

Toy Design BFA Degree Program

School of Art and Design

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

The major in Toy Design 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. Curriculum below is for the entering class of fall 2020.

Semester 5		Credits
MAJOR AREA	TY 326 - Toy Design I and Product Rendering	3
	TY 327 - Drafting and Technical Drawing	3
	TY 352 - The Toy Industry: Methods and Materials	3
RELATED AREA	FA 301 - Anatomy for Toy Designers	1.5
LIBERAL ARTS	SS 232 - Developmental Psychology	3
Semester 6		
MAJOR AREA	TY 313 - Soft Toy and Doll Design	3
	TY 332 - Model Making and 3D Prototyping	3.5
	TY 342 - Computer Graphics in Toy Design	2
RELATED AREA	MK 301 - Marketing for the Toy Industry	3
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
LIBERAL ARTS	TY 463 - Storybook Design and Licensed Product	3
	MA 041 - Geometry and Probability Skills	1
	MA 241 - Topics in Probability and Geometry	3
Semester 8		
MAJOR AREA	TY 414 - Games***	1.5
	TY 461 - Business Practices for the Toy Industry	2
	TY 467 - Professional Portfolio	4.5
RELATED AREA	PK 403 - Packaging for the Toy Designer	2
LIBERAL ARTS	choice - see Requirements*: Liberal Arts/Art History	3
	choice - see Requirements*: Liberal Arts Elective(s)	3
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA	41.5
	RELATED AREA	6.5
	LIBERAL ARTS	19
	Total Credits:	67

***Fall 2020 Requirements:** See below.

Liberal Arts, Art History, and General Education: 19 credits

- **Art History Requirements: 6 credits.** HA 345 and CHOICE of (1) additional 3-credit History of Art course that meets General Education Other World Civilizations requirement (G9). See the full list of Art/Design History courses under HA: History of Art and Civilization.
- **Social Sciences: 3 credits.** SS 232
- **Health Education: 3 credits.** HE 301
- **Mathematics: 4 credits.** MA 041 and MA 241

Liberal Arts Elective(s): 3 credits.

Select a Liberal Arts course (for which prerequisites have been met) from the following subject areas: **CH** (Chinese); **EN** (English); **FI** (Film and Media) - any FI course other than FI 261, 361, 362, 461, and 462; **FR** (French); **HA** (History of Art); **HE** (Health Education) 201, or 301; **IT** (Italian); **JA** (Japanese); **MU** (Music) MU 202, 203, or 391; **HI** (History); **MA** (Math); **LA** (Liberal Arts); **MC** (Modern Languages and Cultures); **PE** (Physical Education and Dance) 215, 216, 217; **PL** (Philosophy); **SC** (Science); **SP** (Spanish); and **SS** (Social Sciences).

** 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.

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

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, through a structured summer internship, skills required by the industry, such as the ability to work to deadlines, problem-solving, teamwork, and presentation and communication skills, with a focus on contributing to a company's product development.
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.