

Toy Design BFA Degree Program

<http://fitnyc.edu/toydesign>

School of Art and Design

Applications accepted for fall only. NYSSED: 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 2023.

Semester 5		Credits		
MAJOR AREA	TY 326 - Toy Design I and Product Rendering	3		TY 461 - Business Practices for the Toy Industry
	TY 327 - Drafting and Technical Drawing	3	RELATED AREA	TY 467 - Professional Portfolio
	TY 352 - The Toy Industry: Methods and Materials	3		4.5
RELATED AREA	FA 301 - Anatomy for Toy Designers	1.5		PK 403 - Packaging for the Toy Designer
			LIBERAL ARTS	choice - see Requirements*: Liberal Arts/Art History
LIBERAL ARTS	SS 232 - Developmental Psychology	3		choice - see Requirements*: Liberal Arts Elective(s)
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	3		
	choice - see Requirements*: Liberal Arts/Art History			
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 2023 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 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) 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; PE (Physical Education and Dance) PE 215, PE 216 PE 217; PL (Philosophy); SC (Science); SP (Spanish); and SS (Social Sciences).

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

** 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.