Toy Design Aesthetic
Aesthetic?

- Sensory Perception
- Intrinsic Pleasantness
- Large part of the experience
- Why do we like certain things?
- Is this subjective?
Aesthetics for Survival?

- Reproduction (full hair, clear skin, symmetry)
- Fertility (waist-to-hip ratio)
- Attractiveness
- Smell/Taste Danger or Out of place
- Grasslands, landmarks, protection
Simplicity
maximum gain with minimal effort
Complexity

RELEASES

Grace Kelly!
01/16/2007

“Grace Kelly” digital single at iTunes 1/16/07
Grace Kelly Single: Click Here
Grace Kelly Video: Click Here
Album in stores 3/27/07
Complexity

Aesthetic Value

Complexity of Work

laymen

experts

SP.778 Toy Product Design
MAYA
Most Advanced Yet Acceptable: Typicality vs. Novelty

Theory and Graph by Paul Hekkert

SP.778 Toy Product Design
MAYA

Most Advanced Yet Acceptable: Typicality vs. Novelty
Golden Rectangle and Ratio
Golden Rectangle and Ratio

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The Importance of Color Choice

Emphasis
Complementary Colors
Contrast
Brand Recognition
Color Branding
Color Branding
Color Branding

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Color Branding
These toys are only a sample of popular toys and properties. All age placements were suggested by the manufacturer or distributor. Gender placement by author.
These toy colors are only a sample of popular toys and properties.
All age placements were suggested by the manufacturer or distributor.
Gender placement by author.

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Ages 6-7
Form Language
McCloud on Form and Emotion
Applying Form Language in Toys
What form does playful take?
Multi-sensory Design

- All products are Multi-Sensory
- Importance of Cohesion
- Perfume Colors
- Theming and Brand Identity
- Incongruities?

Hummels
Ashby and the Senses
Ashby and the Senses
NO SWIMMING
HAZARDOUS AREA
BEACH CLOSED
By order Amity P.D.
NO SWIMMING
HAZARDOUS AREA
BEACH CLOSED
By order Amity P.D.
The McGurk Effect
## Top Sensory Brands

*(Lindstrom, 2005)*

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Sensory leverage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Singapore Airlines</td>
<td>96.3</td>
</tr>
<tr>
<td>2</td>
<td>Apple</td>
<td>91.3</td>
</tr>
<tr>
<td>3</td>
<td>Disney</td>
<td>87.6</td>
</tr>
<tr>
<td>4</td>
<td>Mercedes-Benz</td>
<td>78.8</td>
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<tr>
<td>5</td>
<td>Marlboro</td>
<td>75.0</td>
</tr>
<tr>
<td>8</td>
<td>Bang &amp; Olufsen</td>
<td>71.3</td>
</tr>
<tr>
<td>9</td>
<td>Nokia</td>
<td>70.0</td>
</tr>
<tr>
<td>10</td>
<td>Harley-Davidson</td>
<td>68.8</td>
</tr>
<tr>
<td>13</td>
<td>Coca-Cola</td>
<td>63.8</td>
</tr>
</tbody>
</table>
Humor and Metaphor

if the object of study is not a work of fine art but a product that is used for a practical purpose, we may sometimes feel delighted (and have a sensation of beauty, or near it) when we discover unexpected qualities in the product

• Unexpected Stimuli that is incongruent
• Brain tries to make sense of this
• Amusement when this unforeseen connection is made
• Too Hard? Too Easy?
Association Maps
Flow
fully emersed in an activity for its own sake

Graphs by M. Csíkszentmihályi

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Arousal Theory

OPTIMAL AROUSAL MODEL

(Peabody, 1955)

HEDONIC TONE

Pleasant

Unpleasant

Low AROUSAL High

Boredom

Excitement

Relaxation

Anxiety

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