

sensoauria

process book

overview

Recent studies have indicated that the marketing of toys now is more gender specific now than ever. This assignment was to design a toy package design and marketing campaign to be gender neutral. Given the options of several different toy sets, I chose a set of dinosaur figures as I felt taking an educational route allowed for room for gender neutrality as education is for all.

target audience

With toys being marketed to two main groups of feminine and masculine toys, I considered how many different groups and subgroups of children there are and recalled upon my time in school and how children were grouped and thought of the small group that often stayed separate from the typical peers; the students with special needs.

research process

Once I had the idea of focussing my marketing towards children with special needs, I turned to my family that works in the school system for informal conversations about their experience working with special needs students during play. Not only were they able to confirm that there is a clear separation of the special needs students and typical peers in a classroom setting, but that the two groups of students play very differently and that there are many toys in the school that are there for enhanced play. My mom works closely with several of the special education teachers and therapists and gave me resources on sensory integration.

sensory integration

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Sensory integration is the concept of organizing sensory information for use. It is a process that helps the brain identify, process, and organize information that comes from the senses, such as touch, taste, or feel. Sensory integration is used to treat sensory disorders such as Sensory Discrimination Disorder where one has difficulty differentiating shapes, colors, or distance.

Successful sensory integration in play is providing a child with multiple sensory experiences to identify and differentiate. This is oftentimes several different toys of different textures, sizes, and colors. Once the child has had time to experiment with the different toys, there is usually a "sweet spot" of time for the child where they have taken in all of the information and can begin processing the sensory information.

Considering the process in which it takes for some children to just become comfortable with handling their toys, I designed with an attempt to make play as easy and enjoyable as possible; not just for boys, girls, or typical peers, but for everyone. I aimed to take several steps of sensory integration into the design of the toy and packaging.

the design

There are sixteen dinosaurs in the set to match that of the original toy. The toys are black and white and are modified to have simple features. Removing color takes away the difficulty to distinguish between colors. The material of the toys would be a smooth, shiny bio-plastic that is similar to the feeling of a bouncy ball. This material is smooth and shiny which is easy to feel and attracts the eye. The material is hefty enough to have a grounding effect when held in the hand and draws attention to the item being held. It is light enough that if it falls on a child's toes, it will not injure them. This rubbery material also takes into consideration that these satisfying objects often end up in mouths as the brain is trying to take in as much sensory information as possible, like what it would feel like to put the toy in one's mouth, so it will not damage teeth if a child tries to chew on it.

The packaging is clear with a scale-like film on the top and bottom to reflect the scales of a dinosaur. The clear box is meant to resemble a display case, so that the child can see their toys even when they are put away and promotes organization. It also makes it easy for the child to visually identify the objects inside. When the film on the top and bottom interact with light, a rainbow effect appears. This means the box, even sitting on a shelf, can become lively and engaging for the child without becoming overwhelmed with objects.

This toy would be sold primarily online or toy stores with toys for children with special needs, as the majority of these products are marketed to caretakers of these children. Because of this, I decided on creating a macro-website and a social media campaign as deliverables. Designed simply and with key elements of my research, the toy is aimed to be desired by the parent and child; the parent would want the toy to benefit their child and the child would want the toy for fun.

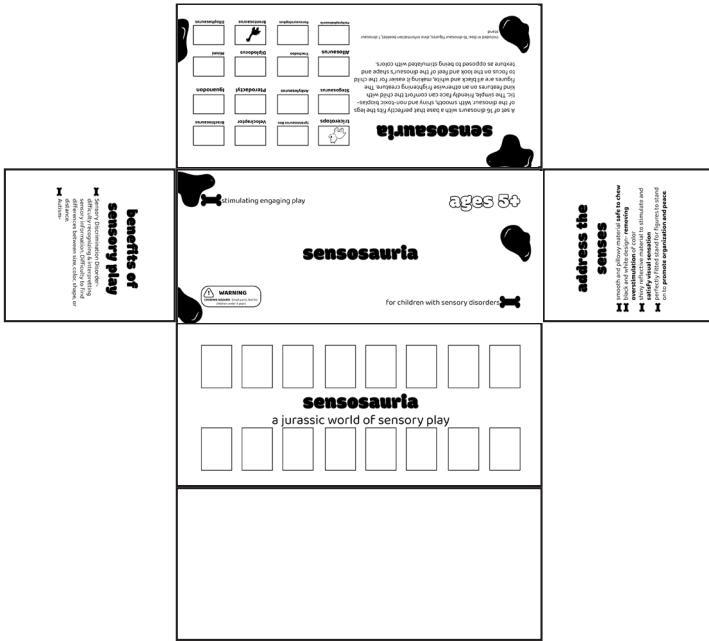
Inside the box, there is a booklet with a guide to the dinosaurs. Displaying the dinosaurs in the set with fun nicknames to help association and recognition so that the child is able to identify the different figures in the set and have a good chance of remembering. There is also a guide on the back of the box identifying the dinosaurs.

My design process started with the illustration of the figures. With much of my design being based in research, I simplified my findings into the benefits of sensory play and the conditions it helps with. The package design could not be crowded with information, so the more in depth writing is in my micro-website and social media campaign.

The final project is a genderless toy packaging and marketing campaign centered around empathy, inclusion, education, and fun.

box design

first draft



Sensosauria

A jurassic world based in sensory play.

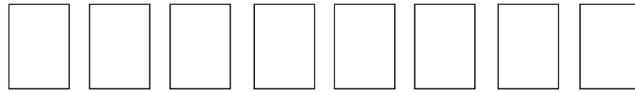


A set of 20 dinosaurs with a base that perfectly fits the legs of the dinosaur, with smooth, shiny and non-toxic bioplastic. The simple, friendly face can comfort the child with kind features on an otherwise frightening creature. The figures are all black and white, making it easier for the child to focus on the look and feel of the dinosaur's shape and texture as opposed to being stimulated with colors.

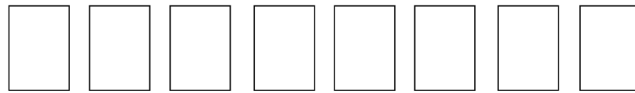


initial box design

front



sensosauria



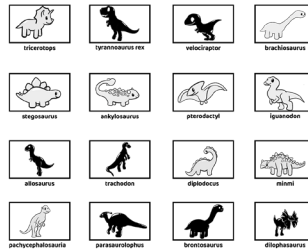
top



back

sensosauria

A set of 16 dinosaurs with a base that perfectly fits the legs of the dinosaur. With smooth, shiny and non-toxic bioplastic. The simple, friendly face can comfort the child with kind features on an otherwise frightening creature. The figures are all black and white, making it easier for the child to focus on the look and feel of the dinosaur's shape and texture as opposed to being stimulated with colors.



Included in Box: 16 dinosaur figures, 816 information booklet, 1 dinosaur stand

sides

conditions helped by sensory play

- Sensory Discrimination Disorder- difficulty recognizing & interpreting sensory information. Difficulty to find differences between size, color, shape, or distance.
- Autism- hyper and hyposensitivity to sensory overload; being too responsive or underresponsive to sensations.
- PTSD & Anxiety- experiences flash backs to traumatic experiences with difficulty grounding themselves.

address the senses

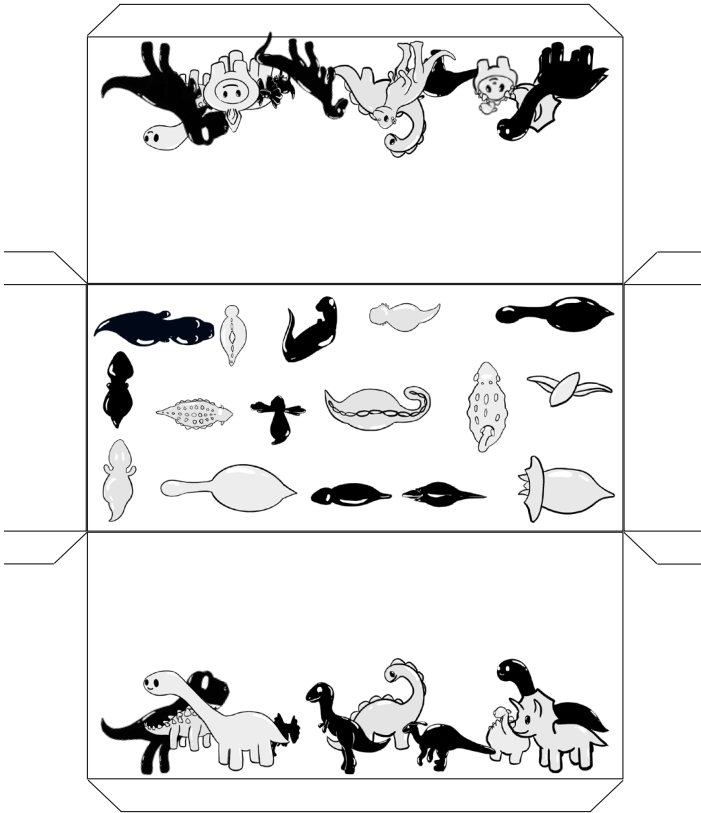
- smooth and pillowy material **safe to chew**
- black and white design- **removing overstimulation** of color
- shiny reflective material to stimulate and **satisfy visual sensation**
- perfectly fitted stand for figures to stand on to **promote organization and peace**.

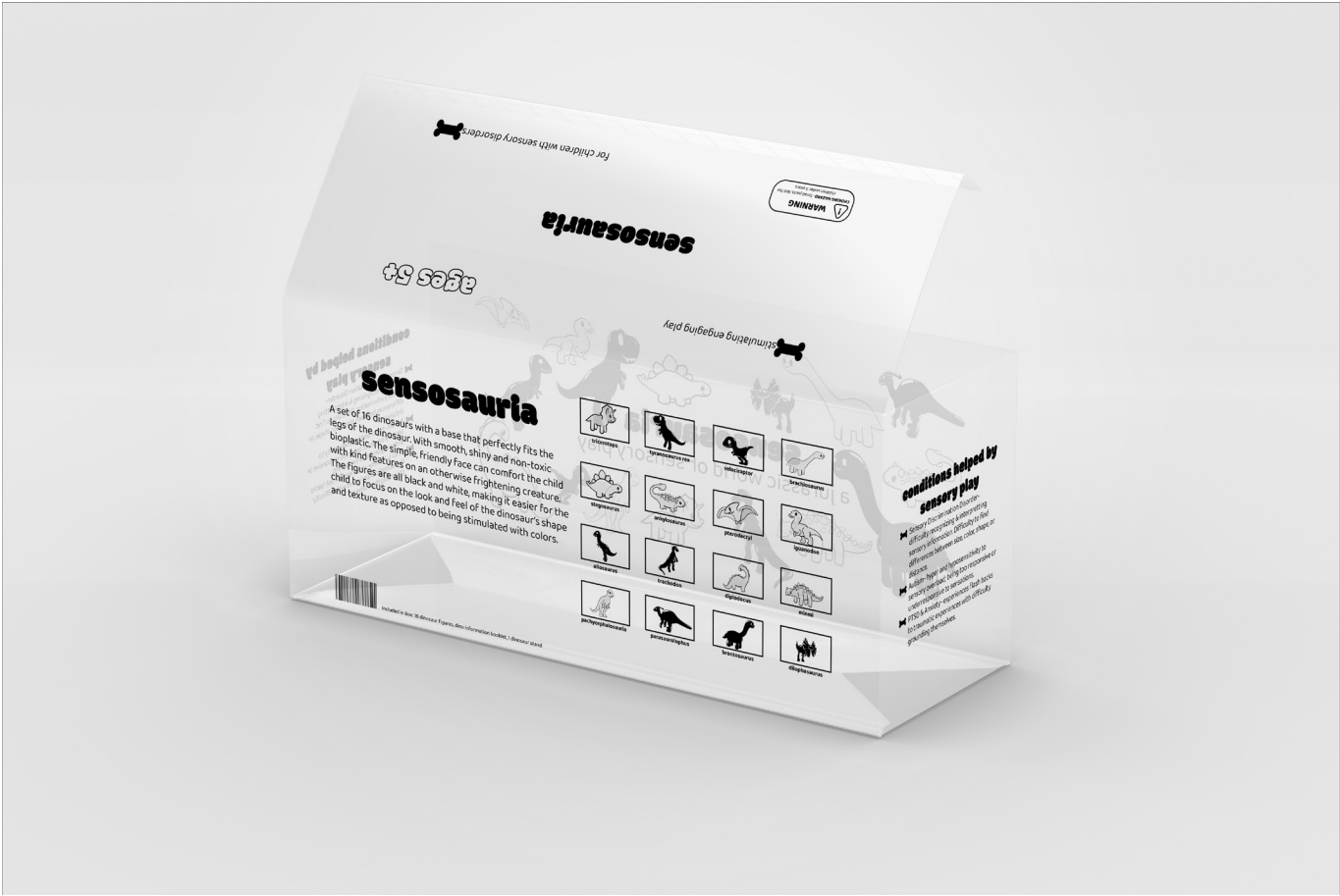
insert design

With much of my design relying on material, it was important to mock up the design to be seen with the materials I wanted. After getting this design approved by my peers and professor, I began purchasing my material.

This includes:

- plexiglass box
- holographic film
- transparent sticker paper





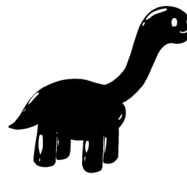
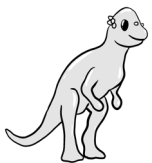
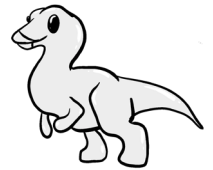
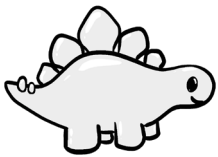
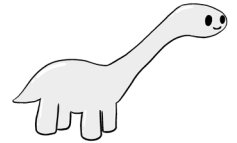
Mockup Design

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This includes:

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- holographic film
- transparent sticker paper

illustrations



website

I created a multi-page website for desktop and mobile web for the online toy store.

Informational page

Sensosauria

Q Search... Home Shop Sensory Integration Contact

sensosauria
a jurassic world of sensory play

Sensory Integration in Play

Sensory integration is the concept of organizing sensory information for use. It is a process that helps the brain identify, process, and organize information that comes from the senses, such as touch, taste, or feel. Sensory integration is used to treat sensory disorders such as Sensory Discrimination Disorder where one has difficulty differentiating shapes, colors, or distance.

Successful sensory integration in play is providing a child with multiple sensory experiences to identify and differentiate. This is sometimes several different toys of different textures, sizes, and colors. Once the child has had time to experiment with the different toys, there is usually a "sweet spot" of time for the child where they have taken in all of the information and can begin processing the sensory information.

Design Breakdown

1. The colors, shapes, and word design of the dinosaur is used to catch an attentional and body.
2. The track on white design with minimal font features allows children with issues such as sensory discrimination disorder to identify and differentiate between the different figures without being distracted with sensory.
3. A set of 10 dinosaurs with sensory, shape, and color features. The simple, friendly font captures the child's attention and features as an alternative ergonomic container.
4. The dinosaur figures are playfully designed to be sensory which allows the child to play with an attentional and body, with sensory features that will encourage and focus on use of development of their sensory play.
5. Having an object that explores color and body promotes using sensory of play and engagement.
6. The design of the box is made to be sensory and used for order as well as a moment of satisfying celebration.

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Sensosauria

sensosauria
a jurassic world of sensory play

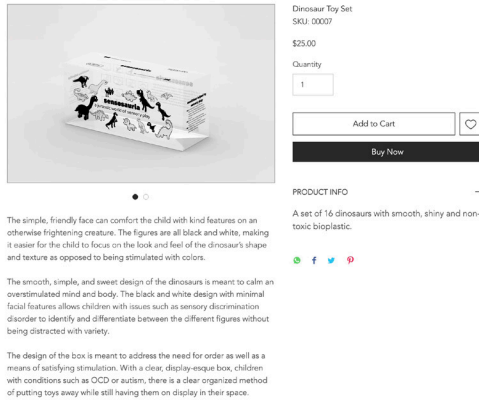
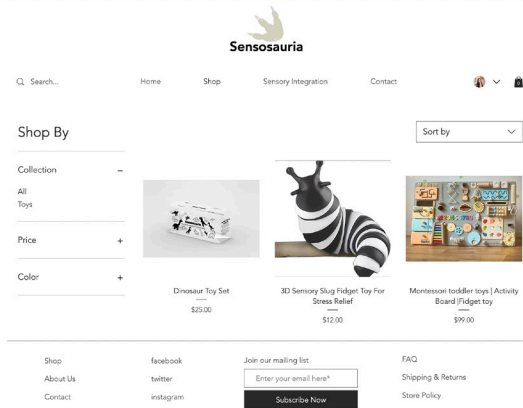
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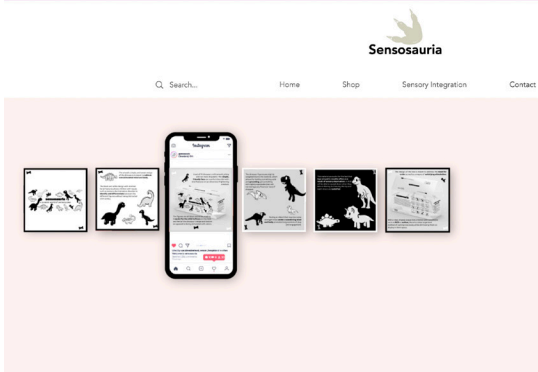
home page



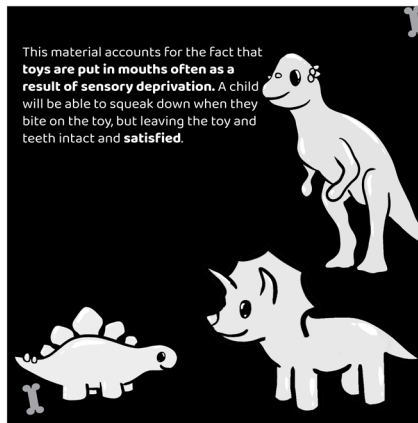
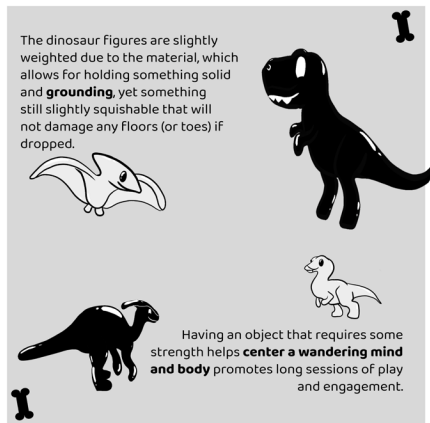
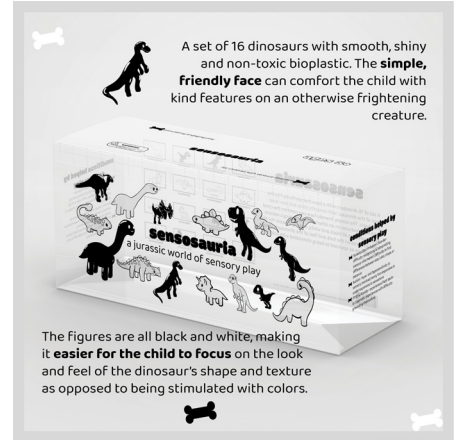
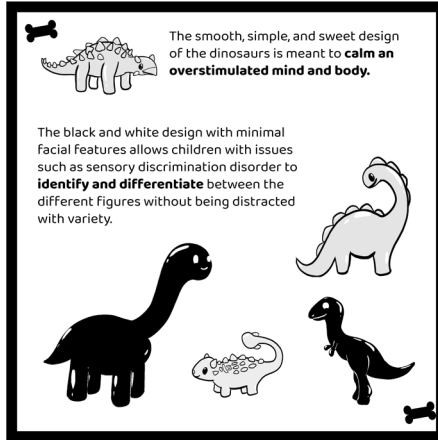
shopping pages



contact page



instagram campaign



mockup



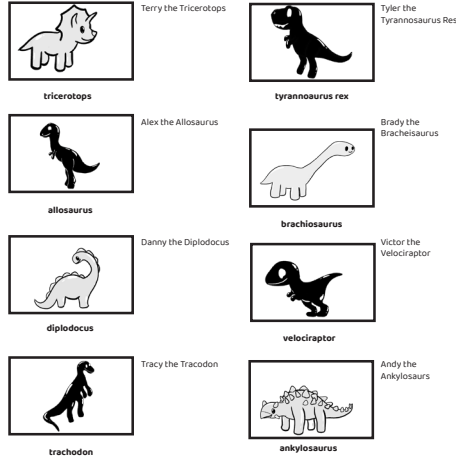
booklet design

sensosauria

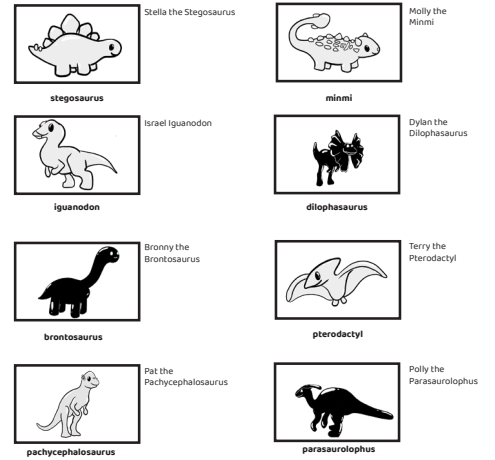
dinosaur guide



my dinosars



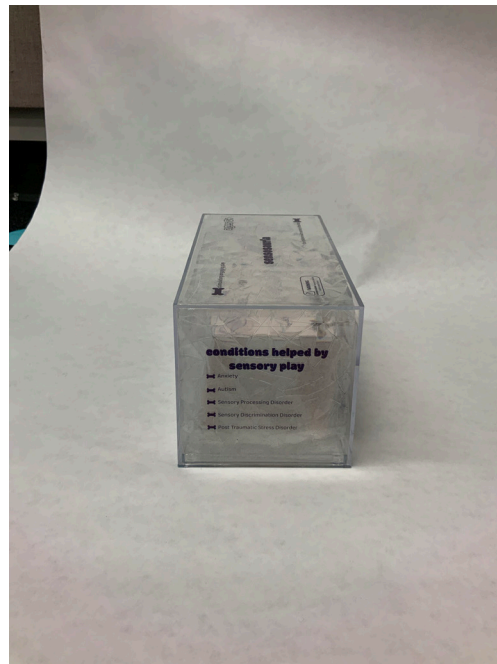
my dinosars



booklet mockup



Final Box Design

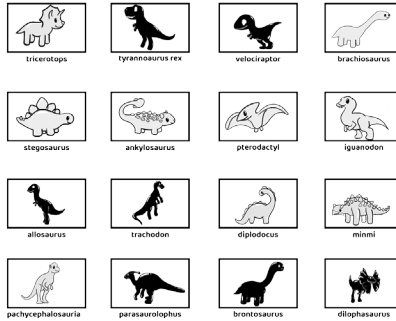


Final Box Design

back

sensosauria

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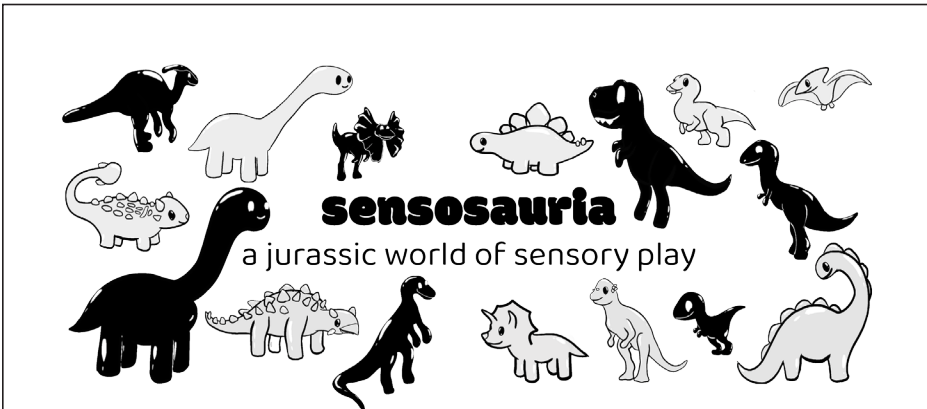
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left side

conditions helped by sensory play

- ☒ Anxiety
- ☒ Autism
- ☒ Sensory Processing Disorder
- ☒ Sensory Discrimination Disorder
- ☒ Post Traumatic Stress Disorder

front



right side

address the senses

- ☒ smooth and pillowy material **safe to chew**
- ☒ black and white design- **removing overstimulation** of color
- ☒ shiny reflective material to stimulate and **satisfy visual sensation**
- ☒ clear box to **promote organization and awareness.**

top

☒ stimulating engaging play

ages 5+

sensosauria



for children with sensory disorders ☒