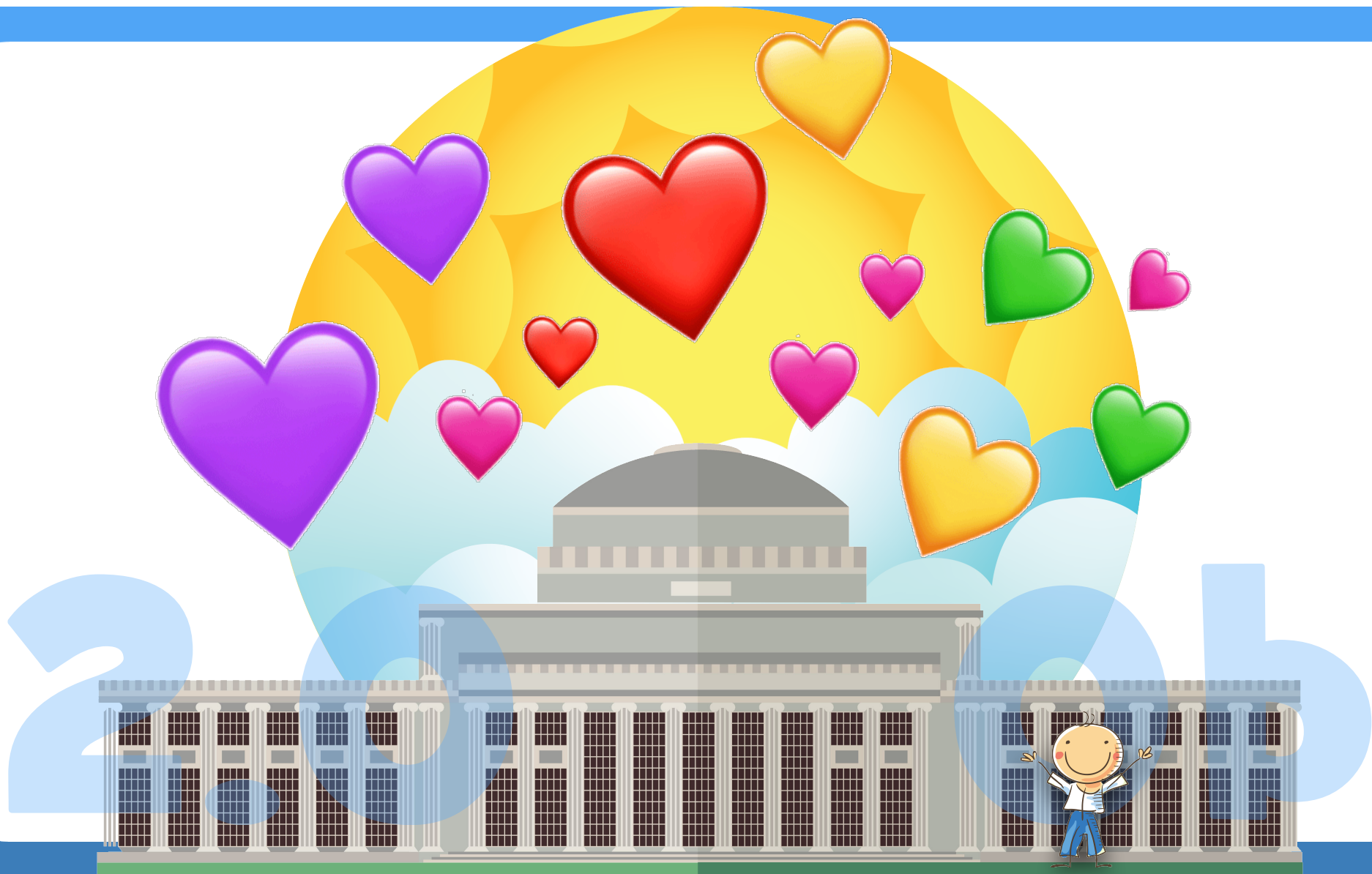


play is our brain's favorite way of learning

Diane Ackerman

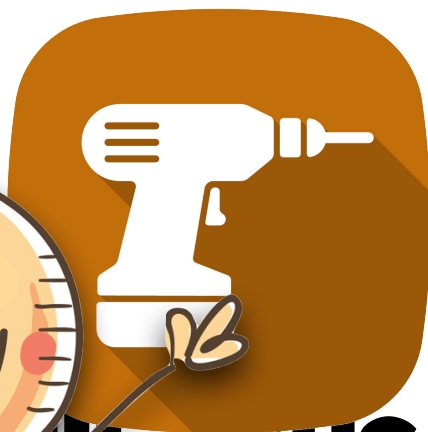




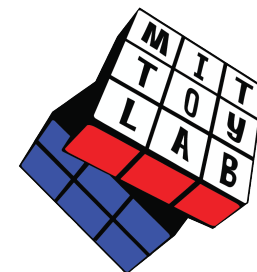


2.001





All Toys!



Quiz!

1. What is your name?

2. Sketch your top-contender pull toy

ParSCORE™
TEST FORM
© ECONOMICS RESEARCH, INC. 1989

NAME Last Name, First Name
LAST FIRST MIDDLE

SUBJECT Course, Section, Instructor

DATE Test Number HOUR/ DAY Test Version (A,B)

T F T F

1 A B C D E 51 A B C D E
2 A B C D E 52 A B C D E
3 A B C D E 53 A B C D E
4 A B C D E 54 A B C D E
5 A B C D E 55 A B C D E
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7 A B C D E 57 A B C D E
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10 A B C D E 60 A B C D E
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26 A B C D E 76 A B C D E
27 A B C D E 77 A B C D E
28 A B C D E 78 A B C D E
29 A B C D E 79 A B C D E

DIRECTIONS
USE NO. 2 PENCIL ONLY
• MAKE DARK MARKS
• ERASE COMPLETELY TO CHANGE
• EX. A B C D E

EXAM NUMBER

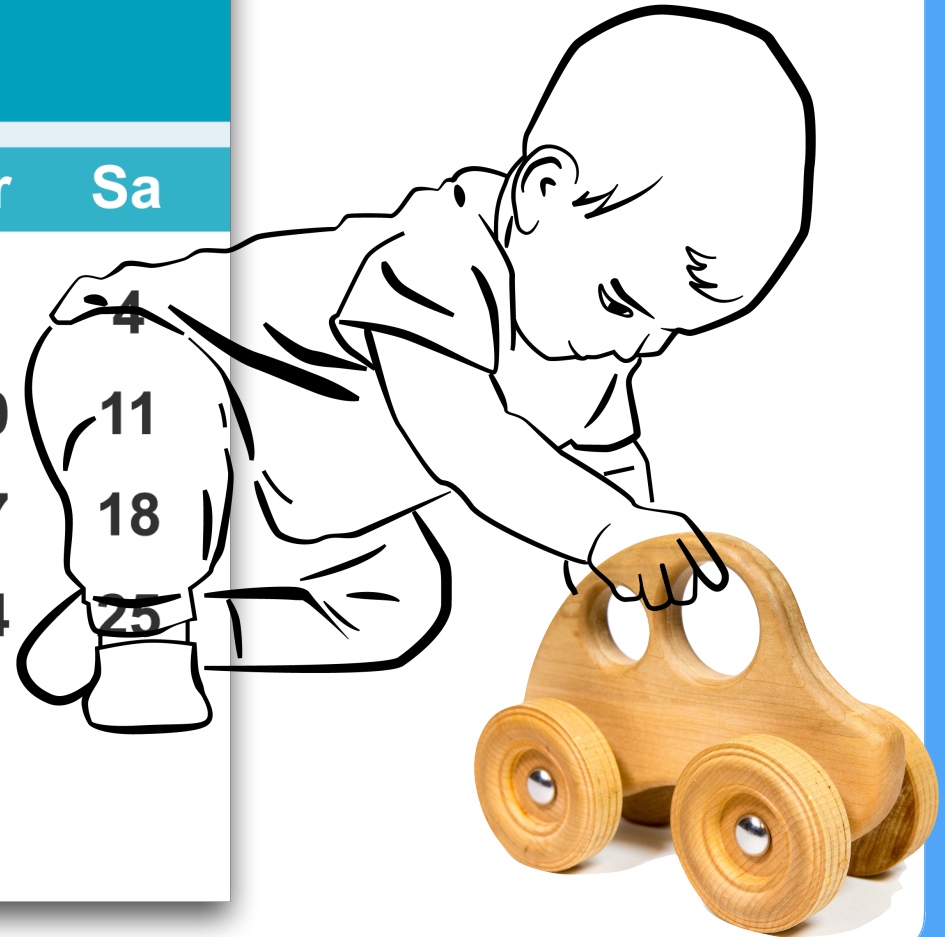
4

my name is: _____



February

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February

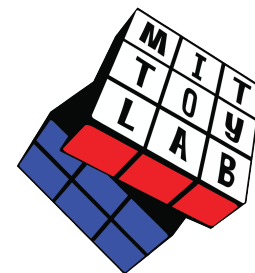
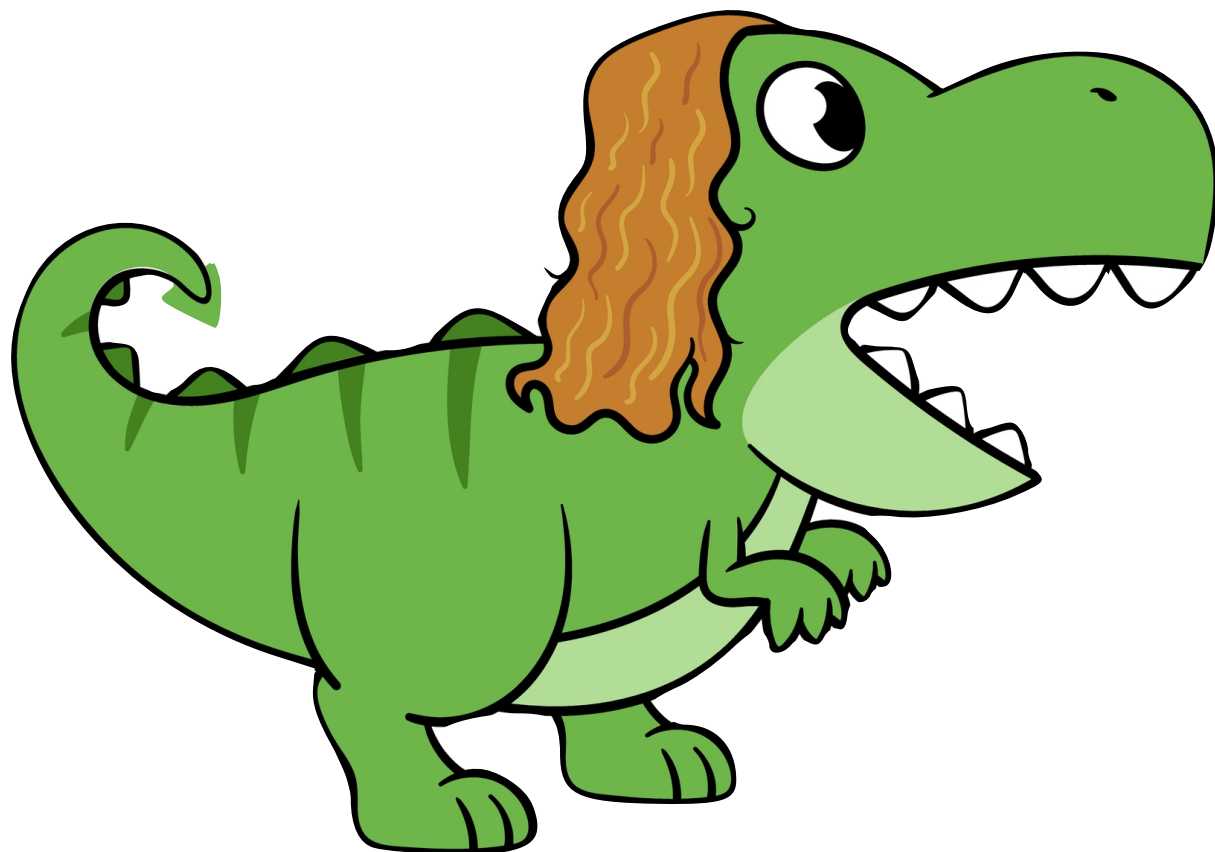
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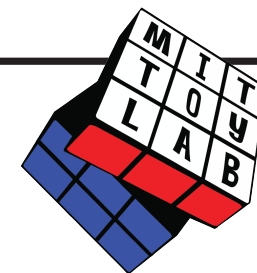
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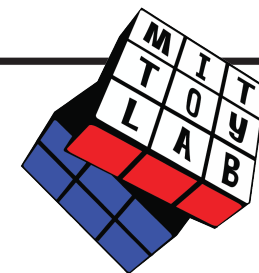


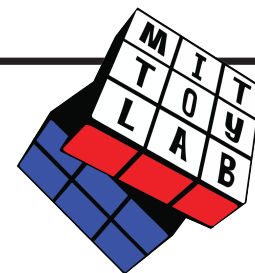












2.00b, my portfolio



2.00b Toy Product Design

My 2.00b Portfolio

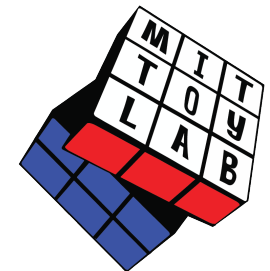
Course Info
Syllabus
Course Staff
My Portfolio
Lectures
Resources

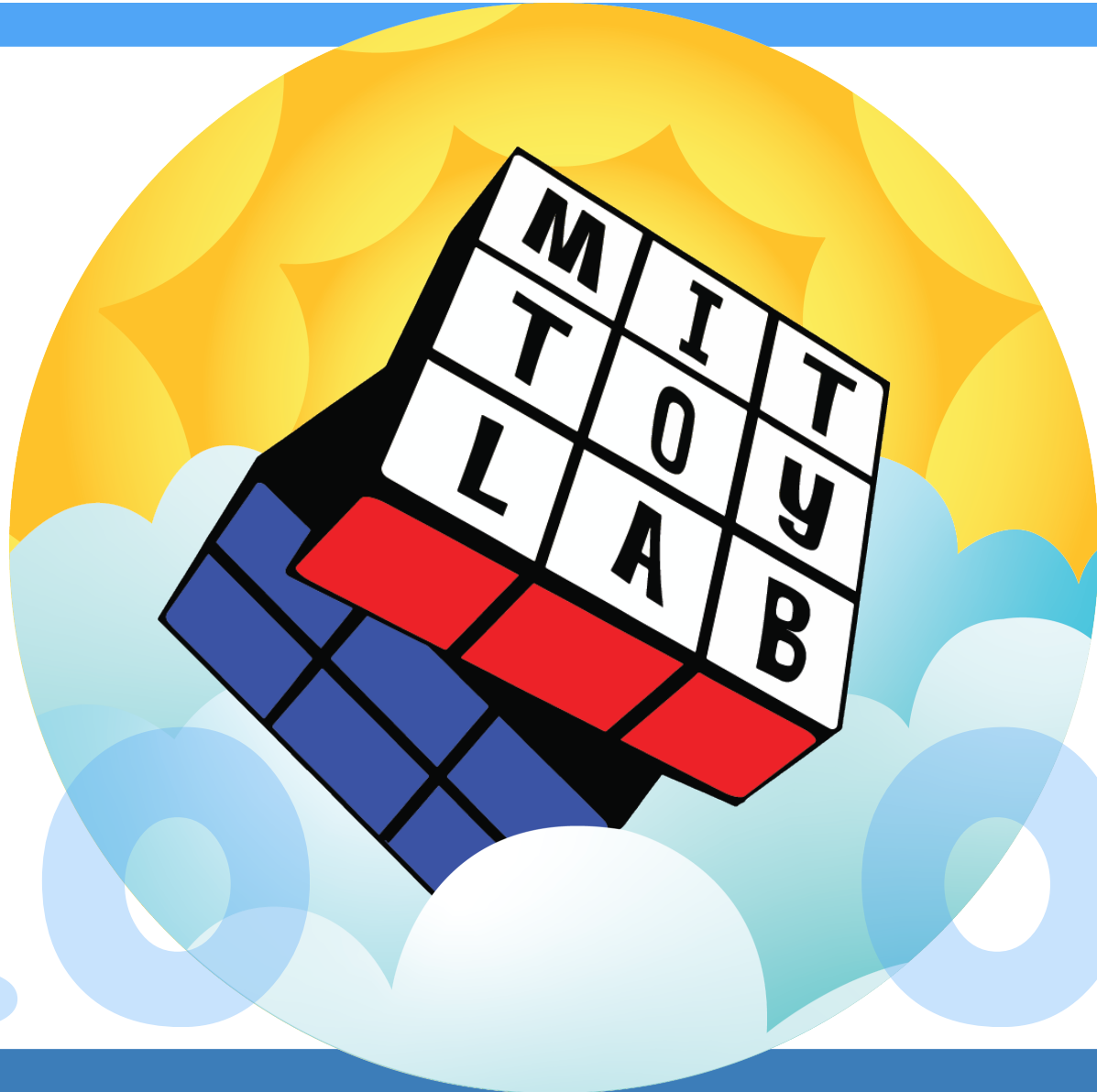
Twitter Instagram

designy

Staff Portal

MIT





2.00b



TUESDAY

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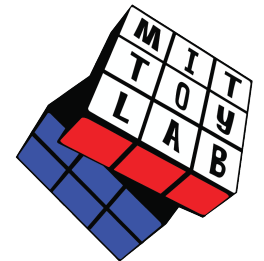
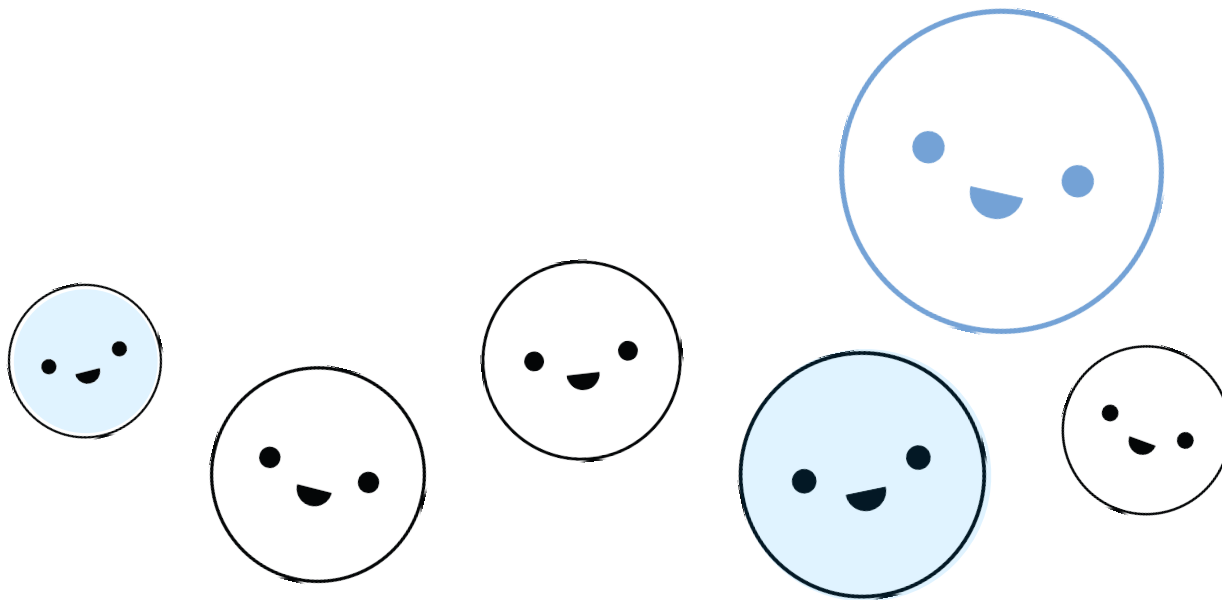




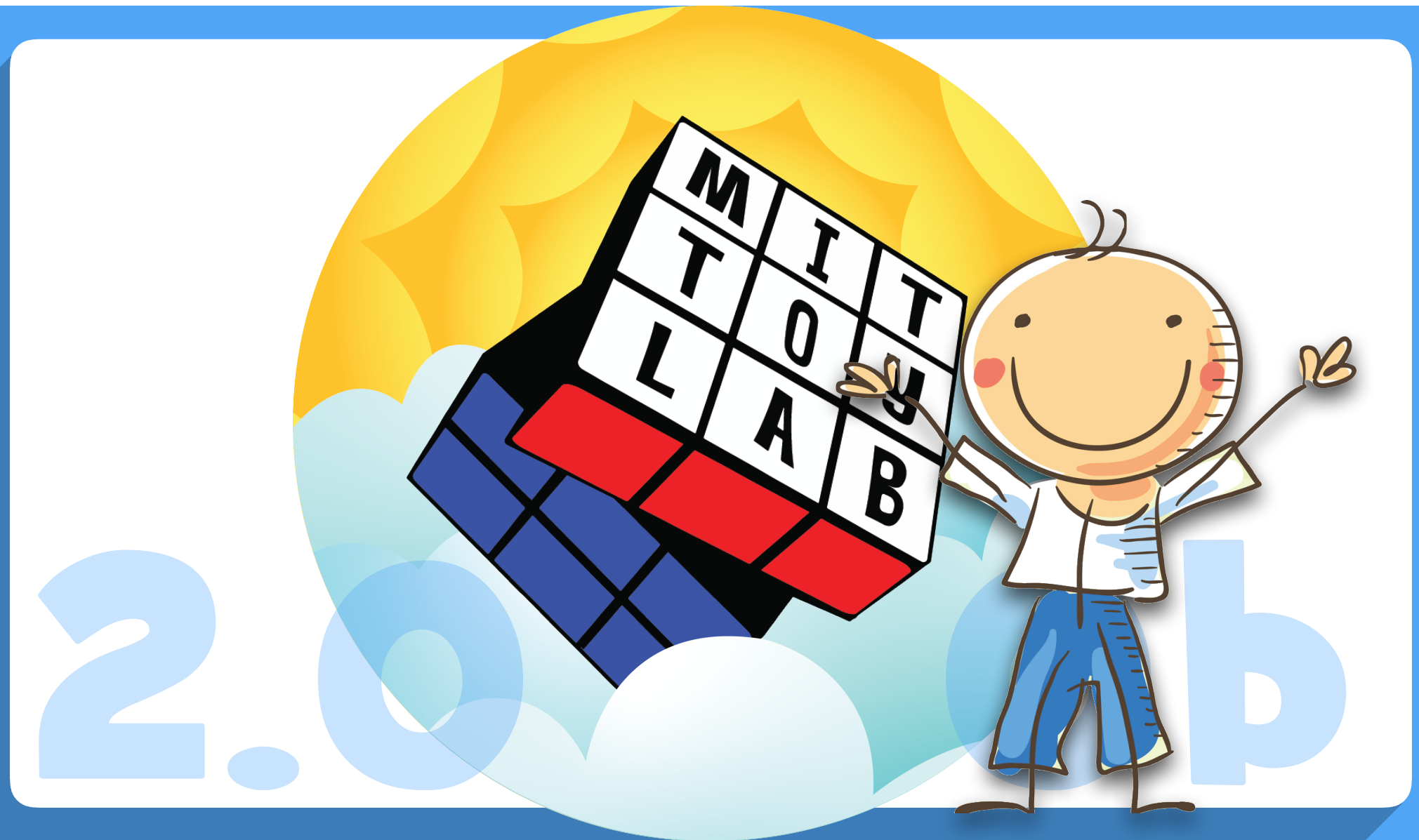
slack



2.00b, your team!









2.00b portfolios



Course Info
Syllabus
Course Staff
My Portfolio
Lectures
Resources

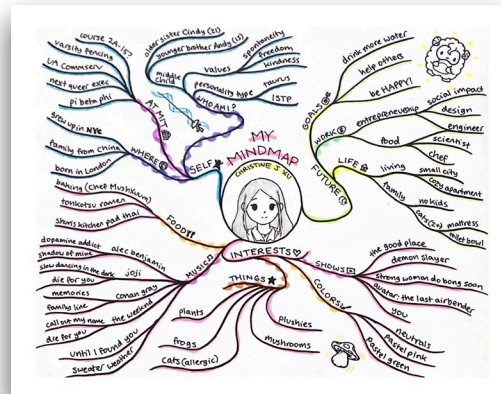


designy

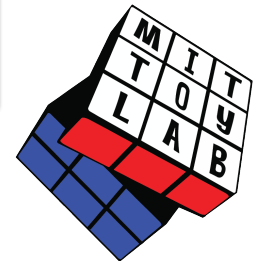
Staff Portal

2.00b Toy Product Design

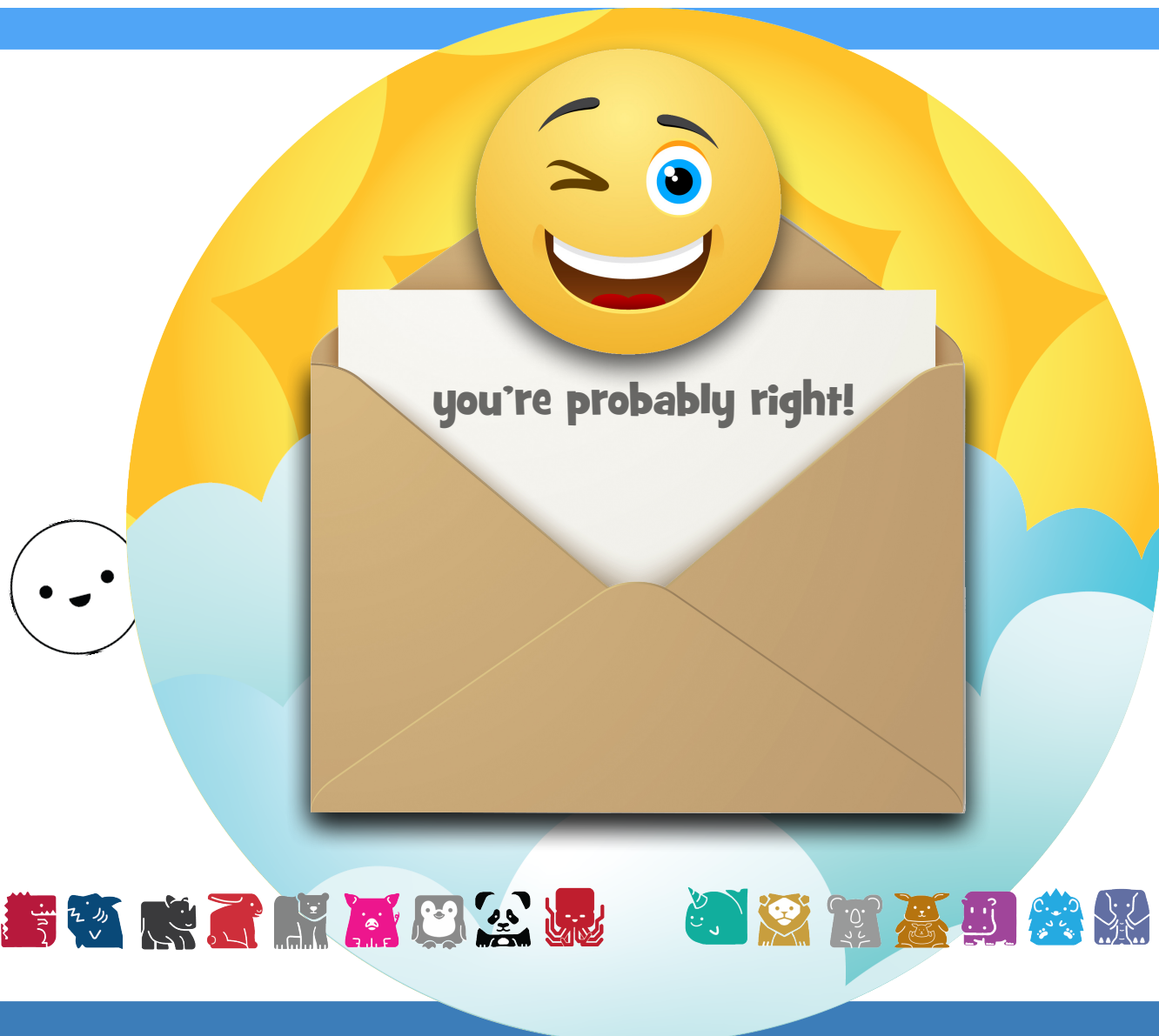
Christine

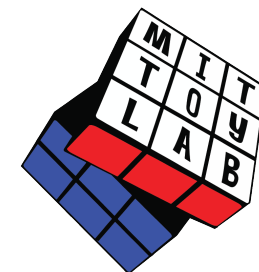
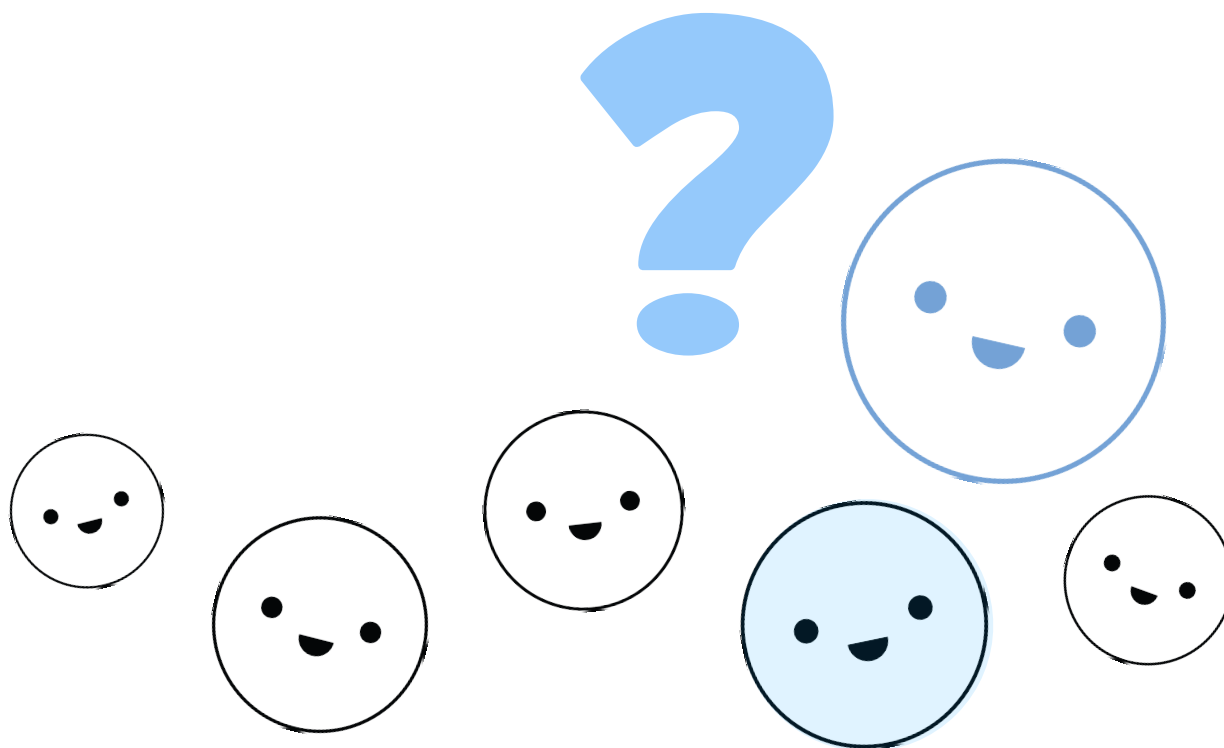


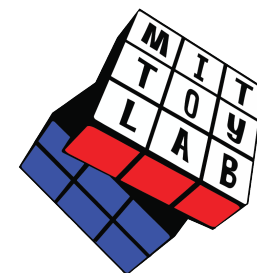
MIT

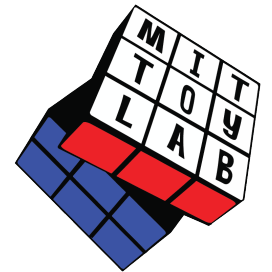
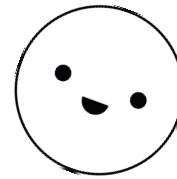
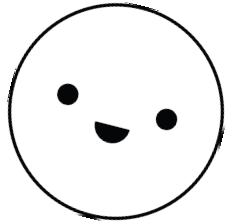


















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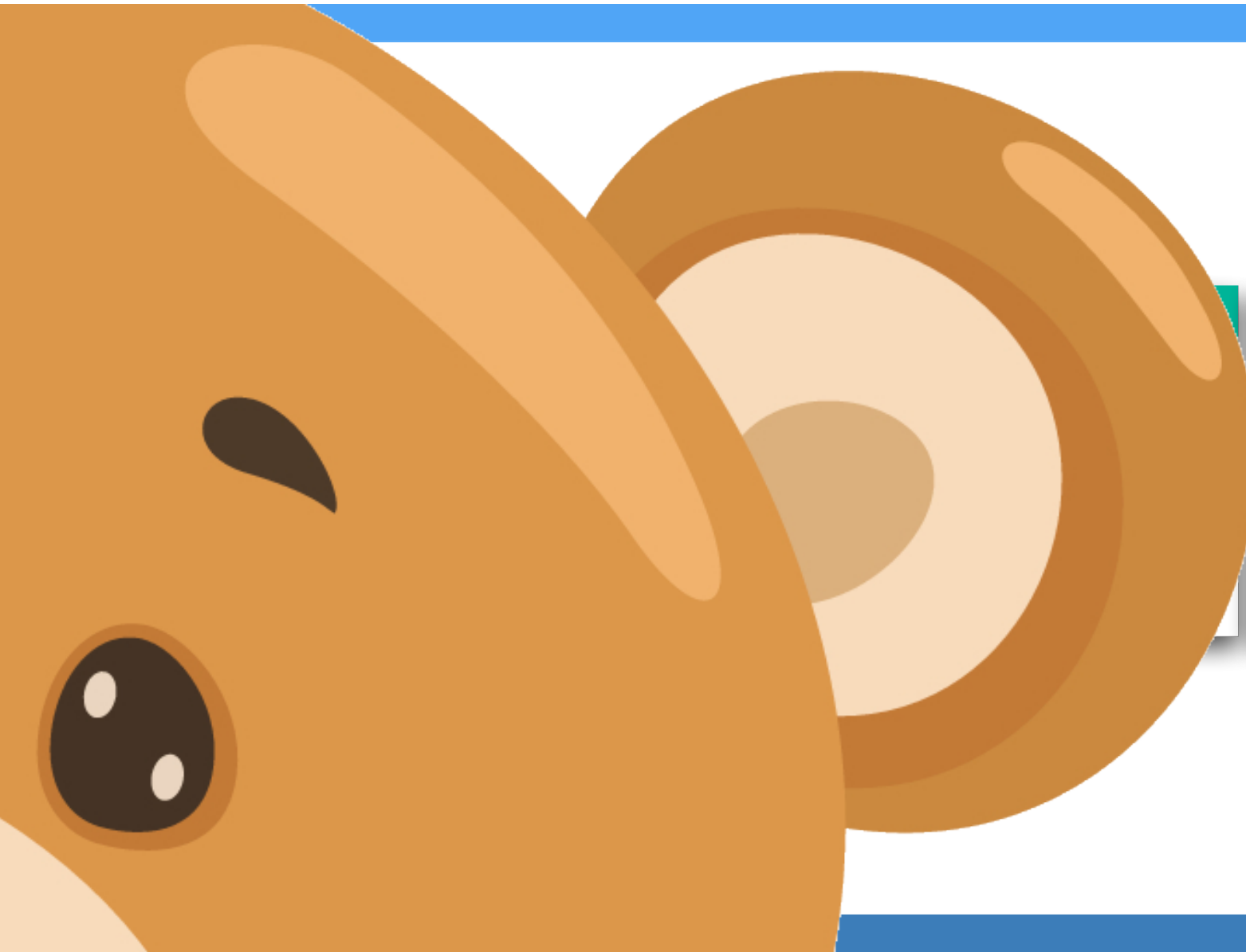
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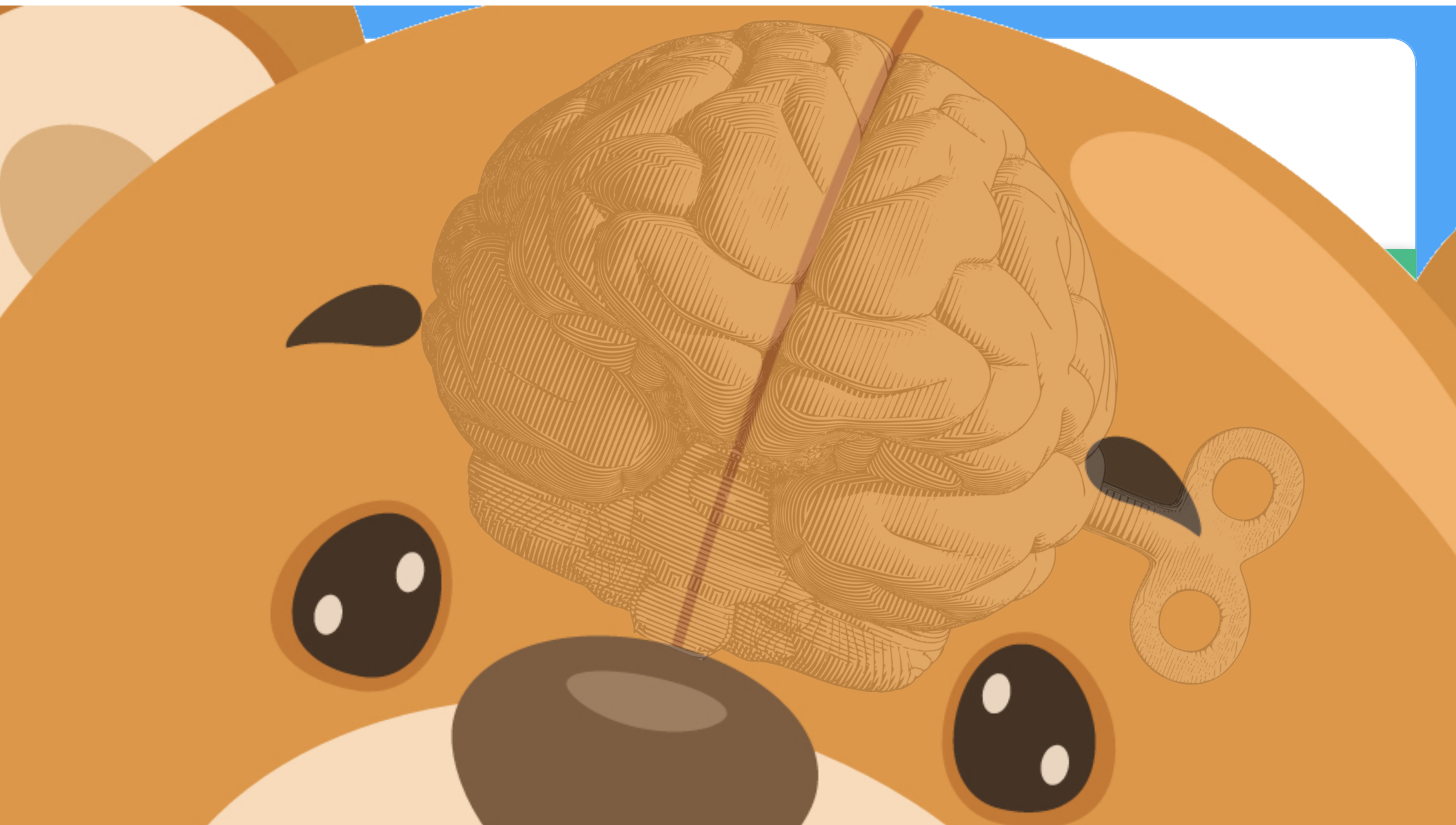
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May						
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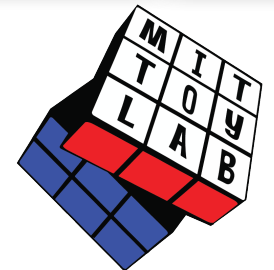
February

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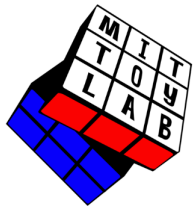


March

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26	27	28	29	30	31	



February



Course Info
Syllabus
Course Staff
Toy Museum



designy

Accessibility

Toy Product Design 2.00b

Hello, and welcome to 2.00b!

Lectures

Fri, Feb 17: Get the points, plus Toober intro
Please bring your sketch kit

Lecture 3: **Team players**

Lecture 2: **ABCs of Design** [slides](#)

Lecture videos are available [on request](#).

Labs Week of Feb 13

Please check your [lab and team assignment](#).

Lab 1: **Let's get rolling** You'll be working on your pull toy. It's a busy lab, so please don't be late! Also, being more than 15 minutes late is considered an unexcused absence.

Bring your notebook with ideas and your pencil case.

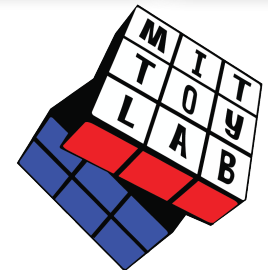
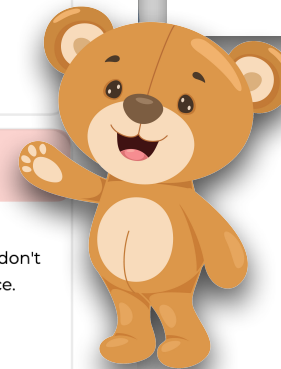
We will be working in the shop, so please follow the shop safety guidelines:



March

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26	27	28	29	30	31	

Su	Mo	Tu
2	3	4
9	10	11
16	17	18
23	24	25
30		



February

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designy

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- wear closed-toe shoes
- no loose clothing or dangling jewelry
- tie back long hair

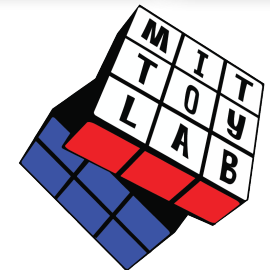
In lab: [Sign up](#) to be a care bear! 🧸

Things to-do

- | | |
|------------|---|
| before lab | Know your lab team, time and location |
| before lab | Think about your pull toy design and sketch a few ideas in your notebook. Keep it simple. |
| before lab | Read about the Care Bear Connection . |

March

Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu
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19	20	21	22	23	24	25	16	17	18
26	27	28	29	30	31		23	24	25
							30		



February



designy

Accessibility

Labs Week of Feb 13

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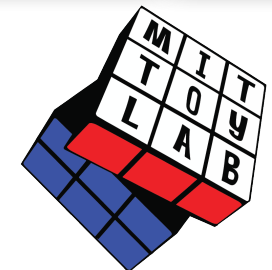
Just for Fun

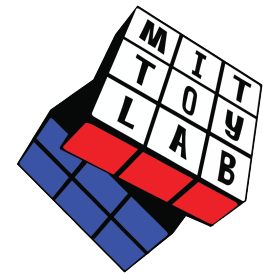
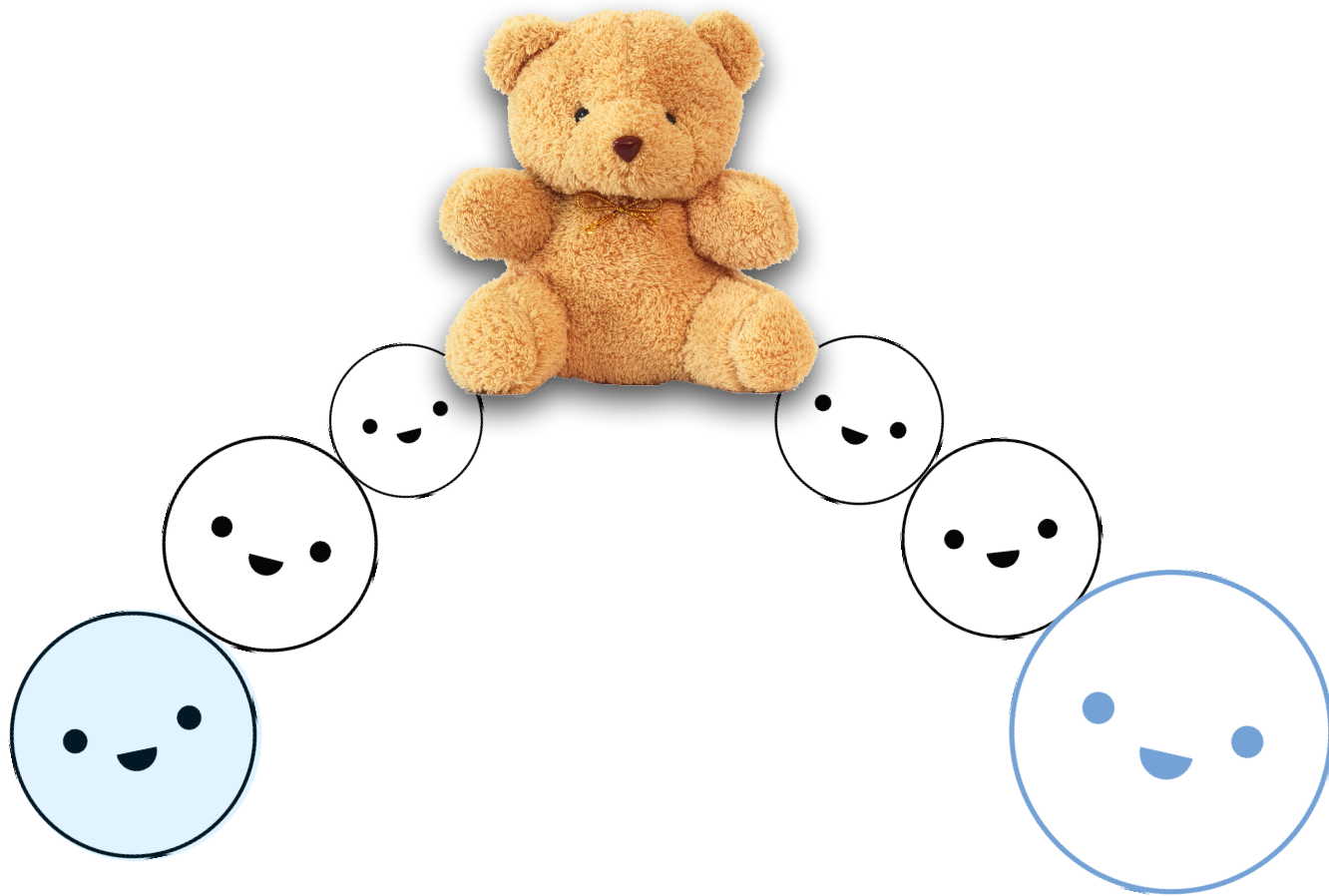
Pinterest board of [DIY wooden toys](#)

March

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Su	Mo	Tu
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A quiz!

1. what is your name?
2. who is our customer in toy design?
3. what is play?
4. what is the opposite of play?

ParSCORE™
TEST FORM
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NAME Last Name, First Name
LAST FIRST MIDDLE

SUBJECT Course, Section, Instructor

DATE Test Number HOUR/ DAY Test Version (A,B)

DIRECTIONS

- MAKE DARK MARKS
- ERASE COMPLETELY TO CHANGE
- EX. (A) (B) (C) (D) (E)

CUID

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Mark Test Version

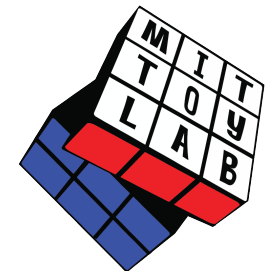
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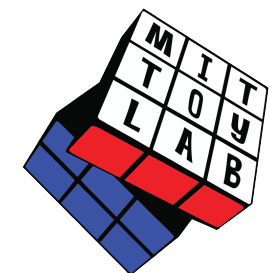
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EXAM NUMBER

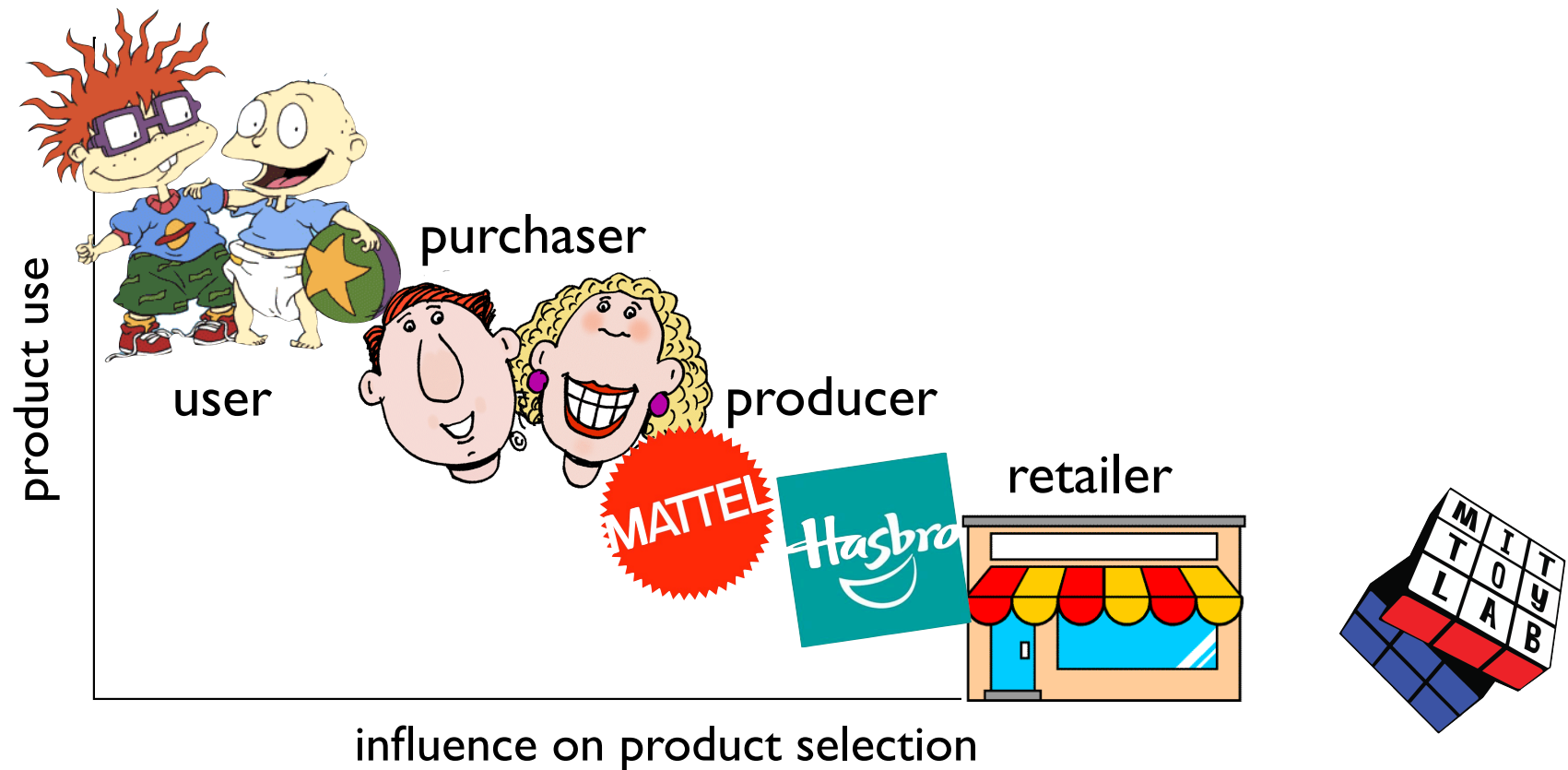
0	0	0
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FEED THIS DIRECTION





Who is our customer?



What is play?

understanding play

a quality of mind

“Play and work are words used to describe the same activity under different circumstances”

- Mark Twain

a natural and learned schematization of life

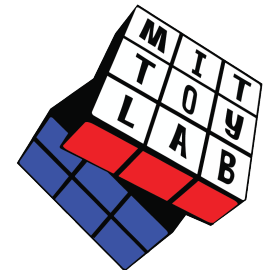
“A primitive and paradoxical communication, schematic expression, and a succession of disequilibrium bipolar state, with their own rules, sequences and climaxes”

- Brian Sutton Smith, PhD

developmental and cathartic

“It is essential for helping children reach important social, emotional, and cognitive developmental milestones as well as helping them manage stress and become resilient”

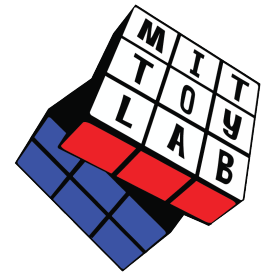
- The American Academy of Pediatrics (AAP)



What is play?

our definition

play describes a **state of mind** during an activity that is...



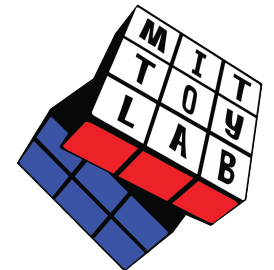
What is play?

our definition

play describes a **state of mind** during an activity that is...



enjoyable



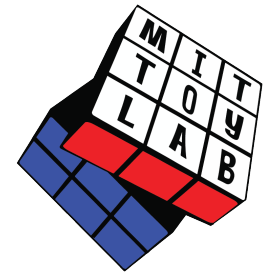
What is play?

our definition

play describes a **state of mind** during an activity that is...



enjoyable
captivating



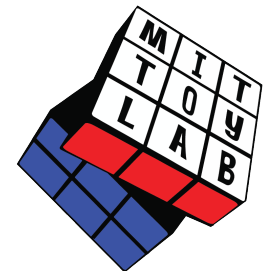
What is play?

our definition

play describes a **state of mind** during an activity that is...



enjoyable
captivating
superfluous



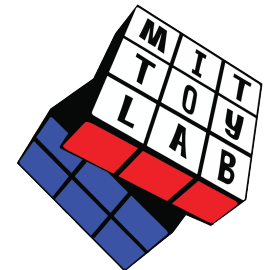
What is play?

our definition

play describes a **state of mind** during an activity that is...



enjoyable
captivating
superfluous
intrinsic



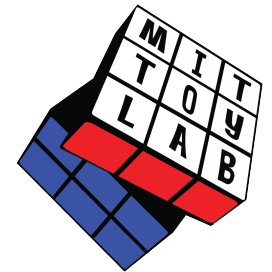
What is play?

our definition

play describes a **state of mind** during an activity that is...



enjoyable
captivating
superfluous
intrinsic
process



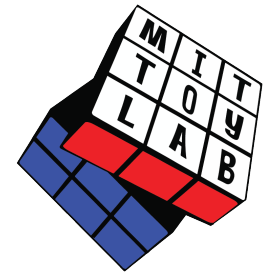
The opposite of play?

our definition

chore

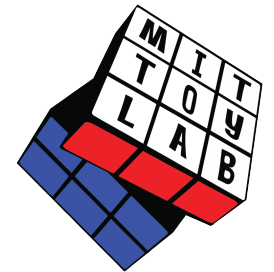


work work disguised as play directed play guided play **free play**



Play value

a toy's potential for play



Play value

a toy's potential for play



Developmental Benefits

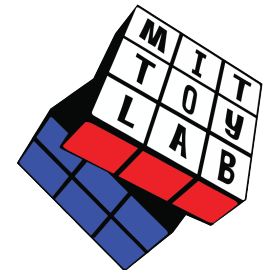
personal growth potential

Variety of Play

length of play
who can play
longevity of play

Motivation

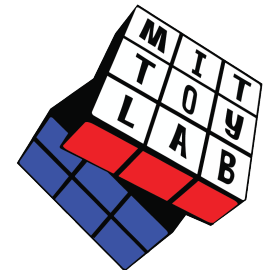
intrinsic, enjoyable,
captivating



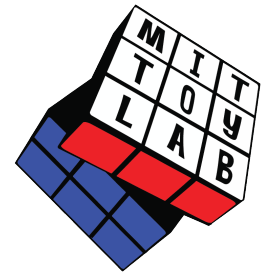
Design affordances

definition

a design affordance is a designed action possibility that limits and guides the user to an intended behavior



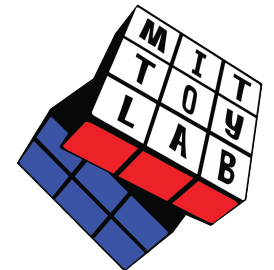
Affordances



Affordances

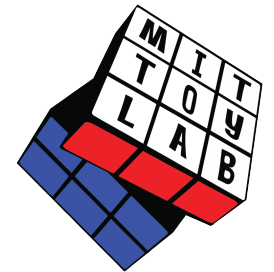
the action possibilities (or features) of a toy that limit and guide the player

there are an infinite number of affordances for toys, but emphasizing certain affordances is key

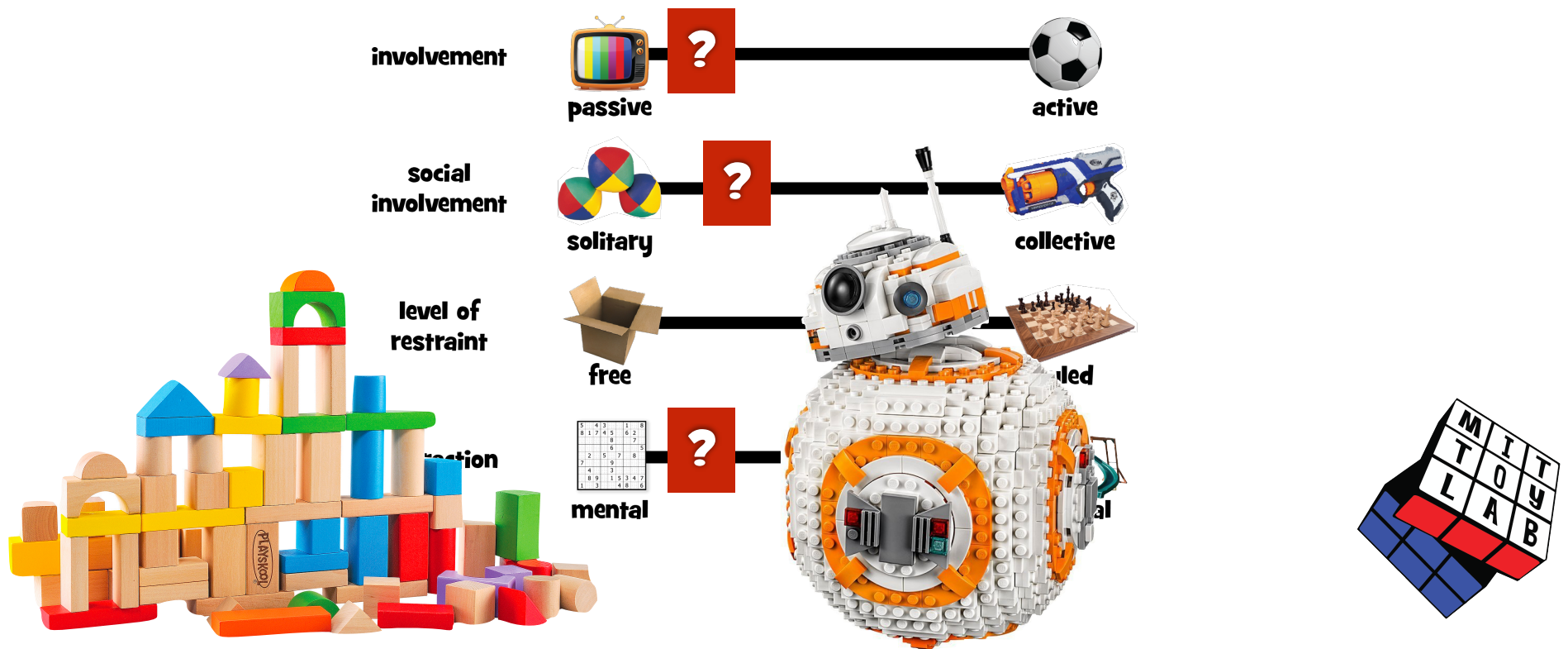


Play Classification

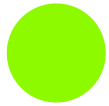
“Classification is the first step in bringing order into any scientific endeavor” - Michael Ashby



The scales of play



Types of play



sensory



fantasy



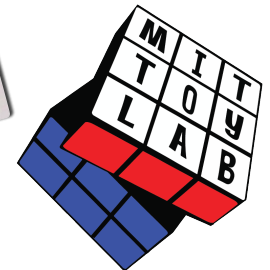
construction



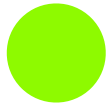
challenge



SWORDS



Types of play



sensory



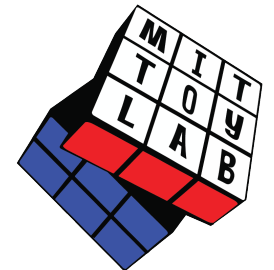
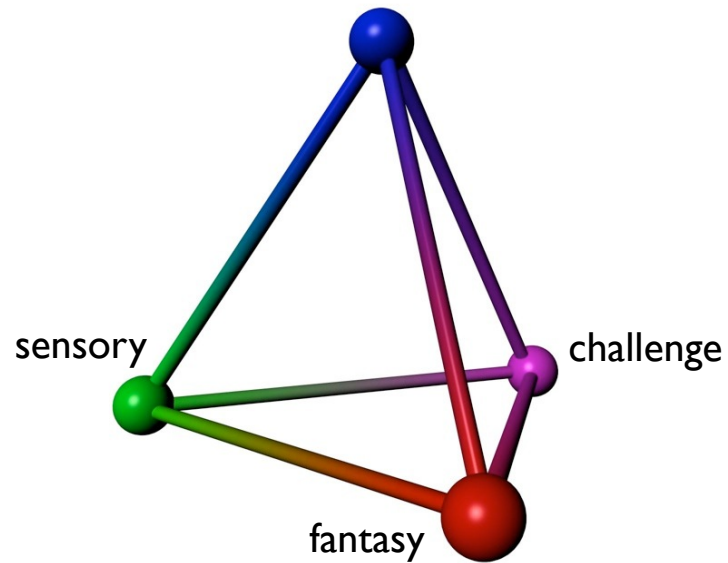
fantasy



construction
construction

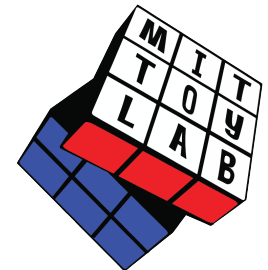
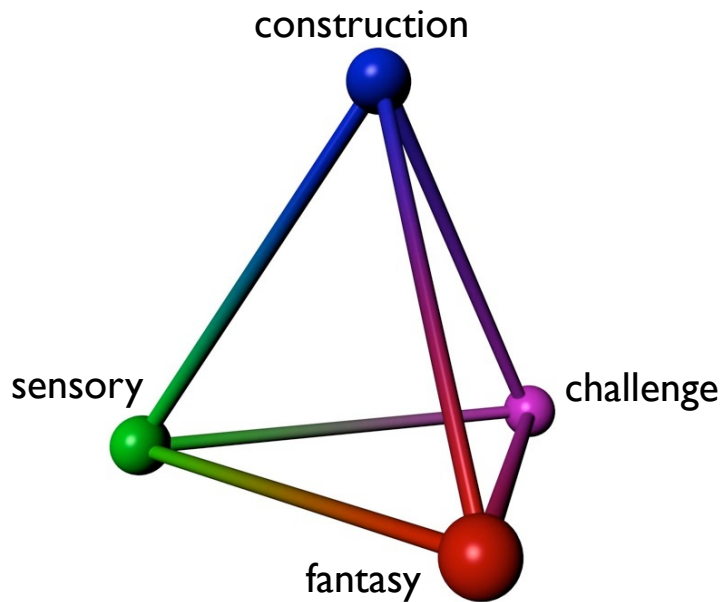


challenge



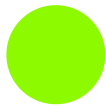
Types of play

the play pyramid edges



Types of play

the play pyramid interior



sensory



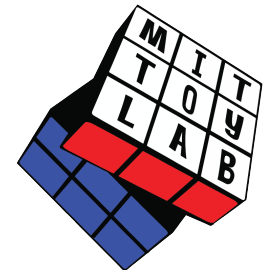
fantasy



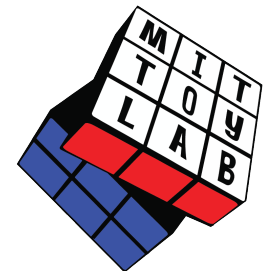
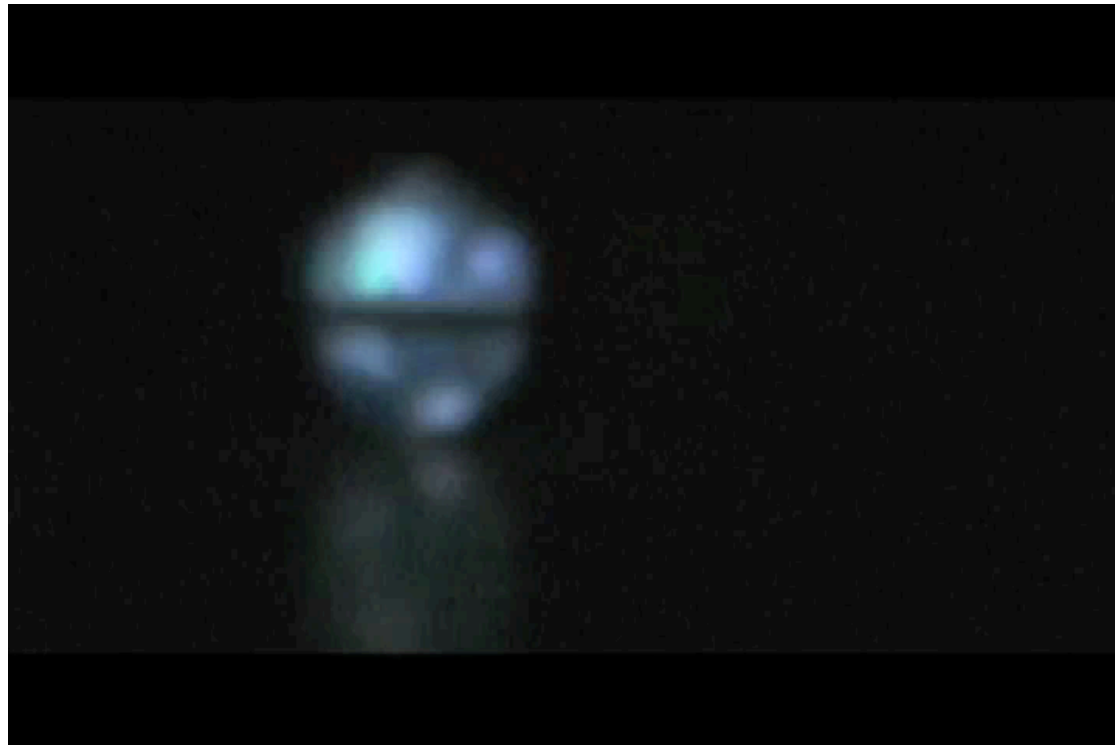
construction



challenge



What is egg man?



Understanding play!

play with your team's toy!



Understanding play!

Understanding play!

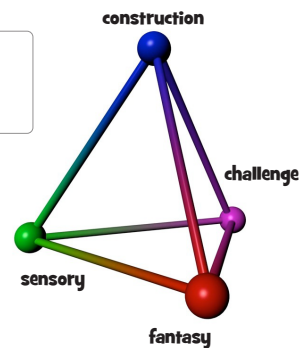
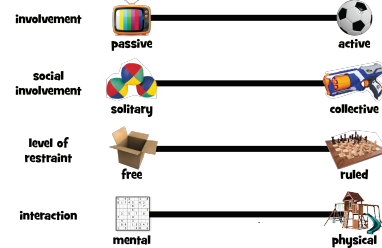
1. **Play!** Describe your toy:

2. Mark where your toy fits on the scales of play and the play pyramid.

3. What do you think is the target age?

4. Name 2 play affordances for your toy:

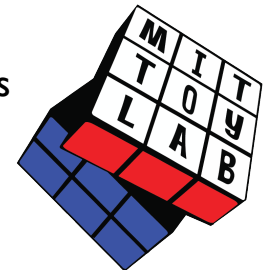
5. How would you alter the toy to enhance or change the play to suit a different audience?



scales of play. Play characteristics

play pyramid. Play type

a **play affordance** is the how the physical toy's design guides the user



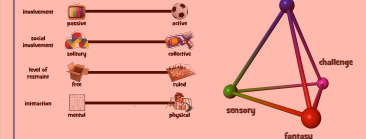
Understanding play!

we are in here!



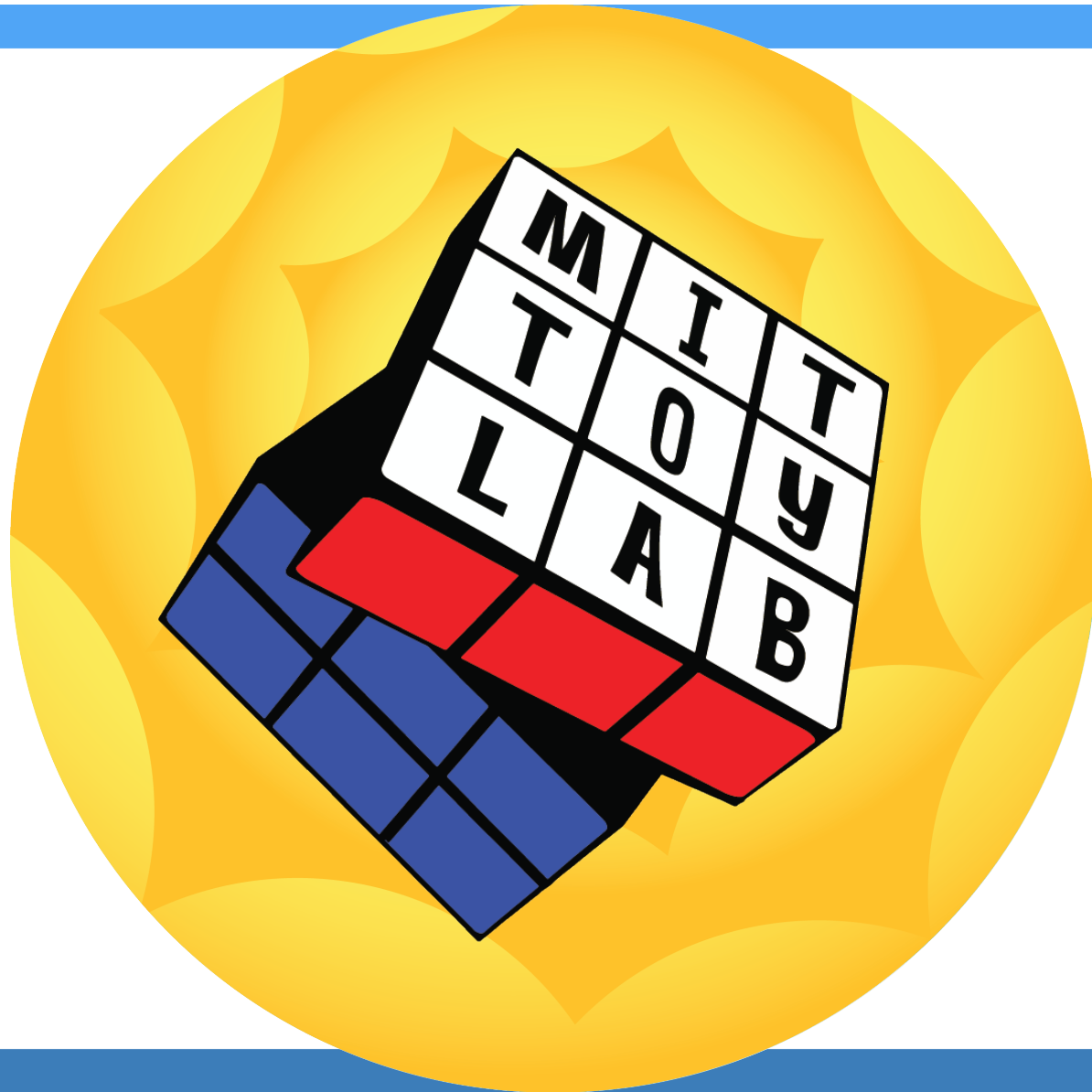
Scales of Play

Play Pyramid

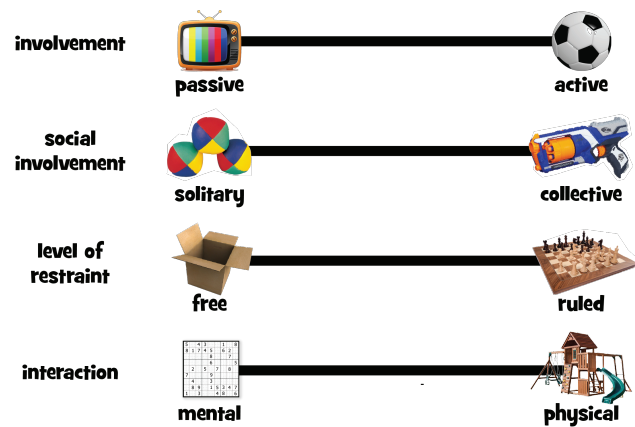


Understanding play!

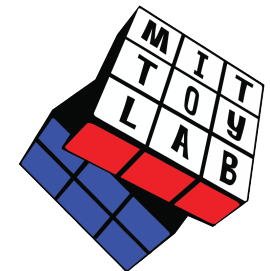
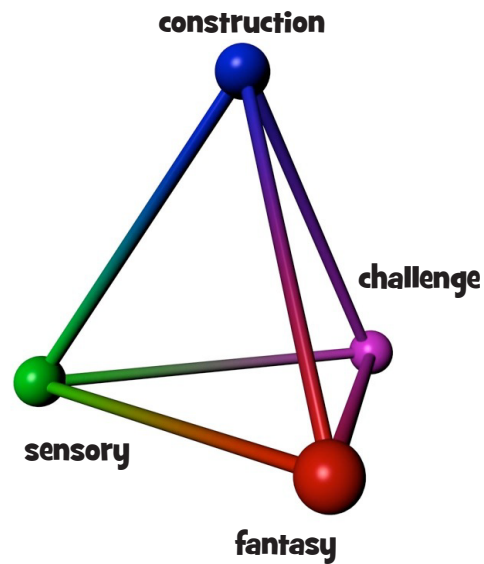
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Scales of Play



Play Pyramid



Understanding play!

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5. How would you alter the toy to enhance or change the play to suit a different audience?

involvement



passive



active

social involvement



solitary



collective

level of restraint



free



ruled

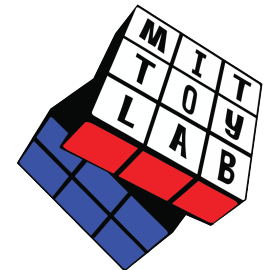
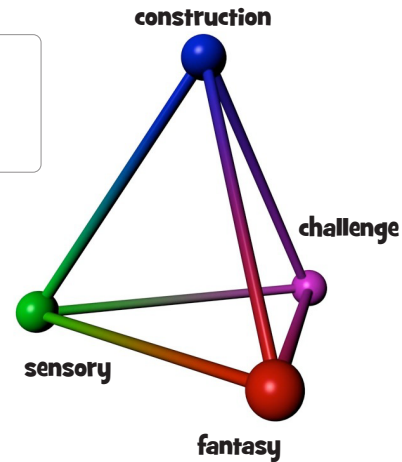
interaction



mental



physical





2006

play is our brain's favorite way of learning

Diane Ackerman

