





# DESIGN BRIEF

This brief was set by LEGO Systems for the interview stages for the role of Element Designer, of which I was selected for a live interview at LEGO HQ in Billund, Denmark in April 2015.

1. Design a new animal for the LEGO Friends, LEGO Disney Princess or LEGO Elves playtheme.
2. Design Accessories to create a new character for the LEGO Minifigures.





# BRAINSTORMING



POSSIBLE ANIMALS



# LEGO ANIMALS RESEARCH

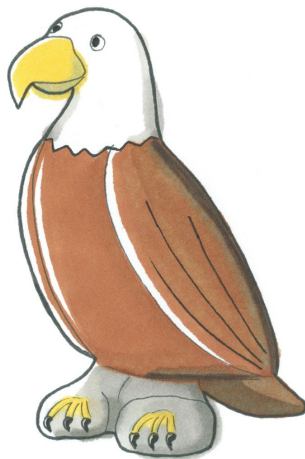
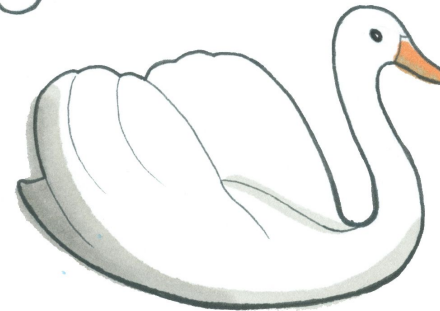
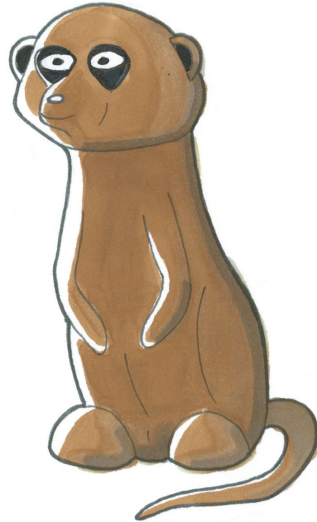
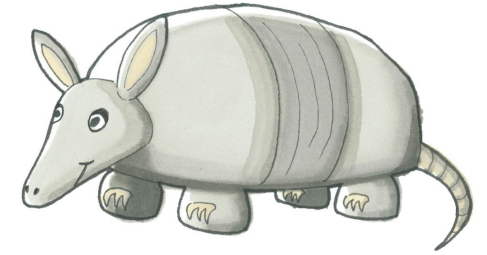


Examples of Lego Friends animals currently on the market





POSSIBLE  
ANIMALS



# ANIMAL SURVEY

After the chosen 10 animals were sketched I took the selection to Deer Park Primary School and asked for several year groups to select their favourite animal from the range.



BOY

0

GIRL

9



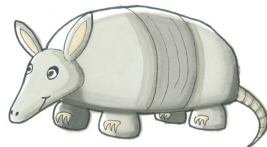
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1



1

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1

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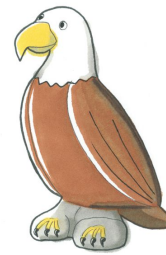
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Most popular overall animal for both girls and boys

BOY

GIRL



3

1



2

10



5

1



2

3



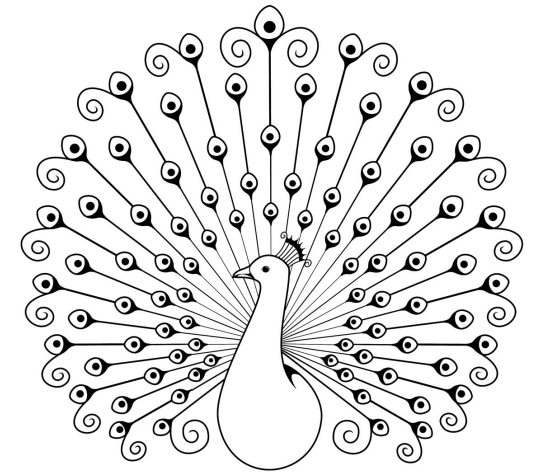
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# PEACOCK INSPIRATION



MAJESTIC  
BEAUTY  
FAN LIKE FEATHERS  
BLUE GREEN YELLOW  
FOREST DWELLERS



A  
NDREW  
P  
HILIP  
L  
ANGEN

PEDRO THE  
PEACOCK

