

Castle Constructo Design Document

By A.J. Fulco

Important Note:

This document is an unofficial toy pitch document created for the digital portfolio of Anthony J. Fulco on June 16, 2023.

This document and its ideas are meant to showcase my understanding of design for hiring managers.

Toy Overview:

The Reconstructible Plastic Castle is an outdoor playset designed to spark children's imagination and encourage creative play. It consists of multiple individual pieces that can be stacked on a solid base to construct a castle. The toy includes small helmets that resemble a knight's helmet and a dragon, providing safety precautions while maintaining the immersive play experience. The central theme revolves around proactive imagination and dramatic battles, allowing children to build, destroy, and rebuild their castles for exciting play scenarios.

Target Audience:

The Reconstructible Plastic Castle primarily targets young boys who enjoy building and demolishing toys to fuel their imaginative play. The age range for this toy is typically between 4 and 8 years old.

Key Features:

- **Constructible Castle:** The toy comprises various pieces that can be easily stacked and assembled on a base plate with a castle outline foundation, providing clear instructions for assembly.
- **Destructible Walls:** The castle includes destructible walls (approximately 15 or fewer) that can be easily knocked down during play, adding an element of excitement and creativity to the toy.
- **Castle Gate:** A specific piece representing the castle gate adds authenticity to the castle design and enhances imaginative play scenarios.
- **Castle Towers:** Round tower pieces, including two window pieces, allow children to create realistic castle towers as part of their construction.
- **Small Helmets:** The set includes two small helmets, one dragon-themed and one knight-themed, ensuring safety while maintaining immersion and adding a touch of role-play to the play experience.

Play Experience:

The toy aims to provide a dynamic play experience that stimulates creativity and encourages active storytelling. Children can build and rebuild their castles, creating various battle scenarios

using their existing toy collection, such as action figures from different IPs (Intellectual Properties) like Batman, superheroes, and villains. The destructible walls add an element of surprise and action, enabling children to stage epic battles within their imaginative multiverses.

Packaging and Accessories:

- **Packaging:** The toy set will be packaged in a sturdy, colorful box featuring images of the castle and children playing with the set, effectively showcasing the product and its potential play scenarios.
- **Additional Accessories:** The toy does not include additional accessories beyond the base pieces, castle gates, destructible walls, castle towers, and small helmets.

Safety Considerations:

Material: The toy will be made of durable, non-toxic plastic material, ensuring safety during play.

Helmet Design: The small helmets are designed to provide adequate protection for children while incorporating elements inspired by a knight and dragon imagery, maintaining the immersive play experience.

Age Appropriateness:

The toy will be labeled with the recommended age range and safety guidelines, emphasizing adult supervision for younger children and appropriate outdoor play environments.

Potential Expansion and Compatibility:

- **Expandability:** The Reconstructible Plastic Castle can be expanded with additional castle-themed pieces, such as drawbridges, courtyards, or extra tower sections, to further enhance play possibilities.

- **Compatibility:** The toy is designed to be compatible with other building block sets, encouraging children to combine different sets and expand their imaginative play options.
- **Note:** This is a brief toy design document outlining the main features and concept of the Reconstructible Plastic Castle. Further details, such as specific measurements, colors, branding, and manufacturing considerations, would need to be addressed during the product development process.

Design Pillars

1. Karate (Empowerment)

Specifically the act of breaking solid wood or stone with your bare hands. Everyone likes to feel powerful in some way, and making a castle that can fall over with little to no effort or fly into dozens of pieces in every direction with a lot of effort helps emphasize this theme of empowerment.



2. LEGO (Construction)

Children have always been captivated by the joy of building, as evidenced by the enduring popularity of building blocks throughout history. This fascination persists today, especially with the advent of LEGO. By creating a toy that can be broken down and rebuilt, we provide children with the freedom to unleash their imagination without the fear of permanently damaging their cherished plaything.

The beauty of this reconstructible plastic castle lies in its ability to be dismantled and reconstructed in various configurations. This versatility empowers children to construct a multitude of castle ruins, fostering endless possibilities for creative play. The toy's durability ensures that children can engage in imaginative and sometimes destructive scenarios, all while being reassured that their toy can withstand the excitement without becoming irreparably damaged.



Building and breaking down structures not only entertain children but also nurtures their problem-solving skills, spatial awareness, and fine motor development. By incorporating these elements into the design, we tap into the timeless appeal of building toys while providing a

safe and durable outlet for their boundless creativity.

The longevity and adaptability of the reconstructible plastic castle enable children to explore different architectural designs and experiment with new narratives, ensuring that the toy remains engaging and relevant over extended play sessions. It is a toy that encourages exploration, empowers imagination, and celebrates the joy of building, breaking, and rebuilding.

3. Immersion and Multi-functionality

My theater and game design background has significantly influenced the thematic approach of this toy. When I engage in play, I strive to immerse myself in a unique world created by my imagination. Anything that disrupts this immersion can be a disappointing distraction.

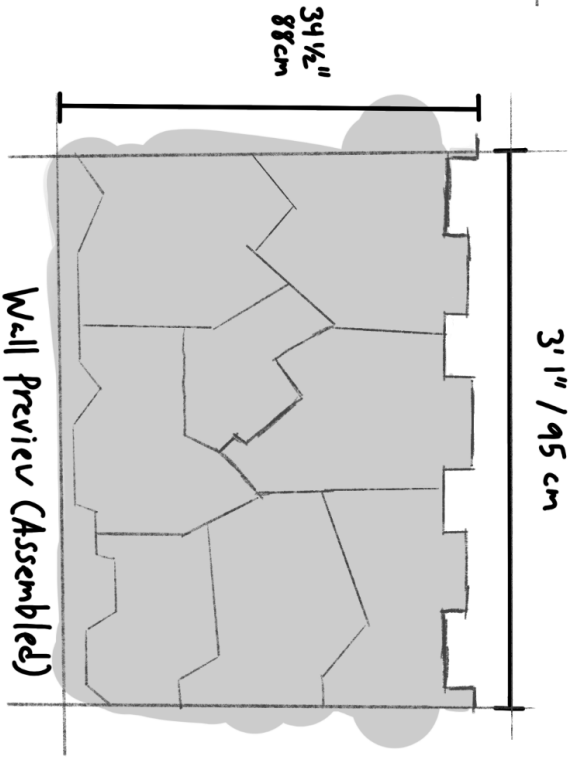
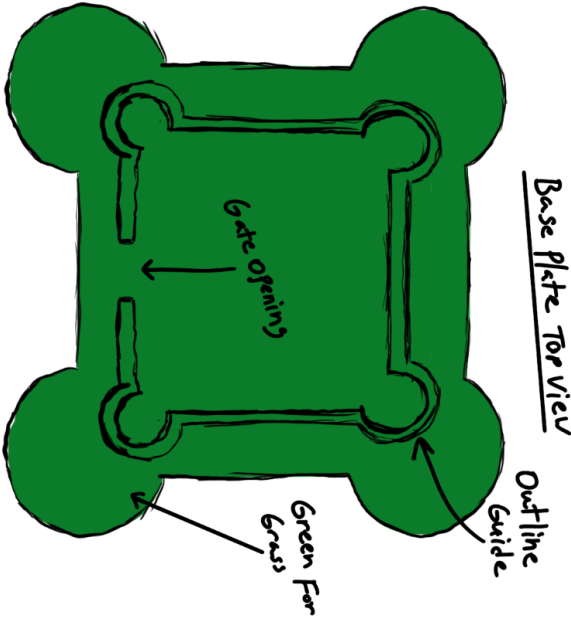
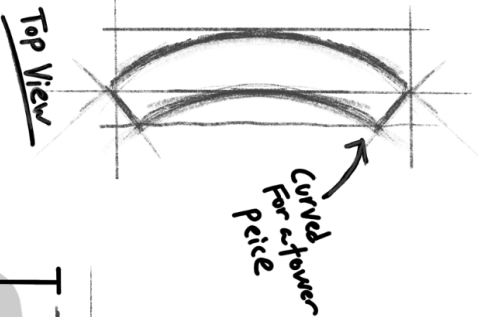
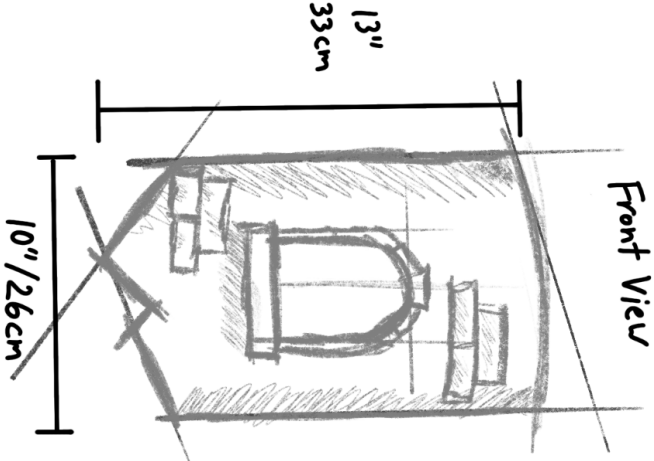
The concept of a destructible fort aligns perfectly with this vision, as it allows both the dragon and knight helmets to be seamlessly integrated into a simple fantasy story based on the toy's functionality. The dragon, when delivering a powerful blow, experiences a satisfying outcome as the wall collapses according to the laws of physics, adding to the dramatic effect. Meanwhile, the knight and his brave warriors feel a sense of ownership and are motivated to protect their fort from impending threats, knowing that it can be knocked over.

This product offers endless opportunities for imaginative storytelling and scenario creation. Additionally, the included helmets serve two purposes. First and foremost, they alleviate parental concerns by providing a safety measure that allows children to play with enthusiasm, free from the worry of head injuries. Furthermore, the unique designs of the helmets inspire young minds and provide them with ideas on how to engage with the toy.

The combination of a destructible fort, engaging functionality, and visually appealing helmets creates an immersive play experience that fosters creativity and allows children to fully embrace their imaginative worlds.

Design and Dimensions

CASTLE CONSTRUCTO ILLUSTRATED
 BY A.J. FULCO



Castle Walls

The Castle walls consist of smaller pieces, each measuring approximately 13 inches (33cm) in height and 10 inches (26cm) in width. These pieces are meticulously designed to feature intricate stone or brick detailing, enhancing the visual realism of the castle.

Unlike traditional building blocks that lock into place, the parts used to construct the castle walls are intentionally designed not to secure firmly. This intentional lack of locking mechanism allows the walls to be easily knocked over with minimal force during play, adding an element of dynamic action and excitement.

When fully assembled, the castle walls reach an impressive height of approximately 34 inches (88cm) and span a length of 3 feet 1 inch (95cm). There are three walls designed to create a solid fortress appearance, featuring a consistent plain wall structure. Additionally, the fourth wall incorporates a gate, providing an interactive element for children to crawl into their castle and immerse themselves in imaginative play scenarios. The gate not only serves as an entry point but also adds a touch of authenticity to the castle design.

With these dimensions and design considerations, the Castle walls offer a substantial and visually striking structure that invites children to explore and engage in creative play.

Castle Towers

The Castle towers, positioned at the four corners of the castle, are designed to be prominent and visually striking elements of the playset. Each tower is constructed using a single giant tower piece, streamlining the assembly process for young children.

Standing approximately half a foot taller than the castle walls, the towers command attention and add a sense of grandeur to the overall castle structure. This height differential creates a visually appealing contrast and reinforces the towers' importance within the fortress.

To facilitate easy assembly and ensure stability, the castle towers are ingeniously designed with a slight angle. This intentional inclination helps the towers naturally rest in place when placed on the base, preventing them from easily toppling over or detaching from the structure. This feature

offers added convenience during play, as children can confidently construct and manipulate their castle without concerns about the towers' stability.

The towers serve as iconic landmarks within the castle, allowing children to unleash their imagination and incorporate various narratives into their play scenarios. These impressive structures enhance the visual appeal of the toy and provide a focal point for creative storytelling and role-playing adventures.

By incorporating these design elements—single-piece construction, increased height, and stable angled placement—the Castle towers offer a simplified assembly process and ensure a sturdy, visually captivating feature that complements the overall play experience.

Base Plate

The base plate of the Reconstructible Plastic Castle serves as a vital foundation for the entire playset, offering both functional and aesthetic benefits. Designed with careful consideration, the base plate is colored in a vibrant shade of green, evoking the imagery of a lush grassy field that surrounds the castle structure.

One notable feature of the base plate is its outline track, which consists of various grooves and edges strategically placed to guide users during the assembly process. These guiding elements assist children in intuitively placing the castle pieces in their designated spots, creating a satisfying experience akin to solving a giant 3D jigsaw puzzle. The precise shapes of the castle components neatly fit into their corresponding slots, ensuring a secure and stable structure when fully assembled.

In addition to its role in guiding assembly, the base plate offers a solid and flat surface for the construction of the castle. This feature guarantees stability during play, allowing children to fully engage in imaginative storytelling and exciting battles without any worry of the structure shifting or toppling over.

The base plate's green color not only adds visual appeal but also enhances the overall play experience, suggesting an immersive grassy field setting that complements the castle theme.

This encourages children to immerse themselves in imaginative play scenarios, bringing their adventures to life in a vibrant outdoor environment.

Designed with backyard play in mind, the base plate provides a durable and reliable foundation for hours of creative play. Its integrated guiding features, solid construction, and suggestive green color combine to enhance the overall playset experience, inviting children to explore, construct, and engage in exciting castle-themed adventures.