Toy Product Design
a project based adventure in product design
Toy Design at UMN?

Introduction to Product Design

Art and Science

It is actually very challenging

It is actually a serious industry
Course Objectives

1. Experience a product design process

2. Become comfortable with fabrication and design techniques and tools

3. Gain insight into design for children and entertainment

4. Enhance Creativity
Quiz!

1. What is your name?
2. What is a toy?
3. What is a product?
4. What is design?
What is Design?

Act of producing a plan for a specific effect

The ultimate interdisciplinary subject
What is a Product?

Something that is produced by human or mechanical effort or by a natural process

Something manufactured usually for selling
What is a Toy?

A tangible item that functions as a tool for play

Anything can be transformed into a toy
What is a Toy Product?

A tangible item DESIGNED to function primarily for play

Arts and media Products?

Fun to use / fun looking products?

A toy is in the mind of the user. A toy product is in the mind of the designer.
Toy Product Design (noun)

The art and science of producing a plan for an item used for play that is intended to be manufactured and possibly sold
Toy Product Design

Product Design Process
Play
Basic Engineering
Sketching and CAD
Aesthetics
Graphic Design
Creativity Techniques
Model Making
User Experience
Plastics
Packaging
Presentation Design
Teamwork
Design Process

Research

Ideation

Detailed Design

Concept Refinement

Design for Production
Design Process
Toy Product Design
PLAYsentations
Wednesday May 8th 7:00pm
Rapson 100
Design Process

my vu, 2008

Infection
Will you try to save the cell or take it over?

COLOR DJ

donald eng, 2009
Infection

Will you try

to save the cell
or take it over?
Infection

Will you try to save the cell or take it over?
Color DJ / Audio Jack
Color DJ / Audio Jack
LUX
toy product design, 2008

Tricky Tracks
toy product design, 2010

Cardigo
toy product design, 2009

HUEY
thinkgeek.com, 2010

Ashiato Animal Sandals
kiko, 2011

Skallops
kickstarter funded, 2011
Design Assignment #1

Design a new UMN TOY LAB Logo

In 10 minutes

With fingerpaint

Only using other people’s fingers

you can discover more about a person in an hour of play than in a year of conversation  - plato
Theme

2005 - Developmentally Disabled
2006 - Dental Hygiene
2007 - Design for Brazil
2008 - Science and Engineering
2009 - Arts and Crafts
2010 - Outdoors
2011 - Interactive Creatures
2012 - Marbles
2012 - January 31st!
Required Reading?
Required Reading?
Logistics - Locations

**Lectures:**
Monday & Wednesday
4:00 - 5:30 pm
Here in Rapson 45

**Labs:**
Thursday
6-9 pm
Rapson 56 ++

*be on time*
Logistics - Syllabus

7 Teams of 5-6

Instructors

4 Units

Grading

product.design.umn.edu/courses/pdes3711
updates with photos/lectures
Logistics

**Play Tests**
@minnesota children’s museum
Friday 2/1, 5:30-7:30pm
Tuesday 2/19, 10-12
Friday 3/15, 5:30-7:30pm
Tuesday 4/9, 10-12

**Theme Intro**
Jan 31 (2nd Lab)

Survey Forms
Assignment (part one)

Statement of your thoughts on design and/or play

emailed to barryk@umn.edu with subject: “last name_TPD”

by 2pm Thursday

as a limerick

pay attention to rhythm and syllables

a limerick should not be confusing
it depends on the words you are choosing
it must be on time
it must be in rhyme
and the good ones are often amusing
Assignment (part two)

Meet and Greet!
Tomorrow during Lab
Rapson Room 37
6-8pm
Mugshots!

bring 2 things:

class schedule

product that you think is well designed
Assignment (part three)

look under your desk
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