

BFA TOY DESIGN

**Where imagination becomes reality.
Where play has purpose.**

WHAT YOU'LL LEARN

Welcome to the place where ideas transform into real toys. At Otis College, you'll explore all major toy categories including plush, dolls, action figures, vehicles, preschool, games, and collectibles, while learning how to take a concept from that first spark in your sketchbook to a polished, pitch-ready prototype.

You'll study trends, research the market, tap into the psychology of how children think and play, explore product safety, experiment with materials, and understand sustainability and packaging so your designs don't just look great, they're also smart, responsible, and marketable.

HOW YOU'LL WORK

Think hands-on. Think iterative. Think real. In this program you learn through mentor-led studio courses modeled on the way the toy industry functions. It's immersive, high-energy, and production-focused—just like the industry itself. You'll receive guidance and critiques from professional designers who know the market, its history, and where the future of toys is headed next.

You'll build technical mastery in tools used by top studios including:

- **Adobe Creative Suite**
- **ZBrush, Rhino, KeyShot**
- **3D printing, sculpting, model-making**
- **Soft-goods fabrication and packaging design**



“Otis helped my goals become a reality. I had two internships: my first internship was at Mattel, and my second internship was at Hasbro. Otis was a huge stepping stone in my career.”

**—Javier Meabe,
'12 BFA Toy Design,
Lead Product Designer
at Mattel, Inc.**



**PROGRAM
OVERVIEW**



CURRICULUM OVERVIEW

MORE INFORMATION

Jennifer Caveza, Department Chair, Toy Design

Toy Design is a STEM-designated program.

Admissions and Aid

Phone: 310-665-6820 or
800-527-Otis (6847)

Email: admissions@otis.edu

Apply: otis.edu/apply

Admitted Students Guide:
otis.edu/admitted

CAREER PATHS

Otis Toy Design graduates step directly into the global play economy. Whether you're dreaming up characters, building CAD models, sketching worlds, or creating your own brand, you'll find a career that aligns with your creative superpowers.

JOB TITLES INCLUDE:

Assistant/Associate Designer • Toy Designer • CAD Designer • Character & Concept Artist • Package Designer • Model Maker • Entrepreneur

ALUMNI WORK AT:

Mattel • Disney • Fisher-Price • Funko • Hasbro • LEGO • Playmates • NBCUniversal • Spin Master • Jazwares • Zuru and more.

THE X-FACTOR

Here's what makes Otis Toy Design stand out:

- One of the only accredited four-year Toy Design BFA programs in the world.
- Located in Los Angeles, a global hub for the biggest toy and entertainment companies.
- A powerful internship pipeline that connects students to studios before they graduate.
- Through sponsored projects, corporate partners work with junior and senior students to explore creative ideas and incorporate a project brief into the curriculum.

This is where creative talent meets opportunity and where students become the next generation of designers that shape how the world plays.

FEATURED MINORS

Sustainability: For designers ready to build the future responsibly.

Entrepreneurship: Turn creative ideas into viable ventures with the business mindset needed to launch projects, brands, and studios.

Illustration: Develop visual communication, storytelling, and image-making skills in a variety of media.

The College offers 15 minors to appeal to a wide range of interests.