

Fall 2018

AD 463-003: Collaborative Design Studio (Toy Design Studio)

Krystal Persaud

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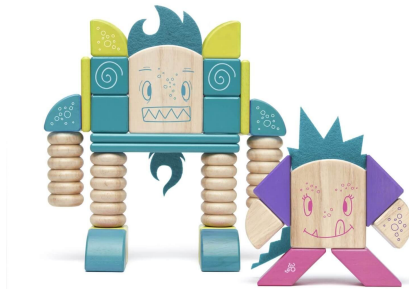
TOY DESIGN STUDIO

AD 463 Collaborative Design Studio
Mon & Thurs, 12:00PM - 5:45PM
Studio 768
Instructor: Krystal Persaud
Email: kpersaud@njit.edu

DEFINE THE FUTURE OF PLAY.
CREATE A TOY FROM THE GROUND UP.



littleBits Droid Inventor Kit



Tegu Sticky Monster Set



Fisher Price Code-a-pillar

IN THIS STUDIO, YOU WILL:

- [All Majors] Learn about the toy industry, principles of toy design, and how to design for kids
- [All Majors] Learn the basics of electronics & how to create interactive product experiences
- [All Majors] Do competitive research on toys already in market
- [All Majors] Get feedback from professional toy designers & industry experts
- [All Majors] Demonstrate the ability to effectively collaborate with multiple disciplines in developing design solutions.
- [All Majors] Understand the dynamics of team collaboration and the distribution and structure of team responsibilities.
- [Digital Design] Create a brand identity & logo for your toy brand
- [Industrial design] Create several iterations of physical prototypes of your toy
- [Digital Design] If a connected toy, create several iterations of digital App prototypes
- [Industrial Design] Conduct user testing with kids and collect insights
- [Digital Design] Create several iterations of packaging
- [Interior Design] Create several iterations of an immersive, retail experience to launch your toy. Including material selection, point of purchase, and window display.

CLASS WILL CULMINATE WITH A FULLY REFINED TOY CONCEPT:

- [Industrial Design] Working prototype of your toy
- [Digital Design] Brand Identity, Packaging, & Digital Experience
- [Interior Design] Retail pop-up design

CLASS SUPPLIES:

- \$20 on first day of class for 'Mini Challenge' supplies. Krystal will buy all supplies in bulk to make life easier.
- 'Play: How it Shapes the Brain, Opens the Imagination, and Invigorates the Soul' by Stuart Brown ([\\$13 on Amazon](#))
- Sketchbook or sheets of paper to sketch on EVERY DAY :)
- Drawing tools (pen/markers)
- Building materials for final project models (varies per topic & group)

CLASS SCHEDULE:

	Monday	Thursday
Week 1	9/3 No class	9/6 Lecture: Intro to Krystal & Class Hands-on: Wooden Block Mini Challenge Homework: Buy 'Play' Book (See Class Supplies)
Week 2	9/10 Lecture: History of Toys Hands-on: Plush Mini Challenge Homework: Read 'Play' Book	9/13 Lecture: Child Psychology & Age Groups Hands-on: Slime Mini Challenge Homework: Read 'Play' Book
Week 3	9/17 Krystal out for IDSA Conference Class activity: Board Game Mini Challenge Homework: Read 'Play' Book	9/20 Krystal out for IDSA Conference Class activity: Board Game Mini Challenge Homework: Read 'Play' Book
Week 4	9/24 Share (instead of lecture): Play & critique board games Hands-on: Fidget Spinner Mini Challenge Homework: none	9/27 Lecture: Introducing Final Project & Competitive Research Hands-on: Form groups. Brainstorm. Pick your broad problem/topic area to focus on. Homework: Finish classwork
Week 5	10/1 Lecture: Play' Book discussion Hands-on: Narrow topic idea, choose age group, & begin sketching ideas Homework: Finish classwork	10/4 Lecture: User Journey Maps Hands-on: Create user journey map for ideal product & retail experience Homework: Finish classwork
Week 6	10/8 Lecture: Fail Fast & Prototyping Hands-on: littleBits exercise Start cardboard/paper prototypes Homework: Continue working on prototypes	10/11 Lecture: Toy brands & packaging + Toy Retail Hands-on: work on prototypes Homework: Prep for Midterm presentations!
Week 7	10/15 Concept Presentations See presentation requirements below	10/18 Lecture: User testing & validation Hands-on: Plan for user testing, incorporate feedback from Midterm presentations
Week 8	10/22 Lecture: TBD on project topics, will be catered to what toys people focus on Hands-on: Iterate on toy, packaging, and retail prototypes	10/25 Lecture: TBD on project topics, will be catered to what toys people focus on Hands-on: Iterate on toy, packaging, and retail prototypes
Week 9	10/29 Hands-on: Iterate on toy, packaging, and retail prototypes	11/1 Hands-on: Iterate on toy, packaging, and retail prototypes
Week 10	11/5	11/8

	Hands-on: Iterate on toy, packaging, and retail prototypes	Hands-on: Iterate on toy, packaging, and retail prototypes
Week 11	11/12 Hands-on: Iterate on toy, packaging, and retail prototypes	11/15 Hands-on: Iterate on toy, packaging, and retail prototypes
Week 12	11/19 Hands-on: Iterate on toy, packaging, and retail prototypes	11/22 No class, Happy Thanksgiving!
Week 13	11/26 Hands-on: Iterate on toy, packaging, and retail prototypes	11/29 Hands-on: Iterate on toy, packaging, and retail prototypes
Week 14	12/3 & 12/6 Last week to prepare assets for Final Presentation	
Week 15	12/10 Final Presentation See presentation requirements below	

LUNCH IS IMPORTANT.

Having a class at 12:00 can cut into lunch, feel free to bring your lunch to class.

HOW YOUR GRADE IS DETERMINED

Attendance	25%
5 Mini Challenges	25%
Concept Presentation	25%
Final Presentation	25%

FINAL GRADING SCALE

A	(4.0)	Superior
B+	(3.5)	Excellent
B	(3.0)	Very Good
C+	(2.5)	Good
C	(2.0)	Acceptable
D	(1.0)	Minimum
F	(0.0)	Inadequate

ATTENDANCE POLICY

No unexcused absences.

If you have an excuse, please notify Krystal ahead of time that you are unable to attend class.

RIGHT TO USE ARTWORK

The college reserves the right to use student work and photography or videotapes of students and their work for display, documentation, instruction, and in publications or other materials about the college. Only NJIT faculty or authorized staff may remove work from the walls or displays.

ACADEMIC CODE & HONESTY

Each student is responsible for reading and conducting within the parameters of NJIT University Code on Academic Integrity. Please refer to NJIT website for the text of this policy.

MIDTERM PRESENTATION REQUIREMENTS:

- 1 Physical Model of toy prototype (doesn't have to work perfectly)

- Digital Presentation:
 - Part 1: Introduce your company & toy
 - Problem / opportunity you saw
 - Product value proposition (how are you solving the problem)
 - Competitive landscape
 - Part 2: Introduce the product
 - Target age group (kids & parents)
 - Draft of features & benefits (OK if not finalized)
 - Range for target MSRP
 - 5-10 sketches/ideas for product packaging
 - Part 3: Retail launch
 - 5-10 ideas for how to launch in an exciting retail environment
 - Competitive landscape for immersive/experiential retail
 - Part 4: Known challenges, what do you need help/feedback on?

FINAL PRESENTATION REQUIREMENTS:

- Physical Models:
 - Functional Toy Prototype
 - Looks-like prototype (only required if not same as functional model)
 - Packaging
 - Scale model of retail experience
- Digital Pitch Deck
 - Part 1: Introduce your company & toy
 - Problem / opportunity you saw
 - Can include competitive landscape
 - Product value proposition (how are you solving the problem)
 - Product name
 - Product logo
 - Part 2: Behind the Scenes
 - Talk through process photos of early ideas, sketches, prototypes, logos, retail ideas, etc
 - Highlight pivotal 'AHA!' moments when something didn't work & how you moved forward
 - Show videos, photos, or quotes from user testing with real kids
 - Part 3: Introduce the product
 - Hero image
 - Target age group (kids & parents)
 - Features (what does it do)
 - Benefits to user (how does it help user)
 - Target MSRP
 - Image of product in packaging
 - Part 4: DEMO!
 - Video & showing model in person
 - Part 5: Retail launch
 - Strategy for retail launch
 - Design of retail environment
 - Is it a modular display in a pop up store? Is it a mobile toy truck? Is it a free standing structure?
 - Customer journey through space
 - Features & benefits to customer

ABOUT KRYSTAL

Krystal Persaud is Product Designer based out of New York City. A graduate of the Georgia Tech School of Industrial Design, Krystal is a Founding Member & the former Senior Director of Product Design at littleBits [littleBits.com], the award-winning platform of electronic blocks that is empowering everyone to create inventions,

large and small. She led the design team behind the littleBits Droid Inventor Kit, which was the #1 Science Toy in 2017 and winner of a Toy of the Year Award. Krystal is also the founder of the activist design collective Grouphug [grouphugtech.com]. She's been an adjunct instructor at NJIT since 2015, teaching courses in materials & manufacturing and intro to interactive products. She's spoken at numerous events including the AIGA Design Conference, FIT's Women and Technology Symposium, and Sandbox@MIT.