

the best toys are like UNICORNS

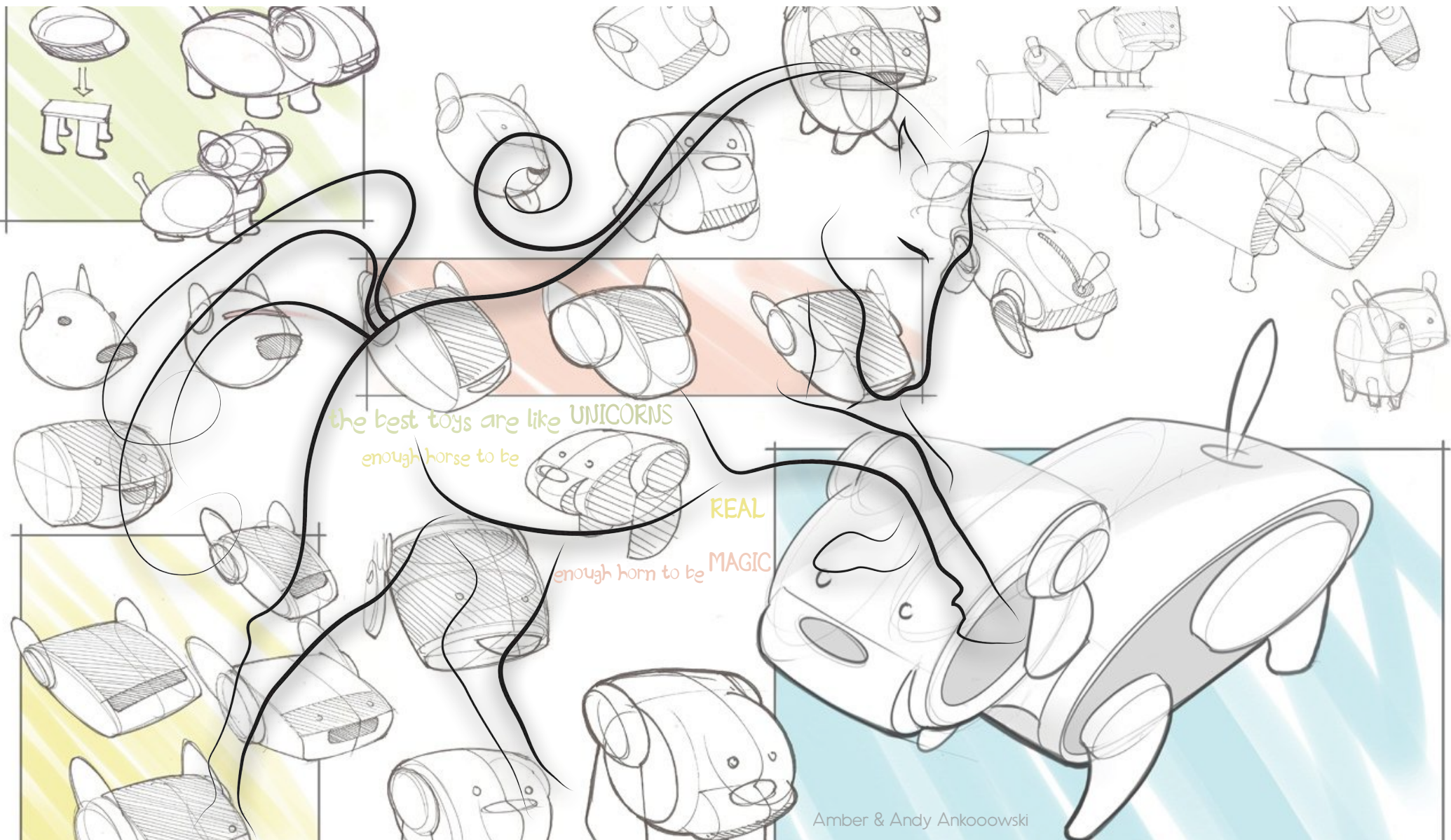
enough horse to be

REAL

enough horn to be MAGIC

Amber & Andy Ankooowski



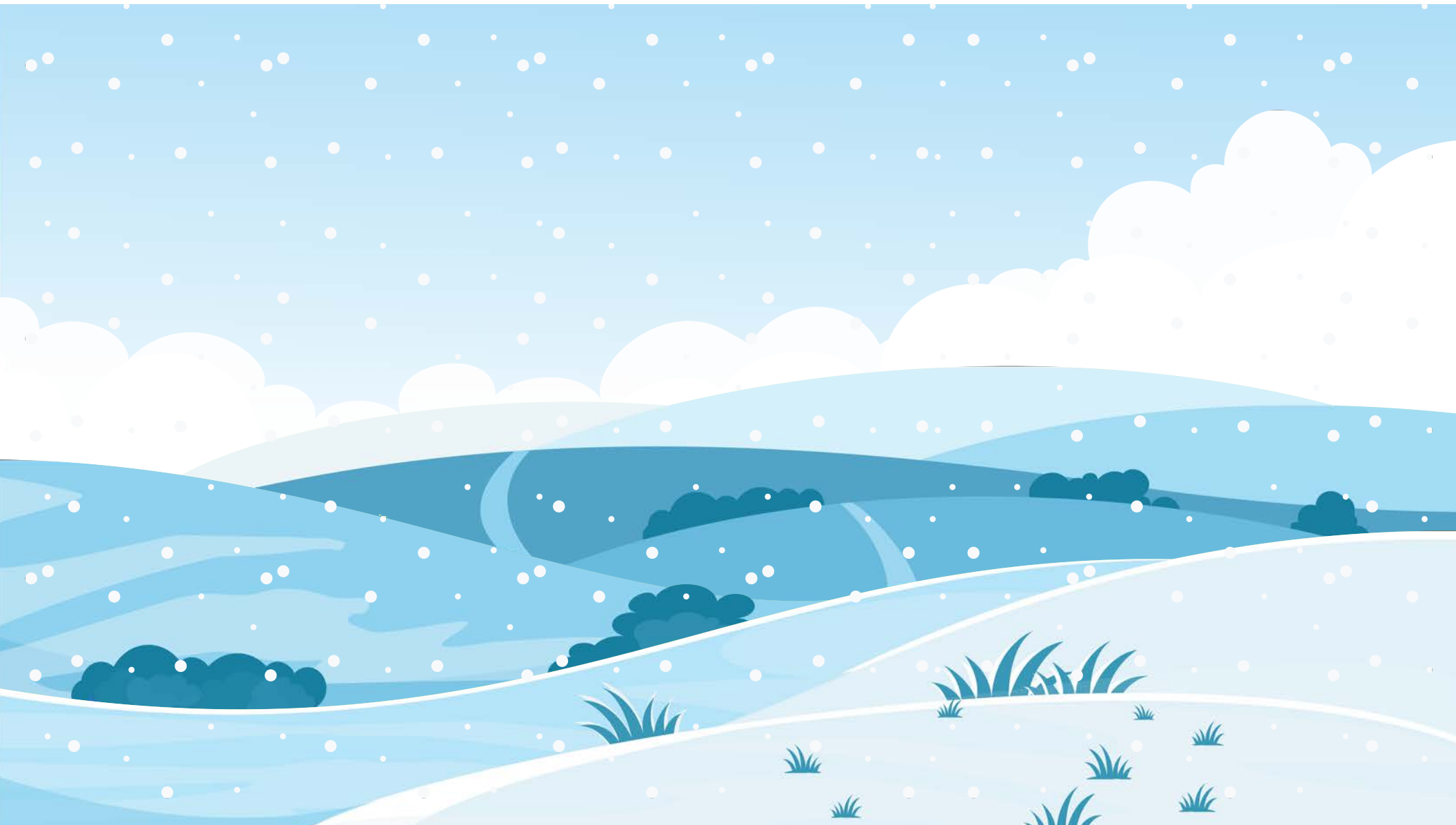


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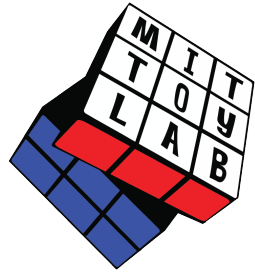




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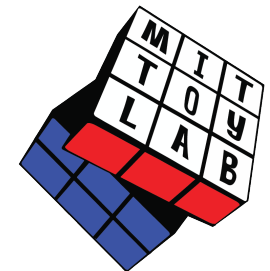
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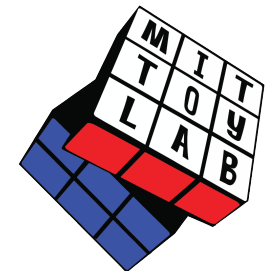
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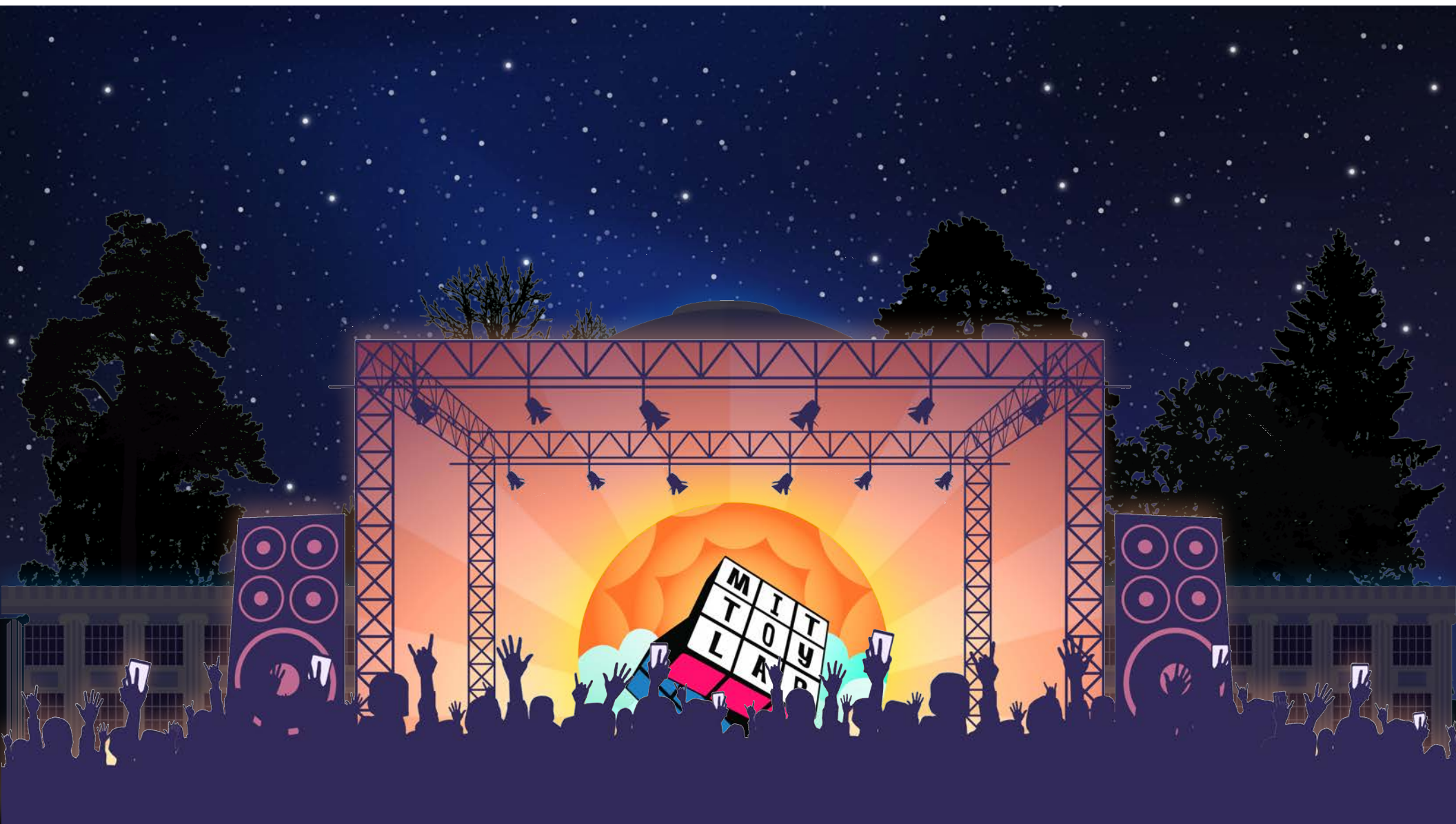
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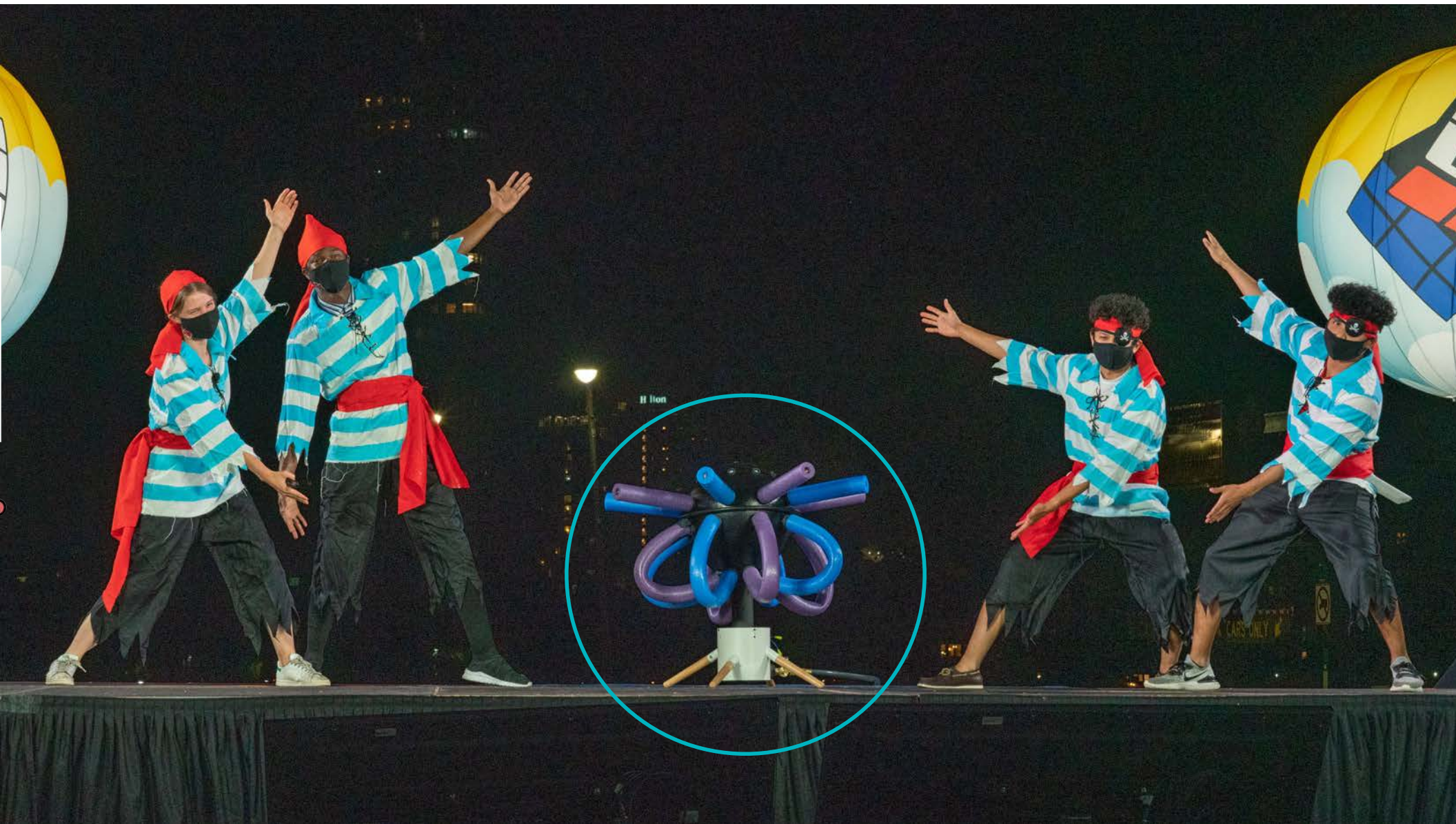
















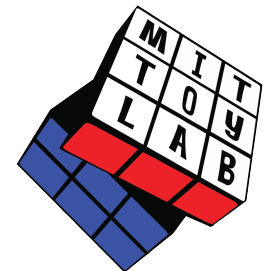


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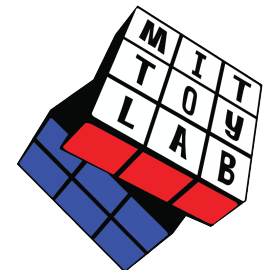
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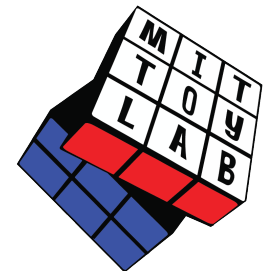


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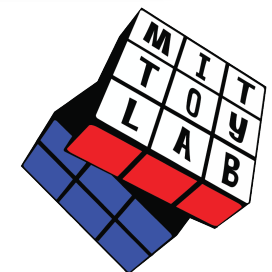
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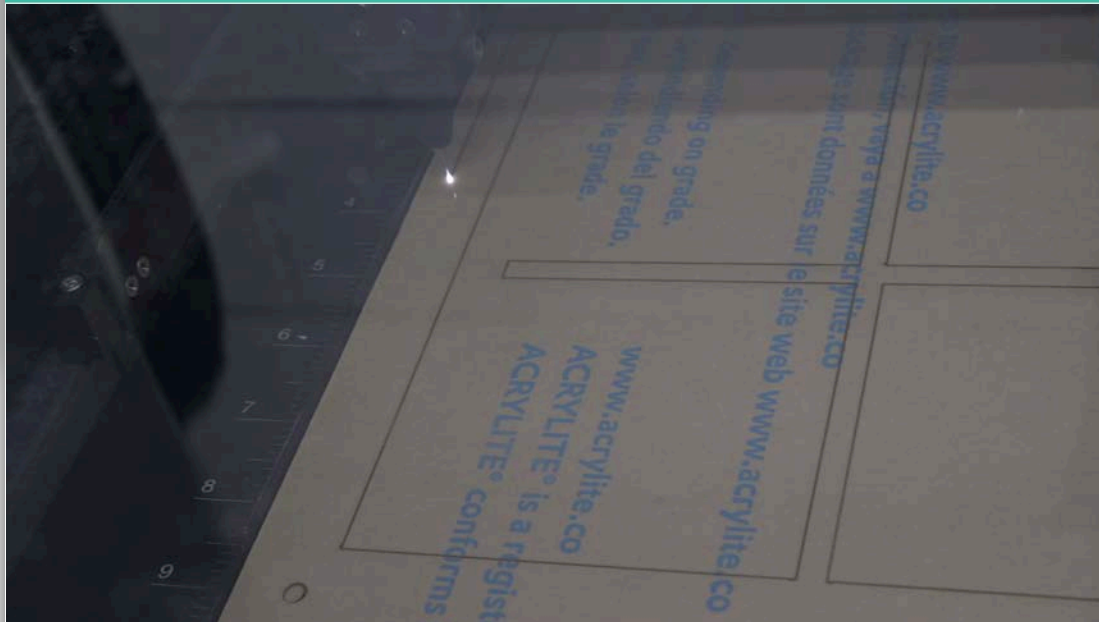
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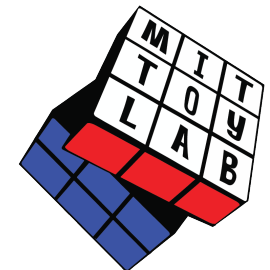
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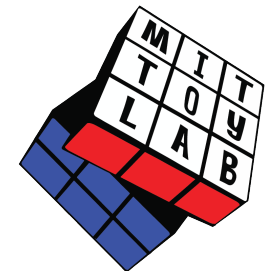
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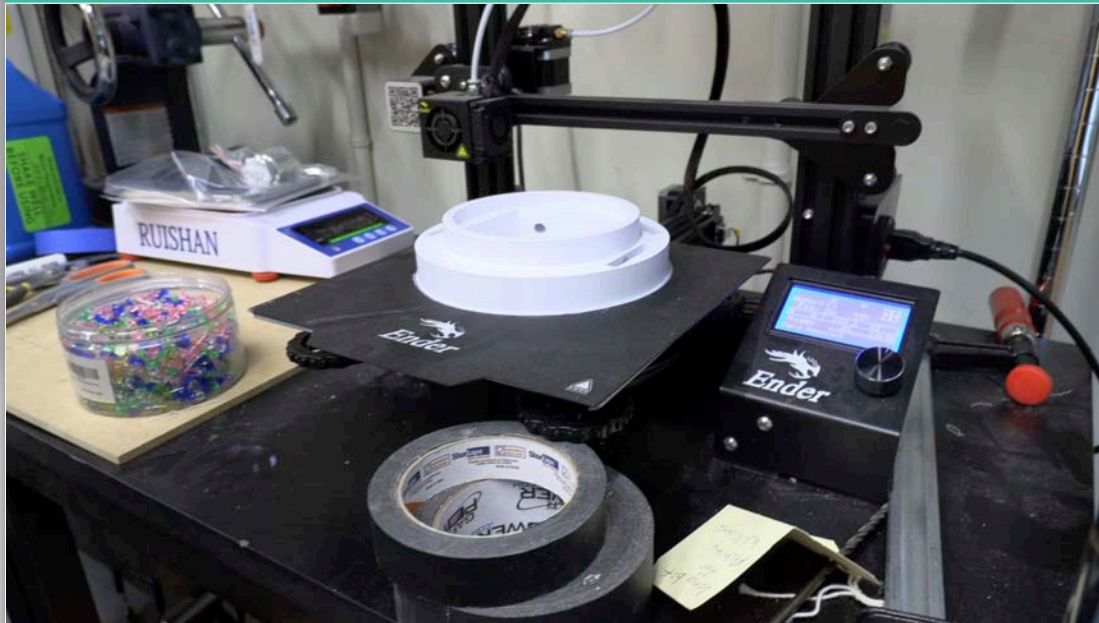
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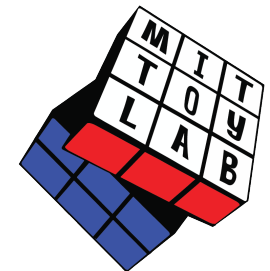
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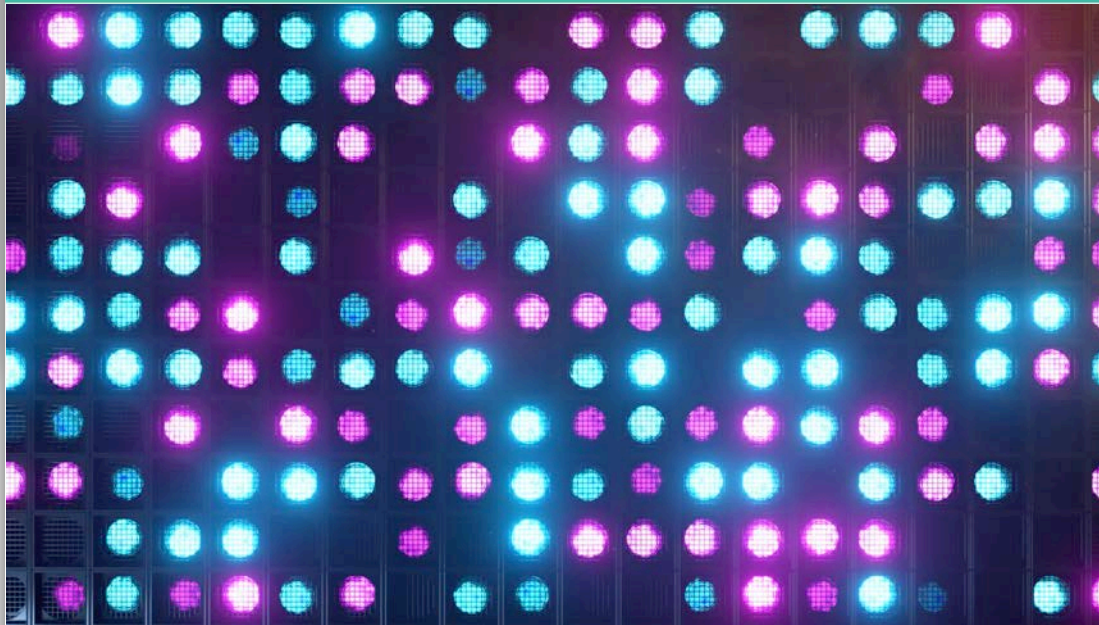
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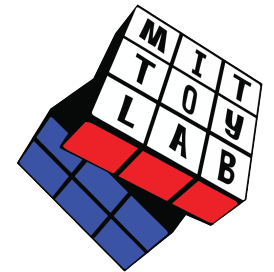
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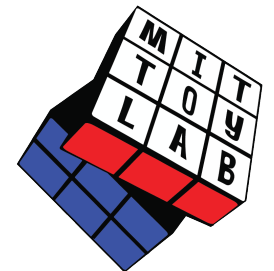


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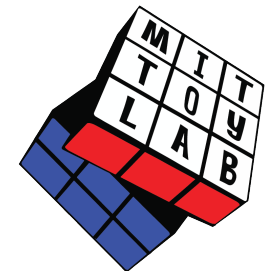


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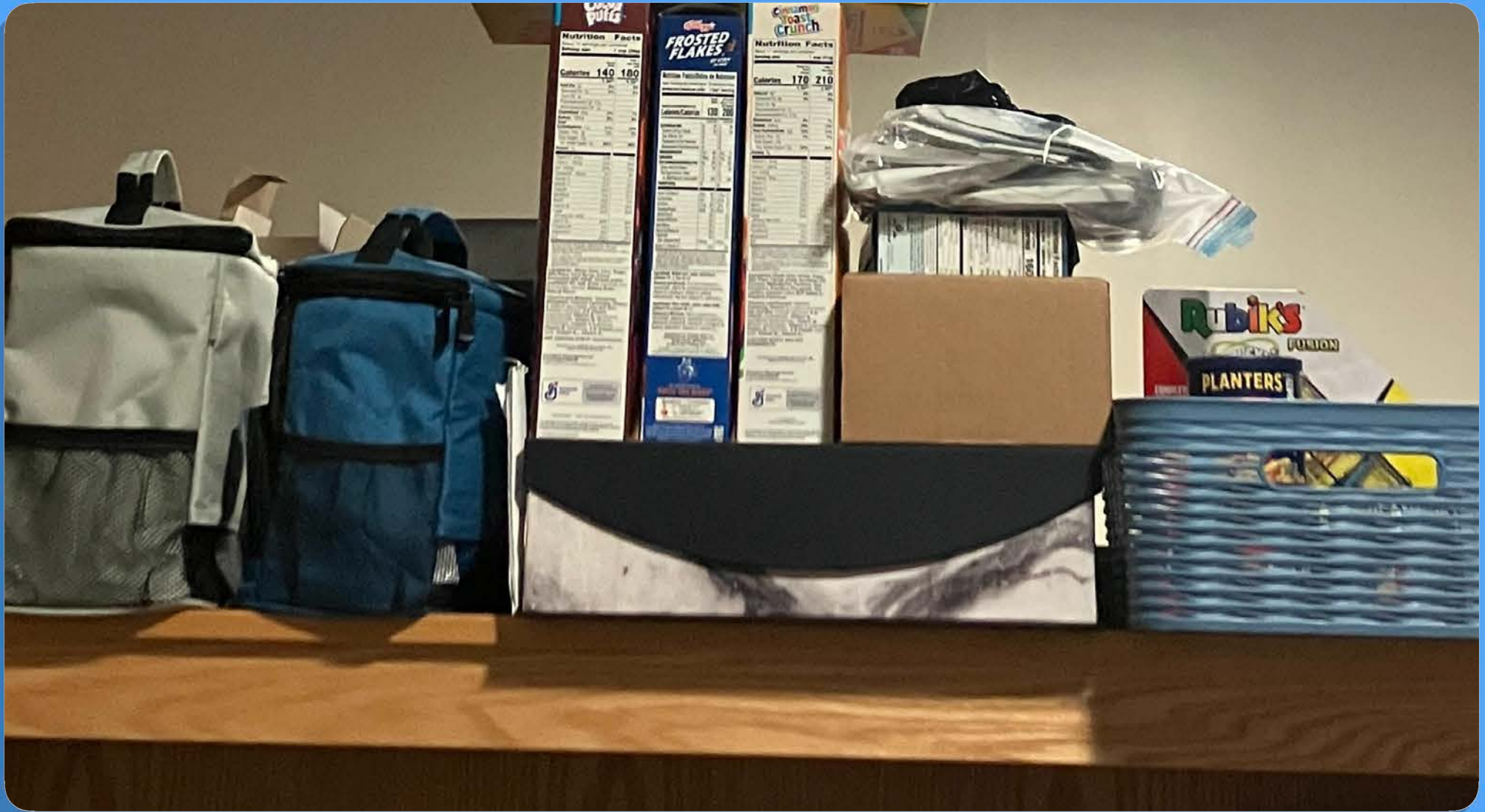






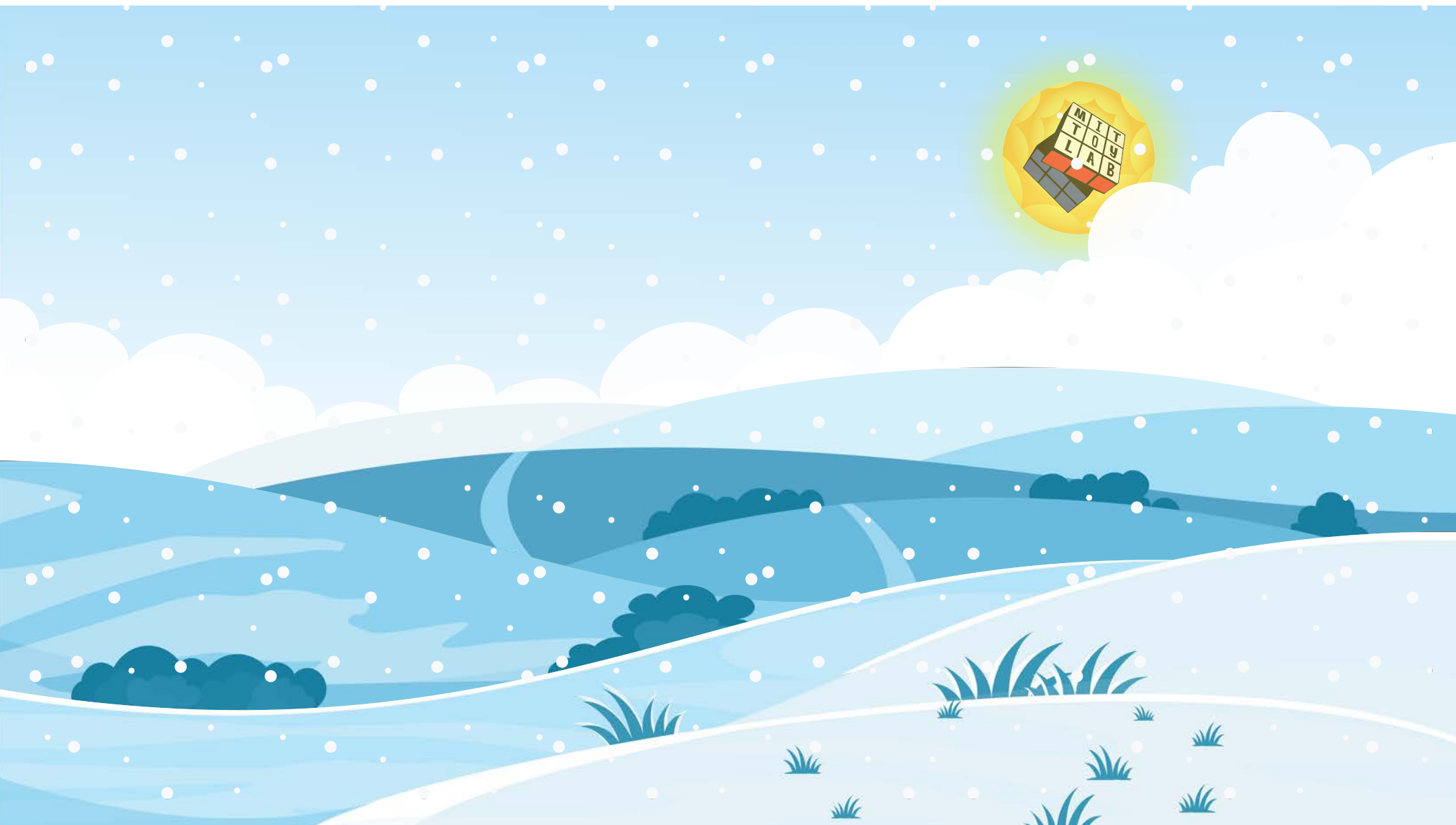








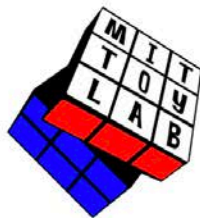












**Course Info**  
**Syllabus**  
**Course Staff**  
**Teams**  
**Care Bears**  
**Portfolios**  
**Slideshows**  
**Toy Museum**



designy

Accessibility

# Toy Product Design

2.00b



Hello, and welcome to 2.00b!

## Things to-do

by Tue, 3/21,  
noon

[Submit your blade box challenge photo](#)

by Wed, 3/22,  
5PM

Submit the [sketch tech workshop interest form](#).

on Fri, 3/24  
as needed

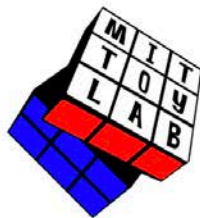
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## Just for Fun

See the [blade box](#) gallery

[Can you name these toys?](#)



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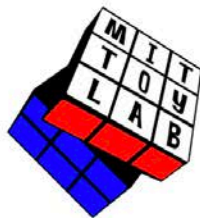
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**Via Tang, Lucas Escandon**







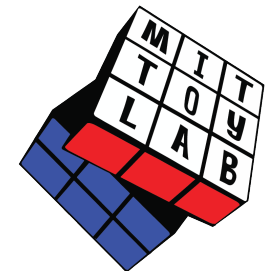


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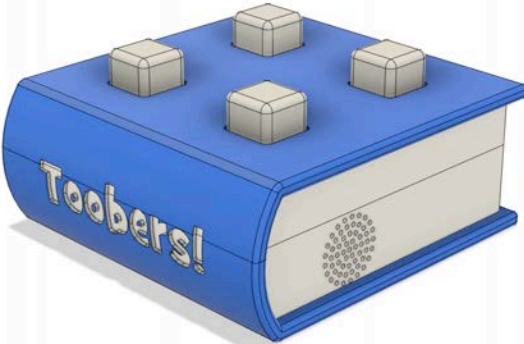
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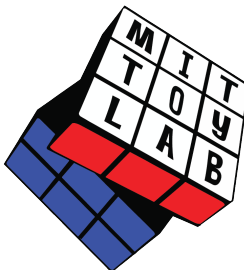
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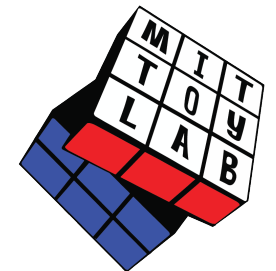
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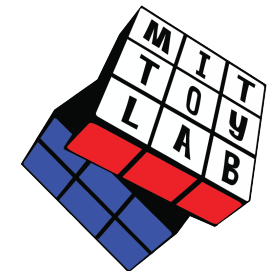
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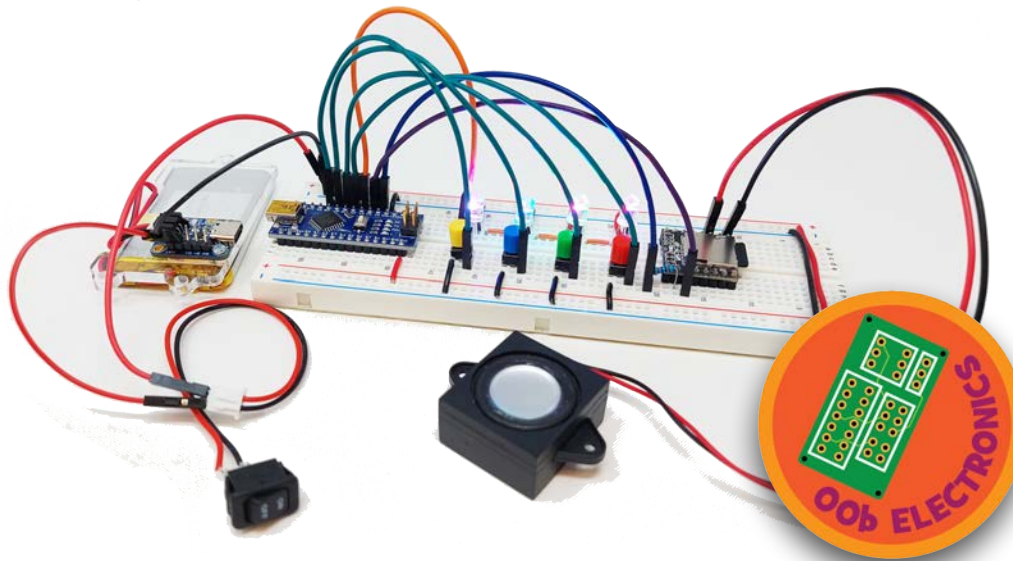
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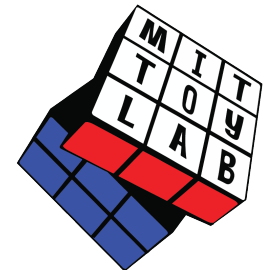
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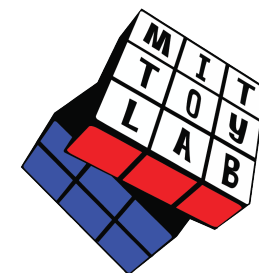


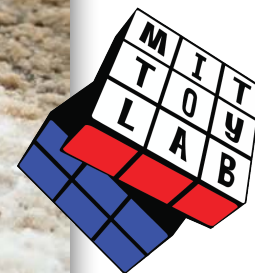


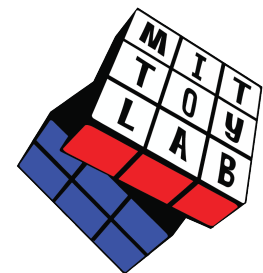
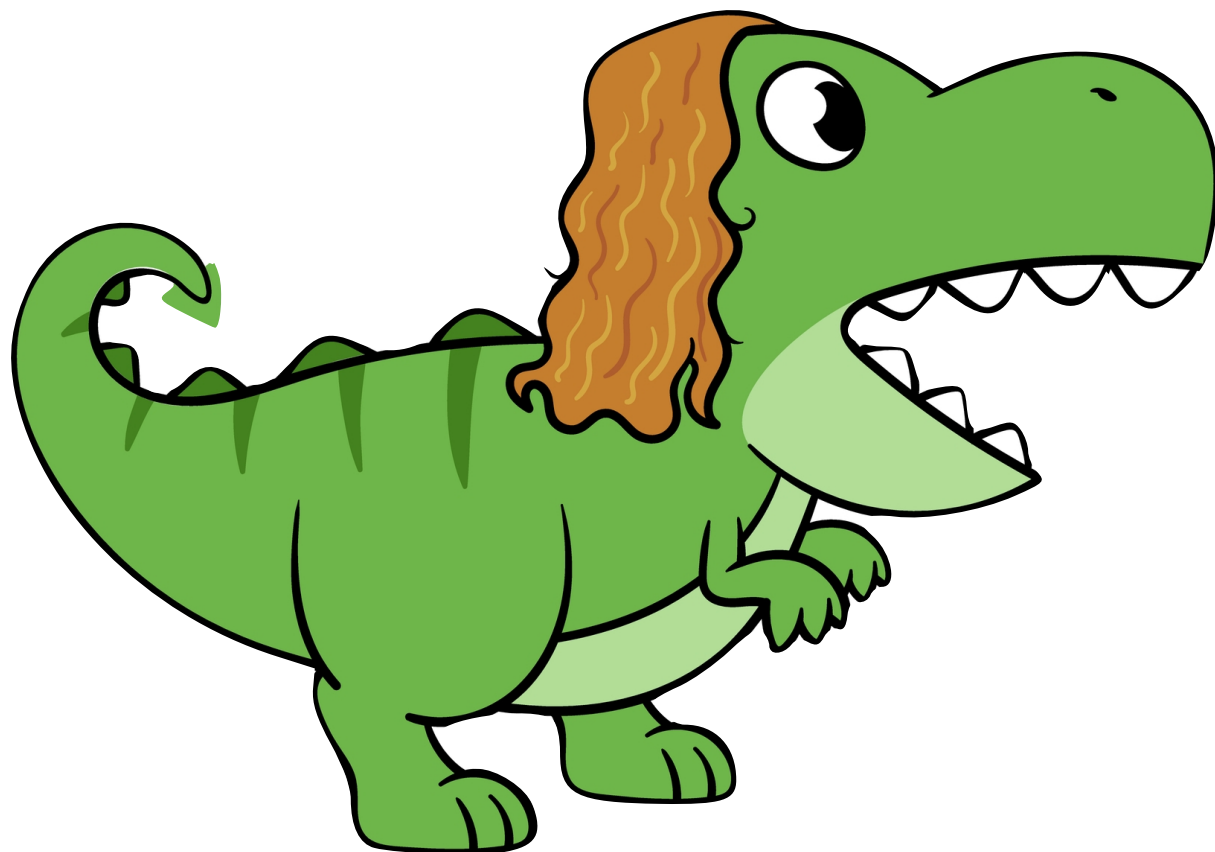




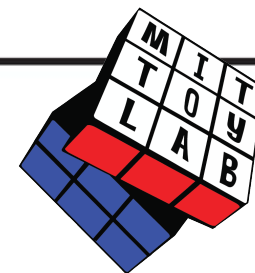


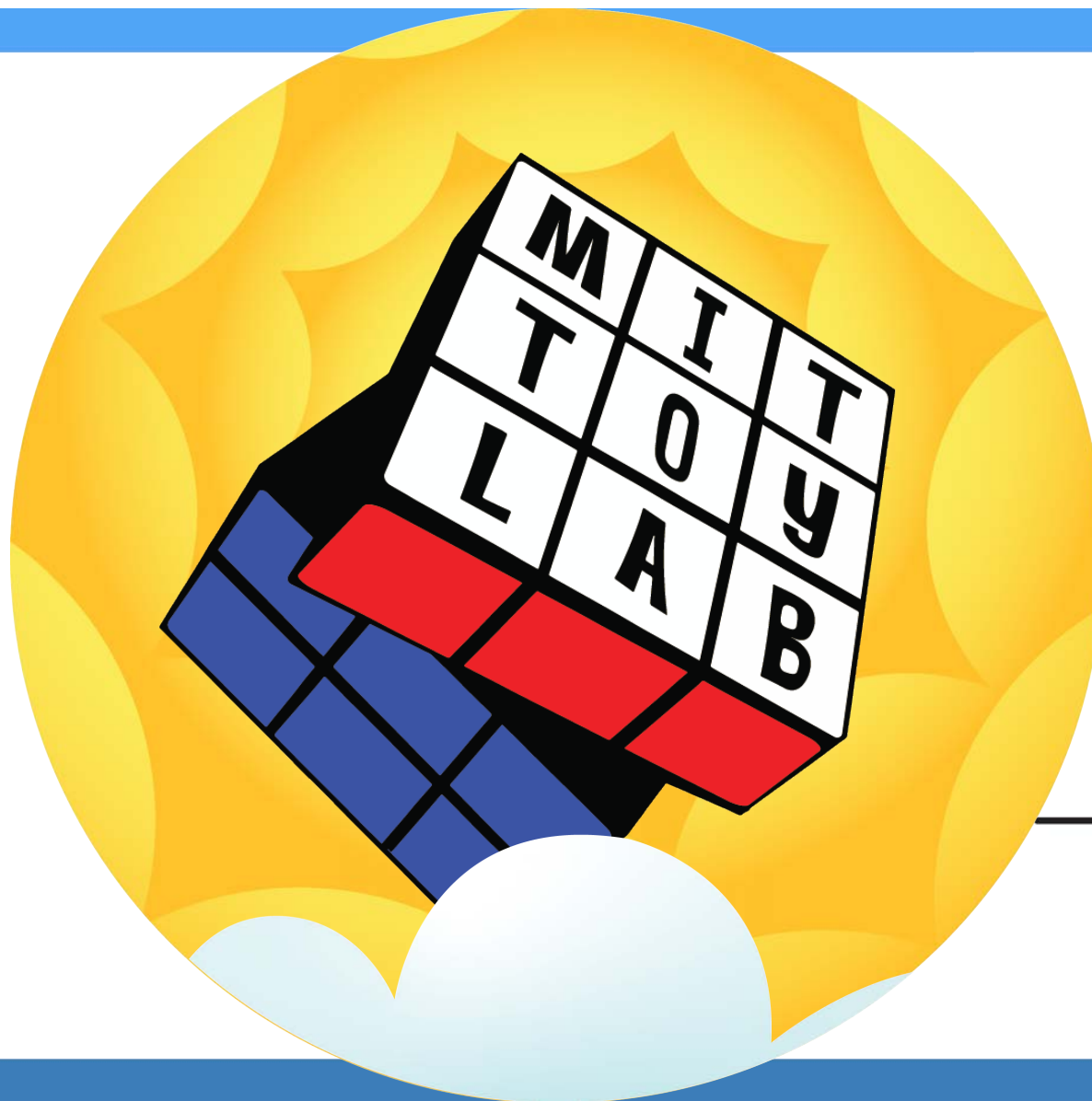






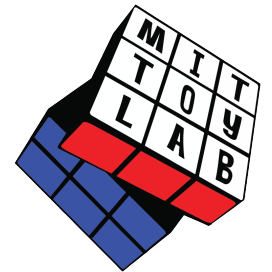








# form!

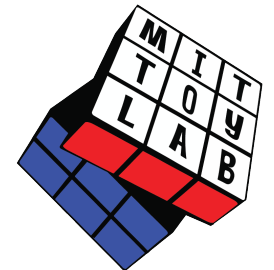




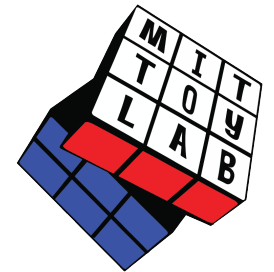
# form!

our perception of artifacts

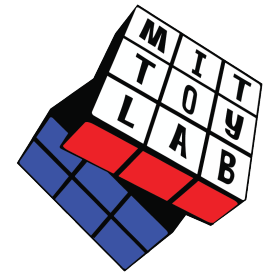
why do we feel good about certain things?



# Which do you prefer?



# Which seems happier?



# the power of form!

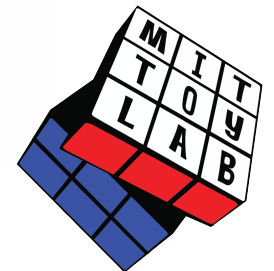
Aesthetically pleasing objects enable you to work better. Products and systems that make you feel good are easier to deal with and produce more harmonious results.

—Norman





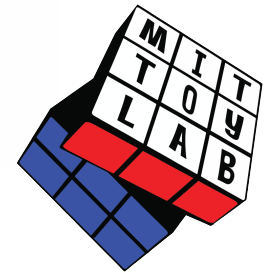
People will **buy** what  
**makes them feel**  
**better** as long as  
they believe it  
**works well enough**



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”







SÉRIE N° 1

CACHET DE GARANTIE



N° 02

*Reçu Vingt Grammes d'Or Fin*  
*contre une Zone de Sensibilité Picturale Immatérielle*

CETTE ZONE TRANSFÉRABLE NE PEUT ÊTRE CÉDÉE PAR  
SON PROPRIÉTAIRE QU'AU DOUBLE DE SA VALEUR  
D'ACHAT INITIAL.

(SIGNATURES ET DATES POUR TRANSFERTS AU DOS).  
LE TRANSGRESSEUR S'EXPOSE À L'ANNULATION TOTALE  
DE SA PROPRE SENSIBILITÉ.

*Paris le 7-12 1959*

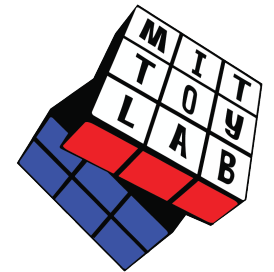
*W. Klein*



# 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



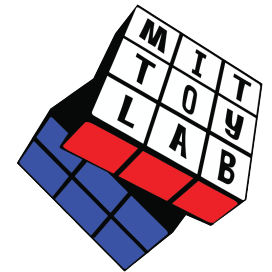
makes me feel  
a certain way  
about myself



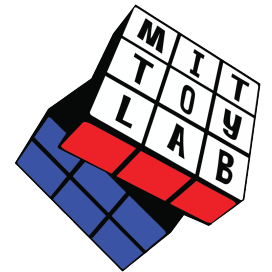
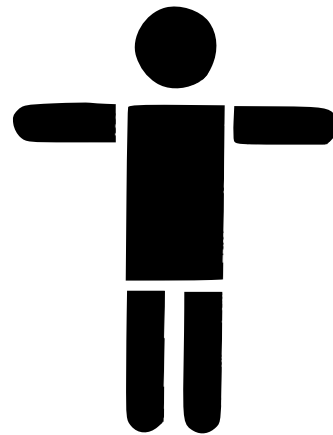
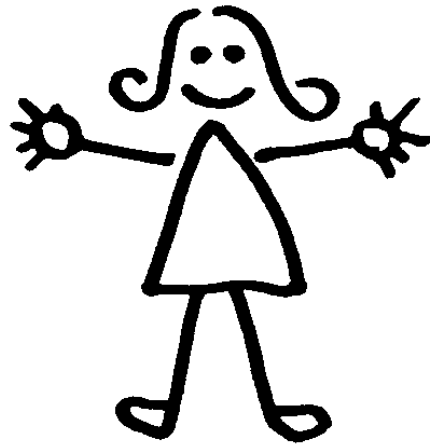
makes others feel  
certain ways  
about me



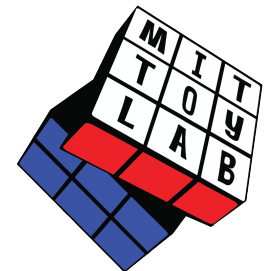
shelf  
presence



# **syntax**

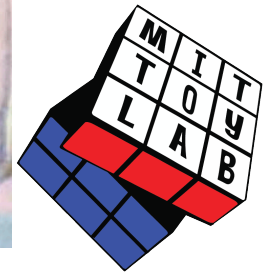


# **syntax**

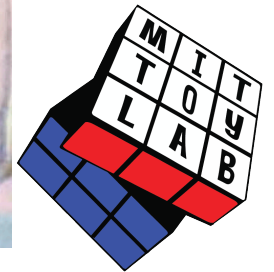




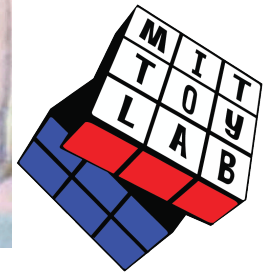
# form vocabulary



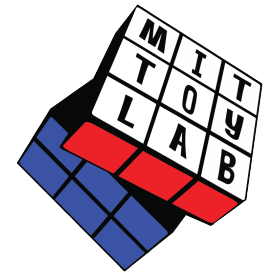
# form vocabulary



# form vocabulary

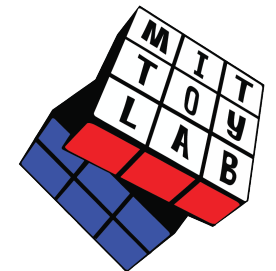
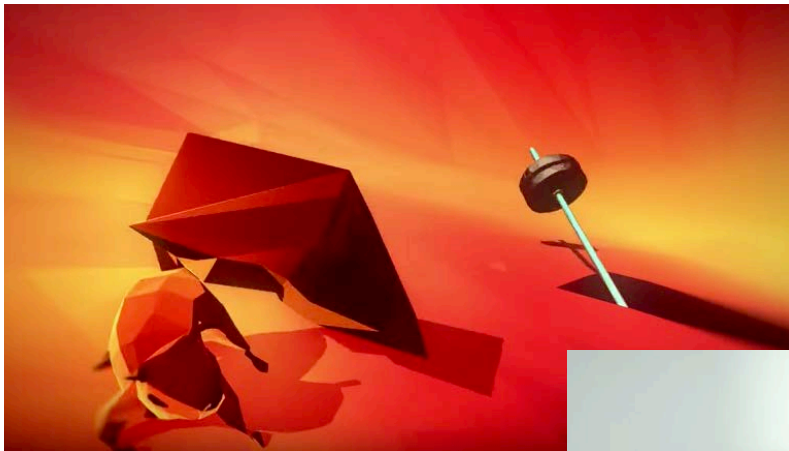


# form vocabulary

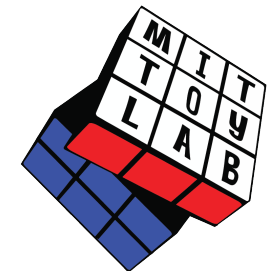




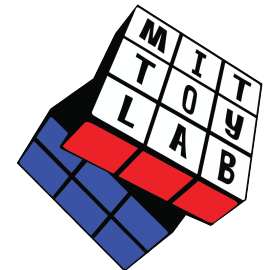
# form vocabulary



# form vocabulary

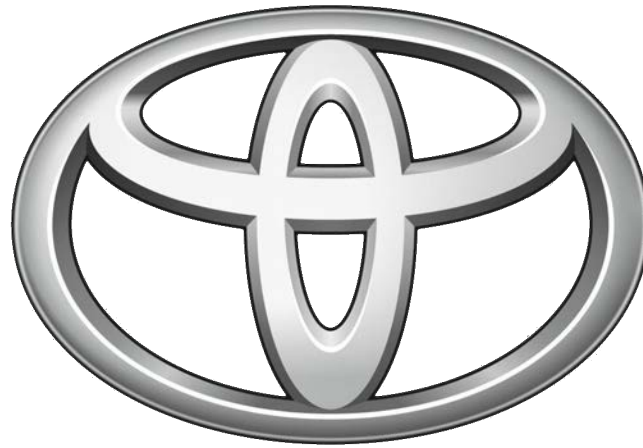


# form vocabulary

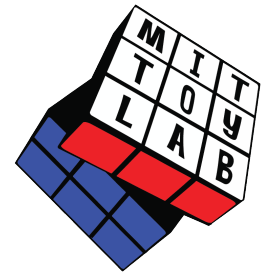


# symmetry in form

it's natural to find symmetry aesthetically pleasing

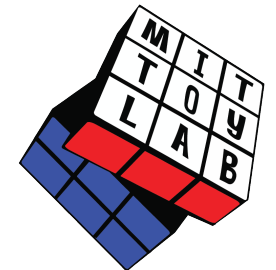


**TOYOTA**

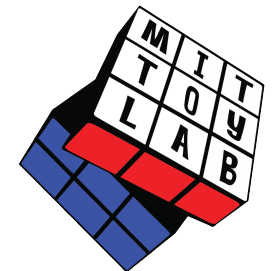
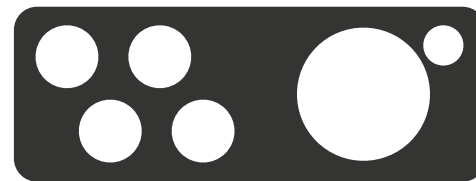
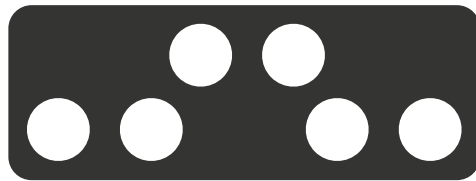




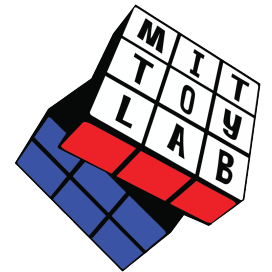
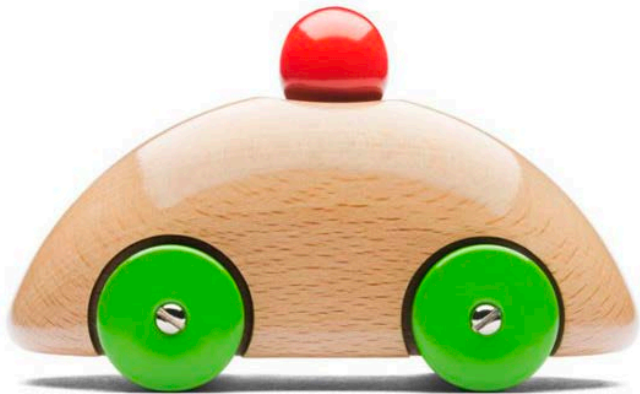
# symmetry in form



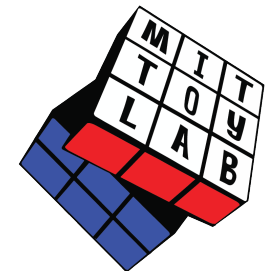
# balance in form



# balance in form



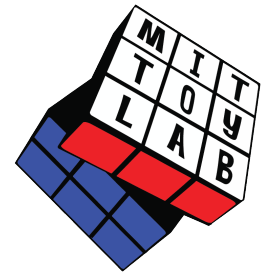
# balance



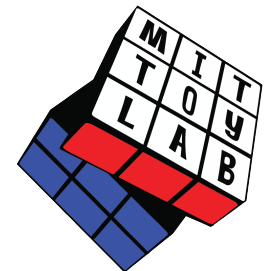
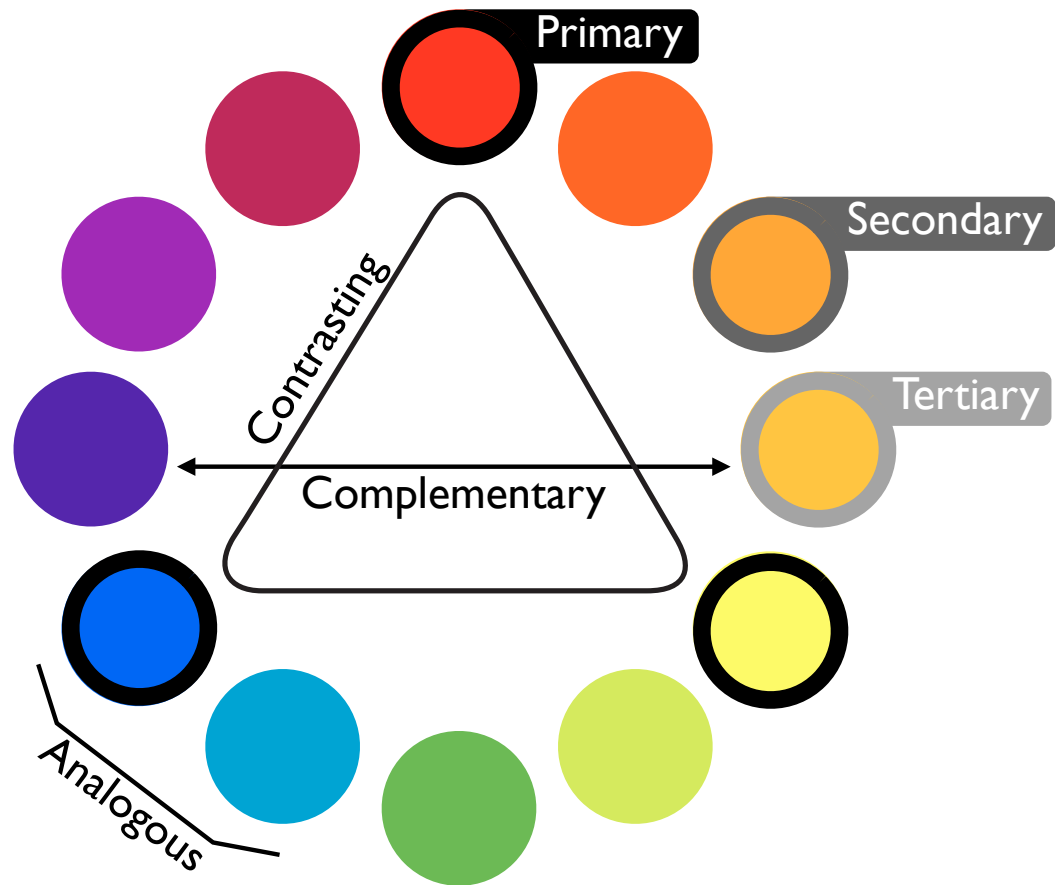


form

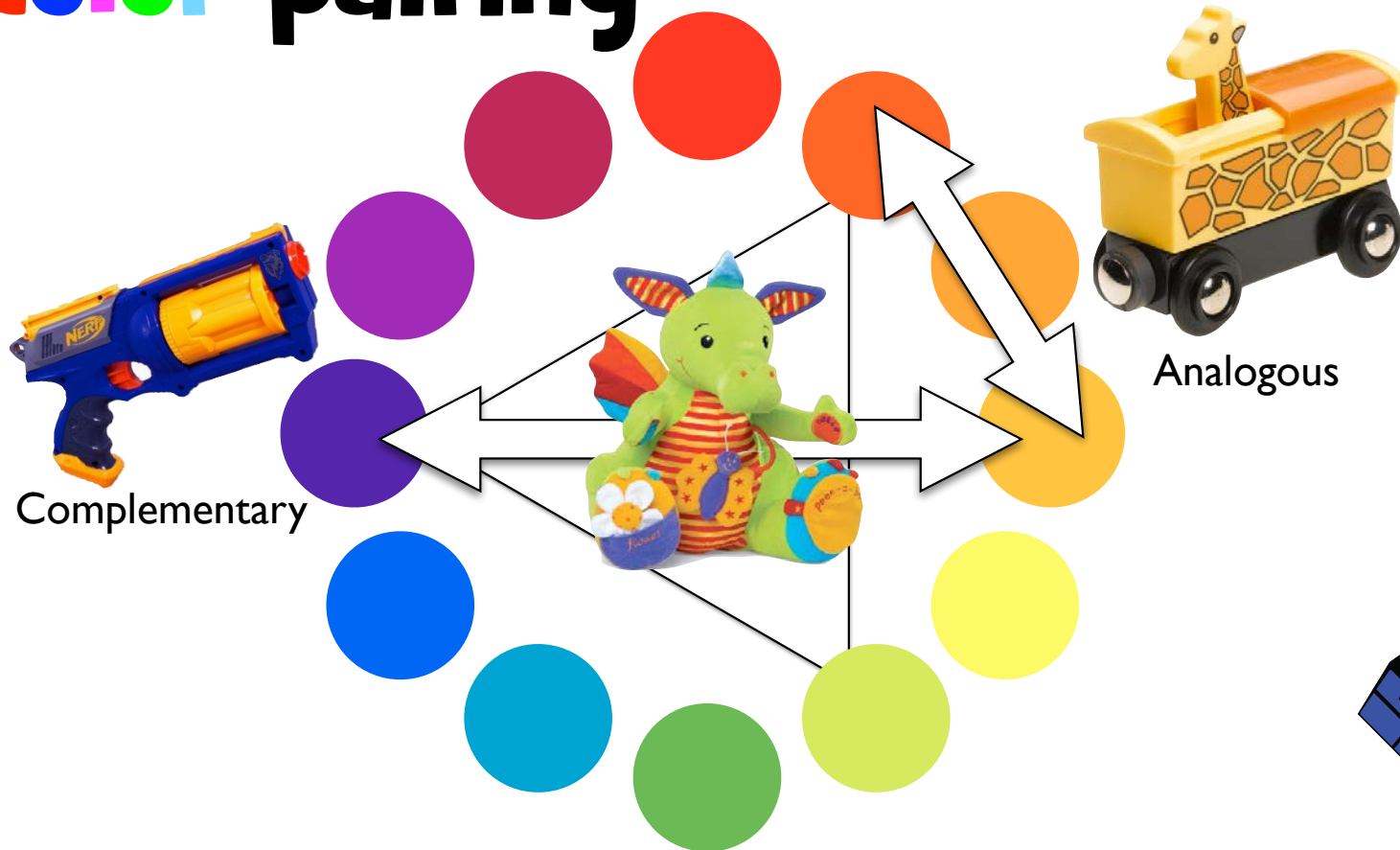
color



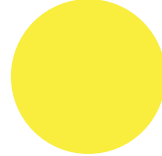
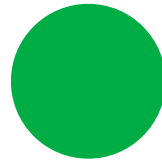
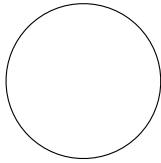
color



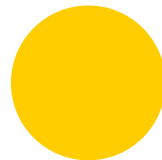
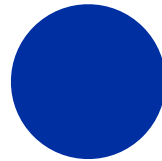
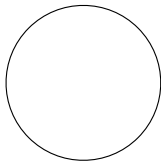
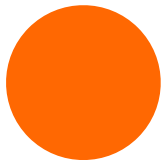
# color pairing



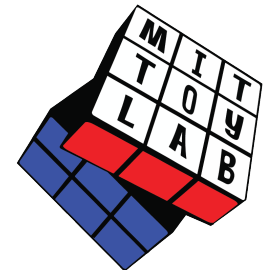
# color branding



**JOHN DEERE**  
analogous

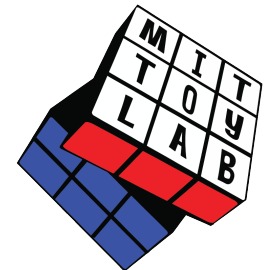


complementary

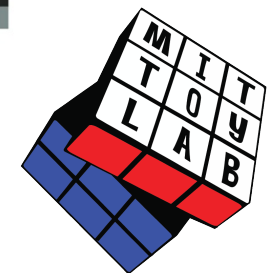
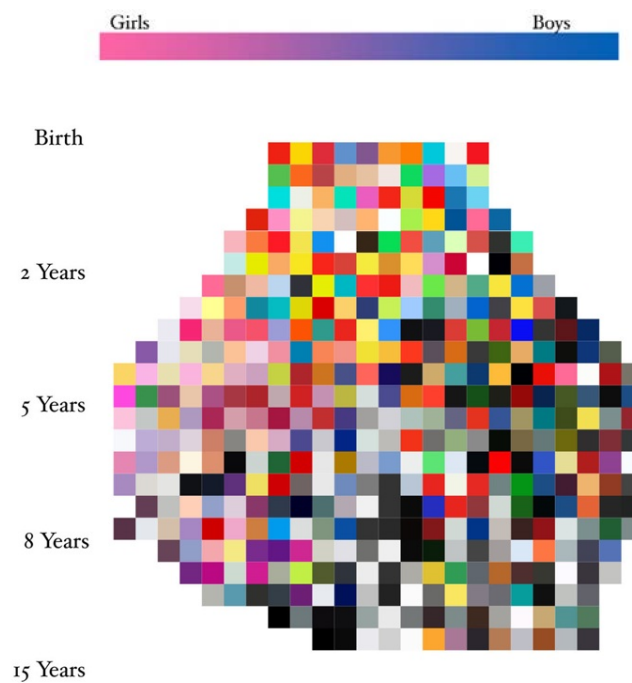
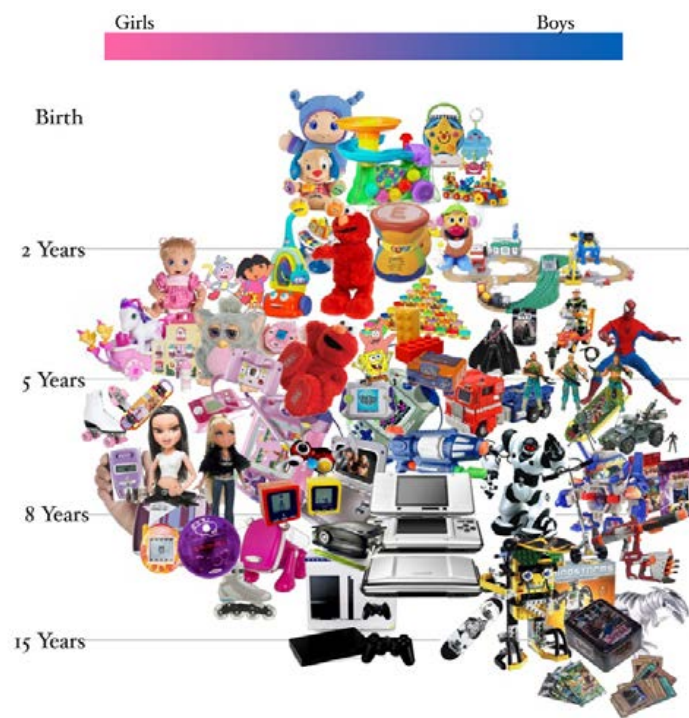




# color branding



# color in toys



# pink vs. blue

Where does that come from?

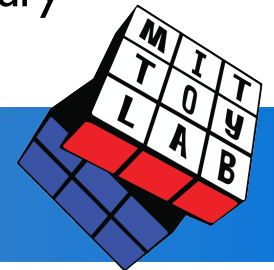


a masculine color  
(1800s)

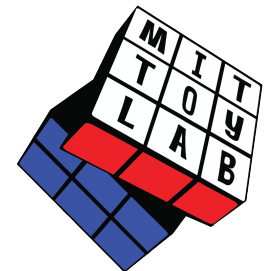
Mamie Eisenhower, 1953



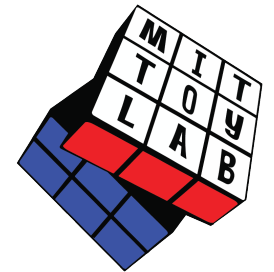
Gender-based color differentiation began mid 20th century



# form and color in toys



# form and color in toys





# design for different ages

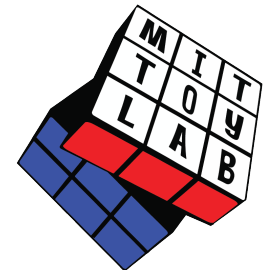
< 1 year old

Gross-Motor & Visual Development  
Recognizing Faces

bright colors (especially red  
and yellows)

contrasting

soft, simple forms, rounded  
corners & easy grips



# design for different ages

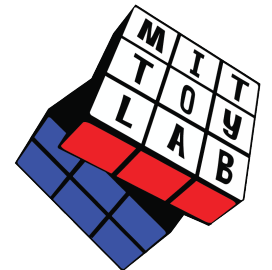
## 1-3 Years Old

Understanding Cause and Effect  
Entering Pretend Play

bright & contrasting  
colors

complex, more  
detailed forms

toys that represent  
familiar objects



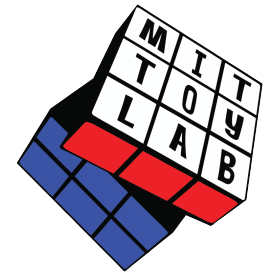
# design for different ages

## 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 concepts, sketch three versions (form and color)

one for each:

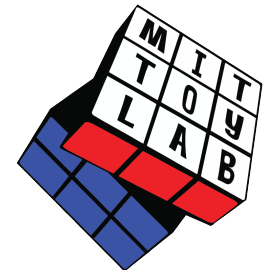
2 year old

6 year old

12 year old

consider form,  
color, and details!

will collect and post to team portfolio

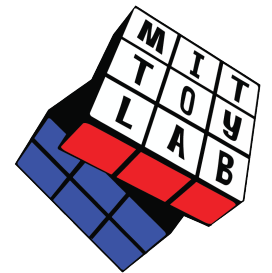




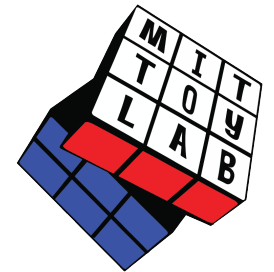
**form**

**color**

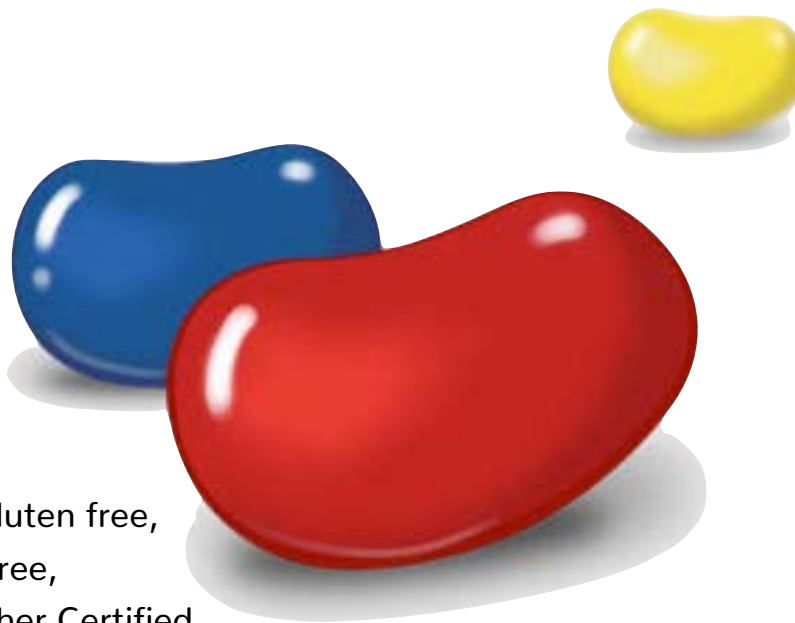
**+ more!**



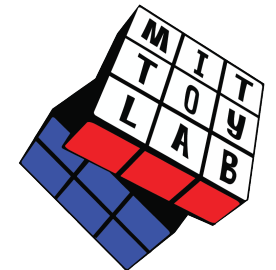
# multi-sensory design



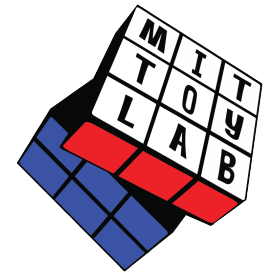
# multi-sensory design



Jelly Belly Jelly Beans are gluten free,  
peanut free, dairy free, fat free,  
vegetarian friendly, OU Kosher Certified



# multi-sensory design



# multi-sensory design



McGurk Effect

