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Desma 157

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                        Dan Klitsner Talk Response

Getting the chance to learn about the process of designing toys and the Bop-It from Dan Klitsner was a really unique opportunity. While I did not have a Bop-It myself growing up, it was a pretty major staple as far as toys go. I definitely played with it a lot when I was young and so to hear from the creator was super cool. Many of my non-Desma friends were jealous that I had the opportunity to hear from him. Toy design is not something I have thought much about in the past; I sort of assumed that toy companies made them in-house and had never really thought about the design process or how to make toys fun.

The key point for me during Klitsner's talk was about animating the person playing with the toy. While he was applying it to toy design, I think that this concept can apply to any aspect of interactivity and design. It reminded me that while what the user's thoughts about a project are important, it is even more important that you consider what the user is actually doing when interacting with your work. Even in video game design, I think this is a major factor as to whether or not a game is fun. A game with a basic controller can still cause a physical reaction from the player (for example, moving your body with the car in a racing game where the controls aren't motion-based), and that is often the show of an exciting, well designed game that sweeps the player into the gameplay.

I also found Klitsner's "RITE" acronym useful, albeit a little bit discouraging. The fact that a person needs so much just to potentially have an idea that sells makes the whole process

seem very intimidating and hard. I think that his rules are true for anyone trying to sell/market

any creative work to a bigger company, but putting it on paper really reveals how hard it is and

how much luck it can potentially take to be successful. It is definitely a good list to keep in mind

for anyone who is working in a freelance industry where selling yourself/your ideas is the basis

of your income.