

## 6ª Edition Advice

### ...BEFORE DESIGNING bear in mind:

1. **Safety regulations and Standards.** UNE EN 71 1:2006 safety of toys
2. Characteristics of the **company** you are designing for, what are their specifications for the project. (check for the documents that the companies facilitate through the Competition's website)
3. **Products that are in the market** related to the target audience and the theme. Study the potential competition to look for gaps in the market.
4. Characteristics of **the target audience** (age, physical and mental possibilities, taste, etc.). A good design starts with research on characteristics of the user **When you design, think about how people are different in various stages of development in order to create products that are...**

#### ...appropriate according to their mental and physical development

For example avoid:

- The game is so complicated for the target that it is not a fun product but a frustration. Or the game is so simple for that target that it is boring.
- The product isn't ergonomic (it doesn't adapt to the size of the user or the space available)
- The product has small pieces that are difficult to pick up well, or small children can swallow them.

\* Download a pdf with the information related to infant development on the Competition's website or check AIJU's website [www.guiadeljuguete.com](http://www.guiadeljuguete.com).

**...attractive for the age.** Knowing the taste and preference of the target audience (according to age, sex, lifestyle, etc..) is necessary to create a successful product in the current market.

To have ideas about products aimed to a specific target is important to do mood boards with inspiring images of:

- Kids doing different **activites** that they like and enjoy.
- Visual information about popular shows (the general look of the show, the themes that are used, how their characters are and act, etc.)
- The **products** that they like or they do not like .
- The **games or toys** in the market that they like..

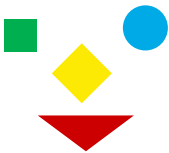


Another way to understand the target needs and to find gaps in the market is to analyze slowly how the day develops for him/her everyday. It is useful to analyze their activities, the relationship with the people and the environments, etc.

MAÑANA

- 7:00 Se levanta. Le cuesta,....
- 7:05 desayuna
- 7:25 se lava los dientes
- 7:30 se viste – uniforme
- 7: 45 juega con el perrito
- 8:00 la madre lo lleva 15 min. en coche hasta la parada del autobús, durante ese trayecto hace.....
- 8: 25 En el autobús se pasa 30min. El los que juega con sus amigos, etc...
- 9:00 Empiezan las clases.....
- 10:30 recreo en el que juega a ...

Sometimes designers who develop designs for children fail due to aesthetic characteristics. What colours and shapes would you choose? Primary colours?



Maybe, but be aware that children also appreciate complexity and things well done. Sometimes the result of the product using basic shapes and simple colour combinations is not attractive at all. We are not saying you shouldn't use green, yellow, red and blue, we are saying the that you should consider that there are a variety of tones that can be interesting and there are many ways that you can develop a simple and unique toy.



## ...AFTER DESIGNING, bear in mind:

1. How to present the product in an understandable way.

As important as it is to develop a good design, it is equally important to present it and easily shows the primary values and differences of the project. *Ask yourself:*

Is it possible to understand...

- ...the dimensions of my product?
- ...how to use it and play with it?
- ...the value of the game?
- ...its innovative and differential characteristics?

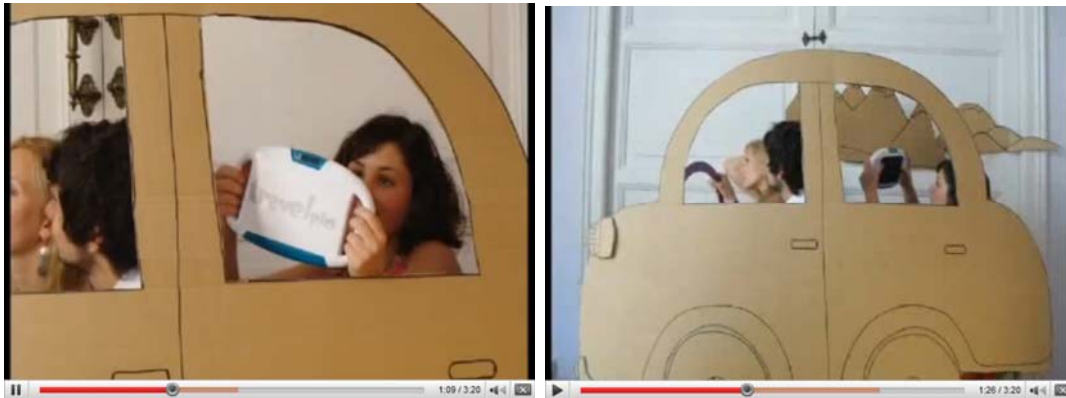
*\* advice: put the product in an environment, or next to something or someone that helps to understand it.*

*For example, in the image you can see a car, and you know approximately the dimensions. If the car was by itself, it would be difficult to know exactly how it is, for instance it could be a ride-on.*

*\*advice: show the information to someone unrelated to your project, without explaining anything else, and check if it is understandable.*



A good way to explain the workings and dynamics of the game is to use the **video** that you have to submit, to show how it is played live ... so play!



2. Product protection.

When entering a project, it is protected for one year all over Europe, according to Law 20/2003 on Legal Protection of Industrial Design.

*AIJU is a non-profit organization that is focus on helping the toy industry. We strongly believe in the importance of designers and good design projects to be incorporated in the toy companies as one of the best way to compete. We are putting a lot of efforts in helping the design field. To help the designers and their designs AIJU would always watch for the proper use of all the information given to us, so it is not copied or used in a wrong way.*