Toy Product Design

a project based adventure in product design
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2.00b
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Hand Popper Version 2, 2005
Hand Popper Version 3, 2005
Hand Popper Version 4, 2005
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let's look at some past 2.00b toys
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Inky and friends! is a set of squishy undersea-themed paint toys
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the Orb is a one-wheeled powered skateboard
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Audio Jack, 2009

Audio Jack allows kids to record and manipulate sounds with movement.
barnyard booms
is a set of animal drums that make animal sounds when hit
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H₂ArmOr are vests that add gameplay to water fights by detecting water blasts

H₂ArmOr, 2016
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electro-plushies are a set of large plush functional circuit components
Magnitude X is a game of building a structure that can withstand a quake.

Magnitude X, 2016
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sho mi origami
projects
origami instructions
onto paper

Sho mi origami, 2009
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TechnoTurtle
is a spinning music toy that creates crazy light patterns and beats

TechnoTurtle, 2012
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woah!
it's almost time to start!
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Lab Instructors & Mentors
Toy design at MIT?
Intro to Product Design
Art & Science
(very serious)
$20 Billion Industry in 2016
Goals of the class
1. experience a product design process
2. become comfortable with techniques and tools
3. gain insight into design for children and entertainment
4. practice idea generation
Quiz!

1. what is your name?

2. what is a toy?

3. what is a product?

4. what is design?

3 minutes
What is design?

act of producing a plan for a specific effect

a scientific art or an artistic science?

the ultimate interdisciplinary subject
What is a product?

something that is produced by human or mechanical effort

something usually manufactured for selling
What is a toy?

A tangible item that functions as a tool for play. Anything can be transformed into a toy!
What is a toy product?

a tangible item **designed** to function primarily for play

fun-looking or fun to use products?

arts and media products?
What is a toy product?

A toy is in the mind of the user.

Toy product is in the mind of the designer.
Toy product design (noun)

the art and science of producing a plan for an item used for play that is intended to be manufactured and possibly sold
Toy Product Design (2.00b)

product design process
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idea generation

- Product design process
- Engineering skills
- Drawing and sketching
- Aesthetics
- Graphic design
- Creativity techniques
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drawing & sketching
model making
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- Process engineering skills
- Drawing and sketching
- Aesthetics
- Graphic design
- Creativity techniques
- Modeling
- User experience

user experience
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play

play
engineering skills
Design process

research
ideation
detailed design
concept refinement
design for production
Design process
Design process
Color DJ / Audio Jack
Color DJ / Audio Jack
Infection

Will you try to save the cell or take it over?
Design assignment #1

design a new 2.00b logo
with finger paint
only using other people’s fingers

you can discover more about a person in an hour of play than in a year of conversation — plato
Theme

2010 — outdoors
2012 — imagination
2013 — “in the dark”
2015 — surprise
2016 — intrigue
2017 — animate

2018 — taxidermy!
Class finale
Required reading?
Required reading?
Logistics - Locations

lectures (3-370)

monday & wednesday
3:30–5:00 pm

labs (3-004, PDL)
week of february 14

wed.    7–10 pm
thursday 9 am–12
thursday 7–10 pm
friday   9 am–12

be on time!
Logistics - Teams

16 teams of 5 students
1 instructor
1-2 mentors
Logistics - Website

not on stellar!

mit.edu/2.00b
Logistics

playtesting at the Boston Children’s Museum

optional weekend tutorials
Assignment (part one)

statement of your thoughts on design and/or play

as a **limerick**

- a limerick should not be confusing
- it depends on the words you are choosing
- it must be on **time**
- it must be in **rhyme**
- and the good ones are often **amusing**

by 10 pm tonight

submission link will be on the 2.00b website
Assignment (part two)

meet and greet!

thursday: A–K
friday: L–Z

PDL, room 3-004

9:30 am – 12:30 pm

20 minutes

class list finalized sunday

bring 2 things:

class schedule
(printed!)
favorite toy product
(or picture!)

Products: [Image of a toy product]
Assignment (part three)

open your envelope

write your name

and age

Yoda, age 900
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