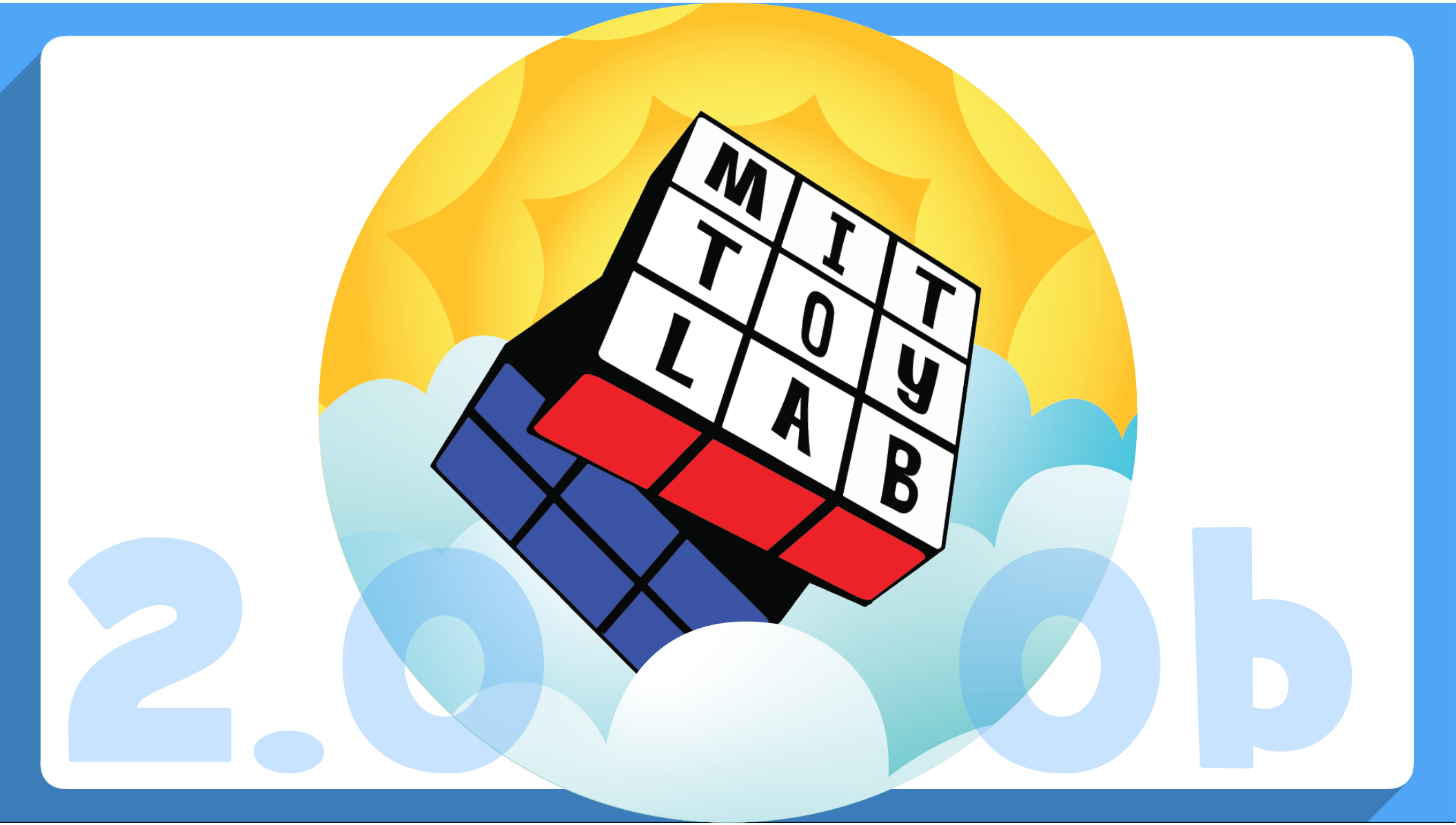
Muriel Rukeyser
OUR UNIVERSE IS MADE OF STORIES
NOT OF ATOMS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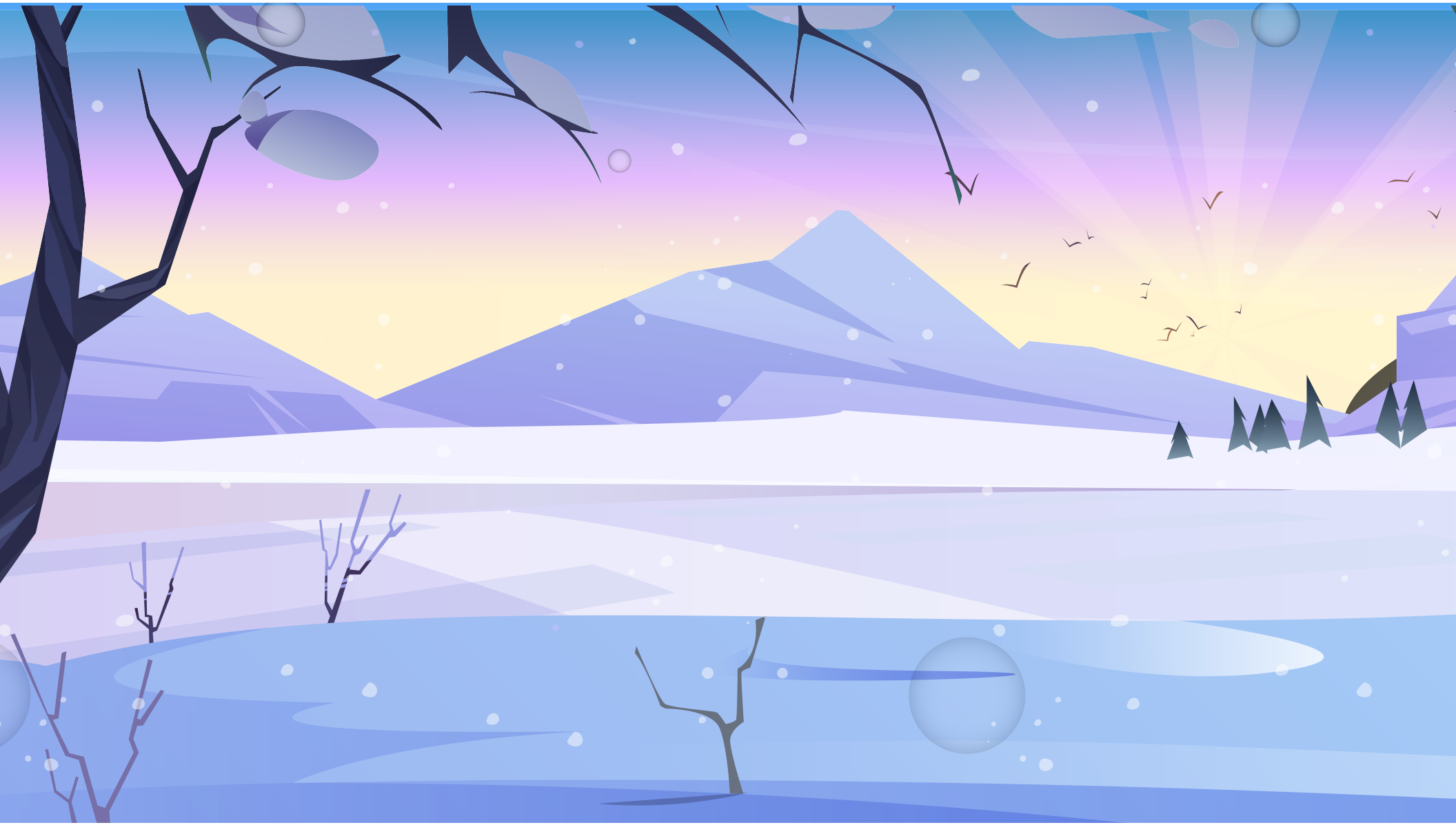


Association mapping

names of coffee
joe, java

"who ordered from Java the Hutt?"

products related to coffee
coffee maker, mug, coffee machine, grinder, tea

"the sink's full again"

places related to coffee
dunkin donuts, starbucks, kitchen, south america

properties of coffee
caffeine, diuretic, hot, acidic

"coffee sales have been soaring"

"where's the bathroom?!"

things that go in coffee
milk, cream, dairy, sugar, stirrer, coffee beans, water

served with coffee
donuts, breakfast, newspaper

"the crullers will be here shortly, as soon as they take the door off the hinge"

types of coffee
black, decaffeinated, espresso, latte

"is this the decaf?"

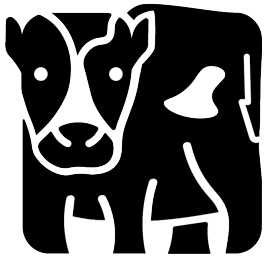
actions related to coffee
sipping, spilling, staining, drinking, burning, break

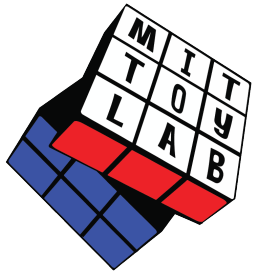
"breaks will no longer be dictated by time to finish your coffee"

Cartoon captions!

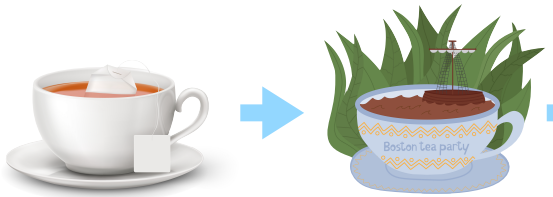
my brain cells having a meeting before my 9 AM class

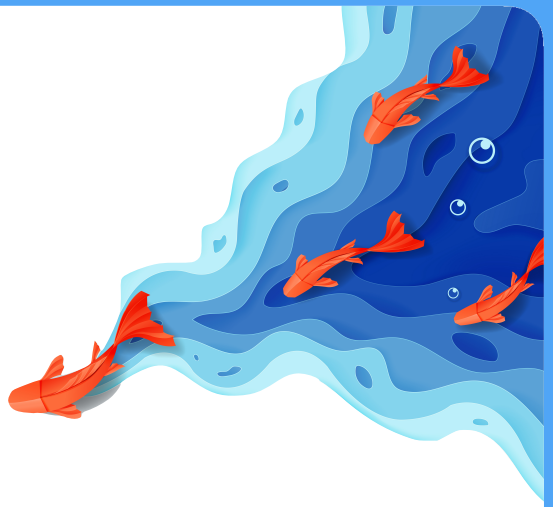
Amanda Miyares





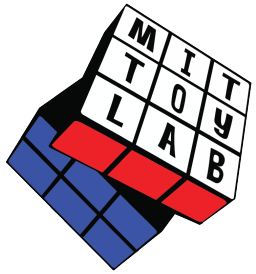
Cartoon captions!





fishes in Boston on December 16, 1773

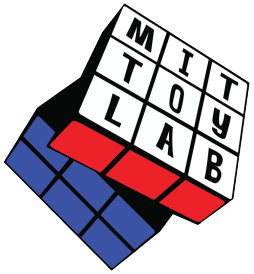
Izar Vargas



Cartoon captions!

corporate wants to assure you that we are not, in fact, downsizing

Peyton Worthington

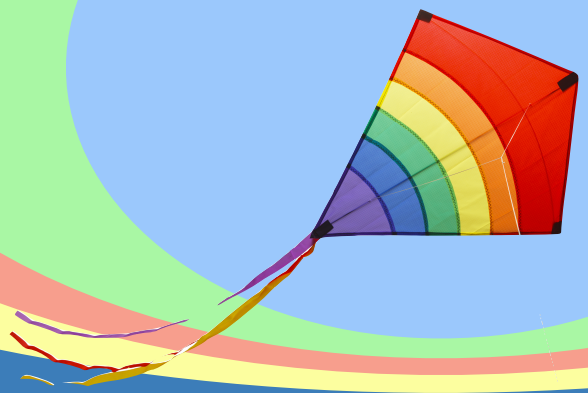


product variations
(bring it back to the original product!)

things associated
(*flight:* mosquito, bird, aircraft)

characteristic details
(*function:* flight, balance, tether, retrieve)

characteristics
(function, material, form, use location)



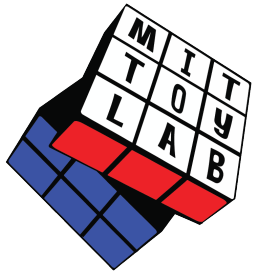
Crossing products

a **strategy** to generate innovative ideas.

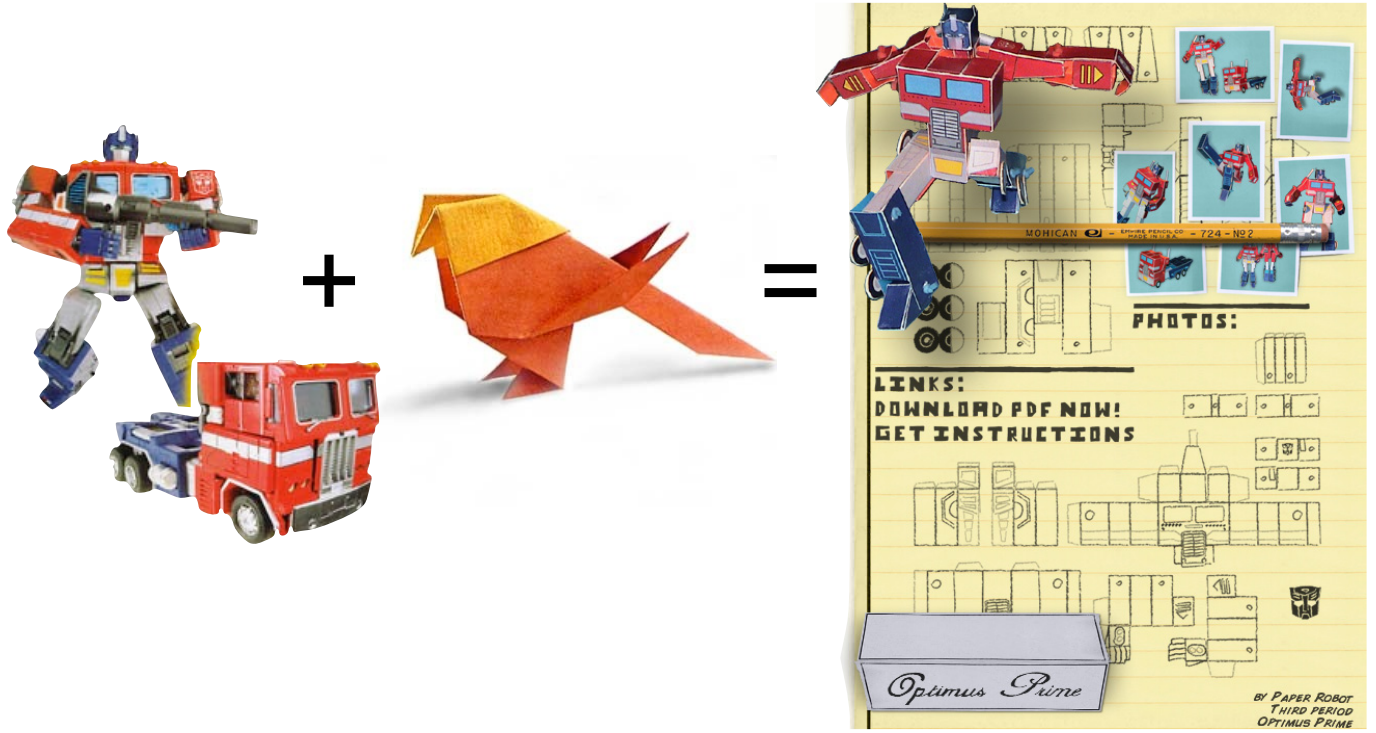
$$\vec{a} \times \vec{b} = \begin{vmatrix} \vec{i} & \vec{j} & \vec{k} \\ a_1 & a_2 & a_3 \\ b_1 & b_2 & b_3 \end{vmatrix}$$

CROSSproducts

MIT CHRISTIAN A CAPPELLA



Crossing products



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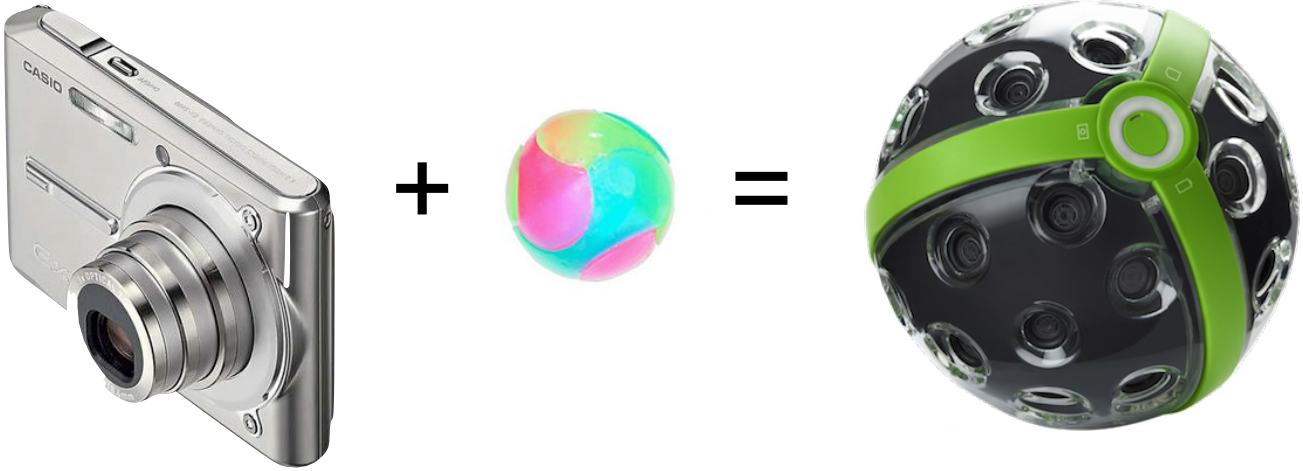
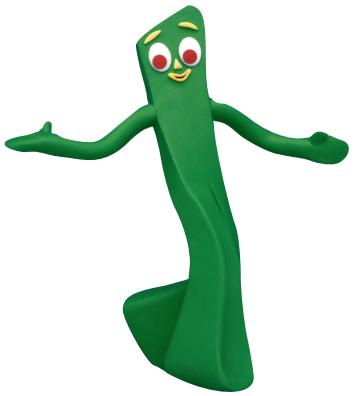


Crossing products



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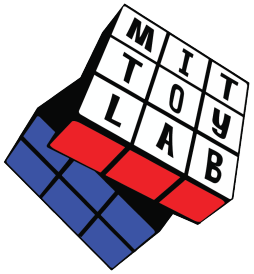
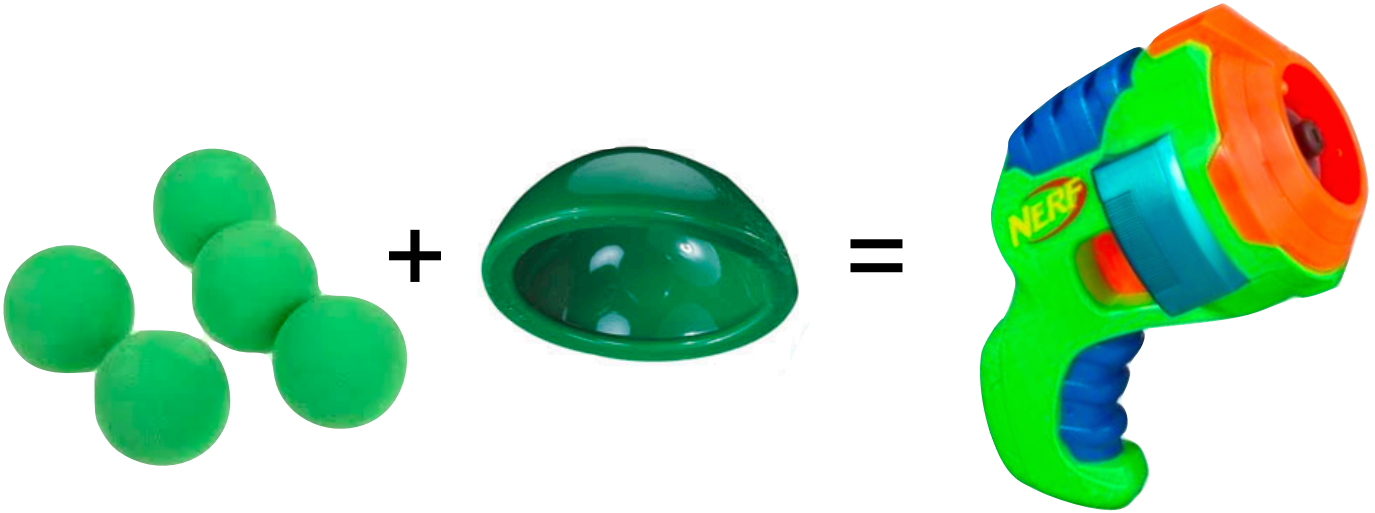


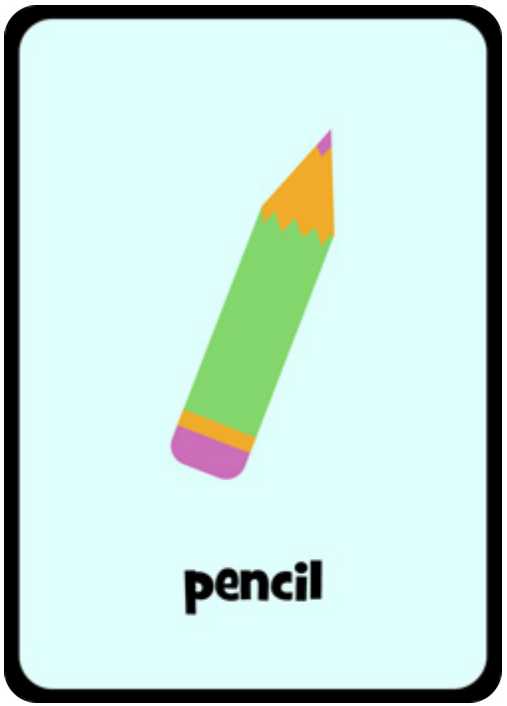
Crossing products



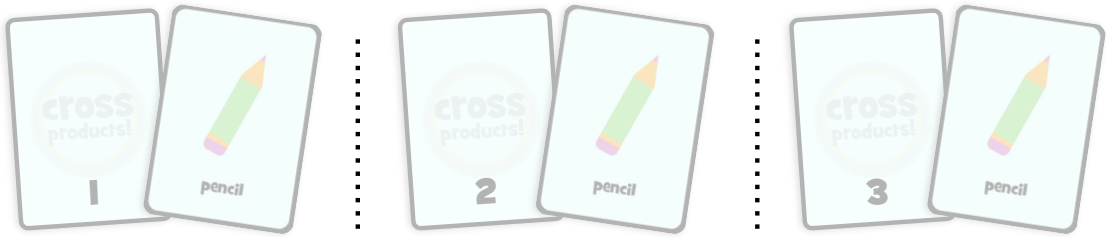
Cross products

Cross products

Write down the name of three products



Cross your 3 products with a **pencil** to make a new **TOY**



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March

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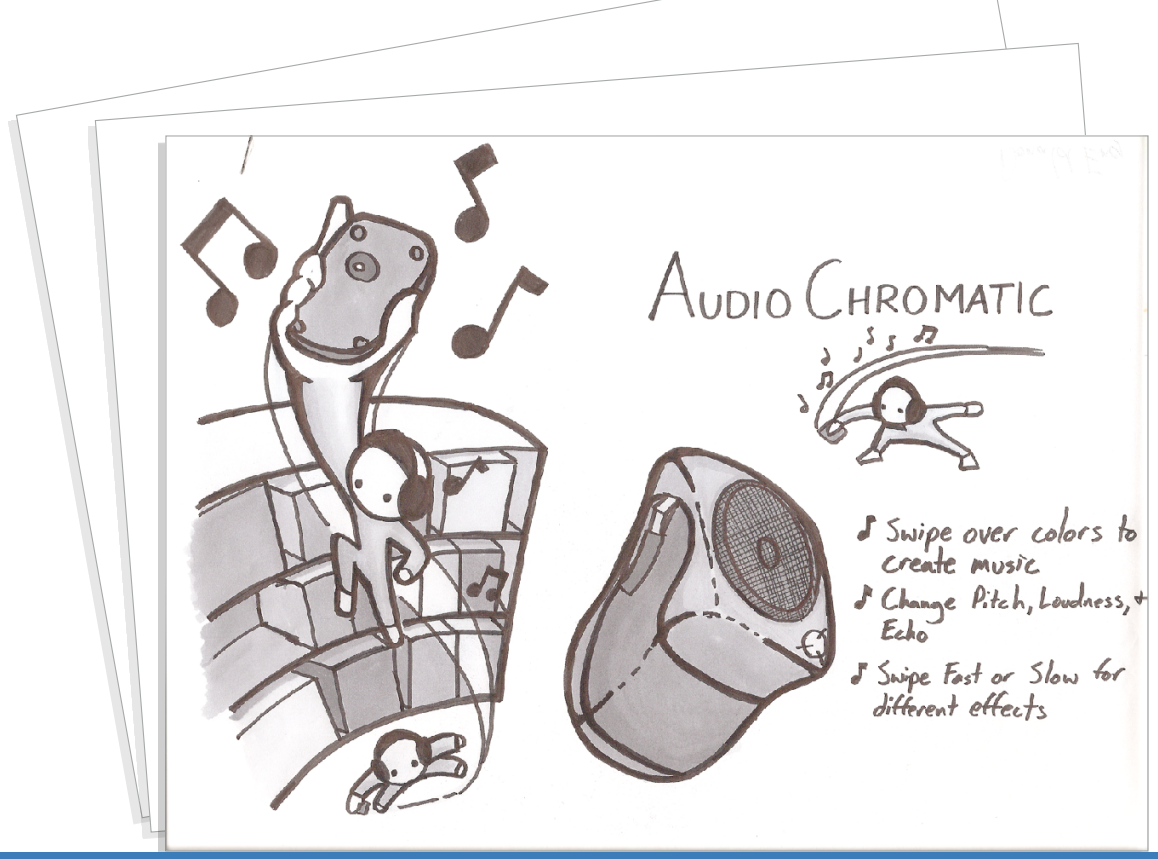
Lab Deliverable!

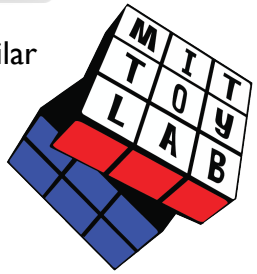


Bring top 3 new or updated ideas

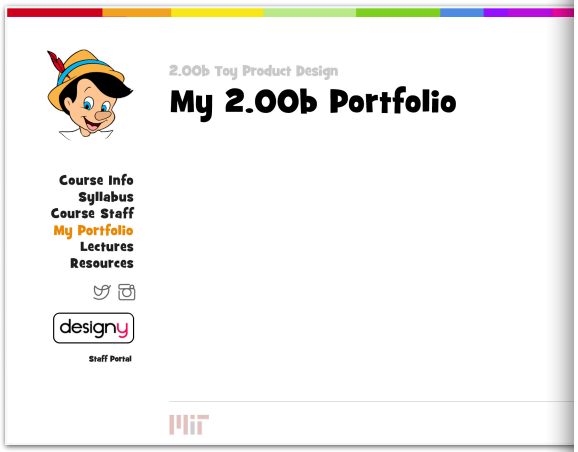
3 ideas developed and sketched in your notebook
3 refined, *shaded* sketches on 8.5 x 11" paper

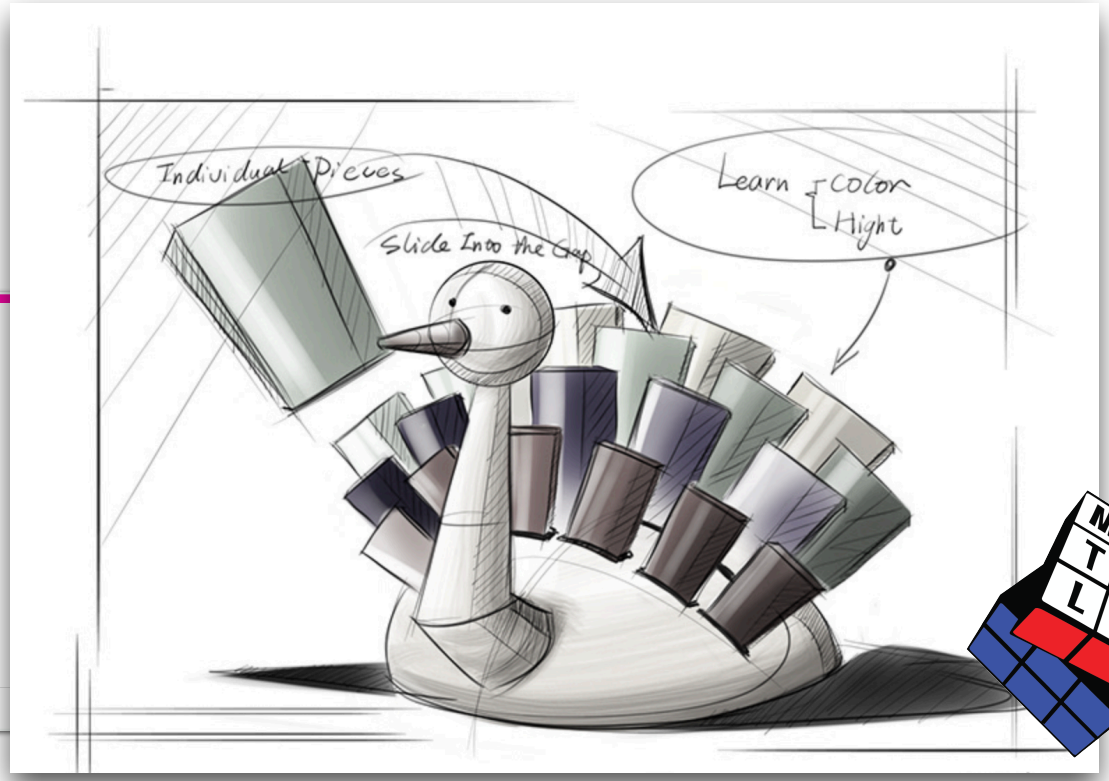
Reminder!
Your team's final toy will come from one of the ideas generated so far.

Identify toys that are most similar on the market



Another portfolio piece!





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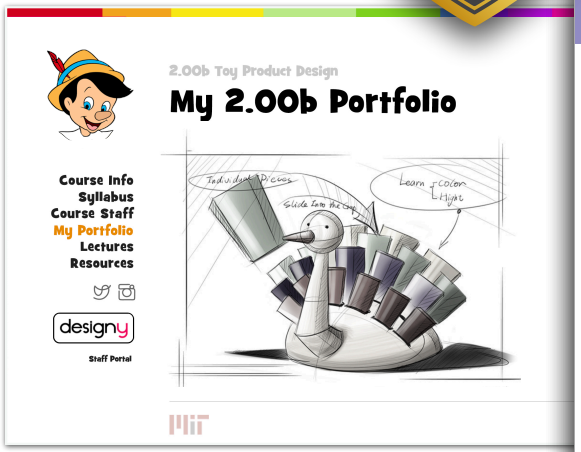

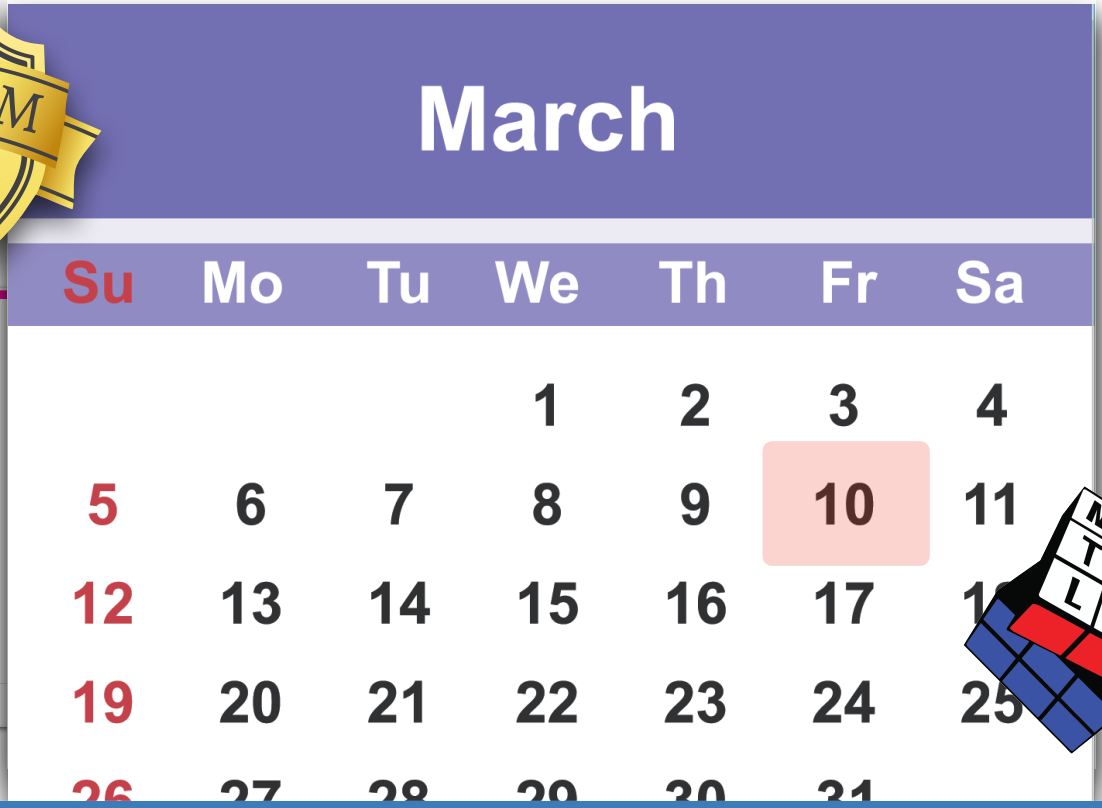

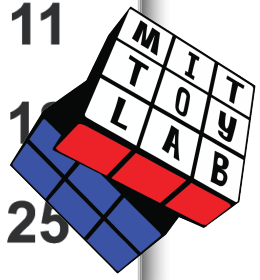

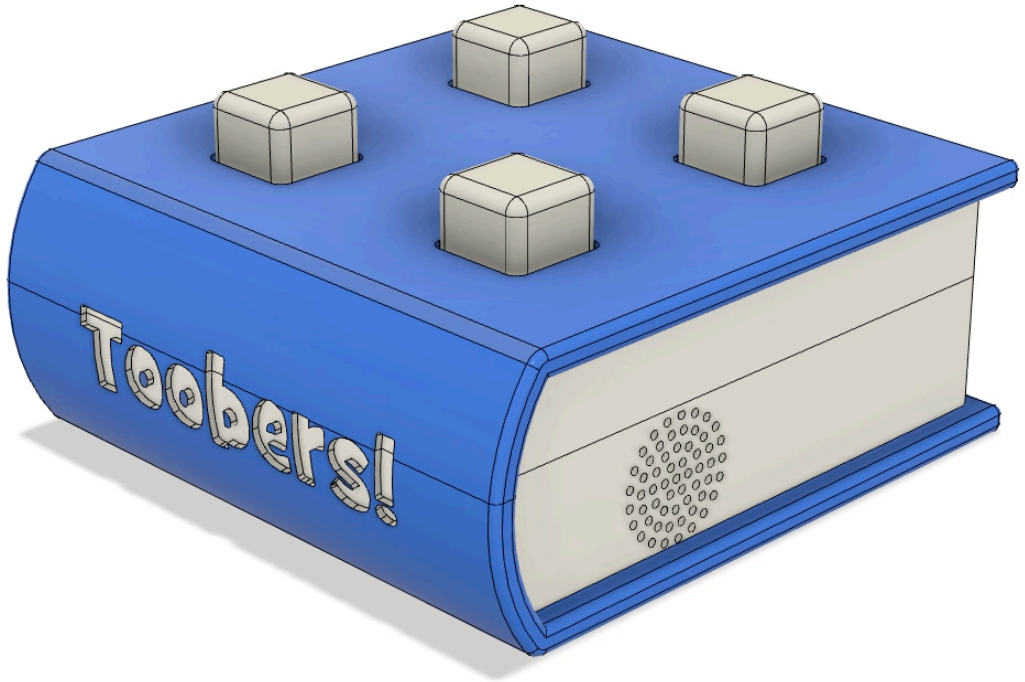
Teebers!

March

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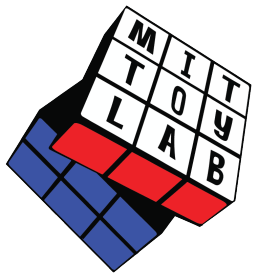

March

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Care Bears
Portfolios
Slideshows
Toy Museum

designy

Accessibility

Labs Week of Mar 6

Lab 4: pew pew Pugh! Getting ready for your magic elevator ride!

Please bring your 3 updated ideas for pinup, and submit one idea for your portfolio. See the details.

Things to-do

by Sat, 3/4 12:00PM noon	Please submit your customized toober CAD. Please see the instructions for details and base model files. We print FIFO, so if you can send your file to us before the deadline, that is super helpful.
	If you cannot complete your toober CAD by noon Saturday, please complete this form to let us know when you will have it completed by, with 3 PM Monday as the latest extension. This is so we can plan. Our constraint is that we need to keep the printer running 24/7 so that we can have all toobers ready for final assembly before spring break. Thanks.
before lab 4	Please prepare your 3 ideas for pinup. See the details.
by Fri, 3/10 11:59PM	Please submit one marker sketch for your portfolio.

ry

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MIT TOY LAB

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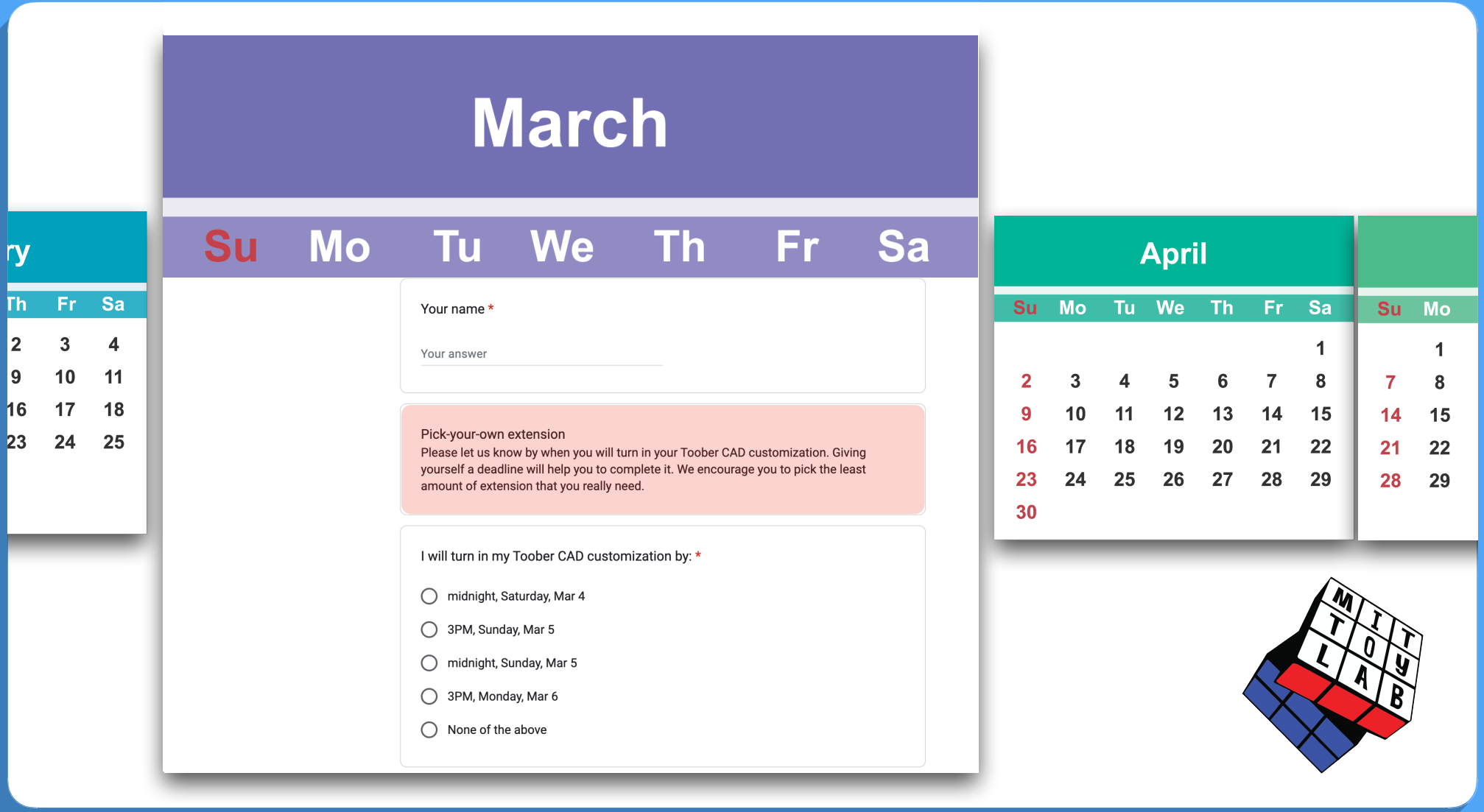

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Your answer
Pick-your-own extension
Please let us know by when you will turn in your Toober CAD customization. Giving yourself a deadline will help you to complete it. We encourage you to pick the least amount of extension that you really need.
I will turn in my Toober CAD customization by: *
midnight, Saturday, Mar 4
3PM, Sunday, Mar 5
midnight, Sunday, Mar 5
3PM, Monday, Mar 6
None of the above
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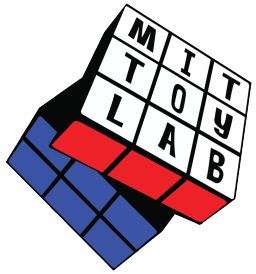
Toy Pitch Presentation
March 10
3 ideas per team

Sketch Model Presentation
April 16-17
2 concepts, 4 models

Design Review
May 2-4
1 concept, 2 models

Final PLAYsentations
May 15
1 final prototype



Toy Pitch Presentation

March 10

3 ideas per team

Toy Pitch Presentation
March 10
3 ideas per team

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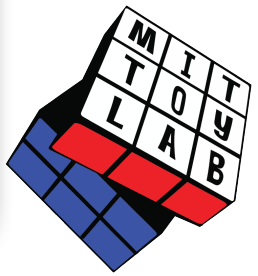
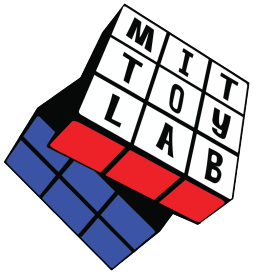


Color DJ



Why now?

idea posters!

3 ideas/team, in **vertical** poster format

45 second pitch per idea

work on in lab next week

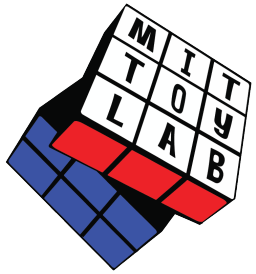
used in first play testing

FRANKENPITCH

FRANKENPITCH

a 45 second idea pitch has a typical structure!

1. **Introduction:** captivating opening line **(5s)**
2. **Concept:** toy name, definition, user **(10s)**
3. **Play value:** core affordances, components, how to play **(15s)**
4. **Context:** where to play **(5s)**
5. **Differentiate:** core difference from existing similar toys or play **(5s)**
6. **Closing**: overarching play-value of toy **(5s)**



write a 45 second **FRANKENPITCH**

1. **Introduction:** captivating opening line **(5s)**
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for color DJ!

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for color DJ!

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for color DJ!

1. **Introduction** (5s)
2. **Concept** (10s)

3. **Play value** (15s)
4. **Context** (5s)

5. **Differentiate** (5s)
6. **Closing**: (5s)

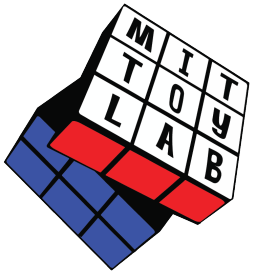
and now! FRANKENPITCH

1. **Introduction: (5s)**
2. **Concept: (10s)**
3. **Play value: (15s)**
4. **Context: (5s)**
5. **Differentiate: (5s)**
6. **Closing: (5s)**

and now! FRANKENPITCH

1. **Introduction: (5s)**
2. **Concept: (10s)**
3. **Play value: (15s)**
4. **Context: (5s)**
5. **Differentiate: (5s)**
6. **Closing: (5s)**

1. **Introduction: (5s)**
2. **Concept: (10s)**
3. **Play value :(15s)**
4. **Context: (5s)**
5. **Differentiate: (5s)**
6. **Closing: (5s)**



and now! FRANKENPITCH

1. **Introduction: (5s)** 2. **Concept: (10s)** 3. **Play value: (15s)** 4. **Context: (5s)** 5. **Differentiate: (5s)** 6. **Closing: (5s)**

1. **Introduction: (5s)** 2. **Concept: (10s)** 3. **Play value :(15s)** 4. **Context: (5s)** 5. **Differentiate: (5s)** 6. **Closing: (5s)**

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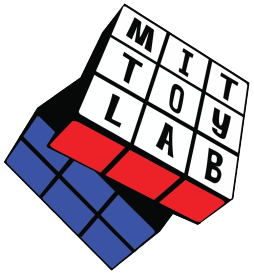

and now! FRANKENPITCH

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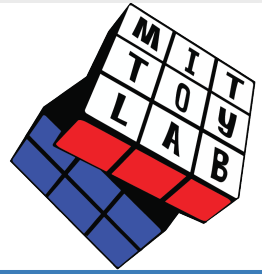

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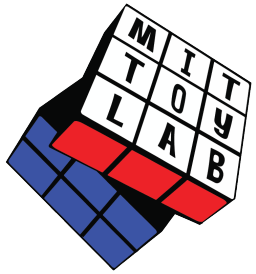
FRANKENPITCH

a 45 second idea pitch has a typical structure!

1. **Introduction:** captivating opening line **(5s)**
2. **Concept:** toy name, definition, user **(10s)**
3. **Play value:** core affordances, components, how to play **(15s)**
4. **Context:** where to play **(5s)**
5. **Differentiate:** core difference from existing similar toys or play **(5s)**
6. **Closing**: overarching play-value of toy **(5s)**



What is Graphic design?

Communication with (2D) visual information

for funsies…

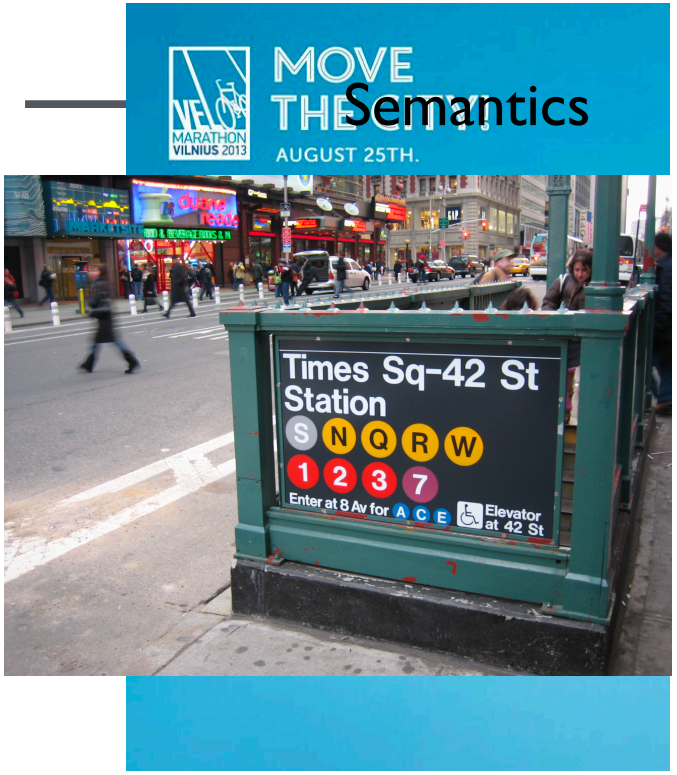
and for serious.

What is good Graphic design?

1) Conveys the **right meaning**

2) Has **visual coherency**

3) Is **readable** under use conditions (unless the goal is confusion)



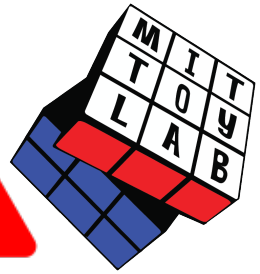
Semantics

Semantics

Getting the message right!

Semantics

Semantics



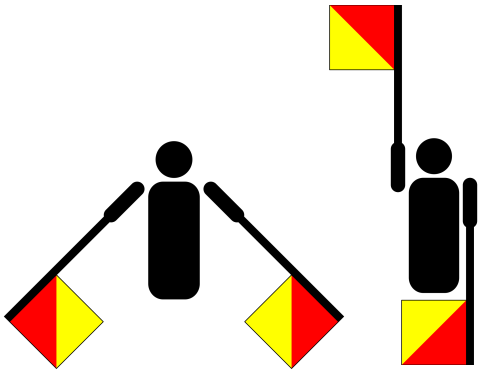
Semantics

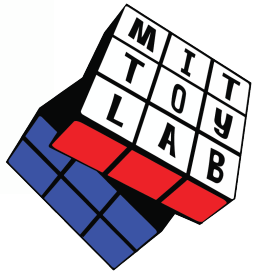
Culture and age dependent

Semantics

Culture and age dependent

Learned





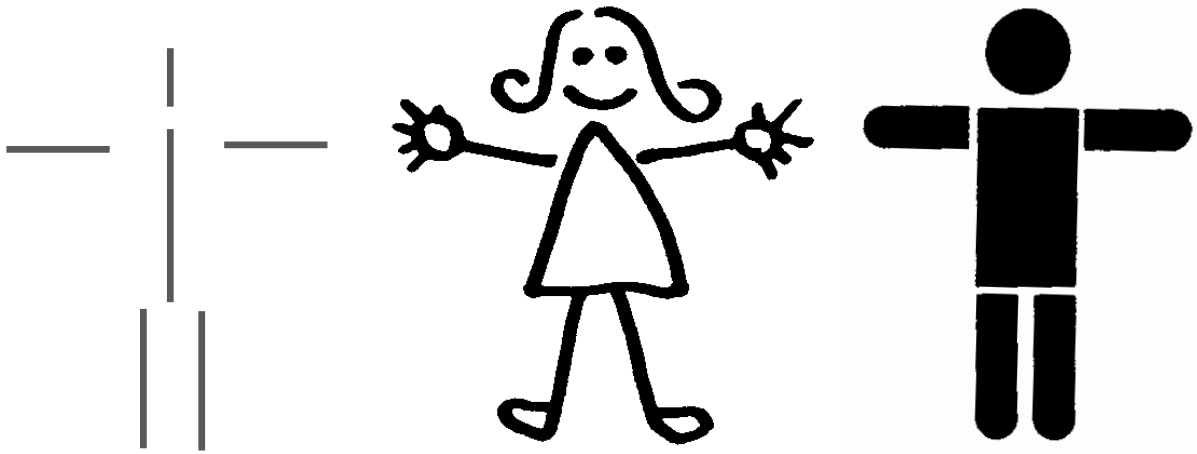
Semantics

Culture and age dependent

Learned

or Intuitive

Semantics



shapes have feeling and meaning!

Semantics

has appropriate feeling

old (1968)

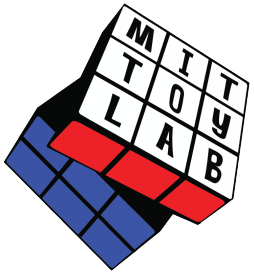
modern (2015)

Good graphic design

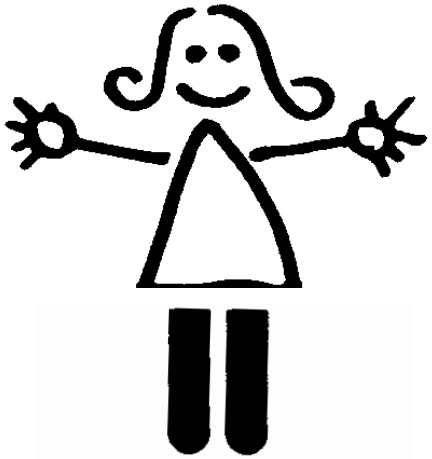
1) Conveys the **right meaning** → Semantics

2) Has **visual coherency** → Syntax

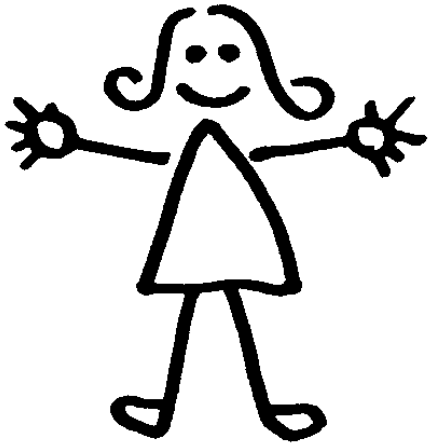
3) Is **readable** under use conditions (unless the goal is confusion) → Usability

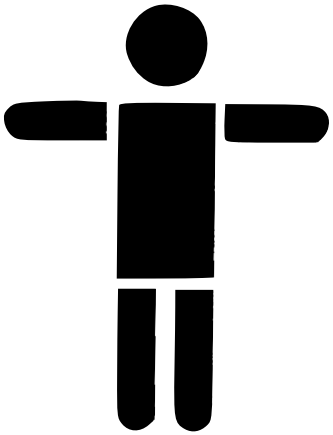


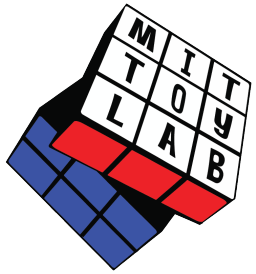
Syntax



Syntax

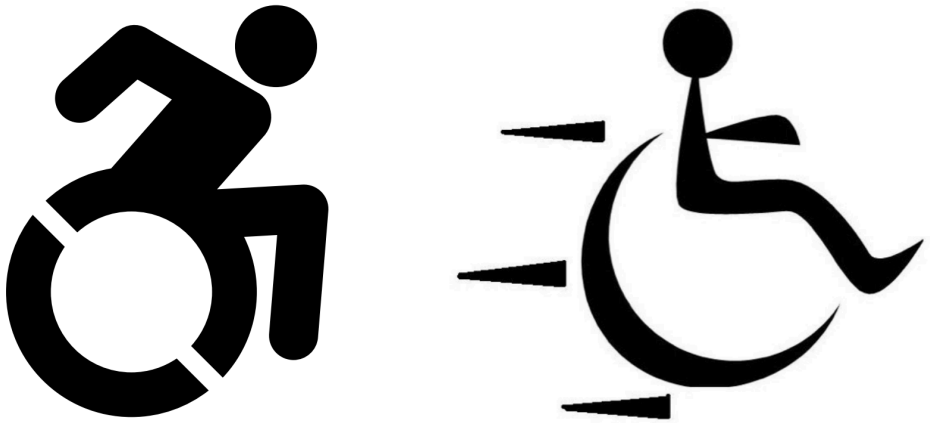






Tokyo 1964
Mexico City 1968
Munich 1972
Montreal 1976
Moscow 1980
Los Angeles 1984
Seoul 1988
Barcelona 1992
Atlanta 1996
Sydney 2000
Athens 2004
Beijing 2008
London 2014
Rio 2016
Basketball
Boxing
Fencing
Gymnastics
Road cycling
Rowing
Sailing
Soccer
Swimming
Weightlifting

Syntax

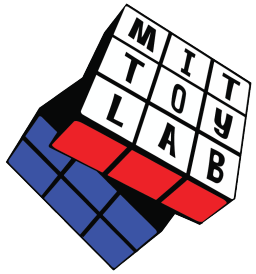


Good graphic design

1) Conveys the **right meaning** → Semantics

2) Has **visual coherency** → Syntax

3) Is **readable** under use conditions (unless the goal is confusion) → Usability



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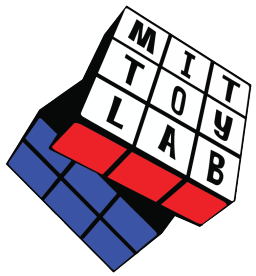


Chocolatey Strawberry
Chocolate Almond
Original Antioxidants
ORIGINAL
Crackin' Oat Bran
All-Bran Buds
All-Bran Original
Bran Complete Wheat Flakes
PLEASE FILL YOUR CART, NOT YOUR BAGS.
LEAVE THE BAGGING TO US.
THANK YOU!
Special K Oats & Honey
Special K Cinnamon Pecan
Special K Vanilla Almond
Vanilla Flavored Flakes With Almonds
Frosted Shredded Wheat
Kellogg's Mini Wheats Original
Kellogg's Krave
Red Berries
Toasted Flakes with Strawberries
Blueberry Frosted Shredded Wheat
Kellogg's Raisin Bran Crunch
crunchy raisin bran
Fruit & Yogurt
Toasted Flakes with Fruit & Yogurt
Strawberry Cream Frosted Shredded Wheat
Kellogg's Mini Wheats Little Bites
Raisin Bran
Value Size
Kellogg's CORN
FREE FLYER INSIDE
3.99
2/5.00
2/4.00
3.89
4.39
4.79

Usability Readability

Usability Clarity

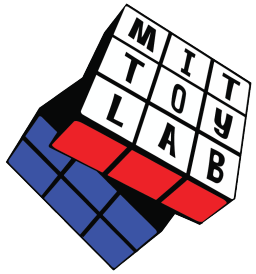
you don't matter. worry.

Good graphic design

Semantics
Message

Syntax
Coherence

Usability
Clarity



Good graphic design

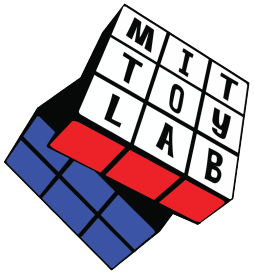
Semantics
Message

Syntax
Coherence

Usability
Clarity

Design a sign for "timeless"

Use the 8.5 x 11" cardstock



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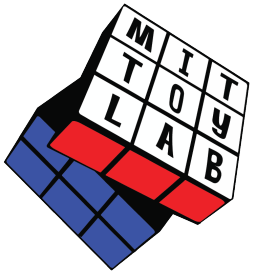
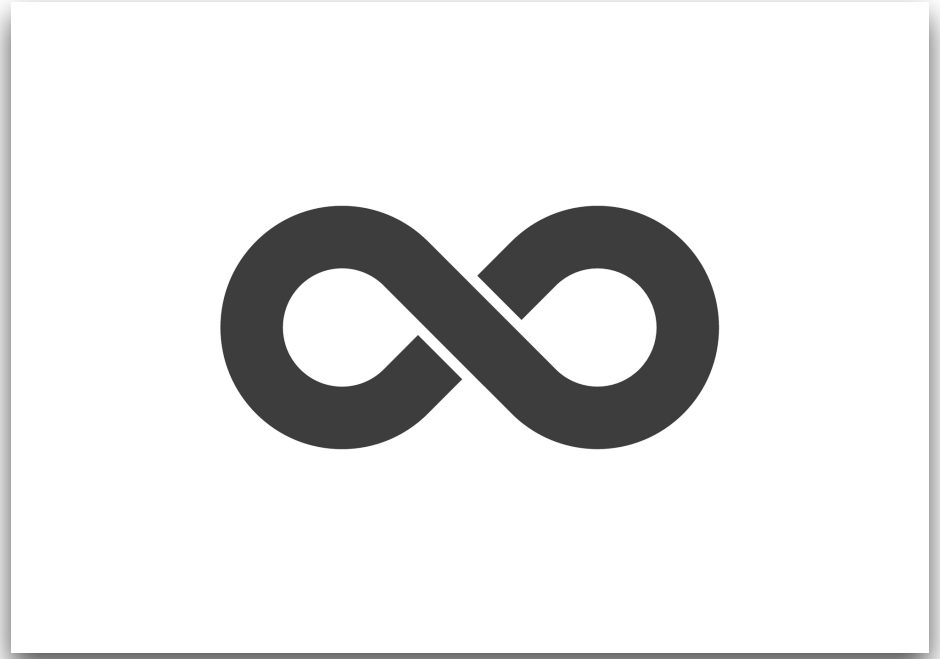
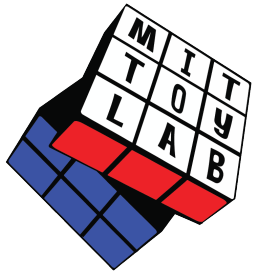
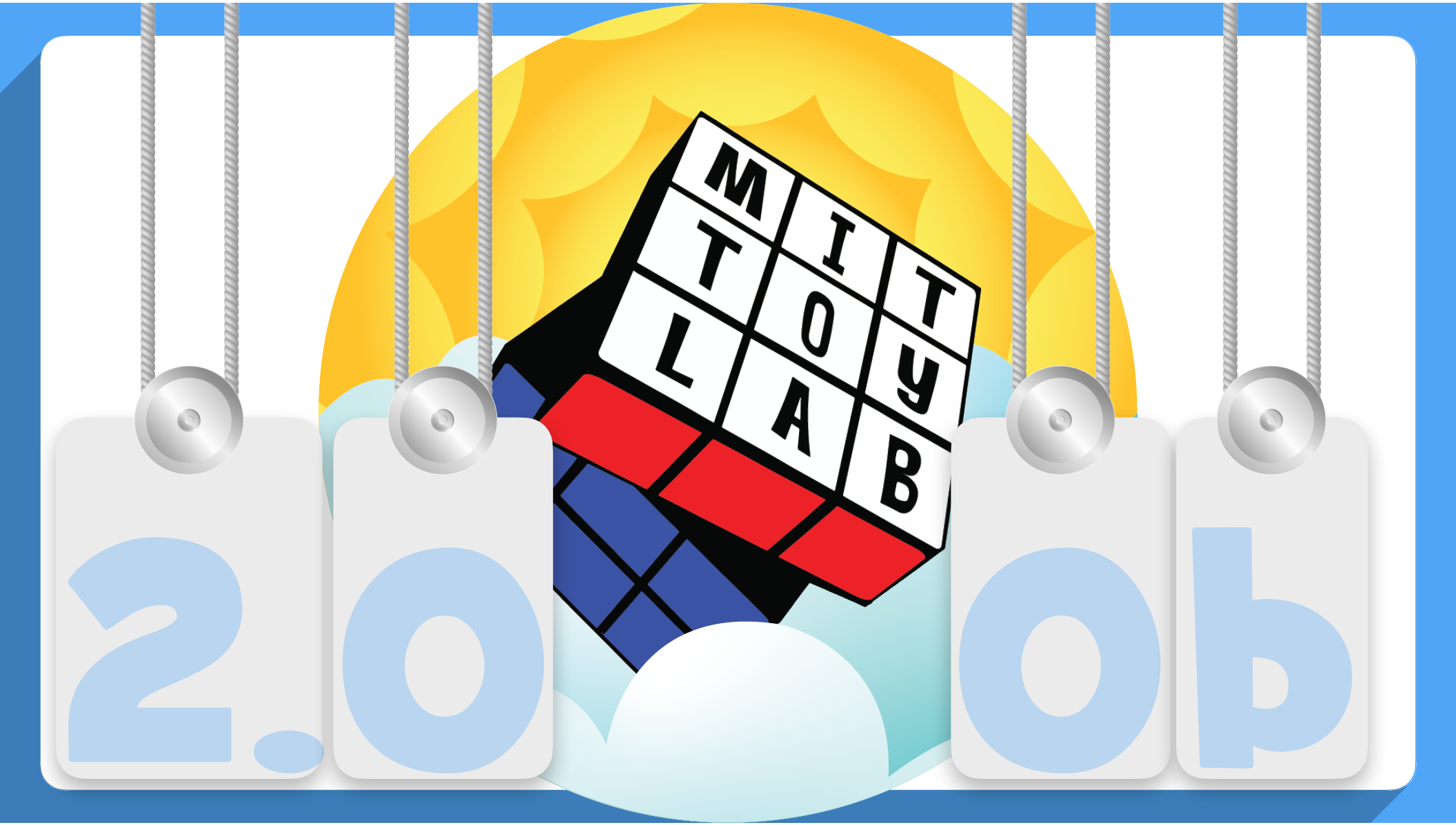


timeless





MIT
TOY
LAB


MIT
TOY
LAB
2.0
Ob

Muriel Rukeyser
OUR UNIVERSE IS MADE OF STORIES
NOT OF ATOMS