

# DESIGN AT THE LEGO GROUP

John-Henry Harris  
*LEGO Designer*



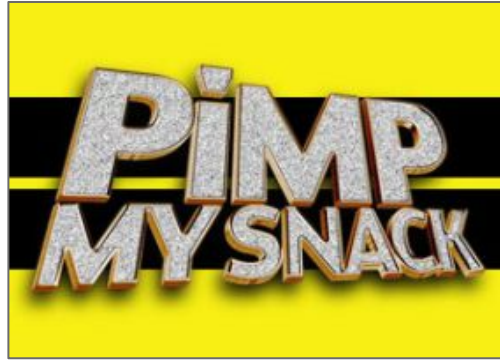


Lim Ding Wen











# Systematic Creativity

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



**About Me...**



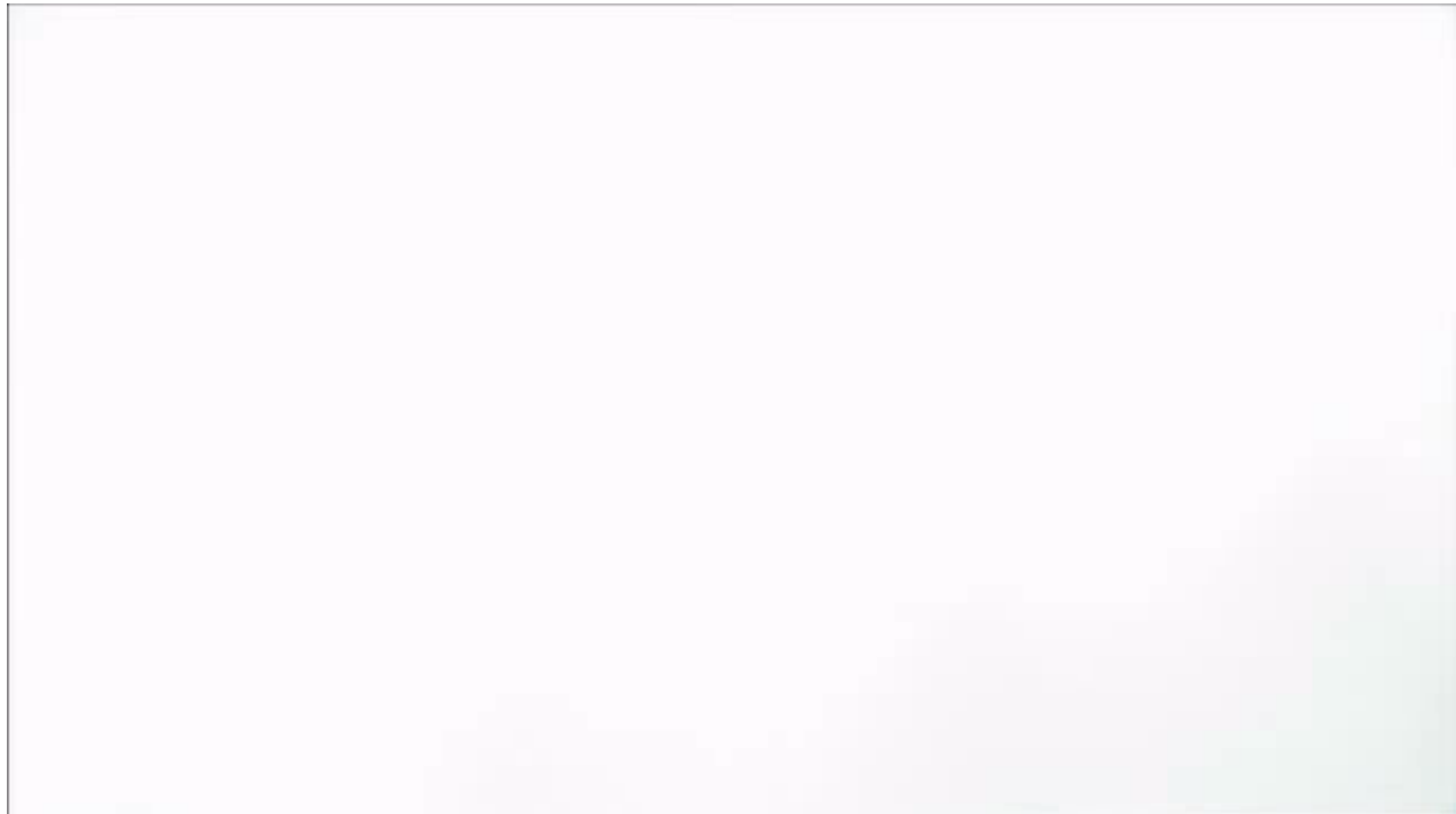




# CREATOR *Team...*

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







**My work at  
LEGO...**





# The LEGO Design Process...





# CREATOR

Coming up with ideas



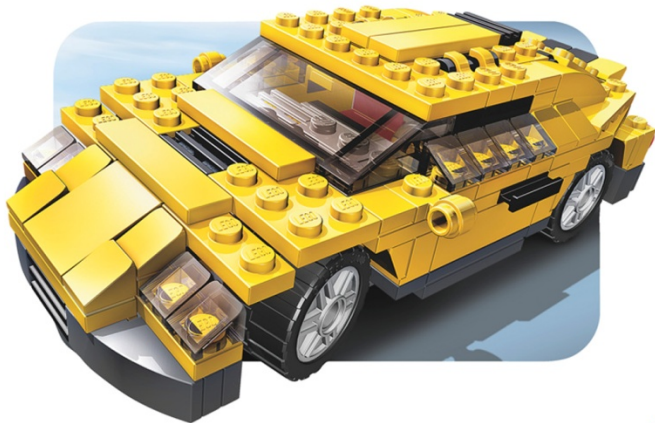


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## Concept Phase





## Deciding on Key Features







# Engine Development



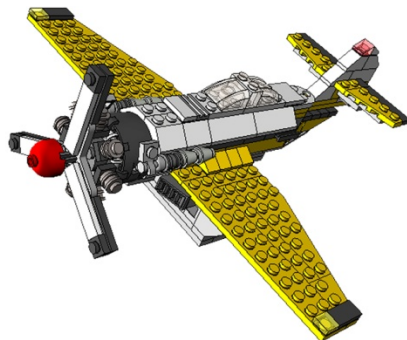


# Wing Development





## 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







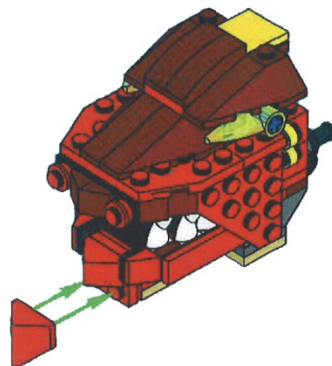
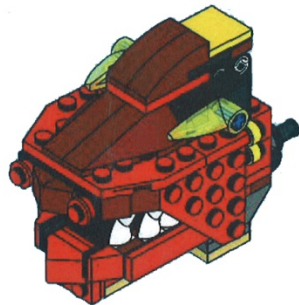
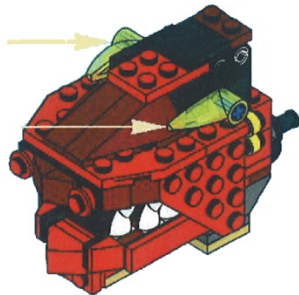
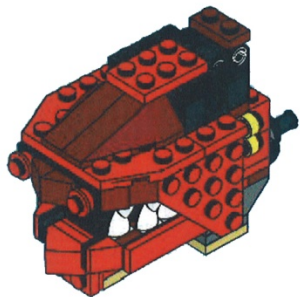
Heat Testing

**HEY KIDS!**  
**DO NOT TRY THIS**  
**AT HOME!**



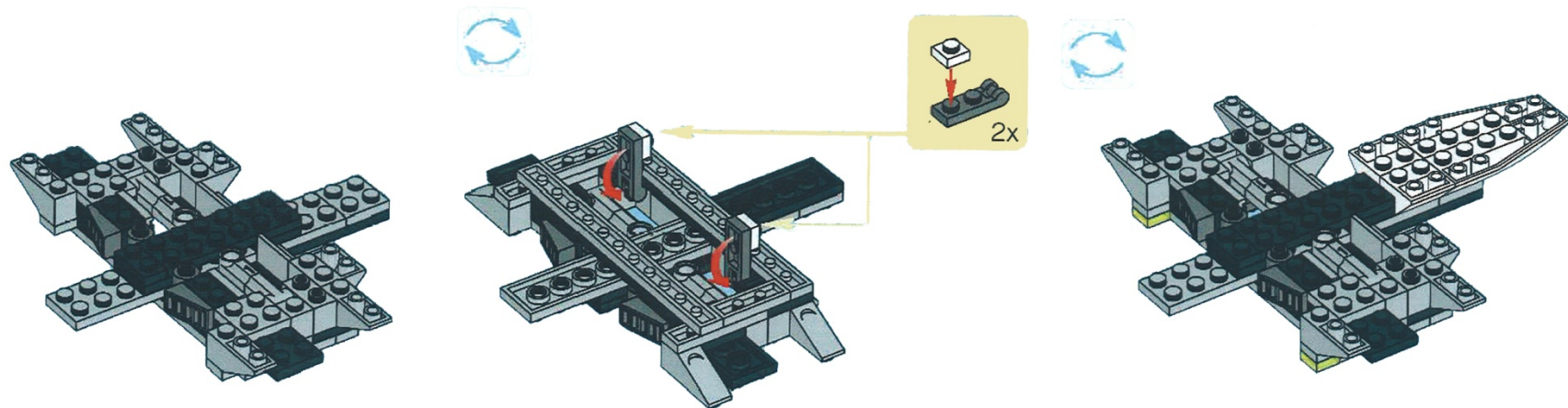


# Model Committee



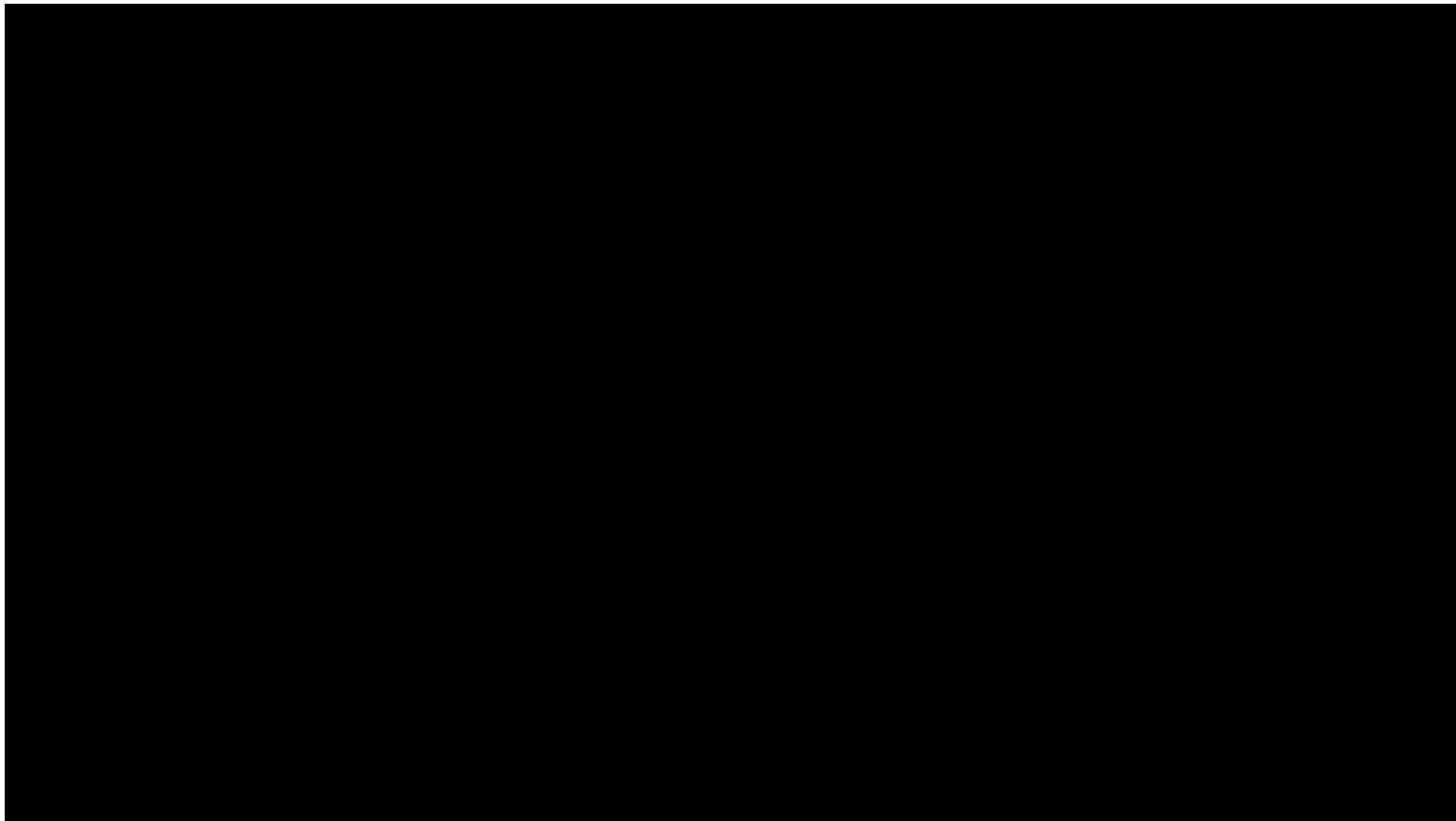


# Building Instructions











**Questions..  
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