New Construction Toys

Project Description

Design Brief
Students were asked to design a universal hardware and tool construction system that integrates common objects to create and assemble a series of five different toys. The Right-hand and Left-hand teams were expected to produce prototypes and complete assembly instructions on paper, online and on video.

Design Outcome
Both teams performed extensive market research to gather as much information as possible before exploring the forms and concepts. User research was also carried out, and students held workshops, asking 6-12 year olds to come up with forms using a set of readymade items and tools. Through their research, the two teams were able to develop versatile tools to construct toys using items found at home.

The Right-hand team chose to work using a circus theme. Combining paper rolls, straws, cups, spools and plates, users could make circus animals with the screws and bits inside the kit. The construction set came complete with a top hat and a lion's mane to add character to the completed toys. The team also designed a logo to represent their product and a package reflecting the traditional circus style. An instruction poster was also designed to show users the possibilities of construction.

The Left-hand team started off with creations grouped under monster and transportation themes. The students then decided to further develop the transportation construction kit. Everyday objects such as bottles, straws and pencils could be used to make a boat, plane, tank, rocket or robot with the help of a wide range of pins, clips and parts. Stencils allowed users to create more parts, offering the possibility of other materials and colours.

A little imagination goes a long way, and these toys can provide hours of fun.