

2.00B Lecture 1

2-4-09

Art+Science

Whimsical Aesthetic approach to
product design

Design for 1/4 of US population

OBJECTIVES

- 1) Learn design process
- 2) Work with children
- 3) Become more creative

Design - act of producing a plan
for a specific effect
- a scientific art or artistic
science?

Product - something produced (lame!)
- something made for sale

Toy - a tangible item used as a
tool for play
- anything can be made a toy

Toy Product - tangible item designed
to function primarily for play

- Arts/media products?
not really
- Things fun to use/fun looking?
not really

Design Process

- 1) Research
- 2) Ideation
- 3) Detailed Design
- 4) Concept Refinement
- 5) Design for Production

*If you missed class, you
missed FINGER PAINTING!

Required (ish) Reading

Understanding Comics

Emotional Design

Product Design + Development

Materials + Design

Toys as Culture

Homo Ludens

Absolutely Required

Design Notebook

Blank

Decently large

Hardcover

Example: Moleskin

Logistics

Lecture MW 3:30-5pm (3-370)

Lab R 9-12, 7-10pm (35-307)
F 9-12am PDL

BE ON TIME!

12 Teams of 5-6

2 Instructors

9 Units (CI Project-Based)

You do get a grade

Assignments

Statement of your thoughts on
design or play

→ email to barrjk@mit.edu
with subject "last name" 2,00b

BY ~~2/4/09~~ 2/4/09
midnight

as a limerick (AABBA form)

Meet + Greet

- This Thursday/Friday 9-11am
in 35-307

- 3 minute discussion of classes,
courses, concerns

- Bring a print-out of your schedule

- Go to section you're registered
for, please