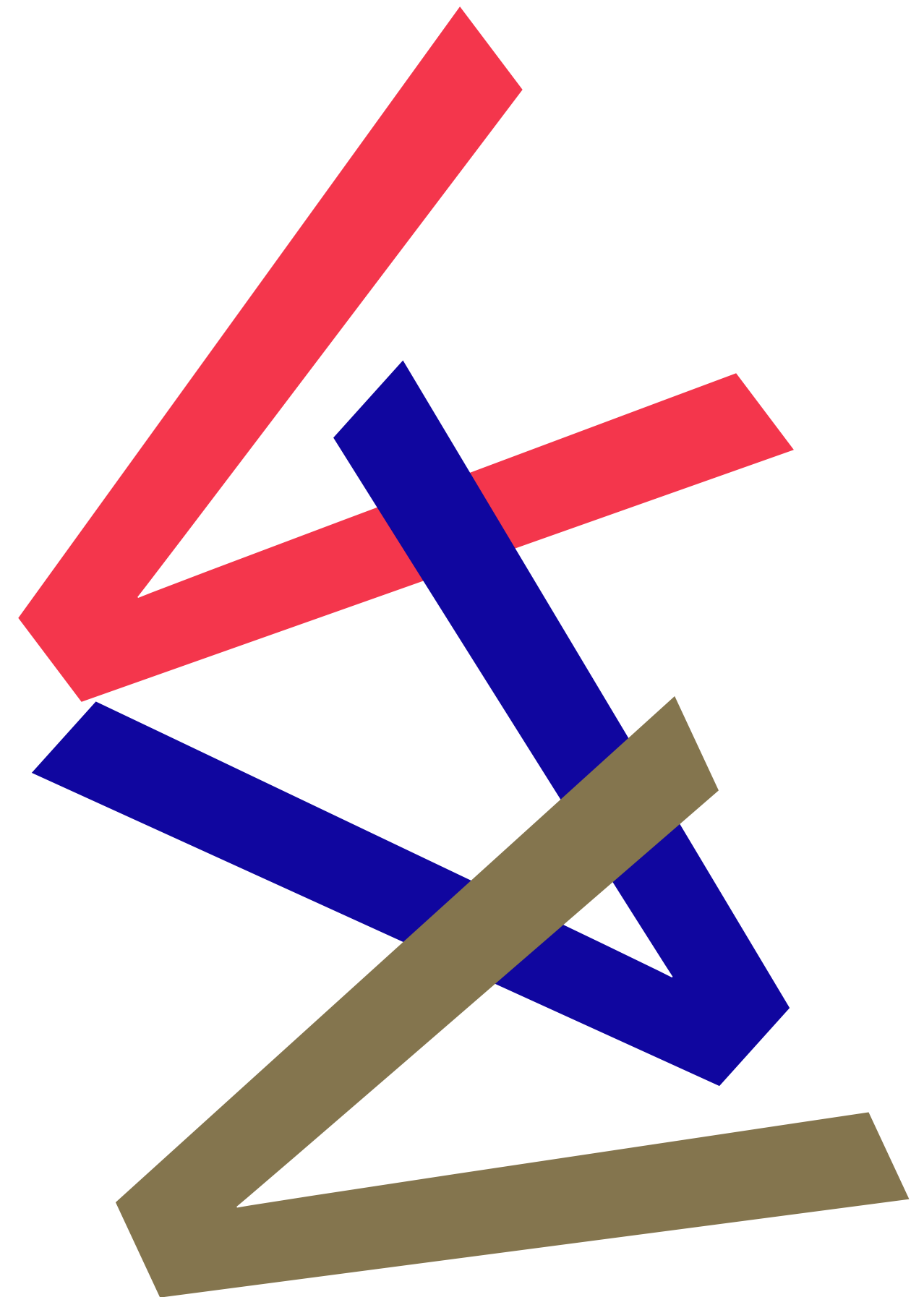
You could design a new object, building, service, item of clothing, app, graphic design or whichever design discipline is best placed to tackle the issue or opportunity you have found through research. Your design idea needs to consider the impact it will have on people and the environment.

This year's themes are: Adapt, Care, Disrupt. They are inspired by objects in the V&A collection, and issues we are facing in the world today. You will find out more about the themes from your teacher.

Your team will need to enter two A3 design sheets sharing your design journey and ideas. If chosen as finalists by the industry judging panel, you will have the chance to visit the V&A in London to pitch your ideas to the judges at our annual V&A Innovate Pitching and Awards Day.

This toolkit will help you on your design journey: exploring the theme, doing research with people, defining your challenge, testing, prototyping and iterating your ideas, and submitting your design journey and ideas to the judges.

We can't wait see your designs!



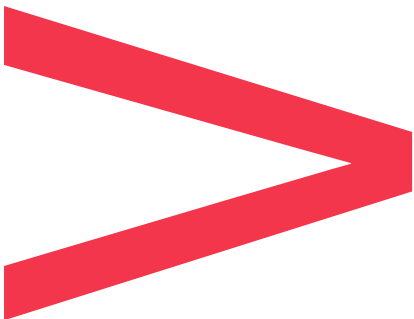
V&A Innovate is generously supported by

On your V&A Innovate journey you will follow a design process

The V&A Innovate design process is:
Collect, Make, Share.

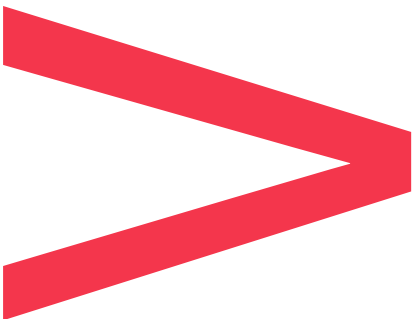
Collect

Explore the theme, research, and discover a problem you'd like to solve.



Make

Come up with ideas based on your research. Prototype and test them with people.



Share

Tell the story of your design journey and design idea. Submit your idea to the National Schools Challenge.



Iterate

You can repeat the process to improve your idea based on feedback.

Judging criteria

When evaluating your work for the V&A Innovate National Schools Challenge, this is what the judging panel will look for. You can use this as a checklist throughout your journey and when designing your A3 sheets to make sure you have given evidence of what the judges will be looking for.

Process

Your team will have developed the following skills:

Research

You have:

Considered how the theme relates to people and places locally ☐
Spoken to people to properly understand the problem ☐

Iteration

You have:

Tested your ideas with people or in context and taken feedback on board ☐

Collaboration

You have:

Worked together as a team throughout the journey ☐

Idea

Your team has created a design that is:

Impactful

You have:

Designed a solution that answers a need ☐
Taken into account the environmental impact of your idea ☐

Innovative

You have:

Developed a creative, exciting and original idea ☐

Design sheets

You must enter your idea on two A3 design sheets. Your school and team name must be included at the top of each sheet.

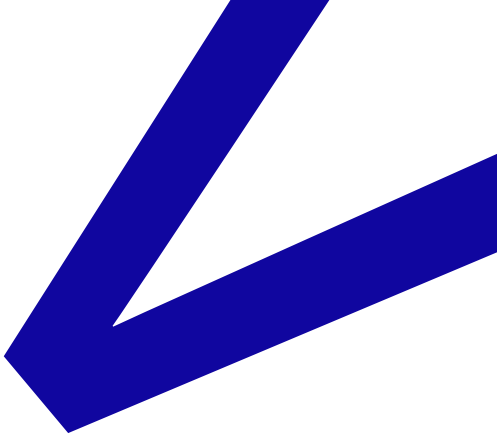
You should submit design sheets that:

- share your idea clearly, explaining what it is, what problem it is trying to solve, who it is for and how it works
- share your idea creatively through a range of methods (photographs, technical drawings, models, mock-ups, text, links to websites, quotes from research)
- describe your design journey from research to final idea, showing how you answered your own design challenge

Remember, we are looking for bold, creative ideas – something that has the potential to have real impact with real people. There is no right or wrong way to present your idea but make sure it is clearly communicated visually so that the judges can understand your thinking. A strong entry includes evidence of each of the judging criteria, e.g. an annotated photograph showing the group working together and explaining everyone's role is one way to show collaboration.

Reflection

Use this throughout the project to reflect on each stage of your V&A Innovate journey. Write notes, draw, and share reflections with each other. You can look back at it when you are creating your design sheets for the judges.



Collect

- What have you enjoyed?
- What has surprised you?
- What have you found difficult?

Make

- How did you test your idea?
- What did you find out?
- What changes did you make?

Share

- What is the best thing about your project?
- What would you do differently next time?

Getting Started

Draw, write or cut and paste images to make a map of the objects, people and places connected to your theme.

Your chosen theme

- What are you exploring?



Places

- Where are some relevant places in your area? At home, in shared spaces, high streets, buildings, hidden spaces, public spaces, etc.



Objects

- What are some objects that are relevant? V&A collection objects, everyday items, materials, manufactured products, things in nature, vehicles, technology, digital platforms and apps, etc.



People

- Who in your area does this relate to, and why? Who doesn't this relate to?
- Who might know something about this?
- Who could you ask to find out more?

Inspiration and Research

Tips for research

- Be safe, share your plans with your teacher
- Be respectful, ask for permission from the people you involve
- Be aware, think about how other people might feel (comfortable, awkward, etc)
- Be creative, explore an approach to research that you haven't tried before

Cut out these cards and choose which research methods you would like to use.

Designer inspiration

Follow this link to watch how designer Ella Bulley uses a range of research methods in her work.



Listening



Listen to people's stories about the topic you're exploring. You can do this in a structured conversation, a formal interview, or an informal chat.

Ear icon created by iconsmind.com from the Noun Project

Documenting



Capture activities, people, objects, and experiences through drawing, photography, writing, filming, collecting items, etc.

Camera icon created by Hoeda from the Noun Project

Experiencing



Designers often try to understand different people's perspectives by trying to see the world through different eyes. Put yourself in other people's shoes as much as possible and try to experience what they experience.

Sensing



Smell, taste, touch, and sound can all be used to explore your interests. Also, think about what emotions you feel (safe, awkward, relaxed, etc.), and how you can capture this as part of the research.

Finger print icon created by Robert William Mayers from the Noun Project

Questioning



Surveys and questionnaires are often used to get a general view of a topic or idea. They can be used face-to-face with people on paper or tablets. Or they can be sent to people by email.

Cloud icon created by Jaohuanye from the Noun Project

Seeing

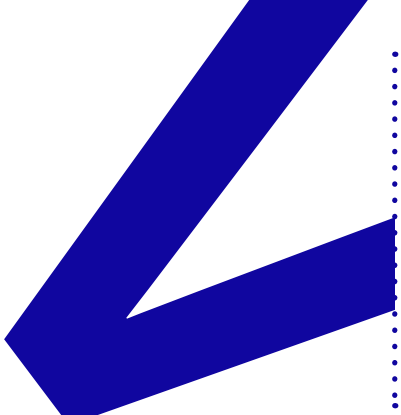


Hang out in a place and observe things and keep notes of everything you notice.

Exploring your interests






Use this grid to create research activities to explore your interests. Pinpoint what you're trying to find out, where you could go, who you could involve and how you could go about it.

Write, draw, or cut and paste something in the boxes below. Swap it for a different example every time you start a new row.



Outcome

You should have 1–3 creative research ideas to act on.

<div>Object, Person, Place</div> <div></div> <div>Pick one example that interests you from your Objects, People, Places map.</div>	<div>Research Methods</div> <div></div> <div>Pick any research method. Cut out the method cards or draw/write it below.</div>	<div>Time</div> <div></div> <div>When will it happen? How long will you need? At what time of day?</div>	<div>Activity</div> <div></div> <div>What will you do to learn something or find something out?</div>	<div>Output</div> <div></div> <div>How will you share what you've done? Notes, drawings, audio recordings, film, etc</div>

Light bulb icon created by Chanetsa from the Noun Project

Define Your Challenge and Ideas Generation

Narrow down what you found out during your Collect research activities and turn it into a focused question that you can explore during the Make stage.

Draw/write/cut and paste images in the spaces below

Outcome

One clear question that you are motivated by and keen to explore further in the Make phase.

What did you find out during your research? What was surprising, exciting, unusual, interesting?

For example,

Doctor waiting rooms feel very cold and scary to some young people.

‘How might we...’ questions are a great way to turn something you discovered into a design opportunity.

Pick examples from ‘What we discovered’ and turn them into a ‘How might we...’ questions.

For example:

How might we make waiting rooms more flexible to young people’s interests and needs?

Pick one of your favourite ‘How might we...’ examples. This is your challenge or design brief.

Ask yourself:

Does it respond to a real need?

Are you motivated by it?

Can you imagine how you might explore it through making?

What we discovered

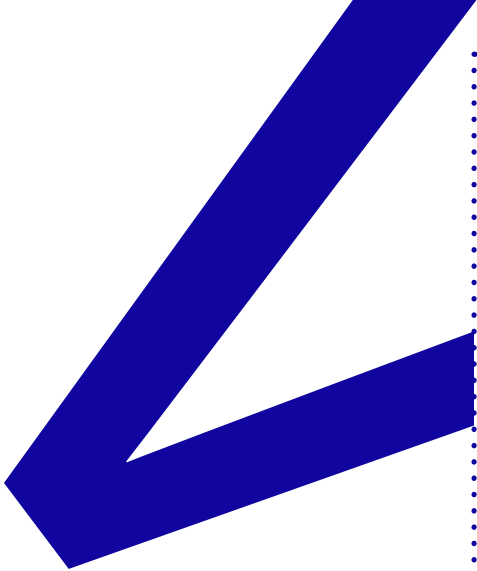
How might we...

Define your challenge

Ideas Factory

Cut out the individual cards and place them face down. Turn over one card at a time. For each card, spend two minutes brainstorming as many ideas as you can based on the design challenge you have set yourselves.

Write or draw your ideas on the cards.



Outcome

You have lots of ideas! Reflect and decide which ideas feel strongest by asking:

- Does it connect to something you found out in your research?
- Would it have a real impact on the people it’s for?
- Could it realistically be made, thinking about sustainability, cost, materials, and manufacturing?



£1 budget

£1 million budget

One day to make it

Locally sourced materials

A service

For only one person

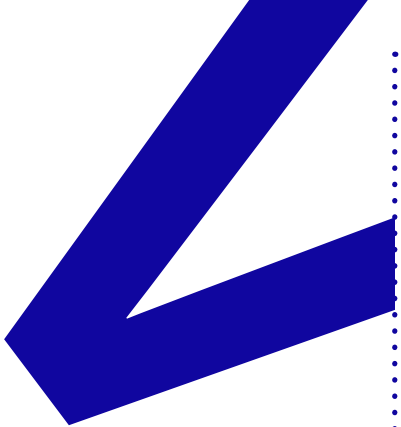
Imaginary technology

Made at home

Adapting something that exists

Prototyping, Iterating, Refining

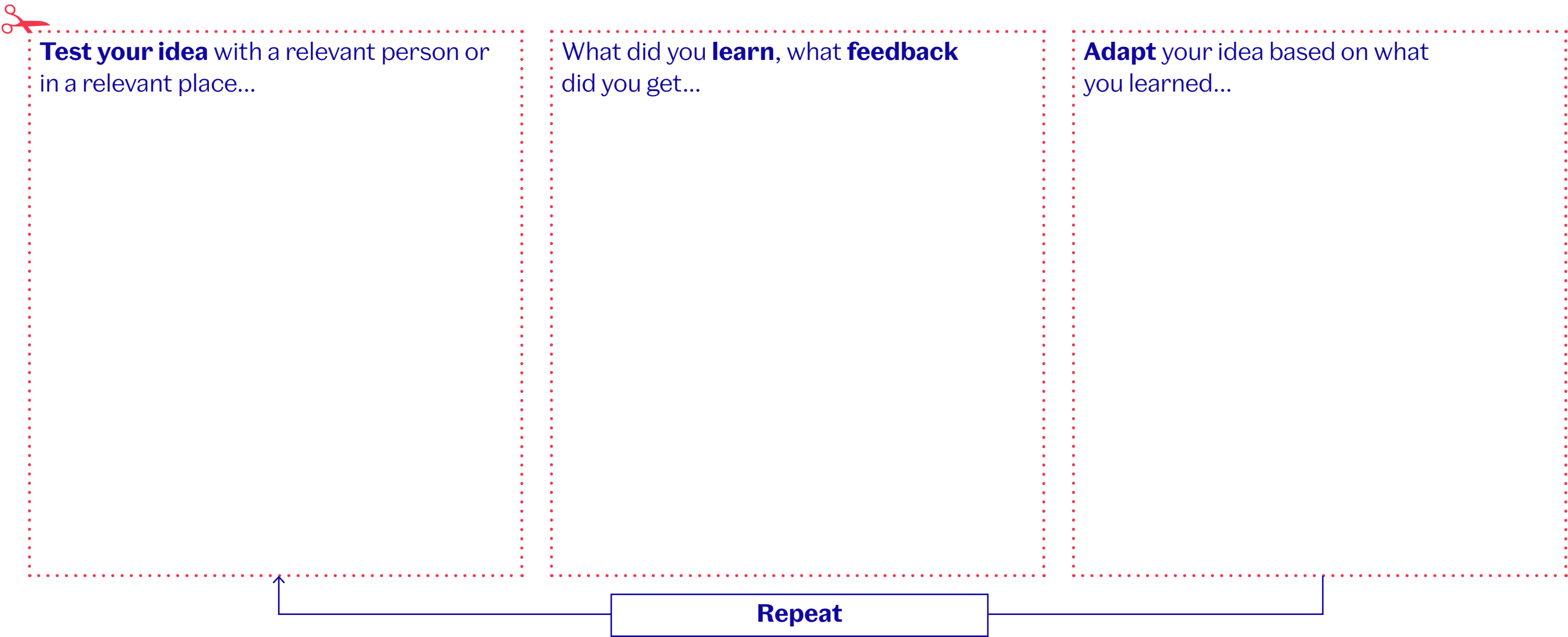
Test out your ideas with the people it matters to most or in some relevant places. Use what you learn to make changes to your idea. Getting feedback is a great way to understand what people respond to best, or what may or may not work.



Outcome

You should capture how your ideas were tested, what was learnt and what you changed as a result.

Draw, write or place images of your development in the boxes below.



Here are some prompts to inspire you when adapting your idea.

Swap... for different materials? the user?	Combine... different ideas? different materials?	Modify... the scale, shape, features? its weight, texture, feel?	Put to other uses... explore a different use for it? allow people to use it in different ways?	Eliminate... make it simpler? reduce its environmental impact?	Rearrange... the different parts? the steps involved in using it?
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Submission Template

<div>Explore the theme</div>	<div>Primary research</div>
	<div>Initial design ideas</div>
<div>Sustainability focus</div>	

Submission Template

<div>Development, testing and prototyping</div>	<div>Final design</div>
<div>Client/peer feedback</div>	<div>Final evaluation and testing</div>