Toyg Product Design
a project based adventure in product design
Toy Product Design
a project based adventure in product design
Toy Product Design
a project based adventure in product design
Toy Product Design

a project based adventure in product design
Toy Product Design

a project based adventure in product design
Toy Product Design
a project based adventure in product design

Hand Popper Version 2, 2005
Hand Popper Version 3, 2005
Hand Popper Version 4, 2005
Toy Product Design

2.00b

a project based adventure in product design

STRING SHOOTER BLP, 2005
Toy Product Design
a project based adventure in product design
Toy Product Design
a project based adventure in product design

let's look at some past 2.00b toys
Toy Product Design
a project based adventure in product design

Inky and friends! is a set of squishy undersea-themed paint toys

inky and friends, 2009
Toy Product Design
a project based adventure in product design

the Orb is a one-wheeled powered skateboard

THE ORB, 2005
2.00b Toy Product Design
a project based adventure in product design

Audio jack allows kids to record and manipulate sounds with movement

Audio Jack, 2009
Toy Product Design
a project based adventure in product design

Barnyard Booms is a set of animal drums that make animal sounds when hit.
Toy Product Design
a project based adventure in product design

H₂ArmOr are vests that add gameplay to water fights by detecting water blasts.
2.00b Toy Product Design
a project based adventure in product design

Eruption, 2017

eruption is an angry volcano that spits out rocks that are thrown inside
2.00b
Toy Product Design
a project based adventure in product design

Magnitude X
is a game of building a structure that can withstand a quake

Magnitude X, 2016
Toy Product Design
a project based adventure in product design

iMATCHination is a ball matching game where you imitate characters on cards

iMATCHination, 2018
2.00b Toy Product Design
a project based adventure in product design

TechnoTurtle, 2012

TechnoTurtle is a spinning music toy that creates crazy light patterns and beats.
Toy Product Design

a project based adventure in product design

woah!

it's almost time to start!
Toy Product Design
a project based adventure in product design
Toy Product Design
a project based adventure in product design
Toy Product Design
a project based adventure in product design
Toy Product Design
a project based adventure in product design
Lab Instructors & Mentors
Toy design at MIT?
Intro to Product Design
(very serious)
$21 Billion Industry in 2017
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
5. engineering skills
6. plastics
7. teamwork!
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

an interplay of art and 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
Design process

research

ideation

detailed design

concept refinement

design for production
Toy Product Design (2.00b)

product design process
idea generation
product design process
engineering skills
play
drawing and sketching

Toy Product Design (2.00b)

idea sketching
model making
user experience
aesthetics & graphic design
presentation design
Design process

COLOR DJ

Infection
Will you try to save the cell or take it over?
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

2012 — imagination
2013 — “in the dark”
2015 — surprise
2016 — intrigue
2017 — animate
2018 — dream
2019 — taxidermy!
Class finale
Required reading?
Required writing
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)

thursday: A–K
friday: L–Z

PDL, room 3-004

9:30 am – 12:30 pm

20 minutes

class list and teams finalized sunday

greet meet eat!

class schedule (printed!)
favorite toy product (or picture!)
Assignment (part three)

open your envelope
write your name
and age
and post on campus

Yoda, age 900
2.00b
Toy Product Design
a project based adventure in product design