

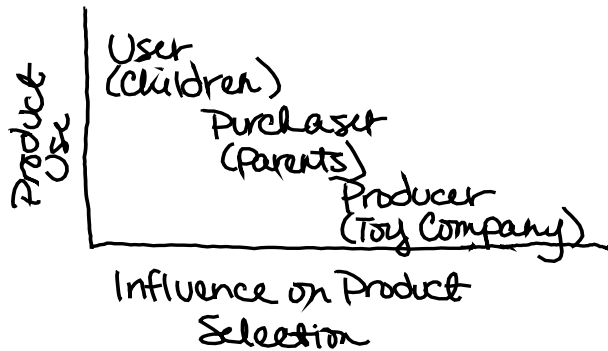
2.00B Lecture 2

2-9-09

Toys + Play

- * Get a design notebook!
- * Write in it in pen (many colors if you like)!

Who is our customer?



Design for Play

- Functional requirement
(Ex, toaster must toast bread)
- Design embodiments
(Ex, coil inside toaster)
- Play Value (especially for toys)

What is Play?

- A quality of mind
- A natural + learned element of life
- It is developmental + cathartic

Barry's Definition:

- A state of mind during an activity that is

- enjoyable
- captivating
- superfluous
- intrinsically motivated
- process-focused

Hierarchy

Work → Work disguised as play →

Directed play → Guided play →

Free Play

Importance of Play

- Survival
- Development
- Fun

Classifying Play

Scales of Play

Involvement: Passive → Highly Active
Social Involvement: Solitary → Competitive
Level of Restraint: Free Play → Rule Play
Mental/Physical: Mental → Physical
Gender: Male → Female

Piaget's Stages of Development

Sensory-Motor (0-2 yrs.) SENSORY
Preoperational (2-7 yrs.) FANTASY
Concrete Operation (7-11 yrs.) CONSTRUCTION
Formal Operation (11-Adult) CHALLENGE

Sensory - Whoopie cushion, toy piano

Fantasy - My Little Pony, costumes

Construction - LEGO, Doodling

Challenge - Juggling, card games

- Many toys combine two types of play (lie on edge of play pyramid)
- Some combine all classifications:
Easy Bake oven, building a snowman
ElectroPlushies, Cranium

What is Play Value?

- Does it afford play?
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Affordance - an action possibility (of a toy) that limits + guides an actor (customer audience)

Perceived Affordance

- We design to give cues + guide a user

- Sometimes there is a difference between expected / designed play + experienced / perceived play.

* If you missed class, you missed playing with classic toys + creating new methods of play with them!