the best toys are like UNICORNS
enough horse to be
enough horn to be
REAL
MAGIC

Amber & Andy Ankooowski
the best toys are like UNICORNS
enough horse to be
enough horn to be
REAL MAGIC
the best toys are like UNICORNS

enough horse to be REAL MAGIC

enough horn to be
playtesting!
Alayah Hines, Alex Harris, Alexandra Lee, Amelia Schueppert, Amy Mohamed, Donovan Clay, Emily Jin, Garret Blosen, Hannah Rose, Ian Rosado, Jade Durham, Jonathan Anziani, Jonathan Zhang, Jose Betances, Judson Lam, Lia Ladolcetta, Miles Roper, Richard Beattie, Ryan Hourican, Sarah Park, Tyler Ea
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Toy Pitch Presentation
March 14
3 ideas per team

Sketch Model Presentation
April 11-13
2 concepts, 4 models

Design Review
April 27-29
1 concept, 2 models

Final PLAYsentations
May 09
1 final prototype
Sketch Model Presentation  
April 11-13  
2 concepts, 4 models

Design Review  
April 27-29  
1 concept, 2 models

Final PLAYsentations  
May 09  
1 final prototype
May

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form!
form!

our perception of artifacts

why do we feel good about certain things?
Which do you prefer?
Which seems happier?
the power of form!

Aesthetically pleasing objects enable you to work better. Products and systems that make you feel good are easier to deal with and produce more harmonious results.
—Norman
People will buy what makes them feel better as long as they believe it works well enough.
People will **buy what makes them feel better** as long as they believe it works well enough and if it makes us feel really good, it doesn’t even need to “function”
People will buy what makes them feel better as long as they believe it works well enough and if it makes us feel really good, it doesn't even need to "function"
the power of form!

Aesthetically pleasing objects enable you to work better. Products and systems that make you feel good are easier to deal with and produce more harmonious results.
—Norman
importance of product form

makes me feel a certain way about myself

makes others feel certain ways about me

shelf presence
syntax
syntax
form vocabulary
form vocabulary
form vocabulary
form vocabulary
form vocabulary
form vocabulary

\[ \begin{align*}
&C^0 \quad \text{Positional} \\
&C^1 \quad \text{Tangent} \\
&C^2 \quad \text{Curvature}
\end{align*} \]
form vocabulary
Symmetry in form

It’s natural to find symmetry aesthetically pleasing
symmetry in form
balance in form
balance in form
balance
form

color
color pairing

Complementary

Analogous
color branding

- Analogous: Canadian flag, John Deere
- Complementary: Home Depot, IKEA
color  branding

Hungerectomy

Sody Pop
color in toys

Birth

Girls
Boys

2 Years

Girls
Boys

5 Years

Girls
Boys

8 Years

Girls
Boys

15 Years

Girls
Boys

MITTOYLAB
pink vs. blue

Where does that come from?

a masculine color (1800s)

Gender-based color differentiation began mid 20th century

Mamie Eisenhower, 1953
form and color in toys
form and color in toys
design for different ages

< 1 year old
Gross-Motor & Visual Development
Recognizing Faces

bright colors (especially red and yellows)

contrasting

soft, simple forms, rounded corners & easy grips
design for different ages

1-3 Years Old
Understanding Cause and Effect
Entering Pretend Play

bright & contrasting colors
complex, more detailed forms
toys that represent familiar objects
design for different ages

4-7 Years Old
Understanding Representation
Developing rules and logic

objects with more realistic detail

colors that match familiar objects
design for different ages

8-12 Years Old
Skill Development
Shift from cartoons to real life

objects with even more detail, skills needed to use

more complex color schemes appropriate to product
now it's your turn!

for one of your team’s toy concept sketch three versions (form and color)

one for each:
2 year old
6 year old
12 year old

consider form, color, and details!

will collect and post to team portfolio
last minute!
form
color
form

color

+ more!
multi-sensory design
multi-sensory design
multi-sensory design
multi-sensory design

McGurk Effect
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April
AND...we're BACK!

We are so excited to host CPW on campus this spring!

Taking place April 7–10, CPW is 3.14 days and hundreds of events full of fun, crafts, panels, and new friends. Curious about a capella? Undecided on your favorite hack? Yearning to learn more about our secret campus tunnels? CPW can help, and we can't wait to meet you!

xoxo,
The MIT Admissions Team

*Please note: The deadline to register for CPW was March 25.*
The best toys are like unicorns - enough horse to be real and enough horn to be magic.