

# Toy Design BFA Degree Program

<http://fitnyc.edu/toydesign>

## School of Art and Design

Applications accepted for fall only.    NYSED: 89109    CIP: 50.0404

The Toy Design BFA prepares students for careers as children's product designers working with a variety of companies in the toy industry, from small specialty firms to major global corporations. Students participate in a summer internship that takes place between the junior and senior year. Curriculum below is for the entering class of fall 2025.

Semester 5		Credits		
MAJOR AREA	TY 326 - Toy Design I and Product Rendering	3	TY 461 - Business Practices for the Toy Industry	2
	TY 327 - Drafting and Technical Drawing	3	RELATED AREA TY 467 - Professional Portfolio	4.5
	TY 352 - The Toy Industry: Methods and Materials	3	LIBERAL ARTS PK 403 - Packaging for the Toy Designer	2
RELATED AREA	FA 301 - Anatomy for Toy Designers	1.5	choice - see Requirements: Liberal Arts/Art History	3
LIBERAL ARTS	PY 232 - Developmental Psychology	3	choice - see Requirements*: Liberal Arts Elective(s)	3
Semester 6			TOTAL CREDIT REQUIREMENTS	
MAJOR AREA	TY 313 - Soft Toy and Doll Design	3	MAJOR AREA	41.5
	TY 332 - Model Making and 3D Prototyping	3.5	RELATED AREA	6.5
	TY 342 - Computer Graphics in Toy Design	2	LIBERAL ARTS	19
RELATED AREA	MK 301 - Marketing for the Toy Industry	3	Total Credits: 67	
LIBERAL ARTS	HE 301 - Motor Learning: A Developmental Approach	3		
	HA 345 - History of Industrial Design choice - see Requirements*: Liberal Arts/Art History	3		
Semester 7				
MAJOR AREA	A:			
	TY 491 - Summer Internship: Toy Design**	4		
	B:			
	TY 411 - Toy Design II and Product Update	2		
	TY 421 - Advanced Hard Toy: Design & Engineering	5		
	TY 442 - Advanced Computer Graphics in Toy Design	2		
	TY 463 - Storybook Design and Licensed Product	3		
LIBERAL ARTS	MA 041 - Geometry and Probability Skills	1		
	MA 241 - Topics in Probability and Geometry	3		
Semester 8				
MAJOR AREA	TY 414 - Games***	1.5		

**\*Fall 2025 Requirements:** See below.

**Liberal Arts and Sciences Course Content Requirements**  
**(24 AAS credits\* + 19 BFA credits = 43 credits total)**

- **English: 6 credits.**
  - EN 131\* (or EN 121 transferred or taken prior to Fall 2024) (meets G1)
  - CHOICE any 200- or 300-level EN literature or speech course\*
- **Health Education: 3 credits.**
  - HE 301
- **History of Art: 12 credits.**
  - HA 345
  - CHOICE of one (1) HA course that meets General Education Other World Civilizations requirement (meets G9)
  - CHOICE of two (2) additional HA courses (meets G7)\*
- **Mathematics: 7 credits.**
  - CHOICE of any MA that meets SUNY G2\*
  - MA 041 and MA 241
- **Natural Science: 3 credits.**
  - CHOICE of any SC that meets SUNY G3\*
- **Social Sciences: 3 credits.**
  - PY 232
- **General Education: 3 credits.** CHOICE of one additional SUNY General Education Area\*:
  - Western Civilization (G5)
  - Arts (G6)
  - Foreign Language (G8)
  - American History (G10)

**Liberal Arts Elective(s): 6 credits.** \* Select a Liberal Arts course (for which prerequisites have been met) from the following subject areas: CH (Chinese); EC (Economics); EN (English); FI (Film and Media Studies); FR (French); HA (History of Art); HE (Health Education) HE 201, or HE 301; IT (Italian); JA (Japanese); HI (History); MA (Math); LA (Liberal Arts); MC (Modern Languages and Cultures); MU (Music) MU 202, MU 203, or MU 391; PC (Political Science); PE (Physical Education and Dance) PE 215,

PE 216 PE 217; PL (Philosophy); PY (Psychology); SC (Science); SO (Sociology); SP (Spanish); and SS (Social Sciences).

**NOTES:** Students must complete PY 131 and two HA courses (HA 111, HA 112, or HA 231, or equivalent) prior to entering this program.

***\*Credits from AAS will apply as appropriate***

FIT's 2+2 degree structure requires an earned AAS or equivalent plus all the BS or BFA degree requirements. For more information, please see Requirements for Degree Completion.

\*\* If internship cannot be completed during the summer, a special independent study program will be arranged in the eighth semester.

\*\* \*Students may substitute TY 314 for TY 414.

Upon graduating from the Toy Design BFA program, students will be able to:

1. Explain child safety and testing requirements and be able to apply this knowledge to select appropriate materials.
2. Determine appropriate manufacturing methods to satisfy specific design and safety requirements, as well as produce a product that stands up to the rigors of normal use and foreseeable abuse.
3. Design and invent innovative products that will have a lasting impact on children by respecting their intelligence and reflecting their play needs.
4. Utilize technology to enhance content and the play experience.
5. Identify and analyze play patterns as they relate to children's developmental and emotional needs.

6. Demonstrate, professional skills required by the industry - with a focus on contributing to a company's product development - including: the ability to work to deadlines, problem-solving, collaborating with a team, and presentation and communication skills.
7. Display technical drawing and illustration skills at a professional level.
8. Design children's products within relevant, timely, innovative product categories that are determined by market trends and buyer behavior.