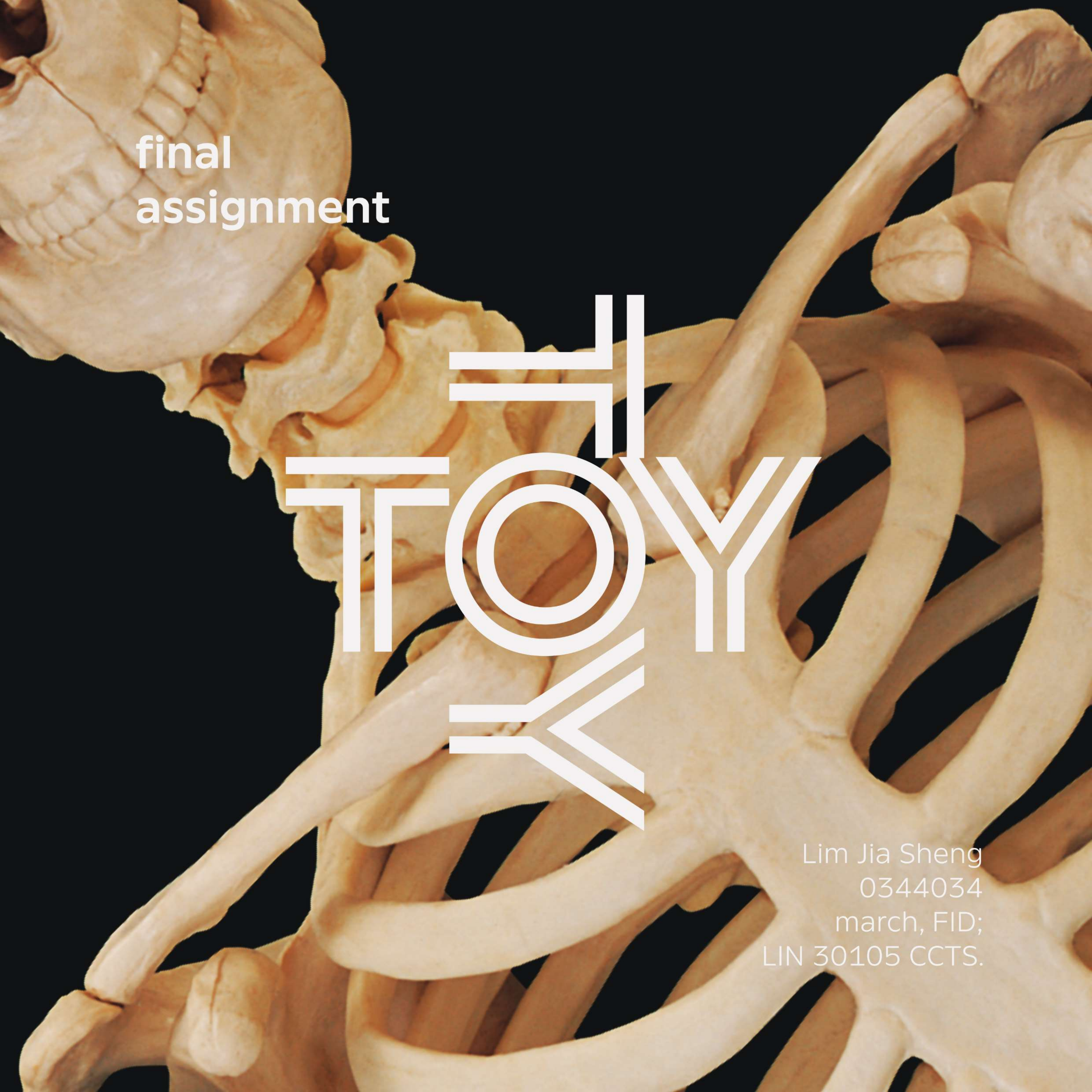


final
assignment

# TOY

Lim Jia Sheng
0344034
march, FID;
LIN 30105 CCTS.

# what's a TOY?

## what ←they think:

*noun*

1. an object for a child to play with, typically a model or miniature replica of something.
   "a toy car"

Similar: plaything | game | model | miniature | imitation | make-believe

## what →me think:

* an object pointless outside of fufilling intrinsic wants — an object of play

# why do we PLAY?

## ↓child

* pleasure

* develop cognitive & social skills, by “rehearsing” real world interactions.

* explicitly recognized in Article 31 of the Convention on the Rights of the Child, adopted by the General Assembly of the United Nations.

## ↑adult

* pleasure

* express self through vectors like art & design.

* create less serious atmospheres and attitudes, thus abolishing shame and embarrassment, while promoting brainstorming and experimentation

— empathize

# play's PAST.

## 1800

* “play” was still a wild west
* toys were very rudamental, made from whatever the player could find (sticks, rocks, wax, terracotta)
* toys: dolls, hoola hoop, marbles

## 1900

* “play” became a recognized part of life
* factories enabled mass-production of toys for play
* toys: kaleidoscope, erector set

## 2000

* “play” became a comercialized part of life
* advent of “organized play” — school sports clubs, summer holiday camps, purpose-built playgrounds
* toys: lego, lincoln logs, nerf

* “play” became a connected part of life
* focus on electronic games & detaching from parental controls
* types of play no longer corelated to culture
* toys: computer

– define

core roles of

# NECK

## human form

* implies dignity, poise, & authority

## protect-ing form

* no core roles, is to be protected, has no defences of its own
* any blunt force to the neck can damage vital blood vessels
* encompasses the throat, containing veins close to the surface
* transports blood & air to & from the brain

## physically vulnerable

– define

core roles of

# SHOULDER

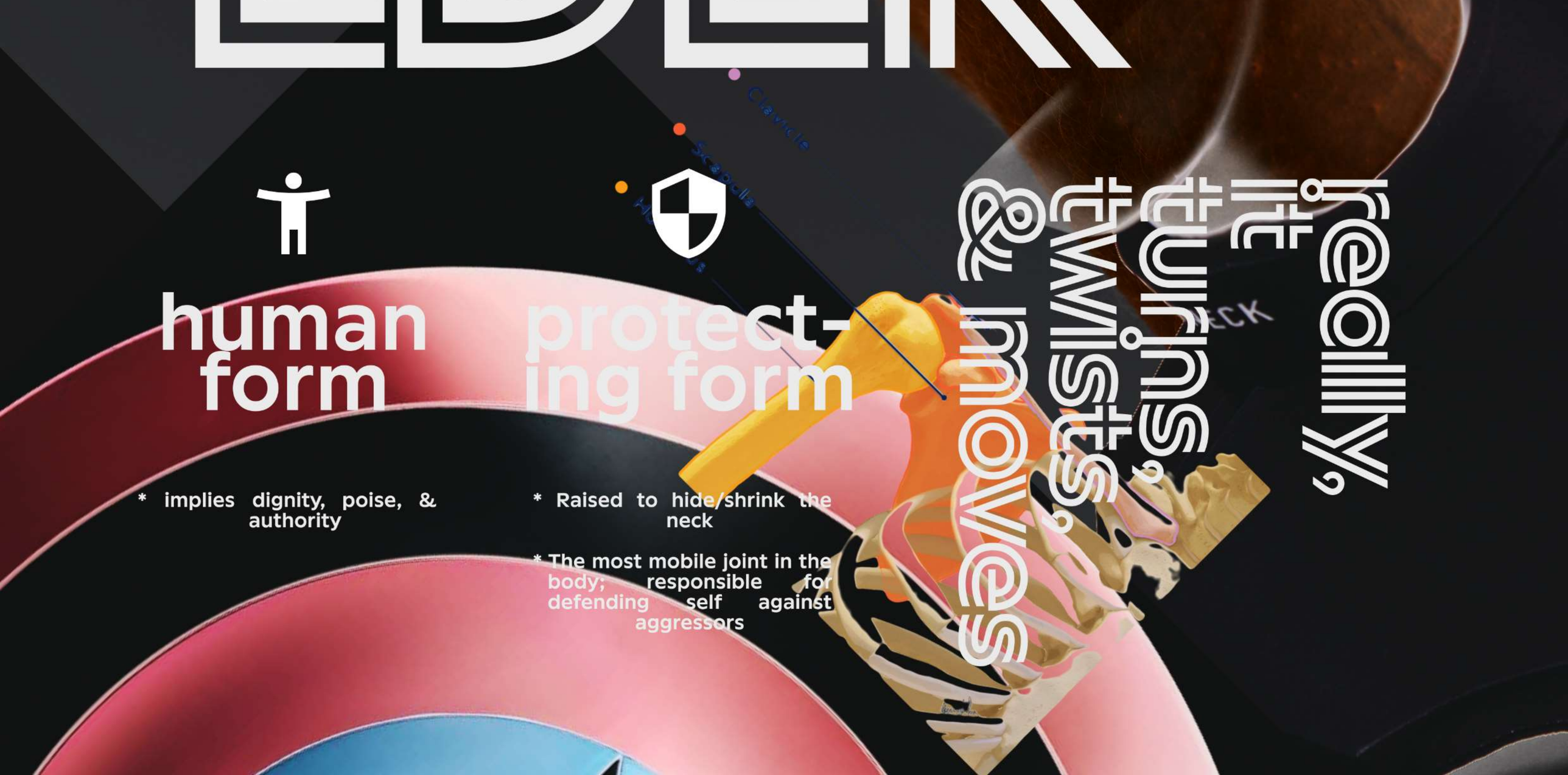
## human form

* implies dignity, poise, & authority

## protecting form

* Raised to hide/shrink the neck
* The most mobile joint in the body; responsible for defending self against aggressors

## reality, lifting, twists, & moves



– define

reflexes of the neck that proves it's

# VULN$^2$ RABLE

**rubbing supras-ternal notch**

when feeling threatened

**redu-cing its expo-sure**

when in sketchy situations

**raising of shoul-ders to hide it**

when wanting to hide

1

# ANTI VAM= PIRE

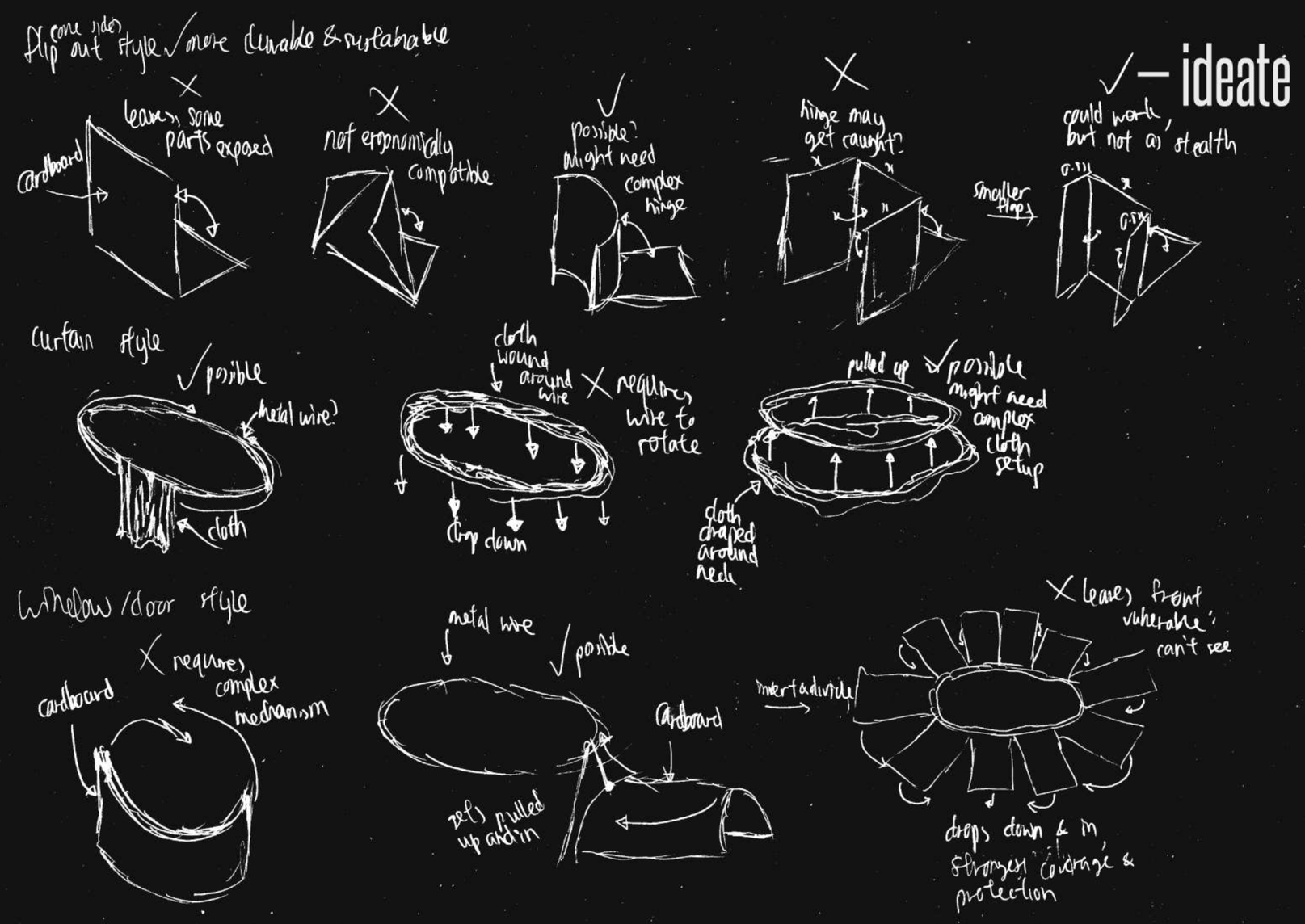
# why?

"vampire" is used as a metaphor here. Sure, it will definitely block those pesky creatures, but the real point of it is more against the people who prey and exploit human vulnerabilities.

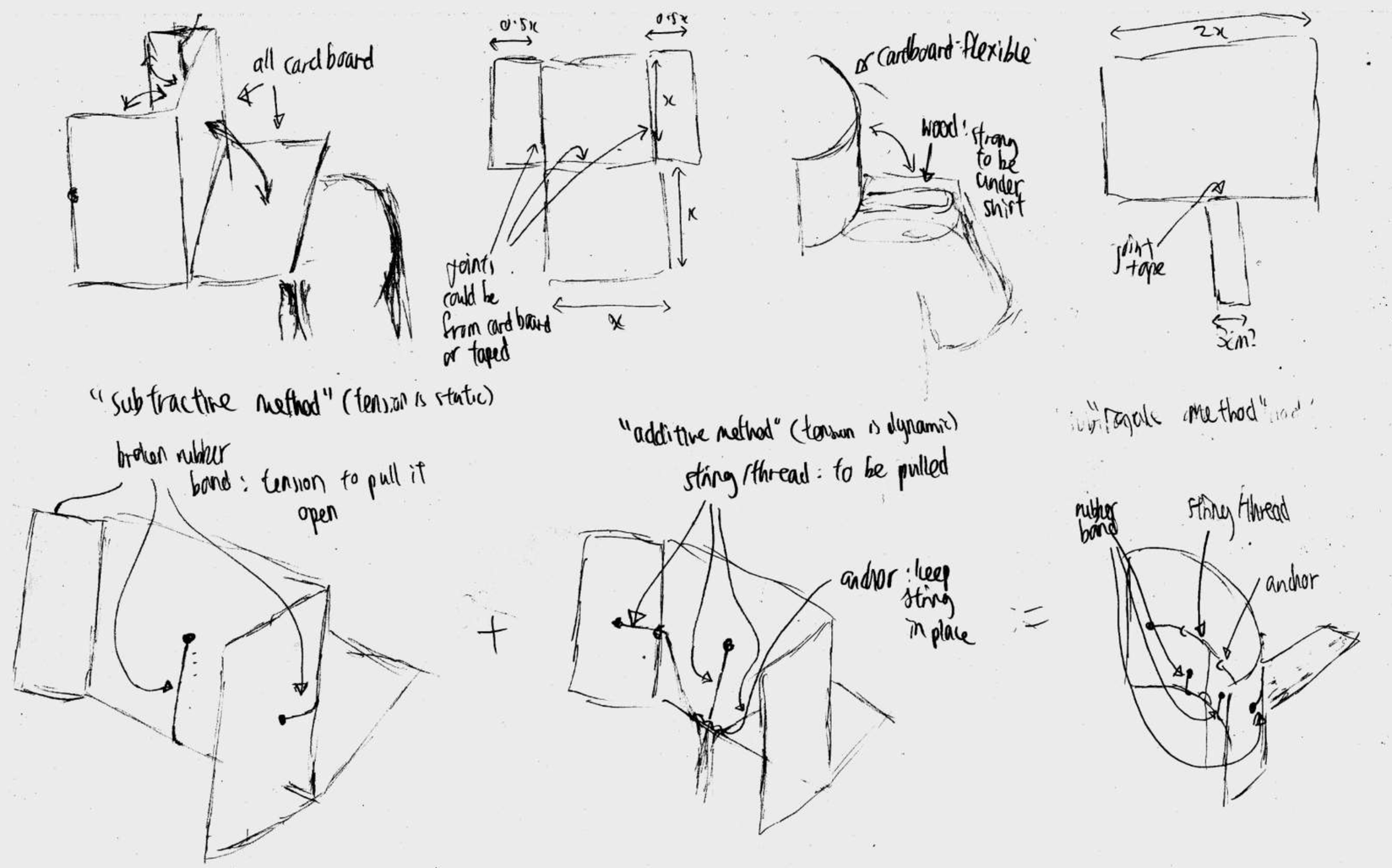
People hitting soft spots have been an issue faced by me. I thought by creating a toy that protects a fictional exploit from a fictional creature, it would instill a very real sense of subconscious safety to the user.

This would translate into seemingly arbitruary pleasure.

# phase 1: macro→




# phase 2: micro→



2

# SMOL FREIN

# why?

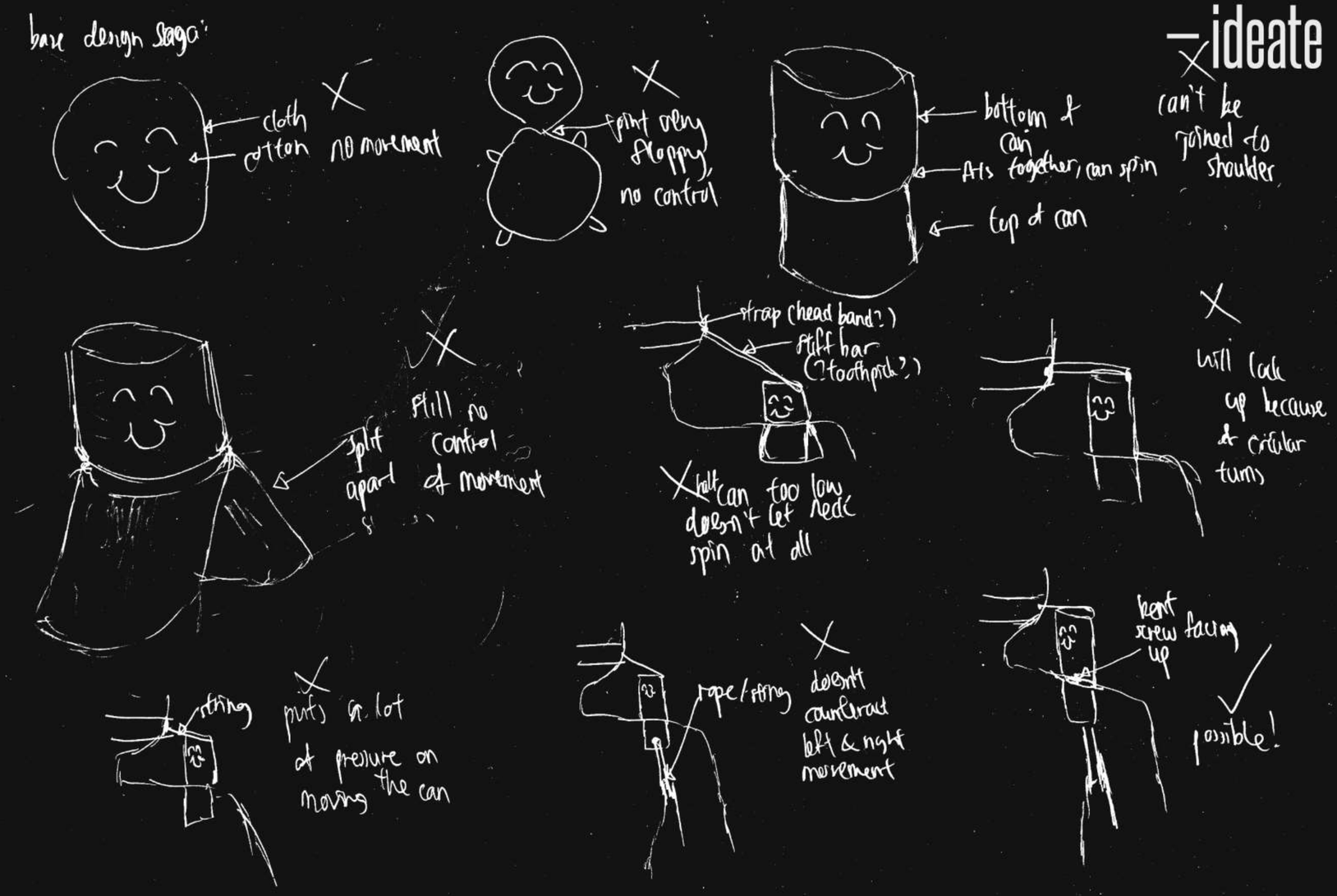
pronounced “small friend”, this toy sits on your shoulder and stays by your side all the time. it will always look at you when you look at it.

this idea spawned from the fear of being alone. having someone or something there to be able to play with is always soothing. This combines the companionship of soft toys with the movements of action figures.

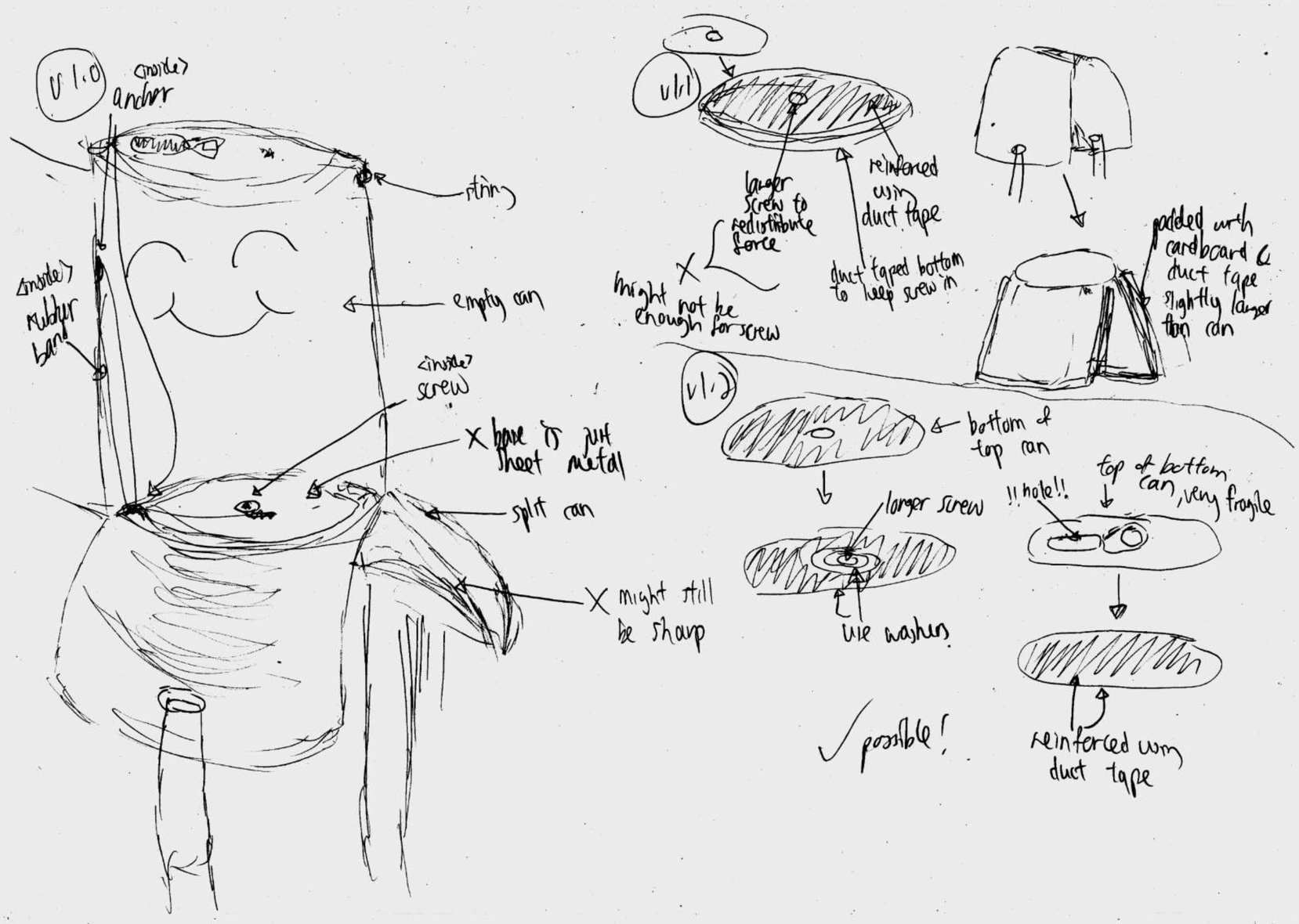
play with this toycan involve attunement play, social play, imaginative play, storytelling play, or creative play... Almost like a, small friend.

# phase 1: macro→

## ideate




# phase 2: micro→



3

# PLAYING POLE

# why?

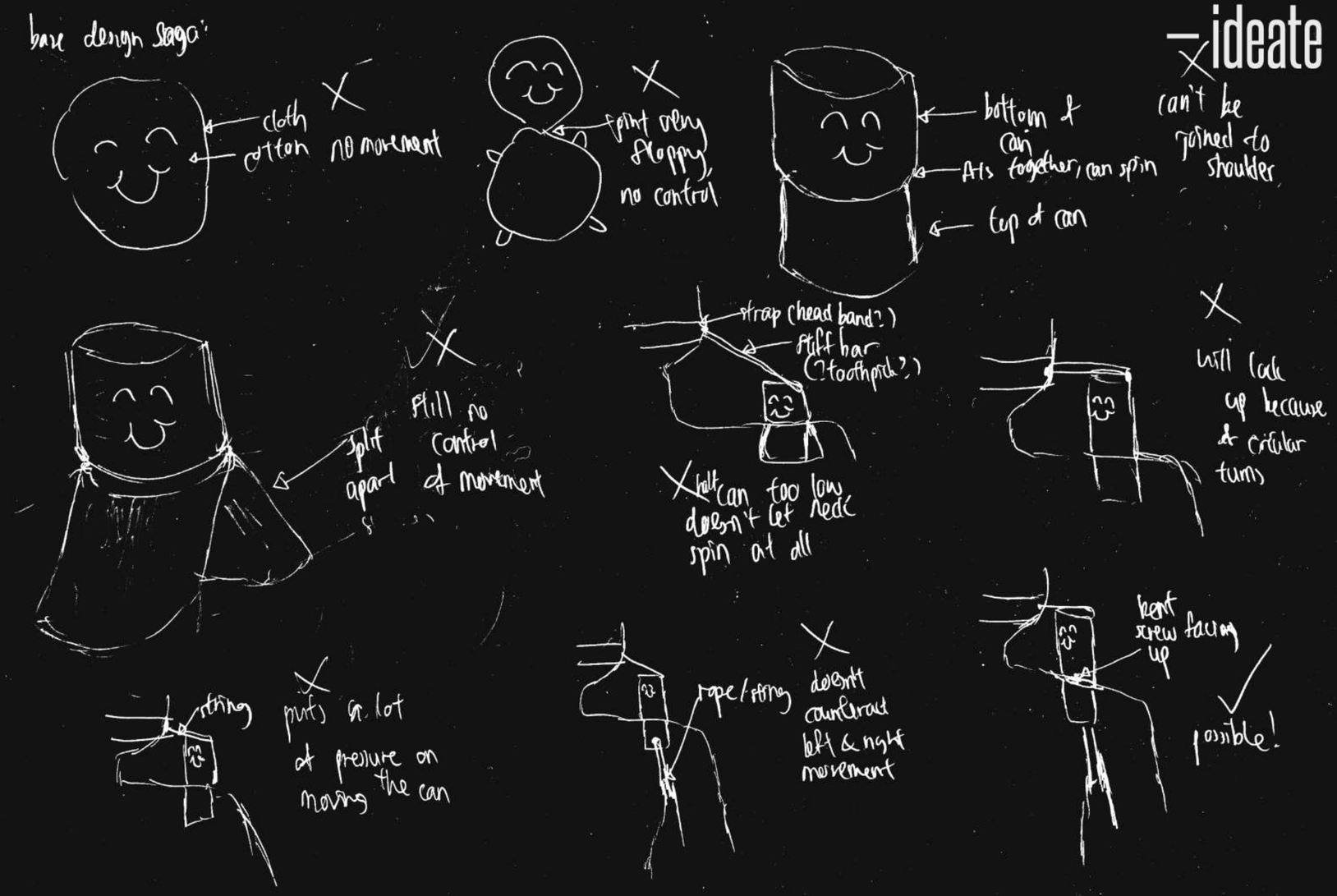
pronounced “small friend”, this toy sits on your shoulder and stays by your side all the time. it will always look at you when you look at it.

this idea spawned from the fear of being alone. having someone or something there to be able to play with is always soothing. This combines the companionship of soft toys with the movements of action figures.

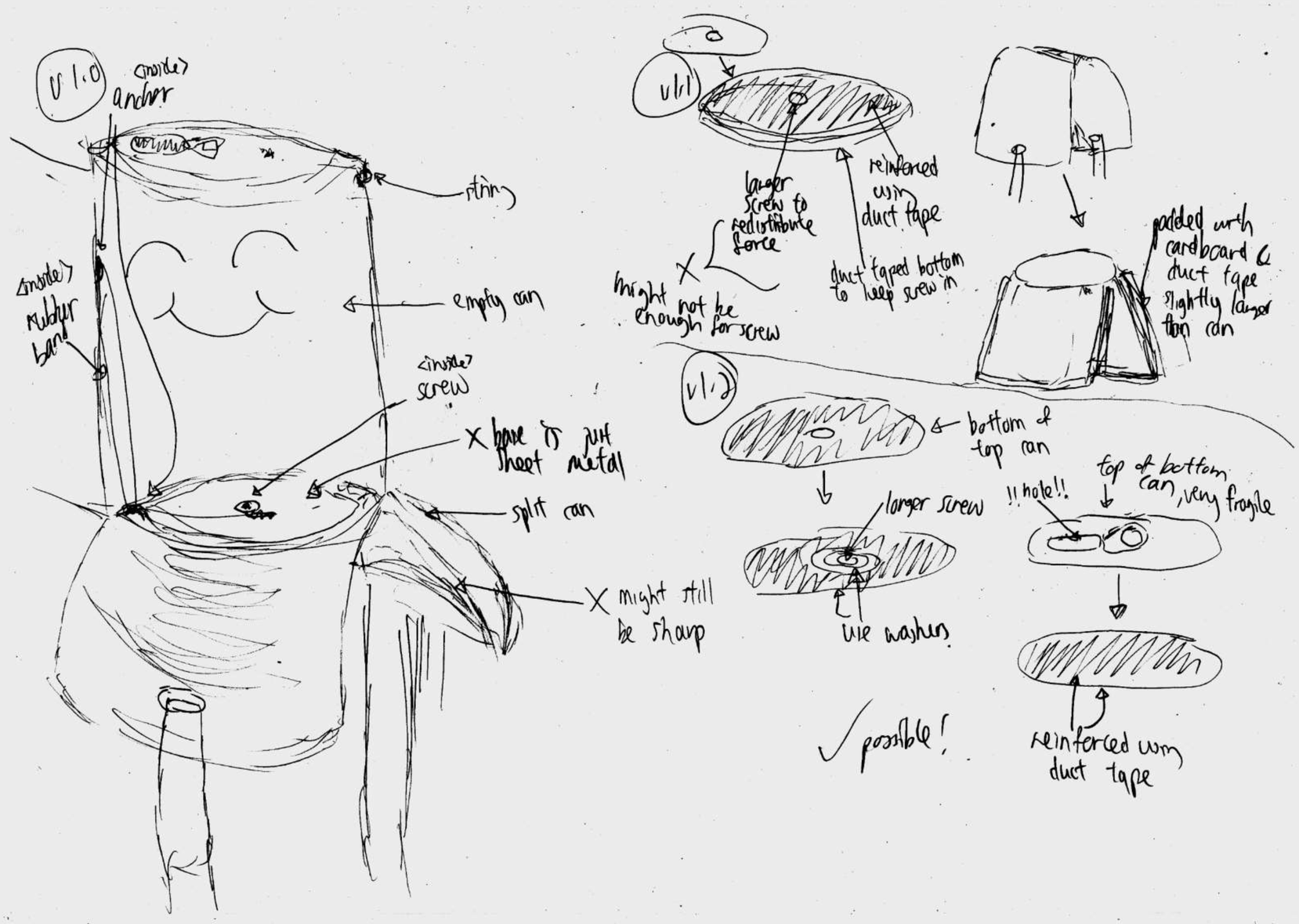
play with this toycan involve attunement play, social play, imaginative play, storytelling play, or creative play... Almost like a, small friend.

# phase 1: macro→

## ideate




# phase 2: micro→



— prototype

# make:
# PLASTIC STRING

– prototype

# make:
# “BRIDGE”

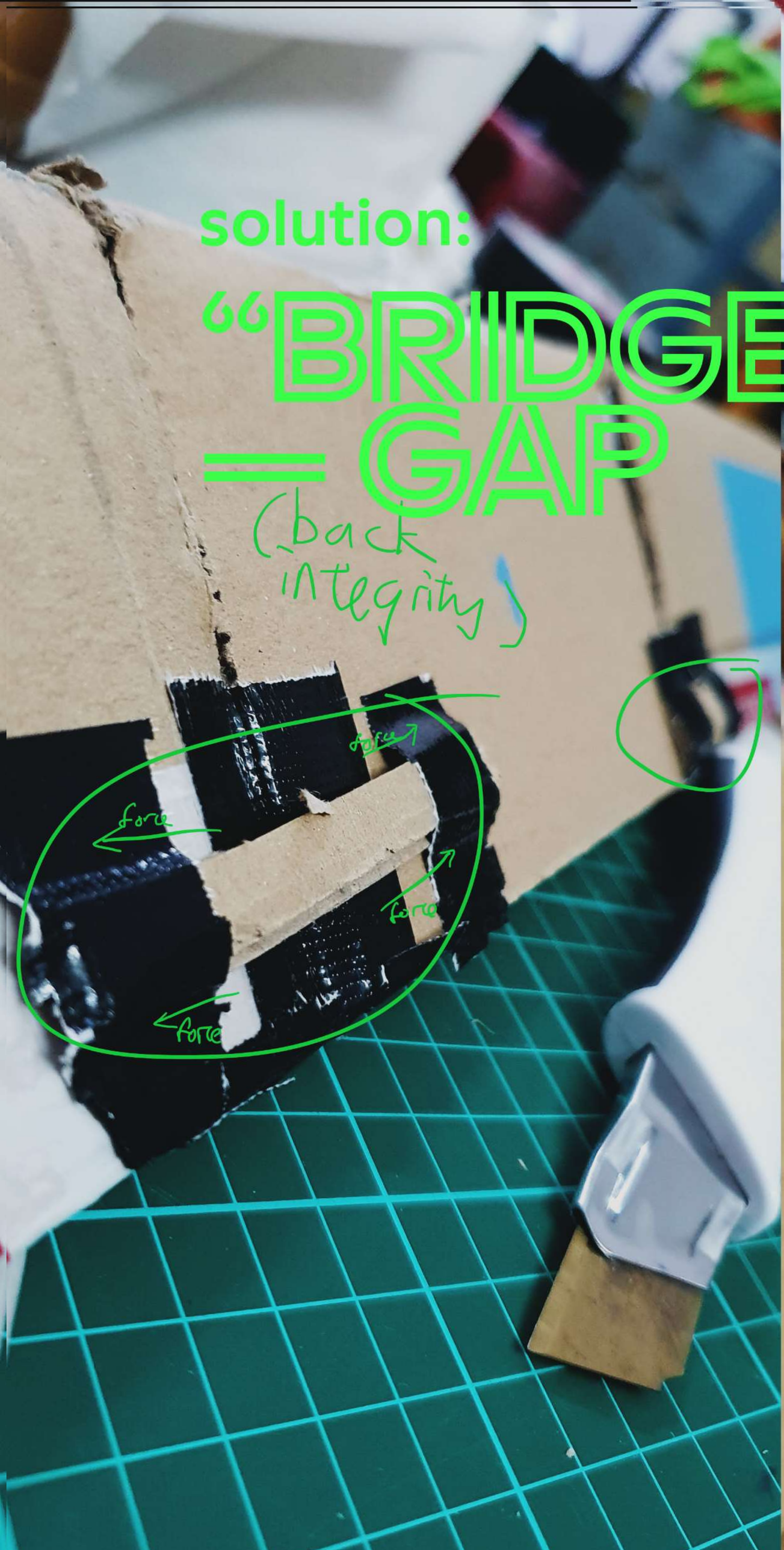
# problem:

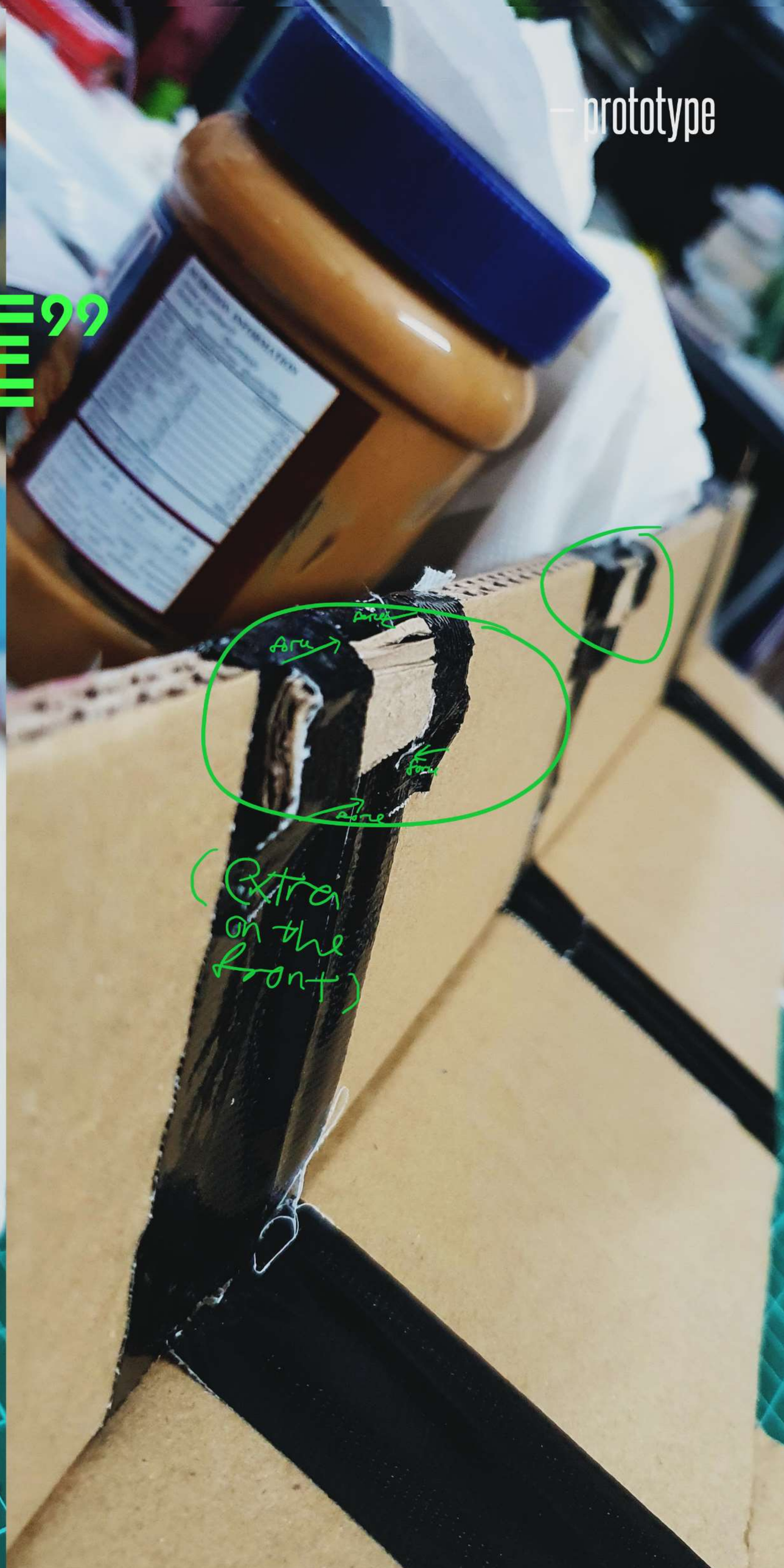
# “BRIDGE” = GAP

# solution:

# “BRIDGE” — GAP

(back integrity)

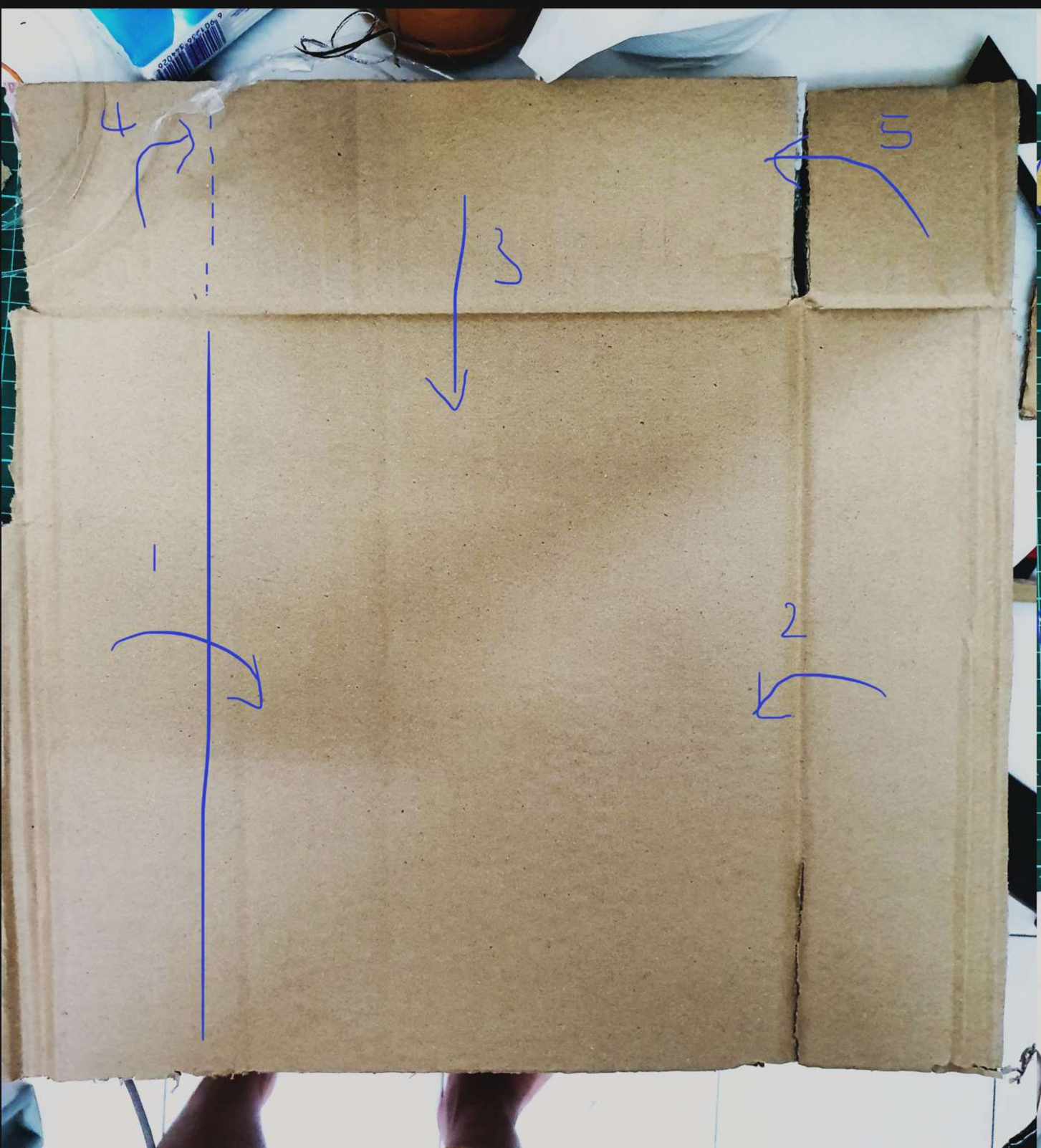


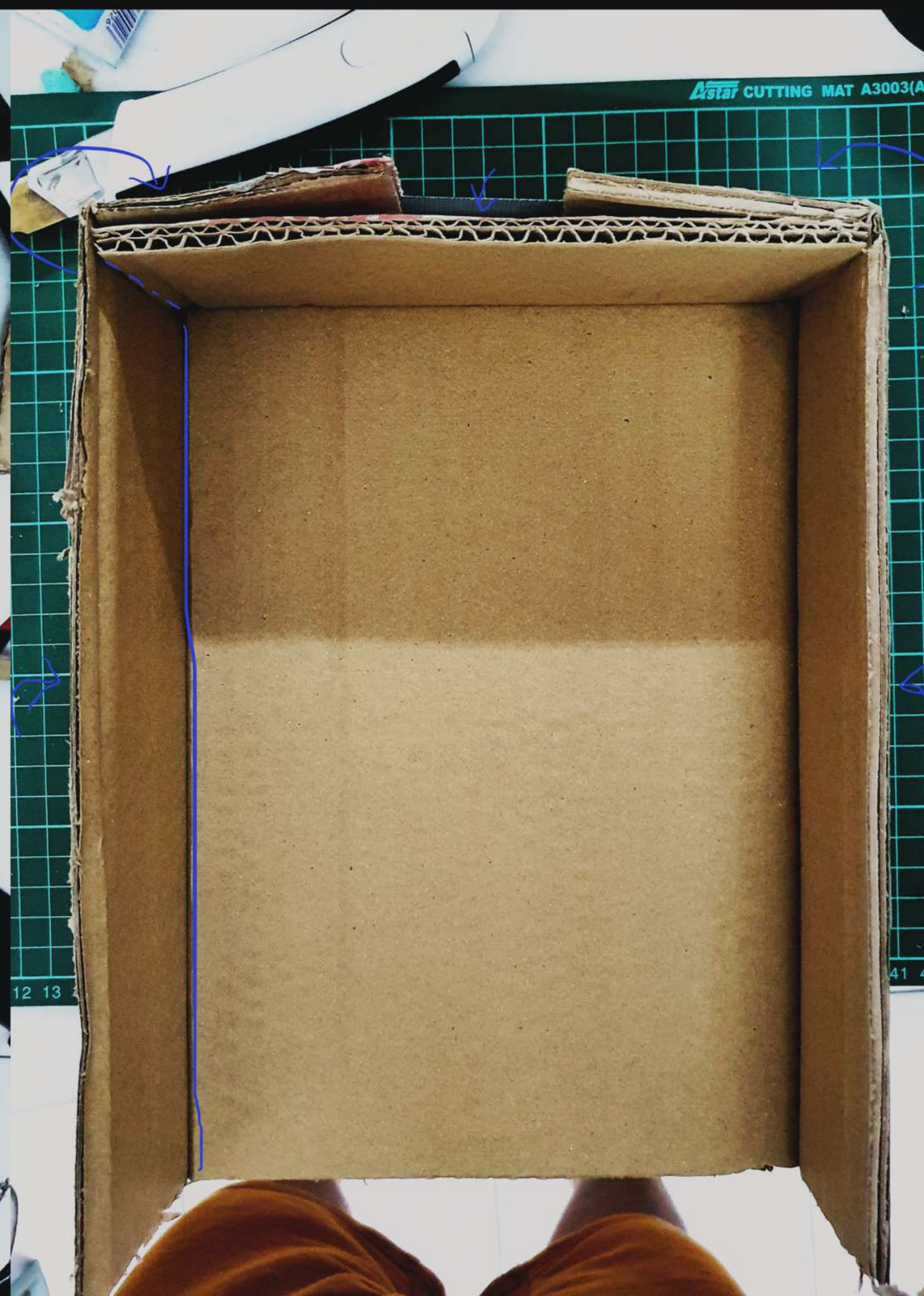




(extra on the front)

– prototype

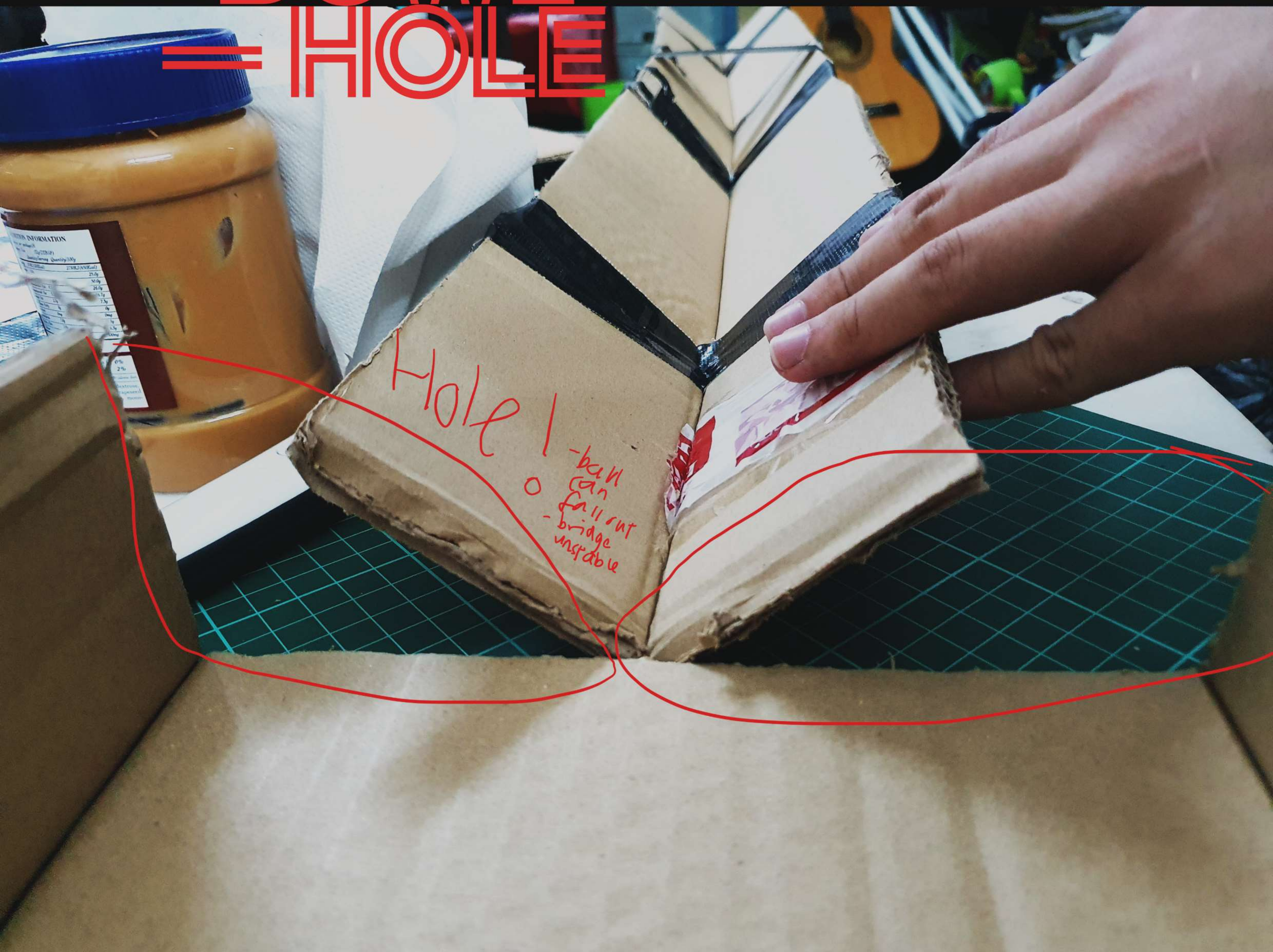
# make:
# “BOWL”



## problem:

# “BOWL” = HOLE

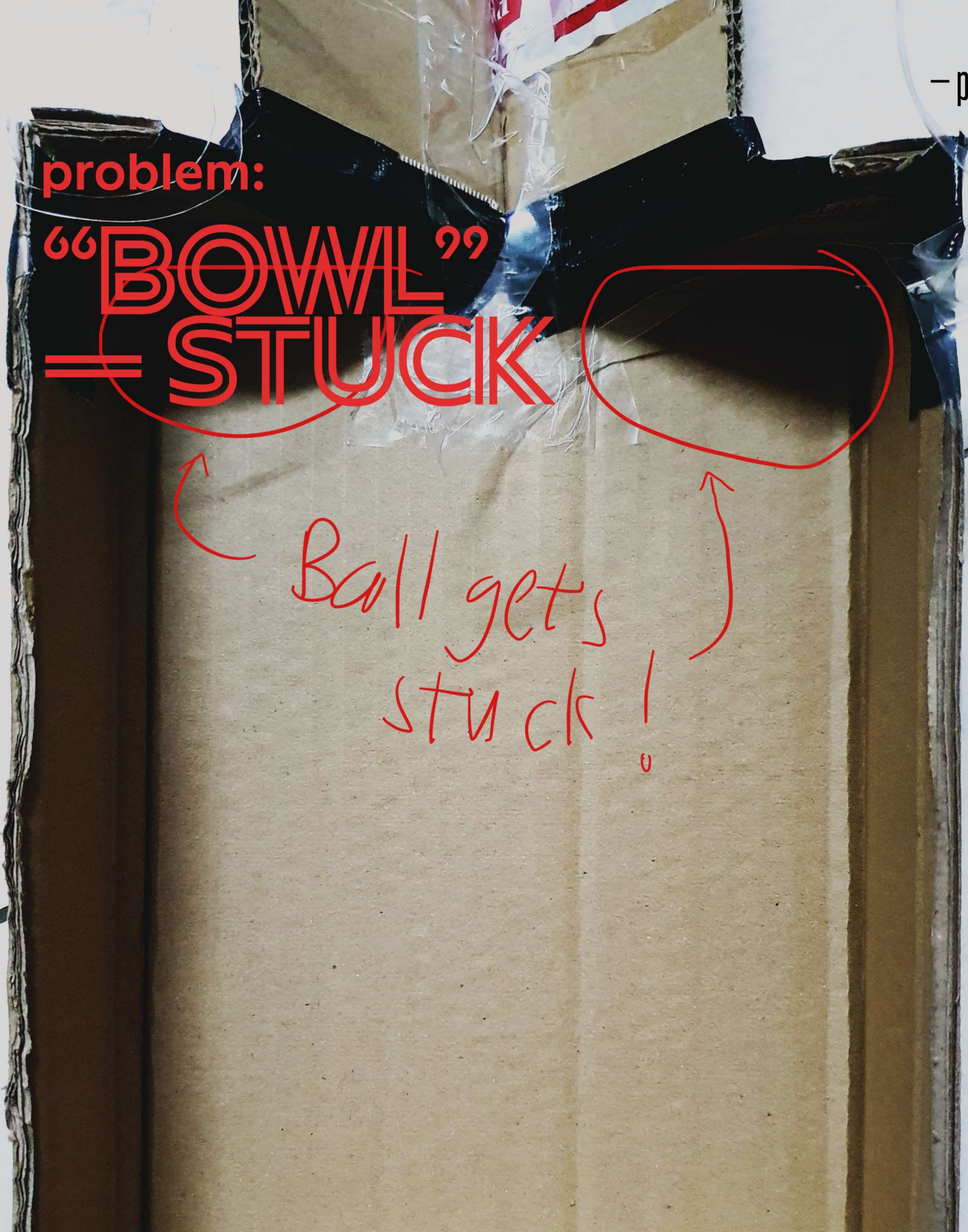


– prototype

# solution:

# “BOWL” = HOLE

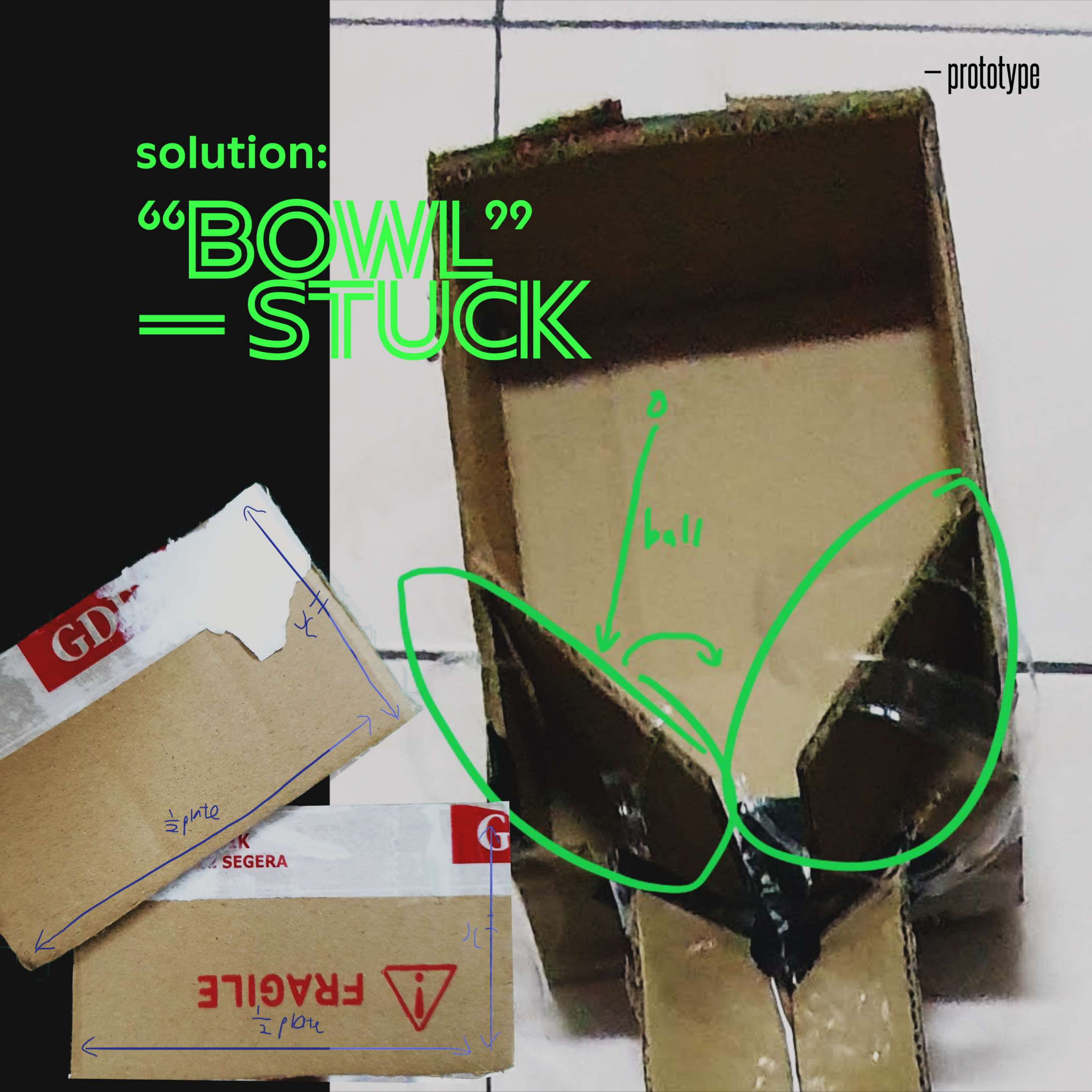
– prototype



– prototype

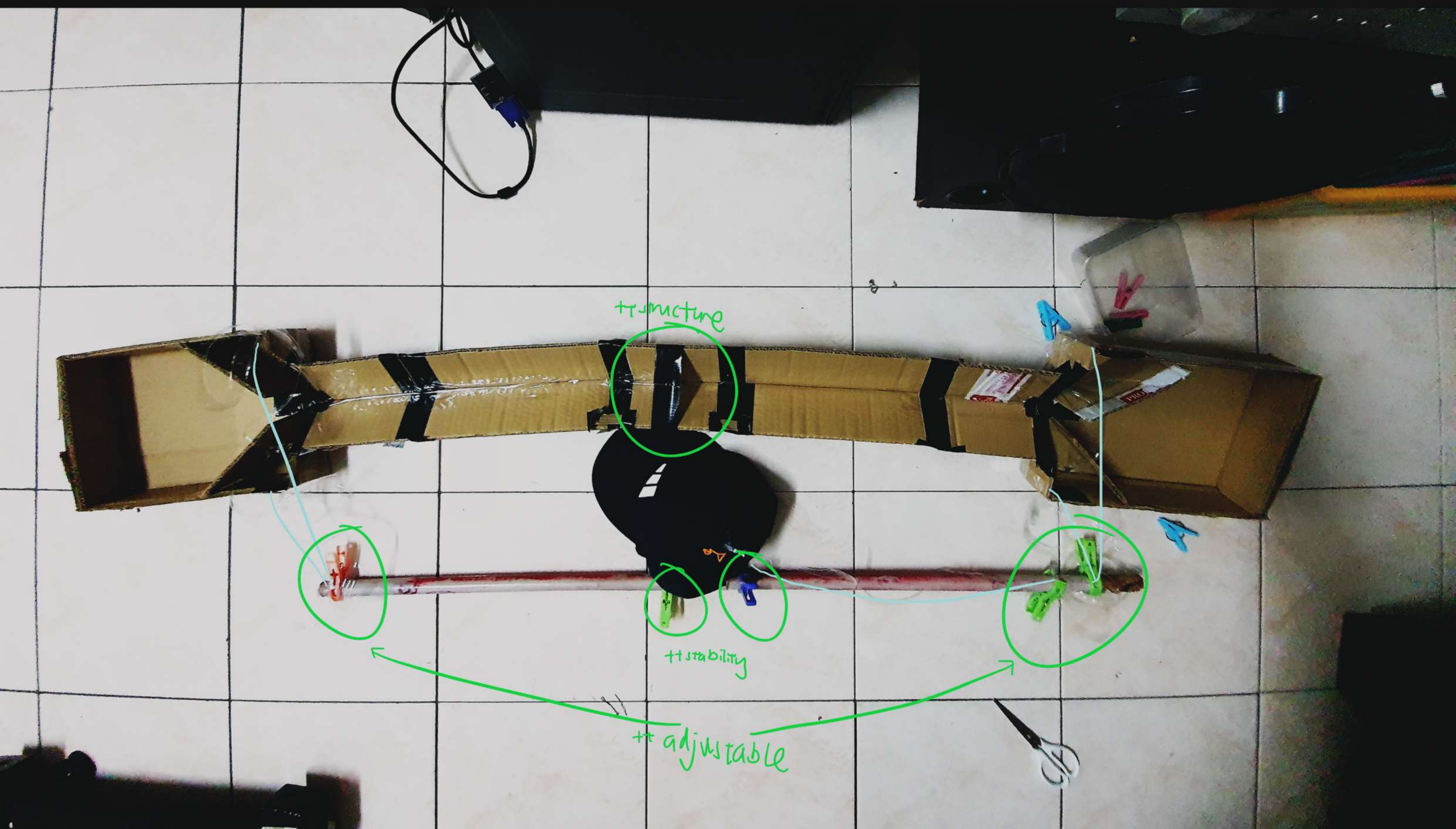
solution:

# “BOWL” – STUCK



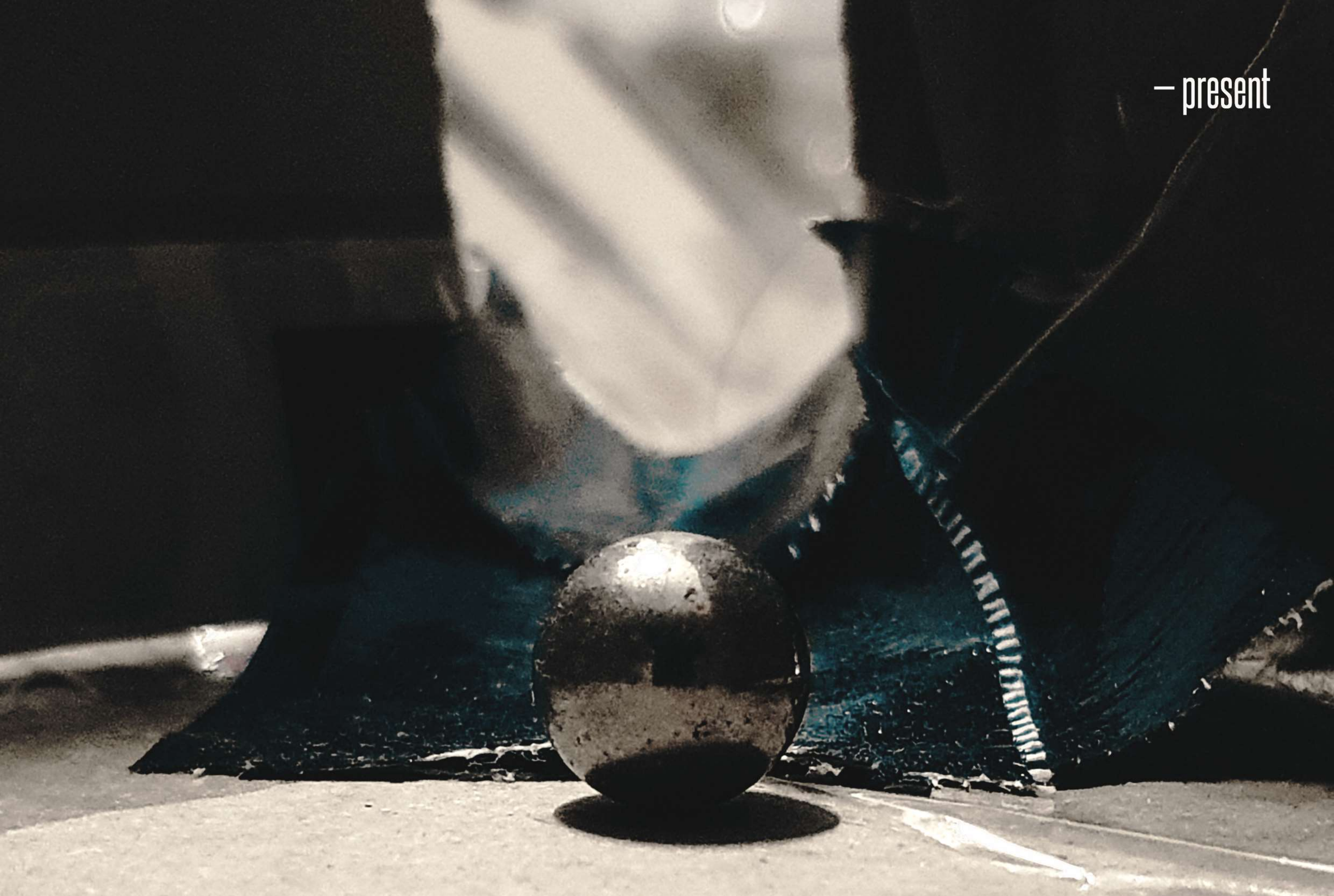
# make:

# FINAL TIDBITS



# PLAY

– present




the journey
hangs on your
shoulders

PLAY

thank
you

# TOY

Lim Jia Sheng
0344034
march, FID;
LIN 30105 CCTS.