

DESIGN AT THE LEGO GROUP

John-Henry Harris
LEGO Designer



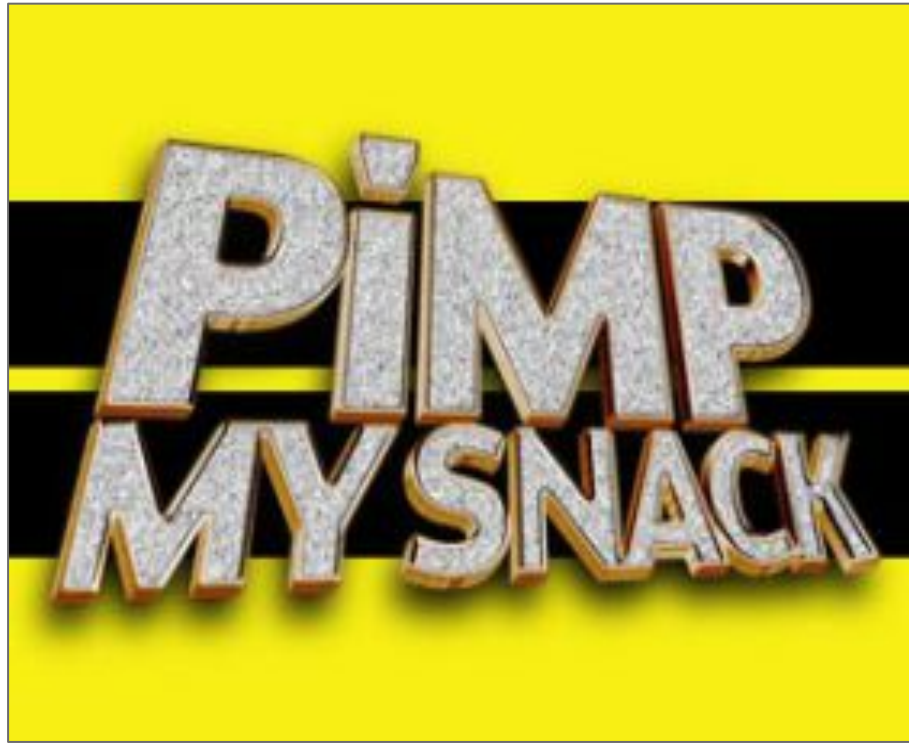




Lim Ding Wen









Systematic Creativity

The form of creativity that combines logic and reasoning with playfulness and imagination.



About Me...





CREATOR *Team...*

- Comprised of myself, Astrid, Morten, Lami, Jamie and Simon
- Sit and work together as a team in conjunction with marketing and building instructions





CREATOR

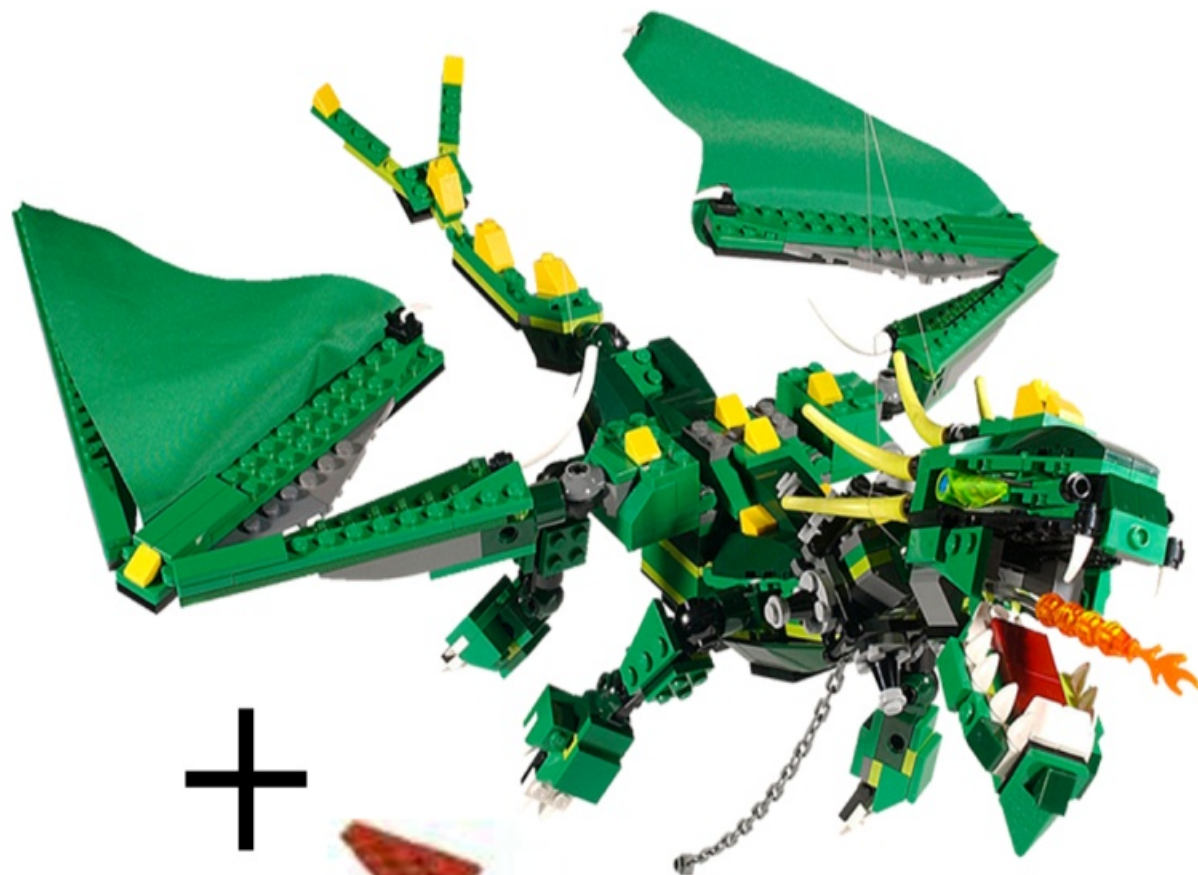






The LEGO Design Process...





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Concept Phase



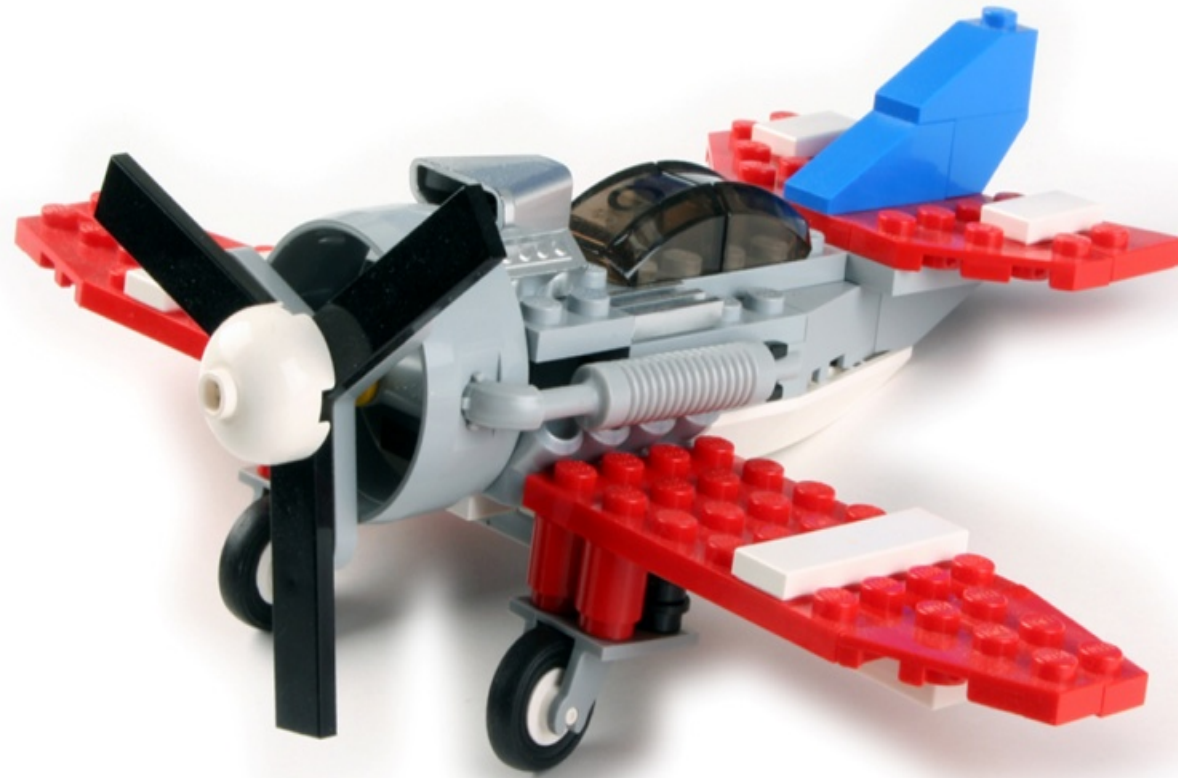


Deciding on Key Features





Engine Development





Wing Development





Colours





Testing with kids

- Build Experience
- Testing loops with kids & parents
- Different markets, Germany & USA







**“Why would we pick the walking one,
when we could have one that flies...?”**



Dragon Sketch Development





Dragon Sketch Development







Developing models to cost

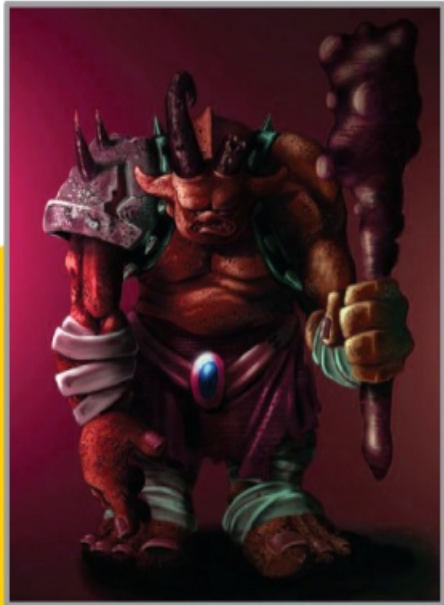




Coming up with alternates



Large Rural
Weapon



Over-Sized
Proportions esp.
Hands + Feet



Sharp Teeth
and Spikes on
Body Armour



Small Head



Alternate Inspiration > Ogre





Coming up with alternates



Rich Colour Detail



Long Neck with
Smiling Face



Traditional Dragon
Walks On All Fours



Wing Fan Along
Back



Alternate Inspiration > Chinese Dragon









Model Stability





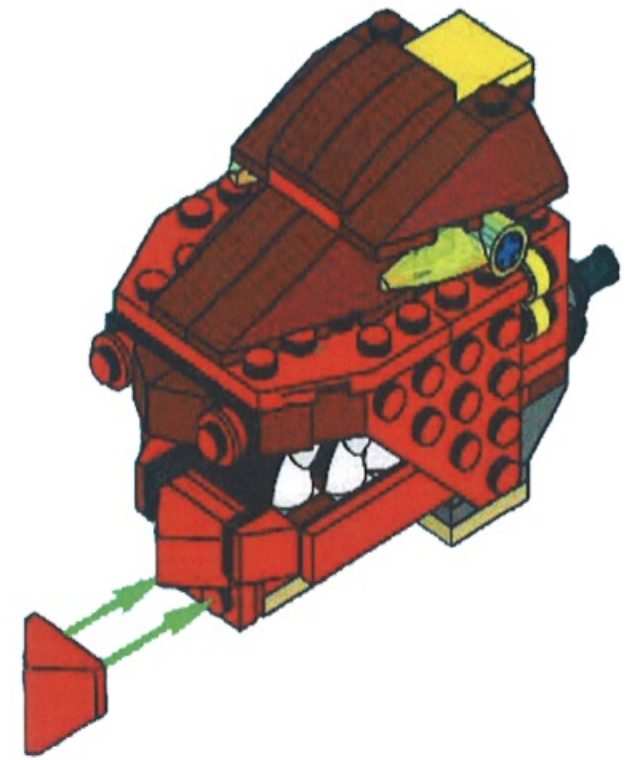
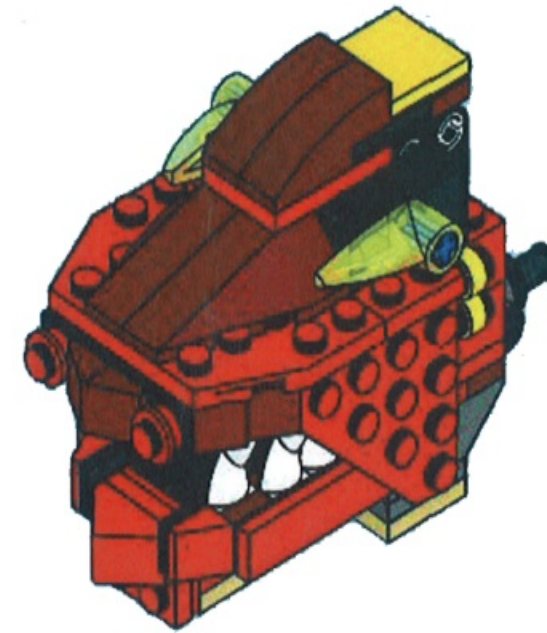
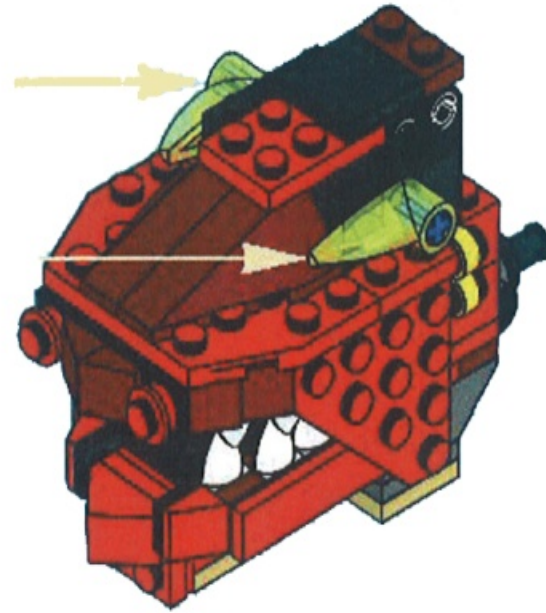
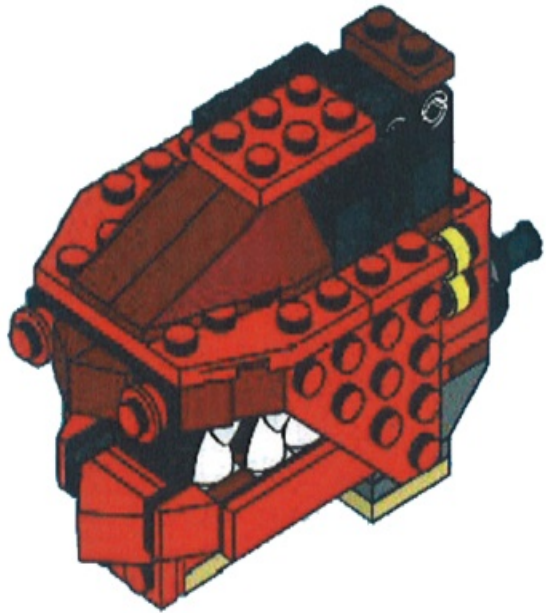
Heat Testing

HEY KIDS!
DO NOT TRY THIS
AT HOME!



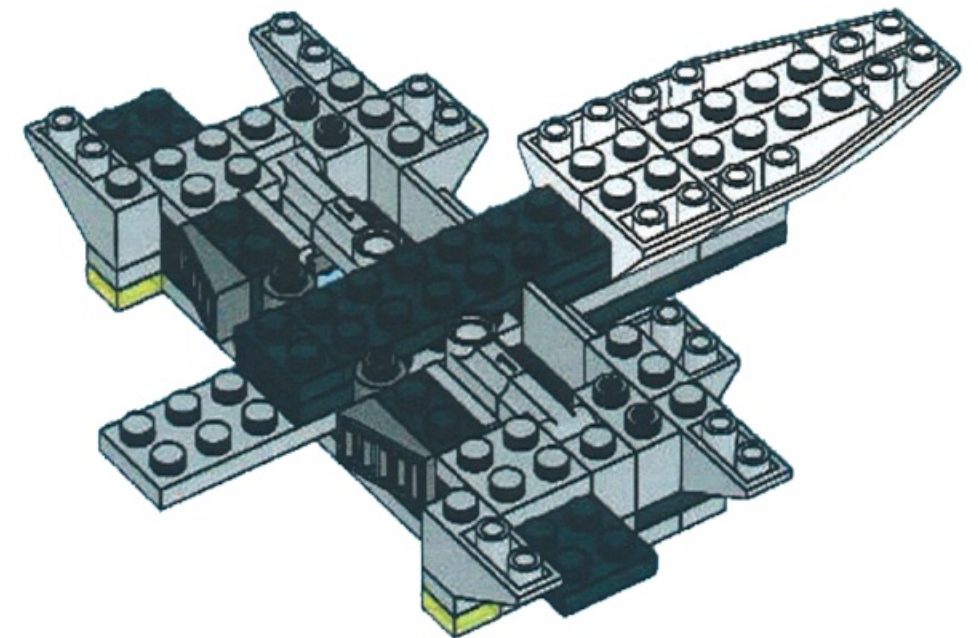
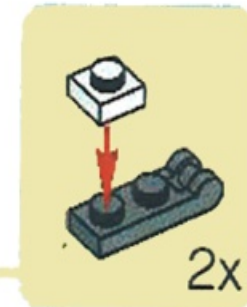
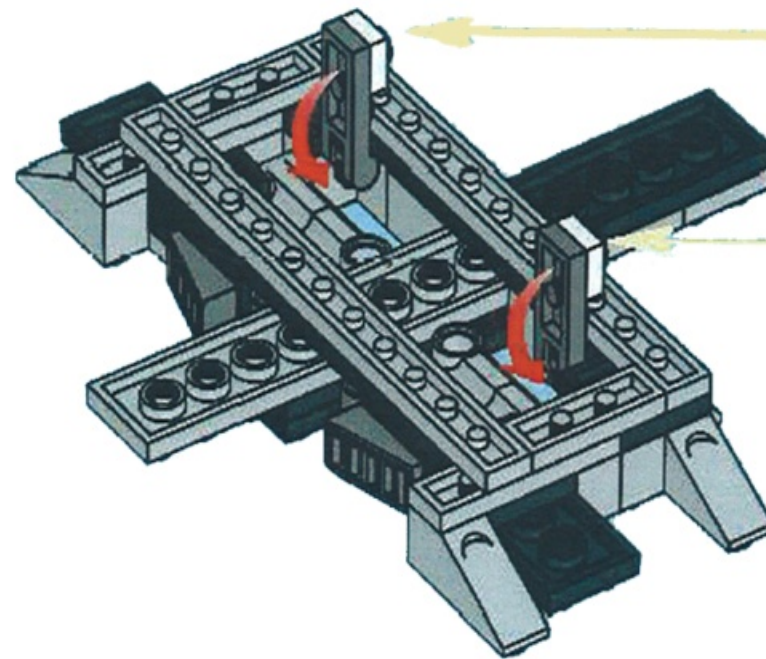


Model Committee

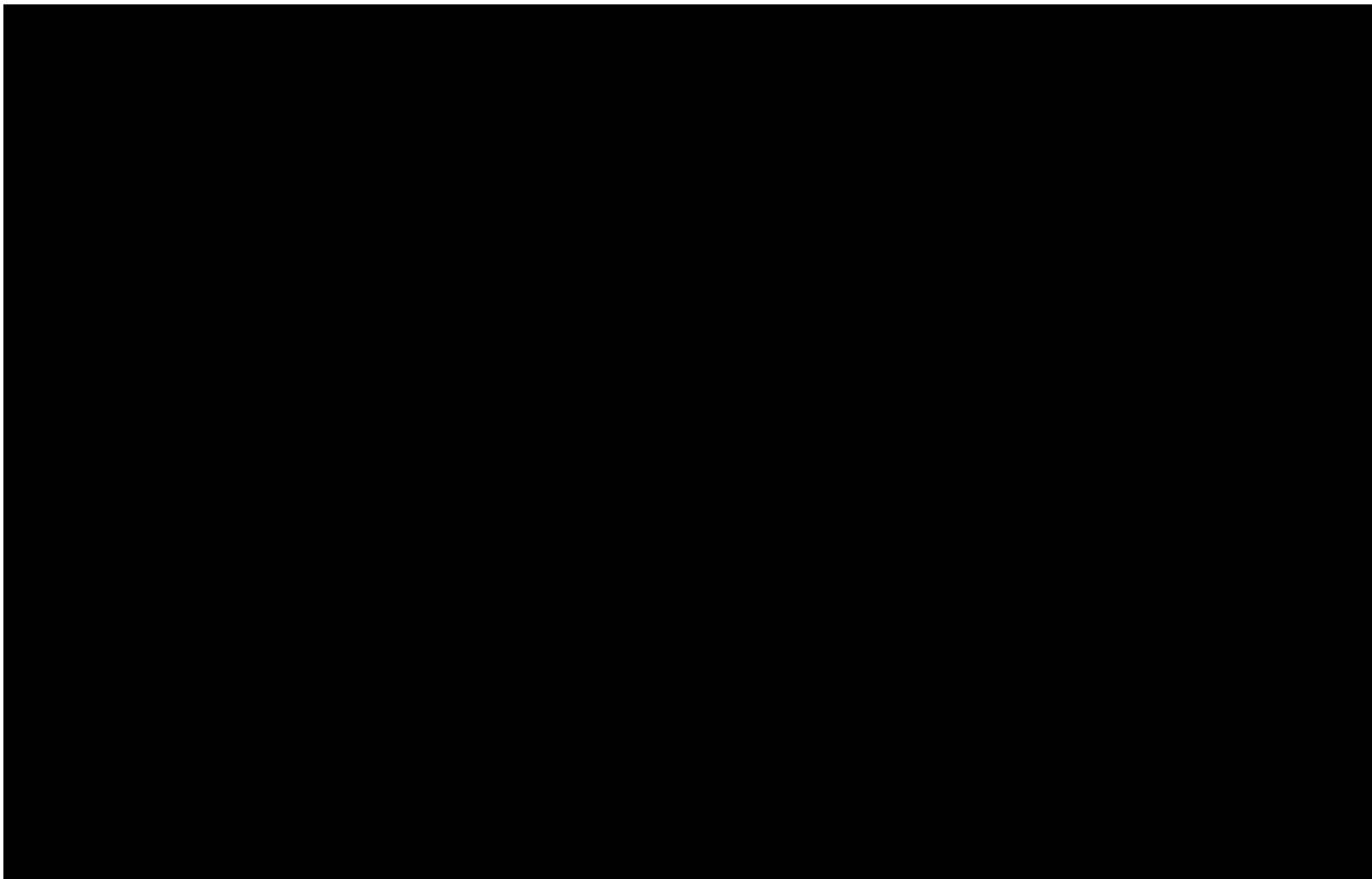




Building Instructions









Questions..
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