

The forest of music

Early education music enlightenment toy for children

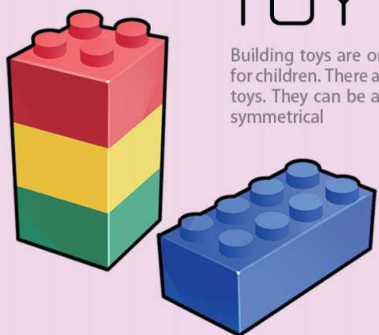




3~5

Preschoolers spend most of their days playing

TOY



Building toys are one of the most common toys for children. There are many ways to play building toys. They can be arranged, jointed, circular and symmetrical

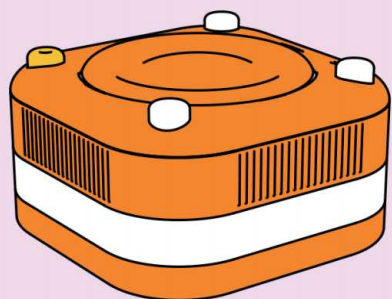
MUSIC

According to the statistics of early music education, children's hearing develops best when they are three or four years old.



“爱乐森林”

Building block toys and music enlightenment education, let children experience the melody and rhythm in the game.



About the project

Through music activities, can enhance children's memory, imagination, creativity, improve children's auditory discrimination ability and sensitivity. It is of great significance to integrate music enlightenment education into children's study and life to stabilize their emotions, develop their intelligence and make them grow healthily and harmoniously. Through the splicing of building blocks, the higher the pitch is, the higher the children can build their own music forest. During the building process, each building block will regularly flicker to show the rhythm, and there will be sound reminders.

DESIGN BACKGROUND

BACKGROUND

At present, people are realizing the importance of quality education, more and more parents pay attention to the enlightenment education of children. Among them, music enlightenment is the first choice of most parents.



Dalcroze method

Dalcroze's main feature is the teaching of body rhythm, in addition to solfeggio practice and improvisation



Orff method

Teaching mainly by singing, through the way of singing teaching



Kodali method

Rhythm, melody practice, basic movement teaching and other activities with a strong sense of rhythm

About the background

At present, there are three famous methods of music enlightenment education, which are Dalcroze teaching method, Kodaly teaching method and Orff teaching method. Each of the three approaches has its strengths. However, for ordinary parents who have no basic music literacy, the three methods of education are slightly difficult in real time.

INVESTIGATION AND RESEARCH

PRACTICE INVESTIGATION

Through the questionnaire survey, we can better understand the current situation of parents' early education and explore the design opportunities of the current early education market.

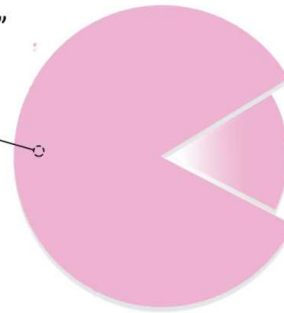


Scan the QR code to view the questionnaire

"Early education"

84%

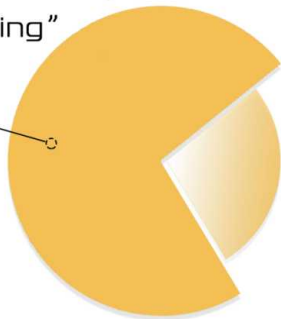
84% of parents will choose early education



"Internet advertising"

73%

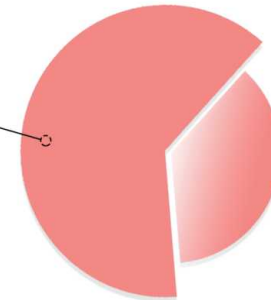
73% of parents know about early education products through internet advertisements



"Music"

63%

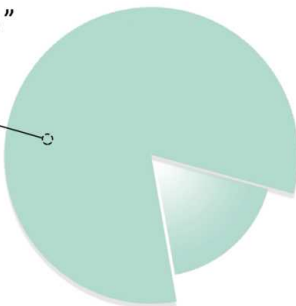
63% of parents most want to improve their baby's musical ability



"Building blocks"

78%

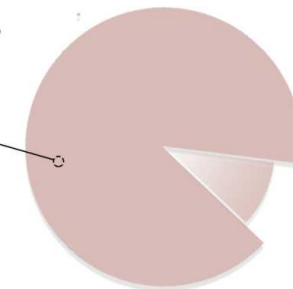
78% of parents said bricks were their child's most common toy



"Interested in"

90%

90% of parents are interested in music educational toys



TARGET USER

3 ~ 6 years old children

To help parents who do not understand music early education to provide a music early education product



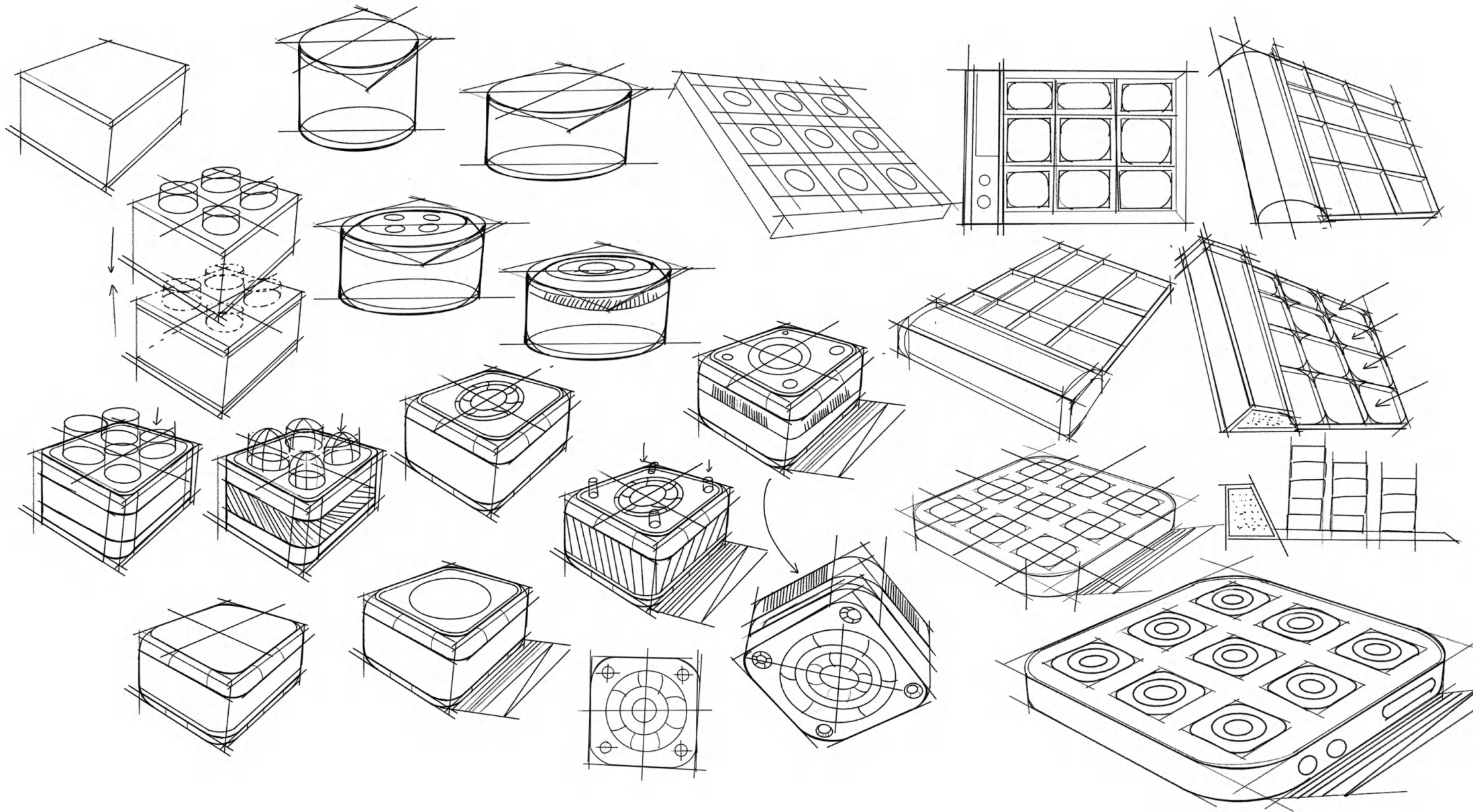
Sketch



About the sketch

In the design of the model, the method of brainstorming was used to collect information about children's music toys and building blocks on the Internet to find design inspiration. In the product modeling design focuses on reflecting the feeling of innocence, the overall use of mellow modeling.

Sketch



PRODUCT DESIGN

About the product

The Forest of Music combines music enlightenment education with building block games, so that children can easily start playing with toys and explore the rules of music. To provide a new option for early childhood education.



PRODUCT DESIGN



PUSH

PUSH

Higher octave

Octave below

Tonal variation rule



Dotted button

Extended beat button

Non-slip shell

Rules for buttons

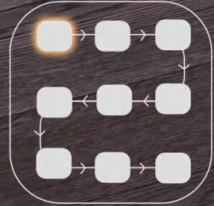


About the function

The Forest of Music include the simplest knowledge of music theory. Based on the classical four quarters as the rhythm prototype, the blocks can realize the function of adjusting the time value of the beat and the pitch. Buttons attract children's attention in the form of objectification, so that children actively explore sound changes.

PRODUCT DESIGN

Play the order



When the child places the block in the slot, the block emits a musical sound of its current height and a breathing light flashes.

The speaker hole

switch

Power indicator light

volume

Appearance design

About the color

The color scheme comes from the trees we often see in our daily life



cherry blossom

● #ffcbe3



willow

● #9acd52



maple leaf

● #e6a54d

Take "forest" as the creative point, turn blocks into trees, let children create "melody" forest in the process of building

