

DESIGN AT THE LEGO GROUP

John-Henry Harris
LEGO Designer

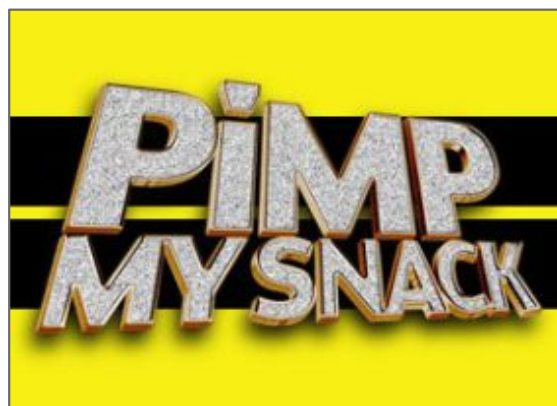




Lim Ding Wen









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



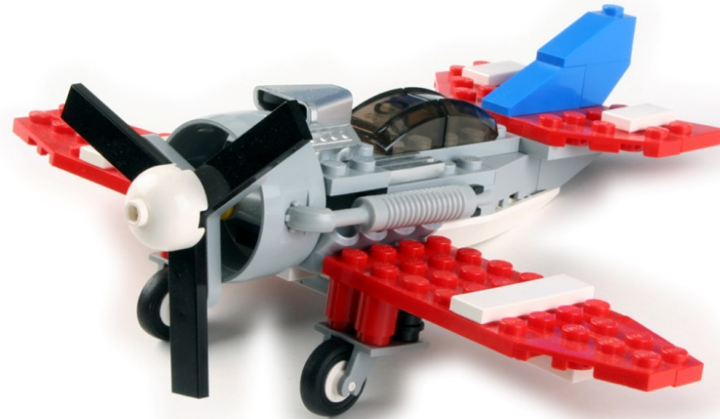


Deciding on Key Features



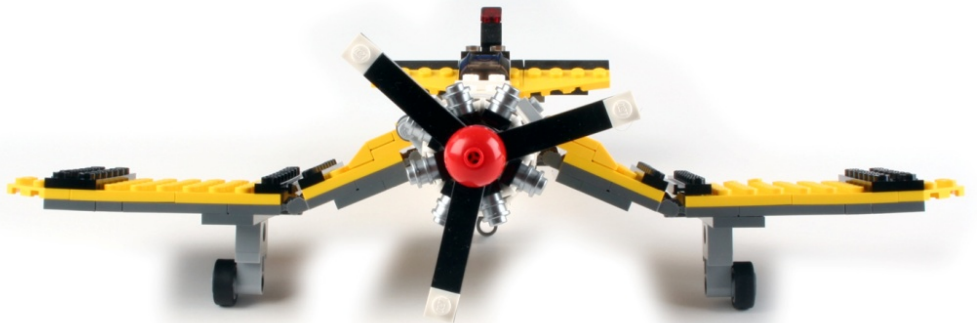


Engine Development



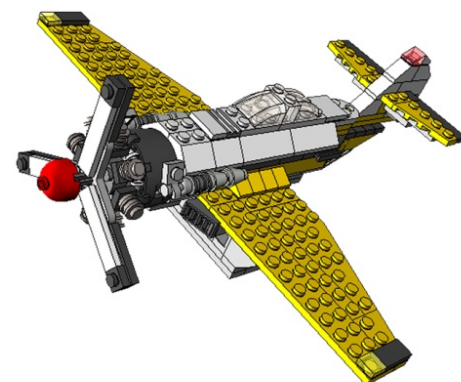


Wing Development





Colours





Testing with kids

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





Dragon Sketch Development





Dragon Sketch Development







Developing models to cost





Coming up with alternates



Large Rural
Weapon



Sharp Teeth
and Spikes on
Body Armour



Alternate Inspiration > Ogre



Over-Sized
Proportions esp.
Hands + Feet



Small Head





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



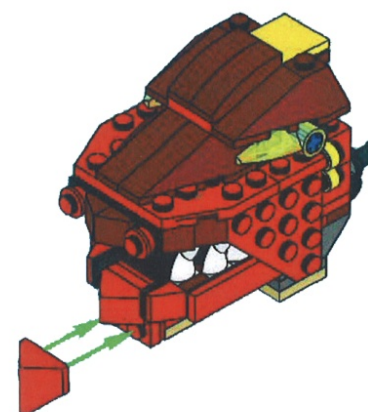
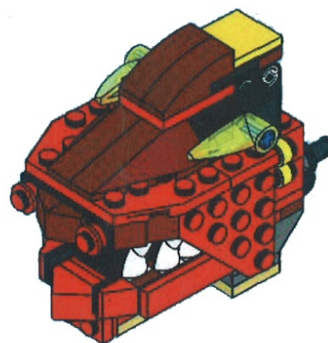
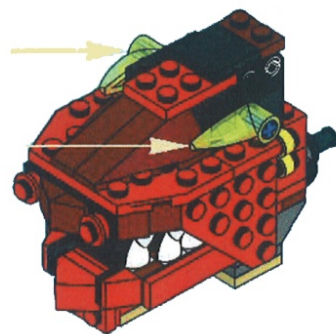
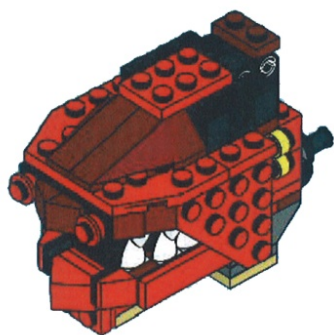


Heat Testing



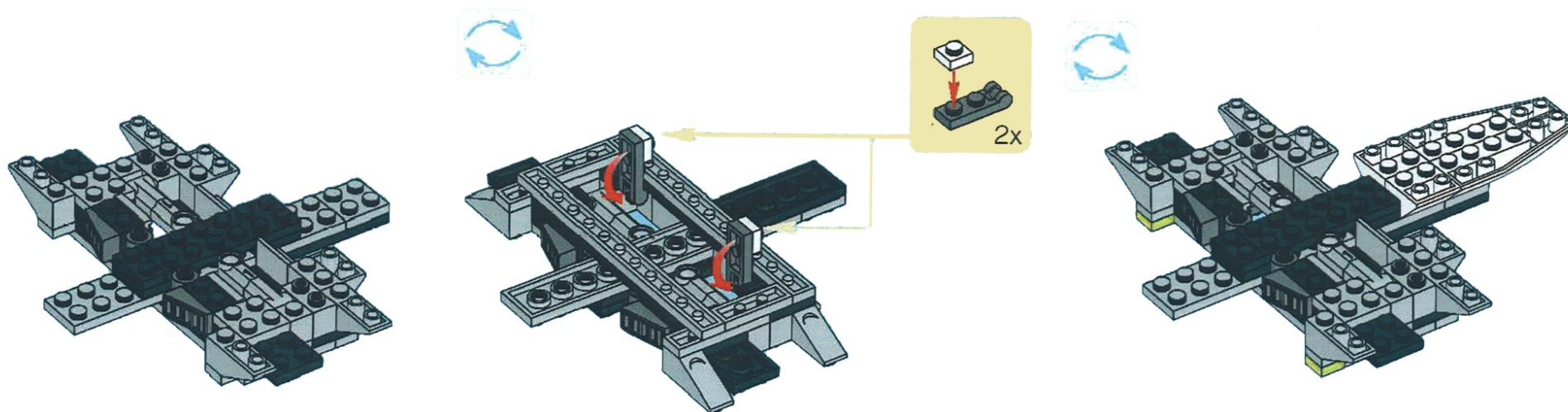


Model Committee





Building Instructions







Questions..?

