Toy Design Aesthetic



Aesthetic?

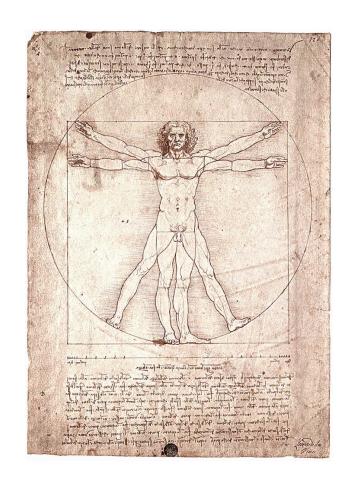
- Sensory Perception
- Intrinsic Pleasantness
- Large part of the experience
- Why do we like certain things?
- Is this subjective?





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





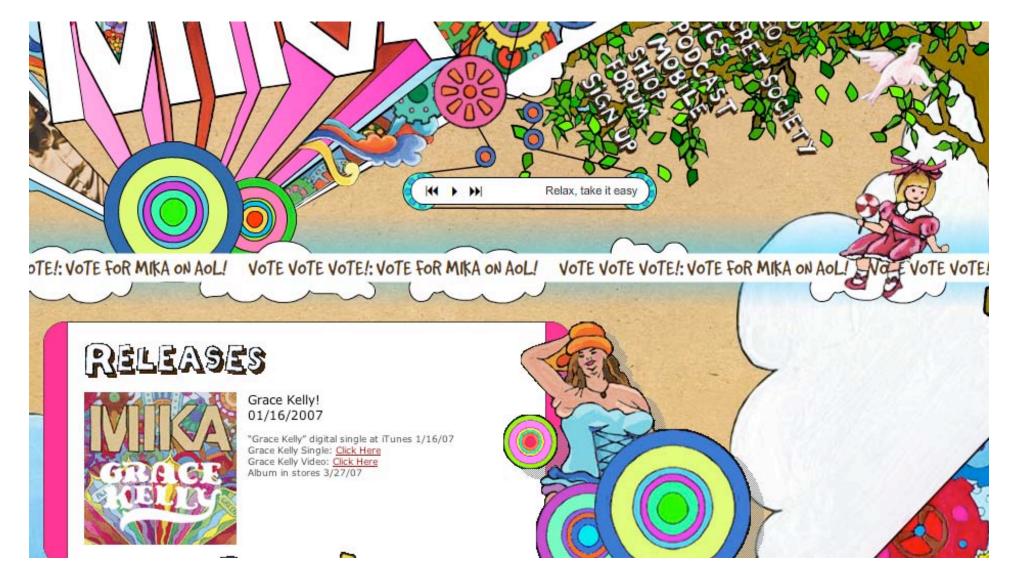
Simplicity

maximum gain with minimal effort

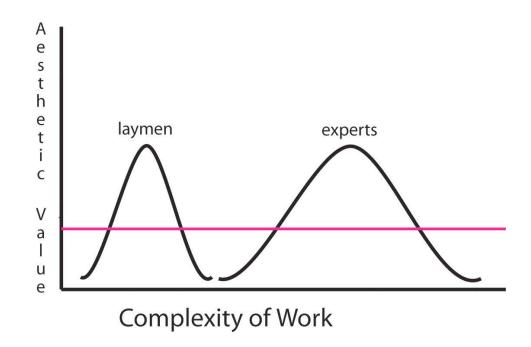




Complexity



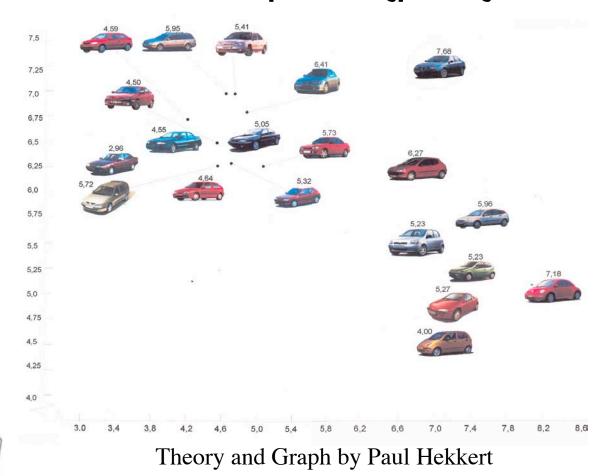
Complexity





MAYA

Most Advanced Yet Acceptable: Typicality vs. Novelty





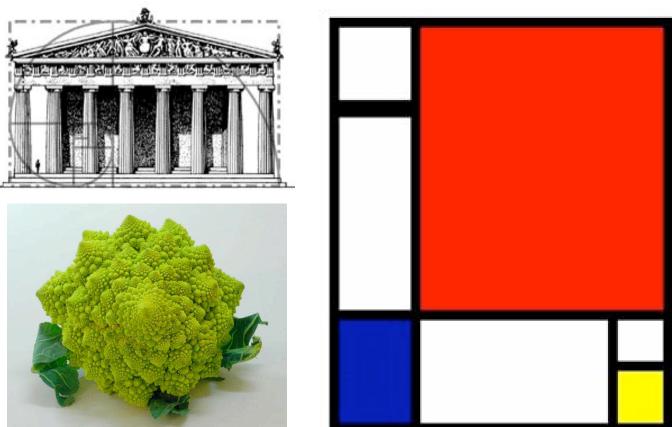
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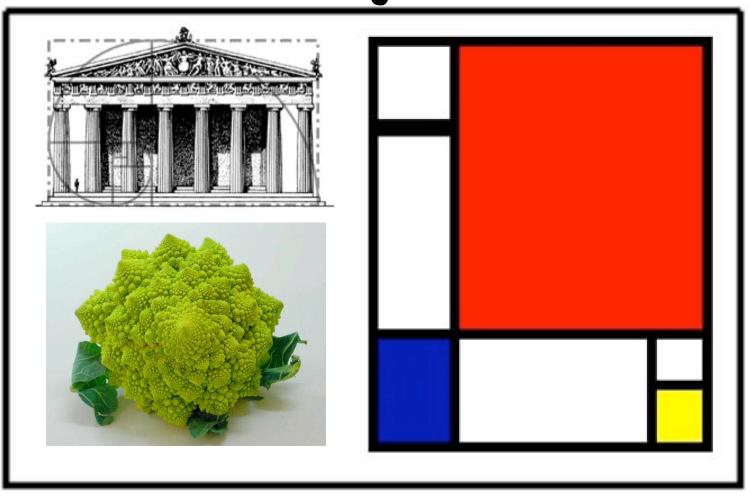


Golden Rectangle and Ratio





Golden Rectangle and Ratio



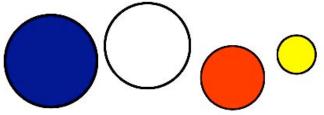
The Importance of Color Choice

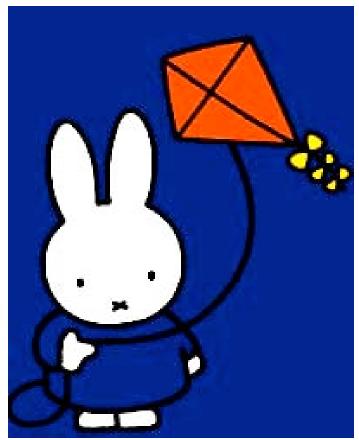
Emphasis

Complementary Colors

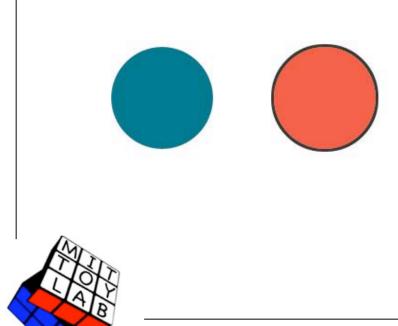
Contrast

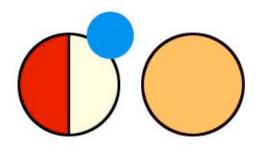
Brand Recognition



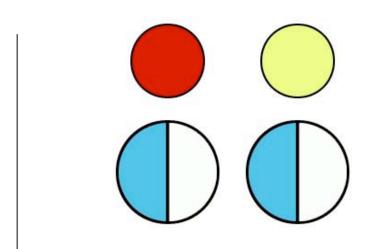




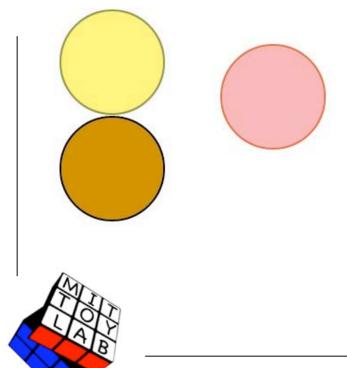


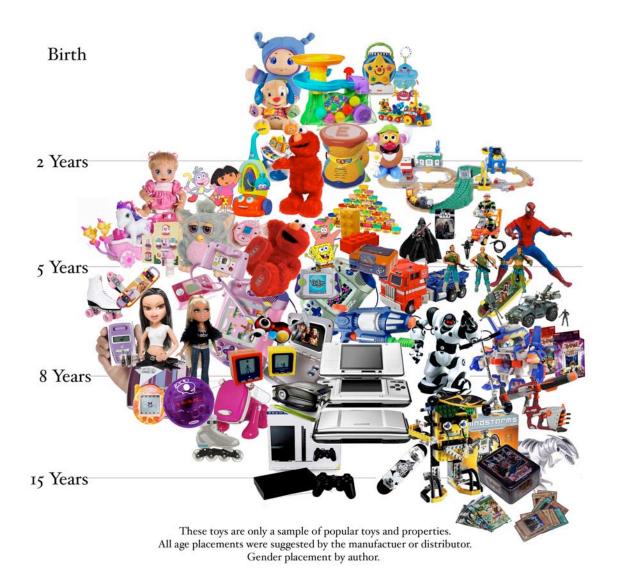




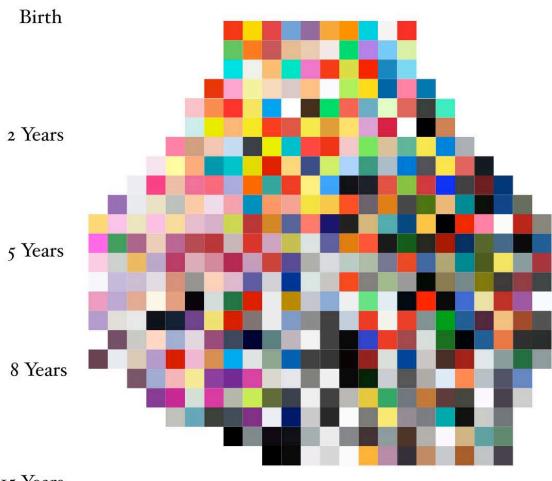










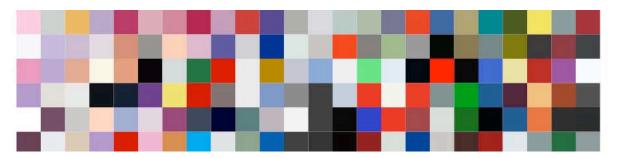






These toy colors are only a sample of popular toys and properties. All age placements were suggested by the manufactuer or distributor. Gender placement by author.

Ages 6-7

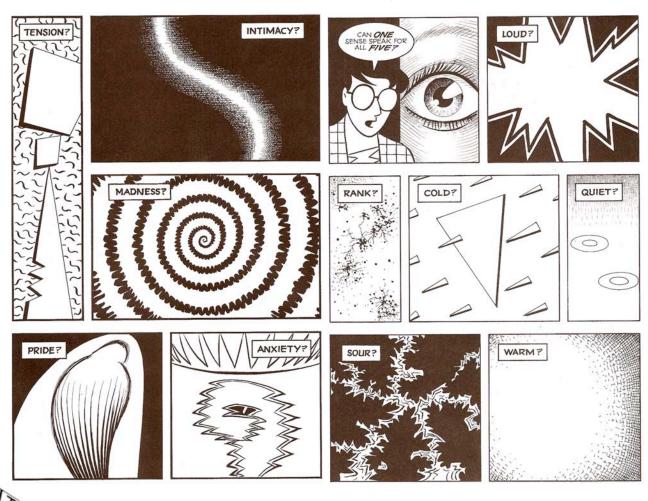




Form Language



McCloud on Form and Emotion



Applying Form Language in Toys

What form does playful take?



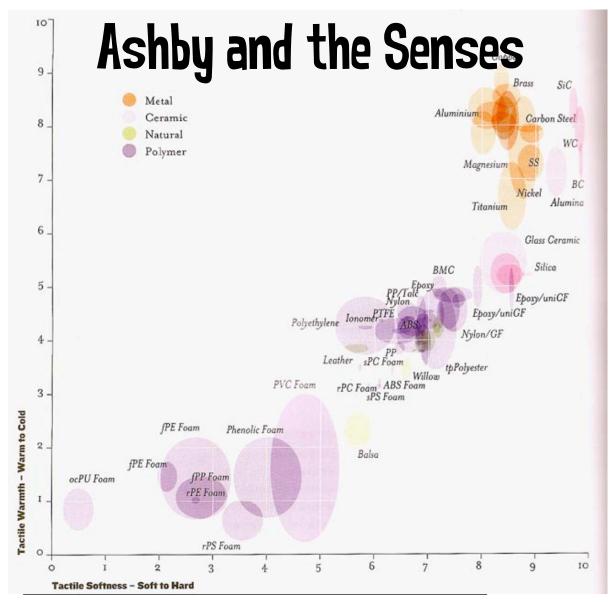




Multi-sensory Design

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

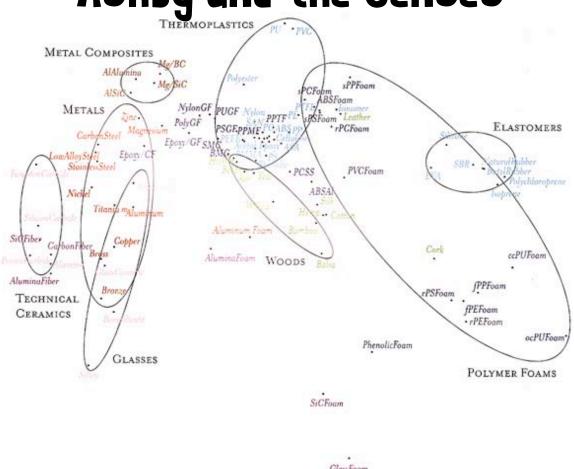






SP.778 Toy Product Design

Ashby and the Senses





Glass Foam

GlassFiber.







The McGurk Effect





Top Sensory Brands (Lindstrom, 2005)

Rank	Brand	Sensory leverage (%)
1	Singapore Airlines	96.3
2	Apple	91.3
3	Disney	87.6
4	Mercedes-Benz	78.8
5	Marlboro	75.0
8	Bang & Olufsen	71.3
9	Nokia	70.0
10	Harley-Davidson	68.8
13	Coca-Cola	63.8



Humor and Metaphor

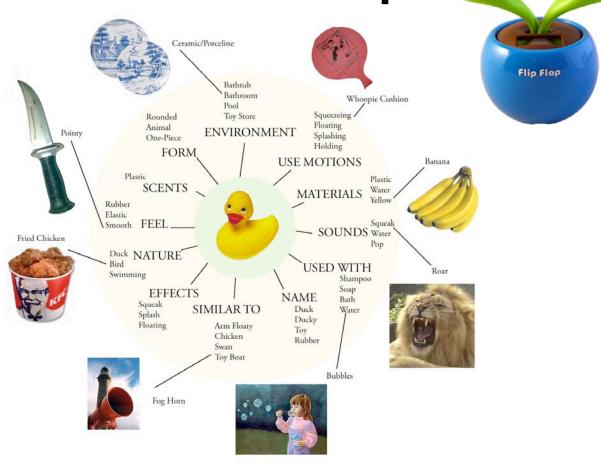
if the object of study is not a work of fine art but a product that is used for a practical purpose, we may sometimes feel delighted (and have a sensation of beauty, or near it) when we discover unexpected qualities in the product

- Unexpected Stimuli that is incongruent
- Brain tries to make sense of this
- Amusement when this unforeseen connection is made
- Too Hard? Too Easy?



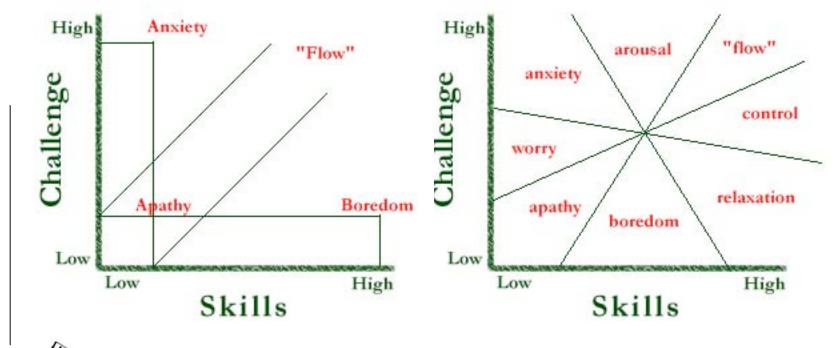


Association Maps





Flow fully emersed in an activity for its own sake



TO B

Graphs by M. Csíkszentmihályi

Arousal Theory

OPTIMAL AROUSAL MODEL

