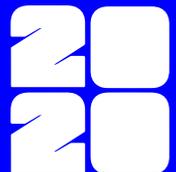


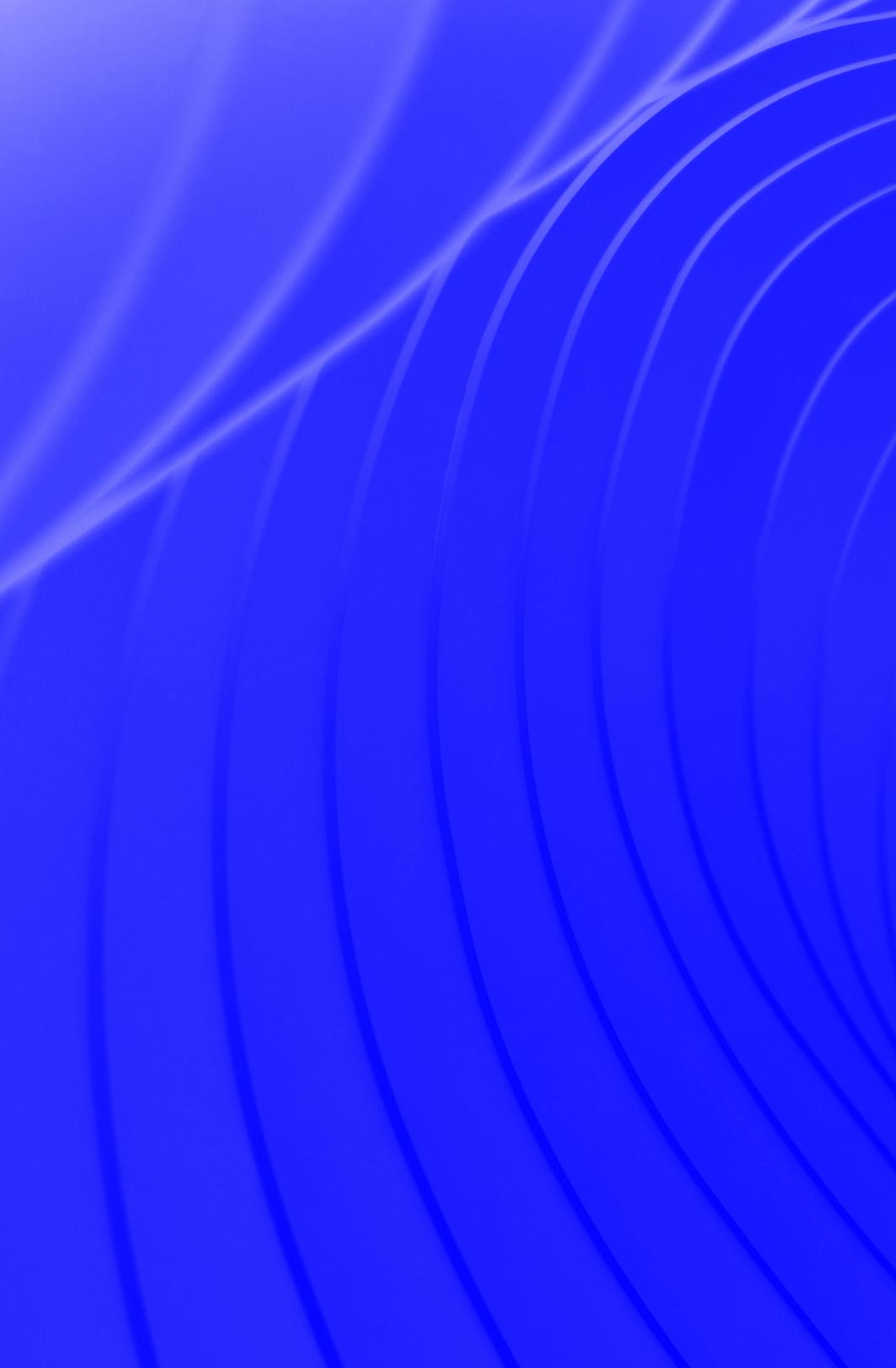
School of Art and Design
Graduating Student Exhibition

TOY DESIGN



State University
of New York





School of Art and Design
Graduating Student Exhibition

TOY DESIGN

Toy Design work in the Graduating Student Exhibition recognizes imagination as a tool in the development of self-image. It encourages a healthy lifestyle and active play as an essential, vital part of childhood. Trusting their abilities helps children build critical-thinking skills that lead to positive life choices. Toy Design students write and illustrate storybooks that acknowledge the power of creativity. Some use the imagination to devise creative ways to problem solve real-world issues. Others address matters of community and cultural heritage. Students invent toys and games that provide open-ended exploration and play. They give children room to think and breathe. They connect children with nature and the world around them. Some products and concepts encourage positive communication between children through their social networks. This year, the Toy Design Graduation Student Exhibition focuses on the importance of a cogent design process to guide the journey in which toy products travel from a spark of imagination, through manufacture, and into the enthusiastic, unassuming grasp of a child.



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DOREE'S DIARY

Fabric plush



DOREE'S CREATING DIARY

Photoshop

As a toy designer, I work to encourage children to engage their unlimited imaginations and aim to support joyful play. During playtime, toys bring children to a completely different world and help the grownups around understand children better. Doree's Diary is inspired by my old stuffed raccoon doll who was my first and favorite friend that I ever had. This story is about my very first farewell and the journey of overcoming it. We all had our own imaginative world during our childhood. Working on this storybook brought me back to that time and helped me better understand children and their toys as well as the relationship between them. I'm excited to explore these wonderful relationships by designing and producing toys for children.

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ELLIE

Plush



FANTASTIC BFF MAKEOVER GAME

Photoshop

Every artist starts with an inspiration and motivation which leads them to start creating and drawing what's in their hearts. The strongest and compelling encouragement for me is my time spent talking, playing and connecting with children. I've always enjoyed being around children and I adore watching them play with toys. This was when I realized I wanted to create art that is related to children. I can't think of anything more meaningful and heartwarming than creating something that makes children laugh and happy! The thought of this just makes me smile and feel joyful.

My story of Ellie & Betsy was inspired by the memories I had with my little brother during my childhood. I hope this sweet and heartwarming story will bring smiles, encouragement, and give a lesson of family importance to children.

Stephanie Nguyen

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PORSCHA POODLE

Plush



PORSCHA'S PERFECT MAGAZINE MAKER

Digital

I was raised in Vancouver, B.C., where my passion for art and design led me to the city of New York. My degrees in Fashion Design and Fine Art inform much of the work I have done in my Toy Design BFA program at FIT. My storybook characters, Porscha Poodle and Pip, reflect my childhood experiences and struggles with independence and collaboration, all within a fashion-inspired setting. I hope to encourage children to be more tolerant of others and help foster a spirit of cooperation and open-ended play with my work.

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SOPHIE SPRINKLES, CHAPTER 1

Photoshop



SOPHIE SPRINKLES, DREAM KITCHEN PLAYSET

Photoshop

Inspiration is all around us and can come from just about anywhere. As a designer and creator, a lot of effort goes into the creation of a fun and engaging toy. There is a special sense of joy and excitement in watching an idea come to life and a feeling of pride and accomplishment in seeing my creations lend a hand in a child's growth and development.

My story, Sophie Sprinkles, Cake Baker Extraordinaire, tells the tale of an ambitious kitty with a big dream: to share what she loves with others! The story spreads a message about unlocking our own capabilities and embracing who we are—for our unique selves with our own individual strengths—by overcoming the obstacles we face. This was inspired by the many people I met along the way throughout my incredible journey of following a dream.

Cristal Perez

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LITTLE LEPPIE PLUSH

Fabric



STORYBOOK ILLUSTRATION

Photoshop

I am a toy designer with a background in Illustration. I love art and toys and have been drawing for as long as I can remember. My storybook, Little Leppie, is based on a childhood memory of mine. Leppie explores the relationship of childhood innocence around the fear of the unknown, which is something that everyone can relate to. Toys are such a powerful influence in children's lives and give them security when they are scared. I want to design toys that encourage open-ended play and invites a child to explore the wonders of their imagination. My ambition is to inspire children with storytelling and creative thought. Toys are so magical in a way that children never forget them, even as they grow up. I am so grateful for the opportunity to work in a career that combines the things that I love.

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STORYBOOK PLUSH PROTOTYPE

Plush Fabric



STORYBOOK LICENSE CONCEPT

Digital

As an artist and designer, my main focus is to always try to encapsulate a specific feeling within the design. The root of most of my concepts can be traced back to a childhood memory and the magic I felt in those moments. I've always been intrigued by how much of an impact childhood memories make on an individual and how those memories continue to affect us all the way into our adulthood. My hope is that my toy designs and illustrations will become a part of a child's memory and be remembered throughout their life as something that brought them joy, just like the many toys and children's books that have continued to influence me as a designer many years later.

Mathew Yong



MARIA AFORNE (SOFT TOY)



MANTA RIDER

I like Rubik's cubes, the Atari 2600 (that video game system from the '70s), and robots. Along the way I made many friends I never knew I would have. My friends from Toy Design are the best ones I ever had. The greatest thing I learned during this time in Toy Design is that with a lot of hard work, creativity, and a bit of fun, great things can be made.



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