# Toy Design BFA Degree Program

**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 2021.

| 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 |
| | 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 |
| | 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 2021 Requirements:** See below.

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

- **Art History Requirements: 6 credits.** HA 345 and CHOICE of one (1) additional 3-credit History of Art course that meets the 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 Studies); **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.